

# ORGANIC

WHAT IS IT? | HOW'S IT CLASSIFIED? | WHAT YOU DON'T KNOW!



*your business*

## **WHAT'S LURKING IN SKIN CARE IN THE USA**

LEARN HOW TO DISPEL MYTHS FROM REALITY

FIND OUT WHAT PRODUCTS ARE BANNED, AND HOW THAT'S DECIDED

## **LABELS, THE GOOD, THE BAD AND OUTRIGHT LIES**

THERE'S A LOT THAT MOST PEOPLE DON'T KNOW

LEARN HOW TO HELP YOUR CUSTOMERS FIND VALUE IN THE INGREDIENTS YOU USE

ROD ZEDDORU

# WORKSHEET

FOLLOW ALONG WITH THE WEBINAR AND FILL IN YOUR WORKSHEET AS WE GO. KEEP THIS WORKSHEET AND ADD TO YOUR MOBILE BINDER.



## BRONZEDBERRY'S STANDARDS & PRACTICES

We manufacture in the USA, in Virginia. We create, own and use formulas that are exclusive and only ours. The formulas are created with care and consideration. We ask the question: "How can we make a superior product, with fewer chemicals that is actually effective"? We look at each ingredient by itself, and assess whether it's necessary and good. Many ingredients can be added to products to increase shelf life and stability, but could have negative consequences, known allergies or potential side effects that are never disclosed. Our goal

in manufacturing is to set the bar in our industry. We've eliminated many toxic or potential allergens (like wheat) from our products. We don't expect the consumer to notice a difference. If they don't then we've done our job because we've eliminated junk and kept the quality.

In manufacturing cosmetics, there's very little oversight and few regulations, leaving it up to us, the company, to decide what's best for you, the consumer. Instead of relying on the low bar set by the USA concerning ingredients, BronzedBerry has chosen to

adopt the manufacturing standards of Europe and chooses ingredients that not only are approved there, but we also look at it's sustainability and environmental impact. BronzedBerry takes a holistic approach to our sunless tanning products because we know we are putting them in the hands of Artists who will be exposed to them daily. Most companies only take a look at the final consumer and their exposure to a specific ingredient.

We seek to be the best, by helping our Artists stay healthy and happy for years to come.

# WORKSHEET

## ORGANIC DEFINITION:

*relating to or derived from living matter.*

Yup, that's it! The actual definition of organic is NOT what most people think it is. As ridiculous as it sounds, we need to start here to understand why it's so confusing for most people. We are moving forward using what we think most people are FEELING or THINKING when they say something is organic or NON-GMO



### AMIE BURKHOLDER

FOUNDER/CEO OF BRONZEDBERRY  
PASSIONATE ABOUT SPRAY TANS,  
HEALTHY LIVING AND HUMAN JUSTICE

## WHY DO PEOPLE USE THE WORD "ORGANIC"?

**Q: DO CONSUMERS KNOW THE DIFFERENCE BETWEEN?**

**A:**

1. ....
- 2.
- 3.
- 4.

**Q: WHAT ARE THEY ACTUALLY TRYING TO ACHIEVE?**

**A:**

### THE MYTHS:

1. EVERY INGREDIENT IS LISTED ON THE LABEL
2. IF THE LABEL SAYS ORGANIC | NATURAL, THAT HAS BEEN VERIFIED
3. IF A PRODUCT IS ON THE SHELVES IN THE USA, IT'S BEEN TESTED

# WORKSHEET

## WHAT PEOPLE DON'T KNOW

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ABOUT MANUFACTURING IN THE USA:

- \_\_\_\_\_ MAKES SUGGESTIONS, BUT DOES NOT REGULATE THE COSMETIC INDUSTRY
- TESTING - THERE ARE \_\_\_\_ REQUIRED TESTS OR TRIALS BEFORE A PRODUCT GOES TO MARKET
- LABELS \_\_\_\_ CONTAIN OUTDATED INFORMATION AND IT'S LEGAL TO USE THEM-LIKE WHEAT
- NOT ALL INGREDIENTS ARE LISTED ON LABEL
- BANNED CHEMICALS - ONLY \_\_\_\_\_
- WHO'S DOING IT BEST? \_\_\_\_\_ HAS OVER 1300 BANNED
- WHAT'S REACH? \_\_\_\_\_

## WHAT'S IN OUR STUFF

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- FRAGRANCES - WE MAKE OUR OWN AND ADD ESSENTIAL OILS
- PRESERVATIVES - EXAMPLE SODIUM BENZOATE (ONE OF THE LEAST DISRUPTIVE AND NATURAL)
- BASES - DISTILLED WATER AND ALOE
- ECO-CERT DHA
- JOJOBA OIL - ANTI-INFLAMMATORY MOISTURIZER | HELPS PROTECT SKIN AGAINST UV LIGHT DAMAGE

## NOTES

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### THINGS TO DO RIGHT NOW

1. READ INGREDIENT LABELS AND NOT JUST MARKETING CLAIMS
2. FIND BRANDS TO TRUST AND IN WHICH YOU CAN HAVE FAITH
3. DON'T BREAK THE BANK



FIND BLOG ARTICLE ON WEBSITE  
USE SEARCH KEY WORD  
"INGREDIENTS"



