Epsoak

BRAND GUIDELINES

2026

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BRAND SNAPSHOT

Who we are
Our story
Review Audit

Dr. Teal's, Ancient Minerals, Epsoak

01

WHO WE ARE

Epsoak began in 2002 with a simple idea: bring quality salts directly to customers at farmers markets and festivals. As word spread, the business grew and eventually made its way to San Francisco's iconic Pier 39. Since then, we've continued to grow into one of America's fastest-growing salt companies while staying true to the can-do spirit and dedication that started it all.

We believe in teamwork, passion, and creating a genuine "salt of the earth" experience for everyone we serve. Epsoak formulates its own Epsom salt blends in-house, rather than reselling another supplier's product.

Epsoak serves three distinct groups: everyday consumers who want a result they can trust, float tank operators and spas who need a consistent professional -grade supply, and cosmetic formulators who build Epsoak salt into their own finished products. The same standard applies to every order, from pallet shipments for float centers to the 19 lb

OUR STORY

Epsoak has earned its reputation through honesty, reasonable pricing, dependable customer service, and a soak that performs exactly as promised, without leaving customers guessing. Epsoak's pride is in controlling its own formulation process from start to finish, proving every claim on the label rather than asking customers to take it on faith, and holding the exact same standard whether a batch ships to a float center by the pallet or lands on a customer's doorstep in a 19 lb bag. Epsoak is built around something simple. Proof.

2002

HOW IT ALL BEGAN

A lifelong dream became a reality. We started small—selling salts at farmers markets and festivals—but as word spread, we quickly found our way to San Francisco's iconic Pier 39.

YOUR SUPPORT

In many ways, it's what's made us America's fastest growing salt company. And that's something we don't take lightly. We believe each of you deserves a salt of the earth experience. Because this isn't our business. It's our passion. And we can't wait to share that passion with you.

TODAY

STILL GROWING

Since then, we expanded beyond our coastal origins to become a fully integrated soak partner for your home routine or business. We continue to value the can-do attitude and unwavering dedication that helped spark our dream into something bigger than we'd ever imagined.

REVIEW AUDIT

A review of public customer feedback for Epsoak, Dr. Teal's, and Ancient Minerals surfaces a distinct, well-defined reputation for each brand, in customers' own words.



Dr Teal's

Reviewers consistently describe the brand experience in sensory terms: spa-like, healing, glow-inducing. That language has real pull with customers, but it has also outrun what the brand can prove. A class-action suit alleged that the "detoxify" and pain-relief claims on Dr. Teal's labeling aren't scientifically supportable, with plaintiffs arguing that any relief comes from the hot bath itself rather than the product.

Takeaway: the sensory language is genuinely earned in customers' eyes, but it has become a legal liability rather than just a marketing one.



ANCIENT MINERALS

Reviewers frequently credit the product with real, tangible relief, and phrases like "beats Epsom salt by a mile" show up as a recurring theme. The dominant complaint pattern, though, centers on the physical product experience rather than the formula: a faulty pump mechanism, a pump that gets stuck or dispenses too slowly, and a cap that won't unscrew.

Takeaway: the formula and efficacy claims are trusted, but execution and packaging reliability are not, leaving a visible gap between the product's reputation and its real-world usability.

REVIEW AUDIT

EPSOAK

Reviewers consistently credit reasonable pricing and excellent customer service. A recurring phrase across reviews is that the product "never leaves me guessing," alongside praise for a clean soak with no residue left behind.

Takeaway: Epsoak has already earned a reputation for trust and service, but almost no reviews mention the brand's story, packaging, or identity, because that story hasn't been built yet closing that gap is the core opportunity behind this rebrand.



BRAND SNAPSHOT

Epsoak sources, formulates, and produces its own salt in-house. It isn't a reseller. This positions the brand as the premium, outcome-driven alternative to Dr. Teal's, which owns the commodity price-value lane.

Epsoak now speaks to three distinct audiences:

- **DTC Consumer:** ages 28 to 55, athletes and longevity seekers, high income, label-readers who buy the 19 lb bag
- **B2B Spas and Float Tank Providers:** the goal is to become the recognized float tank salt provider
- **B2B Cosmetic/Ingredient Buyers:** companies formulating scrubs and other cosmetic products using Epsoak salt as a raw ingredient

Epsoak wants customers to feel transparent, safe, premium at an honest price, clean-label, and quality, with safety as the top priority.

Recommended Tagline: Premium Minerals. Pure Formulas. Purposeful Soaks.
This doubles as a quiet contrast to competitor overclaiming, without ever naming a competitor.



CUSTOMER PERSONAS

Dana, The Results-Driven Recoverer (DTC)
Marcus, The Float Tank Operator (B2B, Lane 1)
Morgan, The Formulator (B2B, Lane 2)

02



CUSTOMER PERSONAS

Dana

The Results-Driven Recoverer (DTC)

34 to 45 years old

Active/athletic or longevity-focused

High household income

Label reader

Review reader

Buys the 19 lb bag as standard, not an outlier

The big picture

Dana cares about what the product does: recovery, sleep, skin condition. Not just the experience of a "ritual." She's buying a result backed by good ingredients, not a marketed feeling. She's tried Dr. Teal's (felt oversold on sensory language) and Ancient Minerals (good formula, frustrating packaging, a stuck pump, a cap that wouldn't unscrew). Neither fully earned her trust.

Goals

- Get a real, provable outcome in recovery, sleep, or skin results
- Buy from a brand she doesn't have to second-guess
- Purchase in bulk with confidence

Frustrations

Feeling oversold on sensory language that doesn't deliver
Products that work but arrive in packaging that fails her
Marketing that asks her to feel something instead of proving something

Interests

- Clean-label products with traceable, verifiable ingredients
- Outcome-first messaging around recovery, sleep, and skin condition
- Reliable packaging and consistent quality
- Feeling safe, smart, and confident in her purchase
- She'll read every customer review, because she wants to look past the marketing, and understand the real outcome.

CUSTOMER PERSONAS



Marcus

THE FLOAT TANK OPERATOR (B2B, LANE 1)

34 to 45 years old

Active/athletic or longevity-focused

High household income

The big picture

Marcus needs a purchasing experience distinct from the consumer site — one that's exclusive, not an afterthought bolted onto DTC.
A failed pump or inconsistent batch, the kind of complaint pattern seen in Ancient Minerals reviews, is a business risk for him, not just an inconvenience.

Goals

- Make sure orders never introduce risk into his business
- Work with a supplier recognized as the name in the float tank industry, not just one vendor among several
- Get fast, reliable answers when he needs them

Frustrations

Batch inconsistency or packaging failures that threaten his operation
Feeling like an afterthought to a DTC-first brand
Slow turnaround on purchasing decisions

Interests

- Pallet-level ordering and freight support
- A consultative, B2B-specific purchasing relationship
- Category leadership; a supplier he can point to with confidence

CUSTOMER PERSONAS



Morgan

THE FORMULATOR (B2B, LANE 2)

Ingredient-grade buyer

Needs batch-to-batch consistency

Needs documentation for her own regulatory or labeling team

The big picture

Morgan doesn't care about scent, ritual, or brand story. She cares whether the salt performs identically inside her formulation every time. Switching suppliers is a risk to her, not a marketing decision.

Goals

- Guarantee her own product's consistency, batch after batch
- Get documentation she can hand directly to her regulatory or labeling team
- Secure reliable bulk supply

Frustrations

Any variability introduced by a new raw ingredient supplier
Lack of clear certification or documentation from vendors
Brand messaging that doesn't address her actual purchasing criteria

Interests

- Ingredient-grade certification
- Consistent particle size and grade batch to batch
- Reliable bulk supply and clear documentation

BRAND MESSAGING

Collection Taglines
Messaging by Persona
CTA & Channel Conventions

03

BRAND MESSAGING

COLLECTION TAGLINES

Kids Collection

Gentle bedtime soaks for children, USP Epsom salt with a light touch of lavender oil. Zero dyes, parabens, or harsh perfumes.
Tagline: Gentle formulas for happy soaks

Pro Collection

Commercial bulk salt (three products: USP Epsom, Magnesium Flakes, Pacific sea salt base, Dead Sea salt) at float-tank sizes, serving float centers, spas, and manufacturers.
Tagline: Commercial Purity. Proven Performance.

Performance Collection

Active bath system:
1- Everyday Base,
2- Post-Activity Cooling,
3- Bedtime Reset.
Built for Dana's exact use case: recovery, sleep, and performance, not ritual.
Tagline: "Train Hard, Recover Easy"

Wellness Collection

Essential oil–infused, ingredient-forward everyday soaks.
Tagline: "Clean Ingredients, Honest Results"

Aromatic Series

Pacific sea salt with fragrance, no essential oils. Purely sensory, positioned as a lighter, more accessible tier below Wellness.
"Boutique fragrance for everyday escapes" (mirrors the Kids structure directly)

Pure Collection

Unscented, single-ingredient salt, Epsom or Dead Sea, for consumers who want nothing extra added and for Prosumers/micro-businesses using it as a raw ingredient in their own products.
Tagline: Trusted by professionals. Made for home

Garden Collection

Technical, water-soluble plant nutrient (magnesium and sulfur) for soil, potted plants, and hydroponics. Functional and spec-driven rather than sensory.
Tagline: Uncompromised purity, down to the roots

BRAND MESSAGING

MESSAGING BY PERSONA

- **Dana (DTC)** Tagline: "Formulated for the Result"

- **Marcus (B2B Float Tank)** Tagline: "The Standard for Float Tanks"
  Decal options: "**Professional-Grade Recovery. Powered by Epsoak®.**"
  Purity You Can Prove. Powered by Epsoak®."
  50 LB bag tagline: "**The Standard for Float Tanks Powered by Epsoak®**."

- **Morgan (B2B Cosmetic/Ingredient)** "Certified Consistency, Every Batch"

CTA & CHANNEL CONVENTIONS

- **Educational content:** soft and curiosity-driven, such as "See how magnesium absorption works" or "Learn the difference between Epsom and Dead Sea salt"
- **DTC product and conversion pages:** direct and specific, such as "Shop the 19 lb bag" or "See the results"
- **B2B float tank (Marcus):** consultative, such as "Talk to our team about pallet pricing" or "Request wholesale access"
- **B2B cosmetic/ingredient buyers (Morgan):** technical and documentation-forward, such as "Request a spec sheet" or "See certification documentation"

BRAND MESSAGING



MESSAGE ARCHITECTURE

- **Clean Label, Plainly Explained:**
  Every claim on the bag and site is one a curious customer could trace and verify themselves.
- **Built for the Result, Not Just the Routine:**
  Outcome-first, not ritual-first. Lead with recovery, sleep, skin condition, or performance.
- **Full Supply Chain, No Black Box:** Sourced, formulated, and produced in-house. Every step is controlled, traceable, and stated directly.
- **Trusted by Professionals, Built for Everyone:** The same standard float tank operators and cosmetic formulators rely on ships in the box at home.
- **Premium Without Pretense:** Affordable luxury that's premium but never precious. Never talks down to the reader or up at them.

BRAND VOICE

What Our Voice Is and Is NOT
Tone Spectrum
Grammar & Language Usage

04

BRAND VOICE

Epsoak writes like a clean-label pharmacist for the everyday soak and an industry expert for the professional buyer: precise about what's in the bag, calm and specific about the result it delivers, and never dressed up in ritual or spa language it doesn't need. Where competitors lean on sensory fantasy or unproven efficacy claims, Epsoak leans on what's already true. A transparent supply chain, certified ingredients, and a product that does exactly what the label says.

Personality: Transparent, Precise, Reassuring, Unpretentious, Refined

TONE SPECTRUM

Funny to **Serious** (leans serious, confident rather than clinical)
Casual to **Formal** (approachable expert, not corporate)
Irreverent to **Respectful**
Enthusiastic to **Matter-of-fact** (warm, but proof-first; specifics earn the enthusiasm)



BRAND VOICE

OUR VOICE IS

Transparent: Every claim is one a customer could trace and verify themselves.
Precise: Specific about outcomes, not vague about feelings.
Reassuring: Safety comes first, always.
Unpretentious: Premium without ever being precious.
Refined: Confident and calm, never dressed up in language it doesn't need.
Consistent: While the needs and wants of DTC and B2B experiences differ, the product stays consistent. DTC customers get the same value as the float tank providers, but with an experience catered to them

OUR VOICE IS NOT

- Heavy ritual or spa-fluff language used as the anchor of a message. Occasional texture is fine; it just shouldn't carry the pillar or tagline.
- Sensory fantasy or self-care cliché copy
- Efficacy overclaiming, like "backed by science," "miracle," or "magic"
- Condescending, talking down or up to the reader
- Enthusiastic before it's earned; proof comes first, celebration comes after

BRAND VOICE

GRAMMAR & LANGUAGE USAGE

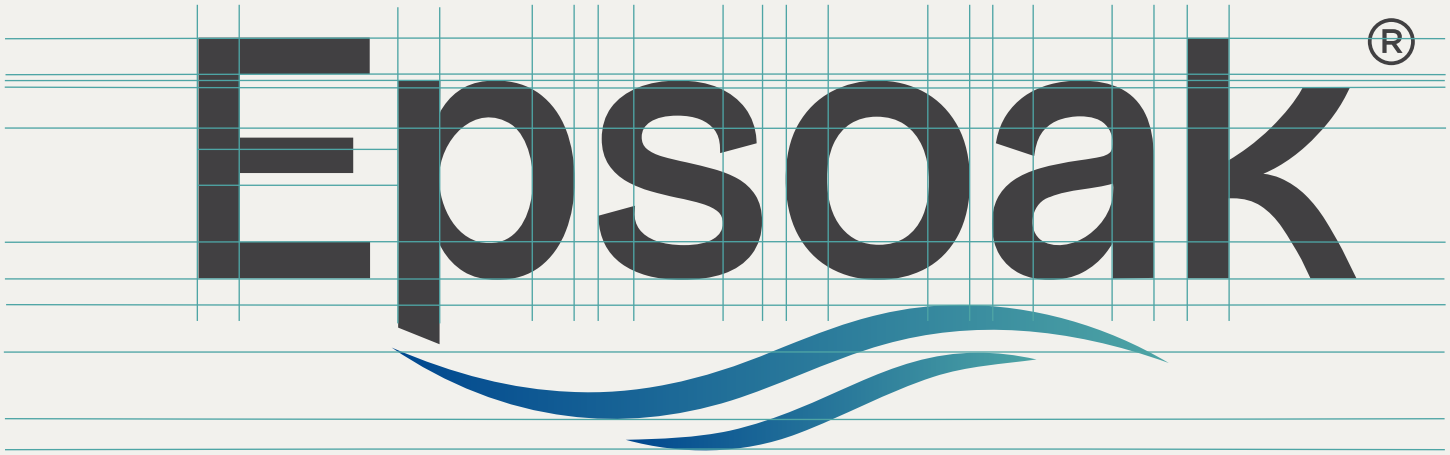
- US English.
- Title Case for headlines, collection names, and product names. Confirmed against current site copy (example patterns found in the doc: "Epsoak Pro | Commercial Bulk Epsom Salt & Sea Salts," "California Breeze," "Detox & Cleanse").
  - Do: Formulated for the Result
  - Don't: formulated for the result
- Capitalize proper nouns within a salt name, but keep "salt" itself lowercase in running copy. This is consistent across the site (Epsom salt, Dead Sea salt, Pacific sea salt) outside of product titles, where full Title Case applies.
  - Do: authentic Dead Sea salt, Pacific sea salt
  - Don't: authentic Dead Sea Salt, Pacific Sea Salt (outside of a product title)
- Use "USP Grade" as a fixed, capitalized two-word term, no hyphen. This is the consistent form used to reference the certification throughout current copy.
  - Do: USP Grade Epsom salt
  - Don't: usp-grade Epsom salt
- Numerals for weights, percentages, dosing ranges, and technical specs, for scannability.
  - Do: 19 lb bag, 9.8% Magnesium, 800 to 1,000 lbs, 2 to 4 cups per 50 gallons
  - Don't: nineteen-pound bag
- Spell out small quantities (one, two) in step-by-step usage instructions specifically. This is the dominant pattern across "How to Use" sections and reads more like an instruction than a spec.
  - Do: Add 2 cups to warm, running bathwater.
  - Don't: Add two cups to warm, running bathwater.
- Use the Oxford comma. Confirmed consistently across collection descriptions, product copy, and FAQ content site-wide.
- Use the ® symbol on first mention of Epsoak® or Minera® within a page or section, then drop it on later mentions in that same block.
- Short, declarative sentences for claims and proof points.
- Separate compliant, monograph-based claims from unsubstantiated wellness language when writing anything medical- or drug-adjacent.
- The FDA-recognized saline laxative use for plain, unscented Epsom salt is an accurate, permitted claim. Keep it factual and dosage-specific wherever it appears.
- Avoid unsubstantiated language like "detoxifies," "heals," or "cures" on any scented or blended product. Treat it as a hard no outside of the FDA-recognized claim on the unscented base product.

LOGOS

Epsoak logos
Minera logos
Icon
Logo usage

05

EPSOAK LOGOS



Primary Logo

The primary logo serves as the main representation of the brand and should be used in standard applications to maintain consistency and recognition.



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EPSOAK LOGOS



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MINERA LOGOS



Primary Logo

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MINERA LOGOS



Primary Logo

The primary logo serves as the main representation of the brand and should be used in standard applications to maintain consistency and recognition.

MINERA LOGOS

MINERA®
BY EPSOAK

Primary Logo

The primary logo serves as the main representation of the brand and should be used in standard applications to maintain consistency and recognition.

ICON



Icon

The icon is intended for small areas, swags and clothes branding.

LOGO USAGE



Do not change the logo colors outside of the approved color palette.



Do not rotate, tilt, or flip the logo.



Do not rearrange elements of the logo.



Do not apply gradients, shadows, outlines or special effects.

Do not place the logo on a background that does not provide sufficient contrast.



Do not stretch, squash, or distort the logo.



Do not use the logo at sizes that compromise readability.



Do not rotate, tilt, or flip the logo.



Do not place the logo inside shapes or containers not approved in the logo system.

LOGO USAGE



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COLORS

Color palette
Gradient

06

COLOR PALETTE

This color palette will rpsresent Epsoak along with the Epsoak gradient.

dark blue

00478F

The Foundation
This color triggers instant thoughts of deep water, purity, and trustworthy therapeutic care. It acts as the perfect structural color for a bath brand, making Epsoak look incredibly professional, reliable, and premium.

turquoise

4EA5A5

The Water Accent
This color brings a pop of refreshing water vibes, and modern appeal. It bridges the gap between the dark blue and white, making the logo's water motif feel lively and inviting.

gray

4D4D4D

The Sophisticated Balance
Serves as a great grounding element for small details or secondary text. It keeps the brighter blues from looking too youthful, ensuring Epsoak maintains its approachable yet upscale, retail-ready presence.

white

F2F1ED

Instead of a harsh, blinding paper white, this soft grey-white feels clean, refreshing, and crisp. It represents the purity of natural bath salts and ensures that any product information or text on the box remains super easy to read.

EPSOAK GRADIENT

Using this gradient on the packaging mimics the shifting colors of a luxurious, deeply relaxing bath or therapeutic mineral pool. It immediately signals to the customer that your product is all about immersion, water therapy, and melting away stress.



TYPOGRAPHY

Primary font
Accent font

07

TYPOGRAPHY

Manage your work with patience
H1 Bricolage Grotesque 96pt ExtraBold

Manage your work with patience
H2 Bricolage Grotesque ExtraBold

Manage your work with patience
H3 Bricolage Grotesque Bold

Manage your work with patience
H4 Bricolage Grotesque SemiBold

Manage your work with patience
Body title Bricolage Grotesque Medium

Manage your work with patience
Body Bricolage Grotesque Regular

Manage your work with patience
Notes Bricolage Grotesque Light

Manage your work with patience
smallest texts Bricolage Grotesque ExtraLight

BRICOLAGE GROTESQUE

AB

TYPOGRAPHY

ACCENT FONT

*Use all lowercase,
Do not use for
important information

manage your work with patience

only use as an accent font

Mina Regular

MINA

APPLICATIONS

Packaging mockups
Icon and swag mockups
Patterns

08

APPLICATIONS



APPLICATIONS



APPLICATIONS

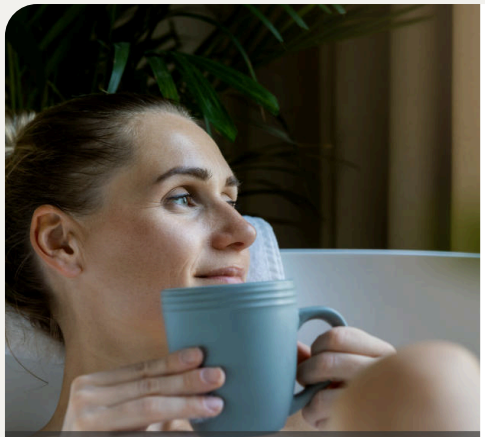


APPLICATIONS









SOAK SMARTER

Receive updates, insights, and offers that matter to your routine or business.

Sign up and receive

10% OFF

your next order

Select Your Preference:

- ○ Home User: I buy 2 lb to 19 lb sizes for my personal home routine or micro-business
- ○ Business User: I buy Epsoak in pallet sizes for a Float Center, Spa, or other business

MADE WITH All Natural ESSENTIAL OILS

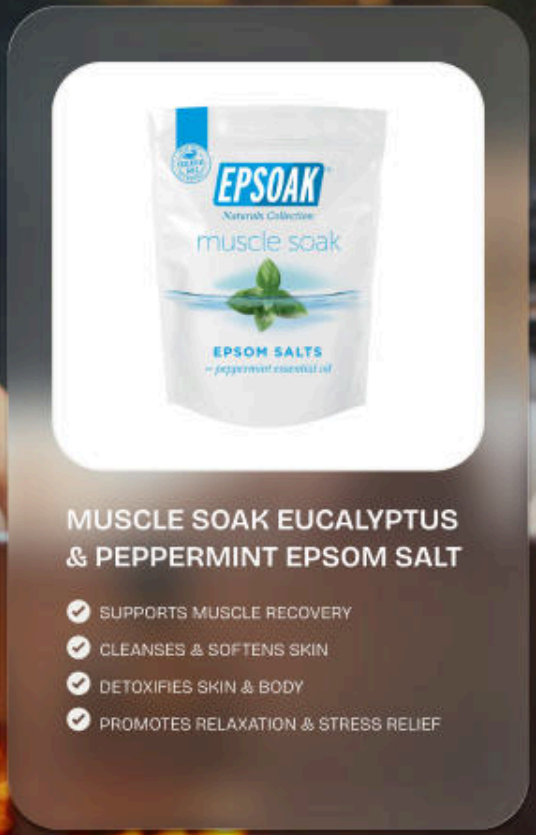
MADE IN THE USA

NATURALS COLLECTION

RELIEVES SORE MUSCLES & STIFFNESS

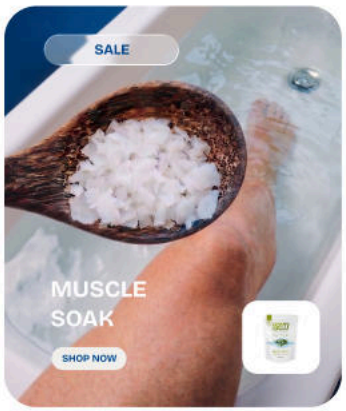
Premium Epsom Salt with eucalyptus and peppermint essential oils to soothe sore muscles, support recovery, and promote relaxation.

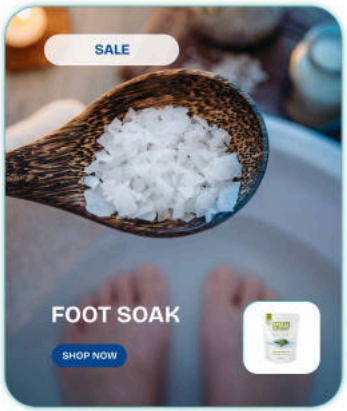
SHOP NOW

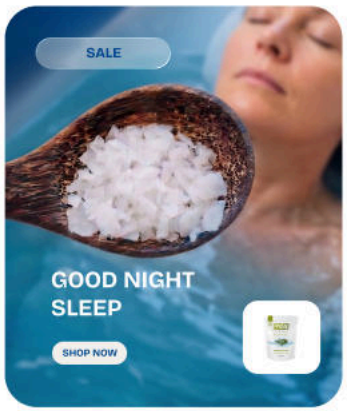


MUSCLE SOAK EUCALYPTUS & PEPPERMINT EPSOM SALT

- SUPPORTS MUSCLE RECOVERY
- CLEANSES & SOFTENS SKIN
- DETOXIFIES SKIN & BODY
- PROMOTES RELAXATION & STRESS RELIEF







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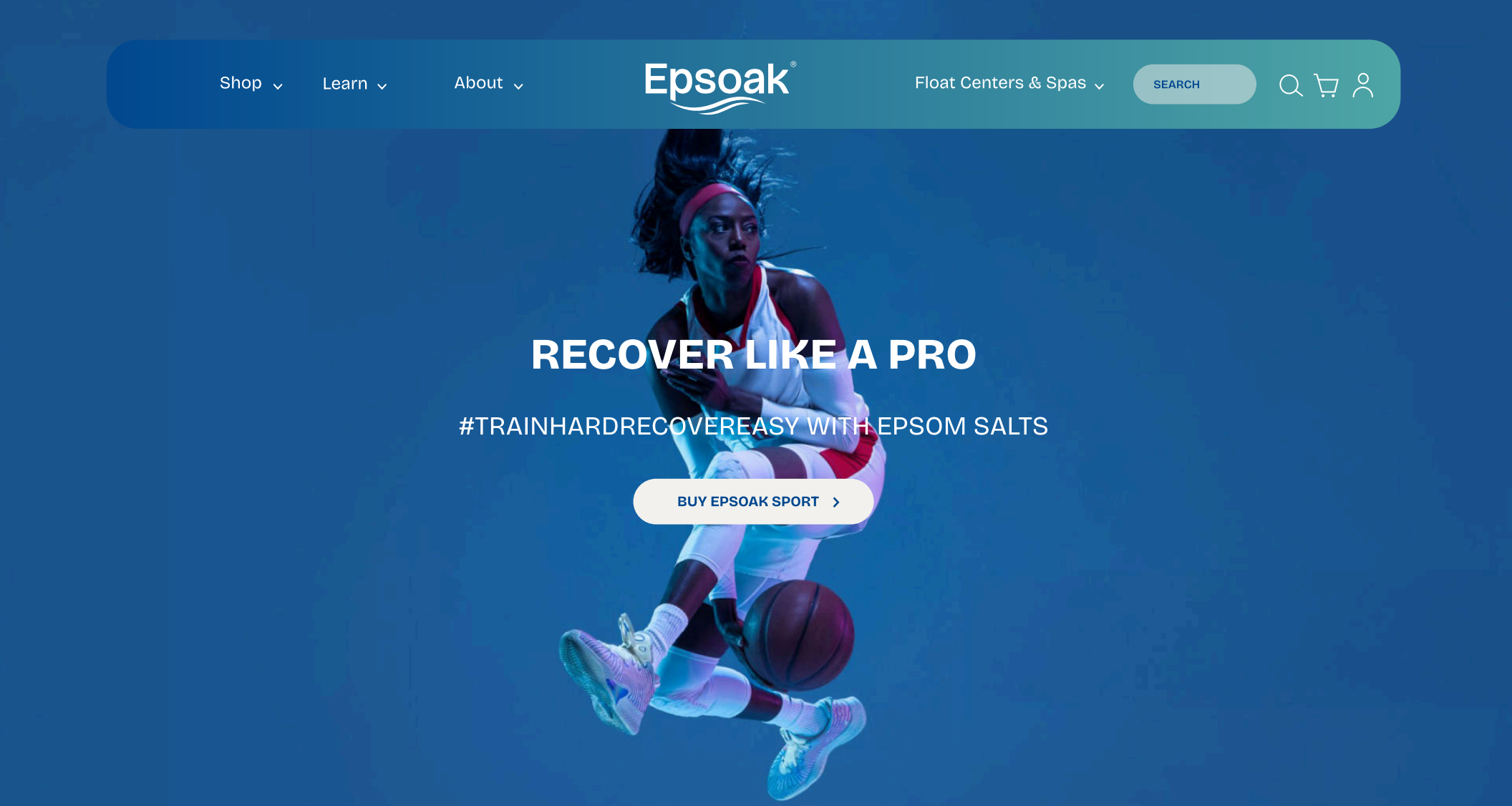
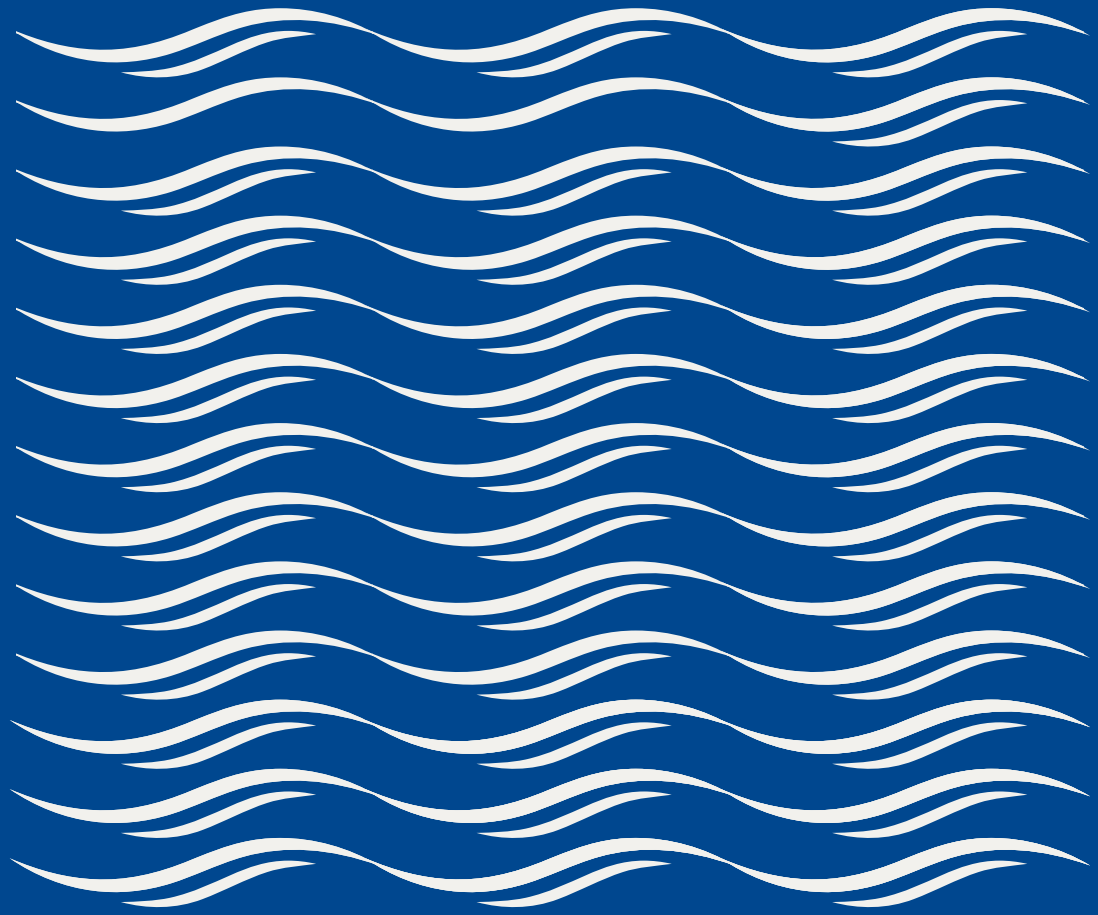
ENTER YOUR EMAIL


Shop
Learn
About
Epsoak
Float Centers & Spas
SEARCH
RECOVER LIKE A PRO
#TRAINHARDRECOVEREASY WITH EPSOM SALTS
BUY EPSOAK SPORT

PATTERN



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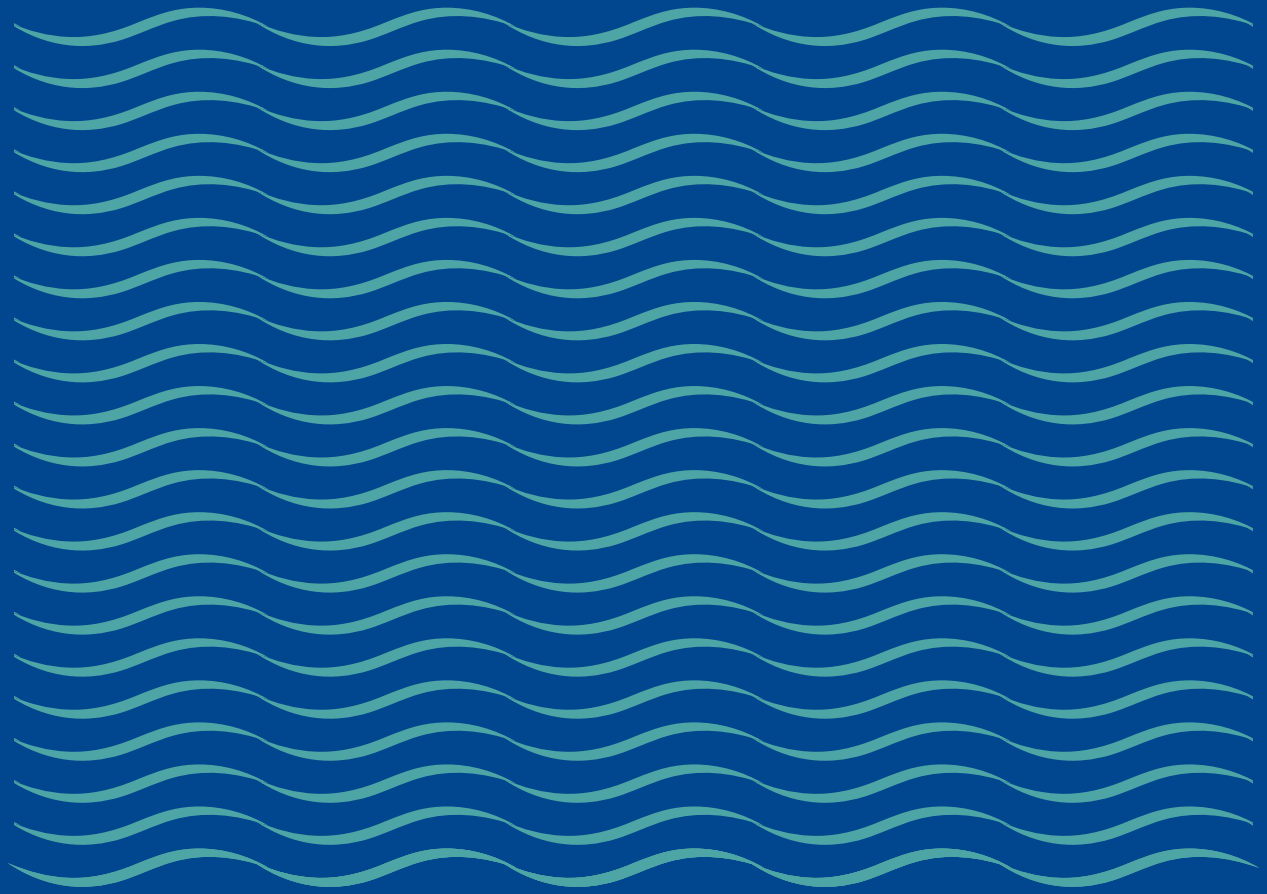

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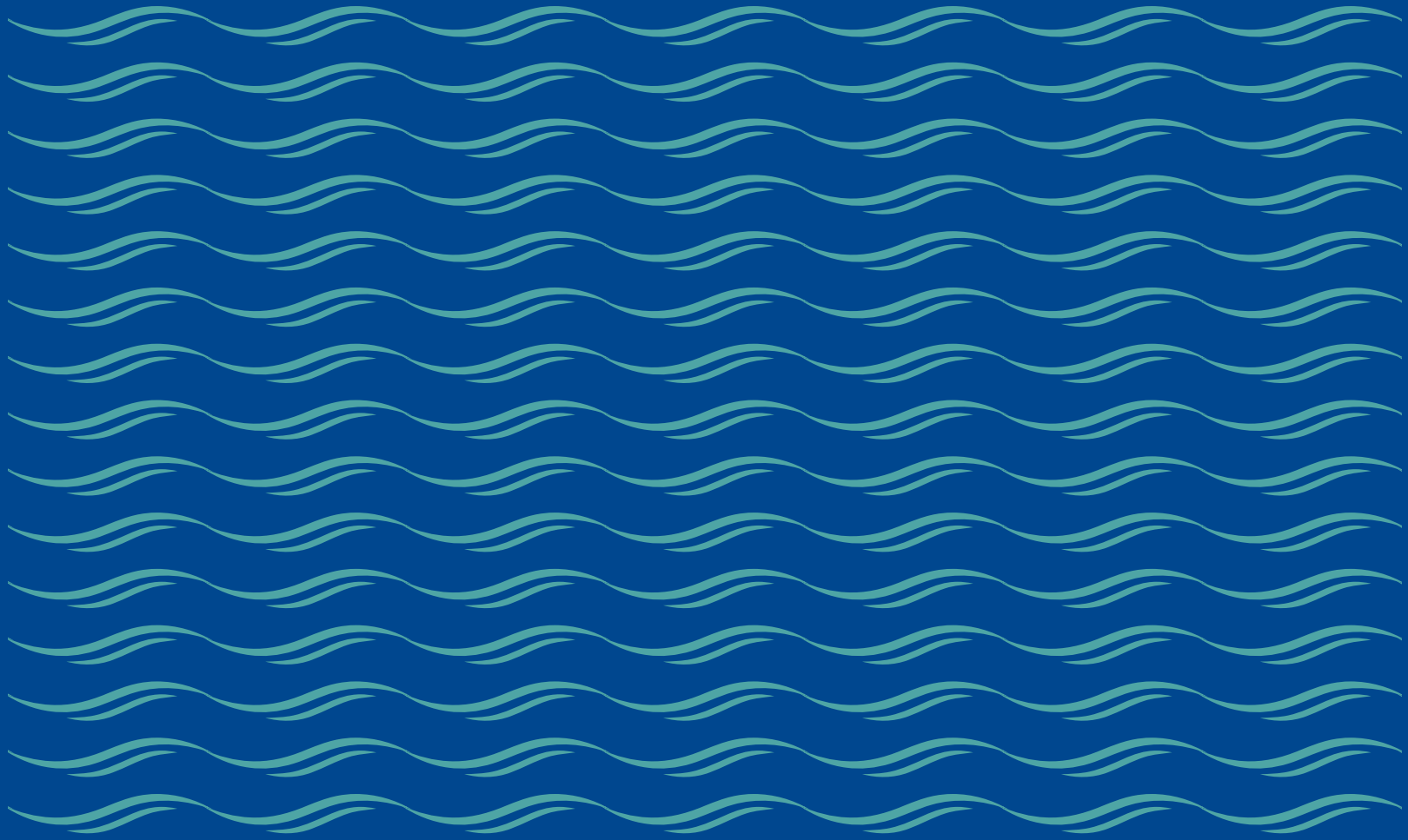

THANKS

epsoak

BRAND GUIDE

2026