

# CHARLIE'S SOAP<sup>®</sup>

LIVE GREEN • DEEP CLEAN



# What Is It?



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

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



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

**CHARLIE'S  
SOAP**

# Created Specifically For The Textile Industry

SAFE TO USE

INDUSTRIAL STRENGTH

NO HARSH CHEMICALS

ENVIRONMENTALLY RESPONSIBLE



**CHARLIE'S  
SOAP®**

# Charlie's Soap Surpasses Leading Brands

CLEANS DIRT YOU CAN SEE

CLEANS THE RESIDUE YOU CAN'T SEE

HELPS PRESERVE YOUR CLOTHES

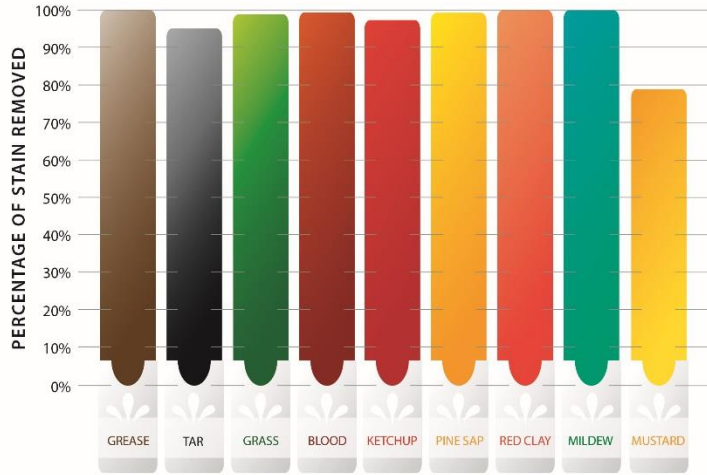
HELPS SUSTAIN THE ENVIRONMENT



**CHARLIE'S  
SOAP**

## CHARLIE'S SOAP IS EFFECTIVE ON A WIDE VARIETY OF SOILS

Laundry Pre-Spray and Laundry Powder Combination.

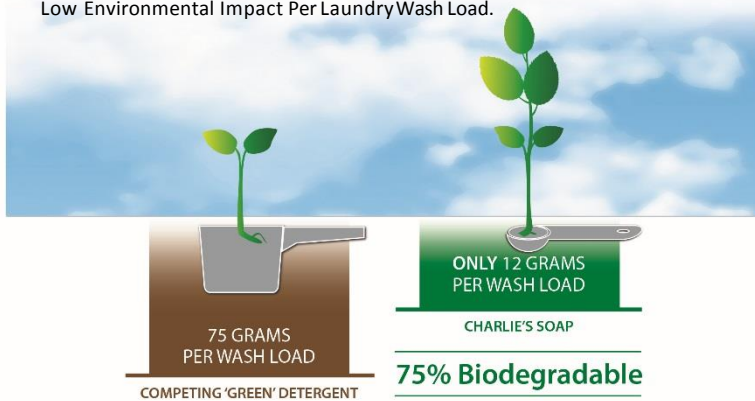


Test: ASTM D 4265 Stain Removal (Tested by: SGS US Testing Labs, Life Science Services)

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.

## CHARLIE'S SOAP SURPASSES MINIMUM STANDARDS FOR BIODEGRADABILITY

Low Environmental Impact Per Laundry Wash Load.



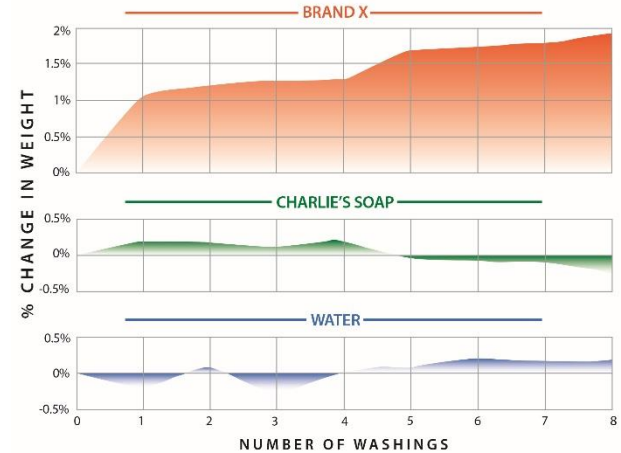
Test: OECD 301 B - Solution Biodegradation by CO2 Evolution (Tested by Situ Biosciences LLC)

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

## CHARLIE'S SOAP RINSES COMPLETELY

No Accumulation of Residues After Multiple Washings.

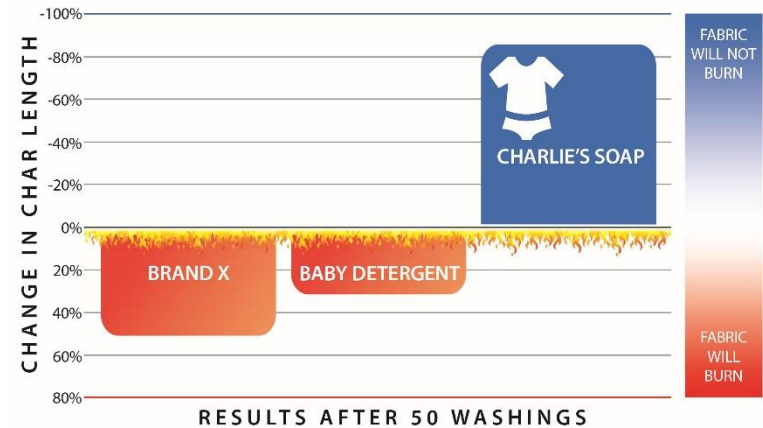


Test variation of AATCC Test Method #61 2A Scour Charlie's Soap Compared to Brand X (Tested by Clemson University)

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.

## 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.

# Why Charlie's Soap

- #2 Laundry Powder (E-commerce: 1010 Data, 3/2018)
- #3 Laundry Powder (Total Specialty Natural Channel: SPINS 52 weeks ending 11/2018)
- #4 Laundry Powder (Total US Food: Nielsen 52 weeks ending 10/2018)
- 30% Brand Growth (Total US Food: Nielsen 52 weeks ending 10/2018)
- 3 SKUs in the top 10 of their respective categories—Laundry Powder, Bleach, Booster (Total US Food: Nielsen 52 weeks ending 10/2018)



**CHARLIE'S  
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# We Partner With Our Retailers



Retail Locator on Our Website

Buy direct from our featured retailers:

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

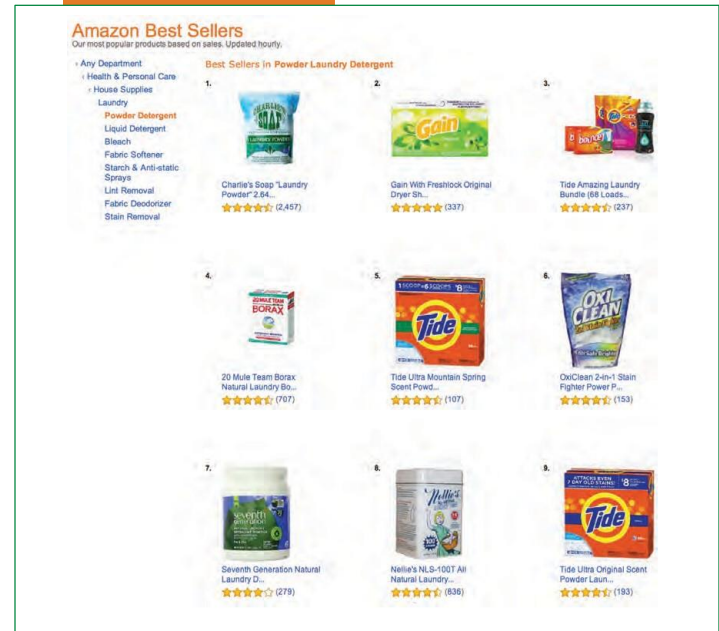


\*3 Line Drives: January, April, September



# Customers Are Finding Charlie's Soap

#1 BEST SELLER

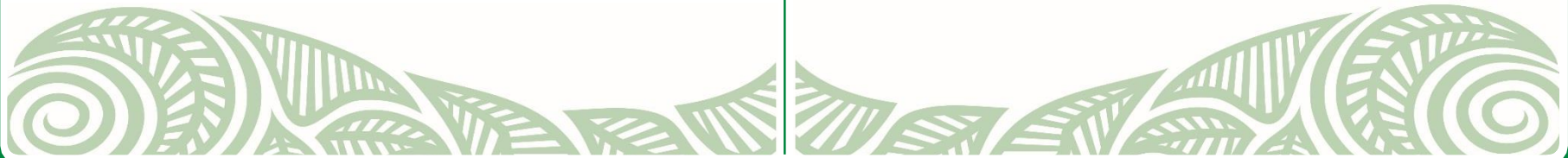


Are they finding it in your store?

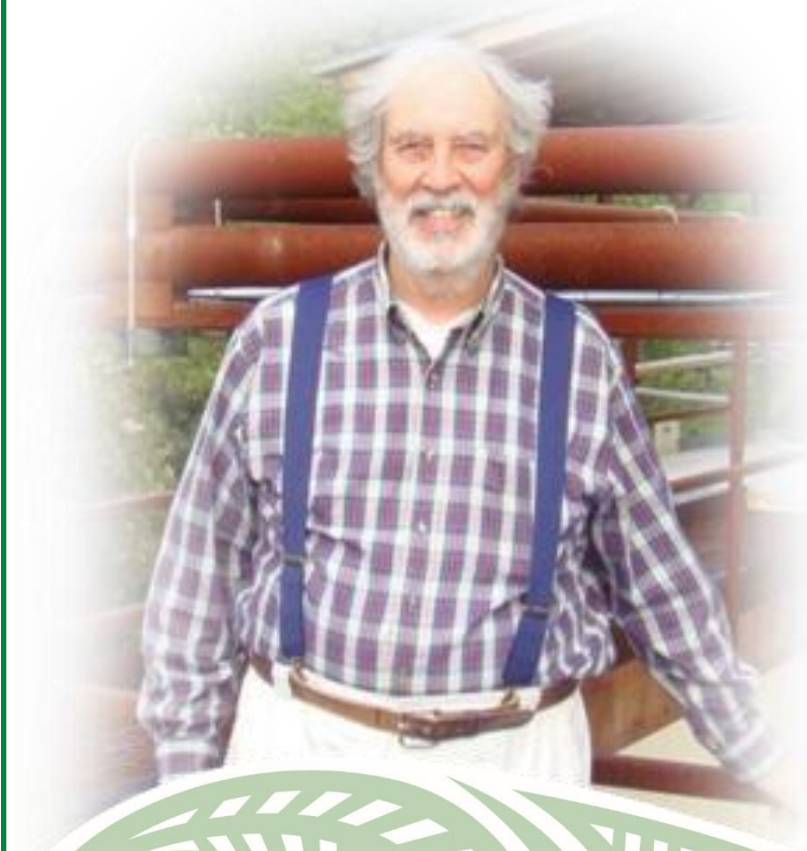
*"The Best Laundry Soap I've Ever Used" – A Sheill*

*"The Tide Has Turned" – C Scheck*

*"Gets The Job Done!" – P Henderson*



# 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.*

**CHARLIE'S  
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# Charlie's Soap Ingredients

## Less Is More!

**Simple**, Earth-Friendly, Non-Toxic Ingredients Make For A **Superior** Clean

- Zero incidental ingredients
- Zero caustics, Zero abrasives, Zero perfumes
- Zero dyes, Zero brighteners, Zero chlorine
- Zero preservatives, Zero enzymes, Zero clays
- Zero oils, Zero foaming agents, Zero fabric softeners, Zero filler

| Indoor/Outdoor,<br>Kitchen & Bath,<br>Pre-Spray | Laundry Liquid                       | Laundry Powder                       | Oxygen Bleach                                | Booster & Hard Water<br>Treatment |
|---|--------------------------------------|--------------------------------------|--|-----------------------------------|
| Mayo River Water                                | Mayo River Water                     | Sodium carbonate<br>(water softener) | Sodium percarbonate<br>(non-chlorine bleach) | Potassium diphosphate             |
| Sodium carbonate<br>(water softener)            | Sodium carbonate<br>(water softener) | Ethoxylated Alcohols<br>(surfactant) | Sodium carbonate<br>(water softener)         |                                   |
| Ethoxylated Alcohols<br>(surfactant)            | Ethoxylated Alcohols<br>(surfactant) | Sodium metasilicate<br>(anti-caking) | Sodium metasilicate<br>(anti-caking)         |                                   |

# Why Charlie's Soap

## SPINS – 11/2018 (52 Weeks) – Total Natural Channel

**Laundry Powder:** Rank #3 on Dollars | 9.8% Dollar Share | Up 19.8% Yago | 24.1% ACV | (Seventh Generation is #1, Bi-O-Kleen is #2, Private Label is #4).  
**Laundry Liquid:** Rank #15 on Dollars | 0.5% Dollar Share | Up 0.7% Yago | 5.2% ACV | (Tide is #14, Sun & Earth is #16)  
**All Cleaners:** Rank #18 on Dollars | 0.8% Dollar Share | Up 14.0% Yago | 26.1% ACV | (Grab Green is #16, Twist is #17, If you Care is #19, Method is #20)

## Neilson – 10/2018 – Total US Food

**Laundry Powder:** Rank #4 | 1.3% Dollar Share | Up 0.7% Yago | 20% ACV  
**Bleach:** Rank #6 | 1.9% Dollar Share | Up 0.3% Yago | 1.3% ACV  
**In Wash Treatments:** Rank #7 | 0.1% Dollar Share | Up 0.03% Yago | 0.6% ACV  
**Laundry Unit Dose:** Rank #18 | 0.1% Dollar Share | Steady | 1.8% ACV  
**Laundry Liquid:** Rank #33 | 0.02% Dollar Share | Up 0.002% Yago | 5.4% ACV  
**Household Cleaners (Trigger):** Rank #37 | 0.1% Dollar Share | Down 0.2% Yago | 4.4% ACV

## 1010 Data – 06/2017 – Total US Internet

**Laundry Powder:** Rank #2. Up from #7 in 2015.



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# Charlie's Soap Laundry Powder Packets

## Concentrated, Single-Dose Laundry Detergent

- ONE PACKET, ONE WASH – No clumsy measuring; no spills
- SAFE, EFFECTIVE – For all laundry, even activewear. Removes embedded residues.
- HYPOALLERGENIC – Fragrance free for sensitive skin; cleans deeply; no residues.
- BIODEGRADABLE – Non-toxic ingredients, safer for the environment; septic safe
- SEPTIC SAFE - Dissolves quickly in cool water and rinses clean



### Charlie's Soap Laundry Powder Packets

|                  |                |
|------------------|----------------|
| SKU              | 41801          |
| UPC              | 757072418010   |
| Size             | 30 pieces      |
| Case Pack        | 6              |
| Distributor Code | 83632 / 168614 |
| MSRP             | \$12.99        |
| MAP              | \$9.99         |
| Rank             | 9              |

**CHARLIE'S  
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# Charlie's Soap Laundry Powder

## Concentrated, Laundry Detergent

- LESS = MORE – Deep clean your laundry for pennies.
- SAFE, EFFECTIVE – For all laundry, even activewear. Removes embedded residues.
- RINSES CLEAN - Cleans deeply to the fiber; rinses residue-free.
- HYPOALLERGENIC – Fragrance free for sensitive skin; no brighteners, perfumes, dyes
- BIODEGRADABLE – Non-toxic ingredients, safer for the environment; septic safe

| Charlie's Soap Laundry Powder |              |                |              |
|-------------------------------|--------------|----------------|--------------|
| SKU                           | 41401        | 41701          | 41201        |
| UPC                           | 757072414012 | 757072417013   | 757072412018 |
| Size                          | 300 Loads    | 100 Loads      | 50 Loads     |
| Case Pack                     | 4            | 6              | 6            |
| Distributor Code              |              | 112756 / 62022 | 230538       |
| MSRP                          | \$49.99      | \$18.99        | \$12.99      |
| MAP                           | \$44.99      | \$16.99        | \$9.99       |
| Rank                          | 3            | 1              | 4            |



**CHARLIE'S  
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# Charlie's Soap Laundry Liquid

## Concentrated, Laundry Detergent

- LESS = MORE - Deep clean your laundry for pennies.
- SAFE, EFFECTIVE – For all laundry, even activewear. Removes embedded residues.
- RINSES CLEAN - Cleans deeply to the fiber; rinses residue-free.
- HYPOALLERGENIC – Fragrance free for sensitive skin; no brighteners, perfumes, dyes
- BIODEGRADABLE – Non-toxic ingredients, safer for the environment; septic safe

|                  |                |              |                |
|------------------|----------------|--------------|----------------|
| SKU              | 21301          | 21701        | 21401          |
| UPC              | 757072213011   | 757072217019 | 757072214018   |
| Size             | 50 loads       | 100 loads    | 160 loads      |
| Case Pack        | 6              | 6            | 4              |
| Distributor Code | 62020 / 112752 |              | 62021 / 112753 |
| MSRP             | \$12.99        | \$18.99      | \$29.99        |
| MAP              | \$9.99         | \$17.99      | \$26.99        |
| Rank             | 6              |              | 2              |



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# Charlie's Soap Surface Cleaners

## Indoor / Outdoor Surface Cleaner

- MULTISURFACE USE – decks, cars, boats, driveways, siding, etc...
- EASY TO USE - Just spray on, wait, scrub, rinse off.
- SAFE, EFFECTIVE - No useless fillers. Safe for all washable surfaces

## Kitchen & Bath Household Cleaner

- MULTISURFACE USE – Daily cleaner for tile, tubs, etc...
- SAFE, EFFECTIVE - No useless fillers. Safe for all washable surfaces
- EASY TO USE - Tough yet gentle: Spray on, wipe off.

| Charlie's Soap Surface Cleaners |                 |                 |                 |
|---------------------------------|-----------------|-----------------|-----------------|
| Description                     | Indoor/Outdoor  | Indoor/Outdoor  | Kitchen & Bath  |
| SKU                             | 11301           | 11401           | 12301           |
| UPC                             | 757072113014    | 757072114011    | 757072123013    |
| Size                            | 32 oz           | 1 gal           | 32 oz           |
| Case Pack                       | 6               | 4               | 6               |
| Distributor Code                | 1127489 / 62017 | 1127505 / 62018 | 1127513 / 62019 |
| MSRP                            | \$9.99          | \$21.99         | \$9.99          |
| MAP                             | \$6.99          | \$17.99         | \$6.99          |
| Rank                            | 14              | 11              | 13              |



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# Charlie's Soap Laundry Support

## Treat stains without harsh chemicals

- **Laundry Pre-Spray:** Spray and forget stain treater, safe for leaving on garments until wash day.
- **Oxygen Bleach:** gently whiten whites; safer for colors.
- **Booster & Hard Water Treatment:** treat hard water problems at the source by dealing with calcium and other water impurities. Don't cover problems, fix the water so you can CLEAN them.

| Charlie's Soap Support |                |                |               |
|------------------------|----------------|----------------|---------------|
| Description            | Pre-Spray      | Booster        | Oxygen Bleach |
| SKU                    | 11201          | 51701          | 61701         |
| UPC                    | 757072112017   | 757072517010   | 757072617017  |
| Size                   | 16 oz          | 2.64 LBS       | 2.64 LBS      |
| Case Pack              | 6              | 6              | 6             |
| Distributor Code       | 62016 / 112746 | 62023 / 112757 | 151161        |
| MSRP                   | \$7.99         | \$18.99        | \$12.99       |
| MAP                    | \$6.99         | \$17.99        | \$9.99        |
| Rank                   | 8              | 7              | 5             |



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# Charlie's Soap's New Look

