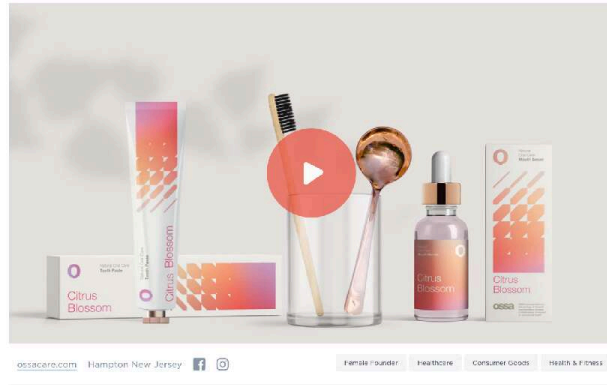


## An Oral Health Beauty regimen to address inflammation effectively and naturally.



### Highlights

- 1 Set to disrupt the oral care category by bridging oral health to the anti-aging beauty regimen.
- 2 First in class patent-pending formula
- 3 Founders have extensive experience in Oral Health and Beauty
- 4 Dentist supported

### Our Team



**Camille Zenobia** CEO

From beauty spa owner to PhD in Pharma, and continued high profile publications in oral health, I have grown an oral care prototype and incredible team ready to take on a disruption to oral care category.



**Jamie Saphow** CTO

An Innovative, results-driven, and imaginative senior flavorist empowering women to support formulation expertise for home-based startup solutions.



**Rob Saphow** CFO

Experienced managing large scale enterprise initiatives. Overall success in leading seamless implementations improving revenues, margins, and workplace productivity.



**Roos Hofland** Social Media Director

Specialist in building innovative marketing strategies to ensure successful product launch into the social media landscape of today.



**Jonathan Dornell** Strategic Communications and Distribution Director

Multifaceted executive leader with experience in building a technical product for both OTC and Therapeutic applications.



**Andrew Dawson** Brand Director

An executive leader in perpetual growth mode, fierce problem solver, anti-racist DNI advocate team, brand, and culture builder.



**Jack DeYoung** Creative Director

Gifted Designer with extensive experience innovating new design experiences for top brands in digital environments.



**Courtney Jeanpierre** Business Development Director

An innovative, international Executive business leader with a passion for triple-bottom-line economics (people, planet, profit).



**Jenny To** Medical Affairs Director

A deeply technical oral health clinical scientist with communications experience in marketing, quality, and regulatory environments.

### Pitch



# OSSA

uniting beauty and oral health:  
a mouth care regimen for well being

## About Me



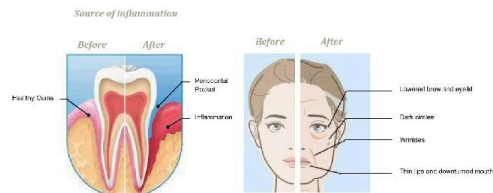
- Entrepreneur (Cosmetologist and Spa Owner)
- Microbiology PhD
- Research & Clinical Scientist
- Science Communicator/Podcaster
- Featured in RDM Magazine
- Editor for Nature and Frontiers Journals
- AAP Clinical Research Award
- Well published in Oral Health research



## Key Fact



## Oral Inflammation accelerates facial aging



## OSSA, a modern approach to oral care

OSSA targets inflammation, naturally, to protect the youthful smile with a revolutionary, patent-pending formula.



OSSA is all natural, fluoride free, with potential to address sensitivity

## The Oral Care Category is outdated

Despite pervasive use, gum disease persists.

- 1950's Science
- Focused only on teeth
- Few innovative technologies
- Anti-microbial focused
  - e.g., chlorhexidine & mouthwashes



## OSSA ingredients benefit oral health & more

- Our hero ingredients: Niacinamide and Hyaluronan
  - Widely used in skincare beauty products
  - Known for anti-inflammatory benefits
  - Will protect teeth and gums to preserve youthful appearance and contribute to whole body health



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## Traditional toothpastes have harmful ingredients

These formulations actually cause inflammation

- Fluoride<sup>1</sup>
- Stannous/Phosphate
- Sodium Lauryl Sulfate (SLS)
- Glycerin byproducts
- Essential Oils/Mint



<sup>1</sup> <https://www.fda.gov/oc/ohrt/fluoride-toothpaste>

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## People are looking for new solutions

Most category growth has been avoiding fluoride in favor of natural ingredients

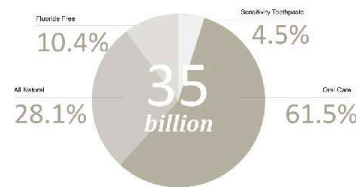


- Natural oral care projected to grow 7.9% 2023-2030
- Fluoride-free oral care projected to grow 5.6% 2023-2028

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## Approx 40% avoiding traditional oral care



Oral care Market

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## Fluoride-Free Competitors

annual revenue & cost per tube



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## Beyond Oral Care



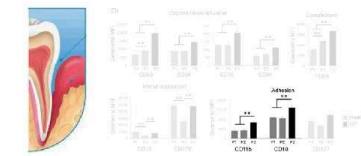
## Anti-microbial technology causes harm

Ingredients like chlorhexidine & mouthwashes negatively impact the oral microbiome

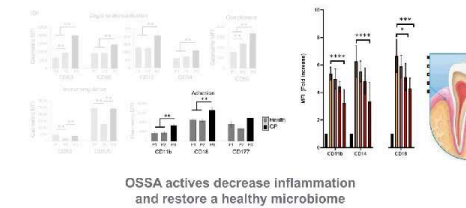


## Inflammation is key to health

Patients with oral inflammation express high levels of inflammation-specific receptors:



## OSSA ingredients decrease inflammation



## Insights from OSSA Testers

## OSSA testers love the products



## Clinicians see value and recommend OSSA



"I have found that many patients are now looking for healthier alternatives to the traditional oral care products. OSSA products have filled that need for these products. I have found that the OSSA products that I have used have



have found that the OSSA products that I have used have improved my overall oral health in areas where traditional toothpastes and rinses have failed."

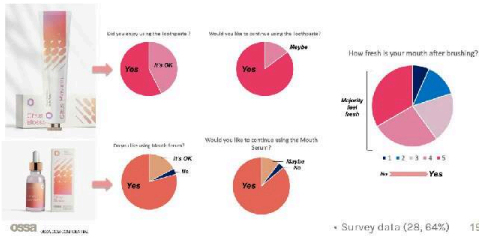
**Dr. Dean Chencharik**  
Art of Dentistry (New Jersey)



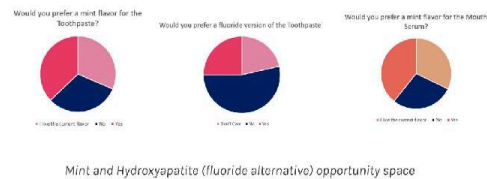
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## Majority enjoy, feel fresh, and would like to continue using OSSA



## OSSA pipeline to include Mint and Hydroxyapatite SKUs



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# In Market Learnings

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## Consumers are interested in anti-aging, fluoride-free oral care

We ran an in-market test to test our propositions online  
OSSA tested well.

### METRICS & BENCHMARK

**CTR %**  
Our Own Ad: Avg. 0.84%  
**CTA %**  
CPG Industry: Avg. 10-30%  
**WCR %**  
CPG Industry: Avg. 1.4%



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## BEHAVIORAL TESTING | THE AGILE WAY

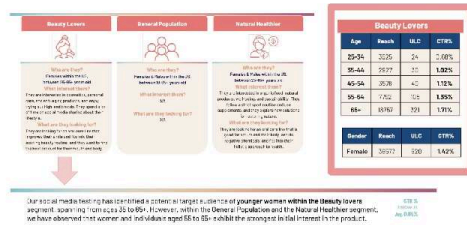
The consumer journey is measured across 3 digital touchpoints to gauge interest and behavioral at each level of the funnel.



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## Key target segment: Beauty Lovers



## Anti-aging tested incredibly well



## Anti-aging for initial hook, Anti-fluoride sustained interest!



Market test successfully shows OSSA will compete well in oral care category and combined messaging will be best for broad market appeal

## Retail

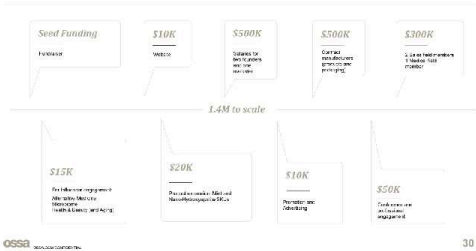
## Walmart is seeking brands like OSSA



## traction



milestones / cost



Investment to date

- x dollars in total raised/invested to date resulting in the following milestones:
- Designed our unique formulation with key scientists and collaborators
  - manufactured x amount of product
  - created packaging and a working ecommerce website
  - built relationships with xyz people
  - consumer testing of proposition giving us a good indication of our product/market fit.

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Key milestones

- We are looking to raise 1.4 million in order to:
- Transition core team to full time OSSA
  - Fund enough production for x\$\$\$\$, or x amount of product at retail
  - Build key retailer relationships
  - Build key relationships with derms etc
  - Hit 2-3 trade shows or go premium with Rangme etc.
  - Ship xyz product DTC while continuing to refine CTAs and lower CAC.

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PNL with your help

Profit and Loss Projection (3 Years)					
	OSSA (Net Income)		\$90k (Net Income)		\$1.4M (VC RD 1)
	Q3 2023		2023 (4Q)		2024
<b>Sales</b>					
Units Sold	6,710	6,710	11,000	11,000	18,000
Revenue per Unit	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00
Cost of Goods Sold	\$ 11,550	\$ 11,550	\$ 24,200	\$ 24,200	\$ 39,600
Gross Profit	\$ 5,160	\$ 5,160	\$ 11,800	\$ 11,800	\$ 18,400
<b>Operating Expenses</b>					
Salaries (10 full time staff)	\$ -	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Marketing (advertising)	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Legal, Professional and Travel	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Administrative Costs	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Hardware, Software Costs	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Insurance	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Travel (out of state etc.)	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Interest	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Total Expenses	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000
Net Profit Before Taxes	\$ 4,160	\$ 4,160	\$ 4,800	\$ 4,800	\$ 5,400
Income Taxes	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Net Operating Income	\$ 3,160	\$ 3,160	\$ 3,800	\$ 3,800	\$ 4,400

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Revenue Share Plan

Quarter	Year	Revenue	Outstanding loan amount	Loan repayments	Contribution repayments	Distributing cash amount
Q1, 2023	2023	\$117,500	\$102,500	\$0	\$0	\$15,000
Q1, 2024	2024	\$117,500	\$117,500	\$10,000	\$10,000	\$15,000
Q2, 2024	2024	\$117,500	\$117,500	\$10,000	\$10,000	\$15,000
Q3, 2024	2024	\$117,500	\$117,500	\$10,000	\$10,000	\$15,000
Q4, 2024	2024	\$117,500	\$117,500	\$10,000	\$10,000	\$15,000
Q1, 2025	2025	\$117,500	\$117,500	\$10,000	\$10,000	\$15,000
Q2, 2025	2025	\$117,500	\$117,500	\$10,000	\$10,000	\$15,000
Q3, 2025	2025	\$117,500	\$117,500	\$10,000	\$10,000	\$15,000

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ossa team



ossa team

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*Ask me about our exit strategy*

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## Downloads

 [OSSA Deck DRAFT UPDATE July 2023.pptx \(2\) \(1\).pdf](#)