

ELEMENT APOTHEC

INVESTOR PRESENTATION



THIS IS ELEMENT APOTHEC

Element Apothec is a new CBD-focused body care and wellness brand bringing transparency and trust to a market plagued by suspicion and a lack of integrity. We seek to elevate this burgeoning \$16 billion industry by bringing our luxurious line of clean, safe and effective products to the conscious consumer.

BORN IN A KITCHEN, NOT A LAB.

We were born out of necessity - a need for safe, effective, and clean products - when my aunt was diagnosed with multiple medical conditions...

...now, we're bringing this prolific and successful, home-based business, from the kitchen into the world.



THE PROBLEM

Consumers don't know who - or what - to trust.

- Toxins and harmful ingredients
- Low-quality products with little to no transparency or variation
- No or little medical oversight
- Lack of consumer education
- Brands do not meet the needs of the Conscious Consumer



THE CONSCIOUS CONSUMER TREND

- Self-care, better-for-you trends manifesting in general retail
- Trending consumer needs: trust, transparency, sustainability, mission-driven
- The COVID-19 Pandemic has led to a surge of socially responsible behaviors

***both planet and
people positive***

Hi! We're the Conscious Beauty Co.

We believe sustainability and beauty need to work in synchronicity with each other, so we have created a company that offers the best of both worlds, creating products that aren't just good for you, but good for the planet.

shop sustainable

Refer a friend!

Neiman Marcus

Sign In / Register

SHOPPING BAG

SEARCH

JEWELRY & ACCESSORIES BEAUTY MEN KIDS HOME GIFTS MAGAZINE SALE

NEIMAN'S CLEAN BEAUTY


Our promise to you: Pure, powerful, natural beauty products, containing what you want & nothing more. This collection is free of paraben, paraffin, phthalate, sulfate, silicone & animal testing.

SHOP THE LOOKBOOK

OUR CLEAN PROMISE

We take safety seriously. Over 1,800 ingredients are never used in our formulations—we call this The Never List™—and we go above and beyond to test every ingredient against our high standards in pursuit of clean beauty.

Let Us Show You How →



CVS pharmacy

HealthHUB. Where healthier meets easier.

Our world is changing by the minute. So CVS® HealthHUB™ is a changing too. From expanded health services and telehealth visits to pharmacy support and 1,000s of wellness products, we're here to help.

Find a CVS HealthHUB location

QVC CLEAN BEAUTY GIFTS

Make someone's holiday with these fab finds you can feel good about

What That Means


The QVC Clean Beauty seal designates that a brand form without sulfates (SLS and SLES), parabens,

Clean Beauty

Category: Best Match 586 items

Discover: New Arrivals, Back in Stock, Clean Beauty, Trending Beauty, Beauty Award Winners, Beauty Cue, Beauty Services, Product Specialists, Exclusives

Brand: +



native essentials

SHOP • ABOUT • SKIN QUIZ • BLOG

CONSCIOUS BEAUTY

Awareness, appreciation, purpose. Mother Earth to Skin. Skin to Soul.

It is all about understanding that we can return to the foundations of natural beauty, respectful of the planet where we live in and appreciative of the resources we have, ethically, purposefully, sustainably.

It is a journey of celebration of our skin, and the confidence that comes with that.

Applying a truly natural skincare product goes well beyond a skin conditioning act; it is a beautiful ritual of self-care elevated by the unique experience of bioactive and vibrant botanicals.

Conscious beauty is self-empowerment. We can make healthy, eco-friendly, and ethical choices and use the best possible products for our daily ritual by understanding the ingredients, the sources, the real benefits and use only what we need, nothing more.

Loyalty Program

We believe in the power of you getting the best experience on our website. 100% 100%

CLEAN AT SEPHORA

The beauty you want, minus the ingredients you might not.

CLEAN MAKEUP

Value Sets

conscious beauty at ulta beauty

CHOICES FOR YOU & FOR YOUR WORLD

We believe in making a positive impact on you and leaving a positive legacy for our world. That's why we're giving you more choices and guidance, and celebrating brands that share your values.

Clean Ingredients, Cruelty Free, Vegan, Sustainable Packaging, Positive Impact

CONSCIOUS BEAUTY


honest. clean. mindful.

Conscious Beauty means choosing products with good-for-you ingredients that help you feel and look your best.

With that in mind, we've curated a unique selection of skincare and makeup from innovative brands dedicated to your overall wellness.

EXCLUSIVE limited edition sets

goop clean beauty shop



Clean Skin

Our clinically-tested skincare is full of skin-loving minerals and botanicals, and free of unnecessary additives. Proven to perform, this skincare allows you to create a regimen for every skin type and a collection of 100% vegan cleansers, moisturizers and treatments glowing, healthy-looking skin, over time.

credo

Bestsellers New Gifts Shop Brands Rewards Stores & Services Why Credo

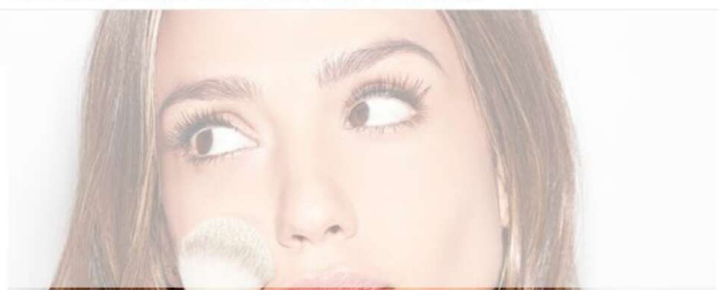
A Clean Beauty Haven

As two beauty industry veterans, we couldn't shake our shared desire to clean up the beauty industry, so we decided to turn our passion into a new reality. In 2015, we opened our first store in our hometown of San Francisco. Now, we are the largest clean beauty retailer on the planet

HONEST

CLEAN UP YOUR BEAUTY ROUTINE

100% cruelty free + toxicologist



EDUCATION OPPORTUNITIES

A lot remains to be done with EDUCATION

Consumer knowledge of cannabinoids and dosing is severely lacking – even among those you would assume would know. – Univ. of Buffalo and Univ. of Michigan

Over 70% of people are unfamiliar with terms like the “entourage effect” and “endocannabinoid system.” – Oasis Intelligence Survey

By Focusing on Consumer Education, CBD Companies Will Create a \$20 Billion Market – National Institute of Cannabis Investors

“Our results suggest the need for broad-based cannabis education programs to help advocates and the general public to better understand and manage their use of the drug,” – R. Lorraine Collins, PhD

THE SOLUTION

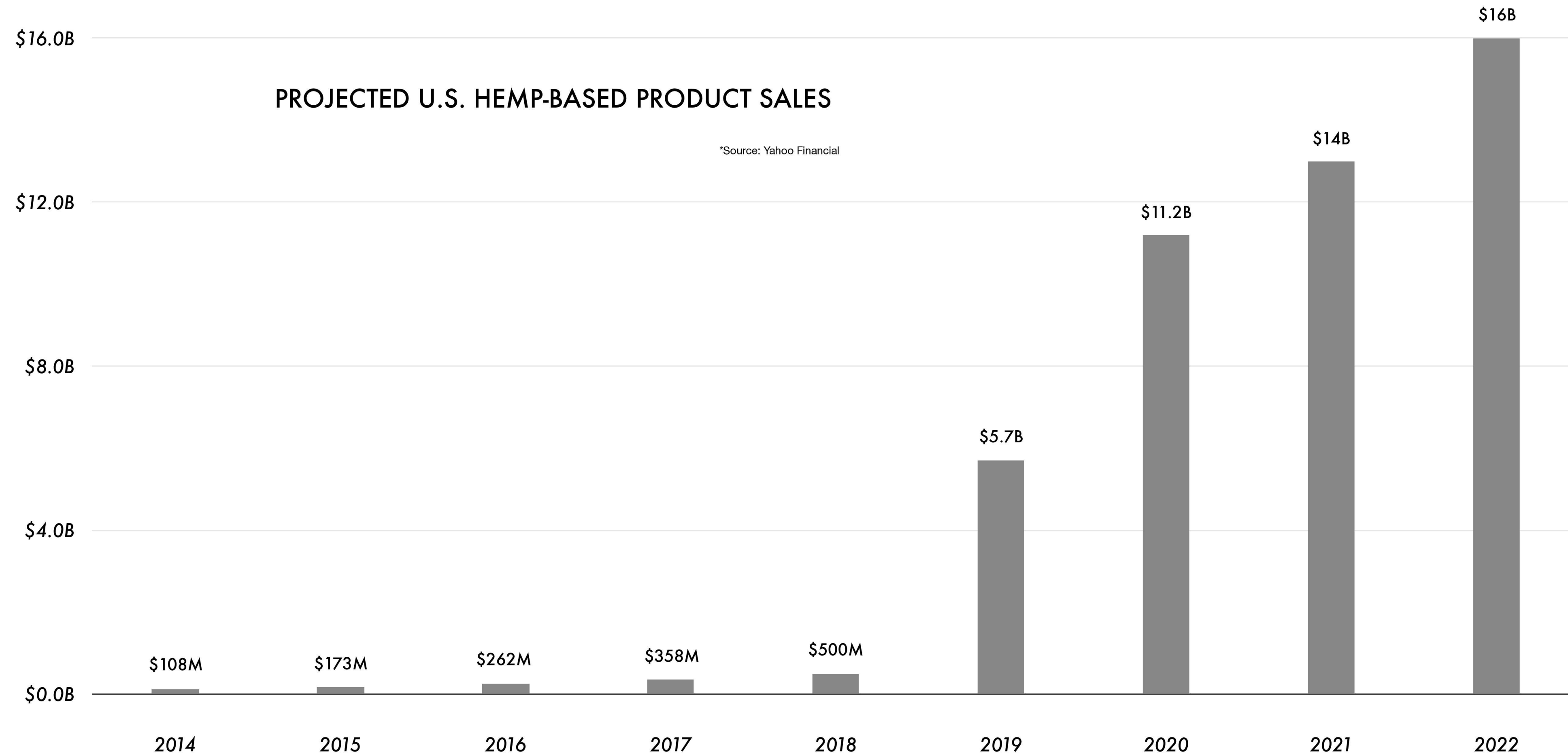
Element Apothec. The trustworthy brand conscious consumers are demanding

- Clean and Safe Products
- Complete Transparency
- Medical and Scientific Oversight
- Innovative & Effective Formulations
- Our “Never, Ever Promise”
- Sustainability
- Give Back 1%
- Consumer Education



MARKET OPPORTUNITY

- Projected U.S. Sales of Hemp-Based Products to reach \$16 billion by 2022
- 240+ million new/underserved consumers are coming to market now

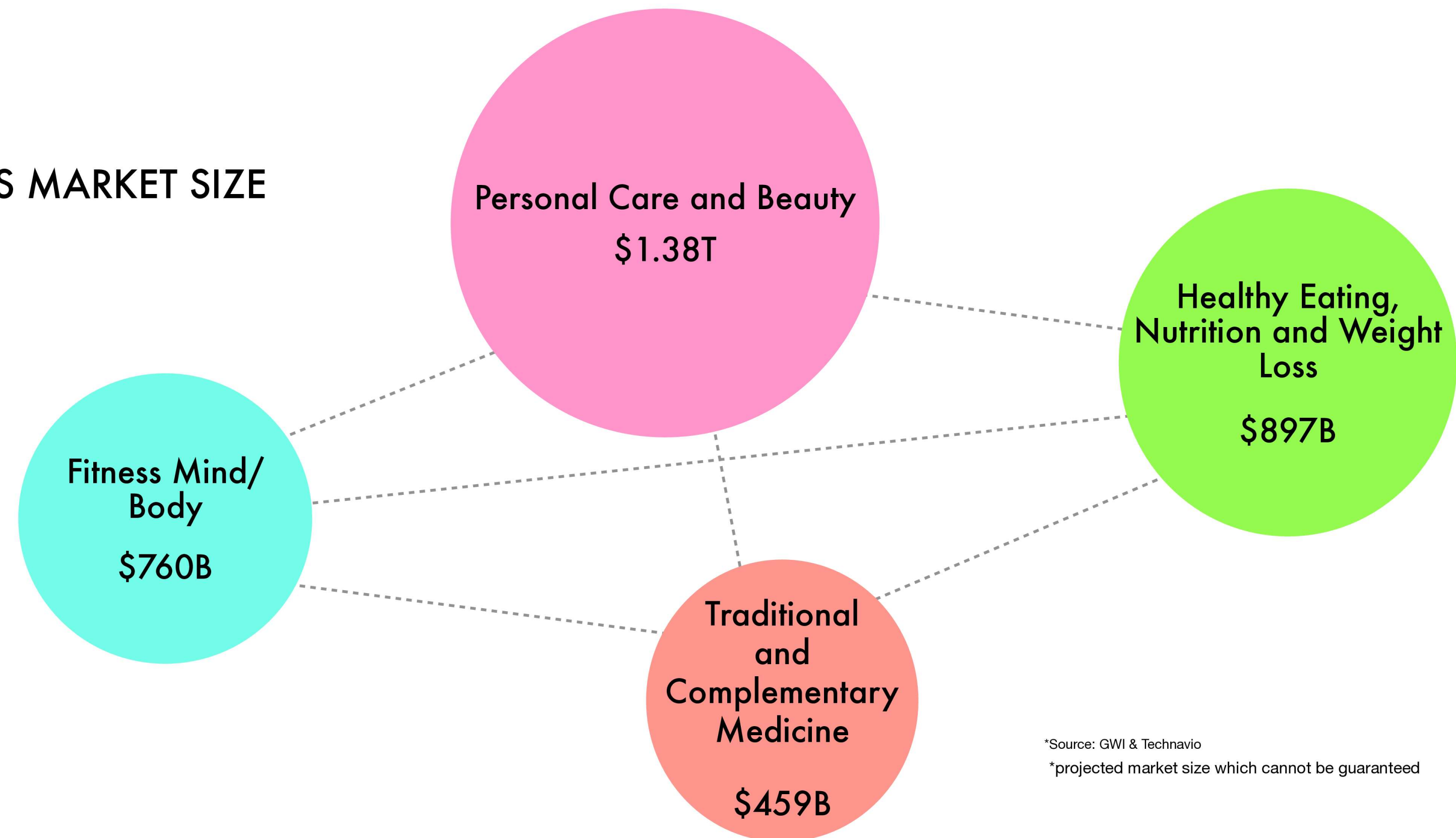


*projected market size which cannot be guaranteed

MARKET OPPORTUNITY

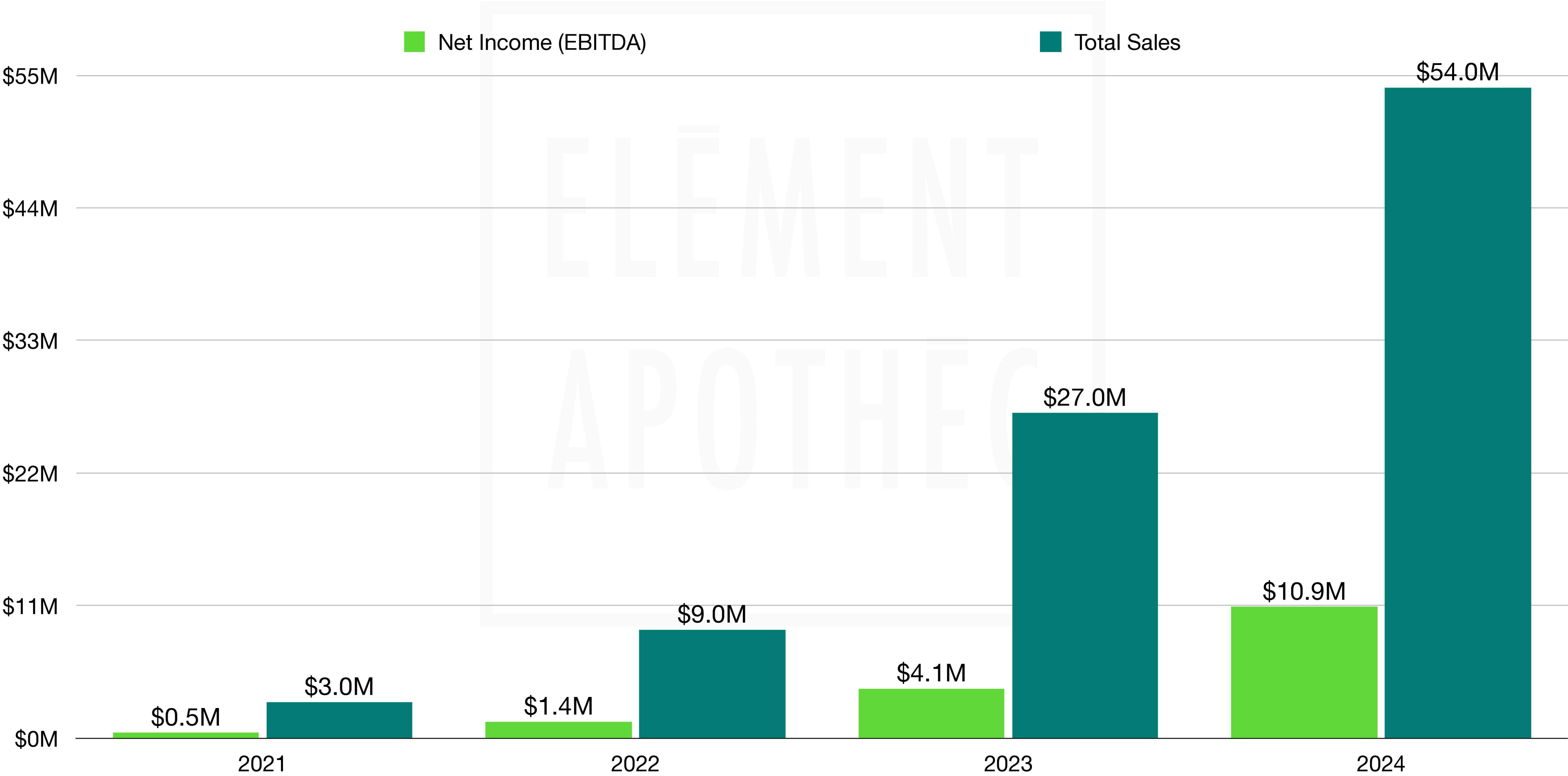
- Projected \$3.5 Trillion Wellness Market Size by 2022
- \$450 Billion Self-Care Market
- 88% of consumers practice some form of self-care
- One-third of consumers have increased self-care practices
- Savvy consumers increasingly realizing the benefits of phytocannabinoids and clean beauty

\$3.5T+ 2022 PROJECTED WELLNESS MARKET SIZE



FINANCIALS

Unit Economics 3:1
Retail Margins 70%
Wholesale Margins 85%



*projected financials which cannot be guaranteed

HOW ELEMENT APOTHEC STACKS UP



Element Apothec



Pure Spectrum



CV Sciences



Saint Jane



Apothecanna



Prima



Beam

All-Natural	✓			✓	✓	✓	
No Harmful Ingredients	✓	✓			✓	✓	
Wellness Targeted	✓	✓	✓		✓	✓	✓
Beauty Targeted	✓			✓		✓	
Consumer Education	✓		✓	✓		✓	✓
Diversified Products	✓	✓	✓				✓
Priced Right	✓		✓		✓	✓	

THE TEAM



DAVINA KAONOH
Chief Executive Officer

Seasoned entrepreneur with over 20 years experience in B2C, tech, and recruiting sectors. Experienced with startup strategy development, leadership, and organizational development.



DAVID CROWTHER
Chief Operations Officer

David has a strong background in communications and media, with experience founding, developing, and helping to grow small businesses. Experienced Creative Producer in health and wellness, sports, food, and entertainment industries.



DR. SWATHI VARANASI
Chief Science Officer

Integrative health pharmacist, clinical cannabis researcher, and a natural medicines educator, CBD/hemp medical consultant, and content contributor for print & online publications.



LOLA DALEO
Co-Founder

Over 10 years formulating organic and natural wellness, skincare and body products. Founded an organic skincare and wellness company.

ADVISORY BOARD



DR. MARVIN SINGH

Diplomate of the American Board of Integrative Medicine, board certified internist, and gastroenterologist. Dr. Singh will be integral to helping create new, innovative products.



DR. RAJA SIVIMANI

Integrative Board Certified Dermatologist, Adjunct Professor, UC Davis. He look to push the boundaries of integrative therapies to make them better for patients



TESSIE TRACEY

Certified Behavioral Nutrition Coach , Wellness and Fitness Coach, Speaker, Corporate Health Programs and Creator of the H.A.P.I.E. Goal Method



HAYDEN FULSTONE

Co-Founder, Liquid I.V., Business Advisor and Investor, and Entrepreneur with a passion for building socially responsible, sustainable businesses.



ERIC KIKER

Helping brands, including: Naked Juice, Atkins, Jenny Craig, Curves, Nautica, KC Masterpiece, Herbalife, Perfect Bar, and many more, find their greatness.

OUR MEDICAL ADVISORY TEAM



DR. SWATHI VARANASI
Chief Science Officer

Integrative health pharmacist, clinical cannabis researcher, and a natural medicines educator, CBD/hemp medical consultant, and content contributor for print & online publications.



DR. MARVIN SINGH
Chief Medical Advisor

Diplomate of the American Board of Integrative Medicine, board certified internist, and gastroenterologist. Dr. Singh will be integral to helping create new, innovative products.



DR. RAJA SIVIMANI

Integrative Board Certified Dermatologist, Adjunct Professor, UC Davis. He look to push the boundaries of integrative therapies to make them better for patients

OUR PRODUCTS

The Elēment Apothēc line contains innovative and highly-effective formulations utilizing CBD, CBG, CBN and other, beneficial phytocannabinoids and plant-based remedies.

- *REST RELAX RECOVER TINCTURE - CBD/CBN*
- *CALM COOL COLLECTED TINCTURE - CBD/CBG*
- *RELIEF BALM - CBD/CBG/CBN*
- *NOURISH LOTION - CBD/CBG*
- *BELLE VISAGE FACE SERUM - CBD/CBG*



OUR CUSTOMER - PSYCHOGRAPHIC

- Wants to take (better) care of themselves and live better lives.
- Wants relief from daily stressors - both physical and emotional, or simply desire to look their best.
- Wants products that improve their lives without harmful effects
- Understand that what goes on their bodies is just as impactful as what goes in their bodies.
- Wants a company they can trust



MARKETING PLAN

S O C I A L

INSTAGRAM
FACEBOOK
SNAPCHAT
TIKTOK
PINTEREST
LINKEDIN
YOUTUBE

I N F L U E N C E R

INSTAGRAM
FACEBOOK
TIKTOK
SNAPCHAT

D I G I T A L

A D S

PROGRAMATIC
GOOGLE
INSTAGRAM
FACEBOOK

C O N T E N T

BLOGS/VLOGS
EMAIL
POP-UPS
GIVEAWAYS

W E B

SHOPIFY
SEO

BUSINESS MODEL



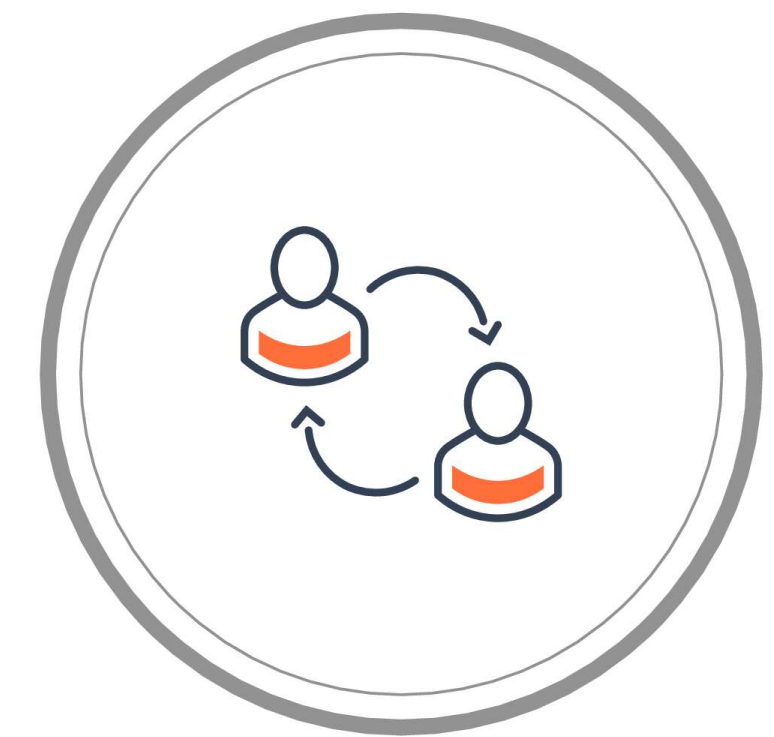
B2C RETAIL



B2B WHOLESALE



SUBSCRIPTIONS



AMBASSADORS

MILESTONES TO DATE

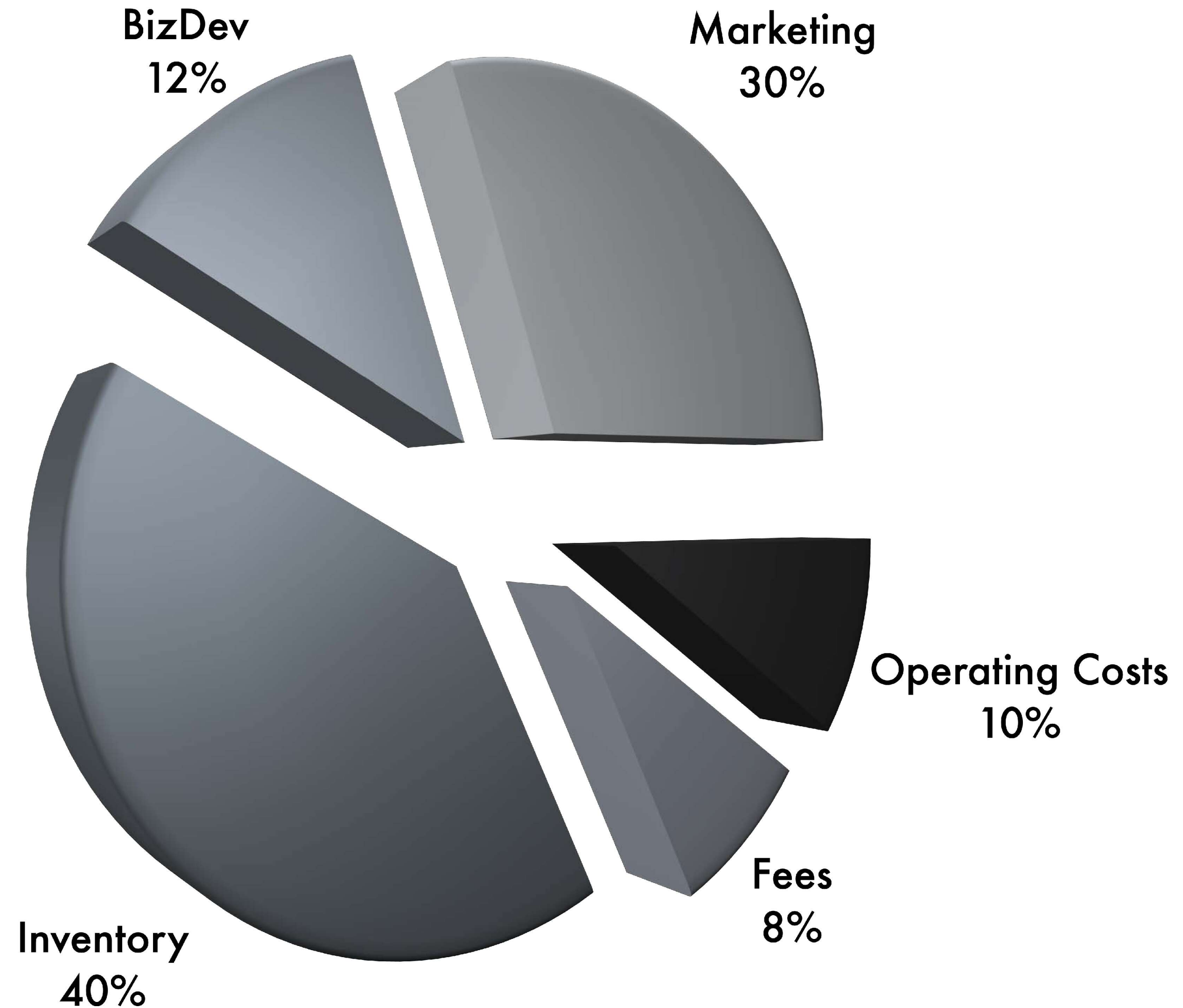
- *Started Shipping Our First Orders Last Week*
- *Signed Partnership Agreement with a Premier Medical GPO (Distribution)*
- *Retail Partnerships: Showfields (NY and Miami), Showcase by CalEthos*
- *Secured Influencers and Tier 1 Media Outlets*
- *Pending B Corp Certified & 1% For the Planet*
- *CertClean Certification, Clear For Me, & Leaping Bunny*



OUR ASK

Currently raising \$500,000 on WeFunder

- Convertible Note
 - Reg CF
 - Reg D
- Accredited and Non-Accredited Investors
- \$4M Valuation
 - 7% Interest
 - 10% Discount





WHY ELEMENT APOTHEC?

Trust. Plain and simple.

Invest now and join us on our journey to set a new standard of clean/science.

Element Apothec. Never, Ever Anything But Good

ContactUs

Davina Kaonohi

email: davina@elementapothec.com

Thank You

ELĒMENT
APOTHĒC