

# Tim's Naturals

- Est. 2015 -

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# BACKGROUND

With a background in massage, Tim Lafferty was inspired by the unique qualities of various essential oils in healing the body. He and his wife Jenna had tried other salves and found that the ingredients were not very high quality nor were the products very effective, so they set out to make a superior product using the highest quality ingredients they could find.

After years of experimentation Tim and Jenna came up with Tim's Trauma Balm as their foundational product. Full Spectrum CBD was found to augment the effects of an already effective mix of essential oils and all-natural ingredients. From Trauma Balm stemmed several other products including, most recently, Tim's Lip Balm. Tim's Hemp Extract and CBD Softgels were a result of clientele asking for these types of products because they trusted Tim and Jenna to produce high quality products that truly work.

All of this with the mission of conscious consumerism at the core of all their business practices. From ingredient sourcing to production, packaging to shipping, Tim's Naturals strives to minimize impact on the earth's natural resources by reducing waste and intentionally sourcing ingredients and employing recyclable, reusable, or compostable packaging.

## MISSION

Tim's Naturals' main objective is to provide therapeutic CBD and essential oil products intentionally handcrafted for the conscious consumer. Tim's believes in helping people while giving back through responsible business practices and nonprofit donations.

  : @timsnaturals

## Our Team

### Tim Lafferty

Founder and Owner  
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### Jenna Cichanski

Founder and Owner  
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### Lindsey Mills

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### Meghan Pittenger

Wholesale Manager  
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# HISTORY

It all started with Tim's Trauma Balm, a product Tim and Jenna have been developing since early 2015. Tim's hands were beginning to bother him while doing deep tissue body work for his structural therapy practice. He had tried other salves and found that the ingredients were not of very high quality nor were the products truly effective. They decided to try their hands at making a salve that Tim could use to relieve the pain and swelling in his hands so he could continue his work. Moreover, they set out to make a superior product using the highest quality ingredients they could find. After years of experimentation, they came up with Tim's Trauma Balm - a pain relief and anti-inflammatory salve.

When Tim started utilizing Trauma Balm in his massages, clients were hooked. In gifting Trauma Balm to friends and family, the feedback was overwhelmingly positive. After a lot of encouragement, they decided to start Small Batch Salves to begin distributing Tim's Trauma Balm.

A year later, Tim found a need in his practice to create a massage-focused product that was less concentrated than the Trauma Balm. Voila! Tim's Body Balm. Initially intended for massage, this balm has moisturizing characteristics and the overarching wellness characteristics of Trauma Balm in a less concentrated formula.



# TIM'S NATURALS TODAY

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Tim and Jenna have since rebranded as Tim's Naturals and they continue to make all of their products in small batches in Telluride, Colorado. The product line has expanded with intent and care to offer seven different products. The rebrand took place with the help of Emily Sellers and Wheeler Juell of Latitude Studios leading the charge. Our team has also grown to include Wholesale Manager Meghan Pittenger and Events and Marketing Manager Lindsey Mills along with a handful of team members that help with administrative tasks, event tabling and so much more.



Our goal as a company is to be the kind of company that you wish every company was. We are aiming to donate 10% of our annual profits to worthwhile causes and organizations. We are using steel tins and biodegradable, compostable tubes, and labels in the hopes that people will reuse or recycle them. We are going to lengths to be 100% plastic-free with the goal of being open and transparent about all of our business practices.

We love our clients; we love our planet, and we hope to serve both effectively and intentionally for years to come.



# PRODUCT LINE

Tim's Naturals handcrafts all products in Telluride, Colorado. The products range from topical skincare products and balms to oral supplements. All products are made with all-natural ingredients including full spectrum CBD.

- Tim's Trauma Balm - Pain Relief Salve
- Tim's Body Balm - Moisturizing Salve
- Tim's Balancing Face Formula - Face Oil
- Tim's Lip Balm - Lip Treatment
- Tim's Hemp Extract - Oral CBD tincture
- Tim's CBD Capsules - CBD Softgels
- Tim's Best Friend Formula - CBD supplement for pets

Ingredients are locally sourced and organic wherever possible, all-natural is always guaranteed, and all products are handcrafted and packaged to produce the least amount of waste possible.



www.timsnaturals.com

# WHO IS TIM?

Tim Lafferty, founder of Tim's Naturals. And for those of you who don't know him directly, he is a helper. He likes to be of service.

From the time in first grade when he was sent to detention for helping other kids figure out their math worksheets, to choosing a profession where he gets to help people figure out why their bodies don't work properly, it's always there. He has been a volunteer for this or that more times than he can count and his service is always meaningful.

In the end, he likes to help people figure things out. In fact, he is a teacher. He has taught meditation now for 23 years and watching people have new realizations about themselves and the world around them brings him the greatest joy. The type of massage and bodywork he has chosen to do is based on understanding the "why" of what is happening and not just treating the effects of an unknown source. At some point, he realized that by teaching this type of bodywork, he could reach more people than just one at a time. He started giving lectures and hosting workshops to reach more people. Ultimately understanding that by making therapeutic products, he could even reach people that he will never meet. And that desire to aid people truly brought about Tim's Naturals.

An excerpt a recent speech he gave at a dear friend's wedding: "Your joy is my joy. Your happiness is my happiness." And he's not talking about some moment of joy or some fleeting happiness. He's talking about the kind that makes you tingle from head to toe knowing that there could not possibly be a greater feeling in the world.

"As you get older, ideally, you learn a thing or two. The one that strikes me as the most poignant, is the fact that it's not about you. None of it. That which you do for yourself can in no way compare to that which you do for others," said Tim. "This sums up who I am and where I am in my life. And this is my purpose plain and simple. For whomever I meet and whomever I can touch with the things I create."

# MEET JENNA

Jenna Cichanski, Tim's right-hand woman in life and in Tim's Naturals, is first and foremost a maker. She is the visionary behind Tim's Naturals' products from formulation to packaging and beyond.

Jenna loves to create and feels a deep sense of accomplishment in seeing her work materialize in physical products that people can use. From canning and selling food on a farm in Paonia to knitting at home, this joy of creating has always been present.

A "retired" Outward Bound Instructor and mountain guide, Jenna's love and knowledge of the outdoors and interest in the natural world sparked an interest in discovering all the planet has to offer.

Inventing products for Tim's Naturals, Jenna has found a passion for sourcing the highest quality ingredients she can find then...you guessed it...creating. Crafting consistent products every time, Jenna has established an incredible level of trust between Tim's Naturals' products and those who use it frequently.

As the face of the brand at events and farmers markets, one of her greatest joys is chatting with folks who have used her handcrafted products. Discovering the ways that these products have truly helped people is a point of pride for Jenna. She loves reading emails, reviews, comments and answering phone calls from friends and strangers with their stories of adventures and treatment with all of the products.

In the end, helping others and educating people has always been a priority and now, she has found a means to bring these passions together with therapeutic wellness products handcrafted in her home in Telluride, Colorado.

Jenna's dream of creating restorative products while protecting the planet through ethical and responsible business practices has fast become a reality.



# PHILANTHROPY

Founded on the principles of conscious consumerism, Tim's Naturals is committed to responsible business practices and behaviors while helping people heal. While working hard to become a zero waste company, Tim's Naturals donates 1% of annual sales for the planet and another 10% of annual sales to organizations close to the owners,



## ORGANIZATIONS TIM'S NATURALS SUPPORTS

1% FOR THE PLANET

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SHEEP MOUNTAIN ALLIANCE

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5POINT FILM FESTIVAL

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SOUTHERN UTAH WILDERNESS ASSOC.

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AH HAA SCHOOL FOR THE ARTS

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TELLURIDE ADAPTIVE SPORTS PROGRAM

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HIGH COUNTRY NEWS

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TELLURIDE ART & ARCHITECTURE

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JAZZ ASPEN SNOWMASS (JAS)

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TELLURIDE BLUES & BREWS FESTIVAL

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MOUNTAINFILM

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TELLURIDE GAY SKI WEEK

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ORIGINAL THINKERS

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TELLURIDE JAZZ FESTIVAL

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PINHEAD INSTITUTE

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TELLURIDE MOUNTAIN CLUB

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SAN MIGUEL RESOURCE CENTER

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## **Tim's Naturals Launches Sustainability-Focused Essential Oil, CBD Product Line**

Founded with 'conscious consumerism' as a core value, Tim's Naturals aims to help both people and the planet

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Tim Lafferty and Jenna Cichanski, Owners, tim@traumabalm.com

Telluride, Colorado --- Founded with the intention of helping people, Tim's Naturals launched a line of topical and ingestible essential oil and full spectrum CBD products in 2015. The line includes topical products including Tim's Trauma Balm, Body Balm, Lip Balm and Balancing Face Formula and ingestible products such as Hemp Extract and CBD Softgel Capsules as well as a pet-friendly CBD Extract called Best Friend Formula.

Handcrafted in Telluride, Colorado, Tim's Naturals sources the highest quality ingredients with the intention of producing the highest quality product while also reducing environmental impact. Creating topicals and ingestible products to promote wellness from the inside out, Tim's has a greater goal than just helping people. The owners intend to help the planet by encouraging conscious consumerism.

"We strive to be the company you want every company to be," said Tim's Naturals Owner Tim Lafferty. "We are not focused on the bottom line, but rather, on producing the highest quality product while giving back to the planet. We always strive to do the right thing when it comes to our business practices, sourcing, packaging, shipping, and the end of our product lifecycle."

Tim's Naturals utilizes packaging that is either recyclable, reusable, biodegradable or compostable. From the physical packaging to the stickers and the ink used, the products are thoughtfully created with the intention of minimizing lasting impact on the planet.

“For us, the integrity of our products and business is the most important thing,” said Tim's Naturals Owner Jenna Cichanski. “We have always looked for the highest quality, most pure, most effective, organic, fair trade, clean ingredients. And above all else, we use high concentrations of these ingredients to ensure our products are the most effective we can produce.”

The company is plastic, synthetic, GMO and chemical free. Tim's is a member of 1% for the Planet, a global movement inspiring businesses and individuals to support environmental solutions through memberships and everyday actions. Additionally, 10% of remaining annual sales are donated to local organizations through in-kind and financial donations each year.

“We want to be the company that we wish every company was,” said Cichanski. “One that cares more about its customers and the planet than profit. We believe this movement begins with the consumer and we hope that other businesses will follow suit.”

Tim's Naturals products can be found in 80 stores around the United States or online at [timsnaturals.com](https://timsnaturals.com) with shipping throughout the United States.

### About Tim's Naturals

Tim's Naturals is a wellness brand producing essential oil and full spectrum CBD topical salves and balms and oral supplements. Based in Telluride, Colorado, Tim's sources the highest quality ingredients responsibly intending to create the most effective products to treat pain, skin conditions and other internal and external imbalances. Dedicating 1% of annual sales for the planet and another 10% of annual sales to organizations close to the owners, Tim's strives to inspire conscious consumerism through responsible business practices and behaviors while helping people heal.

# # #

*Tim's  
Naturals*  
- Est. 2015 -



CONSCIOUSLY CRAFTED BODYCARE  
TIMSNATURALS.COM



# TIM'S TRAUMA BALM

The CBD Salve



**CONCENTRATED • FAST-ACTING • SMELLS GREAT**

#### GREAT FOR:

- Chronic Pain
- Inflammation
- Bruising
- Muscle Tightness
- Trauma
- Insect Bites
- Sunburns
- Circulation
- Sleep

#### INGREDIENTS:

- Colorado Hemp-Derived Full-Spectrum CBD Oil (**100 mg CBD/50 mL**)
- Organic Essential Oils of: Plai (Thai Ginger Root), Lavender, Rosemary Verbenone, Arnica, Black Pepper, and Siberian Fir
- Organic Fair Trade Coconut Oil
- Organic Fair Trade Shea Butter
- Local Beeswax
- Non-GMO Vitamin E Oil

25 mL

50 mL

65 mL

100 mL

225 mL

**\$20 • \$40 • \$50 • \$75 • \$150**



# TIM'S BODY BALM

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CBD Body Butter



RELAXING • MOISTURIZING • ALL OVER USE

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## GREAT FOR:

- Full Body Moisturizer
- Muscle Relaxation
- Sunburns
- Lip Balm
- Dry Skin
- Cuticles & Hands
- Soothing Eczema
- Relaxing the Nervous System
- All Types of Massage

## INGREDIENTS:

- Colorado Hemp-Derived Full-Spectrum CBD Oil (**100 mg CBD/240 mL**)
- Organic Essential Oils of: Plai (Thai Ginger Root), Lavender, Rosemary Verbenone, Arnica, Black Pepper, and Siberian Fir
- Organic Fair Trade Coconut Oil
- Organic Fair Trade Shea Butter
- Local Beeswax
- Non-GMO Vitamin E Oil

60 mL

**\$20**

120 mL

**\$35**

240 mL

**\$60**

480 mL

**\$110**

# TIM'S HEMP EXTRACT

Full Spectrum CBD Oil



**6X CONCENTRATED • THERAPEUTIC GRADE**

#### GREAT FOR:

- Overall Bodily Inflammation
- Stress Relief
- Sleep
- Anxiety Reduction
- Balancing the Endocannabinoid System
- Immune System Support
- Overall Sense of Well Being
- Regulating the Body's General State of Balance

#### INGREDIENTS:

Proprietary Blend of Organic Virgin Hemp Seed Oil and Full Spectrum Hemp Extract  
**(1,500 mg CBD/fl oz)**

- **QUICK ABSORPTION**
- **15 DROPS = 25 MG CBD**  
*LESS THAN .3% THC*

**.5 oz**  
**\$55**

**1 oz**  
**\$100**

**2 oz**  
**\$190**

# TIM'S CBD CAPSULES

Full Spectrum CBD Oil



**6X CONCENTRATED • THERAPEUTIC GRADE**

## GREAT FOR:

- Overall Bodily Inflammation
- Stress Relief
- Sleep
- Anxiety Reduction
- Balancing the Endocannabinoid System
- Immune System Support
- Overall Sense of Well Being
- Regulating the Body's General State of Balance

## INGREDIENTS:

Proprietary Blend of Organic Virgin Hemp Seed Oil and Full Spectrum Hemp Extract

- **1 CAPSULE = 15 MG CBD**
- **NO TASTE**
- **EASY TO TRAVEL WITH**
- **SMALL CAPSULES ARE EASY TO SWALLOW**

*LESS THAN .3% THC*

25 Capsules

**\$35**

50 Capsules

**\$70**



# TIM'S LIP BALM

Cocoa Mint Lip Balm



HYDRATING • HEALING • YUMMY

## GREAT FOR:

- Dry Lips
- Healing cracked lips
- Reducing and healing cold sores
- Protection from harsh elements
- Minimizing fine lines
- Kissing
- Cuticles

## INGREDIENTS:

- Fair-Trade, Organic Coconut Oil
- Fair-Trade, Organic Cocoa Butter
- Ethically Sourced Beeswax
- Non-GMO Vitamin E
- Colorado Hemp-Deived, Full Spectrum CBD
- Organic Peppermint Essential Oil
- Organic Stevia

.5 oz TIN

\$16

.5 oz TUBE

\$16

# TIM'S BALANCING FACE FORMULA

CBD Face & Décolletage Oil



MOISTURIZING ▪ SOOTHING ▪ REJUVENATING

## GREAT FOR:

- All Skin Types
- Promoting Healthy Skin
- Reducing Fine Lines
- Fighting Acne
- Reducing Puffiness
- Toning Skin
- Reducing Redness & Splotchiness
- Retaining Moisture

## INGREDIENTS:

- CBD Oil (**100 mg CBD/fl oz**)
- Organic Hemp Seed Oil
- Organic Rosehip Oil
- Organic Olive Squalane Oil
- Organic Evening Primrose Oil
- Organic Sea Buckthorn Oil
- Organic Lavender Essential Oil
- Rose Otto Essential Oil
- Non-GMO Vitamin E Oil

A wonderful blend of full spectrum hemp CBD, and nurturing organic oils handcrafted to balance the oils in your face and décolletage.

.5 oz  
**\$36** • 1 oz  
**\$60**



# TIM'S BEST FRIEND FORMULA

CBD Oil for Pets



CALMING ▪ REVITALIZING

## GREAT FOR:

- Chronic Pain
- Inflammation
- Separation Anxiety
- Stress
- Shiny Coat
- Overall Well Being
- Skin Conditions
- Storm Phobia

## INGREDIENTS:

Proprietary Blend of Organic Virgin Hemp Seed Oil and Full Spectrum Hemp Extract  
**(250 mg CBD/fl oz)**

- **1 MG (3-4 DROPS) PER 10 LBS**
- **WON'T GET YOUR PET HIGH**

For the animals in your life that you love. It helps them with the same issues that it helps you with.

1 oz

**\$30**

2 oz

**\$60**

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## WHY TIM'S NATURALS?

- All Natural Organic Ingredients
- Colorado-Grown Hemp Derived CBD Oil
- Handcrafted in Small Batches in Colorado
- Less Than .3% THC
- Therapist Made, Pharmacist Approved
- Federally Legal
- Used by Professional Athletes
- Highest Quality Ingredients - No Junk
- Family Owned & Operated Since 2015
- Find Us Online at [Timsnaturals.com](https://www.timsnaturals.com)
- We Ship to All 50 States