

RESCUE®

Brand Story

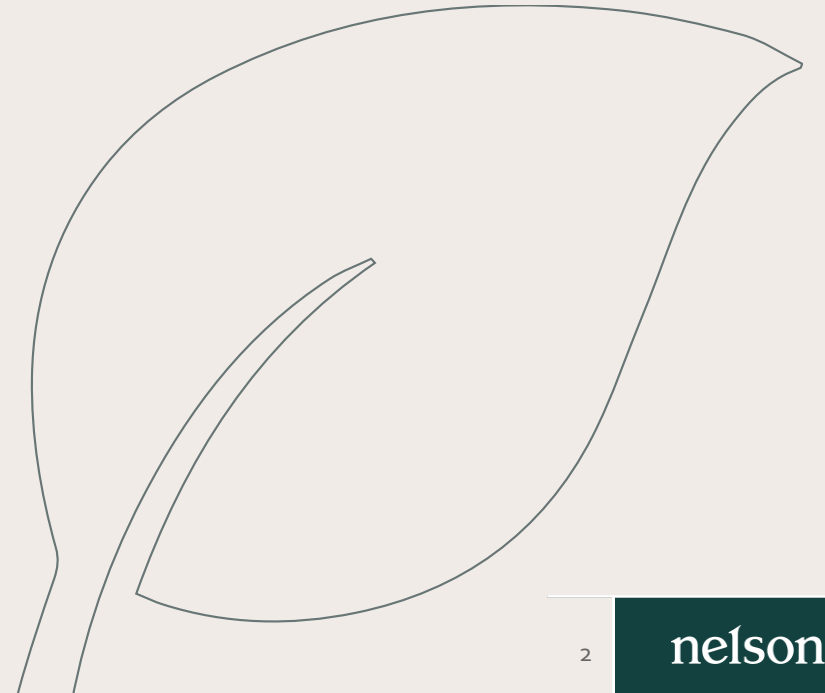
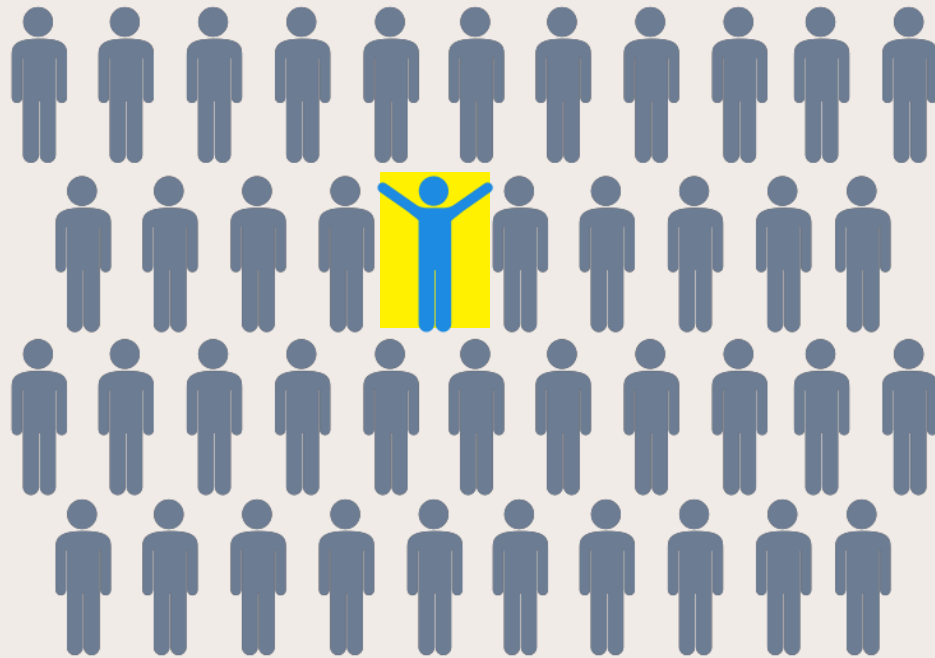


A **nelsons®** BRAND

2025

FOR RETAIL USE ONLY

Rescue/Bach/Nelsons - 7 Ways We are Different





1

Homeopathic Pharmacy

– In London since 1860

Nelsons has dedicated its **century-long existence** to natural healing and homeopathics.

Nelsons still **sources the remedies from Dr. Bach's home** where they were originally invented in 1930.

The Bach Original Gardens
Just Outside Oxford, England



7 Ways We're Different

27M organic Rescue Remedy mentions on TikTok!

2

Time-Tested: Nelsons has been a trusted name in natural medicine **since 1860**

The brand has grown organically through word of mouth and recommendations.

★★★★★ **It works**

Reviewed in the United States on April 18, 2023

Verified Purchase

My mother suggested I try this, I have PTSD and can have enough I take 4 drops of Rescue Remedy, it helps a lot. I've

★★★★★ **Always good**

Reviewed in the United States on December 23, 2022

Verified Purchase

Been using this for 35 years. Everyone should have it in their home

★★★★★ **BEST STUFF EVER!**

Reviewed in the United States on December 20, 2021

Verified Purchase

When my friend recommended this product to me I was thinking yeah right that's not gonna help a panic attack I reach for this and it always seems to help I am so happy that I discovered this

★★★★★ **Rescue Remedy Is a Must in My Home**

Reviewed in the United States on October 11, 2023

Style: 20mL (Original Formula) | Verified Purchase

I have been using Rescue Remedy for decades. I am grateful



3

Family Owned & Self-Manufactured

The Wilson Family has been the stewards of Nelsons for nearly 50 years.

Nelsons own manufacturing facility – Endeavour Way is an FDA-registered pharmaceutical facility

- ✓ Nelson's is owned by the Wilson family
- ✓ The Bach Center is owned by a distant relative of Dr. Bach



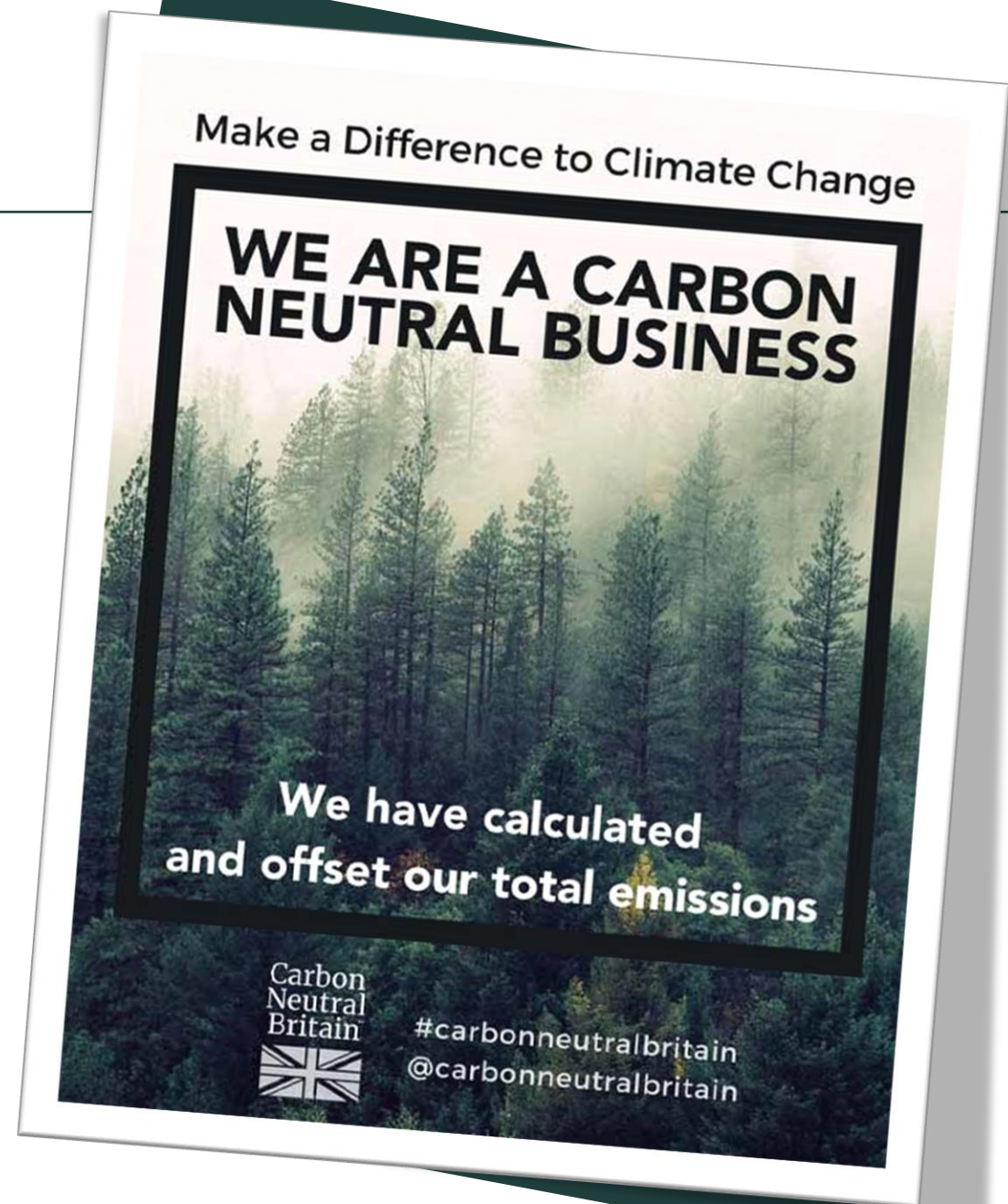
4

**We Are Currently Carbon Neutral
AND:**

- Exploring BCorp
- Prioritizing certified ingredients for new products

By 2030 We Will:

- Use 100% renewable energy
- 0% waste to landfill
- Use 100% FSC or PEFC wood-based packaging
- 100% ingredients from sustainable sources
- Ensure our consumer packaging is > 75% recyclable.



5 **Nelsons is Award Winning & #1:**

Nelsons is honored to be continually recognized by our consumers, customers, and industry partners around the world



6

Health Through Emotions

Flower remedies restore emotional vibration to uncover the body's natural ability to heal itself

Flower Remedies are experiential and support an everyday intention to care for your emotional wellbeing.

“There’s a fine line between being busy and stressed!

To help me stay focused and feeling at ease, Aspen is the perfect “little helper” – and it works like magic!”



7

Uniquely Suited for Everyone

- Gentle
- No contraindications
- No drug interactions
- They are safe – even for kids, pets & pregnant mothers.



Why Nelsons – Summary

1. London Homeopathic Pharmacy since 1860 - Still in Business Today!
2. Time-Tested: Over 90 years of Bach!
3. Family-Owned & Self-Manufactured
4. Sustainability - Currently Carbon Neutral
5. Award Winning & #1 Globally!
6. Works with Energy & Emotions, not Biochemistry
7. Uniquely suited for everyone



Final: Flower Remedies Best Sellers

- All include Rescue Remedy
- Homeopathic Drugs – OTC
- Gummies are supplements
- All Non-GMO



Industry Leaders in the Mood-Stress-Sleep Category in Natural Channel

5 OF THE TOP 20 BEST-SELLING ITEMS

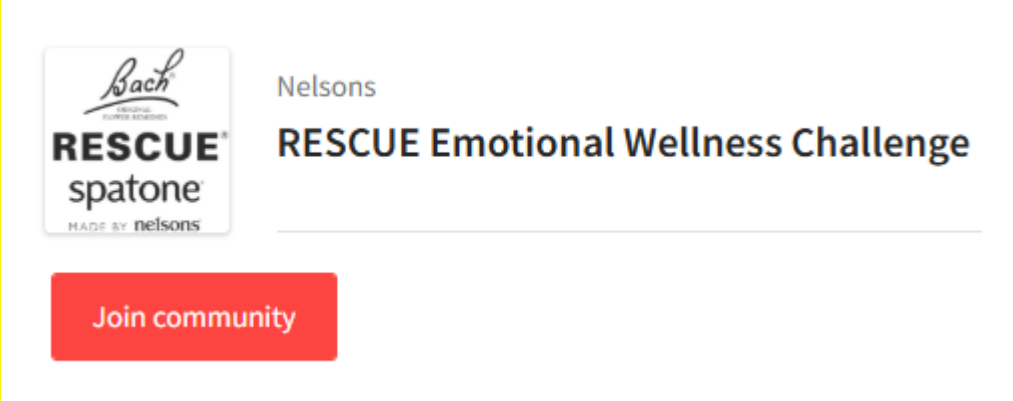


Thank you!

Continue Learning:

Expert voice – new lessons available!

A great way to train your new staff and win prizes when you join our **community going live May 5!**



The banner features the *Bach* logo with 'NATIONAL COACH ASSOCIATION' below it, and 'RESCUE spatone' with 'MADE BY nelsons' underneath. To the right, it says 'Nelsons' and 'RESCUE Emotional Wellness Challenge'. A red button at the bottom says 'Join community'.

