

HUSSSH

A Paradigm Shift

Providing Healthcare Solutions

For

Health Related Problems

That

People Don't Like Talking about

The Paradigm Shift

Changing the emphasis to providing healthcare solutions

Totally changing the marketing approach

Refocus consumer perception

Placing a range of products under one brand

One brand multiple health solutions

This Area will not be visible from the front.

TM

HUSH

LOUD SOLUTIONS FOR DISCREET NEEDS



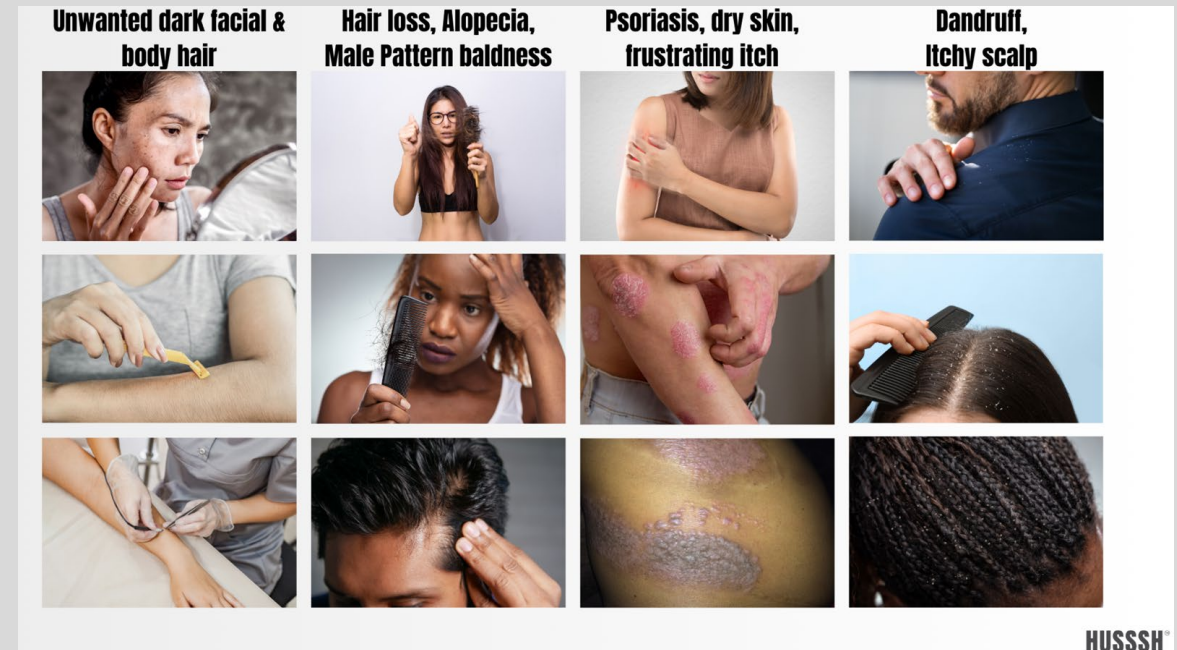
This Area will not be visible from the front.

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Brand Development

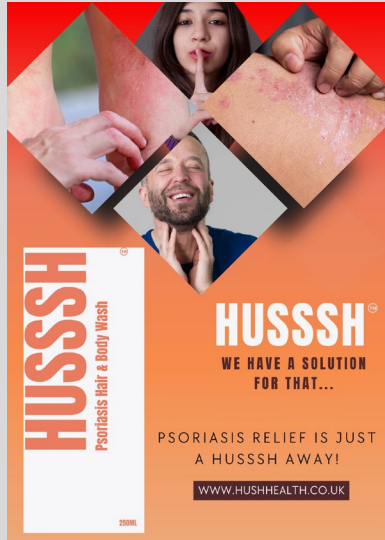
Logic for the taboo finger



HUSSSH one brand many solutions

Brand Development

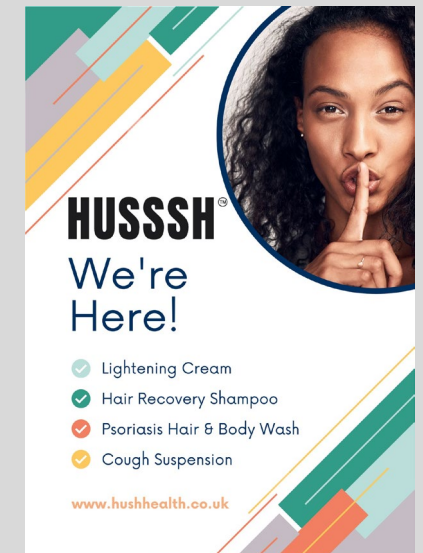
Back to Simplicity with the Messaging



Brand Development

Imagery to denote the taboo subject matter

HUSSSH Finger



Brand Development Messaging

**It doesn't need to be this way.
Stop the loss, stop the stress,
Stop it holding you back!**



HUSSSH™
HAIR THERAPY SHAMPOO
RECONSTRUCTION & THICKENING
CITRUS BLEND
250ML



Self Esteem Pathway

The consumer can see it, they can feel it.
It generates internal worry and leads to
low self esteem.

We offer products to unpack the worry,
use the solution, see and feel the results.
This leads to Self confidence and returns
true self esteem.



HUSSSH™
HAIR THERAPY SHAMPOO
RECONSTRUCTION & THICKENING
CITRUS BLEND
250ML

HUSSSHTM

SAY GOODBYE TO DARK HAIRS



<https://hushhealth.co.uk>

HUSSSHTM

is about
returning your
confidence



HUSSSHTM

6 STEPS

TO GET YOUR CONFIDENCE BACK
WITH HUSSSH

VISIT OUR WEBSITE

DISCOVER MORE
ABOUT HUSSSH

ORDER AND GET
HUSSSH DELIVERED
TO YOUR DOOR

FIND YOUR
PERFECT
HUSSSH
PRODUCTS

USE YOUR
NEW HUSSSH
PRODUCTS

BE BACK TO YOUR
CONFIDENT SELF AGAIN!

SCAN ME



HUSHHEALTH.CO.UK

HUSSSH[®]

Pharmacy Journey



Awareness

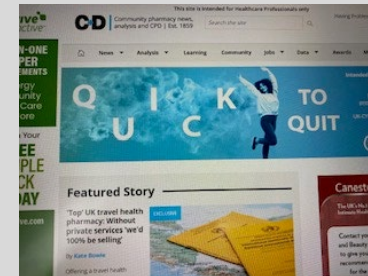


Solution Needed



Seek Advice

Promotional Materials



+ Pharmacy Show

13-14 October 2024 • NEC Birmingham

For all that pharmacy demands

Product on the shelf



The Pharmacy Pathway Strategy

- Healthy 40% margins
- Chemist and Druggist listing and advertising
- Promotional materials, point of sale, strips
- MOQ fair + direct delivery + on-line ordering
- Payment terms credit card, subscription, business terms
- Technical Packs of product details and approvals
- Brochures + patient magazine
- QR code links
- Husssh sets the RRP
- Feature on Husssh web site in search pharmacy near you

Pharmacy Pathway

Striking on shelf presence

HUSSSH™



HUSSSH®

Facial and Skin Hair Lightening Cream

Lightening Cream
for body and facial hair

HUSSSH



FURTHER INSTRUCTIONS FOR USE

Lightening Cream can be purchased in two presentations; the 30ml presentation is recommended for facial application and the 100ml presentation for larger body areas.



Note: Images are an artist's impression only, final images are currently in development.

The mixture can be used repeatedly for up to 8 minutes. For example, avoid the treatment being used to decolour hair on the arms, the neck, the face or the legs. It is not recommended to use the product on the face or the neck. Always measure one part powder and two parts cream.

In the case of stubble hair, a first application may not decolour the hair completely. Therefore, successive daily treatment may be required for the desired effect. Avoid the use of hair growth inhibitors. Please note: In each case, experience will show the number of applications and the time required.

When using a new product always consult the Patient Information Leaflet for instructions on use.

APPLICATION

Lightening Cream can be purchased in two presentations; the 30ml presentation is recommended for facial application and the 100ml presentation for larger body areas.

Instructions for use

- Before application, thoroughly wash and dry the area on the body or face to be treated.
- Using the spatula, measure out one part of the accelerator powder and place it into the mixing tray.
- Charge the spatula and then measure out two parts of cream, also placing into the mixing tray.
- Using the spatula, mix the powder and cream together until completely combined.
- Using the spatula, apply the mixture to the area you wish to be decoloured, covering the area completely.
- Leave the mixture on the treatment area for between 10 and 15 minutes. Heat



Note: Images are an artist's impression only, final images are currently in development.

FACTS

What does each product pack include?

- 1 mixing tray
- 1 spatula
- 1 tub of accelerator powder
- 1 tub of lightening cream

I want to use the product but want to check if my skin becomes irritated first - what do I do?

Always ensure that you carry out a patch test before using the product if you are concerned about being allergic/sensitive to the product. To do this, simply mix a small amount of the product as per the instructions of use found in the patient information leaflet and apply the mixture to a clean patch on your arm. After 20 minutes wash the product off your skin with cold water and wait for 24 hours. If any redness, irritation or sensitivity occur refrain from using the product and if necessary consult your doctor. Always consult the patient information leaflet for further information on how to carry out a patch test and any necessary safety precautions.

FACTS

How long will it take for my hair to grow back to its natural colour?

The speed of hair regrowth will depend on each individual. Naturally, the hair at the end of the follicle falls away over time, and the root of the hair starts to grow with its natural color. The hair becomes visible from five days to a week after the application of the product depending on the growth rate of each person.

What do I do if I get the product in my eyes?

Wash immediately with cold water and consult your doctor. Always consult the patient information leaflet included with the product before use and follow any necessary safety precautions outlined within.

How should the product be stored?

The product should be stored in a cool dry place.

Is the product tested on animals?

This product is not longer tested on animals. Before Regulation EC/1223/2009 on cosmetic products, in February 1988, a primary dermal irritation test in rabbits was carried out to assess the cutaneous tolerability of the product. In 1988 this was the usual procedure for testing the safety of cosmetic products.

Ingredient breakdown

- Aqua: Water.
- Ammonium laureth sulfate: is a chemical salt in a crystallized form. In the cosmetic world, this carbonated salt is typically used on sites of lightening products.
- Glyceryl stearate: is a naturally derived fatty acid used as a thickener/stabilizer in cosmetic products. The main function of this acid is to improve the texture of skin care products. It also hydrates and protects the skin.
- Hydroxypropyl starch phosphate: is added as an anti-static and stabilizing agent to prevent the reproduction of microorganisms and to create the lightening effect. An anionic agent.
- Glycerol: a very common used as a skin hydrator and a binding agent.
- Paraffinum liquidum: acts as an emollient.
- Propylene glycol: is added to increase moisture retention to keep the skin hydrated.
- Cetearyl alcohol: is used as a thickening and stabilizing agent.
- Stearoyltriethylammonium chloride: naturally occurring fatty salt used as a conditioning agent.
- Silica: absorbent powder and thickening agent used for even dispersion of the pigment.
- Phosphoric acid: alters the product's chemical system to maintain an appropriate skin pH, used as a preservative.

INGREDIENT LIST

Our Body Hair Lightening Cream is a high-quality cosmetic, non-sterilized over-the-counter pharmaceutical product used to care for skin. This treatment can effectively and safely lighten body & facial hair.

Aqua, Ammonium laureth sulfate, Glyceryl stearate, Hydroxypropyl starch phosphate, Glycerol, Paraffinum liquidum, Cetearyl alcohol, Stearoyltriethylammonium chloride, Silica, Phosphoric acid.



Precautions to be considered before using this product

- Skin sensitivity
- Do not apply to areas where the skin is sensitive or where the product may be in contact with the mucous membranes and eyes (this is specifically not for facial application).
- If you wish to attempt a second application, add more cream to the mixture and again apply the treatment to the appropriate area for decolouration. If you are sensitive to the product, remove the cream using the spatula and wash with water.
- Do not use if you wish to try a new application the following day. Contact with mucous membranes and eyes (this is specifically not for facial application).
- Avoid application: apply the treatment immediately after a hot bath or shower as this will increase the risk of skin sensitivity due to open pores.
- Do not use if you are pregnant or breastfeeding.
- Do not use if you are allergic to any of the ingredients listed in the patient information leaflet included with the product before use and follow any necessary safety precautions outlined within.

When using a new product always consult the Patient Information Leaflet for instructions on use.

FACTS

Can the product be used on children or teenagers?

The product is safe to use for adolescents.

Will my skin absorb the product?

Please bear in mind that this is a cosmetic product and thereby it has to be used on healthy skin. Its mechanism of action is local and it only acts at a superficial level, aiming to lighten the body hair of the area where the product is applied. Always consult the patient information leaflet included with the product before use and follow any necessary safety precautions outlined within.

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FACTS

How many times should I keep applying the product to the area I am trying to lighten?

You can repeat the process as many times as you like however only repeat the process sensitively twice. Do not exceed two applications in the same area in the same day. If further applications in the same area are necessary, then wait 24 hours between a third and fourth application.

What do I do if my skin becomes red and sore?

Wash the cream off with cold water and refrain from using for 24 hours. If irritability continues then do not repeat treatment and consult your healthcare provider. Always consult the patient information leaflet included with the product before use and follow any necessary safety precautions outlined within.

Can the product be used on public/private areas?

The scope of a cosmetic product is to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external genital organs). The product should never be used internal and/or mucous parts of the body. Always consult the patient information leaflet included with the product before use and follow any necessary safety precautions outlined within.

What are your recommendations of use before using a washed or tanned?

The application of the product is temporary, so do not completely remove the product after 20 minutes with water, so that the product does not remain on the skin. As a precaution, we advise you wait for a minimum of one hour after completing each treatment before re-tanning. Always consult the patient information leaflet included with the product before use and follow any necessary safety precautions outlined within.

Is the product safe to use in pregnancy?

Avoid use in skin areas suffering alterations such as irritation, redness or cracks due to abnormal development of pregnancy. Always consult the patient information leaflet included with the product before use and follow any necessary safety precautions outlined within. If pregnant, before using a new product, please consult your Doctor.

Web site, pharmacy, salon, brochure

TM

HUSSSH

Fresh Dynamic Web Site
Building Awareness

HUSSSH Home Shop Inspire Me Subscribe & Save Trade Contact

Break out the **new you**

"My feeling of facial shadows simply disappeared"
-Jo Madrid

Loud solutions for discreet needs

LIGHTENING CREAM FOR FACE AND BODY HAIR

- #1 in Spain past 20 years
- Fast acting, use amount to suit you
- Use as it suits you
- No expensive treatment

SHOP NOW

HEY, ITS TIME TO PARTY!
SUN SHINING, GO TO THE BEACH.
HEY, NO MORE WAXING!

QUICK LINKS
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do dolore magna aliqua. Ut enim ad minim veniam magna.

Options
Option 1
Option 2
Option 3
Option 4
Option 5

HUSSSH LIGHTENING CREAM BODY AND FACIAL HAIR TOTAL DECOLOURATION

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Quick links: Search, Privacy Policy, Copyright, Terms & Conditions, Retail Policy, Contact, Lightening Cream (AZ), Sustainability, Wholesaler Policy, Anti-counterfeit Policy, Child Labour Policy

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Loud solutions for discreet needs

FREQUENTLY ASKED QUESTIONS

Search

General

- + How long will it take for my hair to grow back to it's natural colour?
- + Will my skin absorb the product?
- + What are your recommendations of use before using a sunbed or tanning?
- + How many times should I keep applying the product to the area I am trying to lighten?
- + Can the product be used on public/intimate areas?
- + Is the product safe to use after a hot bath or shower?
- + I left the product on for 10-15 minutes, but my hair is still not completely lightened, what should I do?

What does each product pack include?

xx mixing tray | xx spatula
xx tube of accelerator powder
xx tub of lightening cream

Health and Safety

- + I want to use the product but want to check if my skin becomes irritated first - what do I do?
- + What do I do if my skin becomes red and sore?
- + What do I do if I get the product in my eyes?
- + Is the product safe to use in pregnancy?
- + Can the product be used on children or teenagers?

Is the product tested on animals?

This product is no longer tested on animals.

Other

- + What does each product pack include?
- + How should the product be stored?
- + Is the product tested on animals?

Quick links: Search, Privacy Policy, Copyright, Terms & Conditions, Retail Policy, Contact, Lightening Cream (AZ), Sustainability, Wholesaler Policy, Anti-counterfeit Policy, Child Labour Policy

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HUSSSH

HUSSSH Hair Loss Shampoo USP

One shampoo does the job.

Not four products. Biotin, Minoxidil
Finasteride and a Shampoo.

Is suitable for both sexes as
no harmful to women Finasteride.

Practical trichologist case studies prove

Is causing market upheaval.



The Cough Suspension Adult and Child Key Facts

Suitable from 1 year old – medical device classification

Natural ingredients – honey and lemon, MHRA say is enough for cough soothing.

Can be sold online and through pharmacy.

Benylin and others had to remove active ingredients, now mainly glycerol

IPG already selling 200,000 annually in Nordics under white label.

Prices in UK of cough products risen above Ibuprofen liquids to £11 per 200 ml.

The Cough Suspension Adult and Child Key Facts

Pholcodine been banned from cough products in 2023

MHRA report care when using cough products

Which medicines are affected?

OTC cough and cold medicines containing the following active ingredients are affected by the advice:

antitussives: dextromethorphan and pholcodine

expectorants: guaifenesin and ipecacuanha

nasal decongestants: ephedrine, oxymetazoline, phenylephrine, pseudoephedrine and xylometazoline

antihistamines: brompheniramine, chlorphenamine, diphenhydramine, doxylamine, promethazine and triprolidine.

Extensive restrictions coming into effect – created shortages during Covid

...More potential HUSSSH Products!

Acid Re-flux Suspension
HUSSSH the Re-flux



Athletes Foot Treatment
Run to HUSSSH



Nail Fungus Treatment
Hey Fungus, HUSSSH



Wrinkle Dulling
HUSSSH the Wrinkles



Head Lice Treatment
HUSSSH Lice Buster



Glucose Powder
HUSSSH the Fatigue



Menopausal hair
HUSSSH Pause



Pigment Dulling
HUSSSH Pigment Solution



Sore Throat Gummies
HUSSSH the Throat



UTI Treatment
HUSSSH the Flo



Spot/Zit Treatment
HUSSSH Acne



High Protein Booster
HUSSSH the Whey



HUSSSHTM

Thank you

enquiries@hushhealth.co.uk

