



To: Store Manager, Department Manager, Buyer

Subject: **CRITICAL UPDATE** - Branding, Packaging, New UPC's, New Products

Attachments: Transition Sheet (with UPC Conversion Chart and order minimums)

Effective Date: April 1, 2016 (Green Goo product fulfillment begins, Sierra Sage Herbs products no longer available)

Dear Valued Customer,

We are excited to announce an addition to the Sierra Sage family: *Green Goo First Aid Outdoor Body Care Line. Good For You, Good for the Environment.* This dynamic repackaging deepens a customer's connection to our brand, diversifies merchandising opportunities, and updates product communication to your customers.

Brand Connection: We have often been referred to as "the green goo" company. Green Goo is fun to say and easy to remember. Green Goo translates well across the spectrum of categories our products relate to: First aid, health, beauty, body care, pet, intimates, and maternity and baby.

Merchandising: We have updated all packaging. Our Green Goo salves will now be sold exclusively in tins (two sizes) and an improved jumbo stick. Additionally, the products will be contained in post-consumer recycled packaging. This packaging can easily be pegged, stripped or shelved.

Consumer communication: All packaging includes a descriptive graphic with common suggested uses unique to each product. Because our formulas use actual herbs that have been identified as having active medicinal properties, we have included over-the-counter (OTC) drug facts on each package and label.

New Products Available

Along with our new brand name, *Green Goo*, we have updated many of the product names that speak directly to symptoms that our products help relieve. We have also created new items within the *Green Goo First Aid & Body Care* product line. In this packet and online (see below) you will find information on our new products.

Transition Sheet with Updated UPC's

We have included the *Green Goo* transition sheet, which details all product changes including SKU's, UPC's and order minimums. For most of our wholesale customers we do not have a minimum dollar amount to place an order, simply a requirement that all products must be ordered by six-pack. The transition sheet will indicate the order minimum per product.

****Please note that all lip balms will now only be available in a dispenser boxes containing 24 lip balm tubes of a single flavor. Order minimum is 1 per SKU. We are no longer able to combine flavors.****

Green Goo Transition Timeline

The *Green Goo* product line will become available for fulfillment on **April 1, 2016**. Sierra Sage Herbs products will **no longer be available April 1, 2016**.



Digital Resource During Transition

To best serve our customers, we have created digital copies of all the information in this packet and made it available at: <http://www.sierrasageherbs.com/greengoohelps.html> Along with all detailed information (SKU's, UPCs, etc), we have included links to recent reviews of our products, online advertising campaigns, and a fun Youtube video. We hope you get a chance to check it out!

Please also note that the current website (www.sierrasageherbs.com) will be transitioned to our new web address: www.greengoohelps.com. Examples of all of our new packaging are on the website, alongside our original packaging.

Overall, we are confident that our new branding and improved packaging will increase opportunities for consumers to use a product that is simple, natural, and effective!

We thank you for your patience and understanding during this transition. Please do not hesitate to contact us with any questions or concerns you may have, we are here to help make this evolution as smooth as possible.

Sincerely,

A handwritten signature in green ink that reads "Jennifer Scott".

Jennifer Scott

A handwritten signature in green ink that reads "Jodi Scott".

Jodi Scott

A handwritten signature in green ink that reads "Kathy Scott".

Kathy Scott

The Sierra Sage Family Green Goo

P.O. Box 439
Lyons, CO 80540
Office: (303) 823-2486
Fax:
www.greengoohelps.com
info@greengoohelps.com