

Pacific Sands, Inc. is Publicly Traded on the OTC Bulletin Board and Pink Sheets Under

# PFSD

Pacific Sands, Inc:

- Recognized authorities in the environmental products market
- Growing number of domestic and international private label partners
- Experienced, dedicated management and staff.
- Recognized, well-developed brands

**Safe Harbor:**

The statements contained in this document and statements that the company may make orally in connection with this document that are not historical facts are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those projected in the forward-looking statements, since these forward-looking statements involve risks and uncertainties that could significantly and adversely impact the company's business. Therefore, actual outcomes and results may differ materially from those made in forward-looking statements.

Pacific Sands, Inc.  
 "Simplifying Life... Naturally"™

# naturalchoices

a Pacific Sands eco logical brand simplifying life naturally

Pacific Sands' Natural Choices™ Branded products provide eco-friendly, innovative, safe and effective alternatives for a wide variety of household and commercial cleaning solutions.



Our key powders and liquids compete head to head on price and quality with national brands while providing nontoxic alternatives.



OXY-Boost, OXY-Dish and OXY-Prime offer chlorine and phosphate-free laundry, dishwasher and general cleaning solutions that outperform conventional products.



# ecoconomics

new look, new concept, new products, new profits



The ecoone® Spa Treatment System consists of a full complement of 'low-chem' products designed to simplify spa maintenance, enhance user satisfaction and reduce the overall chemical load of consumer hot tubs and spas. The system is compatible with most conventional sanitizers and is particularly effective with the company's ONEShock™ sanitizing product.

Pacific Sands, Inc.  
OTCBB:  
PFSD

**Quick Reference**

**Reporting Status:**  
Fully Reporting

**Share Structure Outstanding:**  
appx: 45,000,000  
Float:  
23,000,000 (est.)\*  
**Authorized:**  
50,000,000  
**Held By Insiders:**  
10,649,223 (est.)

**Annual Sales:**  
Appx. \$1,200,000  
(as of most recent quarterly report)

Fiscal Year End:  
June 30

**Headquarters:**  
1509 Rapids Drive  
Racine, WI 53404  
262-619-3261  
FAX: 262-619-1999

**Websites Corporate:**  
PacificSands.BIZ

**Products:**  
OxyBoost.com  
ecoOneSpa.com

**Direct Retail:**  
EcoGeeks.com

**Investor Relations:**  
IR@PacificSandsinc.com  
262-898-3114

**Blue Sky:**  
Listed in Mergent  
Manuals and News  
Reports:  
www.mergent.com

\* shares deposited  
for trade  
-updated 4/28/2010-

**Who We Are:**

Pacific Sands, Inc. was incorporated in the State of Nevada on July 7, 1994. Pacific Sands is an SEC reporting company and is publicly traded on the OTCBB and the Pink Sheets under the stock ticker: PFSD.

In mid-June of 2004 the Company reorganized its management and leadership team.

The Company develops, manufactures, markets and sells a range of nontoxic, earth, health, pet and kid friendly cleaning and water man-



agement products based on proprietary blended botanical, nontoxic and natural chemical technologies.

As of August or 2010, Pacific Sands had reported roughly \$1,200,000 in trailing 12 month sales at approximately 50% gross margin.

The Company achieves the bulk of its sales and revenues through three

primary routes to market: Pacific Sands' branded products, contract manufacturing and internet direct retail.

**Three Primary Routes To Market and Revenue Streams:**

**Branded Products:** Pacific Sands has three primary brands that are sold through retail distribution in numerous outlets in the U.S., Canada and Europe: ecoone®, e-2 elemental earth® and Natural Choices™.

The Company's 'low-chem' pool and spa ecoone® branded products are sold directly and through distribution to hundreds of professional pool and spa outlets across the US, Canada and Europe. ONESHOCK™, the company's unique spa sanitizer product was named one of the pool and spa industry's top 50 products of 2008 by Pool and Spa Magazine.



their existing portfolio. This allows manufacturers of existing brands to expand their revenue base by capitalizing on their brand identity and shelf space.



Currently, the company has working partnerships with more than 25 private label and contract manufacturing partners, a number of whom have significant distribution in big box and chain retail outlets world-wide.

**Direct Retail:** Pacific Sands realizes a portion of its revenue through the direct retail



sale of its product to consumers via the internet. In 2009, the Company launched EcoGeeks.com, a site dedicated primarily to the marketing, promotion and sale of Pacific Sands' branded and other environmental products.

**Recent Headlines:** (edited for space—for complete release, please visit your favorite corporate news site or our website at [www.PacificSands.BIZ](http://www.PacificSands.BIZ))

**TODAY:** Pacific Sands President, Mick Wynhoff is working with staff at the Racine Zoo to develop new products and procedures for watering and cleaning cages to protect animals from chemicals like chlorine and petrochemicals.



**07/10/10 — PFSD Featured in Journal Times:**

**Local firm releases animal degreaser for use in Gulf spill** -- RACINE - The YouTube video shows Racine Mayor John Dickert getting smeared first on one arm, then the other, with gear lubricant and used motor oil. Then Pacific Sands President Mick Wynhoff cleans each of Dickert's arms - one with a standard degreaser and the other with his company's just-announced new product, "Critter Cleaner."

**07/08/10 -- Pacific Sands Announces Critter Cleaner™ De-Greasing Product --**

**Uniquely Created for Domestic and Wild Animals Contaminated With Goopy Oil**

-- Pacific Sands, Inc. announced the development of the Critter Cleaner™ product for cleaning domestic and wildlife animals that have been contaminated with goopy oil such as generated by the recent Gulf Oil Spill or future transportation related oil spills that could occur on the nearby Great Lakes.



**06/24/10 BUGS and Pacific Sands, Inc. Ready Products to Aid Oil Spill Cleanup Efforts**

-- U.S. Microbics an environmental technology company, and Pacific Sands, Inc. a manufacturer of a broad range of environmentally friendly cleaning products, are jointly formulating products that could directly benefit victims of the recent Gulf Oil Spill, one of the worst environmental disasters of our time. The products could soon be available for consumer and commercial use and could be used on marine structures and wildlife contaminated with goopy oil.

**5/10/10 -- Pacific Sands, Inc. Teams With BUGS for Joint Marketing of Environmentally Friendly Products** — Pacific Sands, Inc. announced that it has signed a teaming agree-

ment with U.S. Microbics to develop joint marketing expansion, distribution and cross licensing opportunities of each company's environmentally friendly prod-

ucts including the Bio-Miracle™, Natural Choices™, and ecocone® product lines. Both companies seek to expand the markets for their own products using each other's distribution networks and marketing expertise.

**3/16/10 -- Pacific Sands Releases FY 2010 Second Quarter Results -- Quarterly Sales up 50% Over Same Quarter Last Year -- Company Increases Gross Profits and Reduces Overhead**

-- Pacific Sands, Inc. announced today that the company has released its fiscal year 2010 second quarter results. 3 Month Highlights: Sales: up 50% - Gross Profits: 52% up from 32% -- Company books non-cash 'Impairment Charge' against Natural Choices acquisition.

**1/28/2010 Pacific Sands Introduces Natural Choices 'refillables'** -- New Product Concept Features a Suite of Highly Effective, Environmentally Friendly Household Cleaners and Concentrates -- Pacific Sands, Inc. announced today that the company has begun the first phase launch of its new Natural Choices™ refillables™ line. Each of these new, highly-effective products also offer a simple-to-use 8 ounce concentrate that makes 4 full bottles of 'ready to use' product.

**12/15/2009 Wisconsin Phosphate Ban Leads to Uptick in Phosphate-Free Dishwasher Detergent Private Label Inquiries and Sales** — Pacific Sands, Inc. announced today the company is experiencing a marked increase in private label inquiries and sales of phosphate-free automatic dishwasher detergent...

facebook

**Follow us on Facebook!**

Pacific Sands, maintains a discussion page both for the company (Pacific Sands) and our products ([ecoGeeks.com](http://ecoGeeks.com))

Join us as we put our products to the ultimate and oft' times BIZARRE tests to prove that our nontoxic products meet or surpass the performance of everyday products.

[FaceBook.com/EcoGeeks](http://FaceBook.com/EcoGeeks)  
[Facebook.com/PacificSands](http://Facebook.com/PacificSands)

"Pacific Sands' sales have grown by more than 20 fold since the management transition of 2004."



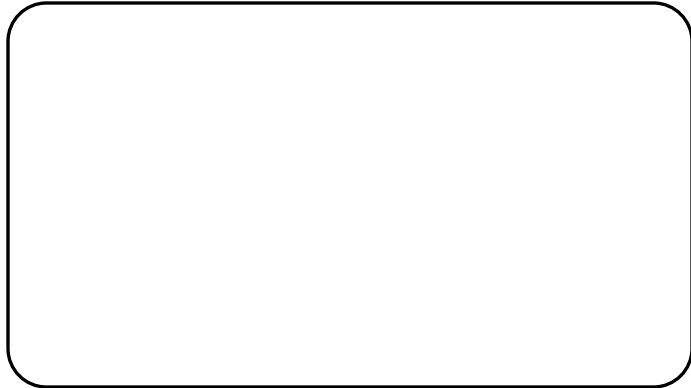
New For 2010:  
**Natural Choices Refillables™**

Pacific Sands, Inc.

1509 Rapids Drive  
Racine, WI 53404  
Phone: 262-619-3261  
Fax: 262-619-1999  
E-mail: Mick@PacificSandsInc.com

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**Follow us on Facebook!**

Join us as we put our products to the ultimate and oft times BIZARRE tests to prove that our nontoxic products meet or surpass the performance of everyday products.

**A note from Pacific Sands President, Michael Wynhoff and CEO, Michael Michie**



The Racine Zoo is now using Pacific Sands' Hose Filters to protect its animals from chlorine and other water contaminants.

Dear Friends,

We have just completed our 6th year since Pacific Sands, Inc. moved to Racine, WI and began our journey from a tiny regional brand selling only one SKU (ecoone®) to a well-recognized leader in the earth, health, pet and kid - friendly product market.

Our ecoone® and Natural Choices brands are recognized for their superior quality and environmental responsibility

as well as their cost competitiveness.

We want to thank you for your interest and continued support of Pacific Sands, Inc.

Please help us support your company by using our products and helping us get the word out. Tell your friends, join our Facebook groups, sign up for our newsletters and, most of all, please use our products. As an incentive to get you to try the products you've invested in, we have a special just for our investors. Login to ecoGeeks.com use the coupon below to save \$20.

Sincerely,

Mike & Mick



**\$20 PFSD Investor Only Coupon**

for ecoGeeks.com

Enter Coupon Code: **PFSD20X**

at checkout and save \$20 on any order over \$50

**Save Money and Support your company!**

(expires 1 November, 2010)



**Cleaning the rhino enclosure with Natural Choices Deck and Patio.**

(PFSD President's daughter, Mikaela)

**WATCH THE YOUTUBE VIDEO!**