

Probulin®

The Next Generation
of Probiotics™



Put your best face forward
with *Probiotic Extract Skincare.*





HempFusion[®]

WELLNESS INC.

Four Brands. Unlimited Opportunity.



- ◆ Ranked #5 in brand awareness among CBD consumers¹
- ◆ #1 in both dollars and unit sales for OTC CBD topicals, for 52-week, 26-week, 13-week and 4-week pull²
- ◆ 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 years³
- ◆ Probulin is one of the fastest-growing probiotics companies in the United States, according to SPINs reported data⁴
- ◆ Features proprietary, scientifically validated MakTrek 3-D[®] technology demonstrated to enhance probiotic survival
- ◆ All products insulated and shipped on ice to keep them Cold+Protected[™]
- ◆ Founded by Naturopathic Dr. Jason Mitchell
- ◆ Receives consistently high levels of customer satisfaction; once customers try Probulin, 8/10 become repeat customers⁵



- ◆ #1 topical CBD brand in MULO: 25.8% Market Share, 16% Growth during period of decline for most major CBD brands⁶
- ◆ #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 Marche⁷
- ◆ #1 topical SKU (2oz Extra Strength) in 2020 in the Ontario Cannabis Store (OCS)⁸
- ◆ 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/>

Build a healthy
daily routine for
beautiful skin.

Probulin's collection of
Probiotic Extract
Skincare has you
covered, day and night.





The Skincare Challenge & Why We Need Support

The skin is our largest organ and our primary barrier from outside forces. There are **six main factors** that can make it hard to maintain the brighter, healthier looking, and more deeply moisturized skin you want.



Sun Exposure

The **harmful rays of the sun** can damage the skin, especially in cases of repeated or prolonged exposure.



Extreme Temperatures

Extreme heat or cold can dry the skin.



Environmental Exposure

Exposure to normal environmental factors like **water** and **air pollution** can dull the skin.



Lack of Proper Moisture

Lack of proper moisture can leave the skin vulnerable.



Topical Chemicals

Many common lotions and skincare products contain chemicals that are harmful to the skin, like **parabens**, **glycols** and **phthalates**.



Lifestyle

Poor lifestyle habits like **smoking**, **lack of proper hydration** and **overexposure to the sun** may damage the skin and body as a whole.

Avoiding The Strategy of Synthetics

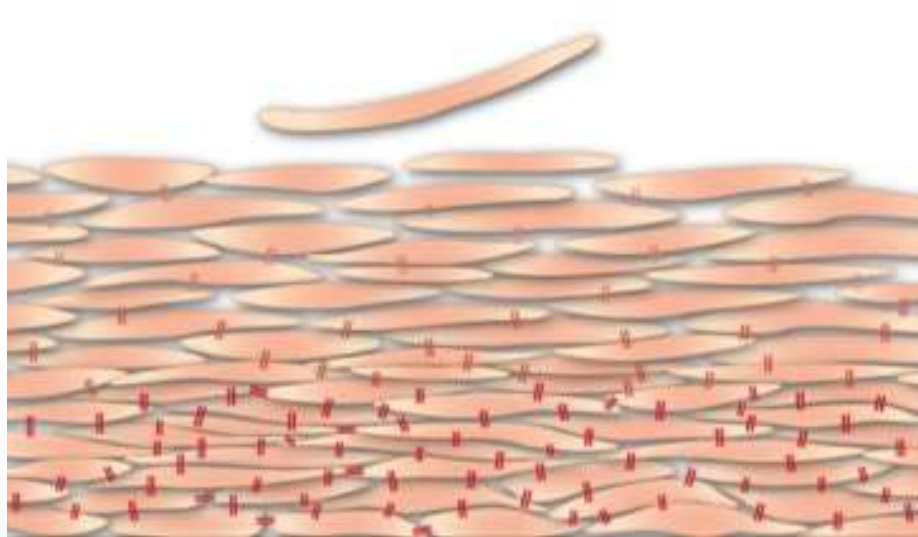
Time for a new approach that accounts for our skin microbiome

- Acid Peels
- Injections
- Mechanical Re-surfacing



Skin Renewal Process

Normal



Skin Layers

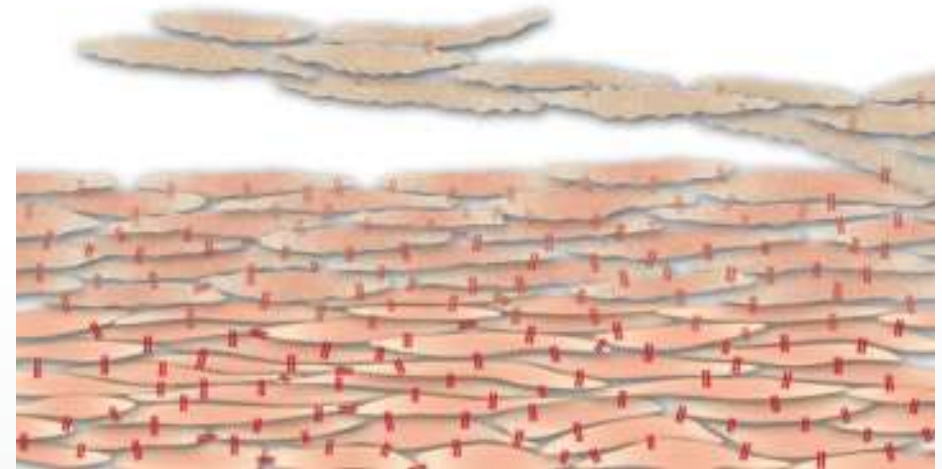
1 - 5

6 - 10

11 - 15

- Exfoliation
- Healthier Barrier Function (cohesion)

Damaged or Aged



- Loss of Moisturizing Factors
- Decrease Antimicrobial Peptides

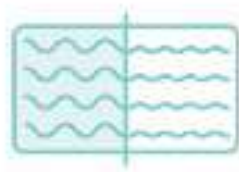
Why *Probiotic Extracts* for the Skin?

Probulin® Probiotic Extract Skin Therapy System features 5 products scientifically formulated to support **deeply moisturized, healthier and brighter looking skin.**

- Probiotic Extract Cleansing Gel
- Probiotic Extract Facial Serum
- Probiotic Extract Eye Cream
- Probiotic Extract Day Cream
- Probiotic Extract Night Cream



Supports Skin Condition



Supports Skin Texture



Healthier & Brighter Looking Skin



Protective Lipid Barrier

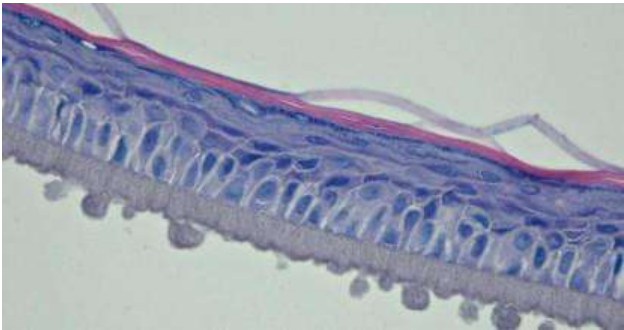
The Revolution of Probiotic Extract Skincare

ProbuSkin® Probiotic Extract Technology uses a unique scientifically studied probiotic lysate (probiotic extract) to support healthier and brighter looking skin.

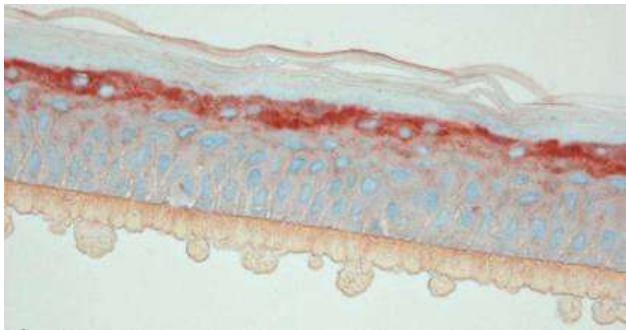
All Probulin® skin care products proudly include the scientifically tested ProbuSkin® beneficial probiotic lysate (probiotic extract).



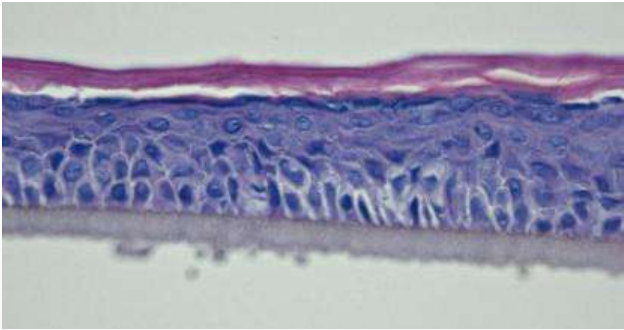
ProbuSkin™ Probiotic Extract Technology Study Results (in vitro)



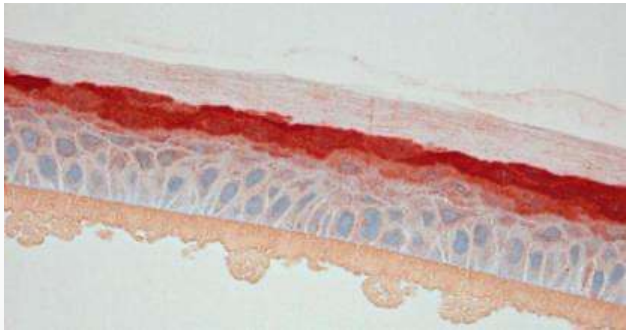
Control



Control



ProbuSkin™ Probiotic Extract Technology



ProbuSkin™ Probiotic Extract Technology

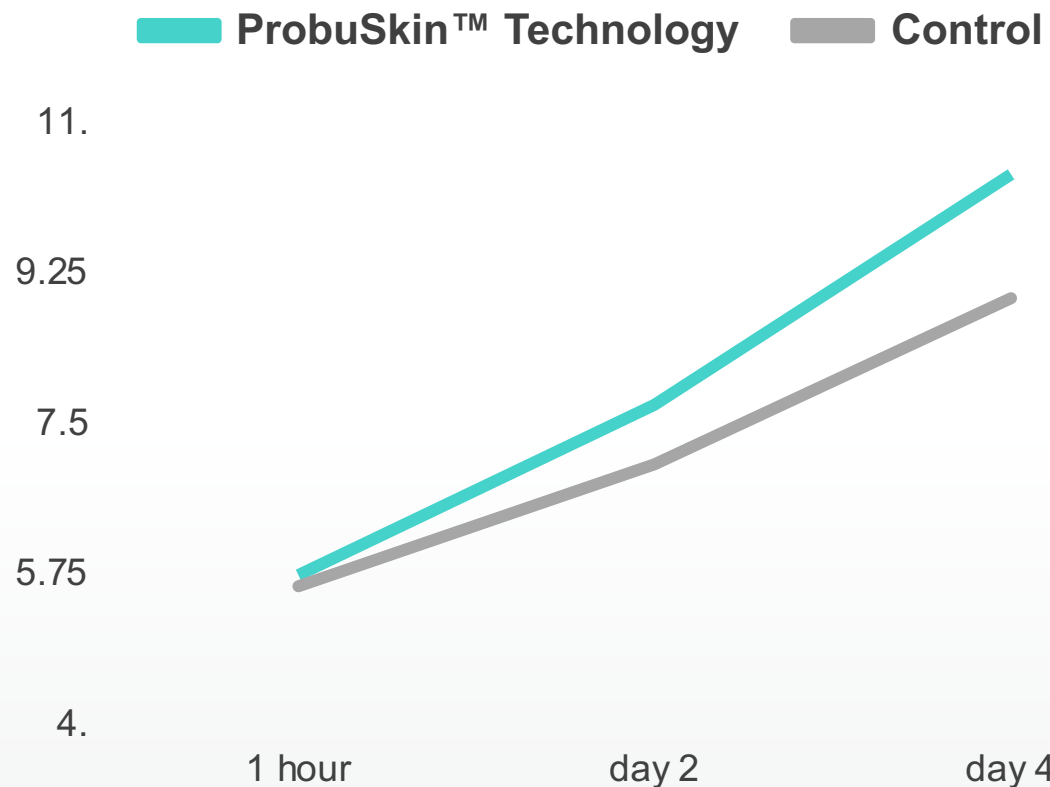
Accelerate Renewed Skin Appearance

- Supports Faster Skin Renewal
- Supports Skin Health

Thickness Tested after Tape Stripping:

- 1 hr, 2 day, 4 days

SC thickness (micrometer)
(method: Vivascope® 1500, Lucid Inc., Rochester, NY, USA)



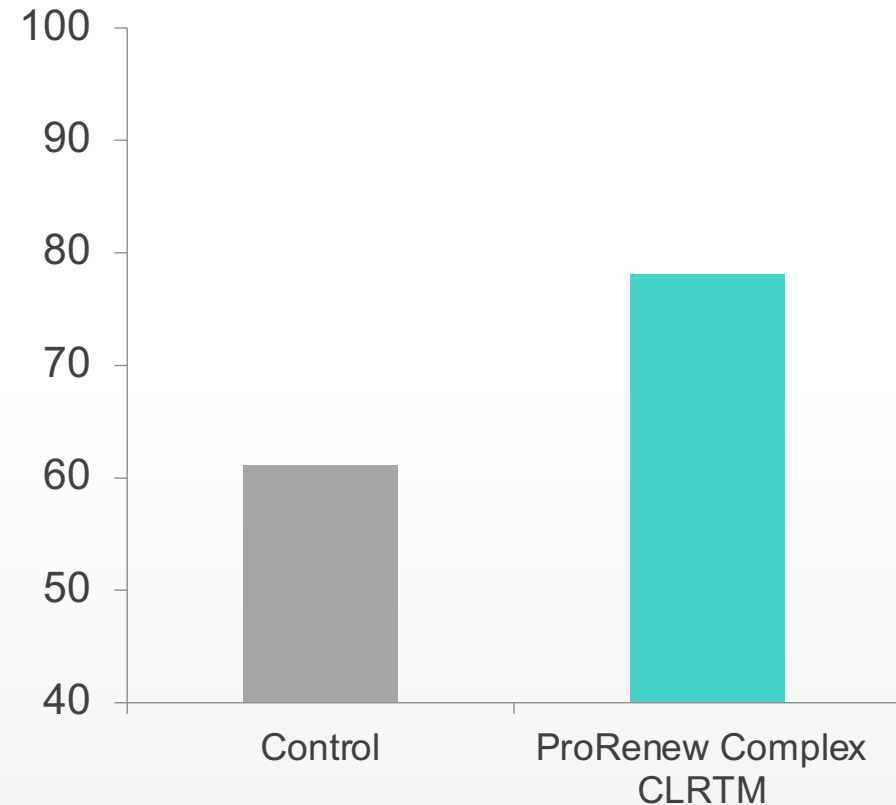
ProbuSkin™ Probiotic Extract Technology Studies

Improved Lipid Barrier Function (in vitro)

- Supports better moisture retention
- Supports healthier looking skin

Skin model tape test

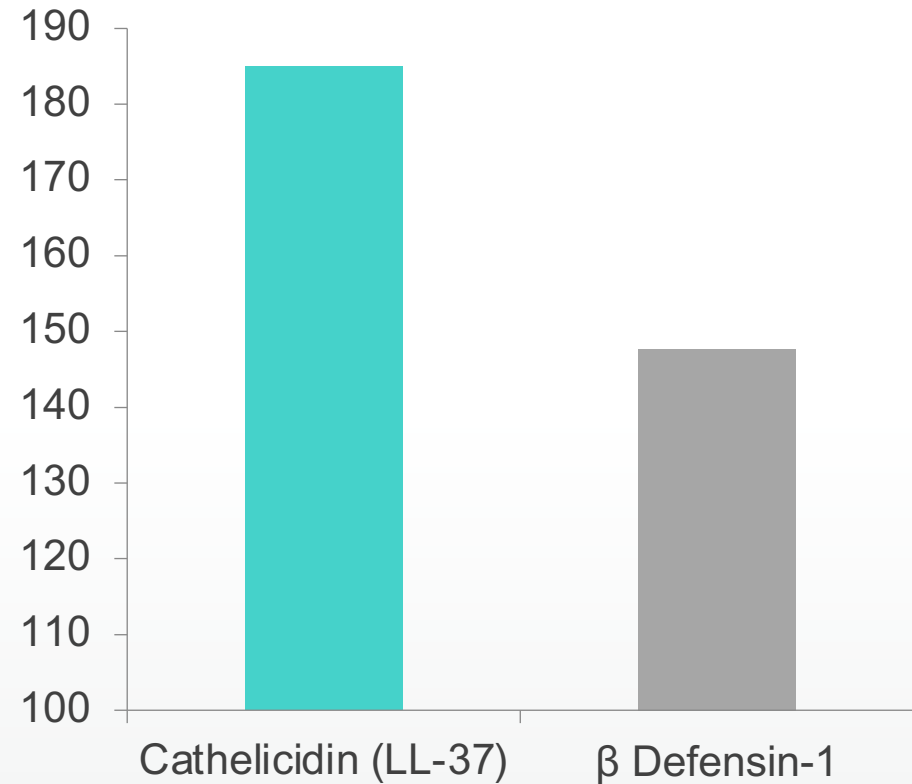
- Viability of cells determined directly
60 minutes after



ProbuSkin™ Probiotic Extract Technology Studies

Supports Increased AMPs for healthier looking skin

- Skin continuously encounters pathogens
- Cells have innate strategies
- Anti-Microbial peptides





At Probulin, we're known for our **cutting-edge innovation** and **radical transparency**. We've earned our reputation of trust by always putting quality, health and safety first.

All of our products:

- Provide the next generation of **probiotic extract skincare**, with exclusive, nourishing formulas.
- Are free of **GMOs, parabens, sulfates, phthalates, glycols, gluten and synthetic fragrances**.
- Are **cruelty free** and never tested on animals.



Topical probiotic extracts work with the skin's natural regenerative processes to promote a healthy ecosystem that covers the surface of our bodies.



Skin Therapy Ingredient Highlights



Probiotic Extract:

Beneficial probiotic bacteria has been studied for its ability to support healthier, brighter looking skin.



Organic Aloe Vera:

Rich in vitamins, minerals, amino acids, enzymes and proteins. Deeply supportive for the skin and aids in moisture balance.



Organic Shea Butter:

Known for its moisturizing and revitalizing qualities and high levels of antioxidant properties.



Marula Seed Oil:

This deeply-nourishing oil has been shown to contain higher levels of moisturizing omega fatty acids than Argan oil.



Probiotic Extract Cleansing Gel

Gently cleanses the face without stripping the valuable moisturizing oils of the skin, leaving your face clean with a soft, satin finish.

- We've included important **fruit & botanical extracts** for added cleansing support:
 - Sugar Maple, Lemon and Orange fruit extracts, with **Alpha Hydroxy Acids**
 - Pure **essential oils** are used for fragrance: Organic Lavender oil & Orange Flower oil
- For **all skin types**



Available in: 3.38 fl oz (100mL)

Probiotic Extract Facial Serum

Leaves your face feeling hydrated, smooth, deeply nourished and moisturized.

- Packed full of **probiotic extract** and **fruit extract** goodness featuring:
 - Nourishing **Organic Aloe Vera** gel
 - Sugar Maple, Lemon and Orange fruit extracts, with **Alpha Hydroxy Acids**
 - **Probiotic lysate** helps to keep skin healthier, brighter and younger looking
- For **all** skin types



Available in: 1.01 fl oz (29.9mL)



Probiotic Extract Day Cream

Soothing daytime moisturizing cream that will leave your skin feeling **smooth** and **healthy-looking**.

- Packed full of probiotic extract and fruit extract goodness featuring:
 - Sugar Maple, Lemon and Orange fruit extracts, with **Alpha Hydroxy Acids**
 - Healing **Jojoba ester**
 - Organic **Aloe Vera gel**
 - Organic Flower **pure essential oil** used for fragrance

● For **all skin types**



Available in: 1.69 fl oz (50mL)



Probiotic Extract Night Cream

Soothing night cream featuring Marula Oil to help **reduce the appearance of fine lines and wrinkles** and hydrate the skin, all while you sleep.

- Combines the powerful benefits of **Organic Shea Butter** and **Marula Oil**, best known for:
 - Revitalizing & deeply moisturizing the skin
 - Leaving the skin feeling **smooth** and **fresh**
 - Higher moisturizing **omega fatty acid** levels than Argan oil
- Probiotic lysate helps to keep skin **healthier, brighter and younger looking**
- Pure essential oils** are used for fragrance: Organic Lavender oil & Orange Flower oil
- For **all skin types**



Available in: 1.69 fl oz (50mL)



Probiotic Extract Marula Eye Cream

Deeply nourishing eye cream featuring ultra-moisturizing Marula Oil, rich in omega fatty acids for **hydrating the skin**.

- Proudly features the amazing benefits of **Marula Oil**, best known for:
 - Higher levels of moisturizing **omega fatty acids** than Argan Oil
 - Higher levels of skin-brightening **antioxidants** than Argan oil
 - Important nourishing **plant sterols**
- Probiotic lysate helps keep skin **healthier, brighter and younger looking**
- For **all skin types**



Available in: 1.01 fl oz (29.9mL)





NOVUTECH

Projecting Health to **the Next Level**



7715 NW 46th Street Doral, FL 33166, USA



FAX: +1 (305) 675-8012



sales@novutechusa.com

www.novutechusa.com