

From: Ben Johnson <drben@osmosisskincare.com>
Sent: Tuesday, August 23, 2016 2:48 PM
To: Robin McGee; Jessica McCafferty
Subject: Re: Mosiquito Water

We are not trying to scare anyone. We offer a holistic mosquito repellent and there have been several news stories talking about all the repellent being sold and what the options are. They need to know about us. The fact that we may have a treatment for Zika will not be included in this round :)

From: Robin McGee <robin.mcgee@osmosisskincare.com>
Date: Monday, August 22, 2016 at 11:33 AM
To: Ben Johnson <drben@osmosisskincare.com>
Subject: Mosiquito Water

See below from Jessica...

Robin McGee
President Osmosis Skincare
(303) 674-7660 office / (714) 742-8460 mobile
"Creating Permanent Change" www.osmosisskincare.com

From: Jessica McCafferty [mailto:jessica@janicemccaffertypr.com]
Sent: Monday, August 22, 2016 11:31 AM
To: Robin McGee
Subject: RE: Press Links

Hi Robin!

My apologies on the delay. Janice and I wanted to talk it all through and really think about this in a PR light. Honestly, we would not recommend doing a big push due the severity of contracting the virus, especially with what it is doing to newborns. We wouldn't want it to look like we are trying to capitalize on the issue. It can open a can of worms we might not want especially if there might not be any studies done yet. This is critical. In the end, it might do more harm than good.

Kindest regards,

Jessica McCafferty Brennan
Senior Vice President
jessica@janicemccaffertypr.com
(773) 319-2581 - Direct

Janice McCafferty PR
www.janicemccaffertypr.com
www.twitter.com/jmc4pr
www.facebook.com/JaniceMcCaffertyPR
www.instagram.com/jmc4pr/

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-----Original Message-----

From: Robin McGee <robin.mcgee@osmosisskincare.com>

To: Jessica McCafferty <jessica@janicemccaffertypr.com>

Subject: RE: Press Links

Sent: Aug 19 '16 16:10

Jessica,

I left a message on your voicemail and am following up on the email. I am wondering how you can help us to promote our Harmonized Water Mosquito water in the Florida area? We want to position it as a holistic mosquito repellent and can look to donate some but we really want to create awareness with it especially as it pertains to the Zika virus.

Any guidance here would be appreciated.

Thanks Robin

Robin McGee

President

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Create A Wonderful Journey

From: Jessica McCafferty [<mailto:jessica@janicemccaffertypr.com>]

Sent: Friday, August 19, 2016 2:22 PM

To: Jessica McCafferty; robin.mcgee@osmosisskincare.com; drben@osmosisskincare.com; Corrie DiPirro

Cc: katy.hebert@osmosisskincare.com; Katelyn Manuel; nicole.burnside@osmosisskincare.com;

diane.simmons@osmosisskincare.com; ""

Subject: Press Links

<https://www.instagram.com/p/BJSi9Ivhiq5/>

<http://www.asktheprotylist.com/age-defying-two-one-makeup-camouflage-hydrate-plump/>

Happy Friday!

Kindest regards,

Jessica McCafferty Brennan

Senior Vice President

jessica@janicemccaffertypr.com

(773) 319-2581 - Direct

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