



PRIMAL
Herbaria

primalherbaria.com

Your Skin Deserves the best...

Our collection has been developed through a decade of Clinical Practice using the latest international evidence and the highest quality ingredients we can find.

And it's important that you get what you pay for:

Premium Quality products, without the fillers, packers or additives found in most retail brands to control the cost of manufacture. Our ingredients are sourced locally in New Zealand from suppliers who meet our stringent requirements for premium quality, sustainability and environmental awareness.

Our products are manufactured from natural, herbal tinctures blended with our proprietary natural carrier base. We don't use additives, colourings, flavourings, chemical fragrances or diluting agents in our range.

And at Primal Herbaria we have never tested on animals. Why would we, our remedies have been 'tested' in clinical practice, having been used for years by real patients, helping heal real health concerns.





PRIMAL Herbaria

About Primal Herbaria



I'm Craig Rhodes, Medical Herbalist and founder of Primal Herbaria, and welcome to what we honestly think are some of the best natural skincare products available today.

Developed over almost a decade in one of New Zealand's leading natural health practices, the Primal Herbaria range has been formulated using extensive traditional evidence, as well as through the successful treatment of thousands of people with a variety of skin conditions, people just like you.

In 2007 we created our first commercial skincare formulation (DermaCare) to help patients with eczema and other immune mediated skin conditions. From there, over the years we've extended our range to help our patients manage an increasing range of skin issues.

Now we're bringing Primal Herbaria to the world, so check out our amazing skincare range.

Top Quality Natural Skincare

Based on Evidence: Our range have been formulated using the latest international and traditional evidence to deliver the most effective products possible.

Tried & Tested: All our formulations have been tried and tested in clinical practice to meet the needs of real people with real health concerns.

Safe for You & Baby: Our products are specially designed for sensitive skins, made with hypoallergenic, food quality ingredients where possible.

Only Actives: We don't use extra additives, colorings, or diluting agents in Primal Herbaria products. On top of that all our products are Gluten, Paraben and GMO free.

Get What You Pay For: With Primal Herbaria you get what you pay for: Premium Quality products without the fillers and packers and chemical 'nasties' found in most retail brands to control the cost of manufacture.

Natural and Non-toxic: All our products are manufactured from ethanolic herbal tinctures, suspended in our proprietary Primal-Pure Base Cream that has been formulated specially to carry the herbal extracts in our products.

Highest Quality: We use only the highest quality New Zealand sourced ingredients, from local suppliers who meet our stringent requirements for premium quality, sustainability, and environmental awareness.

Sustainable: We have pared our packaging back to the absolute minimum to ensure you get a premium product, whilst minimizing our footprint in the world.

No Animal Testing - EVER: At Primal Herbaria we have never tested on animals. Why would we, our remedies have been tested in real world clinical practice, having been used for years by real patients with real health concerns.

Good for 12 Months+: Primal Herbaria products have a shelf life of 12 months once opened, if stored correctly.

DermaCare

Reduce the itchiness, redness and dryness of Eczema and Dermatitis.

Support your skins healing and reduce the need for harmful corticosteroids to manage your Eczema or Dermatitis.

Primal Herbaria DermaCare is a Corticosteroid free, natural, plant-based moisturizer, infused with herbs traditionally used to help soothe and calm the skin, reduce discomfort, irritation and inflammation while supporting normal skin healing.

For best results consult a health professional for treatment of any underlying immune condition.

Ingredients:

Primal-Pure Base Cream and extracts of Calendula officinalis, Scutellaria baicalensis, Centella asiatica, Glycyrrhiza glabra, Althaea officinalis, natural fragrance

Instructions:

Apply DermaCare to the affected area 3-5 times per day, or as directed by your healthcare professional

Safety:

- Use as directed. If symptoms persist see your health professional.
- For external use only, do not use on broken or bleeding skin.
- There are no restrictions on long-term use.
- Do not use if there is a known allergy to any of the ingredients.
- Discontinue use if irritation occurs.



InfanCare

Looking for the best for your little one?

Whether is minor skin infections or nappy rash, InfanCare can help keep your young one healthy.

Primal Herbaria InfanCare is a natural, plant-based moisturizer, infused with herbs traditionally used to help soothe and prevent nappy rash and minor skin infections and to help support skin repair.

Specially formulated for young and sensitive skins.

Ingredients:

Primal-Pure Base Cream and extracts of *Calendula officinalis*, *Hydrastis canadensis*, *Glycyrrhiza glabra*, *Mentha piperita*, *Thymus vulgaris*, natural fragrance.

Instructions:

To soothe and prevent nappy rash and help support skin repair. Apply InfanCare to the affected area 3-5 times per day, or as directed by your healthcare professional

Safety:

- Use as directed. If symptoms persist see your health professional.
- For external use only, do not use on broken or bleeding skin.
- There are no restrictions on long-term use.
- Do not use if there is a known allergy to any of the ingredients.
- Discontinue use if irritation occurs.



SolaCare

Treating mild to moderate sunburn is simple. Primal Herbaria SolaCare is a natural remedy to help cool the burning, and reduce the itching and peeling that come with damage from the sun.

It also works great for minor burns such as from cooking, or scalds from hot water, following first aid treatment.

SolaCare does NOT contain an SPF, and will not prevent skin damage due to sun exposure.

Ingredients:

Primal-Pure Base Cream and extracts of Calendula officinalis, Centella asiatica, Glycyrrhiza glabra, Althaea officinalis, Mentha piperita, natural fragrance.

Instructions:

Natural formulation for minor Burns ONLY – For chemical burns or where the burn is blistering or the skin is broken seek immediate medical advice.

Following First Aid treatment apply SolaCare to affected area 3-5 times per day, or as directed by your healthcare professional.

Safety:

- Use as directed. If symptoms persist see your health professional.
- SolaCare does NOT contain an SPF, and will not prevent skin damage due to sun exposure
- For external use only, DO NOT use Solacare for chemical burns or where the burn is blistering or on broken or bleeding skin.
- Whilst no issues using this product have been reported we do not recommend use by pregnant and breastfeeding women
- There are no restrictions on long-term use.
- Do not use if there is a known allergy to any of the ingredients.
- Discontinue use if irritation occurs.



TattooCare

Whether your new ink is a f*** it decision or months (or years) in the making we bet you're impatiently waiting to show your new tattoo to the world.

But there's a process for tattoo healing, and it's easy to ruin your new tattoo if you do not care for it properly. Primal Herbaria TattooCare is a natural, plant-based moisturizer, infused with herbs traditionally used to help soothe, calm and support your skins healing,

While TattooCare can help your skin recover from your latest tattoo, it is also great to help preserve and refresh existing tattoos.

Ingredients:

Primal-Pure Base Cream and extracts of Calendula officinalis, Symphytum officinale, Hydrastis canadensis, Centella asiatica, natural fragrance

Instructions:

Apply TattooCare to your new tattoo(s) 3-5 times per day, or as directed by your healthcare professional

Safety:

- Use as directed. If symptoms persist see your health professional.
- For external use only, do not use on broken or bleeding skin.
- There are no restrictions on long-term use.
- Do not use if there is a known allergy to any of the ingredients.
- Discontinue use if irritation occurs.



WoundCare

Whether it's from your kids rough and tumble or those oopsies that happen every day, keep WoundCare in the medicine cabinet for those every day cuts and grazes.

Primal Herbaria WoundCare is a natural, plant-based remedy to help your skin's natural recovery from minor cuts and abrasions, and help support skin repair.

It also works great as a general first aid cream.

Ingredients:

Primal-Pure Base Cream and extracts of Calendula officinalis, Symphytum officinale, Hydrastis canadensis, Centella asiatica, natural fragrance

Instructions:

Apply WoundCare to minor cuts and abrasions 3-5 times per day, or as directed by your healthcare professional

Safety:

- Use as directed. If symptoms persist see your health professional.
- For external use only, do not use on broken or bleeding skin.
- There are no restrictions on long-term use.
- Do not use if there is a known allergy to any of the ingredients.
- Discontinue use if irritation occurs.



Ingredients



Baical Skullcap - *Scutellaria baicalensis*

Used in Traditional Chinese Medicine (Huang Qin) for over 2000 years.

Our ethanolic root extract is used in our DermaCare for its reported antiallergenic and anti-inflammatory properties.



Calendula - *Calendula officinalis*

Used in European, Asian and North American traditional medicine since time immemorial.

Our ethanolic flower extract is used across our range for its reported topic wound healing properties.



Comfrey - *Symphytum officinale*

Another herb that has been used around the world in traditional medicine since time immemorial.

Our ethanolic leaf extract is used in our TattooCare and WoundCare for its reported topical wound healing properties.



Golden Seal - *Hydrastis canadensis*

Used in Native American traditional medicine to treat wounds, ulcers, and other skin ailments.

Our ethanolic root extract is used in our InfanCare, TattooCare and WoundCare for its reported topical wound healing properties.



Gotu Kola - *Centella asiatica*

Indigenous to eastern Asia, Australia, and the South Pacific, and has been used in Traditional Chinese Medicine for over 2000 years.

Our ethanolic herbal extract is used in our DermaCare, SolaCare, TattooCare and WoundCare for its reported topical wound and burn healing properties.



Licorice - *Calendula officinalis*

Used in Traditional Medicine across Europe, the Middle East and Asia for thousands of years.

Our ethanolic root extract is used in our DermaCare, InfanCare and SolaCare for its reported anti-inflammatory properties.



Marshmallow - *Althaea officinalis*

Used in Traditional Medicine across Central and southern Europe, North Africa, and Western Asia for thousands of years.

Our ethanolic root extract is used in our DermaCare and SolaCare for its reported soothing and burn healing properties.



Peppermint - *Mentha x piperita*

Used in Traditional Medicine across Europe and the Middle East for thousands of years.

Our ethanolic herb extract is used in our InfanCare and SolaCare products for its reported antimicrobial, antiitch and pain-relieving properties.



Thyme - *Thymus vulgaris*

Native to southern Europe and the western Mediterranean and has been used in Traditional Medicine across Europe for thousands of years.

Our ethanolic herb extract is used in our InfanCare for its reported antibacterial, antifungal and properties



Primal-Pure Moisturising Base

Derived from natural plant extracts, Primal-Pure Base Cream has been formulated specially to carry the herbal extracts in our creams.

Primal Reseller Pricing

Recommended retail for the products in the Primal Herbaria collection is \$29.95 (incl. GST).

As a reseller we can offer great reseller pricing based on individual product order volumes and your preferred payment plan.

Pricing is by product line with a minimum order quantity of 6 of any one product type. For orders of less than 6 of a given product a standard discount of 15% applies.

Please note that unlike online sales (through our website), wholesale sales are not freight free.

To place a reseller order please email: team@primalherbaria.com



Primal Reseller Pricing

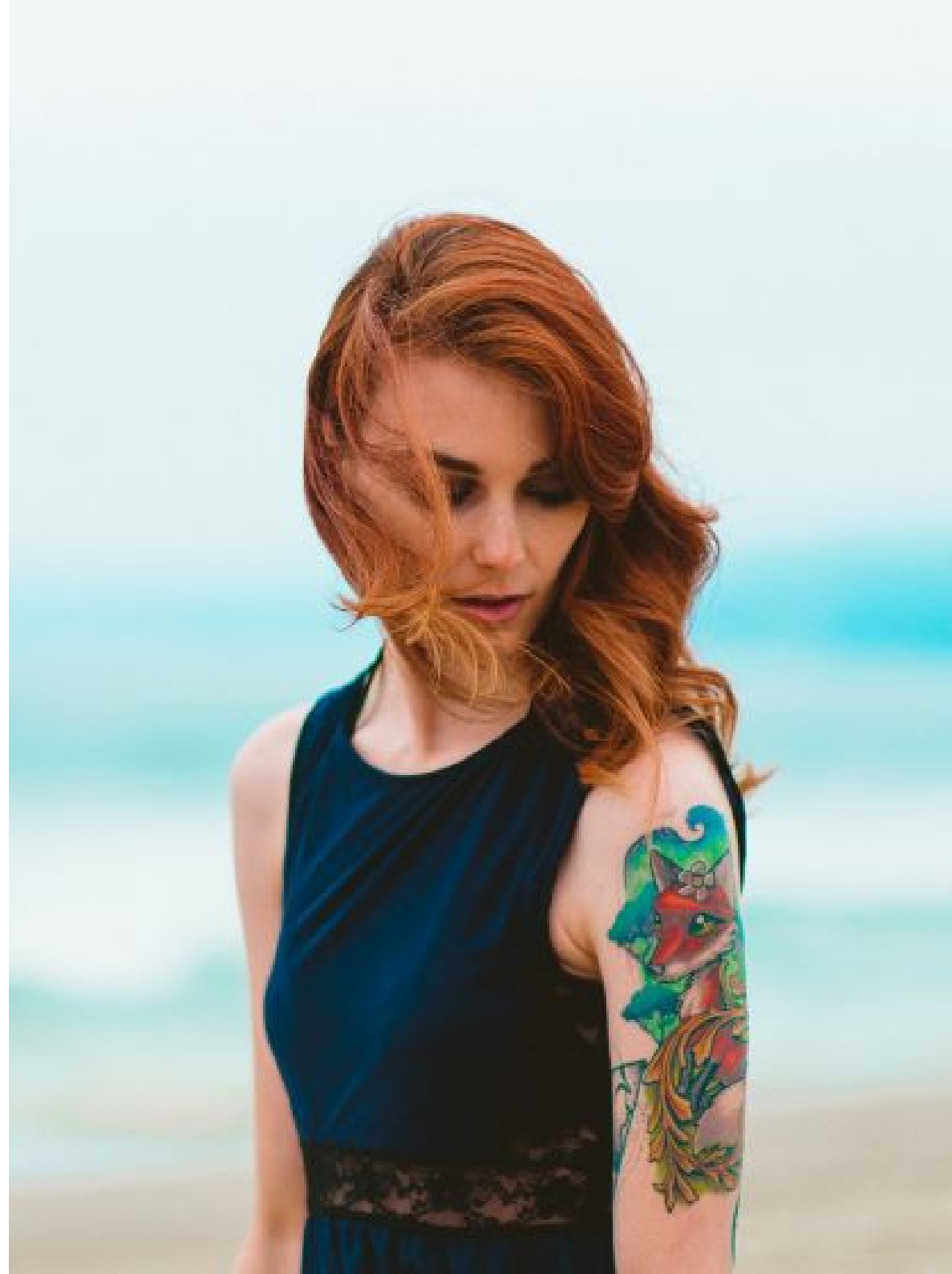
Prepay Account

With a prepay account you will be invoiced for the order prior to dispatch. Orders need to be paid for and full payment confirmed prior to the order being sent.

You understand and agree that all orders made, and goods supplied by Primal Herbaria are subject our terms & conditions of sale.

All prices are subject to change at Primal Herbaria's discretion.

Units Purchased	Price per Unit	Markup to RRP
6-29	\$21.40 +GST	40%
30-49	\$19.96 +GST	50%
50-99	\$18.71 +GST	60%
100+	\$14.98 +GST	100%



Primal Reseller Pricing

20th Month Account

20th Month accounts are provided solely at the discretion of Primal Herbaria with outstanding balances due 20th of the month following invoice.

20th Month Accounts are subject to our reseller terms and conditions. We reserve the right to apply additional charges to outstanding balances beyond the due date.

You understand and agree that all orders made, and goods supplied by Primal Herbaria are subject our terms & conditions of sale.

All prices are subject to change at Primal Herbaria's discretion.

Units Purchased	Price per Unit	Markup to RRP
6-29	\$19.96 +GST	50%
30-49	\$18.71 +GST	60%
50-99	\$14.98 +GST	100%
100+	\$14.98 incl GST	



Primal Starter Pack - \$1595 +GST

Our Primal Starter pack contains everything you need to get started selling our Primal herbaria Collection including:

- 24x DermaCare
- 24x InfanCare
- 24x SolaCare
- 24x TattooCare
- 24x WoundCare

Plus

- FREE Customer tester samples of each product
- 25 Primal Brochures
- Our Marketing Collateral Pack
- Listing on our website and social media as a stockist of our collection
- Get a 20th month account (subject to credit criteria) on future orders
- Automatic pricing guarantee for a minimum 60%+ margin on future orders over the next 12 months.



Simple Starter Pack - \$895.00 +GST

Our Primal Starter pack contains everything you need to get started selling our Primal herbaria Collection including:

- 12x DermaCare
- 12x InfanCare
- 12x SolaCare
- 12x TattooCare
- 12x WoundCare

Plus

- 5 Tester labels - 1 for each product
- 25 Primal Brochures
- Our Marketing Collateral Pack
- Listing on our website and social media as a stockist of our collection



Reseller Terms & Conditions

The following terms form the basis of the contract between you (the reseller) and Primal Herbaria (us/we) for the supply of all goods or services (Goods).

Primal Herbaria is a New Zealand owned and operated manufacturer and wholesaler of medicinal skincare products. Upon opening an account with us you agree to the following Trade Terms and accept these govern all future transactions unless prior written agreement is secured.

These terms and conditions may be reviewed from time to time and any changes will be notified to you.

Orders

We reserve the right to accept or reject any order at its sole discretion. Once accepted by us, an order shall form part of the contract between you and Primal Herbaria.

Delivery of Orders

All orders will be processed as soon as is practicable upon receipt, we aim to dispatch orders within 24hrs.

Courier services are provided by New Zealand Post and are generally tagged for overnight delivery; however, we are not liable for delivery delays or 'late delivery'.

Please allow an extra 1-2 days for rural delivery.

All consignments are sent using tracked signature required shipping, and we do not accept responsibility for any item left without being signed for.

An invoice will accompany all orders. Please retain this for your records.

A monthly statement will be emailed at the end of each calendar month showing all account activity for the month.

Damaged Goods / Returns

Please order carefully, as we are unable to receive product returns for the purpose of credit or refund, if you decide that you do not want the product.

If you receive incorrect goods or goods that have been broken in transit, it is your responsibility to advise us as soon as possible (within 3 working days of receiving the goods concerned).

We will then organise a replacement product.

Out of Stock Items

If any item is out of stock at the time of purchase it will automatically be put on backorder for dispatch as soon as it becomes available. We will cover the freight cost of backorders. Please ensure you advise us if the backorder is not required.

Payment Terms

Prepay Accounts

Payment of an invoice is required prior to the dispatch of the ordered goods. An invoice will be emailed to you which can be paid by credit card or PayPal (via the link in the invoice), or directly to our bank account: **ASB 12-3449-0651114-00** please use the invoice number as the bank account reference.

Once payment has been confirmed as received the goods ordered will be dispatched.

20th Month Accounts

Payment of an invoice is required on or before the 20th of the month following the invoice date. Payment can be paid by credit card or PayPal (via the link in the invoice), or directly to our bank account: **ASB 12-3449-0651114-00** please use the invoice number as the bank account reference. We do not accept cash payments.

If full payment for goods is not made to us by the due date, we may, at our sole discretion require you to pay any outstanding balance on demand.

- For account balances more than 30 days overdue additional default interest may be charged on any amount outstanding at 5% per month, accruing on a daily basis on the unpaid balance until the date when payment is received by us.
- For balances more than 60 days overdue default interest may be charged on any amount outstanding at 20% per month, accruing on a daily basis on the unpaid balance until the date when payment is received by us.
- Balances more than 90 days overdue may be sent for collection

You will be liable to pay all expenses and costs in relation to us recovering or attempting to recover any overdue amount.

Credit Limit

All credit accounts will be limited by credit limits applied solely at our discretion, and we reserve the right to alter credit limit without notice.

Where your credit limit is exceeded, we reserve the right to refuse to supply goods to you.

Risk and Guarantees

Risk in the goods shall pass immediately to you upon delivery.

If you sell or otherwise dispose of the Goods provided before payment has been made in full, you shall remain liable for any amounts outstanding and will immediately pay any outstanding balances on demand.

All accounts must be personally guaranteed by a key stakeholder in your organisation and should the organisation be unable to meet its obligations in relation to outstanding account balances the guarantor shall immediately become liable for the outstanding balance, taking over all liabilities as per these terms and conditions.

Security Interest

All goods, and all of your present and future rights in relation to these goods, are subject to a continuing security interest by Primal Herbaria for the payment of all amounts owing, and the performance of all obligations, under these terms and conditions.

You acknowledge that we may, at your cost, register its security interest in the goods, and all of your present and future rights in relation to the goods, on the Personal Property Securities Register.

You undertake that you shall provide all information we may require upon request for the purpose of securing any goods or amounts owing in relation to the performance of all of your obligations under these terms and conditions.

You shall not change your name or other details without first notifying Primal Herbaria in writing at least 14 days before such change takes effect.

Legal Obligations

You agree that should Primal Herbaria not have priority over all other secured parties in relation to the goods or any other personal property relating to these terms and conditions, then you and Primal Herbaria shall, for purposes of section 109(1) of the Personal Property Securities Act 1999 (PPSA), be deemed, as per section 107(1) of the PPSA, to have contracted out of that section

- You agree that nothing in sections:

- 114(1)(a) (to receive notice of sale or goods),
- 116 (to receive a statement of account),
- 117(1)(c), (to receive any surplus) 119 (to recover any surplus),
- 120(2) (to receive notice of proposal to take goods),
- 133 (to reinstate security agreement) and 134 (limit on reinstatement)

of the PPSA will apply to these terms and conditions, or the security interest under these terms and conditions;

- You waive all of your rights under sections:

- 121 (to object to proposal),
- 125 (damage to goods on removing accession),
- 129 (notice of removal of accession),
- 131 (court order preventing removal of accession),
- 132 (redemption of collateral) of the PPSA; and

- You waive your right to receive a copy of the verification statement confirming registration of a financing statement or financing change statement relating to the security interest under these Trade Terms as defined by the meanings given to them under the PPSA.
- Primal Herbaria shall have the right, at any time while any amounts are owed by you to Primal Herbaria to enter into the premises where goods are stored and remove them. Further you indemnify Primal Herbaria or its representatives for any damage caused in doing so and accept full liability for all costs, charges and expenses in repossessing the Goods.

Consumer Guarantees Act 1993 (CGA) and Fair Trading Act 1986 (FTA)

You acknowledge that you are acquiring the Goods for business purposes and that the provisions of the CGA do not apply.

You will not do (by action or omission) anything which gives rise to any liability on the part of Primal Herbaria under the CGA or the FTA.

You will not make any representation or give any guarantee, warranty or other undertaking in relation to the goods unless that representation, guarantee, warranty or undertaking is supplied by Primal Herbaria.

Limitation of Liability and Indemnity

The liability of Primal Herbaria shall be excluded to the fullest extent permitted under the law.

That being said, should Primal Herbaria be held liable under these terms and conditions, the liability of Primal Herbaria shall not exceed the invoice amount of the relevant goods supplied.

You shall at all times indemnify Primal Herbaria and its employees, officers, agents and contractors from and against any loss, costs, claims, damages, expenses (including legal costs and expenses on a solicitor/own client basis), liabilities, proceedings or demands, whether direct or indirect, incurred or suffered by any of them where were caused by:

- a breach of these terms and conditions or of any warranty given by you in relation to the goods, or the capabilities of any person for whom you are responsible;
- or any wilful, negligent or unlawful act or omission by you

Default, Termination and Suspension

Primal Herbaria may suspend or terminate any contract incorporating these terms and conditions at its sole discretion. At such time any amounts owing by you to us shall immediately become due and payable, if:

- you are in breach of any term of these terms and conditions, or any other contract with Primal Herbaria.
- you are unable to pay your debts as they fall due, or cease or threaten to cease conducting your business in the normal manner
- you enter, or attempt to enter any other arrangement with, or for the benefit of, your creditors
- you or the account guarantor are in jeopardy of becoming insolvent
- the guarantor wishes to cease, or becomes unable to guarantee this account

This provision shall survive the termination or expiration of these Trade Terms.