



Thunder Ridge®
Emu Products

Benefits

Come visit us at the Inner Circle Sales Booth # 4229.

Sales & Profit Benefits

- The Health & Wellness industry is the fastest growing market today, as natural product consumers move into traditional food, drug, beauty and mass outlets with new spending dollars.
- Thunder Ridge Emu Products will attract new customers who are accustomed to paying a higher retail price.
- Thunder Ridge Emu Products appeal to your first-aid consumer with natural products to help the healing process.
- Thunder Ridge Emu Products offer high-end vanity products for your fast growing anti-aging group.
- Thunder Ridge Emu Products will appeal to the newly emerging green industry.

Distribution Channels

3 National Chains

- GNC
- Vitamin World
- Swanson's Health Products

8 National Natural Products Distributors

4 Spa and Wellness Distributors

Numerous online stores

Over 300 wholesale direct stores

Thunder Ridge Emu Products are the perfect products to draw natural products consumers into traditional health and wellness mass outlets.

Listed #1 on Amazon

Wonderful Product
By: C. Thornton

I read about the wonders of Thunder Ridge Emu Oil online and had to try it. Thought if it did all it said, I'd better buy the 8-ounce size, because I could sure use it. The stories are true. This stuff is a terrific moisturizer and great for achy muscles and joints. It absorbs quickly and leaves your skin feeling like satin. It takes the pain away from overworked muscles without leaving a burn or yucky residue and the nicest thing is that after applying it to sore legs, you don't have to run wash it off your hands because it just sinks right in and moisturizes. I think Amazon has the best price on this product and it is worth every penny.

It should be illegal
By: K. Guiden

This stuff works so well, it should be illegal. I have a lot of skin problems and no matter what the dermatologist gave me it never worked, but when I tried the Thunder Ridge Emu Oil, my skin felt so amazing and my skin cleared up. I used it for getting rid of my stretch marks and acne scars and they are now all gone. I also use it on my scalp to make my hair grow faster and soften my hair. It is amazing. This stuff works this well and it is completely natural.



Thunder Ridge®
Emu Products



- **Anti-Aging**
- **Moisturizing**
- **Hypo-Allergenic**
- **Irritated Skin**
- **Burn Relief**
- **Pain Management**
- **Pet Care**

Emu Oil

Rich in essential fatty acids, Emu Oil has moisturizing, anti-aging and properties which expedite recovery from stiff, swollen joints, burns and irritated skin conditions. Loaded with anti-oxidants, emu oil slows down the aging process and in some cases actually reverses it.

Maintenance Plus

Maintaining hydration is essential for preventing dry skin. Maintenance Plus seals the skin to maintain the body's natural moisture while keeping irritants away from the skin. It's a favorite among medical professionals.

Moisturizing Lotion

Exactly like the Maintenance Plus but with a cool mint green color and our own fresh scent.

Massage Lotion

Designed for professional therapists, Thunder Ridge Massage Lotion provides for a luxurious, moisturizing massage with lots of glide. Its penetration properties allow deep tissue work yet it leaves the skin smooth and conditioned. CONTAINS NO MINERAL OIL OR LANOLIN.

Lip Refresher

Thunder Ridge Lip Refresher moisturizes and protects your lips from the harmful effects of the sun and wind. It's great to keep in your pocket or purse.

Intensive Pain Relief

Intensive Pain Relief gives long lasting relief to aching joints and stressed muscles from pulls, sprains, sport injuries and over exertion. More cost effective than other preparations and it contains no artificial blue color.

Comfort Glide Shaving Oil

Conditions and lubricates the skin creating a smooth, comfortable shave. Combining Emu Oil with other essential herbal oils lets your razor glide effortlessly giving you the closest shave possible, eliminating razor bumps, razor burns, skin irritations and ingrown hairs.

Body Mist

A quick hydration that is perfect for after showering. Body Mist quickly penetrates, pulling in moisture left on the skin leaving you feeling smooth and silky all day.

Emu Oil Gel Caps

Combine Thunder Ridge Emu Oil Gel Caps with proper diet and exercise for a healthier lifestyle. Essential fatty acids, which are naturally found in Emu Oil, are critical to the body's production of new cells.

Used daily the Gel Caps will help:

- Boost Immune Cell Function
- Help with Circulatory & Cardiovascular Activity
- Lower LDL-Bad Cholesterol
- Reduce High Triglyceride Levels
- Lower Blood Pressure
- Smooth Muscles Activities
- Increase Neurological Functions

Neat Feet

Aloe Vera, Tea Tree Oil and Emu Oil combine to make our foot cream a wonderful moisturizer for dry, cracked feet. Neat Feet used daily will keep your feet looking great and in top condition.

Moisturizing Bar Soap Scented & Unscented

Developed for people with hypersensitivity or irritating skin conditions to soothe and protect your skin. It is guaranteed not to dry your skin.

Multi-Purpose Gel

Cool and soothing, Multi-Purpose Gel relieves everyday irritations including hot burning feet, heat rash and chafing. It's great for hard to moisturize areas.

Nail ReNu'

Rid yourself from unsightly nail fungus safely and at a fraction of the cost of other products. Our amazing Nail ReNu' contains a unique combination of Emu Oil and other essential oils with potent anti-microbial properties to address the challenges of nail fungus.

Rapid Relief

Combining Emu Oil with other natural essential oils can provide fast relief and provide optimal oral health. When pain and swelling occurs, Rapid Relief is the answer!



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Emu Oil

The Oil That Heals

Rich in Essential Fatty Acids, Emu Oil moisturizes dry aging skin, treats chronic skin conditions, helps to heal burns and gives temporary relief to stiff joints and muscles.



2 oz

4 oz

8 oz

Available Emu Oil Sizes

Emu Oil Benefits

Thunder Ridge Emu Oil is 100% AEA Certified American Emu Oil. Emu Oil has been used effectively for years for its valuable anti-aging and moisturizing properties. This is a deep penetrating oil that relieves joint and muscle discomfort as well as burns and sport injuries.

Emu Oil is a combination of Essential Fatty Acids that is also abundant in human skin lipids. Since emu and human lipids are almost identical, the absorption rate of Emu Oil into the skin is incredible! That is why it works so well and so quickly. Use Emu Oil for:

- Anti-Aging
- Moisturizing
- Hypo-Allergenic
- Aggravated Joints & Muscles
- Irritated Skin
- Burn Relief
- Sports Injuries
- Scar Reduction
- Stretch Marks
- Wound Care
- Pain Management
- Diaper Rash
- Insect Bites
- Pet Care

Anti-Aging & Moisturizing Benefits:

The natural hyper-oxygenation process of Emu Oil helps to bring blood and oxygen to the surface of the skin, increasing circulation. Coupled with the ability of Emu Oil to moisturize through all seven layers of the skin, it allows users to see quick results when the Oil is used for:

- Fine Lines & Wrinkles
- Scars
- Age Spots
- Sun Damaged Skin
- Dry & Irritated Skin
- Maintaining Integrity Of The Skin

Anti-Inflammatory Benefits:

The natural anti-inflammatory properties found in Emu Oil will help to relieve:

- Bruises
- Joint & Muscle Pain
- Scrapes & Abrasions
- Wounds



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Thunder Ridge[®]
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Emu Oil

Before & After

Burn



3 Days After The Accident



After 12 Hours



After 24 Hours



After 8 Days



After 9-10 Days

The boy in these photographs experienced severe facial burns from a gasoline fire. After 10 days of using Thunder Ridge Emu Oil, his skin quickly repaired and healed.

Eczema



Before Treatment



After One Week



After Three Weeks

The elderly woman in these photographs experienced extreme eczema on her face. She had been treated for approximately eight weeks by a physician with conventional type therapy; cortisone, antibiotics, IV and/or oral medications. After three weeks of using Thunder Ridge Emu Oil, the eczema was effectively treated.

Psoriasis



Before Treatment



After One Week



After Three Weeks

The man in these photographs experienced severe psoriasis. After three weeks of using Thunder Ridge Emu Oil, the psoriasis was effectively treated.



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About Us

Thunder Ridge Emu Products is committed to educating you and the consumer on the benefits of Emu Oil, keeping abreast of the latest research available, exploring new markets and producing the highest quality natural products possible using certified Emu Oil from the American Emu.

Today as our bodies are constantly being attacked by free radicals and other carcinogens, Thunder Ridge Emu Products makes it our mission to provide consumers with products that are safe, environmentally friendly, 100% natural and yet very effective.

Emu Oil, the active ingredient in all our products, is rich in essential fatty acids and a natural moisturizer for any skin type. Users see quick results when the oil is applied to fine lines and wrinkles, sun damaged skin, age spots, dry skin and scarring. Its anti-inflammatory properties help relieve chronic pain in swollen stiff joints and muscles.

Thunder Ridge Emu Oil is refined to an edible grade making it safe to even take internally.

Being members of both the Natural Products Association and the American Emu Association helps us with our commitment to producing a higher quality product.

We are constantly monitoring the "watch list" to ensure that items on the list are not in our products. A reformulation on some of our products recently took place to remove some questionable ingredients. None of our products contain chemicals or toxins.



Thunder Ridge®
Emu Products

National Exposure!

Thunder Ridge® Emu Products

Featured In

Beauty Scoop

Down Under, **Cate Blanchett** shares her proudly pale beauty routine.

Made in the SHADE

It's in **Kobe, Japan**, that first came a glimpse of the complete line of Thunder Ridge products. It was a surprise to see the products in a magazine, but the products are actually made in the shade of the emu's feathers. The products are made in the shade of the emu's feathers. The products are made in the shade of the emu's feathers.

124 MAKE CLARE / JANUARY 2009

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Thunder Ridge® Emu Products

Featured In

A NATURAL WONDER FOR ALL AGES

CLEANSER, TONER, LOTION, ACNE CREAM...SOUND familiar? While the application of these four products describe the complete acne regimen of many skin care and medical clients being treated for the condition, many of them do not realize that the vigorous routine, expense and time behind it is not the complete answer. They often pile more drug store products, medical prescriptions and highly promoted new items onto their face, frequently using more than is necessary. That results in breakouts and inflamed and irritated skin. As skin care professionals, it is our responsibility to thoroughly educate our clients and keep them informed about what is new in the marketplace, and to boost their confidence about their skin. With the rise of the green industry, many new protocols and natural acne treatments have appeared. One special ingredient with a wide variety of benefits is emu oil.

The combination of emu oil with witch hazel reduces the amount of bacteria within pores, according to product manufacturer Anne Geller.

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Featured In

EMU OIL

Man's New Best Friend: Bye-Bye Razor Bumps!

이부 오일(Emu Oil) - 남성용의 새로운 친구. 이제 면도 번크(bumps)는 안녕!

If men are past the age of puberty chances are they have been introduced to a razor. Nine out of 10 men show daily and if they're in the Military working for Uncle Sam they must shave daily.

Whether it is men shaving their faces and heads or women with their armpits, legs or delicate areas, the emergence of razor bumps has most often been cited as the main reason people avoid shaving. If you fall into this category you have just the thing for you - Comfort Glide Shaving Oil made by Thunder Ridge Emu Products.

Razor bumps, also called pseudofolliculitis barbae, are small, irritated bumps on the skin that occur when the cut hair curls back on itself and grows into the skin. Shaving can irritate skin cells which then stimulate the hair follicle and make blockages more regular. Because of the natural anti-inflammatory properties in Emu Oil (Omega 3) and the fact that the oil is more comedogenic, which means that not only does it not clog the pores but also removes dead or drying cells. It is a perfect treatment to help restore the integrity of tissues hurt by razor bumps or razor burns.

Combining Emu Oil with other essential herbal oils conditions and hydrates the skin creating a smooth, comfortable shave. It lets your razor glide effortlessly giving you the closest shave possible while eliminating razor burning, razor rashes and skin irritations. On wet skin, men should use just a few drops of Comfort Glide to cover face or head and prepare themselves for a wonderful shaving experience. It is 100% natural. There are no harsh chemicals, nothing to dry skin - just the smoothest shave ever. Customers can even shave in the shower.

Ark Smith, a personal trainer from Philadelphia, PA, said, "For most of my adult life I've had razor bumps. With Thunder Ridge Comfort Glide and Emu Oil I found it not only cleared up the infections but also removed all the scars.

My skin had NEVER looked the way it has these past months. The bumps have never returned. Thank you."

Today, Emu Oil is one of nature's best kept secrets and is being used in more and more advanced skin care products. The emu, the large flightless bird native to Australia, has long been used by native Aborigines for its amazing healing properties. The oil was traditionally used to relieve inflammation of stiff, swollen joints, as a remedy for skin irritations, to help heal burns and wounds and to soothe and moisturize dry cracked skin. There is a huge demand for natural products and the green industry is getting a greater percentage of the market share.

You may be wondering, "What is Emu Oil and how is it so efficient?" Emu Oil is 100% essential fatty acids including Omega 3 (Linolenic), Omega 6 (Linoleic) and Omega 9 (Oleic) and is the oil that is most like the oil our bodies produce. These essential fatty acids have proven to be the nutrition your skin needs. Studies have shown that for skin protection through the epidermal layer of the skin, down to the basal layer where it starts repairing, nourishing and creating new cells.

Thunder Ridge Emu Product currently has 16 personal care products on the market with three more on the drawing board to be released soon. The products are all natural, drug free and paraben free and have been formulated with the highest quality care using only the finest ingredients. They are currently being sold through national distributors, health food stores, medical professionals, salons, spas and day spas. Visit our website at www.thunderidge.com or call 703-253-9974.

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Entrepreneur

JUNE 22, 1998 • A PUBLICATION OF THE MCGRAW-HILL COMPANIES • \$3.95

AN EMU IN EVERY POT?

Strange bird, but the business problems are oddly familiar

In 1993, entrepreneur Anne Geller thought she'd found the bird that laid the golden egg. Geller was going to make her fortune breeding the emu, a cousin to the ostrich that has long been prized in its native Australia for its low-fat red meat and the reputed therapeutic properties of its oil. Although most Americans wouldn't know an emu from an egret, Geller was convinced that her emu business would soar once people realized they could wolf down a juicy red emu steak for less fat and calories than an equivalent serving of chicken.

Indeed, Geller was so persuaded of her idea's potential that she sold profits from her and her husband's dry-wall construction business to start Thunder Ridge Emu Farms on her 27-acre property in Manassas, VA. She plunked down \$25,000 for a pair of breeders and \$30,000 for a pair of Black then, top breeding pairs could fetch up to \$1,000. If Geller's pair hatched about 22 chicks annually, she'd average birth rate of five birds she'd break even in a year. The rest was pure profit. "Everything looked very, very good on paper," says Geller, 33. "I was looking for short-term big bucks."

Like most business schemes that look fool-proof, this one wasn't, and there was no magic spell to help. While Geller's quirky business may seem nothing like your own, her mistakes were classic: getting blinded by enthusiasm, failing to do her marketing homework, and plunging in without a plan.

First, inexperience tripped her up. Geller's happy avian coup, purchased at the market's peak, turned out to be two males, and yielding too young to mate - at that. The breeder then sold her two emu, supposedly female, but actually males. "For \$50,000, I had the world's most expensive stay party," she says. Geller wound up suing and buying more birds elsewhere. Then, in 1994, before Geller could cash in, the emu market crashed. Amid the clamor of eager speculators, no one noticed the consumers' stifled yawns. Birds that had fetched thousands could

chefs such as Marc Fustler of the pricey Chez Mimi in Manassas. He serves peppered emu medallions with white mushrooms. "It's not the most popular thing yet," says Fustler. "It's coming, though."

Geller also tried to cultivate more plebeian palates by selling emu steaks at Price Club, but the warehouse chain pulled the product after a few weeks - the meat moved only when Geller personally cooked up samples with mice. Now, Geller is trying to reach distributors more efficiently through trade shows, such as an international food show in Chicago that generated "hundreds of leads."

But it is likely to take more than persistence and blind faith to make a success of Thunder Ridge. Emus have no name recognition with consumers, and the drive to buy low-fat foods has waned, according to Robert M. McNabh, president of the New Products Showcase and Learning Center Inc. in Ithaca, NY, which studies why new products succeed or fail. Then, too, emu can be one tough bird if you don't cook it properly.

"What you need to do is to get every cooking column in America talking about emu, and that's hard to do," says McNabh. Geller is contacting advertising and public relations agencies for help, but her budget is tight.

Besides selling emu for burgers, steak, and jerky, Geller and others reserve their greatest hopes for the oil, long used as a folk cure by Australia's aborigines. Two recent studies at two university medical centers indicate the oil may promote healing. (One was done with mice.) But the oil may help only "20% of the people who lack for the essential fats," says Leigh Hopkins at the Philadelphia College of Pharmacy and Science and an emu farmer.

Despite her difficulties, Geller dreams of the day when she's the Frank Perdue of the emu business. To get there, she wants to expand her farm to 500 acres and do her own processing and slaughtering. But wanting an investor won't be easy unless she can demonstrate there's a solid business there. "It's a mystery how quickly, if ever, this market will develop," concedes T. Robins Back, a project manager at the agriculture department, who's advising Geller. "But listening to Anne Geller, you'd believe it's any minute now." And who's to say that her unflagging optimism won't be the fiery dust that does the trick?

By Roy Furuchott in Manassas, Va.

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