



2024

# PRODUCT CATALOG



FrictionLabs®



# What is Friction?

Life is better with friction.

Friction Labs was created to help rock climbers get their very best grip. Not surprisingly, other athletes – from gymnasts to weightlifters to tennis & pickleball players – took notice on how our chalk products improved their ability to perform at maximum levels.

**Our belief is simple:** Better grip means better performance.

**Our approach is thorough:** Use only the highest quality magnesium carbonate to deliver excellent moisture absorption while supporting healthy, athletic skin.

**Our results speak for themselves:** The best rock climbers in the world trust Friction Labs for confident grip when it matters most.

Our products are proudly manufactured in the USA, mostly at our headquarters in Denver, Colorado. We've helped thousands of athletes find the grip they can rely on to set new limits.



**Hold Tight. Don't Hold Back.**  
For athletes who demand confident grip.





## Packaging that respects the planet.

Friction Labs is just as proud of our performance chalk as we are of our packaging. Our 100% recyclable packaging, the curbside recyclable box, is designed with a thin recyclable inner bag that allows us to provide 20% more chalk per unit.

We believe our curbside recyclable box is the most sustainable chalk packaging in the market. But we're still learning and improving our techniques. Stay tuned for more good news to come.

**After all, we want to contribute to your performance, not a landfill.**

# Sustainability





# Loose Chalk

## Loose chalk. Tight grip.

Our loose chalk is available in three blends: Unicorn Dust®, Gorilla Grip®, and Bam Bam® – each one created to give you unmatched gripping power, with fewer applications. Our loose chalk is available in small (2.5 ounces), medium (6 ounces), and large (12 ounces).

### **ONE APPLICATION. COUNTLESS WAYS TO KEEP GOING.**

Problems with sweat, rain, humidity, oils, and sunscreen are left at the trailhead. Because our high purity Magnesium Carbonate, with just one application, gives you the grip you demand.

**WE HAVE SKIN IN THE GAME.** Our non-toxic, silica-free chalk is safe for every skin type. Healthy skin means better performances, starting with the highest purity pharmaceutical grade ingredients, which all come together in our Denver, Colorado headquarters.

**MAKING A STOP TO CHALK UP IS HISTORY.** You know how just the smallest hint of moisture can make the difference between failure and success. Our high purity chalk lasts longer, so you can grab that next hold with confidence, whether you're indoors or outdoors.

**WE'VE EARNED OUR TRUST.** We're the only chalk endorsed by multiple champions in rock climbing, tennis, power lifting, and more. Our chalk delivers long-lasting moisture absorption, keeping you at your best.





### THREE BLENDS IN SYNC WITH YOUR GOALS:

All three blends deliver the same excellent grip while catering to individual athletes' desired texture and feel.

**Bam Bam® Super Chunky** is our chunkiest loose blend. Its grippy nuggets are designed for a long-lasting hold, so you can chalk up less, and get more done.

We created **Gorilla Grip® Medium Chunky** chalk with the understanding moisture can be the difference between falling or sending. Gorilla Grip® means more time climbing, and less time stopping to chalk up.

**Unicorn Dust® Powder and Chunks** delivers the long-lasting grip you need to push to the next hold, without stopping to re-chalk.

## BAM BAM® | SUPER CHUNKY



## GORILLA GRIP® | MEDIUM CHUNKY



## UNICORN DUST® | POWDER + CHUNKS





# Chalk Balls

Mess-free so you climb free.

Our reusable Chalk Balls are less messy and long-lasting. It's packaged in a permeable fabric, allowing you to keep your chalk in the bag, all by itself, or floating in one of our loose blends.

**AS MOBILE AS YOU.** Our Chalk Ball can live in your chalk bag on a climb, or loose in your chalk bucket. It goes where you go, for the best grip for any sport.

**NOT JUST CLIMB-FRIENDLY, SKIN-FRIENDLY.** Our Chalk Ball is free of fillers and artificial drying agents that are bad for your skin. Our refillable chalk sock is clean, non-toxic, and safe for everyone.

**NO TOLERANCE FOR MESS.** Our Chalk Ball comes pre-filled with Friction Labs® chalk and can easily be opened for refills.

**IT'S WHAT THE PROS REACH FOR.** Friction Labs chalk is trusted and endorsed by over 100 pros in sports as varied as weightlifting, powerlifting, gymnastics, climbing, and tennis.





**NEW Magic Chalk Sphere** is packaged in 2.2 ounce recyclable boxes.

Our Original Magic Chalk Sphere is packaged in a permeable refillable cotton fabric, which is perfect for keeping in your chalk bag, on its own, or floating in one of our loose chalk blends.

# MAGIC | CHALK SPHERE



Our new **Magic Pro Chalk Sphere** is an innovative take on a chalk ball designed for athletes looking for a competitive edge, and an alternative to a traditional cotton sock. With no plastic hardware, an easy to refill design, and a durable, moisture wicking bacteria-resistant fabric, the Magic Pro Chalk Sphere might be the last chalk ball you'll ever need.

And with its fully recyclable packaging, nothing finds its way to the landfill.

# MAGIC PRO | CHALK SPHERE





# Chalk Grip Cream

Chalk Grip Cream: leave your mark on the route, not your clothes.

**GRIP IS EVERYTHING.** When you're unsure of your grip, it's easy to hold back and make mistakes – stopping you from performing at your best. Our Chalk Grip Creams fight off sweat, moisture, humidity, and oils. Tap into your power and control.

**IDEAL FOR ALL SKIN TYPES.** No matter the environment or skin type, we make a liquid chalk for it. Our 3 formulations all provide a strong foundational base layer for great grip, each designed to support athletes' unique needs from climate controlled gyms to humid outdoor environments to those with sensitive skin.

*Countertop retail displays available*







**FRICITION LABS CONTINUES TO REDEFINE WHAT'S POSSIBLE, WITH OUR CHALK GRIP CREAM.**

Our **Alcohol Free Secret Stuff®** is perfect for dry, arid climates and for people with sensitive skin. This odor-free, gel-based liquid chalk is easy to apply and can be used as a total chalk replacement or in tandem with your preferred loose chalk.

**Secret Stuff® 45%** is an isopropyl alcohol based liquid chalk. A small dab on your hands is all you need for that perfect layer of the highest purity magnesium carbonate.

**Secret Stuff® 80%** is the world's first hygienic chalk. Made with an 80% ethyl alcohol base, this pure magnesium carbonate formula reduces the spread of germs while providing your best grip.

**SECRETSTUFF®** | **Alcohol FREE**



**SECRETSTUFF®** | **45% Alcohol**



**SECRETSTUFF®** | **80% Alcohol**





# Chalk Discs

We rounded up the traditional chalk block.

Our chalk discs are an innovative upgrade to the traditional chalk block. With its circular shape, it offers a precision application with less dust to elevate your grip in any activity demanding confident hands.

- Engineered for durability while reducing dust and mess
- Can stay whole or be broken down to your preferred size and shape
- Its tube packaging is portable, resealable, and recyclable





# Athletic Tape

Love your digits.

Our strong, long-lasting athletic finger tape is designed to help you get the most out of your session. Made with premium cotton and zinc oxide, our tape is strong and sticky. It's at home indoors and outdoors, across all temperatures, and easily tears down into smaller widths for a perfect fit.

The packaging and inner roll are curbside recyclable.





# Skin Recovery

Give your hands a hand.

Playing your favorite sports puts a lot of wear and tear on your hands. Show them some love with Athletic Hands™ –our restorative hand cream that's Dermatologist-tested. Use it each day to nourish and revitalize your hands. Athletic Hands™ uses natural hydrating and moisturizing ingredients – like aloe vera, arnica, and dragon's blood. Love your sport. Love your hands.

NEW  
SPRING 2024



Contains Copper Tripeptide-1 to support healthy skin.



# Floor Display

Get a grip on your display.

Maximize your grip product sales with our premium floor-standing display. Updated with a fresh design for 2024, it features a smaller footprint, stands about 5 feet / 1.5 meters high, and is perfectly sized for our new recyclable packaging. Displays ship fully stocked and assemble quickly out of the box.





# Cause Good

Everyone deserves confident grip.

Friction Labs believes climbing is too fun not to be available to everyone. So we're introducing climbing to underserved children across the nation by knocking down barriers to access.

With our Cause Good initiative, we work with our gym partners to host children from local youth organizations and teach them the climbing basics. We give them the support and resources they need so they can return to the gym to continue to hone their skills, and enjoy a lifetime of climbing.

*Know a youth organization or gym that wants to get involved? Let us know!*





# FrictionLabs<sup>®</sup>

»»»» **Pro Program**

We're big on spreading the love by supporting our retail associates, gym staff, route-setters, industry professionals, military personnel, sponsored team members, and non-profit staff and volunteers involved in sports that demand a confident grip.

Membership is by application, and acceptance is not guaranteed and can be revoked at any time.

Visit [frictionlabs.com/proprogram](https://frictionlabs.com/proprogram) to apply.



## Pro Program



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<https://www.frictionlabs.com>

