

Gate 3 Approval Sheet

REV00 – Date Effective 9.6.24

Final Product Name	
Product Launch Type	
Brand	
Launch Date	
Submittal Date	

Market Preparation
Describe the in-market plan and rollout
List collateral developed and approved by regulatory

Approved Label Design

Product Information	
SKU	
Supplements Facts	
Required Trademark Statements	
Bottle Count	
Serving Size	
Suggested Use	
Delivery Format	
Unit Size	
Bottle Size	
Lid Size	
Label Size	
UPC	
Shelf Life	
Attributes	
Vegan/Vegetarian	

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Hala/Kosher	
Other Label Requirements	

Production Planning	
Manufacturer	
Production Dates	
On Shelf Date	
Manufacturing Order	
Cost Per Unit	
Initial Purchase Order	
Lead Time	

Finalized Financials			
Year	Year 1	Year 2	Year 3
Est. Bottles Sold			
Net Sales*			
COGS			
Gross Margin			
% Gross Margin			
Assumptions	*Net Sales assumes Channel Mix (weighted) of... Practitioner: Consumer: International: Based on MSRP xx, WSP xx, Amazon xx, EE/FS xx		

Approvals		
Person	Signature	Date
Todd Walter Chief Financial & Operating Officer		
John Troup Chief Science, Education, Quality & Regulatory Officer		
Andrew O'Rourke Chief Strategy Officer		
Florian Bernodat Chief Manufacturing Officer		
Lester Meeks Chief Technology Officer		

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