

Fact sheet teasers

- ChopSaver was invented in a professional musician's kitchen
- All-natural ChopSaver contains no petroleum products
- ChopSaver is available at more than 1,500 retailers around the globe

ChopSaver Fact Sheet

ChopSaver is an all-natural herbal lip care product created by Dan Gosling, a professional trumpet player.

- ChopSaver was created in 2004 in Dan Gosling's kitchen in Indianapolis, Ind.
- ChopSaver is now manufactured in an FDA- and EPA-certified state-of-the-art production facility in Cincinnati, Ohio
- Also available as ChopSaver Gold, which features SPF 15 for the sport and outdoor enthusiasts
- Sales of ChopSaver increased 30% from 2009 to 2010
- Suggested retail price is \$4.95 per tube
- ChopSaver is produced and distributed by Good for the Goose Products, LLC, the company Dan formed for that purpose
- ChopSaver is available from more than 1,500 retailers around the world, including Japan, England and Canada.
- Available in Kroger stores in the Midwest
- Ingredients:
 - Shea Butter
 - Mango Butter
 - Aloe Vera
 - Vitamin E
 - Avocado Oil
 - Apricot Kernel Oil
 - Castor Oil
 - Grapeseed Oil
 - Arnica
 - Calendula
 - Comfrey
 - White Willow
 - Ginger
 - Natural Waxes (including beeswax)
 - Citrus Oils
- Relies on natural healing agents in its key ingredients:
 - Arnica – used for bruising
 - Calendula - treats inflammation
 - Comfrey - general wound healing
 - Ginger - treats inflammation and stimulates blood flow
 - White Willow - often referred to as "herbal aspirin" (people with aspirin allergies should use with caution)
- Contains no animal fats or petroleum
- Endorsed by professional musicians in all genres including symphonic, jazz and studio musicians around the world

- Recommended by physicians
- Was the subject of an impromptu web-video endorsement by internationally renowned flutist Sir James Galway, who, in the middle of a video chat, held a tube of ChopSaver in front of his webcam and said, "... and this is a ChopSaver and it's made by a musician ... I think it's actually very, very good and would recommend it if you're having trouble with your lips."
- Recommended by dermatologists as an antidote for the drying side-effects of isotretinoin.
- Inventor Dan Gosling is a native of Elkhart, Ind., which often has been described as the "Band Instrument Capital of the World"

Company bio:

ChopSaver is an all-natural, herbal lip balm created by professional trumpeter Dan Gosling and produced and marketed by Good for the Goose Products, LLC. ChopSaver and ChopSaver Gold with SPF 15 combine all-natural moisturizers with the goodness of herbs to create a product unique in the industry for soothing all lip-related problems. Used and endorsed by the greatest musicians in the world, ChopSaver is now recommended by dermatologists and other medical professionals for their patients with chronic lip dryness caused by illness or medications.

Dan bio:

ChopSaver inventor Dan Gosling has worked as a professional trumpet player for more than 25 years. He earned degrees in trumpet performance from the University of Illinois and Northwestern University and has performed in every genre available to a modern-day player, including symphonic, opera, ballet, jazz, chamber music, solo recitals and studio recording. Dan has served as principal trumpet of the Indianapolis Chamber Orchestra and has done extensive work with the Cincinnati Symphony and Pops Orchestra, the Louisville Orchestra and the Indianapolis Symphony Orchestra. He created the formula for ChopSaver in 2004, and formed Good for the Goose Products, LLC later that year to market and distribute ChopSaver. Dan continues to perform on a freelance basis while serving as "ChopSaver Guy" and CEO of Good for the Goose Products.