

CHARLIE'S SOAP®

Live Green · Deep Clean

Efficacy — *Be Better*

Sustainability — *For Longer*

Family — *For All of Us*



Our Products



Laundry Detergent
Powder, Liquid, and Packets

Stain Removal
Oxygen Bleach, Pre-Spray, and Booster



Surface Cleaners
Indoor & Outdoor, and Kitchen & Bath



**CHARLIE'S
SOAP®**

Natural Cleaning Power

Seeing is Believing

Charlie's Soap's unique, highly-concentrated, biodegradable formulas of naturally sourced plant and mineral based surfactants combined with other natural minerals are tested and proven to provide the deepest, most hypoallergenic, and safest clean imaginable.

Once you try it, you're hooked. You quickly learn that pretty-smelling perfume doesn't mean clean – AT ALL! Clean not only the dirt you CAN see, but the residues you CAN'T!

Imagine guilt-free cleaning, free from all the chemically goop that might smell nice but can damage your clothes, damage your machine, and irritate your skin.

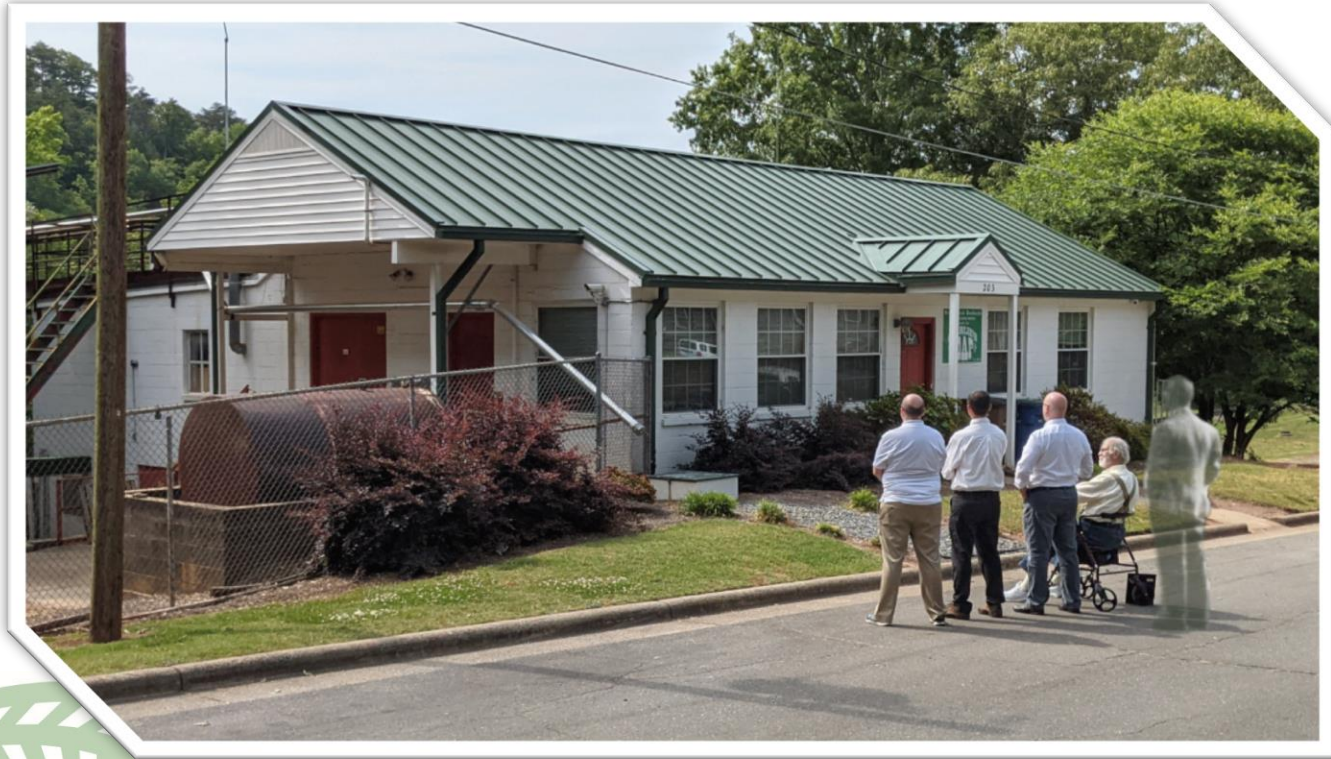
Feel good again about cleaning!



**CHARLIE'S
SOAP®**

A Generational Brand

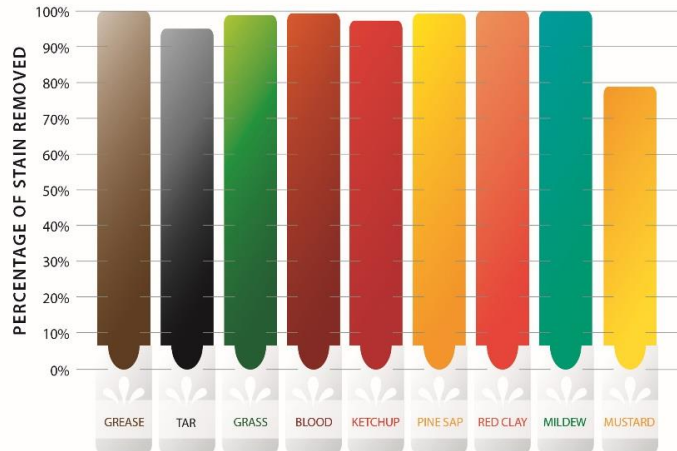
3 Generations of Charlie's and Counting



**CHARLIE'S
SOAP®**

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

Laundry Pre-Spray and Laundry Powder Combination.

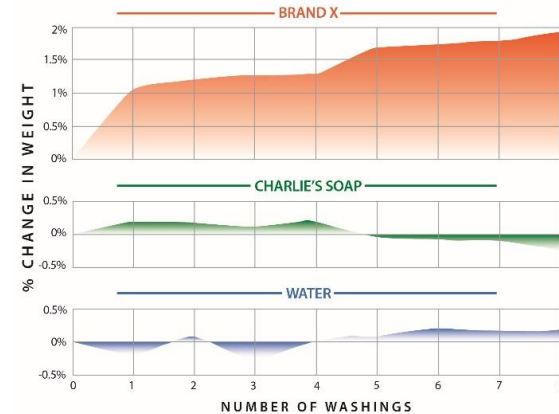


Test: ASTM D 4265 Stain Removal (Tested by: SGS US Testing Labs, Life Science Services)

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 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

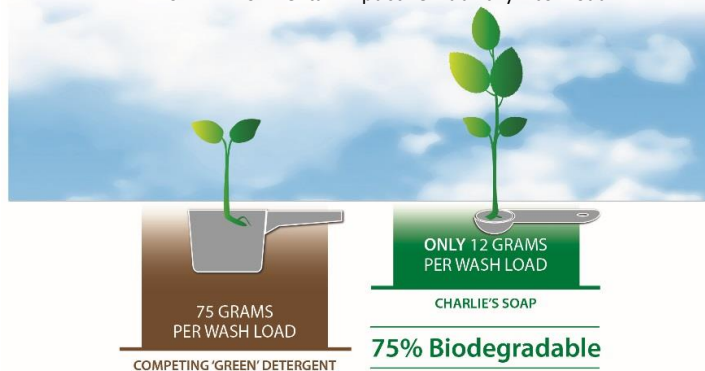
(Tested by Clemson University)

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 IS HYPOALLERGENIC — No indication of a potential to elicit dermal irritation or sensitization based on Int'l Contact Dermatitis Research Group scoring scale (BioScreen Testing Services, LLC)

CHARLIE'S SOAP SURPASSES MINIMUM STANDARDS FOR BIODEGRADABILITY

Low Environmental Impact Per Laundry Wash Load.



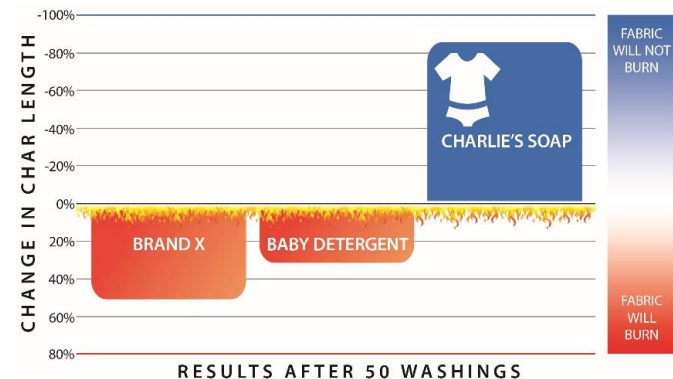
Test: OECD 301 B - Solution Biodegradation by CO2 Evolution (Tested by Situ Biosciences LLC)

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 MAINTAINS, RESTORES AND IMPROVES HIGH-TECH FABRICS UNDER FIRE

Preserves The Flame Retardant Attributes of Children's Clothes.



RESULTS AFTER 50 WASHINGS

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.

Charlie's Soap Ingredients

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

- Zero caustics, Zero abrasives, Zero perfumes
- Zero dyes, Zero brighteners, Zero chlorine
- Zero preservatives, Zero enzymes, Zero clays

Charlie's Soap Laundry Liquid

•Water (7732-18-5); C12-16 Pareth-9 (68551-12-2) [surfactant]; C10-14 Alcohol Ethoxylates (66455-15-0) [surfactant]; Sodium Carbonate [water softener]

Charlie's Soap Laundry Powder

•Sodium Carbonate (497-19-8) [water softener]; C12-16 Pareth-9 (68551-12-2) [surfactant]; C10-14 Alcohol Ethoxylates (66455-15-0) [surfactant]; Sodium Metasilicate (6834-92-0) [drying agent]; Water (7732-18-5)

Charlie's Soap Laundry Packets

•Sodium Carbonate (497-19-8) [water softener]; C12-16 Pareth-9 (68551-12-2) [surfactant], C10-14 Alcohol Ethoxylates (66455-15-0) [surfactant]; Sodium Metasilicate (6834-92-0) [surfactant]; Water (7732-18-5)

Charlie's Soap Laundry Pre-Spray, Kitchen & Bath, and Indoor & Outdoor

•Water (7732-18-5); C12-16 Pareth-9 (68551-12-2) [surfactant]; C10-14 Alcohol Ethoxylates (66455-15-0) [surfactant]; Sodium Carbonate (497-19-8) [water softener]

Oxygen Bleach

•Sodium Percarbonate (15630-89-4) [non-chlorine bleaching agent]; Sodium Carbonate (497-19-8) [water softener]; Sodium Metasilicate (6834-92-0) [drying agent]

Booster & Hard Water Treatment

•Potassium diphosphate (7320-34-5) [water softener]



**CHARLIE'S
SOAP**

Charlie's Soap Market Performance

(SPINS/IRI, Total US Food, 52 weeks ending 03/30/22)

- *Charlie's Soap is a Vital and Growing National Brand*
 - #9 Natural Brand, #65 Overall Brand **up 7.2%**
 - 5.7 pts greater than total market, and 15 pts greater than natural market
- *Charlie's Soap is a Recognized Leader in Laundry*
 - **#1** Natural Powder Laundry, #7 for overall category **up 19%**
 - 15 pts greater than total market, and 3.9 pts greater than natural market
 - #9 Natural Stain Pre-Treater, #26 for overall category **up 33%**
 - 33 pts greater than total market, and 20 pts greater than natural market
 - #13 Natural Liquid Laundry, #46 for overall category **up 4.5%**
 - Matching total market, and 4.6 pts greater than natural market
 - #9 Oxygen Bleach, #20 for overall category (Even)
 - Outperforming a down category: 2.2 pts > total market, 7.0 pts natural market.
- *Charlie's Soap Rings the Register Wherever it is Present*
 - Outperforms (\$/TDP) 82% of SKUs from 29 brands with higher TDP

The logo for Charlie's Soap, featuring the brand name in a stylized, bold, green font. The word "CHARLIE'S" is on the top line and "SOAP" is on the bottom line, both in all caps. The letters are slightly irregular, giving it a hand-drawn or rustic feel. The background of the slide features a decorative green and white pattern of stylized leaves and swirls at the bottom.

We Partner with our Retailers



"The Best Laundry Soap I've Ever Used" – A Sheill
"The Tide Has Turned" – C Scheck
"Gets The Job Done!" – P Henderson

- Blogs • Opening order Deals • Coupons • Emails • Event • Signage • Internet Ads
- Merchandising • Reviews • Store Ads • Videos • Retail Locator • Promotions
- Social Media • TPR's • IRC's

**CHARLIE'S
SOAP**











The Fresh Market
Lowes Foods
Raley's
Redner's



**CHARLIE'S
SOAP**



Category		Description		Size	SKU	UPC	UNFI Code	KeHE Code	SRP
Laundry Detergents		Laundry Powder, 100 loads	★	2.64 lbs	41701	7-57072-41701-3	East 112756 West 62022	156745	\$18.99
Laundry Detergents		Laundry Liquid, 100 loads	★	75 oz	21701	7-57072-21701-9	East 254349 West 56708	NA	\$18.99
Stain Solutions		Laundry Pre-Spray	★	16 oz	11201	7-57072-11201-7	East 112746 West 62016	156679	\$8.99
Stain Solutions		Oxygen Bleach	★	2.64 lbs	61701	7-57072-61701-7	East 151161 West NA	156778	\$12.99
Laundry Detergents		Laundry Powder, 50 loads		1.3 lbs	41201	7-57072-41201-8	East 230538 West 60446	328958	\$11.99
Laundry Detergents		Laundry Powder, 300 loads		8 lbs	41401	7-57072-41401-2	NA	NA	\$44.99
Laundry Detergents		Laundry Liquid, 50 loads		32 oz	21301	7-57072-21301-1	East 112752 West 62020	156737	\$11.99
Laundry Detergents		Laundry Liquid, 160 loads		1 gal	21401	7-57072-21401-8	East 112753 West 62021	156695	\$26.99
Laundry Detergents		Laundry Packets		30 ct	41801	7-57072-41801-0	East 168614 West NA	328959	\$9.99
Stain Solutions		Oxygen Bleach		1.3 lbs	61201	7-57072-61201-2	NA	NA	\$11.99
Stain Solutions		Booster & Hard Water Treatment		2.64 lbs	51701	7-57072-51701-0	NA	156760	\$24.99
Surface Cleaners		Kitchen & Bath		32 oz	12301	7-57072-12301-3	East 112751 West NA	25530	\$8.99
Surface Cleaners		Indoor & Outdoor		32 oz	11301	7-57072-11301-4	East 112748 West NA	25346	\$8.99
Surface Cleaners		Indoor & Outdoor		1 gal	11401	7-57072-11401-1	NA	NA	\$18.99
Accessories		Dryer Balls		2 pk	82001	7-57072-82001-1	NA	NA	\$17.99

Combined UNFI/KeHE 2022 OI Schedule

UPC	Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
757072213011	Laundry Liquid 50 ld					15%						15%	
757072217019	Laundry Liquid 100 ld											15%	
757072214018	Laundry Liquid 160 ld											15%	
757072412018	Laundry Powder 50 ld					15%						15%	
757072417013	Laundry Powder 100 ld					15%							
757072418010	Laundry Packets 30 ct					15%						15%	
757072112017	Pre-Spray					15%						15%	
757072617017	Oxygen Bleach					15%						15%	
757072517010	Booster					15%						15%	
757072123013	Kitchen & Bath					15%						15%	
757072113014	Indoor & Outdoor 32 oz					15%						15%	
757072114011	Indoor & Outdoor 128 oz					15%						15%	

New Placement Options (specifics to be negotiated)

- Buy 2, Get 1
- ½ case Free Fill

