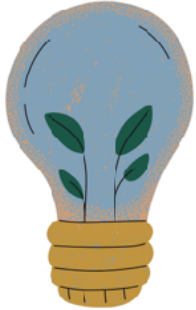




Hello and Welcome to Liferoot Botanicals Private Labeling Process.

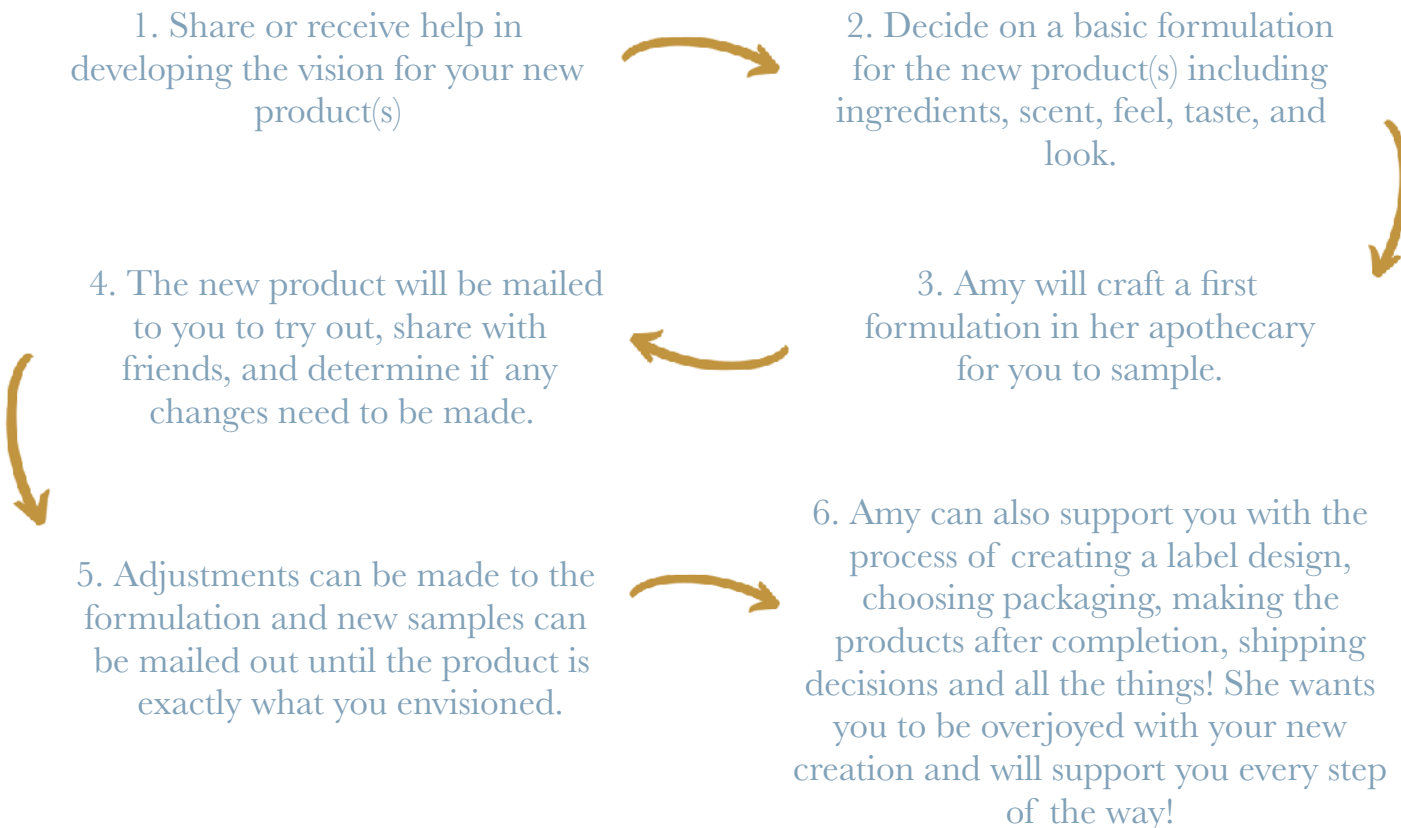


Did you know that you can work with Amy the Owner of Liferoot who is an Herbalist and Aromatherapist to create *your* own custom products? Products that will be branded with your companies logo? Products that will be owned by you?

Amy is here to support you to actualize your vision and develop nourishing botanicals for your company. This process is called Private Labeling - and we will outline the process here for you to give you a feel for if this is right for your small business.



The Private Labeling Process:





Timeline & Pricing:

- The timeframe to develop a new product will depend on a variety of things including how long it takes to finalize the formulation, how many products you have, finalizing the label design, etc. On average it typically takes around 2-3 months from apothecary to store. If you are in a time restriction, I have worked with companies to get products completed in 4 weeks.
- Pricing: The cost is \$475 to create one product start to finish. If you have more products, the cost goes down respectively. This gives you all the rights to this product, recipe, and any tweaks you would need to make in the future to the product.
 - Note: This price does not include ingredients, supplies, packaging for your business to have this product for sale. Liferoot will charge you wholesale pricing for all supplies if you would like to us make the product in batches for you in the future. If you would like more information on pricing products and scales, please contact us.



A Few Stories from Private Labeling Clients...



“Working with Amy to create my line of Postpartum Botanicals was a true joy! She helped me bring my vision to life during our months of creative collaboration to get the formulation and labels just right. I would throw out ideas of what I was looking for, and she would use deep knowledge of herbs and plants to formulate the most beautiful products.

You may think creating your own products is too hard or out of reach, but with Amy as your Herbalist, it's not only possible, it's super fun!”

Lisa Russell, FNTF
Founder Gentle Leaps
gentleleaps.com





“I’m so happy with my experience working with Amy Lupton and Liferoot Botanicals to bring Open Door Healing’s signature Possibility Awakening Spray and Light Up Your Potential candles to life! The vision for an essential oil, spring water and crystal blend came to me through meditative work, though I quickly realized I’d need quality help from a botanicals expert to get it right and bring forward the desired energetics of the spray. Amy is the expert of choice!

Amy worked closely with me from the beginning to ensure my original vision was honored in the final branded products, providing experienced recommendations while always making sure my goals were met. She’s a natural guide to bringing out the true essence of your message through your product, and her expertise is evident at each step of product development. From choosing and sourcing high quality raw ingredients, to ensuring the right blend of botanicals for the intended impact, to support through label design and assurance of meeting regulation standards, to sourcing of product packaging, and all the way through final product production -- Amy and Liferoot Botanicals are there for you every step of the way! For companies with product vision needing full spectrum production support, Liferoot Botanicals provides great value and reasonable pricing.

Open Door Healing is honored to support Liferoot Botanicals as a collaborative partner instrumental to our company’s success, and we value the commitment to quality Amy Lupton brings to the product development table. We look forward to continued product development sessions full of authenticity, joy and laughter in the future.”

Cathy Eason, Founder and Chief Door Finder
Open Door Healing ~ www.opendoorhealing.co

Frequently Asked Questions:

- **What is Liferoot’s Role?**

Liferoot's role is to help you envision the product that you want to represent for your company, and walk you through the steps to do just that. I will do product creation (or help you create a recipe that you can produce), help you with label creation (and making sure the label is up to date with legal guidelines), and any selling points and after production that is necessary.

- **What is my role in the process?**

To work with Liferoot at each juncture to create the perfect product for you and your company. It is always helpful to know what kind of product you are thinking would represent you well, and be patient to work together with Liferoot to get you that place.