





## How Do You Shea?

Shea Butter is the natural alternative to petroleum jelly filled moisturizers; the more shea butter the better, but not all shea is created equally

	No Fragrance Added		Essence of Lavender		Essence of Grapefruit		Gift Pack
<b>Everyday Formula (Lots of Shea)</b>							
Size	2oz	12oz	2oz	12oz	2oz	12oz	Four, 2oz tins
SRP	\$15	\$55	\$15	\$55	\$15	\$55	\$61
UPC Code	850641006066	850641006059	850641006042	850641006035	850641006028	850641006011	850641006004
<b>Pregnancy Formula (More Shea)</b>							
Size	12oz	12oz	12oz	12oz	12oz	12oz	
SRP	\$60	\$60	\$60	\$60	\$60	\$60	
UPC Code	850641006141	850641006127	850641006127	850641006127	850641006103	850641006103	
<b>Dermatological Formula (All the Shea)</b>							
Size	2oz	12oz					
SRP	\$25	\$65					
UPC Code	850641006080	850641006073					

  

Everyday Formula Ingredients	
Shea Butter	82.50%
Shea Oil	14.50%
Essential Oil (Lavender or Grapefruit)	2%
Moringa Oil	0.80%
Baobab Oil	0.80%
Pregnancy Formula Ingredients	
Shea Butter	90%
Shea Oil	8%
Essential Oil (Lavender or Grapefruit)	1%
Moringa Oil	1.50%
Baobab Oil	1.50%
Dermatological Formula Ingredients	
Shea Butter	100%

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MOQ: 6 units per UPC

Our story is one that spans generations of moms.



There is Grandma Sunshine, a midwife who started her own business in colonial era Ghana.



There is my mother, who after trudging through swamps with my brother on her back, escaped a military coup in Ghana & found refuge in the US. In Greek, the words Eu-Genia (“you-geh-knee-ah”) mean the origin of goodness.



Then there is me, I am Naa-Sakle and shea butter is the common thread linking all these generations and the impetus for the brand we have since created: the luxury skincare line Eu'GeniaShea.

Eu'Genia Shea is a pure intensive moisturizer that has grown to more than 200 brick and mortar stores over the last year and seen 7x unit growth over the same period.

This growth surge was in large part due to millennial clean beauty enthusiasts and multi-cultural guests with dry skin or stretch marks.

“ LOVE the lavender shea butter by @EuGenia\_Shea. Perfect for dry spring days in SF! #HowDoYouShea -@SusieNayoungKim ”

“ your dermatology Shea Butter has done wonders to my face. I didn't realize my breakouts were due to a lack of moisture. Since using it my breakouts have ceased. Look forward to reordering. -KR, Chicago, IL ”

“ I am completely taken with them...they are divine - Sophia Uliano ”

” I told you it was like magic! -@KarenHunter ”

Customers aren't the only ones talking...





ESSENCE

THE ROOT



THE HUFFINGTON POST

COSMOPOLITAN



Consumers looking for intensive moisturizers have turned to petroleum jelly and similar products for decades.

Roughly 40 million units of petroleum jelly are sold in the US every year, that's about 30% of American households.

Yet petroleum jelly is a byproduct of petroleum oil. That's something you're putting on your skin...



## Shea Butter is Nature's Wonderbalm

Shea butter draws moisture to your skin, helps your skin retain moisture, and helps fill in the gaps between skin cells to help smooth skin, ie all the things that individually make a good moisturizer and together make a super human moisturizer.

And, shea's high levels of vitamins A, E, F, and K can help soothe everything from eczema and psoriasis to stretch marks and wrinkles without clogging your pores.

Large brands  
have done a  
wonderful job  
of hyping  
shea butter  
but...



**Typical Ingredient List:** Water, Glycerin, Cetearyl Alcohol, C13-16 Isoparaffin, Isopropyl Palmitate, Mineral Oil, Glyceryl Stearate Se, Dimethicone, Glyceryl Glucoside, Fragrance, Sodium Cetearyl Sulfate, Carbomer, Sodium Hydroxide, Phenoxyethanol, Methylparaben, Ethylparaben, **Butyrospermum Parkii (Shea) Butter.**

**Typically < 10%**

# Eu'Genia Shea is different, we are...

Fair Trade\* | Organic\* | No Animal Testing | Vegan



No Synthetics | No Parabens | No Sulfates | Gluten Free

## Our high quality starts with the nuts

\* We purchase nuts grown from wild trees from sustainably paid and organically trained pickers; we also donate 15% of our profits back to our network



From our 5,000 organically trained & sustainably paid pickers,



to our in-house production guided by the methods my mother developed in her 20 years in the industry, most specifically as the President of the Global Shea Alliance, (the organization that advises govs & NGOs about quality standards)







our complete vertical integration and high concentrations of shea butter have led to incredible quality that ensures our products soothe every hand, face, and body they touch.

And it's the reason that over half of our sales come from returning customers.





Customers come to us because we're an effective, all natural moisturizer, and they keep coming back with the knowledge that their purchase soothes more than just their dry skin...

Our pickers and processors are paid a 20% premium to the market and receive 15% of our profits as contributions to education funds for their children.



# Moisturize faster, better with active doses of nature's wonderbalm: shea butter



## Skin Type :

- Normal: “Perfect for dry spring days... Or winter, or fall, or any day for that matter!” -@SusieNayoungKim
- Combination: “I told you it was like magic” -@KarenHunter
- Dry & Sensitive: Official sponsor of the National Psoriasis Foundation
- Oily: Vitamin A helps decongest pores to reduce acne

## Product Description:

Intensive face & body moisturizer

## What else you need to know:

This multi-tasking wonderbalm is the all-natural alternative to chemical & petroleum jelly packed moisturizers

***The more shea butter the better, but not all shea is created equal.*** We produce it fresh from the wild, from our family to yours. Good shea butter starts from the nuts. Thousands of organically trained & sustainably paid pickers provide shea nuts for our in-house processing team that manufactures our shea butter according to the standards my mother developed as the President of the Global Shea Alliance. This means one thing: you get the absolute best every time.

***15% of profits returned to our workers in the form of an education fund for their children***

## Instructions:

Use fingertips to remove a small amount of shea from tin (seriously, a small amount goes a really long way). Place shea butter in the palm of your hand and rub your hands together to warm it. Apply the shea to wherever needs some moisturizing love. Apply as needed to hands, feet, body and face (won't clog your pores!)

Post shave/wax, beard pomade, conditioning hair mask, makeup removal, pre-flatiron... pretty much all of the things

**Totally Clean:** No parabens, synthetics, sulfates, phthalates, or animal testing

## Clean Swap:

Rosebud Salve

<b>KEY INGREDIENTS</b>	<b>SOURCE</b>	<b>FUNCTION</b>
<p>Shea Butter:</p> <p>All products have at least 95% shea content, relative to generally &lt;10% for peers.</p>	Wild shea trees	<ul style="list-style-type: none"> <li>• Performs all three moisturizing requirements (draws moisture to skin, helps retain moisture, fills gaps between skin cells to smooth skin)</li> <li>• “healing fraction” is 7-12x that of other seed oils</li> <li>• doesn’t clog your pores</li> <li>• vitamin A: anti-aging, collagen production</li> <li>• vitamin E: skin cell regeneration (anti-scarring/wrinkles/acne)</li> <li>• vitamin F: anti-inflammatory, moisturizing, softener</li> <li>• vitamin K: improves increases skin elasticity, reduces dark circles</li> </ul>
Shea Oil	Wild shea trees	Hydrates & softens
Baobab Oil	Baobab tree	Quick absorbing anti-oxidant (vitamins A, D, E, F)
Moringa Oil	Moringa tree	Anti-aging & natural glow (A, B, B1, B2, B3, B6, C, & E)
Grapefruit Essential Oil	Grapefruit	Rejuvenating
Lavender Essential Oil	Lavender	Calming



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