



2021 Investment Prospectus and Executive Summary

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INTRODUCTION



- Integrative Approach to Skincare (Internal Supplement/External Skincare)
- Hawaii grown antioxidants (From nutrient rich, volcanic ash soil)
- Healing crystals (plump and glow!)
- Real science with artful chemistry and trending ingredients “Triple Boosting Complexes™”
- 100% true clean beauty: Zero synthetics, non-GMO, organic, no useless fillers, vegetarian, no animal testing
- The romanticism and mystique of the Hawai'i 'ō'ō bird story and the brand of Hawaii
- Sustainable/Re-usable packaging



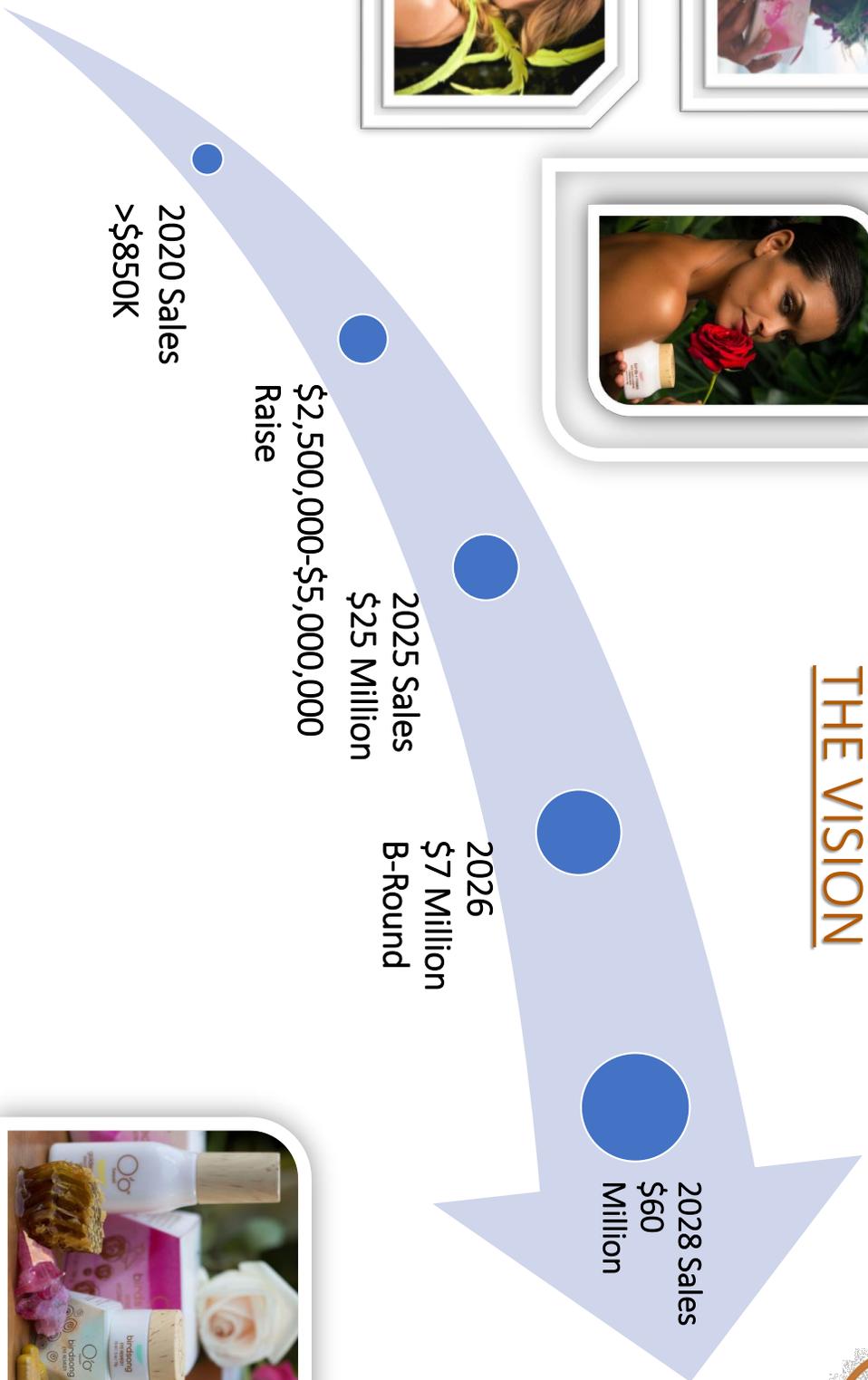
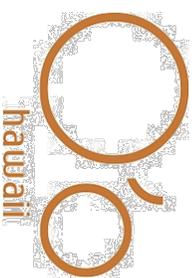
THE OFFER

- O'o Hawaii is looking to raise \$2,500,000.00 - \$5,000,000.00 in capital to facilitate worldwide growth.
- Exit strategy is to diversify or sell the company at top line annual sales of 60 million dollars.
- Series B capital injection of \$7 million anticipated within 48-72 months.
- Please see provided term sheet in appendices.





THE VISION





O'ohi[®]

hawaii

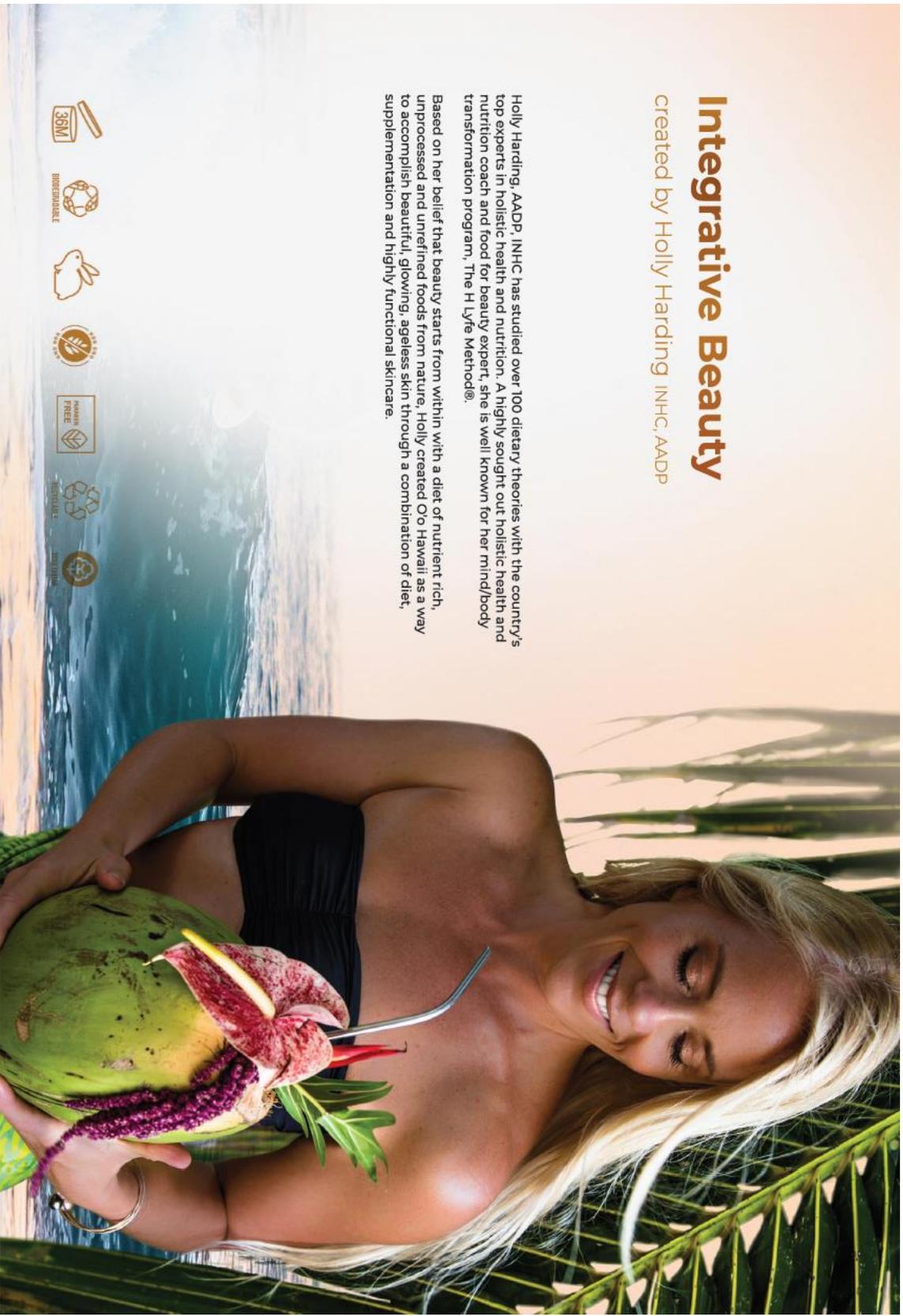
BRAND DECK

Integrative Beauty

created by Holly Harding INHC, AADP

Holly Harding, AADP, INHC has studied over 100 dietary theories with the country's top experts in holistic health and nutrition. A highly sought out holistic health and nutrition coach and food for beauty expert, she is well known for her mind/body transformation program, The H Lyfe Method®.

Based on her belief that beauty starts from within with a diet of nutrient rich, unprocessed and unrefined foods from nature, Holly created Oo Hawaii as a way to accomplish beautiful, glowing, ageless skin through a combination of diet, supplementation and highly functional skincare.





Birdbath

ANTIOXIDANT CLEANSING BALM



High performance and ultra hydrating, Birdbath Antioxidant Cleansing Balm is an organic restorative cleansing balm concentrate that cleanses gently yet deeply, removes impurities and makeup all while toning, moisturizing, soothing and working to destroy free radicals.

Birdbath combines exotic, age-delaying and reparative Hawaiian antioxidants and organic phytonutrients.

How to Use: Massage into damp or dry skin and either rinse or wipe off with a towel. Also try leaving on as a 2-minute mask to reap all the moisturizing benefits.

Formulated for all skin types.
Aroma: Fresh Mint, Red Rose, Cucumber and Island Citrus

INGREDIENTS

Helianthus Annuus (Sunflower) Seed Oil, Phytantriol, Cucurbita, Theobroma Cacao (Cocoa) Seed Butter, Mentha Piperita (Peppermint) Leaf Extract, Simmondsia Chinensis (Jojoba) Seed Oil, Prunella Vulgaris (Plum) Fruit Extract, Sorbitan Olivae, Jojoba Ester, Simmondsia Chinensis (Jojoba) Seed Oil, Beeswax, Sambucus Nigra (Elderberry) Fruit Extract, Cocosyl Stearate, SE, Helianthus Annuus (Sunflower) Seed Oil, Beeswax, Sambucus (Alder) Fruit Extract, Boronelan (from Pineapple), Aburites Moluccae (Kudu) Seed Oil, Azadirachta (Neem) Seed Oil, Hippoboscine Nematodes (Sea Buckthorn) Fruit Oil, Podargus Officinalis (Roponyi) Leaf Extract, Cetyl Palmitate, Cetyl Stearate, Cetyl Myristate, Cetyl Stearate, Cetyl Stearate, Cetyl Stearate, Cetyl Stearate, Tocopherol, Camellia Oleifera (Green Tea) Seed Oil, Persia Granisima (Jacotot) Oil, Citrusus Oleria (Balsam) Oil, Theobroma Candiiflorum (Cacao) Seed Butter, Cochium Sarcocolla (Tylo) Bark Tissue Extract, Melia Azadirachta (Neem) Seed Oil, Macadamia Ternstroia Macadamia Nut Seed Oil, Cera Alba (Beeswax), Methyl Paraben (Paraben) Salt Oil, Ficus Spp (Ficus) Extract, Tetradactylum Cudreriense (Sida), Chlorophyll

*Indicates Organic Ingredient



Triple Boosting Brightening Complex™

Hawaiian Red Algae



Sea Buckthorn Vitamin C



Hawaiian Coffeeberry



KEY INGREDIENTS

- Volcanic Rock
- Red Alaea Clay
- Sustainably Harvested Pearl Powder
- Sapphire Crystals
- Activated Bamboo Charcoal



"This scrub took my face on a tropical vacation! This is a very special product, from the product and its luscious ingredients down to the beautiful, stunning packaging. It's a luxe scrub but when you add water, starts to foam up and then becomes a cleanser!"

JACKIE JOHNSON, BEAUTY EXPERT AND INDIE BEAUTY AWARDS EVALUATOR

birdseed
DETOXIFYING FACE SCRUB



Our invigorating yet detoxifying face scrub exfoliates while stimulating collagen production and blood flow resulting in youthful, feather soft skin.

Birdseed features a foraged collection of Hawaiian nutrients that have been formulated into exfoliation magic.

How to Use: After cleansing, apply to damp face and neck, adding water as you gently massage into skin. Thoroughly rinse and pat dry.

Formulated for all skin types.

Aroma: Fresh Pineapple and Natural Coconut

INGREDIENTS

Sucrose, Vegetable Glycerin*, Sea Salt, Decyl Glucoside, Pearl Powder, Tapioca Starch, Volcanic Rock, Panthenol, Biotin, Isoptanol, Coffea Arabica Extract, Red Alaea Clay, Bentonite, Sapphire Crystals, Water, Caprylic/ Dodecanol, Cocamidopropyl Betaine, Sodium Cocoyl Sulfate, Sodium Lauryl Sulfate, Sodium Cocoyl Sulfate, Cocamidopropyl Betaine, Cocamide MIPA, Disodium Laureth Sulfosuccinate, Disodium Lauryl Sulfosuccinate, Natural Pineapple and Coconut Fruit Extracts

*Indicates Organic Ingredient



KEY INGREDIENTS

- Hawaiian Red Algae (Astaxanthin)
- Hawaiian Noni Fruit Extract
- Organic Milk Thistle
- Evening Primrose
- Coenzyme Q10
- Curcumin (from Turmeric)
- Vitamin C (from Organic Acerola Cherry)
- Biomelanin (Digestive Enzyme)
- Hawaiian Spirulina
- Ashwagandha



HAWAII SUPERFOOD BEAUTY BOOST

DIETARY SUPPLEMENT

A highly concentrated collection of antioxidants, nutrient rich
Hawaiian super foods, digestive enzymes and herbs.

- Helps brighten skin and eyes
- Promotes collagen production
- Reduces inflammation
- Helps digestion
- Protects against free radicals
- Strengthens immunity
- Protects Joints
- Provides UV protection from the inside out

How to Use: Take four capsules daily anytime throughout the day
with or without food.

"Beauty Boost clears skin and increases radiance by first optimizing
the three internal areas that effect skin most: digestion, the liver and
hormones."

No Preservatives Added. No Lactose. No Artificial Color or Flavor. No
Wheat or Gluten.

INGREDIENTS

Hawaiian Spirulina (Antioxidant that helps detoxify, eliminate free radicals and boost cell turnover)
Organic Ashwagandha (Antioxidant that stimulates DHEA, which is a precursor to both testosterone and
estrogen)
Hawaiian Red Algae (also Astaxanthin is a UV blocking antioxidant that brightens eyes and increases
collagen)
Organic Milk Thistle (Antioxidant that helps detox the liver and fight oxidative stress)
Evening Primrose (Antioxidant that helps balance hormones)
Coenzyme Q10 (Antioxidant that helps with collagen production)
Curcumin (Antioxidant that helps with collagen production)
Hawaiian Noni Fruit Extract (Fatty Acid that helps skin cells function at the highest level)
Vitamin C (Immunity Booster from Organic Acerola Cherry)
Biomelanin (Digestive Enzyme From Pelepipei)





ROSE QUARTZ GUA SHA

ANTI-AGING BEAUTY TOOL

The ancient Chinese practice of facial gua sha moves lymphatic fluids, releases fascia so skin can function better and breaks down adhesions and hardness in muscles, particularly in the jaw line. The overall effect is a significant boost of blood and qi to the skin and an increase in the circulatory flow of blood.

Studies have shown an increase in circulation from this technique. Regular Rose Quartz Gua Sha Beauty Tool use improves natural hydration and aids the skin's ability to purge toxins, dirt and general buildup in the pores. Using Oo Hawaii's gua sha tool over time will plump the skin, increase natural collagen production, decrease visibility of fine lines and ultimately brighten skin.

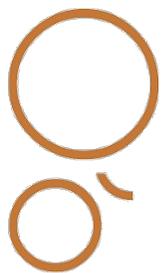
Benefits of Rose Quartz

Rose quartz is the stone of unconditional love and romance. It is the most important stone for the heart chakra and the heart, opening you up to all kinds of beauty. Not only does it promote love of others but love of the self. In skincare, it promotes glowing skin while helping to retain moisture. It helps improve skin elasticity, encourages lymphatic drainage and helps prevent wrinkles.





FIRST THREE YEAR HIGHLIGHTS



- The first ever clean sweep capturing all VC judge's votes and the audience choice award for "most investible" new beauty brand at the 2018 Beauty X Capital Summit in NYC
- Indie Beauty Best in Show Face Scrub (from over 300 brands!)
- New You Beauty Winner Best Face Scrub, Modern Luxury Magazine 2020 IT List
- Newly signed distribution agreement with Samsung Fashion Group for first major clean beauty initiative in Korea
- Opened Nieman Marcus, Free People
- Four Seasons, Waldorf Astoria and Ritz Carlton Spas using O'o Hawaii's Superfood Crystal Facial treatment
- Distribution in Hong Kong, Macau, Israel, India
- Expanding Internationally with Duty Free Stores
- QVC, TSC direct response TV and online platforms
- New distribution agreements in place for UK, Europe, China
- Opening orders received for 66 Soft Surroundings Stores, 33 Von Maur Stores



BRAND COMPETITIVE ADVANTAGE

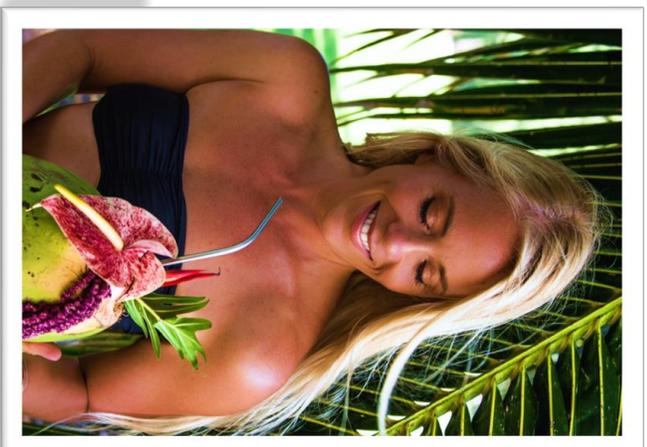


- Strong founder story: Integrative Health Professional Backed
- Use of high performance, small molecule antioxidants grown in Hawaii's nutrient rich, volcanic ash soil that absorb quickly and provide fast results
- Proprietary "Triple Boosting Complexes™" from plant actives
- Healing rose quartz and sapphire crystals
- The integrative nature of the brand featuring an internal and external approach to skincare along with a complete ingredient list of 100% non-synthetic, non-GMO, clinical level vegetarian ingredients
- The romanticism and love for the brand of Hawaii and the brand story of the Hawai'i 'ō'ō bird. Give back to Keahou Bird Conservation Center.

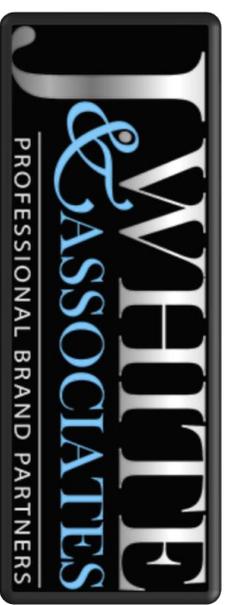
LEADERSHIP TEAM



Ashley Harding
Chief Operating Officer

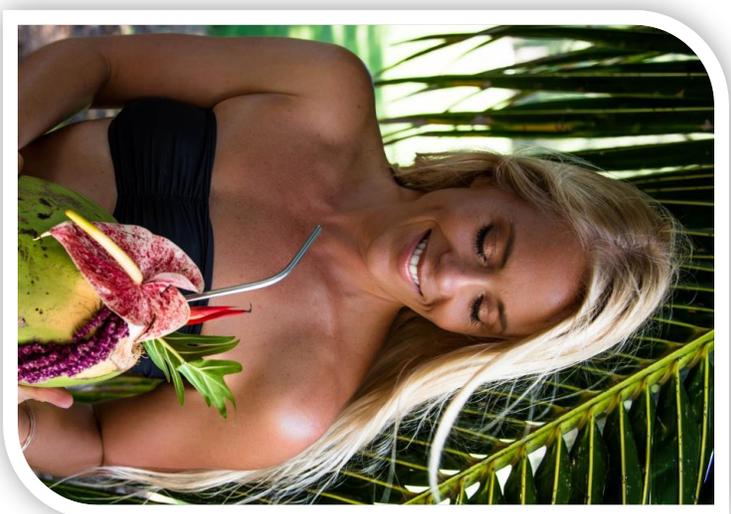


Holly Harding
President, Leader of the Flock,
INHC, AADP



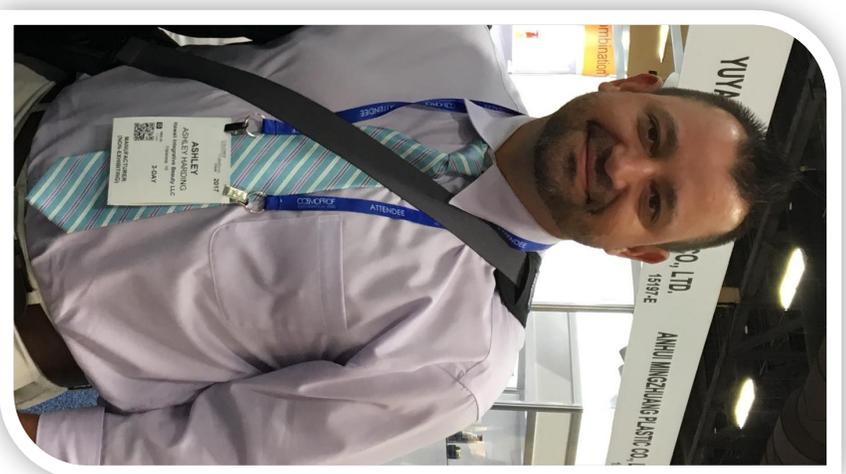
Domestic Sales Partner

Holly Harding, President, Leader of the Flock, INHC, AADP

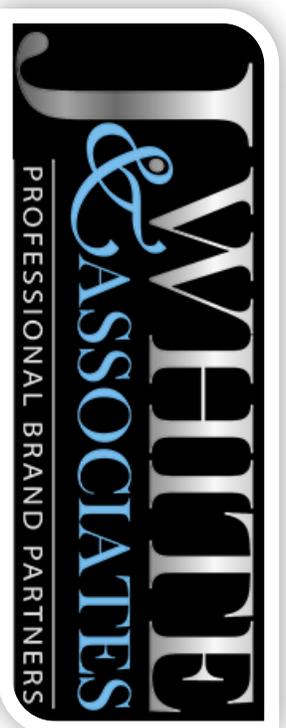


- Graduate of The Institute for Integrative Nutrition (INHC)
- Board Certified by the National Association of Drugless Practitioners (AADP)
- Visionary and concept creator of O'o Hawaii
- Co-founded Bubble Shack Hawaii in 2005; grew to 400+ retailers; successfully sold in 2016
- 20 years' experience in personal care product development and business development
- Corporate marketing professional
- Magna Cum Laude graduate of Boston University
- Professional classical musician with performances all over the world as a solo and orchestral musician

Ashley Harding, Chief Operating Officer



- 20 years' experience in beauty and consumer goods general management, finance, human resources, manufacturing, distribution & logistics
- Co-founded Bubble Shack Hawaii in 2005, grew to 400+ retailers, successfully sold in 2016
- United States Secretary of Commerce appointed Board Member of the Hawaii Pacific Export Council
- MBA in International Finance and Cost Accounting
- Certified Lean Six Sigma Green Belt



J. White & Associates, founded in 2009 by Jeff and Kristel White, offers a unique form of brokerage to the professional beauty and retail industries. Their intense focus and collaborative approach to sales and marketing dictate that the firm only partner with a limited number of manufacturers. They work hand-in-glove to develop the optimal strategy for distribution to – and more importantly through – key points of distribution nationally. The firm’s management team carefully selects their vendor partners, both cultivating emerging market leaders as well as advancing brands poised for the next level of market expansion. O’o Hawaii rounds out the J White product portfolio with a clean beauty integrative line. Key targets include: Sephora, Ulta, Salon Centric, Universal Companies, Violet Gray, Blue Mercury, BSG, Detox Market, CVS, Salon Innovations.



O'ō Hawaii Spans

The 6 Hottest Beauty Sales Channels!

- Direct website
- DRTV – QVC / TSC
- Amazon
- US Retail Beauty Space (online and brick and mortar)
- International Distribution Partners (Korea, Israel, Europe, India)
- US Luxury Spa
- Duty Free (DFS Galleria, Duty Free Stores in South Korea)



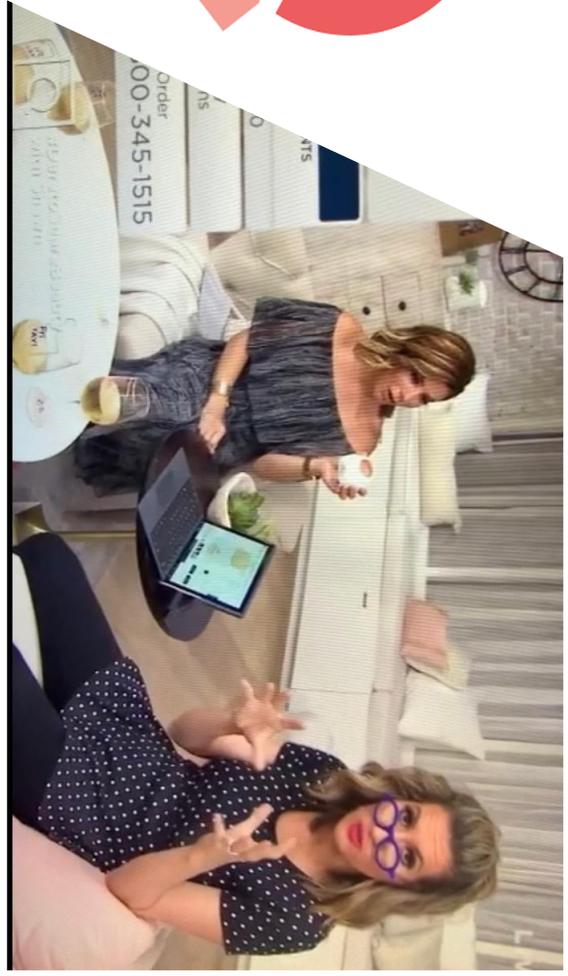
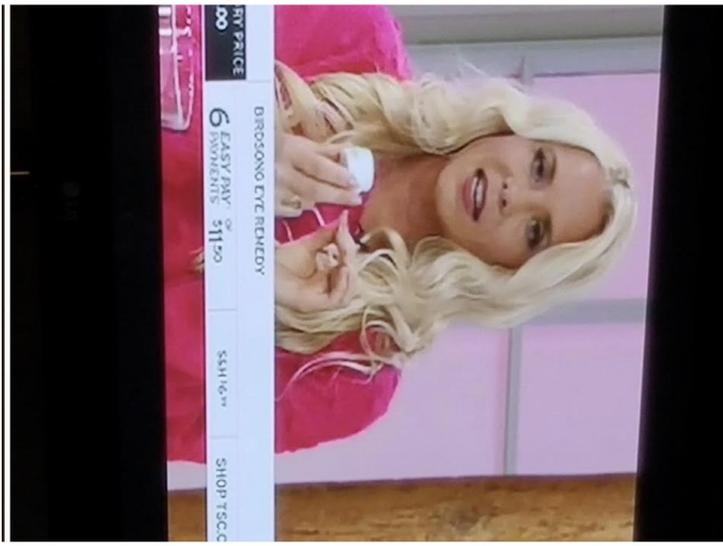
Direct Response TV



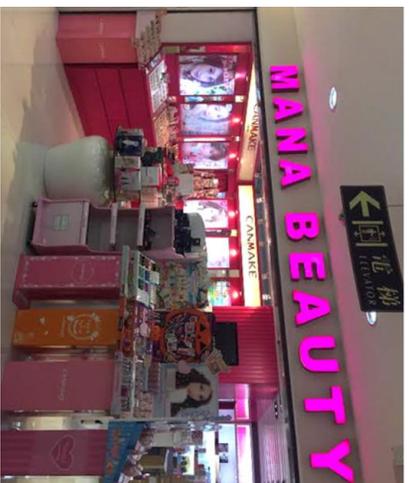
Tonight! Inbox

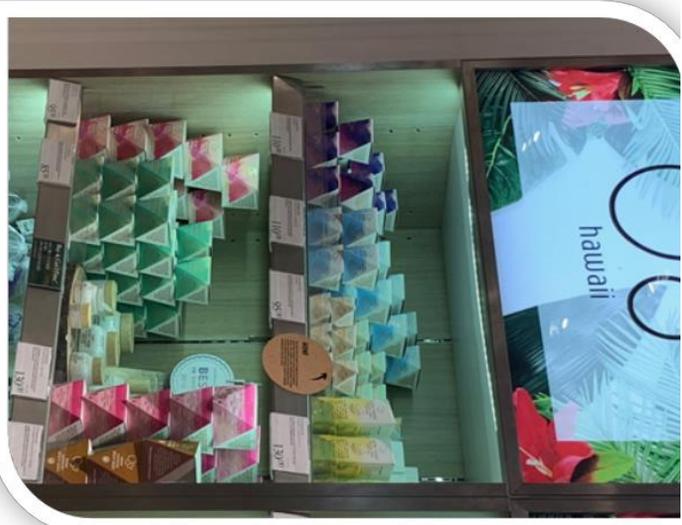
1 Lisa Patton 8:50 PM
to holly@oohawaii.com

You are doing an amazing job and look so beautiful!!!! X



International Distribution





Duty Free Shopping!

US Indie + Luxury Beauty



Free People

L☆SPACE

VON MAUR®

Neiman Marcus



Luxury Spa



WALDORF ASTORIA®
HOTELS & RESORTS



THE KAHALA
HOTEL & RESORT
Honolulu, Hawaii



FOUR SEASONS



THE RITZ-CARLTON

GLOBAL DISTRIBUTION



INGREDIENT SOURCING AND MANUFACTURING

*All ingredients used require non-GMO and organic certificates.

*We do not use any raw ingredients sourced from China.

BotanX Labs, Anaheim, CA:

- External skincare formulation chemistry and manufacturing/filling teams.
- BotanX Labs sources all ingredients from approved sources and has Hawaii ingredients shipped directly to California. Some of the Hawaii sourced ingredients include: Kona Coffeeberry Extract, Sea Silt, Red Algae, Strawberry Guava, Noni, Kukui Nut Oil, Macadamia Nut Oil.

Leif Labs, Valencia, California:

- Nutraceutical/Pharmaceutical Supplement formulation chemistry and co-pack partner.
- Leif Labs sources all ingredients from approved sources and has Hawaii ingredients shipped directly to California.

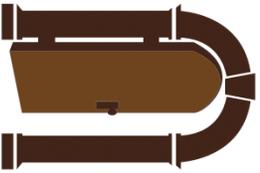


THIRD PARTY LOGISTICS

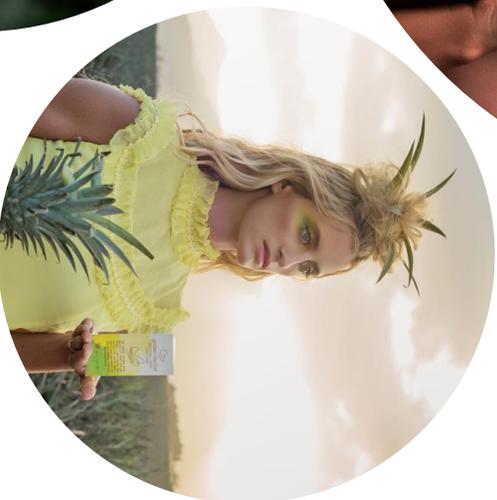


Open Door Solutions, Chino, California (3PL):

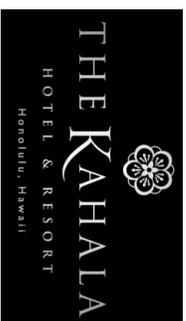
3PL Provider Open Door Solutions provides all aspects of a modern third-party logistics provider including: warehousing, inventory control, order fulfillment, shipping services, online integration, full ERP integration and dedicated CSR.

 **OPEN DOOR**
SOLUTIONS, LLC
turn-key  services





KEY CUSTOMERS



KEY NEW LAUNCHES

- 33 Von Maur Stores
- Free People.com
- L Space
- Samsung Fashion Group (Korea Distribution)
- TSC Canada (Direct TV)
- DNO GROUP (India, Israel Distribution)





KEY ANTICIPATED LAUNCHES Q3 2021

- HUT Group
- Salon Centric
- Salon Innovations
- Altered State
- Organic Market (Japan)
- Sun Beauty Distribution Spain/EU Distribution)

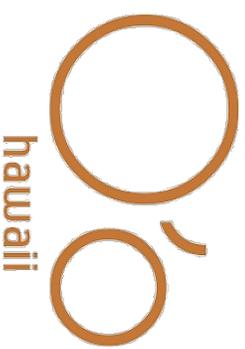




AWARDS AND ACCOLADES

- 2018 Cosmetics Packaging Design Magazine Sustainability Leader
- 2018 Indie Beauty Best in Show Award for Best Face Scrub
- 2018 Indie Beauty Best in Show Top Three Finalist: Best Facial Cleanser, Best Face Mask
- 2018 New You Beauty Winner Best Face Scrub
- 2018 Beauty X NYC Capital Summit Clean Sweep Winner: Most Investable Brand
- 2018 Cosmoprof Top Ten Hottest Beauty Products (Brilliant Feather Beauty Balm)
- 2019 Cosmoprof Top Ten Hottest Beauty Products (Golden Nectar Brightening + Firming Ferulic Serum)
- 2019 Indie Beauty Best in Show Nominee for Best Branding
- 2020k Modern Luxury Magazine IT LIST Best Skincare





2021 RECOVERY PLAN Overview

The O'o Hawaii 2021 Recovery Plan has four main pillars and associated infrastructure builds. The infrastructure and the timing of capital investment is strategically planned for O'o Hawaii to penetrate the market and sell at scale with existing pending business.

1. Strengthen Brand Positioning
2. Pricing Realignment
3. Direct Ecommerce/Direct TV/Amazon
4. International Development





2021 RECOVERY PLAN: Brand Positioning

Today's beauty consumers want to be part of a movement. Now, more than ever, with so many skincare brands in the mix, messaging is key. Moving into a "Live Your Life, We've Got Your Skin" messaging positions O'o as an active lifestyle brand that focuses on "you" making up for lost time (aka 2020) while we focus on keeping your skin looking it's best.

- Emerging from COVID19 with more affordable retail price points to open distribution channels. Retail prices will range from \$48.00 - \$65.00 USD.
- Women 25-54 who seek clean ingredients
- "Live Your Life, We've Got Your Skin" messaging targets active lifestyle and "busy lifestyle" users
- Hawaii branding has a dreamy, international appeal and why many still can't travel so it gives a little bit of an escape in a jar
- Ethnic diversity of Hawaii and reflection in branding aligns with current ethnic diversification climate
- Focus on international markets where economies are minimally affected by COVID: Korea
- Science, science, science! Have we heard this word enough? We'll be showing the science in every formula in an easy to understand, compelling story.



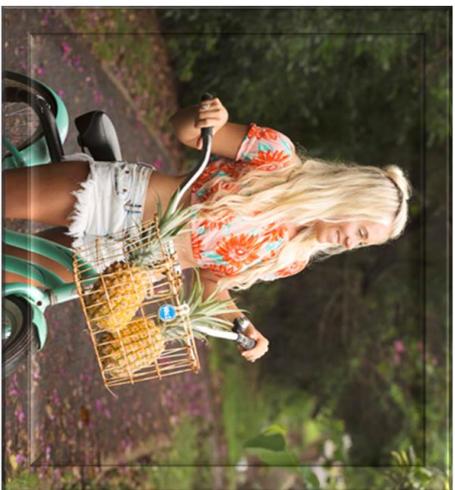
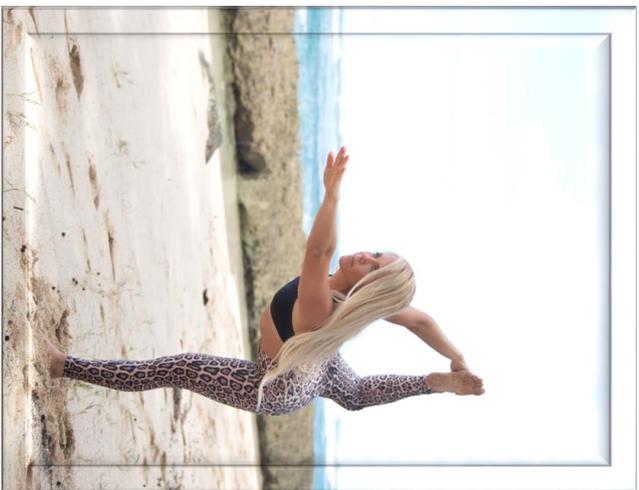
2021 RECOVERY PLAN:

Brand Positioning of Founder,

Holly Harding, INHC, AADP

- A health and wellness leader that embodies the essence of what it means to live a healthy, active, Hawaii lifestyle while successfully creating and marketing her own line of integrative skincare further helps strengthen the “Live Your Life, We’ve Got Your Skin” messaging.

“I created O’o Hawaii as the ultimate culmination of my experience in skincare/beauty and holistic nutrition along with my love of Hawaii and an ocean lifestyle.” ~ Holly Harding



2021
RECOVERY
PLAN:
Real Life Before
and After Shots



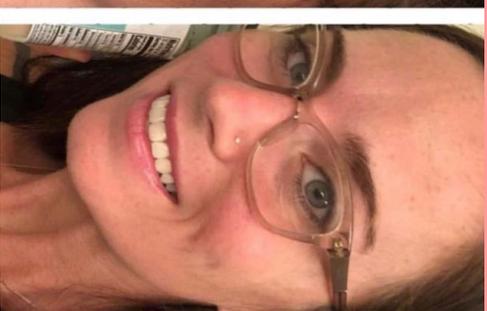
Before



After



Before



After

With science and effectiveness being at the forefront of nearly every industry these days, a major initiative is to create an incentivized sharing program through community Facebook groups to gain and share before and after photos.



2021 RECOVERY PLAN:

Pricing

- O'o Hawaii has been positioned as a premium clean beauty skincare brand carrying competitive top of the market pricing. Prior to August 2020 retail prices ranged from \$65 - \$98 USD.
- The addition of BotanX Labs as a copacker along with volume purchasing will allow COGS to reduce greater than 35% allowing a retail MAP price correction of just over 25% with new retails spanning \$48 - \$65 USD!
- In the margin and COGS detail we still reach >80% margin on direct to customer channels and competitive margins in wholesale and distributor pricing models.
- Price has been the single barrier of entry to mainstream beauty retailers and a price correction will open the opportunity for major retailers including Ulta.

Infrastructure creation associated with O'o Hawaii's new pricing :

- R&D, formulation, SKU IP development
- Formulation export preparation
- Inventory building to sell at scale
- New design/flute on case pack shippers

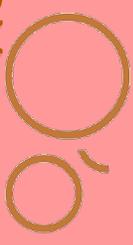




BASE
BEAUTY
CREATIVE
AGENCY™



Brand Buddy



2021 RECOVERY PLAN:

E-Commerce

- O'o Hawaii was impacted in 2020 due to COVID retail closures, specifically with key accounts Neiman Marcus, Duty-Free Stores and Spas. As the world is changing along with consumer shopping habits, O'o Hawaii will abort costly customer acquisition within department stores and refocus on beauty specific retail, Ecommerce, and international distribution. There is no current exposure to uncollectable receivables or stranded inventory but rather the right time to refocus our online and ecommerce strategy as that is the future!
- Base Beauty was selected after a stringent interview process to create and implement an extensive strategy to include a brand audit, digital advertising, social media management, website overhaul, collateral and graphic design and public relations
- Partnered with Brand Buddy to optimize Amazon listings, A+ content, and ad campaigns
- Web developer SAAS Ventures will work with Base Beauty to optimize www.oohawaii.com



2021 RECOVERY

PLAN:

A Focus on Reviews

- Now more than ever before consumers value reviews. Without being able to sample or try a skincare product, having a solid number of 5-star reviews is critical
- We plan to retain Bazaar Voice and Power Reviews to help us with a sampling program to significantly increase our current reviews



I am blown away
by how great
Golden Nectar actually is!
I could literally tell
a difference after just
the first application!
I am a total believer
in this stuff!

-Sunshine03



“
This is by far the best
moisturizer that
I have ever used.
It nurtures your skin with
natural
ingredients and has
a soft jasmine fragrance.

-Dr. Ann Kelly



Golden Nectar
is a Game Changer
in the World of
Beauty

-Carlyne



I am a 34 year old stay
at home mom of 3 boys,
youngest being 5 months,
so you can bet I look tired
and worn out but with this
totally amazing serum,
I look so much better and
my skin
is noticeably brighter
and healthy looking.

-Happy Momma



2021 RECOVERY PLAN: International Distribution: South Korea

- **South Korea:** After several months of contractual negotiation Samsung Fashion Group executed our distribution contract May 2020 and our first order was delivery in January 20201. South Korea's economy has been very minimally affected by Covid – 19 and the Samsung Fashion Group is opening 11 new clean beauty brick and mortar retail locations in 2020. Additional distribution through existing retailers and Duty Free stores.
- Supporting documentation to the relationship and deal with Samsung Fashion Group:
https://drive.google.com/drive/folders/1ZSlqSo8KkwB7HOPC_28g2CQwLUgVom4XN?usp=sharing
- Infrastructure creation associated with O'ō Hawaii's South Korea distribution:
 - Regulatory compliance
 - Grand opening promotions
 - Import labels and repackaging
 - Building inventory

SAMSUNG

2021 RECOVERY PLAN:

International Distribution: EU/UK



Sun Beauty Distribution: Distribution contracts executed with Sun Beauty <https://www.sunbeautydistribution.com> to be EU licensee and distributor. Regulatory compliance is ongoing with Bionok. 5 of 7 products through regulatory process. Expected to launch Q2 2021.

Supporting documentation to the relationship and deal with Sun Beauty:

<https://drive.google.com/drive/folders/1iss8TRMLi71-0zuuQqOyACe1j8M110ki9?usp=sharing>
Infrastructure creation associated with Sun Beauty distribution:

- Regulatory compliance
- Import labels and repackaging
- Building inventory
- Multi language insert

Bionok
Pionok





2021 RECOVERY PLAN:

International Distribution: China

China: O'o Hawaii has an exceptional opportunity to sell product into mainland China cross border. Agintas-Asia, <https://www.agintas-asia.com/en-gb/home>, is the broker. FCMU <https://www.fcmu.de/> performs the marketing and advertising and sister company YCG holds the inventory and does all the fulfillment. Ashley Harding met all parties in Munich Feb 2020.

Supporting documentation to the relationship and deal with Agintas-Asia:
https://drive.google.com/drive/folders/168-4_4tZ6qOucMKZV3e4mXxeN9ND0G?usp=sharing

AgIntas Asia EXCITING
TRADE.



2021 COVID RECOVERY PLAN:

International Distribution: India, Israel, Thailand

India/Israel: The DNO Group, <https://www.dno-group.com/>, domiciled in Israel is a sales broker for regulatory compliance and sales into several countries. O'o Hawaii will begin selling via NK Healthcare and DNO Group in India and Israel and with success use their network for additional countries. Initial orders to be sent to Israel April 2021 and India Q3 2021.

Supporting documentation to the relationship and deal with DNO Group:

https://drive.google.com/drive/folders/1pNh9ZezpIhrPmmtGi50Q3MZ_tLPmAWgB?usp=sharing

Infrastructure creation associated with DNO distribution:

- Regulatory compliance
- Import labels and repackaging
- Building inventory





2021 RECOVERY PLAN:

International Distribution: Japan

Japan: In contract and currently in regulatory compliance process to export into Japan with SLJ, Ltd., D/B/A Organic Market, <http://slj-co.jp/>. SLJ Ltd is uniquely a cosmetic licensee, retailer and distributor. O'o Hawaii was introduced the SLJ Ltd through the United States Commercial Service, US Embassy Tokyo and their Gold Key Service.

Supporting documentation to the relationship and deal with SLJ:
<https://drive.google.com/drive/folders/1mrthLRRzF9RwXxqboPLdpjyGCS99OVIF?usp=sharing>

Infrastructure creation associated with O'o Hawaii's Japan distribution:

- Collateral translation
- Final regulatory compliance
- Import labels and repackaging



OUR CAUSE

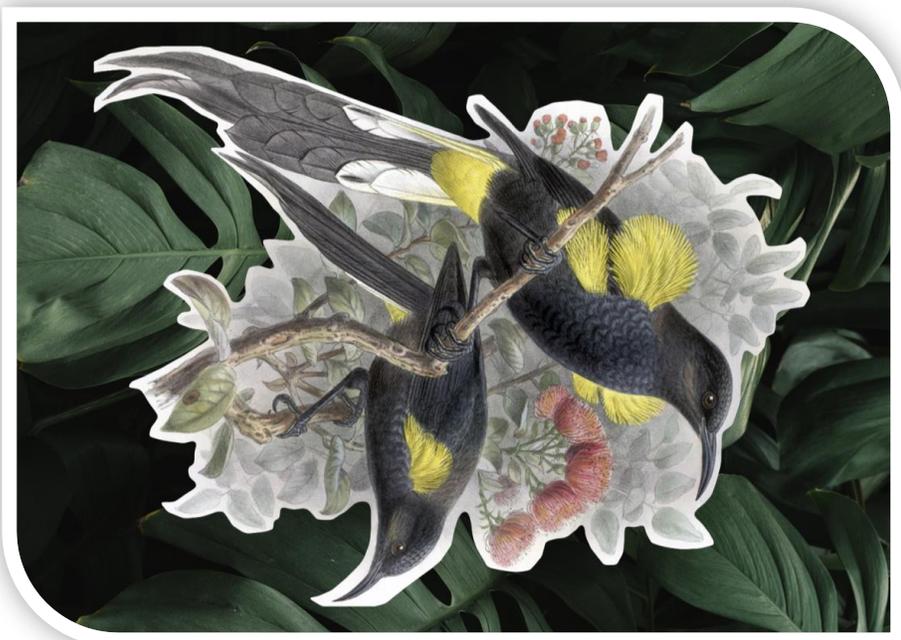


O'o Hawaii Gives Back to Nature by Protecting Native Birds

We believe in and love the work of The Hawaii Forest Institute. Their Keauhou Bird Conservation Center Discovery Forest works to protect and preserve the native birds of Hawaii.

The KBCC Discovery Forest is providing service-learning opportunities for volunteers and habitat and food for native birds. Using conservation breeding and release techniques, for over 20 years, the KBCC has been saving critically endangered Hawaiian birds from extinction and restoring these species in the wild. Birds being cared for at the KBCC are the 'Alaiā, Puaiohi, Palila, Kiwikaū, 'Akeke'e, and 'Akiiki.

For every online sale, O'o Hawaii donates \$1.00 to the Keauhou Bird Conservation Center Discovery Forest program.



Contains Organic Ingredients.
no: harsh preservatives, synthetic colors,
fragrances, phthalates, sodium lauryl/laureth
sulfate.

- RECYCLABLE
- VEGETARIAN
- NON-GMO
- BIODEGRADABLE
- PARABEN FREE

CONTACT

HIB Management Services LLC

DBA O'o Hawaii

DBA Hawaii Integrative Beauty

58-036 Kapuai Place

Haleiwa, HI 96712

www.oohawaii.com

@oohawaiiibeaauty



Holly Harding

President, Leader of the Flock

holly@oohawaii.com

808.341.0143

Ashley Harding

Chief Operating Officer

ashley@oohawaii.com

808.348.9371





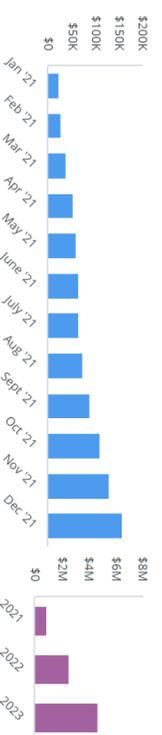
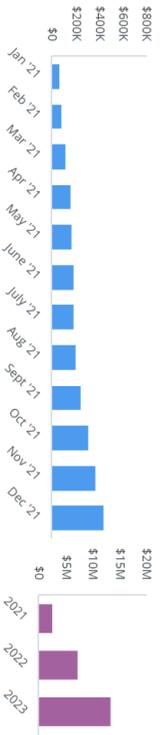
APPENDICES

O'ohi
hawaii

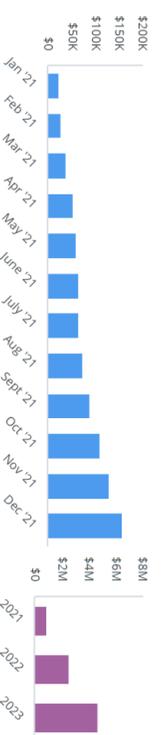
PRO FORMA



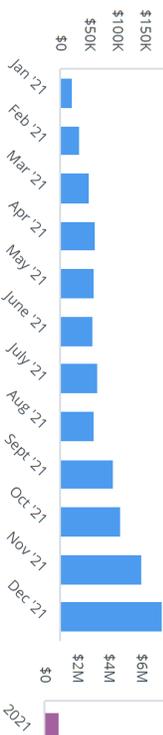
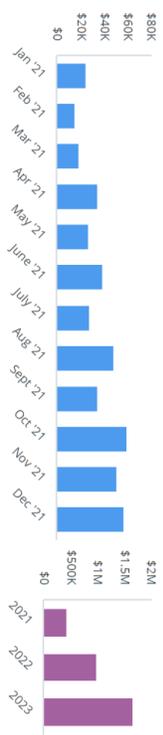
Revenue



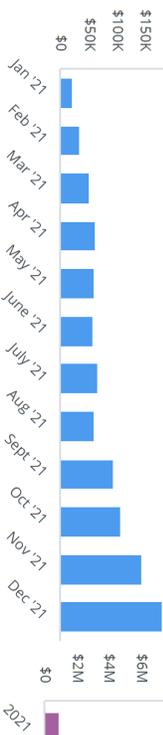
Direct Costs



Expenses



Net profit in 2021



https://drive.google.com/file/d/1_PUXDMSnU3L5DYHbzHm4ixxy92_xDjZV0/view?usp=sharing



SALES BUILD:

UNITS / CUSTOMERS / CHANNEL

<https://drive.google.com/file/d/1NTgIQtd8U113SN9EnyB7ahD03-9t16Df/view?usp=sharing>



COGS / MARGIN DETAIL

<https://drive.google.com/file/d/1TZfk4ITPeCqeTg9FPnCK-VBB-GHCSXHH/view?usp=sharing>

VALUATION

O'o Hawaii is open to all valuation methods and discussions. Below is a discounted cash flow with top line sales supported by sales build and pro forma.

https://drive.google.com/file/d/1tvcnsdBzm_46ek7ci4sb_HidjInNo_Ks/view?usp=sharing

| | | | | | |
|---|------------------------------------|----------------|--|-----------------|------------------------|
| CASH FLOW | | | | | |
| Revenue | 2020 | 2021 | 2022 | 2023 | |
| | \$750,000.00 | \$5,100,000.00 | \$11,000,000.00 | \$25,000,000.00 | |
| Total Expense | \$525,000.00 | \$3,570,000.00 | \$7,700,000.00 | \$17,500,000.00 | |
| Cash Flow | \$225,000.00 | \$1,530,000.00 | \$3,300,000.00 | \$7,500,000.00 | |
| COST OF CAPITAL | | | | | |
| Cost of Capital | 10.00% | | | | |
| PRESENT VALUE OF CASH FLOWS | | | | | |
| Discount Factor | Year 1 | Year 2 | Year 3 | Year 4 | |
| | 0.909090909 | 0.826446281 | 0.751314801 | 0.683013455 | |
| Present Value Cash Flows | \$204,545.45 | \$1,264,462.81 | \$2,479,338.84 | \$5,122,600.92 | |
| TERMINAL VALUE | | | | | |
| Cost of Capital | 10.00% | | | | |
| Growth Rate in Perpetuity | 3% | | | | |
| Terminal Value | \$110,357,142.86 | | | | |
| VALUE: PERPETUITY GROWTH RATE METHOD | | | | | |
| | Present Value of Cash Flows | | Present Value of Terminal Value | | Total |
| Value | \$9,070,948.02 | | \$75,375,413.47 | | \$84,446,361.49 |



CAPITALIZATION TABLE

Prefunding, the only owners/members of HIB Management Services LLC (Hawaii LLC) and Hawaii Integrative Beauty LLC (NV LLC), DBA O'o Hawaii are:

- Holly Harding 51%
- Ashley Harding 49%

Both LLCs are both women-owned and veteran-owned.

Articles of Incorporation and Operating Agreements available upon request.



COMPETITION

Brands Competitive to O'o Hawaii:

- https://www.herbivorebotanicals.com/?gclid=EAlaIQobChMlK8-95LP06gIVeIj2tBh27tgpQEAAAYASAAEgJbXPD_BwE
- https://www.perriconemd.com/?gclid=EAlaIQobChMlwrna9bp06gIVxIT2tBh3TewGfEAAYASAAEgKHXPD_BwE
- <https://mahalo.care/>
- <https://www.leahlaniskincare.com/>
- https://www.youthtothepeople.com/?gclid=EAlaIQobChMlVpe3p7T06gIV2SctBh0wppQEcEAAYASAAEgKn1fd_BwE
- https://codexbeauty.com/?utm_source=google&utm_medium=ppc&utm_campaign=10373787724&utm_content=101627892845&utm_term=&gclid=EAlaIQobChMl3rvCtLT06gIVfRlnCh0w_g2gEAAYASAAEgJbFD_BwE
- https://www.tataharperskincare.com/?rmsrc=1&rmsrc=1&gclid=EAlaIQobChMlUb-dyrT06gIVHx-tBh2luw7AEAAVASAAEgLI1NPD_BwE
- https://biossance.com/?utm_source=google&utm_medium=cp&utm_campaign={campaign_name}&utm_term=biossance&gclid=EAlaIQobChMl1Juu41rT06gIVdvh9Ch2vpgJaEAAYASAAEgJUInvD_BwE

COMPETITIVE FUNDING EXAMPLES



- <https://www.inc.com/dan-whateley/tatcha-victoria-tsai-unilever-acquisition-inc5000.html>
- <https://www.businessoffashion.com/articles/beauty/why-shiseido-bought-drunk-elephant>
- <https://www.marketwatch.com/story/this-female-industrial-engineer-built-a-65-million-business-convincing-customers-natural-skincare-isnt-hippie-sh-t-2017-11-01>
- <https://www.cNBC.com/2018/08/16/skin-care-brand-elemis-tapsjefferies-for-sale.html>