



BODY CARE



SOCIAL INFLUENCE

POPULARITY

76 MILLION	Facebook Likes Worldwide
13.3 MILLION	Facebook Likes in the USA
TOP 25	Facebook Pages
TOP 10	Celebrity Pages

ENGAGEMENT

62% MEN
37% WOMEN

AGE

13 - 17
18 - 24
25 - 34
35 - 44
45 - 54
55 - 64



THE WORLD IS WATCHING

THE ANNOUNCEMENT OF MARLEY NATURAL WAS A MAJOR NEWS AND ONLINE EVENT. IMAGINE THE RESPONSE WHEN MARLEY NATURAL LAUNCHES IN LATE 2015.



MARLEY NATURAL ANNOUNCEMENT

EARNED MEDIA IMPRESSIONS

2.3 BILLION

NUMBER OF STORIES

2,000

SOCIAL MEDIA IMPRESSIONS

133 MILLION

NUMBER OF COUNTRIES REACHED

196 (EVERY COUNTRY)

MARLEY NATURAL VIDEO VIEWS

+6M (YOUTUBE, FACEBOOK)

BOB MARLEY'S SPIRIT
IS THE GUIDING LIGHT
AND STEADFAST HEART
THAT INSPIRES EVERY
FACET OF OUR BRAND

**"LOVE THE LIFE YOU LIVE.
LIVE THE LIFE YOU LOVE."**

BOB MARLEY

1 BOB IS AN ICON FOR A SET OF VALUES,
A BELIEF SYSTEM, A WAY OF LIFE.

2 MANY CONSIDER HIM A **POET** IF NOT A **PROPHET**.

3 BOB STANDS FOR **PEACE, LOVE, TOLERANCE AND
UNITY**. PEOPLE ARE DRAWN TO HIS POSITIVITY.

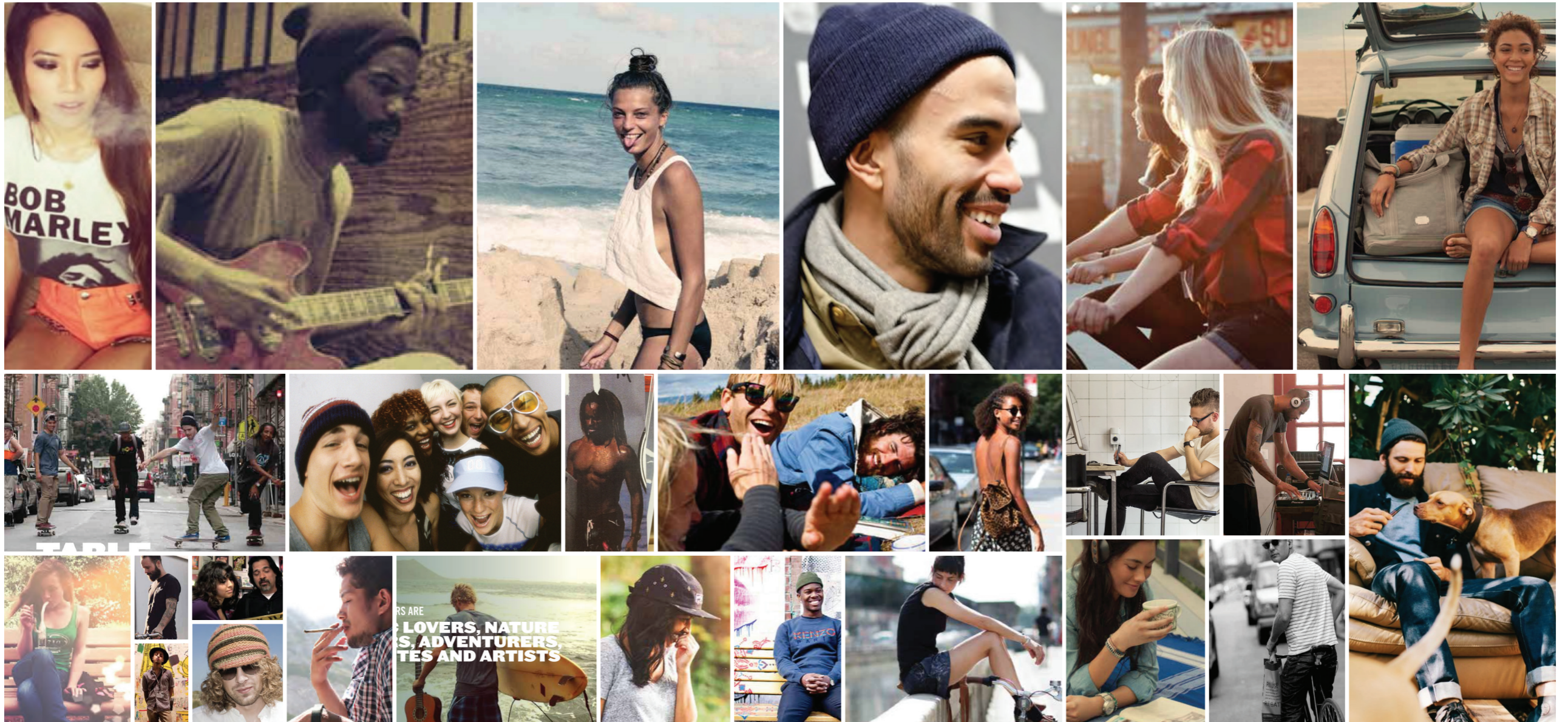
4 WE RELATE TO HIS STRUGGLE TO
CREATE A **BETTER WORLD**.

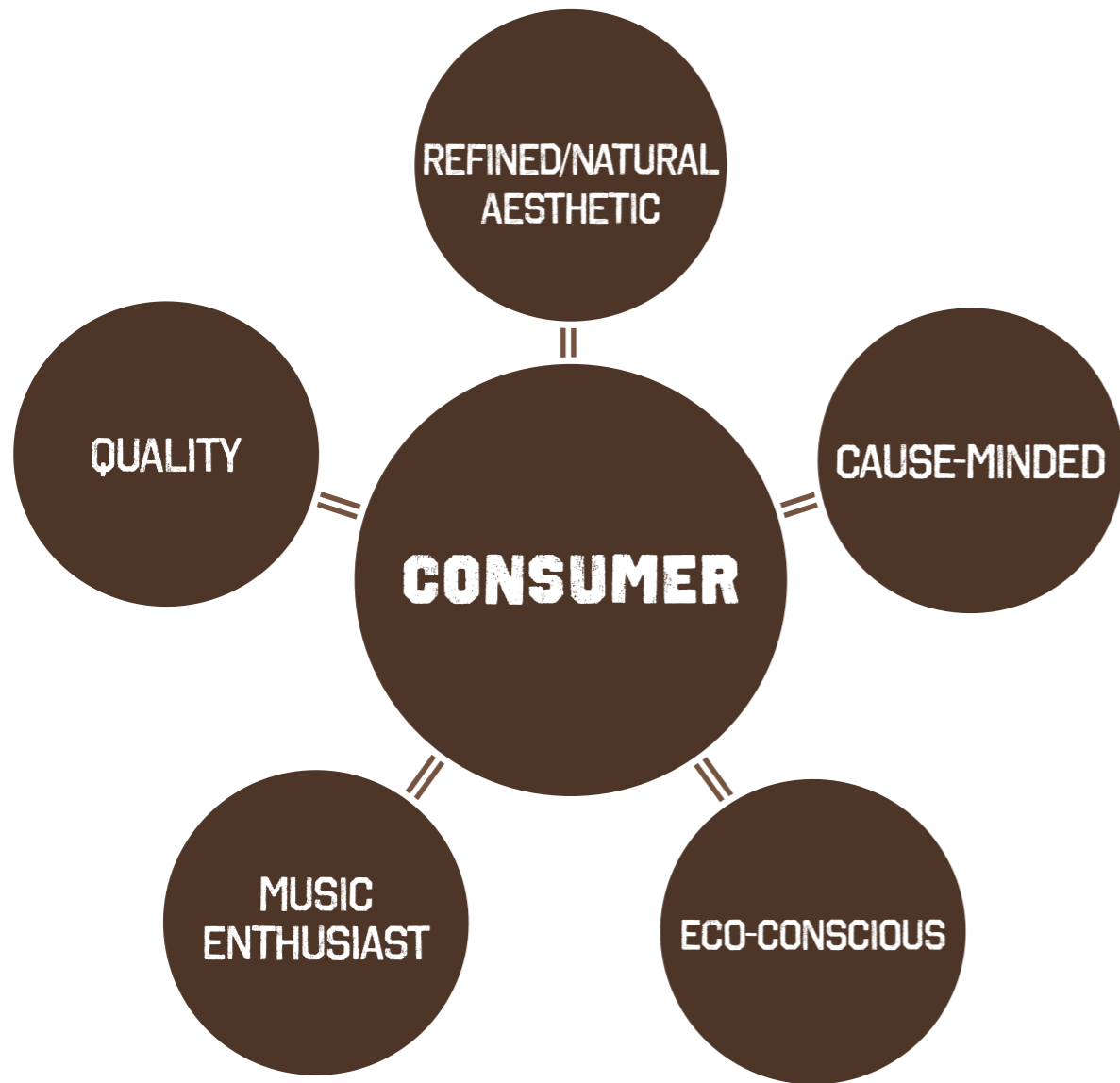


THE NEW UTOPIANS

A COLLECTIVE GENERATION DRIVEN TO LIVE A RICH, ABUNDANT LIFE
DEFINED BY A CONSCIOUS MIND AND CONSCIENTIOUS HEART.

BODY CARE 18-34 UNISEX







**A NATURAL,
RELAXED AND
UPLIFTED VIBE.**

**PREMIUM,
FRESH,
COOL.**



AUTHENTICITY

GENUINE MARLEY
RELEVANT PRODUCT
MINDFUL DESIGN



INTEGRITY

SUPERIOR PERFORMANCE
CONSISTENCY
HONESTY



DOING GOOD

RESPECT FOR NATURE
PEACEFUL SOCIAL CHANGE
SHARING POSITIVITY

Four Simple Rules For Happiness:

1. Free your heart from hatred.
2. Free your mind from worries.
3. Live simply.
4. Give more.



HOPE ROAD

FULFILLING BOB MARLEY'S
LEGACY OF COMPASSION,
GENEROSITY AND JUSTICE.



1

FINALIZING PARTNERSHIP WITH GLOBAL GRASSROOTS NGO. PROJECTS DIRECTED PRIMARILY AT **REGIONS ASSOCIATED WITH BOB MARLEY**, SUCH AS JAMAICA, ETHIOPIA AND GHANA

2

PROJECT SELECTION WILL BE INFORMED BY ALLIANCE WITH THE ELEMENTS ESSENTIAL FOR A PLANT TO THRIVE: **WATER, SUNLIGHT AND NURTURING**. (FOR EXAMPLE, FRESH WATER SOURCES, SOLAR POWER, EDUCATION/TRAINING.)

3

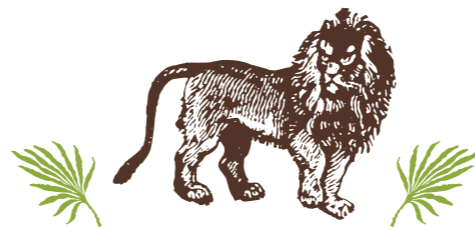
TO BEGIN, INVESTMENT WILL BE AIMED AT FIVE TO EIGHT PROJECTS WHERE \$1,000-\$5,000 WILL HAVE THE **MAXIMUM IMPACT IN IMPROVING LIVES OF INDIVIDUALS, FAMILIES AND COMMUNITIES**.

**LAUNCH A NATURAL
FRAGRANT BODY CARE LINE
BASED AROUND NATURE'S
PERFECT MOISTURIZER—**

**CURRENT COMPETITIVE LANDSCAPE
SUPPORTS WHITE SPACE
OPPORTUNITY FOR CANNABIS
SATIVA OIL FRANCHISE.**



2015
BODY CARE
LAUNCH



**MARLEY NATURAL CANNABIS SATIVA OIL
FORMULAS ARE SKIN-BENEFIT DRIVEN PRODUCTS
WITH A LIGHT NATURAL FRAGRANCE.**

ALL PRODUCTS WILL CONTAIN CERTIFIED ORGANIC,
COLD PRESSED CANNABIS SATIVA OIL KNOWN FOR ITS
OUTSTANDING MOISTURIZING AND NON-GREASY PROPERTIES.

**ALL FORMULAS WILL BE 100% NATURAL
AND ORGANICALLY DERIVED.**



TREAT YOU RIGHT

WE BLEND JAMAICAN
BOTANICALS LIKE COCONUT
WITH THE DEEP BENEFITS OF
ORGANIC CANNABIS SATIVA OIL.

OCHO RIOS BODY WASH
JAMAICAN SPIRIT SOAP
ISLAND FALLS BODY OIL

CHAP NOT LIP BALM
ST. ANN'S HAND CREAM
KAYA BODY LOTION

PRODUCT FAN PLACEHOLDER

0.15 OZ. / SRP \$8



**FORMULATED WITH
ORGANIC CANNABIS
SATIVA SEED OIL AND
JAMAICAN BOTANICALS.
OUR LIP BALM LEAVES
LIPS FEELING HEALTHY,
SOFT AND SMOOTH.**



4 OZ. ALUMINUM TUBE / SRP \$18



**NUTRIENT-RICH NATURAL
CANNABIS SATIVA
OIL AND JAMAICAN
BOTANICALS PROTECT
AND REPLENISH DRY SKIN
WITHOUT BEING GREASY.**



8 OZ. BOTTLE / SRP \$18

**SATISFY YOUR SENSES
AND REPLENISH YOUR
SKIN'S MOISTURE WITH
NATURAL CANNABIS
SATIVA OIL AND
JAMAICAN BOTANICALS.**



Interior spread



**MARLEY
Natural**

**KAYA
BODY LOTION**

REPLENISH YOUR SKIN'S MOISTURE
WITH NATURAL CANNABIS SATIVA OIL
AND JAMAICAN BOTANICALS.

8 FL. OZ [236ml]

8 OZ. BOTTLE / SRP \$18

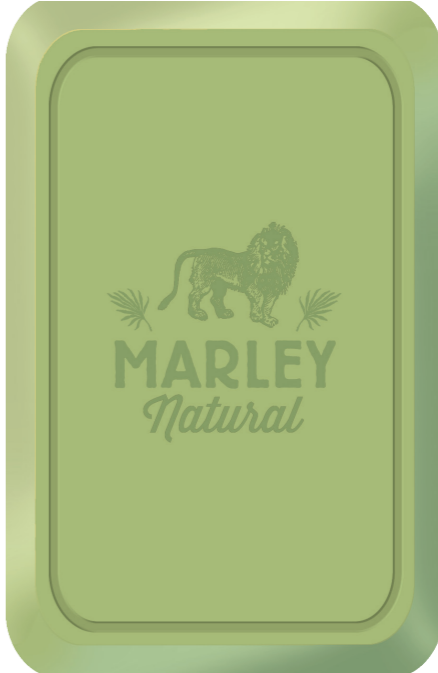
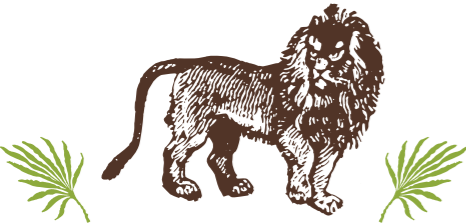


**OUR REFRESHING BODY
CLEANSER PROVIDES A
RICH, CREAMY LATHER
WHILE GENTLY CLEANSING
THE SKIN. FORMULATED
WITH CANNABIS SATIVA
OIL TO HELP SKIN
MAINTAIN A PERFECT
MOISTURE BALANCE.**



6 OZ. BAR / SRP \$10

**PURE AND NATURALLY
INVIGORATING
HEMPSEED AND
BOTANICAL SOAP
THAT LEAVES SKIN
REPLENISHED,
REFRESHED AND
PERFECTLY BALANCED.**



0.25 OZ. ROLLER BALL / SRP \$24

**CALMING
ESSENTIAL OILS
ARE COMBINED
WITH ORGANIC
CANNABIS SATIVA
OIL FOR **DEEP
RELAXATION
AND STRESS
RELIEF. ROLL
DIRECTLY ON
PULSE POINTS.****



PRODUCT	INTERNAL \$ BENCHMARK	EXTERNAL \$ BENCHMARK
LIP BALM	BODY SHOP, DERMALOGICA, HEMPZ	L'OCCITANE, KIEHLS
BODY LOTION	BODY SHOP, HEMPZ, AHAVA	L'OCCITANE, KIEHLS, FRESH
BODY WASH	H2O, AHAVA, HEMPZ	L'OCCITANE, KIEHLS, FRESH
HAND CREAM	H2O, BODY SHOP, HEMPZ, AHAVA	L'OCCITANE, KIEHLS, FRESH
BAR SOAP	AHAVA, THYMES	L'OCCITANE, KIEHLS, FRESH
OIL CONCENTRATE	N/A	L'OCCITANE, AVEDA, KIEHLS



2015 | LAUNCH CORE LINE (6 SKUS)

2016 | 2 - 3 CORE SKUS
1 - 2 SPECIALTY LINE EXTENSIONS
PROMO & GIFT SET: LAUNCH & SEASONAL SETS

2017 | 2 - 3 CORE SKUS
1 - 2 SPECIALTY LINE EXTENSIONS
PROMO & GIFT SET: LAUNCH & SEASONAL SETS



APPENDIX

A scenic landscape of rolling green hills and a dense forest under a dramatic, cloudy sky at sunset or sunrise. The word 'APPENDIX' is overlaid in large, white, distressed font across the center of the image.

CORE

BODY BUTTER OR SOUFFLE

BODY SCRUB

BATH SALTS

BATH SOAK OR FIZZ

HAND WASH

HAND LOTION

FOOT CREAM

BODY LOTION – INGREDIENT BLENDS

HAND LOTION – INGREDIENT BLENDS

SPECIALTY

BODY SALVE
.....

HAIR CARE (SHAMPOO, CONDITIONER, HAIR OIL)
.....

BATH OIL OR AFTER SHOWER OIL
.....

ACTIVE / SPORT LINE: CHAPPED HANDS & LIPS, AFTER SWIM, AFTER SUN, SPF LOTIONS
.....

MENS BODY & HAIR CARE
.....

HOME FRAGRANCE (CANDLES, DIFFUSERS, AROMATHERAPY)

GIFT SETS

LIP TRIO

SOAP TRIO

HAND WASH & HAND LOTION CADDY

HOME FRAGRANCE SETS

STARTER SETS

SALEABLE SETS

SEASONAL GIFT SETS

TRAVEL SETS

MERCHANDISING & MARKETING SUPPORT

FIXTURE(S) FOR IMPACTFUL LAUNCH

SHELF

COUNTER

PROMOTIONS

PROMINENT POSITION FOR KEY ITEMS AT CASH WRAP

IN-STORE MARKETING ANNOUNCING NEW LAUNCHES & GIFT SETS

STREAMLINED SAMPLE LINEUP

DEVELOP & OFFER A STREAMLINED SAMPLE LINEUP WITH A CLEAR STRATEGY THAT REFLECTS THE MARLEY NATURAL BRAND POSITIONING & RECRUITS NEW CUSTOMERS.

TARGETED SAMPLING

TARGETED SAMPLING OF HERO PRODUCTS IN STORE & ON LINE AT SELECT TIMES OF YEAR—CRITICAL TO BUILD AWARENESS & TRIAL.

OFFER TWO FORMS OF SAMPLING VEHICLES

DELUXE SAMPLE THAT MIMICS SALEABLE: INTRODUCE THE EXPERIENCE AND PERFORMANCE OF A PRODUCT BASED UPON EXTENDED USAGE

PACKETTE (LOOSE & ON CARD W/ BB): BROADER REACH THAT ENCOURAGES TRIAL

YEAR ROUND PROMOTIONS & GIFTING

OFFER YEAR ROUND PROMOTIONS & GIFTING TO SUPPORT SALEABLE LAUNCHES & RECRUIT NEW CUSTOMERS

DEVELOP AN ASSORTMENT OF PROMOTIONS & GIFT SETS

1PC (PROMO SIZE HAND CREAM)

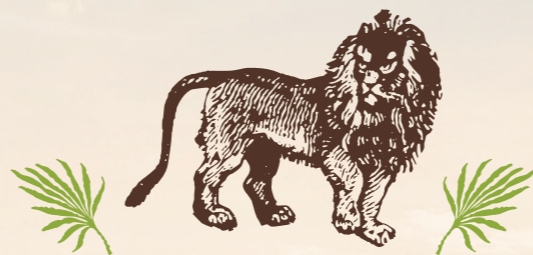
STARTER SET (ALL PROMO SIZE, ENTRY PRICE POINT)

SALEABLE SET (FEATURING 1 SALEABLE SKU & 2 OR 3 PROMO SKUS)

SEASONAL SETS: LEVERAGE SEASONAL THEMES WITHIN THE SHOP

LIMITED EDITION

HOME FRAGRANCE



MARLEY
Natural[™]

