

## **Web Copy for the “We Grow Our Own” Campaign**

The text in **black** is commentary. The text in **blue** is your Web copy.

### **Home Page Copy**

[Lead Line:] **We Grow the Plants that Become Your Skin Care Formulas!**

[The following copy appears on the Home page below the lead line (with a suggested two full lines of blank space between the lead line and the start of the copy). Underlined text are “calls to action” and link to other pages on your site.]

#### **Can your current skin care company say this?**

With [REDACTED], you get the freshest most beneficial skin care products available anywhere. How can we make this claim?

We lovingly grow, harvest, and process many of our own organic plants-- plants such as purple heal-all, wild violets, roses, and calendula-- that form the backbone of our entire product line.

You receive succulent skin care made from the cleanest, purest, and most nutritious raw materials possible. At harvest time, we collect and dry the plants naturally on screens in the sun. After drying, we soak these nutritive plant materials in pure, organic carrier oils-- such as sweet almond, macadamia nut, or sunflower-- to create our botanical infusions.

Our rich, herbal infusions are at the core of every product we make and give you the silkiest, softest, most well-fed skin possible. Not one artificial, synthetic, or chemical ingredient is found in any of our products. Further, we package our products in glass (versus plastic) to ensure that they continue to protect and nourish your skin throughout their service to you.

Is your skin care company so intimately tied to all aspects of their product life cycle?

With [REDACTED] Natural Skin Care, you know that you are getting truly honest all-natural skin care. Lots of so-called “natural” skin care companies make this misleading claim, but they don’t use 100% natural ingredients that they grow, harvest, and prepare themselves. In fact, dig a little deeper, and you’ll see much more sobering evidence right on their packaging. Some “natural” skin care companies are using synthetic preservatives, damaging chemicals, pore-plugging waxes, drying alcohols, or unnatural fragrances. None of these ingredients belong in products that are supposed to “care” for our skin.

Wouldn't you rather buy skin care from a company that's controlling quality and efficacy at every level and to the highest levels? Wouldn't you rather support a family-run skin care company that's willing to go to the furthest reaches to ensure your health and well-being?

Join us in taking a stand for better products, better business practices, and better skin care.

[REDACTED]. From the blossom to the bottle, the best plants make the best skin care.