



CANUS GOAT'S MILK SKIN CARE AT-A-GLANCE

WHO is Canus, who founded the company?

- Canus is a North American natural health and beauty products company
- Founded in mid-90's by Andree Falardeau and Andre Beauregard
- An established player in the \$56.7 billion dollar U.S. natural products market

WHAT makes Canus Goat's Milk Skin Care so special?

- Only use fresh goat's milk!
- Full of proteins, vitamins and minerals
- Fresh goat's milk contains capric – and caprylic – acids which reduce alkalinity of skin care products, bringing it closer to the alkalinity of healthy human skin
- Unusual molecular structure enables better absorption by the skin
- Gentle but effective soaps, lotions, body washes, butters and balms
- Three lines: Canus Goat's Milk Products, Li'l Goat's Milk products for Kids and Nature's Dog with over 80 product offerings including gift sets
- Scented and unscented versions
- Formulations also include benefits of natural oils, plant lipids and botanicals like Orchid oils, Marigold oils, Olive oils and Wheat Protein—target special skin care needs
- Recommended by dermatologists to people with sensitive skin and dry skin conditions such as Eczema, Acne and Psoriasis
- Second best-selling soap in Canada (according to AC Nielsen report)

WHERE is it made? Where can you find it?

- Canada Headquarters are in Quebec; U.S. Headquarters are in Waterbury Vermont
- Milk comes from 40,000 dedicated, hard-working dairy goats spread across Canada at 6 cooperative dairy farms
- Processing facility located just north of Montreal – come up for a tour!
- Currently distributed throughout Canada and the United States
- International distribution from Europe to the Far East.



- Available in store-within-a-store natural products sections of major mass grocery and drugstore chains (including Longs Drugs, Drug Fair, Albertson's, Meijers, Whole Foods, Shaws, Hannaford's, Weis, Harris Teeter, Big Y, Giant Foods, Shopko, Wegmans, Kinney Drugs, Kerr Drugs.... to name a few)
- Also available in specialty shops and natural food stores throughout the U.S.

WHY is Canus so successful?

- Natural products industry is a 57 billion dollar industry
- Natural Personal Care represents approximately 6 billion
- Canus is seeing a growth rate of approximately 25% year over year
- By 2012 potential growth to \$8 billion
- Consumers want natural alternatives for the outside of their bodies, not just the inside!
- Canus Goat's Milk products offer high-quality at a competitive, mass market price
- Product made for daily family consumption
- The industry knows a good thing when they rub it on their skin!
 - ~ European Natural Products Show selected Body Butter as "Best New Product" in 2003
 - ~ Best of the Best show winner at the National Association of Chain Drug Stores Marketplace Conference (2003)
 - ~ Editor's Pick in *Progressive Grocer*, North America's leading supermarket and grocery trade magazine (2003 & 2006)
 - ~ Li'l Goat's Milk line selected as Best New Product at Natural Products Expo East (2003)
 - ~ Best New Product Finalist Marigold Lotion & Soaps – Retailer Voting (2006)
 - ~ Selling Wellness Trailblazer Award, Grocery Headquarters (2006)
 - ~ Best of Beauty Awards Winner for soap bar, Better Nutrition (2008)

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