



# SHMOIST™

PERFUMED & MOISTURISING HAND SANITISER

CATALOGUE 2021





We'd like to introduce you to Australia's first perfumed and moisturising hand sanitiser that is guaranteed to up your cool factor and keep you protected!

Meet Shmoist – a range of 6 fragranced and moisturising sanitisers, perfect for personal use or for a gift.

Complete with a sturdy eye-catching box, the Shmoist range is the latest must have beauty and lifestyle product.

WANT TO SHMOIST YOURSELF?



# #ShmoistMe Down Under



Shmoist, an Australian-first combination of hand **sanitiser, fragrance** and **moisturiser** that has launched to disrupt a traditional category through innovation, formulation and design.

Shmoist is Australian made, operated and owned.  
We're cruelty free and vegan friendly.

Shmoist has come to the market to up the cool factor in sanitising and improve on the two most common complaints people have about sanitiser; the smell and the drying factor on our skin.

Each Shmoist product is made from **80% ethanol** and moisturising agents. The formulation is based on the World Health Organization's formulation to ensure it protects against 99.99% of germs.

SHMOIST IS HERE TO STAY!





Shmoist is a hydrating hand sanitiser with the high-end fragrances.

- ✓ 500+ sprays out of one bottle
- ✓ 80% ethanol and protects against 99.99% of harmful germs
- ✓ Moisturising qualities so your hands will be hydrated and smooth
- ✓ Smells amazing
- ✓ Every purchase you make makes a positive impact through BIG1
- ✓ Vegan & cruelty free
- ✓ Fast absorbing
- ✓ Recyclable cool packaging
- ✓ Aussie made

So give us a high five 🙌 to the new must have beauty accessory – Shmoist is here to stay! We're on a mission to make your hands happy, to remove nasty germs, and raise your cool status.

With hydrating ingredients and fragrances that will turn heads, we know your hands will be soft and smooth so you can get on with your life, one spritz at a time.

## FACTS ABOUT SHMOIST:





# Saw BAE

Saw BAE, took a selfie. I must admit if you like to turn heads this scent is for you. With floral notes of lavender, rose and magnolia this palate cleanser screams "Nobody puts BAE in the corner".

And like any BAE you're always on the VIP so keep this one on the DL\* as IMO\* this one is FTW\* (\*Google it if you don't know what we mean).

# Daily Rind

Shmoist Daily Rind is for the citrus lovers out there! The fragrance includes a mix of citrus, musk, aromatics and fresh spices. Like a freshly opened jar of marmalade this scent is definitely your jam. With citrus notes and musky tones this is the fragrance for those with a zest for life.

She has an air of confidence and will squeeze every ounce of effort out of everything she does. Don't cross her, she's not the kind of woman you want to pith off. If you're a citrus lover then this definitely ain't no lemon.



SHMOIST. ALWAYS A HAPPY ENDING.





# Sweet Spot

You know you're in a Sweet Spot when you can inhale the smell of a hot cinnamon doughnut but without the calories.

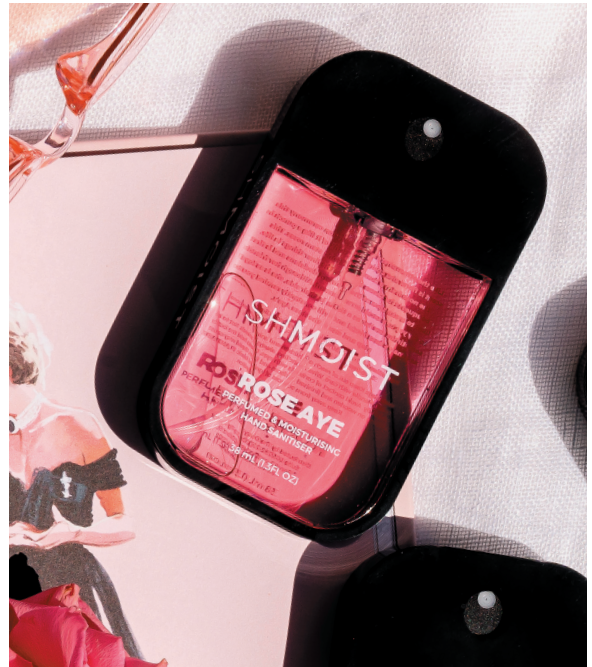
With spicy tones and sugary aromas, this fragrance is for the woman who knows how to sprinkle on the charm.

She may appear this way on the exterior but really she's full of sass, likes to earn the dough and holey moley does she know how to spend it.

# Rose Aye

Like the atmosphere of a TV eviction ceremony, this scent is floral and spicy. Just think of it like a punch in the nose from a bunch of 12 long stem red roses. This bouquet is for those who like the finer things in life, likes to make spur of the moment decisions and is first to say yes to a social arrangement.

Although her friends sometimes see her as a thorn in their side, she is as loyal as a man's best friend and will constantly remind you to stop and smell the Rose Aye's.



SHMOIST. SPRAY IT DON'T SAY IT.





# Down Under

Throw another shrimp on the Barbie, or Ken for that matter. If you've been Down Under (the country, of course) or even if you haven't, this fragrance will take you there. Down Under reeks of an Aussie summer.

Think of the fresh smell of the sea breeze combined with sweet subtle notes of tanning oil, this is the fragrance that exudes summer and long lazy days by the ocean. A spritz of this and you'll be feeling all the feels Down Under (not the country, obv's).

## EAU.M.G

EAU.M.G! Flip off your flops and frolic on the forest floor foraging for fresh fit-to-eat flora. Say that 10 times fast!

With herbal notes and citrusy undertones, this fragrance is fresh AF. Spritz and inhale. Enjoy nature without the mozzies.



IT'S GETTING SHMOIST IN HERE!



gloss

Volume 14, March 25, 2020

### ALCOHOL AND BEAUTY USUALLY DON'T MIX

Hands up who's got a battle scar from wielding a hot hair tool after a couple of pre-dinner drinks? Or tried to reapply liquid liner on a night out, with one eye closed for 'precision' (read: focus)? The results are never pretty. But if someone else is doing those things for you AND serving you cocktails? Well, frankly, that's genius. In the name of research, this week we traipsed one of the newest salons serving up drinks alongside beauty treatments.

It was a tough day at the office, but we did it for you, our dear readers. Sarah + Sherine  
hello@gloss.co.nz



#### BOUIE BASICS

Hand sanitiser, but make it fashion. Summer Stories Brisbane Hand Sanitiser, \$12.50, has lemon myrtle and eucalyptus, and the soother packaging we've seen in a while (check out the font), while Shmoist, \$24.95, look more like perfume, and there are six scented soothers (that don't just smell like alcohol) to mochi.

Shop now

### "Obsessed is an understatement." 20 beauty products we're loving sick this month.



Friends, we're back with our monthly beauty roundup. Because during the month of March, we've tried plenty of these (and have to call additional, Intensity, Karama, Body Care and Fragrance products).



Have you tried members of the best beauty products that launched in March, so we'll see the products we've recommended and bring back in two weeks. No, of course, get your items sent ready, and follow.

Instagram-style interface showing social media engagement (likes, comments, shares) and a 'Listen Now' button for a podcast or audio content.

Instagram post from @beautyflatlay showing an unboxing of Shmoist products. Text overlay: "I received 3 different scented hand sanitisers to try out! Shmoist are perfumed AND moisturising hand sanitisers! Can't wait to try these as I hate the feeling of dry hands after using hand sanitisers :))) @BEAUTYFLATLAY LOVE THIS UNBOXING!"

Instagram post showing a hand holding a Shmoist product box. Text overlay: "Love these hand sanitisers they smell AMAZING! Thank you so much @SHMOIST" and "Add this to your story".

# Look who's talking about Shmoist! 🗨️ 🙌 🍷

Instagram post from @bellabondi happy unboxing!! showing a Shmoist delivery box. Text: "I was able to get to my PO Box today!! #excited for this delivery by @shmoistme #beauty #perfume #sanitiser #moisturiser @palkadots #mim #glacations" and "BONDI BEACH 4:09 PM".

Instagram post from @bellabondi showing Shmoist products on a beach towel. Text: "DAY FOR IT @BELLABONDI" and "THE ONLY ONE WHO'S BEEN HERE WITH YOU THROUGH ALL THE STRESS OF BEING BEAUTIFUL AND STAYING HEALTHY THROUGH IT ALL".

Instagram post from @bellabondi showing Shmoist products in a travel kit. Text: "#travel #holiday essentials @shmoistme #handsanitiser #moisturiser #beauty" and "Take your Shmoist with you wherever you go!".

Instagram post from @shmoistme showing a woman holding Shmoist products. Text: "Shmoist have become such an essential in our everyday lives. This is by far the coolest one I've come across. It's a perfumed sanitiser that moisturises." and "The Aussie made Shmoist is not just safe and cruelty free. It also follows the strict guidelines for sanitiser, so it's being recognised globally. It's also formulated to be gentle on your skin and help your moisturised and oily hair plan to remain noticeable."

Instagram post from @shmoistme showing Shmoist products. Text: "Shmoist have become such an essential in our everyday lives. This is by far the coolest one I've come across. It's a perfumed sanitiser that moisturises." and "The Aussie made Shmoist is not just safe and cruelty free. It also follows the strict guidelines for sanitiser, so it's being recognised globally. It's also formulated to be gentle on your skin and help your moisturised and oily hair plan to remain noticeable."

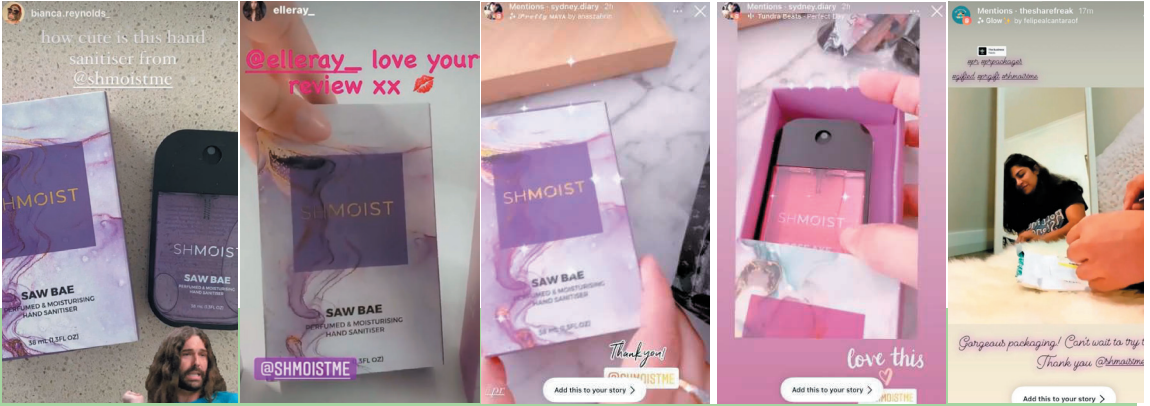
Instagram post from @sydneydiary and @shmoistme showing a collection of Shmoist products. Text: "Another wonderful giveaway for Aussie Residents @sydneydiary @shmoistme".



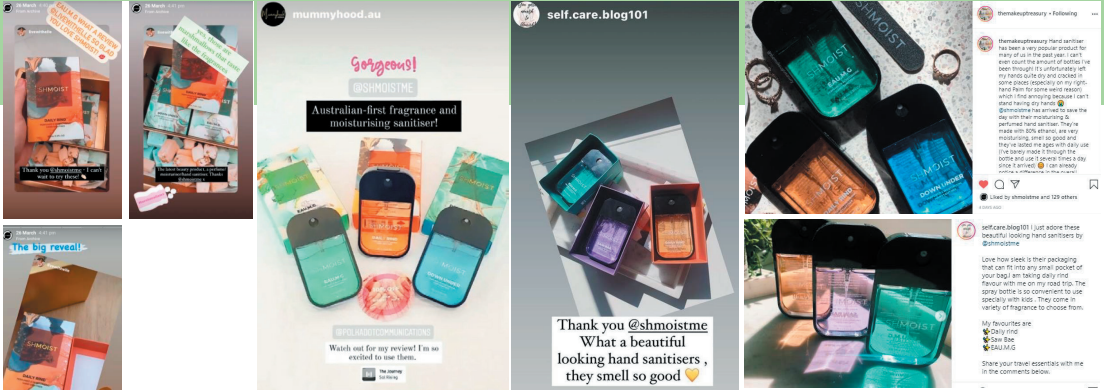
"Sydney-based Shmoist launches innovative hand sanitiser and moisturising product"







# Look who's talking about Shmoist! 🗨️ 🗨️ 🗨️



**MamaM!a**



"This new range of Australian perfumed hand sanitiser is THE COOLEST. I'm so sick of my hands smelling like tequila. These cute little capsules come in six different scents ranging from sweet and musky to fresh and zingy. This one smells like fresh out of the shower skin. Carrying with me everywhere!" - Tamara Davis, Head of Lifestyle.



POINT OF DIFFERENCE	RETAILER SELLING POINTS	CONSUMER SELLING POINTS
<p>Our products make sanitising an enjoyable experience – people actually want to sanitise because of the nourishing feeling and the <b>fragrances</b></p>	<p><b>Growing social media following</b> and integrated <b>PR campaign</b> making it a sought after brand</p>	<p><b>80% Ethanol</b> meeting the World Health Organization’s standards and made in Australia so customers feel safe that they are sanitising correctly</p>
<p>A unique library of fragrances means there’s a <b>fragrance for everyone’s preferences</b> – we are fragrance first, using only the highest quality ingredients, locally made</p>	<p>Australian made – <b>supporting the Aussie economy</b> from manufacturing to wholesale to retail</p>	<p>A <b>beautiful range</b> of sanitisers and a fragrance for everyone’s preference that is fast absorbing and moisturising</p>
<p><b>Packaging</b> that is accessible, leak-proof and really unique. Slim enough to fit in your back pocket or small enough to fit in the cup holder of your car. You can take your Shmoist with you wherever you go</p>	<p>The only Australian brand that has produced a range of <b>perfumed and moisturising hand sanitiser</b> for the gifting and beauty market</p>	<p><b>Recyclable</b> packaging both the bottle and the box</p>
<p><b>Aussie made</b> and to the World Health Organization’s standards, Shmoist makes hand sanitising part of our everyday beauty regime</p>	<p><b>Beautiful packaging</b> and boxed making it a gorgeous gift</p>	<p>A stylish and sturdy box so you don’t even need to wrap it to give it as a <b>gift</b> to someone!</p>
<p><b>Feel good factor</b> – we partner with global not-for-profit Buy1Give1 so that every time someone purchases Shmoist, something amazing happens in the world</p>	<p><b>High growth</b> and on-trend product category – sanitising is here to stay</p>	<p><b>Vegan and cruelty free</b>, value for money with <b>500+ sprays</b> out of every bottle</p>





# FAQ's

**HOW MANY SPRAYS CAN I GET OUT OF A SHMOIST BOTTLE?** Approximately 500 sprays out of our 38mL bottles.

**WHAT MOISTURISING INGREDIENT DO YOU ADD TO SHMOIST?** We add Dimethicone to all of our Shmoist formulations. Dimethicone is the ingredient known to give you smooth skin, and shiny hair. It's a type of silicone, one of the most widely used in cosmetics, haircare and skincare. Dimethicone is a naturally-sourced, large-sized silicone molecule and its size is its advantage because it does not evaporate when it touches the skin, leaving your hands soft and smooth.

**WHAT PERCENTAGE OF ETHANOL DO YOU USE IN YOUR PRODUCT?** We take good hygiene seriously so we follow the World Health Organization recommendations and our formulas include 80% ethanol.

**WHAT EVIDENCE DO YOU HAVE THAT YOUR SOLUTION KILLS OFF VIRUSES?** Based on the World Health Organization's recommendations and research a solution with 80% ethanol is known to kill 99.99% of germs.

**WHAT FRAGRANCE SELECTIONS DO YOU HAVE IN THE SHMOIST RANGE?** Our current range includes six different fragrances, all uniquely curated and made here in Australia.

**I WANT TO SELL SHMOIST, WHO DO I CONTACT?** That's awesome, we'd love to have a chat to you. Send us an email to [hello@shmoist.com](mailto:hello@shmoist.com) and we'll help you out!

**I FINISHED MY SHMOIST BOTTLE, WHAT SHOULD I DO WITH IT NOW?** We have made our bottles out of recyclable plastic, so pop it in the right colour bin to recycle it. Our boxes are made from recyclable cardboard as well!

**WHY IS LIQUID SANITISER BETTER THAN GEL OR FOAM SANITISER?** Really, it's a personal preference but we guarantee you that by using Shmoist you won't be left with the sticky wet feeling that you get with gel. Remember, it's not wet. It's not dry. It's Shmoist.

**IS YOUR PRODUCT MADE IN AUSTRALIA?** It absolutely is, we are so proud to work with a range of Australian companies to develop Shmoist.

**HOW OFTEN CAN I USE SHMOIST?** As often as you like. Go on, Shmoist yourself.

**DO YOU PARTNER WITH ANY CHARITIES?** We sure do. We work with Buy1Give1 check out our Social Impacts page to see the impacts your purchase can make locally and globally.





### Value for money

We want value from our products so we've ensured you get 500+ sprays out of every Shmoist bottle. We reckon it'll last a few months, or at least until you want to try one of our other fragrances!



### We want to make an impact

Every time someone buys Shmoist we make a positive impact on the world. We've partnered with social enterprise Buy1Give1 so you can track your impacts locally and globally.



### Cruelty free & vegan

We believe in living in a cruel-free world and that includes what we put in and on our bodies. Shmoist does not test on animals and we are proudly vegan.



### Airplane friendly

Stay sanitised with Shmoist no matter what your mode of transport. Conveniently in 38ML, Shmoist can be taken in your carry on when you take your next flight.



### Moisturising

You'll love our formulation for its moisturising qualities. Shmoist is a light weighted spray, so it won't leave your hands feeling tacky or sticky, rather soft and silky.



### Smells amazing

This is the fast absorbing and softening sanitiser you'll want to keep on spraying because it smells amazing. Soon you'll be swapping your favourite perfume for your favourite Shmoist.

SO GIVE US A HIGH 🙌  
TO THE NEW MUST HAVE BEAUTY ACCESSORY

**SHMOIST™**  
PERFUMED & MOISTURISING HAND SANITISER

[www.shmoist.com.au](http://www.shmoist.com.au) | [hello@shmoist.com](mailto:hello@shmoist.com) | +61 411 230 301



  @shmoistme

