



154k



22K



3.2K

BETHANY MCDANIEL

FOUNDER OF PRIMALLY PURE

primallypure.com



About Bethany McDaniel

Having used all sorts of harsh prescription creams and pills to treat her acne as a teenager and young adult (and dealing with red, raw, irritated skin as a result), Bethany McDaniel was blown away by the effects she eventually experienced after ditching the harsh chemicals and replacing them with simple and natural ingredients. Bethany's journey inspired her to start Primally Pure (with an initial \$250 order for ingredients + supplies) to help others experience the benefits of using clean products. In addition to spending time at the PP Workshop and Spa envisioning new product ideas, Bethany is passionate about all things faith, clean living and biohacking. She loves sharing the knowledge she has gained with others - as well as taking regular getaways with her family to reset and refresh. Bethany is the Founder of Primally Pure and lives in Southern California with her husband and two daughters. For more information, please visit primallypure.com

What Makes Primally Pure Special?

- After experiencing first-hand the health benefits of real food and real ingredients when her family spontaneously started a beyond organic livestock farm, Bethany made it her mission to detoxify her life, starting with the skincare products in her bathroom cabinets. At Primally Pure, Bethany and her team formulate products using real ingredients derived from nature for maximum purity and potency, consulting with leading experts in the beauty and wellness industries to create safe and effective products.
- In a world of convenience and quick fixes, Primally Pure's products are made with certified organic ingredients that are sourced with the utmost attention and care, from family-owned farms whenever possible. Quality is critical — quality of ingredients, quality of products, quality of service, quality of content, quality of design, quality of packaging, etc.
- With a background in copywriting, Bethany knows the importance of educating and building trust with her audience and takes it very seriously. Primally Pure strives to provide the best possible product education and general clean living education to their customers as possible, consulting with leading experts and estheticians as they create content and provide it to their community.
- What started in her kitchen with a \$250 investment in the natural ingredients/supplies she needed to create, package, and launch Primally Pure's initial offering—a natural deodorant that remains one of the company's bestsellers—turned into a multi-million dollar business that sells a variety of non-toxic solutions for the home and body, ranging from deodorants and serums to aromatherapy oils and wellness tools.

Media contacts: Olivia Parven / Brittany Battista
Olivia@ChoiceMediaCommunications.com /
Brittany@ChoiceMediaCommunications.com
202-375-8921 / 734-730-1218



VOGUE
Inc.



REFINERY29

InStyle



154k



22K



3.2K

BETHANY MCDANIEL

FOUNDER OF PRIMALLY PURE

primallypure.com

Potential Topics:

Beauty + Lifestyle

- How to transition to using natural skincare products
- How to make natural skincare products from ingredients in your kitchen
- Greenwashing: learn to read labels and look past deceptive marketing messages
- Why you should ditch your drugstore deodorant
- Unexpected superfoods for optimal skin health
- Simple diet + lifestyle hacks to optimize skin health
- How stress affects the skin: 5 tips to lower stress and balance hormones

Business + Entrepreneurship

- From the pasture to the office - how this line of innovative, clean beauty products was born (Founder Story)
- Habit-forming strategies from a clean beauty expert
- Entrepreneurial learnings from a Founder who started her multi-million dollar business with \$250
- How to use customer feedback to transform your business
- What I wish I knew when I started my company
- Why education is everything in growing a business and in life

Parenting

- Tackling self-care as a mom from a place of selfLESSness
- The truth behind traditional baby products
- How to care for your skin during pregnancy
- Transforming the next generation's relationship with skincare through clean beauty education
- Entrepreneurship and motherhood: how to operate with intention in both areas

Faith

- How your faith can be just as important as your qualifications as an entrepreneur
- Build your faith while you build your business: How fasting has been a transformational, faith-building technique for this Female Founder
- How your faith can be your most powerful personal development strategy as an entrepreneur



Media contacts: Olivia Parven / Brittany Battista
 Olivia@ChoiceMediaCommunications.com /
 Brittany@ChoiceMediaCommunications.com
 202-375-8921 / 734-730-1218



VOGUE
Inc. InStyle



REFINERY29



BETHANY MCDANIEL

FOUNDER OF PRIMALLY PURE

primallypure.com

Suggested Interview Questions

- What inspired you to start Primally Pure?
- In addition to creating clean, natural products to produce real results, why is education also one of your top priorities at Primally Pure?
- What product is your bestseller?
- What is your background, and how has it lent itself to building Primally Pure into a successful, thriving brand?
- What are the issues with conventional skincare products, and what are the benefits of using natural products instead?
- What does "clean living" mean to you?
- What advice would you give other entrepreneurs who want to turn their passion into a business?
- How did becoming a mother magnify the importance of clean living?



Media contacts: Olivia Parven / Brittany Battista
 Olivia@ChoiceMediaCommunications.com /
 Brittany@ChoiceMediaCommunications.com
 202-375-8921 / 734-730-1218

VOGUE
Inc. InStyle



REFINERY29



BETHANY MCDANIEL

FOUNDER OF PRIMALLY PURE

primallypure.com

Best-Selling Products

Charcoal Deodorant - \$16 USD



Primally Pure has spent years researching and formulating with safe, effective ingredients to create a gentle and non-toxic deodorant with charcoal that actually works. This natural deodorant contains a small amount of baking soda to combat odor and is fortified with kaolin clay (powerful detoxifier) and non-nano zinc oxide (soothes irritation). Made with other good-for-you organic ingredients including grass-fed tallow, fair trade coconut oil, arrowroot powder, beeswax and essential oils. Activated coconut charcoal contains added detoxifying benefits while also deodorizing and disinfecting.

Blue Tansy Deodorant - \$16 USD



Blue Tansy Essential Oil powerfully combats inflammation, calms irritation and is potent in skin soothing properties. This natural deodorant contains a small amount of baking soda to combat odor and is fortified with kaolin clay (powerful detoxifier) and non-nano zinc oxide (soothes irritation). Made with other good-for-you organic ingredients including grass-fed tallow, fair trade coconut oil, arrowroot powder, beeswax and essential oils. Blue Tansy Essential Oil powerfully combats inflammation, calms irritation and is potent in skin soothing properties.

Cleansing Oil (Normal Skin) - \$20 USD



Based on the scientific principle that like dissolves like, the oil cleansing method utilizes beneficial oils that penetrate deep into pores to dissolve grime and build-up. This age-old method of cleansing effectively purifies + nourishes the skin while keeping its natural moisture barrier in-tact. Made with a blend of oils known to detoxify the skin and dissolve impurities without over-drying so that you're left with a complexion that feels soft, clean and balanced.

Media contacts: Olivia Parven / Brittany Battista
Olivia@ChoiceMediaCommunications.com /
Brittany@ChoiceMediaCommunications.com
202-375-8921 / 734-730-1218



REFINERY29

InStyle



BETHANY MCDANIEL

FOUNDER OF PRIMALLY PURE

primallypure.com

Best-Selling Products

The Starter Kit - \$52 USD



Whether you're new to the world of natural skincare or just new to our brand, Primally Pure's Starter Kit will make your transition to natural, non-toxic personal care and beauty products a bit easier and less complicated! The Starter Kit contains a sampling of some of Primally Pure's most popular products including: Full size 1.7 oz. deodorant, 2 oz. body butter, 1 oz. everything spray, and three lip balms.

Plumping Cream - \$34 USD



Rich, creamy texture deeply absorbs to drench skin with moisture, diminish fine lines and protect skin from environmental stressors with a beautifying blend of healthy fats and skin-plumping oils. This concentrated blend of hydration-boosting and brightening oils offer synergistic benefits to optimize collagen synthesis and soften skin texture along with fatty acids, antioxidants and vitamins A, D, E and K to reduce sun damage and deliver nourishment at a cellular level.

Clarifying Serum - \$52 USD



Primally Pure's Clarifying Serum minimizes inflammation and breakouts, brightens uneven skin tone, and clarifies complexion. Anti-bacterial and brightening ingredients (including Turmeric Oil, Marula Oil and Green Tea) balance oil production, purify pores, diminish discoloration from scarring and sun damage, and even skin tone to create clear, glowing skin. Primally Pure's Clarifying Serum has a fresh, floral and citrusy aroma and is packaged in a glass bottle.

Media contacts: Olivia Parven / Brittany Battista
Olivia@ChoiceMediaCommunications.com /
Brittany@ChoiceMediaCommunications.com
202-375-8921 / 734-730-1218



REFINERY29

InStyle



154k



22K



3.2K

BETHANY MCDANIEL

FOUNDER OF PRIMALLY PURE

primallypure.com

Best-Selling Products



Soothing Serum - \$42 USD

Primally Pure's Soothing Serum creates a calm complexion, soothes sensitive and stressed skin, restores balance. Powerful anti-inflammatory and restorative ingredients (including Pumpkin Seed Oil, Ashwagandha and Pau D'Arco) reduce redness and inflammation, repair and strengthen damaged skin, and deeply soothe to support a calm, balanced complexion. This Soothing Serum has a woody, herbaceous aroma and is packaged in a glass bottle.



Almond + Vanilla Body Butter - \$28 USD

This best-selling, decadent and natural body butter only contains ingredients that are safe enough to eat – high quality ingredients that work to restore the skin to a healthy and nourished state. Tallow from grass-fed cows (rich in Vitamins A, D, E and K, anti-inflammatory conjugated linoleic acid + antimicrobial palmitoleic acid) deeply moisturizes the skin. Organic mango butter, shea butter, coconut oil, sweet almond oil and extra virgin olive oil provide an extra boost of nourishment.



Baby Balm - \$18 USD

This is no ordinary baby balm. Primally Pure's multi-purpose and velvety smooth baby balm helps to soothe/diminish diaper rash, heal cracked/chapped nipples, prevent stretch marks on growing bellies and so much more.

Media contacts: Olivia Parven / Brittany Battista
Olivia@ChoiceMediaCommunications.com /
Brittany@ChoiceMediaCommunications.com
202-375-8921 / 734-730-1218



VOGUE
Inc.



REFINERY29

InStyle



154k



22K



3.2K

BETHANY MCDANIEL

FOUNDER OF PRIMALLY PURE

primallypure.com

Best-Selling Products



Natural Dry Shampoo (Dark Locks) - \$16 USD

For days when you're in a hurry or when washing/drying your hair feels like too big of a task, Primally Pure's dry shampoo will be your new best friend. This dry shampoo for dark hair contains more organic cocoa powder for seamless blending with all shades of brunette.



Lip Balm - \$4 USD

Primally Pure's natural lip balm is available in 5 delicious scents - all of which contain only a few nourishing ingredients that will give your lips a smooth and healthy feeling that lasts. Ingredients like tallow from grass-fed cows, coconut oil and shea butter deeply moisturize and heal chapped lips. Organic essential oils provide added benefits + flavors for your lips to enjoy.



Everything Spray - \$20 USD

Just as its name implies, this spray does it all. Use it as a natural toner or spritz it on sensitive areas after shaving to prevent ingrown hairs. Everything Spray can also be used as a quick + easy underarm refresher after the gym and is also effective in soothing a wide range of inflammatory skin conditions.

Media contacts: Olivia Parven / Brittany Battista
Olivia@ChoiceMediaCommunications.com /
Brittany@ChoiceMediaCommunications.com
202-375-8921 / 734-730-1218



VOGUE
Inc. InStyle



REFINERY29