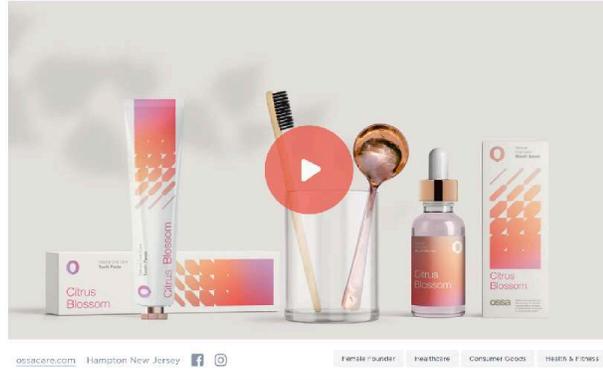


An Oral Health Beauty regimen to address inflammation effectively and naturally.



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.

Pitch



OSSA

uniting beauty and oral health:
a mouth care regimen for well being

About Me



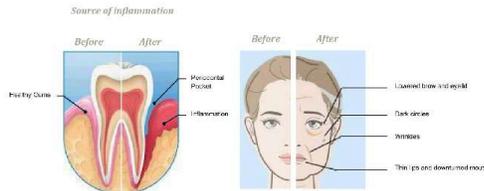
- Entrepreneur (Cosmetologist and Spa Owner)
- Microbiology PhD
- Research & Clinical Scientist
- Science Communicator/Podcaster
- Featured In RDM Magazine
- Editor For Nature and Frontiers Journals
- AAP Clinical Research Award
- Well published in Oral Health research



Key Fact



Oral Inflammation accelerates facial aging



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

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



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



Traditional toothpastes have harmful ingredients

These formulations actually cause inflammation

- Fluoride¹
- Stannous/Phosphate
- Sodium Lauryl Sulfate (SLS)
- Glycerin byproducts
- Essential Oils/Mint



¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3054415/>

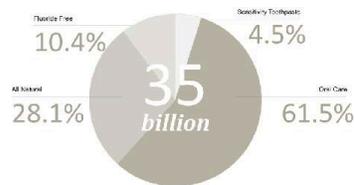
People are looking for new solutions

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



Beyond Oral Care



Anti-microbial technology causes harm

Ingredients like chlorhexidine & mouthwashes negatively impact the oral microbiome



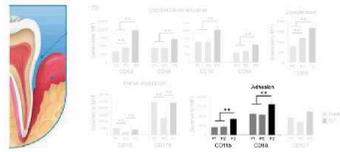
Oral Microbiome and Vitals: Orally-Disseminated Bacteria is the Missing Link in the Management of Blood Pressure

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

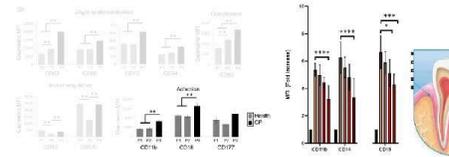
Over-the-counter mouthwash use and risk of pre-diabetes/diabetes

Inflammation is key to health

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



OSSA ingredients decrease inflammation



OSSA actives decrease inflammation and restore a healthy microbiome

Insights from OSSA Testers

OSSA testers love the products

					
When we you have a job, or the teeth (tooth) don't seem to go back.	I had less gum irritation and inflammation.	My teeth felt much smoother.	My tongue and mouth feel much softer.	Great gel for a little of space longevity.	Smother teeth and fresher breath actually.
					
Less sensitive compared to my pain and burner.	Great taste of product, working above or the mouth and throat.	I feel like the fresh and clean feel after brushing my teeth and a fresh breath.	I used to have a thick white coating on my tongue. I noticed a reduction in over-aging of the gums after using it.	Really enjoying it and really how the taste and feel (tongue) more when it's right next.	Doesn't let less time in the mouth, clear appears. My tongue doesn't feel much better.

Clinicians see value and recommend OSSA



"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



"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."

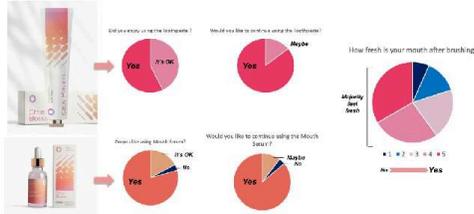
Dr. Dean Chencharik
Art of Dentistry (New Jersey)



OSSA ORAL CARE SKUs

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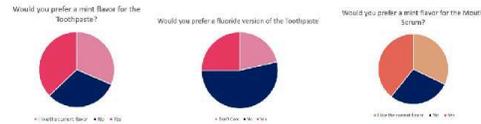
Majority enjoy, feel fresh, and would like to continue using OSSA



OSSA ORAL CARE SKUs

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OSSA pipeline to include Mint and Hydroxyapatite SKUs



Mint and Hydroxyapatite (fluoride alternative) opportunity space

OSSA ORAL CARE SKUs

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In Market Learnings

OSSA ORAL CARE SKUs

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 %	Stat One US Avg. 0.84%
CTA %	CP Industry Avg. 10-30%
WCR %	CP Industry Avg. 1.4%



OSSA ORAL CARE SKUs

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BEHAVIORAL TESTING | THE AGILE WAY

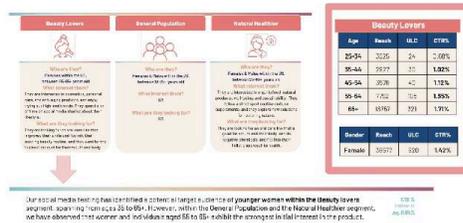
The consumer journey is measured across 3 digital touchpoints to gauge interest and behavioral at each level of the funnel.



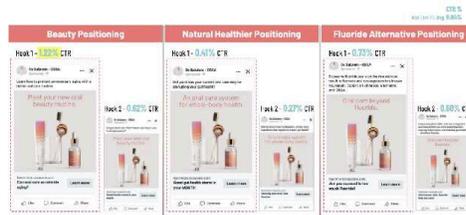
OSSA ORAL CARE SKUs

23

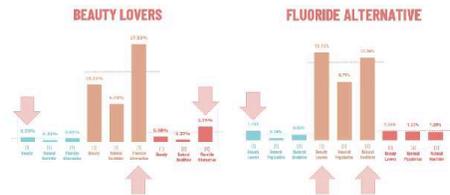
Key target segment: Beauty Lovers



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

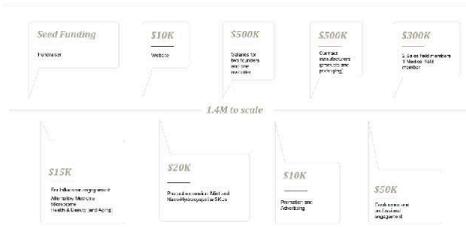
Walmart is seeking brands like OSSA



traction



milestones / cost



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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.

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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 CTAs and lower CAC.

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PNL with your help

OSSA Q3 2023	2023 (est)		2024		2025	
	\$M (Market)	\$1.4M (VC RD 1)	2023	2024	2024	2025
Sales						
Units Sold	\$ 47.6	\$ 69.7	11207	18954		
Revenue per Unit	\$ 23.00	\$ 32.13	\$ 25.25	\$ 32.36		
Costs per Unit	\$ 11.00	\$ 18.93	\$ 20.47	\$ 24.94		
Contribution Margin	\$ 12.00	\$ 13.20	\$ 4.78	\$ 7.42		
Cost of Goods Sold (COGS)	\$ 520.0	\$ 100.0	\$ 280.0	\$ 460.0		
Gross Profit	\$ 147.6	\$ 139.7	\$ 340.7	\$ 399.8		
Operating Expenses						
Salary (incl. benefits)	\$ -	\$ 100.00	\$ 100.00	\$ 160.00		
Coaching (incl. and support)	\$ 0.00	\$ 40.00	\$ 40.00	\$ 60.00		
Advertising	\$ 20.00	\$ 50.00	\$ 50.00	\$ 70.00		
Car, Delivery and Travel	\$ 1.00	\$ 2.00	\$ 2.00	\$ 3.00		
Additional staff	\$ 2.00	\$ 3.00	\$ 3.00	\$ 4.00		
Hardware/Software Costs	\$ 2.00	\$ 3.00	\$ 3.00	\$ 4.00		
Insurance	\$ 2.00	\$ 3.00	\$ 3.00	\$ 4.00		
Taxes (incl. state and)	\$ 2.00	\$ 3.00	\$ 3.00	\$ 4.00		
Interest	\$ 2.00	\$ 3.00	\$ 3.00	\$ 4.00		
Total Expenses	\$ 32.00	\$ 118.00	\$ 118.00	\$ 188.00		
Net Profit Before Taxes	\$ 115.6	\$ 21.7	\$ 222.7	\$ 211.8		
Business Taxes	\$ 2.00	\$ 3.00	\$ 3.00	\$ 4.00		
Net Operating Income	\$ 113.6	\$ 18.7	\$ 219.7	\$ 207.8		

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Revenue Share Plan

Quarter	Year	Revenue	Outstanding loan amount	Loan payments	Contribution payments	Outstanding loan amount
Q1, 2023	2023	\$11,500	\$12,500	\$0	\$0	\$12,500
Q1, 2024	2024	\$21,187	\$11,612	\$1,499	\$1,629	\$10,113
Q2, 2024	2024	\$11,877	\$6,269	\$2,160	\$1,620	\$7,899
Q3, 2024	2024	\$46,707	\$81,203	\$10,334	\$10,334	\$70,869
Q4, 2024	2024	\$46,707	\$64,437	\$10,334	\$10,334	\$60,535
Q1, 2025	2025	\$16,649	\$12,147	\$10,334	\$10,334	\$50,201
Q2, 2025	2025	\$16,649	\$12,147	\$10,334	\$10,334	\$40,867
Q3, 2025	2025	\$16,649	\$6	\$10,334	\$10,334	\$30,533

Financial locking projection not guaranteed

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ossa team

Executive Leadership



Ask me about our exit strategy

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