



FOUNDER
CHIEF INSPIRATIONAL OFFICER,

Sheila Fredriksen

Sheila Fredriksen, manicurist, educator and holistic skincare manufacturer, launched FredieGirl, the spa industry's first hand and foot care brand built around today's fastest growing clientele – those with compromised health. FredieGirl addresses a number of common skin and nail care concerns resulting from constant change with a spin on personality-based inspirations to lift women up on their journeys no matter what their health condition. Having lost several family members to cancer and having compromised health herself, Sheila combines important benefits and relief spa services can offer with education-based spa partnerships to provide specialized services and home care dedicated to clients with health compromised skin and nails – including cancer.

With a spa background, Sheila also recognizes the need for year-round outreach and affordable giving in the spa and salon community. To provide such an opportunity, she created the unique non-budget dependent Donations for Discounts Impact-Giving program and has partnered with nonprofit beneficiary, The SAMFund, to give spas and salons such an opportunity.

Unlike other professional brands driven by product sales FredieGirl is driven by education-based relationships that provoke licensee's and owners into deeper thinking, skill set and standards to engage clients in more meaningful relationships with practices that are safe and appropriate when health challenges are present. For those on the cancer journey, partner spas and salons are able to educate and service clients properly from time of diagnosis to survivorship or death.

Fredriksen is the first to utilize holistic chemistry in hand, foot and nail care, creating pure, active and safe botanical formulations, and with no byproduct ingredients from poor chemical compatibility - a new standard in hand, foot and nail care. Pairing holistic chemistry with active botanicals also allows ingredient synergy to play a significant role in successfully preserving water-containing products. The unique products can be used by all because changing health is relevant to everyone. The line provides over 300 nutrients and phytonutrients important for skin and nail health, with a focus on five key areas: 1) Protecting and supporting the skins lipid barrier to maintain hydration and moisture; 2) Supporting skin elasticity, (vital with edema or lymphedema); 3) Reducing inflammation; 4) Maintaining skin immunity by protecting skins natural pH; and 5) Supporting nail suppleness and tissue health to minimize breakage and bacterial intrusion. Products are being made available at select spas, salons and cancer centers around the U.S. and at frediegirl.com.

Sheila began research on topical and bio-accumulative toxicity of hand and foot care in 2006 after her own health crisis as a natural manicurist. In 2009 she founded NONTOXIQUE BEAUTY manufacturing and distribution, maker of FredieGirl. In 2010 she tested positive for autoimmune disease. Who better to understand compromised hands and feet than a compromised manicurist. Sheila has been featured in beauty and trade publications including Nailpro, Nails, Pulse, Harpers Bazaar and many more.



A LIFESTYLE BRAND,

FredieGirl Products

The Name. A play off Founder, Sheila Fredriksen's name, personality and inspiration as the Original FredieGirl, the name represents a unique masculine strength (Fredie) and underlying feminine essence (Girl) that finds its way to the surface when we're called to meet our challenge. FredieGirl reminds us regardless where life takes us we are not powerless and we do not lose our feminine way.

The Fredie Girl Declaration

"I am strong, beautiful, and graceful. I will meet the challenge. I inspire through love. My spirit radiates like a flame that cannot be quenched. Strength and beauty are my shield. My essence endures forever".

The Label. FredieGirl is fun, clever and sprinkled with bursts of color anchored with a grounding brown (strength) that represents a variety of health challenges and emotions a woman may experience rather than isolating conditions with ribbons. FredieGirls live life in color and with personality regardless of what ails us. What changes is how we live and how we feel on our journey. FredieGirl reminds us who we are inside, who we want to become, and who we are to others.

FredieGirls have enough to worry about each day so each moment she cares for herself she is slathered in fun, inspiration, and clever wit rather than emotional marketing found on many of today's labels that often fall short of the promises they offer. Her home-care becomes a source of joy and empowerment throughout the day.

The Difference. Five unique aspects set FredieGirl apart in the hand and foot-care industry.

1. Holistic chemistry vs. mainstream Reductionist chemistry allows beneficial properties of pure botanical ingredients to be maintained and supported by all other formulation ingredients.
2. 100% pure, active and synergistic botanical ingredients support, enhance or complete the healing and regenerative ability of each ingredient in its formulation, and with botanical authenticity, ingredients and products as a whole are recognized by the skin, metabolized and utilized to work at the cellular level to promote skin and nail health.
3. 100% of ingredients sourced have no known toxicity, cancer links, contraindications, hormone disruptors or inflammatory response, and because of formulation synergy there are no byproduct reactions that create additional or toxic ingredients that are not on the label.
4. Perfect formulation balance and synergy plays a primary role in successfully preserving our water-based products, with many other ingredients serving dual purpose of adding to skin and nail health and also acting as effective natural preservatives.
5. FredieGirl is the only line dedicated to the changing needs of health-compromised skin and nails, with spa service protocols to properly support client needs, not contradict them.

Made In the U.S.A. FredieGirl skin and nail care products are uniquely developed, hand mixed and packaged in a U.S. based, FDA registered, USDA organic certified facility with our team of exclusively holistic chemists.



Tangible Impact,

Charitable Giving

Giving can be tricky, especially for the small business. It must reflect a spa or salon's brand identity and mission, but a facility also needs a profitable model to have funds to give. As a result charitable giving must be built into yearly budgets and for some that is not a viable option.

When it comes to cancer it is common practice to participate in 'Awareness' and "Pink' cause marketing campaigns with ribbons that can isolate individuals who will never benefit from funds desperately needed while in the thick of their journey. It is this gap in industry participation and need for tangible client support that inspired the Discounts for Donations Impact-Giving Program. With a new perspective on giving, and at no financial costs to spa, salon or retail partner participants, Impact-giving provides a fundraising model everyone can afford to participate in, and year-round.

What Is Discounts for Donations Impact-Giving?

It is a charitable giving program that allows FredieGirl partners to participate in year-round fundraising in an area often overlooked – finances moving forward after cancer therapy. While a partner may engage in other fundraising within their facility and allocate funds as they desire, Impact-Giving funds are allocated to FredieGirl's Nationally serving nonprofit partner, The SAMFund, to support young adult survivors as they move forward with life after cancer therapies to achieve personal, professional and academic goals.

Why Impact Giving?

With decades of focus on Cancer Awareness – raising money for research, the most obvious and important needs are too often overlooked when the cancer journey becomes real to an individual. When someone is on the cancer journey, Awareness is irrelevant. Their needs are personal and because of financial devastation and gaps in insurance they have needs that reach right into their home that Awareness campaigns do not address. We believe with great collective power we can change the way fundraising is approached in the spa industry so our efforts and intentions are honored and those in need receive the assistance they need.

How Does Impact-Giving Work?

Any partner may participate – big or small, spa, salon or boutique, by agreeing to required policies. Upon signing the Give-back Commitment Agreement a 10% savings is issued on all FredieGirl individual (skin and nail care) products. The savings from the full retail total are donated quarterly to The SAMFund. It is a clever way to build-in fundraising dollars with each retail sale – giving industry professionals opportunity to have a tangible, personal impact year round that they can really feel good about.