



# CBD TOPICALS





# Introducing ShiKai

- Founded in 1970 by Dr. Dennis Sepp and Dr. Vasant Telang
- Still family-owned and run by Jason and Hilary Sepp
- We manufacture!
- 100 SKUs across hair care, facial care, and body care with an emphasis on therapeutic lotions and creams
- ShiKai's CBD topicals are #1 in SPINS CBD Body Care
- In the CBD category, we ONLY DO TOPICALS





# ShiKai Products Overview

Family Owned and Manufactured in Sonoma County, CA since 1970

- No limits to scale or production; no competition for line time
- Unique formulations and pack sizes available to meet individual customer needs
- Products available in all natural channel retailers including Whole Foods Market, Sprouts, Pharmaca, Natural Grocers and 1500+ independently owned retailers
- Key item distribution in Kroger, Publix, HEB, Central Market, Wegmans

Competitive differentiation: small batch botanical extract production; highly effective formulations designed to fit specific consumer needs

- Color Reflect - Color Care Shampoo and Conditioner
- Borage Therapy Products - #1 Hand and Foot Cream in Natural Channels (SPINS)
- In top 10 sellers on SPINS in Shower Gels (2020)
- #1 Selling CBD Topical lotion in SPINS (2019)





# Describing Shikai CBD Topicals



## CBD Body Lotion (6oz)

A lighter, all-over body lotion that can be easily applied and spread over larger portions of the body. An Excellent value.

- 750 mg of purified CBD isolate per bottle
- \$39.99 SRP



## CBD Cream - Double Strength (2oz)

Thick, rich, non-greasy, colorless & odorless. This is an excellent formula for hands and feet.

- 250 mg of purified CBD isolate per jar
- \$29.99 SRP



## CBD Cream with Borage (3oz)

The Borage CBD Cream is a thick, rich blend of Borage Oil and CBD (Cannabidiol). Use it on target areas that are also very dry.

- 375 mg of purified CBD isolate per jar
- \$24.99 SRP

## 1oz Travel Sizes

Encourage customers to experience CBD topically. These are a great way to try it.

- 125 mg of purified CBD isolate per tube
- \$9.99 SRP



## CBD Mentholated Cream (3oz)

A rich, non-greasy, colorless sports cream with menthol and camphor to stimulate blood flow and increase effectiveness.

- 375 mg of purified CBD isolate per tube
- \$24.99 SRP



## Key Selling Points



- High concentration of CBD
- Priced to move
- No THC (no psychoactive effects)
- Batch tested for purity & strength
- No animal testing or ingredients
- No parabens, synthetic fragrances, artificial colors, dyes or sulfates
- Made in the USA

## Common Consumer Questions

- **What is the difference between the products?**  
*The creams are thickly textured, making them ideal for targeted application. The body lotion is thinner so it spreads easily across larger areas.*
- **What is the source of ShiKai's CBD?**  
*We only use CBD isolate that is sourced from Farm Bill compliant farms in Kentucky or Oregon.*

# Test Results and the QR Code



Type in batch number to see corresponding report.

Consumers can point their smartphone's camera at the QR code image on the packaging to access test reports on their specific batch of product.

## ShiKai CBD Topicals Batch Information

Enter product batch number below to retrieve test results.

  

### How to Locate Your Product Batch Number





## Why Buy ShiKai<sup>®</sup> CBD Topicals?



- We use CBD isolate and high quality ingredients which make a superior quality lotion and cream
- Our CBD products are white, do not smell like marijuana, are not greasy, spread easily on the body and are quickly absorbed into the skin
- Our product's silky, smooth texture and quality is what your customers want

## Why We Use CBD Isolate

ShiKai uses a pharmaceutical grade CBD isolate, because we feel that it makes a superior lotion and cream.

Because our CBD is not in an oil form, our final product is not oily or greasy and it has no marijuana odor.

ShiKai CBD products give you and your customers the silky, smooth texture and quality that you want and expect in a lotion or cream.



# Now Available! 1oz Tubes on Cards

1oz / 28.3g • \$9.99 SRP • \$6.00 Whls • 6 unit case pack • 125mg CBD per tube



**Cream with Borage**  
*Dry Skin Formula*  
Item#: 54015



**Unscented Body Lotion**  
*Everyday Formula*  
Item#: 54055



**Cream with Menthol**  
*Cooling Formula*  
Item#: 54105

# Encourage Impulse Buys at the Register

With Our 18 Piece Countertop Displays



**Cream with Borage  
Dry Skin Formula**  
Item#: 54019

**Unscented Body Lotion  
Everyday Formula**  
Item#: 54059

**Cream with Menthol  
Cooling Formula**  
Item#: 54109

## 3 Key Take-Aways:

- **Absolutely NO THC and 100% legal**  
*This is still a point of confusion with consumers. Remember that CBD and THC are entirely different things.*
- **ShiKai is a trusted brand. You can count on the quality, cleanliness, and integrity of our products.**  
*Trust is key for CBD products. And there are sooo many fly-by-night CBD brands out there*
- **If it didn't work, we wouldn't be making it.**  
*We can't legally market the many efficacies of CBD. But ShiKai has a reputation for making interesting and effective products. It really works.*



# ShiKai Products

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