

Multi is transforming wellness by connecting the dots between beauty body & mind



mydailymulti.com Los Angeles CA

Retail Female Founder Health & Fitness Minority Owned Beauty

Highlights

- 1 We are founded and led by Asian and Black women of color
- 2 The wellness industry is projected to be valued at \$6tn
- 3 The supplement industry is projected to be valued at \$272bn by 2028
- 4 The skincare industry is projected to be valued at \$189bn by 2025
- 5 We are in conversation to launch with Nordstrom
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- 6 We are one of the 1st in the industry to hone in on holistic solutions connecting beauty body & mind
- 7 We are Naturpathic Doctor and Dermatologist backed

Our Team

 Mal Tayag Chief Executive Officer

LEAD INVESTOR



Natasha Neale Lead Investor

Multi is the wellness company I wish I had available when growing up and have since been searching for: a company founded by women of color, taking a holistic approach to health and who prioritize LGBTQIA2S+ BIPOC in all facets of their business. I am a queer, bi-racial woman who has battled skin and gut conditions where it has affected my mental health. It excites me that Multi understands that our skin, gut, and mind are interconnected and is establishing research and products that connect these dots. In my opinion, this redefines the wellness experience, community and industry. The team is passionately driven by their community to feel good and therefore do good. Representation isn't just a buzz word here. Multi is putting in the work to tear down barriers, create opportunities, and uplift those who are often overlooked. It's reflected in the team, their ethos and vision. I feel represented by Multi and their mission is just one of many reasons why I support and align with this company as an investor.

Invested \$5,000 this round



9+ years of experience in business development, strategy, marketing and brand development in the wellness, skincare, and fashion industries working with brands and companies including Oak + Fort, Nike, Glossier, Reebok, Shopify, and more.

From issues with our skin, digestion, hormones and more, we each were forced to prioritize our bodies and minds. In doing so we had to look past the symptoms to find root causes, which led to connecting beauty, body, and mind. Our health improved immensely, and once we felt good, we did better in all respects, which is what we want for everyone.



Nina Huynh Chief Brand Officer

5+ years of experience in community building, corporate relations, and product research as a content creator, building strong relationships with companies such as Dyson, Lululemon, Bumble, Doordash, Pandora, and Sephora.



AJ Addae Chief Scientific Officer

Cosmetic chemist, dermatological research scientist, and Member of the Society of Cosmetic Chemists and the Skin of Color Society. Her research has appeared in the American Society of Dermatologic Science and in the Journal of Drugs in Dermatology.

Pitch

MULTI

The Problem

Wellness and our health is treated as a fragmented system, when everything is actually interconnected.

Beauty

Body

Disconnect

Mind



The Solution



MULTI is redefining the wellness experience with supplements, skincare, and body care that connect the dots between beauty, body, and mind.

Meet the new daily essentials that will help you feel good, look good, and do good, seriously.



Founding Team



Chief Scientific Officer
AJ ADDAE

Cosmetic chemist, dermatological research scientist, and Northeastern University alum. Member of the Society of Cosmetic Chemists Southwest Chapter, and the Skin of Color Society.

Her research has appeared in the Journal of Drugs in Dermatology. She was also a research presenter at the American Society of Dermatologic Science conference.

Worked as a cosmetic formulator for a medical grade, physician-dispensed skin care company, as well as a formulation and research scientist in the Biomaterials Design Lab at Northeastern University.

AJ is driven by her passions for innovating in the skincare and wellness spaces, and formulating products that prioritize BIPOC.

Chief Executive Officer
MAL TAYAG

9+ years of experience in business development, strategy, marketing, brand development, and creative direction in the wellness, skincare, and fashion industries.

Has worked with and collaborated with brands and companies including Nike, Glossier, Reebok, Shopify, Spotify, and more.

Headed marketing and brand development at mid-stage Canadian fashion startup, Oak + Fort, through their first major e-commerce and retail brand expansion into the USA.

Driven by her experiences with leaky gut, IBS, and chronic skin conditions (like acne, eczema, and psoriasis), she has spent the last decade learning about, and healing, her skin, body, and mind. She hopes Multi can allow others to do the same.

Chief Brand Officer
NINA HUYNH

5+ years of experience in community building, corporate relations, and product research as a content creator, organically growing her social media channels to a collective reach of over 200K, with over 11 million views on Youtube.

Built strong relationships with companies such as Dyson, Lululemon, Bumble, Doordash, Pandora, and Sephora with whom she was a face of their "We Belong to Something Beautiful" campaign.

As an influencer she is gifted products from hundreds of brands which has given her significant insight into product research and customer experience. This experience drives her extreme passion for creating a meaningful, effective, impactful, and intentional wellness brand that sets itself apart from the rest.



Advisory Board

Business

JACLYN TING

SVP Finance and Operations, Voice

Working in VC backed high growth tech, she is currently the SVP of Finance and Ops at NFT Marketplace, Voice, who have raised \$150m. She was also a part of the core team that led Lightspeed to one of North America's most successful IPOs in 2019, and Canada's largest

ANNA SIAN

Head of Marketing, Spotify

10+ years of experience growing startups into giants. In her previous experience with Anchor, she helped grow the company from a Series B startup to an acquisition by Spotify, all in less than a year. Previous to Spotify and Anchor, Anna managed Brand Marketing at USCO

JANE LEE

Co Founder, Launch Pop

Co-founder of Launch Pop, a venture studio that helps founders launch and grow their DTC business. They've successfully launched brands like More Labs, Hydrant, GEM, Rael, and Topicals. Previously, Jane was recruited by Spotify to be its entrepreneur-in-residence.

tech IPO in almost a decade. (NYSE:LSPD)

and ran her own creative agency in NY.

and started and sold her first business, Silly B.

Medical & Wellness

DR. BRYANT ESQUEJO Naturopathic Doctor

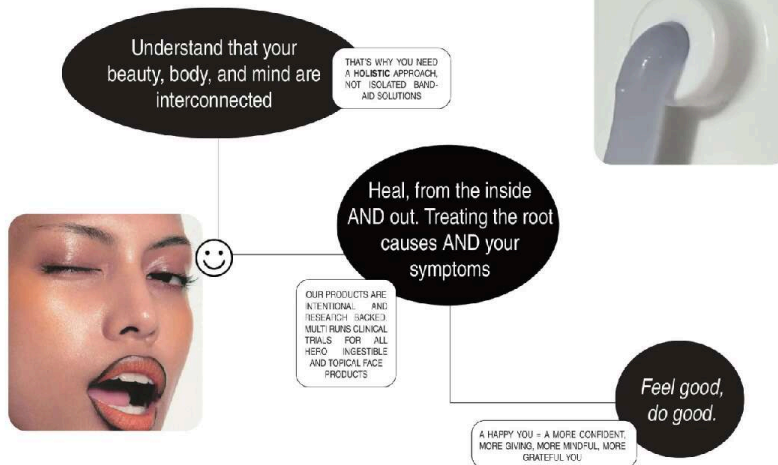
Dr. Bryant Esquejo, ND believes that experiences enrich lives and influence happiness. He also sees health, wellness, and bodily function being connected to how much a person is able to fully experience moments. Dr. Bryant seeks to identify the root causes of ailments to get your body back to optimum functioning so that you can return to living an experience-rich life. He uses adjunctive naturopathic and integrative modalities, such as herbal medicine, therapeutic nutrition, physical medicine, targeted vitamin and mineral supplementation, and advanced and basic lab work, to treat his clients.

DR. GINETTE OKOYE Dermatologist, MD, FAAD

Professor and Chair of Dermatology at Howard University College of Medicine. Her areas of clinical and research expertise are in cutaneous disorders that disproportionately affect people with pigmented skin, including scarring alopecia, hidradenitis suppurativa, cutaneous T-cell lymphoma, and cutaneous sarcoidosis, as well health disparities in dermatology. She currently sits on Research Committees of the Skin of Color Society, and serves as an Associate Editor at JID Innovations, and on the Editorial Boards of the Journal of the National Medical Association and the British Journal of Dermatology.

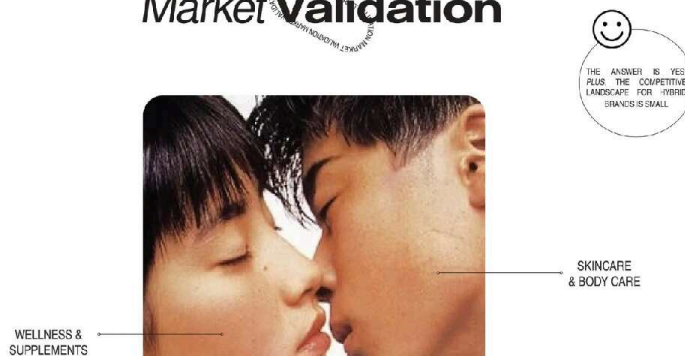
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The Approach



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Market Validation



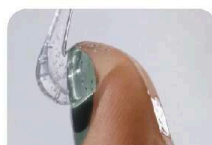
Does a **Holistic Skincare & Body Care + Wellness & Supplements** Hybrid Work?

The Nue Co
Closed \$25m
Series B in 2021

Moon Juice
\$20m Annual Revenue
in 2018

MULTI

Market Size

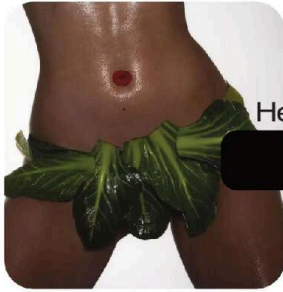


\$140.3bn in 2020
\$272.4bn by 2028
 8.6% CAGR



Skincare

\$140.9bn in 2020
\$189.3bn by 2025
 4.7% CAGR



Health & Wellness

\$6tn by 2025
 5.3% CAGR

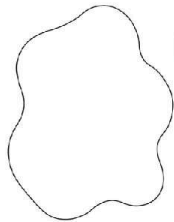


Product Launch

The Multi Patch

A Multi Patch With Multi Uses

Perfect for pimples, small wounds or a happy pick me up. Hydrocolloid is clinically proven to absorb moisture, reduce inflammation and shield wounds from outside bacteria for faster healing. The **Multi Patch** works to minimize breakouts and add a protective barrier to avoid skin picking and pimple popping. This is a friendly reminder to wear your protection.



Use for
 Pimple extractions
 Small wounds
 Picking prevention
 Scar prevention



Includes
 32 Hydrocolloid Smiles
 1 Wavy Case

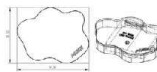
The Patch

Hydrocolloid Patches



The Case

Silver Metal Alloy Wavy Case



Product Pipeline

Phase 01

GUT-SKIN
CONNECTION AND
BARRIER

LAUNCH 01

MULTI PATCH
 \$22 - 32 Patch Refill
 \$29 - Patch + Case

LAUNCH 02

PROBIOTIC FACE SERUM \$54
 To stimulate the skin's mechanical stability and barrier repair through probiotic intervention, and provide deep hydration

PREBIOTIC/PROBIOTIC SUPPLEMENT \$49
 Stimulate the skin's mechanical stability and enhanced gut function through probiotic and prebiotic intervention

PROBIOTIC CLEANSER \$32
 Gentle barrier protective facial cleanser

LAUNCH 03

CLEANSING SOAP BAR \$16
 To deeply clarify, cleanse, and moisturize the skin while evening skin tone overtime

EXFOLIATING SOAP BAR \$18
 To exfoliate the skin while tackling keratosis pilaris, body breakouts, uneven skin tone, and dry, flaky skin

EVENING BODY SERUM*
 To deeply hydrate the skin while lightly exfoliating for skin tone evening overtime

LAUNCH 04 (A)

MULTI VITAMIN*
 Multifaceted multivitamin (formulation currently in development)

FACE MOISTURIZER*
 Deeply hydrating and barrier protecting facial moisturizer

LAUNCH 04 (B)

MULTI MINERAL*
 Mineral complex (formulation currently in development)

IMMUNE SUPPORT*
 Immune support complex (formulation currently in development)

400-600% MARKUPS
 *Prices pending, in development

Phase 02

GUT-BRAIN-SKIN
CONNECTION



Consumer Insights

WHAT CONCERNS DO YOU WANT A SERUM TO SOLVE?



WHAT KIND OF SERUM DOES OUR CUSTOMER WANT?

"I want a serum that is **hydrating**, helps my **skin barrier**, and helps with fine lines."

"I love a serum that helps with hyperpigmentation and **protects my skin's moisture barrier**. I also love serums with retinol for that **glowy** look when I wake up in the morning and hyaluronic acid and ceramide for **plumpness and hydration**."

"Something that is **uber hydrating** but also evens out my skin texture. Def not sticky or too oily, preferably feels like **water** but richer and **leaves me skin feeling good**."

DO YOU EXPERIENCE DIGESTIVE ISSUES?



WHAT KIND OF PROBIOTIC DOES OUR CUSTOMER WANT?

"A very clean and simple probiotic! It's **so hard to find good ones** and really **understand what's going into my body**."

"**Had no idea skin and gut were related**, but interested in something that helps with **bloating**, more information on this would be great!"

"**Make me glow inside and out** lol, but for real. I know **eczema is tied to gut health** and I deal with that sometimes so I definitely would be interested in a probiotic that helps with that as well as **physical gut issues and other skin issues**"

"I would love a supplement that will help me combat **bloating and indigestion**. It's something I've struggled with for a while and I **notice how it can affect my skin** as well!"



Customer Reviews

PATCH REVIEWS

SIERRA

I love how fun the Multi Patches are! They make me feel less insecure about any pimples I might have!

ALISON

Love hydrocolloid patches, and loved to see a brand new fun version as an alternate to Starface. I think these are cuter, and the shape works a lot better with covering my blemishes.

TABY

I used one on a new pimple and it helped flatten in by the end of the day. I also tried it on a healing pimple, it helped the scar heal smoother than when I just let them heal on their own.

DELLA

Great for my picking compulsions! Also so fun, I love wearing these in public, people kept complimenting and asking about them!

SERUM REVIEWS

COLBY

Woke up the next day and face felt plump and hydrated. Didn't feel greasy at all, which I liked. Looking forward to see the improvements in my barrier over time.

ELIM

It absorbs very nicely and doesn't make my face feel greasy. I really like the texture and how it applies. Has bounce to it. Has played well with my makeup too!

HEIDI

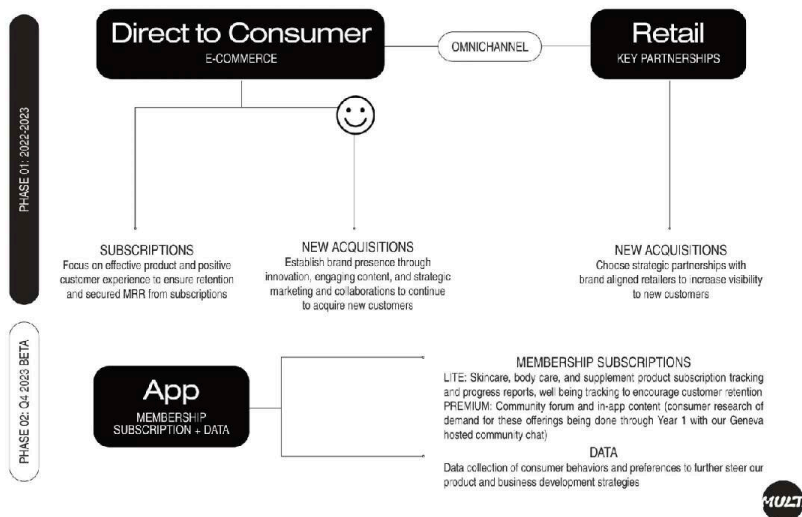
Liked how it absorbed quickly and didn't feel tacky. Skin usually feels kind of dry in the morning, but have been noticing my skin feeling more hydrated.



Smiley Selfies



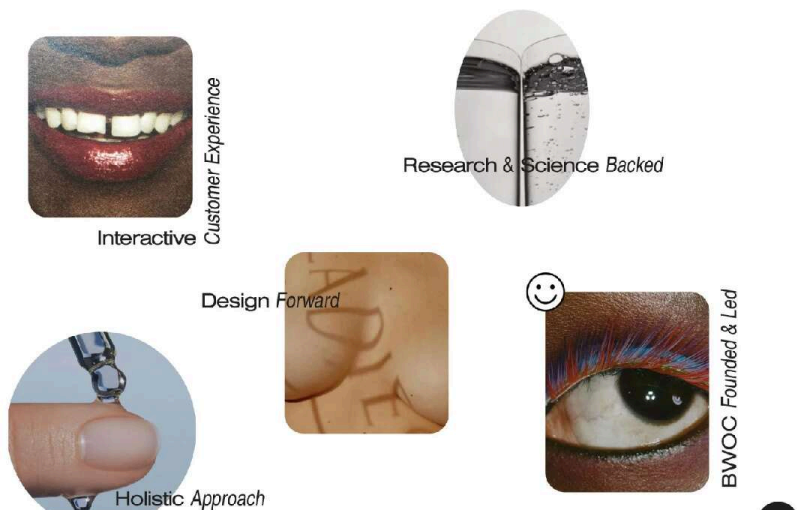
Business Model



Competitive Landscape



Competitive Advantage





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