

ITEM PRESENTATION



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Brand with a Mission

ROARex™ Toothbrush is an eco-friendly brand that promotes going green. Our mission dictates that 1% of sales is donated to charity through the 1% for the Planet initiative.

SAY NO TO PLASTIC!



Did you know? Every plastic toothbrush impacts the environment.

One billion plastic tooth brushes are thrown away every year in the United States, creating 50 million pounds of waste annually!

Thanks to you, this one won't be one of them! Thank you for choosing to purchase this eco-friendly, compostable, and biodegradable toothbrush. **It matters!**



1% from all sales made from this toothbrush is donated to the Environmental Working Group.

Consumer Selling Points

Consumers have more than enough reasons to buy into ROARex™ Toothbrushes:

- Fun and unique option to encourage oral hygiene in kids
- Feel good product – purchase an eco-friendly product and donate to charity
- Budget-friendly
- Giftable

Retailer Benefits

Retail from **ROARex™ Toothbrush's** unique qualities:

- Appeals to diverse consumer audiences
- Proven sales velocity
- Leader in change – offers a responsible, sustainable product
- Supports diversity – partner with a woman-owned small business
- Large social media following (550k Instagram followers, high-profile dentists and influencers)

Design

Most kids don't care about how environmentally friendly their toothbrush is – it's all about the look that makes them want to grab it off the shelf.

User-Friendly

ROARex™ Toothbrushes are designed specifically for children:

- Soft bristles
- Smaller, kid-sized brush head
- Ergonomic handle
- Fun dinosaur shape
- Healthy and natural

Color Options

ROARex™ Toothbrushes come in packs of two with two choices of color sets: Blue/Green and Rose/Cream.



Blue/Green

Desc: All-Natural Kids Dinosaur Toothbrush

Size_UOM: Set of 2 UPC: 7-45558-865458

Rose/Cream

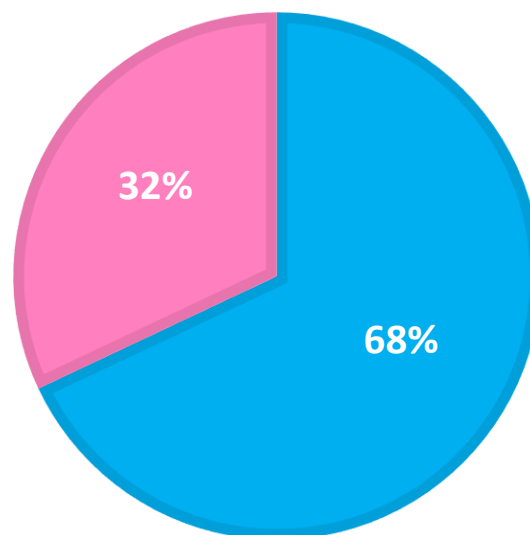
Desc: All-Natural Kids Dinosaur Toothbrush

Size_UOM: Set of 2 UPC: 7-45558-864895

According to sales performance on Amazon, Blue/Green is the more popular option, though Rose/Cream makes up a significant portion of the sales.

ITEM RANKING (AMAZON)

■ Blue/Green ■ Rose/Cream



Each **ROARex™ Toothbrush** costs **\$3.24** to make and retails at a suggested **\$6.49**, allowing for a profit of **\$3.25**.

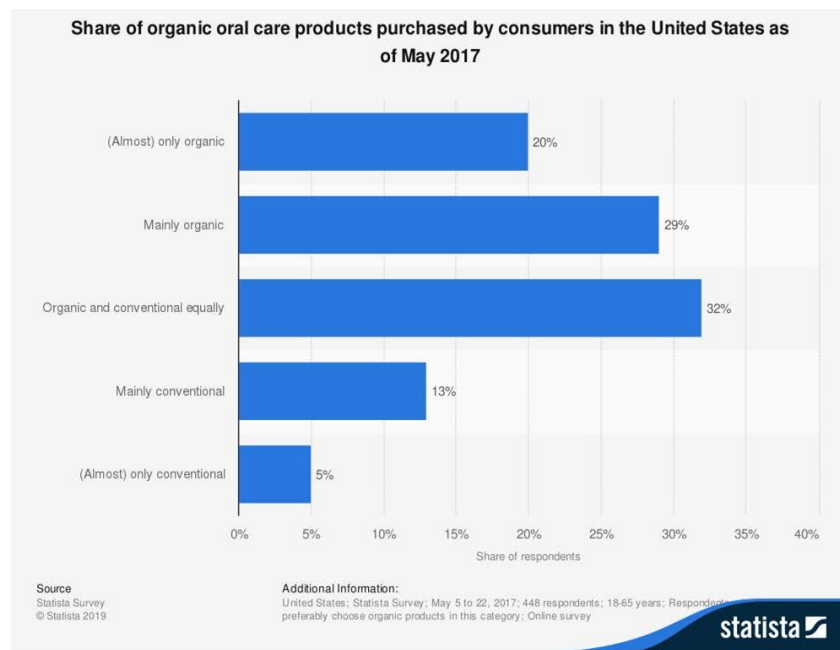
- **Cost:** **\$3.24**
- **Suggested Retail** **\$6.49**
- **Sugg. Promo Retail** **\$5.49**
- **MAP:** **\$6.49**

Market Trends

ROARex™ Toothbrushes hit all the targets when it comes to consumer purchasing trends.

Organic versus Conventional Brands

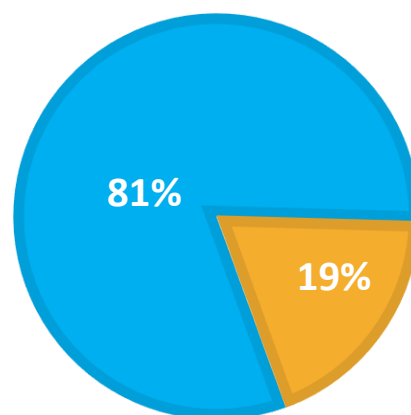
Data collected in a 2017 Statista survey shows similar market shares, with 81% of consumers choosing organic oral care products at least half the time.



According to data from Nielsen, natural or organic products are significantly outpacing conventional products in oral care purchasing.

ORAL CARE PURCHASING (NIELSEN)

■ Natural/Organic ■ Conventional



Consumer Voice

According to New Responsibility, NPD, and Forbes Magazine, the majority of U.S. consumers are concerned with environmental protection and sustainable living.

- 92%** are trying to live more sustainably
- 89%** 'care personally' about protecting the planet
- 90%** agreed that companies/brands have a responsibility to take care of the planet and its people
- 70%** said they would be willing to pay more for products and services if they protect the environment
- 83%** would always pick the brand that has a better record of sustainability



Love for Dinosaurs

Films, toys, bedspreads – the array of themed products prove that dinosaurs aren't dead. Dinosaurs remain one of the most popular product design choices for kids and **ROARex™ Toothbrush** stands out from the crowd.

ROARex™ Toothbrushes are listed as **Amazon's Choice** for "kids dinosaur toothbrush" and are a **#1 Bestseller**.

The image displays two side-by-side screenshots of product listings for dinosaur-themed toothbrushes. The left screenshot shows a third-party website with two products: 'ANPEI Vegan Eco Dinosaur Inspired Kids Toothbrush Made from Plants' (Pack of 2, \$6.49) and 'OOAK Kids Toothbrush V++Max Soft Bristles Dinosaur' (\$6.91). The right screenshot shows the Amazon product page for the 'ANPEI Vegan Eco Friendly Natural Dinosaurs Inspired Kids Toothbrush', highlighting its status as 'Amazon's Choice' and '#1 Bestseller' for the search term 'kids toothbrush dinosaur'.

Left Screenshot (Third-Party Site):

- ANPEI Vegan Eco Dinosaur Inspired Kids Toothbrush Made from Plants**
Pack of 2
★★★★☆ 45
\$6⁴⁹ (\$6.49/Count)
- OOAK Kids Toothbrush V++Max Soft Bristles Dinosaur**
★★★★☆ 15
\$6⁹¹ (\$3.46/Count)

Right Screenshot (Amazon):

- ANPEI** ★★★★★ 45
ANPEI Vegan Eco Friendly Natural Dinosaurs Inspired Kids Toothbrush Made from Plants | 100% Biodegradable and Compostable | 1% for the Planet Product, Blue/Green, Pack of 2
Amazon's Choice for "kids toothbrush dinosaur"

Sales Projections

The oral care industry is projected to continue its growth into 2021 according to Grandview Research and Statista.

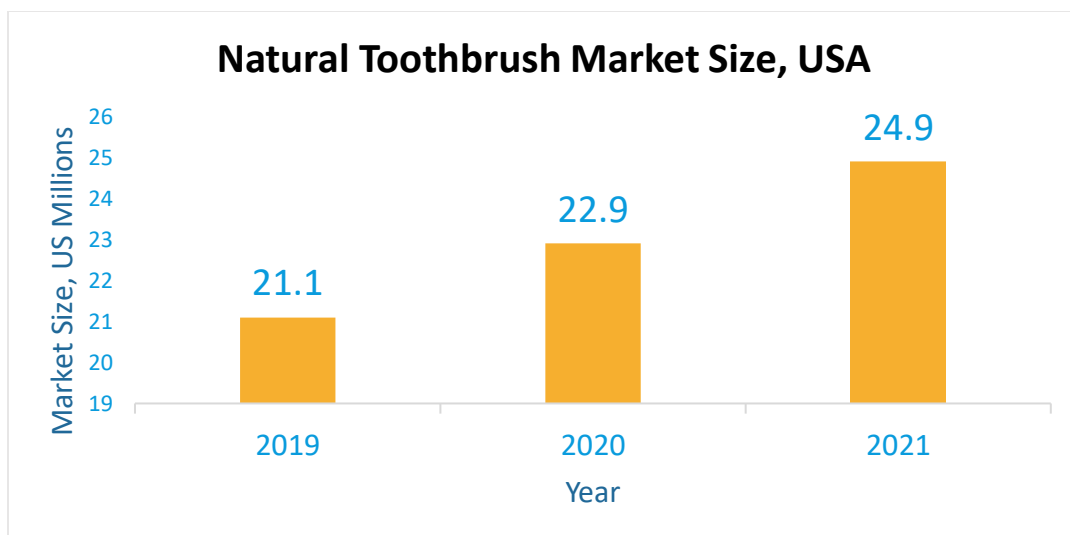


Natural

The natural toothbrush market size for the US was **\$21.1 million** in 2019. Materials include:

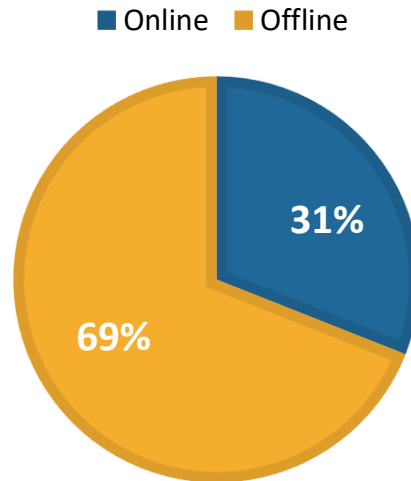
- Bamboo
- Biodegradables
- Bioplastic

The natural toothbrush market is growing **9.1%** per year and is projected to rise to **\$24.9 million** by 2021. Of these sales, **\$5.4 million** is projected to be in kids natural toothbrush alone.



The potential for these toothbrushes goes beyond digital sales – **\$3.4** million worth of kids manual toothbrushes are sold offline.

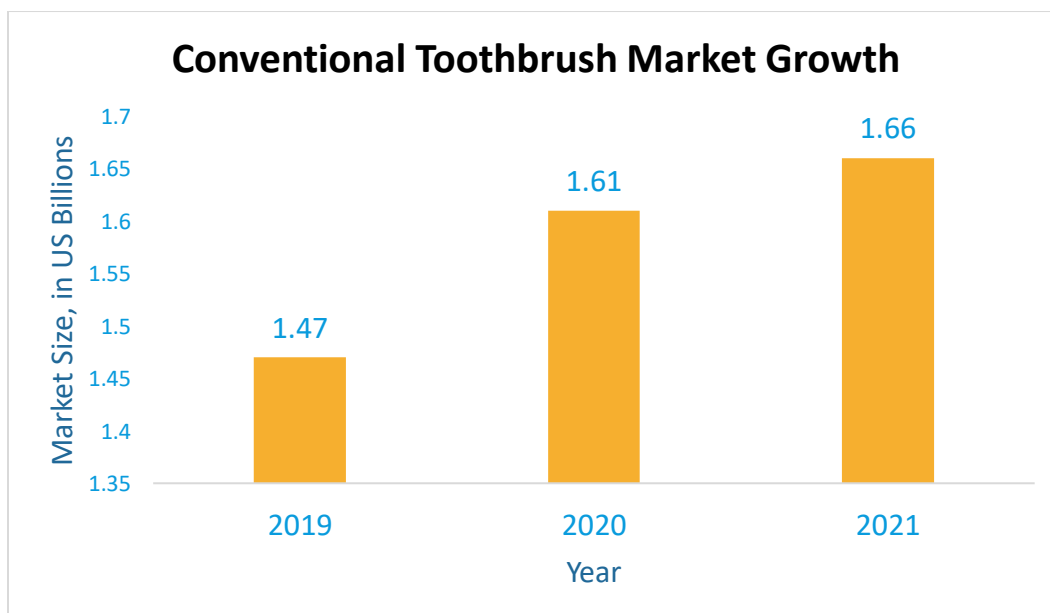
SALES CHANNELS KIDS NATURAL MANUAL TOOTHBRUSHES



Conventional

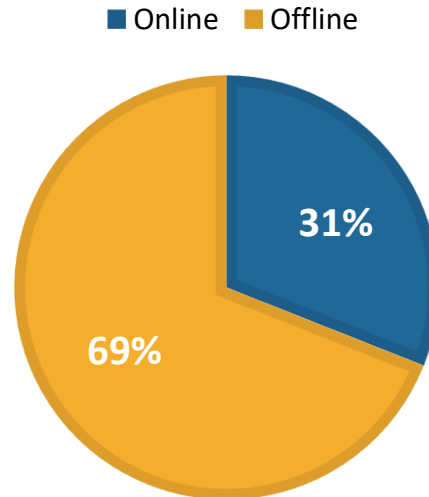
The conventional toothbrush market size for the US was **\$1.47 billion** in 2019.

The conventional toothbrush market is growing of **8.9%** per year and is projected to rise to **\$1.66 billion** by 2021. Of these sales, **\$390 million** is projected to be in kids' conventional toothbrushes alone.



The breakdown of sales channels matches that of natural toothbrushes.

SALES CHANNELS KIDS CONVENTIONAL MANUAL TOOTHBRUSHES



Industry-Wide Sales Projections

Market	Market Share	Sales
Natural	35%	\$1.89 million
Conventional	1.8%	\$7.2 million

Why the natural market?

- **8%** replacing biodegradable offers like Jack n' Jill
 - Better priced – **\$6.49** (TR) for a set of 2 vs **\$7.99** (J&J) for 1
 - Better value – **2 toothbrushes** in 1 pack
 - Better design – fun **dinosaur shape**
- **22%** replacing bamboo brands and generic brands
 - Better package – **giftable, bright, enticing** package
 - Better targeting – **dinosaur shape** vs boring regular toothbrushes
- **5%** replacing bioplastic brands
 - Better design – **dinosaur shape**
 - Better offer – more **fun**, more **giftable**, less generic

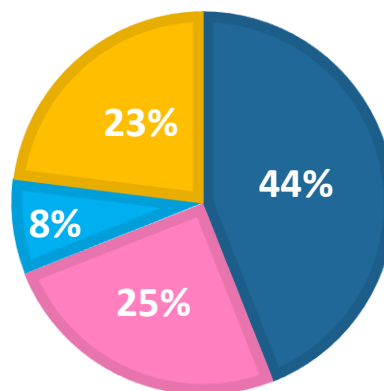
Why the conventional market?

Dinosaurs are a classic and popular theme that is currently lacking in the conventional market.

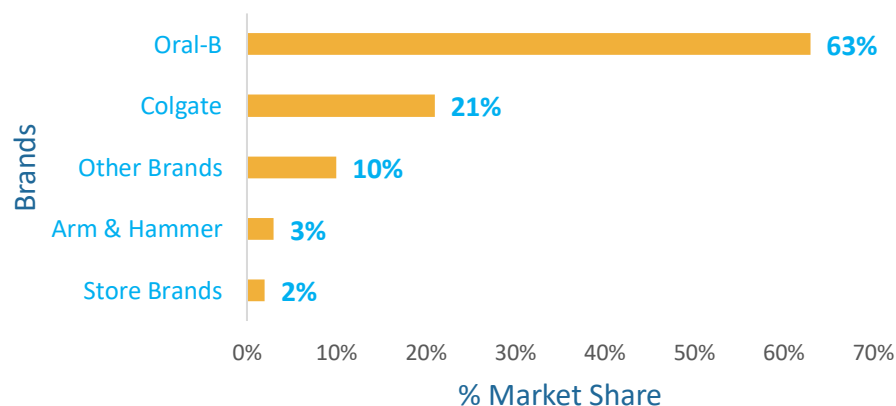
- Market leaders Oral-B and Colgate focus on functional toothbrushes
- Arm & Hammer has the only toothbrush with a dinosaur design, and it's an electric toothbrush – electric toothbrushes are not recommended for children under 3 years old
- Most store brands are generic OEM toothbrushes
- **ROARex™** is expected to fill the gaps in these offers:
 - Manual – **1%** of A&H sales for dinosaur fans **not ready for an electric toothbrush**
 - Better design – **2%** of conventional functional and licensed due to **dinosaur design** and **extra soft bristles**
 - Better targeting – **1.5%** of other brands and store brands due to **better targeting**

U.S. NATURAL KIDS TOOTHBRUSH MARKET SHARE

■ Bamboo ■ Bioplastic ■ Plant-based ■ Other



U.S. Conventional Kids Toothbrush Market Share



Example Pharmacy®

ROARex™ Toothbrush is the **Ultimate Cross-Over Brand**. Its features appeal both to the natural and conventional markets.

- Accessible price point
- Fun design
- Eco-friendly

The Right Fit for Example Pharmacy®

ROARex™ Toothbrush is a brand with a mission. Example Pharmacy® can expect to move 2.81* units per door per week. Based on data from 5,661 stores, ROARex™ Toothbrush projects:

Example Pharmacy® Sales Projections

Total Sales (Units)	Total Revenue
827, 185	\$5.37 million

These projections are based on the following assumptions:

- Example Pharmacy® operates a total of 9,967 stores nationwide
- 80% of stores are located in urban areas** (target neighborhoods)
- 71% are located in middle to upper income areas**(target audience)
- 2.81 units per door per week for 52 weeks

*Based on data from Meijer (retailer) and Jack n' Jill (brand)

**Based on data from Pew Research Center

Recommended POG Placement

Our best recommendation for POG placement is in the **Kids Oral Care Section**:

- 2 mid-shelves at eye level
- Next to conventional kids' toothbrushes

Alternative placements include:

- Baby & Kids section
- Strip clips in the Baby aisle near diapers



Recommended Location

Support

ROARex™ Toothbrush offers incentives and year-round marketing support.

Incentives

- New item launch incentive (distributor) – 10% off first order
- First order incentive (retailer) – 10% pass-through discount
- Q4 (holidays quarter) incentive – 50¢ off pass-through to retailer
- Q3 (“birthday” quarter) incentive – 10% off pass-through to retailer

Marketing Support

- Year-round
- Focused digital marketing campaign through partnership with Key Influences (10k – 500k followers)
- Outreach to 150k – 250k digital followers on a monthly basis



Contact

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