

## Joshua Tree Products – Unique Little Company Stands Out in a Crowd!

*Hand crafted, organic skin care products tailored to the outdoor enthusiast*

J-Tree sets itself apart from all the skin care companies out there in a number of ways. To start, we only use the highest quality organic ingredients. Like a good cup of coffee, our select herbs are 'fresh ground and slow roasted' for two full weeks to create the potent extract that gives J-Tree salve its healing power.

Slow roasting is important in order to extract the full spectrum of essential oils from the herbs. Large conglomerates "folksy organic" brands use a fast and hot steam distillation process that boils off the lighter oils and leaves the heaviest ones behind. The wonderfully fresh J-Tree scent is the direct result of our slow oil extraction process. We do not add any additional fragrances.



Once we have our potent herbal extract, we blend it with just the right amount of beeswax, which we get right down the road from local beekeepers. While

beeswax is an important ingredient in lip balms and healing salves, it is also the cheapest ingredient. We use as little beeswax as possible to achieve the consistency

*"Just a little note to say thank you for such a great product!! I am a snowboard/ski instructor at Mammoth Mountain and am always looking for great products to save my face, lips and hands. Last year I purchased the Mountain Mint chap stick and the Winter Stick before I went to work over spring break, and if you have ever been to Mammoth then you know the sun and wind are intense. I went the whole week with no sunburn/windburn or peeling!!" - Rachel Sahl*

that we want while maximizing the amount of healing goodness. This is why all of the J-Tree products feel just a little bit softer than our competitors' products. This also allows it to be absorbed into the skin quickly, without leaving a goopy feeling on your skin.

With our anticipated growth, hand-crafted may mean a few more hands. But according to owner David Lawrence, "Joshua Tree products will never use high temperature processes to cut production time. We will never use extra beeswax to cut cost. We don't cut corners. I climb and mountain bike with our customers every chance I get, and when we gather around a campfire at night, I can look anyone in the eye and say I'm proud of our products."

### Jessica Andrews - Physical Therapist

*"What is so unique about J-Tree is that it actually works! There are a lot of products that I have used over the years to repair my skin - cuts, scratches, nicks, bites, etc. including Hoofmaker, vitamin E capsules, various brands of lotion, Corn Huskers, Bag Balm, Climb On.... you get the point. You know J-Tree is different as soon as you open it, you can smell and feel the difference!"*

