

# HUSSSH<sup>®</sup>

## Solutions to

# Restore Self Esteem

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# Licensing Plans

**The Husssh<sup>®</sup> 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

# HUSSSH<sup>TM</sup>

SAY GOODBYE TO DARK HAIRS



<https://hushhealth.co.uk>

# HUSSSH<sup>TM</sup>

is about  
returning your  
confidence



# HUSSSH<sup>TM</sup>

## 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



# 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



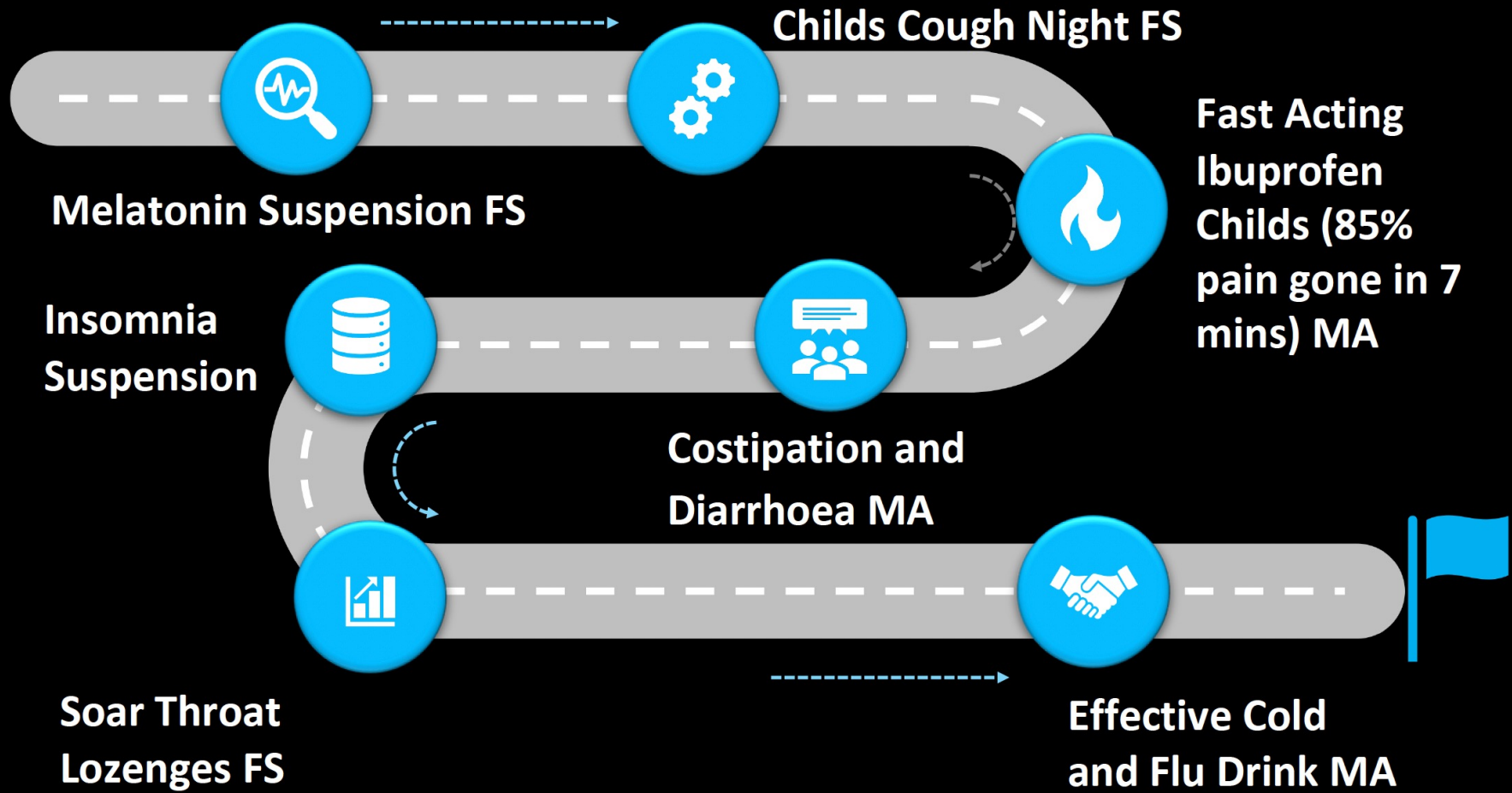
# Current Launch Stairway UK



*Client specific earlier dates possible*



# Stream 1 Products in Preparation |





# Live in the UK

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

14 Ice Pharma Group



# Licensing Plans

**The Husssh range is available for licensing out worldwide**

- *Spain, Mexico licensed*
- *Discussions in Sweden, Malta, Central America, Baltics, NZ, and KSA*



# Hair Loss Therapy

## Deeper Dive

# 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.

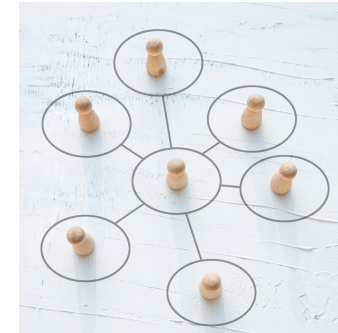
Without use, hair regrowth slows and stops.



**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®, Hussh®, Husssh®
- Shampoo range is IPG Pharma IP other products IP use by contracted right
- Sub branding permitted with approval (owned by Husssh®)

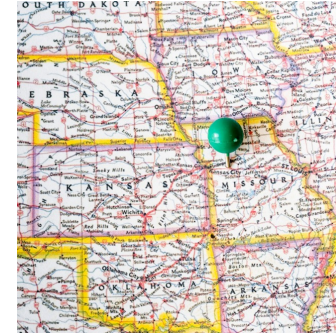
## Offering

- 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

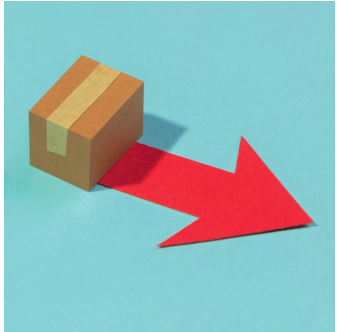
- Initial fixed price for 2 years
- Index linked price change clause
- Flexible on currency with agreed exchange rate

## 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

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

[hushhealth.co.uk](https://hushhealth.co.uk)  
**Lighten Hair, Boost Confidence with Husssh** 🧡

[Shop now](#)





# Brand Development

The HUSSSH<sup>®</sup> 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



# Thank you!

For enquiries please visit:  
[enquiries@hushhealth.co.uk](mailto:enquiries@hushhealth.co.uk)



**HUSSSH<sup>®</sup>**



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