



t*ReZ

Antioxidant Infusion Technology

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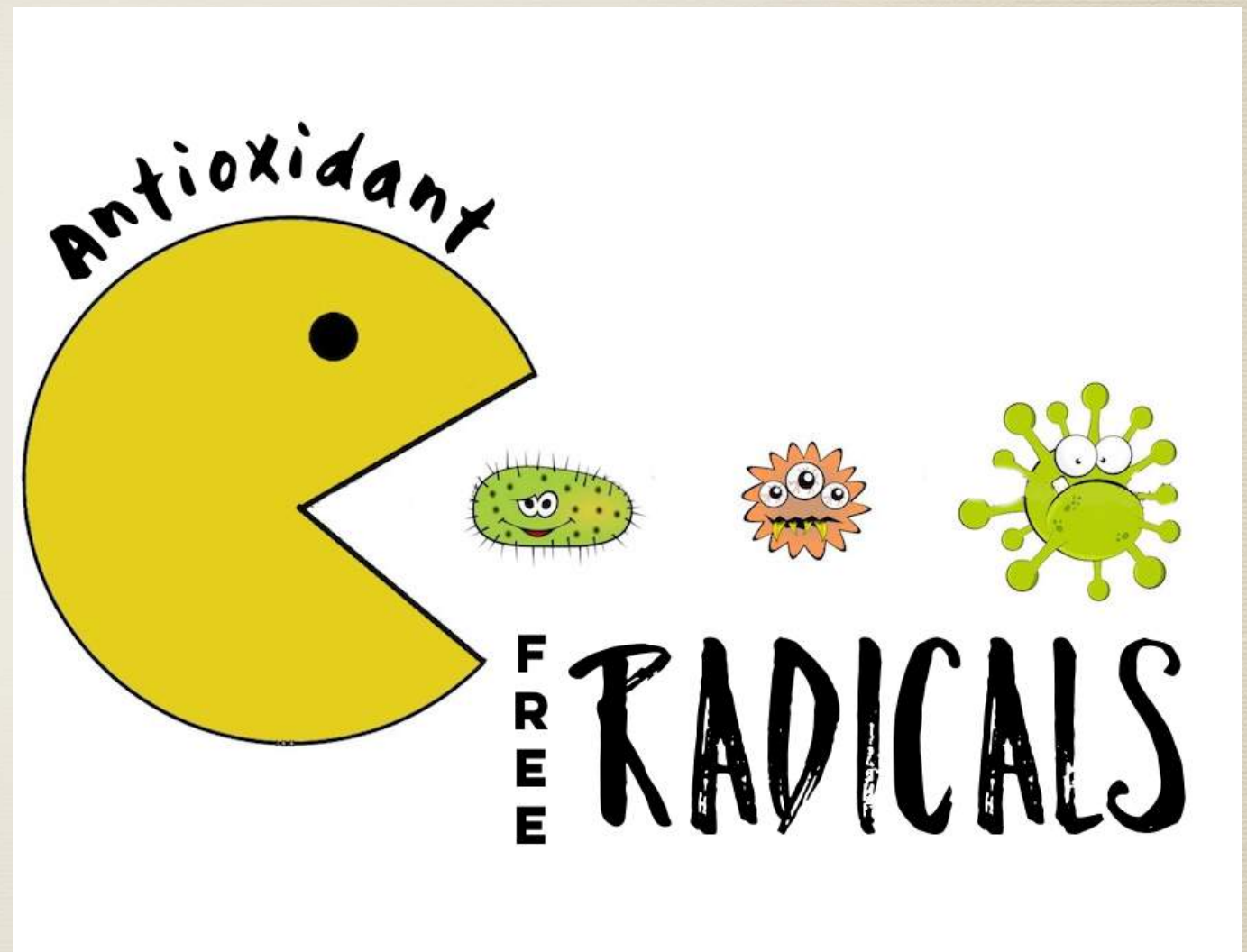
In a nutshell....

The t*ReZ tincture method allows our partners to infuse the most promising antioxidants into nearly any consumer product in a safe, economical & quality assured way



Why Antioxidants?

- * Function as the “cell scrubbers”
- * Proven to neutralize the by-products of cellular activity known as **free radicals**
- * Free radicals have been found to create chain reactions that damage healthy cell membranes and even DNA within a cell
- * Regular consumption of antioxidants provides the primary defense against these threats to human health.
- * There is no longer debate within the scientific research or medical communities about the positive role antioxidants play within the human body.



Resveratrol: The Super Antioxidant

Resveratrol has become one of the most hyped super antioxidants in modern nutritional research after growing anecdotal evidence for its wide-ranging benefits.

Mounting clinical evidence now identifies resveratrol as a key antioxidant serving primary protective functions like reducing soft tissue inflammation, improving general immune support, and reducing risk of heart disease and certain cancers.*

Although found in some berries and nuts, the most concentrated way to acquire this vital nutrient has been through the consumption of **Red Wine**.



* See Slide 19 for References

Market Challenges

- * Current methods for delivering **resveratrol** and similar antioxidants involve pills, powders and capsules
- * Attempts to add powdered resveratrol to foods and beverages creates irregular (“clumpy”), distasteful products that do not efficiently transmit **resveratrol** and its family of antioxidants to the blood stream
- * Although red wine is widely consumed in many parts of the world, the dependence on alcohol consumption to effectively deliver **resveratrol** is a limit to its true market potential

What is t*ReZ?

For thousands of years, one of the most universal means of human consumption of plant-based antioxidants like resveratrol has been drinking red wine. The truth is, Mother Nature's fermentation process has produced antioxidants with a special affinity for ethanol.

T*ReZ harnesses this natural process by binding key antioxidants with a calibrated amount of pure ethanol to create the most efficient carrier of these healthy ingredients into our blood stream and living cells. Now with this patented technology, consumers can make any food or beverage a major source of all-natural, bioavailable antioxidants.

The t*ReZ technology takes Mother Nature's process and magnifies it by packing maximum amounts of these antioxidants into minimum amounts of ethanol. In fact, through the use of t*ReZ technology, we can add the amount of resveratrol equivalent to that found in a bottle of wine without adding any recognizable amount of ethanol to the food or beverage*

* See Slide 19 for References

Benefits of using t*ReZ?

- * Simple: With a simple formula and availability of easily sourced raw materials, the t*ReZ technology can be incorporated into almost any commercial food and beverage infrastructure.
- * Safe: By harnessing the unique properties from combining known ingredients that are regularly consumed and very familiar to the marketplace (and human body) we remove consumer concerns about safety or natural origin.
- * Reliable: Infusion via simple mixing during production process of a broad list of consumer products (some categories discussed later) will deliver a precise amount of active resveratrol. Out of sunlight, the t*ReZ solution, or “tincture” can exist for months without losing significant levels of bioavailable resveratrol.

Concentration By Volume

t*ReZ

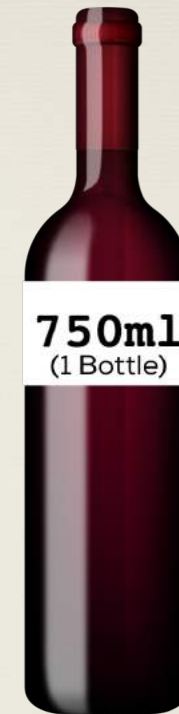


.25ml

Resveratrol
10-12 mg

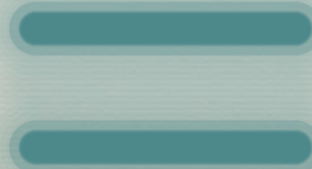


Red Wine



750ml
(1 Bottle)

Resveratrol
30,000 mg



3,000 Bottles



750ml

Resveratrol Bulk Material Costs

Material	Volume	Volume (m)	Bulk Cost
99% t-Resveratrol	25 Kg	25,000,000 mg	\$5,000.00
Organic Ethanol	165 Gallons	625,000 ml	\$19,000.00
Total	—	—	\$24,000.00
Cost Per mg Delivered	—	—	\$0.00096*

* Dosage equivalent to one glass of wine is 2 mg of resveratrol

S.W.O.T. Analysis

Strengths

- Infused beverages add significant healthful up-sell at low production cost
- Antioxidant-infused beverage brands have emerged as major industry players
- General public has considerable knowledge of the healthful properties of antioxidants
- t*ReZ provides stable solution for safely delivering resveratrol to any consumable
- Layered patent protection that is currently expanding to include new technology in development

Opportunities

- Resveratrol has very limited general market exposure
- Increasing marketability of “specialty” antioxidants (e.g. Bai,)
- Demand for healthful alternatives big and growing across all consumables industries
- Growing consumer preference emphasizing natural methods and origins

Weaknesses

- General Public’s limited awareness of resveratrol as the nutrient responsible for healthful benefits of red wine
- Connecting positive attributes to that of red wine risks alienating consumers that do not view red wine favorably (i.e. Severe aversion to the thought of taste or constituent alcohol)
- Quality standards needed for existing products containing antioxidants

Threats

- Increasing competition for marketshare by “specialty” antioxidant beverages
- Unforeseen shifts in consumer tastes
- New Competitor Technology (ask to see the growing supportive documentation from US Patent and Trademark Office)

Market Landscape



Beverages

- * Beverage bottlers and distributors have proven to be nimble at incorporating new ingredients into existing product lines
- * Antioxidant-infused beverage brands Pom Wonderful, Bai, and others experiencing explosive growth on the heels of fresh research confirming benefits of antioxidants
- * Long term health trends in economically developed markets against sugar-laden beverages sets stage for PR/branding opportunity
- * Industry growth believed to be largely dependent on diversifying offerings to include alternative, health-conscious options*



Fermented Beverages



- * Knowledge of red wine's health benefits now widespread in general public
- * Craft beer revolution in the North America reveals significant demographic of forward-thinking consumers—\$23.5 billion in 2016 (Up 10% from 2015)*
- * Opportunity for heart healthy cocktail mixers for bar and night club industry (POM Wonderful)
- * Why shouldn't beer, white wine, and cocktail drinkers enjoy the same heart-healthy benefits available to red wine aficionados?

* See Slide 19 for References

Processed & Finished Foods

- * Challenge for many brands offering processed foods is to offer improved taste, nutrition, and shelf-life without added salt, fat, calories, etc.
- * Industry-wide shifts towards new baking, frying, and flavoring methods signify the market's eagerness for snack food alternatives with healthful additive properties
- * Fortifying foods provides one of the most economical means of adding retail and health value at negligible cost *
- * It is a matter of time before proven nutrients like antioxidants make the jump from mass produced beverages to mass produced food stuffs

* See Slide 19 for References



Health & Wellness Supplements

- * Currently most receptive market for products containing **resveratrol**
- * Industry known as an early adopter of new biotech research due to limited regulation and high margin returns for those first to market
- * Significant opportunity to outcompete existing resveratrol delivery in powder capsules by using t*ReZ tincture
- * Simple path to market in the form of a t*ReZ tincture bottle to allow the health-conscious consumer to add their antioxidants at will
- * Mounting clinical evidence doubting the efficacy of powdered delivery — t*ReZ is how **resveratrol-infused** health & wellness products are done right



Cosmetics

- * Cosmetics producers have begun to debut high-end serums and specialty topicals promising resveratrol as a key ingredient
- * Opportunity exists to market proprietary blends and infusion techniques to convert consumers
- * t*ReZ technology can help to capture important signaling terms for consumers like “purity”, “concentration”, and “natural”
- * Clinical evidence even confirms that resveratrol topical creams also provide for UV spectrum protection



Pet Food/Supplement

- * Health and Wellness trend for humans has carried over into global pet food industry
- * 86% of new product launches in North America feature labels presenting of low ingredient, natural source pet foods*
- * Growth in premium brands signals that significant number of consumers are willing to pay more for their pet's daily health routines



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Imagine the Possibilities!

Heart Healthy Spirits

Michael Bainum, CCO
michaelbainum@gmail.com
(352)397-9702

Gene Gamble, CMO
genegamblejr@gmail.com
(352)642-5247