

HUSSSH®

**Solutions to
Restore Self Esteem**



Licensing Plans

The Husssh® range is available for licensing out worldwide



Range of Cosmeceuticals



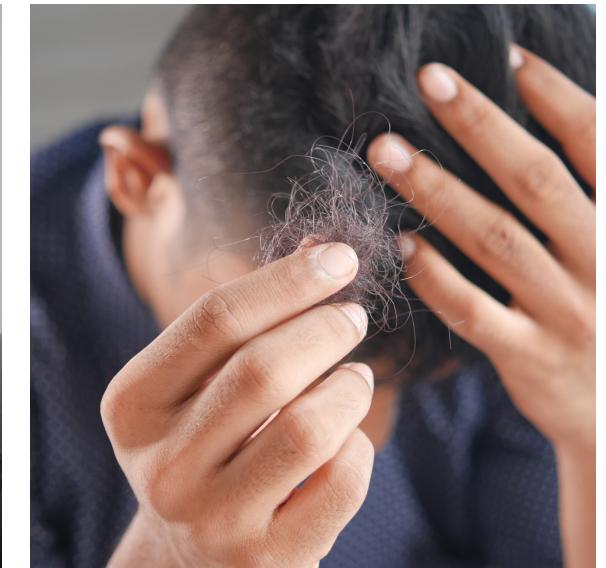
One Brand
Multiple Solutions

Husssh Hussh Hush Health Registered Trademarks of IPG Pharma

Key Target Driver

Overlooked Loss of Self Esteem

- *No drug side effects*
- *Menopause self esteem addressed*
- *Solutions delivered direct*
- *Does what it says on the box*



Calmness comes from solutions that
restore self esteem

Fundamentals

- **No** chemical pharmaceuticals
- **No** harmful chemicals
- **All natural** oils and plant extracts
- **Full** safety studies
- **Cosmetic registration**
- **Evidence-based** claims
- **Not** tested on animals
- **Sulphate-free**
- **Paraben-free**

Photo: Rosemary oil, one of the ten oils and extracts in HUSSSH® shampoo therapies



Fundamentals



Scientific Basis

- **Full safety study**
- **Evidence-based** studies
- **Testimonials**
- **Ingredient details**
- **Breakdown** of ingredient function
- **Material fact sheets**
- **Reports**
- **Clinical bibliography**
- **Resource centre**

*Cosmetic GMP ISO 22716
EC 1223/2009 Cosmetic Products Enforcement Regulations 2023*

Fundamentals

Consumers

Informed decisions

- **Statistics** about the condition
- Alternatives **described**
- **Before and after** pictures
- **Full** ingredients descriptions
- Ingredients' **purpose and effect**
- **Cruelty free**, no harmful chemicals
- **No** sulphates or parabens
- **Environmentally friendly**
- **Website** to explore
- **Use instructions**
- Suitable for **all genders**



Fundamentals



Consumers Make
Informed Decisions

HUSSSHTM

SAY GOODBYE TO DARK HAIRS



HUSSSHTM

is about
returning your
confidence



Product Range

Let's dive into our product range

- Facial & Bodily Hair Lightening Cream
- Hair Therapy Shampoo
- Hair Recovery Conditioning Treatment
- Tattoo/Eczema Cream
- Anti-dandruff Shampoo
- Psoriasis Hair & Body Wash
- Skin Brightening Cream
- Cough Soother
- Rosacea Treatment
- Facial Hair Removal Cream
- Sun-damage Healing

EC 1223/2009 Compliant

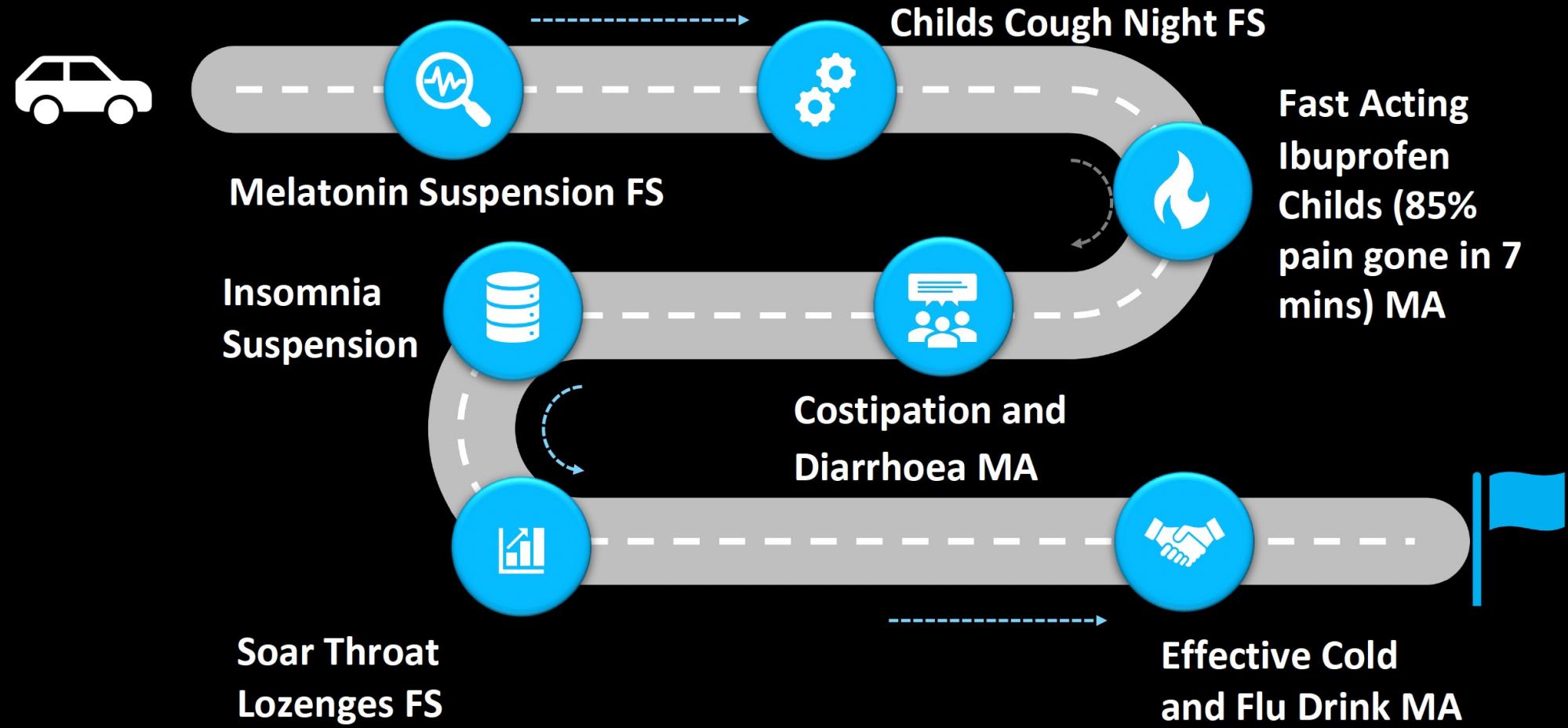


Current Launch Stairway UK



Client specific earlier dates possible

Stream 1 Products in Preparation | HUSSH





Live in the UK

- Amazon
- Instagram
- Facebook
- Pharmacy
- Hairdressers
- Beauty salons
- Hair clinics
- <https://hushhealth.co.uk/>

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Licensing Plans

The Husssh range is available for licensing out worldwide

- *Canada, Spain and Scandinavia licensed out.*
- *Central America, India, Mexico, Malta and KSA in discussions.*
- *Trademarks being granted across the world with many already registered.*



Hair Loss Therapy

Deeper Dive

Hair Loss Statistics

HUSSH® Hair Loss Shampoo can be used by both genders



Female Hair Loss

- 40% hair loss by 50
- Largely menopause driven but also stress, diet and genetics
- Less than 40% without hair loss by 80
- Pharmaceutical solutions for men not safe for women

Male Hair Loss

- 20% hair loss starts from 21
- By 35 over 60% suffer
- By 50 as much as 85%
- Largely alopecia but also stress, diet and genetics
- Pharmaceutical solutions for men effective yet MHRA warned of serious long-term side effects

Hair Recovery Trials

Husssh managed 40 Trichologist in hair salon trials over two years.

Evidence is not AI based manipulation.

Peoples' hair does not grow back uniformly and not at the same speed across the head.

On average, results seen from 6 weeks through 12 weeks full effect.

Without use, hair regrowth slows and stops.

200,000

not a bad number for each
of the first three

Licensing Platform and Support



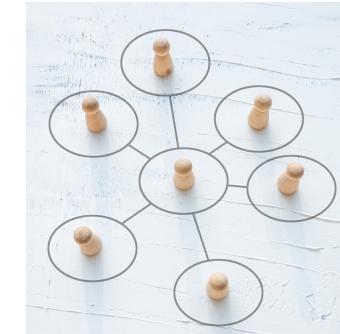
Trademark and IP

- Use the brand
- Registered in the UK
- UK priority date for rest of world applications
- Filed worldwide
- Hush®, Husssh®, Husssh®
- Shampoo range is IPG Pharma IP other products IP use by contracted right
- Sub branding permitted with approval (owned by Husssh®)



Offering

- Facial Cream ESP, PT excluded
- IPG has global rights
- IPG can grant rights without lien or restriction
- Exclusivity can be managed and comes with certain volume commitments
- Markets can be separated
- Social media remains in territory
- Ideally take whole range available
- Confidentiality presumed when email with slide deck opened



Deal Structure

- 5-year evergreen
- Forecast applies
- Support package applies
- Brand is franchised
- White label available, minimum commitments apply
- Payment terms locale linked
- Laws of England and Wales apply

Deal Structures



Pricing Models

- Fixed price
- Floor price and profit share
- Percent free to encourage sales
- Rebates based on spend
- Products packaged in unit cartons in shippers and delivered CIF major port

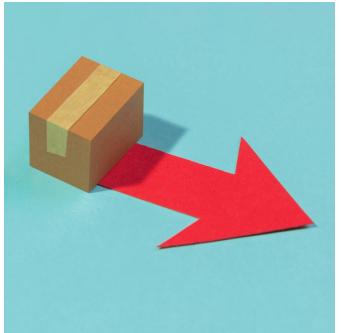
Supply Price

- Initial fixed price for 2 years
- Index linked price change clause
- Flexible on currency with agreed exchange rate

Territory Arrangements

- One and any number available
- Some clients are exploring
- All central enquiries passed on post deal
- No active selling outside approved countries
- Local selling rules
- Sub distribution permitted with approval

Deal Structures



Fair MOQs Sea and Air

- Delivered prices management CIF with duty and VAT to client account
- 5,000, 10,000, 20,000, 30,000, 50,000
- FC and air conditioner agreeable
- Temperature loggers with each bulk shipment
- Early launch support with smaller quantities (subject to contract execution)
- Up to 50 free samples to aid launch. Local language packing to client account.



Commercialisation

- Launch max 9 months from contract
- Exclusive supply
- Licencing fees and royalty models
- Product liability insurance
- Recall and product safety reporting
- Flexibility in market approach
- Business relationship models available
- Success is best shared



Compliance

- All central enquiries passed on
- No active selling outside approved countries
- Regulatory support package
- Cosmetic GMP ISO 22716 and EU GMP as applicable. Warranty provided
- All products assumed, opt out potential
- We will register locally or otherwise by arrangement.

Marketing Support Package



Point of Sale

- Stock posters
- Design service on brand
- Quick self creation approval
- Exhibition materials design service
- Free samples for sales efforts
- Access to UK campaigns and other countries



Website

- Hosting model incl local e-commerce
- UK site replica with translation
- Bespoke local additions
- Sales price flexibility, no undercutting
- No commercial sale for socials re-sale

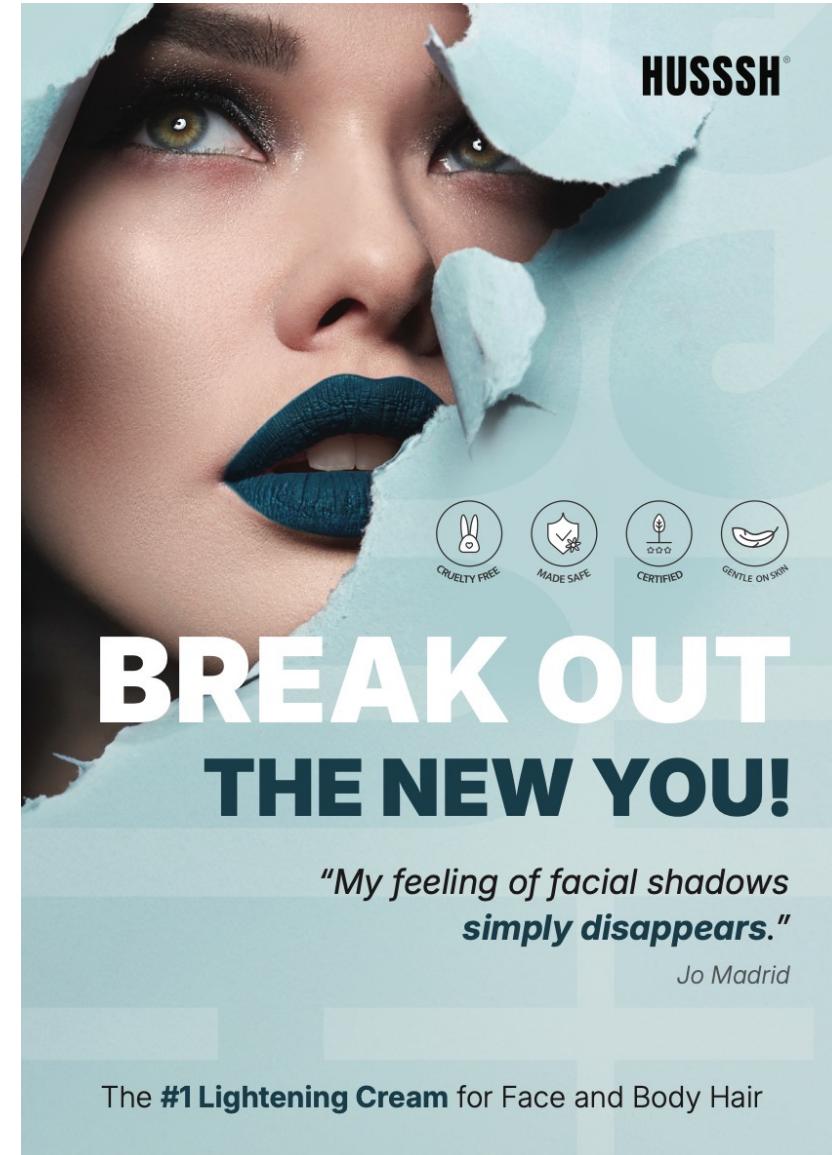


Materials

- Artwork creation and proofing
- Free origination and proofs
- Country visits and local support
- Imagery provided

Marketing Materials Available

- Samples
- Follow posts and adverts on socials daily
- UK web site and Amazon content/use
- Resources centre available
- Poster range
- Video clips
- Campaigns



Specific

There're many reasons to make you want to scream about your hair

- **Menopause**
- **Alopecia**
- **Genetics**
- **Stress**
- **Diet**
- **Thinning hair**



Campaigns



Husssh

Sponsored · 4

X · ·

Say goodbye to noticeable body and facial hair with Husssh Hair Lightening Cream.

Our gentle formula lightens hair to give you a smooth, sun-kissed look without harsh chemicals. No more skin irritation, no more pain from waxing!

Efficient, effective, and discreet – Husssh is all about you! Try it now and see the difference.



HUSSH® **WAXING**

VS

HUSSH®	WAXING
• Fast acting results in 15 minutes	• Painful
• No salon trips or Spa appointments needed	• Skin burns
• No skin irritation	• Red bumps
• Affordable solution	• Irritation
	• Ingrown hairs
	• Infection and torn skin
	• Expensive

hushhealth.co.uk
Lighten Hair, Boost Confidence with Husssh 😊

Shop now





Brand Development

The HUSSSH® finger part of the trademark imagery to denote “**keep it quiet, we have a solution**”

Lets Grow Together We Have The Tools



1

A few products
Great potential
Needs watering

2

One -year plan
starts
Needs plant food

3

Sale coming in
Big growth starting

4

Continue feeding

5

Looking mature.....ready
for more branches

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Thank you!

For enquiries please visit:
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