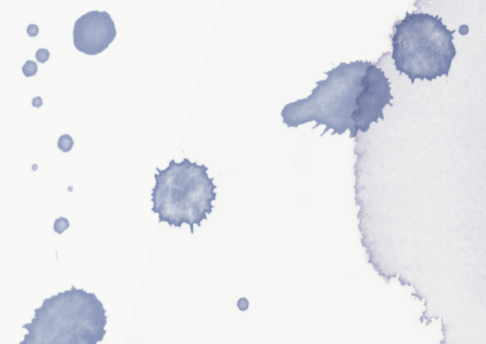


osmia

2022 OSMIA SEASONAL ARTIST COLLABORATIONS





OSMIA IS A NATURAL SKINCARE COMPANY
OFFERING A JOYFUL JOURNEY TO
YOUR HEALTHIEST SKIN.

Most of our products are small-batch, and made locally on-site in Carbondale, CO. We view ourselves as artisans and makers, informed by our founder and formulaist, Dr. Sarah Villafranco. In 2012, Dr. Villafranco redirected her career in emergency medicine to start Osmia, which she sees as a new brand of wellness for your skin, your senses, and the earth.

As part of the artisan pillar of our brand, we have developed a program to support and promote artists that inspire us. We'd like to promote the work of one artist each season on our packaging, and through our media channels in 2022.

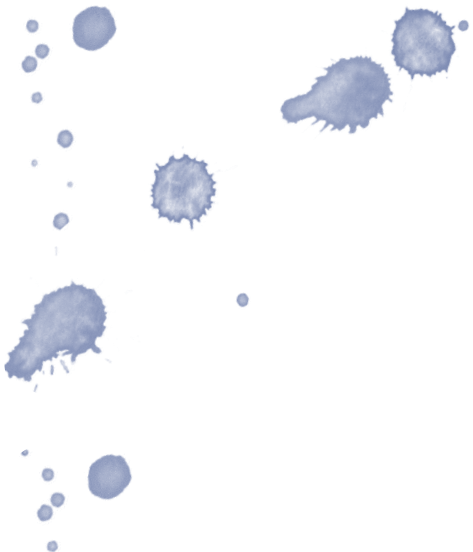


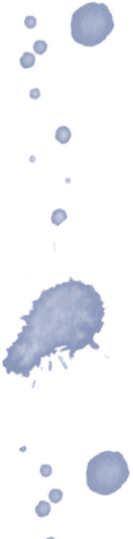
PROCESS

AS A PARTNERSHIP BETWEEN OUR ARTISAN SOAP MAKERS AND LOCAL ARTISTS IN THE CARBONDALE AREA, OSMIA WOULD LIKE TO UTILIZE OUR SEASONAL SOAP PACKAGING AS A PLACE TO PROMOTE THE ARTWORK OF OUR LOCAL COMMUNITY. THROUGH THIS PLATFORM, CUSTOMERS WILL GET TO ENJOY THE GREAT WORK DONE BY OUR LOCAL ARTISTS.

Three new body soaps are hand-crafted in our soap studio in small batches each season. Each soap is designed to evoke some element of that season—whether inspired by the local Carbondale outdoor scenery, a scent memory from the past, a topical seasonal theme...

Soap packaging is custom made for each new soap, including a “soap fortune” card inside the box. Seasonal soap is launched and promoted at the beginning of each season, and as one of our most popular products, usually sells out within a day.







SCOPE OF WORK

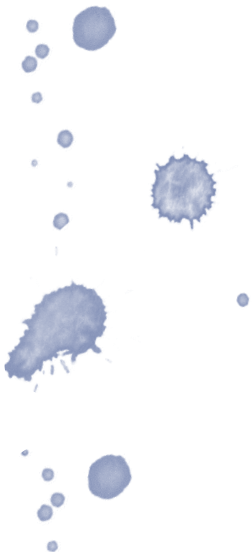
ARTISTS WOULD BE ASKED TO
CONTRIBUTE NEW OR EXISTING
ARTWORK IN EXCHANGE FOR
PROMOTION:

— THREE SEASONAL
ARTWORKS PIECES

— ONE ARTWORK PIECE
BASED ON MT. SOPRIS

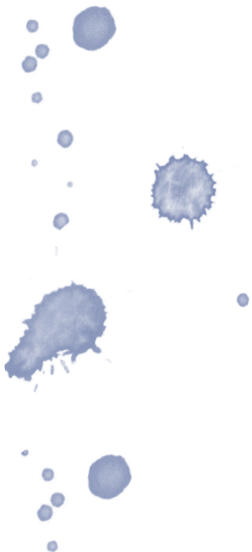


EXAMPLE: SPRING - GEORGIA O'KEEFE



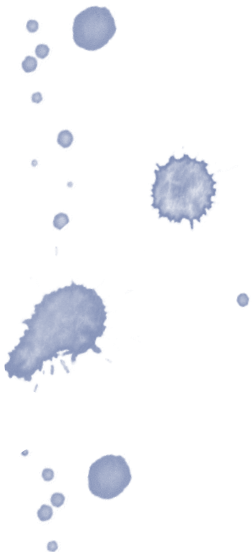


EXAMPLE: SUMMER - PABLO PICASSO



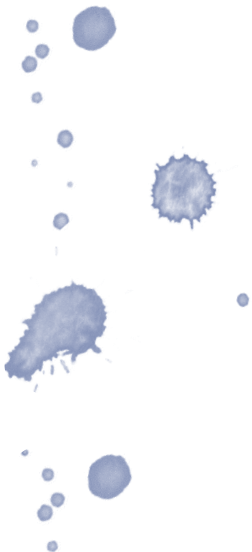


EXAMPLE: FALL - VINCENT VAN GOGH





EXAMPLE: WINTER - IVAN FEDOROVICH CHOULTSEV





PROMOTION

ARTWORK WOULD BE FEATURED:

- On outside of soap fortune within the seasonal soap boxes, with artist contact and bio on reverse side of card
- A Promotional Seasonal Soap email dedicated to that artist
- Our seasonal Sale email for that particular season
- Osmia's IG: both a story and feed post
- A blogpost featuring the artist, their work and their contact information/website written by an outside journalist
- On website product page
- In a 3-5 minute documentary about artist and their process

ARTIST WOULD RECEIVE ADDITIONAL PROMOTION THROUGH:

- Partnership with Carbondale Arts and Colorado Office of Economic Development and the project would be promoted by Carbondale Arts social and State social media
- Seasonal soaps sales through the LaunchPad gift shop


ARTIST WOULD RECEIVE:

- Skin consultation by Dr. Sarah Villafranco and coinciding recommended product
- Creative promotional assets for artist to use on their personal promotional channels



PROMOTION EXAMPLE

SOAP RELEASE EMAIL



osmia **CRAFT SERIES**

OUR PICASSO CRAFT SERIES LAUNCHES TOMORROW!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[TAKE A SNEAK PEEK](#)

THE DETAILS

Summer Soaps: The Artist Series



ALL LAUNCH TOMORROW:

Tuesday, June 2nd at 9AM
mountain time

Seasonal Soaps \$20 per bar

Valid only while supplies last.

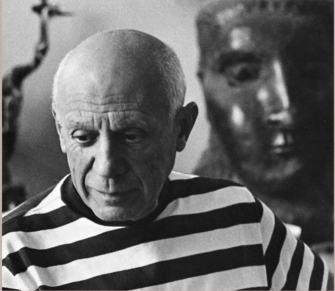
Sorry, we do not accept returns on any Craft Series products.

Evermint Soap
\$20

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[TAKE A PEEK](#)



MEET THE ARTIST: PABLO PICASSO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[LEARN MORE](#)

- [GREATEST HITS](#)
- [STAFF PICKS](#)
- [EVERY ORDER PLANTS A TREE](#)



PROMOTION EXAMPLE

SALE EMAIL



SAVE 15% TODAY ONLY!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SHOP THE SALE

Featured artist: Lindsay XXXX, *Sopris in the Light*
Acrylic on canvas

SHOP OUR SPRING FAVES



Light Body Oil

Perfect to nourish your sun-kissed skin.

SHOP NOW

Adzuki Nourishing Mask

Up your glow by exfoliating with adzuki beans and quinoa.

SHOP NOW



Purely Simple Face Cream

Hydrate your thirsty skin after a day in



skin after a day in the sun.

SHOP NOW

Citrus Pearl Soap

Silky skin and an elevated mood are only one shower away.

SHOP NOW

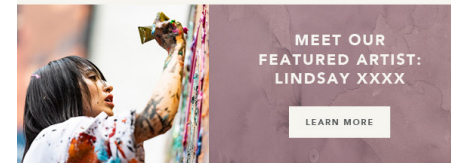


Purely Gentle Mud Cleanser

A mud mask, cream cleanser, and foaming cleanser in one beautiful product.

SHOP NOW

SHOP THE SALE NOW



MEET OUR FEATURED ARTIST: LINDSAY XXXX

LEARN MORE

NITTY GRITTY

Osmia's Spring Sale ends today, Tuesday, March 30th at 11:59 PM, mountain time. There is no code necessary. Gift Card purchases are excluded from the 15% discount. The sale is valid while supplies last.

Please allow 7-14 days for order processing, in addition to shipping time, as we're taking extra precautions producing and packaging our products.

GREATEST HITS

STAFF PICKS

EVERY ORDER PLANTS A TREE

ABOUT

CONTACT US

WE'RE FUN TO FOLLOW—PROMISE.





PROMOTION EXAMPLE

SOCIAL

osmiaorganics

osmia
the CRAFT SERIES
Evermint
BODY SOAP
savon pour le corps
170g / 6oz

Liked by lilacsabina and 524 others

osmiaorganics Alpenglow:
"A reddish glow seen near sunset or sunrise on the summits of mountains... more

View all 16 comments


osmiaorganics 12m


**POWDER
AND THE SCENT OF
THIS WAS
OUR EFFORT**



PROMOTION EXAMPLE

BLOG POST

SHOP ▾ LEARN ▾ SKIN HEALTH ▾ ABOUT US ▾ SKIN QUIZ

🔍 👤 🛒



ARTIST SERIES: PABLO PICASSO

by Erin Hardy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur sodales ligula in libero. Sed dignissim lacinia nunc.

Curabitur tortor. Pellentesque nibh. Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula vel nunc egestas porttitor. Morbi lectus risus, iaculis vel, suscipit quis, luctus non, massa. Fusce ac turpis quis ligula lacinia aliquet. Mauris ipsum. Nulla metus metus, ullamcorper vel, tincidunt sed, euismod in, nibh. Quisque volutpat condimentum velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

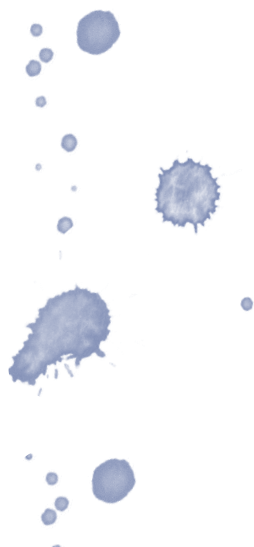
Nam nec ante. Sed lacinia, urna non tincidunt mattis, tortor neque adipiscing diam, a cursus ipsum ante quis turpis. Nulla facilisi. Ut fringilla. Suspendisse potenti. Nunc feugiat mi a tellus consequat imperdiet. Vestibulum sapien. Proin quam. Etiam ultrices. Suspendisse in justo eu magna luctus suscipit. Sed lectus.

Integer euismod lacus luctus magna. Quisque cursus, metus vitae pharetra auctor, sem massa mattis sem, at interdum magna augue eget diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacinia molestie dui. Praesent blandit dolor. Sed non quam. In vel mi sit amet augue congue elementum. Morbi in ipsum sit amet pede facilisis laoreet. Donec lacus nunc, viverra nec, blandit vel, egestas et, augue. Vestibulum tincidunt malesuada tellus. Ut ultrices ultrices enim. Curabitur sit amet mauris. Morbi in dui quis est pulvinar ullamcorper.

Nulla facilisi. Integer lacinia sollicitudin massa. Cras metus. Sed aliquet risus a tortor. Integer id quam. Morbi mi. Quisque nisi felis, venenatis tristique, dignissim in, ultrices sit amet, augue. Proin sodales libero eget ante. Nulla quam. Aenean laoreet. Vestibulum nisi lectus, commodo ac, facilisis ac, ultrices eu, pede. Ut orci risus, accumsan porttitor, cursus quis, aliquet eget, justo.

📄 SHARE
🐦 TWEET
📌 PIN IT

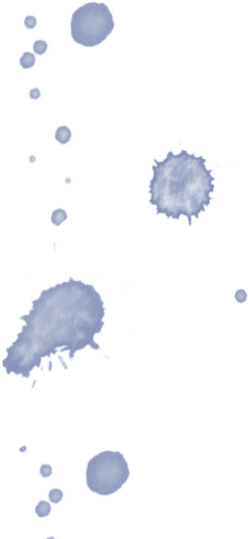
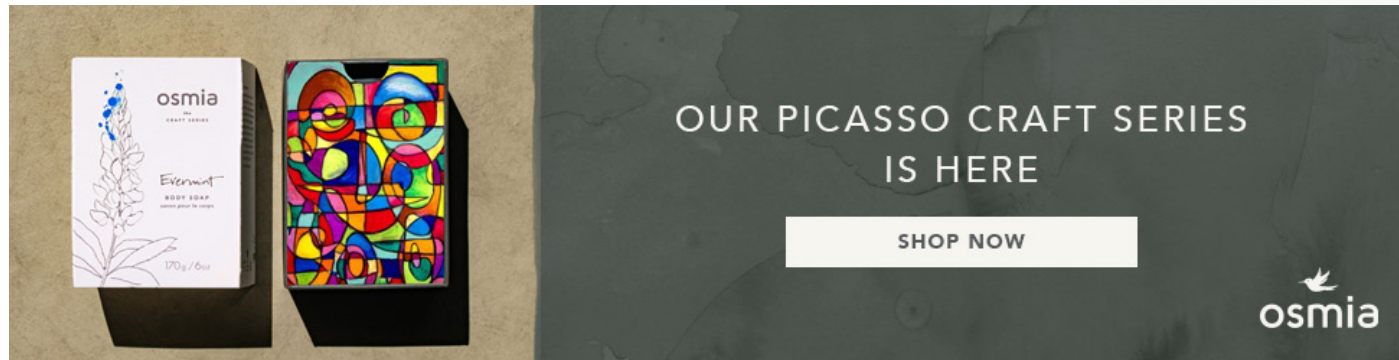
LEAVE A COMMENT





PROMOTION EXAMPLE

DIGITAL AD



OSMIAORGANICS.COM

