



BeyondBrands Adds New Clients & Partners

Conscious brand agency gaining traction across all targeted industries

New York (June 1, 2016) — [BeyondBrands](#), the “conscious products” branding agency formed by eco-superstars and spouses Eric Schnell and Marci Zaroff, continues to build its roster of both next-generation brands and senior level partners for its Collective. Since its official launch at Natural Products Expo West in March in Anaheim, CA, the “Collective” has added several key client relationships.



BeyondBrands’ co-founder summit, NYC, spring 2016

“Conscious branding is a concept whose time has come. The clients we are announcing here and those that we are in discussions with, are leading what will be a movement among consumer goods’ companies to create and market products with a commitment to health, planet and cause,” said Eric Schnell, who himself co-created multi-million-dollar organic beverage company Steaz, and beverage formulation shop and brand incubator MetaBrand.

New clients joining BeyondBrands “Venture Brands” portfolio encompass five of the firm’s vertical areas of specialty, including: (these descriptions are all approved marketing messages from the brands?)

Bonga (Food) – a line of vegan certified fruit chews and powders based on the African superfood Baobab (Tree of Life) co-founded by Mary Grace and Nancy Nehoray, two professional moms who created the company after learning of the nutrition benefits of Baobab. Bonga’s mission, and the purpose of its foundation, is to empower the women and children who work in their supply chain based in Africa.

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ChugaChaga (Beverage) – this disruptive chaga mushroom RTD tea brand, co-founded by University of Albany students Luke Evans, Marc Iskandar and Adam Kaiser, is working with BeyondBrands on formulation, packaging and corporate leadership as it looks to soon introduce this first-to-market bottled “medicinal” tea infused with the antioxidant rich, and wild-harvested, chaga mushrooms.

Yogi Cameron (Nutraceuticals) – a favorite with spiritualists everywhere and especially the Hollywood elite, Yogi Cameron selected BeyondBrands to help conceive and commercialize his first line of ayurvedic consumer products as well as consult on fund raising. BeyondBrands is creating the line with R&D partner Wellomics, led by Dr. Mark Neveu, former CEO of the National Foundation of Alternative Medicine.

Baja Ethereals (Beauty) – BeyondBrands is partnering to incubate, concept to shelf, the first damiana brand of herbal personal care products in the country, with co-founders Noel Cianci and Ross Mueller, owners of wild-crafted damiana medicinal herb farms in Mexico. BeyondBrands will support business planning, branding and design, formulation and national distribution strategy.

Loft (Conscious Cannabis) – a revolutionary line of lightly sparkling botanical teas, infused with quality hemp extract to produce calming and restorative effects due to its unique phyto-cannabinoid and terpene profile. Based in Brooklyn, Loft is co-founded by Eric Schnell, of Steaz, and former digital marketing exec Michael Christopher. Both are passionate to bring to market the healing benefits of hemp in an easy to access and enjoy beverage brand.

In addition to these and other client wins, BeyondBrands has expanded its leadership both company wide and within specific verticals. New to the leadership team are:

Autumn Bree Fata joins as co-founder/Chief Purpose Officer, and will work with the Beyond Brands’ tribe and clients to build mission, health, and environmental platforms. Fata is First Lady of Manitoba Harvest - the global leading hemp food manufacturer and brand, a Certified Integrative Health Consultant, serves on the Executive Board of the Young President’s Organization (YPO), and is the Canadian Ambassador for Food for Life Global (FFLG).

Renée Loux will take on the dual role of leading the Food vertical and co-chairing the Beauty vertical at BeyondBrands. Loux is a recognized expert in plant based food, author, restaurateur, and nutrition expert. Together with fellow BeyondBrands co-founder Derek Sarno, recent Global Executive Chef for Whole Foods Markets, they are committed to bringing innovation in plant-based alternatives to the Food practice at BeyondBrands. Loux will co-chair BeyondBrands’ Beauty vertical with Mirren Raphaely, long-time CEO of Dr. Hauschka, to build, launch and scale conscious beauty brands.

Céleste Lilore will co-lead BeyondBrands sustainable fashion vertical along with Marci Zaroff and Crispin Argento. Lilore is a graduate of the La Serbonne in France, co-founder of Restore Clothing, and serves as an Entrepreneur in Residence for Brooklyn Fashion and Design Accelerator.

April Karr has also joined BeyondBrands as co-founder/Digital Strategy Guru to lead the social media and digital content work on behalf of the company and its clients. Karr previously directed digital marketing, events and marketing strategy for Guayaki, Sotheby' and Lunafest to educate consumers and build those brands into household names.

"It is truly a magical time to witness all of these remarkable people coming together in pursuit of good," says Marci Zaroff. Our world needs us to work together to solve the most difficult issues of our time. Not for just our generation, but for generations to come."

About BeyondBrands

Envisioned by Steaz, I AM and MetaBrand co-creator Eric Schnell, and Under the Canopy, Institute for Integrative Nutrition and MetaWear co-creator Marci Zaroff, a team of over 70 senior-level natural lifestyle and eco-conscious experts is co-creating the future of holistic executive-level services and brand incubation and acceleration. This newly formed Conscious Products Collective, comprised of specialists from the most respected natural and organic food, beverage, fashion, beauty and nutraceutical companies to the most recognized consumer brands in the world, passionately and collaboratively delivers results for partners and clients. For more info visit www.beyondbrands.org.

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