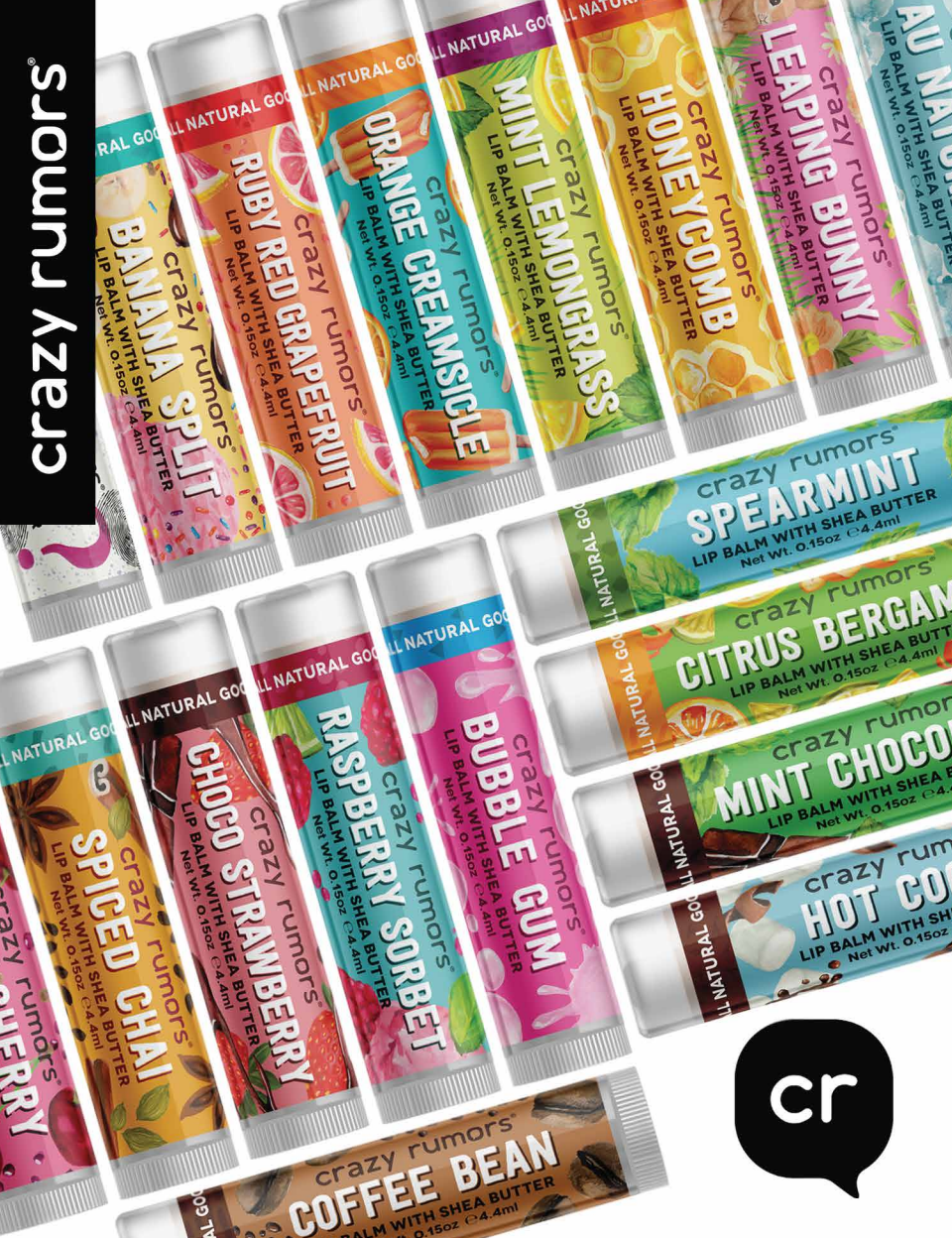
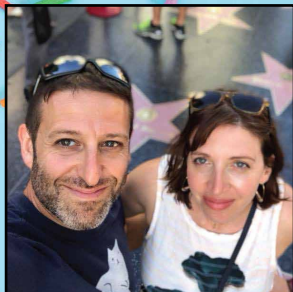


crazy rumors®





(Brian + Edie Himmel)

OUR STORY

Once upon a time back in 2003, what started out as a fun idea turned out to be so much more than we could have ever imagined. Late night brain storm sessions turned into batches of lip balms, made right on our kitchen stove. We had one

major goal in mind: combining wholesome, high quality ingredients with creative, intriguing and super cool flavors.

Over time, this turned into our obsession! We were making batch after batch, testing on ourselves, family and friends. If it wasn't perfect, it wouldn't make the cut! It was trying, tiring and challenging but we were determined to make it happen. After what seemed like endless nights, we had finally done it. We were beyond elated and couldn't wait to share our creation with the world. And just like that, our first baby – Crazy Rumors – was born!

Between then and now, it has been one crazy ride!





Sold in cases of 8 per style

ZODIAC LIP BALMS



Aries
Orange + Berry + Spice



Taurus
Vanilla + Rose + Plum



Gemini
Vanilla + Berry + Lavender



Cancer
Mango + Citrus + Berry



Leo
Orange + Berry + Spice



Virgo
Vanilla + Rose + Plum



Libra
Vanilla + Berry + Lavender



Scorpio
Mango + Citrus + Berry



Sagittarius
Orange + Berry + Spice



Capricorn
Vanilla + Rose + Plum



Aquarius
Vanilla + Berry + Lavender



Pisces
Mango + Citrus + Berry



(seasonal)

Packed with moisturizing
Shea Butter

ready, set COFFEE!

Forget the cup! Barista inspired magical bliss now comes in a tube! Fresh, captivating, aromatic café favorites. You may call it sorcery, we just call it Joe to go!



MINT TO BE

Ahh, cooling mint. How we love thee! Uplifting and oh so refreshing. This garden delight is sure to make you smile from ear to ear, and your nose will thank you too! Fresh, clean, pure minty happiness.



Chocolate ✓
 Vanilla ✓
 Strawberry ✓

Like a breath of fresh air



SUNDAE FUN DAY

One scoop or four? We don't judge. Parlor inspired flavors, drip proof guaranteed! Smooth, creamy delicious decadence. Is there nothing ice cream can't fix?

CEREAL MILK

Crunchy, fruity and oh so satisfying, anytime of day. Grab your spoon and get ready to take it old school.

NEW FLAVOR



BLACK CHERRY

Sweet, succulent and simply mouthwatering. Fruity cherry bliss at its finest! Ba-da Bing!



BANANA SPLIT

Bananas for banana? Then this one's for you! Chocolate + strawberry topped with sweet vanilla cream! Oh how appealing!



BUBBLE GUM

Prepared to be blown away! This is what sweet childhood dreams are made of. POP!



BLUEBERRY LEMON

This magical combo can do no wrong! Fresh, bright blueberries whisked together with tart, meyer lemon.



CITRUS BERGAMOT

Say hello to Earl Grey. Citrus rindy goodness, steeped with notes of lemon, lime, orange + grapefruit.



RASPBERRY SORBET

This might just be the perfect pair! Sweet berry meet citrus tartness. Yep, opposites do attract!



PIÑA COLADA

Juicy pineapple + creamy coconut = a match made in island heaven! Plan your escape!



COFFEE BEAN

Behold the bold! Freshly ground coffee bean bliss! Barista inspired lip balm magic.



FRENCH VANILLA

Ooh la latte! There's nothing vanilla about this one. Sweet + creamy custard - délicieux! Oui love it!



GINGER ALE

Soothe and smooth with this crisp, refreshing flavor. Lemon + lime with a kick of spiced ginger. Just what the doctor ordered!



HONEYCOMB

It's what the buzz is about! Tasty, aromatic bee - free nectar. Clean, fruity + floral. HIVE-FIVE!



HOT COCOA (seasonal)

Cozy up with rich, creamy lip lickin' cocoa goodness! Topped with notes of puffy mmm...marshmallows. Best enjoyed during months ending in BRRR!



RASPBERRY SORBET

This might just be the perfect pair! Sweet berry meet citrus tartness. Yep, opposites do attract!



MINT CHOCOLATE

Swipe right for irresistible chocolate + cooling peppermint. Decadent + refreshing, like it was mint to be!



MINT LEMONGRASS

Like Thailand in a tube! Simply exotic + so refreshing! Clean lip tingly mint combined with a burst of crisp lemongrass!



ORANGE CREAMSICLE

The divine duo! Fresh squeezed fruity orange, magically swirled with delicious vanilla sweet cream. Oh so dreamy!



FRUIT PUNCH

Give 'em the one, two punch. This thirst quenching tropical inspired fruit medley, hits the spot every time.



CLOUDBERRY

While these magical fruit bombs don't actually grow in the stratosphere, they certainly taste like they come from up above.

NEW FLAVOR



GRAPE JELLY

That's my Jam! Say hello to PB's BFF! This sammy lovin' spread is packed to the brim with grape goodness.



RUBY RED GRAPEFRUIT

Meet the fruit love child of a refreshing pomelo + juicy orange. We bet this would be Dorothy's fave!



WATERMELON TAFFY

Give 'em the one, two punch. This thirst quenching tropical inspired fruit medley, hits the spot every time.

NEW FLAVOR



SPICED CHAI

What's savory, spicy + zesty? This tea! An Indian specialty blending cardamom, ginger + star anise. It's a must chai!



ROOT BEER

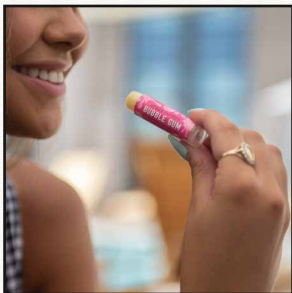
This nostalgic, sweetly spiced fizzy treat has some serious sass!

NEW FLAVOR



Flavor

We all know how important flavor is. It makes up everything that's exciting in life, well almost. Flavor creates one amazing olfactory experience! It takes your senses on a wild ride, leaving you longing for more! Our natural flavors are made from high quality, food grade ingredients. In other words, they're good enough to eat, literally! Sourced from only the best natural fruits, veggies, herbs + spices. Topped off with just a touch of stevia, so not only do they smell great, they taste great too!



Feel

Creamy, butter like goodness with just the right amount of coat. Our unique recipe is never oily, thin or waxy. It's simply the perfect blend of clean, vegan/plant based and mostly organic ingredients. Celebrate and say cheers to one lip loving experience! We're proud to say our award winning lip balms are rated 5 stars across the board!

Formula

Handcrafted in small batches with nourishing goodness like moisturizing Organic Shea Butter + Soothing Jojoba Oil. Our special blend of oils, butter, waxes and natural flavors are all gluten free, paraben free, GMM free, cruelty free + vegan. Packaged in recyclable BPA free containers. Small batches = fresh balms! All locally made in Atlanta, Georgia US.

SENSATIONAL SEASONALS

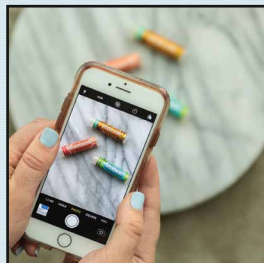
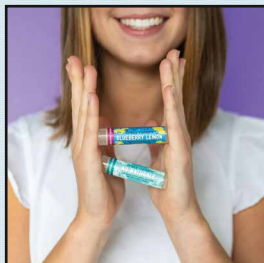
Hold on to your socks because we're about to knock 'em off! Keep an eye out for specialty holiday scents and seasonal rotations throughout the year. Limited run batches - won't be here for long.

Catch them while you can!



WE'RE SO POST WORTHY

Like, Love + Follow us @crazyrumors. Bright, tasty treats await! Be sure to tag #crazyrumors, and of course we invite you to #findyourfavorite. We know you will!



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crazy rumors®

thank you

from the bottom of our hearts!
We appreciate you taking your time to check out what we're all about.



Our love + passion lies within these pages, and we hope you truly enjoy everything as much as we do!

Brian & Edie Himmel

MOST LOVED!

Of all the flavors our noses have whiffed (and there have been a lot) these are the must haves we're simply crazy for!

This one gives us the Summer beach vibe, all year round.
Sophie's new obsession!

One of our original 12 flavors from over 15 years ago and still Brian's #1



TheTateGroup Online Ordering:

Available through:



- Register for free at shopz.io
- In the "Explore Brands" section locate TheTateGroup
- Request access

All it takes is one swipe
8 year old will thank you
Edie's current fave!

