



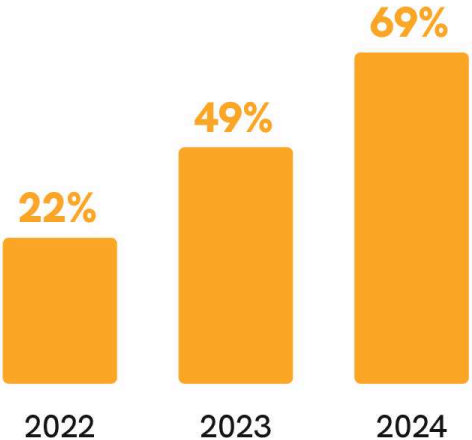
# Bala<sup>®</sup>

**Healing  
Through  
Enzymes**

# 2,000,000 doses sold and we're growing quickly online

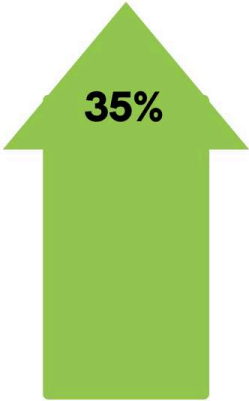
amazon

Rapid eCommerce  
Revenue Growth



Balaenzyme.co

Repeat Customer Rate  
Industry Average: 30%



2023 - 2024

4.5 STAR  
RATING

## Superior Unit Economics

**66%**  
Gross Margin

**\$15.08**  
Avg. CAC

**\$31**  
AOV

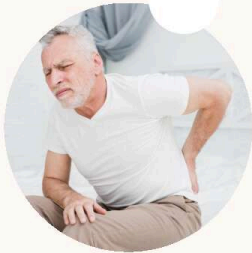
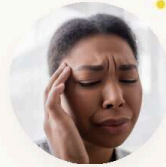
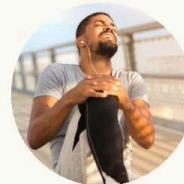
**\$217**  
LTV

**14X+**  
LTV:CAC

**32%**  
Conversion Rate

# More than 150M Americans suffer from chronic inflammation and dehydration

Negative aspects of modern life; stress, inactivity, and processed foods and drinks, are fueling this trend, causing millions of Americans to experience the debilitating effects that come with chronic inflammation and dehydration.



# Our recipe contains powerful plant-based properties

## What makes Bala unique:

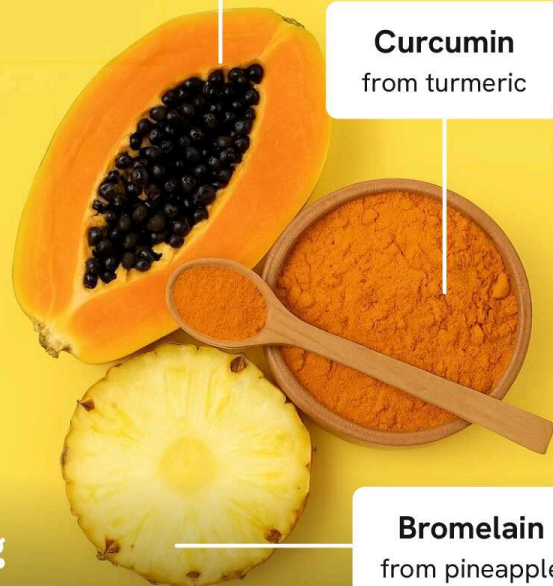
- Refreshing & clean taste
- No artificial ingredients or aftertaste
- Doctor-formulated mix

We're the only product simultaneously addressing inflammation & dehydration

**Papain**  
from papaya

**Curcumin**  
from turmeric

**Bromelain**  
from pineapple





# Our proprietary EnzymX<sup>®</sup> recovery accelerator formula combines

1

Anti-Inflammatory Powerhouse Blend

Bromelain

Turmeric

Papain



2

Electrolytes

Sodium

Potassium

Magnesium



3

Amino Acids

L-Phenylalanine

L-Tyrosine

L-Glutamine

L-Lysine

## SUPPORTS THESE BENEFITS



Joint & muscle  
recovery



Muscle repair &  
endurance



Builds gut &  
immune health



Rapid  
hydration



Balanced  
energy & fluids



Reduced  
fatigue

# People love Bala. Here's what our customers are saying:



## Amazing

These packets make my body want to do a happy dance. The taste and vibrant color look and taste so good. Highly recommend ! 100

**Jaimee J.**

Jun 6, 2024



## Super Yummy

Makes me feel like I am doing something healthy for my body and this drink is sooo delicious

**Rosemary C.**

Dec 14, 2022



I work for kroger grocery & I'm on my feet all day long by the time I'm done my feet and calves are killing me(...) Been taking Bala for about a 2 weeks now and what a difference. I drink 2 a day man love this stuff can't wait to try the mixture of flavors thanks guys stay safe and God Bless 🙏🇺🇸

**Greg D.**

May 14, 2024

**68% of Bala subscribers stay with us for 12+ months more than 2.2x the industry standard!**

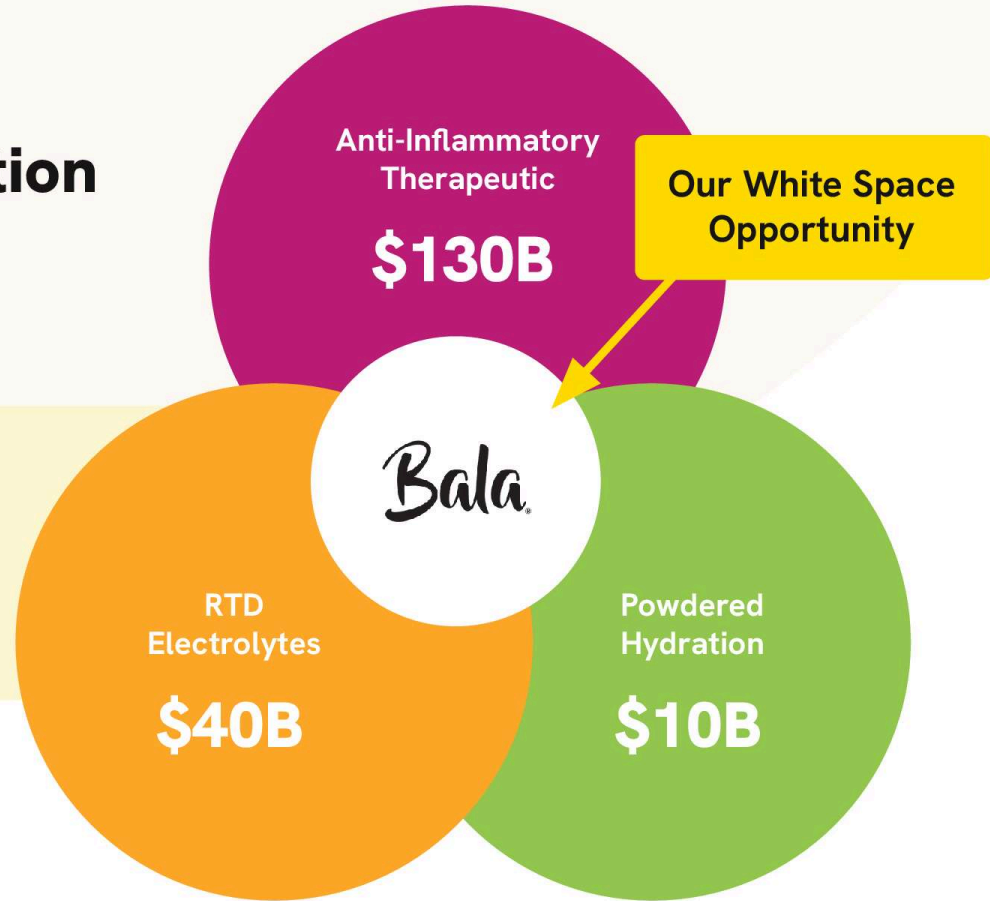


**Inflammation & dehydration  
relief is a massive \$180B  
market opportunity**

TOTAL MARKET

**\$180B**

9% Compound Annual Growth Rate



# The only doctor-formulated hydration mix that simultaneously rehydrates and reduce inflammation



Bala



Liquid IV



Nuun Instant



Ultima



Qunol

Replenishing Electrolytes



Zero Sugar



Joint Health/  
Anti-Inflammatory  
via Turmeric



Muscle Recovery via Enzymes



Great Tasting



Plant-Based



Price Per Stick

\$1.79

\$2.50

\$1.99

\$1.25

N/A



# Founded by doctors, backed by CPG experts with successful exits



**Dr. Farnoush Fadavi**  
Founder & President

20+ Years as a Dental Surgeon with  
Successful Exit, Adjunct Assistant  
Professor of Clinical Dentistry @USC



**Dr. Arash Aftabi**  
Founder & CEO

20+ Years as a Dental Surgeon, Enzyme  
Therapy Researcher



**Jeff Rubenstein**  
Sales & Marketing Advisor

Sales & Marketing Executive  
(poppi \$1.95B exit to PepsiCo)



**Ken Sadowsky**  
Advisory Board Member & Investor

Director & Advisor of Many Leading  
Beverage Companies



## SKU Mentor Team



**Sarah Remy**  
Marketing



**Kim Curtis**  
Marketing



**Chris Rowe**  
Technology

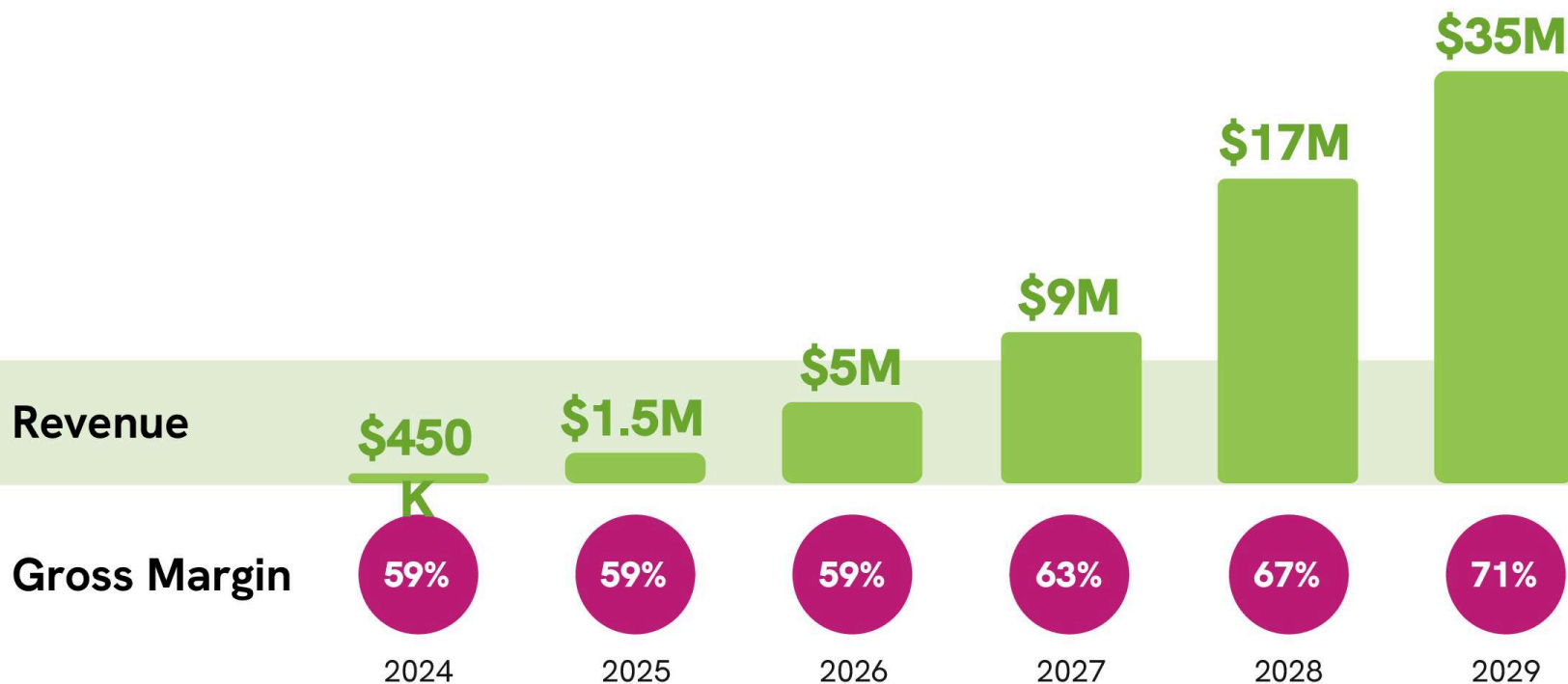


**Mathias Ihlenfeld**  
Sales

## Fall 2024 SKU Track - supported by

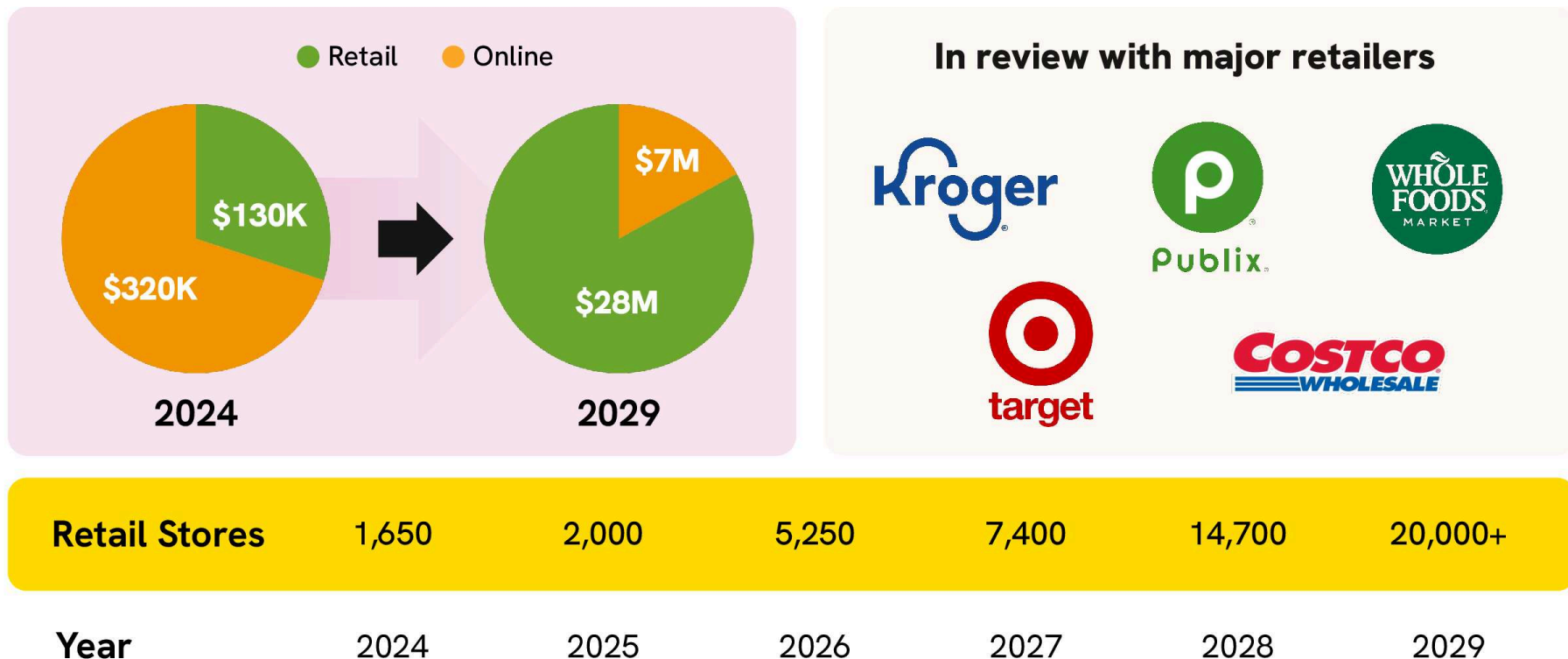


**We will be doing \$35M+ in sales in 5 years...**



\*Future revenue projections not guaranteed

## ... By aggressively expanding our network of retailers



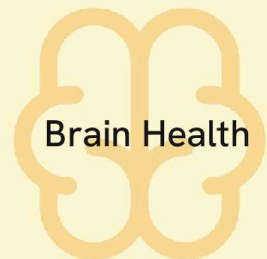
\*Future revenue projections not guaranteed

# Robust innovation pipeline

## New Enzyme Formulations



Immune Support



Brain Health



## New Flavors

Ready to launch



## New Formats

Capsule

Gummies

Multi-serve canister

Ready to drink



# Transactions in our space are heating up with multiple billion-\$ deals



**LIQUID I.V.**



**BODYARMOR**  
SuperDrink



**GHOST**



**Alani**  
NU



**poppi**

Year	2020	2021	2024	2025	2025
Acquired by	<b>Unilever</b>	<b>Coca-Cola</b>	<b>Keurig DrPepper</b>	<b>CELSIUS</b> LIVE FIT	<b>PEPSICO</b>
Valuation	<b>\$500M</b>	<b>\$5.6B</b>	<b>\$1B</b>	<b>\$1.8B</b>	<b>\$1.95B</b>

A man and a woman, Arash Aftabi and Farnoush Fadavi, are standing outdoors in a garden setting. They are both wearing black t-shirts with the Bala logo. The man is holding a clear bottle of orange Bala liquid, and the woman is holding another clear bottle of orange Bala liquid. They are both smiling at the camera. The background shows a wooden fence and green foliage.

**Arash Aftabi, CEO**

[Book a meeting here](#)

**Farnoush Fadavi, President**

[drf.fadavi@balaenzyme.com](mailto:drf.fadavi@balaenzyme.com)

**Join our movement: Invest in Bala, the  
plant-based recovery revolution**

**Invest in Bala today!**