

HUSSSH[®]

Solutions to

Restore Self Esteem



HUSSSH[®]

The Husssh range is available for licensing and distribution worldwide

UK, Canada, Denmark, Finland, Norway, Spain, Sweden Guatemala already licensed out.

Active discussions Austria, India, Mexico, KSA



Husssh Hussh Hush Health Registered Trademarks

HUSSSH Range of Cosmeceuticals

One Brand

*Multiple Solutions
Restoring Self Esteem*



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Who Are Husssh

This is the brand name given to a new range products that address overlooked self esteem health problems.

Only natural ingredients like plant extracts and oils, minerals and vitamins to do their magic. The results are truly remarkable.

The products are registered under the European cosmetics directives. All have full safety studies. This means we can claim compliance. ISO 22716 is the applicable quality compliance under which the products are made.



Husssh Mantra

Overlooked
Loss of Self Esteem
Restorative Solutions

Principles Applied

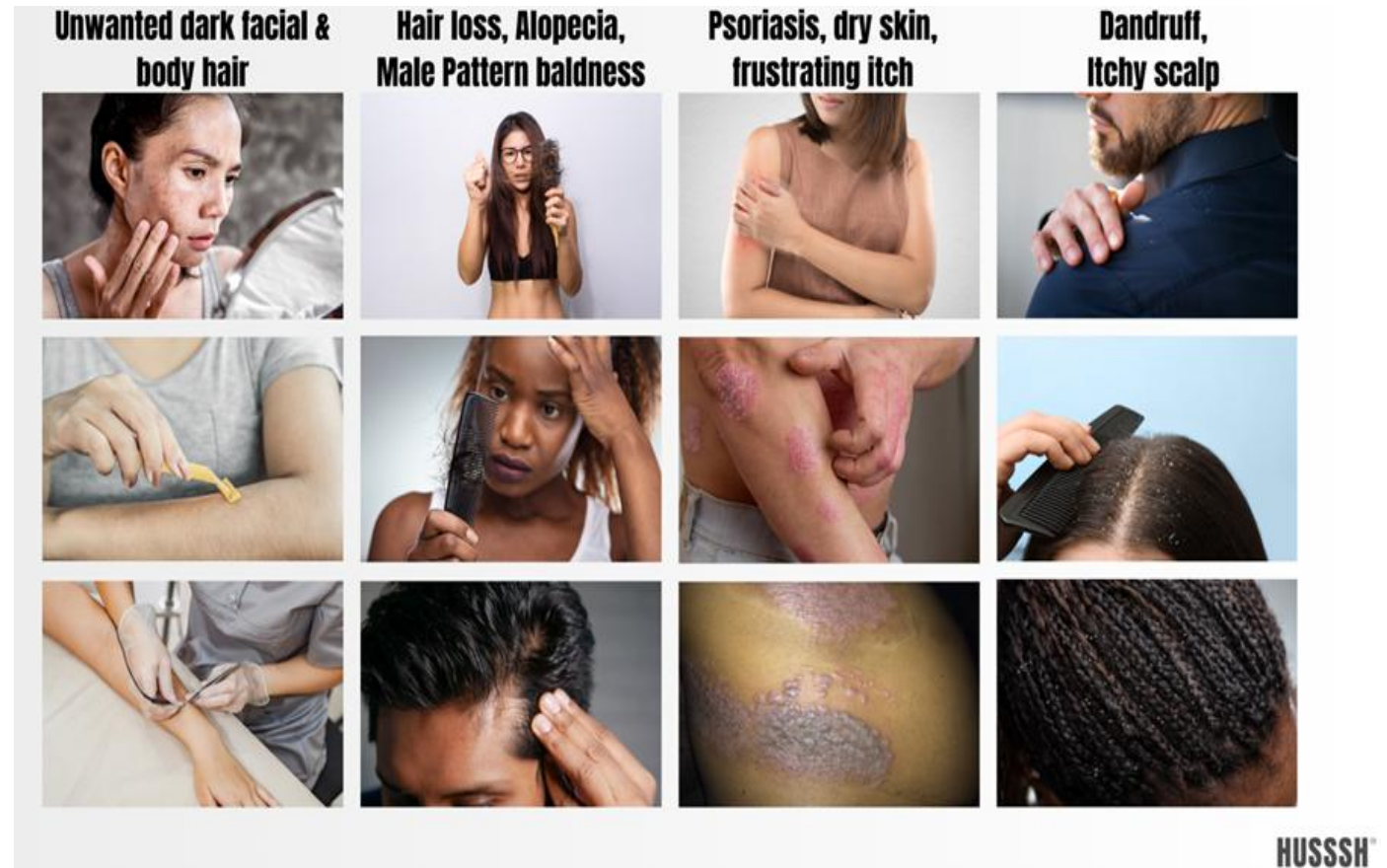
Clear messaging

Recognisable branding

Across all healthcare sectors

Sales channels

retail, professional, socials and beauty





Fundamentals

Scientific Basis

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

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

Fundamentals

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

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



Product Range

- Facial & Bodily Hair Lightening Cream
- Hair Loss Recovery Therapy Shampoo
- Hair Recovery Conditioning Treatment
- Good night sleep – child's gentle sleep aid
- Anti-dandruff Shampoo
- Psoriasis Hair & Body Wash
- Skin Brightening Cream
- Husssh the Cough – adult and child
- Rosacea Treatment
- Facial Hair Removal Cream
- Facial Lightening Shining Cream
- Adult insomnia solution

EC 1223/2009 Compliant



Sales Channels

- Amazon
- Instagram
- Hairdressers
- Harley Street Clinic
- Commission agents
- Pharmacy
- Facebook
- Beauty salons
- Husssh Shop
- Direct advertising

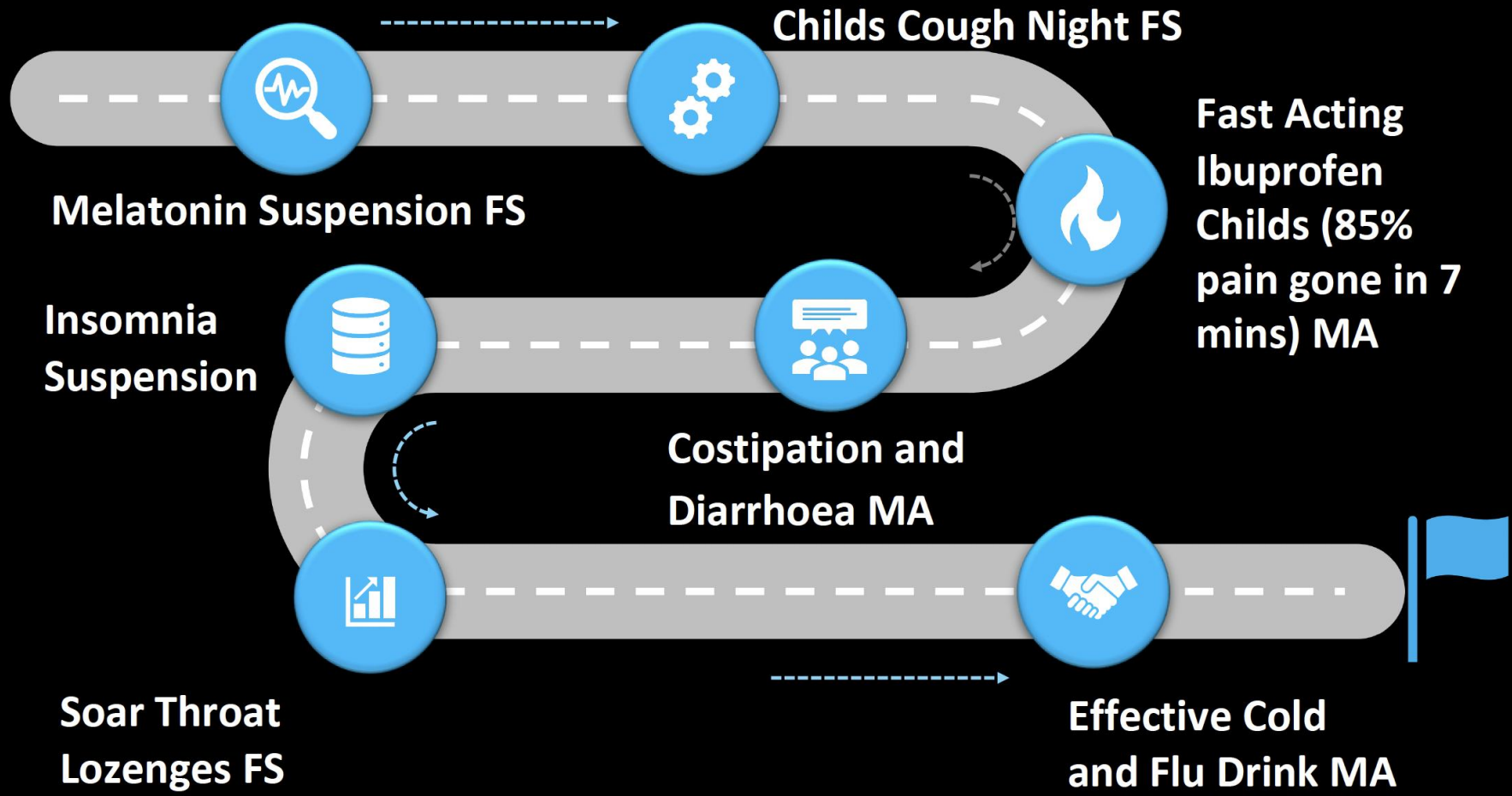
www.trade.hushhealth.co.uk for more information

hello@hushhealth.co.uk to discuss licensing, distribution or own label supply.

Not all countries list the whole range.



Stream 1 Products in Preparation |



Signature Product

Hair Loss Therapy Shampoo Reconstruction and Thickening



- *No nasty drug side effects or pharmaceutical active ingredients*
- *Menopause self esteem addressed*
- *Ten natural oils and extracts*
- *Results seen in 6-12 weeks*
- *Clinical trichology studies prove product effective*
- *Extensive bibliography and supportive published reports*
- *Extensive technical and scientific pack*



Hair Loss Statistics

HUSSSH® 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.

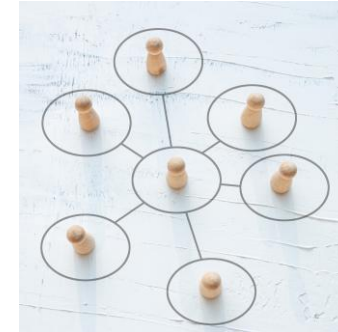
Fundamentals Hair Loss

Informed customer 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**



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®, Hussh®, Husssh®
- Sub branding permitted with approval (owned by Husssh®)
- Customer label acceptable

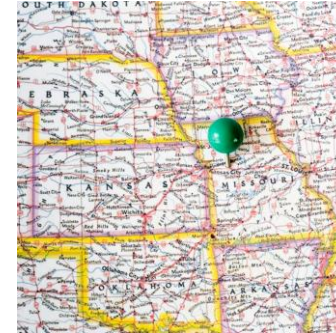
Offering

- 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

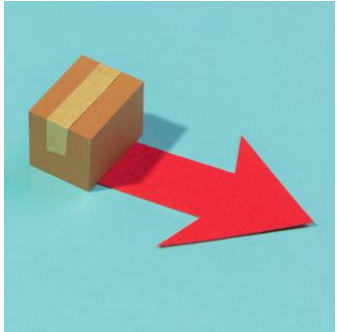
Supply Price

- 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
- FCL 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

HUSSSH

CRUELTY FREE MADE SAFE CERTIFIED GENTLE ON SKIN

**BREAK OUT
THE NEW YOU!**

*"My feeling of facial shadows
simply disappears."*
Jo Madrid

The **#1 Lightening Cream** for Face and Body Hair

Specific

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

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



Campaigns

 **Husssh**
Sponsored · 🌐

✕ ⋮

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.

HUSSSH®	VS	WAXING
<ul style="list-style-type: none">• Fast acting results in 15 minutes• No salon trips or Spa appointments needed• No skin irritation• Affordable solution		<ul style="list-style-type: none">• Painful• Skin burns• Red bumps• Irritation• Ingrown hairs• Infection and torn skin• Expensive

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

[Shop now](#)



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



Brand Development

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



HUSSSH[®]



hushhealth.co.uk

HUSSSH[®] HUSSH and HUSH are the registered trademarks of

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