

Mrs. Meyer's: Brand Overview

Mrs. **MEYER'S**
CLEAN DAY

✓ Naturally Derived and Highly Effective

- Choiceful and Rigorous evaluation process on all ingredients
- Tested and vetted through multiple third parties – EcoLogo, IFRA/RIFM, Whole Foods, EWG, etc.

✓ Superior Fragrance Variety and Quality

- Unique Positioning to Attract New Users
- Premium Product Experience

✓ Proven Track Record of Success

- > +20% annual growth rate over past 6 years in US
- Strong growth and presence across both conventional and natural/specialty retailers

✓ Committed to Success

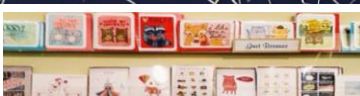
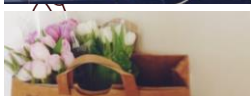
- Significant marketing investment plans to drive category expansion by bringing traffic into the aisle and consumers into the segment



What Makes Mrs. Meyer's Unique

SMELLS GREAT

Garden-inspired scents provide an aromatherapeutic experience while you clean.



WORKS GREAT

Third-party testing shows that our products outperform other natural brands and are on par with, and often superior to, national brands



IS GREAT

We make intelligent, responsible raw material choices, and whenever possible, obtain materials from renewable plant resources such as coconut, palm, corn, soy or olive. Our products do not contain chlorine bleach, ammonia, petroleum distillates, parabens, phosphates or phthalates. We use concentrated, biodegradable formulas and at least 30% post-consumer plastic in our bottles. We do not test on animals



What Makes Mrs. Meyer's Different

AUTHENTICITY

Brand origin and inspiration



Garden-inspired fragrances



“I just wanted to bring
MY GARDEN inside.
MINUS THE DIRT, of course.”

— MRS. THELMA A. MEYER

DISTINCTIVE PRODUCTS

Defy conventions and balance
efficacy with delight



Counter-top appeal



GROUNDING IN GOOD

Effective and safe ingredients



LEAPING BUNNY CERTIFIED



Commitment to Sustainability

REDUCE
REFILL
RECYCLE



Mrs. Meyer's **GIVES BACK** to
the **EARTH** by helping out
in **COMMUNITY GARDENS**

What Makes Mrs. Meyer's Different

Unique combination of thoughtfully made, hard-working, and multi-sensory wows the senses while getting the job done right!

