



## Keys Skin Care, Sales Features, Benefits and Advantages Overview:

Keys Islandceuticals™ combine ancient remedies with advanced science to create simple therapies that are clean, chemical-free and work to improve skin health. Keys Care products are chemical-free therapeutic and all-natural. There are no sulfates, parabens, glycols, phthalates, DEA or any complex man-made chemicals. Keys Soaps are Castile based and use pharmaceutical grade oils in therapeutic proportions. Our products are ranked as the safest by the Environmental Working Group Skin Deep2 Report with an average rating of 0.1 on a scale of 0 to 5 with 0 being the safest. ([www.ewg.org/reports/skindeep2](http://www.ewg.org/reports/skindeep2)) All products are focused on natural skin disorder therapy using the highest quality essential oils known for their holistic naturopathic effects on itching, rashes and skin allergies.

---

### Positioning:

The number 1 reason for Dermatologist visits are skin allergies and dermatitis. We believe that over 50% are misdiagnosed and are actually caused by chemicals in the home and skin care products.

- 100% Chemical-Free
  - 100% Vegan...Beyond Organic – *SuperNatural!*
  - 100% Therapeutic
  - Pharmaceutical Grade Ingredients in Therapeutic Proportions
  - No animal byproducts
  - No animal testing (human tested)
- 

### HOW IT BEGAN

Wendy Steele and Bob Root are the founders and inventors of Keys Soap. They are both ex-corporate executives: Bob was a CEO of a Silicon Valley High Tech company and Wendy a VP at Coca-Cola.

#### Why Keys-Wendy Steele, CEO



After surviving Melanoma and the aftermath, I can now say with confidence that I believe that over 50% of all skin disorders are misdiagnosed and actually caused by chemicals in our personal care and household products.

Whether you want the natural athletic look, porcelain perfection or the vogue Hollywood radiance, it all starts with healthy skin. Skin health is both what you put in your body and on it. I believe the chemicals in almost all skin care products age, dry and disfigure. I believe that the 'Dirty Dozen' chemicals take away youth, vibrance and clarity. Avoid them and you have made a giant step. Using our Clean Green Therapy products goes to next level.

When I was diagnosed with the deadliest form of skin cancer, I trusted anyone that would help me. After my surgery, I sought out every expert in Dermatology, esthetics and cosmetics. No sun, lots of prescriptions and lots of opinions. If I knew then that what I was being given caused my skin problems I would have looked for alternatives that were healthy solutions... It is unbelievable that what I was prescribed, what I was told to use and what I paid thousands of dollars for were full of junk! What I thought was dermatitis, adult acne, eczema and psoriasis were not. It was my hypersensitive skin reacting to harsh chemicals that are in over 95% of skin care products.

Imagine a world where eczema, acne, psoriasis, rosacea, melanoma and other skin disorders and sensitivities ceased to exist. A world where the quest for healthy skin didn't involve doctor visits, co-pays, prescription steroid creams, cortisone shots, or antibiotics. Healthy chemical free skin care.

Could that world be a possibility? YES!

Your skin is the largest organ in your body. And as you know from reading about or using products like the nicotine patch, chemicals you put on your skin can get absorbed into your body.

The Marin County Cancer project says that there are 12 chemicals called the Dirty Dozen that are the cause of some cancers. After years of buying products containing these man-made synthetic chemicals, I now believe that they are also the cause of at least half of the common skin disorders in the world today.

Think about it ... if over 50% of all skin disorders are actually caused by your body's absorption of the chemicals found in most skin care products, including lotions, soaps, sunscreens, and shampoos, then,

50% of all eczema cases are misdiagnosed  
50% of all psoriasis cases are misdiagnosed  
50% of all acne cases are misdiagnosed  
and the list goes on ...

Unfortunately, when I started looking for chemical-free therapeutic grade soaps, lotions, and sunscreens, I couldn't find any. That's why we invented KEYS.

Keys is now one of the top safest brands ranked by the Environmental Working Group's Skin Deep Report and many of our products are ranked #1. But we cannot stop there! Our mission is to increase awareness that skin disorders, including melanoma, are preventable. That products that are clean, green and therapeutic are a better choice than products filled with synthetic man-made chemicals.

Please read the rest of my story and learn more of why we started Keys and join the Search for the Cause!

The evidence is overwhelming. Make sure you checkout our links page for more resources than you can imagine. Then try KEYS. I personally stand behind every one of these products and your satisfaction is my guarantee! If you have a pet, you should also check out our pet products. They are clean therapy like our people products.

### THE TECHNOLOGY BEHIND KEYS ISLANDCEUTICAL™ PERSONAL CARE PRODUCTS

Keys Islandceutical products merge holistics with herbal therapy and science to provide clean, chemical-free skin health, aromatherapy and a lift to the spirit. Our products are designed with ingredients to gently clean, restore and protect using ancient remedies combined with new age science from leading universities in the US, Australia and Europe.

Islandceutical Micelle - similar to glacier water, this antioxidant delivers healing essential oils to skin cells. In our soaps it creates a rich lather.

Essential Oils - We use the highest pharmaceutical grade ingredients that are known for their healing effect on the skin for burns, dry skin and skin afflictions.

Herbal Therapy Naturopathy - Our ingredients target skin problems at the cellular level. They are natural healing ingredients used by holistic dermatologists and estheticians.

Chemical-Free - Our ingredients are truly natural. Clean, chemical-free and 100% vegan, with no artificial color or fragrances, our products are all hand crafted to contribute to therapeutic skin health.

### KEYS SOAP BACKGROUND

Keys Soaps solve skin problems, stimulate the senses, and create positive emotions. Islandceutical™ is our term that assures people of these three criteria.

Bob Root, a former Silicon Valley CEO, and Wendy Steele, a former Coca-Cola executive, founded Keys Soap. Bob invented the soaps to help Wendy, the love of his life, a melanoma survivor. Her suffering and a desire to maintain her active, outdoor lifestyle drove him to give back her quality of life. Wendy said, *"The Keys Soap story isn't about starting a business, or being an entrepreneur. It is about enjoying life with healthy skin. I am determined to live an active, healthy outdoor lifestyle after experiencing melanoma."*

## Products: Cleanse

### Island Rx Therapeutic Castile Soap: 8 oz (236ml) concentrate – SRP \$19.95



Island Rx was the first product we developed. With over 100 initial versions, the product was developed for Wendy Steele after her bout with Melanoma. The basis for Island Rx is a 300 year old Castile soap recipe with holistic and naturopathic influences in the form of healing essential oils, a Micelle that resembles the antioxidant properties of natural glacier water and the addition of softening oils like avocado, jojoba and the power of Aloe Vera. Keys customers have reported the reversal of common skin disorders like eczema, dermatitis, psoriasis, acne and skin allergies after just a few uses. Island Rx carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).

- All-Natural Chemical-Free Castile Soap
- Great Head-To-Toe Clean
- Heals Common Skin Disorders
- Skin & Hair Conditioner
- Rinses 4 to 5 Times Faster
- Calming Aromatherapy

Ingredients:  
Saponified natural coconut, olive, jojoba and avocado oils, grapefruit, orange and sage essential oil blend, Aloe Vera and rosemary extract

### Island Rx Therapeutic Foaming Wash: 8 oz (236ml) concentrate – SRP \$16.95



Island Rx was the first product we developed. With over 100 initial versions, the product was developed for Wendy Steele after her bout with Melanoma. The basis for Island Rx is a 300 year old Castile soap recipe with holistic and naturopathic influences in the form of healing essential oils, a Micelle that resembles the antioxidant properties of natural glacier water and the addition of softening oils like avocado, jojoba and the power of Aloe Vera. Keys customers have reported the reversal of common skin disorders like eczema, dermatitis, psoriasis, acne and skin allergies after just a few uses. Foaming Island Rx carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).

- All-Natural Chemical-Free Castile Soap
- Great Head-To-Toe Clean
- Heals Common Skin Disorders
- Skin & Hair Conditioner
- Foamer technology automatically dilutes for sensitive skin
- Rinses 4 to 5 Times Faster
- Calming Aromatherapy

Ingredients:  
Purified water, saponified natural coconut, olive, jojoba and avocado oils, grapefruit, orange and sage essential oil blend, Aloe Vera and rosemary extract

### Windsurfer



### Outdoors and Sports Castile Soap: 8 oz (236ml) concentrate – SRP \$15.95

Windsurfer was developed for the outdoors and sports minded person wanting to have a chemical-free natural Castile soap that would lather quickly in fresh or saltwater, is biodegradable, refreshing and rinse quickly. Windsurfer uses our base Castile soap and adds citrus oils to create an exhilarating head-to-toe soap that meets our entire outdoors and sports requirements. The strong lime scent also helps to clean the skin from pollutions and grime quickly. Windsurfer carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).

- All-Natural Chemical-Free Castile Soap
- "One" Head-To-Toe Outdoors Soap
- Rinses 4 to 5 Times Faster
- Lathers in Fresh or Saltwater
- Remove Pollutants and Chlorine
- Skin & Hair Conditioner
- Invigorating Aromatherapy

Ingredients:  
Saponified natural coconut, olive, jojoba and avocado oil orange and lime essential oil blend, Aloe Vera and rosemary extract

## Galleyon Naturally Antibacterial Castile Soap: 8 oz (236ml) concentrate – SRP \$12.95



Galleyon was developed with one purpose in mind. We wanted to create a chemical-free hand soap that has antibacterial properties. Designed for professional, doctors, and chefs, Galleyon uses a high concentration of European Spearmint combined with a pure Castile soap to create a wash that cleans and provides the maximum antibacterial properties without germicides. Many of our customers use Galleyon head-to-toe as an invigorating wash. It has become somewhat of a cult product in rural regions for its anti-poison ivy properties. People required to use antibacterial germicides in their work follow with Galleyon to soothe and soften their skin. Galleyon carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).

- Invigorating Spearmint Castile Soap
- Great Bath Soap
- Good for Poison Ivy
- Strong Lather-Fast Rinsing
- Skin Conditioner-Softener
- Concentrated-Goes A Long Way
- Chemical-Free and Vegan
- 100% Biodegradable
- Super Spearmint Aromatherapy

### Ingredients:

Saponified natural coconut, olive, jojoba and avocado oils  
orange and spearmint essential oil blend, Aloe Vera and  
rosemary extract

## Products: Restore

### Tortuga Healing Therapeutic Lotion: 3.3 oz (100ml) – SRP \$16.95



Tortuga is a chemical-free therapeutic lotion made from an old world recipe using pharmaceutical grade ingredients in therapeutic proportions. Avocado, carrot seed and black cumin oils are emulsified with a 2.6 lipid acid level Shea butter to form a rich hydrating creamy skin conditioner. Tortuga was designed for dry, chapped and rough skin with a high concentration of oils that soften, heal, rejuvenate and restore the skin. Essential oils enhance and provide a pleasant aromatherapy action. Tortuga carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).

- Healing Lotion Therapy
- For Dry Skin, Hands & Feet
- Softens Cracking Chapped Skin
- Reduces Allergic Itching
- Skin & Hair Conditioner
- Chemical-Free & Vegan
- Light Citrus Aromatherapy

### Ingredients:

Purified water, avocado, carrot seed and black cumin oils, Shea butter, vegetable wax and  
rosemary extract

### Luminos Maximum Hydrating Moisturizer: 1.7 oz (50ml) – SRP \$19.95



Luminos is our mysterious moisturizer for day or night. We call it mysterious because it creates a soft focus illusion radiating from the skin. Developed with Hollywood makeup artists to respond equally to indoor and sunlight, Luminos is a great clear moisturizing foundation for the skin that smooths out the appearance of the skin by refracting light evenly. We combine Agave Aloe with a unprocessed filter Shea butter, avocado, black cumin and carrot seed oils and blend them using ultrasonics to create this uniform smooth hydrating moisturizer. Luminos carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).

- Chemical-Free and Vegan
- Super Hydrating Ingredients
- Reverses Dry Skin
- Softens Chapping & Cracking
- Skin Conditioner-Softener
- Shimmering Skin Foundation
- Moisturizes Lips, Face & Neck
- Airless Dosage Pump
- Calming Aromatherapy

### Ingredients:

Purified water, avocado, carrot seed and black cumin oils, Shea butter, Aloe Vera, vegetable wax, blood orange, sage, Ylang Ylang essential oils and  
rosemary extract

## Eye Butter: Day & Night Eye Cream .5 oz (15ml) – SRP \$19.95



Eye Butter looks and feels like real butter. The unique combination of Shea butter, fresh double distilled organic cucumber and avocado oil creates a rich thick eye cream with the right slip to smooth on sensitive eye tissue while providing rich emollients that penetrate quickly. There are no harsh chemicals or preservatives to sting eyes. Many women use Eye Butter for the entire décolleté area to super moisturize tired dry skin. Eye Butter was introduced in Hollywood to professional makeup artists and has become a favorite for aging skin, sun damaged skin and dryness. *Eye Butter carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).*

- Chemical-Free and Vegan
- Super Hydrating Ingredients
- Around Eye Cream
- Anti-Aging
- Reduces Fine Lines
- Makeup Foundation
- Smooths Eye Tissue
- Will Not Sting Eyes or Skin
- Cooling Cucumber and Aloe Vera Combinat

### Ingredients:

Purified water, avocado, carrot seed and black cumin oils, Shea butter, distilled organic cucumber, Aloe Vera, vegetable wax and rosemary extract

## Products: Repair

### RediCare Therapeutic Spray: 4 oz (118ml) pump aerosol – SRP \$16.95



Hurricane Katrina touched us all in some way. Frustration, empathy and all sort of emotions existed in our shop. Our friend Patrick, Director of the Katrina Documentary 'Call in the Guard', told us of many heroic events in vivid detail. None the least of which was the heroism of the rescue dogs. Afterwards, we had a chance to see the aftermath on the skin of some of these dogs. The returning Chesapeake Rescue Dog Team had redness, irritation and itching that just would not go away. Our team was inspired to create a product for them as a way to relieve their discomfort. RediCare was born as a chemical-free first-aid, healing spray, natural insect repellent and skin conditioner. As it turns out it is great for people with skin irritations, burns, insect bites and as a natural insect repellent. RediCare is a combination all natural healing therapeutic spray, natural insect repellent and leave-in hair conditioner. The exotic formula contains high concentrations of Neem oil, Shea butter, avocado oil, carrot seed oil and black cumin oil to provide healing properties. Added are lemongrass oil, red thyme and peppermint to enhance the insect repellent properties of the Neem oil. *RediCare carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).*

- Healing First Aid Spray
- Heals Skin Disorders
- Natural Insect Repellent
- Heals Rashes & Many Skin Problems
- Skin & Hair Conditioner
- Natural Refresher
- Aromatherapeutic

### Ingredients:

Purified water, avocado, carrot seed and black cumin oils, Shea butter, Neem oil, lemongrass, peppermint essential oils, vegetable wax and rosemary extract



### RediCare Therapeutic Spray: 8 oz (236ml) pump aerosol – SRP \$24.95

As above in a larger 8 oz- 236ml size. This represents an \$8.95 savings over the 4 oz RediCare.

### RediCare Therapeutic Spray: 16 oz (472ml) pump aerosol – SRP \$36.95

As above in a larger 16 oz- 472ml size. This represents a \$30.85 savings over the 4 oz RediCare.

## MetaCare Healing Lotion: 100ml (3.3 oz) Airless pump lotion – SRP \$19.95



MetaCare is a chemical-free healing therapeutic salve developed for skin disorders, cracking dry skin and minor abrasions. MetaCare combines pharmaceutical grade ingredients in therapeutic proportions of Neem and Karanja oil. Both Neem and Karanja are in maximum strength levels and have legendary healing properties while also acting as insect repellents for fleas, tick, mosquitoes, black flies and lice. Karanja is a natural UVA & UVB sunscreen. MetaCare also has a concentration of avocado, carrot seed and black cumin oils combined with Shea butter in a lotion consistency achieved by emulsifying the ingredients using ultrasonic blending. MetaCare has soothing, moisturizing and anti-fungal properties. It can be used anywhere on the skin including around the eyes without irritation. *MetaCare carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).*

- Healing First Aid Cream
- Neem & Karanja Oil
- Heals Skin Disorders
- Natural Insect Repellent
- Heals Hot Spots & Chapping
- Skin Conditioner-Softener
- Soothes Cracking Skin
- Natural UVA & UVB Sunscreen
- Airless Dosage Pump
- Aromatherapeutic

### Ingredients:

Purified water, avocado, carrot seed and black cumin oils, Shea butter, Neem & Karanja oil, sage, orange, lime essential oils, vegetable wax and rosemary extract

## Tortuga

### Intensive Therapy Serum: 15ml (.5 oz) Roll-on – SRP \$9.95



Tortuga Intensive Therapy Serum is pure pharmaceutical grade Avocado oil, Black Cumin Oil and Carrot Seed Oil blended proportionately to provide spot healing for skin disorders, chapping, abrasions, dry skin tags and many common skin disorders. Many people use it as a concentrated skin moisturizer. Tortuga Serum has a large following in the skin art community because it defines and enhances the color of tattoos while being chemical-free and free of petroleum products typically used for enhancing tattoos or as a healer for new tattoos. *Tortuga Intensive Therapy carries a EWG Skin Deep Rating of 0.1 (0 to 5 scale where 0 is best).*

- Healing First Aid Roll-on
- Helps Heal Skin Disorders
- Heals Dry Spots
- Pharmaceutical Grade Pure Essential Oils
- Therapeutic Proportions
- Chemical-Free Tattoo Enhancer

### Ingredients:

Avocado, Black Cumin, Carrot Seed oil

## Products: Protect

### Solar Rx SPF 30+ Sunblock: 100ml (3.3 oz.) – SRP \$26.95



Solar Rx combines the healing soothing properties of Tortuga lotion and adds a 15.5% concentration of uncoated nano-zinc oxide to provide a physical UVA & UVB blocking to prevent Melanoma and Skin Cancer. Because the nano-zinc oxide (ZnO) is uncoated, it also provides the healing therapies associated with zinc oxide. A concentration of avocado oil also provides additional sunscreen properties. *Solar Rx carries a EWG Skin Deep Rating of 0.2 (0 to 5 scale where 0 is best).*

- Tested to SPF 60
- Nano Zinc Oxide
- Therapeutic Lotion
- Heals Skin Irritations
- Broad Spectrum UVA & UVB
- Invisible under makeup
- Will Not Stain or Discolor
- Non Toxic

### Ingredients:

Purified water, Nano-Zinc Oxide, avocado, carrot seed and black cumin oils, Shea butter, Aloe Vera, vegetable wax and rosemary extract