

We make clean + functional body care that supports a healthy microbiome



jackhenry.co Costa Mesa California

LEAD INVESTOR



Mike Backhaus CISO, ERM, Investor

JH is led by strong leadership and focused on providing sustainable and eco friendly products to the consumer. Product placement is critical in evolving the brand for JH. The company has managed to create a strong Omni presence in the marketplace through its strong marketing efforts. JH is focused on the consumer by providing high quality products with care for the environment. In addition, JH's studio strategy creates another successful revenue stream for the company that promotes JH products along with a quality experience makes the customer wanting to come back for more! Excited to be apart of a brand that has the potential to change the industry!

Invested \$30,000 this round

Highlights

- 1 Over \$5m in revenue, fulfilled over 98,000 orders, with 73% customer return rate.
- 2 True omni-channel revenue approach. Establishing four distinct channels. 2021 - 2022 100% YoY growth
- 3 Ecomm metrics = CAC \$9 · ROAS 5.43x · AOV \$49 · LTV/CPA 9.29
- 4 Retailers include Saks 5th Ave, J.Crew, Erewhon, Remedy Place, Verishop
- 5 Featured in GQ, Hypebeast, Rolling Stone, Forbes, Uncrate, Men's Health, Well + Good, goop, Byrdie
- 6 Proprietary plant-based formulas that are original, sustainable, cruelty-free certified and organic
- 7 Launched jack henry studios, a brick-and-mortar wellness club that offers hair and skin services
- 8 Studio metrics = CAC \$15 · ROAS 13.3x · AOV \$83.36 · LTV/CPA 73. Yearly LTV \$960

Our Team



Kyle Bardouche Founder & CEO

Kyle is a persevering business leader with 10+ years of experience in brand building, forging new categories and building a global presence. Previously, he has helped companies optimize and deliver product, build brand and business strategies.



Doug Peters Director of Operations

Doug oversees our operations from sourcing and logistics to scaling our in-house manufacturing processes. He joined our team in the early days and has a proven track record of driving efficiencies and an eye for quality and precision.



Aj Ogden Brand Director

Aj is a brand strategist and creative director with over 7 years of experience. he has built and overseen campaigns with brands such as Dyson, Adidas, Hyundai, google, Samsung and many more.



Carlos Ortiz Creative Director of Hair

Carlos is a leading trendsetter and natural talent in the hair and beauty industry. With over 20 years of haircutting experience, he started his career in Los Angeles and then took on the New York hair scene for a decade. He will be heading up Studios NYC



Alec Dieppa Head Formulator

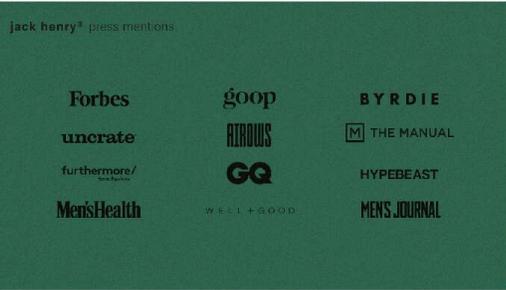
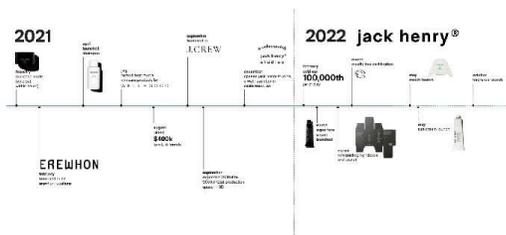
A veteran of the beauty industry, His passion for creating products began over a decade ago and quickly became an obsession. Being hands-on as a hairstylist gives him a unique insight into the needs and trends in the world of self care.



Ben Rawitz Strategic partner

15+ years of managing Tom Brady. The relationship between Tom and Gisele extends far beyond the boardroom. Ben is a trusted advisor and friend. He touches all aspects of Tom's businesses and is a strong gatekeeper for Tom.

Jack Henry is often recognized not just for their clean + functional products, but for their commitment to



introducing

a wellness club

jack henry® studios

welcome to jack henry studios. we have created a space that **redefines the meaning of wellness**, and it focuses on education, care and bringing the gap between self-care and functionality. every service has been designed for you and your needs.

jack henry® studios



hair

at jack henry studios, we offer a wide range of hair services, including haircuts, styling, and more. we are committed to providing you with the best hair care experience possible.



skin

we offer a wide range of skin care services, including facials, treatments, and more. we are committed to providing you with the best skin care experience possible.



body + mind

we offer a wide range of body and mind services, including massages, yoga, and more. we are committed to providing you with the best body and mind care experience possible.



jack henry® studios
projected revenue

2022 **\$500k**

2023 **\$1m**

2024 **\$2m**

forward-looking projections cannot be guaranteed



KYLE
bartouche
founder



AJ
origin
co-founder



DOUG
jokes
director of product



BEN
ravel
director of design



DYLAN
lucker
designer



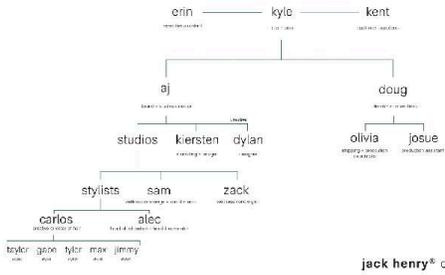
CARLOS
ortiz
product director



ALEC
dicicca
founder of science & chief scientist

the leadership team

we have chosen a group of highly skilled, successful, experienced, battle-tested executives, and their decisions are critical to our success. We will have an experienced, highly skilled leadership team.



jack henry® org chart

use of funds

jack henry raised \$1.5M in seed funding to build out our team, as has been announced in our press release. We will use the funds to build out our marketing and sales efforts, as well as to build out our product and operations.

working capital will be used for marketing, packaging, research, and development. We will use the funds to build out our marketing and sales efforts, as well as to build out our product and operations.

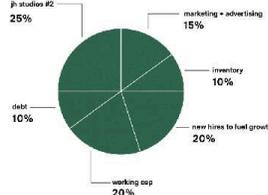
new hires to fuel growth as we continue to grow, we will need to hire more people. We will use the funds to build out our marketing and sales efforts, as well as to build out our product and operations.

marketing + advertising we will use the funds to build out our marketing and sales efforts, as well as to build out our product and operations.

inventory we will use the funds to build out our marketing and sales efforts, as well as to build out our product and operations.

debt we will use the funds to build out our marketing and sales efforts, as well as to build out our product and operations.

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Men's Personal Care Market Size –

The global men's personal care market size was valued at USD 30.8 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 9.1% from 2022 to 2030. The growing demand for gender-specific products such as shampoos, conditioners, shaving creams, and face masks and peels by men is expected to positively impact the market.

According to a Byrdie article published in May 2020, in the U. S., the average male spends approximately USD 244 per month on skin care products, with facial moisturizers accounting for the majority of the money spent. The growing awareness of men's skincare products is predicted to increase demand in the upcoming years.

What started as a hair care brand transformed into a full-body personal care and wellness brand with new categories in sight including clean sunscreen, fragrance and supplements.



