

URBAN MOONSHINE®

HERBAL APOTHECARY

#1 Selling Organic Bitters Brand**



**SPINS Natural Enhanced Last 52 Weeks Ending 4/18/21

Urban Moonshine specializes in high quality herbal products made with organic ingredients. Our mission is to rekindle the relationship between herbal medicine and the modern world.

Our goal is to inspire people to bring herbal medicine out of the cupboard and onto the counter in everyday life. We believe that using herbal medicine is an important way to reconnect with the wisdom of nature—and that this connection in and of itself is fundamental to good health.



We have created an herbal extract line that distills the best of herbal medicine with effective, organic formulas. Our best-selling digestive bitters, stress & mood blends, and seasonal wellness products are an offering from our apothecary to yours.

- Organic herbal extracts
- Liquid formulation, taste your herbs
- From our apothecary to yours
- Formulated by herbalists



ORGANIC DIGESTIVE BITTERS

Maple • Citrus • Original • Calm Tummy • Healthy Liver

HERBAL DIGESTIF

Urban Moonshine's Best-Selling Products



- Relieve gas, bloating & occasional heartburn
- Help with appetite regulation
- Support healthy liver function
- Traditionally used for skin health & gentle detox
- Encourage digestive juice production



the root of good health is great digestion

STRESS & MOOD

Joy Tonic™ • Simmer Down Tonic® • Energy Tonic® • Hit the Hay®

ADAPTOGENS

Herbal Tonic Remedies



- **HIT THE HAY:** for occasional sleeplessness; helps you relax
- **ENERGY TONIC:** clean herbal energy; enhances adaptability to stress and restores mental alertness
- **JOY TONIC:** helps when stress leads to worry & tension; helps with transition & grief
- **SIMMER DOWN TONIC:** promotes a mellow mood; soothes nervousness, stress & irritability

vibrant spirit, full heart, peaceful mind

SEASONAL WELLNESS

Immune Tonic™ • Immune Zoom® • Clear Chest™ • Aller-Blast® • Throat Spray™

ORGANIC HERBS

Immune Support



- Support optimal immune function
- Maintain healthy immune response
- Support healthy defenses
- Organic, raw honey
- Seasonal support



wellness and vitality all season long...

URBAN MOONSHINE®

HERBAL APOTHECARY



DIGESTIVE BITTERS *the root of good health is great digestion*

- #1 Selling Organic Bitters Brand**
- A modern take on an age-old tradition

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Best-Sellers



CLASSIC DIGESTIVE BITTERS

Relief for gas, bloating & occasional heartburn



CALM TUMMY BITTERS

Relief for occasional nausea & upset stomach



HEALTHY LIVER BITTERS

Support normal detox, great for healthy liver function

BEST-SELLING BITTERS

- Relieve gas, bloating & occasional heartburn
- Helps with appetite regulation
- Supports liver health
- Traditionally used for skin health
- Encourage digestive juice production



original

citrus

traditional bitters
classic formula

bright and zesty
classic formula with citrus notes



Ingredients: *Original:* Water; Organic Cane Alcohol; Organic Dandelion Root; Organic Dandelion Leaf; Organic Burdock Root; Organic Orange Peel; Organic Fennel Seed; Organic Yellow Dock Root; Organic Angelica Root; Organic Gentian Root; Organic Ginger Root; Organic Gum Arabic; Organic Vanilla; Organic Essential Oils. *Citrus Bitters* Contain: Organic Orange Flavoring.

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MAPLE BITTERS

- Relieve gas, bloating & occasional heartburn
- Helps with appetite regulation
- Supports liver health
- Traditionally used for skin health
- Encourage digestive juice production



MAPLE



spray



2 oz dropper

Ingredients: *Original:* Water; Organic Cane Alcohol; Organic Dandelion Root; Organic Dandelion Leaf; Organic Burdock Root; Organic Orange Peel; Organic Fennel Seed; Organic Yellow Dock Root; Organic Angelica Root; Organic Gentian Root; Organic Ginger Root; Organic Gum Arabic; Organic Vanilla; Organic Essential Oils. *Maple Bitters* contain Organic Maple Syrup.

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CALM TUMMY BITTERS

- For occasional nausea
- Help soothe your stomach during stress
- For gas & bloating
- Delightful, soothing taste



CALM TUMMY



spray



2 oz dropper

Ingredients: Water; Organic Cane Alcohol; Organic Dandelion Root; Organic Dandelion Leaf; Organic Chamomile Flowers; Organic Burdock Root; Organic Yellow Dock Root; Organic Ginger Root. *Citrus Free. Essential Oil Free.*

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HEALTHY LIVER BITTERS

- Encourage the healthy production and release of bile
- Support normal detox
- Great for overall liver health
- For upset stomach and slow digestion
- Helps with appetite regulation

HEALTHY LIVER



spray



2 oz dropper



Ingredients: Water; Organic Cane Alcohol; Organic Artichoke Leaf; Organic Dandelion Root; Organic Dandelion Leaf; Organic Fenugreek Seed; Organic Raw Honey; Organic Ginger Root.

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HOW TO TAKE URBAN MOONSHINE BITTERS

DASH IT

Bulk Apothecary
Bottle



DROP IT

Traditional
Dropper



SPRAY IT

Refillable
Travel Spray



5 BITTERS FORMULAS TO CHOOSE FROM



CLASSIC FORMULA

ORIGINAL BITTERS—For The Bitter Enthusiast

Traditional Bitter



- Relieve gas, bloating & occasional heartburn
- Help with appetite regulation
- Support healthy liver function
- Traditionally used for skin health
- Encourage digestive juice production

.5 OZ SPRAY 2 OZ DROPPER 8 OZ



Water; Organic Cane Alcohol; Organic Dandelion Root; Organic Dandelion Leaf; Organic Burdock Root; Organic Orange Peel; Organic Fennel Seed; Organic Yellow Dock Root; Organic Angelica Root; Organic Gentian Root; Organic Ginger Root; Organic Gum Arabic; Organic Vanilla; Organic Essential Oils.

CLASSIC FORMULA

CITRUS BITTERS—For The Citrus Lover

Bright & Zesty



- Relieve gas, bloating & occasional heartburn
- Help with appetite regulation
- Support healthy liver function
- Traditionally used for skin health
- Encourage digestive juice production

.5 OZ SPRAY 2 OZ DROPPER 8 OZ



Water; Organic Cane Alcohol; Organic Dandelion Root; Organic Dandelion Leaf; Organic Burdock Root; Organic Orange Peel; Organic Fennel Seed; Organic Yellow Dock Root; Organic Angelica Root; Organic Gentian Root; Organic Ginger Root; Organic Gum Arabic; Organic Essential Oils; Organic Orange Flavoring.

CLASSIC FORMULA

MAPLE BITTERS—Bitters With Training Wheels

Bitter & Sweet



- Relieve gas, bloating & occasional heartburn
- Help with appetite regulation
- Support healthy liver function
- Traditionally used for skin health
- Encourage digestive juice production

.5 OZ SPRAY 2 OZ DROPPER



Water; Organic Cane Alcohol; Organic Dandelion Root; Organic Dandelion Leaf; Organic Burdock Root; Organic Orange Peel; Organic Fennel Seed; Organic Yellow Dock Root; Organic Angelica Root; Organic Gentian Root; Organic Ginger Root; Organic Maple Syrup; Organic Gum Arabic; Organic Essential Oils; Organic Vanilla.

HEALTHY LIVER BITTERS—Artichoke & Raw Honey



- Encourage the healthy production and release of bile
- Support normal detox
- Great for healthy liver function
- For upset stomach & slow digestion
- Help with appetite regulation

.5 OZ SPRAY 2 OZ DROPPER



Water; Organic Cane Alcohol; Organic Artichoke Leaf; Organic Dandelion Root; Organic Dandelion Leaf; Organic Fenugreek Seed; Organic Raw Honey; Organic Ginger Root.

CALM TUMMY BITTERS—Chamomile & Ginger



- For occasional nausea
- Help soothe your stomach during stress
- For occasional heartburn, gas & bloating
- Delightful, soothing taste

.5 OZ SPRAY 2 OZ DROPPER



Water; Organic Cane Alcohol; Organic Dandelion Root; Organic Dandelion Leaf; Organic Chamomile Flower; Organic Burdock Root; Organic Yellow Dock Root; Organic Ginger Root.

MSRP

- 0.5oz: \$7.99
- 2.0oz: \$18.99
- 8.0oz: \$44.99

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BITTERS WOOD SHELF MERCHANDISER

ASSEMBLED DIMENSIONS:
5.5" (H) X 10.75" (W) X 13" (D)

Attractive wooden display draws customer attention and provides a unique and versatile way to merchandise our bottles

- #1 Selling Organic Bitters Brand*
- The Root of Good Health Is Great Digestion!
- Wellness and Vitality all Year Long!

Helps to keep the shelf organized for improved shopability



DISPLAY CONTENTS	QTY	UPC
Citrus Dropper 2 oz	7	851588002050
Original Dropper 2 oz	7	851588002029
Citrus Sprays .5 oz (6 pack)	18	851588002067
Original Sprays .5 oz (6 pack)	18	851588002036
Original 8 oz	4	851588002012

*SPINS Natural Enhanced Last 52 Weeks Ending 4/18/21



URBAN MOONSHINE®

HERBAL APOTHECARY

STRESS, MOOD & SLEEP



*Passionflower
& Kava*

HIT THE HAY®

Sleep Support

Promotes relaxation on the occasional sleepless night



*Ashwagandha
& Tulsi*

SIMMER DOWN TONIC®

Calming Adaptogens

Daily nervous system support



*Rhodiola
& Eleuthero*

ENERGY TONIC®

Energizing Adaptogens

Support your adrenal system and boost stamina



*Motherwort
& Linden*

JOY TONIC™ (best seller)

Calm, Peaceful, Inspired

Used to promote a joyful spirit and positive mental attitude

vibrant spirit, full heart, & peaceful mind



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JOY TONIC™

- Helps when stress leads to worry and tension
- Uplifts the heart during transition and times of grief
- Go with the flow...
- Stress relief for occasional anxiety

JOY TONIC



2 oz dropper



Ingredients: Water; Organic Cane Alcohol; Organic Motherwort Leaf and Flower; Organic Linden Leaf and Flower; Organic Rose Petal; Organic Lemon Balm Leaf; Organic Lemongrass Leaf; Organic Mugwort Leaf.

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SIMMER DOWN TONIC®

- Promotes a mellow mood
- Encourages restful sleep
- Soothes nervousness, stress & irritability
- Protects against the depleting affects of stress.



SIMMER DOWN TONIC



2 oz dropper

Ingredients: Water; Organic Cane Alcohol; Organic Ashwagandha Root; Organic Skullcap Leaf and Flower; Organic Fresh Milky Oat Top; Organic Tulsi Leaf and Flower.

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ENERGY TONIC®

- Clean herbal energy—no stimulants
- Enhances adaptability to stress
- Restores mental alertness and protects from the depleting effects of stress
- Energizing adaptogens to enhance your well-being



ENERGY TONIC



2 oz dropper

Ingredients: Water; Organic Cane Alcohol; Organic Rhodiola Root; Organic Eleuthero Root; Organic Schisandra Berry; Organic Hawthorn Berry; Organic Hawthorn Leaf and Flower; Organic Licorice Root; Organic Cinnamon Bark; Organic Ginger Root

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HIT THE HAY®

- For occasional sleeplessness
- Encourages sound sleep
- Soothes away the tension of the day
- Helps you relax
- Short-term use



HIT THE HAY



2 oz dropper

Ingredients: Water; Organic Cane Alcohol; Kava Root; Organic California Poppy Leaf and Flower; Organic Passionflower Leaf; Organic Hops Flower; Organic Raw Honey.

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URBAN MOONSHINE® STRESS, MOOD & SLEEP

HIT THE HAY®—Sleep Support



- For occasional sleeplessness
- Helps you relax
- For short-term use
- Made with organic ingredients

2 OZ DROPPER



Water; Organic Cane Alcohol; Kava Root; Organic California Poppy Leaf and Flower; Organic Passionflower Leaf; Organic Hops Flower; Organic Raw Honey.



ENERGY TONIC®—Energizing Adaptogens



- Clean herbal energy—no stimulants
- Enhances adaptability to stress
- Restores mental alertness & protects from the depleting effects of stress
- Energizing adaptogens to enhance your well-being

2 OZ DROPPER



Water; Organic Cane Alcohol; Organic Rhodiola; Organic Eleuthero Root; Organic Schisandra Berry; Organic Hawthorn Berry; Organic Hawthorn Leaf and Flower; Organic Licorice Root; Organic Cinnamon Bark; Organic Ginger Root.



JOY TONIC™—Calm, Peaceful, Inspired



- Helps when stress leads to worry and tension
- Uplifts the heart during transition and times of grief
- Go with the flow...
- Stress relief for occasional anxiety

2 OZ DROPPER



Water; Organic Cane Alcohol; Organic Motherwort Leaf and Flower; Organic Linden Leaf and Flower; Organic Rose Petal; Organic Lemon Balm Leaf; Organic Lemongrass Leaf; Organic Mugwort Leaf.



SIMMER DOWN TONIC®—Calming Adaptogens*



- Promotes a mellow mood
- Encourages restful sleep
- Soothes nervousness, stress & irritability
- Keeps the effects of stress from weighing you down
- Non-sedating—take any time of day

2 OZ DROPPER



Water; Organic Cane Alcohol; Organic Ashwagandha Root; Organic Skullcap Leaf and Flower; Organic Fresh Milky Oat Top; Organic Tulsi Leaf and Flower.



MSRP

- 2.0oz: \$18.99

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URBAN MOONSHINE®



SEASONAL WELLNESS *wellness & vitality all season long*



*Echinacea &
Elderberry*

IMMUNE ZOOM®

Bing, Bang, Boom
Supports the immune system



*Red Reishi &
Astragalus*

IMMUNE TONIC™

Supports Healthy Defenses
for optimal immune function



*Elecampane
& Honey Syrup*

CLEAR CHEST™ (best seller)

Bronchial Support
For respiratory support every day

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*Nettle &
Red Reishi*

ALLER-BLAST®

Healthy Eyes, Nose & Sinus
For long- or short-term support



*Sage &
Spilanthes*

THROAT SPRAY™

Coats & Moistens
Designed to soothe & coat



IMMUNE TONIC™

- Supports healthy defenses
- Builds optimal immune function
- Supports normal recovery after illness
- Deeply nourishes—the best way to stay healthy and strong



IMMUNE TONIC



2 oz dropper

Ingredients: Water; Organic Alcohol; Organic Astragalus Root; Organic Red Reishi Fruiting Body; Organic Maitake Fruiting Body; Organic Codonopsis Root; Organic Eleuthero Root; Organic Licorice Root; Organic Schisandra Berry; Organic Ginger Root.

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IMMUNE ZOOM[®]



- Powerful immune-boosting syrup
- Maintain a healthy immune response when you need it the most
- Whole plant medicinal for maximum support
- Features raw organic honey



IMMUNE ZOOM



2 oz



4 oz



8 oz

Ingredients: Water; Organic Alcohol; Organic Echinacea Root; Organic Fresh Elderberry; Organic Raw Honey; Organic Echinacea Tops; Organic Elderflower; Organic Cinnamon Bark; Organic Ginger Root; Organic Cayenne Fruit.

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THROAT SPRAY™



- Raw honey coats & moistens the throat
- Features certified organic sage & spilanthes
- Easy-to-use spray bottle
- Convenient size; great for purse and travel



THROAT SPRAY



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2 oz dropper

Ingredients: Water; Organic Alcohol; Organic Sage Leaf; Organic Fresh Spilanthes Bud and Leaf; Organic Licorice Root; Wildcrafted Usnea Lichen; Organic Raw Honey.

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CLEAR CHEST™



- Powerful syrup
- Features certified organic elecampane & thyme
- For healthy lungs & respiratory system
- Keeps your chest clear



Ingredients: Water; Organic Cane Alcohol; Organic Elecampane Root; Organic Raw Honey; Organic Thyme Leaf; Organic Licorice Root; Organic Elderflower; Organic Lobelia Leaf and Seed; Organic Lemon Peel.

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CLEAR CHEST



4.2 oz



8.4 oz

ALLER-BLAST®



- For use when you need it most; can also be taken daily long-term
- For healthy eyes, nose & sinus
- Seasonal & year round support, indoor & outdoor sensitivities



Ingredients: Water; Organic Alcohol; Organic Fresh Stinging Nettle Leaf; Organic Red Reishi Fruiting Body; Organic Artichoke Leaf; Organic Elderflower; Organic Red Clover Flower and Leaf; Organic Raw Honey.

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ALLER-BLAST



2 oz dropper

URBAN MOONSHINE®

WELLNESS & VITALITY ALL SEASON LONG



IMMUNE ZOOM®—Bing, Bang, Boom



- Supports the immune system
- Maintains a healthy immune response
- Features organic echinacea, elderberry and honey plus warming cinnamon, cayenne and ginger

2 OZ 4.2 OZ 8.4 OZ



Water, Organic Cane Alcohol; Organic Echinacea Root; Organic Fresh Elderberry; Organic Raw Honey; Organic Echinacea Tops; Organic Elderflower; Organic Cinnamon Bark; Organic Ginger Root; Organic Cayenne Fruit.



IMMUNE TONIC™—Supports Healthy Defenses



- Combines immune-toning herbs such as astragalus and codonopsis with medicinal mushrooms traditionally used to support optimal immune function

2 OZ DROPPER



Water; Organic Cane Alcohol; Organic Astragalus Root; Organic Red Reishi Fruiting Body; Organic Maitake Fruiting Body; Organic Codonopsis Root; Organic Eleuthero Root; Organic Licorice Root; Organic Schisandra Berry; Organic Ginger Root.



CLEAR CHEST™—Bronchial Support



- Features certified organic elecampane & thyme
- Helps support a healthy bronchial system
- For respiratory support every day
- Made with raw organic honey

4.2 OZ 8.4 OZ



Water; Organic Cane Alcohol; Organic Elecampane Root; Organic Raw Honey; Organic Thyme Leaf; Organic Licorice; Organic Elderflower; Organic Lobelia Leaf and Seed Extract; Organic Lemon Peel.

THROAT SPRAY™—Coats & Moistens



- Herbs used support a healthy throat and provide a refreshing, gentle tingle
- Formulated with organic sage & spilanthes
- Easy-to-use spray bottle
- Convenient size, great for purse and travel
- Made with organic ingredients

1 OZ SPRAY



Water; Organic Cane Alcohol; Organic Sage Leaf; Organic Fresh Spilanthes Bud and Leaf; Organic Licorice Root; Wildcrafted Usnea Lichen; Organic Raw Honey.



ALLER-BLAST®—Healthy Eyes, Nose & Sinus



- Can be taken short-term or daily for long-term support
- For healthy eyes, nose & sinus
- Formulated with red reishi, honey & certified organic, fresh nettles

2 OZ



Water; Organic Cane Alcohol; Organic Fresh Stinging Nettle Leaf; Organic Red Reishi Fruiting Body; Organic Artichoke Leaf; Organic Elderflower; Organic Red Clover Flower and Leaf; Organic Raw Honey.

MSRP

- 1.0oz: \$12.99
- 2.0oz: \$18.99
- Immune Zoom 4.2oz: \$32.99
- Immune Zoom 8.4oz: \$46.99
- Clear Chest 4.2oz: \$18.99
- Clear Chest 8.4oz: \$26.99

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URBAN MOONSHINE®

Opening Order Sets



TIER 1
Our "Core 15" items

BITTERS:

merchandise all Urban Moonshine bitters as a block within the Digestive Set. *Secondary placement opportunities noted below.*

Original Bitters, Citrus Bitters, Maple Bitter: Digestive set

Healthy Liver Bitters: Digestive set; secondary placement Liver

Calm Tummy Bitters: Digestive set; secondary placement/Nausea or Mom to be

SEASONAL WELLNESS:

Immune Tonic: Immunity set/Mushroom

Immune Zoom: Cold Season or Immune Set/Elderberry

Clear Chest: Cough set

Throat Spray: Throat set

Aller-Blast: Allergy set



TIER 2
Full Line Set

STRESS, MOOD & SLEEP:

Joy Tonic: Stress set or Anxiety

Energy Tonic: Adaptogens/ Rhodiola

Simmer Down Tonic: Adaptogens/Ashwaghandha

Hit the Hay: Sleep set