

---

# AUGUST

## SKINCARE

Sustainable, effective, well-designed skincare

## Problems

Men's Market.

**Highly underserved, explosive growth.**

Natural Products.

**Currently: partially clean, ineffective, poor design.**

Sustainability.

**Palm oil manufacturing contributes to global warming.  
Destruction of marine life.**

Toxic ingredients.

**Reduced fertility in men & women.  
Cancers and other diseases.**

AUGUST

Men's Market.

## Solution

**Target men, inclusive of women (i.e. Boyfriend Jeans)**

Natural Products.

**Completely clean & effective.**

**Thoughtful packaging, “just fits” in any context.**

Sustainability.

**No palm oil derivatives.**

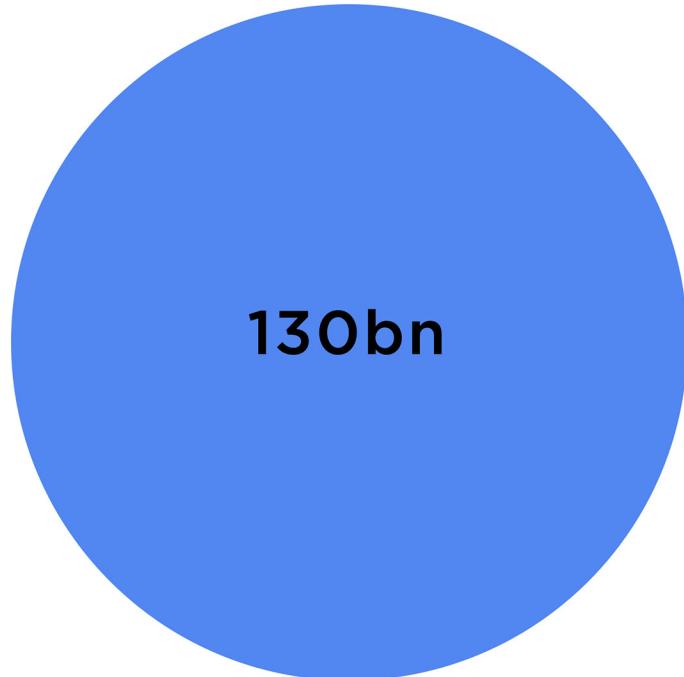
**No detergents/UV filters that harm marine life.**

Toxic ingredients.

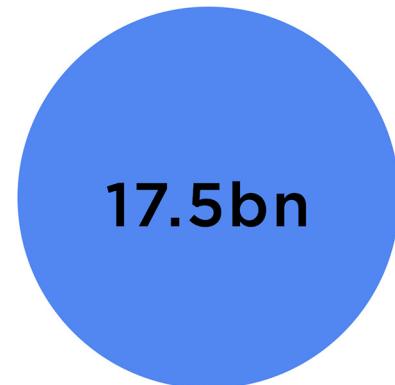
**No known toxic ingredients.**

AUGUST

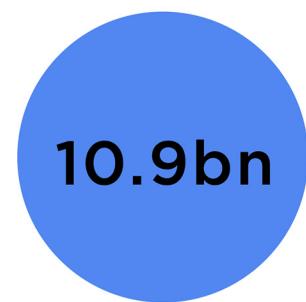
## Market Size



Skincare Market.  
Total available market.



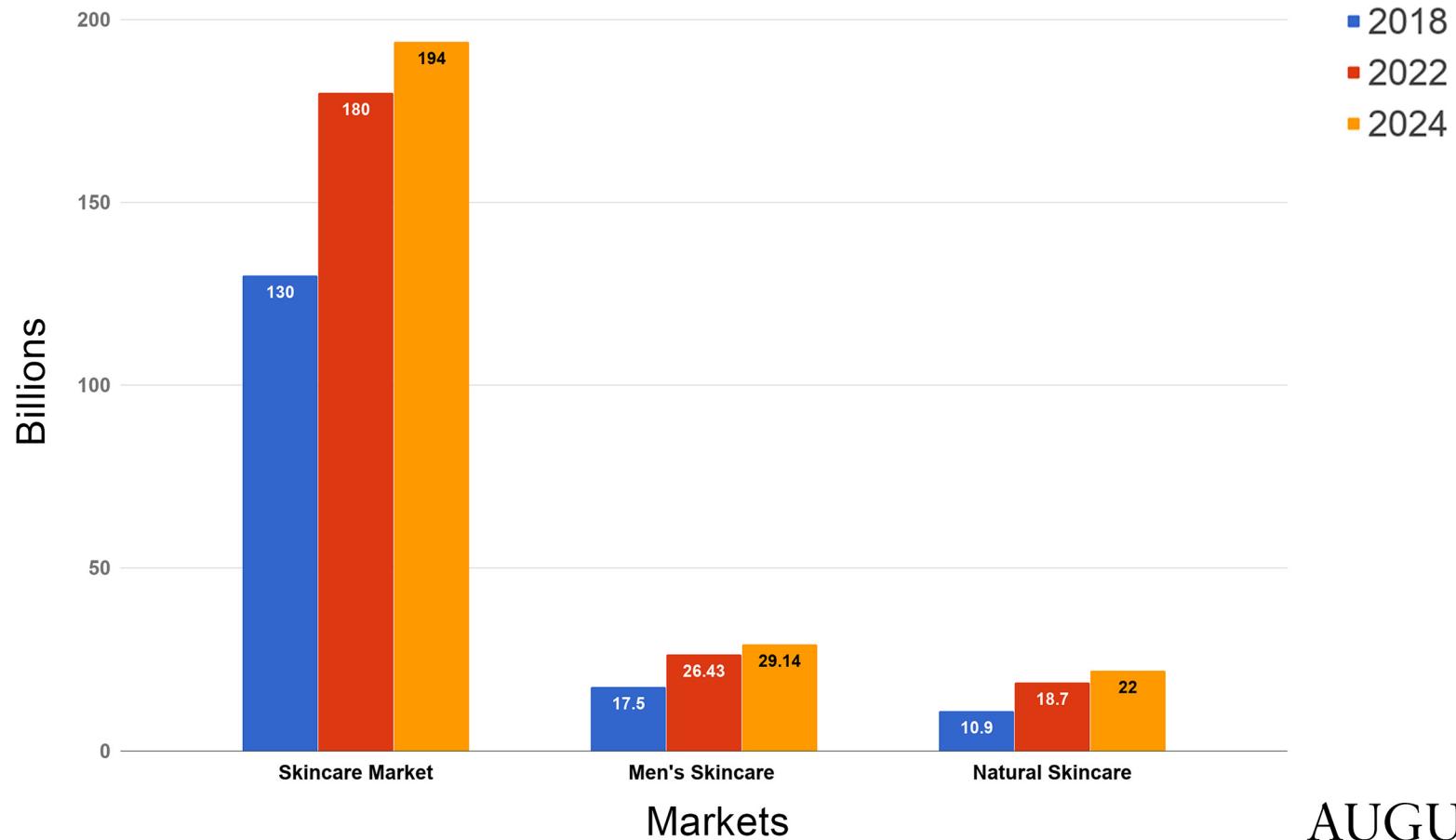
Men's Market.  
Underserved niche market.



Natural Skincare Market.  
High demand niche market.

AUGUST

## Market Growth



AUGUST

## Why Now

Major acquisitions in men's skincare.

Kiehl's (L'Oréal)

Baxter of California ( L'Oréal)

Bulldog (Edgewell)

Jack Black (Edgewell)

Desperate, Outdated, It's Not Over.

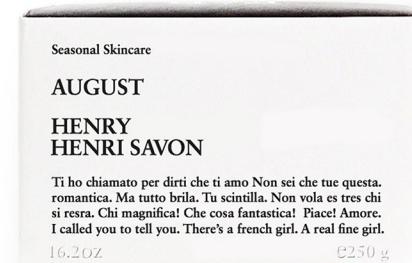
The acquired brands have outdated formulas that don't meet growing consumer demands.

No major men's skincare brand that is truly natural and effective.

Smaller players exist but, don't scale well nor have a brand that resonates.

AUGUST

# Products



**AUGUST**

## Products



Sustainable.

Non-Toxic.

No: Parabens, PEG's, Synthetic Fragrance, Phalates, Formaldehyde Releasers, BHA, BHT, Colorants, Silicones, Petroleum, Chemical Sunscreens, Coal Tar, Toluene, Sodium Lauryl Sulfate, Sodium Laureth Sulfate, MEA/DEA/TEA, Animal Oils, Musks.

Product.

Perfect skin-feel.

Aesthetically pleasing sustainable packaging.

90% Natural Materials + 10% Clinical Materials

AUGUST

## Team



Nicholas Yamashita  
Founder.

Published industrial designer.  
Founder of Sapphire Beach Co. and Paradis Basics.  
WIRA medalist for Collegiate Men's Rowing.  
Studied Physics at University of San Diego.



Molly Nelson  
Founder.

Med-Tech Analyst. 2 surgical(medical) mission trips.  
Founder of Sapphire Beach Co. and Paradis Basics.  
Published a peer reviewed paper in the *Journal of Invertebrate Pathology*.  
WIRA medalist for Collegiate Women's Rowing.  
Has a BS in Biology from University of San Francisco.

AUGUST

## Model

### Seasonal Skincare

**Seasonal Offerings:** Keeps brand interesting and relevant.

Controls size of product range.

Allows for continuous press opportunities.

Natural product improvement engine.

Efficient scaling.

### Product

High product margins. 79%-84%

E-commerce direct to consumer.

Permanent collection + seasonal offerings.

AUGUST

## Exit Strategies

### Aquisition

Multiple buyers possible -> Competitive bidding.  
Clear fit into product portfolios.

### Large Companies

Estee Lauder, L'Oreal, P&G, Unilever, Johnson & Johnson, Glansaol, Coty, Edgewell, Shiseido, Revlon, Beiersdorf, LVMH(Sephora).

\*NATIVE aquired by P&G for 100M

\*Kiehl's aquired by L'Oreal for 100-150M

AUGUST



Raising

# Finish Beta Testing & Launch

AUGUST