

purple frog™

Nothing unnecessary  Nothing unnatural

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It's here to stay.

\$17B  
by 2027

## Global Hand Sanitizer Market

44% growth from 2019-2027

- Allied Market Research

### Overview:

- 77% people use sanitizer
- 36% North American Global market share
- 39% supermarket, 22% drug, 22% online, 19% specialty

### Purple Frog Market:

- 62.5% are female
- Health risks associated with chemical ingredients expected to impede market growth (allergic reactions)

### Health and Safety Data:

- 226B in annual office loss in the US due to communicable illness
- 80% of infections are spread by hands
- 20% decrease in student absence due to illness after implementation of classroom sanitizer program

Precedence Research, Jan. 21, 2021

# Consumer confidence.

## Hand sanitizers pose dangerous health risks.

Most sanitizer brands are single purposed with little regard to the broader health implications caused by synthetic ingredients such as: parabens, phthalates, fragrances, methanol, Quat, chlorines and Triclosan.

Each time you use sanitizer before a meal, consider what you may be ingesting:

### Triclosan

Endocrine disruptor

### Parabens

Aggravates asthma

### Quat

Dermal irritant,  
occupational asthma

### Phthalates

Causes hormonal and  
reproductive issues

“New hand sanitizer recalls bring Health Canada list to more than 80.” - Toronto.com

Washington Post

FDA says to avoid these 130 hand sanitizer products that may not work, or are toxic

Jul. 24, 2020



FOX NEWS

FDA issues alert on hand sanitizer products from Mexico

1 month ago



CP24 Toronto's Breaking News

Recall of Daily Shield hand sanitizer expanded, manufacturer's ...

Oct. 29, 2020



InsideHalton.com

'Stop using it immediately': Fake hand sanitizer sold at Dollarama ...

Oct. 22, 2020





# Sanitizer Can Be Better (BtoC)

Plant-Based | Made Local | Skin Sensitive

#1 Natural, Multi-Occasion Sanitizer Brand in Canada



# Sanitizer can be innovative (BtoB)

**Sanitize and Advertise** with XtraSafe dispenser

Premium sanitizer fixture for owners who value:

- **First impressions** and corporate culture
- **Environmental stewardship** (reduced plastic and 1% For the Planet)
- **Convenience** (less contact, cleaning and sanitizer replenishment required)
- Additional (sleeve) **marketing** or sponsored advertising
- Domestic **quality** (made local)



Watch here



**The ONLY turn-key, sanitizer program available that:** improves internal safety and employee performance; minimizes plastic waste; enhances customer impressions while literally paying for itself!



\$13B  
by 2024

# Global Air Freshening Market

## Growing at 3.6% annually

- Allied Market Research

### Households are the primary users

World Air Freshener Market, By Application



### North America and Europe driving growth

World Air Freshener Market, By Geography



# Air fresheners pose dangerous health risks.

Currently, air freshener brands are not required to fully disclose their ingredients. Yet studies demonstrate that synthetic air fresheners contain over 100 chemicals with new, unregulated ingredients being added each year.

“In a national survey, 19% of Americans reported breathing difficulties, headaches, or other health problems when exposed to air fresheners.”  
- United States National Library of Medicine

Cleaning and outdoor skin care products (insect repellents and itch relief) are similarly unfettered for their health threats.

Chances are your immune system is being exposed to:

<b>Dichlorobenzene</b> Blocks your sense of smell	<b>Formaldehyde</b> Aggravates asthma
<b>Benzene</b> Linked to leukemia	<b>Phthalates</b> Causes hormonal and reproductive issues

**Why air fresheners and scented candles can wreck your health: They could cause cancerous DNA mutations and asthma**

- UK spends nearly £400 million a year on candles, incense and aerosols
- John Naish explores the hidden dangers of the hugely popular products
- Investigators warn they can cause tumours, lung damage and asthma

By JOHN NAISH FOR THE DAILY MAIL  
PUBLISHED: 20:11 EDT, 2 September 2015 | UPDATED: 21:04 EDT, 2 September 2015

**THE BLOG** 07/30/2011 12:20 AM ET | Modified Dec 28, 2015

**Does Bug Spray Do More Harm Than Good?**

By John Whyte, M.D., MPH


**Researchers Say Scented Candles and Air Fresheners Pose Dangerous Health Risks**

You might think twice before lighting up that pumpkin spice candle.

BY ALEXIS HOBBS Dec 16, 2015

**DRIVING CONCERNS**

**How many car air fresheners are too many?**





# Reclaim Your Space

Naturally | Safely | Effectively



naturally  
CLEAN AIR



natural  
OUTDOOR SKIN CARE

naturally  
CLEAN SURFACES

## The Frog Knows

Frogs absorb toxins through their thin, sensitive skin making them the first species to react to negative changes in their environment. They're an indicator species.

**The proverbial, “canary in the coal mine.”**

Like frogs, we absorb chemicals into our skin and inhale them into our bodies every day. But unlike frogs, we don't always recognize their detrimental effects, right away.

The Purple Frog symbolizes our movement to empower consumers to **reclaim their space** and make mindful decisions about what is going on their skin and in their lungs.

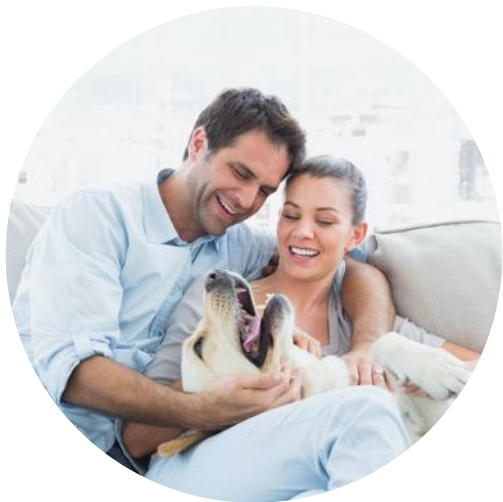
**When you see the frog, you know it's safe.**



MADE IN CANADA  
FABRIQUÉ AU CANADA



naturally  
**CLEAN  
HANDS**



naturally  
**CLEAN AIR**



naturally  
**CLEAN  
SURFACES**



natural  
**OUTDOOR  
SKIN CARE**



**2021  
PRODUCT LINE**

# CLEAN HANDS: Sanitizer that feels better.

BtoC - Designed for the skin (and scent) sensitive. Made with 70% FCC grade ethanol and super hydrating, natural moisturizers. **Guarantee: smell better, made better, feel better.** Health Canada certified (NPN). Custom co-branding available.

**Hydrating Sanitizer Gels** that travel as well as they smell and feel. 100% Canadian made with the added antibacterial boost of pink grapefruit oil.



- \$5.99 SRP 125ML
- 6/case (item: PFHSG125)
- \$3.99 SRP 60ML
- 6/case Item: PFHSG60

Single Hydrating Gels

- 50 and 500/case
- Co-branding available



**Biodegradable Sanitizer Wipes** made from extra soft, 50gsm bamboo fiber. Fully compostable and stored in a reusable and recyclable container for less waste. They also travel nicely in any cup holder.



- \$7.99 SRP 30 wipes
- 5/case Item: PFNSW30

Single Hydrating Wipes

- 50 and 500/case
- Co-branding available

# CLEAN HANDS: Sanitizer program that performs better.

BtoB - Uniquely designed to service small, medium and large business or communal event spaces.

Prepare your new Clean Workplace environment starting with: 5.5L XtraSafe hands free dispenser, branded sleeve and 3.78L super hydrating, refill gel. Lifetime XtraSafe warranty available with 3.78L gel subscription.

## 5.5L XtraSafe Dispenser



- 529.99 SRP Item: PFHSSXSF

## 3.78L Gel Refill



- Naturally scented or fragrance free
- Works with XtraSafe
- \$39.99 SRP 4/case
- Item: PFHSG4 (scented), PFHSGFF4 (fragrance free)

## 3.78L Foam



- Naturally scented or fragrance free
- 2 x more uses than gel
- \$39.99 SRP 4/case
- Item: PFHSF4 (scented), PFHSFFF4 (fragrance free)

## 950ML Gel



- Naturally scented with pink grapefruit essential oil
- For smaller spaces and traditional foot dispensers
- \$14.99 SRP 4/case
- Item: PFHSG950

# CLEAN AIR: Breathe better, feel better.

Natural, **Sustainable Room Air Fresheners** and To-Go Travel Air Fresheners featuring a proprietary, natural odour neutralizer. A breath of innovative fresh air for a stale air care category.

## Sustainable Room Air Freshener

- Reusable spray head + refill bottle
- 3 sec continuous mist spray with 99% liquid evacuation for less waste
- So Fresh So Clean (PFAFSF200), Island Time (PFAFIT200) & “Grove” Thang (PFAFGT200)
- \$14.99 SRP 200ML Starter
- \$8.99 SRP 200ML Refill
- 6/case

## To-Go Travel Air Freshener

- 500 sprays per 60ML bottle
- \$5.99 SRP 60ML Item: PFAFSF60, PFAFIT60, PFAFG60
- 12/case



Island Time  
Vanilla Coconut



So Fresh, So Clean  
Lemongrass Lavender

“Grove Thang”  
Eucalyptus Lime

# Take the sting out of nature, naturally.

Protect skin and instantly relieve itching and irritation from: cuts, bites, burns, poison ivy, poison oak.

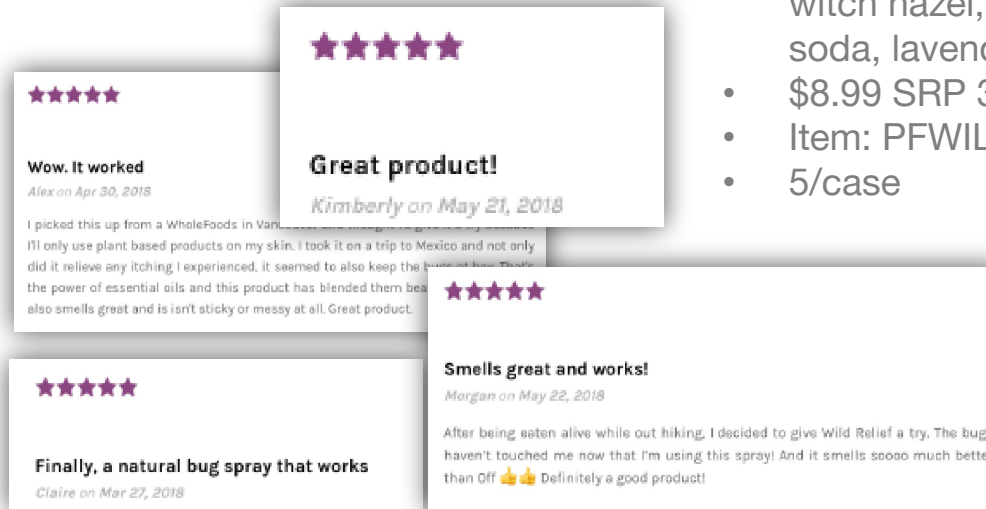
**To-Go Wild Relief Spray** award winning, natural, skin sensitive, anti-itch and first aid remedy.

**Biodegradable Wild Relief Wipes**



- Health Canada certified (NPN)
- Finalist for new (natural) product of the year 2019 (CHFA)
- 280 sprays per 15ML bottle
  - 4.99 SRP 15ML Item: PFWILDTS
  - 6.99 SRP 60ML Item: PFWILDS60
  - 12/case

- Extra soft, 50gsm bamboo fiber (holds 2x the formula)
- Fully compostable
- Fits any size cup holder
- Natural, itch relief ingredients: aloe vera, witch hazel, baking soda, lavender
- \$8.99 SRP 30 wipes
- Item: PFWILDW30
- 5/case



# CHEMICAL FREE insect repellency.

US Only - Natural, To-Go **Wild Repel Spray (insect repellent)** and Biodegradable **Wild Repel Wipes** for chemical free and skin sensitive protection.

## To-Go Wild Repel Insect Repellent Spray



- Deet and chemical free
- Fresh, pleasing scent
- Skin sensitive with witch hazel
- Natural insect defense ingredients: lemongrass oil, lavender oil, castor oil
- 500 sprays per 60ML bottle
- \$5.99 SRP 60ML Item: PFREPEL60
- 12/case



## Biodegradable Wild Repel Insect Repellent Wipes

- Extra soft, 50gsm bamboo fiber (holds 2x the formula)
- Fully compostable
- Whole body protection
- Fits any size cup holder
- \$7.99 SRP 30 wipes
- Item: PFREPEL30
- 5/case



# CLEAN SURFACES on the go.

Natural, To-Go **Dis'Mist Spray (disinfectant)** and Biodegradable **Dis'Mist Wipes** featuring a proprietary, natural odour neutralizer.

## To-Go **Dis'Mist Disinfecting Spray**



- Naturally clean and disinfect while you travel
- Food surface safe
- Reusable/recyclable plastic bottle plus 100% recycled packaging for reduced waste
- Natural, antibacterial ingredients: lemon thyme, grapefruit seed extract
- 500 sprays per 60ML bottle
- \$5.99 SRP 60ML Item: PFDMS60
- 12/case



## Biodegradable **Dis'Mist Disinfecting Wipes**

- Extra soft, 50gsm bamboo fiber (holds 2x the formula)
- Fully compostable
- Fits any size cup holder
- Natural, antibacterial ingredients: lemon thyme, grapefruit seed extract
- \$7.99 SRP 30 wipes
- Item: PFDMW30
- 5/case

# New Travel and Trial program.

Dramatically improve travel category sales with our new **Travel and Trial Gravity Display** series. One-stop-shop selection of Purple Frog's Natural To-Go options:

## Natural To-Go Gravity Display

- Gravity Display's are designed for both shelf and hanging format
- Easy refill program for less waste
- 12 units per Gravity Display
- All items are TSA approved
- Improved display aesthetics, category appeal, ease of purchase and sales



So Fresh So Clean  
Lemongrass  
Lavender



Island Time  
Vanilla  
Coconut



"Grove" Thang  
Eucalyptus  
Lime



60ml Hydrating  
Hand Sanitizer



Dis'Mist  
Cleaning  
Spray



Wild  
Relief  
After Bite

# New Travel and Trial planogram.

Presented individually or collectively – the Travel and Trial program is designed for extreme showcase versatility and enhanced consumer engagement on shelf, as a POS merchandiser, end cap or profit panel.

## Natural To-Go Gravity Showcase (60ML)

- Air Freshener Gravity SF
- \$5.99 SRP (12 ct)
- Item: PFAFSF60



- Air Freshener Gravity GT
- \$5.99 SRP (12 ct)
- Item: PFAFGT60



- Air Freshner Gravity IT
- \$5.99 SRP (12 ct)
- Item: PFAFIT60

- 60ml Hydrating Gel Gravity
- \$3.99 SRP (12 ct)
- Item: PFHSG60



- Dis'Mist Gravity
- \$5.99 case SRP (12 ct)
- Item: PFDMS60

- Wild Relief Gravity
- \$6.99 SRP (12 ct)
- Item: PFWILDS60

Hand Sanitizer

					
All Natural (truly)	✓	✗	✗	✓	✗
Made in Canada	✓	✗	✓	✗	✓
Innovative / Multi-Occasion	✓	✓	✗	✗	✓
Sustainability Focus (Waste Reduction, 1%FTP)	✓	✗	✗	✓	✗
Fun Factor	✓	✗	✗	✗	✗
EWG Safe Ingredients (<1 rating)	YES	<ul style="list-style-type: none"> <li>• No</li> <li>• Numerous high risk additives: Triclosan, Quat</li> </ul>	<ul style="list-style-type: none"> <li>• No</li> <li>• Contains Benzalkonium Chloride</li> </ul>	YES	<ul style="list-style-type: none"> <li>• No</li> <li>• FDA recall list</li> </ul>
Size / SRP	60ML / \$3.99	60ML / \$2.99	60ML / \$2.99	60ML / \$5.99	60ML / \$3.99

# How does PF hand sanitizer compare:




US	THEM
<p>✓ <b>Natural, Plant-Based Ingredients</b></p>	<p>✗ How do you pronounce that?</p>
<p>✓ <b>Hydrating</b> <i>Highest % of Naturally Moisturizing Ingredients</i></p>	<p>✗ Why do my hands feel so dry and irritated?</p>
<p>✓ <b>Safe</b> <i>EWG Skin Deep approved ingredients</i></p>	<p>✗ phthalates, parabens, chlorides, quats, formaldehydes, fragrances (parfum)...sound safe?</p>
<p>✓ <b>Additional Antibacterial Properties</b> <i>Pink Grapefruit Oil</i></p>	<p>✗ Here to do one job and one job only</p>
<p>✓ <b>Made in Canada</b> <i>Sourced, Produced &amp; Packaged locally</i></p>	<p>✗ Shipped to Canada</p>
<p>✓ <b>Environmentally Conscious</b> <i>Biodegradable Ingredients, No Animal Testing, 1% For the Planet Member</i></p>	<p>✗ No comment</p>
<p>✓ <b>Better For You</b></p>	<p>✗ Better Try Something New</p>

Natural Air Fresheners

						
All Natural (truly)	✓	✗	✗	✓	✗	✗
Made in Canada	✓	✗	✗	✗	✗	✗
Innovative / Multi Occasion	✓	✗	✓	✓	✗	✗
Sustainability Focus (Waste Reduction, 1%FTP)	✓	✗	✗	✓	✗	✓
Fun Factor	✓	✗	✗	✗	✗	✗
EWG Safe Ingredients (<1 rating)	YES	<ul style="list-style-type: none"> <li>• Flammable contents when pressurized and eye irritant</li> <li>• Overpowering scent</li> </ul>	<ul style="list-style-type: none"> <li>• Polysorbate 80 (possible carcinogen and cause of skin irritation/raspatory issues)</li> <li>• Undisclosed preservatives</li> </ul>	YES	<ul style="list-style-type: none"> <li>• Flammable contents when pressurized and eye irritant.</li> <li>• Laureth-4 (skin/eye/lung irritant)</li> <li>• C10-16 Parethxl (possible carcinogen)</li> </ul>	<ul style="list-style-type: none"> <li>• Flammable</li> <li>• Trideceth-9</li> <li>• Fragrance (catch-all for possibly dangerous Ingredients)</li> </ul>
Full Ingredient List	✓	✗	✗	✓	✗	✓

Anti-Itch / After Bite

		<b>AfterBite®</b>	<b>Benadryl®</b>
All Natural	✓	✗	✗
Made in Canada	✓	✗	✗
Innovative / Multi-Occasion	✓	✗	✗
Sustainability Focus (Waste Reduction, 1%FTP)	✓	✗	✗
Fun Factor	✓	✗	✗
EWG Safe Ingredients (<1 rating)	YES	<ul style="list-style-type: none"> <li>No, Contains: Dimethicone, Oleth-3 &amp; 10 Phosphate, Cyclohexasiloxan</li> </ul>	<ul style="list-style-type: none"> <li>No, Contains: Diphenhydramine Hydrochloride, Monosterate 1000, Diazolidinyl Urea, Methylpaben</li> </ul>
Size / SRP	15ML / \$4.99	20g / \$6.99	15ML / \$7.99

# Early Adopters



Age range: 32-40  
Household income: \$175K

## Health conscious parent (Cassandra)

- Values personal well-being as well as global issues and highly influenced by green labeling and eco-conscious claims
- Values quality and durable products to reduce her family's footprint
- Purchases products that are safe and healthy for her family



Age range: 24-32  
Household income: \$60K

## Clean-life millennial (Kelly)

- Feels she can make a difference in the world which influences her spending choices
- Increasingly says no to animal-based products and unhealthy habits
- Follows influential spenders and trendsetters



## Health conscious parent

## Early Adopters



## Clean-life millennial

## Behaviours

- Active on social media blogs & podcasts
- Frequently buy online
- Prefer to try products before purchasing
- Influenced by family, friends, and social network
- Shop at natural product stores and conventional “A” level accounts with Wellness categories

## Sales Strategies

## For the Consumer

- Bold, fun branding with an empowering message and a socially conscious mission. Designed to make you smile
- Premium offerings at highly accessible price points
- Innovative deliveries and consumer product experiences
- Locally made and always natural, safe and effective

## For the Retailer

- Strong wholesale margins with competitive trade spends available for line drives and promotional planning
- Pre-packed shipper and trial programs for quick implementation, maximized brand visibility and increased launch success
- Complimentary online marketing support (geo-targeting, geo-fencing, micro influencer etc.)
- Fills an increasing gap in natural alternative and “trial and travel” categories

## For our Sales Partners

- Samples. Let the products do the talking. Innovation combined with a quality sensory experience
- Strong margins and sales incentives
- Turn-key marketing collateral, product training and sales packages
- Consistent line expansion and new product innovation

# The rise of insurgent brands.

Small brands are leading category growth.

Despite accounting for 2% of the market across 45 categories, insurgent brands have captured 25% of the growth from 2012 to 2016.— BAIN & COMPANY



## Native Deodorant

Native built an online following to reach natural deodorant customers. Acquired by P&G for over \$100M in 2017.



## Halo Top Creamery

Halo went from \$230K to \$100M in revenue in under 5 years with an ice cream for health-focused customers.

## Competitive advantages:

- Entrepreneurial driven with authentic, memorable brand story, experience and mission (connectivity).
- Ability to react to consumer demand and launch new products 3x faster than incumbent (responsiveness).
- Strategic sales strategies with targeting marketing plans (profit margin)



## Method

Method utilized innovative packaging and plant-based ingredients to compete against incumbent brands. The company achieved over \$100M in revenue before being purchased by Ecover.

# An air care insurgent brand.

“The growth of the global air care market is fueled by growing importance for improving the indoor air quality and the rise in the adoption of natural fragrance products”

- Allied Market Research

Health conscious parent



Clean-life millennial



				
Mission driven	✓	✗	✗	✗
Non-toxic	✓	✗	✗	✗
Plant-based	✓	✗	✗	✗
Cruelty-free	✓	✗	✗	✗
Full ingredient disclosure	✓	✗	✗	✗



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[www.purplefrogproducts.com](http://www.purplefrogproducts.com)  
info@purplefrogproducts.com

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