



RESELLER'S GUIDE

2021 edition v1.2



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Healthy

Great for the prevention of respiratory diseases during the flu season. Support for the immune system.



Natural

No additives, contamination or dilution. A beautiful fragrance straight from nature.



Pro ECO

A biodegradable and ecological product, made of natural raw materials, including packaging.



1. Introduction to Lady Pinecone™

Lady Pinecone™ is a natural automotive aromatherapy and fragrance system for health and pleasure.

Lady Pinecone™ is made of natural and ecological materials and substances:

- “head” of the product is a natural pine cone collected in forests in respect to the law and regulations.
- “stick/clip” of Lady Pinecone™ is made from the natural wood.
- Our blends of essential oils are top high quality and 100% natural. Essential oil bottle is glass, not plastic.
- Box is biodegradable and made from recycled paper.
- The only plastic element is bottle’s cap and dropper. The reason is to guarantee the best protection for the essential oil (doesn’t react with it) and for the user. It’s protected against kid (special unlocking system in the cap).



Lady Pinecone™ is protected by law.

Lady Pinecone™ (EU and US)/Pani Szyszka™ (Poland) is protected. This is an industrial design protected in the EU: Registered Community Design 007989777. Name - word-figurative and word marks are filed and protected by the Patent Office of the Republic of Poland and the European Union Intellectual Property Office EUIPO and the U.S. Patent and Trademark Office (USPTO).



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2. Story of Lady Pinecone™

Lady Pinecone™ comes only from Polish forests, and more specifically from special seed stands of the best quality prepared and selected, especially for seed harvesting. It takes up to 80 years for tree stand to become ready for seed production.

The pinecones are harvested straight from the tree at the turn of December and January, when they are ripe but still closed, which means they certainly still have seeds in them. Cones are collected every few years from the same stand to ensure a calm cycle.



The collection of cones is taken care of by arborists – tree keepers with special mountaineering qualifications. Only the cones collected straight from the tree guarantee their highest quality. Cones are not picked up from the ground, because those that have fallen have no seeds, and may contain undesirable impurities.

Harvested cones are dried and stripped of seeds and then used by foresters to plant seedlings for new forests. Dried and empty cones are carefully selected and cleaned again. It is hard manual work. Only the most beautiful of them begin their careers as **Lady Pinecone™**.

3. Local and global brands, awards.

Lady Pinecone™ is our global brand designed for worldwide markets except home of Lady Pinecone™ which is Poland.

In Poland we have a local brand: **Pani Szyszka™**:



Global brand available for worldwide markets.



Local brand available in Poland

Both products, types, available options except the name are the same. Pani Szyszka™ contains polish version of all descriptions on the box. Lady Pinecone™ has 6 languages. All information in this Reseller's Guide are applicable also to Pani Szyszka™.



The product offer of the Pani Szyszka™ brand was distinguished in the 17th edition of the Polish Consumer Laurel / Customer Laurel plebiscite and has the honor of using the most exclusive title of the Consumer Laurel Discovery of the Year 2021 in the Ecological strategies in business / industry category.

The competition was created to recognize, appreciate, honor and publicize those economic entities that own the most popular brands of products and services according to the respondents. The Consumer's Laurel / Client's Laurel is one of the first certifications of companies based on the collective recommendation of consumers and clients. The competition is organized by the editorial staff of the Business Pages of a promotional and informational supplement published in Dziennik Gazeta Prawna, the Pages of the Market in Gazeta Wyborcza and the Rzecz o Biznesie issue published in Rzeczpospolita.

4. Versions, options and available SKU's

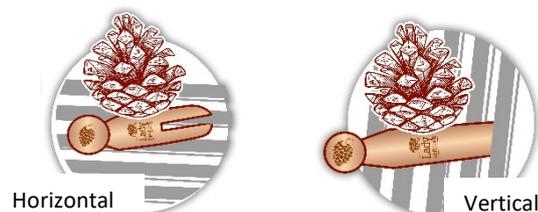
Currently we have 2 versions of the product:

Set ID	Lady Pinecone with oil bottles
PS1	1 x Lady Pinecone™ + 1 x oil bottle, 10ml
PS5	2 x Lady Pinecone™ + 5 x oil bottles 10ml each



Both versions are in 2 options according to the vent grid mount orientation:

Grid ID	Grid mounting option
H	Horizontal air vent grids (the most of cars)
V	Vertical air vent grids (some selected cars)



Available oil compositions are:

Oil ID	Oil bottle 10ml
VIG	VIGILANCE - for concentration
PRO	PROTECTION - against viruses
IMM	IMMUNITY- against colds
TRA	TRAVEL - for motion sickness
SIN	SINUSITIS - for a runny nose



Available SKU's are:

SKU	Description	Dimensions [mm]	Weight [g]
PS1-V-VIG	Lady Pinecone™ Vertical Vigilance	150 x 60 x 65	100
PS1-H-VIG	Lady Pinecone™ Horizontal Vigilance	150 x 60 x 65	100
PS1-V-PRO	Lady Pinecone™ Vertical Protection	150 x 60 x 65	100
PS1-H-PRO	Lady Pinecone™ Horizontal Protection	150 x 60 x 65	100
PS1-V-IMM	Lady Pinecone™ Vertical Immunity	150 x 60 x 65	100
PS1-H-IMM	Lady Pinecone™ Horizontal Immunity	150 x 60 x 65	100
PS1-V-TRA	Lady Pinecone™ Vertical Travel	150 x 60 x 65	100
PS1-H-TRA	Lady Pinecone™ Horizontal Travel	150 x 60 x 65	100
PS1-V-SIN	Lady Pinecone™ Vertical Sinusitis	150 x 60 x 65	100
PS1-H-SIN	Lady Pinecone™ Horizontal Sinusitis	150 x 60 x 65	100
PS5-V	Lady Pinecone™ Vertical 5 blends of essential oils set	210 x 155 x 65	325
PS5-H	Lady Pinecone™ Horizontal 5 blends of essential oils set	210 x 155 x 65	325

5. Oil compositions and instructions for use.

Each Lady Pinecone™ box contains a specially composed blend of essential oils. All of them **supports the driver's concentration and mindfulness**. Each mixture has been prepared to help drivers in various situations through additional features:



VIGILANCE - supports the driver's concentration and mindfulness.

Blend inspired by research on improving concentration at work. Vigilance is a mixture of lemon, rosemary and orange enriched with ylang ylang and black pepper.



PROTECTION supports driver's carefulness.

Blend inspired by the article on the coronavirus of the creators of Polish aromatherapy. The mixture is not a cure for coronavirus! Its main goal is to create an atmosphere in the car that viruses, bacteria and fungi do not like. Blend with a delicate background of ylang ylang.



IMMUNITY supports during colds.

The composition of the mixture is designed to strengthen and protect the body with symptoms of flu, cold (runny nose, cough). Also for protection against third parties. It is dominated by bergamot, and its effect is enhanced by the properties of basil and rosemary. Strengthens and protects.



TRAVEL mixture has a beneficial effect in case of fatigue, headaches and improves concentration.

Moreover, it can bring relief to passengers in case of nausea and malaise resulting from car travel. It is worth seeing how the smell of the mixture, which is dominated by spearmint (known for chewing gum), peppermint, ginger and black pepper, has an effect on us. It is enriched with notes of patchouli and litsea cubeba, which bring freshness combined with softness and calmness to the composition.



SINUSITIS for runny nose, sinuses, against mental sluggishness.

SINUSITIS blend created for people who suffer from sinus problems. It is beneficial for mental sluggishness and improves concentration. Its purpose is to provide gentle and effective support in the fight against ailments. It is dominated by fresh scents of peppermint, eucalyptus and tea tree - they clear the respiratory tract - supplemented with a very strong cinnamon oil (from the leaves) and a soft scent of basil, which enhance the antibacterial and immune effects



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Oil ID	Oil bottle 10ml	Ingredients:
VIG	VIGILANCE - for concentration	The blend of 100% essential oils for aromatherapy. Ingredients: Citrus limon Oil, Pepper nigrum Oil, Citrus sinensis Oil, Cananga odorata Oil, Rosmarinus officinalis Oil. Extraction method: Citrus limon, Citrus sinensis - expression – squeezing the oil from the peel of the fruit; the other ingredients - steam distillation.
PRO	PROTECTION - against viruses	The blend of 100% essential oils for aromatherapy. Ingredients: Melaleuca Alternifolia Oil, Lavandula angustifolia Oil, Eucalyptus globulus Oil, Cymbopogon citratus Oil, Cananga odorata Oil. All the above essential oils obtained by steam distillation.
IMM	IMMUNITY- against colds	The blend of 100% essential oils for aromatherapy. Ingredients: Citrus bergamia Oil, Ocimum basilicum Oil, Litsea cubeba Oil, Rosmarinus officinalis Oil, Gaultheria procumbens Oil. Extraction method: Citrus bergamia - expression – squeezing the oil from the peel of the fruit; the other ingredients - steam distillation.
TRA	TRAVEL - for motion sickness	The blend of 100% essential oils for aromatherapy. Ingredients: Mentha spicata Oil, Mentha piperita Oil, Zingiber officinale Oil, Pepper nigrum Oil, Pogostemon cablin Oil, Litsea cubeba Oil. All the above essential oils obtained by steam distillation.
SIN	SINUSITIS - for a runny nose	The blend of 100% essential oils for aromatherapy. Ingredients: Eucalyptus globules Oil, Melaleuca alternifolia Oil, Cinnamomum zeylanicum leaves Oil, Ocimum basilicum Oil, Mentha piperita Oil. All the above essential oils obtained by steam distillation.

Instructions for use:

sprinkle on Lady Pinecone™ 2 to max. 5 drops of the selected mixture.

Warnings:

- Keep out of reach of children and animals.
- For external use only.
- Do not use during pregnancy.
- Do not use in children under 5 years old.

Oil storage: in a dark and cool place.



6. Pricing and payment conditions.

We can offer our products in the following price conditions:

SKU	Description	Price [EUR net]	SRP [EUR gross]
PS1-V-VIG	Lady Pinecone™ Vertical Vigilance	TBD	14,99
PS1-H-VIG	Lady Pinecone™ Horizontal Vigilance	TBD	14,99
PS1-V-PRO	Lady Pinecone™ Vertical Protection	TBD	14,99
PS1-H-PRO	Lady Pinecone™ Horizontal Protection	TBD	14,99
PS1-V-IMM	Lady Pinecone™ Vertical Immunity	TBD	14,99
PS1-H-IMM	Lady Pinecone™ Horizontal Immunity	TBD	14,99
PS1-V-TRA	Lady Pinecone™ Vertical Travel	TBD	14,99
PS1-H-TRA	Lady Pinecone™ Horizontal Travel	TBD	14,99
PS1-V-SIN	Lady Pinecone™ Vertical Sinusitis	TBD	14,99
PS1-H-SIN	Lady Pinecone™ Horizontal Sinusitis	TBD	14,99
PS5-V	Lady Pinecone™ Vertical 5 blends of essential oils set	TBD	49,99
PS5-H	Lady Pinecone™ Horizontal 5 blends of essentials oils set	TBD	49,99

Price – is our offer for Reseller. Price value is in **EUR net**. Local taxes need to be applied.

SRP – Suggested Retail Price, is the price which we recommend for the end customer. SRP value is in EUR gross (incl. local VAT), according to the local tax conditions. According to the legal regulations any end user price can be applied.

Payment conditions:

Upfront payment until 10.000 units sold and min. 3 transactions completed.

14 days deferred payment is an option after both above conditions will be met, however It's the subject of a separate agreement.

All prices are promotional according to the market launch of the product and may change in the future.

7. Delivery.

Delivery for orders below 1.000 units will be made from the stock within 1 week (EU area). Orders above 1.000 units will be sent to production and delivery time in such cases should be no longer than 3 weeks. Cost of delivery included in the price.

Minimum quantity in the order: 50 units.



8. Warranty, defects, return conditions.

The warranty conditions are in accordance with the local regulations of the countries where the product is sold. The manufacturer or the manufacturer's representative do not provide additional guarantees.

In the event that product defects are revealed, reseller is obliged to send the defective product back to the manufacturer's representative from whom the product was purchased. Reseller bears the cost of such an operation.

The defective product will be replaced with a new one. The cost of shipping a new product is borne by the manufacturer's representative.

Replacement of defective products will take place no more than once a month.

Returns are not possible in any other case.



9. Target group definition.

Drivers and car owners are the main target group for Lady Pinecone™. According to the Premium design, high quality components and ECO context, it will be accepted by premium car owners. Moderate price and re-using feature will be well accepted by middle segment car owners. We don't plan to compete with the cheapest air refreshers and we don't plan to address the segment of lowest-price car owners.

Lady Pinecone™ is great as a small gift. It's possible thanks to the unique design, pro-ECO context, high quality and reasonable price. It can be purchased by end customer as a gift and can be a part of mass scale marketing campaigns, as a company's gift. According that option, marketing and PR agencies could be also effective target group.

10. Marketing communication

Positioning and competitive differentiation:

- Lady Pinecone™ is a natural aromatherapy solution to be used in the car.
- Lady Pinecone™ is made of natural materials, including packaging.
- The fragrance comes from natural ingredients of the highest quality, not from chemicals.
- Attached oils are unique, custom compositions.
- Lady Pinecone™ can be re-used many times with different oils / fragrances.
- Lady Pinecone™ has a unique design.
- Lady Pinecone™ is positioning as a premium product.

Lady Pinecone™ is a product designed to be in line with current ECO trends. It's made of natural, recyclable materials except the only required plastic cap (safety conditions and oil protection). High quality how it's made, design, uniqueness, hologram stickers, all together let us position this product as a premium one. This is a justification for the SRP price, above the average of China made plastic air refreshers using unknown chemistry.

11. Trainings, collaterals

There is a one pager leaflet prepared with all information required to sell Lady Pinecone™. Please see the Appendix 2. Please visit <http://www.ladypinecone.com> also.

We don't plan to organize dedicated trainings as the product doesn't require that.



12. Name-brand, private label & co-branding for marketing agencies

The primary option when selling Lady Pinecone™ is a **name-brand product**, where Lady Pinecone™ logo is visible on a package and all its components (according to the table below).

We can offer **private label option**, however this isn't a standard offer and requires separate discussion.

For marketing agencies or customers who consider Lady Pinecone™ as a marketing gift, we have prepared **co-branding option**. Lady Pinecone™ exists together with customer's brand. We can offer logo placement according to the below table and pictures. Additional pricing conditions will apply.

Placement position	Lady Pinecone™ brand name option	Private label option	
		Lady Pinecone™ logo	Your logo
PS1 - Box package - front	Yes	Yes, upper	Yes, center
PS5 - Box package - front	Yes	Yes, corner	Yes, center
Lady Pinecone™ - head	Yes	Yes	No
Lady Pinecone™ - stick	Yes	No	Yes, back or side (2x)
Lady Pinecone™ - hologram	Yes	Yes	No
PS1 or PS5 box - hologram	Yes	Yes	No
Lady Pinecone™ - essential oil mixtures - labels	Yes	Yes	No



13. Order form

Please copy and paste the following order form into the email, complete all required fields and send to: orders@simto.pl. Please remember to include terms & conditions as on the next page.

Date of order: Order number:

PURCHASER:	
COMPANY NAME:	
ADDRESS:	
DELIVERY ADDRESS: (if not the same)	
VAT ID:	
CONTACT PERSON:	
CONTACT PHONE:	
CONTACT EMAIL:	

SKU	Description	Price [EUR net]	Quantity	Value [EUR net]
PS1-V-VIG	Lady Pinecone™ Vertical Vigilance			
PS1-H-VIG	Lady Pinecone™ Horizontal Vigilance			
PS1-V-PRO	Lady Pinecone™ Vertical Protection			
PS1-H-PRO	Lady Pinecone™ Horizontal Protection			
PS1-V-IMM	Lady Pinecone™ Vertical Immunity			
PS1-H-IMM	Lady Pinecone™ Horizontal Immunity			
PS1-V-TRA	Lady Pinecone™ Vertical Travel			
PS1-H-TRA	Lady Pinecone™ Horizontal Travel			
PS1-V-SIN	Lady Pinecone™ Vertical Sinusitis			
PS1-H-SIN	Lady Pinecone™ Horizontal Sinusitis			
PS5-V	Lady Pinecone™ Vertical 5 blends of essential oils set			
PS5-H	Lady Pinecone™ Horizontal 5 blends of essential oils set			
	Total net [EUR]	VAT [%]	VAT [EUR]	Total Gross [EUR]
Total purchase value:		0%	---	

NOTES:

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By placing this order, I accept the following terms of purchase:

1. Payment upfront based on the pro-forma invoice.
2. Delivery time up to 3 weeks from the date of pro-forma invoice payment.
3. No refunds and no returns are possible, except for proven product defects in accordance to the terms of the warranty.

Signature:

.....

ORDER FORM PAGE 2/2

14. Contacts

We are the sole representative of the manufacturer for the EU & WW countries, except for Poland.



Simto Sp. z o.o.

Strefowa 38
05-805 KANIE
POLAND

VAT EU: PL5342486959

Contact person:

Marek Zamlynski
email: marek.zamlynski@simto.pl
phone: +48 609 991381

Orders: orders@simto.pl

WWW: <http://ladypinecone.com>

Lady Pinecone™ is a registered trademark of manufacturer Krzysztof Czapski.

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15. About us

Krzysztof Czapski is the producer, founder and owner of the brands Pani Szyszka™ and Lady Pinecone™. These products were created as a result of his many years of experience in the field of aromatherapy and perfumery. Krzysztof Czapski is a member of the Polish Aromatherapy Society.

A milestone in the project was the development of a fragrance carrier, which was supposed to implement the assumptions of aromatherapy in the car and was to be an ecological product based on natural components. The inspiration was a 9-years-old child who, having fun, came up with the concept of universal product fastening, which was later patented.



Experience and contacts with the most outstanding aromatherapy experts in the world resulted in consultations on the composition of mixtures for drivers. The Manufacturer was supported in this area by:

Doctor of Engineering Władysław Brud - long-term President of the FSC Pollena Aroma Management Board, expert in the field of essential oils, fragrances, perfumery as well as the theory and psychology of fragrances, consultant to UNIDO (UN), member and for two terms President of the International Federation for Trade in Essential Oils and Aromas (IFEAT) , co-author of many books published in Poland and around the world in the field of aromatherapy, and

Doctor of Engineering Iwona Konopacka-Brud - President of the Polish Aromatherapy Society, consultant to UNIDO in the field of essential oils.

At every stage of production, we cooperate with the elite on the Polish market: the most experienced Polish laboratory specializing in fragrances, the most modern design and research laboratory for cardboard packaging and the most famous and experienced laser engraving experts in Poland.

**The end result is always the result of the work of human hands,
the folding of Lady Pinecone™ and the packing is done by hand
and we do not intend to automate it.**

Lady Pinecone™ appeared on the market in October 2020 for online sale (own store). From February 2021, Lady Pinecone™ is available in many sales networks on the Polish market, including: douglas.pl, nowafarmacja.pl, izielnik.pl, Betterland.pl, eko-dystrybutor.pl and the list is growing.

At the end of 2020, the global brand Lady Pinecone™ was established and a decision was made to expand sales to the EU markets and, at the next stage, to global markets.

The implementation of this task was entrusted to the company Simto, which has been cooperating with Krzysztof Czapski for many years.

Under an agreement between both companies, **Simto Sp. z o.o. is the exclusive sales representative of the manufacturer on the EU (outside of Poland) and world markets** and is responsible for:

- sale and promotion of Lady Pinecone™,
- building a distribution, reseller and dropshipping channel,
- construction of the necessary logistics processes enabling the efficient distribution of Lady Pinecone™ outside the country.

Simto Sp. z o.o. was established in 2012 as a technology startup with solutions for the automotive market. The experience and competences acquired from the beginning of the company's operation, supported by many years of experience in the market of modern technologies of its founders, allowed the company's profile to change over time.



simto

Currently, Simto specializes in supporting new companies in the areas of sales, marketing and business development, company's strategy and its products and the operationalization of company's processes.

More info at: <https://simto.pl/>

KRZYSZTOF CZAPSKI

Ludowa 3
05-500 Piaseczno, Poland
TAX ID: PL1230021101
National Business Registry number:
010649827

SIMTO Sp. z o.o.

Strefowa 38
05-805 Kanie, Poland
TAX ID: PL5342486959
National Business Registry number:
146183527



16. APPENDIX 1 - EAN BAR CODES

Single essential oils blend sets.

SKU	Description	EAN code	EAN bar code
PS1-V-VIG	Lady Pinecone™ Vertical Vigilance	5 903968 633004	 5 903968 633004 >
PS1-H-VIG	Lady Pinecone™ Horizontal Vigilance	5 903968 633011	 5 903968 633011 >
PS1-V-PRO	Lady Pinecone™ Vertical Protection	5 903968 633028	 5 903968 633028 >
PS1-H-PRO	Lady Pinecone™ Horizontal Protection	5 903968 633035	 5 903968 633035 >
PS1-V-IMM	Lady Pinecone™ Vertical Immunity	5 903968 633042	 5 903968 633042 >
PS1-H-IMM	Lady Pinecone™ Horizontal Immunity	5 903968 633059	 5 903968 633059 >
PS1-V-TRA	Lady Pinecone™ Vertical Travel	5 903968 633066	 5 903968 633066 >
PS1-H-TRA	Lady Pinecone™ Horizontal Travel	5 903968 633073	 5 903968 633073 >
PS1-V-SIN	Lady Pinecone™ Vertical Sinusitis	5 903968 633080	 5 903968 633080 >
PS1-H-SIN	Lady Pinecone™ Horizontal Sinusitis	5 903968 633097	 5 903968 633097 >





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5 x essential oils blends sets.

SKU	Description	EAN code	EAN bar code
PS5-V	Lady Pinecone™ Vertical 5 blends of essential oils set	5 903968 633103	 5 903968 633103 >
PS5-H	Lady Pinecone™ Horizontal 5 blends of essential oils set	5 903968 633110	 5 903968 633110 >

17. APPENDIX 2 – Selling Lady Pinecone™

Battle card prepared for end customer sellers.

What is Lady Pinecone™?

Lady Pinecone™ is a natural automotive aromatherapy and fragrance system for health support and pleasure of the driver and passengers. It's a compact aromatherapy solution, which customer can use when in the car.

Why Lady Pinecone™ costs more than other automotive fragrances?

It's due to the high quality, natural essential oil composition attached. 10ml of blends of essential oil bottle lasts for approximately 3 months of daily application and usage - comparing to few weeks in case of cheaper products.

How to select the best item for me?

First, make sure what is the orientation of the ventilation grid in your car. Take HORIZONTAL version (most of cars) or VERTICAL (few models, ie. Volvo), Next, decide about the aroma (single pack) or take all of them (version with 5 bottles).

What are the other, cross-sell or up-sell scenarios?

Parent is looking for something on child's motion sickness – you can offer Lady Pinecone™ Travel. Travel essential oil composition was designed to help kids to reduce symptoms of motion sickness (not for children under 5 years old).

The client buys painkillers product – you can offer also Lady Pinecone™ Sinusitis, which can help to reduce headache symptoms. Important: Lady Pinecone™ is not a pharmacy product and can NOT replace medicine.

The client feels bad, has a cold or runny nose – offer Lady Pinecone™ Protection (help to fight against viruses and bacteria) or Lady Pinecone™ Immunity (to help to strengthen the immunity system).

Client is tired long drive, buys coffee or energy drink – offer Lady Pinecone™ Vigilance, it will help to stay the client focused.

Client is looking for a small gift for somebody – offer any Lady Pinecone™. Our product due the unique form, pro-eco context, natural materials used for the production is perfect as a gift for "him" and "her". Any occasion, birthdays, valentine day, appreciation sign or small "thank you", Lady Pinecone™ will be perceived as a small casual gift with class and taste.

Broken product, what to do?

If customer wants to return broken product, please check if the product was damaged by the customer. If yes, exchange is NOT possible. If there is a suspicion that the product could be defective before the sale - mainly due to the defective cone attachment to handle - the exchange is possible.

Important: pine cone is natural and every item is different. Some cones could be naturally bended or deformed. Some cones could be perfectly shaped some of them not, but it can NOT be the reason for replacement.

Where to find more about Lady Pinecone™

Please visit us here: <http://www.ladypinecone.com>