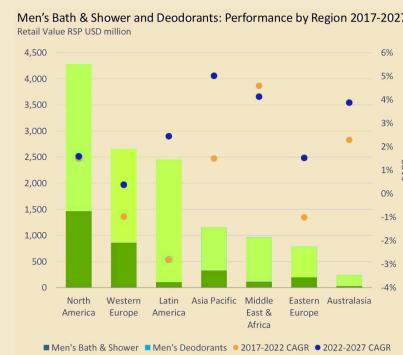


INDUSTRY INSIGHT



- Men's deodorant market: \$9B+ value, 18% of total sales
- Deodorants & bath products are growing faster than the biggest market--shaving
- Men's fragrances markets are booming (3-5% CAGR)
- Shift from traditional grooming to holistic self-care

Opportunity:

- Demand for personalization & wellness-driven grooming
- Deodorant segment has room for innovation—most products are generic
- No smart, personalized deodorant exists yet

CUSTOMER PORTRAIT



Age: 16-35 years old Men (mainly Gen Z)

Lifestyle: Active, social, and gym-goers

Consuming attitude: Concerned about personal scent & appearance
Value smart, customized, and eco-friendly solutions

PAIN POINTS



Most deodorants contain artificial chemicals, driving demand for safer alternatives



Generic deodorants fail to address individual sweat composition



- Lack an objective way to assess their own body odor



- Body odor anxiety
- affecting social confidence
- needing an immediate odor fix



59% men PREFER SOMEONE TO TELL THEM



48% men CANCEL PLANS WITH FRIENDS OVER FEAR THAT THEY SMELL BAD

52% men FEAR THAT THEY CANNOT AWARE THEIR BODY ODOR

72% men WORRY ABOUT THEIR BODY SCENT



BRAND PROPOSITION



Garnier: Nature-inspired, science-backed, eco-friendly grooming

Uniscent: Smart, personalized, and sustainable deodorant

Eco-conscious Science-driven Personalized grooming

Our product: AI-powered, biologically analyzed, and fully customizable deodorant for a personalized scent experience.

YOUR SCENT YOUR SIGNATURE

UNISCENT POP-UP

Scent Lab Decode

6 Major Cities: NYC, LA, Houston, Chicago, Miami, SF, to ensure nationwide accessibility

Phase 1: Launch in NYC & LA, with scheduled rollouts in other cities

Experience:

- Uniscent-branded gyms for a full-month takeover
- Real-time body odor detection & personalized deodorant recommendations
- On-site product testing

Exclusive Offer: Buy on-site & get 5 free gym passes or 3 fitness trial classes

Offline Pop-up Experience: Download the Garnier uniscent APP at a pop-up store, use the on-site device for scent analysis (E-nose/GCMS), and have the results automatically uploaded to your personal account ("scent identity")

Online APP Experience: Finish the scent test in app, and get the results to the APP for AI-powered scent analysis.

PRODUCT

Intelligent body odor detection with personalized fragrance recommendations

100% recyclable packaging
Get a free refill if returned 3 empty bottles

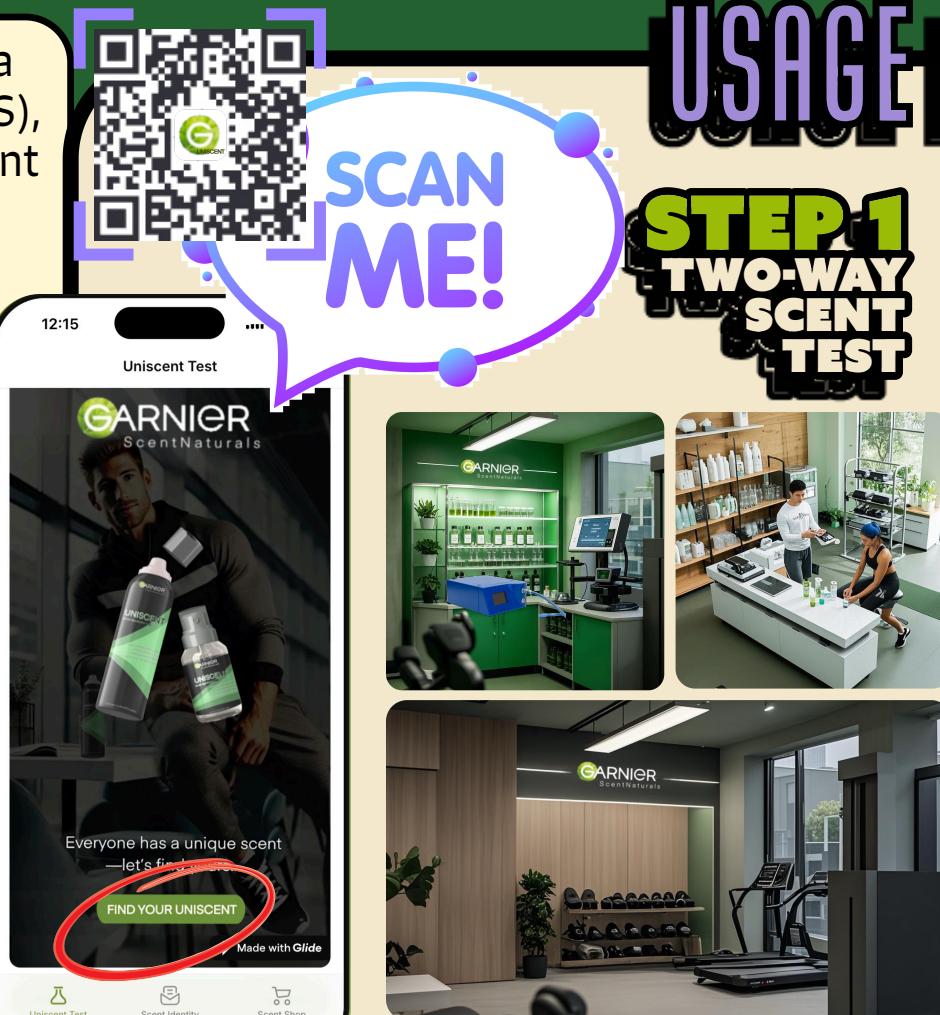
Long-Lasting Antibacterial Technology: Probiotics + silver ions to eliminate odor at the source, not just cover the body odor.

Fine mist with smooth texture, dispense appropriate amount of liquid per usage, convenient for spray all over the body



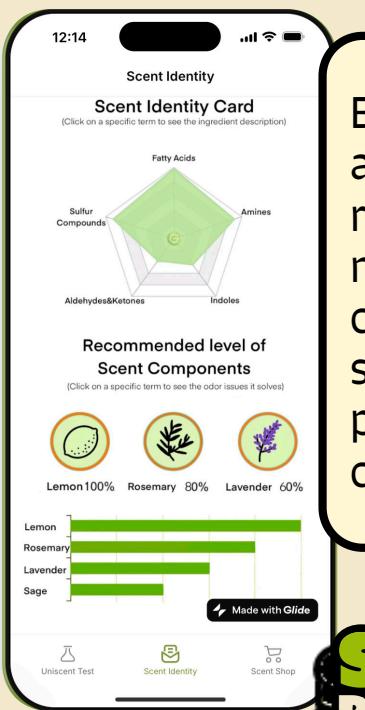
Travel size, portable and refillable design

Aluminum-Free Health Technology: Natural plant-based formula, non-irritating, and no clog sweat glands.



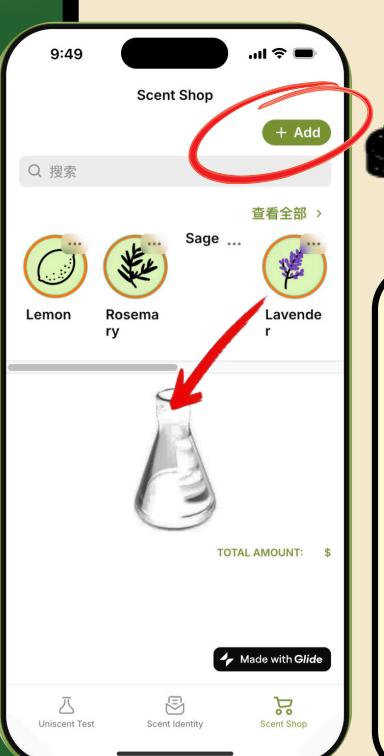
USAGE PROCEDURE

STEP 1 TWO-WAY SCENT TEST



Based on the AI analysis, the APP recommends suitable notes of scents. Users can choose a standard option or pay extra for a customized scent.

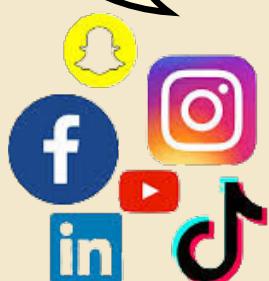
STEP 2 PERSONALIZED RECOMMENDATION



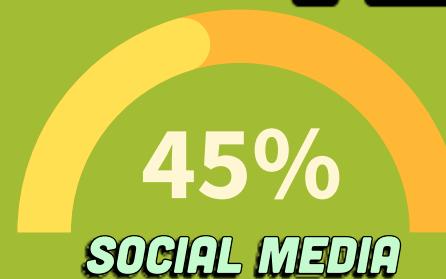
STEP 3 SMART CUSTOMIZING & ORDERING

Drag & drop your preferred scent components into the conical bottle (or tap add). AI prevents bad combinations for a perfect match.
Select One-time purchase for your convenience to save time.

STEP 4 SHARING & REWARD PROGRAM



Launch PLAN



WTP- INFLUENCERS Partner with athletes and gyms

SOCIAL MEDIA

TikTok & Instagram

Viral challenges, show a before & after transformation from "stinky & sweaty" to "fresh & confident" after using Uniscent.

Use the #FreshnessGlowUp & tag Uniscent)

YouTube (Influencers)

Fitness & Grooming Collabs: Top fitness & grooming influencers visit Uniscent Pop-Up Labs for real sweat tests & scent customization—or take the online AI scent test and share their results #UniscentExperience

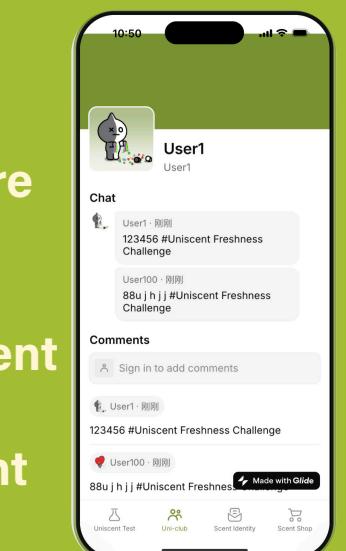
ONLINE COMMUNITIES

Community Engagement: "Uniscent Freshness Challenge"

Challenge: Users test their scent identity using the app & share results and the usage of Uniscent.

Reward:

1. Top sharers win a year's supply of Uniscent or exclusive scent blends.
2. Special discounts for participants who complete 7-day scent tracking. (during the pop-up)



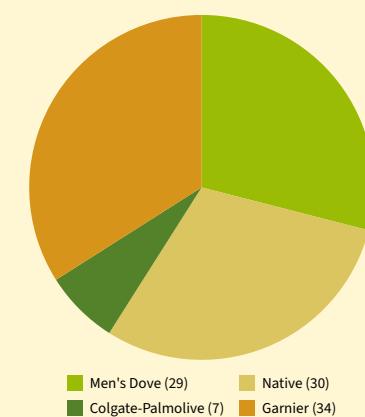
→ Drives UGC, brand awareness & social engagement
Makes Uniscent a viral sensation & improve customer acquisition

Marketing KPI

Sales Forecast in Thousands



Increase Market Share



PROFIT MARGIN

58%

REVENUE

\$1,350,000

RETAIL PRICE: \$35

STEP BY STEP STRATEGIES



UNIQUE VALUE PROPOSITION



GEAR TOWARDS CONSUMER NEEDS



CUSTOMER EXPERIENCE



BRAND LOYALTY

Long-term STRATEGY

Short-Term (Launch Costs) ~70k

Long-Term Costs (R&D & Expansion) ~70k/year

Break-even in ~1.5-2 years, with Year 1 profit of \$609K and Year 2 profit of \$915K fully covering the initial ~\$1.4M investment.

By Year 3, the business becomes highly profitable, scaling to \$1.37M profit, with long-term sustainable growth.

To keep sustainable, Uniscent need build a long-term community—

- A loyalty program → Reward frequent buyers & scent testers.
- App-based leaderboard & sharing incentives → Encourage UGC & scent-sharing.
- GAME → "Freshness Streaks" (track daily usage & win rewards)

Future Plan:

- Global Expansion: Targeting new markets, e.g., Asia with rising deodorant demand.
- Gender-Neutral Positioning: Inclusive scent solutions for all.