



OLITA



WE MAKE SKIN HAPPY!

OUR MISSION

Our Mission: Playing outside isn't complicated - why should your skincare be any different? At Olita we design fresh, simple products to protect, nourish and remove the elements from your skin. (We also make some pretty cute accessories!) Whatever you do outside, Olita has you covered so you can do more of what you love without the hassle.

Our Story: It's pretty simple, really. We love being outside and we especially love the beach. The sand that follows us home? Not so much. We created our first product, Beach Be Gone, in 2012 to dry rinse the sand from our bodies. We drove samples up and down the coast of California testing and tweaking and collecting feedback. We launched in 2015 - and you liked us.

You really liked us! So we kept going. We added more skincare to see you through a whole day of adventures - from sunscreen to hydrating body serum, lip balms to hats.

Today our vision is to build a lifestyle brand around complete skin solutions and fun, beach-themed accessories aimed at people like us - who love being outside!

Thank you,



Laurie O'Hara
Founder and CEO | OLITA
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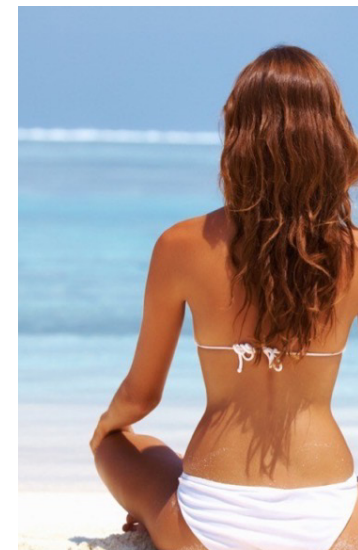
OLIA
means little wave
in Spanish.

SUNSCREEN

broad spectrum spf 30

water resistant
for 80 minutes

orgainc



mineral sunscreen

Organic and REEF SAFE SPF 30 mineral sunscreen, effective shield against harmful UVA/UVB rays. 80 minutes water resistant. Zinc oxide is the ONLY active ingredient. Safe on your skin AND safe on the environment. Fragrance free and blends easily into your skin. Beautifully emollient and won't make you look like a mime.

Wholesale: \$8

Retail: \$16

Size: 3 oz | 89 ml

Item: #450

UPC: 860002823782

Active Ingredient: Zinc Oxide 20%

Ingredients: Helianthus Annuus (Sunflower) Seed Oil*, Beeswax*, Ricinus Communis (Castor) Seed Oil*, Cocos Nucifera (Coconut) Oil*, Olea Europaea (Olive) Fruit Oil*, Simmondsia Chinensis (Jojoba) Seed Oil*, Butyrospermum Parkii (Shea) Butter*, Tocopherol *Certified Organic Ingredients.

SUNSCREEN

broad spectrum spf 30

water resistant
for 80 minutes

organic



organic mineral sunstick spf 30 tinted

SPF 30 Tinted organic mineral sunstick protects skin while adding the perfect tint to blend in with all skin tones. Incredible broad spectrum protection for skin; not harmful to our oceans. REEF Safe and all certified organic ingredients! 80 minutes water resistant. Great for faces and other places. Available in Light Tan and Coco Bronze.

Wholesale: \$6

Retail: \$12

Size: .5 oz | 14g TSA approved carry-on size

Item: Light Tan #470

UPC: 863968000358

Item: Coco Bronze #480

UPC: 863968000365

Active Ingredient: Zinc Oxide 20%

Ingredients: Caprylic/Capric Triglyceride*, Helianthus Annuus (Sunflower) Seed Oil*, Cera Alba (Beeswax)*, Euphorbia Cerifera (Candelilla) Wax, Copernicia Cerifera (Carnauba) Wax*, Butyrospermum Parkii (Shea) Butter*, Ricinus Communis (Castor) Seed Oil*, Tocopherol, Theobroma Cacao (Cocoa) Seed Butter*, Aloe Barbadensis Leaf Juice (Aloe Vera) Powder*, Mica (Ci:77019), Iron Oxides (Ci:77492) (Ci:77491) (Ci:77499)
*Certified Organic Ingredients.

organic mineral sunstick spf 30

REEF SAFE SPF 30 mineral sunscreen in a convenient sunstick! Effective shield against harmful UVA/UVB rays. Broad spectrum AND chemical-free. Safely protects your skin and does not harm our oceans or sea life. Fragrance free.

Wholesale: \$6

Retail: \$12

Size: .6 oz | 14g TSA approved carry-on size

Item: # 410

UPC: 863968000334

Active Ingredient: Zinc Oxide 18%

Ingredients: Helianthus Annuus (Sunflower) Seed Oil*, Cera Alba (Beeswax)*, Olea Europaea (Olive) Fruit Oil*, Tocopherol, Aloe Barbadensis Leaf Juice (Aloe Vera), Canola Oil
*Certified Organic Ingredients



KIDS

organic mineral sunstick spf 30

Kids REEF SAFE SPF 30 mineral sunscreen in a sunstick. Mom's Choice Award Gold Winner!! Perfect for diaper bags, pockets, purses, and backpacks. Keep your kids' young skin safe from the sun - easy to apply on faces and little places. Effective shield against harmful UVA/UVB rays. Broad spectrum AND chemical-free. Safely protects your kids' skin and does not harm our oceans or sea life. Fragrance free.

Wholesale: \$6

Retail: \$12

Size: .6 oz | 14g TSA approved carry-on size

Item: #420

UPC: 863968000372

Active Ingredient: Zinc Oxide 18%

Ingredients: Helianthus Annuus (Sunflower) Seed Oil*, Cera Alba (Beeswax)*, Olea Europaea (Olive) Fruit Oil*, Tocopherol, Aloe Barbadensis Leaf Juice (Aloe Vera), Canola Oil
*Certified Organic Ingredients.





AFTERSUN™

body serum soothes skin after sun exposure

Our soothing AfterSun™ body serum balances and softens your skin, restoring essential nutrients after sun exposure and every day! Feel immediate cooling relief on sunburned or dehydrated skin without the sticky residue. Carefully curated all-natural ingredients and Vitamin E. Available in two exotic fragrances, plus fragrance free.

Wholesale: \$8

Retail: \$16

Size: 8 oz | 236.6ml

Item: Fragrance Free # 700

UPC: 869322000231

Item: Soothing Citrus #710

UPC: 869322000248

Item: Cool Coconut #720

UPC: 869322000224

Ingredients: Cocos Nucifera (Coconut) Oil, Carthamus Tinctorius (Safflower) Seed Oil, Aloe Barbadensis (Aloe Vera) Leaf Oil, Prunus Armeniaca (Apricot) Kernel Oil, Vitis Vinifera (Grape) Seed Oil, Isopropyl Myristate, Capric/Caprylic Triglyceride, Tocopherol (Vitamin E) Acetate.



BEACH BE GONE®

soft body powder that wicks away moisture and sand from your skin, leaving it clean and fresh

Beach Be Gone® started on the beaches of California to remove sticky sand and salt water from hands, feet and other places. Our body powder wicks away moisture and sand from your skin, leaving it clean and fresh. Available in four exotic scents and fragrance free. Leave the sand at the beach, not on your seat.

Wholesale: \$6

Retail: \$12

Size: 6 oz | 177.4ml

Item: Fragrance Free #600

UPC: 861802000007

Item: Tangerine # 610

UPC: 861802000038

Item: Coconut #620

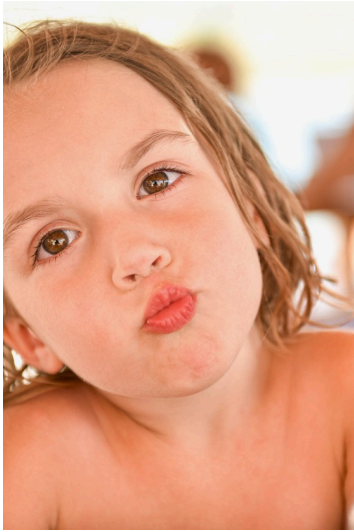
UPC: 861802000014

Item: Cool Surf #630

UPC: 861802000021

Ingredients: Proprietary blend of Magnesium Silicate, Corn Starch and Fragrance oil.





OLITA LIPS

broad spectrum spf 15
vitamin E



mineral lip balm

REEF SAFE SPF 15 mineral lip balm! Effective shield against harmful UVA/UVB rays. Broad spectrum AND chemical-free. Safely protects your lips and does not harm our oceans or sea life. Unflavored.

Wholesale: \$2.50
Retail: \$5
Size: .15 oz | 4g
Item: #560
UPC: 863968000341

Ingredients: Zinc Oxide 8%, Sunflower seed oil, beeswax, olive oil* tocopherol, aloe vera leaf extract, canola oil.
* Organic ingredient.



broad spectrum spf 15 shimmer lip moisturizer with vitamin E







Wholesale: \$2.25
Retail: \$4.50
Size: .15 oz | 4g
Item: Unflavored #500
UPC: 869322000217
Item: Orange Citrus #510 pink tint
UPC: 861802000083
Item: Coconut item #520
UPC: 8618020000761
Item: Pomegranate item #530 pink tint
UPC: 869322000200
Item: Tropical Mint item #540
UPC: 861802000069
Item: Green Tea item #550
UPC: 861802000090

Ingredients: Avobenzene 2%, Octinoxate 7.5%, Coconut Oil, Sunflower Oil, Shea Butter, Ozokerite, Beeswax. Flavor, Stevia, Calcium Aluminum Borosilicate, Silica, Titanium Dioxide.





PRODUCT COLLECTION

	BODY SPRAY	UPC #	Variety	Size	Item #	MSRP	Unit Cost
	AFTERSUN	869322000248	Soothing Citrus	8 oz	710	\$16	\$8
	AFTERSUN	869322000224	Cool Coconut	8 oz	720	\$16	\$8
	AFTERSUN	869322000231	Fragrance Free	8 oz	700	\$16	\$8
	BODY POWDER						
	BEACH BE GONE	861802000007	Fragrance Free	6 oz	600	\$12	\$6
	BEACH BE GONE	861802000038	Tangerine	6 oz	610	\$12	\$6
	BEACH BE GONE	861802000014	Coconut	6 oz	620	\$12	\$6
	BEACH BE GONE	861802000021	Cool Surf	6 oz	630	\$12	\$6
	SUNSCREEN	NEW ORGANIC SKUs ADDED!					
	MINERAL LOTION SPF 30	860002823782	Fragrance Free	3 oz	450	\$16	\$8
	SUNSTICK Tinted Light SPF 30	863968000358	Fragrance Free	.5 oz	470	\$12	\$6
	SUNSTICK Tinted Dark SPF 30	863968000365	Fragrance Free	.5 oz	480	\$12	\$6
	MINERAL SUNSTICK SPF 30	863968000334	Fragrance Free	.6 oz	410	\$12	\$6
	SUNSTICK FOR KIDS SPF 30	863968000372	Fragrance Free	.6 oz	420	\$12	\$6
	LIP BALM						
	MINERAL LIP BALM SPF 15	863968000341	Unflavored	.15 oz	560	\$5	\$2.50
	OLITA LIPS SPF 15	869322000217	Unflavored	.09 oz	500	\$4.50	\$2.25
	OLITA LIPS SPF 15	861802000083	Orange Citrus	.09 oz	510	\$4.50	\$2.25
	OLITA LIPS SPF 15	861802000076	Coconut	.09 oz	520	\$4.50	\$2.25
	OLITA LIPS SPF 15	869322000200	Pomegranate	.09 oz	530	\$4.50	\$2.25
	OLITA LIPS SPF 15	861802000069	Tropical Mint	.09 oz	540	\$4.50	\$2.25
	OLITA LIPS SPF 15	861802000090	Green Tea	.09 oz	550	\$4.50	\$2.25



olitashop.com

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OLITA Inc. San Rafael, CA, USA



WOMEN OWNED