

er-ba-vee-va/ living herbs

ORGANIC + NATURAL SKINCARE

erba
viva

AFFILIATE DECK



THE ERBAVIVA STORY

Organic skincare pioneers Robin Brown and Anna Cirronis created Erbaviva in Los Angeles' artistic Topanga Canyon enclave in 1996.

Erbaviva was born from the desire to apply the same principles of sustainability, ethics and purity to the products used on their children's delicate skin.



Anna Cirronis

Co-Founder

Robin Brown

Co-Founder/CEO



WHY GO ORGANIC?

Your skin plays a crucial role in protecting you from external elements. However, it's also highly porous, making it susceptible to absorbing harmful toxins and chemicals found in conventional, chemically-based cosmetics.

With Erbaviva, you can rest easy, knowing that none of these harmful chemicals will be found in our collections. Our organic skincare products are carefully crafted to harness the power of organic ingredients that nourish and revitalize your skin without any toxic additives.



WHAT MAKES US DIFFERENT?

- At the heart of Erbaviva lies a deep commitment to crafting organic products:
- Using nourishing living herbs and botanicals.
 - Our creations are free from harsh detergents, chemical fragrances, and unhealthy additives
 - Close collaboration with trusted farmers and distillers, practicing certified organic, regenerative farming with biodynamic methods that fosters harmony with nature

By sourcing the highest quality organic ingredients from all over the world, with a focus on therapeutic efficacy, we strive to bring you the very best in organic skincare.



Features pure, USDA Certified Organic ingredients that have been thoughtfully derived from nature and use regenerative or biodynamic farming methods when available. The expertly balanced formulas nourish the skin, using enriching botanicals, essential oils and living herbs, to yield exceptional results.

GOOD FOR YOU + THE PLANET

B-CORP CERTIFICATION

MADE IN L.A.



We take great pride in producing our products in Los Angeles, at our very own state-of-the-art manufacturing facility. Powered by clean and sustainable solar energy, our facility exemplifies our commitment to environmental stewardship and responsible manufacturing practices.



Erbaviva has achieved B-Corp Certification, a prestigious accolade that reflects our dedication to meeting rigorous standards of social and environmental performance, accountability, and transparency. We are proud to be among the select few companies globally to have earned this esteemed certification.

SUSTAINABILITY



At Erbaviva, we strive to create products that contribute to a healthier and more sustainable world. Our focus on organic integrity, clean manufacturing processes, and ethical business practices sets us apart in the industry, allowing you to indulge in our products with confidence and peace of mind.

CERTIFICATIONS

Discover our range of ethical skincare products, thoughtfully crafted to nourish your skin while respecting the planet we call home



CORPORATE RESPONSIBILITY - B CORP



USDA CERTIFIED ORGANIC INGREDIENTS



CRUELTY FREE



CERTIFIED DEMETER BIODYNAMIC FARMING



CORAL REEF SAFE



SULFATE PARABEN FREE



VEGAN



100% VEGETARIAN



METRIC ORGANIC – OVER 70% ORGANIC



FSC CERTIFICATION



SOIL ASSOCIATION COSMOS ORGANIC

ARE YOU

AN EXPECTANT MOTHER

A MAMA

BEAUTY/BODY
ENTHUSIAST





erbaviva

/er-ba-vee-va/ • living herbs

EXPLORE OUR FULL RANGE OF ORGANIC PRODUCTS THAT NOT ONLY CLEANSE, MOISTURIZE, AND PROTECT, BUT DO SO IN A WAY THAT ALIGNS WITH YOUR VALUES AND PRIORITIZES THE HEALTH OF BOTH YOU AND THE PLANET



Culture

HOW WOULD YOUR COMMUNITY DESCRIBE YOU?

- premium
- **That really pure mother and baby brand**
- Sustainable
- Luxurious
- B-Corp, social responsibility
- **Trustworthy for organic and baby products**
- **The “real” deal**
- **Baby and pregnancy experts**
- **Authentic**
- European flavor / design / fragrances
- Purposeful
- Therapeutic
- Effective
- Inclusive
- **Environmentally Friendly**
- Smells great!
- **High Quality - Aesthetic and Feel**
- No knock-offs
- Premium Ingredients
- **Ethical**
- **Organic Experts (for industry peers)**
- Feminine
- Honest
- Responsible
- conscientious
- earth friendly
- Educational
- Honest
- aspirational
- high standard
- Believe in what you do
- Passionate

Users

HOW WOULD YOU DESCRIBE YOUR USERS?

- **Female 25-45**
- **Enviro conscious**
- **Quality seekers**
- **Sophisticated**
- **Conscientious**
- Mid to High income
- **Newly pregnant**
- **Moms**
- Primarily coastal
- Educated customers (but the name?)
- progressive lifestyle
- Concerned w/ Self Care
- Ethical consumption
- No label/brand pretension
- Well-travelled, worldly
- **Label-readers, obsessed w/ ingredients**
- Researchers
- **High Quality - Clean Products**
- BOHO style
- Health paranoid
- Social moms
- Curious
- Family-driven
- Identify as caregiver / decision-maker
- Concerned and Hyperaware (Progressive?)
- all natural
- College Educated
- Celebrity interest
- Exceeds expectations (overall quality and quality of ingredients)

Voice

HOW DO YOU SOUND TO OTHERS?

- Friendly
- Welcoming
- Serious
- Could use more humor
- **Optimistic**
- Focused
- Enviro Friendly
- Educated re: ingredients
- Helpful
- Aware
- **Mindful**
- Modern
- Climate Friendly
- Relatable
- **Not corporate / More Personal**
- Modern
- Family friendly
- Inclusive
- Health conscious
- Purposeful
- Caring
- Aspirational
- **Nurturing “Nurture with Nature”**
- **Authentic**
- Honest, Truthful
- Authority in ingredients
- Driven to find the best solutions
- **Integrity**
- Personal
- Intimate
- Educational
- Happy
- confident
- balanced
- Transparent
- **Emotional Connection**

Feeling

HOW OTHERS FEEL AFTER INTERACTING WITH YOU?

- **Expectations met**
- **Satisfied**
- **Nurtured**
- Special
- Validated
- Focused
- Relaxed
- Calm
- Healthy
- Clean
- Moisturized
- Refreshed
- Cared for
- Aromatherapized
- Thought off / seen or heard
- A good parent
- Validated
- **Hip, modern, trendy, current**
- Connected, Informed
- In the know
- **Organic**
- **Enviro Friendly**
- Doing their part / proactive
- Sustainable
- Helped
- Genuine or authentic to herself
- Closer to their baby
- **Supportive of something beneficial**
- **Aligned w/ brand ideals or beliefs**
- Balanced
- Unique
- Part of something new, early adopter, on the bleeding edge
- Confident
- **Beautiful**
- Sexy
- Luxurious
- **Sensual**

Impact

WHAT TANGIBLE IMPACT DO YOU HAVE ON OTHERS?

- Learn that organic products are attainable
- Moisturized
- Refreshed
- A good parent
- Enviro Friendly
- **Doing their part / proactive**
- Beneficial
- **Chemical-free lifestyle**
- Cured
- **Part of the solution**
- **Socially responsible**
- **Enviro responsible**
- More mindful of their part in the world
- Taking a step in the right direction
- Supporting responsible companies (B Corp)
- Better educated
- Hungry for more information
- Envigorated
- **Active in preventing climate change**
- **Want to share their “secret”**
- **Giving back by supporting a responsible company**
- Want to buy products
- Addicted
- Feel-good
- **Building a better world/future for kids**
- **Not contributing to the “body burden” (chemical exposure)**
- Not contributing to environmental damage (chemical exposure)
- Relief
- Sound of mind
- Adopts a low-impact lifestyle
- **Positive**
- Happy to find a company that cares
- Carbon-friendly, better ag methods
- End to end environmental considerations - manufacturing, supply chain, ingredient sourcing
- Qualitative impact
- Part of a positive domino effect to other humans

X-Factor

HOW ARE YOU DIFFERENT FROM OTHERS?

- Truthful
- **Highest USDA classification - more organic**
- **Highest quality**
- Cleaner
- Thoughtful
- Impactful
- Focused
- Utmost integrity
- A better story
- **Direct sourcing of some ingredients**
- Hard working
- Not cutting corners
- Committed
- More personal
- Curated, well-researched ingredients
- Euro influence
- Expertise
- Big picture
- **Origin story, Robin - history, curiosity, commitment**
- **Authority on Baby**
- **Integrity thru Self manufacturing**
- **CA made - local**
- Green/solar factory
- **Better quality control, oversight and consistency**
- **Unique manufacturing processes and equipment with the aim of protecting the organic ingredients**
- Personal accountability
- **Family-owned and operated**
- Protecting Nature
- Corral reef safe
- If it's not good enough for our family it's not good enough for yours
- **Long history of pioneering organic products**
- **Aromatically unique**
- FSC paper, more sustainable vs. recycled
- Constant improvement
- Not motivated by profit
- Efficacy of ingredients
- Cruelty free, all ingredients guaranteed to not be animal tested
- **More Organic vs. other brands**
- Luxurious / Posh

BRAND STATEMENT



Authentic

Trustworthy for organic and baby products
 The "real" deal
 Ethical
 Baby and pregnancy experts
 Mindful
 Not corporate / More Personal
 Honest, Truthful
 Authority in ingredients
 Integrity
 Exceeds expectations
 Satisfied
 Validated
 Moisturized
 Refreshed
 Appealing scents
 Aligned w/ brand ideals or beliefs

Nurturing

Kind
 That really pure mother and baby brand
 Optimistic
 "Nurture with Nature"
 Personal
 Intimate
 Happy
 confident
 balanced
 Emotional Connection
 Beautiful
 Sensual
 Positive

Responsible

Organic Experts
 Environmentally Friendly
 Ethical
 Inspired to share
 Organic
 Enviro Friendly
 Supportive of something beneficial
 Doing their part / proactive
 Chemical-free lifestyle
 Part of the solution
 Socially responsible
 Active in preventing climate change
 Want to share their "secret"
 Giving back by supporting a responsible company
 Building a better world/future for kids
 Not contributing to the "body burden" (chemical exposure)

Premium

High Quality - Aesthetic and Feel
 Luxurious
 European flavor / design / fragrances
 Therapeutic
 Smells great!
 Premium Ingredients
 No knock-offs
 high standard
 Passionate
 Educated re: ingredients
 Modern
 Aspirational
 Hip, modern, trendy, current
 Unique
 Part of something new, early adopter
 Luxurious



VOICE

The Ervaviva voice is simple, authentic, grateful and inclusive. It is a company who cares about the world and the people in it by offering safe, healthy and earth-friendly products for mama, baby and body. Ervaviva provides an attainable luxury for women. They present people how they truly are.

VOICE EXAMPLES

How do you love yourself? Start small and restore balance.

Be conscious about what you put in or on your body, and how those things not only cause damage to you, but to the ecosystem in general. Know your value, and the value of the planet, and be there for each other.

The connection between body and spirit is so important, and silence is where that journey begins.

EDUCATING CUSTOMERS

It is important that we gently teach. This isn't about what others are doing wrong, but more what we are doing right. There may be instances when it does come up (sunscreen, Hand Sanitizer, Bug Spray), but it is done so to inform, not to judge.

From being a certified B-Corp to being USDA Organically-Certified, we need to find a way across the site, ads, and multiple touchpoints how to bring this message forward, so that it teaches in a very conversational way.


Many have already joined us in the journey

BE ONE OF OUR AFFILIATES!

Embrace a lifestyle that celebrates your well-being and the well-being of the planet we call home

TAG US ON OUR OFFICIAL SOCIAL MEDIA ACCOUNTS AND USE THE FOLLOWING HASHTAGS

 @erbaviva

 @erbavivaus

 @erbaviva



Managed by: Undertheln





JOIN THE TEAM AND **SIGN UP NOW!**

[YES, I WANT TO BE AN AFFILIATE!](#)

Create your own unique affiliate code and shareable shopping link to start earning

HIGH % SALES COMMISSIONS

+

BIG PRODUCT DISCOUNTS
FOR YOUR FRIENDS AND
FOLLOWERS!



erbaviva

ORGANIC SKINCARE

THANK YOU FOR JOINING OUR TEAM!

AND WE LOOK FORWARD TO WORKING
WITH YOU