



Our Mission Statement

At SPFy, we spent a lot of time brainstorming ideas for the best mission statement that describes who we are as a company. Our mission statement **"Sun protection for a healthier tomorrow"** captures our company's essence perfectly because it gives an overview of what we do and why we do it. We provide all natural sun protection products that are healthy for your skin, while also educating people on the extremely dangerous effects of UV rays on skin. As a **B or Benefit Corporation**, our commitment to educate our customers on the importance of sun protection is a large part of our company's purpose.

Functional Organizational Structure

We decided to use a Functional Organizational Structure at SPFy due to our small class size and because we all must work collaboratively to achieve the ultimate goals of SPFy.



Introduction

Over 87,000 cases of Melanoma will be diagnosed in 2017 alone due to harmful UV rays and lack of sun education. For most people, SPF is just an acronym to describe sunscreen. But for us at SPFy, SPF has meaning. It symbolises a longer, safer, and healthier life. Through our natural formulas, SPFy is on a mission to provide organic, clean, and environmentally friendly sun protection while educating our youth about the harmful effects of long term sun exposure. We are confident that consumers will choose SPFy over our competitors due to our organic composition, commitment to education, and dedication to fight skin cancer. That is why we partnered with the Melanoma Research Foundation, which advocates for the Melanoma community and raises awareness about Melanoma. We are dedicated to donating a portion of our profits to this organization. Please visit melanoma.org for more information.



Business Plan Competition

SPFy was recognized as one of the top ten teams on Long Island through the Long Island Business Plan Competition in January. Our team is excited to be advancing to the Semi-Finals on February 28th at American Portfolios. Best of luck to our presenting team!

Employee of the Month



Every month, SPFy likes to recognize one employee that has gone above and beyond in their work for our company. Congratulations to our Human Resource Specialist Spencer Trager for being February's Employee of the Month! This award was presented to Spencer in recognition of his outstanding performance and hard work to the company.



Long Island Trade Show

SPFy participated in the Long Island Trade Show in January. This event was a great opportunity to network and sell to other VE Firms throughout Long Island. Our SPFy Sales Team did a phenomenal job, earning over \$250,000 in virtual sales. We are looking forward to participating in the VE International Trade Show this April in New York City.



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