



Bodystick Coconut Oil . . . Rediscovered

Media Kit

2015

nature made it perfect— we've just repackaged it.

People have been using coconut oil to nourish their bodies - on the inside and out - for hundreds of years. Now, there's finally a practical way to enjoy this luxurious elixir.

CocoMe Bodysticks are made of virgin, organic coconut oil with a pinch of beeswax – and nothing else. This unique product blends two ancient healing balms and allows you to use them in a convenient and fun way.

Unlike anything else on the market, it's the perfect simplicity of our ingredients that set us apart. Virgin, organic coconut oil glides evenly and absorbs quickly into your skin, while the natural beeswax coats and protects, restoring vitality to tired and dry areas.

for everyone... anywhere.

CocoMe is so pure it can be used on just about anyone, anywhere. From a baby's soft cheeks to the delicate hands of grandparents, coconut oil is a safe and chemical-free way to nourish all types of skin.

"CocoMe is my go-to, fix-all product! I've used it on everything from cradle cap, diaper rash, razor burn, sunburn, scratches, and more! I usually don't use lotions because I find it too time consuming and it makes my skin feel greasy but CocoMe is fast and easy to apply and leaves my skin feeling silky smooth. I even use it on my face. And it smells great too!"

- Kristi B.



Bodysticks allow for easy, mess-free topical application

Ideal For Relieving:

- Dry, itchy and irritated skin
- Sensitive skin
- Sunburn and windburn
- Calluses
- Growing pregnancy belly
- Bug bites
- Diaper rash, etc...



Charlotte and me in 2013- when the CocoMe story began!

**don't put anything
on your body that
you wouldn't put in
it...**

**how we got
started.**

where i'm coming from

I have never been a health nut. I wanted to be as healthy as the next person, but I wasn't willing to compromise quality in order to go the healthy route. If I didn't like how a salad tasted, I wouldn't eat it. If I didn't like how a natural lipstick looked or felt, I wouldn't wear it. I believed in the old motto: "you shouldn't put anything on your body that you wouldn't put in it." but what about practicality? What about affordability? What about the luxury of using body products that make you feel amazing? The first time I checked in the early 2000's there just weren't natural products out there that I WANTED to use. And that's where this story ended for a long time...

Years later, after the birth of my beautiful Charlotte in 2011, I worked to reinvent myself as a stay-at-home mom. I decided it was time to refocus on health and wellness once again. Life was fuller, more meaningful, and I wanted to set a good example for my little one. Eating healthy was part of this, as well as exercising, and once again "you shouldn't put anything on your body that you wouldn't put in it" resurfaced. It went in one ear and out the other. Like most women, I liked my lotions and potions. We'd been together for years, and I couldn't really believe that brands I had used since adolescence could be doing me harm.

risky business

Then one day, the reality hit me... hard. One afternoon, while I was distracted preparing for a dinner party, my curious little girl made her way into my cosmetics basket without my noticing. Before I could stop her she had taken a big bite out of my deodorant. I reached for the container and nervously scoured the label for what I feared and found there: "Poison, if ingested call poison control immediately." Panicked, I whisked her up, rinsed her mouth out, and thankfully found the missing deodorant chunk intact on the floor where she had spit it out. Close, close call. Too close for me, it was the last straw. Why

would I put something on my body (to be absorbed into my body) that is poison? After all, "you shouldn't put anything on your body that you wouldn't put in it."

Now the search began in earnest, I was determined to find natural products that I WANTED and WAS going to use. It was a little easier this time around. There were more natural products on the market. There were also a lot of products pretending to be natural. My new motto (in addition to the other one) was don't use it if you can't pronounce the ingredients, and that ruled out more than half of the "natural" things on the shelves. It was frustrating.

love at first touch!

Eventually I found products I really liked, shampoo, conditioner, make-up, but I couldn't find a good truly natural body lotion. After a while I gave up and started using virgin, organic coconut oil. I absolutely fell in love with its incredible moisturizing properties and intoxicating scent, plus I was now reaping serious benefits from using this topical super potion. With anti-aging, reinvigorating, vitamin wonderfulness what's not to love? I would use it and feel silky smooth for hours, and I knew I was putting something on my body that I could put in it.

One problem remained, it was completely impractical to use. Coconut oil is solid at room temperature so applying it involved shoving my hand into the jar, raking my fingernails through the oil, digging out a chunk, and emerging with a handful of white oil flakes which were melting right in front of my eyes. I would quickly try to rub it on my skin while trying to avoid oil dripping on my carpet. I only succeeded about half the time. There had to be a better way. And one night, after a particularly bad oil dripping incident, I realized that there was.

This is how the CocoMe Bodystick was born.

"I really believe in the philosophy of this company and I am particularly concerned with how the overwhelming majority of skincare products on the market today contain paraben. Paraben is an agent that mimics estrogen in the body which has been linked to breast cancer and other reproductive issues. The CocoMe Bodystick is a pure product that I can use without worry and it leaves my sensitive skin feeling soft! What a great product!"

-Monica S.



Made of 100% good stuff

What we are, and what we're not.

- **Made with 100% organic ingredients**
- **Paraben-free**
- **Non-comedogenic**
- **Gluten free**
- **Vegetarian**
- **Cruelty-free and Leaping Bunny Certified**
- **Cold-pressed**
- **Responsibly sourced**
- **Made with love and pride in the USA**



FAQ's

This product is remarkably straightforward, but here are the answers to some frequently asked questions:

Q: Who is your target market?

A: The educated, health-conscious consumer... But really anyone with skin!

Q: Why do you need to mix beeswax with the coconut oil?

A: Coconut oil by itself is a wonderful way to moisturize your skin, but it melts at 76 degrees Fahrenheit, so it's too unstable to produce in a stick by itself. Plus the beeswax enhances the effectiveness of the coconut oil, and adds healing benefits of its own (e.g., locks-in moisture, and fosters cell reproduction).

Q: Why the bodystick?

A: The bodystick allows for the two ingredients - coconut oil and beeswax - to remain as close as possible to their natural state, without being altered (e.g., as solids at room temperature). In addition the stick provides an easy and waste-free application.

Q: Who can use the product?

A: Any person, of any age can use this product (barring a coconut oil, or beeswax allergy).

Q: Where can I get your products?

A: CocoMe Bodysticks and Lipelixirs can be purchased directly from our website: www.cocomebodystick.com. We are also available on Amazon.com, and select fine retail locations.

Contact Us

We'd love to hear from you!

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Hope to hear from you soon!



Go Ahead...Coco yourself.

COCOme
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