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## 2020 SALES GUIDE

## OUR STORY

Raining Rose was purchased in 2003 by two business partners who wanted to grow a company in their hometown of Cedar Rapids, Iowa.

When Chuck Hammond and Art Christoffersen acquired Raining Rose, we were a small lip balm company operating out of a family kitchen. With grit, tenacity and steadfast commitments to quality and employees, we weathered a devastating flood in 2008 and enjoy rapid growth. Today, our company is comprised of 320+ employees, multiple capabilities, and a 127,000 square-foot facility.



## WHAT WE VALUE



**Service.** Our employees embrace core company values that create strong teamwork and ultimately, support the success of our distributor's businesses. We have a proven track record of retaining customers because of our excellent communication, diligence to lead times, and ability to help distributors inject fresh, relevant ideas into their end-user pitches.



**Expertise.** We are a leader in personal care product manufacturing and promotional sales. What started as a lip balm product niche has expanded into sunscreens, lotions, hand sanitizers, and more. Our company also serves as a contract manufacturer for national retail brands, and we bring that knowledge into our promotional business to ensure we stay in front of consumer trends and quality demands.



**Integrity.** Many companies can talk about high quality. We go a step further. With third-party audits conducted regularly, our facility is FDA-registered and is one of the few certified to manufacture USDA organic products. This means we pass two tests: We are FDA-compliant, and we meet USDA standards for organic production, handling, processing, and labeling. We strive to use organic ingredients where possible, but no matter what, we believe in full Ingredient transparency and accuracy in labeling.



**People & Planet.** We believe a successful business is founded on thriving employees and caring for our planet. We invest in our employees, we give back to our community, and we do our part by practicing sustainability in our manufacturing and product development to ultimately create quality products that end consumers won't throw away. We are a certified B Corp, which designates for-profit companies that meet rigorous standards of social and environmental performance, accountability, and transparency.



**Prepare for Tomorrow, Act for Today.** Our customers trust us to guide them on new compliance measures, technology evolutions, and product trends. The promotional world is changing, but we help our customers adapt to change at a pace that is comfortable for their business.



*lip balm*



Our love for lip balm goes deep. It was the first product we manufactured, and we are an industry leader in quality, ingredient disclosure, compliance, and trends (we were first to introduce a national brand equivalent). We believe lip balm's usefulness and versatility make it a mainstay in the promotional health and wellness category. Our customers (and their customers) know that a quality lip balm is hard to forget.

#### A FEW INGREDIENTS YOU MAY FIND IN OUR LIP BALM



Shea Butter: Moisturizes dry skin, softens and soothes skin.



Beeswax: Soothes, softens, and conditions skin, while locking in moisture.



Coconut Oil: Helps hydrate and nourish skin, while soothing and softening.

## 3 reasons to use products made with shea butter

MOISTURIZES  
DRY SKIN

SOFTENS  
SKIN

SOOTHES  
SKIN

### *“Women’s Gold”*

Shea butter is sometimes called “Women’s Gold” because it provides employment and income to women in 19 African nations. By purchasing lip balm from Raining Rose, you are helping thousands of women in Africa earn a fair and honest living.



# shea butter

## HOW IS IT MADE?

1

Shea tree nuts are harvested and processed through a milling machine to remove the outer shell.

2

De-shelled nuts are then slow roasted in a big pot over an open fire, and stirred by hand.

3

Roasted nuts are placed in a grinding machine that crushes the nuts into a dark brown paste.

4

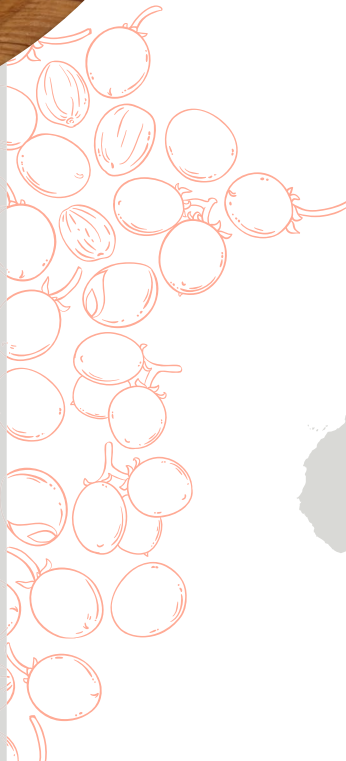
The paste is then hand kneaded for two hours. Once cooled, it turns into the white, creamy shea butter we all know and love.

## Responsible Sourcing

The shea nuts used in our products are harvested in Burkina Faso, Africa, and further processed in the Netherlands. The manufacturing facility we partner with is Sedex certified.

Sedex is a global membership organization that prides itself on making it simpler to do business that's good for everyone and focuses on the following four pillars:

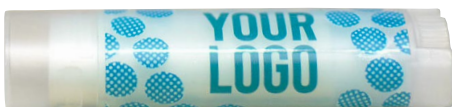
1. Labor Standards
2. Health & Safety Practices
3. Environmental Integrity
4. Ethical Business



# LIP BALM | NEW & TRENDING

## LIP BUTTER NEW FOR 2020!

Our Lip Butters are formulated to feel fabulous – shea and cocoa butters are blended to be ultra-moisturizing, nourishing, and longer-lasting. Inspired by beauty counters and released in both best-selling and nationally trending flavors.



## MINERAL SPF 15 BROAD SPECTRUM BALM NEW FLAVORS!

Our Mineral Lip Balms are formulated with 100% mineral zinc oxide as the active ingredient for SPF protection, the highest in the industry. Users will love knowing that our mineral lip balms are made to be ingredient safe, but also don't leave lips looking white.



## USDA ORGANIC LIP BALM

Capture an important retail trend in your promotional business. Our USDA Organic Lip Balm is made of 95% organic ingredients including beeswax and sunflower oil. We offer label options both with and without the USDA organic seal for customer flexibility.



## BEE BALM NEW FLAVORS!

Our Burt's Bees® national brand equivalent Bee Balm is naturally derived and formulated with a high beeswax base for conditioning skin. Lanolin also works to protect lips against the elements and lock in moisture. Take advantage of new, retail-trending 2020 flavors.



## EOS™ LIP BALM

Available in a large assortment of flavors, these lip balms are 95% organic, 100% natural, and paraben and petrolatum free. Packed with antioxidant-rich vitamin E, soothing shea butter and jojoba oil, this easy-to-hold lip balm will keep lips soft and sensationally smooth.



### WHAT DOES 'ORGANIC' MEAN?

When it comes to body care, 'organic' refers to the formulation of products. Products qualify as organic when the ingredients used are organically farmed. These ingredients are grown without the use of Genetically Modified Organisms (GM), herbicides, synthetic fertilizers and more.

To ensure our Organic Lip Balm products are correctly certified as organic, we send each lip balm label through a rigorous review process that checks seal placement, mandatory ingredient information, size, and organic claims. We don't believe in cutting corners when it comes to quality, and walk the line of transparency when it comes to certifications and claims.



# LIP BALM | BROAD SPECTRUM PROTECTION

## PREMIUM SPF 15 BROAD SPECTRUM LIP BALM

Our SPF 15 Broad Spectrum Lip Balm provides full protection against the effects of UVA and UVB rays. Our formula is inspired by high-end retail quality lip balms with beeswax, organic sunflower oil, vitamin E, organic extra virgin olive oil and aloe vera.



## PREMIUM SPF 30 BROAD SPECTRUM LIP BALM

Like our SPF 15, our SPF 30 Broad Spectrum Lip Balm provides full protection against the effects of UVA and UVB rays. Our formula is inspired by high-end retail quality lip balms with beeswax, organic sunflower oil, vitamin E, organic extra virgin olive oil and aloe vera.



## LIP SIPS

Drink-inspired Lip Sips include flavor options like root beer, mint mojito, grapefruit shandy and more. Our formula also includes natural beeswax, organic hemp seed oil, rosemary extract and SPF 15 broad spectrum protection.



## MAN BALM

Because dudes need to take care of their lips, too. Our Man Balm formula is a man-friendly multi-tasker — an amazing lip balm in a black tube with various flavor options and SPF protection. We promise, you'll like the response you get.



## Lip Balm Case Study



Leverage a lip balm flavor to tell a brand story. We gave a distributor an idea to create a program around a drink-Inspired lip balm flavor to highlight a popular national restaurant chain drink. End-users enjoyed thinking about their favorite summer treat - available all year long - every time they used the lip balm.







## *What's the buzz with beeswax?*

We believe that great products start with great ingredients, which is why we choose to use only natural beeswax in the majority of our lip balm formulas. This natural wonder is biodegradable, non-toxic, and non-comedogenic (which means it won't clog the pores in your skin.) Good stuff, right?



## *Sustainable Promos*

Raining Rose sources its beeswax from all over the world, with an increased focus on areas that benefit from improved living standards. Because we work directly with beekeepers and their families, our beeswax purchases have a real, tangible impact on communities. The result? We are able to procure pure beeswax, promote economic development, and improve beekeeper safety at the same time.





SOOTHES

LOCKS IN  
MOISTURE

SOFTENS

4 WAYS

*beeswax*

HELPS YOUR SKIN

CONDITIONING



*Did you know?*

Raining Rose uses more than  
**33,000 pounds**  
of beeswax every month!

# LIP BALM | ALL NATURAL

Our All-Natural, gluten-free lip balm is a fan favorite. Formulated with beeswax, organic sunflower oil, vitamin E, organic extra virgin oil and aloe vera, these lip balms are ingredient safe and will leave lips feeling amazing. Available in these versatile formats: standard tube with white cap, glow in the dark tube and cap, .03 oz Silver Tin, Mini, and .15 oz white Euro Tube.

## LIP FUSION



## EURO BALM



## ALL NATURAL LIP BALM



## ALL NATURAL LIP BALM TIN



## GLOW IN THE DARK LIP BALM



## MINI LIP BALM



*Standard lip balm  
shown for size  
comparison.*



## FAQ'S ABOUT OUR MINI LIP BALM

For such a little guy, he comes with some big questions, so to make things easier, we've answered a few of the most frequently asked questions right here for your convenience:

**Q:** How big is the mini lip balm compared to your other lip balms?

**A:** The volume of a mini (0.05 oz.) is approximately one third of it's big brother (0.15 oz.), and about half as tall - see photo to the left.

**Q:** How many mini lip balms fit in your round and tooth shaped bubbles?

**A:** 120 mini lip balm (or 60 regular lip balm) fit snugly in either our round or tooth shaped bubbles.

# LIP BALM | SPECIALTY & VALUE

## COLORFUL LIP BALM

Our Colorful Lip Balm is contained in a clear tube and the balm itself comes in an array of vibrant colors. Several flavor options are available and our rich and creamy formula is made of beeswax, coconut oil, rosemary extract, and vitamin E.



## NATURAL LIP SHIMMER

Natural Lip Shimmers moisturize and leave a trendy touch of color to lips via a slim .09 oz white tube. Our formula is made of beeswax, shea butter, mango butter, vitamin E, and a refreshing hint of mint.



## VALUE SPF 15 BROAD SPECTRUM LIP BALM

Our Value SPF 15 Lip Balm is made with moisturizing petroleum, mineral oil, coconut oil, paraffin wax, and ozokerite wax. Available in a white tube, add your logo and offer as a budget-friendly gift at tradeshow, beauty events, clothing stores, front-desks, and more.



## BUDGET BALM

For those seeking a product that provides promotional value without breaking the bank, this unflavored Budget Balm is made using petroleum, mineral oil, coconut oil, paraffin wax and ozokerite wax. Each 0.15 oz. tube comes with a white cap and a full color label.



## Lip Balm Case Study



An idea we brought to life - a customer of ours helped a national restaurant chain make a memorable Impression with end-users by giving away peppermint lip balms to cool people down after a hot wing eating contest.





## 3 HEALTH BENEFITS OF *coconut oil*

Helps  
hydrate and  
nourish skin

Soothes  
skin

Softens  
skin



## Impactful Sourcing

Coconut oil used in our products is sustainably sourced from the Philippines and helps to improve the livelihoods of Philippine farmers. The project not only improves the livelihoods of the farmers, but also introduces the Sustainable Agricultural Network (SAN) standard, which is the basis for certification by the Rainforest Alliance.

After participating in agricultural training programs, **over 2,500 small farmers** have seen an improvement in their living conditions because of their work with the Sustainable Agricultural Network (SAN).



## What is coconut oil?

Coconut oil is made from the fruits of coconut palm trees, which grow in hot, rainy tropical climates. There are two main types of coconut oil: refined and virgin. Coconut oil is extracted from the meat of a matured coconut, which is harvested from the coconut palm.

The coconut oil in our products is extracted through a cold press process. During this process, the coconut meat is extracted from the shell and dried using fire, sunlight, or kilns to create copra. The dried copra is placed in a hydraulic press with added heat and the oil is extracted. This yields practically all of the oil present, amounting to more than 60% of the dry weight of the coconut.



*sunscreen and*



We believe in creating promotional products that have a purpose. We offer sunscreens and lotions to match multiple budgets, but we also keep human and planet wellness in mind. Our mineral sunscreen is the cleanest formulation in the promotional industry. It's made with non-nano zinc oxide, and without chemicals including octinoxate, homosalate, oxybenzone, and octocrylene. All our products, including sunscreens and lotions, are manufactured with processes to source safe ingredients, reduce waste, and lessen our carbon footprint.



#### AN INGREDIENT YOU WILL FIND IN OUR MINERAL SUNSCREEN



Zinc Oxide: Won't cause harm to coral reefs and acts as a natural protectant against UVA and UVB rays.

# *Lotion*



# *zinc oxide*

## 4

### REASONS TO USE A MINERAL-BASED SUNSCREEN

1

Our mineral sunscreen is made with natural zinc oxide and is made with non-nano particles.

3

Mineral sunscreen provides protection against both UVA and UVB rays.

2

Mineral sunscreen starts protecting your skin as soon as it is applied.

4

Mineral sunscreen is safe to use in the ocean and won't cause harm to coral reefs.

## The importance

Non-nano means the particles are large enough that they do not get absorbed by your skin, but rather sit on top of your skin, providing an effective shield against UVA and UVB rays.

of

## non-nano particles

We maintain a product that does not contain any nano-sized particles and each lot of product is tested to remain within specifications.

### CONSCIOUSLY SOURCED

The zinc used in our mineral sunscreen is sourced from areas in the United States and Canada. Our vendors are FDA certified and have earned the Gold Star Award for plant safety, ensuring their employees have a safe working environment. They also implement environmentally conscious practices into their processes, which has allowed for a 33.3% reduction in their water usage.

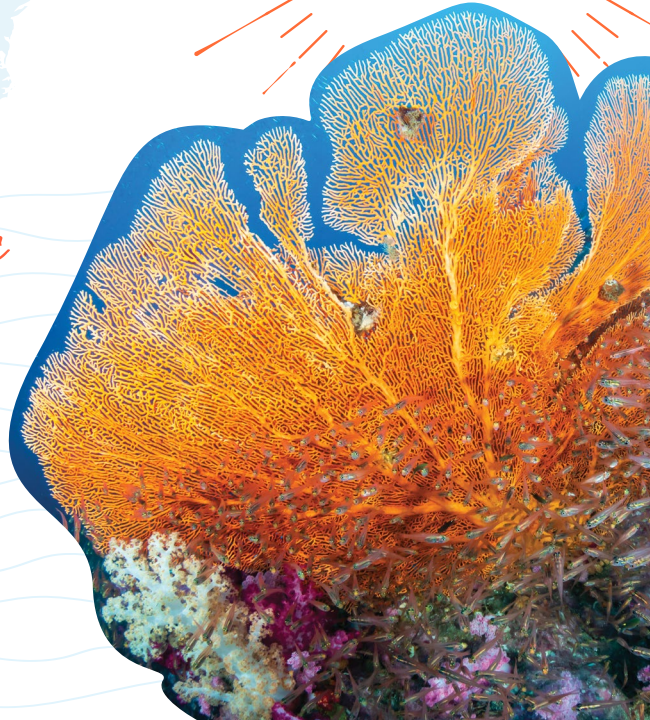
### DID YOU KNOW?

Non-nano particle zinc oxide is the only active ingredient in sunscreen that won't cause harm to coral reefs.

## The process for pure zinc

Based on the French Process, we start with pure metallic zinc. The metal is vaporized and oxidized in a combustion zone, utilizing a natural gas fired furnace which is brought to a very high heat. This high heat releases the zinc vapors that mix with the oxygen in the air to create zinc oxide. This process yields consistently shaped granules.

The zinc oxide we source for our mineral sunscreen products is 99.9% pure and manufactured for our specific use.



# MINERAL SUNSCREEN

Satisfy ingredient-conscious consumers with effective and safe sun protection. Our Mineral SPF 30 Broad Spectrum Sunscreen is made with 100% zinc oxide as SPF protection, but also includes skin-friendly organic ingredients such as beeswax and coconut oil. Our lotion and stick formulas have been tested to protect against UVA and UVB rays, and our lotion formula is water resistant for 80 minutes.

## MINERAL SPF 30 BROAD SPECTRUM SUNSCREEN TOTTLE WITH CARABINER 1.5 FL OZ

*Also available without a carabiner.  
Contact us for details.*



## MINERAL SPF 30 BROAD SPECTRUM SUNSCREEN BOTTLE 1 FL OZ



## MINERAL SPF 30 SUN STICK

Perfect for customer that want to try a mineral-based sunscreen, but in an easy-to-apply .6 oz stick format. Our Mineral SPF 30 Sun Stick is made with 100% zinc oxide as SPF protection, but also includes skin-friendly organic ingredients such as beeswax and coconut oil. Our formula has been tested to protect against UVA and UVB rays.



*Standard lip balm shown for size comparison.*



## Sunscreen Case Study

For distributors who are breaking into the tourism Industry, sunscreen is a perfect fit to keep brands top-of-mind. Sunscreen is a great fit for any business that wants to connect with customers during outdoor events. Our distributors love using our sun stick in their programs because of its easy application and large Imprint area.



# SUNSCREEN & LOTION

Our Tropical SPF 30 Broad Spectrum Sunscreen is perfect to showcase a brand when users are enjoying time outdoors. Our formula is made with sunflower oil, grape seed oil, aloe vera gel and vitamin E. What's more, this product is FDA-compliant and tested to protect against UVA and UVB rays.

## TROPICAL SPF 30 BROAD SPECTRUM SUNSCREEN TOTTLE WITH CARABINER 1.5 FL OZ

*Also available without a carabiner.  
Contact us for details.*



## TROPICAL SPF 30 BROAD SPECTRUM SUNSCREEN BOTTLE 1 FL OZ



## UNSCENTED SPF 30 BROAD SPECTRUM SUN STICK

This innovative, no-mess sun stick is made with the natural ingredients of beeswax, cocoa butter, jojoba oil and vitamin E. Its broad spectrum rated protection helps prevents damage from UV rays, applies smoothly, and is residue-free.



*Standard lip balm shown for size comparison.*

## LOTION BOTTLE 1 FL OZ

Perfect to round out any program featuring personal care products, our 1 oz. Lotion is made with sunflower oil, grape seed oil, aloe vera gel, and vitamin E. Available in fan favorite scents including iced pear, lavender, and toasted vanilla.



## EOS™ LOTION

Satisfy customers looking for a retail brand personal care promotion. This non-greasy and fast-absorbing EOS™ hand lotion is made to refresh and soften skin. It's made with 96% natural ingredients, which include shea butter, aloe, oats and antioxidants. It's also hypoallergenic and dermatologist tested, free of gluten, paraben, petrolatum and phthalates, and is made in the USA.





hand sanitizer



We saw a gap in the promotional selection of hand sanitizers that we needed to solve. Distributors needed more options for quality hand sanitizers in a variety of formats that smelled great and didn't dry out the skin. We created our Essential Oil Hand Sanitizers to solve that need. But we couldn't stop there. We rounded out our line with both imported and manufactured hand sanitizers to offer our customers the selection they needed.

#### AN INGREDIENT YOU MAY FIND IN OUR HAND SANITIZERS



Aloe Vera: Helps relieve sunburn discomfort, helps lock moisture in skin, and aids in alleviating dry, itchy skin.

# aloe vera

HELPS ALLEVIATE  
DRY, ITCHY SKIN

HELPS LOCK  
MOISTURIZE  
IN SKIN

HELPS SOOTHES  
SUNBURNT SKIN



# How is aloe vera made?



- 1 The aloe is placed through a series of coarse screening filters in a juice press to remove the large pieces of rind.
- 2 The resulting liquid is pumped into sanitized stainless steel holding tanks before advancing to a depulping extractor. This extractor removes any remaining pulp and rind particles generated by the initial grinding process.
- 3 The liquid is then passed through a series of press filters with carbon coated plates that remove the phenolic constituents, including aloin, and any microscopic pieces of leaf, sand or other particles.
- 4 The aloe vera juice is continually passed through the filter press until 99.9% or more of the aloin is removed. This filter press using carbon filtration removes the aloin which makes the product Proposition 65 compliant.

## DID YOU KNOW?

The aloe plant is native to Mexico regions because the soil is volcanic in origin and is rich in calcium and magnesium. The warm, dry climate also allows the plant to grow all year round.

## WHAT IS ALOIN?

Aloin comes from the thin layer of yellow sap that separates the outer rind from the inner gel-like portion of the leaf and acts as a laxative component. In raw form, aloe vera's aloin content is around 10,000 parts per million, which can be harsh on the body.

Aloin is removed through several processes of filtering, making the resulting aloe vera compliant with Proposition 65.



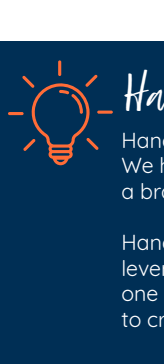
# HAND SANITIZER GEL

Our Hand Sanitizer Gel is the perfect combination of practicality and effectiveness. Our 70% ethanol formula is blended with aloe vera to prevent bacterial development without drying out hands.

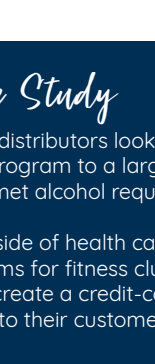
**HAND SANITIZER  
GEL BOTTLE  
1 FL OZ**



**HAND SANITIZER  
SQUARE BOTTLE  
0.5 FL OZ**



**HAND SANITIZER  
GEL BOTTLE  
2 FL OZ**



**HAND SANITIZER  
GEL TOTTLE WITH  
CARABINER 1.5 FL OZ**

*Also available without a carabiner.  
Contact us for details.*



**HAND SANITIZER  
GEL TOTTLE WITH  
CARABINER 1 FL OZ**

*Also available without a carabiner.  
Contact us for details.*

## Hand Sanitizer Case Study

Hand sanitizer is a great fit for distributors looking to expand in the health care vertical market. We helped a distributor sell a program to a large hospital that allowed staff and patients to use a branded hand sanitizer that met alcohol requirements in a health care setting.

Hand sanitizer is a good fit outside of health care, too. We've brought ideas to distributors to leverage hand sanitizer programs for fitness clubs and financial institutions. We worked with one distributor in particular to create a credit-card looking hand sanitizer for a bank as a way to cross-sell financial products to their customers.

# HAND SANITIZER SPRAY

## HAND SANITIZER ESSENTIAL OIL SPRAY PEN 0.33 FL OZ

Our Hand Sanitizer Essential Oil Spray Pen is perfect to carry on-the-go. We added essential oils to our germ-blocking hand sanitizer spray to moisturize hands and provide users with an aromatherapy break every time they apply.



## HAND SANITIZER SPRAY PEN 0.28 FL OZ

Our Hand Sanitizer Spray Pen comes in a .28 oz. bottle with caps that are available in several colors to match any logo. Our formula is made with 62% ethyl alcohol, which is proven to reduce the development of harmful germs. This is great to keep in purses, backpacks, or pockets.



## CREDIT CARD HAND SANITIZER SPRAY 0.57 FL OZ

Versatile and portable for any event or industry vertical, our Credit Card Hand Sanitizer contains 62% ethyl alcohol to kill 99.9% of germs. It's designed with an imprint space to perfectly showcase a brand while being incredibly useful. Also available in Mini size.



## MINI CREDIT CARD HAND SANITIZER SPRAY 0.34 FL OZ







*kits and combos*



Our regional sales reps are passionate about creating reoccurring revenue for your business. We react to distributor needs and solve promotional product challenges with kits and combos that leverage smart combinations of products to make a big Impact.



#### TRULY CUSTOMIZED JUST FOR YOU

Our gift sets, combos, and kits can be customized to suit your needs. Contact us for additional details - we're always here to help.

## EOS™ GIFT SET

A perfect pairing for customers looking for retail brand personal care promotions. This EOS™ gift set is available in a wide variety of flavor and scent combinations and includes a .25 oz lip balm and 1.5 oz lotion packaged in a white organza bag.



## TRAVEL PACK

Our Travel Pack is the perfect companion for brands that want to take ultimate care of their customers. This gift set includes SPF 30 Broad Spectrum Sun Stick, SPF 15 Broad Spectrum Lip Balm, Hand Sanitizer Spray, 1 oz Lotion, and an SPF 30 Mineral Sunscreen Tottle with carabiner.

*Customizable options available.  
Contact us for details.*



## Kit and Combo Case Study

We work with our distributors on best practices to create good kits and combos. We think through item variety, scents and flavors, and most importantly, how do we think people will use the product?

We helped one distributor create a kit an "adventure kit" for a brewery in the Pacific Northwest. We combined sunscreen, hand sanitizer, lip balm and a branded bottle opener from the brewery into a kit that made the distributor look like a hero!



# COMBOS

## HAND SANITIZER GEL TOTTLE AND LIP BALM COMBO

Two of our best-selling products come together in one hard-working combo, perfect for midday freshening up. This pack includes our Hand Sanitizer Gel Tottle clipped to an SPF 15 Broad Spectrum Lip Balm. This is great for attaching to a bag or keeping in a pocket or purse.



## SUNSCREEN TOTTLE AND LIP BALM COMBO

Never fumble around to find a sunscreen promotion in a bag again. This combo includes our best-selling SPF 30 Broad Spectrum Sunscreen Tottle clipped to our best-selling SPF 15 Broad Spectrum Lip Balm.



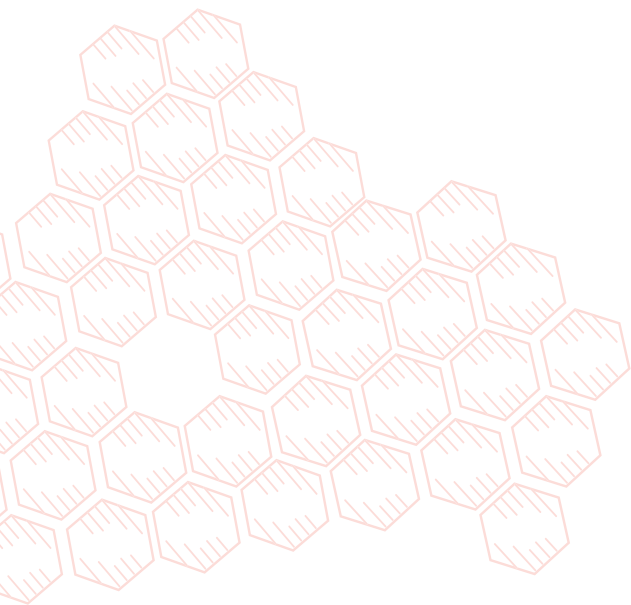
## MINERAL SUNSCREEN TOTTLE AND LIP BALM COMBO

This combo pairs our Mineral SPF 30 Broad Spectrum Tottle with our Mineral SPF 15 Broad Spectrum Lip Balm. Both sunscreen products offer safe, effective protection from UV rays for a practical two-in-one set.



## CUSTOMIZABLE GIFT SETS

Our gift sets can be fully customized with any of the products in this catalog and are packaged in a white organza bag. They allow customers to say thank you in a personal and memorable way. Contact us for available product options.



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