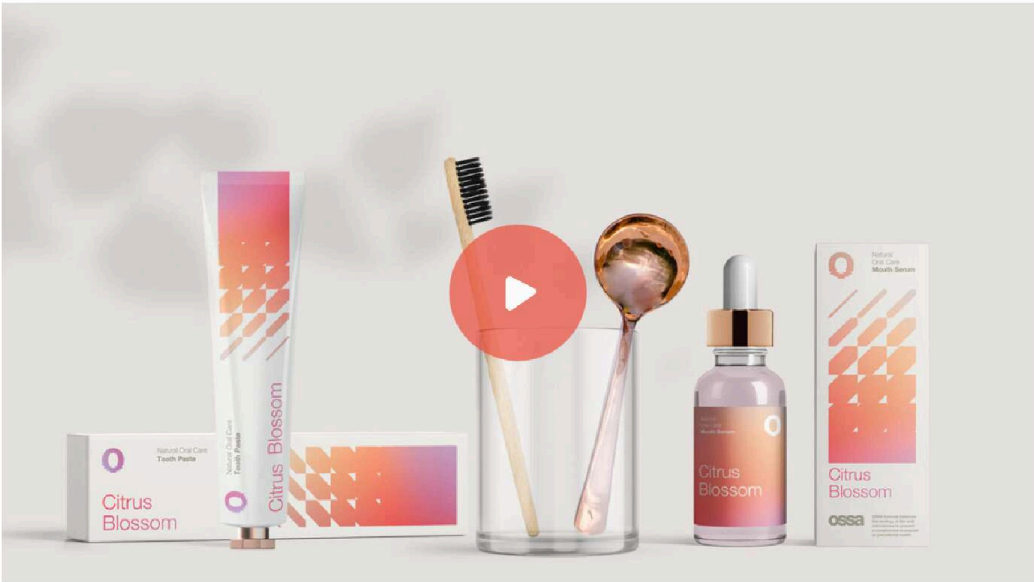


An Oral Health Beauty regimen to address inflammation effectively and naturally.



ossacare.com Hampton, New Jersey   Female Founder Healthcare Consumer Goods Health & Fitness

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).

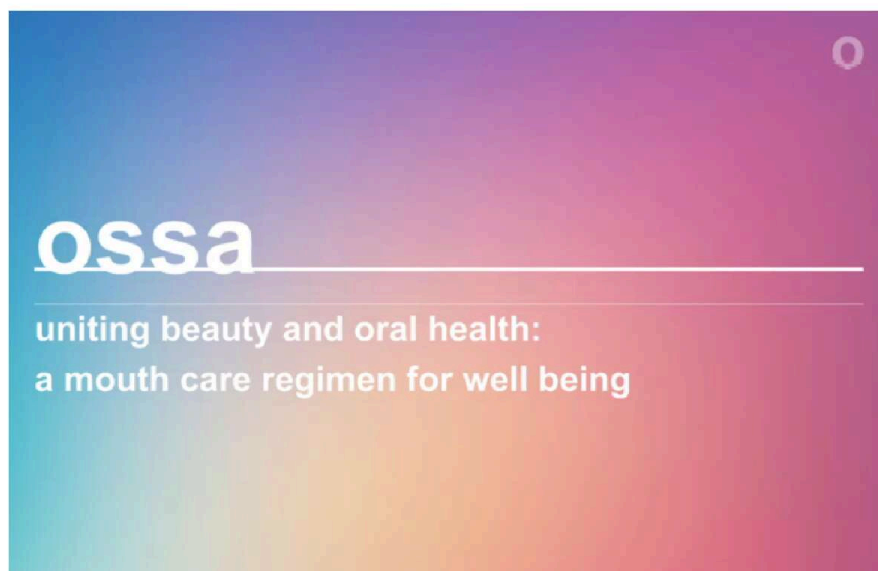


**Jenny To** Medical Affairs Director

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

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## Pitch



## About Me



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

Allergan Aesthetics  
an AbbVie company

AVEDA



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## Key Fact

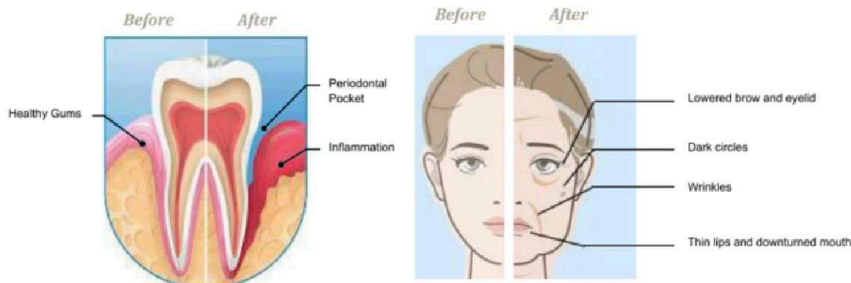


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## Oral Inflammation accelerates facial aging

Source of inflammation



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## 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

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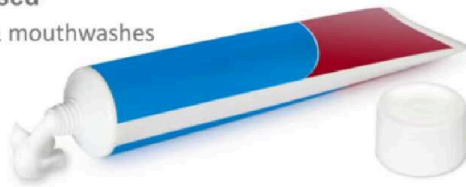
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## The Oral Care Category is outdated



*Despite pervasive use, gum disease persists.*

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



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## 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



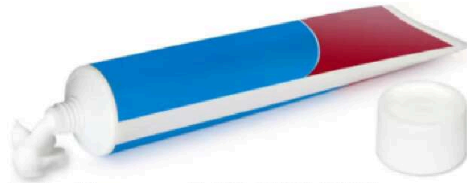
**These formulations actually cause inflammation**

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



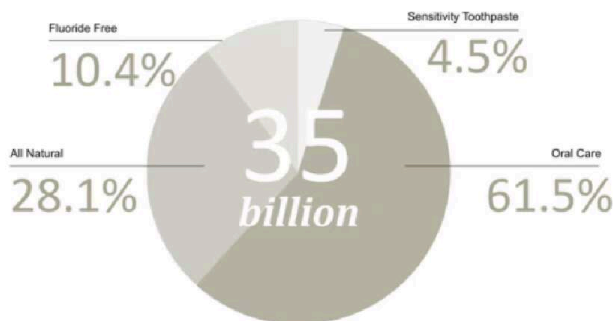
## People are looking for new solutions

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

## Approx 40% avoiding traditional oral care



*Oral care Market*

## Fluoride-Free Competitors

*annual revenue & cost per tube*



5.2  
million  
\$14.50



2  
million  
\$10-19



17  
million  
\$10



6  
million  
\$16-200



\$20-30

## Beyond Oral Care

1  
trillion

Beauty and  
Anti-Aging

16  
billion

Preventative &amp; Personalized Medicine &amp; Public Health

1.9  
billion

Complementary &amp; Alternative Medicine

95  
billion

Spa  
Industry

*Luxury Beauty Brands  
Health & Wellness  
Fastest Growing Markets*

**OSSA** ossa.com confidential

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## Anti-microbial technology causes harm

### Ingredients like chlorhexidine & mouthwashes negatively impact the oral microbiome

**Review** Curr Hypertens Rep. 2017 Apr;19(4):33. doi: 10.1007/s11906-017-0725-2.

Naethan S Bryen<sup>1</sup>, Gene Tribble<sup>2</sup>  
Affiliations + expand  
PMID: 28353075 DOI: 10.1002

Observational Study &gt; Intensive Care Med. 2018 Jul;44(7):9017-9026.

### Effects of chlorhexidine gluconate oral care on hospital mortality: a hospital-wide, observational cohort study

**Affiliations** + expand

Over-the-counter mouthwash use and risk of pre-diabetes/diabetes

Kaumudi J Josphura <sup>1</sup>, Francisco J Muñoz-Torres <sup>2</sup>, Evangelia Morou-Bermudez <sup>3</sup>,  
Rakesh P Patel <sup>4</sup>

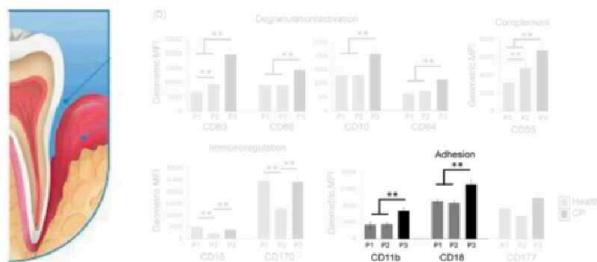


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## Inflammation is key to health

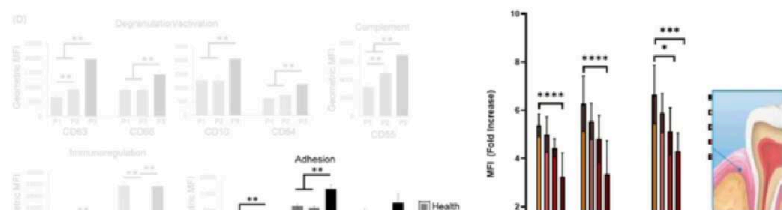
Patients with oral inflammation express high levels of inflammation-specific receptors:



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## OSSA ingredients decrease inflammation







OSSA actives decrease inflammation and restore a healthy microbiome

# Insights from OSSA Testers



## OSSA testers love the products



 When will you have this on the market because I don't want to go back.	 I had <b>less gum irritation and inflammation.</b>	 My teeth felt much <b>smoother.</b>	 My hygienist couldn't find much tartar.	 Great quality, a little bit goes a long way!	 <b>Smoother teeth and fresher breath</b> absolutely.
 <b>Less sensitive</b> compared to my arm and hammer	 Great combo of products, wondering where on the market are these currently.	 I really like the fresh and clean feel after brushing my teeth and a believe that I have experienced <b>less inflammation and bleeding</b> in my gums after using it.	 I usually have a thick <b>white coating</b> on my tongue. I noticed a <b>reduction</b> in coverage of that during use.	 Really enjoying it and loving how the taste and feel linger even after a nights rest.	 I spent a lot <b>less</b> time in the dental chair because my hygienist couldn't find much <b>tartar.</b>

## Clinicians see value and recommend OSSA

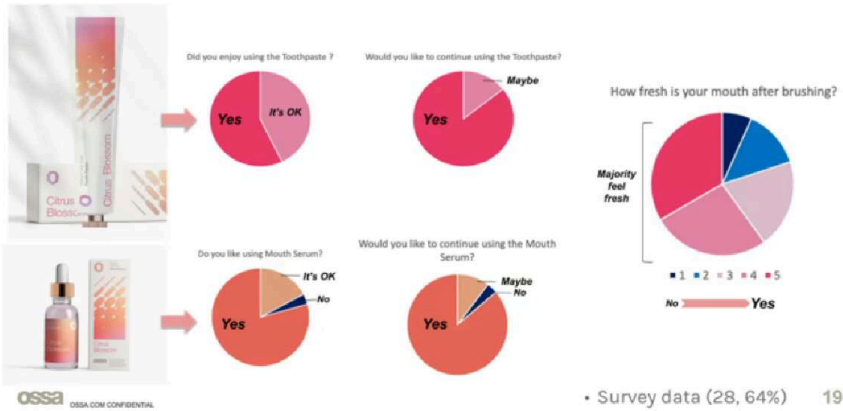


**the Art of Dentistry and Spa**

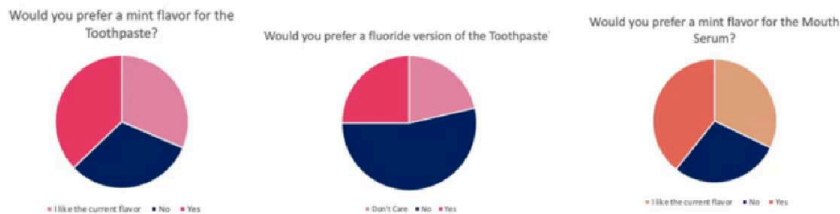
"I have found that many patients are now looking for healthier alternatives to the traditional oral care products. OSSA products have filled that need for these products. I have found that the OSSA products that I have used have improved my overall oral health in areas where traditional toothpastes and rinses have failed."

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

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



## OSSA pipeline to include Mint and Hydroxyapatite SKUs



Mint and Hydroxyapatite (fluoride alternative) opportunity space

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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.



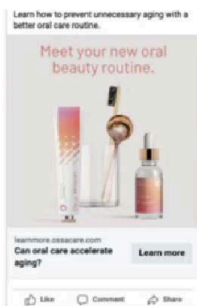


## METRICS & BENCHMARK

**CTR %**  
Oral Care US: Avg. 0.84%

**CTA %**  
CPG-Industry: Avg. 10-20%

**WCR %**  
CPG-Industry: Avg. 1.4%



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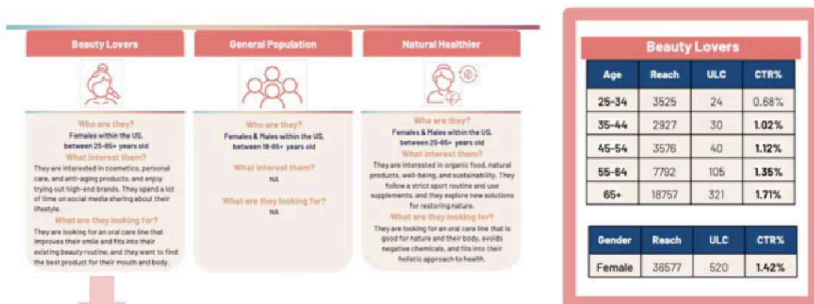
## BEHAVIORAL TESTING | THE AGILE WAY

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



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## Key target segment: Beauty Lovers



Beauty Lovers			
Age	Reach	ULC	CTR%
25-34	3525	24	0.88%
35-44	2927	30	1.02%
45-54	3576	40	1.12%
55-64	7792	105	1.35%
65+	18757	321	1.71%

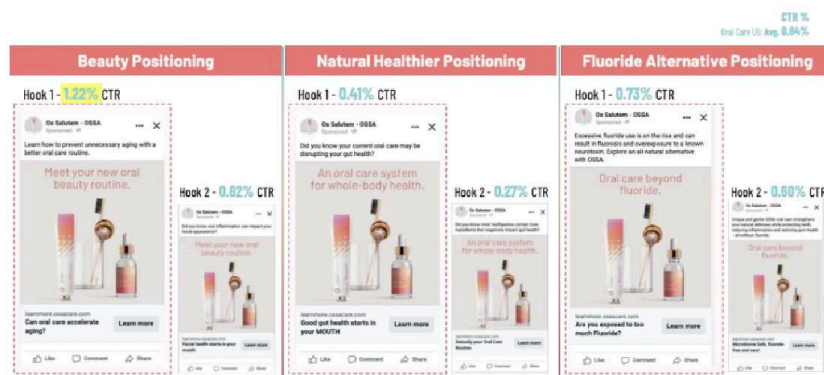
Gender	Reach	ULC	CTR%
Female	36577	520	1.42%

Our social media testing has identified a potential target audience of younger women within the Beauty lovers segment, spanning from ages 35 to 65+. However, within the General Population and the Natural Healthier segment, we have observed that women and individuals aged 55 to 65+ exhibit the strongest initial interest in the product.

CTR %  
Oral Care US: Avg. 0.84%

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## 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



Walmart  D2C Premium Personal Care

70%	12-15%	120m	10
Premium Personal Care Growth 2022	Increase in category 2022-2023	Monthly Shoppers	Q2-Q3 Premium PC was Top Ten Searches

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.

## 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 CIAs and lower CAC.

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PNL with your help

Profit and Loss Projection (3 Years)

OSSA 4Q 2023	\$50k (Wefunder) 2023 (4Q)	\$1.4M (VC RD 1) 2024	2025	2026
<b>Sales</b>				
Units Sold	4,716	66037	113207	165094
Revenue per Unit	\$ 25.00	\$ 25.13	\$ 25.25	\$ 25.36
Gross Revenue	\$ 117,900	\$ 1,659,510	\$ 2,858,477	\$ 4,186,784
Cost per Unit	\$ 2.11	\$ 1.98	\$ 1.86	\$ 1.75
Cost/Goods Sold (COGS)	\$ 9,951	\$ 130,753	\$ 210,565	\$ 288,915
Gross Profit	\$ 107,949	\$ 1,528,757	\$ 2,647,912	\$ 3,897,869
<b>Operating Expenses</b>				
Salary (Office & Overhead)	\$ -	\$ 100,000	\$ 250,000	\$ 500,000
Supplies (cft and operation)	10,000	40,000	80,000	120,000
Advertising	25,000	350,000	600,000	875,000
Car, Delivery and Travel	1,500	25,000	50,000	75,000
Accounting and Legal	2,500	3,500	5,000	7,500
Rent & Related Costs	1,200	2,400	4,800	6,000
Insurance	2,500	7,500	17,500	22,500
Taxes (real estate etc.)	7,074	92,571	171,509	261,207
Interest	3,238	45,863	79,437	116,936
Total Expenses	\$ 53,012	\$ 673,833	\$ 1,258,248	\$ 1,974,143
Net Profit Before Taxes	54,937	854,923	1,389,668	1,923,726
Income Taxes	8,241	128,238	208,450	288,559
Net Operating Income	46,696	726,685	1,181,218	1,635,167

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Revenue Share Plan

Quarter	Year	Revenue	Outstanding loan amount	Loan repayments	Cumulative repayments	Outstanding loan amount
Q4, 2023	2023	\$117,900	\$122,500	\$0	\$0	\$222,500
Q1, 2024	2024	\$311,157	\$111,610	\$18,669	\$18,669	\$203,831
Q2, 2024	2024	\$414,877	\$97,089	\$24,893	\$43,562	\$178,938
Q3, 2024	2024	\$466,737	\$80,753	\$28,004	\$71,566	\$150,934
Q4, 2024	2024	\$466,737	\$64,417	\$28,004	\$99,570	\$122,930
Q1, 2025	2025	\$635,964	\$42,158	\$38,158	\$137,728	\$84,772
Q2, 2025	2025	\$714,619	\$17,147	\$42,877	\$180,605	\$41,895
Q3, 2025	2025	\$721,765	\$0	\$43,306	\$222,500	\$0

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\*Forward looking projection not guaranteed\*

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ossa team

Executive Leadership



CEO  
Camille Zenobia  
PhD



CFO  
Rob Saphow MS



BUSINESS DEVELOPMENT ADVISOR  
Courtney Jeanpierre MS



PERIODONTIST / CLINICIAN  
ADVISOR  
Michael Glogauer DDS,  
PhD



SOCIAL MEDIA ADVISOR  
Roos Hoffland MS



CTO  
Jamie Saphow



BRAND ADVISOR  
Andrew Dawson



STRATEGIC COMMUNICATION AND  
DISTRIBUTION ADVISOR  
Jonathan Dornell PhD



CREATIVE ADVISOR  
Jack DeYoung



MEDICAL AFFAIRS ADVISOR  
Jenny To PhD

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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](#)