

episencial®

from the wellspring of

epicuren®
baby

presents skincare for babies & kids with
Eric Carle's *The Very Hungry Caterpillar*

2010



On the shelf, **Episencial** products retell the story of *The Very Hungry Caterpillar*, offering **natural** products and messages of **hope, health and self-discovery** to growing families everywhere.

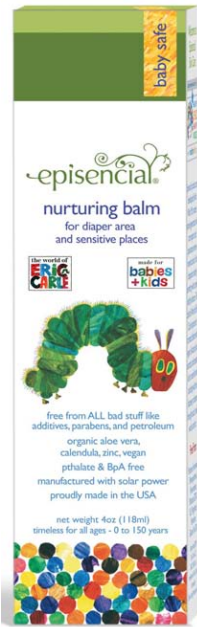
Episencial offers the **first & only** range of baby skincare products that entices kids as well as parents, making the **volume** potential for these products **exponentially higher** than for any other baby skincare product.



WELCOME TO EPISENCIAL SKINCARE

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Welcome to Episencial's range of all natural **kids'** skincare products, inspired by fruits from the colorful World of Eric Carle. We like to think that hungry little caterpillar eats his way through **organic** fruits on his journey to become a beautiful butterfly! All our products are **baby**-safe, super green, formulated with botanicals, competitively priced, and truly effective.

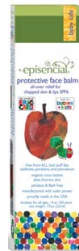
- **free** from all the bad stuff like synthetic fragrances, colors, parabens, and petroleum
- organics like **raspberry** juice, **cucumber** extract, **orange** extract, and **avocado** oil
- **recycled** bottles, phthalate free and BpA free
- manufactured with **solar power**, and proudly made in the **USA**

NURTURING BALM - FOR DIAPER AREA & SENSITIVE PLACES

SRP: \$10
 MAP: \$9.99
 Case Packs: 3/24 Unit Size: 4oz
 Margin: 48% for inner case/50% for outer case
 SKU: 10895639002139



EWG
 Top Rated
 Sunscreens



US Weekly
 Buzz-O-Meter
 Award



SUNNY SUNSCREEN SPF 35
 water resistant protection
 for face & body

SRP: \$15.00
 MAP: \$14.99
 Case Packs: 3/24 Unit Size: 4oz
 Margin: 48% inner case/50% outer case
 SKU: 10895639002214

PROTECTIVE FACE BALM
 all-over relief for chapped
 skin & lips SPF 6

SRP: \$6.00
 MAP: \$5.99
 Case Packs: 3/36 Unit Size: .75oz
 Margin: 48% inner case/50% outer case
 SKU: 20895639002181

SOOTHING CREAM
 eczema, itches & bothered skin

SRP: \$11.00
 MAP: \$10.99
 Case Packs: 3/24 Unit Size: 4oz
 Margin: 48% inner case/50% outer case
 SKU: 20895639002174



Eco Baby World
 Outstanding
 Product of the
 Year Awards



PTPA Award
 Winners



SWEET DREAMS BUBBLE BATH
 long-lasting bubbly gel concentrate

SRP: \$9.00
 MAP: \$8.99
 Case Packs: 3/24 Unit Size: 8oz
 Margin: 48% inner case/50% outer case
 SKU: 20895639002167

BETTER BODY BUTTER
 silky soft hydrating lotion

SRP: \$10.00
 MAP: \$9.99
 Case Packs: 3/24 Unit Size: 8oz
 Margin: 48% inner case/50% outer case
 SKU: 20895639002143

PLAYFUL FOAMING WASH
 hydrating hair & body cleanser

SRP: \$9.00
 MAP: \$8.99
 Case Packs: 3/24 Unit Size: 8oz
 Margin: 48% inner case/50% outer case
 SKU: 20895639002150



GREEN VALUE HIGHER RATE OF SALE

Episencial, together in a licensing agreement with Eric Carle, presents premier skincare products for kids and babies that nourish mind and body with actively healthy ingredients. Episencial creates *green value* by advocating sustainable family values and providing green products that are uniquely affordable. *The Very Hungry Caterpillar*, an iconic story loved by children and parents alike, inspires the aromatic blends of juice extracts, organics, and all natural ingredients in the Episencial range of skincare products for babies and kids. By tapping into the senses of sight, touch and smell, Episencial supports a child's self-discovery of body and health with fun, environmentally friendly products. The Episencial line is perfectly suited for mainstream retail.

NOTE: Episencial offers the first & only range of baby products that entices kids as well as parents, making the volume potential for these products exponentially higher than for any other baby skincare product.

- 2009 was the celebrated year of *The Very Hungry Caterpillar's 40th* anniversary
- the packaging is timeless, for **ages 0 to 150** years
- bottles are made from **recycled** plastic that is phthalate free and BpA free
- Episencial products deliver **excellent** retailer margins
- they provide **green value** - priced competitively for **high-volume** distribution
- Episencial formulations are **newborn**-safe, which improves broad-based appeal
- products meet **OASIS** criteria - free from synthetics, additives, and contaminants
- they are doctor recommended and proven with natural **organic** ingredients
- Episencial's business practices are super-**green**, including the use of **solar power**
- Episencial is a premier brand with products proudly made in the **USA**





PERFECT FOR EVERY MOM

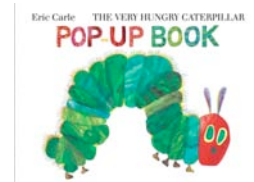
Nearly every mom knows *The Very Hungry Caterpillar's* story of hope, health, and self-discovery, now celebrating its 40th anniversary. And every skincare devotee knows the touch and feel of premier quality skincare products. Episencial is brought to you from the wellspring of Epicuren, an icon in the luxury skincare industry for over 35 years.

The Episencial skincare products are perfect for your customers because they deliver premier formulations at mainstream, value price points with sell-through strength powered by iconic imagery that inspires the every Mom to hope for an ever-better, ever brighter future for her family.



The Very Hungry Caterpillar is an icon. Far from a fad, this imagery will be more popular in the next 40 years than it is today:

- *The Very Hungry Caterpillar* accounts for \$50M annually in licensing deals.
- There are over 80M Eric Carle books in print - 29M are *The Very Hungry Caterpillar*, and it is published in 47 languages.
- The story sells, on average, one copy every 30 seconds.
- Children write to Eric Carle at the rate of 10K letters per year.
- *The Very Hungry Caterpillar* has won countless awards, was adapted for TV, and distributed by Walt Disney Productions.



Episencial skincare formulas are inspired by the fruits and concepts from the colorful world of Eric Carle. The core values of *The Very Hungry Caterpillar* - hope, health, and self-discovery - ring true through the Episencial products. They are free from synthetic chemicals; and they are filled with organics, all-natural botanicals, and beautiful fruit extracts to support children's discovery about a growing body. Episencial's packaging is clean, fresh, and made from environmentally friendly, recycled materials for the hope of a greener future. Episencial products, and the message of that hungry little caterpillar, pop off the shelves for all to embrace the promise to grow-up strong in a world that is sustainable, healthy, and filled with infinite possibilities.

Mom has read *The Very Hungry Caterpillar* to her children hundreds of times and it remains one of the few books she enjoys every single time she cuddles in for a bedtime story. She is educated and green conscious. She has heard on the news that baby products are often tainted with contaminants. Every Mom wants to feel safe, she wants her family protected, and she wants to know that her favorite store has selected the best products for her baby. Episencial delivers the promise.



RETAILER SUPPORT

EVENTS

Episencial facilitates the success of special events by donating product, expert speakers, and/or professionals who will attend and work retailer hosted events. Episencial also provides professional design services to produce invitations to sponsored events featuring the art of Eric Carle.

GIVEAWAYS

Episencial offers special products for in-store and online giveaways, as well as samples and testers to support the successful introduction and sales of new Episencial products.

“GREEN FROM DAY ONE” HOSPITAL PROGRAM

The “Green From Day One” tool kit offers hospitals an opportunity to market their pediatric department as an advocate for natural products for healthy living with Episencial products. Included in the tool kit are materials and templates that can be customized and distributed locally to announce the investment in the Green From Day One philosophy.



Materials include:

- Press release announcing the installation of the Green From Day One program featuring Episencial Products
- Event concept guidelines that provide inspiration for marketing the benefits of the Green From Day One program
- Media and calendar alerts to inform and attract media to the Green From Day One program and events

IN STORE MERCHANDISING & DEMOS

Episencial provides in-store merchandising, point-of-sale, and point-of-purchase support materials such as display units, postcards, samples, hand-outs, and shelf talkers. In-store demos can be arranged regularly and staff training is provided.

WEBSITE

Episencial does not sell products for retail on the company website. Instead, we offer a content-rich online environment to which retailers can link to provide information and use guidelines, customer service, and access to a wide range of healthy parenting professionals to their

customers. The content provides clear insights and raises awareness in the parenting community about the importance of proper and environmentally sound skincare for children and pregnant women.



As a content rich website, Episencial has secured approval and widget use by authoritative third parties such as MSNBC. Episencial also provides retailer support by syndicating its content to build relationships with community based blogging and syndication sites for parents such as Intent.com, HotMoms.com, and DrGreene.com to enhance viral, word-of-mouth promotion. Editorial and product reviews promote the brand on hundreds of other websites targeting our retailers' core consumer and demographic audience.

In addition to building a strong online community of consumers, Episencial is developing high-level relationships with search engines such as Google, Yahoo, etc., to maximize search engine optimization for Episencial products. Since the website does not sell directly to consumers, Episencial's website traffic is directed to purchase products from our retailers. Additionally, we see our online relationships as an opportunity to gather recommendations on relevant content and a way to intimately involve parents and professionals in building the brand and influencing the launch of new products.

We link directly to all of our retailer websites, as well as participate in Linkshare (www.linkshare.com) to provide enhanced visibility for participating retailers on the Episencial website.

SUSTAINABILITY FOR A NEW VIVID GREEN GENERATION

Green isn't just a trend. Episencial believes its products and business practices are opportunities to effect positive change for our world. Sustainability is at the very core of how we conduct business:

Episencial uses botanical, sustainably farmed, and certified organic ingredients;

- supports alternative energy development with the use of solar-power for manufacturing;
- uses food-grade, non-leaching recycled plastic containers free from residues of dioxins, phthalates, or other xenoestrogens;
- features FSC certified, recyclable and sturdy packaging to encourage re-use and re-purposing;
- and employs paperless systems for inventory management, invoicing, and marketing.



PUBLIC RELATIONS

Episencial's message, *the skin and its surroundings are intricately involved in immunity, and the support of skin enhances overall health*, reaches consumers through an increasingly active online community, philanthropy, and published works. Episencial is committed to leveraging media opportunities to raise awareness and increase the incorporation of holistic health practices and products into mother and baby care. Episencial products' differentiation points are promoted across all marketing channels. Because the brand excels on so many differentiation points, consumers and professionals have already embraced Episencial and freely discuss the products' features and benefits online and in parenting classes. Blogging and viral marketing opportunities abound.

Position

Episencial's position in the marketplace is firmly entrenched in the concept of "green value" - our conviction to provide products that enhance a sustainable lifestyle, combined with retail prices that allow green products, and the greater good they represent, to thrive in any economy.

Episencial is a premier brand that advocates sustainable business and health practices by generating awareness, activism, and products that are made with all natural, organic ingredients. Consumers who embrace green values finally have easy access to affordable products that support their values, and consumers who aspire to green values will be excited by the fact that Episencial products are both affordable and informative. Further, with the help of the familiar and colorful images from Eric Carle's *The Very Hungry Caterpillar*, Episencial intends to entice consumers into making sustainable choices.

Because Episencial is based in Hollywood, and developed from the wellspring of Epicuren, the company has extensive celebrity tie-in opportunities to participate in events such as the Golden Globe and Oscar Swag Events. Episencial also sponsors mom-driven celebrity events like those thrown by Buzz Girls and Hot Mom's Club, which regularly garner extensive media coverage. The company actively participates in at least one of these events per month to maintain the loyalty of its celebrity following.



"Episencial perfectly balances environmental consciousness with the healthy ingredients baby's skin needs. Perfect gift to give to a friend, relative, or yourself."

-Kara Hoisington, Mom Central Media

"The Episencial products for my son are gorgeous. I can tell you that the cream works very well; we are in brisk New York right now,

and his face was looking a little dry, and the cream just brought it back to that soft baby skin. And it's great to know that they aren't filled with unhealthy stuff."

- Gretchen Moll, Actress & Mother

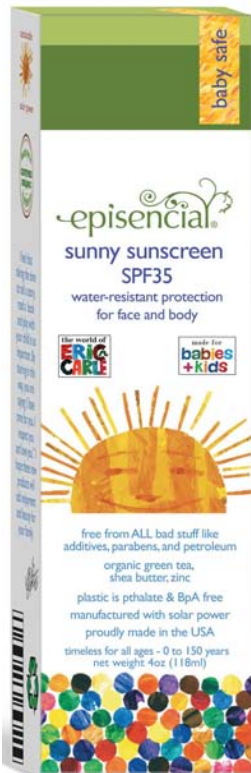
HEALTHY PARENTING PROFESSIONAL ADVISORY BOARD

Episencial is at the cutting edge of environmentally responsible, clinical skincare for children and moms - a position that comes with great responsibility to both parents and professionals, and an obligation we embrace with pride and honor.

Our board of advisors includes the world's foremost childbirth, postpartum, and natural parenting professionals, ranging from obstetricians to environmental consultants, each offering vast experience and guidance to help us provide you with the most effective, sustainably manufactured and safest personal care products available today and in the future.

“As an Obstetrician, I guide many women through the life changing events of pregnancy and motherhood. Episencial products allow me to offer a natural remedy to many health issues facing women and children. The ability to use products that are natural and therefore safer for babies allows mothers to protect their babies skin. The ability to recommend products that also respect the health of the environment allows me to be a better physician. Only by acknowledging women's roles in their families, communities and the environment in which they live, are we truly being responsible to our roles as protecting the health of our families.”

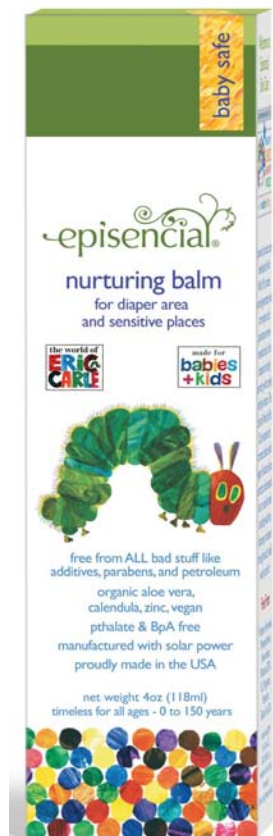
- Robert Biter, M.D./Founder Cardiff by The Sea Birthing Center



Episencial's Healthy Parenting Professional Advisory Board includes Obstetrics: Robert Biter, M.D.; Lactation: Corky Harvey, R.N.; Infant & Pregnancy Massage: Linda Storm, L.M.T.; Chiropractic: Jeanne Ohm, D.C.; and for Naturopathy: Stephanie Riley, N.D..

“As a lactation consultant I consider it my duty to alert parents to the hidden risks associated with what we put in and on our bodies and those of babies. I have every confidence in Epicuren Baby products, use them on my grandson, and recommend them because not only are they 100 percent natural and, therefore, toxin-free, but the formulations effectively protect and nurture the skin and its immune functions.”

- Corky Harvey, R.N. - Lactation Consultant/Co-Owner The Pump Station



PROFESSIONAL AFFILIATIONS & ALLIANCES

Episencial's philosophy and products are endorsed by professional organizations for continuing leadership in advancing environmental activism into future generations and creating effective, high quality products with a mission to support *Healthy Parenting*. As the exclusive skincare sponsor of the nations leading Professional Associations, Episencial expands its mission to educate parents, and by natural extension their children, on the importance of all natural skin care for healthy body and planet.



Childbirth and Postpartum Professional Association

(www.CAPPA.net)

Episencial is the first skin care company to receive the endorsement of the prestigious Childbirth and Postpartum Professional Association through which Episencial will provide education and awareness on topics ranging from skin during pregnancy, care and development of infant skin, products for infant massage and enhancing the baby bonding experience. The CAPPA membership is comprised of the professionals to whom women turn for guidance through the transformative experience of pregnancy and new motherhood. Naturally, their endorsement of Episencial's Epicuren Baby skin care line is a significant validation of our work.

Pregnancy Awareness Month

(www.pregnancyawarenessmonth.com)

Pregnancy Awareness Month seeks to empower women during this momentous time in life, and Episencial is thrilled to share our knowledge and products as a part of this experience. Episencial CEO, Kim Walls serves on the advisory board of Pregnancy Awareness Month, along with holistic lifestyle expert and founder Anna Getty, television personality Rikki Lake, nationally renowned pediatrician Alan Greene, M.D., and actress Josie Maran.



"I have been a long time fan of Epicuren for myself but now that I am a mom I am so happy to know that the quality and integrity that goes into their adult line is going into their baby's line. I feel so good knowing that I am using products that are free of chemicals on my baby's skin. The lotion is mild and sweet smelling, the diaper cream effective and the bubble bath soothing and bubbly. Hats off to Episencial for thinking of our children."

-Anna Getty, Pre-Natal Yoga Teacher and Eco-Life Style Expert

International Chiropractic Pediatric Assoc.

(www.icpa4kids.com)

Proceeds from the sale of Epicuren Baby products will benefit the clinical research work of the International Chiropractic Pediatric Association to support its mission to engage and serve family chiropractors worldwide through education, training and research; establish excellence in professional skills and unite in a global community to cooperatively and passionately participate in advancing chiropractic for both the profession and the public.

Healthy Child Healthy World (www.healthychild.org)

HCHW educates parents, supports protective policies, and engages communities to make responsible decisions, simple everyday choices, and well-informed lifestyle improvements to create healthy environments where children and families can flourish. Healthy Child Healthy World exists because more than 125 million Americans, especially children, now face an historically unprecedented rise in chronic disease and illness such as cancer, autism, asthma, birth defects, ADD / ADHD, and learning and developmental disabilities. Credible scientific evidence increasingly points to environmental hazards and household chemicals as causing and contributing to many of these diseases.

As a national leader for nearly two decades, Healthy Child Healthy World has become the nation's leading organization of its kind. We help millions of parents, educators, health professionals, and the general public take action to create healthy environments and embrace green, non-toxic steps.



"Ensuring a healthy future for our children is the most important role we have as parents. Yet the unfortunate danger of chemical toxicity can cause disease and illness – especially in everyday products like personal and baby care products. What I greatly admire about Episencial is that at the core of each product, is the commitment to purity and utmost care for our most precious (and vulnerable) little ones. This is why Healthy Child Healthy World is a proud collaborative partner."

- Christopher Gavigan, - President Healthy Child Healthy World/Author

"I have had the opportunity to work with babies and families for over twenty years, and working as a birth doula and lactation educator, I take personal responsibility in educating my families on the importance of what goes into our bodies, as well as what we put on them as well! I can't express enough gratitude and appreciation for the Episencial Line, it will be the gift I give at every birth!!"

- Valerie M. Peterson - Birth Doula , Cardiff by The Sea California



Your purchase supports a safer future for us all.

A percentage of proceeds donated to Healthy Child Healthy World!



EPISENCIAL'S CEO & FOUNDER

Kim Walls, M.S., is the CEO of Episencial® and creator of the Epicuren® Baby skincare products and philosophy. A second-generation skincare expert from the family that developed the world-renowned Epicuren® anti-aging skincare products, she now combines her environmental activism with expertise in clinical skincare and nutritional science to develop green, effective skincare for pregnant women and children. For more than a decade, Walls has honed her clinical perspective focusing on botanically based skincare and transdermal nutrient



absorption as a pathway to improved health and beauty for women and children. She shares her experience internationally with dermatologists and estheticians, as well as childbirth and postpartum professionals, underscoring the relationship between optimum health and skincare. Now through her company, Episencial, she is dedicated to sharing that knowledge with new and growing families to support the enhanced health and immunity that effective, all natural products can provide.

Kim's strong, personal commitment to organic and environmentally-responsible living is at the core of Episencial's high standards for green manufacturing and product development. As the mother of two young boys, she has coupled her innate understanding of the importance of sustainability with her post-graduate work in biochemical and nutritional sciences to establish a new standard in skincare research and products that supports lasting health for today's families.

Kim is a spokesperson not only for Episencial, but for her broader mission to support "Healthy Parenting for a new, Vivid Green Generation". As a long-standing professional in the field, an Advisory Board Member of Pregnancy Awareness Month and Eco Baby World, a featured speaker at health and industry events, a Guest Blogger for high-traffic medical websites such as www.drgreene.com, and author of articles for published books and periodicals, Kim offers her more than 15 years experience in the health and wellness industry to generate environmental skincare awareness that supports Episencial's mission.

"You are brilliant! Thanks for all you are doing to create a Vivid Green Generation."

- Allen Greene, M.D., Pediatrician & Author - Raising Baby Green

PRODUCT DEVELOPMENT PHILOSOPHY

Episencial products are safe, actively support immunity and vitality, and are manufactured with sustainable values including the use of renewable energy – solar power. The formulas are filled with targeted nutrients, aromatherapy, and organic ingredients to address every-day issues including *immunity, focus, creativity, and bonding.*



The foundation of Episencial's product development philosophy centers on five facts:

- 1) *Skin is a window into the body's internal condition and mirrors its external environment.*
- 2) *Removing exposure to toxins, surprisingly prevalent in personal care products, reduces the workload of the body's immune system.*
- 3) *Skin is a large and complex organ which, when properly cared for, has the power to boost the body's entire immune system and enhance overall health.*
- 4) *The mother-baby bond is an essential component to the cohesiveness of the entire family unit and can be strengthened through the intentional practice of infant massage with specialized skincare products.*
- 5) *For effective protection and nourishment, baby skin, which is not fully developed at birth, requires a specific approach to care and treatment.*

Advanced and varied skin care techniques are combined with time-tested ingredients to address the unique needs of pregnancy, baby, and children's skin. Episencial brings revolutionary products to market that fill open segments in the market and deliver on their promises.

"I've always been concerned about the environment. But that concern grew far more urgent when I became a parent - the environment of today and tomorrow has such a direct impact on my child's quality of life and health. I am so grateful to companies like Episencial that go the extra step by creating all natural products with green manufacturing. I know these chemical free products are better for my baby and the planet."

- Laura Dern, Mom & Environmental Advocate





PRODUCTS: INGREDIENTS/FEATURES & BENEFITS

All ingredients are listed below and on final package; all botanicals shown in the INCI Latin (English) nomenclature.

Episencial uses only 100% naturally derived, safe, and actively healthy ingredients that are about 50% or more organic benefiting the health of our skin, our bodies and our planet. We use no preservatives, petroleum, synthetic dyes, fragrances, or any of the bad stuff. Our products are preserved with a patented botanical blend to naturally protect the products from fungus and bacteria.

The government requires all products use the INCI Latin (English) nomenclature for botanical ingredients- but we include the actual source information to help make it easier to understand. Isn't that nice?

PLAYFUL FOAMING WASH

Ultra pure hydrating hair & body cleanser.
Size: 8oz/SRP: \$9.00

features & benefits

- Won't irritate eyes or sensitive places. Rinses off fast!
- Gentle and hydrating cleanser using thyme oil and plant-based surfactants. Sulfate free!
- Fragrance free. Organic orange extract is our mild and fresh scent.
- Organic ginkgo biloba and calendula extract to soothe the skin
- Organic aloe and soothing oat extract to moisturize naturally.



INGREDIENTS: Water (Aqua), Sodium Laurylglucosides, Hydroxypropylsulfonate (Sugar Based), Aloe Barbadensis (Organic Aloe Vera) Leaf Juice, Sodium Lauryl Glucose Carboxylate (Sugar Based), Lauryl Glucoside (Plant Derived), Sodium Cocoyl Glutamate, Disodium Cocoyl Glutamate, Methyl Glucose Dioleate (Corn Based Thickener), Sodium Lauroyl Oat Amino Acids (Plant Derived), Glyceryl Caprylate (Plant Derived), Avena Sativa (Oat) Kernel Extract, Ginkgo Biloba (ORGANIC) Extract, Calendula Officinalis (ORGANIC Marigold) Flower, Citrus Aurantium Dulcis (ORGANIC Orange) Fruit Extract, Capryl Hydroxamic Acid, Caprylyl Glycol, Glycerin (Plant Derived), Panthenol (Pro-Vitamin B5), Citrus Nobilis Peel Oil (ORGANIC Mandarin Orange) Essential Oil, Citric Acid (Naturally Derived)

Eco Baby
World
Outstanding
Product of
the Year
Award

SWEET DREAMS BUBBLE BATH

Long-lasting bubbly gel concentrate.

Size: 8oz/SRP: \$9.00

features & benefits

- Won't irritate eyes or sensitive places.
- Enhanced bubbles from natural, sugar derived surfactants. Sulfate free!
- Organic avocado oil and soothing oat extract to hydrate skin.
- Organic ginko biloba, green tea extract, and mandarin orange.
- Organic lavender oil with plum and peach extracts help wind down for a peaceful nap or night's rest.



INGREDIENTS: Water (Aqua), Sodium Laurylglucosides Hydroxypropylsulfonate (Sugar Based), Aloe Barbadensis (ORGANIC Aloe Vera) Leaf Juice, Sodium Lauryl Glucose Carboxylate (Sugar Based), Lauryl Glucoside (Plant Derived), Sodium Cocoyl Glutamate, Disodium Cocoyl Glutamate, Methyl Glucose Dioleate (Corn Based Thickener), Sodium Lauroyl Oat Amino Acids (Plant Derived), Avena Sativa (Oat) Kernel Extract, Glycol Distearate (Plant Derived), Glyceryl Caprylate (Plant Derived), Ginkgo Biloba (ORGANIC) Extract, Geranium Maculatum Extract, Chamomilla Recutita (ORGANIC Matricaria) Extract, Calendula Officinalis (ORGANIC Marigold) Flower, Capryl Hydroxamic Acid (Natural Preservative), Caprylyl Glycol (Natural Preservative), Vaccinium Angustifolium (Blueberry) Fruit Extract, Sea Salt, Lippia Citriodora (ORGANIC Lemon Verbena) Flower Extract, Glycerin (Plant Derived), Panthenol (Pro-Vitamin B5), Melia Azadirachta Leaf (Neem) Extract, Coccinia India Fruit Extract, Citric Acid (Naturally Derived), Amino-Ester

SOOTHING CREAM

Helps relieve eczema, itches & bothered skin.

Size: 4oz/SRP: \$11.00

features & benefits

- Fortified with probiotics (acidophilus and bulgaricum), organic cucumber extract and aloe vera to help soothe and comfort bothered skin.
- Organic borage seed oil, jojoba seed oil, and oat extract to hydrate and restore natural lipids to help relieve itchy skin.
- Organic safflower helps protect from the sun and elements, restoring skin balance and moisture.
- Organic green tea, neem oil, and calendula extract to naturally boost skin immunity and help heal from eczema.



INGREDIENTS: Water (Aqua), Sodium Laurylglucosides Hydroxypropylsulfonate (Sugar Based), Aloe Barbadensis (ORGANIC Aloe Vera) Leaf Juice, Sodium Lauryl Glucose Carboxylate (Sugar Based), Lauryl Glucoside (Plant Derived), Sodium Cocoyl Glutamate, Disodium Cocoyl Glutamate, Methyl Glucose Dioleate (Corn Based Thickener), Sodium Lauroyl Oat Amino Acids (Plant Derived), Avena Sativa (Oat) Kernel Extract, Glycol Distearate (Plant Derived), Glyceryl Caprylate (Plant Derived), Ginkgo Biloba (ORGANIC) Extract, Geranium Maculatum Extract, Chamomilla Recutita (ORGANIC Matricaria) Extract, Calendula Officinalis (ORGANIC Marigold) Flower, Capryl Hydroxamic Acid (Natural Preservative), Caprylyl Glycol (Natural Preservative), Vaccinium Angustifolium (Blueberry) Fruit Extract, Sea Salt, Lippia Citriodora (ORGANIC Lemon Verbena) Flower Extract, Glycerin (Plant Derived), Panthenol (Pro-Vitamin B5), Melia Azadirachta Leaf (Neem) Extract, Coccinia India Fruit Extract, Citric Acid (Naturally Derived), Amino-Ester

BETTER BODY BUTTER

A silky soft hydrating lotion.

Size: 8oz/SRP: \$10.00

features & benefits

- Organic olive oil, shea butter, and sunflower seed oil to restore natural skin lipids. Helps prevent cradle cap and scaly skin.
- Organic lavender and geranium oils to sooth and calm the skin, as well as preserve product freshness.
- Calming oat extract also boosts skin immunity.
- Organic jojoba and avocado oils to help replenish essential fatty acid levels for proper hydration.



INGREDIENTS: Water (Aqua), Butyrospermum Parkii (Shea Butter), Caprylic/Capric Triglyceride, Glycerin (Plant Derived), Helianthus Annuus (Hybrid Sunflower) Oil, Sclerotium Gum, Butyrospermum Parkii (Shea Butter) Fruit, Glyceryl Stearate (Plant Derived), Polysorbate-60 (Plant Derived), Rosa Damascena Flower (Rose) Oil, Butyrospermum Parkii (ORGANIC Shea Butter), Avena Sativa (Oat) Kernel Extract, Capryl Hydroxamic Acid (Natural Preservative), Caprylyl Glycol (Natural Preservative), Tocopherol (Antioxidant), Squalane, Simmondsia Chinensis (ORGANIC Jojoba) Seed Oil, Persea Gratissima (ORGANIC Avocado) Oil, Olea Europaea (ORGANIC Olive) Fruit Oil, Geranium Maculatum Oil, Lavandula Angustifolia (ORGANIC Lavender) Oil

US Weekly
Buzz-O-Meter
Award

EWG
Top Rated
Sunscreen

PROTECTIVE FACE BALM

Provides all-over relief for chapped skin & lips SPF 6.

product details

Size: .75oz/SRP: \$6.00

features & benefits

- Organic aloe vera, coco butter, and shea butter, for soothing protection for dry, chapped skin.
- Zinc SPF 6 for healing protection from sun, wind, and pollution.
- Fortified with vitamins A, D, E, and C to help restore and repair skin balance and texture.
- Packed with organic raspberry juice, cranberry extract, and grape seed to revitalize skin.



INGREDIENTS: Butyrospermum Parkii (Shea Butter), Helianthus Annuus (Hybrid Sunflower) Oil, Beeswax, C12-15 Alkyl Benzoate, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Aloe Barbadensis (ORGANIC Aloe Vera) Leaf Juice, Polysorbate-60 (Plant Derived), Vitis Vinifera (Grape) Seed Oil, Theobroma Cacao (Cocoa) Seed Butter, Sambucus Nigra (Elder Flower) Extract, Rubus Idaeus (ORGANIC Raspberry) Juice, Pyrus Malus (Apple) Fruit Extract, Prunus Domestica Fruit (Plum) Oil, Persea Gratissima (Avocado) Oil Unsaponifiables, Octyldodecanol, Larrea Divaricata (Chapparel) Extract, Hydrastis Canadensis (Golden Seal) Extract, Glycyrrhiza Glabra (Licorice) Extract, Commiphora Myrrha (Myrrh) Extract, Butyrospermum Parkii (ORGANIC Shea Butter) Fruit, Wax, Copernicia Cerifera (Carnauba) Wax, Tocopherol (Antioxidant), Flavor, Ascorbyl Palmitate (Vitamin C Palmitate), Retinyl Palmitate (Vitamin A Palmitate), Cholecalciferol (Vitamin D3), Usnea Barbata (Lichen) Extract

ACTIVE INGREDIENT: Zinc Oxide (Sunscreen)

NURTURING BALM

To relieve and protect diaper area & sensitive places.

Size: 4oz/SRP: \$10.00

features & benefits

- Fortified with vitamins A, D, and E to help preserve skin balance and restore skin health.
- Tea tree extract and 20% zinc helps to prevent and treat mild to severe skin irritation or rash on any part of the body. For girls and boys.
- Organic aloe vera and calendula extracts to minimize redness and promote healing.
- Organic olive oil, shea butter, and grape seed oil to restore natural skin lipids and sooth itchy, irritated skin.
- Gently seals out wetness and germs to protect the skin surface.



INGREDIENTS: Butyrospermum Parkii (ORGANIC Shea Butter), Helianthus Annuus (Hybrid Sunflower) Oil, Hydrogenated Castor Oil, Olea Europaea (ORGANIC Olive) Fruit Oil, Theobroma Cacao (Cocoa) Seed Butter, Retinyl Palmitate (Vitamin A Palmitate), Cholecalciferol (Vitamin D3), Calendula Officinalis (ORGANIC Marigold) Flower Oil, Vitis Vinifera (Grape) Seed Oil, Tocopherol (Antioxidant), Melaleuca Alternifolia (Tea Tree) Leaf Oil

ACTIVE INGREDIENT: Zinc Oxide (Protectant)

SUNNY SUNSCREEN SPF-35

Water resistant protection for face & body.

Size: 4oz/SRP: \$15.00

features & benefits

- Protects sensitive skin with natural minerals zinc and titanium (no nano-particles).
- Milky texture creates a protective layer with no harsh chemicals and minimal white residue.
- Fortified with organic green tea extract to prevent sun-damage.
- Organic sesame, safflower and avocado oils to moisturize and nourish the skin.
- Beeswax and organic shea butter increase water resistance and sun protection without the use of petroleum or chemicals.



INGREDIENTS: Water (Aqua), Cetearyl Alcohol (Plant Derived), Coco-Caprylate/Caprates, Cetearyl Glucoside, Aloe Barbadensis (ORGANIC Aloe Vera) Leaf Juice, Glycerin (Plant Derived), Glyceryl Stearate (Plant Derived), Polysorbate-60 (Plant Derived), Sodium Chloride (Natural Salt), Helianthus Annuus (Sunflower) Seed Extract, Camellia Sinensis (ORGANIC Green Tea) Leaf Extract, Beeswax (ORGANIC), Capryl Hydroxamic Acid (Natural Preservative), Caprylyl Glycol (Natural Preservative), Tocopherol (Antioxidant), Carthamus Tinctorius (ORGANIC Safflower) Seed Oil, Allantoin (Comfrey Root Derived), Sesamum Indicum (ORGANIC Sesame) Seed Oil, Persea Gratissima (ORGANIC Avocado) Oil, Butyrospermum Parkii (ORGANIC Shea Butter), Lecithin, Magnesium Ascorbyl Phosphate (Stabilized Vitamin C)

ACTIVE INGREDIENTS: Titanium Dioxide (Sunscreen), Zinc Oxide (Sunscreen)

EWG
Top Rated
Sunscreen