

# Probulin®

The Next Generation  
of Probiotics™



📍 7715 NW 46th Street Doral, FL 33166, USA

☎️ X: +1 (305) 675-8012

✉️ sales@novutechusa.com

noVUTECH  
[www.novutechusa.com](http://www.novutechusa.com)



- **Ranked #5** in brand awareness among CBD consumers<sup>1</sup>
- **#1 in both dollars and unit sales** for OTC CBD topicals, for 52-week, 26-week, 13-week and 4-week pull<sup>2</sup>
- Topicals FDA-listed as OTC drugs with **NDC numbers**
- **Unparalleled Compliance Standards:** US Hemp Authority Certified; cGMP; Self GRAS Affirmation pending; participant in the largest human safety study on CBD
- Distributed in more than 4,000 retailers across all sectors (natural, FDM, convenience and online)
- Made with premium broad-spectrum hemp extract sourced exclusively from DNA-verified, heirloom hemp



- Among top probiotic brands, Probulin is the **fastest growing brand** in the Natural Channel for the past 3 years<sup>3</sup>
- Probulin is one of the **fastest-growing probiotics companies** in the United States, according to SPINs reported data<sup>4</sup>
- Features proprietary, scientifically validated MAKTrek<sup>®</sup> 3-D technology **demonstrated to enhance probiotic survival**
- All products **insulated and shipped on ice** to keep them Cold+Protected<sup>™</sup>
- Founded by Naturopathic Dr. Jason Mitchell
- **Receives consistently high levels of customer satisfaction**; once customers try Probulin, 8/10 become repeat customers<sup>5</sup>



- **#1 topical CBD brand in MULO:** 25.8% Market Share, 16% Growth during period of decline for most major CBD brands<sup>6</sup>
- **#1 Topical CBD Brand in Chain Drug:** 33.1% Market Share and 21% year over year growth
- Distributed in 14,000+ doors nationwide (FDM, natural, online)
- **Founded and led by women** to address the unique needs of women often ignored by other wellness brands
- Over 80% of Sagely Naturals DTC shoppers are women; 61% of them are between the ages of 25-44
- Launched a unique OTC (non-CBD) collection targeting the everyday millennial woman – 1,100 Target doors



- **#1 selling brand** on industry leading CBD marketplace, Fleur Marche<sup>7</sup>
- **#1 topical SKU** (2oz Extra Strength) in 2020 in the Ontario Cannabis Store (OCS)<sup>8</sup>
- Products combine broad-spectrum CBD with proprietary blends of wildcrafted essential oils to address customer needs
- Customer breakdown: 50% are over the age of 55, 30% are between 35 and 55, and 20% are under the age of 35
- Distributed in the US and Canada to over 2K doors, including CVS and Nordstrom; sold over 2M bottles with a 90% 5-star rating
- 32K social followers and 60K email subscribers

1. Brightfield Group "CBD Brand Health Report" W1 2021; 2. NielsenIQ product share report from largest retail grocery chain in the Southeastern US (Nielsen Consumer, LLC., pull week ending 5/22/21). Data is non-inclusive of Veritas Farms Lip Balm.; 3. SpinsScan Total US Natural Channel for the 24-Week period ending 8/8/2021.; 4. SPINs reported data (7/11/21); 5. Confidential internal data. 6. IRI. MULO \$ Sales. L52 wks ending 8/7/21.; 7. FleurMarche data is via Fleur Marche, unpublished.; 8. OCS publishes their own yearly report. Source: OCS 2020. <https://ocs.ca/>

# Why Probulin®?

Probulin's commitment to integrity means we work hard to do our part for our retail partners, our consumers and the planet.



## Probulin **SELLS**

Among top probiotic brands, Probulin is the **fastest growing** in the Natural Channel for the past 3 years.\*

We're outperforming the competition at shelf, and the **#2 Probiotic** in the category with a major national retailer.



## Probulin **WORKS**

Probulin receives consistently high levels of customer satisfaction and feedback.

**Once customers try Probulin, 8/10 become repeat customers**, because Probulin really works.



## Probulin is **PROTECTED**

We always ship insulated and on ice.

**Delivery trucks can reach 150° F, enough to kill most probiotics.** We ship "Cold & Protected™" so you know you're selling live probiotics.



## Probulin **SURVIVES**

Our MAKTrek® 3-D delivery system is **scientifically-validated to improve probiotic survival.**

It provides the **protection, food and hydration** probiotics need for survival on their journey to the gut.



## Probulin **CARES**

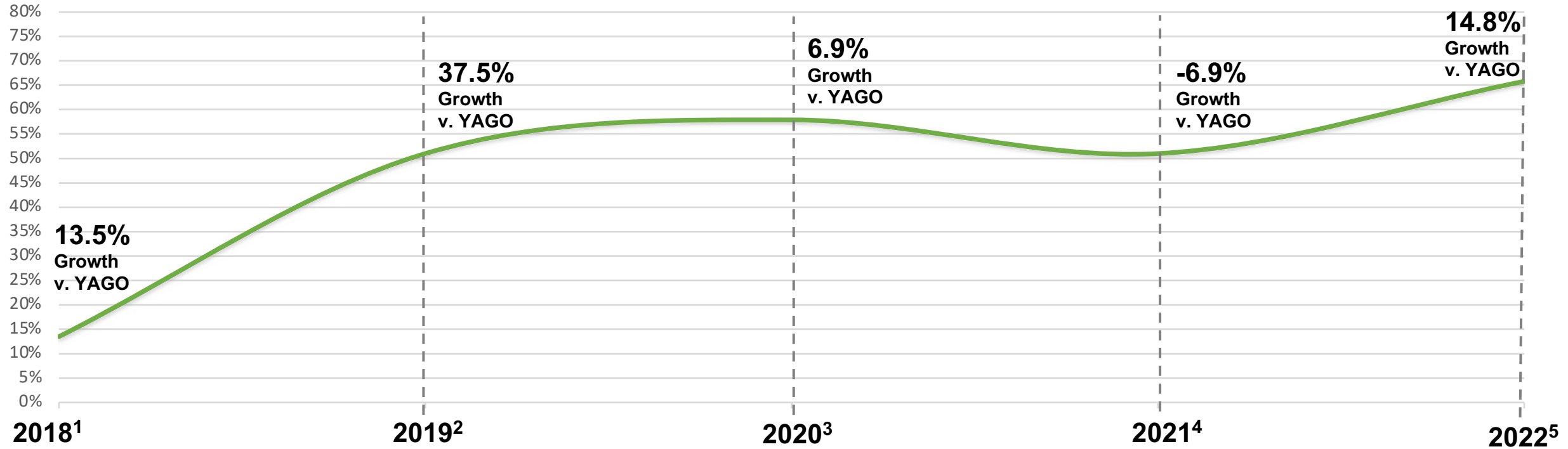
Probulin uses **eco-friendly cold packs and insulation** to do our part for the planet.

**We are dedicated to education and quality** without exaggeration or exceeding the science.

# Probulin<sup>®</sup> is Driving Growth

Probulin is still driving growth in a category that's been on the decline.

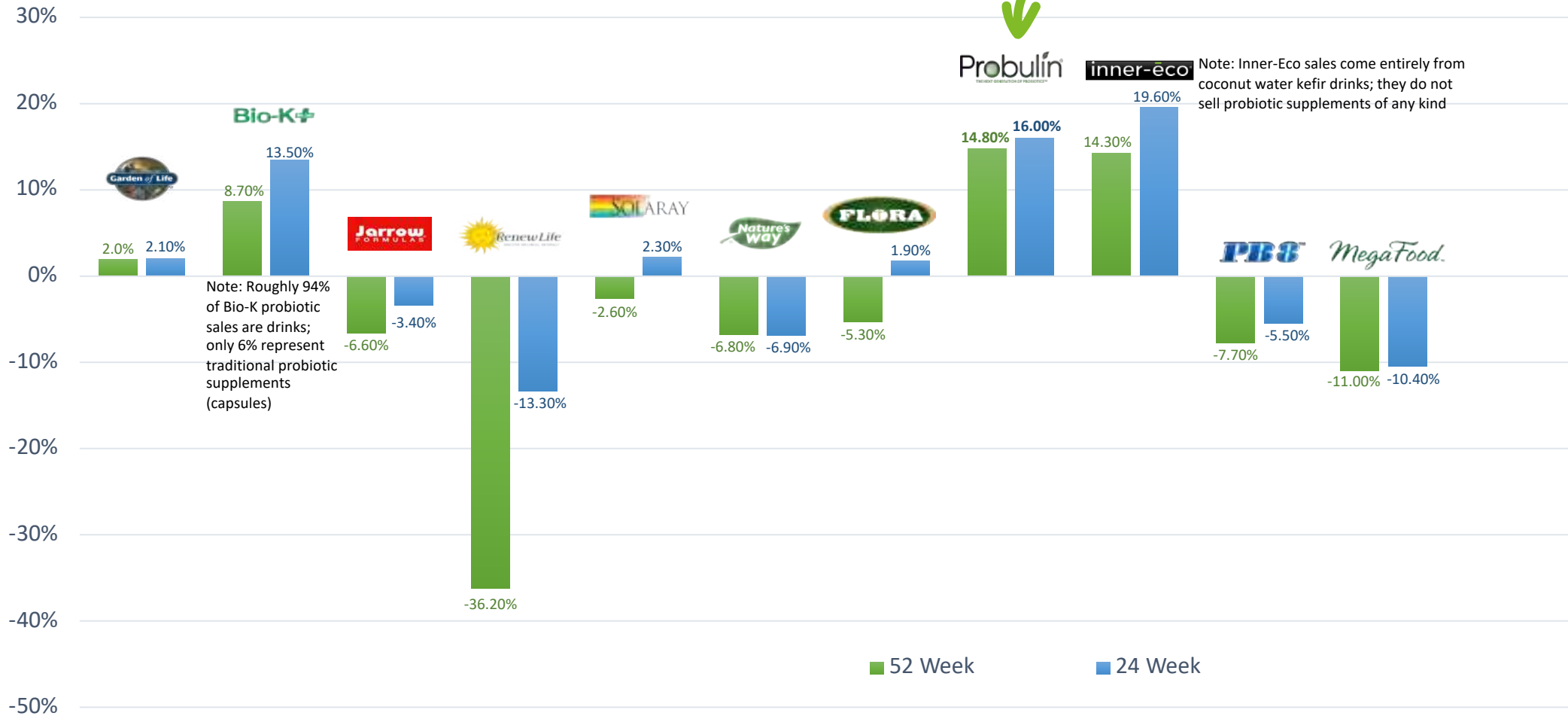
Dollar Growth  
(Period v. YAGO)



1. SpinsScan Total US Natural Channel for the **52-Week YAGO** ending 6/17/2018. 2. SpinsScan Total US Natural Channel for the **52-Week YAGO** ending 12/4/2019. 3. SpinsScan Total US Natural Channel for the **52-Week YAGO** ending 12/22/2020. 4. SpinsScan Total US Natural Channel for the **52-Week YAGO** ending 7/11/2021. 5. SpinsScan Total US Natural Channel for the **52-Week YAGO** ending 2/20/2022.

# Probulin<sup>®</sup> is Growing Significantly Faster Than Peer Group

Dollar % Growth  
(Period v. YAGO<sup>1</sup>)



<sup>1</sup>SpinsScan Total US Natural Channel, % \$ Growth v. YAGO, 24-Week & 52-Week data, ending 2/20/2022



## She's Smart.

Quality is critical to the Probulin Consumer. She knows what she wants – and what she doesn't. She's a purchaser and a recommender. She cares for herself and her family.

When something works, she buys it again and again.

# The Probulin<sup>®</sup> Consumer

## I'll tell you what she wants, what she really, really wants...

- Quality products for overall health and wellness
- Specific support for digestive health, bowel regularity and vaginal health
- Immune support for the whole family
- Science-backed, natural products that WORK

## And what she really, really DOESN'T want...

- Supplements with GMOs, soy, gluten, magnesium stearate or dairy
- Unnecessary ingredients like fillers or unnatural preservatives
- Artificial colors, flavors or sweeteners
- Junk-filled products that DON'T work



# WHEN IT COMES TO PROBIOTICS, IT'S ABOUT BOTH THE *journey & the destination*



Probulin Probiotics are ALWAYS shipped insulated and on ice to protect your probiotics from heat in transit



Our unique seaweed extract shields your probiotics against stomach acid



Every Probulin capsule contains prebiotic fiber and electrolytes to feed and hydrate your probiotics along their digestive journey



Probulin Probiotics arrive in the gut alive, healthy, and ready to work!

# Our scientifically validated **MAKTrek<sup>®</sup> 3-D Delivery System** provides the 3 things all living things need to survive:

## PROTECTION, FOOD & WATER



### PROTECT

Natural seaweed extract acts as a secondary barrier protecting your probiotics against deadly acid and bile.



### FEED

Each capsule contains natural prebiotic fiber and postbiotic nutrients for maximum survival.



### HYDRATE

This stage is critical. We pack electrolytes in every capsule to ensure the slow and steady hydration probiotics need to survive and thrive.

*Alive* WHEN YOU BUY THEM



*Alive* WHEN YOU GET THEM

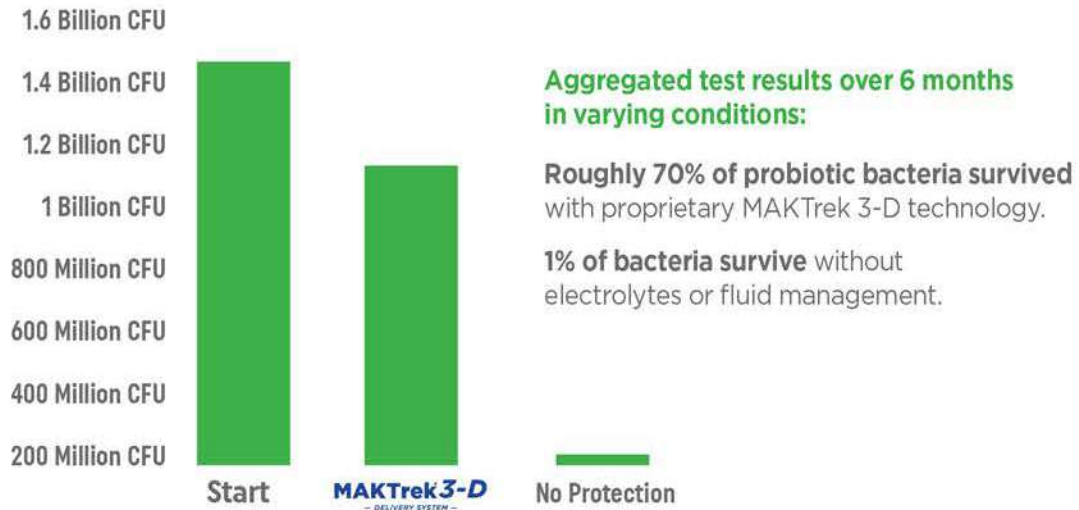


*Alive* WHEN YOU CONSUME THEM



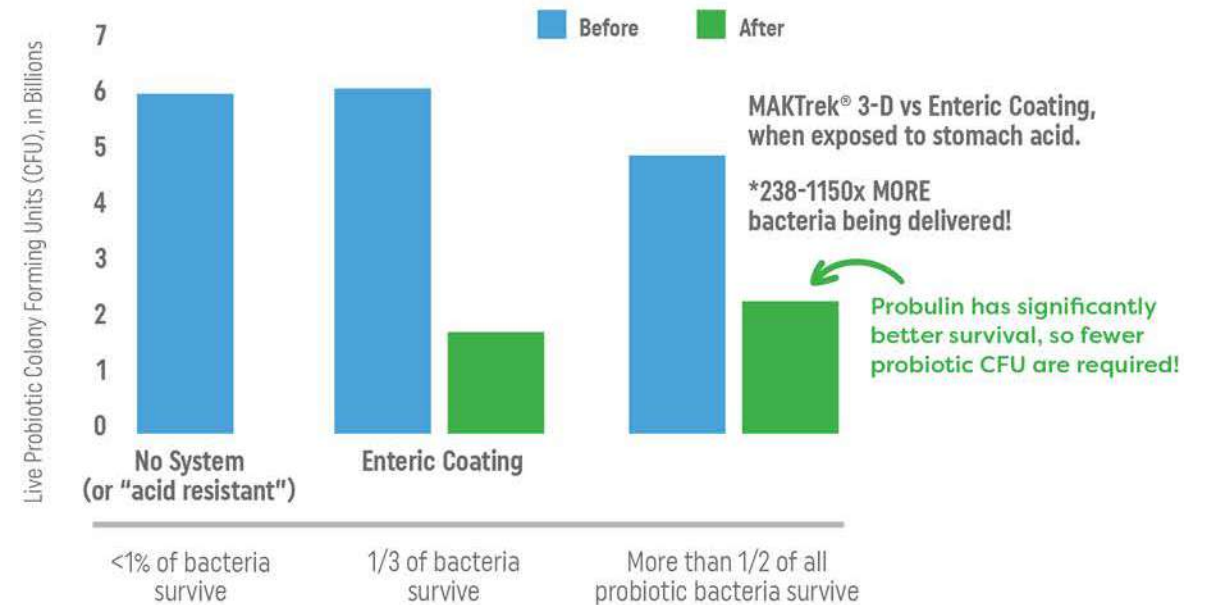
Our innovative delivery system delivers some of the *highest* percentages of living bacteria to the lower GI tract.\*

## Studies Demonstrate Improved Survivability of MAKTrek<sup>®</sup> 3-D Delivery System



\*Analysis of Survivability of Lactobacilli Species through simulated hypotonic, slightly acid aqueous solution either buffered or unbuffered for tonicity. — Mark A. Brudnak, Eric J. Baer, and Shannon Grayer et al — MAKWood Inc. Grafton, WI

## Analysis of Bacteria Survival



\*Reference: Analysis of Survivability of Lactobacilli Species through Simulated Stomach Acid in MAKTrek<sup>®</sup> Gastric Bypass system compared to Various other Acid Stable Probiotic Product Systems - Mark A. Brudnak, Eric J. Baer & Shannon Grayer et al. MAK Wood, Inc Grafton, WI

# Probulin<sup>®</sup> GOES THE EXTRA MILE WITH **COLD + PROTECTED<sup>™</sup>** SHIPPING

Delivery trucks can get hot enough to kill most probiotics. Probulin ships in insulated boxes with compostable ice packs that are 100% drain safe and can even be used as plant food.

WE SHIP OUR PROBIOTICS **COLD + PROTECTED<sup>™</sup>**, BUT ONCE RECEIVED, THEY'RE FINE TO LEAVE OUT - NO REFRIGERATION REQUIRED!



Heat is the **CHIEF** enemy of probiotic cultures. Even on a normal day, temperatures in the back of a delivery truck can reach **150°F**. That's **hot enough to kill most probiotics**.



We always ship probiotics with **eco-friendly, high-performance insulation**.



We keep it cool with **EnviroIce<sup>™</sup>**, a **non-toxic, reusable and compostable ice pack** that can also be recycled for use as plant food.



With Probulin, you know your probiotics are **Cold + Protected<sup>™</sup>** on the way to your store or home. Once received, they're fine to leave out – **no refrigeration is required!**

*Alive* WHEN YOU BUY THEM

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*Alive* WHEN YOU GET THEM

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*Alive* WHEN YOU CONSUME THEM

# Our Commitment to Sustainability

At Probulin, we're **protective** of our probiotics, the health of our customers, and also the planet. Making sure your probiotics don't die in transit is really important – and so is being kind to the Earth.






- ✔ We always ship **Cold + Protected™**. Shipping with ice packs and insulation ensures our probiotics get to you alive and healthy.
- ✔ Our **eco-friendly, high-performance insulation is reusable and recyclable**.
- ✔ We keep it cool with **Enviro Ice™**, a non-toxic, reusable and compostable ice pack that can also be recycled for use as a **plant food**.



Known for our cutting-edge innovation and radical transparency, Probulin always puts quality, health and safety first.



### All our products:

-  Include scientifically documented strains of **living probiotic** bacteria.
-  Are manufactured **without chemical additives**; we never use stearic acid, fillers, binders, or synthetic flow agents and are vegan.
-  Are third-party lab tested to ensure **potency** and **stability**.
-  Include the scientifically validated **MAKTrek® 3-D Delivery System** to ensure probiotic survival.
-  Are always shipped **Cold+Protected™** with **Envirolce™**. We ship in an insulated box with compostable ice packs that are 100% drain safe and can even be used as plant food.



## Daily Support Formulas



### Daily Care Probiotic

Daily gut health maintenance and support

- 12 probiotic strains + prebiotic fiber
- 10 billion CFU
- Supports overall digestive health and balance\*


 Available in: 30 ct and 60 ct capsules



### Daily Digestive Enzymes

Digestive enzymes to help support the breakdown of hard-to-digest foods

- May help alleviate occasional gas, bloating and indigestion\*
- Broad-spectrum, plant-based and probiotic-based enzymes

 Available in: 60 ct and 90 ct capsules



# Probulin<sup>®</sup> TOTAL CARE

## FERMENTED FRUIT & VEGETABLE BLEND

The Probulin Total Care line of probiotics contains live bacteria strains from a fermented blend of organic beets, kale, raspberries, figs, and blueberries, designed to provide broad-spectrum support to your gut microbiome.\*

From a fermented food probiotic blend to added prebiotics, electrolytes and postbiotics, when we say Total Care, we mean **Total Care.**



## Total Care Daily Formulas



### Total Care Probiotic

Your one-stop-shop to support daily overall gut health. May help relieve gas and bloating and support better digestion.\*

- 15 probiotic strains + prebiotic fiber & postbiotics
- 20 billion CFU
- Includes probiotics from fermented fruits and vegetables

 Available in: 30 ct capsules



### My Little Bugs<sup>™</sup> Total Care Probiotic

Kid's chewable, bug-shaped probiotic designed to support little tummies\*

- 15 probiotic strains + prebiotic fiber & postbiotics
- 5 billion CFU
- Includes probiotics from fermented fruits and vegetables

 Available in: 30 ct chewable tablets

For Kids




## Colon Support Formulas



### Colon Support Probiotic

A targeted once-daily probiotic plus prebiotic specifically formulated to support colon health

- 12 probiotic strains
- 20 billion CFU
- Targeted colon support\*

 Available in: 30 ct and 60 ct capsules

### P-PAK Probiotic

Scientifically formulated for challenges commonly associated with certain medications

- 12 probiotic strains
- 20 billion CFU
- Support for the colon's unique microbiome

 Available in: 10 ct capsules

## Specialty Formulas



### Women's Health Probiotic

Targeted support for maintaining a balanced vaginal microbiome and urinary tract, and supports digestive health.

- 12 probiotic strains + prebiotic fiber
- 20 billion CFU
- May alleviate gas & bloating
- Specifically formulated for women

 Available in: 30 ct and 60 ct capsules

### Trim Synergy Probiotic

Designed to support healthy weight management, stress response and energy levels

- May help alleviate occasional gas, bloating and indigestion\*
- Broad-spectrum, plant-based and probiotic-based enzymes

 Available in: 60 ct capsules



## Total Care Specialty Formulas

### Benefits of Eldermune

- Eldermune® is an immune support product made from organic elderberry juice concentrate and Sunfiber® (a prebiotic fiber made from partially hydrolyzed guar).
- It contains high, standardized levels of polyphenols and anthocyanins to support immune health. It is solvent-free and low temperature processed to preserve these important compounds.



WITH  
real  
elderberry



### Total Care Immune Probiotic

Specially formulated to support the health of the immune and digestive systems\*

- 10 probiotic strains + prebiotic fiber & postbiotics
- 20 billion CFU
- 100 mg Eldermune = 4,225 mg of whole elderberry
- Includes probiotics from fermented fruits and vegetables

 Available in: 30 ct capsules



### Total Care Women's UT

Designed to support a healthy balance of vaginal and urinary tract flora, as well as overall digestive health.\*

- 12 probiotic strains + prebiotic fiber & postbiotics
- 20 billion CFU
- Supports a balanced vaginal microbiome & healthy female urinary tract
- Includes probiotics from fermented fruits and vegetables

 Available in: 30 ct capsules



**50-60%** of women will have at least 1 UTI in their lifetime\*

**80%** of UTIs are reinfections\*

Four unique probiotic strains have been added to this formula to specifically support the female urinary tract system.\*\*

- Lactobacillus reuteri
- Lactobacillus plantarum
- Lactobacillus fermentum
- Lactobacillus rhamnosus

\* Al-Badri A, Al-Shakh G. Recurrent Urinary Tract Infections Management in Women: A Review. Sultan Qaboos Univ Med J. 2013;13(3):359-367. doi:10.12816/0000356

\*\*Effects of Probiotics on the Recurrence of Bacterial Vaginosis: A Review. Efficacy of orally applied probiotic capsules for bacterial vaginosis and other vaginal infections, European Journal of Obstetrics & Gynecology and Reproductive Biology



# Total Care Soothe Probiotic

**15 billion CFU<sup>†</sup>**  
4 billion CFU<sup>†</sup> from  
fermented fruits & vegetables

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**15** powerful scientifically  
studied probiotic strains

Probiotics + Ginger + Peppermint =  
Your Ultimate *Soothing Support*<sup>†</sup>



Ginfort<sup>®</sup> concentrated  
Ginger Extract  
&  
Menthol Powder  
(from Peppermint  
leaf oil)

- 100 mg Ginfort<sup>®</sup> concentrated Ginger Extract
- 40 mg Menthol Powder (from Peppermint leaf oil)
- Prebiotic fiber, electrolytes, and postbiotics for microbiome support<sup>†</sup>
- Proprietary MAKTrek<sup>®</sup> 3-D Probiotic Delivery System for increased probiotic survival

1 capsule  
4 capsules

for the standard daily serving

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offers the scientifically-studied level of Ginfort<sup>®</sup>, which has been shown to support reduction of occasional digestive upset and may improve upper abdominal bloating, when used over 4 weeks.\*





# Why Carry Probulin®

## Unique Product

Innovative and natural seaweed based capsule delivery system with the purpose of creating micro-environments during digestion for cellular hydration and fuel management for **superior consumer experience**

## Strong Performance

Probulin® brand **delivers sales and ROI**

## Customer Satisfaction

Loyalty and repeat purchase maintaining 8/10 customer retention

## Real-life Solutions

Probulin® delivers compelling product solutions to consumers

## Value

Competitive pricing and competitive promotions

## Retailer Focus

Education, category innovation, relevant assortment, price, and promotion



novUTECH

Projecting Health to **the Next Level**

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