



Cactus & Ivy, LLC
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Cactus & Ivy, LLC opened in April, 2000. We manufacture a wide variety of natural spa and body products for retail, wholesale and professional use. Custom blending and private labeling are available upon request. Cactus & Ivy is owned by Lisa M. Rodgers and was created because of a lack of interest in her corporate 9 to 5, micro managed job. Mrs. Rodgers wanted to create an avenue for her creative side and was always curious as to how beauty products were made. After scouring the web and how to books, she began creating handmade soaps through the cold process method, which then led to lip balms, massage oils and body scrubs. Eight (8) years later, Lisa's dream is still alive!

It seems that natural products are slowly becoming the mainstream in beauty care and we are committed to offering products free of artificial flavors, colors & fragrance. We utilize oils that are high in Omega 3, Vitamin A, C, D, E & F, Oleic Acid, Palmitoleic Acid & Linoleic Acid to revitalize and restore the skin's normal balance. For natural preservatives, we utilize grapefruit seed extract, rosemary oleoresin, vitamin E, citric acid or oils with preserving properties. Research has shown that 60% of skincare products applied topically is absorbed by the skin. The skin is the body's largest organ so it's no surprise consumers are wanting to incorporate personal care products with natural ingredients into their lives. According to The Natural Marketing Institute, the natural personal care market grew 15% in 2005, while the overall U.S. cosmetics and toiletries market grew by just 3.5%. Its research has found that more than half of all consumers want personal care products made with natural or premium ingredients, and 44% are looking for organic ingredients. The natural personal care market is expected to have \$10.2 billion in sales by the year 2012, according to Packaged Facts.

Cactus & Ivy has never tested its products on animals, nor will we ever. Our products are tested on willing family and friends, and by the way, they are all alive and kicking! In addition, we only purchase raw materials from companies that adhere to the same standard. Cactus & Ivy signed the standard with the Coalition for Consumer Information on Cosmetics and the statement of assurance with PETA's Caring Consumer program and we are a signer of the Campaign for Safe Cosmetics.

Cactus & Ivy is heading into a new direction with our products this year. We have decided to remove all animal by products from our ingredients used, which means, we will no longer use honey or beeswax. Candelilla Wax has replaced the use of beeswax in all our balms, and beside being "Cruelty Free", Candelilla Wax protects against moisture. In addition, as our raw material supplies decrease, we will purchase organic where available. We want our products to be available to everyone. In 2007, we began offering a natural fly repellent for horses. It seems the trend is true that consumers are also health conscious when it comes to their pets.

Cactus & Ivy creates products for a specific need and then chooses the best carrier oil(s), botanicals and essential oil(s) directly related to that need. Example, our Peppermint Tree Foot Balm is packaged in a clear PET deodorant container. The balm contains Sweet Almond Oil, which emollient properties are suitable for all skin types as it aids in relieving irritation & itching caused by dry skin and it contains Vitamins A, B1, B2, B6 and E. Avocado Oil soothes the skin, helps transport active substances into the skin and has high concentrations of Vitamins A, D & E. Essential oils of Peppermint & Tea Tree offer properties of antiseptic, antifungal and feelings of cooling, stimulation and cleansing.

When Cactus & Ivy began, our customer base was custom blending & private labeling. In Custom Blending, we take carrier oils, botanicals & essential oils indigenous in and around the spa or resort we were creating a product line. Sometimes it would fall into a theme or particular direction the spa or resort was headed, all while keeping the basis of creating a particular product and then finding the ingredients most beneficial for the application.

Cactus & Ivy products are created to help the way you feel & look. We do not provide mental or health advice & our products are not intended to diagnose or treat any such problem or condition. With that said, we still choose ingredients that are beneficial to the skin even though we can't claim that any such ingredient will in fact cure a particular ailment. Some examples of ingredients we use:

- Cranberry Seed Oil - Highly moisturizing, penetrates the skin easily, it is rich in vitamin E and other antioxidants, possess a 1:1 ratio of Omega 6 to Omega 3 fatty acids. It also contributes to the lipid barrier protection of the skin and helps with moisture retention. It can aid in the relief of scaly, irritated, itchy skin conditions such as psoriasis & eczema.
- Blackberry Seed Oil - A unique combination of antioxidants and essential fatty acids and is a natural source of Vitamin C, which can help combat blotches, large pores, wrinkles and other skin blemishes. It is an ideal oil for blemished, mature or damaged skin.
- Kukui Nut Oil - High in essential fatty acids linolenic & linoleic acids, which are very important for the metabolism of healthy skin. It is easily absorbed by the skin and can help relieve dry & itchy skin due to psoriasis, rosacea and eczema.
- Macadamia Nut Oil - High content of palmitoleic acid and effective antioxidant. Especially good for mature or dry skin due to its high percentage of palmitoleic acid, which protects the skin like human sebum does. It penetrates and hydrates the skin quickly.
- Red Raspberry Seed Oil - Possesses a high proportion of alpha and gamma tocopherol (vitamin E), vitamin A and Omega 3 & Omega 6 fatty acids. It also offers the skin broad spectrum protection from damaging UV-A & UV-B rays and can help relieve itchy skin due to psoriasis and eczema.



Press Releases

Saluda, SC, January 15, 2008 - Cactus & Ivy signed the Caring Consumer Statement of Assurance with PETA. Cactus & Ivy has never tested our products on animals, nor have we purchased raw materials from suppliers that do so. In addition, Cactus & Ivy has decided to remove all animal byproducts from our ingredient listings, which means, we no longer use beeswax, honey or silk fibers. Not only is Cactus & Ivy "cruelty free" but we are Vegan too! Cactus & Ivy chose to carry the Caring Consumer Product Logo so we could make it easier for consumers to easily identify that we are "cruelty free and vegan".

www.CaringConsumer.com



Saluda, SC, December, 2007 - Cactus & Ivy signs the Compact for Safe Cosmetics, which is a pledge to remove toxic chemicals and replace them with safer ingredients. We are proud to have signed the compact because we are dedicated to providing natural products that enrich the lives of our clients. As we update our information with Skin Deep Cosmetic Ingredient Database, ingredients you see on our labels and website will also be listed in the database so you can be more informed of what is in Cactus & Ivy products. www.safecosmetics.org



Saluda, SC, September 25, 2007 - The Cactus & Ivy logo was one (1) of eight (8) logos designed by *Logo Design Guru* that was awarded the prestigious American Graphic Design Award in the 2007 competition. Read more of the story:

http://www.logodesignguru.com/Logo-design-press-releases/GDA_Awards.asp

Saluda, SC, September 1, 2007 - Cactus & Ivy creates a natural fly repellent for horses. The product was created using essential oils with repelling properties. A balm, packaged in a deodorant stick, was also created for ease of application to face and base of legs. Buzz Off Natural Horse Spray is the only product we've created that was tested on an animal. The test was to see its lasting power while the horse was being worked. We knew the spray worked well while the horse was not as active but we didn't know how well it would perform while the horse was very active. Since the product was created for a natural way to repel flies, gnats and other flying insects, we had to take it to the subject it was intended for. No harm was brought to the horse and we are proud to say that Buzz Off Natural Horse Spray is effective even while the horse sweats. It seems the trend is true that consumers are also health conscious when it comes to their pets. Cactus & Ivy wanted to extend our natural products to the furry family members!

