



## ALL ABOUT GOATS

At Canus, we love goats. Not just because they do all the hard work around here. Not just because their milk is what makes our products so effective. Simply put, they're wonderful animals for a number of different reasons. The more you know about them, the more you can appreciate what a remarkable contribution they make to Humankind.

- Six different breeds of dairy goats: Nubian, Alpine, LaMancha, Oberhasli, Saanen and Toggenburg
- Playful, intelligent members of the small ruminant family
- More productive on less feed than cows
- Good dairy goat produces 3-4 quarts a day, 10 months a year
- Super-goats produce 5-7 quarts a day
- More people throughout the world drink goat's milk than cow's milk
- More protein than cow's milk
- More calcium, vitamin A and vitamin B than cow's milk
- Whiter than cow's milk because goat's convert carotene more efficiently to vitamin A (carotene is what gives cow's milk a slightly yellow color. Makes carrots orange, too!)
- Higher level of butterfat than cow's milk
- Naturally homogenized by the goat
- Easier to digest than cow's milk (thanks to its unique molecular structure – that's why it makes such a great skin moisturizer, too)
- Babies and adults who are lactose intolerant can often drink goat's milk instead
- Billy (boy) goats don't smell very nice. Does are odorless
- Chevre means "goat" in French
- A group of goats is actually called a "tribe"
- If the world could have but one animal, it would be a goat. Goats are easy to feed and keep, can pull carts, mow the lawn, produce milk that can be made into yogurt, cheese, butter and other dairy products. Not to mention wonderful soaps, lotions and balms. And goats make terrific, funny companions. They'll even come when they're called.

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## **BIOGRAPHY ANDREE FALARDEAU**

Andree Falardeau is the co-founder of Canus Goat's Milk Skin Care Products – a North American manufacturer and marketer of natural family skin care products with headquarters in Ville St. Laurent, Quebec, Canada and Waterbury, Vermont, USA. As President of Canus Vermont LLC, Andree is responsible for the company's ongoing expansion into the U.S. market.

Before she started Canus, Andree and co-founder Andre Beauregard imported and exported goods between Canada and the United States. As their business grew, they assumed the role of manufacturer's representatives for several American companies and built strong relationships with clients throughout Eastern Canada. But the more they represented other people's products, the more they yearned to develop and sell their own.

While researching potential opportunities, Andree realized that there weren't any large-scale goat's milk skin care offerings – despite the fact that goat's milk has a long history of skin care benefits. That discovery led to the birth of Canus. Soon bars of their first product – a triple-milled soap made with fresh goat's milk – were rolling off the production line.

Andree and Andre's earlier careers as manufacturer's representatives continued to serve them well. After a few short years, they had secured significant regional distribution in Canada and the partners soon entered into agreements with sales groups across the different provinces. In 2002, the company had grown enough to merit the hiring of its first National Sales Manager for Canada.

In addition to the shared sales responsibility, Andree assumed all finance and new product development duties. A goat's milk lotion followed the soap. Then came a body wash.

Meanwhile, those 50 States just over the border represented a growth opportunity the founders simply couldn't ignore. In 2000, Andree led the initial invasion into the daunting American Health and Beauty market where the natural personal care sector alone represents almost \$6 billion in annual sales and is expected to grow 20-25% a year.

Her strategy continues to entail a constant presence at the major gift and natural products trade shows. In addition, she has broken the barriers to entry at the major chain store level. In fact, the friendly Canus goat on the packaging already smiles back at consumers from the shelves of major national drug and grocery chains. With one eye on the U.S. and the other on international sales, Andree continues to broaden the company's international efforts with expansion into Europe, Asia and South America.



Andree is still primarily responsible for new product development and today the Company offers over 80 different products between its three lines: Canus Goat's Milk products, L'il Goat's Milk products for children and Nature's Dog for our 4 legged friends.

In 2002, Andree was named International Female Entrepreneur of the Year by the Quebec Ministry of Commerce and Industry.

On her own and through Canus, Andree is an avid and active supporter of innumerable charities and non-profit organizations. A full list is available on the company web site at [www.canusgoatsmilk.com](http://www.canusgoatsmilk.com).

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## **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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## **CORPORATE BACKGROUNDER**

### **Canus Fresh Goat's Milk Health & Beauty Products**

Nature's best kept health and beauty secret bleats softly when you enter the barn. She is intelligent, loves to play and if you scratch her behind the ears she'll go into a sort of Nubian nirvana.

Yes, we said "Nubian." As in goat. The female doe to be exact. Nubians are one of six different types of dairy goats that produce rich, creamy milk with a hundred healthy virtues. At the top of the list is its unique moisturizing and skin softening properties.

In North America, we associate milk with cows. But the rest of the world drinks more goat's milk than cow's milk. And after a little Goat's Milk 101, it's easy to understand why.

The texture of fresh goat's milk is velvety smooth, it has twice the vitamin A as cow's milk and 50% more vitamin B. More calcium and protein, too. It also has a peculiar molecular structure that allows for easy digestion and absorption. That's why many lactose intolerant people who can't drink cow's milk can tolerate goat's milk. It's also why goat's milk makes such an effective skin care ingredient. It enables all those wonderful vitamins and nutrients to be absorbed by epidermis cells where they instantly go to work replenishing moisture and restoring your skin's vitality.

In the mid-90's, Andree Falardeau and fellow Canadian Andre Beauregard set out to develop a line of natural skin care products. They decided on fresh goat's milk as the secret ingredient. Emphasis on fresh. Even though powdered forms are more stable, less expensive and easier to work with, the dehydration process renders the milk less effective.



The founders' first Canus product was a triple milled goat's milk soap. Its rich lather gently foams away the day's dirt and perspiration salts while it moisturizes, leaving the skin clean and supple. Never dry. All-natural consumers increasingly concerned about what they use on their family's skin, not just what they put in their mouths, immediately snapped up the new soap whose packaging features a charming drawing of a friendly little goat.

Andree and Andre next developed a lotion. Again, the fresh goat's milk worked its magic so that instead of sitting on top of the skin like a waxy coating, the emollient is absorbed by greedy, moisture-seeking skin cells.

The soap and lotion were quickly followed by a shower and bath gel that was followed by a foaming goat's milk bath that was followed by a super-rich body butter that was followed by a soothing hand and foot care scrub and lotion. Fragrance-free versions of the main product line were created for the scent-sensitive. Before Andre and Andree knew it, Canus was keeping several dairies' worth of goats gainfully employed. By 2000, Canus products could be found from England to the Far East.

In 2003, Canus launched a children's line. Li'l Goat's Milk, a.k.a. Petite Chevre, features soaps, lotions, baby wipes, no tears wash and shampoo, even a zinc diaper ointment specially formulated for young, oh so delicate skin. In 2006, Canus began to incorporate the added moisturizing benefits and anti-inflammatory properties of botanical oils and plant lipids like exotic orchid oil, marigold oil, and olive oil and wheat protein to some of their soaps, lotions, body washes and butters.

2008 brought about the introduction of an all-natural Goat's Milk pet line dubbed "Nature's Dog" by Canus. This new line created for our canine companions offers all natural dog products that include bar soap, shampoo, wipes and all-natural goat's Milk health treats.



In 2009, Canus will introduce a brand new ORGANIC line called "Nature" by Canus that will further launch the company into the all-natural facial and body wellness category to include everything from daily facial creams to body butters.

Today, the company offers over 90 products including gift sets and is poised to launch even more new adult products that use the absorption-enabling properties of farm fresh goat's milk.

While goats spread out across Canada are responsible for producing the main ingredient that makes Canus products so effective, they're quick to credit Andree and Andre with the company's success. They were the ones who envisioned a natural line that whole families would use as a bathroom staple. That's why the products feature a scent that's appropriate for men and children. It's very light, not at all sweet and perfume-y and smells faintly like fresh-cut timothy. Equally important, these are high-quality products priced to compete against all brands, not just natural brands.

As a result of such a clear vision and marketing strategy, Canus became a leading household brand throughout Canada and the US in just a few short years. But perhaps the most telling evidence of success comes from People Magazine's cover story featuring the birth of Julia Roberts' twins. Denzel Washington gave the new family a baby gift basket filled with Li'l Goat's Milk products despite their low, non-celebrity status price!

Canus Canada is headquartered in Quebec while Canus Vermont (the United States entity) is in Waterbury, Vermont. The main processing plant is just north of Montreal. The company currently employs 35 full time people and 40,000 full and part time goats at 6 cooperative dairy farms.

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## NEW INGREDIENTS FACT SHEET

At Canus, we combine an all natural soap base with farm fresh goat's milk as our core ingredient in every product. We are constantly researching and developing new fresh goat's milk products formulated with the additional benefits of natural oils, plant lipids and botanicals like Orchid, Marigold, Olive Oil & Wheat Protein to provide even greater benefits to the skin. Besides our popular original fragrance and fragrance-free varieties, you can also select from the following:

### MARIGOLD OIL

Marigolds were once worshipped as plants of 'honorable people' in ancient South Asia. Marigold Oil Goat's Milk products are an all-natural choice is for sensitive or dry skin. Marigold oil is a proven **anti-inflammatory**. When the lotion is applied, the marigold oil **calms and soothes itchy, irritated skin** while the goat's milk works its moisturizing magic. Skin feels smooth and hydrated yet not greasy.

### ORCHID OIL

As early as the 1700s, Orchids achieved the nickname 'Rich Man's Plant' in Great Britain. All-natural Orchid Oil Goat's Milk products are beneficial for **all skin types**. Orchid Oil is a light silky plant oil that helps **increase immunity** and adds **extra moisturizing properties** to goat's milk. The lotion leaves the skin clean, soft and supple.

### OLIVE OIL & WHEAT PROTEIN

When Zeus held a competition to determine which god could create the most useful gift, Athena presented him with an olive tree, the oil of which could produce light, delight the palate and soothe the skin. He declared her the winner and from then on olive oil was used by travelers, athletes and masseurs to soothe, cure, and moisturize the skin.

Now Canus Goat's Milk has combined the ancient restorative properties of olive oil with its classic goat's milk formula to create a new line of skin care products.

Beyond Greek legend, scientists today know olive oil to be a **powerful antioxidant** that helps protect the skin from the harmful effects of free radicals and delays the signs of aging. **Naturally rich in vitamin E**, olive oil also has tremendous soothing and restorative properties.

Wheat protein, the new formulation's other feature ingredient, **carries nitrogen to skin cells, providing lubrication and lasting protection for sensitive skin.**



## PRODUCT LINES FACT SHEET

Canus brings consumers three full lines of gentle, effective family skin care products: one for adults, one for children and one for dogs. All three are based on the naturally moisturizing properties of farm fresh goat's milk. Canus uses only fresh goat's milk sourced from a cooperative of family farms in the preparation of all products. In 2009, the company will introduce its fourth line with the introduction of its organic line "Nature" by Canus.

The original Canus line started with a single soap and lotion and now covers the entire body, from a foot scrub and lotion (for the soles and toes) to a lip balm and foaming milk bath. The "Nature" by Canus line will further launch the company into providing only the best all-natural and organic quality ingredients for facial and body wellness.

### All- natural Canus Goat's Milk Complete Skin Care Line

Each Canus skin care product is made for everyday use. Most are offered in a fresh, light signature scent or fragrance-free version or you can try the newest formulations with the added benefits of Orchid, Marigold, Olive Oils and Wheat Protein.

- **Goat's Milk Soap Bar** (original fragrance, fragrance-free, Orchid, Marigold, Olive Oil) – Available in 5 oz., 3 X 5 oz. and 1.3 oz. SRP: \$2.49 – 2.99 for 5 oz., 3 X 5 Oz. \$6.99
- **Pure Vegetable Oil Goat's Milk Soap Bar** – 5 oz. SRP: \$2.49 – 2.99
- **Goat's Milk Moisturizing Lotion** (original fragrance, fragrance-free, orchid, marigold & olive Oil) – Available in three sizes – 33 oz. SRP: \$14.99, 16 oz. SRP: \$9.99, 5 oz. SRP: \$5.99.
- **Hand Liquid Soap** (regular and antibacterial) 12 oz. SRP: \$6.99.
- **Goat's Milk Body Wash** (original fragrance, marigold oil, orchid oil, olive oil & wheat protein) –16 oz. SRP: \$9.99
- **Goat's Milk Foaming Milk Bath** (original fragrance, Orchid, Marigold & Olive Oil) – 16 oz. SRP: \$7.99 – \$8.99
- **Goat's Milk Body Butter original fragrance** – 8 oz. SRP: \$9.00
- **NEW! Goat's Milk Body Butter in Orchid, Marigold and Olive Oil & Wheat Protein** – 8 oz. SRP: \$9.99
- **Goat's Milk Lip Balm** (regular and SPF 15) SRP: \$2.49

### SELECTION OF GIFT SETS AVAILABLE

- **Goat's Milk Full Size Gift Set – SRP: \$14.99**
  - (2) 5 oz. Fragranced Goat's Milk Soaps
  - (1) 5 oz. Fragranced Goat's Milk Lotion
  - (1) 16 oz. Fragranced Body Wash



- **Goat's Milk Trial size Gift set – SRP: \$9.99**
  - (1) 1.3 oz. Fragranced Goat's Milk Soap
  - (1) 2 oz. Fragranced Goat's Milk Lotion
  - (1) 1.5 oz. Fragranced Body Butter
  - (1) 2 oz. Fragranced Foaming Milk Bath
  - (1) Mint Lip Balm Stick
  
- **Goat's Milk Foot Spa Gift Set – SRP: \$17.99**
  - (1) pair of embroidered slippers
  - (1) 2.7 oz. Goat's Milk Exfoliating Hand and Foot Scrub
  - (1) 2.7 oz. Goat's Milk Hand and Foot Lotion
  - (1) 1.3 oz. Fragranced Soap
  - (2) Toe Separators
  - (1) Large Nail File
  - (1) Cuticle Remover Stick

### **Li'l Goat's Milk Skin Care for Babies and Children**

Most soap developed for babies and children are simply adult formulations repackaged. Typically children's skin hasn't been exposed to the harshness of our environment and therefore it is much more sensitive than adult skin.

When Canus decided to make skin care products for children, they took a different approach and created products with children's delicate skin in mind. Each product is pH balanced for children's specific skin chemistry and then only the gentlest ingredients are added. All Li'l Goat's Milk products feature a light fragrance and are enriched with Vitamin E, aloe and allantoin (from plant sources).

- **Li'l Goat's Milk Soap** – 3.5 oz, SRP: \$2.49 – \$2.99
- **Li'l Goat's Milk Moisturizing Lotion** – 16 oz, SRP: \$8.99 - \$9.99
- **Li'l Goat's Milk Baby Butter** – 8 oz, SRP: \$9.99
- **Li'l Goat's Tearless Shampoo/Body Wash** – 16 oz, SRP: \$8.99 - \$9.99
- **Li'l Goat's Milk Zinc Ointment** – 40% 10 oz, SRP: \$8.99
- **Li'l Goat's Milk Lotion-Based Baby Wipes** – 80 sheets, SRP: \$5.99

### **CHILDREN GIFT SETS AVAILABLE**

- **Li'l Goat's Milk Gift Bag – SRP: \$23.99**
  - (2) 3.5 oz. Li'l Goat's Milk Soaps
  - (1) 5 oz. Li'l Goat's Milk Lotion
  - (1) 16 oz. Li'l Goat's Milk Tearless Shampoo/Body Wash
  - (1) Hypo Allergenic Plush Toy
  - (1) Embroidered Washcloth



- **Li'l Goat's Milk Trial Size Gift Set – SRP: \$9.99**
  - (1) 1.75 oz. Li'l Goat's Milk Soap
  - (1) 2 oz. Li'l Goat's Milk Lotion
  - (1) 2 oz. Li'l Goat's Milk Tearless Shampoo/Body Wash
  - (1) 1.5 oz Li'l Goat's Milk Baby Butter
  - (1) Embroidered Washcloth
- **Li'l Goat's Milk Fruit Fragranced Crayon Shaped Soaps – SRP: \$9.99**
  - (5) 4 oz. Fruit Fragranced Soaps

### **NEW! Nature's Dog by Canus**

It doesn't matter whether you're human or dog, fresh goat's milk is good for you. That's why Canus introduced a new line specifically for our four-legged friends. A dog's PH is one of the highest among mammals. The high alkalinity makes their skin particularly sensitive and susceptible to irritations, rashes and those dreaded hotspots. That's what makes fresh Goat's milk a natural solution for our canine companions too. Goat's milk has healing, moisture-rich benefits with the right protein structure to be quickly and easily absorbed. Incorporating fresh goat's milk into your doggie's routine will help provide the necessary vitamins, minerals and proteins needed for all-around health and wellness. Because goat's milk is so easy to digest, we also created healthy dog treats with goat's milk for optimal nutrition.

- **All Natural Goat's Milk Shampoo** with an appealing Blue Cedar Fragrance -16-oz. bottles Available in 16 oz. bottles at an SRP of \$12.99
- **Nature's Dog All Natural Goat's Milk Shampoo Bar** -- 5-oz. bar. SRP: \$3.99
- **Nature's Dog All Natural Health Treats** -12-ounce bag. SRP: \$6.99 - \$7.99
- **Lotion-based & alcohol free All Natural Goat's Milk Healing Wipes** - 70-count pack. SRP: \$9.99

### **COMING SOON! "Nature" by Canus**

This line will bring only the highest quality all-natural and organic ingredients into a brand new listing of Canus products expanding more into the facial and body wellness categories. These products will be hypo-allergenic, intensely moisturizing and provide gentle but effective exfoliating properties. Each product will continue to be based on fresh goat's milk, while at the same time introducing new ingredients such as coconut, almond and wheat protein oils as well as adding cocoa and shea butters to the mix.

#### **All Natural & Organic Facial Wellness**

- **Daily Facial Cream** to improve skin complexion
- **Facial Mask (clay)** – Deep pore cleansing
- **Facial Whitening Cream** – age spot remover and will help reduce facial spots



- **Face Scrub** with exfoliating facial apricot seeds
- **Eye Contour Moisturizing Cream**

#### **All Natural & Organic Body Wellness**

- **Goats & Oats Bar Soap** using an organic vegetable base soap
- **Body Butter**
- **Body Wash**
- **Body Lotion**, a non-greasy ultra moisturizing formula for the body.

This is just the start!

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