



## INVEST IN SANARA

# Mind + Body care rituals powered by indigenous Latin American botanicals

### LEAD INVESTOR



**Ryan Henry** Ryan & Celeste Henry

Last year my wife was able to get some samples of the Sanara products; she has been using them every day since, and telling everyone she can about it! We have gotten to know Rebekah more. We believe her drive, and her ability to overcome obstacles while continuing to build a brand from her own home is almost unmatched. It is clear to see that Sanara is her passion! The quality of the product, and the importance of bringing attention to Latin American elements that are underutilized in the skincare and beauty market, is something we want to get behind. When she approached us about investing, we looked at Sanara's growth in just the past few months, combined with testimonials from skincare therapists at high end spas, and our decision to move forward was an easy one. We were most impressed by their organic growth with little marketing so far and the high engagement rates of repeat users. We believe this brand could take off as Sanara closes more partnerships with luxury facilities, and continues to build on their B2C brand.

**Invested \$25,000 this round**

## Highlights

- 1 🚀 \$9.6 Billion U.S. Spa Market CAGR 12.1% from 2021-28
- 2 🚀 \$10.6 Billion U.S. Luxury Cosmetics Market CAGR 3.9 % from 2021-28
- 3 🚀 Launched at Four Seasons Vail, Nov 2021 creating 2 of their signature rituals
- 4 ⭐⭐⭐⭐ 4.8 star average customer review
- 5 📢 Currently in talks with Ritz Carlton, Four Seasons spas and more
- 6 🏆 Voted Best In Show Finalist Body Scrub at the 2019 Indie Beauty Expo Nationally
- 7 🏆 Voted Buyer Favorite at the 2019 Indie Beauty Expo in Dallas, TX
- 8 📢 Featured in Women of Today by Camila Alves McConaughey

## Our Founder



## **Rebekah Jasso Jensen** Founder & Visionary

Rebekah started Sanara out of her own skincare needs having lived with Psoriasis since her teens. After noticing a major gap in the beauty/wellness market, she created Sanara.

It all started in my kitchen. I've been living with Psoriasis since my teens and it wasn't until my mid-30's that I decided it was time to take my skin into my own hands. I wanted to know the ingredients I was putting onto my skin so I began formulating my own products and just like that Sanara was born.

# **Latin American botanicals and the beauty industry, please allow me to introduce you.**

## **Introducing Sanara**

Sanara is a plant based skincare line developed and created for those with skin sensitivities. Sanara celebrates indigenous Latin American botanicals, my way of paying homage to my Latin roots. "I want to celebrate and share the beauty of Latin America".



Sanara diversifies the beauty and wellness market by creating beauty rituals powered by indigenous Latin American botanicals. We represent an underrepresented region and community empowering all women to engage in wellness

through self-care and skin health.



## The Meaning of Sanara

Sanará means, 'you will heal' in Spanish. Acting as the beacon to the ingredients I use and products I create.

## My Why....

I envision a community built through Sanara where we can seek mind and body wellness in a safe and connected space with ourselves and one another. Sanara creates self-care products and rituals that bring healing through the mind, body connection; incorporating and celebrating tried-and-true indigenous Latin American botanicals fueling the economic growth of local and Latin American agricultural families and lands at fair trade value.

## Connecting to my ancestors and to myself.

I'm Rebekah, 5th generation Texan, the 5th of 5 girls and was born and raised in a small West Texas town. I created Sanara for those moments in life when you need to step away and heal.

I envisioned Sanara through the whispers and lessons of my Latin American ancestors. My family was migrant workers cultivating and incorporating the bounty of someone else's land to feed their families and provide all-natural medicinal remedies.

My grandma Jasso is a great source of my inspiration, she would crush and mix her concoctions often performing limpias



or healing rituals on friends and family in need.

I harness the beauty of indigenous Latin American botanicals and it's my way of paying homage to my family and ancestors.

Sanara es mi regalo para mis antepasados, mi familia, y las futuras generaciones latinas.



Rebekah Jasso Jensen,  
Founder & Visionary Jefa  
Entrepreneur,  
Sanara

Juliana Rennard,  
Creative Content Jefa  
Entrepreneur,  
Mira Mira. Co

Brand Uncover,  
Sales Jefas  
Spa & Retail

Lindsay Johnson,  
Spa Trainer Jefa  
Entrepreneur,  
Previous spa owner

Espen Jensen,  
Operations Jefe  
Supportive Husband to Rebekah

**Dream Team**  
And we want to grow!!

**I found a major ingredient gap in the cosmetics market.**

"great potential of Latin American plant biodiversity in the cosmetics industry and its low commercial exploitation in contrast with Asiatic plant biodiversity"

"Great Potential" for Latin American plants listed in EC cosmetic ingredient database.  
[Cosmetics design-europe.com](https://www.cosmeticsdesign-europe.com) April 2, 2020

sanara is here to change that

**Sanara creates beauty rituals powered by indigenous Latin American botanicals for those moments in life when you need to step away and heal.**

**TRANQUILA Collection**



Yerba Maté Bath Soak (Artisan Made/Small Batch) \$42 MSRP

TRANQUILA Scented Candle \$55 MSRP

Chilean Rosehip Seed Body Oil \$42 MSRP (\$48\*)

Cupuaçu Seed Body Butter with Aloe & Vitamin E \$39 MSRP (\$48\*)

Black Brazilian Clay Soap Bar (Artisan Made/Small Batch) \$19 MSRP

Bamboo Fiber and Mango Seed Body Polish \$39 MSRP (\$48\*)

\*will increase MSRP (up to) after packaging redesign, based on competitor comparisons

**What have I been up to?**

**From TRANQUILA Collection launch to present**

## Sanara Milestones & Traction

- Sanara re-brand to celebrate indigenous Latin American botanicals after I saw an ingredient gap
- Attended Indie Beauty Expo Dallas in May with lab samples and ideation of Sanara
- Voted Buyer Favorite at Indie Beauty Expo Dallas.
- Bamboo Fiber Body Polish Voted Best in Show Finalist Body Scrub at IBE Dallas.
- Officially launched rebranded TRANQUILA Collection, November 2019.

- Attended spa tradeshow In January with Market ROI in Palm Springs, CA. Great buzz and several potential spa partners.
- COVID, March 2020
- Spiritu subscription box partner
- All potential spa and retail partners are now on hold.
- April 2020 Cosmetic Design Europe confirming the ingredient gap I saw in the cosmetic market in 2018
- Elevate brand packaging and marketing message.
- Content collaborations with Women of Today by Camila

- COVID
- Early in the year, Rebekah took a medical leave of absence from Sanara for breast cancer treatment and mental health
- Launched the Black Brazilian Clay Soap Bar and Scented Candle to the TRANQUILA Collection
- Sanara ends the year on a high note; launching into it's first luxury spa, Four Seasons Vail



- COVID numbers are down and the markets are opening up again!
- Branded Photoshoot Campaign
- Nike hires Sanara for employee gifting campaign
- Launched TRANQUILA Essential oil blend
- Attended ISPA with fantastic feedback and new potential luxury spa partners
- Onboarding with another Four Seasons property. Stay tuned!
- Updating packaging to meet luxury industry standards

2019

blood

2020

sweat

2021

tears

2022

## Who is our target customer and market?

### Target Market

Our target is an urban millennial-minded woman and at this stage in her life, she is focused on self-care: embracing a healthy diet, exercise, financial stability, and most importantly, being at peace with herself. While she isn't overly controlling, she is deliberate about her life decisions. Through this coming of age, she has shifted away from what was trending and toward her own style and expression

### B2B Target Market

- prestigious resorts, hotels and spas
- Luxury Specialty retail (Ex. Bloomingdales, Von Maur, Detox Market, Credo, Blue Mercury, Neiman Marcus, Nordstrom)
- Online/luxury subscription box

#### U.S. Luxury Cosmetics Market

The online channel is estimated to register the fastest CAGR of 4.4% from 2021 to 2028

\$10.6 B  
U.S. Luxury Cosmetics Market Size, 2020

Million Insights Feb 2022

#### U.S. Spa Market

share by service type, 2020 (%)

\$9.6 B  
U.S. Spa Market Size, 2020

Grandview Research

Target Market

## \$10.6 Billion U.S. Luxury Cosmetics Market CAGR 3.9 % from 2021-28

*Increasing demand for premium and high-quality cosmetics and personal care products among millennials is driving the market.*

## \$9.6 Billion U.S. Spa Market CAGR 12.1% from 2021-28

*The rise in hectic lifestyles brings compound growth for the next 6 years in the spa and wellness markets.*

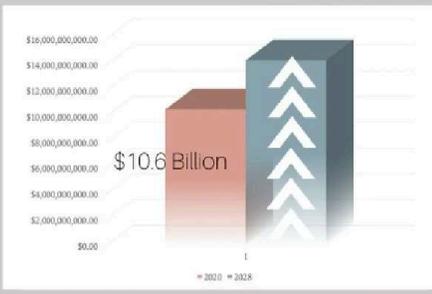
U.S. Luxury  
Cosmetics Market

CAGR of 3.9% from 2021 to 2028

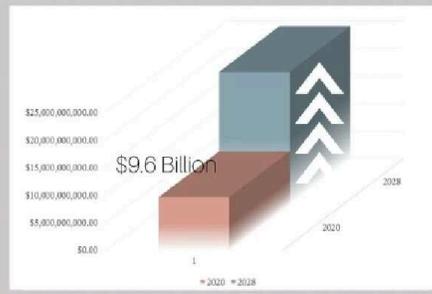
U.S.  
Spa Market

CAGR of 12.1% from 2021 to 2028

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Opt



Increasing demand for premium and high-quality cosmetic and personal care products among millennials is driving the market.

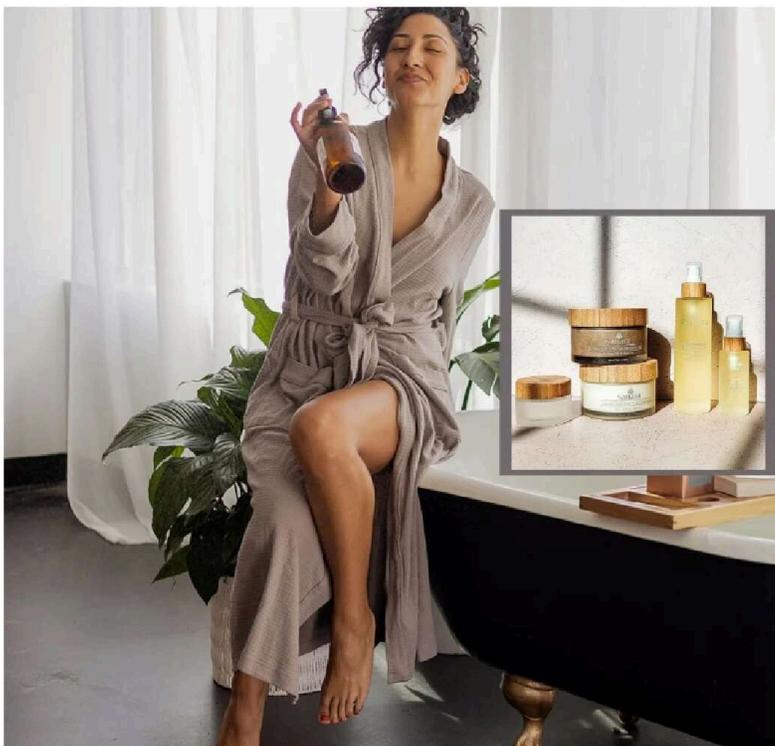


The rise in hectic lifestyle in urban areas, growth in inbound and outbound tourism for the purpose of wellness, rising demand from emerging markets, and awareness are the factors propelling the market growth.

Market Size & Opportunity



## I have BIG plans.....



## Product Roadmap

Spring 2022  
TRANQUILA EO Blend

Fall 2022  
UPDATE current primary packaging to meet sustainability goals and luxury industry standards  
Add travel sizes to body butter and body polish

Spring 2023  
Spa PRO - Body wrap for treatments  
Retail - Shower spray  
(request from Four Seasons)

Fall 2023  
Retail - Bath/Home wellness accessory

## Crunching the numbers for success.

## Product Margin & Distribution Plan

Direct to Consumer

Wholesale

Channel	Margin	Channel	Margin
E-commerce	75-85%	Spa/Retail	56-62%
		Spa PRO	51-71%

Margins are a reflection of our MOQ for both components and manufacturing costs; as Sanara scales we can take advantage of better supplier and manufacture pricing.

## If you want a unicorn brand, you must first start with strategy.

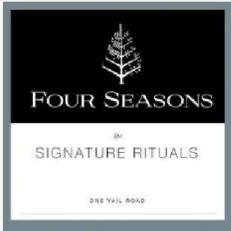
*The last 4+ years were spent, studying the spa + wellness and luxury beauty markets, launching our minimal viable product, testing market fit, building relationships, elevating the Sanara story and secondary packaging, and that resulted in us **LAUNCHING INTO OUR FIRST LUXURY SPA!***

## TRANQUILA RITUAL & EL CUERPO RITUAL created by Sanara now at Four Seasons Vail.

Product Awards & Testimonials





**TRANQUILA RITUAL**

Sanara, which translates to, "you will heal," brings restoration and healing to the mind, body and soul. Begin a full-body treatment with Yerba Mate Bath Soak for a luxurious and therapeutic bubble bath. Following the bath, a full-body exfoliation treatment using Bamboo Fiber & Mango Seed Body Polish with healing botanicals of Mango Butter, Cupuacu and Chilean Roship Seed Oil. Finish the Tranquila Ritual with a customized full-body massage for a relaxed body and mind.

100 MINUTES  
USD \$25

**EL CUERPO RITUAL**

Our El Cuerpo Ritual begins with a full-body exfoliation treatment using a Bamboo Fiber & Mango Seed Body Polish for a deep exfoliation followed by a full-body cupuacu and restorative massage. Healing botanicals including Mango Butter, Cupuacu and Chilean Roship Seed Oil, enveloped within sustainable bamboo fibres gently exfoliate the skin while nourishing the body. Uncovering and discovering bright beautiful skin, leaving the mind tranquil and the spirit renewed.

75 MINUTES  
USD \$25

I have been using your products for treatments and enhancements and wanted to tell you I **ABSOLUTELY LOVE** your products. They are by far the best I have ever worked with. Your body butter is so luxurious. It melts instantly when you apply it and is the perfect massage medium. I love not have it be clumpy or having to work/heat the product to make it melt. Your scrub is so easy to work with, very effective and I feel like it's the perfect balance of scrubby and nourishing for sensitive skin. I know I told you before but the fact that it stays where you put it and isn't a giant mess everywhere is a dream come true.

-Krista, Four Seasons Vail Lead Massage Therapist

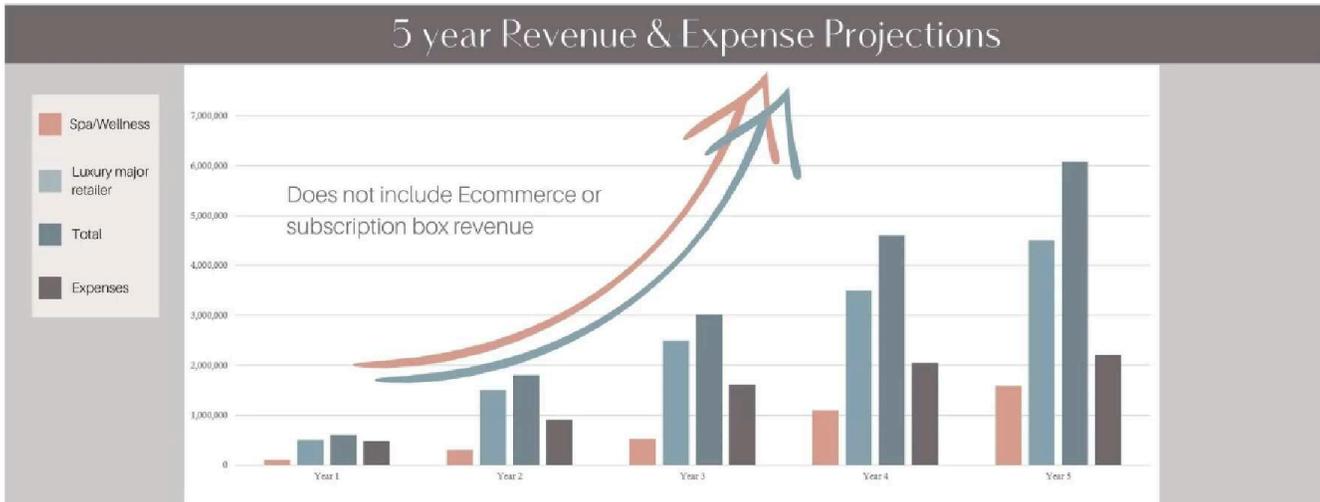
**Eczema Healer**

My son was diagnosed with eczema as a toddler and it effects his legs pretty severely. He is now 10 and we have tried everything from over the counter products and washes to prescriptions from his dermatologist to other "natural" products in an effort to help calm the redness and itchiness associated with his dry skin. In December we started using this body butter and it's hands down the best thing we have ever used! We apply it after his shower when his skin is still somewhat damp. In just a couple of weeks his redness has completely cleared up, the itchiness has gone away and his skin is not dry. I'm so appreciative for this product!! -A.C. Ecommerce Customer

Next Steps. Scale. 🚀

# Take a look at Sanara's growth potential for the next 5 years!

5 year B2B Sales Goals				
Year 1	Year 2	Year 3	Year 4	Year 5
10 spas: small 2 luxury retailers	10 spas: small 6 spas: medium 1 spa: large 6 luxury retailers	10 spas: small 15 spas: medium 2 spas: large 10 luxury retailers	26 spas: small 31 spas: medium 4 spas: large 14 luxury retailers	30 spas: small 40 spas: medium 8 spas: large 18 luxury retailers



Forward looking projections cannot be guaranteed.

**And you can help us get there!**

**How my first capital investment will help Sanara grow in the spa + wellness and luxury beauty markets.**



15 sku's at MOQ in retail,  
travel and PRO sizes

sanara



sanara

Muchisimas Gracias  
Rebekah Jasso Jensen,  
Founder

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