

MARKETING THEMES

Q1	Q2	Q3	Q4
SAY IT ON THE WRAPPER JANUARY Label Transparency FEBRUARY Vote with your Dollars MARCH PDR Impact	WILDLIFE FRIENDLY APRIL Regenerative Agriculture MAY Farmer Stories JUNE Protect our Species	CHOICES MATTER JULY Suds Up Sustainably AUGUST Back to School SEPTEMBER 	SUSTAINABLE SWAPS OCTOBER Better Baking NOVEMBER Clean Candle DECEMBER Sustainable Swaps



CONSUMER EDUCATIONAL CAMPAIGNS

SAY IT ON THE WRAPPER	PALM & HEALTH	REGENERATIVE AGRICULTURE	PALM BENEFITS	PDR IMPACT
 Label Transparency about Palm Oil Use	 Personal and Environmental Health Benefits of Palm Oil	 Regenerative Organic Certification	 Product Quality and Performance	 Social, Economic and Environmental Impact of PDR

TRADE SHOWS

	
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SPECIAL CAMPAIGNS

CLEAN CANDLE COMMITMENT  Did You Know Palm Wax Burns The Cleanest?	#___ DONE RIGHT 
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Natural Habitats USA

948 North Street, Unit #7 | Boulder, CO 80304

888-958-1967 | www.natural-habitats.com | www.palmdoneright.com

#CHOOSEORGANIC



#CHOICESMATTER