

20% Discount for 7 Days

Ionic Wearables 

Ionic Wearables is a game-changing wearable tech company launching 2 innovative brands positioned to disrupt 2 multi-billion dollar industries: BRN – the world's first "wearable weight loss" apparel brand and Oshun – the world's first "sexual wellness" apparel brand.

Show more

Invest Now

This Reg CF offering is made available through PicMe! Crowdfunding, LLC. This investment is speculative, illiquid, and involves a high degree of risk, including the possible loss of your entire investment.

Raised \$0 **Days Left** 70





Launch \$9,995.55 Min \$4,999,995 Max

Overview Team About Communication Channel Updates

Business Description

Overview:



INCREDIWEAR'S TECH BACKGROUND

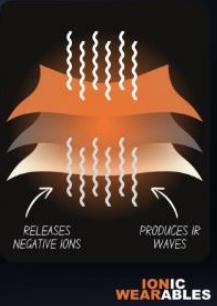
Ionic Wearables is 1/3rd owned by Incrediewear Capital Partners Inc. Over 15 years, Incrediewear has become a successful, science-based wearable technology company that has received international and global adoption at the highest levels in pro sports, medical and surgical institutions, and even world-renowned music celebrities.

SCIENCE

Incrediewear functional fabric technology incorporates textile-infused semiconductor elements that release mid and far range infrared waves as well as negative ions when stimulated by body heat. These infrared waves activate cellular vibrations through energy transfer to the intracellular water, resulting in increased blood flow. This increased circulation brings:

- MORE OXYGEN AND NUTRIENTS TO CELLS
- REDUCES INFLAMMATION AND SWELLING
- REDUCES PAIN

- IMPROVES MOBILITY
- INCREASES CALORIC BURN



Focus of the Raise:

For this raise, Ionic Wearables is strategically directing attention towards their two groundbreaking ventures: BRN and Oshun.

Ionic Wearables aims to leverage this raise to accelerate the development and market penetration of BRN and Oshun. With a solid foundation established through Incrediewear, Ionic Wearables is poised to redefine the landscape of intimate apparel with Oshun and revolutionize weight management with BRN. Investors are invited to be part of these groundbreaking ventures!



The next chapter of the Incrediewear functional fabric is to launch niche-targeted apparel brands through Ionic Wearables in high-dollar industries where customers are ready to spend money on new, innovative solutions.

WE INVITE YOU TO JOIN US ON OUR JOURNEY WITH:



The world's first* "wearable weight loss" apparel brand



The world's first "wearable sexual wellness" apparel brand

IONIC WEARABLES

*Other apparel brands exist that help with burning calories, but they do not do it through the fabric itself that enhances metabolic rate.

Security Type:

Equity Security

Price Per Share

\$5.55

Shares For Sale

900,900

Post Money Valuation:

TBD

Investment Bonuses!

Time-Based Bonus Incentives:

Super Early Bird Bonus:

- Invest within the first 7 days of this Regulation Crowdfunding offering and receive a 20% discount on the share price.

Early Bird Bonus:

- Invest within the 30 days of this Regulation Crowdfunding offering and receive a 10% discount on the share price.

Last Chance Bonus:

- Invest within the first 60 days of this Regulation Crowdfunding offering and receive a 5% discount on the share price.

*In order to receive perks from an investment, one must submit a single investment in the same offering that meets the minimum perk requirement. Bonus shares from perks will not be granted if an investor submits multiple investments that, when combined, meet the perk requirement. All perks occur when the offering is completed.

**Crowdfunding investments made through a self-directed IRA cannot receive non-bonus share perks due to tax laws. The Internal Revenue Service (IRS) prohibits self-dealing transactions in which the investor receives an immediate, personal financial gain on investments owned by their retirement account. As a result, an investor must refuse those non-bonus share perks because they would be receiving a benefit from their IRA account.

Regulatory Exemption:

Regulation Crowdfunding – Section 4(a)(6)

Deadline:

December 31, 2024

That's right...With our high-tech, semiconductor-infused, functional fabric, we are the first company in history launching 2 apparel brands targeting 2 of the biggest industries in the world with products never before available on the market.

We are disrupting BOTH MULTI-BILLION DOLLAR INDUSTRIES with research-backed, semiconductor-infused fabric that already has been proven over 15 years of research and adopted by the world's top pro sports teams and medical institutions.

We are LAUNCHING TWO NEW BRANDS leveraging the Incrediewear technology in 2 massive MULTI BILLION DOLLAR industries.

Apparel Brand #1 – WEIGHT LOSS:



The pitch deck for Apparel Brand #1 – WEIGHT LOSS features a logo with the letters 'BRN' in a stylized font, a sub-brand logo for 'IONIC WEARABLES', and a title 'NICHE BRAND #1: WEIGHT LOSS'. The content discusses the launch of the world's first wearable weight loss brand using Incrediewear technology, which increases blood flow and cellular vibrations to increase metabolism. It mentions a study with UNLV and a partnership with Ionic Wearables. A note at the bottom states: "Other apparel brands exist that help with weight loss, but they do not do it through the fabric. Our fabric does this." A 'Form C Submission' button is at the bottom right.

a) Why does our tech help people lose weight?

- As mentioned above, when our semiconductor infused fabric emits infrared waves and negative ions, it triggers cellular vibrations that increase blood flow and circulation. When cells are stimulated and more blood is moving through tissues, a natural side effect is that caloric burn and metabolic rate increase. Increasing metabolic rate and caloric burn are essentially to burning fat and losing weight.
- b) How big is the industry opportunity?
 - The weight loss industry will be worth over \$405B by 2030
 - NEVER before has there been an apparel brand that burns calories while you wear clothes.
 - We will be the first "Wearable Weight Loss" brand in history to provide every-day clothing that burns calories simply when worn.
- c) We call our brand BRN (like "burn"), because our shirts and pants help people BURN more calories.
- d) We'll also sell bed sheets and pajamas so PEOPLE CAN BURN CALORIES WHILE THEY SLEEP!!!
- e) Finally, we will launch the BRN Smart Ring which will be the first smart ring in history dedicated to weight loss.
 - Our ring technology tracks key weight loss biomarkers like caloric burn, body mass, and we're developing blood sugar monitoring as well.
 - The smart ring industry is due to reach \$619M by 2031 and is growing at a rapid 17.71% CAGR.****

Apparel Brand #2 – SEXUAL WELLNESS



The pitch deck for Apparel Brand #2 – SEXUAL WELLNESS features a logo with the letters 'OSHUN' and a sub-brand logo for 'IONIC WEARABLES', with a title 'NICHE BRAND #2: SEXUAL WELLNESS'. The content discusses increasing blood flow in the intimate anatomy to enhance sexual wellness and pleasure. It mentions a trial with menstrual cramp pain and a disruptive brand in the industry. A note at the bottom states: "We predict to be a highly disruptive brand in the industry, as the only current solutions for diminished sexual performance are (a) pharma drugs or (b) sex toys." A 'Form C Submission' button is at the bottom right.

a) Why does our tech help people with sexual health?

- Again, our high-tech, semiconductor-infused fabric increases blood flow. In fact, you can see it happen under a capillary microscope (please watch our video and you can see recorded footage of blood flow moving faster because of our fabric). It comes as no surprise that when you increase blood flow in the "intimate" regions of the body, magical things can happen.
- For both men and women, increased blood in our intimate anatomy boosts sexual wellness.
 - For men, we're sure you understand what effect you're referring to.
 - And for women, we can increase sensation, wetness, and arousal. We even just completed a trial where our products helped reduce menstrual cramp pain dramatically.
- b) How big is the industry opportunity?
 - The sexual wellness industry will be worth over \$110B by 2030.
 - NEVER BEFORE has there been an apparel brand that can help with sexual performance and satisfaction.
- c) We call our sexual wellness brand Oshun, because our tech helps optimize the natural flow of sexual arousal and satisfaction for both men and women.
- d) Oshun will be the first brand in history to provide underwear, pajamas, and bed sheets that enhance sexual life.

Through these 2 new brands, Ionic Wearables will have a diversified portfolio enabling us to attempt to drive significant market share in 2 of the top industries in the world.

The weight loss and sexual wellness industries:

Minimum Investment Amount:

\$499.50

Target Offering Range:

\$9,995.55-\$4,999,995

*If the sum of the investment commitments does not equal or exceed the minimum offering amount at the offering deadline, no securities will be sold and investment commitments will be cancelled returned to investors.

[Form C Submission](#)

The weight loss and sexual wellness industries:

Have a clear "problem" with customers willing to pay lots of money for innovative products that provide solutions
Are ideal for recurring revenue because weight loss and sexual wellness are industries that customers spend money on continuously
Are ideal for high lifetime revenue from customers, because we can sell a wide range of supporting products
Supplements (for both weight loss and sexual health)
Information products (digital products offering guidance to improve both weight loss results and sexual wellness)
Joint venture partnerships with other aligned brands
App revenue from our BRN smart ring which will be the first smart ring in history focused on optimizing weight loss

Our tech is not just game-changing, it's HISTORY-MAKING!

Our functional fabric tech, licensed from *Incredilwear*, is so effective, it's used in the pro sports world by:

- EVERY NFL team
- EVERY NBA team
- Nearly every MLB team
- Nearly every MLS team
- Nearly every NHL team
- Many teams in the EPL in the UK
- Many teams in La Liga in Spain
- Many teams in the Bundesliga in Germany
- Many Olympic teams (including Team USA) across the globe.



In the highest tiers of the medical world, our technology, licensed from *Incredilwear*, is used by:

- The Mayo Clinic
- Johns Hopkins
- Shriners Hospital
- Andrews Institute
- and over 300 total surgical centers and clinics



What makes Ionic Wearables' scientific fabric and clothing so effective and revolutionary?

The science behind our technology comes from our sister company and co-owner, *Incredilwear*. *Incredilwear* technology infuses optimal semiconductor elements into high-tech fabric that is then made into wearable products. These semiconductor elements release mid and far-range infrared waves and negative ions upon activation by body heat. The infrared waves penetrate muscles and joints and transfer energy into the intra-cellular fluid of our body which trigger cellular vibrations that then increase blood flow and blood circulation. This increased circulation helps bring more oxygen and nutrients to cells and tissues, reducing inflammation and swelling, relieving pain, restoring mobility, speeding recovery, and optimizing the body's natural healing and balancing process..

****<https://www.linkedin.com/pulse/smart-ring-market-analysis-upcoming-rtu0f>

Problem

1. Oshun

Oshun stands at the forefront of sexual wellness, introducing a paradigm shift in intimate apparel. In a market lacking meaningful apparel brands addressing sexual wellness through functional fabric, Oshun emerges as a disruptor, offering a class of products designed to enhance sexual intimacy like never before. This unique approach positions Oshun in a league of its own, setting the stage for unprecedented success.

Currently, the only options consumers have to enhance sexual wellness are:

- Nutritional supplements
- Pharmaceutical products
- Invasive surgeries

Oshun will be the world's **FIRST AND ONLY** micronized semiconductor infused apparel with science-based and research-backed efficacy to assist with sexual wellness.

This creates a prime opportunity for investors to be part of a venture that not only addresses this gap but also diversifies revenue streams through innovative products like supplements, high-end aligned sexual pleasure products, and information guides. By investing in Oshun, backers contribute to the growth of a disruptive force in the sexual wellness industry that combines cutting-edge technology with intimate lifestyle products.

PROBLEM - SEXUAL WELLNESS

The sexual wellness industry also has not seen meaningful innovation for many years.

Arguably, for men, drugs like Viagra and Cialis were game-changers. However, those drugs have problems:

- They are for single-use intent and not focused on holistic long-term health.
- They are not effective for women who equally have challenges with sexual readiness and arousal.
- As with any pharma product, drugs like Viagra and Cialis come with unwanted side effects.

IONIC WEARABLES

NOT EFFECTIVE FOR WOMEN
FOR SINGLE USE
UNWANTED SIDE EFFECTS

2. BRN

In a market saturated with weight loss companies, BRN brings a distinct edge with its use of semiconductor-infused functional fabric technology that triggers blood flow and cellular activity, leading to increased caloric burn at rest. This differentiation is not only game-changing, but it's history-making, positioning BRN as an attractive prospect for investors seeking innovation in the weight loss sector.

Despite the vast array of companies in the weight loss market, there is not a single business incorporating functional fabric technology into wearables to enhance weight loss results.

The only current options for people across the world trying to lose weight are:

- Pharmaceutical drugs (with unwanted side effects)
- Costly weight-loss membership programs
- Un-exciting diet programs

BRN addresses this gap by leveraging substantial scientific research that demonstrates how increased blood flow correlates to increased metabolism. BRN will be the first "wearable weight loss" brand in history!

PROBLEM - WEIGHT LOSS

The weight loss industry has not seen meaningful innovation for decades.

Even after hundreds of billions of dollars spent across the world with arguably billions of people across history looking for help, the most broadly adopted solutions are still:

DIETING **COSTLY WEIGHT LOSS PROGRAMS** **PHARMACEUTICAL DRUGS**

Even the recently mass-adopted Ozempic and Wegovy drugs are wrought with side effects:

Side Effect	Percentage
Nausea	15% to 20%
Vomiting	5% to 9%
Diarrhea	5%
Stomach-area pain	6% to 7%
Constipation	3% to 7%

EXCESSIVE DIETING
COSTLY WEIGHT LOSS PROGRAMS
PHARMACEUTICAL DRUGS

IONIC WEARABLES

Solution

"Functional fabric that increases blood flow"

That is the Ionic Wearables' solution to the problems facing (a) the weight loss industry and (b) the sexual wellness industry - our proprietary functional fabric infused with nano-particle semiconductor elements.

Our science is powerful. When semiconductor elements in our clothing are activated by body heat, they release mid and far range infrared waves as well as negative ions. This results in an absorption of energy in the intercellular fluid of our body which triggers cellular vibrations. These vibrations increase blood flow as well as other positive benefits: decreased inflammation, decreased swelling, increased uptake of oxygen and nutrients in cells, and increased lymphatic function.

And for BRN and weight loss, increased blood flow and cellular activity means increased metabolism and caloric burn.

For Oshun and sexual wellness, increased blood flow in the intimate regions of the body means more sensation, arousal, and satisfaction for both men and women.

1. Oshun

Oshun is introducing a class of products designed to enhance sexual intimacy in a way that has never been done before. The solution lies in Oshun's commitment to filling the existing gap in the market. By leveraging functional fabric technology, Oshun plans to be a class of its own, providing a comprehensive range of products that go beyond traditional offerings. The inclusion of revenue drivers such as supplements, high-end aligned sexual pleasure products, and information guides ensures a diversified income stream, making Oshun an attractive investment opportunity. Backers will play a crucial role in supporting a venture that not only introduces groundbreaking products but also contributes to the evolution of sexual wellness and satisfaction.

SOLUTION

For the first time in history, Ionic Wearables is launching 2 new brands using game-changing functional fabric technology to offer disruptive solutions in both the weight loss and sexual wellness industries.

**OUR SECRET:
FABRIC THAT
INCREASES BLOOD FLOW**

Over the past 15 years, our partner and co-owner - Incredewear Inc. - developed elemental semiconductor infused fabric that dramatically accelerates circulation in blood vessels.

FOR WEIGHT LOSS...
Multiple studies show how increased circulation naturally increases caloric burn and metabolic rate.

FOR SEXUAL WELLNESS...
It is common knowledge that increasing blood flow to the intimate regions of the body increases sexual pleasure, sensation and satisfaction. This applies to both men and women.



IONIC WEARABLES

2. BRN:

While the weight loss market is crowded, BRN differentiates itself by introducing wearables designed for specific body regions, optimizing blood flow and effectively burning fat. The solution lies in BRN's commitment to innovation and differentiation. By incorporating the proven link between increased blood flow and metabolism, BRN not only addresses a critical gap in the weight loss market but also positions itself as a unique player with substantial industry attention. Beyond wearables, BRN plans to monetize its customers through supplements, monthly weight loss app subscriptions, and information guides, creating a comprehensive and sustainable investment opportunity.

NICHE BRAND #1: WEIGHT LOSS

This is the *first time in history* that a brand will sell clothes that burn calories through functional fabric*. We can only imagine at the moment how people around the world will want to wear shirts and pants that naturally increase their metabolism. And... weight loss apparel that looks good and feels good too!

We invite you to invest and join us in discovering exactly how big our sales will be.

- ✓ PATENTED FUNCTIONAL FABRIC TECHNOLOGY THAT BURNS CALORIES
- ✓ SHIRTS & PANTS THAT INCREASE METABOLISM RATE
- ✓ 25 YEARS OF AFFILIATE RELATIONSHIPS POISED TO BUILD A MASSIVE NETWORK OF AFFILIATE PARTNERS
- ✓ 15 YEARS OF SCIENTIFIC RESEARCH AND PROVEN EFFICACY
- ✓ ADOPTION AND RECOGNITION BY THE MOST ELITE SPORTS TEAMS AND MEDICAL INSTITUTIONS ACROSS THE WORLD

Note: other apparel brands out there will claim to burn calories, but they do not do it through the fabric itself that increases metabolism.



Business Model

1. BRN:

BRN's revenue streams extend beyond innovative wearable tech apparel sales, encompassing also **supplements**, **monthly weight loss app subscriptions**, and **information guides**.

NICHE BRAND #1: WEIGHT LOSS

In addition to selling apparel, BRN will work to monetize our customers by building several other revenue drivers. For example:

CONSUMABLES

- Nutritional supplements supporting weight loss
- Beverages
- Strategic joint venture product partnerships

Note: a focus on consumables sales is to drive customers to join monthly subscription programs, generating on-going, recurring revenue.

INFORMATION PRODUCTS & TELEMEDICINE

- **Fitness examples:** 6-pack abs series, healthier cooking series, HIIT workout series, etc
- **Diet/nutrition examples:** Keto diets, Paleo diets, etc

IONIC WEARABLES

This comprehensive approach ensures diversified monetization avenues for investors, highlighting BRN's commitment to sustainable growth. By incorporating proven scientific principles into weight loss solutions, BRN positions itself as a unique player in the industry, and has incorporated multiple revenue streams into their business model.

2. Oshun:

The business model for Oshun involves not only selling innovative wearable tech apparel but also strategically integrating diverse revenue drivers. These include supplements, high-end aligned sexual pleasure products, and information guides, creating a holistic approach to sexual intimacy enhancement. Beyond traditional apparel sales, the supplementary revenue streams underscore Oshun's commitment to long-term sustainability and growth. By diversifying income sources, Oshun offers investors an opportunity to be part of a venture that goes beyond conventional boundaries, pioneering a new standard in the sexual wellness industry.

NICHE BRAND #2: SEXUAL WELLNESS

Ionic Wearables has a signed exclusive agreement with Incredewear to license the IP using their tech in the sexual wellness industry.

In addition to selling wearables, Oshun will work to monetize our customers through other revenue drivers:

SUPPLEMENTS
Note, one of our most popular supplement development is a custom-made supplement based on a formula translated from the original Sanskrit from thousands of years ago.

HIGH-END ALIGNED SEXUAL PLEASURE PRODUCTS
For example, a guide on sexual enhancement for men, a guide on sexual enhancement for women, a series on intimacy and sexual enhancement for couples.

INFORMATION PRODUCTS
For example, a guide on sexual enhancement for men, a guide on sexual enhancement for women, a series on intimacy and sexual enhancement for couples.





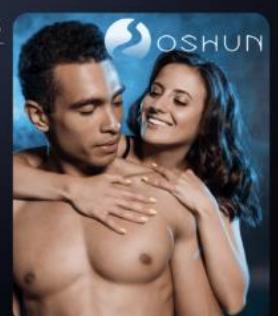

IONIC WEARABLES

NICHE BRAND #2: SEXUAL WELLNESS

Ionic Wearables has a signed exclusive agreement with Incredewear to license the IP using their tech in the sexual wellness industry.

MARKETING & SALES WILL BE ENHANCED BY:

- ① SEXUAL WELLNESS INFLUENCERS AND DOCTORS:
- For example, Dr. Jennifer Berman who has appeared twice on Conan O'Brien's TV show.
- ② PARTNERSHIPS WITH STRATEGIC CELEBRITIES:
- We are networked with many A and B list celebrities.
- ③ A CUSTOM-MANAGED NETWORK OF HUNDREDS OF SUPER AFFILIATES:
- Note: Sexual wellness is one of the top 3 niches amongst super affiliates.
- ④ MARKETING ON ADULT TRAFFIC WEBSITES:
- Adult traffic accounts for 30%+ of ALL internet traffic across the world.
- We can drive very high traffic through adult sites at very low cost, and sexual wellness underwear is a perfect product for this audience.



IONIC WEARABLES

Market Projection

The two industries we are targeting are:

1. **WEIGHT LOSS:** The industry is huge, AND OBESITY IS A GLOBAL EPIDEMIC affecting the entire world that (despite new drug options) is only GETTING WORSE!!! An innovative solution is direly needed.

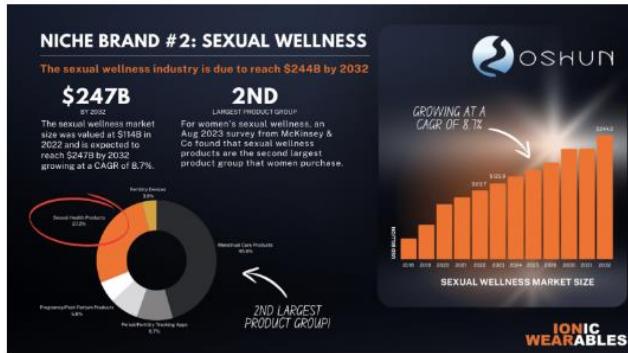
- a) The global weight loss market size is predicted to reach **\$405B by 2030**
- b) The statistics on USA and Global weight loss are shocking:
 - 41.9% of people in the USA are obese today*
 - By 2030, nearly 50% of Americans will be obese**
 - By 2035, OVER 50% of the WORLD WILL BE OBESIVE (a staggering 4 billion people), and the negative health impacts of obesity are predicted to cost the world over \$4 trillion***.

2. **Sexual Wellness:** Sexual health is now a widely accepted and engaged topic with demand from both men and women for innovative products

- a) The sexual wellness market size is predicted to reach **\$247B by 2032******
- b) For women, a 2023 McKinsey & Co survey showed that sexual wellness products are the #2 most popular health product***** purchased by women.

1. Oshun

The potential for Oshun's success is underlined by the robust market projections for the sexual wellness industry, which is expected to reach a staggering **\$110 billion by 2030**. Particularly, the female sexual wellness market (where Oshun will carve half of its market share) shows significant promise with the lingerie industry growing at a Compound Annual Growth Rate (CAGR) of 8.4%, projected to reach **\$132 billion by 2028**. This aligns with the broader growth trend in the general feminine sexual well-being space, providing a substantial market opportunity for Oshun.



2. BRN

The weight loss industry is projected to surpass \$400 billion by 2030, underscoring the substantial market opportunity for BRN. As the world's first "Wearable Weight Loss" brand, we plan to disrupt this huge multi-billion dollar market and take significant market share. The market projections highlight the immense potential for BRN to capitalize on a growing sector where innovation is key. The significant market size reinforces the confidence in BRN's unique wearable tech positioning, setting it apart from competitors in the weight loss market.



*<https://www.cdc.gov/obesity/php/data-research/adult-obesity-facts.html#:~:text=The%20prevalence%20of%20obesity%20among,Behavioral%20Risk%20Factor%20Surveillance%20System.>

**<https://www.ncbi.nlm.nih.gov/search/research-news/7943/>

***<https://www.worldobesity.org/news/economic-impact-of-overweight-and-obesity-to-surpass-4-trillion-by-2035>

****<https://www.linkedin.com/pulse/smart-ring-market-analysis-upcoming-rtu0f>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2879283/>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2879283/#:~:text=Obesity%20is%20at%20epidemic%20proportions%20in%20the%20United%20States%20and%20in%20other%20developed%20and%20developing%20countries.>

*****<https://www.marketresearchfuture.com/reports/sexual-wellness-market-7328>

*****<https://www.mckinsey.com/featured-insights/sustainable-inclusive-growth/chart-of-the-day/womens-wellness-market-poised-for-growth>

Competition

1. Oshun

MAGMA only has one true competitor: All Citizens Apex III. The All Citizens Apex III uses a functional fabric with embedded silver, but the added element is for odor reduction. And the Apex III also has an anti radiation element which they claim to protect fertility and maintain testosterone, however, there is no reference to any science to back this claim.

COMPETITIVE ANALYSIS: SEXUAL WELLNESS APPAREL

Looking at marketing to both men and women, Oshun will be in a class all its own as a new apparel line in sexual wellness and sexual satisfaction. There are currently no meaningful apparel brands with functional fabric targeting sexual wellness through increased blood flow in the intimate anatomy. There are men's products with embedded magnets or tourmaline, but they have poor reviews and suspect science.

In the female sexual wellness market, we not only are encouraged by the lack of competition, but also by the general growth in the industry. The lingerie industry is growing at a CAGR of 8.4% reaching \$132B by 2028 with similar growth in the general feminine sexual well-being space.

MARIA TARAKANOVA, MARKETING DIRECTOR OF RECKITT'S INTIMATE WELLNESS EXPLAINS:

"For decades, the female intimate care category was dominated by medicinal-inspired brands until the emergence of several disruptive brands in the last 10 years. By 2028, the market is projected to grow by 8.4% and 1.04. Such brands are driving personalization via emotional positioning and novel formulas, empowering women to embrace intimate wellness and to apply beauty trends to intimate wellness products."

SUMMARY:
Oshun intends to be a disruptive player in the industry with the world's first women's and men's underwear and apparel products with functional fabric that stimulates sexual and sensual arousal.

2. BRN

BRN has three main competitors:

1. Sauna Suits: There are a handful of brands who promote "sauna suits" as apparel to help lose weight. However, the primary reduction in weight is not from caloric burn but from water being burned off from sweat. BRN will be the first apparel brand in the world to have science showing that our semi-conductor embedded fabrics increase metabolism and burn calories WITHOUT need for exercise and without the false impression of weight loss from sweat.

2. Knachohel Elesty Ionic Fiber: Knachohel offers a weight loss, high-waist short pants embedded with graphene and tourmaline which they claim also emits infrared waves (similar to BRN messaging). Knachohel appears to market only on sites like Amazon and Ebay, and their product has clues that this is a Chinese company (very low price, product images are tell-tale, no US or EU corporate site that we've yet seen). The company also appears to show no in-house conducted scientific research.

3. Cold Apparel: Other brands use cooling as a method to promote weight loss. The simple science behind this approach is that when the body is cold, it naturally increases metabolism to try and maintain proper core body temperature. The science is legitimate, however, the user experience is uncomfortable, arguably niche, and not practical for daily apparel wear.

COMPETITIVE ANALYSIS: WEIGHT LOSS APPAREL

1. SAUNA SUITS
There are a handful of brands who promote "sauna suits" as apparel to help lose weight. However, the primary reduction in weight is not from caloric burn but from water being burned off from sweat. BRN will be the first apparel brand in the world to have science showing that our semi-conductor embedded fabrics increase metabolism and burn calories WITHOUT need for exercise and without the false impression of weight loss from sweat.

Some sauna suit brands to review are:
• HotSail • ShredSkinz • Hanabusa

2. NEAT (NON-EXERCISE ACTIVITY THERMOGENESIS)
NEAT is a science aspect of clothing that assist with caloric burn, but we did not find any specific apparel brands focusing heavily into this aspect of weight loss apparel products. Essentially, NEAT speaks to products that make people more movements less efficient resulting in burning more calories all around ago about their average day.

3. COLD APPAREL
Other brands are using an approach for weight loss. The simple science behind this approach is that when the body is cold, it naturally increases metabolism to try and maintain proper core body temperatures. The science is legitimate, however, the user experience is uncomfortable, arguably niche and not practical for daily apparel wear.

Some cold apparel brands to review are:
• Cold Shredz • Winter Goods • Cool Fat Burner

SUMMARY:
Even with the vast array of companies competing in the weight loss market, we have not found any apparel products that assist with increased blood flow and cellular activity that increases caloric burn at rest. We are confident that our products will receive significant industry attention.

IONIC WEARABLES

Traction & Customers

1. BRN Customer Acquisition Strategy:

To gain customers and traction in this competitive space, BRN is strategically focusing on **influencers, celebrities, and a massive global network of super affiliates**. BRN intends to leverage the credibility and reach of weight loss influencers and celebrity partnerships, tapping into audiences actively seeking effective and innovative weight loss solutions. The custom-managed network of super affiliates adds an extra layer of outreach, engaging with diverse online communities interested in health and fitness. This multifaceted approach aligns with BRN's goal of becoming a standout player in the weight loss industry.



Disclaimer: The revenue figures presented are projected estimates based on current data and assumptions. These projections are not guaranteed and may vary. Actual results may differ materially from those expressed or implied in the forward-looking statements. Investors should conduct their own due diligence and consider all risks before making an investment.

2. Oshun Customer Acquisition Strategy:

Oshun's strategy for customer acquisition involves targeting key segments through influential channels. We plan to gain customers and traction by leveraging the power of sexual wellness influencers, partnerships with celebrities, and a custom-managed network of thousands of super affiliates. Oshun's intention is to create a class of its own in the sexual wellness industry, and this customer acquisition strategy aligns with their goal to establish a strong presence through influential partnerships and strategic marketing.



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Investors



Ionic Wearables is raising \$5,000,000 through this Regulation Crowdfunding offering and the remaining \$5,000,000 through other means.

Terms

Up to \$4,999,995 in Class B Non-Voting Common Stock at \$5.55 per share with a minimum target amount of \$9,995.55.

Offering Minimum: \$9,995.55 | 1,801 shares of Common Stock

Offering Maximum: \$4,999,995 | 900,900 shares of Common Stock

Type of Security Offered: Class B Non-Voting Common Stock

Purchase Price of Security Offered: \$5.55 Per Share

Minimum Investment Amount (per investor): \$499.50

The Minimum Individual Purchase Amount accepted under this Regulation CF Offering is \$499.50. The Company must reach its Target Offering Amount of \$9,995.55 by October 30, 2024 (the "Offering Deadline"). Unless the Company raises at least the Target Offering Amount under the Regulation CF offering by the Offering Deadline, no securities will be sold in this Offering, investment commitments will be cancelled, and committed funds will be returned.

*Company's Repurchase Option.

- a) The Company shall, for a period of ten (10) years from date that the Securities are issued to the Purchaser hereunder (the "Repurchase Period"), have an irrevocable option (the "Repurchase Option") to repurchase all or any portion of the Securities held by the Purchaser for an amount equal to (i) 1.5X the price per share paid by the Purchase under this Subscription Agreement if the Repurchase Option is exercised within the first three (3) years of the Repurchase Period, (ii) 2X the price per share paid by the Purchase under this Subscription Agreement if the Repurchase Option is exercised in years three (3) to five (5) of the Repurchase Period, and (iii) 3X the price per share paid by the Purchase under this Subscription Agreement if the Repurchase Option is exercised in years five (5) to ten (10) (in each case, the "Repurchase Price").
- b) The Company may exercise its Repurchase Option by delivering written notice to the Purchaser of its intention to do so at any point during the Repurchase Period, specifying the number of Securities it intends to repurchase (the "Repurchase Notice"). If the Company delivers the Repurchase Notice during the Repurchase Period, then the Purchaser shall sell, and the Company shall purchase, the number of Securities designated within the Repurchase Notice. The Company shall satisfy its payment obligation to the Purchaser with respect to exercise of the Repurchase Option by delivering a check to the Purchaser in the amount of the aggregate Repurchase Price for the Securities being repurchased. Purchaser shall execute such purchase and sale agreements, consents, and other conveyance documents as the Company may reasonably require to consummate the repurchase of the Securities as provided in this Section 8 and, at the closing thereof, shall deliver any certificates evidencing the Securities (endorsed in favor of Company) to the Company, accompanied by duly executed stock powers, as needed, free and clear of all encumbrances and liens of any kind (other than those imposed by this Agreement). As a result of any repurchase of Securities pursuant to this Section 8 and notwithstanding anything to the contrary in this Agreement, the Company shall become the legal and beneficial owner of the repurchased Securities and shall have all rights and interest therein or related thereto, and the Company shall have the right to transfer to its own name, cancel, and/or retire any or all Securities without further action by the Purchaser.
- c) In the event that the Repurchase Option is exercised or deemed exercised, the sole right and remedy of the Purchaser thereafter shall be to receive the Repurchase Price, and in no case shall the Purchaser have any claim of ownership as to any repurchased Securities.
- d) The Company in its sole discretion may assign all or part of the Repurchase Option to one or more employees, officers, directors or stockholders of the Company or other persons or organizations

Time-Based Incentives (Discount applied at time of investing):

Super Early Bird Bonus: Invest within the first 7 days of this Regulation Crowdfunding offering and receive a 20% discount on the share price.

Early Bird Bonus: Invest within the 30 days of this Regulation Crowdfunding offering and receive a 10% discount on the share price.

Last Chance Bonus: Invest within the first 60 days of this Regulation Crowdfunding offering and receive a 5% discount on the share price.

**In order to receive perks from an investment, one must submit a single investment in the same offering that meets the minimum perk requirement. Bonus shares from perks will not be granted if an investor submits multiple investments that, when combined, meet the perk requirement. All perks occur when the offering is completed.

***Crowdfunding investments made through a self-directed IRA cannot receive non-bonus share perks due to tax laws. The Internal Revenue Service (IRS) prohibits self-dealing transactions in which the investor receives an immediate, personal financial gain on investments owned by their retirement account. As a result, an investor must refuse those non-bonus share perks because they would be receiving a benefit from their IRA account.



Risks

Please be sure to read and review the Offering Statement. A crowdfunding investment involves risk. You should not invest any funds in this offering unless you can afford to lose your entire investment.

In making an investment decision, investors must rely on their examination of the issuer and the terms of the offering, including the merits and risks involved. These securities have not been recommended or approved by any federal or state securities commission or regulatory authority. The U.S. Securities and Exchange Commission does not pass upon the merits of any securities offered or the terms of the offering, nor does it pass upon the accuracy or completeness of any offering document or literature.

These securities are offered under an exemption from registration; however, the U.S. Securities and Exchange Commission has not made an independent determination that these securities are exempt from registration.

Neither PicMii Crowdfunding nor any of its directors, officers, employees, representatives, affiliates, or agents shall have any liability whatsoever arising from any error or incompleteness of fact or opinion in, or lack of care in the preparation or publication of, the materials and communication herein or the terms or valuation of any securities offering.

The information contained herein includes forward-looking statements. These statements relate to future events or future financial performance and involve known and unknown risks, uncertainties, and other factors that may cause actual results to be materially different from any future results, levels of activity, performance, or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties, and other factors, which are, in some cases, beyond the company's control and which could, and likely will materially affect actual results, levels of activity, performance, or achievements. Any forward-looking statement reflects the current views with respect to future events and is subject to these and other risks, uncertainties, and assumptions relating to operations, results of operations, growth strategy, and liquidity. No obligation exists to publicly update or revise these forward-looking statements for any reason or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

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Blake Luvon

Founder & CEO

Background

25+ years in entrepreneurship and business development



Joe Wallace

Founder & COO

Background

30+ years in entrepreneurship and business development



Jackson Corley

Chairman of the Board

Background

Inventor of Incredilwear funcional fabric

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Company Name

Ionic Wearables

Incorporation Type

C-Corp

Location

**251 Little Falls Dr.
Wilmington, Delaware 19808**

State of Incorporation

DE

Number of Employees

5

Date Founded

October 4, 2023

[Company Website](#)