

© Balm of Gilead Rusk, TX 75785 844-873-2256

#### WHOLESALE CATALOG

Our Story	2	Harvest Essentials	13
Why Balm of Gilead	3	Frankincense + Sweet Myrrh Cream	17
The Results & New for 2023	5	Therapeutic Rubbing Oil	18
Paleo & AIP	6	Frankincense Essential Oil	19
		Sweet Myrrh Essential Oil	20
PRODUCT CATEGORIES			
Eucalyptus & Tea Tree Cream	7		
Manuka Honey Cream	8		
Manuka Defense	9		
Manuka Healing Lip Balm	10		
Manuka Deep Cleanse Wash	11		
Manuka Healing Balm	12		

IF YOUR SKIN CAME WITH INSTRUCTIONS, IT WOULD SAY, "USE BALM OF GILEAD."

#### **OUR STORY**

Balm of Gilead was established in 2013, almost by accident it would seem. At the reviving of grassfed tallow-based skin care, we stumbled upon the overwhelming benefit of tallow. The first product was simply made by necessity: a baby balm for a good friend's newborn. After they had tried everything, and nothing seemed to help their little one, our tallow-based balm did! The result was almost too good to be true, it was unprecedented.

We got to work immediately and began researching, extensively formulating and testing new products. Standards of purity were established. Carefully chosen ingredients were sourced. Sound, scientific protocols were detailed. And we began



# Safe for the whole family!

small, making everything by hand, carefully analyzing every batch. And the balm spoke for itself—the results were undeniable! As grass-fed tallow comprises the base of every balm, our products are uniquely compatible with the skin, yielding a greater penetration and absorption. It was something people could feel the moment they tried our products.

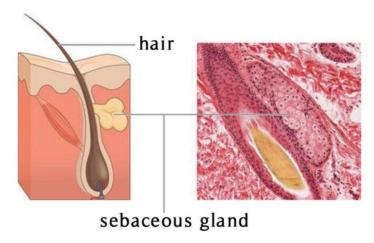
Today, we're found in hundreds of stores across North America (and making our way into Europe!). And yet, we're adamant in maintaining our old ways - purity, detail, and care. We still manufacture everything in our own facility, meticulously proving every batch. We care about our products and the people that use them. We wouldn't sell anything that doesn't actually work. Our employees, families, and friends use our balm every day - and now, so does an ever-growing populous across the world, having won several national and international awards.

Grass-fed tallow has since only gained momentum. With Paleo products and Autoimmune Protocols, grass-fed tallow emerged as a natural and effective moisturizer for those with heightened autoimmunity. Nutrient-dense with vitamins, tallow is a true wonder in skin care. It is not a new ingredient, but rather an ancient one - it is time-tested and proven through hundreds of years. We've been perfecting this art of the apothecary and are thankful to share it with you.

## THE SCIENCE

The human skin is amazingly designed. Embedded into the skin are pockets of natural moisture - also known as a sebaceous gland. These glands contain and release a nutrient-rich oil called sebum, which is multi-functional. Without coincidence, sebum also means tallow, in Latin. Uniquely designed to moisturize, protect, and lubricate our skin, these glands are located all over our body, except in 4 places: lips, palms of hands, soles of feet, and just under your eyes.

Much of the dry, cracked skin we experience in these areas, is due to the lack of presence of sebaceous glands. But this is where we come in! We craft a grass-fed tallow balm that is nearly identical in composition to the natural sebum our skin produces and secretes, so that your skin stays nourished and hydrated. This is the distinguishing point of Balm of Gilead - the result is an intensive, moisturizing balm, that is formulated to be non-greasy, and yet, readily absorbed with lasting effects on dry skin.



## THE FACTS

What goes on our skin CAN penetrate into our bloodstream. While not everything can penetrate, many things certainly do! And as our society has become increasingly aware of harmful and often unnecessary chemicals, additives, and preservatives, both in diet and in body care, Balm of Gilead has emerged as a safe and effective brand of skin care.

With this surge in health-consciousness, healthy fats have been at the forefront. For years, the dietary philosophy waged war against fat, with the help of large corporations and mainstream media. But in the recent years, even Time Magazine admitted that the "war on fat" was wrong, and they've sought to expose the shallow pseudo-science that supports criticism of what is now known as "healthy fats". Thus, healthy fat is back, from butter to coconut oil. These "healthy fats" are a key component in our balm, with real results.

## THE DIFFERENCE

Purity is of the utmost importance - that begins with ingredients. Rightfully so, ingredients are the difference. We have ethically sourced only the finest natural and organic ingredients to handcraft all our products.

· Organic Beeswax – a natural emollient and humectant, that draws moisture to the skin and seals it in; it also contains the reviving vitamin A.

#### THE DIFFERENCE (continued...)

- Nutrient-dense tallow an oil derived from grass-fed cattle raised in a sustainable, passive-organic lifestyle. The oil is super-rich in vitamins A, D, E, & K, is an excellent source of omega-3 fatty acids, and is a naturally occurring source of conjugated linoleic acid, or CLA. Tallow, strikingly similar to the natural oil produced by our skin, is incredibly compatible with our skin yielding a superior penetration and absorption.
- Avocado Oil a delicious oil from a delicious fruit. We chose avocado oil because we found it to be rich in antioxidants like vitamins A, D, and E, and readily absorbed into the skin with a non-greasy feel. It also contains phytosterols, which have been shown to aid in skin repair, and other valuable substances like lecithin, potassium, and sterolin, all of which are beneficial for the skin.
- · Lanolin Primarily composed of long chain waxy esters, lanolin deeply moisturizes skin by creating a breathable barrier, and yet locks in moisture, as lanolin is known to hold over a hundred-fold its weight in water.
- Manuka Honey Not all honey is created equally. New Zealand's exclusive and wild-harvested Manuka honey is prized for its unique and extraordinary properties, particularly its abundance of methylglyoxal (MGO). MGO is the naturally occurring compound found in most honeys, but none more than New Zealand's Manuka honey which has led to its trending and highly-functional use world-wide. We've carefully sourced our Manuka honey from a single source, so that from hive to home, we are able to preserve the authenticity and purity of the Manuka honey. All the Manuka honey is tested and Certified for MGO potency, purity and quality by MPI-recognized laboratories.
- Sustainably sourced essential oils Balm of Gilead is formulated with pure, unadulterated essential oils both for therapeutic properties and aromatherapy. Sustainably and ethically sourced.
- · Absolutely free of synthetics, fragrances, petroleum byproducts, and paraben.



## THE RESULTS

Balm of Gilead has changed the landscape of the skin care industry, for both consumers and retailers across the US. In a saturated market of lip and skin care, Balm of Gilead has outperformed leading brands, providing a transparent and functional skin care line. **Skin care should work** - and that is where we come in!

Twenty percent of newborns develop baby eczema. With tough-to-soothe skin care conditions and the growing epidemic of autoimmune diseases, research-based and proven solutions for natural skin care is the essence of Balm of Gilead. In just a few short years, we've been recognized on a national and international level, winning 3 awards in the last 3 years, including Best Baby Balm for 2019, by Beauty Shortlist's Mama & Baby Awards.

# WHAT'S NEW IN 2023?

In the spring of 2023, our **Manuka Honey Cream** was chosen by US Weekly magazine as the "Best for Healing Skin Conditions". And the reviews continue to pour in, as thousands of customers have found relief with our products.



# PALEO SKIN CARE

As a natural and organic retailer, we're sure that you are well aware of the Paleo diet. The Paleo diet refers to a lifestyle and diet free from processed foods and ingredients, focusing on real, whole foods. Unprocessed foods have had a profound impact on many individuals, changing diet trends and helping many. The same applies to your skin.

After understanding the permeability of our skin, you can see why adhering to Paleo and minimally processed ingredients was a necessity for us. Formulated with nutrient-dense ingredients like Grass-Fed Tallow (triple-purified by our proprietary process), Avocado Oil, Organic Beeswax, and unadulterated Essential Oils, every ingredient matters.

# AIP-FRIENDLY | AUTOIMMUNE PALEO

The premise of the AIP diet, or autoimmune protocol diet, is to eliminate foods that are high in inflammatory compounds, that are known to aggravate autoimmune conditions. An epidemic that affects 50 million Americans alone, autoimmune disease is skyrocketing - diabetes, Chron's, eczema, psoriasis, etc - and that majority are at risk due to environmental factors, such as diet and lifestyle. What we eat and what goes on our skin can have a profound impact upon our health. After extensive research and testing, we've developed several AIP-friendly products that are essential for those in the autoimmune community, setting new standards for skin care and intensive emollients for those in need, like eczema and psoriasis, sensitive skin conditions.



#### **EUCALYPTUS & TEA TREE CREAM**

#### SOOTHING BODY CREAM | SOFTENS DRY, ITCHY SKIN | ANTIFUNGAL PROPERTIES

Made with Australia's original tea tree oil, blended with some eucalyptus and Japanese peppermint oil, this cream is potent and soothing for the whole body. *Providing deep*, nourishing moisture, it is made to soften dry, itchy skin in any climate, including the harsh Australian deserts. A blend of grass-fed tallow, organic beeswax, and avocado oil, this nutrient-dense body cream is real food for your skin. Strikingly similar to your skin's natural oils, it is non-greasy and readily absorbed yielding a superior penetration and lasting effect. A little bit goes a long way!

Ingredients: Grass-Fed Tallow, Persea Gratissima (Avocado)
Fruit Oil, \*Cera Alba (Beeswax), Mentha Arvensis
(Peppermint), Melaleuca Alternifolia (Tea Tree), Eucalyptus
Globulus (Eucalyptus) Essential Oils, Rosmarinus
Officinali (Rosemary) Leaf Extract

\* = Certified Organic



4 oz list (single) \$8.99 list (8 cnt) \$71.92 msrp \$14.99







#### MANUKA HONEY CREAM

#### INTENSIVE SKIN HEALING CREAM | FOR ALL SKIN TYPES | WITH UMF 15+ / MGO 573+ GRADE MANUKA HONEY

Made with New Zealand's exclusive manuka honey, highly valued for its rare and natural properties, our Manuka Honey Cream is specially formulated for INTENSIVE SKIN HEALING. After extensively researching an array of essential oils and their effect on the skin, we developed a proprietary blend of manuka, bergamot, tea tree, frankincense, eucalyptus, and geranium essential oils infused into our flagship emollient, grass-fed tallow. Highly anticipated and long-awaited, this nutrient-dense cream is real food for your skin - safe and intensely effective moisture, especially for those with sensitive skin and heightened autoimmunity, like eczema and psoriasis. Strikingly similar to your skin's natural oils, it is non-greasy and readily absorbed yielding a superior penetration and lasting effect.

Ingredients: Grass-Fed Tallow, Persea Gratissima (Avocado)
Fruit Oil, \*Cera Alba (Beeswax), Manuka Honey, Leptospermum Scoparium (Manuka), Citrus Bergamia (Bergamot),
Melaleuca Alternifolia (Tea Tree), Essential Oils, Rosmarinus
Officinalis (Rosemary) Leaf Extract, Boswellia Carterii
(Frankincense), Eucalyptus Globulus (Eucalyptus), Pelargonium Graveolens (Geranium) Essential Oils
\* = Certified Organic



4 oz list (single) \$11.99 list (8 cnt) \$95.92 msrp \$19.99









# NEW ZEALAND MANUKA ESSENTIAL OIL

20x more potent than tea tree oil - the power behind Manuka honey!

### PROPRIETARY ANTI-INFLAMMATORY ESSENTIAL OIL BLEND

developed specifically for those with heightened autoimmunity (AIP community) and skin sensitivities/allergies

#### THERAPEUTIC DEEP CLEANSE

powerfully & naturally cleanses and combats tough odors while gently nourishing the skin

#### NUTRIENT DENSE SKIN REPAIR

loaded with skin essential vitamins & fatty acids, uniquely compatible for high absorption

# MANUKA DEFENSE



POWERED BY AUSTRALIAN TEA TREE & NEW ZEALAND MANUKA

DEEP CLEANSE & HEALING BALM

#### MANUKA DEFENSE HEALING LIP BALM

WITH REAL MANUKA OIL

Ingredients: Grass-Fed Tallow, \*Cera Alba (Beeswax), Lanolin, Persea Gratissima (Avocado) Fruit Oil, Eucalyptus Globulus (Eucalyptus), Mentha Arvensis (Peppermint), Melaleuca Alternifolia (Tea Tree) Essential Oils, Rosmarinus Officinalis (Rosemary) Leaf Extract, Leptospermum Scoparium (Manuka) Essential Oil

\* = Certified Organic

o.15 oz list (single) - \$2.39 list (12 cnt - display) \$28.68 msrp \$3.99









#### MANUKA DEFENSE DEEP CLEANSE WASH

PLANT-BASED SURFACTANTS, NOURISHING GLYCERIN, & THERAPEUTIC ESSENTIAL OILS ANTIFUNGAL | DEODORIZING

Balm of Gilead's MANUKA DEFENSE DEEP CLEANSE WASH is an all natural, all-in-one body wash infused with a proprietary, therapeutic blend of **odor** -**fighting** essential oils, while deeply cleansing the skin with plant-based surfactants, and nourishing with natural glycerin and **Dead Sea salts**.

Stay clean with a natural, powerful odor-fighting proprietary infusion of New Zealand **Manuka Oil**, Australian Tea Tree, Australian Eucalyptus, Spanish Rosemary, Japanese Peppermint, and Israeli Dead Sea Salts.

Pure. Unadulterated. Original. Balm of Gilead.

Ingredients: Water (Purified), \*+Potassium Oleate, \*+Potassium Cocoate, \*Cocamidopropyl Betaine, \*Glycerin, \*Melaleuca Alternifolia (Tea Tree), \*Eucalyptus Globulus (Eucalyptus), \*Mentha Arvensis (Peppermint) Essential Oils, Maris Sal (Dead Sea Salt), \*Leptospermum Scoparium (Manuka), \*Rosmarinus Officinalis (Rosemary) Essential Oils, \*Potassium Citrate, Benzyl Alcohol, Salicylic Acid, Sorbic Acid

\* = Plant Derived, + = Certified Organic



8.25 fl oz list (single) \$8.39 list (6 cnt) \$50.34 msrp \$13.99





#### MANUKA DEFENSE HEALING BALM

#### NEW ZEALAND MANUKA + AUSTRALIAN TEA TREE | ITCH-RELIEF | ANTIFUNGAL | HANDS + FEET

A part of our MANUKA DEFENSE line, this intensive healing balm is infused with the pure manuka essential oil - 20 times more potent than Australian tea tree oil! The science behind New Zealand's Manuka Honey is the manuka bush - the natural botanical properties of the nectar from the manuka flower is what makes manuka honey so potent. So when the plant is distilled, all of the natural potency of the plant is concentrated into this versatile and functional oil that is revolutionizing to skin care.

It is no wonder that this oil is the baseline of our Manuka Defense products. This balm is **specially formulated for INTENSIVE SKIN HEALING** - using a nutrient-dense base of grassfed tallow, avocado oil, and lanolin, it is loaded with skin -essential vitamins that are critical in skin repair. After extensively researching an array of essential oils and their effect on the skin, we developed a **super-soothing**, **proprietary blend of manuka**, **tea tree**, **eucalyptus**, **rosemary**, **and peppermint essential oils**.

The result is an unprecedented balm - one that surpasses all others - regardless of your skin type. It is **autoimmune friendly (AIP)**, **soothing the itch and deeply penetrating** into the layers of the skin. It is *safe and effective moisture*, *especially those with sensitive skin and heightened autoimmunity*, *like eczema and psoriasis*. Strikingly similar to your skin's natural oils, it is nongreasy and readily absorbed yielding a superior penetration and lasting effect. A little bit goes a long way!

Ingredients: Grass-Fed Tallow, Persea Gratissima (Avocado)
Fruit Oil, Lanolin, \*Cera Alba (Beeswax), Eucalyptus Globulus (Eucalyptus), Mentha Arvensis (Peppermint), Melaleuca Alternifolia (Tea Tree) Essential Oils, Rosmarinus Officinalis (Rosemary) Leaf Extract, Leptospermum Scoparium (Manuka) Essential Oil \* = Certified Organic



2 OZ list (single) \$7.19 list (10 cnt) \$71.90 msrp \$11.99







#### VISION

We're Changing the Way the World Thinks About Frankincense (and Myrrh).

With the launch of our sister company, Harvest Essentials USA, we are redefining sustainability. There is no other frankincense quite like ours, the rare and potent, Boswellia neglecta.

While most frankincense is sourced in areas with little regulation, and demand far exceeding supply, exploitation is rampant. Little to no accountability, and after moving through so many hands - harvesters, collectors, agents, buyers, distillers, distributors (the endless list!) - traceability is lost. True transparency is impossible. And the market is saturated with questionable oils at best.



This is why we're here.

# FULLY SUSTAINABLE FRANKINCENSE

Most frankincense resin is extracted by "tapping" the Boswellia trees so that they "bleed" and resin can be collected. This tapping, often unregulated, leads to over-tapping and a serious threat to the species worldwide. And most companies have no control of this most critical aspect that could see the end of the frankincense industry and trees as a whole.

We offer the most sustainable frankincense in the world, as this uniquely black resin oozes from the trees naturally thanks to a symbiotic relationship with beetles. The beetles "naturally tap" the trees as they feed on the monoterpene-rich inner bark, and the resin flows naturally.

More amazingly, scientists have confirmed that there is no stress induced from this natural tap created by these little co-existing bugs, and therefore NO THREAT to the trees, as the resin can be readily collected.

And our Boswellia neglecta is distinctly therapeutic, with high concentrations of alpha-pinene as well as terpenin-4-ol.





# TRACEABLE: FIELD TO BOTTLE

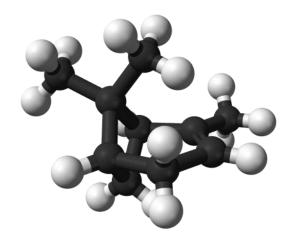
Or should we say TREE TO BOTTLE!

Either way, there is no other company quite like ours. Fully traceable, without question, we offer you the most pure essential oils start to finish. Do you know your source?

#### DISTILLER-DIRECT

Wild harvested in Kenya, and then meticulously distilled under specific parameters to optimize the yield and preservation of therapeutic compounds found in frankincense and myrrh essential oils—this is distiller-direct oil. No middlemen. No distributors.





#### POTENT THERAPEUTICS

Batch tested and independently validated via GC-MS. Guaranteed 100% pure, unadulterated, with full documentation and transparency.



500+ HARVESTERS

VILLAGES

3X

FAIR TRADE

**MIDDLEMEN** 

 $\mathbf{o}$ 

#### FRANKINCENSE + SWEET MYRRH CREAM

#### DIABETIC'S & AUTOIMMUNE DRY SKIN RELIEF | INTENSIVE SKIN HEALING

Made with an unprecedented infusion of rare Black Frankincense oil with Sweet Myrrh. The potency behind this synergistic cream comes from extensive research on multiple combinations of Boswellia and Commiphora species. This cream *is formulated to heal and nourish all skin types, including diabetic, sensitive, autoimmune.* A blend of grass-fed tallow, organic beeswax, and avocado oil, this nutrient-dense body cream is real food for your skin. Strikingly similar to your skin's natural oils, it is non-greasy and readily absorbed yielding a superior penetration and lasting effect. A little bit goes a long way!



Ingredients: Grass-Fed Tallow, Persea Gratissima (Avocado)
Fruit Oil, \*Cera Alba (Beeswax), Boswellia Neglecta
(Frankincense), Commiphora Guidottii (Sweet Myrrh/
Opoponax) Essential Oils, Rosmarinus
Officinalis (Rosemary) Leaf Extract
\* = Certified Organic



4 oz list (single) \$11.99 list (8 cnt) \$95.92 msrp \$19.99



#### FRANKINCENSE + SWEET MYRRH THERAPEUTIC RUBBING OIL

INFUSED IN AVOCADO OIL | DIABETIC'S & AUTOIMMUNE DRY SKIN RELIEF

Made with an unprecedented infusion of rare Black Frankincense oil with Sweet Myrrh. The potency behind this synergistic rubbing oil comes from extensive research on multiple combinations of Boswellia and commiphora species. This infused rubbing oil is formulated to heal and nourish all skin types including diabetic, sensitive, autoimmune. Empowering the therapeutic effects of this blend are two unique species of unadulterated Frankincense essential oil, combined with Sweet Myrrh essential oil - all distiller-direct from the source, with pleasant aromatherapy properties as well. These are blended into a pure avocado oil base to provide a smooth and soothing application for safe and effective moisture deep into the skin.

Ingredients: Persea Gratissima (Avocado) Fruit Oil, Boswellia Neglecta (Frankincense), Commiphora Guidottii (Sweet Myrrh/ Opoponax), Boswellia Rivae (Frankincense) Essential Oils, Rosmarinus Officinalis (Rosemary) Leaf Extract





4 oz list (single) \$11.99 list (8 cnt) \$95.92 msrp \$19.99

#### FRANKINCENSE ESSENTIAL OIL

#### BOSWELLIA NEGLECTA (BLACK FRANKINCENSE)



10 ML (0.33 FL OZ) BOTTLE



o.33 fl oz list (single) - \$7.79 list (12 cnt) \$93.48 msrp \$11.99





30 ML (1 FL OZ) BOTTLE



1 fl oz list (single) - \$14.29 list (12 cnt) \$171.48 msrp \$21.99



## SWEET MYRRH [OPOPONAX] ESSENTIAL OIL

#### COMMIPHORA GUIDDOTTII



10 ML (0.33 FL OZ) BOTTLE



o.33 fl oz list (single) - \$12.99 list (12 cnt) \$155.88 msrp \$19.99





10 ML COMBO PACK BOX SET

CONTAINS:

10ML Frankincense + 10ML Sweet Myrrh



(0.33 fl oz) x 2 list (single) - \$17.54 list (12 cnt) \$105.24 msrp \$26.99





#### Distribution

• For Direct: No order minimums, and shipping is free for orders over \$125 (\$5 Flat Rate shipping for orders under \$125)

Also available through: MyUNFI

# Wholesale Inquiries:

1.844.USE.BALM

#### Commitment

wholesale@allnaturalbalm.com

Balm of Gilead is fully committed to our products with active support. We care about our products,

and the people that use them. Additionally, Balm of Gilead is covered by a \$2 million Product Liability Insurance.