

sjc BODY LOVE

Clean. Simple. Indulgent.

Sabrina D Jones, CEO

sabrina@sjcbodylove.com

(651) 360-1306

sjcbodylove.com

SBA WOSB
Woman Owned Small Business

certified
WBENC
WOMEN'S BUSINESS ENTERPRISE





Minimal ingredient & multi-use skin care for all skin types

“After struggling with eczema my entire life, I created a line of products so people like me could experience luxurious, spa-quality products without the risk of side effects and irritation caused by many commercially available products and OTC treatments.”

*Sabrina Jones, CEO
SJC Body Love*



Community Impact

SJC Body Love donates 2% of sales to organizations in Child Welfare helping children and their families better their lives and community.

We've provided time, talent and treasure to the following agencies throughout our journey.

10 Clean ingredients or less. Our products are free from sulfates, phthalates, parabens, dimethicone, mineral oil, petrolatum, formaldehyde, silicone, and synthetic fragrance.

GMO & cruelty free.

Value options

- ✓ Spa boxes
- ✓ Travel kits
- ✓ Specialty sets



Skincare Shouldn't Cost a Million Bucks SJC **BODY LOVE**

Brand Name	Body Butter 4 oz	Foam Wash 2 oz	Face Oil 2 oz	Mist Sprays 2 oz
SJC Body Love SKU Image				
SJC Body Love Retail Price	\$16.25	\$10.25	\$21	\$16.99
Honest Price Retail	\$19.95	\$17.99	\$27.99	\$17.99
Aveeno	\$24.99	\$10.69 (pump)	\$25.76 (0.17ml)	\$10.91

2021 Sales Performance

Revenue

■ DTC

■ Retailers



Product highlights:

Spa Box sales Q2: \$16K

Body Butter avg. units per month: 1,100

Retailers:

Five (5) in MN

Direct-to-Consumer:

www.sjcbodylove.com

Competitive Comparison

Key Attribute	sjc BODY LOVE	SheaMoisture®	Aveeno®	urbanHydration <small>1 CLEAN PRODUCT GIVES 1 CLEAN GALLON OF WATER</small>	HONEST®
Minimal Ingredient	X				
Multi-use	X				X
Pure, unrefined, no fillers	X				
Gender-neutral /unscented	X		X		
Therapeutic oils	X				
BIPOC-owned	X	X		X	X
Women-owned	X			X	X
Pricing	X	X		X	

Traction



Email Marketing

5 Star Rating



8K Monthly Pins

Re-pinning favorite product boards & Tips



6 Featured Podcasts

6 Publications

"Sabrina, I use your products because they are amazing! As a practicing physician for the past 23 years, I've never been more pleased with a product that's aromatherapy *and* effective all-in-one. It makes my very dry skin smooth, lubricated, and non-greasy!"

Dr. Inell Rosario, MD
EnhanceMD, Body & Skin Clinic



Traction



Social Media

[Facebook](#)

[Instagram](#)

[Pinterest](#)



Paid Advertising

MPR National Radio

MN Spokesman



Email Marketing

5 Star Rating



8K Monthly Pins

Re-pinning favorite
product boards & Tips



6 Featured Podcasts

6 Publications



Average Pricing

\$



Success Metrics

Engagement

Traffic

Conversions



Multi-use =
(Multipurpose; more than one area of the body)

sjc BODY LOVE



More ingredients =
increased risk of irritation



Minimal ingredients =
Reduced risk of irritation

HONEST *SheaMoisture* **Eucerin**

CeraVe **LOVE beauty AND planet** **Aveeno**

Nourish Organic **PACIFICA**

Single-use
(Single purpose; one area of the body)



Capabilities

- Country of Manufacturing: USA
- Owned/Leased/Outsourced: Leased
- Manufacturing facility/Outsourced: Eden Prairie, MN
- Warehousing Locations: St. Paul & Eden Prairie, MN
- Lead Times: 3-5 days for bulk orders
- Co-Pack: 10,000 units per day
- EDI Compliant: self-managed by Third-party app
- Shipping & Logistics: Self Fulfillment & Co-Packer
- Insurance: \$2 Million + Cybersecurity Coverage



We increased
capacity by
4900% since
2021,

Our Team

Linda O Denson

SALES TEAM



Sabrina D. Jones

FOUNDER & CEO

Jonathan C. W. Jones

MULTIMEDIA SUPPORT



Frantz Joseph

SALES TEAM

Eric Bradshw, Finance/Accountant
EB Tax

Leah Leyendecker, Attorney
Saul Ewing, Arnstein & Lehr LLP

Advisors

Lynn Hargreaves, CEO & Business Advisor
Hargreaves Consulting

Y. Elaine Rasmussen, CEO
Social Impact Strategies Group

Angel Even
Led by Truth



Lynn Hargreaves



Y. Elaine Rasmussen
(Investor)

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