


OSCAR Brands, Inc.



wefunder.com/oscar.razor

The background of the image features a soft-focus interior scene. On the left, a green leafy plant is partially visible. In the center, a white lamp with a glass globe sits on a surface. The products are arranged on a light-colored, textured surface, possibly a marble countertop. The overall lighting is warm and ambient.

Introducing **OSCAR**

We're on a mission to create Australia and **America's favourite** shave brand, selling American **razors** and Australian made **natural skincare** online



Opportunity

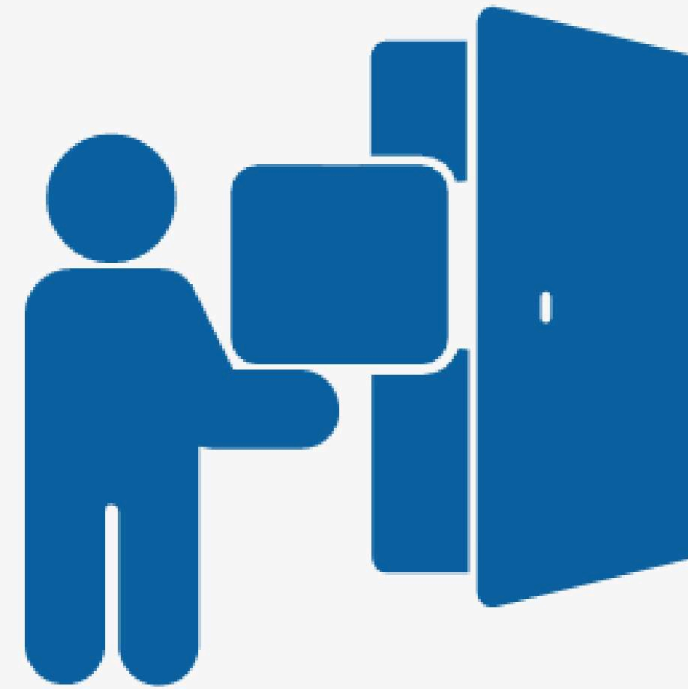
- **COVID-19** - seismic shift to online shopping
- **Buy American** - razors made in USA
- **Natural skincare** - growing consumer trend

Direct-to-consumer



On demand

Buy as needed



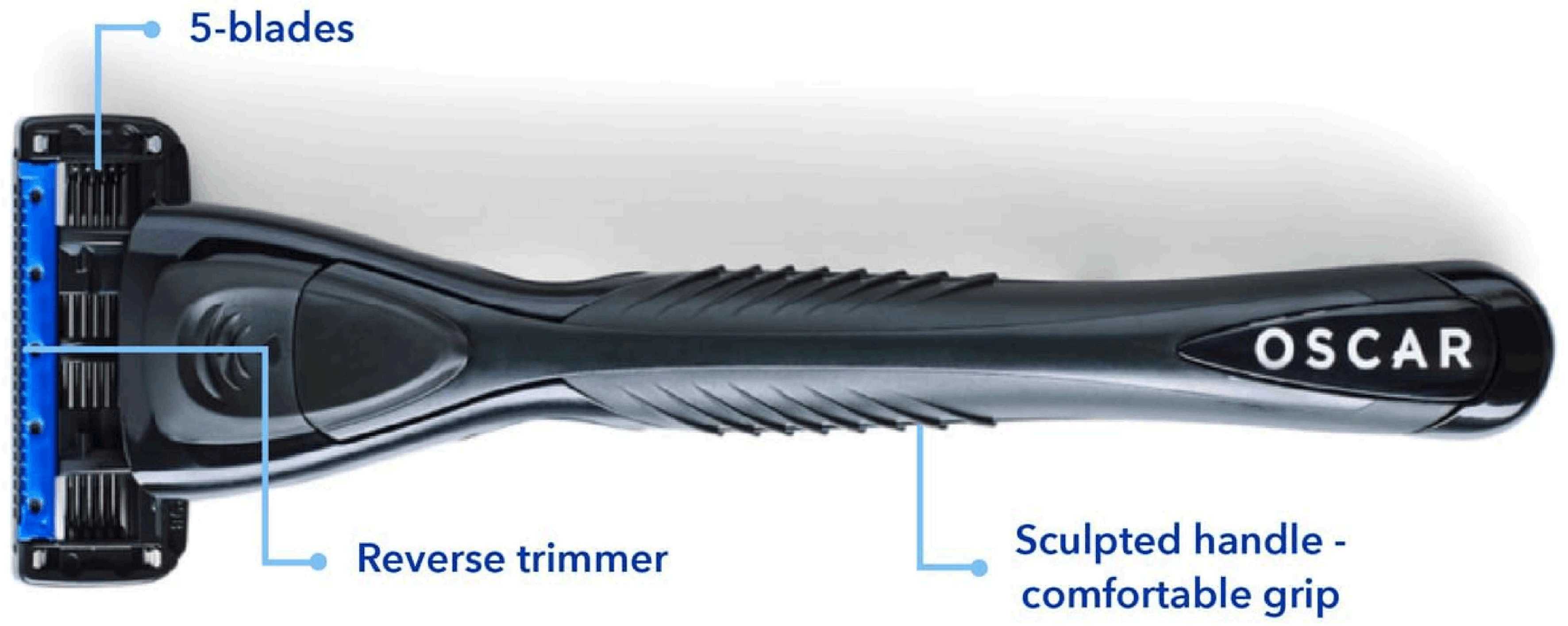
Subscription

Recurring revenue



Amazon


Non-recurring



5-blades

Reverse trimmer

Sculpted handle -
comfortable grip



4.7 stars | 2500+ reviews

“ *Personally, I hate buying razors so this suits me perfectly. I pay for a year's supply of razors and never worry about running out of razors the day before a big meeting. Love it.*

Brian G

“ *My husband and I have found OSCAR Razor to be the best blades we have ever used. Not only are all the products awesome, but the customer service is excellent too. Keep up the great work!*

Nicole B

“ *I have been buying razors for over 40yrs & finally have found a razor that is quality for the price. Love the auto renewals & know I'll never be without a new blade when I need it.*

Rob T



OSCAR Natural®

A range of complementary skincare products, using predominantly **natural ingredients**. Developed and manufactured in Australia,

Product range



Shave Oil



Shave Gel



Subscription focus



Save Time
Home delivered

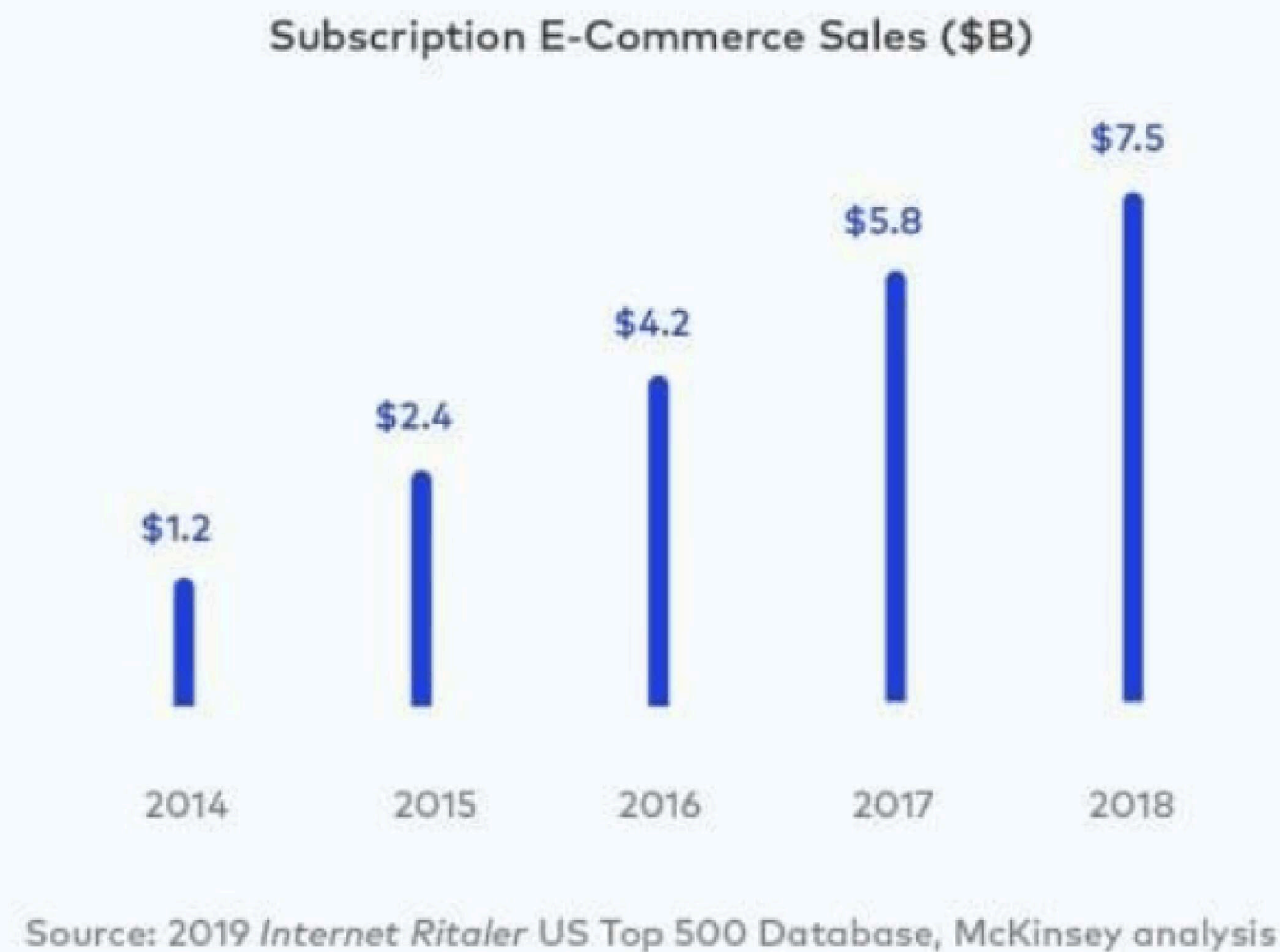


Save Money
No middleman



Quality
No compromise

Subscription is the future



Fuel | a McKinsey company.



USA

60

Million

US wet shavers
(male and female)

\$3.4

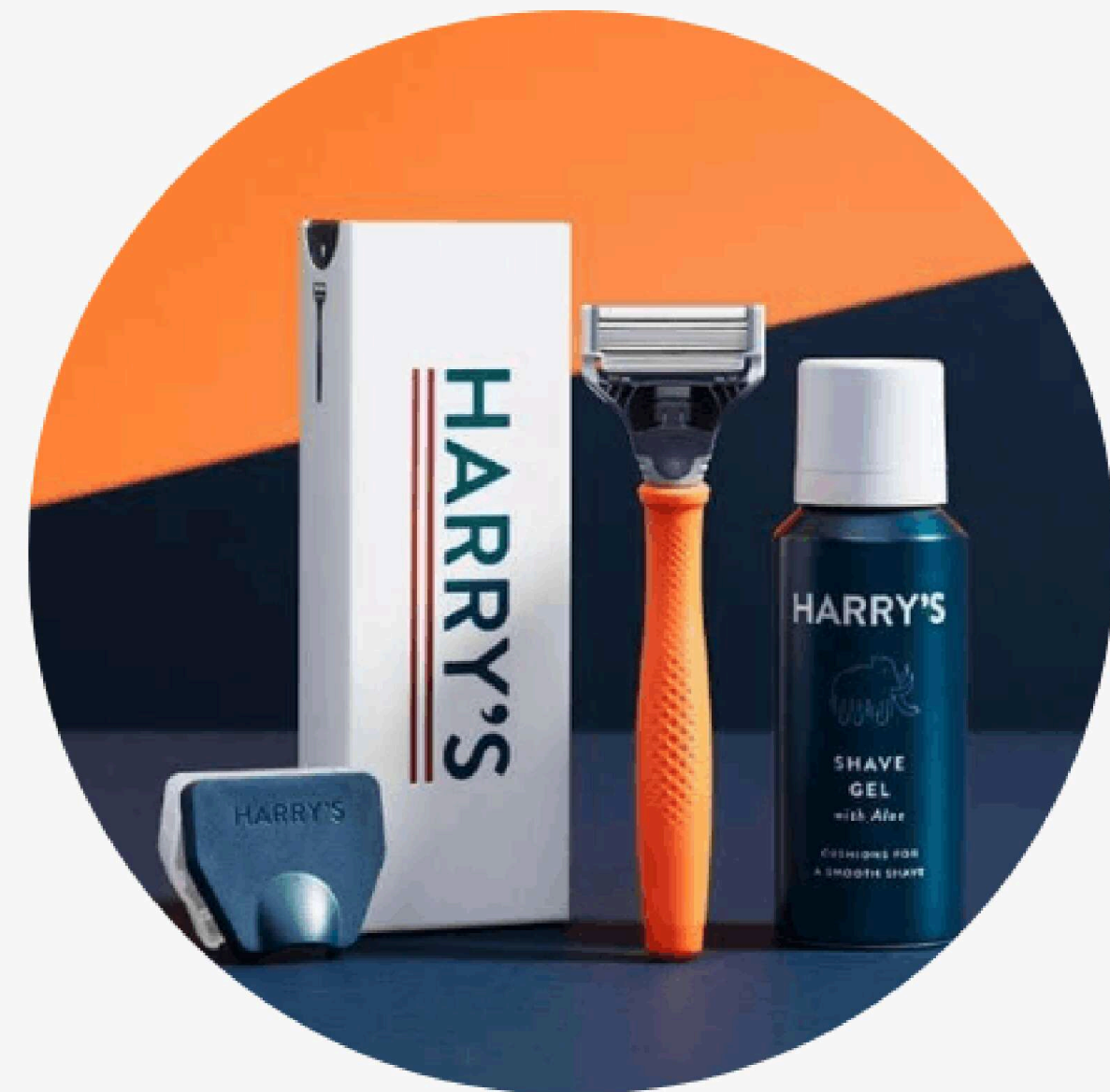
Billion

Razors and Blades

US | online competitors



Dollar Shave Club
Made in Korea



Harry's
Made in Germany

Team



Ellen de Vries

Co-founder



Oscar de Vries

Founder



Carly Martinetti

PR

Profit with purpose



In Australia we outsource assembly and fulfilment to **Beehive Industries**, a not-for-profit Social Enterprise - supporting seniors, long term unemployed and people living with a disability.

Beehive has been on a mission to end loneliness in Sydney's inner-city for almost 50 years.

It is our intention to find a similar organisation in the US to generate 'Profit with Purpose'.

'Every Shave Makes a Difference'



US | Seed round

\$250K

Early Bird | \$4M valuation cap

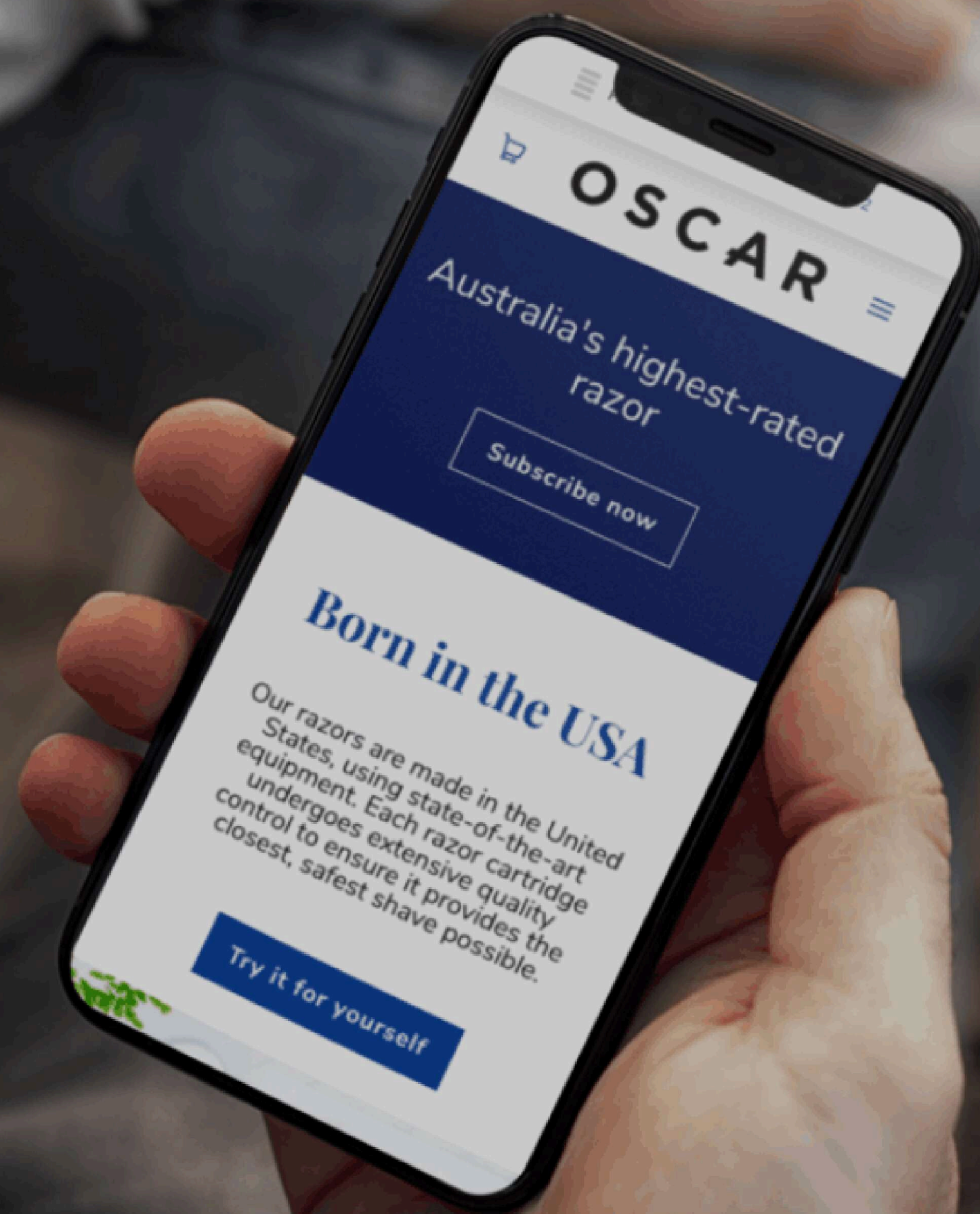
\$1M

USD

\$5M

Valuation cap

<https://wefunder.com/oscar.razor>



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