

**28** STATES REOPENING  
OR OPEN

**10x** INCREASE IN  
CASES

**50%** UNDER 45  
YEARS OLD

## FACE MASKS ARE AN **IMPOSITION**



PUTTING THE CUSTOMER FIRST



**46%** of Gen Z and 37% of millennials highly value self expression

**84%** of survey participants noted skin irritation, breakouts, or discomfort as main concern faced when wearing face masks

LOOKING TO THE FUTURE



Larger gatherings

Cold & Flu Season

Cultural Shift

## FACE MASKS BECOME A FORM OF **SELF-EXPRESSION**

# SUPPLY CHAIN

## CUTTING COSTS

### Go Domestic

Source only  
from US  
based  
suppliers



### Economies of Scope

Manufacture  
masks at  
factory in  
North  
Carolina.



## MEETING DEMAND

### Personalized

Higher prices, lower demand  
Ship personalized masks directly to the consumer

### Budget Friendly

Lower prices, higher demand  
Distribute basic masks to retail partners



# SUSTAINABILITY

# 37%

Post Consumer Recycled  
content in packaging



Ethically sourced,  
Compostable inserts,  
& Innovative packaging design.

# MARKETING CAMPAIGN

## Better Bees.

All about being better people, using better products, and creating a better world.



Microsite: Quiz, Blog, Store, Resources, Etc.



Hive Hut: Mobile mask store that will be outside stores and gatherings.



Social Media: Campaign that promotes a better life throughout this pandemic, as well as after the pandemic.

