



## ***Episencial's New Fun Summer Skincare Value Kit***

### ***A Commitment to All Natural Products, Green Manufacturing Practices and Cost Savings for Actively Healthy Families***

The Episencial Fun Summer Skincare value kit offers a case study on how products can incorporate green and sustainable manufacturing and operational practices into a product AND create consumer value:

- Most personal care manufacturers and retailers look forward to summer sales as consumer interest in showing off (and therefore protecting) skin increases.
- Episencial is no different, particularly as their demographic (babies and young kids) has among the highest risk for health issues related to exposure.
- In its continuing mission to educate parents on the health benefits of nurturing and protecting the developing skin of babies and young children, Episencial conceived the Fun Summer Skincare value kit.
- The Fun Summer Skincare value kit combines Episencial's top sunscreen and treatment products (Sunny Sunscreen, Protective Face Balm and Soothing Cream) into a convenient vehicle for showcasing and addressing the prevalent skin issues of summer.
- To make the kit as appealing as possible to consumers, and thereby support awareness of skin issues for babies and children, Episencial incorporated features for both kids and parents.
  - For kids: an art project with craft ideas on the company's website
  - For parents: a fantastic price point to serve as a reminder that green/all natural products do not have to come at a premium
- In presenting the concept to its licensing partner Chorion for The World of Eric Carle, Episencial underscored the importance of the value premise for the Fun Summer Skincare kit. Chorion was impressed with Episencial's approach:
  - "Chorion supports this green initiative and worked closely with the licensee to ensure that the Fun Summer Skincare value kit product quality, pricing and messaging were just right, in order to make it both compelling and a value choice for the consumer."
- Given its market, the choice of Diapers.com as a retail partner for Episencial comes as no surprise.
- What is surprising is the degree to which Diapers.com supported Episencial's drive to incorporate sustainable supply chain practices for the introduction of the Fun Summer Skincare value kit. This included a bulk pallet order of all 5,000 units that reduced shipping and packaging materials and expenses to the point that Episencial was able to further reduce the final consumer price of the kit to \$19.99 – representing a savings of 30 percent over retail product prices.

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