

COMPANY CONFIDENTIAL - Do Not Copy/Forward

Project XOXOXO


A Distinctively Different
Approach to Hair Care



Hair care today

A world of **symptom** solutions

Flat
Fly Aways
Faded
Dandruff
Oily
Split Ends
Chronicall
Dissatisfied
Consumers
Lifeless
Dull
Irritated
Scalp
Frizzy



A bewildering array
of hair type and
condition-specific
solutions

**The symptoms are in fact those of an
underlying systemic issue ...**

**that no one has fully understood and
been able to effectively address ...**

Until now





Michael Zasloff, M.D. Ph.D.

Pediatrician, Geneticist, Immunologist
Former Department Head, Genetics Branch, N.I.H.
Former Dean of Georgetown Medical School

25 years of pioneering biomedical research into
the self-healing mechanisms by which we live in
harmony with our natural environment

Internationally recognized expert in the field of
innate immunology

Chairman & Founder of illumai



Systemic Solutions Are Fundamentally Superior

Example: Treating Diabetes

Symptom Solution

Insulin Injections



Quick Temporary Fix
Underlying Condition Remains

Root Cause Solution

Healthy Endocrine System



Symptoms Disappear
Sustainable Long Term Solution



Understanding The System

Born out of a doctor's desire to do no harm to a frog!



Dr Michael Zasloff

(then a Director of Human Genetics at a branch of the NIH)

Researching how cells communicate, using frog egg cells



After harvesting eggs, sewed up incision & returned to tank

Surprise & delight!
The frogs survived
(despite the bacteria)

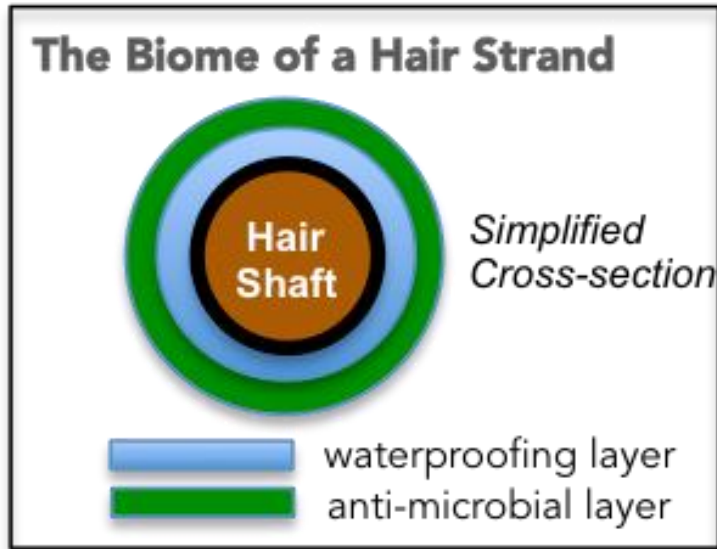


Curious as to how & why led to a change in research & career direction

30 years later illumai Biome Care System is born, applying his pioneering understanding of the natural self-healing ecosystem that is the Biome



Introducing the biome – nature's (eco)system that lies behind all naturally beautiful skin & hair



The “**biome**” is the natural, self-healing ecosystem that protects our skin and hair from damage & infection. The two critical elements produced by the body:

- A ‘**water-proofing**’ layer of natural lipids (oils and waxes) that prevent moisture loss
- An anti-microbial layer of peptides & proteins that create an environment friendly to the good, but hostile to the bad, microbes & bacteria that colonize all living surfaces

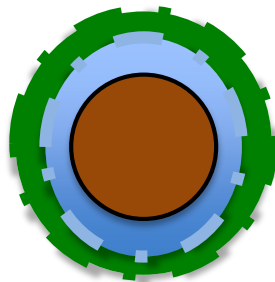
When in balance, we experience a healthy, irritation-free scalp, and hair that is strong, resilient and looks and feels its beautiful natural best



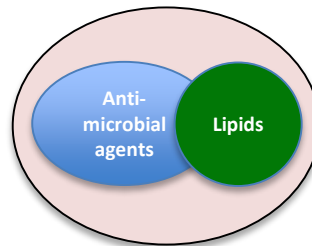


The Ingenuity of the Biome

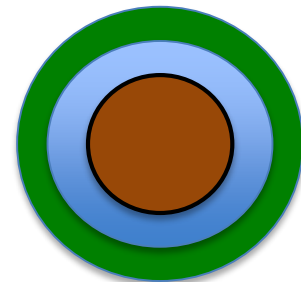
How the Biome Regenerates Itself



Biome Experiences
Depletion & Damage



'Lamellar Packets'
Are Exuded From the Skin
Coating Skin, Scalp, Hair



Biome is Repaired
& Reinforced

- Like our immune systems, when the biome experiences wear and tear or is attacked, the skin is triggered to produce biome 'care packages'
- The problem: it was not built for modern human lifestyles, and cannot repair itself fast enough given the damage we do to it

bring out the natural beauty in your hair





The Biome Is A Delicate Balance

It Can't Keep Up With Modern Life

The Biome cannot regenerate itself fast enough to keep up with the

- Dirt – and pollution in our living environments
- Damage – from stuff we like to do to our hair (e.g., heat, color, styling)
- Destruction – caused by today's ingredients in cleansing / care products



Sulfates
for cleaning



Preservatives
For killing microbes

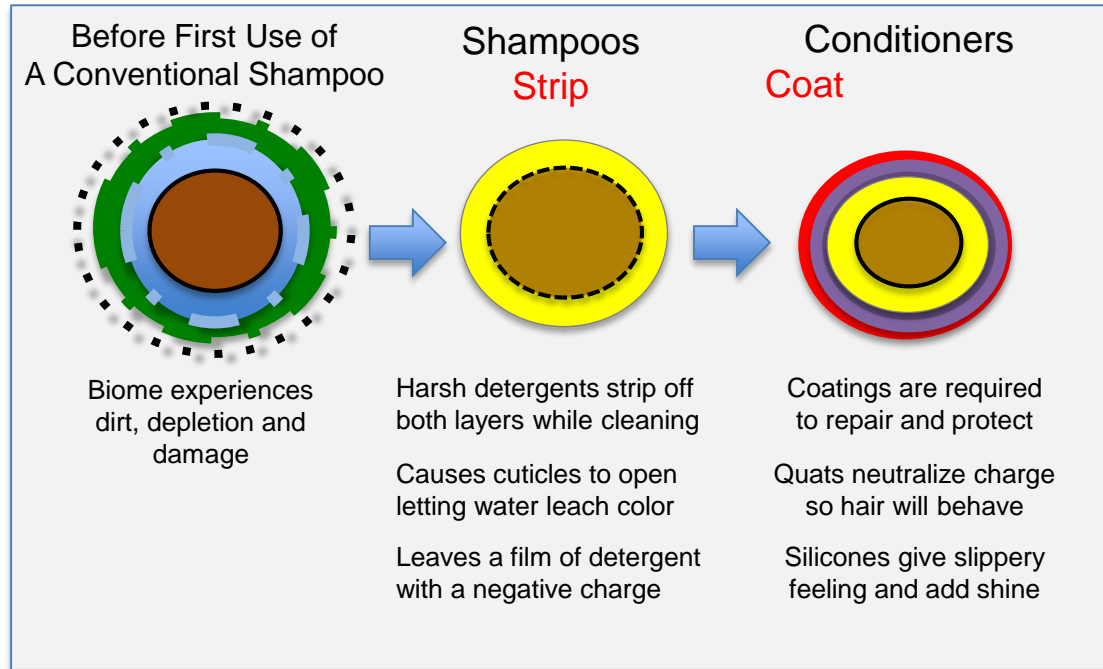


Silicones
For slip 'n shine

bring out the natural beauty in your hair



The Damage-Mask Cycle of Conventional Hair 'Care'



- Scalp health is compromised, leading to dryness & irritation
- Hair strand's integrity is compromised so depletion & damage occur



Introducing illumai - the first brand to care for the (eco)system behind ALL naturally healthy hair & skin

Flat Fly Aways
Faded
Dandruff
SYMPTOMS
DISAPPEAR
Oily
Lifeless
Frizzy
Dull Irritated
Scalp



ARRAY OF
PRODUCTS
NOT NEEDED



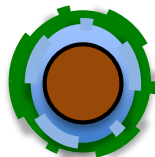
Introducing the illumai Biome Care System



A 3-step system designed to restore and maintain the integrity of your biome in order to promote a naturally healthy scalp and bring out the natural strength and beauty in your hair

Cleanse

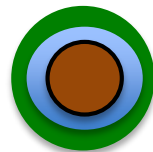
Non damaging shampoo with **XO-70®**



Effective cleansing that leaves the biome intact

Nurture

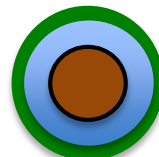
Restorative conditioner with **Isoleucine**



Targeted repair of wear and tear of both layers of the biome

Protect

Finishing leave-In spray with **Lipid Complex**



Overall reinforcement of the biome's protective layers



Illumai Hair Radiates Beauty

no matter your hair type the only symptoms are desirable ones!

Luminous Shine

**Happy Healthy
Scalp**

Vibrant Color

Soft, Manageable

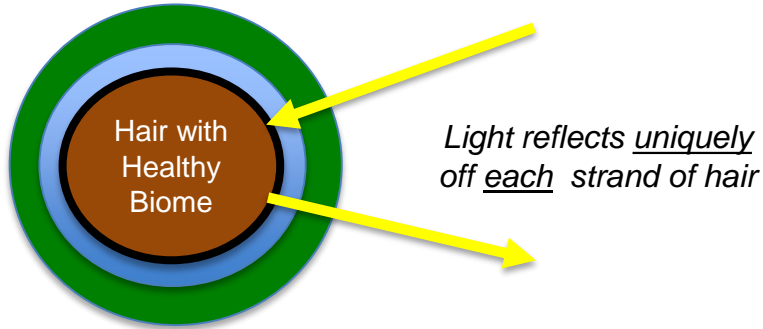
Weightless Volume

Natural Movement

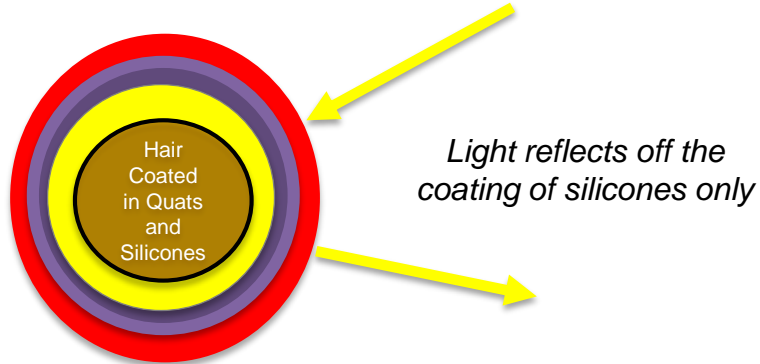


Spotlight on “Luminous Shine”

The Remark-able Benefit Behind the Name!



Light reflects uniquely off each strand of hair



Light reflects off the coating of silicones only



XO-70[®]



- Based on Lauryl Methyl Glucamide (LMG) a compound with extraordinary properties
- Dr. Zasloff discovered how to make it soluble for practical use

**A Gentle
Cleanser**

that leaves the
biome intact



**A Rich
Lather**

Most other alternative
cleansers are non-
foaming



**Ceramide-
Like
Properties**

Acts to repair
damage to the
moisture barrier

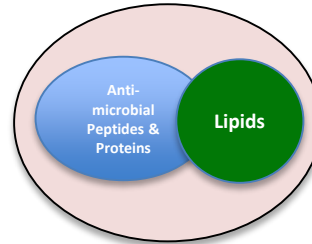
- Patent filed 2013
- Clinical studies have shown that with just one application of XO-70, the water-proofing properties of the skin improved while keeping the self-healing, anti-microbial layer intact



Isoleucine



- Isoleucine is an essential amino acid found in most proteins. (“Essential” means our bodies cannot make it; it must come from a food or other source that contains it.)
- In 2002, Dr. Zasloff discovered that isoleucine triggers the biome’s self-healing mechanism to produce ‘lamellar packets’ of anti-microbial proteins, peptides & lipids. US Patent granted.

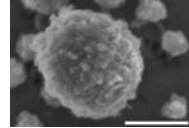


- Clinical studies have since validated the immuno-stimulatory properties of isoleucine.



Lipid Complex™



- The Lipid Complex in Illumai's mist is a patent-pending mixture of two oils which closely mimic natural hair & scalp oils
- When shaken, the oils form “nano-aggregates” of micelles that resemble microscopic paintballs, but with a mild positive charge
- Electron microscope view of a micelle: 
- Because areas of damage or depletion on the hair strand have a slightly negative charge, the positively charged nano-aggregates are attracted to damaged areas & not to healthy, undamaged areas
- There the Lipid Complex restores the lipid sheathing on the hair, arresting moisture loss and damage during drying and/or styling



Usage Experience of illumai

Top 2 box product usage of original formulas

	Love	Love/Like	Dislike/Hate
Shampoo	60%	87%	3%
Conditioner	42%	79%	2%
Leave In	44%	76%	3%

90 responses

81 responses

70 responses

Note: fewer users for conditioner & leave in spray because products were not initially marketed as a system



Yes – We're Truly Different

It all starts with the Cleanser

The big difference starts with the nature of the Illumai cleansing product vs others. The remarkable powers of XO-70 means that with illumai less truly is more. Only 1 cleanser and 8 ingredients brings more cleansing & protecting power than anyone else.

Benefits of Use				What's In It				
	Rich Lather	Cleaning Power	Protects vs. Damages		# of Different Variants	# of ingredients	No Sulfates or Sulfakes	No Silicones
illum-i	●	●	●		1	8	●	●
Wen®	●	○	○		1	30	●	●
KÉRASTASE PARIS	●	●	●		19	36	●	●
PANTENE	●	●	●		25	21	●	●

Scale

Bad

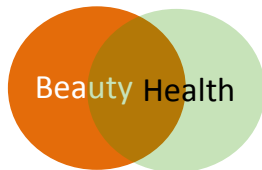


Good



Who We Are For

"Non-Compromising Natalie"

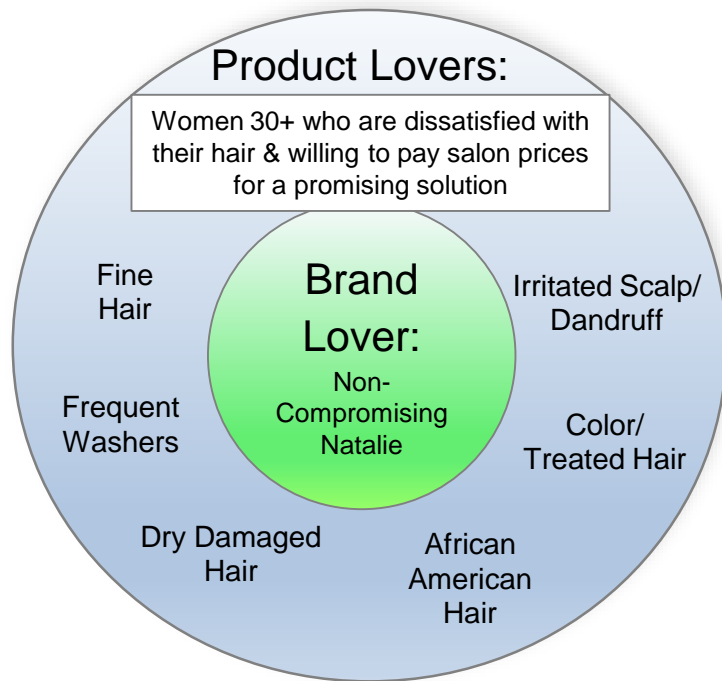


She cares very much about her appearance and wants to look as youthful as she feels,

But not at the expense of her health. She cares about what she puts in and on her body and will make the extra effort to find, and pay more for, products that she believes deliver on both beauty and 'better for you' benefits.

She looking for simple, smart solutions
She has a 'I'm busy / got a lot going on' mindset, so is looking for great results with the least effort.

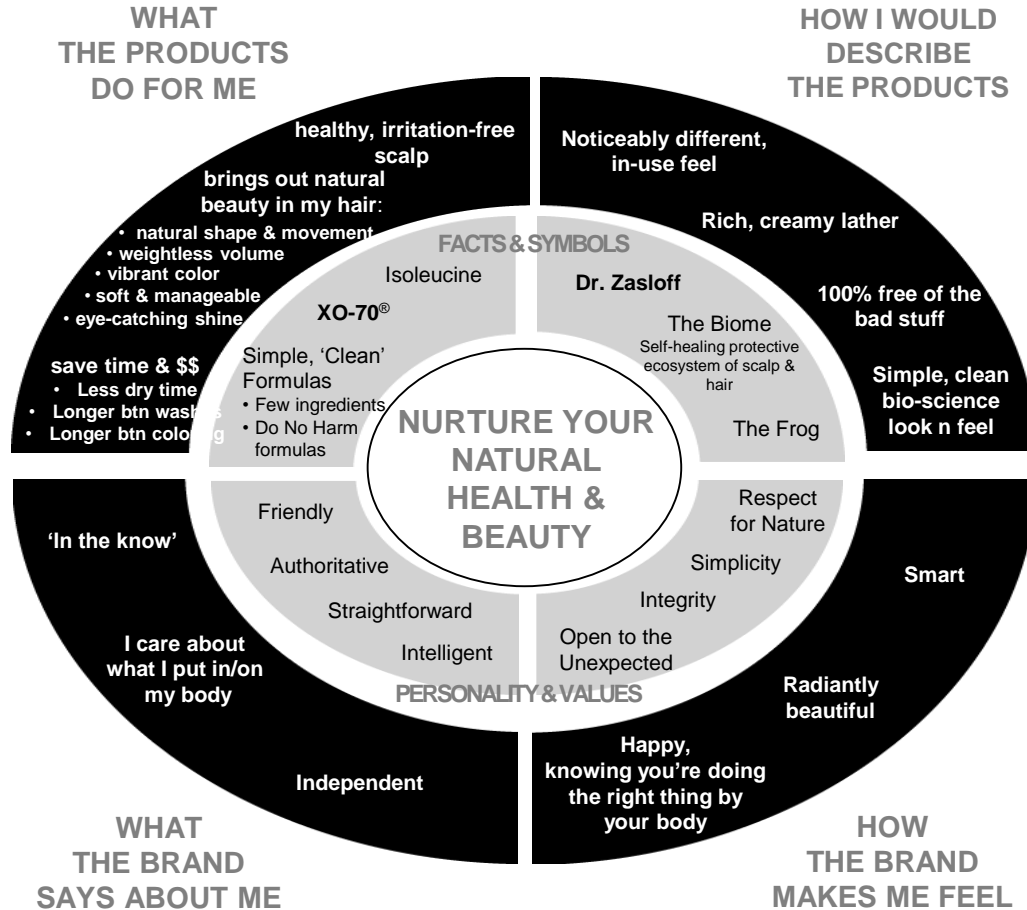
Demographic center of gravity is late 30's/early 40's, with above average income and a college education.



illumai Brand Wheel

Characteristics of a Good One

- Crystal clear
- Succinct & single-minded
- Unique
- Evocative & inspiring
- Rooted in product truth



Our Core Values & Beliefs

Integrity: We believe in oneness, transparency & truth in all things

Healthy Beauty: We believe beauty rooted in good health is better beauty

Simplicity: We believe in being straightforward & that less is usually more

Generosity: We believe in sharing discoveries that can benefit others

Curiosity: We believe in being open to the new & unexpected



illumai's 5 Building Blocks of Distinctiveness

Perceptibly Different Look & Feel

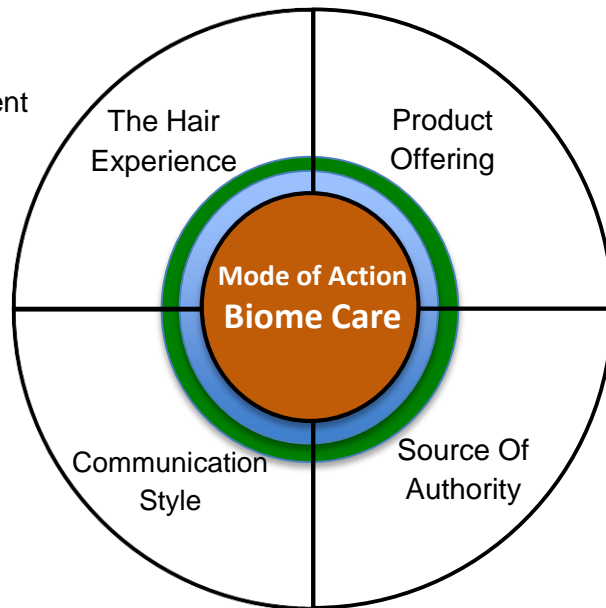


Luminous Shine
Natural Shape & Movement
Weightless Volume
Vibrant Color For Longer
Squeaky Clean, Soft Feel

Works For All Hair Types Simple, 'Clean', Powerful



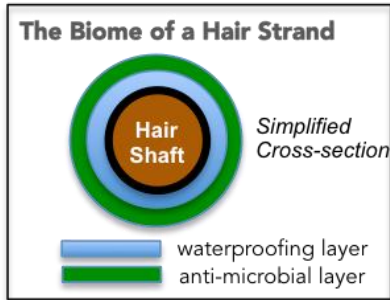
Friendly, Engaging Transparent



Dr Michael Zasloff, MD PhD Scientific Researcher , Medical Doctor



Leveraging Mode of Action



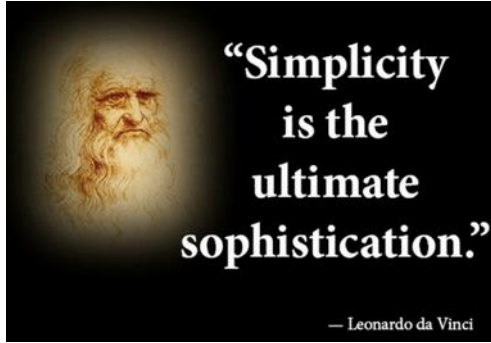
The core of illumai's positioning – working with, not against, the power of nature – is central to our story

Strategically this 'Do No Harm' approach must be woven into everything we do. Executionally, we must 'Own the Biome' & the idea of Biome Care

- Visually – easy to 'See' explanation
- Verbally – use the words biome, biome care, microbiome everywhere to ensure illumai appears in relevant searches
- **Promotionally** – explore partnerships with complementary organizations/products with either a similar positioning or that specifically help promote awareness of the (micro) biome



Leveraging Simplicity



Simplicity is one of the ultimate virtues in marketing.

- In an ever more complex world, people look for solutions that simplify their lives
- Expressing things simply is critical for people paying attention & understanding
- Consumers are looking for simpler, 'cleaner' formulas

Implications:

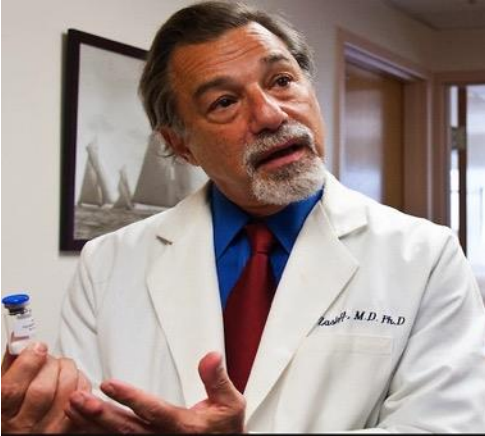
Overall – Make nothing more complex than we need to

Visually - Simple easy-to-'get' images / diagrams, text blocks that are inviting to read

Verbally – using simple, normal words wherever possible!



Leveraging Dr. Zasloff



People are most interested in stories involving...people!

Brands that have an interesting people story at their heart / origin have a powerful asset on their hands

Dr. Zasloff is a very credible person to have at the brand's heart

- Has the academic / scientific credibility. Known as a caring, creative, medical research scientist
- Has an approachable, easy-to-understand manner. He's an educator at heart.
- Has a passion for improving outcomes by taking laboratory discoveries and applying it to better human health, which he's done for anti-infection and anti-cancer drugs

Notes and Implications:

He should be the brand's 'front-man' on the brand story, Mario Russo our credible voice as expert hair practitioner

Brand values / personality must be a natural fit with elements of Dr. Zasloff's (does not have to be exactly the same!)

(Note: Do Not Call 'Dr Z', as comes across as less authoritative, more trying to be a celebrity)



Leveraging Friendly, Engaging, Transparent

Nothing to Hide - Because we have nothing to hide and come from a place of expanding human knowledge, there is a unique opportunity for illumai to become a reference point/resource for people regarding how 'clean' / biome-safe ingredients and approaches to haircare are so different

Approachable Science - We are not cold, clinical, chemical or industrial science. We are in bioscience and have a very human story behind us. If we are going to help illuminate science for others, then we need to be credible, highly approachable and easy to understand ... like the best science educators.

Having Some Fun With It - We also need to have elements of wit and fun to what we do. We will avoid being 'worthy.' It's who we are as people, and it will only increase illumai's likeability

Implications:

- **Tone of Voice:** Friendly, warm, helpful
- **Claims:** No misleading ones, no puffery .. don't need to play that game
- **Science:** We can take you down the rabbit hole as far as you want to go (on the website). We must always strive to make it possible for the layman to follow though.



Appendix



illumai's Working Relationship With Nature

Inspired By/ Borrowing Nature

Products work, but
somewhat disingenuous
as ingredients aren't really natural

MATRIX  BIOLAGE

"Mimicking Nature"



"As Nature Intended"

PANTENE

"Truly Natural Hair"

illumai[®]
biome care system

Works with Nature

Products work
Building from nature
Not trying to be 'all natural'



bringing out the natural beauty in your hair

All Natural

Products don't work as well
/ not perceived to



"For the Love of Our Planet"

ACURE

"For Your Skin | For the
Planet"



"Natural Hair Care"



Illumai – A Genuine System Solution

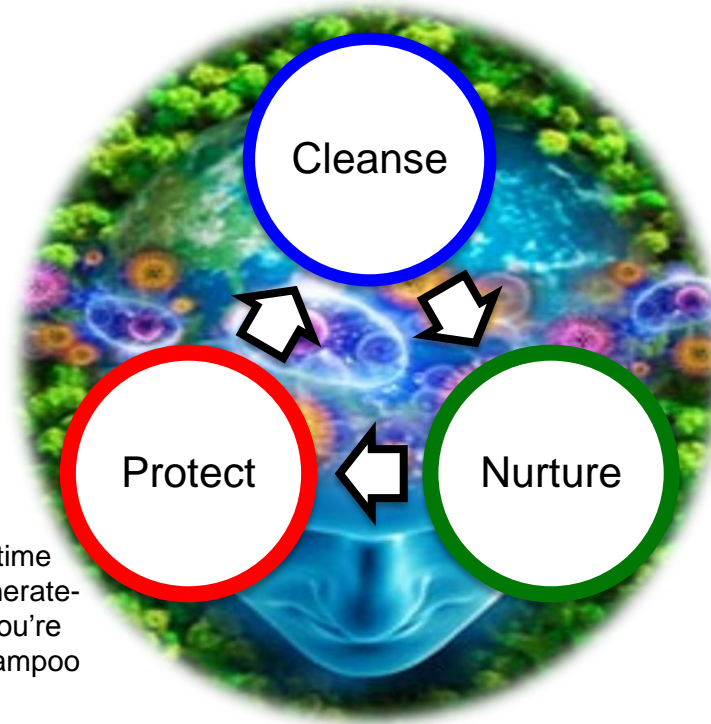
Naturally it takes an (eco)system solution to effectively deal with an (eco)system problem

Illumai delivers
on ecosystem care

Not just in idea but in unique
product attributes & delivery

Benefits are
Self-reinforcing

Scalp & hair condition improves over time
as the biome has opportunity to regenerate-
unlike conventional solutions where you're
back to square one each time you shampoo



Each product
has a specific role

- Cleanse
- Nurture
- Protect

Illumai products are
incompatible with
conventional solutions

- Illumai Nurture won't work with conventional shampoos
- Illumai Cleanse benefits negated by use with conventional conditioner



The Timeless Story Behind illumai

The Power in Working With - Not Against - Nature

Evolution has led to nature's solutions typically being more ingenious, powerful & beautifully elegant than those of mankind



Jog Falls in Western Ghats, India: Dammed



1955, before the dam



2006, after the dam

Like the best medical science, interventions to improve the beauty or health of the skin or hair work best when they understand, work
WITH and harness this power

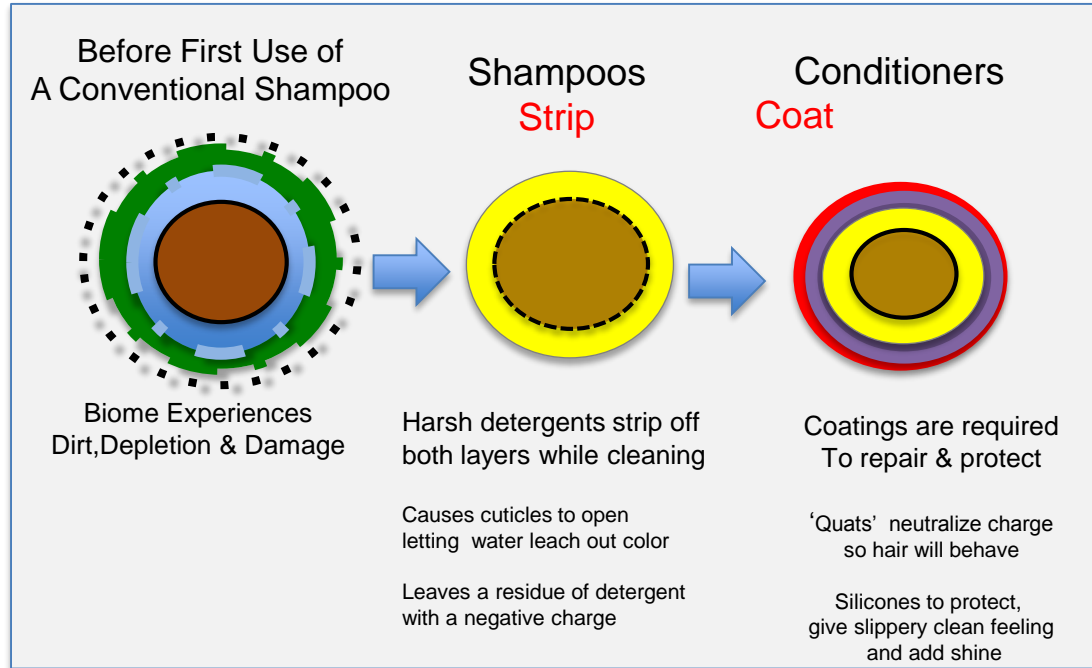
– and don't impose supposedly smart, but artificial, human-built solutions

bring out the natural beauty in your hair



The Damage-Mask Cycle of Conventional Hair 'Care'

- Biome cannot repair itself fast enough
- Scalp health is compromised
- Hair strand's natural resilience depleted & damage occurs



Myriad of Damage Symptoms = Explosion of Product Solutions

Split Ends



Color Fade



Brittle Hair



Irritated Scalp



Frizz/Flyaways



Dull Hair



The Virtuous Cycle of illumai Biome Care

- Biome is nurtured and reinforced
- Scalp natural health & hair's natural beauty can shine



Authority Figure

Reversing Role of Stylist & Scientist

Who would you believe has developed a categorically different approach to formulating high performance, “better for you,” hair care products?

Conventional Products

Celebrity Stylist
As Hero



Wen's Chaz Dean



Mr No Name

Anonymous Corporate
Scientist As Developer

Illumai

Expert Stylist
As Collaborator



Mario Russo

Academic Scientist
As Hero



Dr Michael Zasloff

