



## Brand + Product Guide

[DryGoods.com](https://drygoods.com)



# WHAT IS DRY GOODS™?

Dry Goods is a revolutionary athletic spray powder. It keeps skin dry and prevents chafing during and after athletic activities (or anytime somebody might get sweaty).

**What makes it revolutionary?**  
**Dry Goods *works*—and it is long-lasting.**



# HOW IT ALL BEGAN

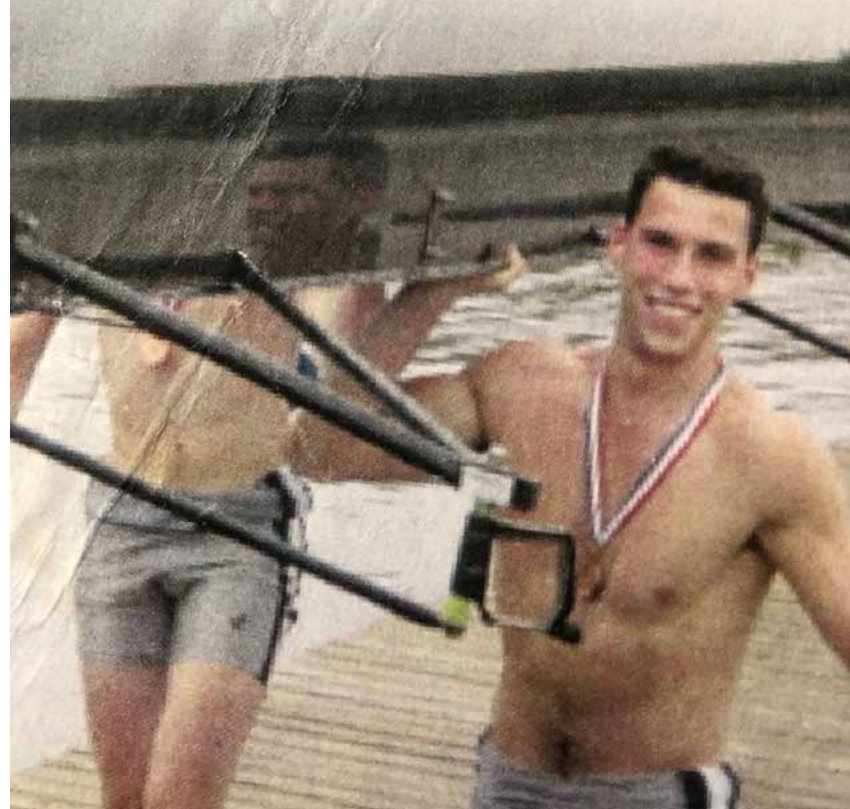
**Like all revolutionary products, Dry Goods was born out of a real need.**

Tim Joyce was a champion rower in college. Practicing at 5 a.m. every morning taught him a lot about perseverance and athletic discipline... it also taught him that “dump-on” powder didn’t work. Tim had spent way too many workouts wet, chafed and uncomfortable. He knew that if he were suffering, so were millions of other people.

After years of product testing (always on athletes, never animals) Dry Goods was launched. What started as a cult product in 2010 with a small legion of devoted fans has steadily grown for the past decade.

**“No more clumps of powder piles on the bathroom floor, fellas. A newer take on the body powders of yesteryear, Dry Goods is a hassle-free way to prep the boys and other body parts (groin, feet, buttocks) for cool relief from wetness and the raw deal from chafing. The perfect solution for athletes to office warriors alike.**

**—Grooming Lounge**



# WHY PEOPLE LOVE DRY GOODS™



## **Targeted application**

No mess, no waste.



## **Easy to use**

A 360° spray valve means you can spray upside down.



## **Cooling effect**

for instant relief



## **Long-lasting defense**

against chafing and friction



## **Safe on all skin types— and anywhere from the neck down**

Did you catch that? Because it's not something other sprays will say.



## **Safe for the environment**

No CFC's (no damage to the ozone layer).

# WHEN WE SAY “PEOPLE” WE ARE TALKING ABOUT:

Runners, bikers and hikers

Football, baseball and basketball players

Soccer, lacrosse and hockey players

Golfers, weightlifters and tennis players

Hard-working professionals (movers, landscapers, restaurant workers)

**Everyday people who want to stay fresh**

**And, basically, anyone who wears shoes.**

**“** DG keeps feet dry for up to 3-4 hours on hot days (while rock climbing), giving not just added comfort, but reduced slip of feet in the shoe from moisture—really vital to performance on hard edging and smearing. Bravo DG!

**—Tom, Dry Goods user**





Jonathan Bennet

# ***BUT DON'T JUST TAKE OUR WORD FOR IT***

**Here are just a few of the athletes and celebrities who use Dry Goods to keep their goods dry:**

- Jonathan Bennet, actor
- Matt Capps, Minnesota Twins
- Jessica Crate, professional triathlete
- Ty Hilton, Indianapolis Colts
- Matt James, Wake Forest University Football and star of "The Bachelor" (2021)
- Aaron Judge, NY Yankees
- Jason Kipnis, Chicago Cubs
- Andrew Luck, Indianapolis Colts
- Matthew McConaughey, actor
- Josh Spence, San Diego Padres

Just as important to us, there are everyday people across the country depending on Dry Goods.

**Every. Single. Day.**



Jessica Crate

**“ It was like having air conditioning in my pants!**

**—Hector, Dry Goods user**

# WHY WE ARE BETTER

Most people are familiar with our competition. They know it by powder clouds, powder pancakes, or sticks that make your skin...sticky. And they know it by chafe marks and blisters when the product failed them.

As opposed to the competition—who targets the casual user—Dry Goods was designed to be durable under the most strenuous athletic conditions and with endurance in mind from the start.

Funny enough, shortly after gaining traction a major powder competitor immediately tried to recreate our spray product, but Dry Goods outperformed theirs—and still does today.

**“ I have been using Dry Goods since it came out about a year ago, and I love it. I use it on the intended target—the goods—after work outs and on my feet. It performs as promised: absorbs moisture and doesn’t leave a mess. I recommend it to all my friends that use similar products.**

**—Jon, Dry Goods user**

**“ This stuff is great when I’m wearing canvas kicks with no socks too—life saver!**

**—John, Dry Goods user**



**360° spray valve for a cleaner application  
and more comfortable feel on the skin**



## **All-season protection**

In cold weather, Dry Goods keeps your body warmer by reducing moisture, and in warm weather it keeps you cool and dry



**We do not use asbestiform talc  
in our products**

(We have your health and safety in mind)



**Patented product  
and 100% made in the USA**

# ***DRY GOODS™ IS A WHOLE-BODY SOLUTION***

**Dry Goods can be applied to any part of the body from the neck down.** Especially those areas that experience blistering or chafing.

You can see by our cheat sheet at left, that's quite a bit of human real estate.

**“** *Dry Goods has been a gamechanger for my son when he plays soccer, and the travel size spray is so convenient to carry wherever we go!*

*—Karen, Dry Goods user*

# "THE GOODS" ON OUR GOODS

## 2.1 OZ SIZE

MSRP: \$10.00

### Case Information:

Case Dimensions: 9" x 7" x 7"  
Case Weight: 5.4 lbs

### Pallet Information:

Cases per Layer: 28  
Layers per Pallet: 6  
Cases per Pallet: 168  
Pallet Dimensions: 40" x 48" x 42"  
(including pallet)  
Pallet Weight: 940 lbs  
(including pallet)



## 5.4 OZ SIZE

MSRP: \$15.00

### Case Information:

Case Dimensions: 9" x 7" x 8"  
Case Weight: 6.0 lbs

### Pallet Information:

Cases per Layer: 25  
Layers per Pallet: 5  
Cases per Pallet: 125  
Pallet Dimensions: 40" x 48" x 48"  
(including pallet)  
Pallet Weight: 780 lbs  
(including pallet)

**AVAILABLE THROUGH DISTRIBUTORS • SOLD IN-STORE AND ONLINE**



[DryGoods.com](http://DryGoods.com)

[@DryGoods](https://www.instagram.com/DryGoods)

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