

LOW TOX LIFE®

Partnerships that build brand loyalty, deep understanding of the product,
increased sales and ultimately grow good things in the world



LOW TOX LIFE



It shouldn't be hard to be healthy, and yet, today it's a huge challenge for many. Being and staying healthy can seem like a full-time job.

Low Tox Life is a “simplify and empower” leader in lifestyle education and support 15 years after I started a little blog and coined the phrase ‘low tox’ in 2009. As a grassroots movement gone global, we have changed the market and consumer awareness of what’s ‘good and true’.

One of our business's core values is partnership for low tox category growth - we want to help low tox options become the cultural norm.

A LOW TOX LIFE partnership has an immediate impact and a lasting effect, building more and more awareness over time. Partnerships aren't about a quick buck, they're about building trust, consumer awareness + joint education for a better world. I don't say that lightly, I mean it to my core.

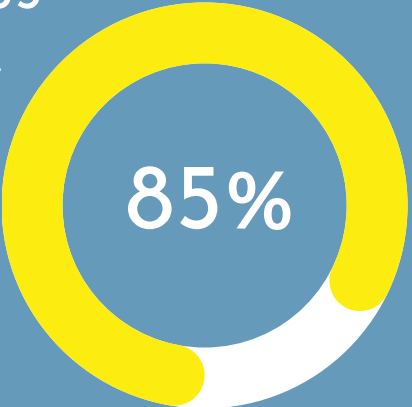


ALEXX STUART, FOUNDER

AUDIENCE DEMOGRAPHICS

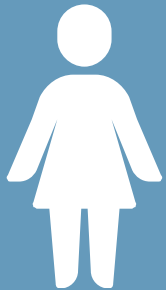
CORE DEMOGRAPHIC

85% are 29-55 years of age



BROADER DEMOGRAPHIC
25-70 years of age

GENDER SPLIT



Female



Male



- 68% AUSTRALIA/NZ
- 20% USA/CANADA
- 6% UK
- 6% OTHER COUNTRIES

AUDIENCE SIZE, REACH & ENGAGEMENT

Our community is very engaged, based on trust and conversations built over 15 years and newcomers can feel it when they join us. We're a big team.

We also have a wonderful private chat group community of our most loyal podcast fans + E course alumni.



170K+ COMBINED AUDIENCE
200K+ WEEKLY COMBINED REACH



72K +



65K



40K monthly
downloads



20K

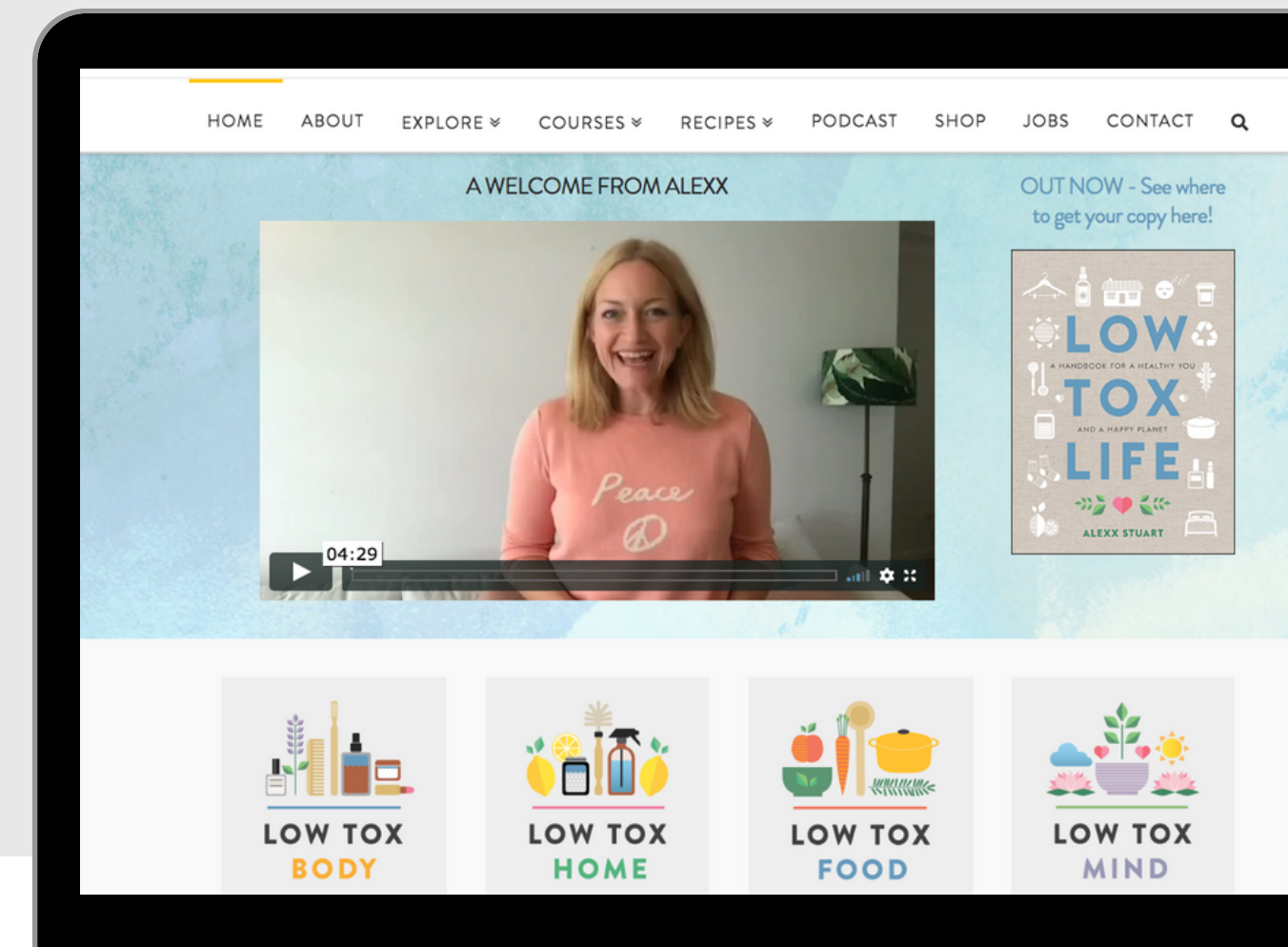
People love a trusted recommendation - PARTNERSHIPS from \$550AUD

Having built a community on trust over 15 years, our recommendations are based on trust and people know that there's a low tox values alignment. We offer several collaboration options to suit different business budgets and goals. With an in-house visual content producer, your brand will look gorgeous and the message will focus on the reason your brand matters to people wanting to lead low tox lives.

Positive Business returns of course also matter:

- The first time I ran "Go Low Tox" our signature e-course, we delivered over 30K in sales to two fledgling online low tox retailers who became leaders in the space.
- One repeat podcast partner grew so big they sold their business to an international buyer after a 2-year partnership. Our code generated over 250K sales from new customers with a 20K investment.
- 1 beauty brand received 110 code uses in 30 days totalling orders over \$15K
- 1 Start up did a giveaway+ code for 2 weeks and got 40 orders, most of whom became repeat customers.

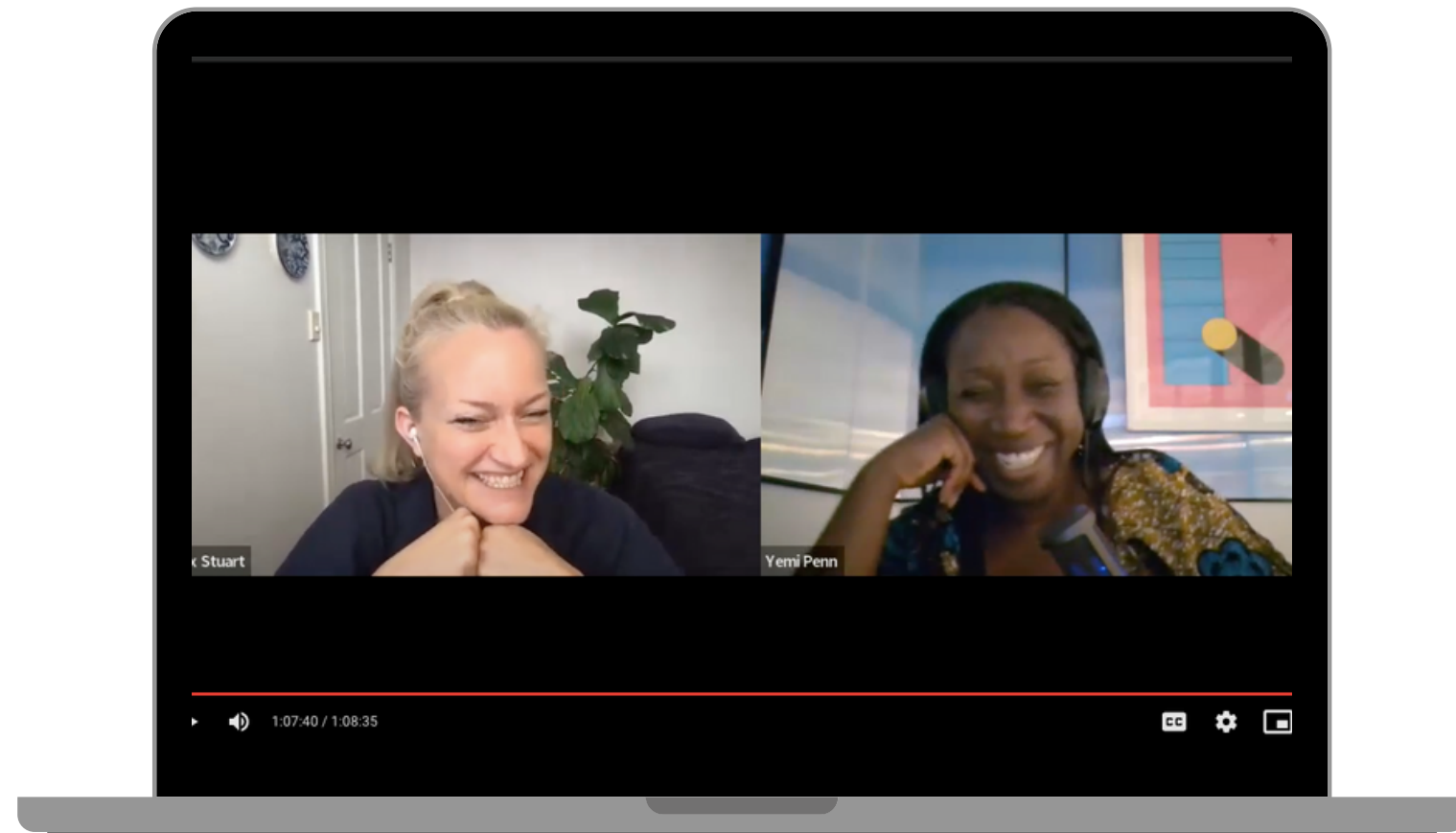
"Alexx has the Oprah effect in the low tox space!" Andrea Cook, Dr Bronner.



PODCAST PARTNERSHIPS

The Low Tox Life podcast has been a leading weekly health podcast since 2016 with over 420 shows with 6 million + downloads. It's a powerful vehicle for reaching aligned customers through Alexx's natural spoken ads, full of tips and low tox education.

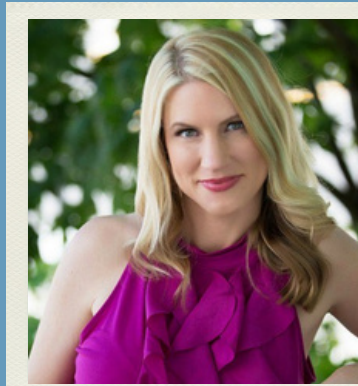
Add to that the social channels, newsletter, show notes and private membership and you have a comprehensive, layered brand-building opportunity with ads baked in (ie permanently 'there') continuing to drive awareness long past your promotion window.



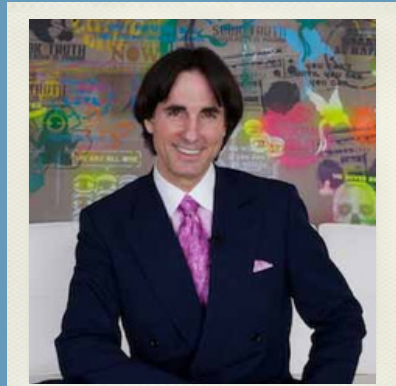
Some of Our Wonderful Past Guests



Bruce Lipton PhD



Dr Carrie Jones



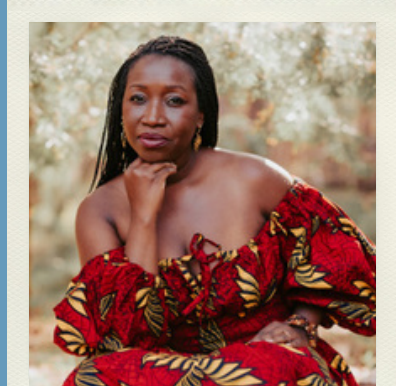
Dr John Demartini



Lara Briden, ND



Dr Dale Bredesen



Yemi Penn



Dr Peta Stapleton



Dr Vincent Pedre



Maggie Dent



Chartable

PODCAST PARTNERSHIPS - 4 Options

THE PLATINUM PODCAST SPONSORSHIP BUNDLES

OPTION 1

1 MONTH
\$3,750

- 2 major Instagram Stories for 3-4 minutes (per month)
- Major giveaway on socials.
- Posts announcing giveaways, special offers, and reminder tiles throughout the promo.
- 60-second minimum educational brand advertisement on the podcast weekly, by Alexx.
- Weekly feature in show notes on all platforms.
- 2 x Newsletter features
- 1 YouTube Visual slide + details of offer below video.
- Weekly mention in the podcast socials of your brand.
- Offer included in the Link-In Bio at the top of the Links list, as well as in membership so that members can always see the current offer.
- Scarcity reminders when offer is ending in socials, membership and newsletter.

OPTION 2

3 MONTHS
\$9,000

OPTION 3

12 MONTHS
\$25,000
Introduced as
"Major sponsor"

THE PODCAST ONLY PARTNERSHIP

OPTION 4

\$2,500
per month
all in AUD and ex g.s.t

- 4 shows where Alexx speaks about your brand for 60 seconds on the podcast and shares the brand offer.
- Partnership featured on the show as well as in the weekly show notes + Link-in-bio on Instagram
- YouTube Visual shout out + offer details below video.
- Your offer is mentioned in the show-socials each week with a @tag + CTA to link in the bio.
- Offer in Link-In Bio up top of the list and in our membership portal for members to always be able to see the offers that are current.



I do not miss a single show - even when I think "Oh that doesn't apply to me, I find so much gold. Thanks, Alexx.

Approachable, non-judgy health podcast!

Michelle439, Spotify, 2023



"If you haven't listened to this podcast, I highly recommend it. Alexx is inspiring, educational and entertaining. Thanks for the amazing deal on SolidTeknics by the way - excited to start our collection!"

MagicJen13, iTunes, 2020.



Exposure Partnerships: 2 x OPTIONS + only 11 available annually

OPTION 1

1 x Instagram Giveaway Activation + 2 week brand offer code (Stays in feed on going) - \$1500, ex g.s.t

- 1 newsletter feature, link to socials for the giveaway entry + brand art + story in 3-4 lines.
- 1 dedicated Instagram Giveaway announcement on our main feed + 'did you catch this' 1 minute story
- 1 reminder to enter when there are 24 hours to go, story on Insta.
- 1 Instagram story congratulating the winner + thanking you
- 1 CTA of the 2-weeks available shopping code + link-in-bio + member dashboard 'current offers'.

OPTION 2 - Platinum Package - Your mini marketing plan

1 x Platinum Promotions Package for the year - Your "Mini Marketing Calendar" great for growth + exposure across multiple points of the year - \$3,500, ex g.s.t

- All inclusions of the giveaway package with socials for 1 major giveaway plus:
- 2 x 3-tap Instagram/Facebook stories over the year, with Alexx's brand endorsement - Alexx speaking to camera about your brand/a product she uses in the range + offer CTA
- 1 dedicated reel + text posted to both Facebook + Instagram feed, highlighting brand/product to be featured at the ideal decided time of the year
- 2 x dedicated newsletter features over the year with tile + 4 line text + link to site/product
- 1-year shopping code for one-time use is available in link-in-bio, club membership, and e-course.
- Inclusion in our recommended brands shop page - 1 year of "Low Tox Approved"
- Inclusion in the annual bumper Christmas giveaway series in early December.
- Start date whenever it's locked in and valid for 12 months from that date.

We never have 'compete' promos, i.e, two beauty offers running at the same time. It's your time to shine! We also don't remove ads from podcasts or socials after promotions, so your brand continues to get awareness.



LOW TOX LIFE APPROVED Partnership

What does it mean to be Low Tox Life Approved?

When people see a Low Tox Life endorsement, they know they can trust it and shop with confidence. We've created a small business package to support your growth, whatever size of business you are!

\$550 ex g.s.t

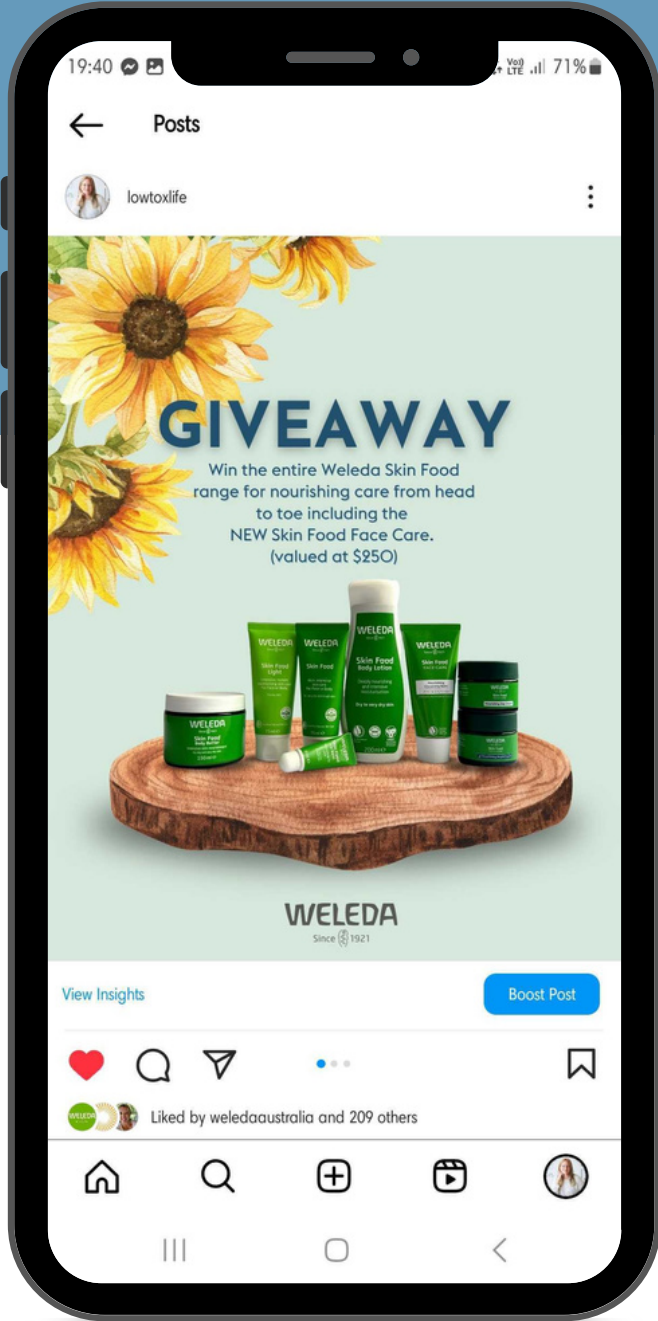
- A "Low Tox Approved" widget for your website + listing on our Low Tox Life Approved safe-shop page on lowtoxlife.com & in our social media Link-in-Bio lists - both with a direct link to your website.
- 1 x Insta/FB story announcing your addition to the LTLA family of brands and a tag to your socials.
- Course + Member Partner mentions in our safe brand lists and product recommendations.
- The option to provide a special code to save our students and members a percentage on their purchase or on shipping - up to you, but this can be just the thing for someone to try your product for the first time or add to what they're already using.

If you feel aligned and we're not already in contact - email team@lowtoxlife.com
We look forward to welcoming you to the Low Tox Approved Family!

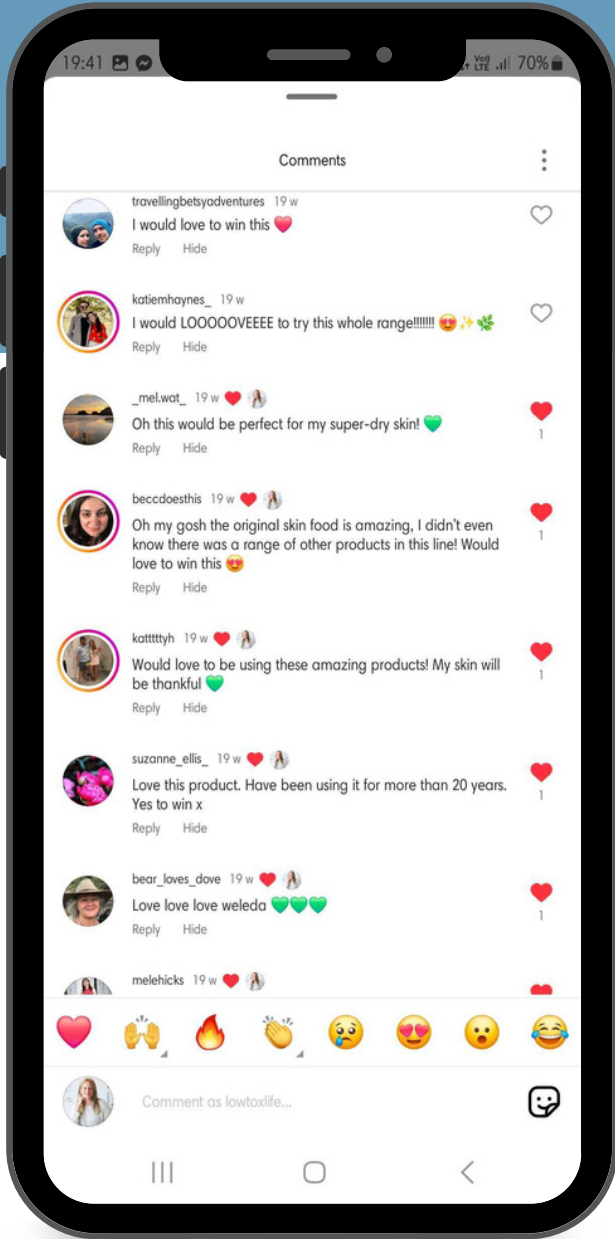


PARTNERSHIP ASSET EXAMPLES

GIVEAWAY



GIVEAWAY COMMENTS



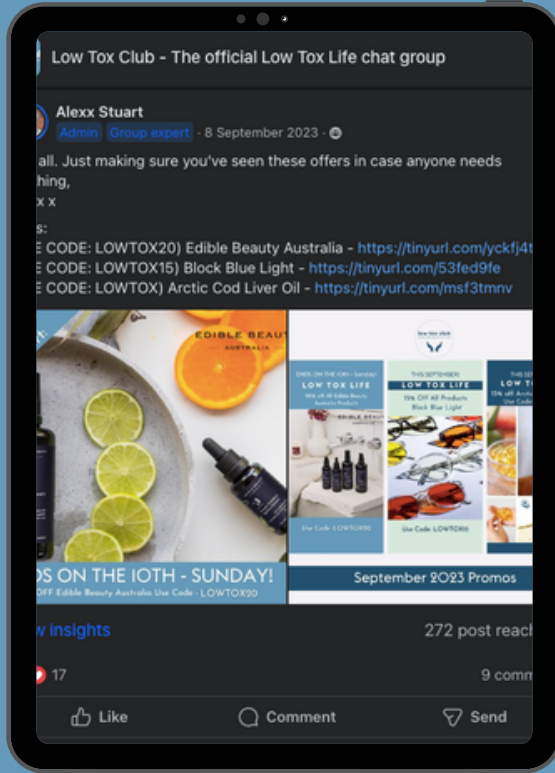
STORY



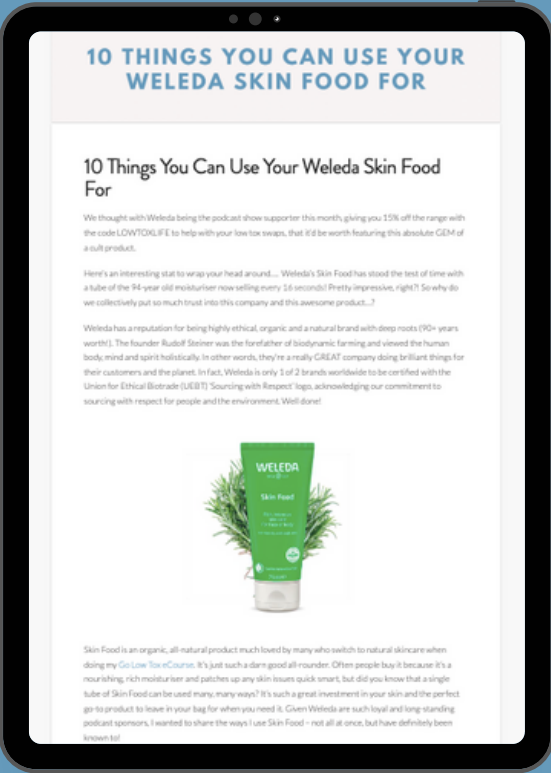
WEEKLY NEWSLETTER



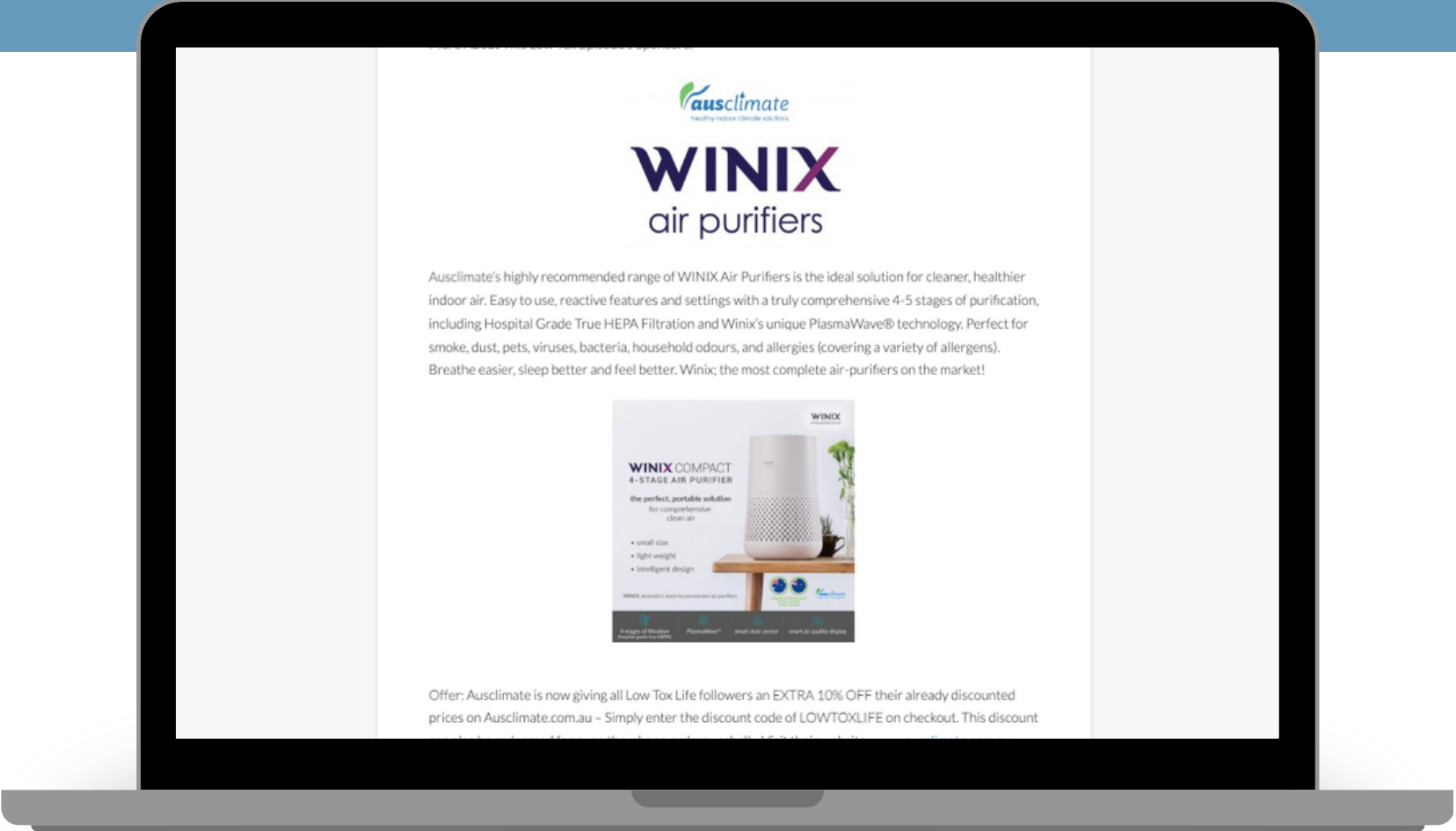
LOW TOX CLUB REMINDER



BLOG



PODCAST SHOWNOTES



WHAT DO OUR BRAND PARTNERS SAY ABOUT THE LOW TOX LIFE?

We love working with Alexx and the Low Tox community as we appreciate the integrity and passion that goes into everything. Alexx has such a huge level of respect within the industry and a great influence on consumers. We know the people that are interested in Low Tox are the sort of people who will also appreciate the ethics and quality that goes into all Weleda products and the way we conduct business. The synergy between both our organisations allows for greater exposure to the audiences who will really respond and be loyal customers. We are thankful for the exposure Alexx has provided and it is a great pleasure to work with someone so organised and passionate!

David Johnston CEO Weleda Australia



Working with Alexx and the team at Low Tox Life has been nothing less than inspiring. We believe the work Alexx is doing at Low Tox Life is so important for the future health of our communities and planet, and that is why we at Solidteknics love to work with Alexx as much as possible. Low Tox Life is a perfect fit with our brand as their audience are open minded and ready to make the changes necessary to move toward a more sustainable self and environment. Alexx has graciously supported our kickstarter campaigns by sharing our non-toxic, healthy, sustainable, local cookware message, and this support has contributed in a big way to the awareness and growth of our fledgling Aussie cookware company. We LOVE Alexx!

Mark Henry Managing Director and Chief Engineer Solidteknics

SOLIDTEKNICS

We have been working with Alexx and the Go Low Tox course since it started and what I love the most is the authenticity of both Alexx, the course and also the participants. In a world with lots of greenwashing it's a refreshing change to find a network with such open honesty and support.

Everyone is there to learn and share with the group so it's a very warm and inviting environment. Also Alexx as the Low Tox Guru is a wonderful and supportive teacher to those wanting to learn to be their best healthiest selves. It has helped spread the love for our Brand and we feel very much aligned with it. We love being part of it!

Chey Birch Founder Black Chicken Remedies



Wow. I had so many great fit potential Primalistas book in calls and signed some up – definitely got a return on investment and some!

I had a meeting with my marketing agency on Tuesday and they said 'wow your ROAS in Nov was 24! – what did you do?' and so that was the impact of the Influencer campaign Alexx!! I KNOW I will get even more ROI over the next year! Thank you, thank you!

You did SUCH A BRILLIANT JOB of explaining how this all works on your pods and went above and beyond and blew my expectations out of the park. It was such great value and I am very happy!

Helen Marshall, Founder, Primal Alternative





Angela Little

"What a blessing to be getting this information at this particular time so I can do my best to create the most natural and toxin-free environment around me and my family from the very beginning. What I'm appreciating so much is the factual and no-nonsense basis to this course. I can see the things we're talking about are based on research and expert opinion, and I'm so grateful to have this source of information so I can make more informed choices and positive changes in my life. These changes really are achievable and easy to implement and it feels like there is such a feeling of positive energy to this process thanks to Alexx's relaxed and encouraging approach. Also, as others have mentioned before me, I'm so glad it's really afford- able as if it had been at a higher price point I probably wouldn't have joined this journey - but I'm soooo glad I did."



Carolyn Bowden

"Alexx Stuart you are a godsend. No way could I get my head around all this. Love all the info from you and everyone involved. It is a big tangled spider web out there. Finally some of the web is untangling."



Monique Cronshaw

"Hi all, I'm loving this fabulous course. Thanks Alexx Stuart you are amazing. Our world is a better place with you and us in it."



Gypsy R

"Thanking Alexx for the amazing, empowering healing journey we are on. One person, one household, one village at a time. We can change the world."



Rebecca Blackwood

"I'm loving all of this information, advice and wisdom. Thanks everyone for all of your input and particularly Alexx Stuart for creating such an awesome course and network."



WHAT DO OUR COMMUNITY SAY ABOUT THE LOW TOX LIFE?

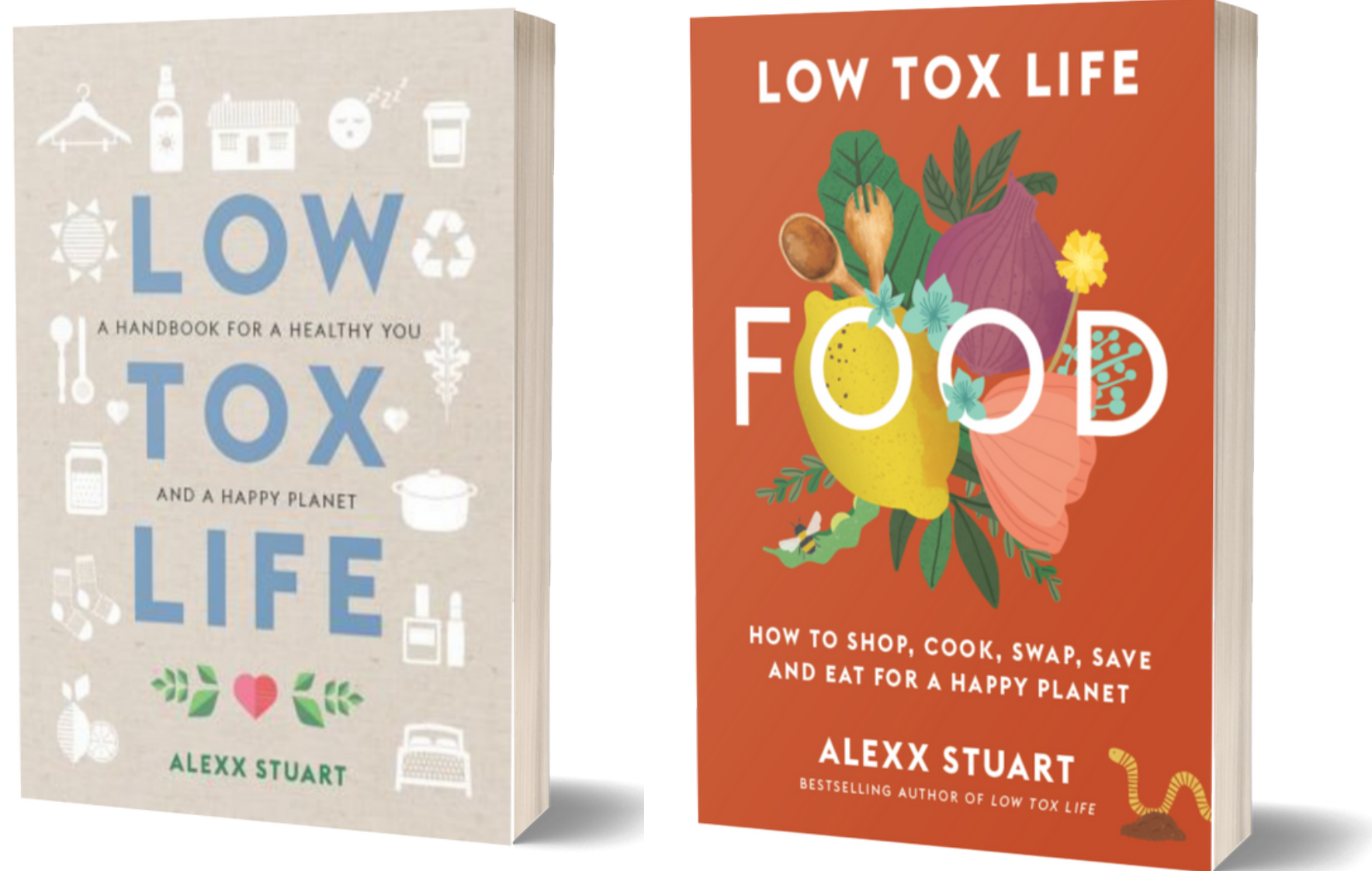


**Samantha
Whittaker**

"I get through the supermarket so quickly as I hardly buy anything except my organic milk, butter, tomatoes, and feel quite pleased with myself that I don't need to look at all the rubbish on offer. I have a trained eye now and grab the 'good stuff' we're learning about here mostly from the awesome online recommendations - easy!"



A highlight snapshot



- 12 x Best Selling Book, Australia "Low Tox Life"
- Best selling book Low Tox Life FOOD
- Books also released through the USA, UK, South America, Mexico, Spain, France and French Canada in 3 languages.
- Top 50 Health Podcasts in Australia and top 10 alternative health and top 0.5% global podcasts, into the 9th year.
- 6+ million podcast downloads
- 10+ million blog views since 2010
- Alexx Stuart, 2 x TedX speaker 2016 "Shape the world with your shopping basket" and TedX Speaker 2022 "Is Mould the New Asbestos?"
- 10 E courses that have helped more than 10,000 STUDENTS
- 90% of our brand partners work with us again and again.



Let's do some good work together!

There you have it - many ways to work together.

Contact us to discuss how you might like to collaborate and we can take it from there.

Here's to working together to help more people lead a Low Tox Life all around the world,

Low Tox. Healthy People. Happy Planet

Alexx Stuart



@lowtoxlife



team@lowtoxlife.com



www.lowtoxlife.com

LOW[®]
TOX
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