



**THE NATURAL CHOICE.  
IT'S COMMON SENSE.  
IT'S LOGIC.**

**Jill Taft**  
Founder

**Joel Roodman**  
Managing Partner



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LOGIC PRODUCTS: THE NATURAL CHOICE. IT'S COMMON SENSE. IT'S LOGIC.

CONSUMERS ARE MOVING AWAY FROM LEGACY BRANDS  
TO PURCHASE NATURAL AND ECO-FRIENDLY PRODUCTS



THE NATURAL PRODUCTS INDUSTRY  
CONTINUES TO GROW WORLDWIDE

**\$252 BILLION**

Projected U.S. Consumer Sales of Natural, Organic & Healthy Products in 2019

**\$11B → \$22B**

2016 to 2024 Projected Growth  
Of Global Natural & Organic Personal Care

**\$147B**

Projected Global Sales Of  
Household Cleaning Products in 2017

**\$9.4B**

2017 Projected U.S. Sales Of Natural  
Pet Care & Food Products

**\$1B**

Annual U.S. Consumer Expenditures  
To Detect & Eradicate Lice in 2015



**73%**

Of Women In The U.S.  
Control Or Influence All  
Household Spending



**\$1.7 T**

Eco-Aware Moms Hold \$1.7  
Trillion in  
Buying Power



**83%**

Of New Babies In The  
U.S. Are Born  
To Millennials



**Small Brands**

Are Winning  
Among  
Millennial Moms



**79%**

Of Mothers Search For  
Environmentally Focused  
Brands



LOGIC PRODUCTS: FOUR SUCCESSFUL INTERCONNECTED NATURAL PRODUCT LINES LAUNCHED



TotLogic: Natural Bath, Body and Hair Products for Babies, Kids & Families



Natural HomeLogic: Eco-Friendly Household Cleaners & Soaps for the Entire Home



LiceLogic: Natural, Effective Lice Treatment & Prevention Products For The Entire Family



BarkLogic: Natural Grooming & Clean Up Products For Dogs Of All Breeds And Sizes



# LOGIC PRODUCTS: OUR BUSINESS MODEL TO DATE

- ✓ 58% E-Commerce
- ✓ 41% Wholesale



65% to 90% Blended  
Gross Product  
Margins



CURRENT LOGIC PRODUCT DISTRIBUTION INCLUDES:



DISCUSSIONS OF INTEREST AND ONGOING MEETINGS WITH NUMEROUS ONLINE & TRADITIONAL RETAILERS, INCLUDING:



# LOGIC PRODUCTS: DOING A LOT WITH MINIMAL RESOURCES IN A FAST GROWING MARKETPLACE

## We Are Building Upon Our Fundamentals To Scale Quickly Over The Next 24 to 36 Months

- ✓ \$2.7M Total Revenue Since 2011 Inception
- ✓ 115% Year-Over-Year Increase In Revenue Since Inception to 2016
- ✓ 66% Growth In Sales On Amazon Between 2014 and 2016
- ✓ 30% Conversion on Amazon vs. 9% -13% Industry Average 2016
- ✓ Accomplished With Only 1 Full Time Employee Until Q1 2016

## Our Opportunities For Growth Are Multiple, Clear And Readily Executable

- ✓ Online E-Commerce Through 3<sup>rd</sup> Party Marketplaces
- ✓ Domestic Big Box Brick & Mortar Retail
- ✓ Commence White Label & Private Label Activity
- ✓ Respond To Numerous International Marketplace Opportunities
- ✓ Legacy Brands Are Losing Ground To New Emerging Brands Like Logic Products In Personal Care and Consumer Product Goods



## Logic Products is Business That Is De-Risked

- ✓ Growing Natural Products Marketplace For Mothers And Families Has Embraced Logic Products With Superior Consumer Reputation
- ✓ Our Products Work And Sell Worldwide
- ✓ Our Consumers Are Cross-Brand Repeat Buyers
- ✓ Substantial Validation By The Worlds Largest Retailer, Amazon
- ✓ Superior Consumer Reputation
- ✓ Amazon Is A Key Driver Of Personal Care E-Commerce Growth

## Major Consumer Product Goods Companies Have Taken Notice of Logic Products

- ✓ To Date Logic Products Continues To Receive Unsolicited Inquiries From Major & Mid-Size Consumer Product Goods Companies Regarding Potential Strategic Relationships



# LOGIC PRODUCT CONSUMERS: LOVE OUR BRANDS AND THEY TELL US EVERYDAY!

★★★★★ **Must-Have for Moms with Daughters**, January 11, 2017  
By [Jennifer](#)  
[Verified Purchase](#) (What's this?)  
**This review is from:** TotLogic Leave In Conditioning & Detangling Spray - Naturally Scented - 8 fl oz (Health and Beauty)  
I love this product!! I use it everyday when brushing my young daughters hair. Definitely a must have for Moms with daughters!!

★★★★★ **Best sun protection for sensitive skin**, February 26, 2017  
By [NB](#)  
[Verified Purchase](#) (What's this?)  
**This review is from:** TotLogic Safe Sunscreen SPF 30 - Natural, Water Resistant 80 min, Broad Spectrum Face & Body (Health and Beauty)  
I have very sensitive skin and traveled to a tropical climate. This product prevented sunburns when the rest of my friends that didn't use it were burned. It is water resistant, I used it at the pool and beach - reapplying every hour just to be safe. Thankfully didn't cause a rash.. love it! Will buy again

★★★★★ **Say goodbye to harsh chemicals! Choose Natural HomeLogic Products!**, July 12, 2016  
By [Bernadette P.](#)  
[Verified Purchase](#) (What's this?)  
**This review is from:** Natural HomeLogic Eco Friendly Liquid Dish Soap, 24 oz | Powerful & Pure Non-Toxic Cleaning | Plant & Mineral Derived (1 Pack, Jasmine Mist) (Misc.)  
Discovered that I was highly sensitive to products containing formaldehyde, etc. I used Dawn Dish Soap all my life, and no longer could. What to do? I discovered your products and love them. I really like the Foaming Liquid Hand Soap too. Thank you for making eco-friendly, skin-friendly products that work!

★★★★★ **Great Product!!**, March 5, 2017  
By [Christine Leboeuf](#)  
[Verified Purchase](#) (What's this?)  
**This review is from:** Natural HomeLogic Eco Friendly Glass Cleaner, 16 fl oz, Ammonia Free, Unscented | Non-Toxic, Sulfate Free, Fume Free, Safe, & Powerful Formula For A Natural Clean (6 Pack) (Kitchen)  
Love this product! All natural and most important no testing on animals which is why I stopped using Windex and will never buy it again!!!

Feedback Rating: ★★★★★ 5.0 stars over the past 12 months

1%

Our rating in the top percentage of all sellers

amazon

Seller Rating

Fair

Good

Very Good

Excellent

Your rating is the top 1% of all rated sellers.

1.00



Feedback Rating: ★★★★★ 4.9 stars over the past 12 months (603 ratings)				
	30 days	90 days	365 days	Lifetime
Positive	100% (26)	100% (88)	100% (603)	100% (2,811)
Neutral	0% (0)	0% (0)	0% (0)	0% (10)
Negative	0% (0)	0% (0)	0% (0)	0% (2)
Count	26	88	603	2,823

★★★★★ **Followed directions and it worked!**, May 11, 2015  
By [mia](#)  
[Verified Purchase](#) (What's this?)  
**This review is from:** # 1 Lice Shampoo and Lice Treatment - LiceLogic - Natural One Day Head Lice and Nit Treatment - Pesticide and Paraben Free, Safe, Vegan, Non Toxic Ingredients- FAMILY SIZE - Peppermint - 8 oz. (Health and Beauty)  
I read many reviews and was scared to buy this and try it. I followed the directions and it worked like a charm. I also followed up with the lice preventative products and we haven't had an issue since. Well worth it! I had used almost every over the counter product and even had the dr call us in a prescription. Nothing worked for us but this product!

★★★★★ **I bought two of these after my friend loaned me ...**, October 20, 2016  
By [Amazon Customer](#)  
[Verified Purchase](#) (What's this?)  
**This review is from:** LiceLogic Household Natural Enzyme Based Lice Protection Spray, 32 oz Peppermint (Health and Beauty)  
I bought two of these after my friend loaned me her bottle. I gave one to my daughter's second grade teacher and kept one for myself. After dealing with lice for the first time, this product is something that every parent should have on hand.

★★★★★ **Cleans my dog's eyes and ears well**, January 8, 2017  
By [Flyerette](#)  
[Verified Purchase](#) (What's this?)  
**This review is from:** BarkLogic 3 In 1 Eye, Ear, & Nose Cleansing Wipes, 45 Sheets- Infused With Soothing Chamomile - For Gentle Cleansing - No Parabens, No Phthalates, No Sulfates, No DEA & PEG, Hypoallergenic, Vegan (Misc.)  
The wipes are larger than some other brands, and I like that they can be used on three sensitive areas - eyes, ears, and nose. You get more of them for a better process than competitors whose products are for only one of those areas. They are gentle yet hold up well.

★★★★★ **Love it!**, November 19, 2016  
By [Amazon Customer](#)  
[Verified Purchase](#) (What's this?)  
**This review is from:** BarkLogic Clean & Clear Deep Cleansing Coat Shampoo, Mint, 16 fl oz | No Parabens, No Phthalates, No Sulfates, No DEA & PEG, Hypoallergenic, Plant-based (Misc.)  
Use it on my dog the day I receive it.work well,left the fur soft and clean.Love the ingredients in the shampoo.When I take my dog for a walk the people who stop ask to pet him comment on his fur being so soft how nice he smells.The scent,aroma Left by the shampoo is really nice almost like a mint Candy.Glad I made this purchase.

Disclaimer: The following individuals were not compensated in exchange for their testimonials. In addition, their testimonials should not be construed as and/or considered investment advice

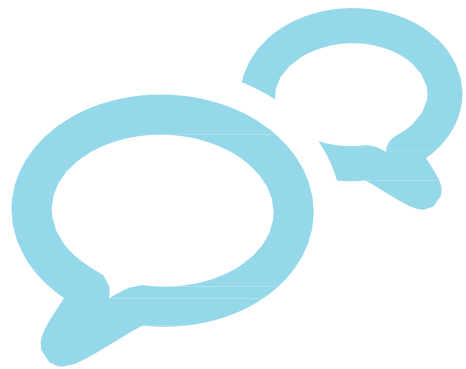


# OUR NEXT 24 MONTHS: OUR MARKETPLACE, DISTRIBUTION & BRANDING GROWTH OBJECTIVES



## Online Marketplace E-Commerce

- Accelerate Amazon Performance
- Implement Robust Amazon Targeted Advertising
- Enhance Logic Products Online Store
- Commence SEO & SEM Tactics
- Continue to Expand Social Media
- Add More Online Retailers
- Implement Robust PPC Campaigns Within Marketplaces



## Brand Development

- Continue To Add Additional SKU's
- Initiate Public Relations Campaign To Highlight Authenticity
- Continue to Enhance Customer Relations
- Create Strong Mompreneur Brand Ambassadors
- Commence Quantifiable Online Marketing & Advertising
- Pursue B Corp Certification
- Align & Support A Global Charitable Endeavor



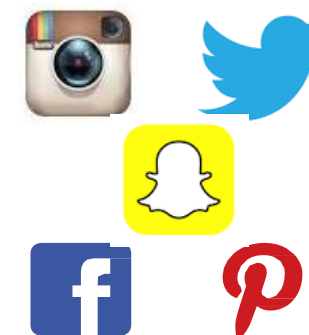
## Retail Sales & Direct-To-Consumer

- Add National Big Box Retailers Bypassing Distributors
- Pursue Home Shopping Opportunities
- Implement Sampling Initiatives & Brand Events
- Respond To White & Private Label Inquiries
- Commence Business Development & Sales Initiatives



## International Distribution

- Expand Internationally Via Amazon Footprint
- International Distribution Through Licensing



## Marketing & Social Media

- Aggressive Consumer Outreach Program
- Social Media Editorial Content & Visual Bureau Via Twitter, Facebook, Facebook, Instagram & Snapchat
- Leading Mom Influencers, Columnists & Pet Bloggers

*These statements represent management opinions. They do not represent guarantees of future results, levels of activity, performance, or achievements.*

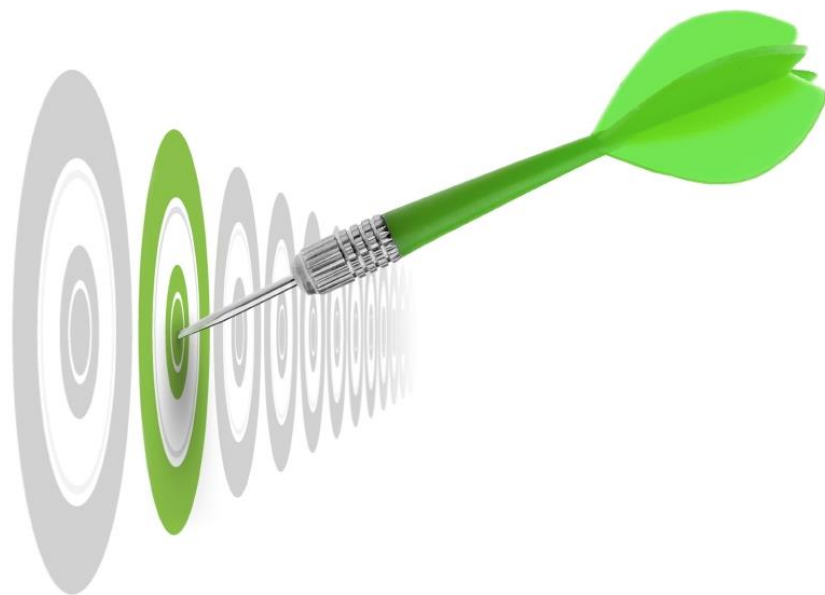


LOGIC PRODUCTS: USE OF PROCEEDS



35%

Deeper Inventory  
Through Increased  
Production Runs



30%

Targeted Marketing, Advertising,  
Promotion & Public Relations



25%

Operations, Distribution,  
Sales & Technology  
Management



10%

Sales Channel  
Investments & Brand  
Extension Development



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# LOGIC PRODUCTS: OUR GROWING TEAM



**Jill Taft**

Founder

Previously a successful international fashion model for leading designers like Giorgio Armani, Gianni Versace, and Christian Dior, Jill also created her own successful line of handbags sold across the U.S. and in high-end boutiques and stores such as Anthropologie. Now a mom of two, Jill is an entrepreneur who became increasingly interested in safe, and non-toxic products for her own family. Rejecting the many harsh and unnecessary ingredients used in everyday household, children, and pet products, she decided to create a natural lifestyle brand of alternative solutions that were safe for families, homes, pets and the environment.



**Joel Roodman**

Managing Partner

Joel is a strategic senior management and business development content marketing specialist with over 20 years of diverse executive experience in traditional and emerging digital ecommerce, media and communications ventures. Joel has extensive experience and success working with a wide range of entrepreneurial blue-chip companies such as Comcast, FIFA, Miramax, Apollo Group and J.Walter Thompson in management, marketing, development, production and content development and distribution.

**M. Jay Walkingshaw**

Board Member & Strategic Company Financial Advisor

Jay has more than 30 years of experience in high growth and complex transitional companies and has served as a senior executive and CFO for major corporations such as Sony, Columbia Tri-Star and HBO overseeing, among other things, information technology, human resources, strategic planning and financial systems and controls.



THANK YOU FROM LOGIC PRODUCTS: THE NATURAL CHOICE. IT'S COMMON SENSE. IT'S LOGIC.



TotLogic



Natural HomeLogic



LiceLogic



BarkLogic