



CHARLIE'S
SOAP[®]

✿ LIVE GREEN. DEEP CLEAN. ✿

What is it?



Laundry Powder, Liquid and Packets
Deep clean for pennies per load.

Indoor/Outdoor Surface Cleaner,
and Kitchen & Bath Household Cleaner
Tough yet gentle surface cleaning.



Oxygen Bleach, Laundry Pre-Spray,
and Booster *Help tackle any stain.*

Why Sell Charlie's Soap?



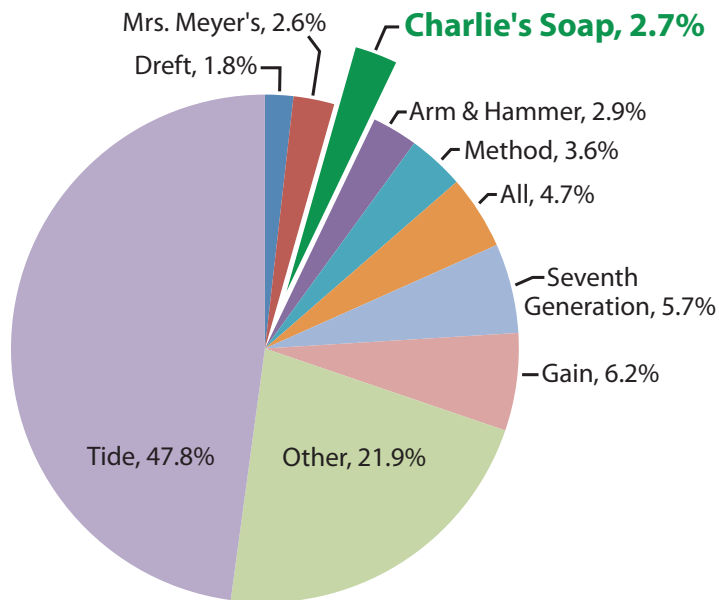
- 1) *Profitable*
- 2) *Nationally Distributed*
- 3) *Expanding National Footprint*



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Up and coming USA made brand.

E-Commerce Market Shares



SPINS Category	Brand Rank	Notes	Share %
Laundry Powder	#3	<i>Growing in shrinking industry</i>	9%
Laundry Liquid	#12	<i>ACV increasing</i>	0.1%
Bath / Kitchen Other	#18	<i>Tracking with industry</i>	6.3%
Household Cleaning Overall	#11	<i>Outpacing industry growth</i>	1%



✦ LIVE GREEN. DEEP CLEAN. ✦

Charlie's Soap surpasses leading brands.

Cleans The Dirt You Can See.

Cleans The Residues You Can't See.

Helps Preserve Your Clothes.

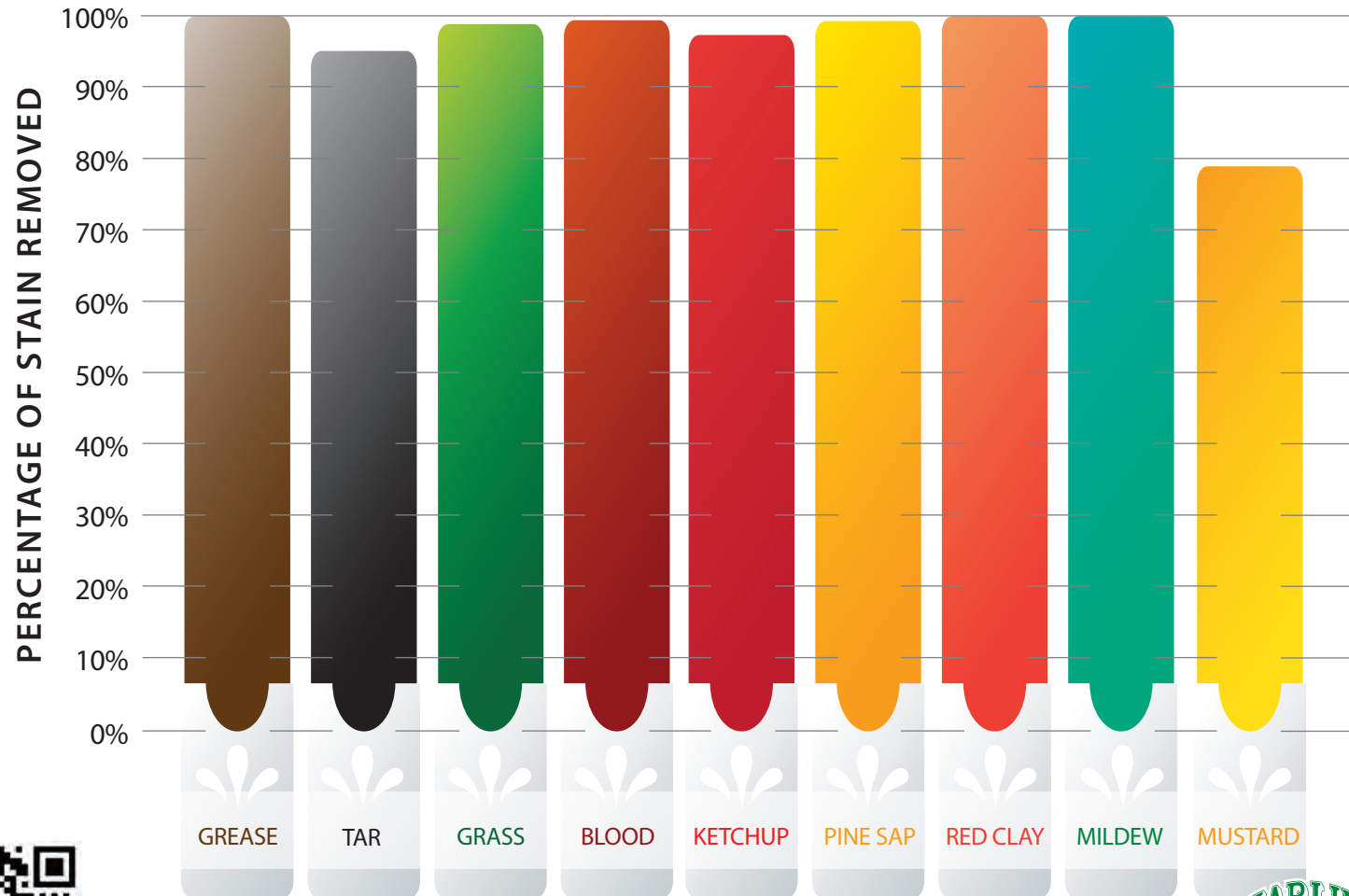
Helps Sustain The Environment.



↪ LIVE GREEN. DEEP CLEAN. ↩

Charlie's Soap is Effective On a Wide Variety of Soils.

Laundry Pre-Spray and Laundry Powder Combination.



Test: ASTM D 4265 Stain Removal (Tested by: SGS US Testing Labs, Life Science Services)

Charlie's Soap outperforms leading brands without the use of chemical brighteners.

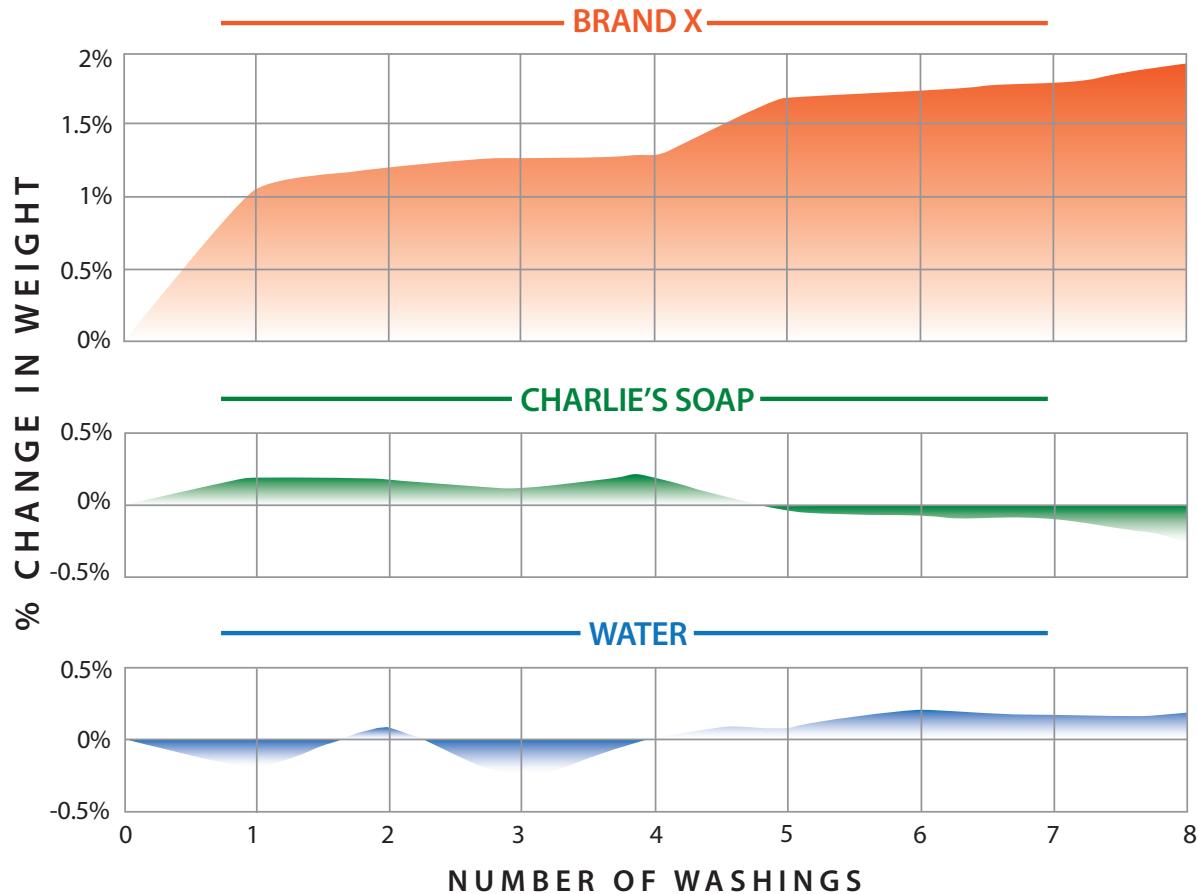
Cotton was the test fabric. **Charlie's Soap is safe to use on any washable fabric.**



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Charlie's Soap Rinses Completely

No Accumulation of Residues After Multiple Washings.



Test variation of AATCC Test Method #61 2A Scour
Charlie's Soap Compared to Brand X (Tested by Clemson University)

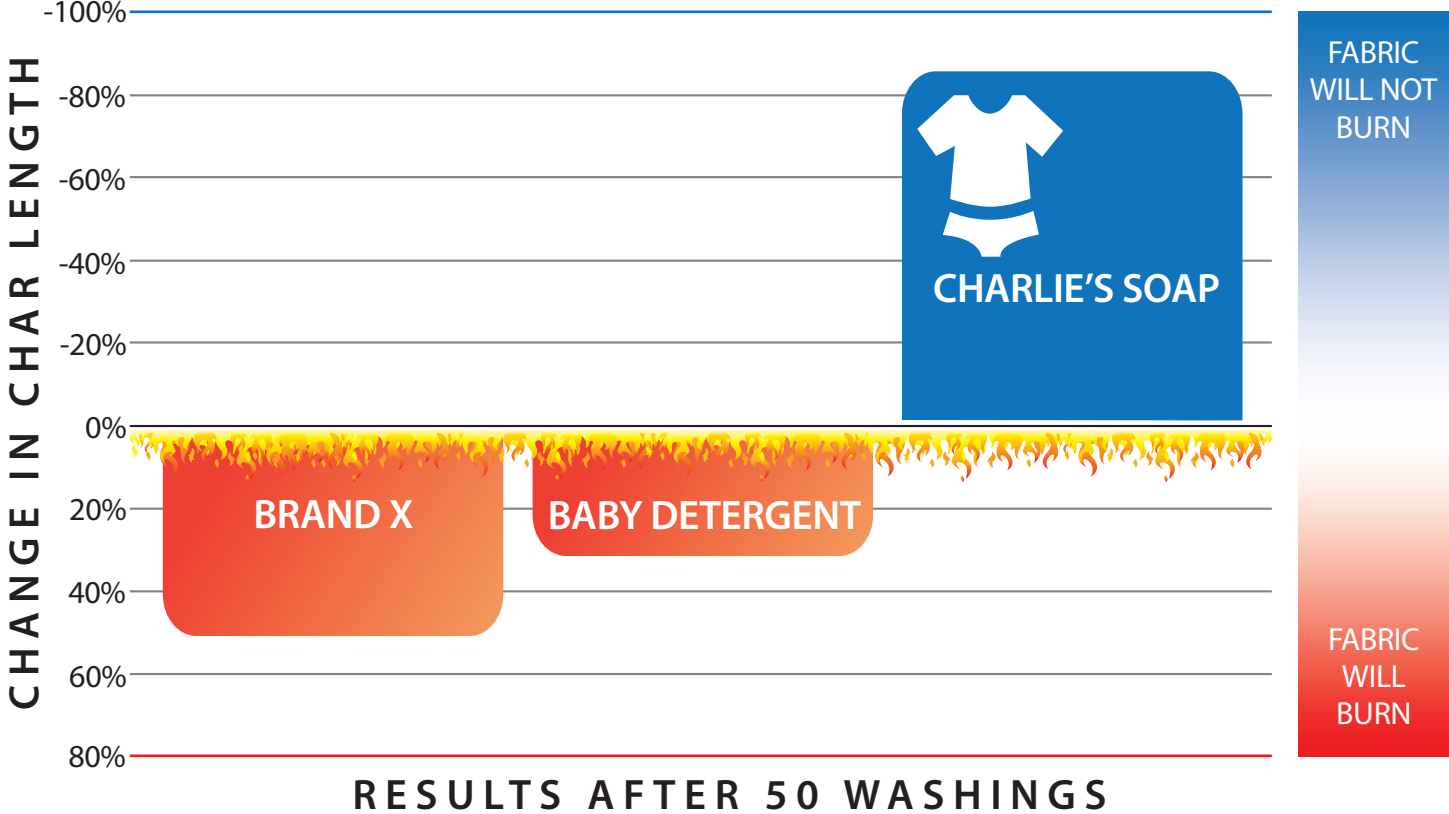
Brand X left heavy residues (like brighteners, perfumes or fabric softeners) in tested garments, while garments washed in Charlie's Soap (containing no filler chemicals) show no measurable change in weight outside the margin of error. It is reasonable to assume that fabrics washed in Charlie's Soap will remain irritant free.



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Charlie's Soap Maintains, Restores and Improves High-tech Fabrics Under Fire

Preserves The Flame Retardant Attributes of Children's Clothes.



Consumer Product Safety Commission's Test 16 CFM 1615/1616 and ASTM Test D4723 (Tested by Clemson University)

Test fabrics were washed and dried and exposed to a flame for 50 cycles. Of products tested, only Charlie's Soap improved the properties of the flame retardant materials by rinsing completely and not leaving any type of residue.



LIVE GREEN. DEEP CLEAN.

Charlie's Soap Surpasses Minimum Standards for Biodegradability.

Low Environmental Impact Per Laundry Wash Load.



75 GRAMS
PER WASH LOAD

COMPETING 'GREEN' DETERGENT



ONLY 12 GRAMS
PER WASH LOAD

CHARLIE'S SOAP



Test: OECD 301 B - Solution Biodegradation by CO2 Evolution *(Tested by Situ Biosciences LLC)*

Test: Sewage Test Method 1997 *(Tested by Japan Sewage Association - File Number: 197121860-004)*

To claim biodegradability, product must achieve at least 60% biodegradation by the end of the test. Charlie's Soap cleaners reached 82% by 37 days; Charlie's Soap Laundry Powder reached 72% by 42 days; Charlie's Soap Laundry Liquid reached 71% by 42 days. Detailed biodegradability data not available for leading brand.



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We partner with our retailers.

- Blogs
- Coupons
- Emails
- Events
- Internet Ads
- Merchandising
- Promotions
- Radio
- Reviews
- Store Ads
- Social Media
- Signage
- TPR's
- Television
- Videos



Retail Locator on Our Website

Buy direct from our featured retailers:



Customers are finding Charlie's Soap.










#1 Best Seller

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

- Any Department
- Health & Personal Care
- House Supplies
- Laundry
 - Powder Detergent**
 - Liquid Detergent
 - Bleach
 - Fabric Softener
 - Starch & Anti-static Sprays
 - Lint Removal
 - Fabric Deodorizer
 - Stain Removal

Best Sellers in Powder Laundry Detergent

1.  Charlie's Soap "Laundry Powder" 2.84...
★★★★★ (2,457)
2.  Gain With Freshlock Original Dryer Sh...
★★★★★ (337)
3.  Tide Amazing Laundry Bundle (68 Loads...
★★★★★ (237)
4.  20 Mule Team Borax Natural Laundry Bo...
★★★★★ (707)
5.  Tide Ultra Mountain Spring Scent Powd...
★★★★★ (107)
6.  OxiClean 2-in-1 Stain Fighter Power P...
★★★★★ (153)
7.  Seventh Generation Natural Laundry D...
★★★★★ (279)
8.  Nellie's NLS-100T All Natural Laundry...
★★★★★ (836)
9.  Tide Ultra Original Scent Powder Laun...
★★★★★ (193)

Are They Finding It In Your Store?

"The Best Laundry Soap I've ever used" - A Sheill

"The Tide has turned" - C Scheck

"Gets the job done!" - P Henderson



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SKU	UPC	Description	Category	Category Rank by Units Sold	Overall Rank by Units Sold	Size	UoM	Case Pack	MSRP	Online MAP
12301	757072123013	Kitchen & Bath	Cleaner	1		32 oz		6	\$9.50	\$7.99
11301	757072113014	Indoor / Outdoor	Cleaner	2		32 oz		6	\$9.75	\$7.99
11401	757072114011	Indoor / Outdoor	Cleaner	3		1 gal		4	\$21.99	\$16.99
11101	757072111010	Indoor / Outdoor Travel	Cleaner			4 oz		20	\$3.99	\$2.99
11505	757072115056	Indoor / Outdoor	Cleaner			5 gal		1	\$106.99	\$80.99
12101	757072121019	Kitchen & Bath	Cleaner			4 oz		20	\$3.99	\$2.99
41701	757072417013	Laundry Powder	Laundry	1	1	2.64 lbs		6	\$17.49	\$15.99
21301	757072213011	Laundry Liquid	Laundry	2	2	32 oz		6	\$11.25	\$8.99
21401	757072214018	Laundry Liquid	Laundry	3		1 gal		4	\$27.99	\$20.99
21101	757072211017	Laundry Liquid Travel	Laundry			4 oz		20	\$3.99	\$2.99
21505	757072215053	Laundry Liquid	Laundry			5 gal		1	\$119.99	\$89.99
41101	757072411011	Laundry Powder Travel	Laundry			2 oz		40	\$3.99	\$2.99
41504	757072415040	Laundry Powder	Laundry			4 gal		1	\$179.00	\$125.99
41801	757072418010	Laundry Powder Packet	Laundry			30 pcs		6	\$12.99	\$9.99
11201	757072112017	Laundry Pre-Spray	Support	1	3	16 oz		6	\$7.99	\$5.99
51701	757072517010	Hard Water Booster	Support	2		2.64 lbs		6	\$18.99	\$14.99
61701	757072617017	Oxygen Bleach	Support	3		2.64 lbs		6	\$12.99	\$9.99

To maintain status as an authorized retailer of Charlie's Soap products, a retailer will keep their everyday retail price at or above the listed MAP. Exception are limited to the following: TPR's, coupons, frequent shopper programs requiring customer sign up, liquidations.

Yes, there really is a “Charlie”!

Howdy,

I’m Charlie, the mad scientist. I personally installed those pipes you see behind my head. My kids automated my designs, streamlined production, and expanded markets. Then they brought in some very clever folks to build this business.

I do pretty much what I want now. Besides poking my nose into the business, I’m still a kid at heart but smart enough to leave the real work of this great little company to the grownups.



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