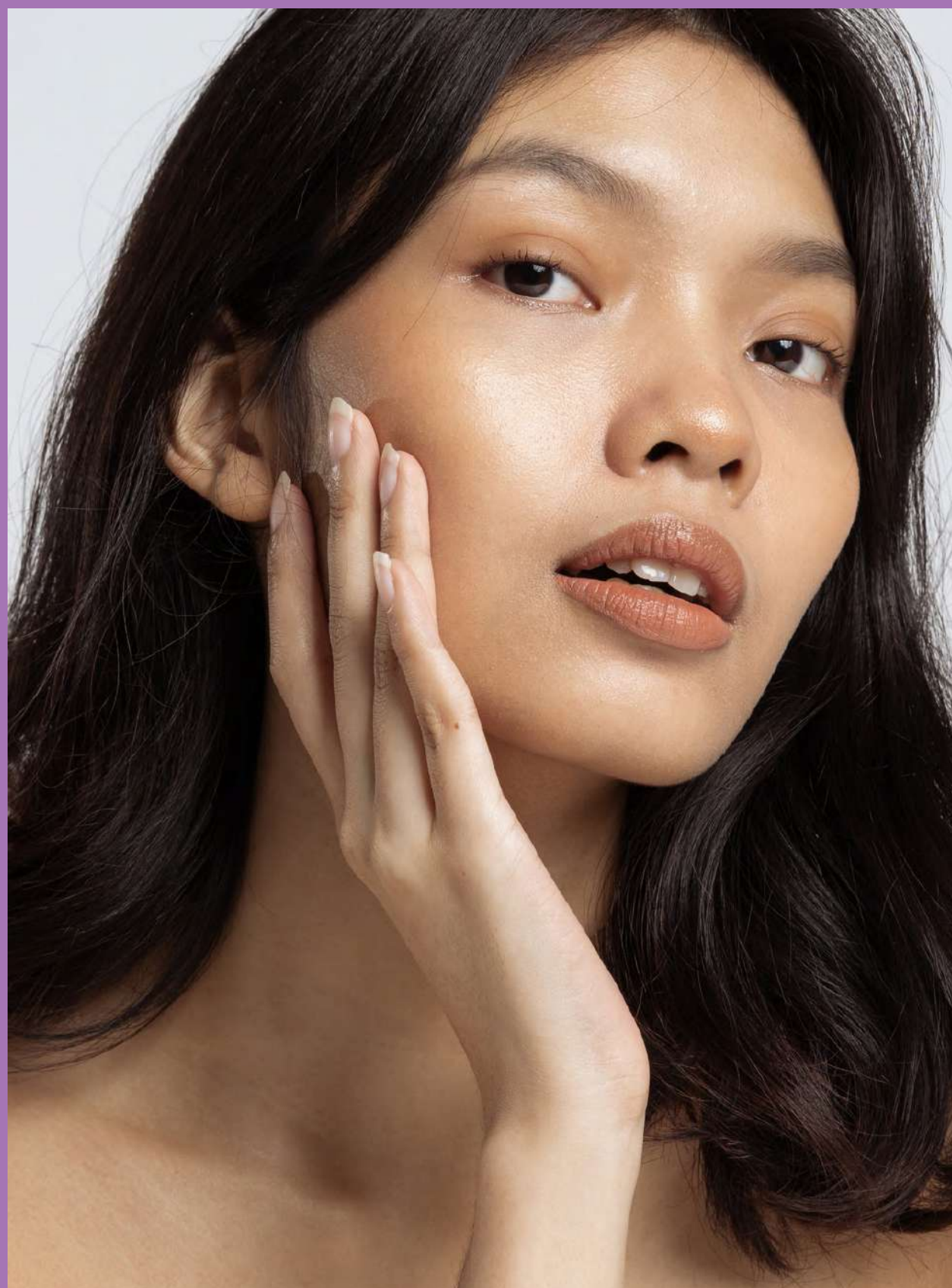




PUREGUARD

REFRESH YOUR BEAUTY

Sarita Chwalek, Brianna Harris, Jasmine McPartland,
Alexander Rolinski, Russell Vazzana

JANE'S STORY



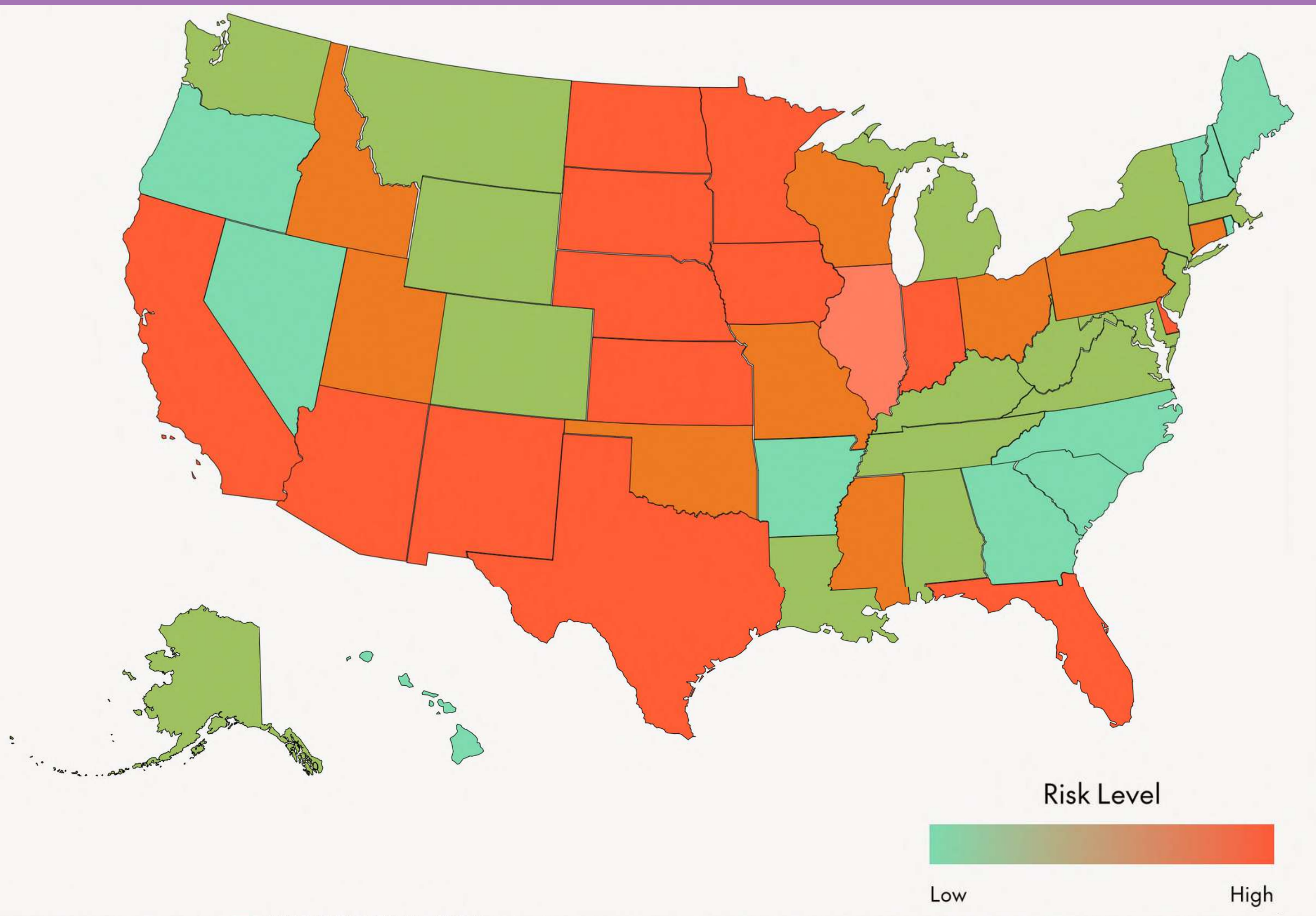
“I’ve never been this embarrassed of my skin and don’t take off my makeup until right before I go to bed so no one sees how bad my skin has gotten. I have seen a similar bad impact on my hair... with hair loss.”

DID YOU KNOW...

Chlorine, lead, bacteria, micro-organisms, and other harmful contaminants



“Tap water has good minerals that are good for consumption...but not for skin and hair”.

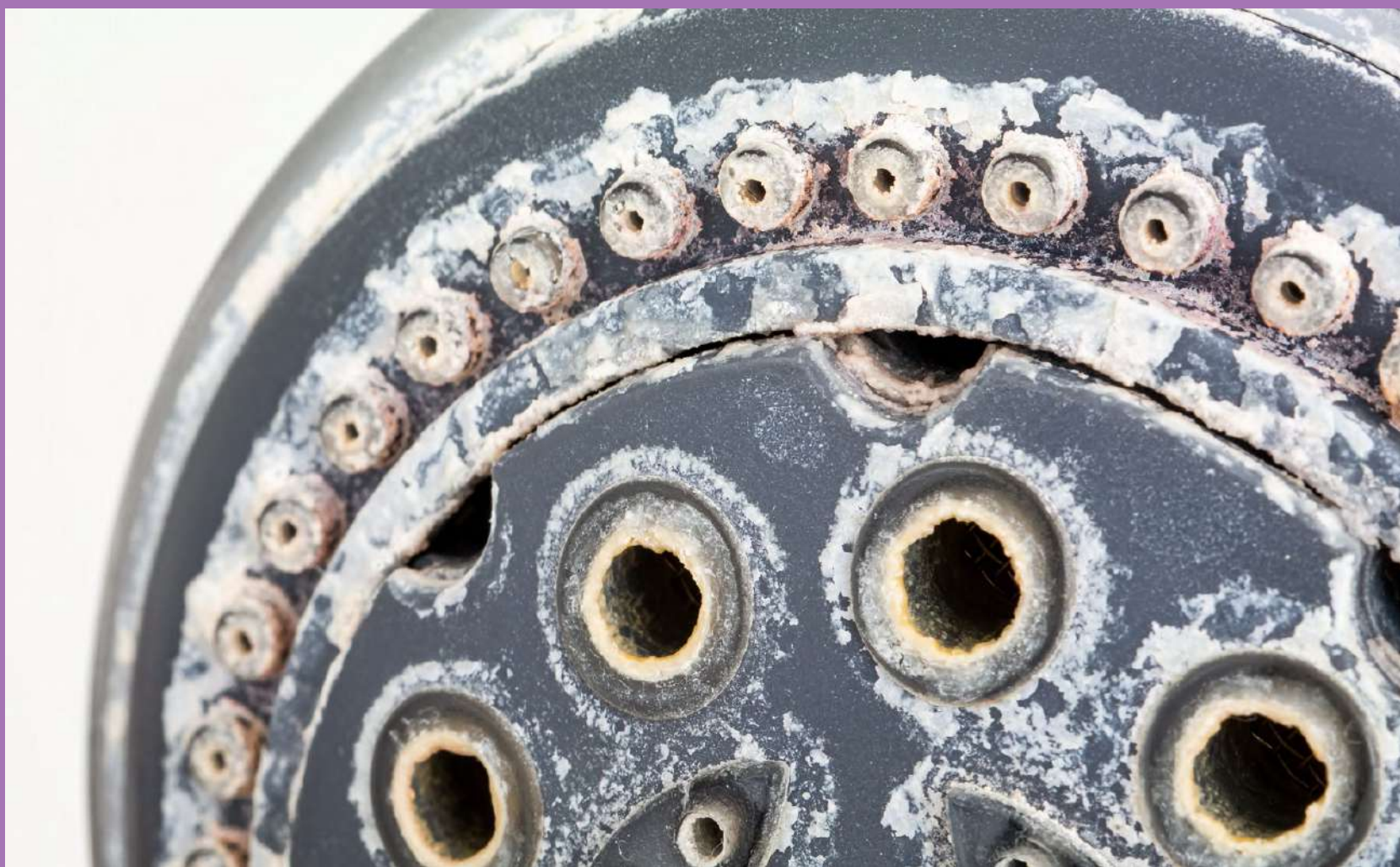


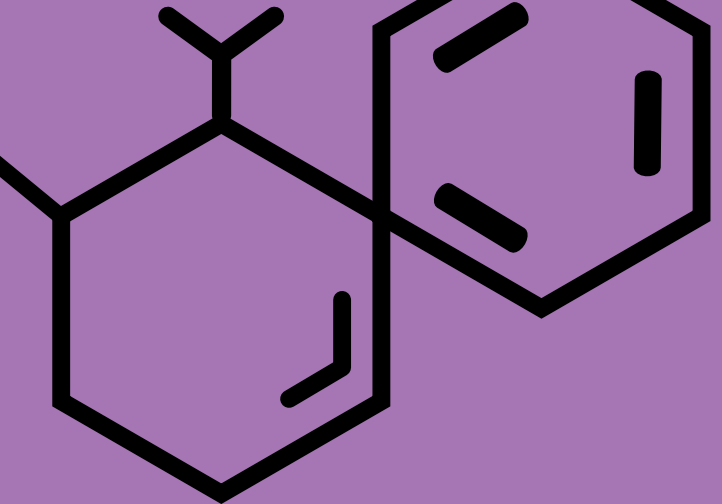
DID YOU KNOW...

**50 Million
Americans are
affected by
acne per year**



“I usually don't make statements like this but I feel like this product and service could be the answer to my patients problems.”

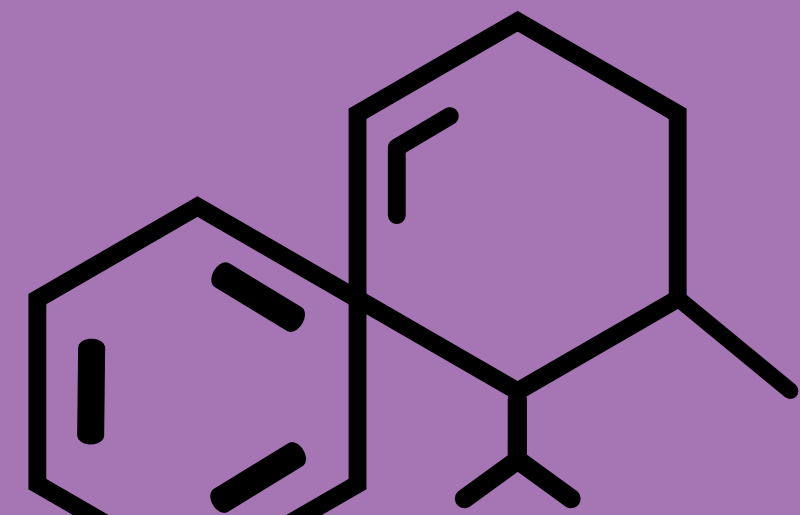




There are over

320

Known chemicals found in our water



HOW IS TAP WATER HARMFUL TO YOU?



95%

Chlorine

95% of tap water is chlorinated. Chlorine is a **drying** agent and dehydrates the skin.



85%

Too Hard

85% of tap water is too hard. Hard water can have hard metals or excess Mg^{2+} and Ca^{2+} that can **clog** pores and irritate skin.



60%

Turbidity

60% of tap water has turbidity. Mud, rusts and micro-contaminants in water can **irritate** sensitive skin.

“From high levels of lead, to fecal contamination, the water in these cities is nothing short of dangerous.”



“Your entire physique will be that much nicer because you are no longer leaving metals, chemicals, and hormones on the surface of your skin every time you attempt to clean it”



The Average American Spends

\$722

On their appearance a year

Skincare industry in (2031) projected to be

273.3 B

with a CAGR of

6.7%

ADVISORY BOARD



Donna Ford

Dermatologist &
Mohs Surgery Unit in CT



Victoria Vazzana

Director of Operations at
Spudsy



Antoine Harris

Architectural Engineer &
Project Manager

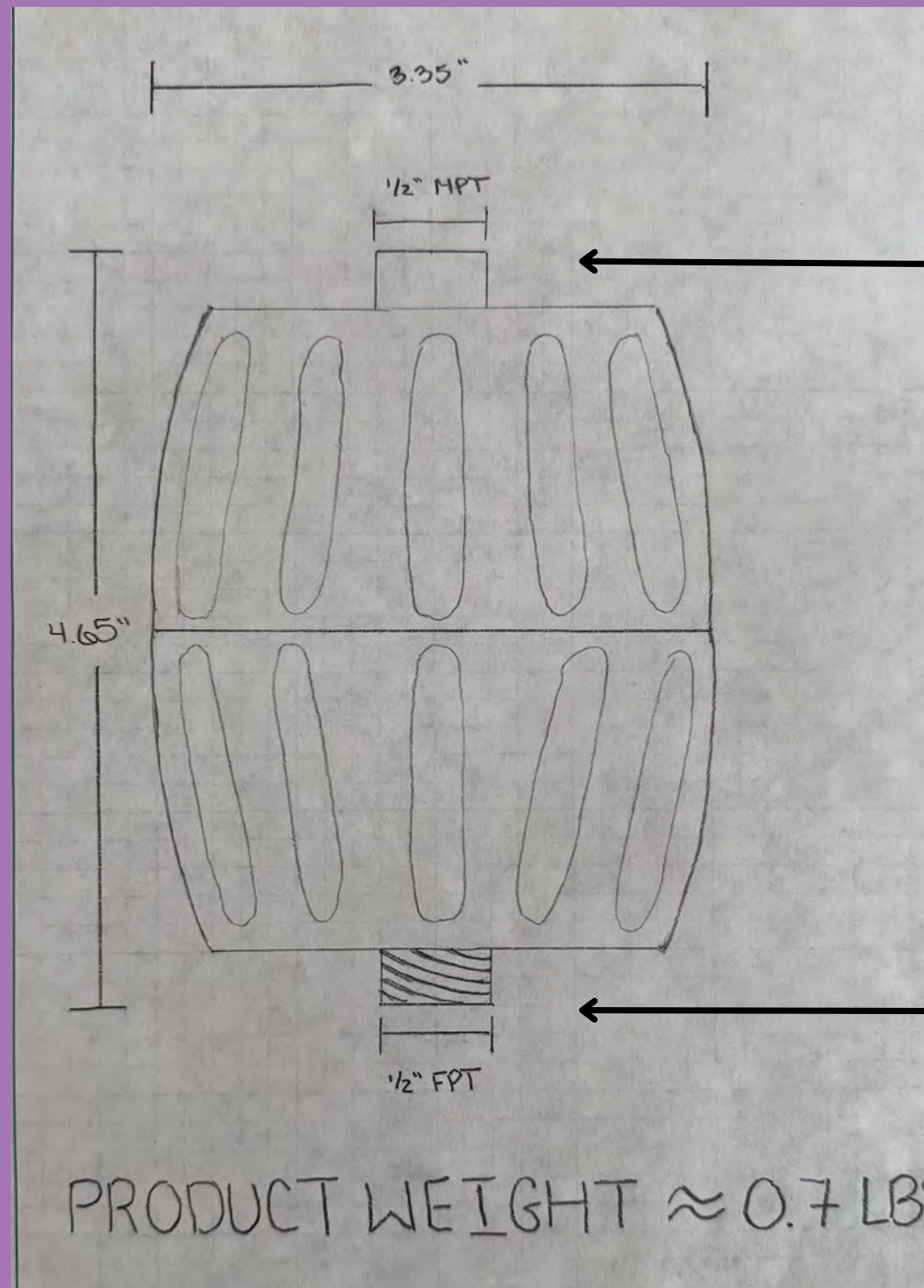
OUR SOLUTIONS

**FILTER
ADAPTER**

**PORTABLE
FILTER SPRAY
BOTTLE**

**MINERAL
ENHANCING
TABLETS**

PROTOTYPE



← Female NPT

← Male NPT

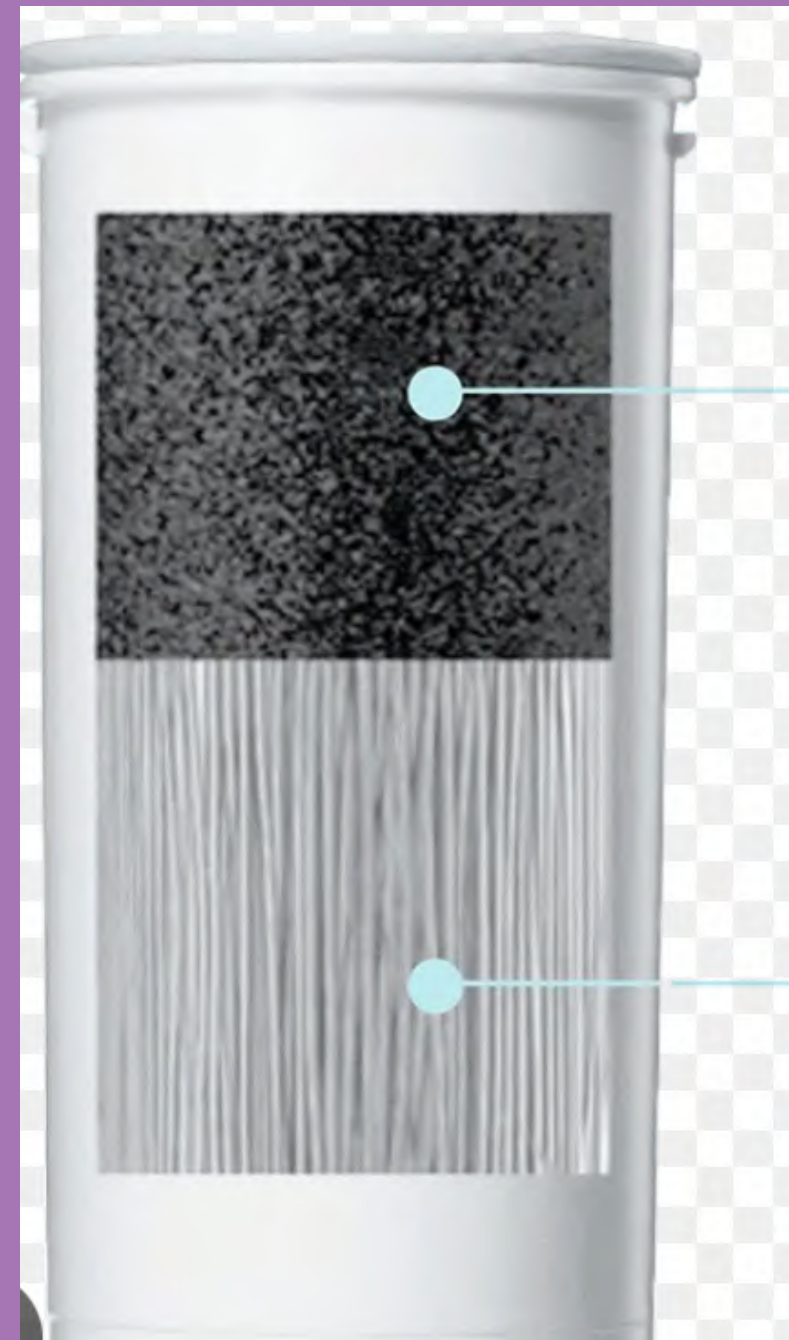
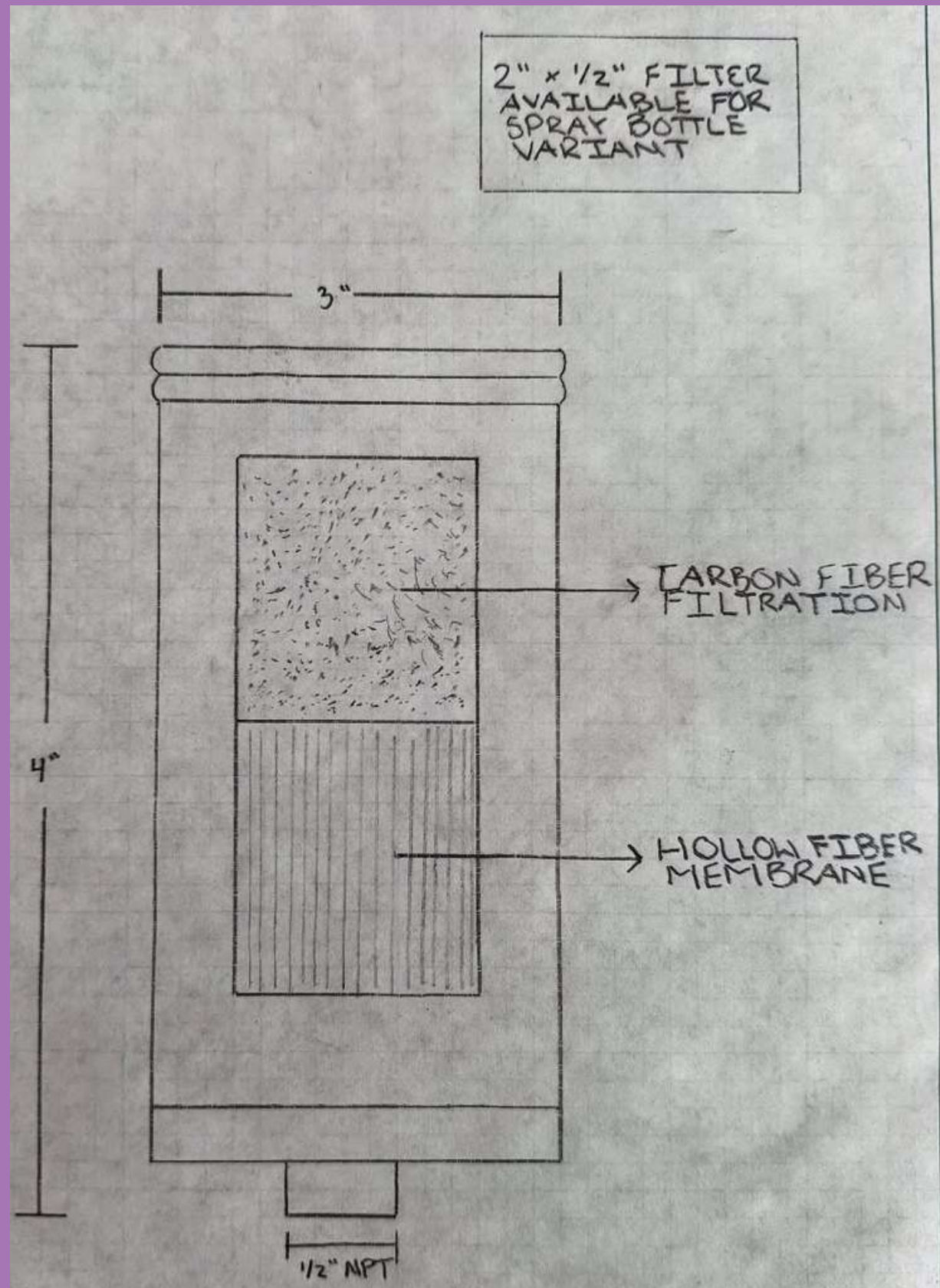
Filter Shell





“Based off my engineering experience, I believe this product will work”

PROTOTYPE



**Carbon Fiber
Filtration**

**Hollow Fiber
Membrane**

PROTOTYPE



**Filter Adapter
2" x 1/2"**

**“Portability is very important to me,
considering that I travel a lot.”**

PROTOTYPE



BENEFITS OF VITAMINS

VITAMIN A

MAINTAINS SKIN ELASTICITY

VITAMIN C

**PROMOTING SKIN FIRMNESS AND
REDUCING SIGNS OF AGING**

VITAMIN D

**IMPORTANT FOR OVERALL SKIN
HEALTH AS IT SUPPORTS THE
IMMUNE SYSTEM**



VITAMIN E

**SUPPORTS SKIN HYDRATION AND
CAN ASSIST IN THE HEALING OF
SCARS AND WOUNDS**

VITAMIN K

**REDUCE BRUISING AND IMPROVE
THE APPEARANCE OF DARK
CIRCLES UNDER THE EYES.**

OUTSOURCING



10X SYSTEMS



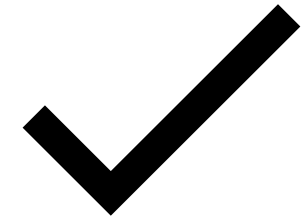
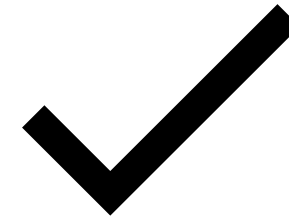
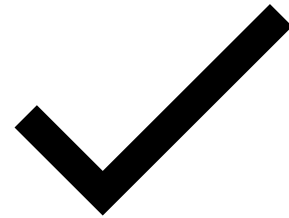
PUREGUARD VS COMPETITORS

PureGuard

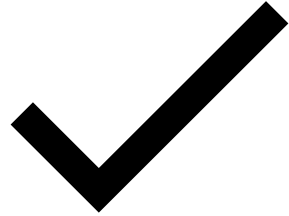
Jolie

Filterbaby

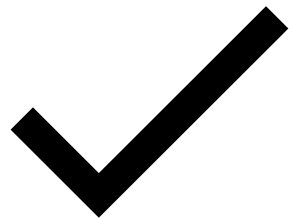
Product Quality



Convenience



Innovation



TARGET MARKET PERSONA



“Studious” Sarah

This is Sarah Hill (19), a New York-based student who travels home to Florida during breaks and aims to study abroad next semester. Sarah spends \$500 a year on skincare

Found us through social media



“Traveling” Trisha

This is Trisha Davis (35) is a traveling nurse, who jumps from one state to another. She spends around \$400 on skincare a year

Found us through infographics



“No Time” Nancy

This is Nancy Patel (25) who works as a Financial Analyst, spending majority of her time in the office. Nancy spend roughly \$250 a year on skincare.

Found us through ads

PRIMARY MARKET RESEARCH

Critical Success Factors

1. Performance
2. Price
3. Certifications/ Dermatologist Recommended
4. Portability

89%

of respondents feel depressed, insecure, or vulnerable when their skin/hair is imperfect

60%

of our target market spends over \$250 on skin care a year

89%

of our respondents would purchase a portable filtration device if it met their \$\$\$

MARKETING COLLATERAL

Choose Your Water Filter

Reduces Contaminants as Small as 0.2 Microns



Softens water to make it safe for hair and skin



PUREGUARD

REFRESH YOUR BEAUTY

Posters

Pureguard

98 Posts 3,236 Followers 34 Following

Refresh your beauty
Check out our website
<https://www.mixo.io/site/pure-guard-3re80>

Professional dashboard
334 accounts reached in the last 30 days.

Edit profile Share profile

Story highlights
Keep your favorite stories on your profile

New Reviews! Tutorial What's in your tap water

Choose Your Water Filter

Reduces Contaminants as Small as 0.2 Microns

Softens water to make it safe for hair and skin



Social Media

Shop Blog About Contact

Introducing PureGuard Filter Adapter

Dermatologist Tested.
Consumer Approved.



Shop Now

Shop Our Best Seller



Portable Filter Spray Bottle

Soft water meets portability. Our Spray Bottle brings convenience and confidence back into your life.

Shop Now

A Little About Our Products

Innovation
Our products are different than the rest. Our high-tech products are re-defining the skin care industry.

Highly Effective
Our skin care products have been created and tested by dermatologists to get you noticeable results.

Ethically Sourced
You can sleep easy knowing we only use ethically sourced materials.

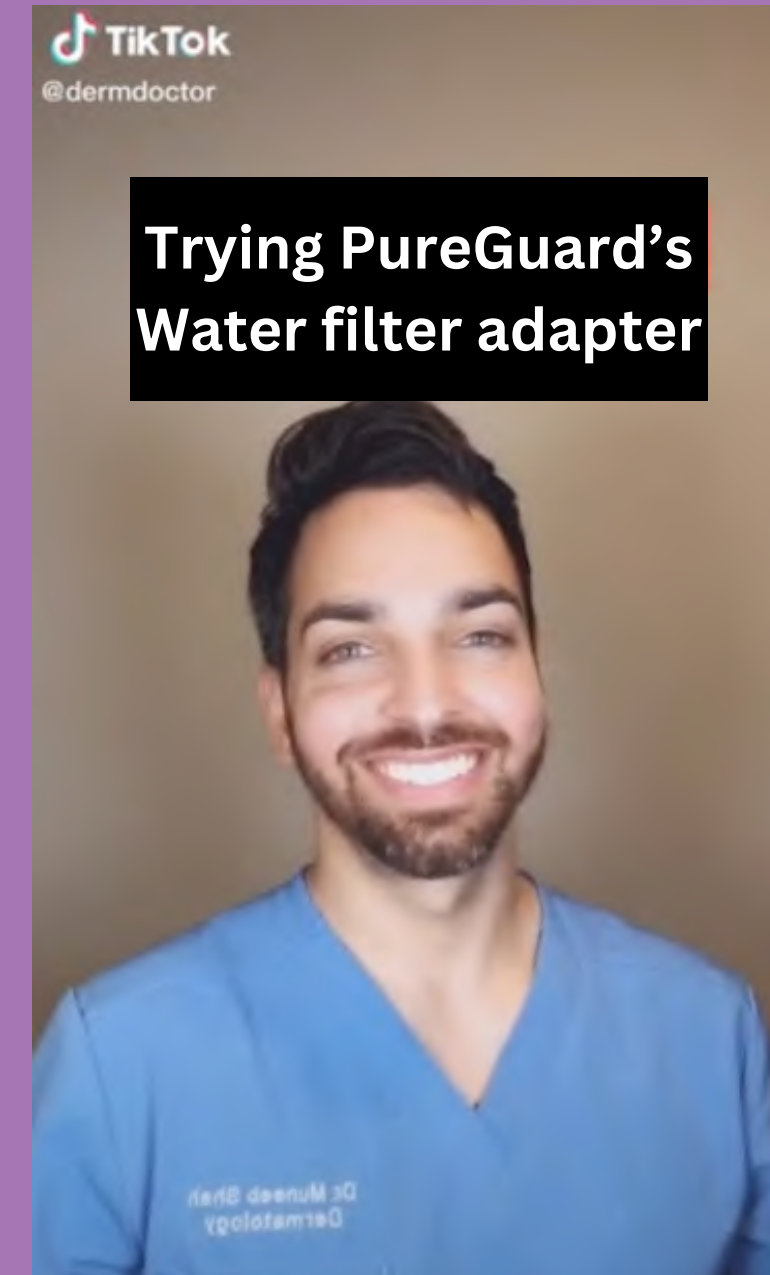
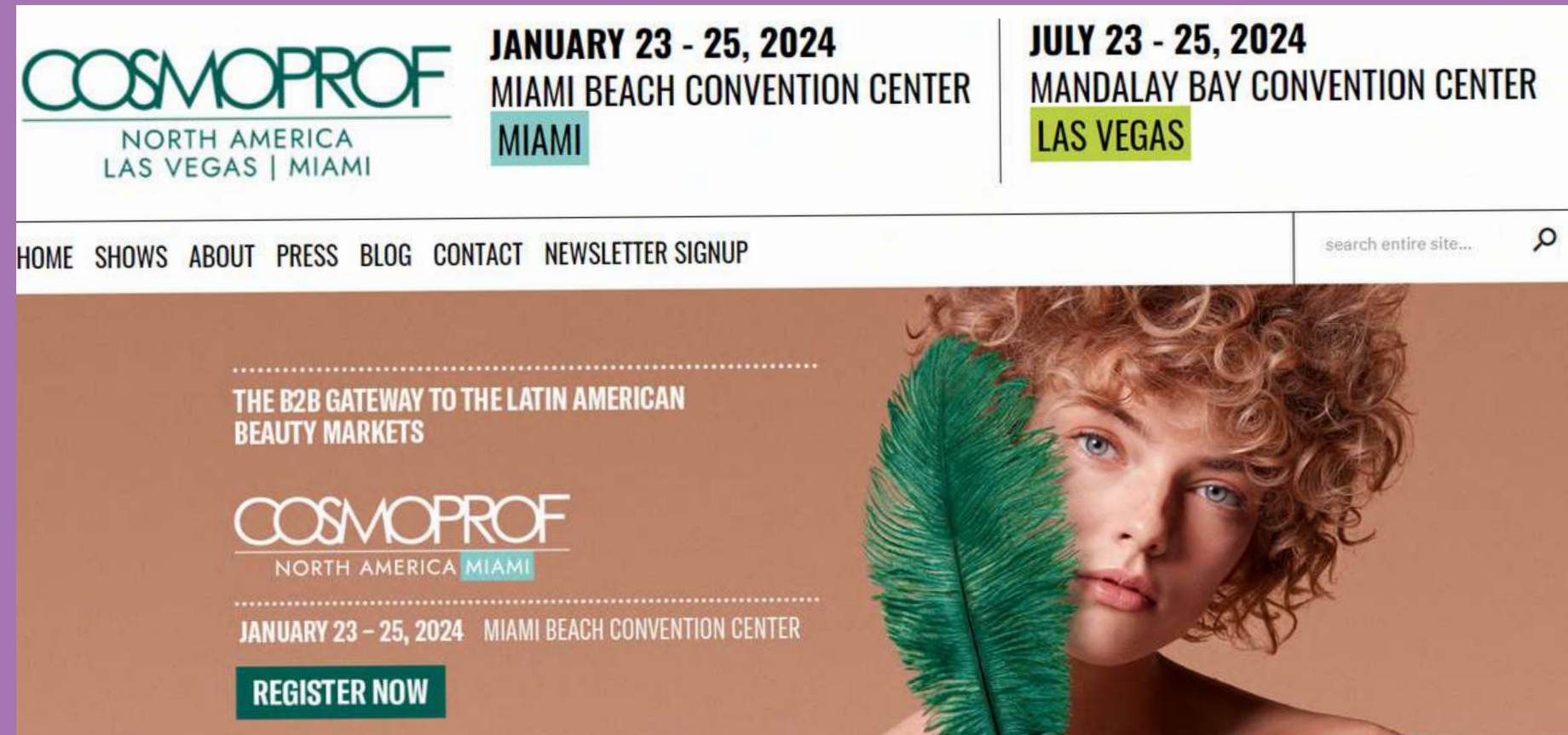
Just For You
Sign up and be the first to know about discounts, tips and everything Maca.

Email Address Send

Your trial ends in 14 days. Upgrade now to get the most out of your site. SUBSCRIBE

Website

MARKETING BUDGET & SCHEDULE



250K+ ATTENDEES
\$54,000

500K+ FOLLOWERS
\$10,000 PER
INFLUENCER

ECONOMIC MODEL

Revenue Driver

3 streams

Operating Leverage

High fixed costs

Outsourced
production & shipping

Margins

59%

Volume

Near 1m units by year 5

PRICING



\$45

CM\$31.13



\$20

CM\$10.33



\$12

CM\$4.02

BREAK EVEN - NOVEMBER 2024



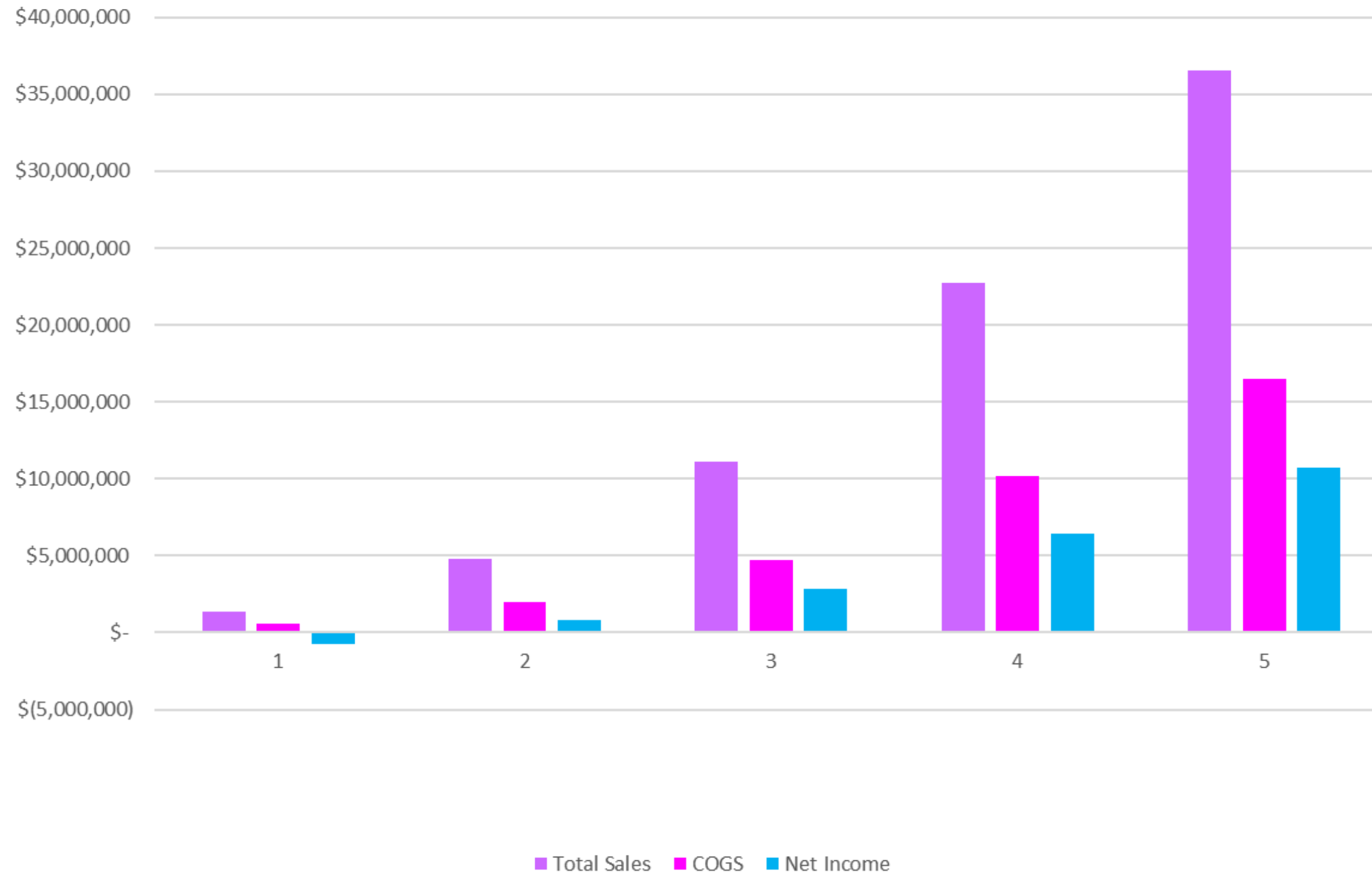
\$127,450 BREAK EVEN

17,086 ADAPTER
FILTERS

5,478 PORTABLE
BOTTLES

22,896 SKINCARE
TABLET AND FILTER
BUNDLES

Financial Projections



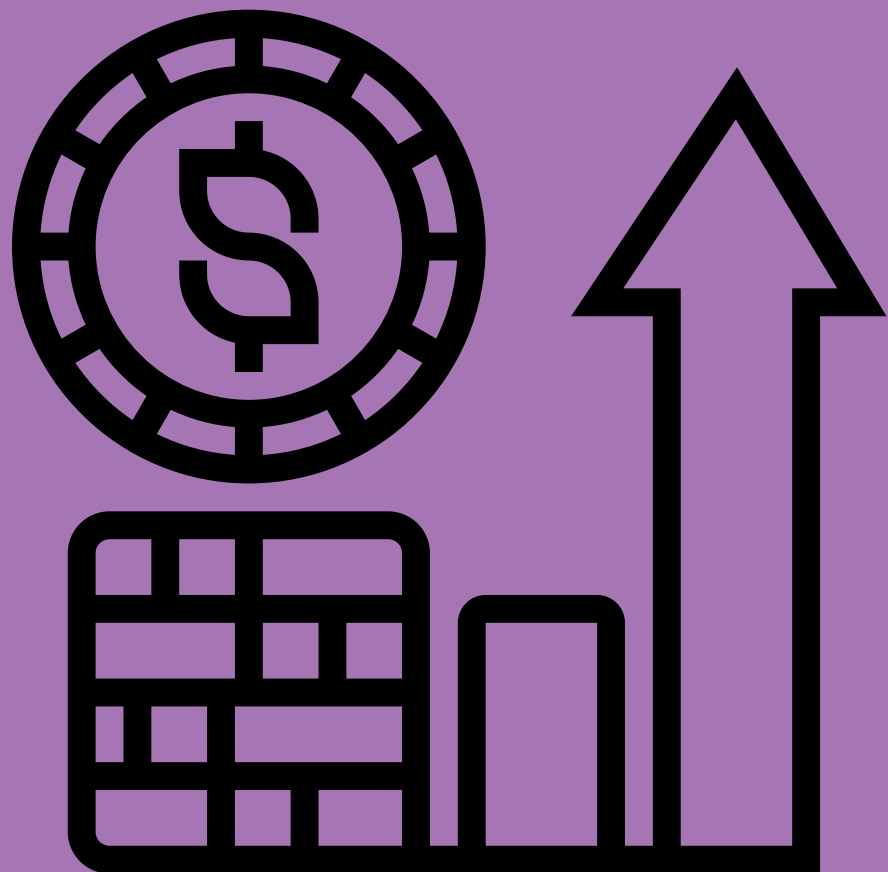
Offer

WE ARE SEEKING

\$975,000

FOR 20%

IN OUR COMPANY



Valuation

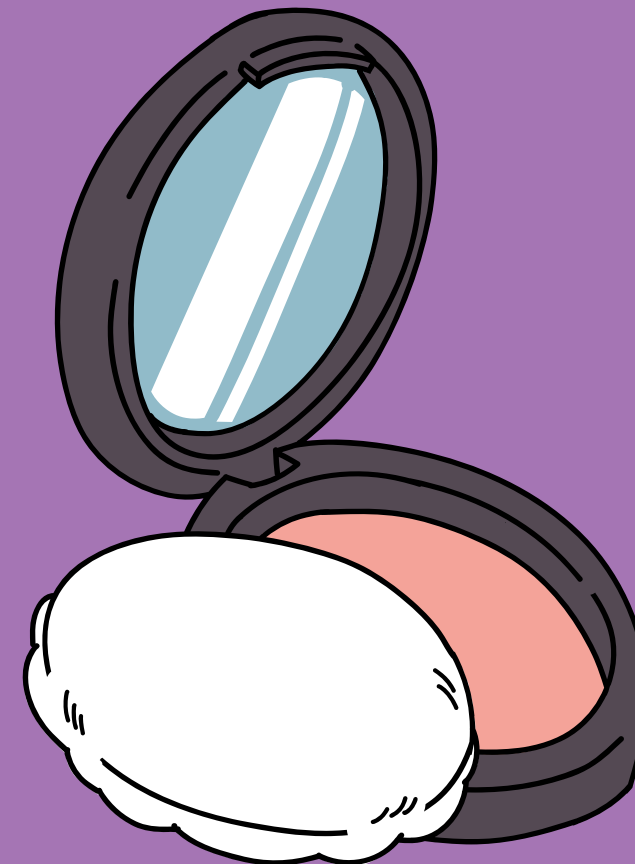
EBITDA
\$17,890,711

INDUSTRY MULTIPLE
4X

EXIT VALUATION
\$71,562,844



YOUR VALUATION
\$14,312,569
14.7X



L'ORÉAL®
PARIS

Thank you!

Questions?

@PUREGUARD on all Platforms