



THE
GOOD CAMP

GOOD BRANDS. BIG DIFFERENCE.

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ABOUT US



·| NOW ARRIVING AT THE GOOD CAMP

“The gap between what’s expected and what you deliver is where the magic happens.”

- Jay Baer

.| A BETTER WAY

To help people make better choices by communicating the benefits of those choices in the most compelling way possible.



.| WHAT MAKES US DIFFERENT

We put people (and the planet) over profits. We understand that your story and your ethos are central to everything that you do. That's how it should be. We understand that you aren't just serving customers—your audiences also include employees, overseas (ethical) vendors, and the communities you give money, time and resources to.

.| WHY DIFFERENT IS GOOD

THIS **UNIQUE**
APPROACH HELPS
US UNDERSTAND
THE **INTERNAL**
WORKINGS OF
YOUR **BRAND** SO
WE CAN MORE
ACCURATELY TELL
YOUR **STORY** TO
THE **WORLD**.

The Good Camp **ONLY** helps companies and individuals who strive to live consciously and promote a more conscious lifestyle.

(see “Who we don’t work with on page 35)

A team with 15 years combined experience strategizing, writing and designing under this philosophy.

Fully Remote Team – Regardless of location, we choose the best people.

Our “Inside-Out” Approach

We don’t judge a book by its cover. There’s more to your story than your website. We act as investigative journalists to get to the core of who you are, who your customers are, what has already been tried and we collaborate to devise the best plan. Because creating J-O-Y is just as important as ROI.

.| GOOD PROBLEMS TO HAVE

In a world of same old, same old, you stand out.

From developing a brand from scratch to strictly enforcing existing guidelines, our team has been in the business of marketing conscious brands for over 15 years.

You're looking for a change.

You've come to the right place. Our specialty is branding and rebranding that deliver clear and obvious results.

You're new to the marketing game.

That means the only direction to go is up. We have extensive experience working with brands that need to start from scratch and are looking to make an impact.

Money doesn't grow on trees.

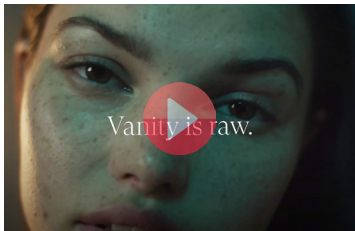
Our time-tested results reassure that there's nothing to fear. We'll align on Key Performance Indicators (KPIs) and make adjustments along the way to guarantee you are hitting all the right targets. We also offer custom marketing tutorials for budget-savvy DIY-ers.

.| MORE THAN JUST WORDS

“Michael is a fantastic writer with the tenacity to track down and find the right answers; in that way he feels like a journalist—but he’s way beyond that.”

-Joshua Jenkins, Modere





VANITY PLANET



MODERE




VITAGOODS

WEBSITE COPY



Self-Care Starts with Skincare

[shop now](#)



Dosages Designed With You in Mind

Highly targeted DNA-based dosages help you understand your unique genetic makeup and how it affects your health.

[Shop Now](#)

GreenWay DNA is the Better Way

Highly targeted DNA-based dosages help you understand your unique genetic makeup and how it affects your health.

[Shop Now](#)

How It Works

- Step 1: Place Your Order**
Place your order online or in-store. We'll get you started with your personalized DNA-based dosages.
- Step 2: Collect Your Sample**
Collect your DNA sample using our easy-to-use kit. We'll analyze it and provide you with your personalized results.
- Step 3: Get Your Results**
Receive your personalized results and start your journey to better health with our DNA-based dosages.

[Shop Now](#)

Our Lab


Our lab is a state-of-the-art facility that uses the latest technology to analyze your DNA and provide you with personalized results. We are committed to providing you with the highest quality of service and accuracy.

[Shop Now](#)

FAQ

- What do we sell?
- Why are we unique?
- How do we help you?

[Shop Now](#)



DNA Kit

Price: \$99.00

[Shop Now](#)

Home | Shop | Contact Us | Privacy Policy | Terms of Service | About Us



IN. ON. AROUND.

START LIVING CLEAN IN 3D

To live clean is to care about your body, your home and the impact your lifestyle has on the environment.

And, when you start being conscious of what goes IN, ON and AROUND your body—the 3 dimensions of living clean—you begin the path of truly living clean in 3D!

IN

From general nutrition to innovative weight-loss systems, Mödere is dedicated to formulating safe and effective products.

[SHOP HEALTH & WELLNESS](#)

ON

Personal care products are, well, personal. Which is why Mödere omits harsh and irritating chemicals conventional companies tend to employ.

[SHOP PERSONAL CARE](#)

AROUND

Whether it be air fresheners or laundry detergents, we spare no cost to craft products that are gray water safe and biodegradable whenever possible.

[SHOP HOUSEHOLD](#)

Visit The Latest for your roadmap to Living Clean in 3D!>>



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PACKAGING COPY



WE ARE
AN ESSENTIALS COMPANY
Disrupting
AN INDUSTRY
HELD BACK BY
HARSH & DUBIOUS
CHEMICALS & PRACTICES
FOR NEARLY 30 YEARS.

WE'VE
Worked
HANDLING THEM
WITH OUR CUSTOMERS
TO PAVE THE WAY
TO A BRIGHTER FUTURE WITH
CRUELTY-FREE
PRODUCTS
AND
ECO-CONSCIOUS
INITIATIVES.
FROM SKIN CARE TO HOUSEHOLD.

MÖDERE
IS A CHOICE TO
live clean

MÖDERE
live clean

Instagram: @modere_us
Twitter: @modere_us
Facebook: /moderus

#modere #LiveClean

CERTIFIED PRODUCTS

ECO-CRUELTY-FREE
ECO-CONSCIOUS

Do we ever miss the scent of gray water? (You don't.)

The first U.S. pet food ban on antibiotics was enacted in 1989 and the first ban on gray water in South Dakota was enacted in 1992. It's a long history of protecting our planet and our health. And we're proud to be a part of it. Our other Certifications include: PETA Certified, Cruelty-Free, and more. We're committed to the health of our planet and the health of our people.

WHERE THE WATER FLOWS

It only takes a moment, the splash of hands, the water is gone and we don't think about it again. But when it's used otherwise, it's a problem. It's a problem that's been around for a long time. It's a problem that's been around for a long time. It's a problem that's been around for a long time.

That "used water" also known as gray water, actually means a lot of things. It's the water that's used for anything other than drinking. It's the water that's used for anything other than drinking. It's the water that's used for anything other than drinking.

Companies have caught wind of this growing environmental trend as well, and have begun offering products that are designed to be used in the home. It's a trend that's been around for a long time. It's a trend that's been around for a long time. It's a trend that's been around for a long time.

We've recently introduced **live Wash**, **Laundry Detergent** and **Fabric Softener**. All three products are made with natural ingredients and are safe for your family and the planet. They're safe for your family and the planet. They're safe for your family and the planet.

live Wash is a laundry detergent that's made with natural ingredients and is safe for your family and the planet. **live Wash** is a laundry detergent that's made with natural ingredients and is safe for your family and the planet. **live Wash** is a laundry detergent that's made with natural ingredients and is safe for your family and the planet.

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WE'VE NEVER USED SLS

Jason Long/Modere

AND NEVER WILL

THE POWER OF NEVER

The promise of never is powerful precisely because it's fleeting. If something is never there, there's no future for it. But at Modere, we know it's real.

Over 30 years ago, we started with a single product. Shampoo. It was a product of cleaning and care. It was a product of cleaning and care. It was a product of cleaning and care.

But personal care and wellness products are getting closer to the center of our lives and our minds. It's a trend that's been around for a long time. It's a trend that's been around for a long time. It's a trend that's been around for a long time.

So why say "never"? It's a multi-headed beast of mind in a world of "should be" - a creature that we all understand but never see. It's a creature that we all understand but never see. It's a creature that we all understand but never see.

never is powerful and, at Modere, we mean it.

\$6 Billion
SLS FREE
PRODUCTS

Let's get the facts straight first. SLS isn't inherently dangerous or hazardous. However, as with any ingredient, some individuals are more susceptible to irritation and that may be more so for some.

So why even use this chemical? Well, Dr. Fauci, rather, someone down the line,

I. DESIGN

DISPLAYS.



PHOTOGRAPHY.



.| VIDEO PRODUCTION

“The best strategy ever: care.”
- Gary Veynerchuk





MOMENTUM



Celebrating Earth Day

LIVE CLEAN



M3



BIOCELL



VITAL

I. PUBLIC RELATIONS

Music to Their Ears



.| PUBLIC RELATIONS

“If I was down to my last dollar, I’d spend it
on public relations.”

- *Bill Gates*



WE'VE BEEN FEATURED IN:



BRANDS WE'VE WORKED WITH
HAVE BEEN FEATURED IN:

POPSUGAR

GOURMET NEWS

Superstore

NFM

ENEWS

SUITS

THE HUFFINGTON
POST

SHAPE

.| CASE STUDIES

“Marketing strategy will impact every piece of your business
and it should be tied to every piece of your business.”

- Brandon Andersen

THE CHALLENGE

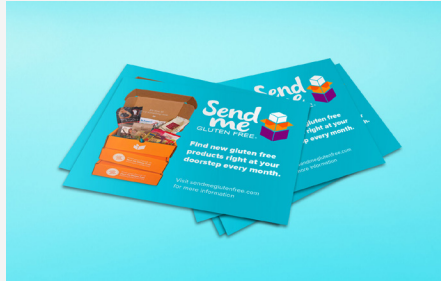
The Nourished Group launched a new subscription box service called Send Me Gluten Free. This brand was meant to extend the brand recognition we had achieved with our over two million Find Me Gluten Free app users. This service gave consumers full-size and sample size food, personal care items, supplements and household products that supported their gluten free lifestyle.



.| SEND ME GLUTEN FREE (BRAND DEVELOPMENT + STRATEGY)

THE RESULTS

We launched the e-commerce site and went straight to work, sending free boxes to gluten free bloggers. The result? They started flocking to Youtube to let everyone know how great the service was.





MICRO-INFLUENCER
MARKETING CAMPAIGN

“She was able to see new opportunity in the company to help springboard us from an event management company and mobile app to a 3-tiered marketing machine.”

- Sarah Wielusz, Nourished Group Creative Director



BRAND ACQUIRED BY
LOVE WITH FOOD!

•| MODERE

Ecommerce Strategy + Product Stories

THE CHALLENGE

Every product has a story to tell and that couldn't have been more true of Modere's top 40 SKUs.

THE SOLUTION

“ We needed almost 40 product pages written in one month's time. Sara worked tirelessly with product and compliance to create a unique story for each of those products, and she delivered the information in a masterful brief. Because of her expertise, experience, work ethic and passion for product stories, we were able to meet the deadline with ease. She is an expert in PR, content and product positioning strategy, and an absolute pleasure to work with.”

- Lauren Winder, formerly with Modere

THE RESULTS

MÖDERE | Live Clean BUY NOW



FEEL A GLOW OF RADIANCE

ANTIOXIDANT GEL

Our trademarked Live Clean formula has the most effective antioxidant ingredients to help protect your skin from environmental damage. It's the perfect skin care solution to keep your complexion glowing, protecting your skin's surface against free radicals that can cause premature skin aging.

Apply the gel to your face and neck after cleansing to help your skin glow from within.

ANTIOXIDANT GEL

Minimize the free radical effects of environmental damage to your skin.

Prevents skin from becoming dry and irritated by keeping your skin hydrated.

Prevents the skin from becoming sunken.

Lightweight, non-irritating & water-based formula. Non-comedogenic, fragrance-free, and paraben-free.

MOODERIE *****

QUANTITY 1 +

\$24.99/each

BUY NOW

Free customer shipping on orders \$75+.

Product	Ingredients	Usage	Reviews
Minimize the free radical effects of environmental damage to your skin.	Prevents skin from becoming dry and irritated by keeping your skin hydrated.	Prevents the skin from becoming sunken.	Lightweight, non-irritating & water-based formula. Non-comedogenic, fragrance-free, and paraben-free.




CREATED BY NATURE. CRAFTED BY MODERE. A NEW APPROACH TO MODERN HEALTH.

CONTACT US
848 S. 2000 W.
SUNNYSIDE, UT 84401
877 963 3733

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MÖDERE | Live Clean BUY NOW



FRUIT YOU CAN FEEL

ENERGY SHOT (12 PACK)

Skip the crash, and go for this incredible sugar-free Energy Shot. On top of being packed with all-natural fruit, the Energy Shot gives you a boost of energy while also promoting lipolysis.

Our pure liquid supplement provides naturally energizing fruit and clean caffeine to help you live clean.

MOODERIE *****

QUANTITY 1 +

\$29.99/each

BUY NOW

Free customer shipping on orders \$75+.

Product	Ingredients	Usage	Reviews
Increased alertness*	Supports a healthy metabolism**	Keeps you going stronger, longer without crashing.	Helps the body's thermogenic process.

*Based on studies from the Journal of Nutrition.
**Based on studies from the Journal of Nutrition.


Free customer shipping on orders \$75+.

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MÖDERE | Live Clean BUY NOW



SMILE AS THE LINES FADE

MÖDERE I/D™ ANTI-AGING SYSTEM

MÖDERE I/D

Clinically proven to visibly reduce the appearance of wrinkles, crow's feet & fine lines in over 80% of users.

Formulated with powerful ingredients like the Super Argan, I/D significantly restores a healthy look to damaged skin in just two days.

Restore your skin's vibrancy with I/D to live clean more confidently.

MOODERIE *****

QUANTITY 1 +

\$129.99/each

BUY NOW

Free customer shipping on orders \$75+.

Product	Ingredients	Usage	Reviews
Minimize appearance of pores in just 28 days.	Formulated with safe, natural & effective ingredients.	Apply to clean skin.	100% plant-derived energy.

- Dispense up to 3 pumps of I/D and apply to a clean, dry face.
- Leave product on skin for 15 minutes, working into the texture of pores.
- Rinse with water and pat dry.
- Apply coverage free sheet sunscreen to protect your skin.

CREATED BY NATURE. CRAFTED BY MODERE. A NEW APPROACH TO MODERN HEALTH.

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WE WORK WITH BRANDS WHO:



Positively affect
the environment



Ethically source and
manufacture



Provide products made
from natural ingredients



Make the world an all
around better place

WHO WE DON'T WORK WITH:

The phrase “give back” implies something was taken away to begin with, and that is often the case. We all know the brands who try to make up for their shortcomings by throwing money at the problem. They use sweatshop labor, order too much and donate what’s left over to those in need. Nearly every company has a Corporate Social Responsibility (CSR) program these days. Don’t get us wrong: all good deeds are... good, but they need to be ALL good (from start to finish). Let’s just say we won’t be working with a gas and oil company any time soon.

I. Services We Provide

.| SERVICES

- Branding
- Strategy
- Content Marketing
- Influencer Marketing
- Video Production
- Blog Content
- Social Media Marketing
- Public Relations
- Email Marketing
- Marketing Education–If you aren't able to afford agency services, we can teach you what you need to know in order to execute deliverables on your own.
- If there's anything on this list that you need but don't see, just ask! We may be able to handle it for you, or refer you to a partner.

PRICING

This can be a problem in our industry. So, we strive to be as transparent as possible. We provide line-item pricing and work with you to come up with the best marketing mix that will fit your budget. Pricing depends on a number of factors (some of which are listed here), and we're up front about what went into your pricing:

- The number of channels we're developing content for
- The volume of content we're developing
- The amount of research required
- The amount of communication involved
- Word count
- Complexity of the project
- If there is an ongoing project, such as influencer outreach
- Any external expenses such as newswire services
- Package pricing available dependent on the length of contract and number of services

• | MEET THE GOOD CAMP



Sara Miranda

Founder – CEO – CMO – EES

(a.k.a. Empress Of Ethical Strategy)

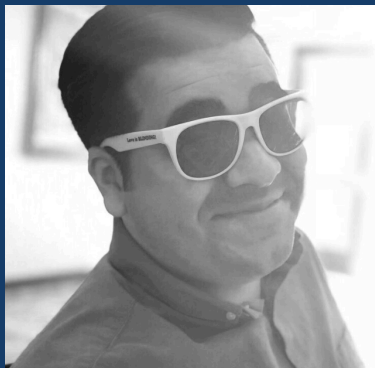
Sara's all about helping brands she can feel good about. For her, coming up with a killer marketing strategy is better than any Netflix mystery series: You collect evidence. Make connections. Collaborate. And, solve away. She lives, eats and breathes The Good Camp way of life, consistently following a pescatarian, non-GMO diet, enjoying a daily meditation and yoga practice, and refusing to purchase anything made in a sweatshop.

Conscious brands she's worked with: Bakery On Main, Nourished Group, Takeya, Mata Traders and many more

Big-name brands she's worked with: Google, Verizon

Professional Associations: Agency Leadership Council, Sustainable Fashion Council, International Environment Forum, Association of Strategic Marketing

Education: MBA in Digital Marketing & Innovation, University of Illinois, Urbana- Champaign



Michael Reyes

The Captain Planet of Copy
(a.k.a. Copy Director)

Michael has led strategic campaigns for the full spectrum of green, eco-conscious brands. When the cause is right, there's no brand that is too small and no campaign too large. This has led him down a path to be a trailblazer for national and international brands alike. So, why does he do it? Because advertising is the most readily available, easily accessible form of communication—when you do it right (and do it honestly), there's no greater reward.

Conscious brands he's written for: Modere, Vanity Planet, Vitagoods, GreenWay DNA, Dazzlepro, Keen Organics

Big-name brands he's written for: Kawasaki, HP

Professional Associations: Association of Strategic Marketing, Agency Leadership Council

Education: BA in English Literature, San Francisco State University



Alexander Chheav

King of the Climate-Friendly Canvas

(a.k.a. Art Director)

Codename: “Panda”. This triple-threat (designer, photographer and videographer) loves creating new ideas and seeing the work he’s created come to life. He doesn’t just make conscious brands look great, he also walks the walk. He’s volunteered at numerous shelters and has even helped with cleaning the streets at skid row. At home and in his free time, he subscribes to a healthy lifestyle by ordering meal plans from brands like Hello Fresh.

Conscious brands he’s designed for: Nature’s Best, Cascadia, Modere

Education: BA in Graphic Design, Cal State Northridge



Jasmyne Brecheisen

The Health-Minded Heroine

(a.k.a. Marketing Assistant)

If she could have any superpower, it would be invisibility so she could affect change behind the scenes. But when it comes to marketing, the passion she brings to her work is anything but invisible—like her side gig of conscious modeling for brands like Evolution Fresh. She loves what she does because she finds it incredibly important to share knowledge. As a Marketing Assistant, she is able to spread vital information about conscious brands and ultimately make a positive impact on the world. For her, this is invaluable.

Conscious brands she's worked with: Evolution Fresh Pressed Juice, Each & Every Deodorant

Education: BA in Psychology, Minor in Sociology, University of Colorado Boulder



James Bamford

Green Machine

(a.k.a. Technology Advisor)

Surrounded by creative types, James is the voice of reason that ensures all of the systems that support us and our clients are up to snuff, or how they could be made even better. While his day job is for Microsoft—maybe you’ve heard of them—he loves being part of a company at the beginning of its journey. While he dreams of harnessing the powers of telekinesis, he likes to keep himself and the planet healthy by running, eating responsibly, lifting weights and dropping off recycling—no special powers required.

Education: 2 Bachelor’s Degrees, Finance and Management Information Systems from Ohio University, and an MBA from University of Illinois, Urbana-Champaign



Leshia Snively

The Conscious Communicator

(a.k.a. Public Relations Assistant)

Being the one who makes sure the right message gets out there for our brands, she knows how important it is to make as much of a difference as possible—even if that means simply shopping with conscious brands outside of work. She believes that the “little guys” deserve a voice just as much, if not moreso, than money-grabbing large corporations. If she could have any superpower, it would be to understand and speak every language in the world. Appropriate for a public relations aficionado, no? In her spare time she loves rock climbing and refueling with healthy, tasty foods and she’s been a mentor to students in need for the past three years.

Conscious brands she’s worked with: CatCafe Lounge, IBEC

Education: BA in Psychology & Neuroscience, University of Colorado, Boulder



CLEAN WATER, FOR EVERYONE

Everyone on the planet deserves clean drinking water. That's why we are fundraising for Charity: Water. To join us in this cause, visit charitywater.org/the-good-camp. Just \$40 gives 1 person clean drinking water for life. Together, let's make a difference.

Thank you for considering joining us at



Born in Newport Beach, California. Based in Greater Seattle. **Serving conscious brands everywhere.**

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