

# KIND\*

## PRESS KIT

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### INTRODUCTION

KIND\* is a non-GMO, USDA Certified Organic, all-in-one hemp peppermint shaving solution, that makes shaving “suck less”. We are aligned with 1% for the Planet and we are as fanatical about doing right to our customers as we are doing right to the planet.

We are on a mission to change the way the world shaves.

### COMPANY INFORMATION

#### Overview

Based in Austin, Texas, KIND\* was founded by Rayner Smith and Travis McAshan to create a honest, simple, organic solution to shaving. We are the underdogs in an industry dominated by corporate giants beholden to their shareholders with profit as their main goal as opposed to creating the best possible product for the consumer and for the planet.

#### Rayner Smith

Co-Founder and ‘Chief Storyteller’, Rayner started KIND\* in 2012 while on a year long sabbatical with his family in Costa Rica. Fed up with the executive pace of he had been in for over a decade, he took the time to rebalance his life and focus on what was important; his family, his health, and starting something that played into his passion for sustainability, organics, and for, well being a bit disruptive. His journey led to KIND\* and to partnering with his childhood friend and ‘web genius’ Travis McAshan and the duo spent an exhaustive year creating the foundation for and releasing KIND\* to the world.

Before KIND\*, Rayner had become an accomplished Marketing and Operations Executive with over 12 years of experience in pioneering new business strategies in multiple industries including eCommerce, Online

Marketing, Search Engine Services, Online Travel Service, and Retail Energy service. Rayner's leadership and passion for creating contagious team cultures and dynamic work environments set the tone for Team KIND\*.

### Travis McAshan

Travis' KIND\* story started about two years ago when he received a small unexpected package in the mail from Rayner. The package contained a friendly note describing the contents of the package and its purpose. The contents was a small bottle of KIND\* Shave Oil. Rayner had started a new company and was sharing his new product with a close nit group of friends and family for feedback. The next thing they knew, Travis was working as a partner with Rayner on the re-brand and re-launch of the entire company.

In addition to KIND\*, Travis also founded and manages GLIDE, a boutique web marketing firm in the beautiful Hill Country of Austin, Texas. With over 12+ years of web design, development and marketing experience, Travis has a passion for helping customers tell their story a unique and engaging way.

## **COMPANY OVERVIEW**

### **What product do we provide to our customers?**

A great shave oil that is packed with organic, natural oils that promote healthy, moisturized skin and a superior, simple shaving experience over mainstream products like shaving gels and creams. One that...

- **Increases** – happiness during shaving
- **Decreases** - pain, irritation, discomfort, dry skin
- **Eliminates** – the need for gels, creams, aftershave and moisturizers
- **Prevents** – nicks, cuts, razor burn and common skin disorders
- **Inspires** – people to be kind to their skin and kind to the planet

### **What do we want to achieve?**

We set out to create a company that makes a difference in our market. Not by just growing market share or increasing sales, but actually helping people with what matters to them. We want to make a product that makes shaving enjoyable. We want to make a product that delivers truly useful benefits including pre-shave (soften the hair), during-shave (increase razor glide), post-shave (sooth and heal the skin) and after-shave (moisturize and protect the skin).

All of these properties can and should be available in a single product. But not just any product, we want our product to made of the best ingredients possible.

Not just “all-natural” but USDA Certified Organic so you know it’s good. And we don’t want to stop there either. We want to deliver this ground-breaking product in a system that’s easy to use with one hand, without a screw-top, that travels well, is unbreakable and safe to recycle.

### **What about KIND\* is so important?**

We are fanatical about our responsibility as stewards of our planet’s natural resources. We are passionate about creating excellent products that provide for a simpler and superior shaving experience. We are underdogs that want to crush the shaving gel, shaving cream, and aftershave industries.

### **What challenges face the shaving industry today?**

The shaving complex is owned almost exclusively by ONE company. This company makes decisions on how most people shave and what they shave with. They are a publicly traded company who is beholden to stock holders, not their customers. Their best interest is to release products that make money, not products that are safe, friendly and natural.

The second problem lies in companies trying to make a name for themselves by purporting to be “all-natural” when their products are anything but. Additionally, even products that are all-natural still don’t come close to meeting the standard for USDA Certified Organic which means ingredients that are grown without the use of pesticides, synthetic fertilizers, sewage sludge, GMO or ionizing radiation.

### **In the end, what do we hope to achieve?**

There is a safer, smoother, more natural way to shave and it’s KIND\* Shave Oil. Secondly, we want to be publicly recognized for having shifted the majority of the market demand for shaving gels & creams to organic, superior shave oils. We would like to place the terms ‘shave gel’ and ‘after shave’ as historical references to antiquated products that were once mainstream.

## **TESTIMONIALS**

MICHAEL HODGES

ESTES PARK COLORADO

I shaved with this oil just this morning and it was glorious. I have been wanting to write to you all and tell you how it makes me feel every time I smear this heavenly nectar across my stubbled skin, take a nice, new, razor sharp blade and allow the blade to glide effortlessly across my face. I swear I hear the blade crying tears of joy for it too must enjoy coming in contact with this Kind(est) of shaving oil. Stroke after stroke, whisker after whisker, my face transforms into a glowing beacon of silky smooth man husk, rich in moisture and happiness. When I'm done removing the stubble, I dry my face then apply a few drops of Kind for good measure and great health. With many

thanks I will continue to be a loyal customer and fan of your magic in a small squeeze bottle. Here's to face!

NICK DUMORTIER  
AUSTIN TEXAS

You don't understand how great it was to discover a product that made it possible for me to shave. I still can't go against the grain, but that is just a fact of my life. I love the smell of Kind. I would say that clarity, ease of use, smell and the comfort are the four best things about it. When I rinse my razor out with Kind Shaving Oil, I feel like everything comes out very easily as compared to shave gels. It fits in my gym bag perfectly because it's nice and tiny, and it travels very well through the airport. What more could I ask for?

## AWARDS & RECOGNITION

*Awwwards.com / August 31, 2013 / Website Design Award Nomination*

- [Awwwards.com](http://d.pr/TYqc) (<http://d.pr/TYqc>)

*WebCreme.com / August 30, 2013 / Website Design Accolades*

- <http://www.webcreme.com>

## RECENT PUBLICATIONS / ARTICLES

*Crowdfund Insider / September 21, 2013 / KIND Shave Oil Successfully Self Crowdfunds*

- <http://www.crowdfundinsider.com/2013/09/23093-kind-shave-oil-successfully-self-crowdfunds/>

*Houston Chronicle / August 23, 2013 / KIND\* Shave Oil – Crowdfunding the Future of Shaving*

- <http://www.chron.com/default/article/KIND-Shave-Oil-Crowdfunding-the-Future-of-4767321.php>

*Houston Chronicle / June 7, 2013 / KIND\* Shave Oil of Austin Soon To Release New Product to Change the Face of Shaving for All*

- <http://www.chron.com/default/article/KIND-Shave-Oil-of-Austin-Soon-To-Release-New-4710542.php>

*Crowdfund Insider / August 28, 2013 / Crowdfunding Shave Oil: "Kind" Offers a Better Way to Shave*

- <http://www.crowdfundinsider.com/2013/08/21641-crowdfunding-shave-oil-kind-offers-a-better-way-to-shave/>

*1% For The Planet / August 27, 2013 / Be KIND\**

- <http://onepercentfortheplanet.org/2013/08/be-kind/>

*Austin Fashion Week Blog / August 27, 2013 / KIND\* Shave Oil*

- <http://blog.fashionweekaustin.com/kind-shave-oil/>

## PRESS RELEASES

*KIND\* Shave Oil is Successfully Funded / September 20, 2013*

- <http://www.prweb.com/releases/2013/9/prweb11140141.htm>

*KIND\* Shave Oil – Crowdfunding the Future of Shaving / August 28, 2013*

- <http://www.prweb.com/releases/2013/8/prweb11063064.htm>

*KIND\* Shave Oil of Austin Soon To Release New Product to Change the Face of Shaving for All / June 7, 2013*

- <http://www.prweb.com/releases/2013/6/prweb10797534.htm>

## VIDEOS

KIND\* Kick Start Crowdfunding Campaign Video

- Link : <http://youtu.be/JKscrTI8NeY>
- Embed : `<iframe width="560" height="315" src="//www.youtube.com/embed/JKscrTI8NeY" frameborder="0" allowfullscreen></iframe>`

How to Shave with KIND\* Video

- Link : <http://youtu.be/u9EXEzfxASY>
- Embed : `<iframe width="420" height="315" src="//www.youtube.com/embed/u9EXEzfxASY" frameborder="0" allowfullscreen></iframe>`

## IMAGE FILES

Here is Our Logo : <http://glidedesign.com/f/rt3Y6>

## SAMPLE NEWS STORY CONTENT

**The Trend Finder**

I have had the opportunity to be a part of the early launch plans of a cool new

Austin company, KIND\* Shave Oil. I was invited to provide feedback in the final revisions of the website and marketing strategy, and I wanted to let you in on what they are up to as I think you will find it really interesting.

Two Austin entrepreneurs, Rayner Smith and Travis McAshan are kick starting their mission to offer the world a better way to shave with their own Crowdfunding campaign, and I think they are onto something.

KIND\* is a refreshing, USDA Certified Organic 4-in-one shaving solution. From its hemp oil and mint formula to its innovative, airless bottle, it is clear that these guys are taking a completely new approach to shaving. The fact that they have aligned themselves with [www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org) also scores some high points in my book.

I didn't realize until talking with them how messed up the shaving foam that I was using is. There are some chemicals in there that I can't pronounce and I am really not sure what we're even doing with in the first place. The idea of a simple, environmentally friendly shaving product? Sounds great to me, I think it's about time.

What is an innovative product launch these days without a Crowdfunding campaign? I think it is such a great way for a new company to align itself with early promoters who can say 'I was there when' and really create a sense of community around the launch of something new. It's exciting.

I am supporting their campaign and I hope they hit their funding goal of \$20,000 in the next 30 days. I pre-ordered one of the hand numbered, initial production bottles, though I really want to do the Costa Rica trip... You can go here to check everything out for yourself: [www.kindshaveoil.com/crowdfund](http://www.kindshaveoil.com/crowdfund). If you like what you see, do your part in supporting a local, organic, Austin company.

Here are some other helpful links to everything KIND\*:

Kick Start Crowdfunding Page : [www.kindshaveoil.com/crowdfund](http://www.kindshaveoil.com/crowdfund)

Facebook : [www.facebook.com/kindshaveoil](http://www.facebook.com/kindshaveoil)

Website : [www.kindshaveoil.com](http://www.kindshaveoil.com)

Blog : [www.kindshaveoil.com/blog](http://www.kindshaveoil.com/blog)

Twitter : <https://twitter.com/kindshaveoil>

YouTube : [www.youtube.com/kindshaveoil](http://www.youtube.com/kindshaveoil)

**Finally, a USDA Organic Shaving Product**

With all of the buzz around USDA Organic and Non-GMO, it is clear that we as conscious consumers are serious about what we put in our body, but what about on it? Our skin is our largest organ and it absorbs what we put on it, just as our body takes in what we feed it. There are lots of 'all-natural' cosmetics out there, but few are actually USDA Certified Organic. Even fewer are the shaving creams and gels out there that have parted with the days of old where a manufacturer could whip up any chemical cocktail they wanted and pass it onto mindless consumers.

Have you ever looked at the label of your shaving gel or cream? There is some pretty nasty stuff in there. As you may be aware, most shaving cream toxins include petroleum derived components. Since petroleum is a non-sustainable resource with countless environmental damaging qualities, it makes for a poor choice for a shaving solution. In fact, most shaving creams on the market today contain a nasty little chemical called Triethanolamine. Also known as TEA. Let me just tell you that this is not the stuff you want absorbing into your skin. You really shouldn't want anything to do with it, and I am not quite sure how it is even legal that this stuff is placed in any consumer products.

#### Triethanolamine Fun Facts:

- Scientist documented an increased incidence of tumor growth within female mice livers,
- It kills fish and other animal life when it is entered into aquatic environments,
- It is listed under Schedule 3, part B of the Chemical Weapons Convention as it is used to make mustard gas,
- It has been known to convert to Nitrosamine, a known cancer causing agent!

As you can see, shaving cream toxins and their chemical based ingredients leave much to be desired. Forget for a moment that they don't even provide a quality shave experience, but they are made out of chemicals that we probably shouldn't even be messing with in the first place.

One company based out of Austin Texas, KIND\* Shave Oil, has committed themselves to providing a pretty great solution to all of this.

Two Austin entrepreneurs, Rayner Smith and Travis McAshan are kick starting their mission to offer the world a better way to shave with their own Crowdfunding campaign, and I think they are onto something.

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Blog : [www.kindshaveoil.com/blog](http://www.kindshaveoil.com/blog)

Twitter : <https://twitter.com/kindshaveoil>

YouTube : [www.youtube.com/kindshaveoil](http://www.youtube.com/kindshaveoil)

## **FAQs**

Here is a link to our Frequently Asked Questions :

[www.kindshaveoil.com/questions/faq](http://www.kindshaveoil.com/questions/faq)

## **CONTACT**

If you'd like more information on KIND\*, or if you'd like to schedule an interview with Rayner or Travis, we welcome the opportunity to speak with



you!

Contact: Rayner Smith

Phone: 855-697-4283

Email: [hello@kindshaveoil.com](mailto:hello@kindshaveoil.com)

Twitter: @KindShaveOil

Kick Start Crowdfunding Page : [www.kindshaveoil.com/crowdfund](http://www.kindshaveoil.com/crowdfund)

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