



PRESS KIT

INTRODUCTION

TICO* is a non-GMO, USDA Certified Organic, all-in-one hemp peppermint shaving solution, that makes shaving easier, faster, and more enjoyable. 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, TICO* 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 TICO* 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 TICO* 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 TICO* to the world.

Before TICO*, 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 TICO*.

Travis McAshan

Travis' TICO* 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 TICO* 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 TICO*, 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 good 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 TICO* 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 TICO* 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 fine 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 TICO 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 TICO. 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 TICO 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

FOX NEWS / 6 June 8, 2014 / Father's Day gifts for a healthy Dad /

- <http://www.foxnews.com/health/2014/06/08/6-healthy-gift-ideas-for-dad/>

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

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

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

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

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

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

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

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

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

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

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

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

PRESS RELEASES

TICO Shave Oil is Successfully Funded / September 20, 2013*

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

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

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

TICO 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

How to Shave with TICO* Video

- Link : <https://www.youtube.com/watch?v=RZsgE9JAXEY>

IMAGE FILES

Here is Our Logo:

TICO*

SAMPLE NEWS STORY CONTENT

Back in 2013, two Austin entrepreneurs, Rayner Smith and Travis McAshan kick started their mission to offer the world a better way to shave with their

own Crowdfunding campaign, and apparently, they were onto something.

What they created is TICO*. It is a refreshing, USDA Certified Organic and Non-GMO Hemp Peppermint all-in-one shaving solution. It comes in a little travel friendly bottle that packs 150 shaves. One pump is all you need for the perfect shave.

The conscience consumer movement has bolstered much demand for food that is USDA Organic and Non-GMO Certified, but what this segment is realizing is that they go to the trouble and expense to live an organic lifestyle only to use cosmetics with petroleum derived components and alcohol based ingredients. 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' health and beauty products out there, but few are actually USDA Certified Organic and Non-GMO. In fact, most all aerosol shaving creams and gels on the market are nothing short of chemical cocktails that appear to look like real shaving cream. Have you ever looked at the label of your shaving gel or cream? There is some pretty nasty stuff in there.

So if you are a guy or girl on the go, and you want a travel friendly shaving solution that is as good for the earth as it is for your body, then you might want to consider giving TICO* a try.

FAQs

Here is a link to our Frequently Asked Questions :
www.ticoshaving.com/questions/faq

CONTACT

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

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