



TM

FIND YOUR SPACE



OTO

™

OTO exists to help people **DISCOVER THE POWER OF CBD** through thoughtful and effective products that enjoyably fit into their daily lives.

Guided by science and backed by nature, we have created **the worlds finest CBD experiences, using optimum levels of CBD**. Through our unique curation and creation process (Otosynthesis) we source the highest quality essential oils, scents and flavours from around the globe, blending them with pure CBD.

'OTO' is the Japanese word for '**Sound**' – relating to the sensing of both sound and silence.

There lives a unique space and harmony between the two. Both co-exist to define each other; whilst creating mutual balance, tranquility and cohesion.

OTO started as a group of passionate, talented friends who sought to use the power of CBD to help themselves and others.

Globally, we face an anxiety epidemic. The World Health Organisation (WHO) estimates that by 2020, stress and anxiety will be the number 1 cause of disease in young people. Now more than ever, people need help with anxiety, sleep, energy, insomnia and other things.

Gemma and James were exposed to the benefits of cannabinoids when living in the USA. In fact, **James was one of the founders of the first legal online dispensary in California**. There, they met so many people whose lives had changed thanks to CBD.

However across many parts of the USA, UK and Europe, the benefits of CBD remain a mystery - misunderstood and mis-sold. The team were surprised by the confusing marketing, the fad products and the lack of science accompanying this fast-growing industry.

Our **team of world-leading scientists** have combined the best global research with extensive testing to create a standard you can trust.

We are here to provide consumers with a deeper understanding of how CBD works, and to help people discover it's powerful benefits in an accessible and enjoyable way.



That's OTO. We help you FIND YOUR SPACE.

Cannabidiol (CBD) is a molecule found in hemp plants that **matches one produced naturally** by our own bodies in the **endocannabinoid system**.

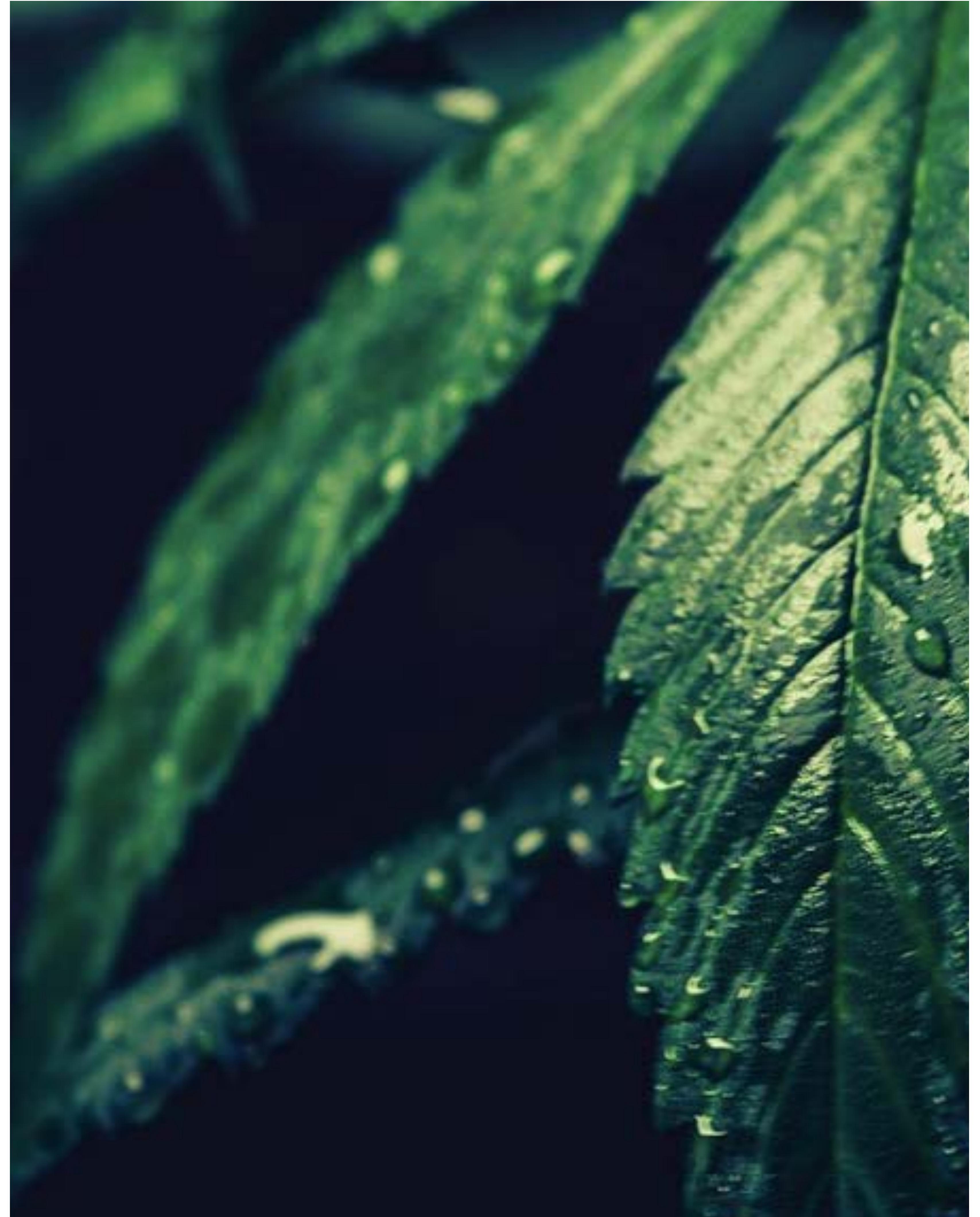
The endocannabinoid system helps keep the body in balance, or, to use the technical term homeostasis. It helps regulate sleep, mood, appetite, pain, inflammation, memory and reproduction; by communicating to the cells when things need to be done or when things need to stop.

If the endocannabinoid system is not functioning well, supplementing the body with cannabinoids like CBD can help with some conditions.

CBD is used in more than 90 countries around the world, and Much like a vitamin, it is never possible to overuse CBD. **The World Health Organisation declared it safe to use**, and a rapidly emerging body of scientific research supports its many benefits.

For example, recent research suggests that CBD can help with pain relief, inflammatory conditions (fibromyalgia, arthritis, swollen joints, sport recovery), anxiety, stress and sleep.

But while **over 50% of the public report high levels of anxiety**, less than 2% of the population are currently using CBD.



**OTO will streamline,
empower and enhance
everyday lives.**

Our brand is a collection of wellness products that can help consumers re-energise and find balance between external and internal energy.

All of our products have been designed around **3 OTO moments**, which have been built to work with the bell curve of your day and the natural daily rhythm

Our products help **enhance these moments** and can easily become part of your daily ritual.

FOCUS

Finding focus every day is important in getting things rolling, when on-the-go or before the big meetings.

Products in this pillar are created to help centre people and see everything with ultimate clarity.

AMPLIFY

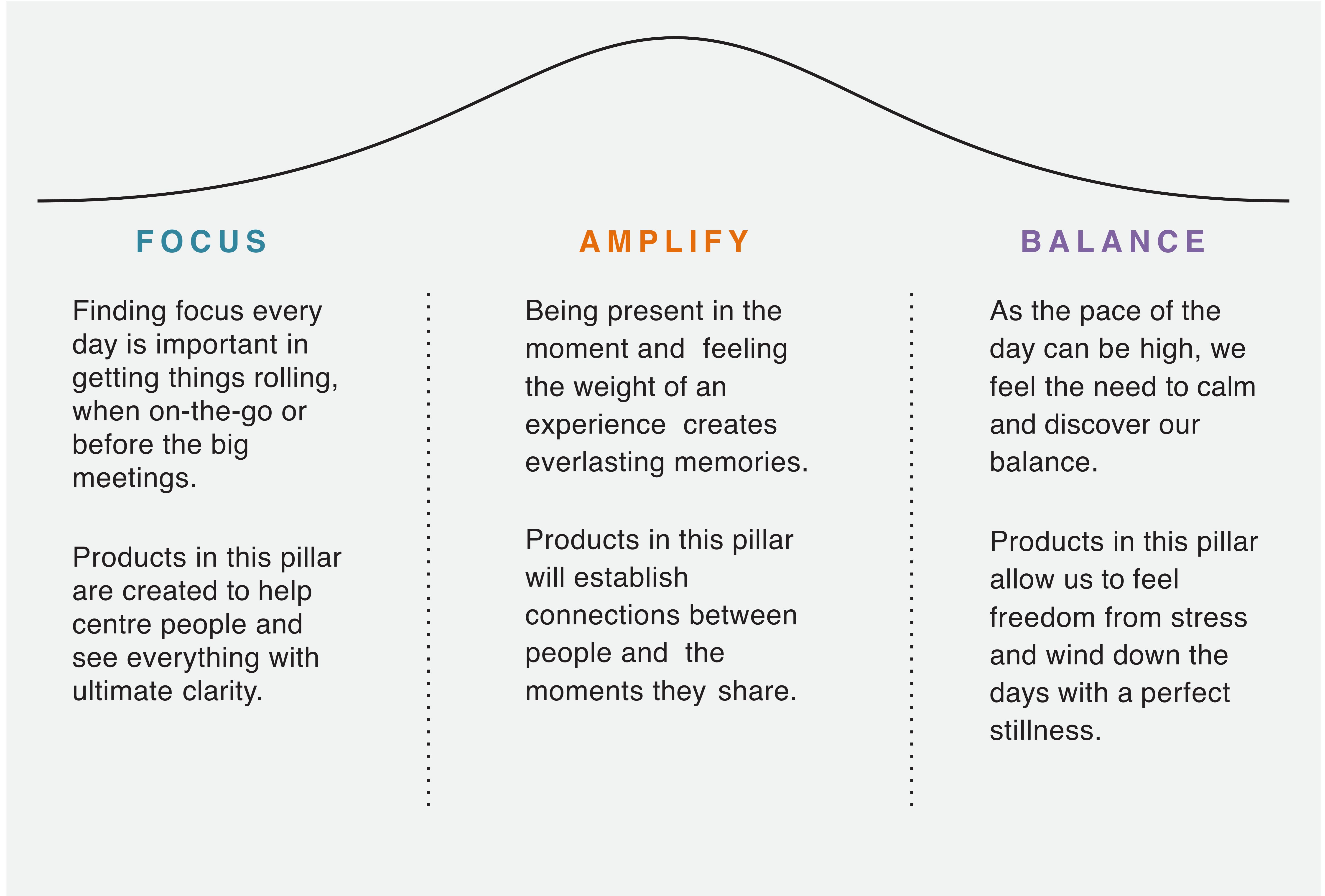
Being present in the moment and feeling the weight of an experience creates everlasting memories.

Products in this pillar will establish connections between people and the moments they share.

BALANCE

As the pace of the day can be high, we feel the need to calm and discover our balance.

Products in this pillar allow us to feel freedom from stress and wind down the days with a perfect stillness.



A range of 3 essential oil roll-ons that combine complex high quality ingredients from around the globe with pure CBD.

FOCUS – 20% CBD OIL

Blended with ylang ylang flower, rosemary and peppermint to help you bring the day into FOCUS.

AMPLIFY – 20% CBD OIL

Blended with bergamot, bitter orange and sandalwood to help you AMPLIFY the moment.

BALANCE – 20% CBD OIL

Blended with lavender, chamomile and cajuput to help you find calm and BALANCE.



All our products are Vegan, cruelty free and nut free

2 rounds of consumer trials completed, using NHS approved test methodology.

80% of triallists found they were less restless

67% of triallists found they were more relaxed

83% with sleep issues found they slept better



“My mood lifted and I did feel calmer.” **Rebecca R.**

“I noticed I was sleeping better and I was feeling more relaxed.” **Richard C.**

“I have slept better and felt less anxious.” **Tim H.**

‘On applying the product to the temples I had an immediate boost from the aroma. Very stimulating. I felt an immediate alertness. Energy levels and focus increased. Very alert. Very productive.’ **Julia W.**

“I felt more at ease.” **Cora K.**

What is OTO Strength?

OTO Strength™ is our promise to you that every product we create contains levels of CBD that give you the best opportunity to enjoy its benefits. In short, they work.

Our team of world-leading scientists have combined the best global research with extensive testing by our entire team creating a standard you can trust.

Simply use our CBD roller 3 x a day to get the perfect OTO STRENGTH

Why a Roll-on?

By rolling our oils directly onto areas of your skin where the veins are close to the surface (wrists and temples), it allows for faster and more effective absorption into your body. This is a better way to benefit from CBD than taking it orally.

Our roll-ons use a black ceramic ball for a smooth, cool and pleasant application sensation.

All products have 100% recyclable packaging and are EU compliant



Sleep soundly and wake up refreshed – with the our CBD pillow mist

The pillow mist has 30% CBD, and is intended to be sprayed on your pillow just before sleep. It is breathed in as well as absorbed through the skin.

The mist has been the most requested product by customers in surveys, with **+50% preferring it as their number 1 method** of using CBD

The pillow mist sits within the **BALANCE** category.



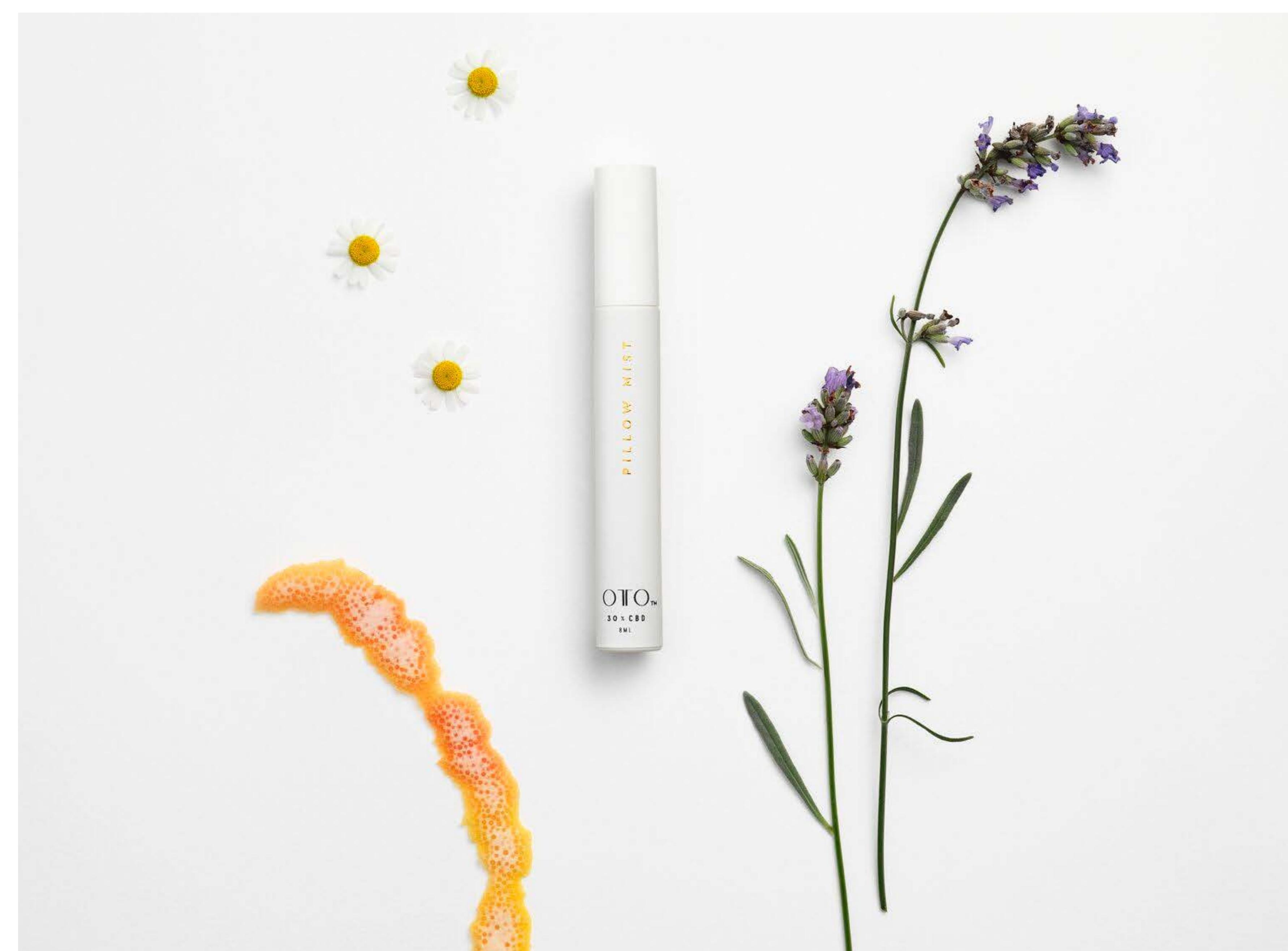
All our products are Vegan, cruelty free and nut free

After just two weeks of using the Pillow Mist

87% of triallists found that their quality of sleep improved

92% of triallists found an improvement in mood, energy and relationships

84% of trial lists would recommend OTO CBD Pillow Mist to friends



"It has made a huge difference to my concentration during the day and i feel more awake and alert. I would definitely recommend this product." **Jodie P**

"The scent was lovely and refreshing. Going to sleep was easier and getting up was nice, still have the smell on the pillow. Thank you' **Elena V.**

"Enjoyed the ritualistic spray before bedtime and had a strong desire to use the spray each night before bed. Thoroughly enjoyed using this product. Would love to try it again." **Isabella C**

"Got to sleep a lot quicker than normal... found it helped my sleep... I love the product!" **Pippa B**

A first for Europe, **OTO Bitters** is a ground-breaking product that leverages the no-and-low alcohol trend without being limited by it.

With a **high-concentration of CBD and 0% ABV**, it offers a positive benefit alongside it's truly world class flavor and taste.

It can also be added to alcoholic drinks and cocktails.

The Bitters sits within the **AMPLIFY** category.



All our products are Vegan, cruelty free and nut free

This summer, OTO are launching a range of **3 distinct RTD's**.

Each containing **50MG of high quality CBD** to deliver your recommended daily dose of CBD in one hit.

Each drink is designed to complement the natural rhythm of your day with three pillars of benefit:

Focus, amplify and balance.

Each product comes with the OTO Strength guarantee.

ensuring the delivery of optimum levels of CBD to enhance your natural wellbeing and reduce the symptoms of stress and anxiety.



All our products are Vegan, cruelty free and nut free

SHEER LUXE

LIFE CULTURE BEAUTY STYLE BEHIND THE SCENES VIDEO WIN MY FAVOURITES

CBD

CBD is making its way into everything we consume right now, from our beauty products to our food. And turns out, it's set to make an impact in the spirit world too. "CBD is definitely an ingredient to watch out for because its health benefits are gaining traction," says Hannah. "There's more CBD products launching all the time, too – there's even a new CBD bitters called OTO, which is a very quick and easy way to add a little something extra to an Old Fashioned, for example."

New Product

A collage of food items containing CBD, including a chocolate bar, a dessert in a cone, and two small tarts.

FOOD

A collage of various alcohol bottles and glasses, including wine and spirits, some of which likely contain CBD.

FOOD

On a Similar Note

The logo for Cosmetics Business magazine, featuring the word 'COSMETICS' above 'BUSINESS' in large, bold, serif capital letters.

Home Ingredients Packaging Regulatory Marketing Retail
Body Care Colour Cosmetics Fragrance Hair Care Skin Care M

A collage of food items featuring CBD, including a sandwich and a purple-colored dessert.

We
To a
For th

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OTO

OTO is a new brand of CBD oil products available to salons and spas to retail. Developed by a food scientist and former fashion designer, the products contain a pure concentration of 20% CBD oil, which is mixed with an essential oil blend and packaged in a roll-on format to be applied to pulse points. There are three to choose from – Focus, with rosemary, ylang ylang and peppermint; Amplify, with bergamot, bitter orange and sandalwood; or Balance, a blend of lavender, chamomile and cajeput.

RRP: £109 for 8ml
020 3963 5955
otocbd.com

A dark glass bottle of OTO CBD oil, labeled 'AMPLIFY' on the cap.

OTO
20% CBD
ROLL-ON

Delfy Cosmetics
New from the make-up
nine professional brush
fibres. There are three €
Shadow, N3 Eye Shadow;
Shadow Flat Blending;
N5 and the angled N6;
made from "special de
application; in addition
N9 Mixed Hair Powder;
Trade: from £3.90
07452 030876
delfycosmetics.com

The Delfy Cosmetics logo, featuring a stylized 'D' and 'F' intertwined.

Neom Organics

New from the organic aromatherapy brand Magnesium Body Butter, in Real Luxury and Perfect Night's Sleep scents. The 100% natural formula contains magnesium – which, for most people, is better absorbed through the skin than through consumption – for wellbeing benefits such as improved sleep quality. Each tube contains 75mg per 5ml of product. Other ingredients include shea butter, coconut oil and essential oils such as lavender, jasmine and Brazilian rosewood.

RRP: £36 for 200ml
01423 878810
neomorganics.com

OTO breaks CBD into luxury beauty category

By Becky Bargh 21-Mar-2019

Icons for sharing the article on social media, including LinkedIn and Facebook.

Featuring a high concentration of CBD, the new roll-on products are designed to help combat anxiety, insomnia and stress

Three dark glass bottles of OTO CBD oil, labeled 'FOCUS', 'BALANCE', and 'AMPLIFY', each with a sprig of flowers (yellow, red, and purple) growing out of the top.

NATURAL BEAUTY ▾ NATURAL LIVING ▾ NEWS ▾ FEATURES ▾ OPINION ▾ VIDEO ▾ DIRECTORY

■ OTO brings 'first of a kind' CBD line to market

BY JANE WOLFE MARCH 22, 2019 ▾ HEALTH & NUTRITION, SUPPLEMENTS AND REMEDIES

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TECH & INNOVATION
Alternatives to alcohol



The brains behind synthetic alternative Alcosynth say they're five years from hitting the market and revolutionising the alcohol industry. Is this really the future, asks Jo Gilbert?

OTO is a new launch this month

THE DEBATE around alcohol and long-term health has flared up again this week. This time, researchers have claimed the cancer risk of drinking a bottle of wine a week is tantamount to smoking five cigarettes for men and 10 for women, further fanning concerns that lobbyists are winning the war to turn alcohol into "the new tobacco". We're not going to debate the science here. But it's safe to say the research has come at a time when the tide is shifting against alcohol in many parts of society. And it throws the spotlight on NPDs waiting in the wings which aim to offer a buzz without the short- or long-term hangover.

Very much leading the charge in this respect is a synthetic alcohol substitute called Alcosynth. Alcosynth registers in the public consciousness partly because its chief scientist, Professor David Nutt, was given the boot as the government's principal drug adviser in 2009 for claiming that regular alcohol use is more dangerous than ecstasy and LSD.

It's also been in the works for several years, and was the subject of a 2011 Horizon documentary.

But at its core, Alcosynth is part of a potentially major new trend for mood-enhancing alcohol alternatives, which are either made synthetically, or by naturally using plants and seeds.

The end of sex, drugs... and alcohol?



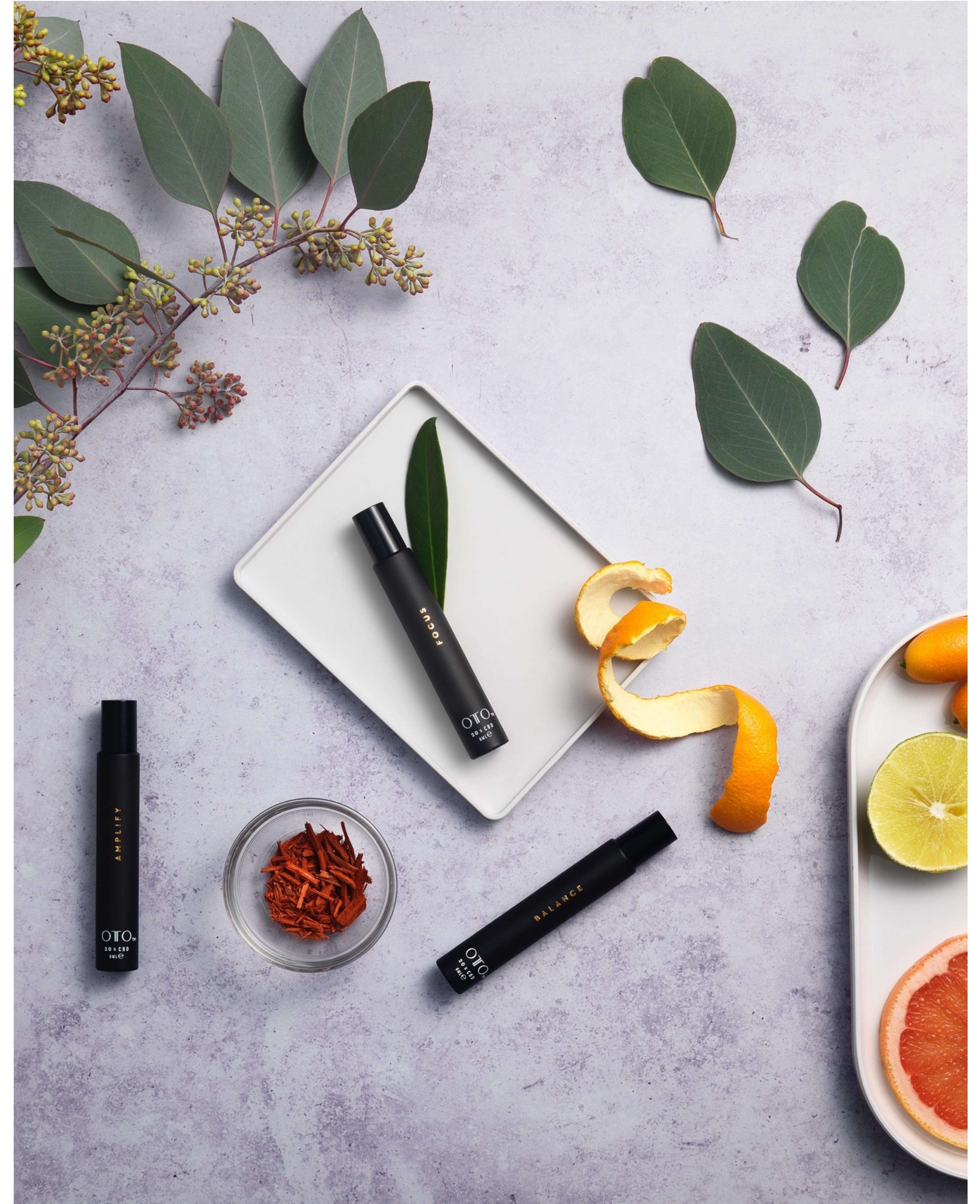
the psychoactive ingredient in cannabis, is currently illegal in the UK.

CBD however, is entirely legal here, and is already being used in NPDs like those from US-based "luxury" CBD oil company OTO, which has just released a range of CBD-infused bitters aimed specifically at the European market.

quantity of six dashes per serve isn't about getting drunk or "stoned", but about "relaxation and enjoyment".

Alcosynth promises something very similar. "The effect is comparable to a couple of glasses of wine," says David Orren, managing director of Alcarelle, which is currently developing Alcosynth.

Founder.	James H Bagley
Managing Director.	Gemma Colao
Product + Technical.	Dr. Ketan Joshi
Strategy.	Antonia Jamison
eCommerce.	Nigel Abramow
Operations.	Dev Joshi
Brand + Content.	Damien Condon
Design.	Pearlfisher
Research + Insight.	Dr. Michael Haslam
Marketing.	Luca Senatore



CONTACT

For further information, please contact :

ROSIE JOLY +44 7872012363 Rosie@otocbd.com

TOM LORIMER +44 7917732944 Tom@otocbd.com