



EARTH LUXE – A BRAND STORY

Earth Luxe offers a comprehensive line of wellness products for the body and home. Holistic Healing is a movement with consumers turning towards natural and organic products to incorporate into their daily lives. Giftcraft identified this growing trend, and developed a line of premium personal care and home use holistic products which caters to today's health conscious consumer. The composition of each product has been thoroughly researched and its ingredients sourced from the highest quality sources with many of the brand's products produced in the United States & Canada. Earth Luxe will continue to introduce new product categories to build upon its success and further address the demand of the Holistic Movement.

Personal care and home wellness products have a proven quick turn at retail. Price points are competitive and aligned for success in the gift market channel. Point-of-Purchase Collateral and Product Knowledge materials have been developed to aid in better understanding the Holistic Market to ensure our retail partners are positioned to maximize the opportunity this exciting category presents.

From personal care products with restorative properties to air purifying products for the home, Earth Luxe provides a comprehensive and accessible solution to leverage the growing demand for Holistic and Natural products. ♦♦

Q & A – PRODUCT KNOWLEDGE



Q: Why Earth Luxe?

A: Giftcraft identified the Holistic Movement in North America and developed a premium line of wellness products for the body and home. Today's health conscious consumers are looking for natural and organic products they can incorporate into their daily lives. Earth Luxe offers a comprehensive selection of holistic products which caters to this market and offers competitive pricing and merchandising programs aligned to succeed in the gift market.

Q: What products do you offer?

A: 100% Pure Virgin Coconut Oil, Coconut Oil Lip Maintenance & Bath Soap, Handmade Natural & Nearly Natural Bath Soaps and Natural Bath Bombs, Pure Organic Essential Oils, Fragrance (Diffuser) Essential Oils, Air Purifying Atomizers, Soy Wax Wood Wick Candles, Coconut Oil Bath, Body & Hair Care, Coconut Oil Toothpaste, Himalayan Crystal Salt Lamps

A: Coconut Oil is one of the most versatile products in nature and offers a wide-ranging array of edible and topical benefits. Our coconut oil is 100% pure and is naturally farmed in India, the epicenter of holistic healing. We use only the highest quality coconuts going from tree to jar without the use of chemicals.

Q: Is coconut oil edible?

A: Absolutely, making it a Superfood because of the multitude of wellness benefits it offers! Coconut Oil is known to be rich in antioxidants, antifungal, antibacterial and antiviral properties, all of which are known to improve overall wellness.

Q: What is the difference between your Pure Organic Essential Body Oils and Fragrance (Diffuser) Essential Oils?

A: The difference is in the oil's composition and its intended use. Both offer aroma-therapeutic benefits and holistic wellness. Only the Pure Organic Essential Oils are safe for use topically when diluted with a Carrier Oil, while the Fragrance (Diffuser) Essential Oils are only for home use in diffusers and atomizers.

Q: What is a Pure Organic Essential Oil?

A: Pure Organic Essential Oils offer a natural product approach to overall wellness whether applied topically or used for home fragrance in a diffuser or atomizer. The organic oils are directly extracted from the bark, flower, fruit, seed or root of a tree or a plant. They are highly concentrated with a strong aroma and must be diluted in a Carrier Oil prior to application to the body. Dosage and instructions as indicated on the packaging should be followed.

Q & A – PRODUCT KNOWLEDGE



Q: What is Aromatherapy?

A: Aromatherapy is the inhalation and topical application of essential oil. Aromatherapy is a holistic alternative to enhance overall well-being.

Q: What is a Carrier Oil?

A: A Carrier Oil is a vegetable oil extracted from the seed, kernel or nut of a plant. They are most commonly used to dilute essential oils prior to application to the body.

Q: Are there differences in Carrier Oils?

A: The plant from which the oil is extracted determines its benefits. Grapeseed Oil is commonly referred to as an “all-purpose” carrier oil because of its multitude of applications. Jojoba Organic Oil is a popular choice for use in massage and well as skin care.

Q: Are Carrier Oils Fragrant?

A: Most have a light but pleasant scent with light to medium viscosity.

Q: Why do you use soy wax in your candles?

A: Soy wax is a healthier alternative to petroleum based paraffin wax. Soy is a renewable resource and is made with pesticide-free, non-GMO soy. It's a renewable resource making it a preferred wax for both health and environmentally conscious consumers.

Q: What are the benefits of using an Atomizer?

A: When used with Fragrance (Diffuser) Essential Oils, Atomizers purify the air by attracting known allergens, dust and toxins. They provide a healthy alternative to chemical laden deodorizing sprays and are more economical than large unattractive air sanitizing units.

Q: How do Atomizers work?

A: Simply add water, a few drops of our Fragrance Essential Oil and turn it on. I have a video to show you how easy and quick it is.

Q: How are your soaps made?

A: Earth Luxe soaps are handmade in the United States with ingredients from Georgia farming and beekeeping communities in over 95% of the line. All soaps are made with 100% natural ingredients unless noted as Nearly Natural. Our Nearly Natural soaps include the addition of Phthalate/Paraben-Free Sustainable Fragrance Oil. All of our soaps are naturally colored Mineral Pigments, Oxides, Clays and Micas.

Q & A – PRODUCT KNOWLEDGE



Q: What is the difference between an ultrasonic diffuser and an atomizer?

A: A diffuser is any device that imparts a scent into the air by evaporation. A diffuser is any device which allows a liquid to evaporate, putting a scent into the surrounding environment. The process of “diffusion” can be done in different ways - ultrasonic diffusion, Nebulizer/atomizing, by heat (candles), etc.

Ultrasonic Diffusers (which is what Earth Luxe Diffusers are) use water and essential oils mixed together. A mist is formed which will fill the air. This mist is produced by ultrasonic waves of energy. Using high frequencies, the unit separates the essential oils into small particles producing a micro-mist that is circulated into the atmosphere. Negative ions are released that give you a sense of well-being, mood is uplifted, and stress is lessened. Negatively charged ions will attach themselves to harmful positively charged particles in the air & help to purify the air. The mist stays in the room environment for many hours.

Compared to a nebulizer/atomizer unit, the Ultrasonic diffuser uses less oil. Ultrasonic diffusers purify your environment wherever you use it and they deliver therapeutic results. The essential oils used in an Ultrasonic Diffuser purifies the area, removes offensive odors, moisturizes dry flaky skin, soothes and moisturizes dry sinuses (similar to benefits of a humidifier), and is refreshing to mind, body, and soul.

- All use water
- Quiet
- Most diffuse up to 400 sq. ft.
- Light options
- Affordable
- Double as a humidifier
- Use little essential oils
- Usually made of plastic or ceramic

Nebulization/Atomization - (Nebulizers/Atomizers) Is a process which forces the breakdown of essential oils into very tiny particles. It requires a high velocity, pressurized air stream and a specially designed jet nozzle. The rate of evaporation is highly accelerated and occurs almost instantly.

- No water or heat (just pure oils undiluted used)
- Atomizer technology
- Strong concentration of essential oils
- A bit noisier
- Diffuse up to 1000 sq. ft. for most models
- No lights
- More expensive
- More essential oils use – less run time
- More frequent maintenance
- Cannot use diluted blends/oils
- Viscous oils need to be paired with thin oils for diffusing

Q & A – PRODUCT KNOWLEDGE



Q: Why use Earth Luxe Coconut Shampoo & Conditioner?

A: Our shampoo and conditioner have no harmful chemicals and will not strip your hair of its natural oils. It is a natural way to fight dandruff. It has been proven to tame frizz and act as a detangler. It is a proven treatment for lice.

Top Reasons To Use Earth Luxe Toothpaste:

A case could be made that coconut oil has a near-perfect makeup to act as an effective toothpaste. Here are the three top reasons for making Earth Luxe Coconut Oil Toothpaste a part of your oral routine:

1. No Harmful Chemicals
2. Effective Against Cavity-Causing Bacteria
3. No Foaming Agents – Foaming Agents enhance bitter tastes and is thought to be the reason why everything tastes so bad right after you've brushed your teeth.
4. Natural Teeth Whitening

Q: Why use Earth Luxe Coconut Scrub?

A: When you use exfoliating body scrub, you're not just giving your skin a pleasant-smelling, silky smooth makeover — you're also lathering on vitamins and minerals that benefit your body in major ways. It is important for skin health to deep cleanse from time to time. Toxins seep into skin pores and clog them. The dehydrating effect of air conditioning and heat can leave your skin dry and flaky, and the skin pores can develop keratin caps that keep the sebum trapped in the follicles. Coconut oil is a gentle, yet thorough cleanser. It softens the keratin caps and makes exfoliation much easier. The light, spreading texture of coconut oil enables it to seep into the hair follicles and dissolve the hardened sebum, bringing it up to the skin surface.

Q: What is a Crystal Salt Lamp?

A: Himalayan Salt Crystals are known to improve breathing and alleviate allergy symptoms, evoke a calming and relaxing environment, soothe the skin and impart an overall improved sense of wellbeing.

Mined from the Himalayan Mountains of Pakistan, Himalayan Salt is the purest salt on earth dating back 250 million years and offers a holistic solution to home air purification and overall wellness.

- The salt has the perfect crystal structure and holds 84 minerals which are easily absorbed into the body.
- Salt is a hygroscopic which attracts water molecules from the surrounding air.
- The soft glow of our lamps and candle holders emit a soft ambient glow while attracting and trapping water vapors that hold harmful toxins, pollutants and allergens.
- Clean water vapors are then released back into the atmosphere, leaving the surrounding air fresh and clean.

Q & A – PRODUCT KNOWLEDGE



TOP USES FOR COCONUT OIL

1. Use in baking, stir-frys, or as a dairy-free substitute for butter or other common oils
2. Safe to use on pets. Helps with dry and flaky skin
3. Use to make coconut oil dog treats
4. Apply after doing dishes to avoid dry hands
5. Mix with rosemary or mint essential oils as a natural bug repellent
6. Combine with peanut butter, oats, and honey to make bite-sized energy snack bites
7. Rub on the inside of nose to help alleviate allergy symptoms
8. Help soothe psoriasis and eczema
9. After initial heat is gone, it can help healing of sun burns
10. Reduces the itch of bug bites
11. Blend a tablespoon with hot tea to help soothe sore throats
12. Vegan creamer when blended into coffee
13. Blend in with smoothies for a filling treat
14. Use in a daily oil cleansing regimen
15. Known to comfort skin after injury or infection
16. Natural personal lubricant
17. Helps hydrate skin
18. Natural diaper cream for rash or sensitive skin
19. Nourishing body balm
20. Can be used as an eye makeup remover, even waterproof mascara
21. Add to homemade deodorant (utilizing natural antibacterial properties)
22. Has been known to reduce wrinkles and lighten age spots
23. Add essential oils and use for relaxing and soothing massages
24. Mix with lip color for a tinted lip balm
25. Use on cuticles to promote healthy nail beds
26. Rub into scalp to stimulate hair growth
27. Anti-frizz treatment for damaged hair
28. Soothes dry, cracked skin like elbows, knees, and ankles
29. Help reduce chlorine exposure to hair when swimming
30. Intense, paraben-free and sulfate-free hair conditioner
31. Dab a small amount on cheekbones and décolleté for a subtle highlight
32. Soothe nursing nipples on mothers
33. Natural treatment for lice when mixed with apple cider vinegar
34. Rub a small amount to soften and condition genuine leather
35. Natural and soothing bath oil
36. Can remove chewing gum
37. Small motor lubricant
38. Help reduce puffiness and dark circles under eyes