



GROOM BOLDLY™

Market

Perks

Team

Join the Discussion

INVEST NOW

A BEAST OF AN OPPORTUNITY

Less Waste. Better Ingredients.

50,000 customers and **12,700 positive reviews** can't be wrong. Our all-natural, eco-friendly approach to personal care products is taking this **\$30B market by storm.**

INVEST NOW

▶ PLAY VIDEO

Min. Investment **\$500**

BEAST

GROOM BOLDLY™

Market

Perks

Team

Join the
Discussion**INVEST
NOW**

PARABENS, SULFATES, OR ANIMAL CRUELTY HERE

We're devoted to being planet-, animal- and skin-friendly. All of our products are proudly produced in the US with refillable bottles and sustainable, certified cruelty-free ingredients.

Together, our bottles + refill pouches accomplish the following:*

- **9X less** landfill space than plastic bottles
- **80% less** plastic, water & energy from manufacturing
- **18X more** space efficient in



Market

Perks

Team

Join the Discussion

INVEST NOW

INVEST NOW



WE'RE OUT IN FRONT OF A \$30 BILLION MARKET

We've locked in first mover advantage in a \$30 billion market by being the first personal care brand to offer premium, natural, and eco-friendly products. And consumers are loving it.

1

\$2.5 million in revenue over previous year

2

50,000 total customers

3

12,700+ positive reviews





GROOM BOLDLY™

Market

Perks

Team

Join the Discussion

INVEST NOW

4

4,000+ stores and growing!

5

32% recurring revenue from website

6

\$145 average revenue per customer

EXITS IN OUR MARKET ARE AS HIGH AS

BEAST

GROOM BOLDLY™

Market

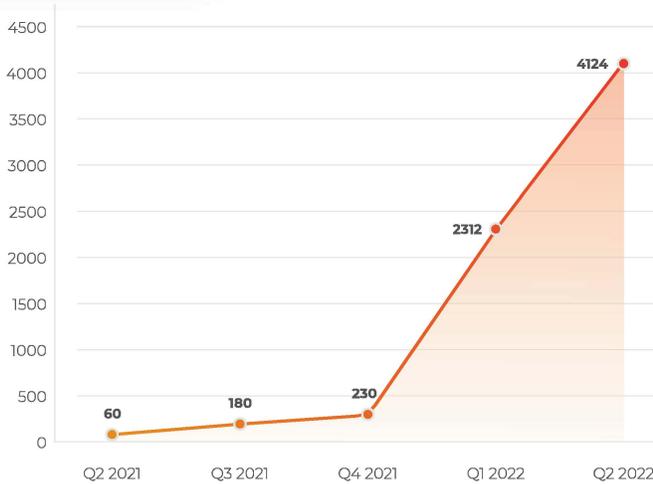
Perks

Team

Join the Discussion

INVEST NOW

REVENUE



■ BAXTER OF CALIFORNIA

L'Oreal bought Baxter for \$30M when they had \$3M in revenue

■ DOLLAR SHAVE CLUB

Unilever bought DSC for \$1B when they had \$150M in revenue

■ NATIVE

Proctor & Gamble bought Native for \$100M when they had \$30M in revenue

■ CREMO

Edgewell Personal Care bought Cremo for \$235M when they had \$75M in revenue

BEAST®

Market

Perks

Team

Join the
Discussion**INVEST
NOW**

GROOM BOLDLY™

BEING A BEAST SHAREHOLDER HAS ITS PERKS

We want you to experience for yourself why we're better. Beast shareholders get exclusive discounts and freebies across our line of products.



Invest \$500

and receive a discount code for 25% off your first purchase.**



Invest \$1,000

and get a 25% discount code + free shipment of a 3oz Tingle Shampoo + 3oz Conditioner + a Samples Box with a retail value of \$24.**



Invest \$2,500

and get a 25% discount code + free shipment of an 8oz Nutt Butter™ + 16oz Tingle Shampoo pouch + 16oz Beast Bottle™ + 3oz Conditioner + Beast sticker with a total retail value of \$56.†



Market

Perks

Team

Join the Discussion

INVEST NOW

Invest \$5,000 and get a 25% discount code + free shipment of a Best of Beast Set + 8oz Nutt Butter™ + 3oz Conditioner with a total retail value of \$107.†

Invest \$10,000 and get a 25% discount code + The Beast Box for Everyone Gift Set and the Best of Beast Set with a total retail value \$230.†

Invest \$25,000 and get a 25% discount code + a full Beast display shipper full of products with a total retail value of \$564.†

INVEST NOW

Min. Investment **\$500**

A BEASTLY BUNCH

Spearheaded by the founder of a top online beauty retailer who has scaled and sold businesses, our team is pioneering a new product paradigm.



BEAST®

Market

Perks

Team

Join the
Discussion**INVEST
NOW**

GROOM BOLDLY™



University, where he was a founding member of Mental Floss. He attended law school at the University of Michigan and practiced law for 5 years before returning to startup life.

John built the online beauty product retailer Lock & Mane, which grew swiftly and sold in 2015. During his time there, he saw the opportunity to create Beast Brands, Inc.. While working on the early stages of Beast®, he served as E-Commerce Director for ABLE, a women's apparel and accessories retailer with the social mission of ending generational poverty; he helped nearly triple the company's online revenue in twelve months.



**Jack (Jackie) Rome,
Jr.
CFO**

Jackie has over 45 years of experience in all aspects of business enterprises, from "start-ups" to "well established, legacy" companies and in all phases of owning, operating and providing management consulting services to businesses in diversified segments.



**Peter Miller
Creative Director**

Peter has over a decade of visual design experience with a focus in packaging design, digital marketing and brand development. He has worked closely with Beast® in varying degrees since the brand's inception over 7 years ago.



**Jay Wilkison
Brand Ambassador**

Jay has almost two decades of retail branding, wholesale and distribution experience. In addition to working on Beast's brand strategy and serving as the face of Beast®, he has appeared in multiple TV shows, movies, and on Broadway.



Market

Perks

Team

Join the Discussion

INVEST NOW

Graffignini

Partner at Callais Capital Ventures; experience in over 500 deals as VC attorney

Sindecuse

CEO/Managing Partner of Capital Innovators, a start-up accelerator based out of St. Louis, MO

Callais

Co-founder of Callais Capital Ventures; experienced investor in e-commerce and CPG brands

Howard

Founder and CDO of Circle The Wagons, a group purchasing organization out of Houma, LA

DOWNLOAD OUR INVESTOR BRIEF

INVEST NOW





Market

Perks

Team

Join the Discussion

**INVEST
NOW**



SEE WHY THEY'RE BUZZING

 Made in Webflow



Market

Perks

Team

Join the
Discussion

**INVEST
NOW**

Winner

**2020 MEN'S HEALTH
GROOMING AWARD**

Feature

**2021
BOX**

JOIN THE DISCUSSION

Loading Comments

BEAST

Market

Perks

Team

Join the
Discussion**INVEST
NOW**

GROOM BOLDLY™

†Estimated based on manufacturer statements and publicly reported data;
not independently verified

**One use per customer. Code expires January 31, 2023.

†Use code as many times as you like through June 30, 2023. Free product offers applies to first purchase only.

Equity crowdfunding investments in private placements, and start-up investments in particular, are speculative and involve a high degree of risk and those investors who cannot afford to lose their entire investment should not invest in start-ups. Companies seeking startup investment through equity crowdfunding tend to be in earlier stages of development and their business model, products and services may not yet be fully developed, operational or tested in the public marketplace. There is no guarantee that the stated valuation and other terms are accurate or in agreement with the market or industry valuations. Further, investors may receive illiquid and/or restricted stock that may be subject to holding period requirements and/or liquidity concerns.

DealMaker Securities LLC, a registered broker-dealer, and member of FINRA | SIPC, located at 105 Maxess Road, Suite 124, Melville, NY 11747, is the Intermediary for this offering and is not an affiliate of or connected with the Issuer. Please check our background on FINRA's BrokerCheck.

DealMaker Securities LLC does not make investment recommendations.

DealMaker Securities LLC is **NOT** placing or selling these securities on behalf of the Issuer.

DealMaker Securities LLC is **NOT** soliciting this investment or making any recommendations by collecting, reviewing, and processing an Investor's documentation for this investment.

DealMaker Securities LLC conducts Anti-Money Laundering, Identity and Bad Actor Disqualification reviews of the Issuer, and confirms they are a registered business in good standing.

DealMaker Securities LLC is **NOT** vetting or approving the information provided by the Issuer or the Issuer itself.

Contact information is provided for Investors to make inquiries and requests to DealMaker Securities LLC regarding Regulation CF in general, or the status of such investor's submitted documentation, specifically. DealMaker Securities LLC may direct Investors to specific sections of the Offering Circular to locate information or answers to their inquiry but does not opine or provide guidance on issuer related matters.



Market

Perks

Team

Join the
Discussion

**INVEST
NOW**