



*Coastline Charms*  
Sales Materials





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## Exhibit 1

*Coastline Charms*  
Company Catalog



An aerial photograph of a beach. The top half shows a wide, light-colored sandy beach with some faint footprints. Below the beach is a line of white, foamy waves breaking onto the shore. The bottom half of the image shows clear, turquoise water with visible ripples and reflections of light.

*Coastline Charms*  
*- product catalog -*



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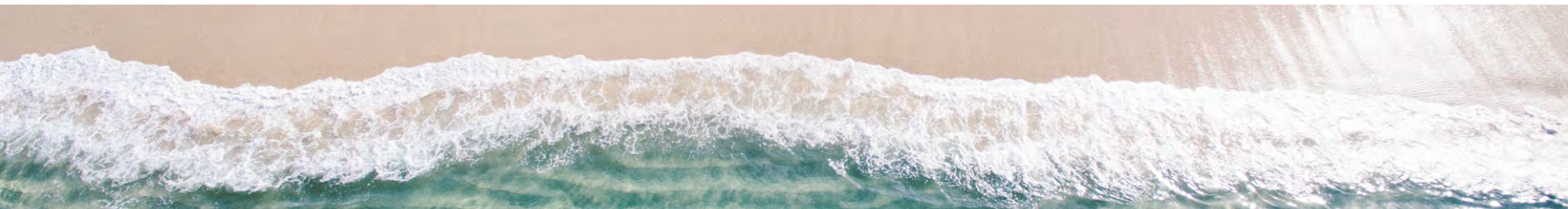
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# Anklets



## Beach Life Anklet

Your ankle can now be as stylish as your wrist! Every anklet is 100% waterproof. Go surf, snowboard, or even take a shower with them on. Wearing your anklets every day only enhances the natural look and feel.

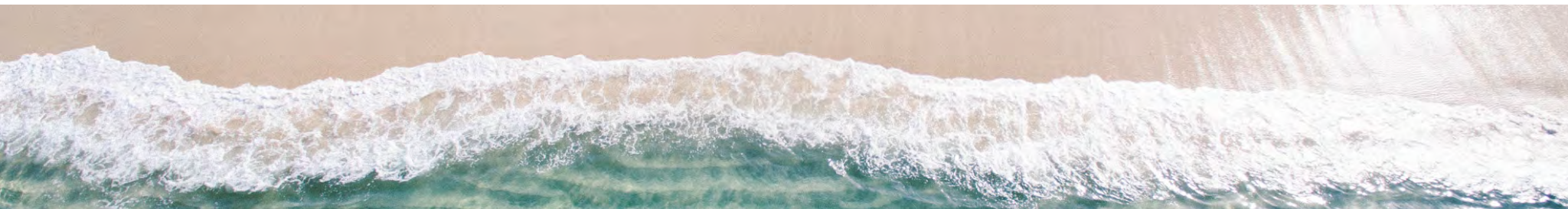
**Price: \$7**  
**Product Number: ABLT**  
**Product Types: Tropical, Sunset, Hakuna Matata, Night, White Sand, April Showers**



## Cali Sea Glass Anklet

These simple yet gorgeous anklets are perfect for anyone who loves seaglass. Each piece of seaglass was beachcombed from the beautiful Southern California shoreline. Seaglass pieces are carefully selected drilled and strung with knotted rope and fastened with a metal clasp.

**Price: \$15**  
**Product Number: ACSGG**  
**Product Types: Brown, Green, Red**



# Bracelets



## Coastal Beaded Bracelet

This represents your contribution to the ocean cleaning movement. Every purchase acts as a donation for volunteers to remove the trash and plastic on oceans and beaches. Wear it as a reminder to curb your plastic habit, live more sustainably, and encourage others to take action to protect what they love. Great for a casual friendship bracelet for guys and girls to share your commitment to our planet.

Price: \$20  
Product Number: BCBU  
Product Types: Urchin, Starfish, Turtle, White Dolphin, Great White Shark



## Minimal Sea Glass Bracelet

This simple sea glass bracelet is the perfect gift! 3 smooth little pieces of authentic sea glass have center drilled and connected to a shimmery sterling silver box chain. The ends of the chain are connected with a silver ball that can slide up and down the chain to make the bracelet tighter or looser.

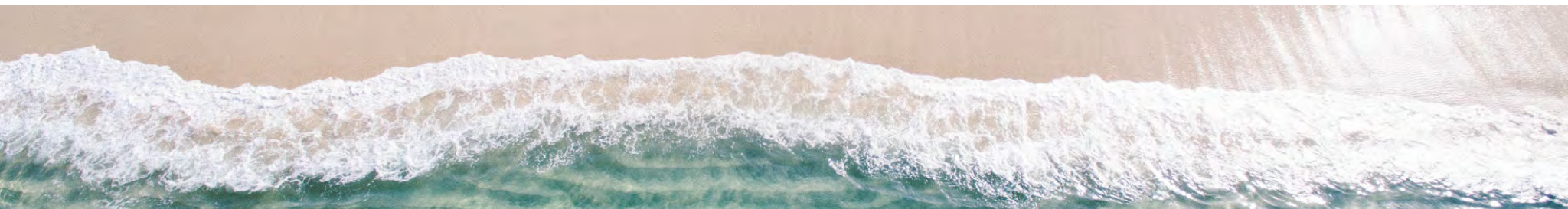
Price: \$10.99  
Product Number: BMSGB  
Product Types: Blues, Tropical, Sky



## Aqua Sea Glass Charm Bracelet

These cultured sea glass beads are made from recycled glass and are processed to create smooth, frosted surfaces as if they washed ashore after years of weathering! It is created using various shades of cultured sea glass to create a stunning pastel array of crystal, sea foam, and aqua.

Price: \$23.99  
Product Number: BACA  
Product Types: Anchor, Sea Turtle, Sea Horse





# Bracelets



## *Blue Sea Glass Sennit Bracelet*

This beautiful bracelet is like a frozen ocean on your wrist. This bracelet is made of 16 sea glass beads, and linked by a knot sennit string. Each sea glass bead has unique shape, so beads you get may be lightly different from the photos.

**Price: \$14.99**

**Product Number: BSB**

**Product Types: Sennit Blue**



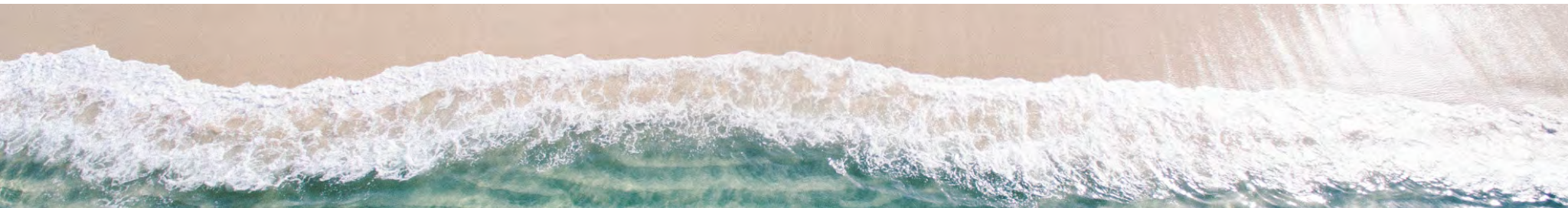
## *Boho Bead Bracelet*

The seaglass bracelet is made from recycled glass from the sea to create the beads. This sustainable bracelet is handmade and a perfect addition to any eco-warrior's wardrobe.

**Price: \$6.93**

**Product Number: BBB**

**Product Types: Boho**





# Charms



## *Silver Lining Pendant*

Nurdles are the pre-production plastic pellets that most plastic consumer goods are made from. They are often found in great numbers on beaches around the world, and are in the top 10% of ocean plastic pollutants.

Price: \$58  
Product Number: CSLP  
Product Types: Silver



## *Microplastic Charm*

This beautiful and special charm is made of upcycled microplastics from the sea and shorelines that we collect while sailing around the world. Each charm is very unique as all plastics are different from each other and each necklace is made on order. Collect a variety of unique charms to create a one of kind bracelet or necklace.

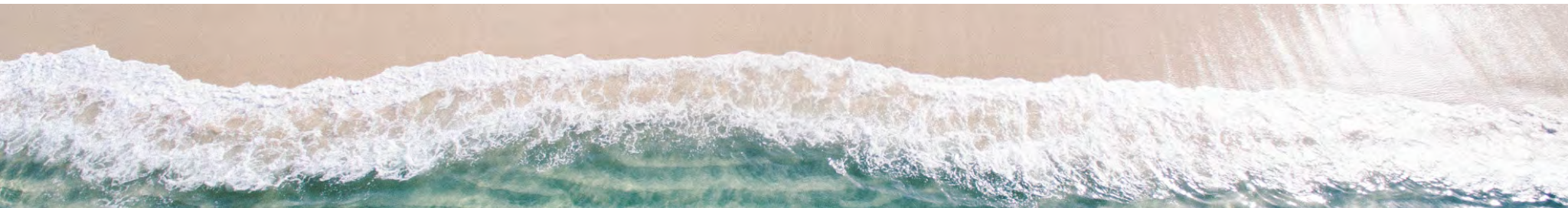
Price: \$25  
Product Number: CSDM  
Product Types: Microplastic



## *Sea Glass Pendant*

Beautiful, simple, elegant Seaglass jewels. They are a great addition to customise any of your favorite necklaces.

Price: \$19  
Product Number: CSGPR  
Product Types: Red, Sky Blue, Sea Weed, White, Orchard Yellow, Deep Sea





# Earrings



## *Bermuda Gold*

The Coastline Triangle Gold Earrings is modern, light weight and durable. These earrings are eco-friendly and sustainable. Wear it as a reminder that we are helping to fight plastic pollution!!

Price: \$35

Product Number: EGB

Product Types: Gold



## *Wire Wrapped*

The Coastline Green Sea Glass are cheerful earrings bring positive vibes to your day and will remind you of your favorite boardwalk memories. They would also make a lovely gift idea for anniversaries or birthdays, especially May since the birthstone is emerald!

Price: \$26

Product Number: EWWL

Product Types: Lime



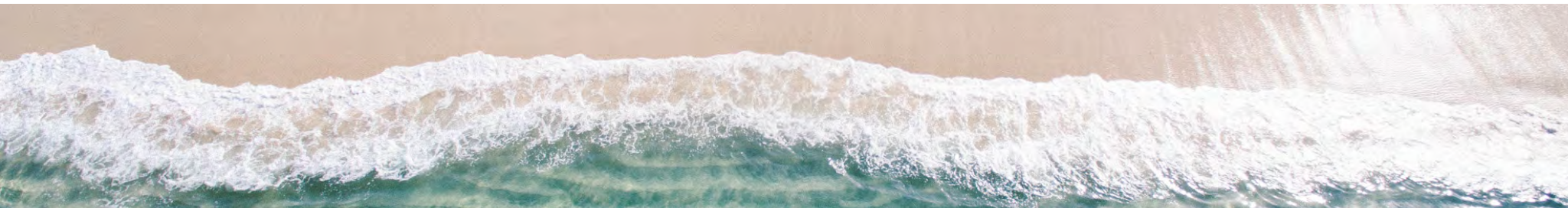
## *Bontanical Wine*

The Coastline Beach Glass Earrings are made from vintage wine bottles, silver flower charms and hypoallergenic surgical steel ear-wires. They are perfect to be worn year-round, both for casual and cocktail occasions. A delightful gift for a gardener or a nature lover.

Price: \$24

Product Number: EWB

Product Types: Wine





# Earrings



## *Ocean Microplastic*

**The Coastline Ocean Microplastic Earrings** is a unique conversation starter. It is very light weight and durable and made from Eco-resin and marine plastic debris.

**Price: \$35**

**Product Number: EOM**

**Product Types: Ocean**



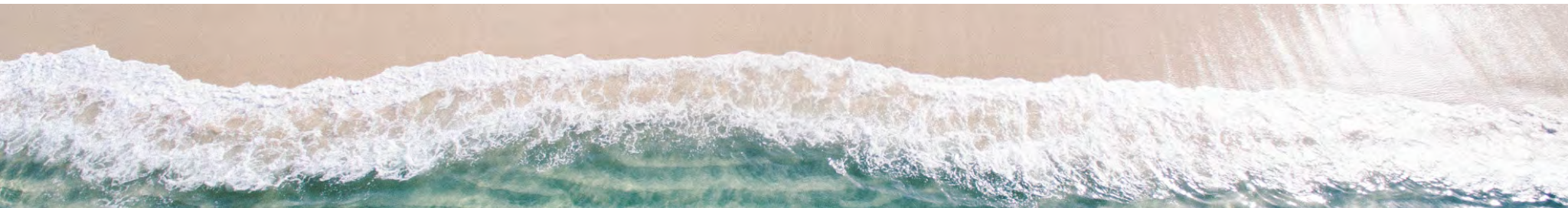
## *Upcycled Glass Bottle Ocean*

**Coastline Glass Earrings**, post-consumer bottles from the beach are collected then cut and fired to create beautiful and unique mosaic glass pieces. Finished with gold-fill boomerang ear wires.

**Price: \$52**

**Product Number: EUGO**

**Product Types: Pastel, Confetti, Wine**





# Necklaces



## Coastline Sea Glass Seafoam

This Coastline Sea glass necklace will be custom made based on your selections. This classic, elegant necklace features a single piece of authentic sea glass accented with a sleek sterling silver bail. It comes on a sterling silver curb link chain available in your choice of length.

Price: \$19.50  
Product Number: NCSGS  
Product Types: Olive, Light Blue, Amber, White



## Nurdle Turtle

You want to protect sea turtles not only because they are beautiful but also because they are a valuable part of our ocean ecosystems. Help to protect our gorgeous turtle friends by rocking this tiny coastline turtle necklace that not only takes plastic out of the ocean (ensuring that it will never end up in a turtles stomach) but also supports Hawaii Wildlife Fund's driftnet removal work, preventing turtles from becoming entangled.

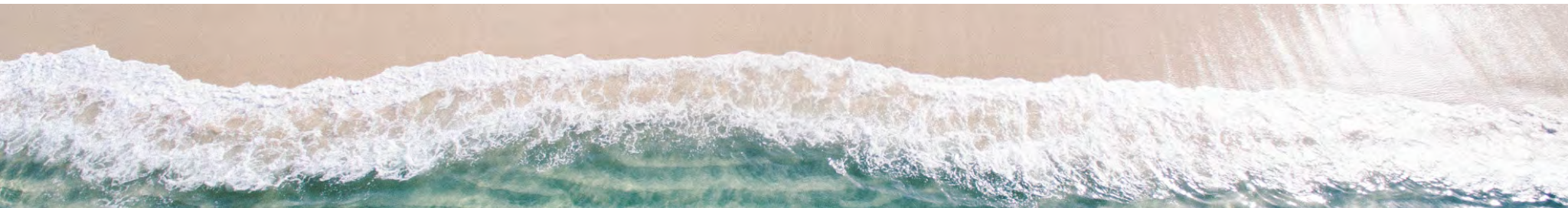
Price: \$75  
Product Number: NNTLB  
Product Types: Light Blue, White, Black, Dark Green



## Coastline Initial

These really unique, one-of-a-kind, Coastline initial necklaces are modern, light weight and durable. Made from Eco-resin and marine plastic debris. The micro plastic was collected off Fort Lauderdale, FL beach. These necklaces are eco friendly and sustainable. They are helping to fight plastic pollution. This piece is one strand with the letter on it. Does not come with the other layers necklaces.

Price: \$40  
Product Number: NCIA  
Product Types: A, M, K, S



# Necklaces



## Birthstone

The sea glass birthstone necklace is simple and sweet, these beautiful birthstone necklaces are the perfect gift or addition to your jewelry wardrobe! A smooth piece of authentic sea glass. The color of the sea glass reflects the color of the birth month. Each necklace comes on a custom card with a short phrase below that it captures the traits that each month and birthstone promotes.

Price: \$29

Product Number: NB01

Product Types: January, February, March, April, May, June, July, August, September, October, November, December



## Coastline Starfish Seafoam

This beautiful, perfectly shaped Coastline Starfish necklace is made from sea foam glass and sea glass gem. Both the sea glass and the starfish (technically a sea star) are symbols of renewal and healing and each pendant comes with a story explaining the symbolism. All the sea glass we use in our designs is genuine, beach found and never altered in shape, size or color which adds to its unique mystique and its true value.

Price: \$78

Product Number: NCSS

Product Types: Sky Blue



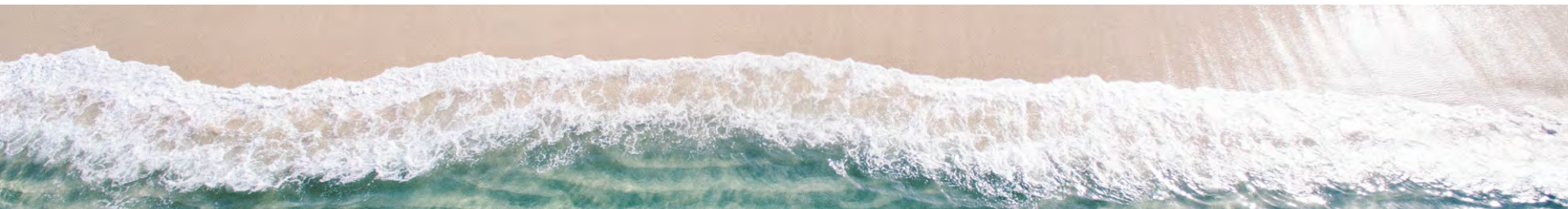
## Rectangular Locket

Beach necklace handcrafted with genuine sea glass and set in a Sterling Silver locket! Sea glass is genuine, ocean-tumbled sea glass - never altered by hand or machine. Sea glass gems from Northern California in shades of the rarest colors - cobalt, cornflower, yellow, amethyst, sea foam and turquoise! Every locale and sea glass gem has a unique history and a story to tell. Remember, you are purchasing not only an object of beauty, but a piece of history as well.

Price: \$165

Product Number: NRL

Product Types: Beach











## Exhibit 2

*Coastline Charms*  
Email Marketing



# Email Marketing Campaigns

Bracelets Necklaces Rings Earrings Charms

**HAPPY ST. PATRICK'S DAY**



FADED YELLOW RING



FADED GREEN RING



COASTLINE RECTANGLE LOCKED



OLIVE SEAGLASS

**SHOP NOW**

**small details can save great memories, let us be the little detail of your luck ...**  
With coastline charms you make our world lucky to have someone like you!

COASTLINECHARMS.COM

**GOALS**

Coastline Charms provides unique craft-able jewelry, which will become a part of an environmental change within our beaches. On this St. Patrick's Day we want to be part of the luck of the people who buy our products. We would like our customers to be part of the luck of our planet by giving it a second chance.

**TARGET MARKET**

Our main objective is to make our world a cleaner place, and the best way is to turn garbage into something unique and beautiful.

The specific target group to which the firm directs its marketing efforts are teens and women ages 16-50 years old who are looking for unique jewelry.

**Contact us**

Add your email...

Bracelets Necklaces Rings Earrings Charms

Is just Around  
Valentine's Day The Corner!

**Coastline Charms**


In Valentine's Day people like to give their loved one a charm from the beach, when you're buying with Coastline Charms you will give other people charms, smiles and a clean place to enjoy the beauty. Wearing the best, Looking the best with Coastline Charms, and like we say washed up never looked so good!

**ON THIS SPECIAL DAY GIVE YOUR LOVED ONES SOMETHING SPECIAL**




**I ♥ YOU**

CHECK OUT OUR NEW RELEASES FOR THIS VALENTINE'S DAY:  
with our Sea Glass Birthstone Heart Necklaces  
\$40.00 each



**SHOP NOW**



**SHOP NOW**

**Contact us**

Add your email...

Don't want to receive more emails from us? click here to [unsubscribe](#)





## Exhibit 3

*Coastline Charms*  
Internet Marketing



# Digital Internet Banner Ads

## Basic Ads



## Valentine's Special Banner Ad



## St. Patrick's Special Banner Ad



## Spring Banner Ad

