



America's Original Natural Home Cleaner™

A Simple Story, Starting with Simple Ingredients



**We've weathered
the Great Depression,
the chemical revolution, and
an endless stream of fads.
We have kept it simple
for over 120 years.**

- Originally developed in 1886, as a gentle alternative to gritty quartz-based scouring powders. A less abrasive, yet equally effective cleaning power was discovered when soap was added to a waste material - the softer mineral, feldspar.
- Now it's called zero waste. In the 1880's, it was a thrifty way to make a better cleanser.
- "Hasn't Scratched Yet" - true for Bon Ami Cleanser and newborn chicks. Though our chick remains minutes old, only a handful of company mascots are older. First

appearing in 1886, Bon Ami's chick and familiar slogan have become advertising icons.

- Today, we still use our trademark feldspar and limestone as gentle, effective abrasive, but now mix them with even more sustainable cleaning agents from renewable corn, coconut and palm oils. And we've added a touch of baking soda to help absorb odors.
- Our paper and steel canister is one of the most eco-friendly on the store shelves. It's made from recycled paper and can be recycled again.



A woman with dark hair, wearing a pink sleeveless shirt, is smiling and washing her hands with a young girl. The girl, also in a pink sleeveless shirt, is holding a white cloth. They are in a bathroom with a white sink and a chrome faucet. A red banner in the top left corner reads "Bon ami."

Old Values, New Products, Extending the Legacy

It has taken time,
but the market
has caught up with us.

- Way back, before “Green” was in the headlines, there was Bon Ami.
- Much is now being made of what Bon Ami has been since the 1880’s — simple, honest, non-toxic, sustainable, earth-friendly, effective, a good value.
- Before cleaning became “chemical”, there was Bon Ami. We build cleaning tools made with basic ingredients that serve a simple purpose: to return your home to a natural state of clean.
- So what’s new?

- The same principles in place since the beginning are at work again, as Bon Ami introduces a new line of simple, yet effective cleaning products.
- Meeting the standards of the three “E’s” – efficacy, economy, and ecology.
- Always biodegradable, non-toxic and hypo-allergenic.

Standing Still Turned Out to be the Right Move.



Simple Tools for Timeless Tasks



Dish Soap

- For generations, people have used Bon Ami Powders to gently polish away stubborn stains and baked-on foods. Now, for a quick clean-up, or a sink full of dishes, there is Bon Ami liquid Dish Soap.
- Bon Ami Dish Soap was created with the same emphasis on gentle effectiveness as the original powders.
- Nothing in our Dish Soap will harm the environment either inside or outside the home.
- Our naturally-derived ingredients are tough on greasy dish soils, but gentle on the skin. It will never contain phosphates or chlorine.



Liquid Cleanser

- New Bon Ami Liquid Cleanser has the same gentle effectiveness of the original powder. Yet is easier to apply to vertical surfaces, like shower tiles, tubs, sinks and walls.
- Featuring feldspar and limestone, it contains the simple ingredients that have made our powder a household friend for generations.
- Bon Ami Liquid Cleanser eliminates difficult soap scum and hard water deposits.
- Yet is gentle enough to be used on fiberglass, stainless steel, porcelain, chrome, glass and other fine surfaces.



All-Purpose Cleaner

- A good all-purpose cleaner works on multiple surfaces and gets the job done. A great one does all that while being non-toxic, hypo-allergenic, and friendly to children, pets, and the environment.
- Non-abrasive Bon Ami All-Purpose Cleaner can be used on many surfaces both inside and outside the house, from floors and walls to windows and vinyl car seats.
- The simple, effective formula works to remove the toughest messes including oil, pet stains, food spills and much more.
- Like all Bon Ami products, our All-Purpose Cleaner works without phosphates or harmful chlorine.

Fragrances

- All Bon Ami products are available in a Free and Clear version that has no added scent.
- Developed for those chemically-sensitive to added fragrances and for those who simply prefer unscented products.
- Since some people like a bit of fragrance while they are cleaning, Bon Ami will also offer a version scented with natural essential oils.
- Tangerine Thyme is a delightful fusion of mandarin, tangerine, orange, thyme and clove.
- The citrus oils provide a natural grease-cutting boost, while oils of thyme and clove are said to brighten your spirits.

Tangerine Thyme



Bon ami.

Our Plastic Bottles are Foggy for a Reason. A Good Reason.

 This bottle is made from 100%
post-consumer recycled PET plastic
100% PCR

Our Packaging

- Our new labels are bold interpretations of the classic red banner and Bon Ami's famous just-hatched chick.
- Our bottles are made from 100% post-consumer recycled plastics, and are 100% recyclable.
- Unlike crystal clear virgin plastic, the color of recycled plastic will vary and our bottles may appear smoky at times.
- Since we use no artificial dyes, we may not look quite as pretty as the other guys.
- We think your consumers will prefer the peace of mind of good stewardship over high-tech aesthetics.

Our Philosophy

- True to our heritage, we build our products more like recipes than formulas, carefully including only what's essential.
- We have nothing to hide and list all ingredients on our packages.



Simple Ingredients Such As:

- Limestone, Feldspar — natural minerals act as gentle abrasives to help scrub away dirt and stains.
- Baking Soda — provides an extra scrubbing boost, while neutralizing odors.
- Soda Ash — promotes gentleness on skin, keeps products from being acidic, and serves as an anti-caking agent to keep things flowing.
- Corn Alcohol — a natural alcohol that works as a solvent on greasy surfaces, and allows sprays to dry more quickly.
- Epsom Salts — serves as water softeners to promote gentleness on skin.
- Natural Biodegradable Cleaning Agents — from corn, coconut, and palm.



Good Friends Talk. Creating a Dynamic Buzz.

Strong brand awareness and interest will be generated with an aggressive, public relations “surround sound” campaign.



- Today, 80% of U.S. adults trust third-party endorsements, while only 20% trust “self-promotion” advertising.
- Supported by a major public relations firm, Bon Ami's new product launch will be communicated through leading national, regional, broadcast, and on-line media outlets, utilizing both traditional and alternative media.
- The story will be told of a small, 5th generation, family-owned company committed for years to a set of simple, earth-friendly values, that are only now being trumpeted throughout the industry.

Efforts Will Include:

- Product Seeding and Creative Partnerships
- Publicity-generating National and Regional Special events
- Extensive Social Media Networking Campaign
- Influential “Good Friends” Media Endorsements
- Totally re-engineered, interactive, Bon Ami web site
- Millions of testimonial impressions that will encourage consumer trial



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