

2025.07.04

# BIOTECH BRANDS REPORT

confidential

SPINOFF **COM**

*Don't always walk on the smooth roads, walk ways that no one has travelled  
before, so as to leave behind traces and not only dust"*

*Antoine de Saint-Exupéry*

# ABOUT US

We are the #1 Group Procurement Organisation (GPO1) focused on retail and professional products with clear **biotechnological background** (spinoffs) that consists of independent retailers and distributors with own staff/ offices/ warehouses/ training premises/ points of sale in 75 countries and purchasing volume €368 mln/year. We buy only brands with 100% clear USP. We pay only cash up front. GPO members are passionate longevitists that united to leverage novel unique product scouting, purchasing power, obtain better discounts from vendors, secure exclusive distribution rights on the brands, speed up all the processes and make them time, resources and costs effective. The focus of GPO is on brands utilizing the latest cutting-edge biotechnologies that **radically enhance human healthspan**.

The Biotech Brands Report contains all-in-one Dossiers (systemized by time period, category, industry or hand-customized by filter) of selected by GPO ready-to-market and already existing independent brands, as well as GPO's private label brands that are being developed on exclusive terms, co-owned by GPO members. All information is also available in open/closed access at the Spinoff.com Procurement Platform. The professional Dossiers are structured similarly and grouped according to the content. You can easily get to each of the Dossier by clicking on the name in the content. All professional Dossiers are filled only with the most relevant information and exclusively tailored by our in-house team for the needs of GPO Members (direct/indirect retailers and distributors) and also supplemented with a visual and additional materials that are constantly updated and always agreed with brand owner prior publication. Actual customised reports are synchronized with the update on the platform.

Such special selection of biotechnology brands could be used by GPO members for offline work in customized PDF file format digital or hard copy that is easy to print out with one click. The digital version of Biotech Brands Report could be viewed at any device, with any operating system, in the highest resolution without the risk of viruses and shared by any modern means of communication. The platform has a highly reliable level of protection since all information is located on secure German servers. Tailored smart software allows tracking who and when has viewed / downloaded each report based on IP address to secure sensitive data content. All Dossiers contain one click live links in the body that redirect to the official linking source. Also, at the bottom of each Dossier there is a relevant general information about the brand, related files (products catalogues, leaflets, certificates, company presentations, prices etc.) that can also be downloaded in one click, a direct link to the brand's official website, along with contact person information, allowing procurement process participants to directly contact a representative of interested spinoffs.

The Biotech Brands Report efficiently establishes and simplifies communication, processing and document flow between the GPO members and brand owners / manufacturers, and serve to them as a professional market tool for own assessment and to observe the assessment of others, as well as work with biotechnological brands directly in the "all in one place" format, or work as a group on solving some problems or within the framework of best practices discussion.

*Sincerely Yours, GPO Members*





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# BEVERAGE



# MIRACLE BODY A LUXURY SERIES OF NATURAL TEAS FOR HEALTH AND BEAUTY

The Miracle Body luxury series of teas by Mariya Boycheva developed with the help of experts in healthy eating, helps to live happy, calm and healthy. Being the personal trainer in active callanetics and aerobics coach, Mariya Boycheva has rich experience in healthy living and knows what works and what does not. The teas are made on the basis of 100% natural herbs and aromas. The production of Miracle Body products is made by a licensed Bulgarian company with 25 years of experience. The teas are definitely working without creating an addiction and their taste is more than great. The founder knows the desires of her clients, beautiful women, that aim to achieve the perfect balance between top physical shape and inner harmony. Miracle Body products are beautiful, delicious and fragrant, and create a sense of luxury and style.

## THE FOUNDER

*"Never betray yourself!" and "Life may be a battle, but I know how to win!"*

*Mariya Boycheva, The Founder of Miracle Body*

The two key mantras in Mariya's life that have accompanied her over the years in making many difficult decisions. The many years of experience in the fashion and sports environment, as well as her daily life as a mother and housewife, met Mariya with different people, with different goals and desires.

As a gym owner and active callanetics and aerobics coach, she constantly communicates with people who want to be healthy and look good. Mariya has been training herself since she was 16 and takes care of having a healthy and beautiful body. From the age of 20, she doesn't stop with her training and nutritional advice, to help a number of men and women to look good.



Mariya Boycheva the Founder of Miracle Body  
Photo Credit by Miracle Body

Mariya knows how difficult it is nowadays to find a product that meets such expected

results and at the same time is harmless to human health. That is why at Miracle Body she chose to create products that contain all-natural herbs and spices, with the help of which we contribute to our body to be healthy, beautiful and strong.

Of course, in order to realize her idea, she trusted one of the leading companies in the production of natural herbal raw materials. A company with over 25 years of history, both on the Bulgarian and European markets.

As a woman who is a connoisseur of beauty, Mariya wanted Miracle Body products to be beautiful, delicious and fragrant, to create a sense of luxury and style. Each tea in the series is full of colors, natural aromas and pleasant taste. One can see this after the first sip of tea.



The teas are made on the basis of 100% natural herbs and aromas  
Photo Credit by Miracle Body

## THE BRAND

Miracle Body is here to prove that the miracle of nature exists. With the help of all-natural herbs and expert technologists, Miracle Body creates quality health and beauty products. All herbs and flavors are 100% natural and produced in Bulgaria by a licensed company that has been on the European market for more than 25 years. The Miracle Body



tea series has unique flavors and aromas, tested and developed for a long time to make sure that customers will get the desired result and enjoyment. The daily meeting with people who want to improve their appearance and health, ambitions the company not to stop being creatively useful. That is why Miracle Body chose to work with some of the best specialists in nutrition and training programs, who prepare bonus programs and tips for even better results.



Miracle Body healthy tea series  
Photo Credit by Miracle Body

## PRODUCTS & PRICES

At the moment there are three series of Miracle Body luxurious teas.

### THE SLIM LIFE - FOR A SLIM AND BEAUTIFUL BODY

Slim Life series uses ingredients such as green tea, buckthorn, clove and guarana to reduce appetite, deflate bloated belly, ease digestion and improve metabolism.

Slim Life tea benefits are:

- Suppresses appetite;
- Removes bloated abdomen;
- It has a beneficial effect on digestion;
- Gives energy;
- Improves metabolic activity.

#### Reception of Slim Life:

- Put 3-4 grams (1 tablespoon) in 200-300 ml. Hot water.
- Allow to simmer for 4-6 minutes;
- Take 2 times daily before meals.

**Ingredients of Slim Life:** Cinnamon, Rooibos, Sencha Green Tea, Senna, Cocoa Beans, Buckthorn, Cloves, Orange Peel, Star Anise, Guarana, Natural Flavor Chocolate, Natural Flavor Orange, Pink Pepper, Wheat - Blue, Stevia;

Green tea contains vitamins C, B1, B2, B3, E, F. It is known to purify the body. Naturally helps burn fat and calories. Used for weight loss. Boosts metabolism. It also has a rejuvenating and brightening effect on the skin. The drink is consumed to prolong life. Gives energy, improves memory and heart function. Protects against diabetes. Buckwheat helps regulate weight, speed up intestinal metabolism and helps break down fat.

Cloves stimulate the secretion of digestive enzymes and thus regulate proper digestion. The herb is a powerful antioxidant and therefore has a beneficial effect on the liver and improves metabolism. Clove extract has the ability to regulate blood sugar levels and helps with diabetes.

Guarana helps to overcome exhaustion and fatigue, supports the concentration, endurance and vitality of the human body. Helps control body weight - stimulates fat burning and reduces the feeling of hunger.

**Recommended Retail Price:** 10,9 euro. One package of 120 g contains ≈ 40 doses of tea.

## MORNING DETOX - NATURAL DETOXIFICATION OF THE BODY



With the Morning Detox series, one achieves natural detoxification, a stronger immune system and toned skin with the help of ingredients such as nettle, field horsetail, rose, calendula.



SLIM LIFE tea was specially created for those who lose weight and cares of proper nutrition  
Photo Credit by Miracle Body

#### Morning Detox benefits are:

- Removes toxins from the body;
- Removes bloated abdomen;
- Improves metabolic activity;
- Helps cleanse the intestinal tract;
- Strengthens the immune system;
- Tones and protects the skin from aging.

#### Reception of Morning Detox:

- Put 3-4 grams (1 tablespoon) in 200-300 ml. Hot water.
- Allow to simmer for 4-6 minutes. Take in the morning 30 minutes before breakfast.

Ingredients of Morning Detox: Pu-Erh, Nettle, Oolong, Sencha Green Tea, Horsetail,

Rosehip, Rose, Dandelion, Mango, Coconut, Natural Flavor Mango, Stevia, Marigold;

Nettle strengthens the immune system, has anti-inflammatory effects, regulates hormone levels in the female body and has a powerful diuretic effect.

Rose speeds up digestion, has anti-inflammatory and antimicrobial effects. Tea made from the seeds of the oil-bearing rose is a strong diuretic and is taken for inflammation of the urinary tract, and has a mild laxative effect. Rose oil is used in compresses and as an analgesic. In addition, it has anti-inflammatory, choleric, antispasmodic and anti-allergic effects. It is used as a vasodilator and sedative.

Marigold supports the natural course of metabolic processes, cleanses the liver of toxins and normalizes blood pressure. Some of the most impressive health benefits of calendula include its ability to accelerate healing, protect the oral cavity, improve the appearance of the skin, improve vision, reduce inflammation, reduce the risk of cancer, eliminate spasms.

Horsetail is used as a diuretic - it rids the body of excess fluids. The use of horsetail has a beneficial effect on kidney function. Toning and tightening properties have a positive effect on joints and brittle nails. Horsetail cleanses the body of accumulated lead.

**Recommended Retail Price:** 11,9 euro. One package of 120 g. contains ≈40 doses of tea.

## STRESS RELIEF - FOR BETTER AND QUALITY SLEEP

Stress Relief series reduces stress and anxiety, improve sleep and relaxes the nerve system with ingredients such as lavender, lemongrass, mint, valerian and clove.

### **Stress Relief Benefits:**

- Relaxes the central nervous system;
- Reduces stress and anxiety;
- Improves sleep;
- It has a relaxing and calming effect.

### **Reception of Stress Relief:**

- Put 3-4 grams (1 tablespoon) in 200-300 ml. Hot water.
- Allow simmering for 4-6 minutes.
- Take 2 times a day. Suitable for bedtime.



MORNING DETOX tea brings natural detoxification, a stronger immune system and toned skin  
Photo Credit by Miracle Body

**Ingredients of Stress Relief:** Chamomile, Green Rooibos, Lavender, Lemongrass, Spearmint, Licorice, Rosehip, Basil, Cloves, Anise, Siberian Ginseng, Valerian;

Lavender has a calming effect that promotes healthy sleep. Lavender aroma is due to the linalool molecules that stimulate the olfactory nerve in the brain and have a balancing effect on the central nervous system. This makes lavender a very good solution for treating panic, stress, fatigue, hysteria, anxiety and depression.

Lemongrass tea helps calm the nerves. The drink improves concentration and brain function. Used for fatigue and headaches. The ticket is used for insomnia and for the treatment of depressive conditions. Recommended for stress and anxiety. The plant acts on cancer cells and prevents their appearance. It also helps with thyroid problems.

Due to the high content of menthol, the herb Mint is also involved in many medications that

help treat cardiovascular disease. Menthol has a relaxing effect on the stomach muscles and thus prevents spasms. The cooling effect of the compound helps with pain and bloating.

Cloves reduce headaches. It also stimulates the secretion of digestive enzymes and thus regulates proper digestion. Licorice tea soothes stomach irritations and is used to prevent nausea. The herb is a powerful antioxidant and therefore has a beneficial effect on the liver and improves metabolism. Clove extract has the ability to regulate blood sugar levels and helps with diabetes.

Valerian is used as an aid in menopausal nervous disorders, migraines, hysteria. It is used in the initial stages of hypertension, in spasms of the gastrointestinal tract, bile ducts. Soothes agitation caused by mental trauma. Helps with chronic coronary heart disease, first-degree hypertension, calms the pulse.

**Recommended Retail Price:** 10,9 euro. One package of 90 g. contains ≈ 30 doses of tea.

## MEDIA

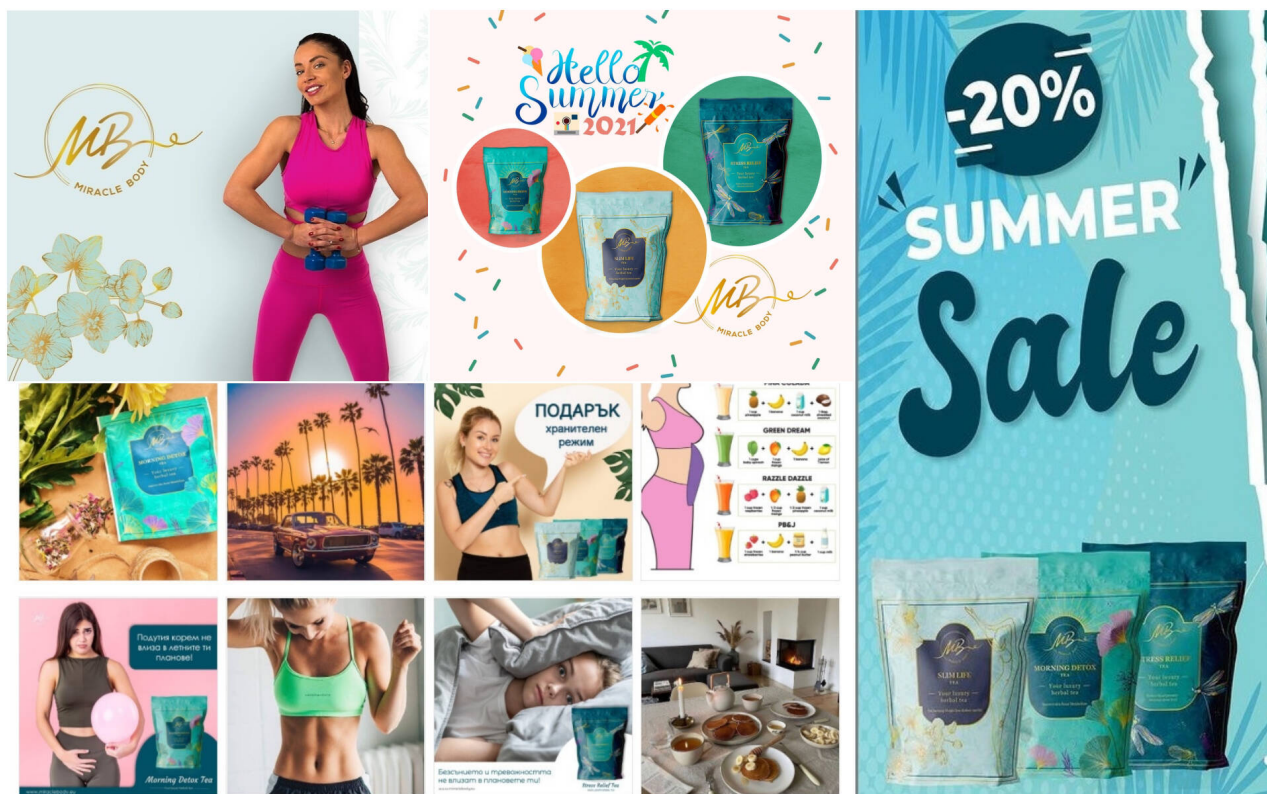
The brand is very active in social networks, constantly interacts with its customers and maintains [Instagram page](#) and [Facebook page](#), where it promotes a healthy lifestyle and shares tips on keeping the body in good shape.





STRESS RELIEF tea with chamomile, lavender, lemongrass, mint, valerian and clove improves sleep and relaxes the nerve system

Photo Credit by Miracle Body



Miracle Body young but enthusiastic brand attracted attention through social media and online sales and already earned loyal customers

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Company name: Miracle Body

Contact person: Mariya Boycheva

E-mail: [mbody.office@gmail.com](mailto:mbody.office@gmail.com)

Website: [miraclebody.eu](http://miraclebody.eu)

Phone: +359 890 163 777

Patent status: n/a

On market since: 2019

Regions: Bulgaria

Industries: Beverage

Source links: [Miracle Body Webpage](#)  
[Miracle Body Instagram page](#)  
[Miracle Body Facebook page](#)

Direct link: [click here](#)



## SECRET DOSSIER ON MIRACLE BODY

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MORNING DETOX tea brings natural detoxification, a stronger immune system and toned skin

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RRP: 10,9 euro. One package of 90 g. contains  $\approx$  30 doses of tea.

The ex-work (EXW) prices related to the volumes of purchases in euro are as follows:

50 - 100 pieces - 8 euros per piece;

100-250 pieces - 6.5 euros per piece;

more than 250 pieces - 5 euros per piece.

## MEDIA

The brand is very active in social networks, constantly interacts with its customers and maintains [Instagram page](#) and [Facebook page](#), where it promotes a healthy lifestyle and shares tips on keeping the body in good shape.

## ADDITIONAL MATERIALS



You can download images by the [link](#)



STRESS RELIEF tea with chamomile, lavender, lemongrass, mint, valerian and clove improves sleep and relaxes the nerve system

Photo Credit by Miracle Body

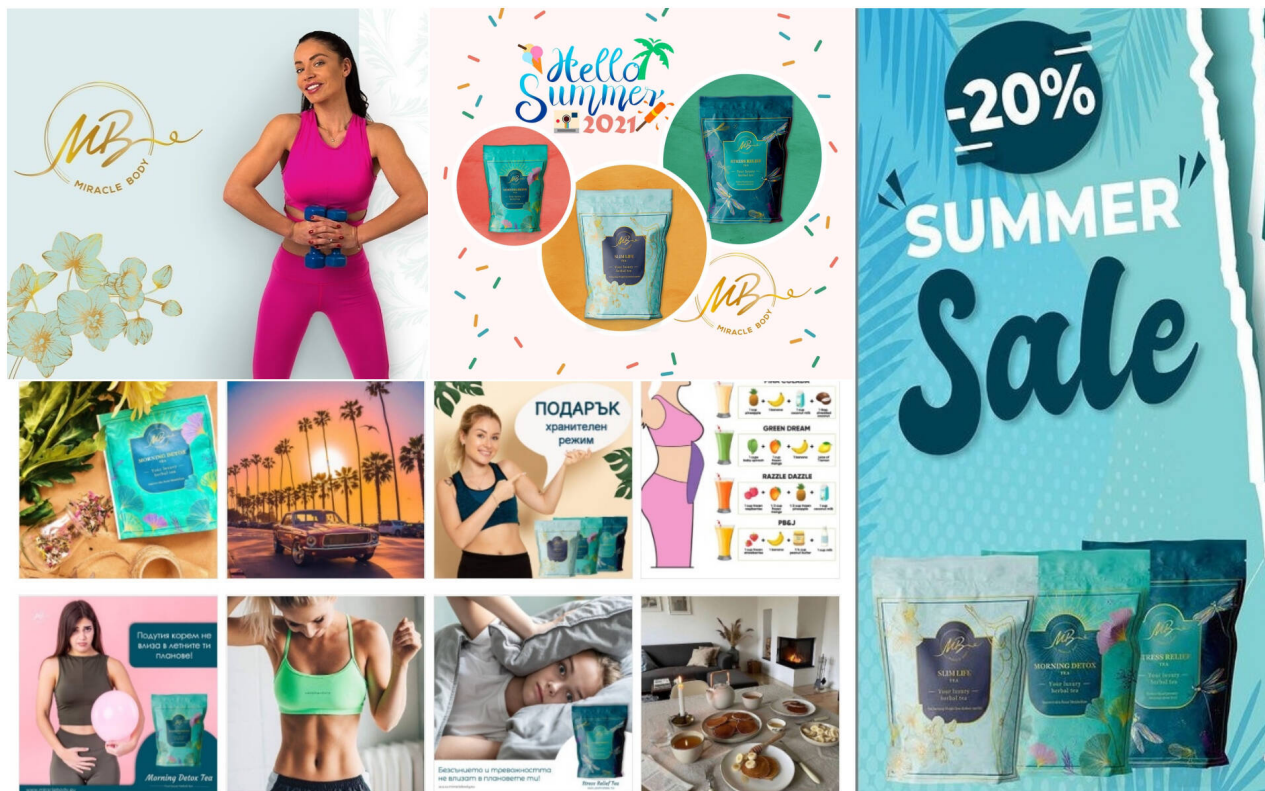
You can download the presentation by the [link](#)

Please, remember that at the very bottom of this dossier you will find a large number of files for internal use only.

## QUESTIONS

Since members often have a lot of additional questions to the brand, we found a solution in the form of interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find a series of questions/comments from members and brand answers by the [link](#). Maybe among them, you will find the answer to your question. Feel free to leave your comments and ask questions by the [link](#). Please do not share this file since it is for internal use only.





Miracle Body young but enthusiastic brand attracted attention through social media and online sales and already earned loyal customers

Photo Credit by Miracle Body

Company name: Miracle Body

Contact person: Mariya Boycheva

E-mail: [mbody.office@gmail.com](mailto:mbody.office@gmail.com)

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Phone: +359 890 163 777

Patent status: n/a

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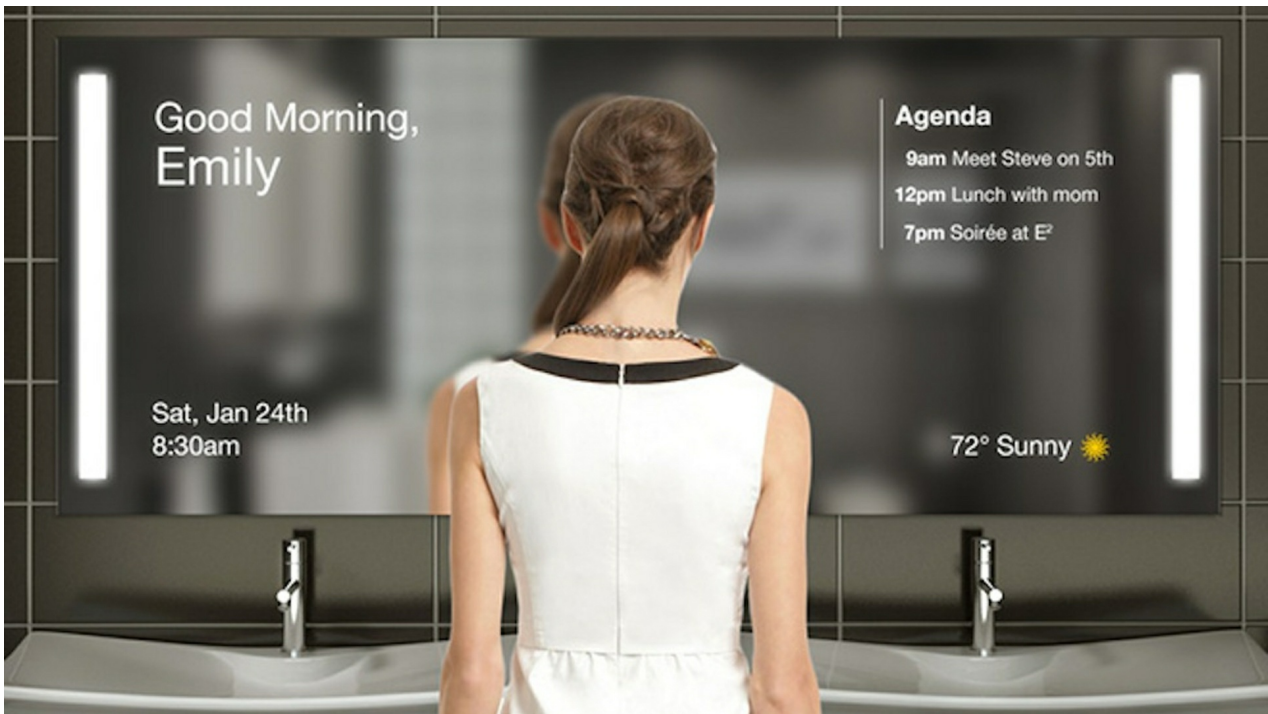
Industries: Beverage

Source links: [Miracle Body Webpage](#)  
[Miracle Body Instagram page](#)  
[Miracle Body Facebook page](#)

Files: [Miracle Body English presentation pdf](#)

Direct link: [click here](#)

**ELECTRONICS**



## SMART MIRROR THAT IDENTIFIES SERIOUS ILLNESSES

Even an experienced physician cannot determine whether the patient is sick. But modern devices are able to identify the symptoms of various diseases, only by one “glance” at its user. The team of scientists has developed a smart mirror that does not have any differences from the usual one from the first sight. It has built in 3D-scanners, multispectral cameras and gas sensors which help to identify early signs of serious illnesses. The analysis of the human face (facial expressions, skin tone, fatty tissue content) helps to indicate the initial diagnosis.



Semeoticons researchers group  
source - [www.semeoticons.eu](http://www.semeoticons.eu)

The leading developer of the project Wize Mirror - so-called "intelligent" mirror – Sara Colantonio hopes that this device will help users learn more about the progressing disease and contact a doctor in time for the appropriate treatment.

Massimo Martinelli is one of engineers who works on the [Semeoticons project](http://www.semeoticons.eu), he believes that Wize Mirror will give people the possibility to monitor their health themselves. The team of researchers would like to change people's lifestyle by suggesting information about diet, alcohol consumption, physical activity and smoking. The idea is to put “smart” mirror in people's houses or at gyms and pharmacies.

Also scientists are confident that Wize Mirror will help to prevent some illnesses. “Primary prevention is the most viable approach to reduce the socio-economic burden of chronic and widespread diseases, such as cardiovascular and metabolic diseases” according to the researchers.

The three-year project is now in its third year. No decisions have been made about commercializing an end-project. But researchers say the mirror could be self-learning, so its diagnoses would improve more people who come across.

## MOVING MEDICAL TO DIGITAL REALITY

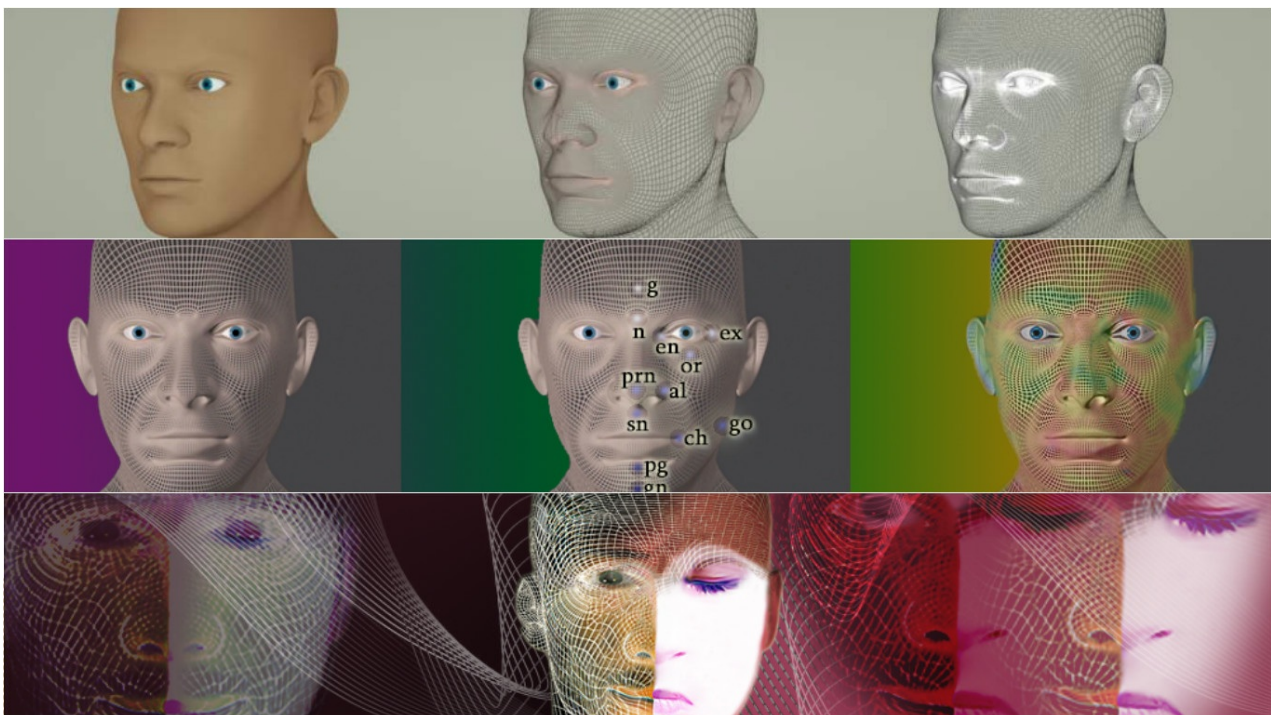


According to medical semeiotics, the human face is a precious revealer of key information about the healthy or unhealthy status of individuals.

Scientific coordinator Giuseppe Coppini says: "The central idea of Semeoticons, which stands for Semeiotic Oriented Technology for Individual's Cardiometabolic risk self-assessment and self-monitoring, is to exploit the face as a major indicator of an individual's wellbeing by tracing traits of physical and expressive status."

In accordance to a semeiotics viewpoint, face signs will be mapped to measures and computational descriptors, automatically assessed.

"We (Semioticons) will design and construct an innovative multi-sensory system integrated into a hardware platform having the exterior aspect of a mirror: the so-called Wize Mirror. This will easily fit into users' home or other sites of their daily life such as fitness and nutritional centers, pharmacies, schools and so on" state the researchers.



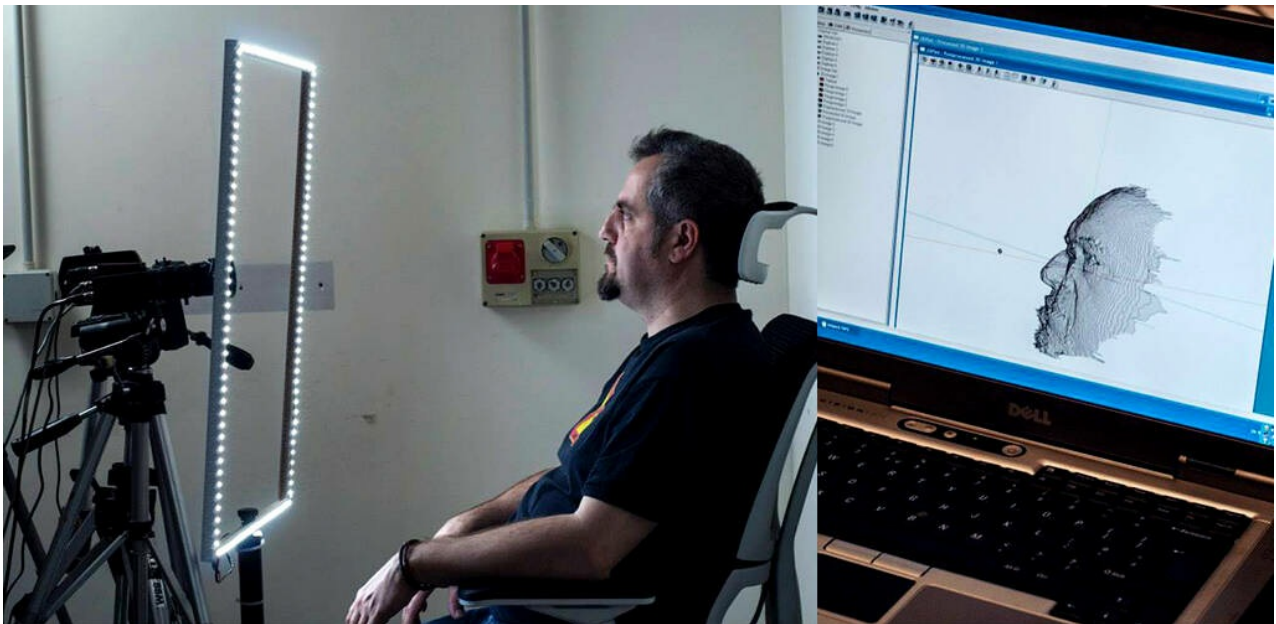
Human face is a precious revealer of key information about health  
source - [blog.applysci.com](http://blog.applysci.com)

## EU FUNDS THE RESEARCH WIZE MIRROR

The Wize Mirror technology is the product of [European Union Commisison](http://European Union Commisison) that has funded

an [ICT-for-Health](#) research project. The researchers are confident that there can be innovative methods and effective tools that will monitor and help often over-looked but yet deadly health problems, such as cardiovascular and metabolic diseases. It will be a selfmonitoring system that will be able to guide people towards healthy lifestyles and wellness.

According to the report of [World Health Organization](#), cardiovascular diseases, such as heart attacks and stroke, kill around 38 million people each year. Unlike other health problems, [cardiovascular disease](#) is not limited to those with unhealthy lifestyles and can even affect healthy Olympic athletes. This makes them particularly hard to spot in its early stages. Metabolic diseases, such as [metabolic syndrome](#), are characterized by high blood sugar and obesity and can significantly increase a patient's risk for developing deadly health conditions such as heart disease. Unfortunately, both these conditions are difficult to detect. Developing methods of identifying those at risk of developing these health problems is just as important as working to treat them.



Clinical trials of Wize Mirror  
source - iq.intel.de

## PROJECT DETAILS

Contract number: 611516

Status: Execution

Start Date: 01/11/2013

End Date: 31/10/2016

Duration: 36 months

Total cost: 5,383,126 EUR

EU contribution: 3,870,000 EUR

Programme acronym: FP7-ICT

Subprogramme area: ICT-2013.5.1

## HOW WIZE MIRROR WORKS?

Wize Mirror is still in developmental stage of research. The device will look like a mirror, but actually it is a highly advanced scanner with facial recognition technology. It is going to use 3D scanners, multispectral cameras and gas sensors (breath monitors) to measure and analyze general health level of the user. The mirror will not need any additional mobile phone attachments, data applications or any other wearables.

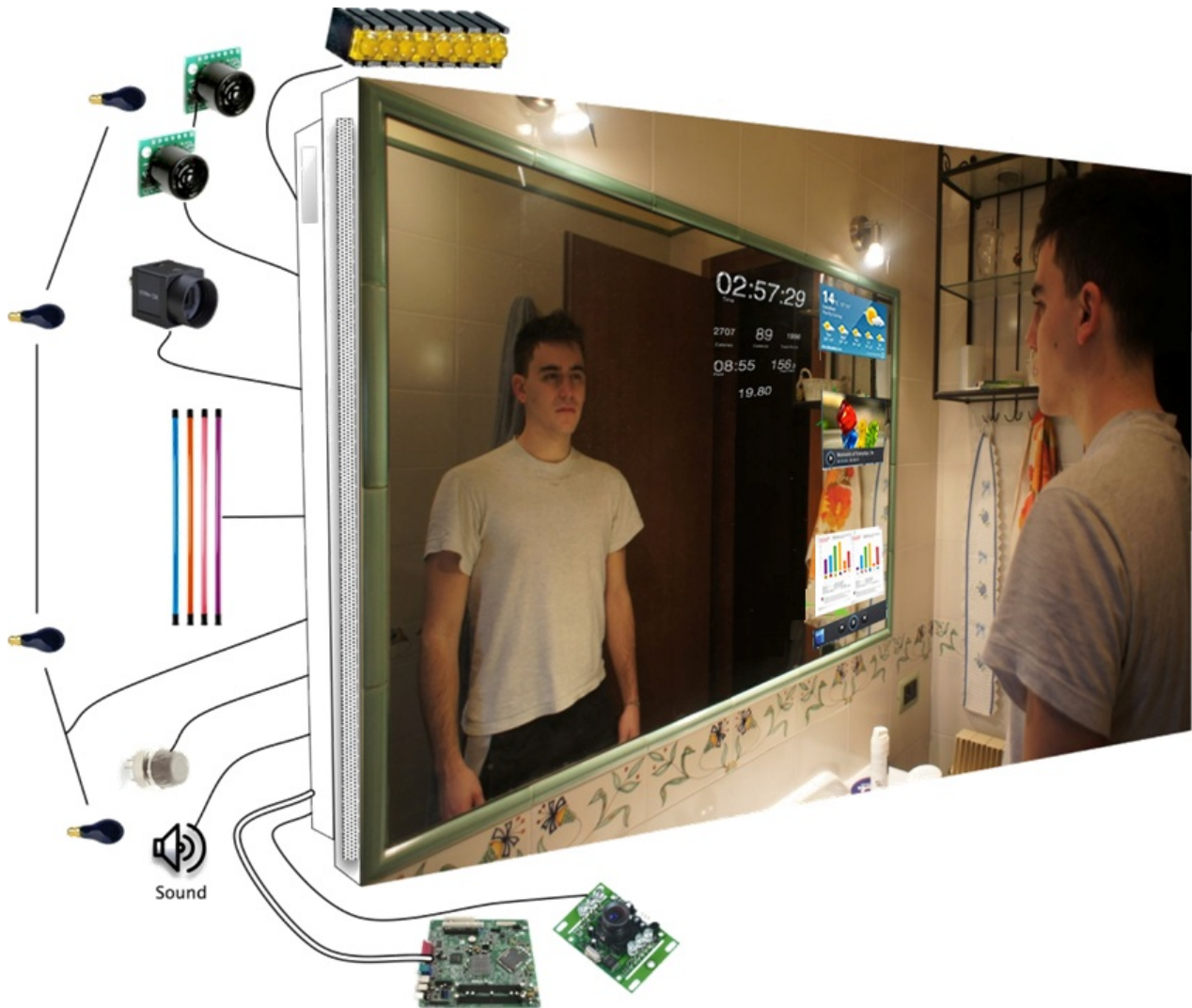
Following technology is able to measure fatty tissue content, users facial expressions as indications of stress and anxiety, fluctuations in facial coloring whether the person is flushed or pale in order to catch the warning signs of serious illnesses at early stages.

The smart mirror can spot stress signs using facial recognition software.

The gas sensor or breathalyzer can detect blood sugar level of how much the user is drinking and smoking by taking samples of breath.

The built-in 3D scanners will analyse the shape of face to spot changes in gaining or losing weight.





Wize Mirror has built in 3D scanners, multispectral cameras and gas sensors  
source - [www.fastcoexist.com](http://www.fastcoexist.com)

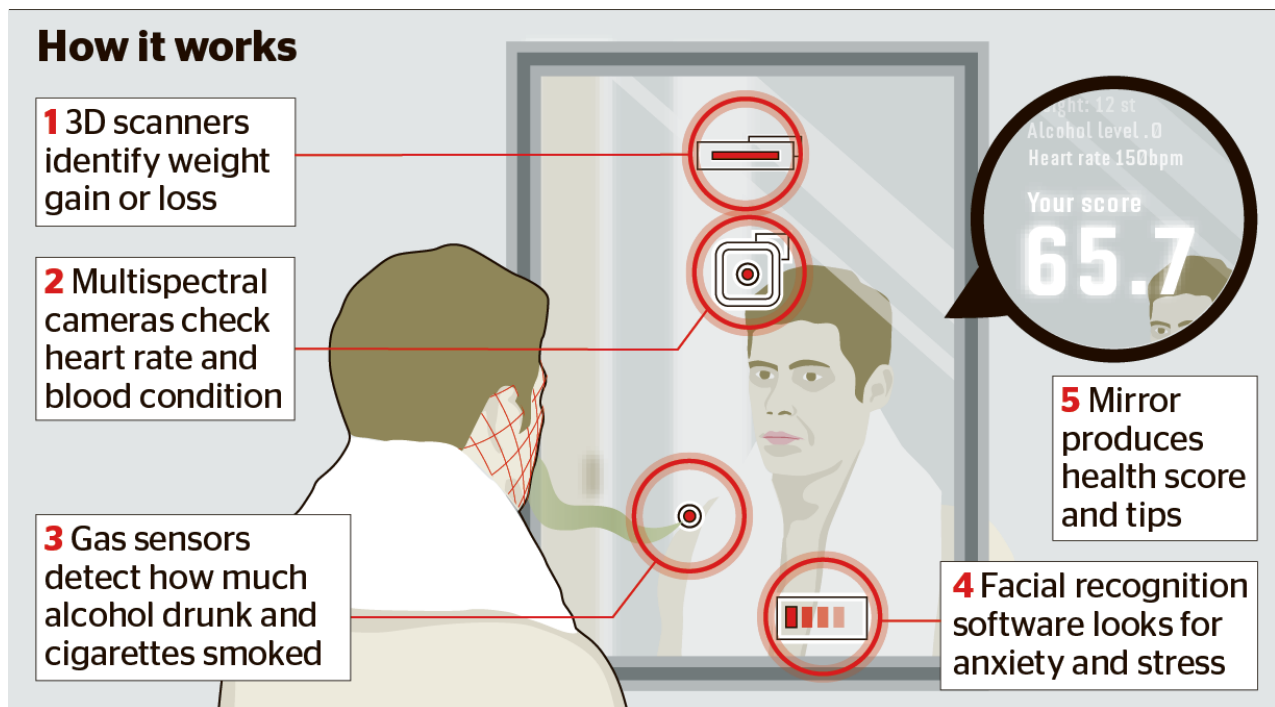
The multispectral cameras will be used to gauge heart rate and haemoglobin levels in the blood.

The mirror will act as a screen and after a minutelong checkup will display the health score (status) in the form of a numerical reading. It will also provide personal advice on how to improve health based on the scores. Such tips are offered in order to correct the lifestyle of a person and reduce noxious habits.

Users will be enabled to share data in their diary with health professionals so as to receive, when needed, direct expert guidance and support.

The Wize Mirror will collect data in the form of videos and images mainly. These will be processed by advanced dedicated methods to extract biometric, morphometric,

colorimetric, and compositional descriptors derived from individual's face. The "wellness index", derived from the integration of such descriptors into a Virtual Individual's Model, will trace and monitor the daily evolution of individual's status.



source - [www.thetimes.co.uk](http://www.thetimes.co.uk)

## WIZE MIRROR VALIDATION

The clinical trials of the device started in 2016 on three volunteers from Italy and France. Sara Colantonio and her colleagues from the [National Research Council](#) of Italy, coordinate the project. They believe that Wize Mirror will address common long-term health issues that are difficult to treat once something has already gone wrong, like heart disease or diabetes.

The main goal of the research is to determine whether Wize Mirror's indicators will differ from the indicators of traditional medical devices. It is also important to understand how the life of the users will change after the usage of such a gadget.

Medical experts will validate the system with respect to the reproducibility of measurements, the efficacy in detecting changes in well-being and cardio-metabolic status as well as the acceptability by the end-users.

Dr Colantonio: "We expect that the exploitation of the Wize Mirror promotes new aggregations between health and wellbeing actors including industry, fitness, and schools. We also expect significant effects towards the development of new prevention strategies of cardio-metabolic diseases, with positive impacts on the reduction of avoidable disease burden and health expenditures."

The costs of current European health systems grow exponentially with the widespread use of complex, and often inappropriate, diagnostic procedures, as well as with the population ageing. This is particularly true in the case of cardiovascular and metabolic disease.

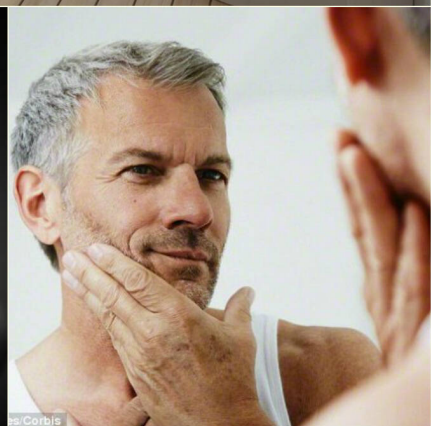
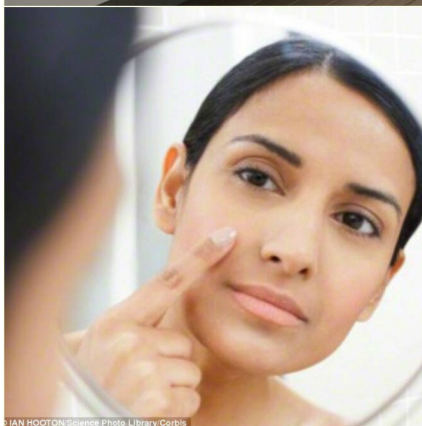
## CONSORTIUM

The Semeoticons consortium includes ten partners from seven European Union countries with EU funding the project (France, Greece, Italy, Norway, Spain, Sweden, United Kingdom).

Six research institutions, both ICT and medical, and four industries are involved in the project that will be coordinated by the Italian National Council of Researches (CNR).

Three medical centers located in Pisa, Milan, and Lyon will support research and industrial partners and will host the Wize Mirror testing.

## FEEDBACK IN THE MEDIA



source - [www.dailymail.co.uk](http://www.dailymail.co.uk)

"The Wize Mirror may look like a mirror, but it is actually a highly advanced 3D scanner complete with gas scanners and facial recognition technology. When an individual gazes into the high-tech looking glass, their face will be scanned for tell-tale signs of illness, such as changes in fatty tissue content, fluctuations in facial coloring, and even indications of stress and anxiety displayed in an individual's facial expression." [New Scientist](#)

"We want to give people the possibility to monitor themselves," says Massimo Martinelli, one the engineers working on the Semeoticons project. "We would like them to change their lifestyle, so we suggest information about diet, alcohol consumption, physical activity, and smoking." [The Daily Beast](#)

“The goal of researchers who are developing a high-tech mirror that can deliver a health assessment just by analyzing your facial features. It’s a new twist on preventative health care that could help nip chronic diseases, such as heart disease and stroke, in the bud.” [Blogs Discover Magazine](#)

“A new face-scanning gadget can diagnose early signs of diseases from diabetes to heart attack risk in just 60 seconds, forging a new frontier in the rapidly growing field of mobile medicine.” [Gadgets NDTV](#)

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Patent status: +

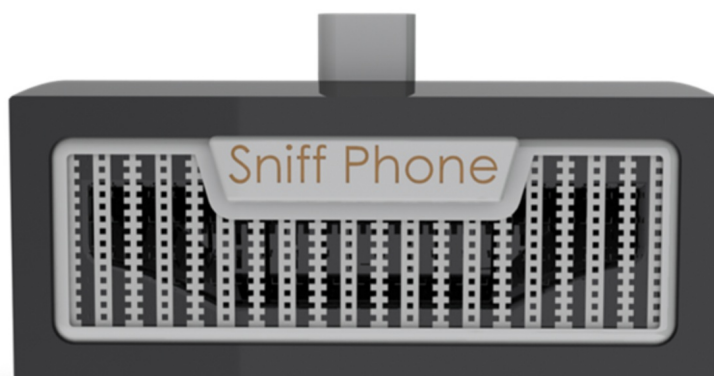
On market since: -

Regions: United States

Industries: Electronics

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## CANCER DETECTING BREATHALIZER

SniffPhone is a device incorporating a miniaturized version of the Na-Nose breathing technology that can connect to a smartphone and has the potential to detect dozens of disease by using one's breath. Both the SniffPhone and Na-Nose has been developed by Professor Hossam Haick at Technion - Israel Institute of Technology. Capable of capturing a compendium of volatile chemical compounds, this sensor can detect the distinctive odour given off by certain cancer cells, including lung cancer. Blowing onto the accessory that is connected to a smartphone gives a patient an initial diagnosis. The Na-Nose breathalyzer can detect diseases such as prostate, colorectal, ovarian and lung cancer. It also can detect multiple sclerosis, Crohn's, Parkinson's and the disease of the kidney.





Professor Hossam Haick - inventor of the Na-Nose breathing technology  
[www.jewishbusinessnews.com](http://www.jewishbusinessnews.com)

Professor Haick, a member of the Wolfson Faculty of Chemical Engineering and a member of the [Technion's](#) Russell Berrie Nanotechnology Institute, received the award for his tremendous contribution to the diagnosis of diseases through innovative markers that he discovered in his research at Technion. These are markers that are present in the breath and skin. In March 2016, Prof. Haick received the Humboldt Research Award, awarded by the Alexander von Humboldt Foundation in Germany. The award is given to prominent researchers who have significantly influenced their fields of study, provided they maintain some type of cooperation with research institutes in Germany. It is granted in recognition of a researcher's achievements as a whole – discoveries, theories, and insights.

Professor Haick is an expert in both noninvasive diagnostics and nanotechnology. In 2007, he appeared on the list of 50 leading Israelis and four saluted Israeli scientists. In 2008, he appeared on the [MIT Technology Review](#) list of 35 leading young scientists in the world. In 2010, he was named one of the [10 Most Promising Young Israeli Scientists](#) and one of the Young Israelis of the Year. In 2013, he received a listing of the "50 Sharpest Israeli Minds" by the Marker. In 2015 he received a listing as the world's top-100 influential innovators in the Digital Technology for 2015 by Nominet Trust (London, UK). In 2016, he received the listing of the world's top-100 influential scientists in the Medical Field for 2016 by the GOOD Magazine (Los Angeles, USA). On top of these listings, he was racked up a slew of



honors from several institutions and governments: the Technion's Hershel Rich Award, the Tenne Prize for Excellence in the Science of Nanotechnology, the Harvey Prize for Applied Science, along with more than 50 others. He leads three other medical technology consortia.

Prof. Haick earned his doctorate in the field of energy and only later switched to biomedical technology. He said, "Precisely because I am not a doctor I was able to conceive such a unique development – an inexpensive and noninvasive system for diagnosing diseases based on breath. Inspired by dogs, who know how to identify disease but not to tell the person what disease he has, I developed this digital system that accurately diagnoses the disease and its stage of development". Today he is working on several aspects of the system, including diagnosis of additional diseases and an interface that connects it to a smartphone.

Haick has been working on the sensor component since 2006. The SniffPhone consortium is made up of universities and research groups from Germany, Latvia, Austria, Finland, and Ireland, as well as the corporations Siemens and NanoVation-GS in Israel. Early proofs of concept came out of studies with dogs, which have been able to sniff out prostate cancer, for instance, with 98% accuracy. But more practical than a cancer-sniffing dog would be an electronic nose, a sensor that isolates and identifies smell-producing molecules in a patient's breath.

"The [SniffPhone](#) is a winning solution. It will be made tinier and cheaper than disease detection solutions currently, consume little power, and most importantly, it will enable immediate and early diagnosis that is both accurate and non-invasive," Haick said in a statement. "Early diagnosis can save lives, particularly in life-threatening diseases such as cancer."

SniffPhone's description is absurdly simple but a marvel of ingenuity that has grand implications for public health: It can detect for example (lung) cancer in asymptomatic patients, catching the disease at an early stage. Also, its powers aren't limited only to lung cancer, but also other lung and neurodegenerative diseases. It's just one example within the non-invasive cancer diagnostics market, which is set to explode by 2023 according to a report from Transparency Market Research.



Desktop version of the breathalyzer with the Na-Nose technology  
[www.technion.ac.il](http://www.technion.ac.il)

Early detection of lung cancer demands an exhaustive process of tests and invasive procedures. Many times, patients come into clinics after symptoms have already started to appear. It's by far the most common cause of cancer-related death, than the next three most common cancers — colon, breast, and pancreatic — combined. Currently, the only way to detect early-stage lung cancer is through an extensive process involving blood tests, biopsies, CT scans, ultrasound tests, and other procedures — and even then, detection is difficult.

The SniffPhone detects volatile organic compounds (VOCs) given off by lung tumors that actually produce an odor. The larger the tumor, the more noticeable the smell. Small quantities are not recognizable to the naked nose, but with breathalyzer technology [Na-Nose](#) (the Nanoscale Artificial NOSE), the device has shown an 86% average accurate reading thus far for diagnosing cancer with minute amounts of VOC. The NaNose system can detect the presence of tumors, both benign and malignant, more quickly, efficiently and cheaply than previously possible.

The smartphone device is just a vehicle to implement the Na-Nose technology that can be taken anywhere and used in any circumstances, including in rural areas of the developing world where bringing in sophisticated testing equipment is impossible. A chip with Na-Nose technology is installed in a device that is attached to a smartphone, and for an app to read the sensor data, analyzing it on the device or uploading it to the cloud for processing.



Prototype of the SniffPhone app interface  
[www.techtipsnapps.com](http://www.techtipsnapps.com)

"Mostly the patient arrives for diagnosis when the symptoms of the sickness have already begun to appear," said Haick, describing the drawbacks in current detection protocols.

"Months pass before a real analysis is completed. And the process requires complicated and expensive equipment such as CT and mammography imaging devices. Each machine costs millions of dollars, and ends up delivering rough, inaccurate results."

### How does it work?

A miniaturized array of highly sensitive nanomaterial-based chemical sensors reacts to the patient's breath. The results are stored and pre-processed by integrated miniature on-chip microfluidics and electronics. And then the relevant electrical signals are transferred wirelessly via the mobile phone's internet to an external server. If the data shows signs of disease, the doctor is alerted. High Tech that is Low Maintenance for patients and doctors! With SniffPhone patients can breathe into a mouth piece attachable to their smart phone and get instant results. With the results doctors can tell the patients whether they should come in for further testing or treatment.

The screening tool is made up of two parts: a white, desktop box with tube into which a person exhales, sending his or her breath into an array of sensors; and an attached computer with machine-learning software trained to recognize patterns from those

sensors. The array consists of thin layers of either gold nanoparticles or carbon nanotubes, each coated with organic ligands - sticky molecules that bind compounds in our breath. When VOCs in the breath bind to the ligands, it changes the electrical resistance between the nanoparticles or nanotubes, and that signal is sent to a computer. There, pattern-recognition software determines if the signal corresponds with a known chemical signature of a particular disease.



Desktop version of the breathalyzer with the Na-Nose technology

[www.businessinsider.com](http://www.businessinsider.com)

The device was trained on over 23 illnesses, teaching it to discriminate between a healthy individual and an individual with one of these catalogued diseases. But "that's the easy part," says Haick. Next, his team took the device into clinics, testing on over 8,000 patients to teach the software to discriminate between disease and confounding factors, such as contamination, age, gender, background disease (such as obesity or diabetes) and geography. And it worked! In 2016, for example, the team found that the tool could detect gastric cancer in a blinded test of patients with 92- to 94% accuracy.





Na-Nose module, which comprises the basis for the add-on device, attached to a smartphone  
[www.sniffphone.eu](http://www.sniffphone.eu)

The current study, for the first time, used the NaNose to detect and discriminate among 17 different diseases in the breath of 1,404 individuals across five countries, including cancers of the lung, colon, head and neck, ovaries, bladder, prostate, kidney and stomach; Crohn's disease; ulcerative colitis; irritable bowel syndrome; two distinct types of Parkinson's disease; multiple sclerosis; pulmonary hypertension; preeclampsia; and chronic kidney disease.

The project, funded by the European Union's Horizon 2020 Program's €6.8 million grant, is currently underway, but Haick expects the desktop box will reach doctors' offices much sooner. Currently the Na-Nose breathalyzer is already applied in more than two dozens of hospitals worldwide in a research phase. In the nearest future the device is expected to be launched into mass production. Prof. Haick is now working to miniaturize the device in the hopes of adding a module onto smartphones. A clinically validated prototype is expected to be achieved by 2019 with a price tag of around \$80. The developers include universities and research institutes from Germany, Austria, Finland, Ireland and Latvia, as well as Irish cell biology research firm Cellix, with the NaNose system the centerpiece of the technology. That Israeli-developed component will be delivered by an Israeli start-up called NanoVation-GS, a spinoff of the Technion. Professor Haick serves as the start-up's Chief Science Officer.

#### FEEDBACKS IN MEDIA:

"Adding sensors to smartphones has been a trend lately, with the newest models being able to detect changes in the likes of temperature, humidity, hand gestures or light. But there is one thing these devices can still not do at this point: analyse our breath. Although portable devices have already been commercialised to detect blood alcohol levels and display it on smartphones, using breath analysis technology to its full potential would be a killer feature for both smartphone manufacturers and app developers. A technology called 'Na-Nose' could well be the long-sought-after Holy Grail. Presented in a study published on ACS Nano in December 2016, the device can detect the chemical patterns of exhaled volatile organic compounds (VOCs) in patients' breath. The new study does not only demonstrate for the first time that specific diseases can be linked to such chemical patterns, but it also shows how Na-Nose can rely on gold nanoparticles and carbon nanotubes to diagnose as many as 17 different diseases including early stage forms of some cancers", [Phys Org](#)

"With every breath, our lungs expel carbon dioxide from our bodies, ready to be replaced with fresh air. There are also other components of air, nitrogen and unused oxygen. But there's also much more. The researchers identified more than 100 other chemical compounds exhaled in each breath, 13 of which were associated with certain diseases. The device includes an "artificially intelligent" nanoarray which analyzes the chemicals to assess what levels seem healthy, not just relying on one simple definition of levels that are "too high" or "too low." When concentrations of these chemicals differ from what's expected to be "normal," it's an indication that something is off. As a [press release](#) announcing the study points out, this is far from a new idea — in 400 B.C., Hippocrates told students "smell your patients' breath," since a sweet smell would indicate diabetes, for example", [Business Insider](#)

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Patent status: Yes

On market since: Expected 2020

Regions: United States

Industries: Electronics, Wellness

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**FOOD**



## SOVA NATURAL SWEETS FROM FRUIT

SOVA candies is a new niche brand founded by Olga Shiyan in 2016 and aimed at producing sweet treats from only natural fruits with exclusive and exotic flavors. SOVA Flapjack is a new kind of sumptuous dessert without sugar and harmful additives. All sweets are produced in compliance with a unique technology that allows saving all the vitamins and minerals of fresh fruits. The modern world has divided almost all existing food products into tasty and healthy. Olga is not the first to set the task to bring these two seemingly incompatible categories together. Moreover, Olga managed to do it so elegantly and concisely. SOVA candies are just fruits without extra water and no additives, processed by know-how technology. The company has found a new unique way to create delicious and airy sweets, the consumption of which does not harm human health and even benefits.

## THE STORY

The first fruits in the world of sweets SOVA candies are made according to ancient Egyptian technology. This technology of careful gifts of nature preservation came to us from the time of the wise pharaohs and magnificent pyramids. Thus, to master and especially adapt the secret knowledge of the past to modern realities did not work right away. At first, there were years of trials, errors and a great desire to make the better lives of the loved ones, most of which, the son and husband, are an incorrigible sweet tooth. Olga was leading by a great fear that the most expensive people in the world will face obesity, and God forbid, diabetes. This feeling encouraged Olga to do everything in her power to prevent such an outcome.



Olga Shiyan, the founder of SOVA candies a novel niche brand that created the world's first fruit candies  
Photo credit by SOVA candies

It is not an easy task to convince a person to eat healthy food and to force to eat a healthy diet is almost impossible, even if it is about your husband and son. There must be own strong desire, otherwise, that's not going to happen. In the beginning, Olga turned to the classic options for healthy products, i.e. dried fruits, candied fruits, other snacks. She tried almost every alternative with the same result - it was not tasty for her boys. And as it turned out in a more detailed analysis, it is not very useful. It seemed that the desired product simply does not exist in nature, it can not be bought, so can only be created.



Olga found a solution in Flapjack, loved not only by her boys but by everyone around her. She went deeper into those recipes, tested a lot, refined and upgraded this method. She has studied many sources while searching for a solution. Finally, having updated the way of making sweets, withdrawn from history, she got the desired result. The solution combines the past and the present, the taste of sweets and the usefulness of natural fruits. Now it is winning the hearts of new and new fans around the world.



The design of SOVA candies reminds an ancient scroll that aims to bring the spirit of antiquity pyramids and great pharaohs to modern customer

Photo credit by SOVA candies

## PRODUCT RANGE

Ukrainian lovers of SOVA candies can buy sweets made of more than 10 different fruits including exotic such as kiwi, pineapple and even papaya.

On the international market, the candies are presented in a few the most popular flavours but this is temporary. The company is constantly increasing its production capacity to enable fans from across the world to enjoy all kinds of Flapjack.





Eco Fruit Snack



Banana



Apple



Chips



Cinnamon

There are only organic and natural ingredients in SOVA candies

Photo credit by SOVA candies

### Tastes that are currently available in the international market:

**Apple Flapjack.** Dehydrated apples are very rich in potassium, which has a positive effect on the nervous system and regulates the pressure. In addition, it contains a large amount of Calcium, Magnesium, Iron and vitamins of group C and E. Flapjacks made of apples have a positive effect on the gastrointestinal tract improving digestion. FYI: Three candies contain two apples.

**Banana Flapjack.** A dehydrated banana is even more useful than a freshly picked fruit from a tree. It contains vitamins in abundance: B1, B2, B6, PP, Potassium, Magnesium, Manganese and Copper. The combination of these microelements contributes to the maintenance of the heart muscle, and the presence of serotonin improves mood in general. FYI: One candy contains half a banana.

**Apple and Cinnamon Flapjack.** The composition of these sweets is 98% apple and 2% cinnamon. Due to the apple, these sweets contain such trace elements as Potassium, Calcium, Magnesium, Iron and vitamins of groups B, C and E, and cinnamon helps reduce the load on the pancreas. This is the perfect option for those who want to lose weight.

**Banana Flapjack with Strawberry Chips.** It contains the minimum amount of proteins, fats and carbohydrates. Sweets have slightly strawberry sour and strawberry flavor. The sweets contain Magnesium, Potassium, Copper, Fluorine and vitamins of groups C, E, B (Package weight 30g).

Olga and other SOVA candies specialists are constantly working on creating new tastes. Non-classical product combinations are of particular interest. It is possible that in the near future customers will be able to try sweets with chocolate, nuts and even Borodino bread. Although, this is all at the level of hypotheses. No official statements were received from

company representatives.



SOVA's flavors that are available for sale in the international market

Photo credit by SOVA candies

There is a chance to see Flapjack for people with diabetes on the shelves in the foreseeable future. This is a special area of SOVA strategy, designed to facilitate and improve the lives of people suffering from such a terrible disease.

## PRODUCT USP



One of the many possible options of SOVA candies presentation on store shelves

Photo credit by SOVA candies

The first and main advantage of SOVA candies, in comparison with its competitors, is the attitude to the product and the whole production process.

First of all, the company uses only ripe and perfect fruits, which, perhaps, is not done by any other producer in the world. This approach allows getting sooo sweet products without adding sugar and other sweeteners while maintaining 100% natural product.

The most gentle manufacturing conditions of SOVA allow saving all healthy microelements and vitamins contained in fruits, increasing the time required to process one batch sometimes up to several days. Therefore, many competitors violate them, resulting in a product that looks like Flapjack, but does not contain part of the benefits that are stored and transmitted in full to natural SOVA candies.

One more key factor of SOVA uniqueness is a careful control of the intensity at which the fruit is ground. For each individual position it is different. This control allows saving in sweets as much fiber as possible, because it is a fiber that helps assimilation, without putting into fat all that is in candy, including fructose.

Moreover, most SOVA sweets have a one-piece composition. Eating candy means the same as eating a fresh apple or banana, only without excess water. This allows each type of candy to have its own unique taste and to be the carrier of own unique set of microelements.

**The main advantages of SOVA candies are the following:**

- monocomponent composition;
- unique and careful fruits selection;
- careful grounding and processing under the temperature of 40-45 C degrees;
- fiber and fructose content;
- less calorie compared to other sweets.



SOVA candies products are always appropriate and timely

Photo credit by SOVA candies



GMO Free



Sugar Free



Gluten Free



100% Organic



No preservatives

There is not even a hint of harmful additives in SOVA candies, thus there is only organics

Photo credit by SOVA candies

## TARGET AUDIENCE

First and foremost, fans of SOVA candies are those people who lead a dynamic lifestyle and who are active in sports. Their nutrition is usually limited to rigid diets and there are so few fun foods. SOVA banana-based candies may become the solution since they taste good and satisfy hunger. They are very high in calories, yet have no sugar and with such low weight and size irreplaceable for hiking and other sports activities.

Breastfeeding moms who can't eat almost anything can consume banana candy from the very first days of breastfeeding. SOVA is hardly the only joy in food that they can afford.

Mothers of young children often become SOVA customers, since they try to give all to their children. SOVA Flapjack is an excellent alternative to delicacies that is not inferior to the

classic candies in taste and appearance and significantly superior in quality and usefulness.

People who are overweight and are being in a constant battle with their excess pounds also choose SOVA for themselves. Pineapple and kiwi candies are just created for them.

All other representatives of Homo sapiens, who at least, somehow treat themselves as modern and thinking people, prefer SOVA sweets. Just imagine that you only carry a few sweets in your pocket that easily replace a pound of banana or apples. If there is no time for a full lunch or breakfast, no trouble, just stop for a minute, drink coffee with SOVA candy (by the way the sugar will be also perfectly replaced) and move forward full of strength at the same pace.

The company is constantly developing products for new categories of customers, such as the candy line for diabetics mentioned above.

## **BRANDING AND DESIGN**

The complete absence of preservatives and other additives brings love not only to clients but also to various microorganisms that don't mind eating natural fruits without excess water. The quality of packaging is very acute for the company.

In addition to the measures that have already been taken, namely high strength packages and triple sealing, the company is constantly in the process of development and improvement. Vacuum packaging, which hopefully will completely replace the existing one in 2020, is currently under testing. With the help of a vacuum, candies will be stored even more reliably and the shelf life will be increased.

Negotiations with the printing company are currently underway in order to increase the environmental component. The main goal is to switch to packaging made of exclusively organic materials.

The company devotes a lot of time to the aesthetic characteristics of packaging and marketing materials. The company constantly works with printing and industrial designers, that allows framing the products with the best solutions that meet all the world standards.





SOVA Flapjack is not just a product, but a trend of the modern world

Photo credit by SOVA candies

## PRODUCTION

The main production capacity of SOVA candies is concentrated in Ukraine. In addition to the production, there is a constant process of optimization and improvement of the production cycle under the guidance and control of the founder Olga Shiyan.

Such an approach allows saying that the company will be able to scale up and cope with any volume of orders, without giving up its basic principles, namely, providing healthy and tasty product to consumers.

As the international expansion plan, the company is aiming to open mini production facilities in countries where exotic fruits are grown. So soon SOVA Flapjack with durian, cherimoya and other overseas oddities will appear on store shelves.

## SALES AND POTENTIAL MARKETS

As a rule, the peak of sales in Ukraine falls on the cold season. This is the period of vitamins deficiency that is so carefully stored in SOVA's products. This tendency allows forecasting good sales in countries with a predominantly cold type of climates such as the UK, Germany, Norway and even Canada.

Top sellers are cafes located in gyms where the most targeted audience is assembled. Athletes are people who keep to a strict diet and dream to please themselves for a well-trained workout without breaking the number of allowable calories.



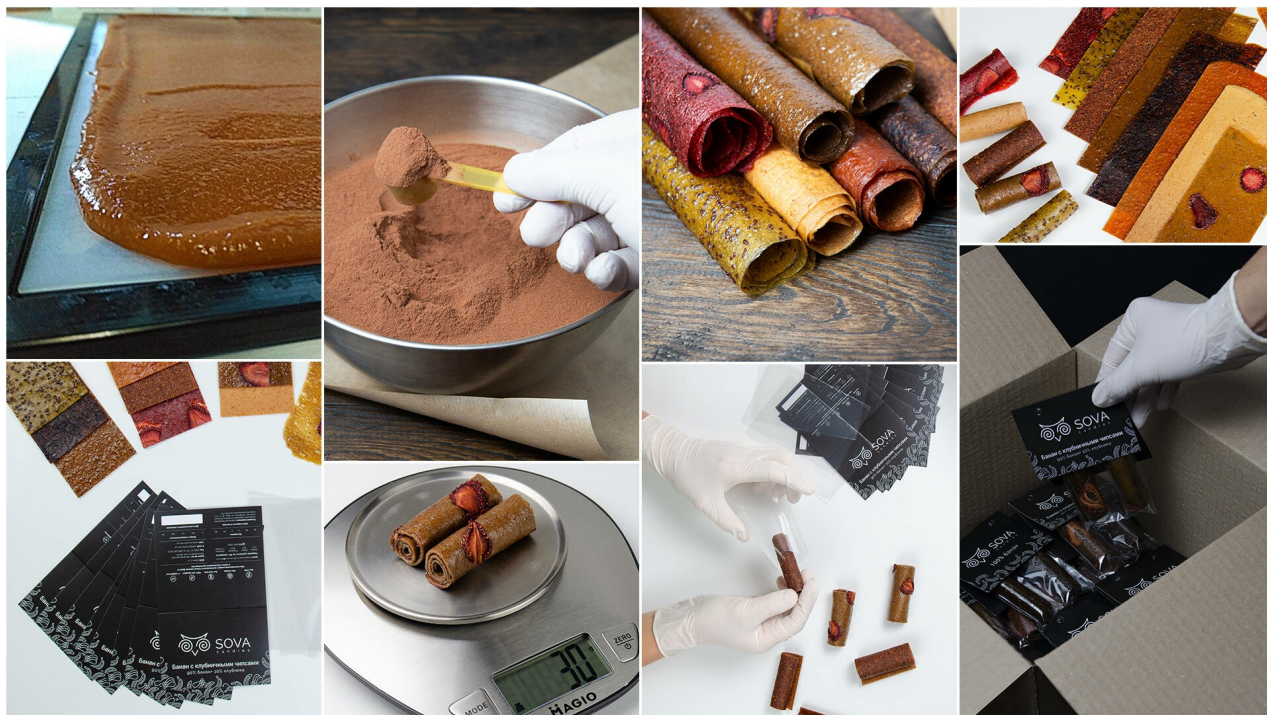
Continuous work on packaging and marketing materials is carried out in order to meet the two main aspirations of the company such as environmental friendliness and modern design

Photo credit by SOVA candies

Many regular customers in Ukraine order SOVA Flapjack based on an online monthly subscription. The customers systematically pay the same amount of money at the beginning of each month and receive a supply of sweets for the whole family. This allows to abandon the traditional (harmful) sweets and to please themselves only with healthy treats. This method of sales is gaining in popularity in the world, and SOVA company believes that it is very important for niche brands, and makes a big bet on it in the future.

The main purpose of the company is to bring healthy sweets to every house and of course, this house does not have to be only in Ukraine. Olga is sure that the sweets, so much loved by her countrymen, simply allow nobody to stay indifferent, regardless of territory, mentality and cultural characteristics. After all, everyone should have the right to eat delicious and healthy food. SOVA candies are ready to provide with this right the entire population of the mother earth :)





SOVA Flapjack at various stages of the manufacturing process

Photo credit by SOVA candies



SOVA candies - combine the incongruous is our daily habit

Photo credit by SOVA candies

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Patent status: -  
On market since: 2016  
Regions: Ukraine  
Industries: Food  
Source links: [SOVA candies](#)  
Direct link: [click here](#)



## FRUITFUL COOPERATION WITH ROLIPOLI NATURAL BARS

The company BIOLOGY OF TASTE LLC is a manufacturer of healthy fruit and fruit-nut ROLIPOLI snacks. At the moment, the company produces 6 basic unique tastes of bars and does not stop there, constantly experimenting. ROLIPOLI are suitable for everyone, allowing to keep fit and manage weight, helping to comply with beauty and slimness. Low-calorie bars are also rich in fiber, necessary for intestinal motility, so sportsmen can safely consume bars during a weight loss program to monitor their weight. Moreover, the snacks positively impact on health, improving well-being. Filled with vitamins and minerals, ROLIPOLI bars increase the level of haemoglobin in the blood and saturate it with oxygen. All the ingredients have a low glycemic index and could be consumed by people sick on diabetics. In addition, the bars are nutritious and can be used as a healthy snack for those who need energy for a day.



## THE HISTORY

ROLIPOLI is a healthy snack brand founded by Artem Kotenko. It became widely known for its natural bars with amazing taste and vivid design. The name “ROLIPOLI” has Russian roots, it is the name of a toy for children that never falls when children push it, ROLIPOLI always continues.

Artem loves sport and competitions. The idea of a healthy product came to him when the entrepreneur was preparing for a triathlon. He was learning long-distance swimming.



Artem Kotenko Founder of ROLIPOLI healthy snack bars  
Photo Credit by ROLIPOLI

## IDEA

“All the time after the training my body needed to eat something yet I wanted something healthy that I can eat immediately. Of course, I am not going to do a world record in triathlon. But my family and I just aim to eat well, stay healthy and sporty as long as possible! That is the reason why we were trying to find natural products for our nutrition after an intense sports session. I tried a lot of different kinds of snacks. But it was difficult to find something really tasty and healthy. That is why I decided to create my own products.

My grandparents were living in Povolzhie, Central Russia. Thanks to the rich soil of this territory the fruits and the vegetables have special quality and taste there. I didn't have any lack of nutrients as my grandparents have had a garden full of fruits and berries. Basically, I chose almost all the ingredients which I saw in my grandfather's garden: apples, cherries, pears, raspberries, black currants and strawberries.

All ROLIPOLI snacks consist of a base of pears or apples and are 100% natural: without added sugars, dairy or flavoring. My family, parents and friends were the first to try all tastes. Their feedbacks were really positive. Especially the children were delightful. So I decided to launch the production of bars. Any person will find the best taste for him or her among six flavors.

As for me, I'm enjoying ROLIPOLI bars after training sessions now. Hmmm very juicy!"

*The Founder Artem Kotenko*

## OUR MISSION

Creation a new generation of healthy delicious snacks & food is the main company's mission.

Each year the number of people who takes care of their health and the health of their families is significantly growing. They have an active way of life: working and learning, doing sports activities, travelling and discovering the world. Their time is a big value for them. They just want fully to enjoy the taste of life. And we created for the new generation of healthy delicious snacks & food. Which easy to take and use wherever you are.

ROLI POLI bars are already sold at 800 retail outlets in Russia and Kazakhstan. The brand is also ready to conquer the global market and is looking for reliable global distributors.

The manufacturer takes care of the content, thus, products are gluten, peanuts and flavors free and not cause any allergic reactions. Each ROLIPOLI bar is developed according to a special freeze-dried technology, therefore it is absolutely 100% natural and only fruits, berries and nuts are contained. It has neither coloring, sugar nor lactose, as well as free from GMO, soy or eggs.



ROLIPOLI healthy snacks contain only natural ingredients such as fruits, nuts and berries, thus filled with vitamins and minerals

Photo Credit by ROLIPOLI

**Already 100 000 customers tried ROPL POLI bars in 2019!**

All ROLIPOLI bars products are:

- 100% natural - no flavoring, no coloring;
- 0% sugar added;
- Gluten-free & lactose-free;
- Free from GMO, soy or eggs;
- Freeze-dried technology.

**OUR VALUES. QUALITY. CARE. NATURALITY.**





ROLIPOLI cares of the customers and values the safety and quality of snacks

Photo Credit by ROLIPOLI

The philosophy of brand ROLIPOLI is to create balanced snacks. Safety and plant-based ingredients full of the nutrients and vitamins, really appetizing and no extra additions (sugar- free, gluten-free, lactose-free, preservatives free, flavoring free). Such taste gives a combination of freeze-dried fruits and berries. Thanks to freeze-drying technology fruits and berries are dehydrated in a vacuum without any high-temperature treatments. As the result their tastes, aromas, shapes and textures remain almost original.

## PREMIUM QUALITY

All stages of production are under control.

## LOTS OF CARE

Bars are full of the nutrients and vitamins, really appetizing and have no extra additions.

## 100% NATURALITY



Pear, orange&chia as well as apple, almond, strawberry&chia bars are for sweet tastes lovers

Photo Credit by ROLIPOLI

- Only plant-based ingredients;
- Low humidity character of product & lightproof vacuum package allows to keep in store for 9 months;
- Food flavoring-free: freeze-dried technology saves delicious tastes, aromas, shapes, textures of fruits and berries.

## PRODUCTS & PRICES

ROLIPOLI bars have six flavors with two bases: apple almond & pear. These bases make ROLIPOLI bars healthier: Compared to classical bars, most of which are based on dates, the glycemic index of ROLIPOLI is much lower. This means that products could be consumed by people sick in diabetes. Although the diagnoses are different, and the company is still conducting research in this direction, so it is necessary to take into account the type of the disease. But after the first tests, after consuming ROLIPOLI by people with high blood sugar level, it came up that there was no additional increase in sugar level.





**STRAWBERRY. BLACK CURRANT. CHERRY.**  
**HAVE APPLE & ALMOND BASE**

**CRANBERRY. ORANGE. RASPBERRY.**  
**HAVE PEAR BASE**

Different combinations of freeze-dried fruits provide bars with amazing tastes and flavor  
Photo Credit by ROLIPOLI

The bases of ROLIPOLI bars have these health properties:

**Apple** improves digestion, restores metabolism, helps renewal the youth.

**Almond** improves performance & mental activity.

**Pear** increases the defences of the body, reduces stress levels, and is a natural anti-depressant.

Different combinations of freeze-dried fruits create bars with amazing tastes and flavor. The texture of the bars is soft and juicy. So you can't stop only with one bar. Bars are packed in individual packages. The weight of a bar is 35 g.

## BRANDING & DESIGN

The success of ROLIPOLI comes not only from healthy ingredients but also from the attractive package. ROLIPOLI is characterized by eye-catching, colorful designs which make the bars visible on the shelf among other products. The composition looks original and fresh. Black & white retro style doesn't take all attention. As the main role belongs to fruits demonstrating the tastes of ROLIPOLI bars: orange, strawberry, raspberry, cranberry,

black currant, cherry.



Colorful designs of ROLIPOLI make the bars visible on the shelf among other products

Photo Credit by ROLIPOLI

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As most of ROLIPOLI consumers and main target group loves sport and an active way of life, the company supports sports events in Russia such as triathlon, swimming, yoga and dances. ROLIPOLI partners with Titan Thriatlon, SwimRocket, Bounce Dance, Veter, World Running Federation and many others. The brand raises the customer's awareness using their resources of partners to get widely known.

The brand actively cooperates with influencers who are experts in nutrition and sport, vegans, mothers and often supplies them with gifts and free presents.

## CONCLUSION

ROLIPOLI creates an alternative for people who love healthy snacks and aim to keep their health, weight and mood in perfect condition with healthy food. People, who say no to refined sugars, preservatives, additives, flavorings. ROLIPOLI believes that the popular

trend of healthy food and snacks will continue to gain importance. After trying ROLIPOLI bars they become not only a spontaneous choice but a conscious choice in daily life.



ROLIPOLI entered the TOP 10 of the best brands of Russia with a revenue estimate of 5.9 million rubles in 2019  
Photo Credit by ROLIPOLI





ROLIPOLI supports different local sports events such as triathlon, swimming, yoga and dances  
Photo Credit by ROLIPOLI



ROLIPOLI collaborates with influencers and always treats with healthy snacks  
Photo Credit by ROLIPOLI

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Contact person: Artem Kotenko

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Website: [rolipoli.ru](http://rolipoli.ru)

Phone: + 8 963 685-14-17

Patent status: -

On market since: 2018

Regions: Russia

Industries: Food, Sports

Source links: [ROLI POLI Official page](#)

Files: [PARTNERSHIP PRESENTATION ROLIPOLI](#)  
[ENG](#)  
[Declaration of Conformity for ROLIPOLI Bars](#)  
[RU](#)

Direct link: [click here](#)





## SECRET DOSSIER ON ROLIPOLI NATURAL BARS

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Artem Kotenko Founder of ROLIPOLI healthy snack bars  
Photo Credit by ROLIPOLI

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ROLIPOLI bars distributor prices (ex-works)/recommended retail prices (without VAT) for Europe from left to right:

- ROLIPOLI "Apple - almond - black currant - chia" €0,72/€1,44;
- ROLIPOLI "Apple - almond - strawberry - chia" €0,72/€1,44;
- ROLIPOLI "Appel - almond - cherry - chia" €0,72/€1,44;
- ROLIPOLI "Pear - raspberry - chia" €0,72/€1,44;

- ROLIPOLI “Pear - orange - chia” €0,72/€1,44;
- ROLIPOLI “Pear - cranberry - chia” €0,72/€1,44.



Colorful designs of ROLIPOLI make the bars visible on the shelf among other products  
Photo Credit by ROLIPOLI

## BRANDING & DESIGN

The success of ROLIPOLI comes not only from healthy ingredients but also from the attractive package. ROLIPOLI is characterized by eye-catching, colorful designs which make the bars visible on the shelf among other products. The composition looks original and fresh. Black & white retro style doesn't take all attention. As the main role belongs to fruits demonstrating the tastes of ROLIPOLI bars: orange, strawberry, raspberry, cranberry, black currant, cherry.

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ROLIPOLI creates an alternative for people who love healthy snacks and aim to keep their health, weight and mood in perfect condition with healthy food. People, who say no to refined sugars, preservatives, additives, flavorings. ROLIPOLI believes that the popular trend of healthy food and snacks will continue to gain importance. After trying ROLIPOLI bars they become not only a spontaneous choice but a conscious choice in daily life.

## ADDITIONAL MATERIALS

You can download all product images by the [link](#)





ROLIPOLI supports different local sports events such as triathlon, swimming, yoga and dances  
Photo Credit by ROLIPOLI

You can download the presentation by the [link](#)

You can download the price list for distributors by the [link](#)



ROLIPOLI collaborates with influencers and always treats with healthy snacks

Photo Credit by ROLIPOLI

You can download the Declaration of Conformity for ROLIPOLI Bars by the [link](#)

Please remember that at the very bottom of this dossier you will find a large number of files for internal use only.

## QUESTIONS FROM MEMBERS

Since members often have a lot of additional questions to the brand, we found a solution in the form of interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find a series of questions/comments from members and answers from ROLIPOLI by the [link](#). Maybe among them, you will find the answer to your question. Feel free to leave your comments and ask questions by the [link](#). Please do not share this file since it is for internal use only.

Company name: BIOLOGY OF TASTE LLC

Contact person: Artem Kotenko

E-mail: [hi@rolipoli.ru](mailto:hi@rolipoli.ru)

Website: [rolipoli.ru](http://rolipoli.ru)

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Direct link: [click here](#)





## SECRET DOSSIER ON SOVA CANDIES

SOVA candies is a new niche brand founded by Olga Shiyan in 2016 and aimed at producing sweet treats from only natural fruits with exclusive and exotic flavors. SOVA Flapjack is a new kind of sumptuous dessert without sugar and harmful additives. All sweets are produced in compliance with a unique technology that allows saving all the vitamins and minerals of fresh fruits. The modern world has divided almost all existing food products into tasty and healthy. Olga is not the first to set the task to bring these two seemingly incompatible categories together. Moreover, Olga managed to do it so elegantly and concisely. SOVA candies are just fruits without extra water and no additives, processed by know-how technology. The company has found a new unique way to create delicious and airy sweets, the consumption of which does not harm human health and even benefits.



## THE STORY

The first fruits in the world of sweets SOVA candies are made according to ancient Egyptian technology. This technology of careful gifts of nature preservation came to us from the time of the wise pharaohs and magnificent pyramids. Thus, to master and especially adapt the secret knowledge of the past to modern realities did not work right away. At first, there were years of trials, errors and a great desire to make the better lives of the loved ones, most of which, the son and husband, are an incorrigible sweet tooth. Olga was leading by a great fear that the most expensive people in the world will face obesity, and God forbid, diabetes. This feeling encouraged Olga to do everything in her power to prevent such an outcome.



Olga Shiyan, the founder of SOVA candies a novel niche brand that created the world's first fruit candies  
Photo credit by SOVA candies

It is not an easy task to convince a person to eat healthy food and to force to eat a healthy diet is almost impossible, even if it is about your husband and son. There must be own strong desire, otherwise, that's not going to happen. In the beginning, Olga turned to the classic options for healthy products, i.e. dried fruits, candied fruits, other snacks. She tried almost every alternative with the same result - it was not tasty for her boys. And as it turned out in a more detailed analysis, it is not very useful. It seemed that the desired product simply does not exist in nature, it can not be bought, so can only be created.

Olga found a solution in Flapjack, loved not only by her boys but by everyone around her. She went deeper into those recipes, tested a lot, refined and upgraded this method. She has studied many sources while searching for a solution. Finally, having updated the way of making sweets, withdrawn from history, she got the desired result. The solution combines the past and the present, the taste of sweets and the usefulness of natural fruits. Now it is winning the hearts of new and new fans around the world.



The design of SOVA candies reminds an ancient scroll that aims to bring the spirit of antiquity pyramids and great pharaohs to modern customer

Photo credit by SOVA candies

## PRODUCT RANGE

Ukrainian lovers of SOVA candies can buy sweets made of more than 10 different fruits including exotic such as kiwi, pineapple and even papaya.

On the international market, the candies are presented in a few the most popular flavours but this is temporary. The company is constantly increasing its production capacity to enable fans from across the world to enjoy all kinds of Flapjack.



Eco Fruit Snack



Banana



Apple



Chips



Cinnamon

There are only organic and natural ingredients in SOVA candies

Photo credit by SOVA candies

### Tastes that are currently available in the international market:

**Apple Flapjack.** Dehydrated apples are very rich in potassium, which has a positive effect on the nervous system and regulates the pressure. In addition, it contains a large amount of Calcium, Magnesium, Iron and vitamins of group C and E. Flapjacks made of apples have a positive effect on the gastrointestinal tract improving digestion. FYI: Three candies contain two apples.

**Banana Flapjack.** A dehydrated banana is even more useful than a freshly picked fruit from a tree. It contains vitamins in abundance: B1, B2, B6, PP, Potassium, Magnesium, Manganese and Copper. The combination of these microelements contributes to the maintenance of the heart muscle, and the presence of serotonin improves mood in general. FYI: One candy contains half a banana.

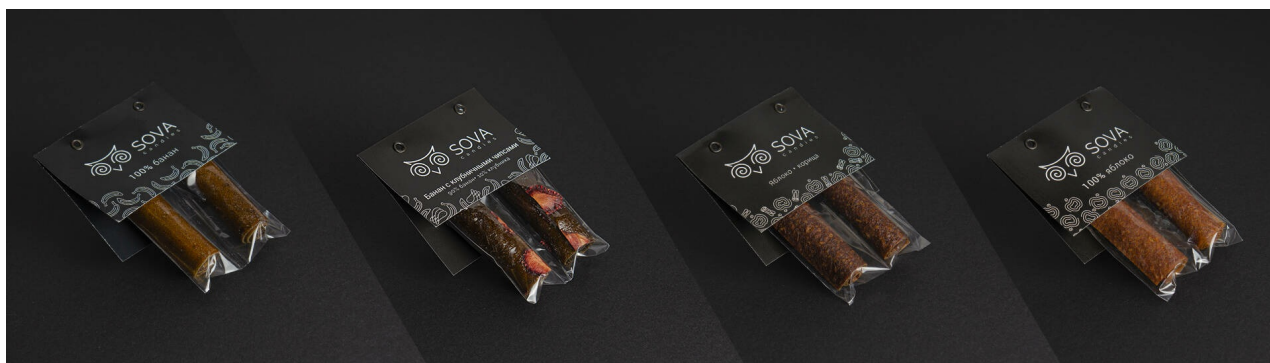
**Apple and Cinnamon Flapjack.** The composition of these sweets is 98% apple and 2% cinnamon. Due to the apple, these sweets contain such trace elements as Potassium, Calcium, Magnesium, Iron and vitamins of groups B, C and E, and cinnamon helps reduce the load on the pancreas. This is the perfect option for those who want to lose weight.

**Banana Flapjack with Strawberry Chips.** It contains the minimum amount of proteins, fats and carbohydrates. Sweets have slightly strawberry sour and strawberry flavor. The sweets contain Magnesium, Potassium, Copper, Fluorine and vitamins of groups C, E, B (Package weight 30g).

Olga and other SOVA candies specialists are constantly working on creating new tastes. Non-classical product combinations are of particular interest. It is possible that in the near future customers will be able to try sweets with chocolate, nuts and even Borodino bread. Although, this is all at the level of hypotheses. No official statements were received from



company representatives.



SOVA's flavors that are available for sale in the international market

Photo credit by SOVA candies

There is a chance to see Flapjack for people with diabetes on the shelves in the foreseeable future. This is a special area of SOVA strategy, designed to facilitate and improve the lives of people suffering from such a terrible disease.

## PRODUCT USP



One of the many possible options of SOVA candies presentation on store shelves

Photo credit by SOVA candies

The first and main advantage of SOVA candies, in comparison with its competitors, is the attitude to the product and the whole production process.



First of all, the company uses only ripe and perfect fruits, which, perhaps, is not done by any other producer in the world. This approach allows getting sooo sweet products without adding sugar and other sweeteners while maintaining 100% natural product.

The most gentle manufacturing conditions of SOVA allow saving all healthy microelements and vitamins contained in fruits, increasing the time required to process one batch sometimes up to several days. Therefore, many competitors violate them, resulting in a product that looks like Flapjack, but does not contain part of the benefits that are stored and transmitted in full to natural SOVA candies.

One more key factor of SOVA uniqueness is a careful control of the intensity at which the fruit is ground. For each individual position it is different. This control allows saving in sweets as much fiber as possible, because it is a fiber that helps assimilation, without putting into fat all that is in candy, including fructose.

Moreover, most SOVA sweets have a one-piece composition. Eating candy means the same as eating a fresh apple or banana, only without excess water. This allows each type of candy to have its own unique taste and to be the carrier of own unique set of microelements.

**The main advantages of SOVA candies are the following:**

- monocomponent composition;
- unique and careful fruits selection;
- careful grounding and processing under the temperature of 40-45 C degrees;
- fiber and fructose content;
- less calorie compared to other sweets.



SOVA candies products are always appropriate and timely

Photo credit by SOVA candies



GMO Free



Sugar Free



Gluten Free



100% Organic



No preservatives

There is not even a hint of harmful additives in SOVA candies, thus there is only organics

Photo credit by SOVA candies

## TARGET AUDIENCE

First and foremost, fans of SOVA candies are those people who lead a dynamic lifestyle and who are active in sports. Their nutrition is usually limited to rigid diets and there are so few fun foods. SOVA banana-based candies may become the solution since they taste good and satisfy hunger. They are very high in calories, yet have no sugar and with such low weight and size irreplaceable for hiking and other sports activities.

Breastfeeding moms who can't eat almost anything can consume banana candy from the very first days of breastfeeding. SOVA is hardly the only joy in food that they can afford.

Mothers of young children often become SOVA customers, since they try to give all to their children. SOVA Flapjack is an excellent alternative to delicacies that is not inferior to the

classic candies in taste and appearance and significantly superior in quality and usefulness.

People who are overweight and are being in a constant battle with their excess pounds also choose SOVA for themselves. Pineapple and kiwi candies are just created for them.

All other representatives of Homo sapiens, who at least, somehow treat themselves as modern and thinking people, prefer SOVA sweets. Just imagine that you only carry a few sweets in your pocket that easily replace a pound of banana or apples. If there is no time for a full lunch or breakfast, no trouble, just stop for a minute, drink coffee with SOVA candy (by the way the sugar will be also perfectly replaced) and move forward full of strength at the same pace.

The company is constantly developing products for new categories of customers, such as the candy line for diabetics mentioned above.

## **BRANDING AND DESIGN**

The complete absence of preservatives and other additives brings love not only to clients but also to various microorganisms that don't mind eating natural fruits without excess water. The quality of packaging is very acute for the company.

In addition to the measures that have already been taken, namely high strength packages and triple sealing, the company is constantly in the process of development and improvement. Vacuum packaging, which hopefully will completely replace the existing one in 2020, is currently under testing. With the help of a vacuum, candies will be stored even more reliably and the shelf life will be increased.

Negotiations with the printing company are currently underway in order to increase the environmental component. The main goal is to switch to packaging made of exclusively organic materials.

The company devotes a lot of time to the aesthetic characteristics of packaging and marketing materials. The company constantly works with printing and industrial designers, that allows framing the products with the best solutions that meet all the world standards.



SOVA Flapjack is not just a product, but a trend of the modern world

Photo credit by SOVA candies

## PRODUCTION

The main production capacity of SOVA candies is concentrated in Ukraine. In addition to the production, there is a constant process of optimization and improvement of the production cycle under the guidance and control of the founder Olga Shiyan.

Such an approach allows saying that the company will be able to scale up and cope with any volume of orders, without giving up its basic principles, namely, providing healthy and tasty product to consumers.

As the international expansion plan, the company is aiming to open mini production facilities in countries where exotic fruits are grown. So soon SOVA Flapjack with durian, cherimoya and other overseas oddities will appear on store shelves.

## SALES AND POTENTIAL MARKETS

As a rule, the peak of sales in Ukraine falls on the cold season. This is the period of vitamins deficiency that is so carefully stored in SOVA's products. This tendency allows forecasting good sales in countries with a predominantly cold type of climates such as the UK, Germany, Norway and even Canada.

Top sellers are cafes located in gyms where the most targeted audience is assembled. Athletes are people who keep to a strict diet and dream to please themselves for a well-trained workout without breaking the number of allowable calories.





Continuous work on packaging and marketing materials is carried out in order to meet the two main aspirations of the company such as environmental friendliness and modern design

Photo credit by SOVA candies

Many regular customers in Ukraine order SOVA Flapjack based on an online monthly subscription. The customers systematically pay the same amount of money at the beginning of each month and receive a supply of sweets for the whole family. This allows to abandon the traditional (harmful) sweets and to please themselves only with healthy treats. This method of sales is gaining in popularity in the world, and SOVA company believes that it is very important for niche brands, and makes a big bet on it in the future.

The main purpose of the company is to bring healthy sweets to every house and of course, this house does not have to be only in Ukraine. Olga is sure that the sweets, so much loved by her countrymen, simply allow nobody to stay indifferent, regardless of territory, mentality and cultural characteristics. After all, everyone should have the right to eat delicious and healthy food. SOVA candies are ready to provide with this right the entire population of the mother earth :)



SOVA Flapjack at various stages of the manufacturing process  
Photo credit by SOVA candies

## TERMS OF WORK WITH SPINOFF

Spinoff Syndicate has signed "Sales for Equity" Agreement with East-European natural sweets manufacture SOVA Ltd according to which for €1 Mln annual purchasing volume members will overtake 20% of Equity accordingly. Retailers and Distributors contributing to Success of Independent Retail Brands should get a fair piece of Exits Cakes. So for this Brand, you (who will work with this brand) will become co-owners of the company (for sure on paper) and for sure will participate in dividends and exits payout.

## ADDITIONAL MATERIALS



SOVA candies - combine the incongruous is our daily habit

Photo credit by SOVA candies

You can download all the pictures by the [link](#)

You can download the price list by the [link](#)

Please remember that at the very bottom of this dossier you will find a large number of files for internal use only.

## OPEN QUESTIONS FROM THE SYNDICATE MEMBERS

Since Syndicate members often have a lot of additional questions to the brand, we found a solution in the form of an interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find the series of questions/comments form Syndicate members and answers from the SOVA owner by the [link](#). Feel free to leave your comments and ask questions by the [link](#). Please do not share this file since it is for internal use only.

Company name: SOVA candies

Contact person: Olga Shiyan

E-mail: [sale@sovunia.com.ua](mailto:sale@sovunia.com.ua)

Website: [sovunia.com.ua](http://sovunia.com.ua)

Phone: +38 093 411 26 13

Patent status: -

On market since: 2016

Regions: Ukraine

Industries: Food

Source links: [SOVA candies](#)

Files: [Sova price list 2019-2020](#)  
[Pictures All](#)

Direct link: [click here](#)





# SKINCARE



# BOTANETICS FRESH PLANT-BASED NATURAL COSMETICS

Botanetics was founded in 2015 and is based near Traunstein in South of Bavaria in Germany. This cosmetic series was born out of longing, in an age in which “luxury” care series are mass-produced in factories and sold in the sober aisles of supermarkets and department stores, where advertising is made with so many promises, which nobody really believes. Botanetics promises its customers something completely new. All products are produced fresh and hand made in a small factory in Odenwald, which is very unique. Feeling comfortable in your own body and using the best skin care is the company's moto. Once you have experienced it, you will not want anything else. All exquisite recipes bring real pleasure for the ultimate, luxurious skin care experience. All Botanetics products are carefully and painstakingly handcrafted applying only the finest exotic and nutrient-rich ingredients from sustainable cultivation. Every single crucible is lovingly made in Germany and filled by hand in small quantities to ensure maximum freshness and effectiveness. The company is eager to develop internationally and stands for fresh botanical cosmetics.

## THE FOUNDER

The cosmetic line was created by Annette Schattenberger over several years of thorough work. Even in her youth, she had a deep desire for skin care that really cares and does not contain any unnecessary fillers or even harmful substances. "No matter which cosmetics I looked at it either contained too many unnecessary substances such as petroleum products, silicones, PEGs or it did not contain enough caring substances".

In 2016 the first product 24/7 Face Cream was launched. The same year, Annette got very sick and although she was fighting hard to continue her business which she started with love, she passed away at the end of 2017. Her last wish was to continue with the cosmetics business and launch all further developed products. At the end of 2017, Alexander Schattenberger, her husband, took over the company and initiated the process of getting further products in the market and continued to drive all related sales and product-related activities to make Botanetics a successful brand.

## THE STORY

"Organic cosmetics were too nourishing and simply too much for the skin and conventional cosmetics simply had too many fillers that the skin doesn't need." We all have a passion for something. This is our passion! Annette started at an early age and has gotten better and better over the years.

That was the point at which Annette took a close look at ingredients and cosmetics production. She developed her own care products, which were constantly being perfected. For example, the Face Cream 24/7 Deluxe was created over many years of development work. Her plan was to develop great natural cosmetics for her own use and she used the 24/7 already by herself for quite a while.

In 2015 she decided to establish her own company – Botanetics. The first product was the 24/7 Face cream, which she just needed to modify slightly. E.g. she developed her own perfume based on strawberry and coconut flavors with only 2 allergenic components. A typical perfume has 30+ allergenic components. Further products like serums, other face and body creams, etc. were developed on the paper after the successful launch of the 24/7



Deluxe Face cream in 2016.



Annette Schattenberger, the Founder of Botanetics, was led by a deep desire to create botanical cosmetics for skin that really cares and does not contain any unnecessary fillers or harmful substances

Photo Credit by Botanetics

In 2017 Alexander took over the company and ensured that the new products were carefully fine-tuned and prepared for the market approval including dermatological tests, packaging, etc. They are ready now and will be launched end of 2020. The company sees it as the mission to use the best ingredients and never to save on quality. In no single BOTANETICS product, you will discover an ingredient, that makes no sense. The founders have been using these care products themselves for many years and are constantly working on the further development of the care series with passion and dedication. For them, it is their duty to fellow human beings to simply offer the best for their skin because what is put on the skin goes unfiltered into the body. Botanetics philosophy is to develop fresh made and natural products for the skin, which are plant-based and affordable for all customers.



Annette and Alexander Schattenberger, the co-Founders of Botanetics  
Photo Credit by Botanetics

## THE BRAND

"BOTANETCS" stands for „Botanical Cosmetics“ - the finest active ingredient cosmetics in the market!

### *WHAT MAKES THIS NATURAL COSMETICS SOMETHING SPECIAL?*

It is not a single substance, it is the whole product with various ingredients, that makes the effect:

### *COLD PRESSED SPECIAL AND EXOTIC OILS*



Photo Credit by Botanetics

There are many excellent oils, but they are almost never used in conventional cosmetics. Why? Often oils such as kukui nut oil or broccoli seed oil and avellana oil are too expensive for mass products. Some cold-pressed oils have a very high vitamin E content. These are of no interest in mass production as they usually only have a shelf life of 6 months.

BOTANETICS would like you to benefit from the variety and possibilities of these ingredients. It doesn't need silicones, that give you the impression of even, smooth skin and thereby clog the pores and dry out the skin. There are much better substances from nature.

Cold-pressed natural oils contain an abundance of vitamins, antioxidants, secondary plant substances -depending on the oil composition, these are used in BOTANETICS products in such a way that they create a synergy and maximally strengthen the skin in their mode of action. They work against premature aging of the skin, protect against environmental influences, protect against transdermal water loss, and often also have a healing, regenerating and smoothing effect.

Phytosterols in special oils and butters are bioavailable, because they are similar to the lipid structure of the skin. They help to build up the connective tissue and give the skin



what it needs.



Botanetics philosophy is to develop fresh made and plant-based natural products for the skin care affordable for all customers

Photo Credit by Botanetics

### ***NATURAL BASED EMULSIFIER***

The company also values naturalness with the emulsifiers. Inexpensive chemical emulsifiers dry out the skin and in the long run remove the valuable fats from the skin and then ultimately accumulate in the skin. Botanetics emulsifiers are made on a natural basis. They are neither aggressive nor drying out. They do not accumulate on the skin and are well tolerated.

### ***PRESERVATION MUST BE - BUT NATURALLY!***

Every product that contains water or aqueous solutions (day cream) must be preserved. BOTANETICS uses only a very mild preservative on a natural basis. Thus all cosmetics don't last 36 months, but it doesn't even need to. The founders are convinced that organic ingredients lose their effectiveness over time. That is why all products of Botanetics are freshly made and should be used within 3 months, once opened. The company's products



have a shelf life of 12+ months when unopened.

### ***ACTIVE INGREDIENTS***

All active ingredients are highly potent and are put together intelligently. This means that with every product the skin will be protected and strengthened. Premature aging is slowed down and the skin looks healthier in the long term.

The main aim is to use as much nature as possible and to supplement with high-tech active ingredients where natural cosmetics have their limits. Liposomally encapsulated active ingredients penetrate deeper into the skin layers where they are needed. Encapsulated vitamin C remains active longer to strengthen the connective tissue and stimulate collagen synthesis. The idea is to support skin function and Botanetics does that quite well!

## **BRAND USP**

There are many USPs the founders see in their products. First, the company uses Ultra Violett Glass (Miron Glass) for all the products. This is a very special and expensive glass, which is environmentally friendly and protects the ingredients much better than normal glass because it protects against the light. The product also comes with a much better bioenergy level.

Secondly, the company uses only high-quality ingredients. The recipes are unique with the combination of all ingredients. It uses only plant-based emulsifiers for the conservation of Botanetics products. In some products, the company uses a special perfume, which founders have developed themselves to reduce allergic reactions. This perfume only has 2-3 allergic substances and normal perfume has more than 30+ allergic substances.

The next is that the company produces all products fresh and hand made in a professional factory in Bavaria. Every single product is unique and not off the shelf. Therefore, Botanetics does not store its products for a long time frame before it sells as typical cosmetic companies do. All the products are nevertheless durable 12+ month from production and 3+ month after opening the product. Typical cosmetic products are durable many years, because of the strong chemical conservation of the products.



Photo Credit by Botanetics

Last but not least, typical natural cosmetic products use essential oils, which have many allergic reactions. Botanetics just uses special oils, which are not essential and have less allergic reactions. This is key to avoid skin reaction to natural cosmetic products. The behaviour of the products are proven by a dermatological test with excellent results.

Botanetics carefully selects every single ingredient (natural resources, hand-picked):

- Vegan;
- Organic;
- Sustainable;
- Bio-dynamic;
- Bio-effective;
- Not tested on animals;
- Parabens Free;
- Silicones Free;
- Petroleum Free;
- Refined oils Free;
- Sulfates Free;
- Pesticides Free.

## THE PRODUCTS & PRICES



Fresh Natural Botanical Cosmetics  
Photo Credit by Botanetics

Botanetics is using very special and expensive oils and ingredients in their products. It carefully selects each individual ingredient. Typical natural cosmetic products use essential oils, which lead to allergic reactions in the face and body. In its recipes, Botanetics uses only oils and ingredients with minor allergic reactions. It is very important to avoid negative customer's reaction to natural cosmetic products. So the team performed for all products a dermatological test with outstanding results even for customers with very sensitive skin.

Depending on the product, the company tries to make them adapted for various applications. The 24/7 Deluxe face cream can be used for 24 hours and 7 days a week both for the face and for the eyes. This soft detox product can be used as a face mask or just for cleaning the face. Botanetics is focused on face products. Therefore, the company offers different face creams, detox face masks, face cleaning products and different serums. Botanetics has also developed a unique product for the whole body that can be applied after a shower to care about the whole skin of the body.

Currently, Botanetics best seller is 24/7 Deluxe Face Cream which is in the series

production. It is planned to launch the following products at end of 2020 beginning 2021. The products are already finalized and ready, but the packaging still needs to be fine-tuned. The details about the new product portfolio will follow asap.

The products are ready to be launched are:

- Light Face Gel-cream "Nanice";
- Special Hyaluron Serum with apple stem cells called "Moxy";
- Superfood Serum with the best Superfood ingredients called "Cica";
- Soft Detox for face cleaning and face mask called "Soul by Annette";
- Body Butter for the whole Body called "Body skin balance Velvety".

## 24/7 DELUXE ANTI-AGING FACE CREAM 24 HOURS, 7 DAYS A WEEK FOR FACE, EYES, NECK

*Vegan Anti-Aging care for hair, face, body and nails - 100 ml, RRP 49.90€*

Hydrating protective anti-aging cream. 24h day and night cream, 50ml, for 7 days a week. Suitable for all skin types. The face cream for day and night. Silky smooth texture that does not lie on the surface or is sticky and leads to velvety skin. It moisturizes, protects and supplies the skin with all the substances it needs. Each individual ingredient is coordinated with one another and serves only one purpose - to care for and protect the skin. Apply to cleansed skin morning and evening. Also an excellent cleavage and neck cream and suitable for the eye area.

### Active Ingredients:

- Special oils with high quality;
- Highly concentrated antioxidants.

### Effects:





Photo Credit by Botanetics

- Anti-Aging effect for the skin;
- Provides a lot of moisture;
- Reduces wrinkles and smoothes the skin;
- Restores elasticity and flexibility of the skin;
- Slight sun protection;
- Anti-inflammatory effect.

#### Results:

- Ensures the perfect glow effect;
- High amount of natural antioxidants like e.g Edelweiss extract result in soft and velvety skin;
- Effective for sensitive skin and customers with skin problems such as neurodermatitis, psoriasis, etc.
- Avoid allergic reactions on the skin.

#### Application:

The product is served in a 50ml Miron Glass crucible. After opening the product is used for roughly 3+ months.

## Ingredients – 24/7 Deluxe face cream:



Eco-friendly Miron Glass is used for all products which protect ingredients from light and has a much better level of bioenergy

Photo Credit by Botanetics

Ingredients: Aqua (Water), Cetearyl Alcohol, Dimethyl Sulphone, Silica, Sorbitan Stearate, Glycerin, Vitis Vinifera (Grape), Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Methyl Glucose Sesquistearate, Aleurites Moluccana Nut Oil, Butyrospermum Parkii (Shea) Butter, Theobroma Grandiflorum Seed Butter, Gevuina Avellana Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Parfum, Commiphora Mukul (Guggul) Resin Extract, Caprylic/Capric Triglyceride, Sodium Levulinate, GnaphaliumLeontopodium Flower Extract, Sodium Anisate, Glyceryl Caprylate, Lactic Acid, Leuconostoc/Radish Root Ferment Filtrate, Benzyl Salicylate, Linalool.

### Individual raw materials and their effects:

#### ***Methyl Sulfonyl Methane, MSM***

Dimethyl sulfone is a solvent that is used to adjust viscosity. Dimethyl sulfone is used as a dietary supplement for people, usually under the name methyl sulfonyl methane (MSM). It

is supposed to compensate for a lack of sulfur in the organism and helps very well with inflammation.

MSM and the skin - that fits. Why? Because MSM is an all-round talent for the skin, as it stimulates the keratin and collagen synthesis. The proteins are an essential part of the connective tissue. If the body has more sulfur available, the body can produce more keratin and collagen. The result is then reflected in the daily moisturizing care of the skin as well as in the fight against skin impurities and anti-aging.

### *GRAPE SEED OIL*

Grapeseed oil is very good because of its favorable fatty acid composition (approx. 88% unsaturated Fatty acids) and is used as food and as a basic component for cosmetics. Because of its polyphenol content (including the very effective procyanidin, also known as OPC, oligomeric proanthocyanidins, and resveratrol) and tocopherols (VIT E), grape seed oil is considered an oil with exceptional antioxidant and cell membrane protective properties. Due to its lecithin content, grapeseed oil is very well absorbed and acts as a "guide rail" for skin-caring ingredients, especially fat-soluble vitamins such as VIT E. Emulsions based on grapeseed oil lie lightly on the skin and prove themselves in formulations for oily and combination skin. The high content of linoleic acid preserves the flexibility of the bilayer in the stratum corneum, works against cornification and preserves the flow of sebum.

### *JOJOBA OIL*

Jojoba oil is one of the most important base oils for body care. It is particularly suitable for skin care with oily skin, as it is absorbed well and does not feel oily. Excess sebum production is also regulated by the oil. Flaky and oily skin can also benefit from using jojoba oil.

### *KUKUINUS OIL*

The kukui nut oil is made by solvent extraction or by hot or cold pressing obtained from the seeds of the kukui nut tree. The oil consists of <90% unsaturated fatty acids, above all linoleic (43.6%) and  $\alpha$ -linolenic acid (33.2%). In medicine, it is used to treat atopic

dermatitis, neurodermatitis, psoriasis, acne, eczema and transepidermal water loss. It is mainly used in cosmetics for its skin-tightening and moisture-regulating properties. The kukui nut oil is quickly absorbed on the skin and does not leave a greasy film. It also has a natural sun protection factor of 10.

### ***SHEA BUTTER***

Butyrospermum Parkii butter (shea butter) is obtained from the fruits of the shea tree (Butyrospermum parkii, Sapotaceae). It protects against sunburn and will therefore often be used in sun protection or aftersun products. It supports wound healing and soothes irritated skin. Shea butter is stable and allows active ingredients to be released quickly and is used as the basis for suppositories and ointments. Traditionally, shea butter is used in ointments to treat inflammation, rash in children, dermatitis, sunburn, ulcers and rheumatism.

Native shea butter (also called shea butter, beurre de karité) has high levels of cosmetically valuable ingredients, e.g. B. phytosterols, wax esters, tocopherols, antioxidant catechins and gallic acid and skin-friendly fatty acids. Their high proportion of unsaponifiable substances should be emphasized, especially the phytosterols mentioned (including campesterol, and the content of allantoin, an anti-inflammatory, cell-regenerating and wound-healing substance that helps reduce skin irritation. Stearins made from shea butter are used as cocoa butter equivalents.

### ***CUPUACU BUTTER***

Theobroma Grandiflorum Seed Butter is the fat obtained from the seeds of the Cupuacu, Theobroma grandiflorum, Sterculiaceae. Due to the high phytosterol content when used externally, the skin's lipid production is regulated. In addition, there is also a UV protection function, the cupuacu butter serves as a natural emulsifier for creams and lotions, it also has a high water absorption capacity and has a certain antibacterial effect.





24/7 Deluxe face cream contain the best natural ingredients that provide best aging properties  
Photo Credit by Botanetics

Due to the balanced ratio between saturated and unsaturated fatty acids, which are responsible for the low melting point and rapid melting on the skin, as well as the high content of phytosterols (2%) and vitamin E, the cupuacu butter is an ideal moisturizer for the skin and its components and part of sunscreens.

### ***AVELLANA SEED OIL***

Oil made from the fruits of the Chilean hazelnut. The oil can be obtained from the seeds by pressing or enzymatic extraction. Main ingredients: palmitoleic acid (22.7 - 24.2%), oleic acid (29.3 - 39.4%), rich in tocotrienol, therefore the oil has high oxidative stability and is suitable as a good source of vitamin E in diets.

Since the oil absorbs short-wave UV light, it is well suited for cosmetic applications. Due to the high proportion of unsaturated fatty acids, it is easily absorbed by the skin. It serves to strengthen collagen and elastic fibers in the skin, has a tightening effect on the connective tissue and is used against wrinkles due to its content of mink oil, which is otherwise only contained in animal oils. Of all oils, it is the closest to human skin fat.

### *ALMOND OIL*

Sweet almond oil, in addition to being used in cosmetics, is also used as a drug for eye drops, as well as salad oil. Almond oil is a vegetable oil made from high-quality long-chain fatty acids with a high level of lipid replenishment. Almond oil, which has been tried and tested in cosmetics for centuries, seems to take a backseat in the context of the variety of exotic oils available today. Its high tolerance, however, offers gentle care for sensitive skin conditions in particular and helps to bring them back into balance and to reduce skin roughness and lack of moisture.

Even if it lacks polyunsaturated fatty acids, it has one of the highest values of all oils available to us in this regard with over 90% mono- and di-unsaturated fatty acids. In addition, thanks to its subtle fragrance, it offers a good basis for aromatic cosmetics based on essential oils. Its content of tocopherols is in the middle range, but the tocopherol fraction consists mainly of the metabolically and cosmetically active  $\alpha$ -tocopherol, which has an antioxidant and skin-protecting effect and optimizes the absorption behavior.

### *EDELWEISS EXTRACT*

Gnaphalium Lentopodium Flower Extract is the extract of the flowers of the edelweiss (*Leontopodium alpinum* L., Asteraceae). A monograph on edelweiss extract lists numerous cosmetic and pharmaceutical properties, such as UV protection: "high levels of flavonoids and phenolic acids were found as active ingredients". *Leontopodium Alpinum* Extracts have anti-inflammatory, soothing, decongestant and UV-protective properties. The extracts also contain active ingredients that are considered free radical scavengers and have strong anti-oxidative properties to protect the skin.

### *NATURAL Q10 (GUGGUL TREE)*

Also called the guggul. Guggul is the resin of the Mukul myrrh and is obtained by cutting the stem. In traditional Chinese medicine, the resin is used against skin diseases, tooth decay, indigestion, diabetes, runny nose, pain and other complaints. The effect of this natural Q10 is about 10 times better than that of synthetic Q10. Q10, an endogenous coenzyme, is a key component in the regeneration of the skin. In the aging process, the self-production of Q10 decreases and leads to reduced cell activity. Nutrients are absorbed

less quickly by the cell and pollutants are released into the tissue fluid more slowly. It can be said that the skin is generally more susceptible to harmful environmental influences, which means that signs of aging are more easily visible. By adding Q10, the natural biological process in the skin is reactivated. Q10 protects against oxidative stress, UV damage and premature skin aging. It can sustainably support cell activity and give the skin more energy and freshness.

*Pricing – 24/7 Deluxe face cream*

RRP: 58,74€ excluding tax / 69,90€ including 19% tax. Currently, until the end of 2020 there is 16% tax. RRP: 68,14€ including 16% tax.



One of the ingredients of 24/7 Deluxe anti-aging face cream is Edelweiss extract that is natural antioxidant results in soft and velvety skin

Photo Credit by Botanetics

## BRANDING & DESIGN

Botanetics products are served in high-quality packaging and design, which is a major aspect of the luxurious care line. All products are filled in Miron Violet Glass crucibles or bottles. The Ultra Violet Glass ensures effective light protection and provides bioenergetic conservation. In this case, cosmetic products are revitalized and have longer durability. The company uses Ultraviolet Glass also for environmental protection.

Botanetics crucibles for the face creams have a white packaging with a golden colored



print. The company uses the same packaging for the Bodybutter and the Cleaning products and Masks. Botanetics Serums come in black packaging with golden print.

## ACCESSORIES



Luxury and lean design

Photo Credit by Botanetics

For gifts, Botanetics offers special packaging for its luxury products. So it is possible to approach the company for this request if needed.

## MARKETING & SALES

The products of Botanetics are currently sold worldwide. The company also plans to sell its personal care products in the near future to selected 5\* Hotels. Beside that, Botanetics products are offered via Spinoff Group and another e-commerce Platform. They are also available through own webshop at [botanetics.de](https://www.botanetics.de)



Photo Credit by Botanetics

## AWARDS

Botanetics did not participate in fairs or trade shows so far, as the company wanted to finalize the product portfolio first. It is planned for the nearest future. Please, find all social media sources of Botanetics below.

Company name: Botanetics

Contact person: Alexander Schattenberger, CEO

E-mail: [info@botanetics.de](mailto:info@botanetics.de)

Website: [botanetics.de](https://botanetics.de)

Phone: +49 171 22 45 780

Patent status: n/a

On market since: 2015

Regions: Germany

Industries: Skincare

Source links: [Botanetics Webpage](#)  
[Botanetics LinkedIn](#)  
[Botanetics Instagram](#)  
[Botanetics Facebook](#)  
[Botanetics YouTube](#)

Direct link: [click here](#)



## SECRET DOSSIER ON BOTANETICS

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have a shelf life of 12+ months when unopened.

### ***ACTIVE INGREDIENTS***

All active ingredients are highly potent and are put together intelligently. This means that with every product the skin will be protected and strengthened. Premature aging is slowed down and the skin looks healthier in the long term.

The main aim is to use as much nature as possible and to supplement with high-tech active ingredients where natural cosmetics have their limits. Liposomally encapsulated active ingredients penetrate deeper into the skin layers where they are needed. Encapsulated vitamin C remains active longer to strengthen the connective tissue and stimulate collagen synthesis. The idea is to support skin function and Botanetics does that quite well!

### **BRAND USP**

There are many USPs the founders see in their products. First, the company uses Ultra Violet Glass (Miron Glass) for all the products. This is a very special and expensive glass, which is environmentally friendly and protects the ingredients much better than normal glass because it protects against the light. The product also comes with a much better bioenergy level.

Secondly, the company uses only high-quality ingredients. The recipes are unique with the combination of all ingredients. It uses only plant-based emulsifiers for the conservation of Botanetics products. In some products, the company uses a special perfume, which founders have developed themselves to reduce allergic reactions. This perfume only has 2-3 allergic substances and normal perfume has more than 30+ allergic substances.

The next is that the company produces all products fresh and hand made in a professional factory in Bavaria. Every single product is unique and not off the shelf. Therefore, Botanetics does not store its products for a long time frame before it sells as typical cosmetic companies do. All the products are nevertheless durable 12+ month from production and 3+ month after opening the product. Typical cosmetic products are durable many years, because of the strong chemical conservation of the products.



Photo Credit by Botanetics

Last but not least, typical natural cosmetic products use essential oils, which have many allergic reactions. Botanetics just uses special oils, which are not essential and have less allergic reactions. This is key to avoid skin reaction to natural cosmetic products. The behaviour of the products are proven by a dermatological test with excellent results.

Botanetics carefully selects every single ingredient (natural resources, hand-picked):

- Vegan;
- Organic;
- Sustainable;
- Bio-dynamic;
- Bio-effective;
- Not tested on animals;
- Parabens Free;
- Silicones Free;
- Petroleum Free;
- Refined oils Free;
- Sulfates Free;
- Pesticides Free.

## THE PRODUCTS & PRICES





Fresh Natural Botanical Cosmetics  
Photo Credit by Botanetics

Botanetics is using very special and expensive oils and ingredients in their products. It carefully selects each individual ingredient. Typical natural cosmetic products use essential oils, which lead to allergic reactions in the face and body. In its recipes, Botanetics uses only oils and ingredients with minor allergic reactions. It is very important to avoid negative customer's reaction to natural cosmetic products. So the team performed for all products a dermatological test with outstanding results even for customers with very sensitive skin.

Depending on the product, the company tries to make them adapted for various applications. The 24/7 Deluxe face cream can be used for 24 hours and 7 days a week both for the face and for the eyes. This soft detox product can be used as a face mask or just for cleaning the face. Botanetics is focused on face products. Therefore, the company offers different face creams, detox face masks, face cleaning products and different serums. Botanetics has also developed a unique product for the whole body that can be applied after a shower to care about the whole skin of the body.

Currently, Botanetics best seller is 24/7 Deluxe Face Cream which is in the series



production. It is planned to launch the following products at end of 2020 beginning 2021. The products are already finalized and ready, but the packaging still needs to be fine-tuned. The details about the new product portfolio will follow asap.

The products are ready to be launched are:

- Light Face Gel-cream "Nanice";
- Special Hyaluron Serum with apple stem cells called "Moxy";
- Superfood Serum with the best Superfood ingredients called "Cica";
- Soft Detox for face cleaning and face mask called "Soul by Annette";
- Body Butter for the whole Body called "Body skin balance Velvety".

## 24/7 DELUXE ANTI-AGING FACE CREAM 24 HOURS, 7 DAYS A WEEK FOR FACE, EYES, NECK

*Vegan Anti-Aging care for hair, face, body and nails - 50 ml, RRP 58,74€*

Hydrating protective anti-aging cream. 24h day and night cream, 50ml, for 7 days a week. Suitable for all skin types. The face cream for day and night. Silky smooth texture that does not lie on the surface or is sticky and leads to velvety skin. It moisturizes, protects and supplies the skin with all the substances it needs. Each individual ingredient is coordinated with one another and serves only one purpose - to care for and protect the skin. Apply to cleansed skin morning and evening. Also an excellent cleavage and neck cream and suitable for the eye area.

### Active Ingredients:

- Special oils with high quality;
- Highly concentrated antioxidants.

### Effects:



Photo Credit by Botanetics

- Anti-Aging effect for the skin;
- Provides a lot of moisture;
- Reduces wrinkles and smoothes the skin;
- Restores elasticity and flexibility of the skin;
- Slight sun protection;
- Anti-inflammatory effect.

#### Results:

- Ensures the perfect glow effect;
- High amount of natural antioxidants like e.g Edelweiss extract result in soft and velvety skin;
- Effective for sensitive skin and customers with skin problems such as neurodermatitis, psoriasis, etc.
- Avoid allergic reactions on the skin.

#### Application:

The product is served in a 50ml Miron Glass crucible. After opening the product is used for roughly 3+ months.

## Ingredients – 24/7 Deluxe face cream:



Eco-friendly Miron Glass is used for all products which protect ingredients from light and has a much better level of bioenergy

Photo Credit by Botanetics

Ingredients: Aqua (Water), Cetearyl Acohol, Dimethyl Sulphone, Silica, Sorbitan Stearate, Glycerin, Vitis Vinifera (Grape), Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Methyl Glucose Sesquistearate, Aleurites Moluccana Nut Oil, Butyrospermum Parkii (Shea) Butter, Theobroma Grandiflorum Seed Butter, Gevuina Avellana Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Parfum, Commiphora Mukul (Guggul) Resin Extract, Caprylic/Capric Triglyceride, Sodium Levulinate, GnaphaliumLeontopodium Flower Extract, Sodium Anisate, Glyceryl Caprylate, Lactic Acid, Leuconostoc/Radish Root Ferment Filtrate, Benzyl Salicylate, Linalool.

### Individual raw materials and their effects:

#### ***Methyl Sulfonyl Methane, MSM***

Dimethyl sulfone is a solvent that is used to adjust viscosity. Dimethyl sulfone is used as a dietary supplement for people, usually under the name methyl sulfonyl methane (MSM). It

is supposed to compensate for a lack of sulfur in the organism and helps very well with inflammation.

MSM and the skin - that fits. Why? Because MSM is an all-round talent for the skin, as it stimulates the keratin and collagen synthesis. The proteins are an essential part of the connective tissue. If the body has more sulfur available, the body can produce more keratin and collagen. The result is then reflected in the daily moisturizing care of the skin as well as in the fight against skin impurities and anti-aging.

### ***GRAPE SEED OIL***

Grapeseed oil is very good because of its favorable fatty acid composition (approx. 88% unsaturated Fatty acids) and is used as food and as a basic component for cosmetics. Because of its polyphenol content (including the very effective procyanidin, also known as OPC, oligomeric proanthocyanidins, and resveratrol) and tocopherols (VIT E), grape seed oil is considered an oil with exceptional antioxidant and cell membrane protective properties. Due to its lecithin content, grapeseed oil is very well absorbed and acts as a "guide rail" for skin-caring ingredients, especially fat-soluble vitamins such as VIT E. Emulsions based on grapeseed oil lie lightly on the skin and prove themselves in formulations for oily and combination skin. The high content of linoleic acid preserves the flexibility of the bilayer in the stratum corneum, works against cornification and preserves the flow of sebum.

### ***JOJOBA OIL***

Jojoba oil is one of the most important base oils for body care. It is particularly suitable for skin care with oily skin, as it is absorbed well and does not feel oily. Excess sebum production is also regulated by the oil. Flaky and oily skin can also benefit from using jojoba oil.

### ***KUKUINUS OIL***

The kukui nut oil is made by solvent extraction or by hot or cold pressing obtained from the seeds of the kukui nut tree. The oil consists of <90% unsaturated fatty acids, above all linoleic (43.6%) and  $\alpha$ -linolenic acid (33.2%). In medicine, it is used to treat atopic



dermatitis, neurodermatitis, psoriasis, acne, eczema and transepidermal water loss. It is mainly used in cosmetics for its skin-tightening and moisture-regulating properties. The kukui nut oil is quickly absorbed on the skin and does not leave a greasy film. It also has a natural sun protection factor of 10.

### ***SHEA BUTTER***

Butyrospermum Parkii butter (shea butter) is obtained from the fruits of the shea tree (Butyrospermum parkii, Sapotaceae). It protects against sunburn and will therefore often be used in sun protection or aftersun products. It supports wound healing and soothes irritated skin. Shea butter is stable and allows active ingredients to be released quickly and is used as the basis for suppositories and ointments. Traditionally, shea butter is used in ointments to treat inflammation, rash in children, dermatitis, sunburn, ulcers and rheumatism.

Native shea butter (also called shea butter, beurre de karité) has high levels of cosmetically valuable ingredients, e.g. B. phytosterols, wax esters, tocopherols, antioxidant catechins and gallic acid and skin-friendly fatty acids. Their high proportion of unsaponifiable substances should be emphasized, especially the phytosterols mentioned (including campesterol, and the content of allantoin, an anti-inflammatory, cell-regenerating and wound-healing substance that helps reduce skin irritation. Stearins made from shea butter are used as cocoa butter equivalents.

### ***CUPUACU BUTTER***

Theobroma Grandiflorum Seed Butter is the fat obtained from the seeds of the Cupuacu, Theobroma grandiflorum, Sterculiaceae. Due to the high phytosterol content when used externally, the skin's lipid production is regulated. In addition, there is also a UV protection function, the cupuacu butter serves as a natural emulsifier for creams and lotions, it also has a high water absorption capacity and has a certain antibacterial effect.



24/7 Deluxe face cream contain the best natural ingredients that provide best aging properties  
Photo Credit by Botanetics

Due to the balanced ratio between saturated and unsaturated fatty acids, which are responsible for the low melting point and rapid melting on the skin, as well as the high content of phytosterols (2%) and vitamin E, the cupuacu butter is an ideal moisturizer for the skin and its components and part of sunscreens.

### ***AVELLANA SEED OIL***

Oil made from the fruits of the Chilean hazelnut. The oil can be obtained from the seeds by pressing or enzymatic extraction. Main ingredients: palmitoleic acid (22.7 - 24.2%), oleic acid (29.3 - 39.4%), rich in tocotrienol, therefore the oil has high oxidative stability and is suitable as a good source of vitamin E in diets.

Since the oil absorbs short-wave UV light, it is well suited for cosmetic applications. Due to the high proportion of unsaturated fatty acids, it is easily absorbed by the skin. It serves to strengthen collagen and elastic fibers in the skin, has a tightening effect on the connective tissue and is used against wrinkles due to its content of mink oil, which is otherwise only contained in animal oils. Of all oils, it is the closest to human skin fat.

### *ALMOND OIL*

Sweet almond oil, in addition to being used in cosmetics, is also used as a drug for eye drops, as well as salad oil. Almond oil is a vegetable oil made from high-quality long-chain fatty acids with a high level of lipid replenishment. Almond oil, which has been tried and tested in cosmetics for centuries, seems to take a backseat in the context of the variety of exotic oils available today. Its high tolerance, however, offers gentle care for sensitive skin conditions in particular and helps to bring them back into balance and to reduce skin roughness and lack of moisture.

Even if it lacks polyunsaturated fatty acids, it has one of the highest values of all oils available to us in this regard with over 90% mono- and di-unsaturated fatty acids. In addition, thanks to its subtle fragrance, it offers a good basis for aromatic cosmetics based on essential oils. Its content of tocopherols is in the middle range, but the tocopherol fraction consists mainly of the metabolically and cosmetically active  $\alpha$ -tocopherol, which has an antioxidant and skin-protecting effect and optimizes the absorption behavior.

### *EDELWEISS EXTRACT*

Gnaphalium Leontopodium Flower Extract is the extract of the flowers of the edelweiss (*Leontopodium alpinum* L., Asteraceae). A monograph on edelweiss extract lists numerous cosmetic and pharmaceutical properties, such as UV protection: "high levels of flavonoids and phenolic acids were found as active ingredients". *Leontopodium Alpinum* Extracts have anti-inflammatory, soothing, decongestant and UV-protective properties. The extracts also contain active ingredients that are considered free radical scavengers and have strong anti-oxidative properties to protect the skin.

### *NATURAL Q10 (GUGGUL TREE)*

Also called the guggul. Guggul is the resin of the Mukul myrrh and is obtained by cutting the stem. In traditional Chinese medicine, the resin is used against skin diseases, tooth decay, indigestion, diabetes, runny nose, pain and other complaints. The effect of this natural Q10 is about 10 times better than that of synthetic Q10. Q10, an endogenous coenzyme, is a key component in the regeneration of the skin. In the aging process, the self-production of Q10 decreases and leads to reduced cell activity. Nutrients are absorbed

less quickly by the cell and pollutants are released into the tissue fluid more slowly. It can be said that the skin is generally more susceptible to harmful environmental influences, which means that signs of aging are more easily visible. By adding Q10, the natural biological process in the skin is reactivated. Q10 protects against oxidative stress, UV damage and premature skin aging. It can sustainably support cell activity and give the skin more energy and freshness.

#### *Pricing – 24/7 Deluxe face cream*

RRP: 58,74€ excluding tax / 69,90€ including 19% tax. Currently, until the end of 2020 there is 16% tax. RRP: 68,14€ including 16% tax.





One of the ingredients of 24/7 Deluxe anti-aging face cream is Edelweiss extract that is natural antioxidant results in soft and velvety skin

Photo Credit by Botanetics

## BRANDING & DESIGN

Botanetics products are served in high-quality packaging and design, which is a major aspect of the luxurious care line. All products are filled in Miron Violet Glass crucibles or bottles. The Ultra Violet Glass ensures effective light protection and provides bioenergetic conservation. In this case, cosmetic products are revitalized and have longer durability. The company uses Ultraviolet Glass also for environmental protection.

Botanetics crucibles for the face creams have a white packaging with a golden colored

print. The company uses the same packaging for the Bodybutter and the Cleaning products and Masks. Botanetics Serums come in black packaging with golden print.

## ACCESSORIES



Luxury and lean design

Photo Credit by Botanetics

For gifts, Botanetics offers special packaging for its luxury products. So it is possible to approach the company for this request if needed.

## MARKETING & SALES

The products of Botanetics are currently sold worldwide. The company also plans to sell its personal care products in the near future to selected 5\* Hotels. Besides that, Botanetics products are offered via Spinoff Group and another e-commerce Platform. They are also available through their own webshop at [botanetics.de](https://www.botanetics.de)





Photo Credit by Botanetics

## AWARDS

Botanetics did not participate in fairs or trade shows so far, as the company wanted to finalize the product portfolio first. It is planned for the nearest future. Please, find all social media sources of Botanetics below.

## ADDITIONAL MATERIALS

You can download images by the [link](#)

You can download the price list by the [link](#)

You can download a presentation 24/7 cream by the [link](#)

Please, remember that at the very bottom of this dossier you will find a large number of

files for internal use only.

## QUESTIONS

Since members often have a lot of additional questions to the brand, we found a solution in the form of interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find a series of questions/comments from members and brand answers by the [link](#). Maybe among them, you will find the answer to your question. Feel free to leave your comments and ask questions by the [link](#). Please do not share this file since it is for internal use only.



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Patent status: n/a

On market since: 2015

Regions: Germany

Industries: Skincare

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# SUPPLEMENTS



## SECRET DOSSIER OF AZ ZAHNCREME GMBH COMPANY

Exclusive interview for SPINOFF.COM with Dr. Matthias Weiler, AZ Zahncreme Gmbh, Founder and CEO, about the – aesthetic taste spray, which is a revolutionary new product to curb your sweet tooth. **Dr. Weiler – THE AESTHETIC TASTE - spray** works by a completely natural way. Flavors have been proven to curb cravings for sugar, by tricking senses into thinking, that the craving has been satisfied. Most of us consume too much sugar as it is hidden in many foods and highly concentrated in soft drinks and sweets. Sugar is the only substance that people consume, which has no nutritional value but a lot of calories. Excessive sugar consumption is nowadays recognized as the main health problem worldwide, leading to overweight.

Dr. Weiler the – THE AESTHETIC TASTE - spray was invented to support people's health and lifestyle. The spray consists of 100% natural, purely herbal ingredients and food flavors. It contains no sugar or sugar substitutes. Moreover, it is vegan, gluten-free, no fat, no salt and by its recapture also HALAL.

Dear Dr. Weiler, we are so grateful for your generosity this day in spending time speaking with us and sharing your insights about aromatic toothpaste and spray.

Dr. Weiler: Thank you very much. I appreciate your interest very much and it is a pleasure to introduce our company. I hope all the information, I can provide are not too much, but about the science we work about, I could easily speak some hours.

SOC: Our audience and we would like to learn more about a vast experience of academic endeavors and professional background.

Dr. Weiler: I studied dental medicine at the Universities of Erlangen and Berlin in Germany. Following that, I worked at the University Hospitals in Munich and Regensburg, departments of maxillo-facial surgery. I had a fellowship at the well-known clinic for plastic surgery of **Professor Pitanguy in Rio de Janeiro** and was leading oral surgeon for a dental clinic in Milan, Italy. **In 1991** I founded my own clinic and later a hospital for patients from abroad. So my past project over the last **20 years** was to create a well-known dental clinic and dental hospital for German people but also patients from abroad. We build up the hospital for international patients and I was proud to establish the hospital as we got more and more patients especially from Russia. In the end, **24 people** worked at the hospital. I sold the clinic and hospital to create my company by working on most modern flavor science. **For the last 4 years**, I worked very concentrated on this science, an astonishing area, which becomes more and more recognized for new applications.

SOC: Considering your tremendous experience, we would like to know whether you had other projects? Could you please share the story of their creation and success.

Dr. Weiler: Yes, we had. We developed a first flavor toothpaste **4 years ago**. But we got aware, that this was a one-trick pony for our company. Therefore, we developed for this toothpaste in 2017 **four different flavors and optimized the recaptures**. Furthermore, we developed last year our really unique new product – **THE AESTHETIC TASTE - mouth**



spray. Probably, it sounds to be very simple to develop such a product, but it's not. First, you have to look, if there could be existing and running patents for such a product. You have to work for the recapture by the principle 'try and fail' until you reach your goal. Next question is whether people like the flavor, yes or not. You have to prove the effect of user studies, as we did by two final studies of 130 users final. So some long-lasting steps. But all this work has been done.

**SOC:** It is so interesting to know more about the process of your technology creation. Please tell on which stage of commercialization your technology currently is? Was your project funded by any state financing or grants? Has it already received any honours or awards?

**Dr. Weiler:** Our aromatic toothpaste with four different flavors is ready to be produced. Necessary laboratory tests went perfectly. We have interest from different countries and are working concentrated to launch our toothpaste later this year.

All products will be produced in Germany because distributors want the quality **"Made in Germany"**.

At the moment we are fully concentrated working on our second product, we call it - THE AESTHETIC TASTE - spray. In my whole opinion it can become a blockbuster product and it is our currently most important project. Worldwide about 2,5 billion people are overweight and the number is increasing tremendously. Excessive sugar consumption is recognized next to be the main cause of overweight as for unclear skin, dental problems and many medical problems. We are offering a completely natural and such an easy way to help people.

Our spray can be used anytime and anywhere if the craving for sweeties or soft drinks occurs, so any person can immediately curb a 'sweet tooth' , live healthier and avoid significantly calories.

Therefore, the people can now decide what they prefer the most, namely, have two to five hubs of Dr. Weiler spray or a sugar bomb like a soft drink. Moreover, sugar is the only excessive consumed substance which has no nutritional value. Our AESTHETIC TASTE spray works in a completely natural way. It is sweet but it contains no sugar or sugar

substitutes! Dr. Weiler - THE AESTHETIC TASTE - spray works by this sweet taste and our flavour effect.



THE AESTHETIC TASTE spray was finally launched worldwide May 5th, 2019  
photo provided by AZ Zahncreme GmbH

Certain flavours have been known to curb sugar craving by tricking the brain into believing it's satisfying. That's the way we worked on developed our spray over 4 years.

We doubled this flavor effect by the sweet taste, but for sure without sugar or any artificial sweeteners.

Another big advantage is, that the spray is food, so registration is regularly not necessary. Moreover, the spray is vegan, gluten-free, lactose-free, contains no sugar, no artificial

sweeteners, no fat or salt. A really and absolutely unique recepture.

The food industry tells people that sugary products as for example soft drinks or candies make happy and are a regular food. That`s not true. Soft drinks as sweeties should be a pleasure, not more. A famous Professor from the University of California calls this 'the hacking of the human mind by the food industry'. That`s very true. Sugar is nowadays called by scientists a drug, acting by biochemical brain signals like Alcohol, Nicotine or other drugs leading to addiction. So should a drug be used on a regular basis? Incredible.

### **Some mathematics for you.**

If you use the spray on a daily basis for example 3 times and each time 3-5 hubs, the caloric impact is about 15 Kcal. This is just zero if you be aware, that a normal person has a daily 2000 kcal diet. But avoiding for example 3 cans of a soft drink on a daily basis means a less of 450 kcal or 110-gram pure sugar. Sugar is immediately stored in our body as fat and 9 Kcal of sugar means 1 gram fat. So, in summary, avoiding three canes of Cola daily means per month 1, 5-2-kilogram weight loss and a much healthier lifestyle. So in summary, what is our product? It is a complete food with natural ingredients, but is it a cosmetic product too? Yes, it is, as less sugar means a clear and shiny skin.

Is it a body care product? Yes, it is, as less sugar consumption makes you feel better and fitter.

Is it a health style product? Yes, it is as it curbs your sweet tooth immediately and supports your weight management.

Other diet plans are expensive and time-intensive by cooking, often does not work and over **90 percent of those people** suffer from the famous jo-jo effect, meaning that they gain weight again immediately after stopping the diet. Devasting.

**We created an elegant design and packaging** to show the uniqueness of our product. We developed 2 different designs. Number one in white and golden especially for women. The second one in black and silver as a unisex design.

Moreover, we right now developed a special flavor for children and youth by asking 30

children, which taste would be appreciated most. For sure this product will get a unique design too.

So we are now proud to announce THE AESTHETIC TASTE spray was finally launched worldwide May 5th, 2019.

Concerning your question about the state of financing. No, we went forward until now without questioning for any state financing and the biggest award for me is the opinion of one of the biggest market players worldwide. The management of this company called our spray 'the probably most innovative one for the next decade'. The award by spinoff for 100 top products is a further step forward to increase awareness of our unique technology and product.

SOC: In the formation of every scientific spinoff, one of the most important keys to success is the team. For many potential investors, the management team is the most important element in deciding whether to invest in it or not. Could you please share some information about the team members who supported you and the project? What are the key additions to the team needed in the short term?

Dr. Weiler: We are working on a simple principle 'Keep it small, keep it simple, save money and be fast'. Next to me, the core person in Nuremberg is **Mrs. Susa Regenauer**. She is responsible for our unique designs and develops my new products. She studied design at the University of Munich, comes from a designer family and both brothers are the leading designers of world-known companies. Our new office is at a shipping company named Bavaria shipping in Nuremberg. Therefore, the communication about transport is such easy and the input is great. We agreed in August to work with an experienced team of managers from abroad to cooperate and by this cooperation, I now can delegate and concentrate on my main issues. To summarize your questions. We keep the running costs at the moment as low as any possible. In the short term, we do not need any additions to our team, but in the future, I will concentrate on further R&D and represent the company.

SOC: It is not a secret that the development of new technology and its subsequent commercialization presupposes some problem and addresses unmet needs. Respectively, what problem did you intend to solve by creating your technology? What results did you plan to achieve?





Dr. Weiler – aesthetic taste – is not a trend, it's a revolutionary  
photo provided by AZ Zahncreme GmbH

**Dr. Weiler:** This is simple to answer. **We want to reach with our worldwide unique product the market of all people**, which are looking for an easy way to live healthier, feel better and fitter and manage their weight not by any pills, food supplements, but by avoiding unhealthy behavior by such an easy way as they can use our spray anytime and anywhere. Again. Our product is a cosmetic one, as less sugar consumption means clearer skin, it is a body care product as it supports weight-management significantly and it is for sure a health product. It is really for everybody. **Our goal is that this unique lifestyle product becomes part of millions of handbags and pockets.** By this, we have a unique advantage. Our AESTHETIC TASTE spray will be the only body care product leaving at home and being recognized in the public.

**Steve Jobs mentioned** as he was asked how to create a successful, worldwide well-known company 'If you want to create a company, don't look for money, look to bring a product to the market, which will change people's lives in a positive way'. He was absolutely right.

**SOC:** The problem which you targeted to solve was actual before. Probably someone has already tried to solve it. Is it right? Understanding the unique selling points from the investor's side could make the technology N° 1 for them. What are the unique selling points of your technology and fundamental difference from other technologies that tried to solve this problem before you?

**Dr. Weiler:** We are in a great situation that no other product with our special effect is on

**the market.** In my holy opinion and by our research there are expired patents, which noticed similar effects by similar products decades before, but our spray is now patent pending on the recapture and a special effect. More information about this patent application is confidential. **In the UK a sticking plaster was launched several years ago, which should work with the same effect.** The people shall smell at this plaster every time the desire for sweets or soft drinks occurs. In my opinion, a good but not perfect procedure. Flavors work the best way with a very intensive and short impact. The longer you smell a flavor, the weaker it becomes. Moreover, we smell ortho and retronasal, meaning that we smell with the nose but also by the mouth. The tongue can only distinguish five flavors - bitter, spicy, salty, sweet, and umami – that is hearty. The olfactory mucosa in the nasal cavities, however, knows more than 10,000 flavors, according to millions of possible combinations. Therefore, as a summary, the use of a mouth spray works perfectly.

**SOC:** In order to understand the peculiarities of this particular spinoff our investors always ask what is the investment structure of the company? Do you still own the controlling stake in your spinoff?

**Dr. Weiler:** The Company is completely owned by me.

**SOC:** We always need to paint a clear picture to the potential investors of the market opportunity of the spinoff that is meaningfully large and growing. Why in your opinion your company might have a high growth potential? Could you tell us all current industries and fields of your technology/product application and where do you think it could be successfully applied in the future?

**Dr. Weiler:** We are targeting a market of some billion possible buyers. We created a 'must-have' product and a product which could even be recommended by doctors to support people's health. But again. It is pure food, not a pill, not a food supplement or anything else.

**SOC:** The potential investors will be curious whether you already have the first clients and signed contracts? What was the feedback from your partner's markers and customers?

**Dr. Weiler:** Yes we signed, but we must keep this confidently at the moment.

For sure the distributors got samples by us and used it for several weeks. The comments were overwhelming. But, the most important feedback comes by the users. We forwarded two weeks ago 20 samples to women and I got immediately about 150 messages by other women 'where and how can I buy the spray'. This is what I call 'the product leaves at home', is part of handbags and people see it and ask about it. The best possible marketing and advertisement.

**SOC:** We both know that for you and the investor it is crucial to reach positive cash flow as soon as possible. Certainly, the market scaling cannot be achieved without proper distributors network and clients. Please tell us about your criteria of partners selection and which markets are open for spinoff activity.

**Dr. Weiler:** We have signed the first contract and in discussions with proper distributors and by first deliveries, **we will reach positive cash flow**. Also, we got aware, that we are on the radar of two multi-billion dollar companies. I think this is a very positive sign. By your question about which markets are open for selection. That information should be a part of serious inquiries and discussions.

**SOC:** It is very important to understand your particular vision about the unique features of your company. Why do you consider the major market players might be interested in investing in the promotion of your technology/product on the addressable market?

**Dr. Weiler:** That's for sure a big issue. If you are a startup or small company and want to establish your products, the big market sellers comment: 'We will not invest but how many millions you will spend on advertising and marketing?' So you can forget about that. We decided to go another way and win every woman or man who uses our AESTHETIC TASTE spray as influencer and 'marketing director'. Women are much more interested in new products than men do. Women buy new products, women try new products and women speak about new products if they are satisfied. We are confident about this procedure, even if it lasts some longer. We prepared a study with **50 people**, 85 percent of those overweight women, and the results beat our expectations. **90 percent were more as satisfied, overweighed ones lost in medium 2,2 Kilogram in one month by avoiding sugar**, a natural way and not by the influence of any food supplement, pill or anything like that. In addition, the most important point for us was the everyday question: **When and where will**

it be available? We had this month a discussion with a government person, the country must keep confidential, to share our new children flavor taste spray in the schools.



The aesthetic taste with the aesthetic design  
photo provided by AZ Zahncreme GmbH

I am sure it is only a matter of time until the big boys will recognize our product and the incredible market.

**SOC:** Now we would like to refer to the next very crucial and we would even say essential aspect for spinoff companies' as the strategy of R&D, production, distribution and marketing processes. Do you have your own unique strategy? Which of these processes do you consider your spinoff is strong at?

**Dr. Weiler:** All aspects of R&D, laboratory tests packaging, production and delivery have been solved. If we succeed the way of mouth to mouth recommendation and information about us will spread around, we are sure, that large distributors, supermarket chains, and others will contact us. Our product is a one for food supplement distributors, for cosmetic chains for supermarkets and even pharmacies. But we have a clear concept. Our product shall become a must-have, so we have to decide very clearly which selling points are the



right ones. Patience often succeeds. Our awareness will get stronger as our product will leave at home and get to the public. As I mentioned, it will become a part of many handbags and pockets worldwide. Can you imagine a woman's question to her friend? What are you using there? And you really don't want a cake or Cola? You really lost weight? Can I try it? Mouth to mouth propaganda is still the best way and social media can fasten it up.

**SOC:** As a rule, the majority of spinoffs outgrow into exits. How do you determine the market for your product/technology and estimate its volume and dynamics? What is your potential share on the market? How do you think, what market cap your company plans to reach at the peak of its development and why? How long might this process take?

**Dr. Weiler:** I may answer you with some questions. How much money do women spend on cosmetics? I am not sure, but if I look at our bathroom, I am surprised and get sometimes depressive. How much money do people spend on soft drinks or sweeties? How much money should people spend on dental treatments, caused only by sugar? So let's just face some possibilities. Using Dr. Weiler AESTHETIC TASTE spray on a regular basis means one spray per month. We calculated this by three-time use every day. So 12 sprays per year. We have, just an example, about **2.5 billion overweight people worldwide**. Reaching only 1 million people will lead to 12 million sprays. 10 million users means 120 million sprays per year. I hope we will see in the future the luxury problem to find more production companies. It is in a price range everyone can buy and it can become a 'must-have'. Let me compare it with the product of a famous soft drink producer, too. 10 soft drinks are one Dr. Weiler's AESTHETIC TASTE spray. Our earnings, income and value can become really substantial. How long might this process last? A good question. This for sure depends on our decision to take an investor on board or not. By substantial marketing and advertisement investments, we can hit the market very quickly. Our positive campaign will make people curious.

**SOC:** For spinoff companies, their intellectual property is a key to success. The investors pay particular attention to it. What key intellectual property does your company have (patents, patents pending, copyrights, trade secrets, trademarks, domain names)?

**Dr. Weiler:** Patents are always a big issue. Pharmaceutical companies go first step for patent applications, develop the product over years by necessary clinical studies, spend

hundreds of million dollars and don't know if the patent can be saved and the product gets at the end results leading to approval and launch. So a lot of time has gone from the patent application to the launch and a lot of time has been lost. **Our product is now patent pending in Germany** and by the priority year, meaning 12 months from the application date, we can go for international patent applications. We will do so for the most important markets like Europe, China, India, USA, and others. The name Dr. Weiler is registered as an international trademark.

SOC: For both of us, as well as for thousands of successful spinofa founders, it's not a secret that a new technological breakthrough may become obsolete very fast. Respectively, patent validity period becomes shorter. It is interesting to know the perspectives and protection plan of your technological advancement and leadership in a medium- and long-term prospectives

Dr. Weiler: We got the first comment from the German patent office, informing us that the product – technology – receptor is patent applicable. Meanwhile, we got aware of two other advantages of our spray. These advantages will be part of a new patent application.

SOC: The investors will want to get a clear picture of how many rounds of investments have you completed? Are you seeking for the investments at the moment? What is the volume and time limits? What milestones will the financing get you to? What did you plan to use the invested funds for?

Dr. Weiler: We have been able to work by our capital and without investment by a third party. This was not necessary until now. But we are open to any discussion. We want to hit the market fast and significantly for example by our franchise concept. So the invested funds are necessary for advertisement and marketing.

SOC: Could you please describe your ideal investor? What aspects are important for you, for instance, is it experience, country, the amount of own private capital or maybe some personal qualities? Will existing investors participate in the round?



Get fitter, feel better

photo provided by AZ Zahncreme GmbH

**Dr. Weiler:** Our most welcome investor works in a serious and trustful way. He supports us, gives me input, works to spread information about us around. A monthly update of numbers should be enough. We prefer to deal with an experienced, wealthy and successful investor, who in a best-case already has a mature distribution network and contacts with influencers and other distributors. Moreover, extremely important for me is enthusiasm by this potential investor about our product and the goal we go for. A worldwide unique and well-known product with an extremely positive image.

**SOC:** And the last question, could you specify the most convenient way you would like to receive inquiries from potential investors? Should it be by e-mail or personal phone call?

**Dr. Weiler:** Please forward any inquiries by email [m.weiler@dr-weiler.com](mailto:m.weiler@dr-weiler.com). To go forward, I prefer personal meetings face to face. By this, I am old school. Thank you for the possibility to share our vision of people's wellbeing worldwide.

## DR. WEILER AROMATIC TOOTHPASTE

Based on the same technology as the Dr. Weiler THE AESTHETIC TASTE spray, Dr. Weiler AROMATIC TOOTHPASTE is the world's first toothpaste that reduces the desire for sweets and soft drinks by the power of natural flavors with several more advantages. First and foremost with its unique technology, toothpaste fights against the main cause for caries, periodontitis and overweight. Dr. Weiler AROMATIC TOOTHPASTE utilizes Aminflourid, the worldwide best available Flourid to protect teeth and gum, beating normally used Flourids. Also, it is softly and effectively whitening teeth. The toothpaste is allergic free since it contains no Menthol, Mint or Peppermint and no Paraben, the ingredients that mostly cause the possible allergic reactions. The toothpaste contains no Etheric oils compare to almost all kinds of toothpaste present on the market. It is better to avoid etheric oils in case of natural or homoeopathic treatments by doctors. The toothpaste has high quality since it is **100% made in Germany**.

## THE PROBLEM

Together with overweight and diabetes diseases, sugar is the main cause of dental damage. The tooth decay and periodontitis is caused by bacteria in the mouth using sugar from foods and drinks to produce acids that dissolve and damage the teeth. Sugar is essential for bacterias and damage of enamel as dental hold apparatus. Tooth erosion occurs when acid attacks the teeth to dissolve the outer surface of tooth enamel. Regular loss of enamel can lead to cavities and exposure of the inner layers of the tooth that may become sensitive and painful. Regular and 'diet' soft drinks, sports drinks, energy drinks, fruit juices, fruit drinks and cordials have high acid levels that can cause tooth erosion. Sugar-sweetened beverages have high levels of sugar and drinking and significantly contribute to teeth damaging e.g. Coca Cola soft drink contains 12 spoons of sugar, moreover, 20% of year one and two children consume soft drinks, and 30 % of teenagers consume at least 3 soft drinks a day. Prevention of enamel loss is very important for the long term health of your teeth. Each acid attack lasts for around 20 minutes. Every time you take a sip of the drink, the acid damage begins all over again. See CNN talking about this problem by the [link](#). This destruction problem can be completely avoided by regular tooth brushing and no or low sugar consumption. Dr. Weiler AROMATIC TOOTHPASTE solves these two problems at once. The toothpaste lasts for one month by daily 3 times use. Selling recommended price to the consumer is 12 euro, while Dr. Weiler THE AESTHETIC TASTE spray recommended retail price is 29,95 euro.



The toothpaste is available in four unique flavours:

- pomegranate and cinnamon;
- mango and lime;
- orange and passion fruit;
- mint.

There is also Dr. Weiler's toothpaste for kids until 6 years with sort taste.



THE AROMATIC TOOTHPASTE by Dr. Weiler  
photo provided by AZ Zahncreme GmbH

## TERMS OF WORK WITH SPINOFF

Spinoff Syndicate has signed "Sales for Equity" Agreement with German manufacturer AZ Zahncreme GmbH for SPRAY product, according to which for €5 Mln annual purchasing volume members will overtake 9% of Equity accordingly. Retailers and Distributors

contributing to Success of Independent Retail Brands should get a fair piece of Exits Cakes. So for this Brand, you (who will work with this brand) will become co-owners of the company (for sure on paper) and for sure will participate in dividends and exits payout.

## ADDITIONAL MATERIALS

You can download Spray media kit Photo+Video by the [link](#)

You can download all the pictures by the [link](#)

You can download Toothpaste presentation by the [link](#)

You can download Aesthetic Spray presentation by the [link](#)

You can find the website in Chinese by the [link](#)

You can download the Aesthetic spray flyer by the [link](#)

You can download Aesthetic Spray the leaflet ( 8 languages ) by the [link](#)

You can download an announcement letter that AESTHETIC TASTE spray is sold from March 2019 in DOUGLAS Germany by the [link](#).

The product is also sold online at [InStyle](#), [Elle Shop](#) and [Cosmopolitan Shop](#).

The Toothpaste is running from October 2019 in China at the TV shop of Chinese Television Show owned by Alibaba called [UgoShop](#).

To clear some issues please find attached the confirmation by Chamber of commerce.

Find the [declaration](#) about food by German custom, as the official German side, to clear VAT. Short explanation: Food can be sold in Germany by a reduced 7 % VAT. Normally is 19 %. Custom confirmed the reduced VAT.

AESTHETIC TASTE spray data:

- size and weight for a bottle with packaging, high: 10,6 cm, width 3,2 – 3,2 cm;
- an outer case (carton) 21 -13- 9 cm.

Food supplement means by the international – worldwide standard: A food supplement is a preparation that is intended to supply a nutrient that is missing from a diet. If you have a balanced diet, you should not need a food supplement to provide any additional nutrients. A food supplement is a preparation that is intended to supply a nutrient that is missing from a diet. This belongs not to our product, please see The copy of confirmation by the German Chamber of Commerce that the product is allowed for sales in Europe by the [link](#)

Dr. Weiler just reported that recently came a request for a spray from a German government since AESTHETIC TASTE spray over the glycerin forms a protective layer over the oral mucosa, viruses stick and cannot penetrate the mucous membranes. The only other product in the German market with glycerin effect to protect from Corona Virus is [VirusProtect](#). It contains the natural ingredients glycerin and trypsin, which lie like a protective film on the mucous membranes in the throat. Glycerin encapsulates the viruses and binds them where they settle. The natural trypsin deactivates the virus by breaking down the proteins on the virus surface that are necessary for infection. As a result, the spray can help protect against cold viruses during the infection phase and prevent the multiplication of the pathogens in the infection phase. VirusProtect is also free of sugar and preservatives.

## MASS MEDIA

The publication of Dr. Weiler AESTHETIC TASTE spray could be found in the German edition of [Elle](#).

Please remember that at the very bottom of this dossier you will find a large number of files for internal use only.

## OPEN QUESTIONS FROM THE SYNDICATE MEMBERS

Since Syndicate members often have a lot of additional questions to the brand, we found a solution in the form of interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find the series of questions/comments from Syndicate members

and answers from the brand's owner by the [link](#). Feel free to leave your comments and ask questions Dr.Weiler about the spray and the toothpaste by the [link](#). Please do not share this file since it is for internal use only.



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Phone: +491718160608  
Patent status: patented  
On market since: 2014  
Regions: Germany  
Industries: Supplements  
Source links: [AZ Zahncreme](#)  
[GmbH](#)

**Files:**

[DR. WEILER THE AESTHETIC TASTE GENERAL PRESENTATION](#)

[DR. WEILER THE AESTHETIC TASTE Press release](#)

[DR. WEILER AESTHETIC TASTE Flyer](#)

[Official declaration letter on Dr.Weiler AESTHETIC  
TASTE](#)

[The copy of confirmation by German Chamber of Commerce for sales in Europe](#)

[The declaration by German custom as the official German side to clear VAT](#)

[DR.WEILER AROMATIC TOOTHPASTE ppt presentation](#)

[DR. WEILER AESTHETIC TASTE pdf presentation](#)

[Announcement letter that AESTHETIC TASTE spray from March 2019 in  
DOUGLAS](#)

[Dr.Weiler' s Official Instagram Page](#)

[Spray Mediakit Photo+Video](#)

[Spray security data](#)

[sheet.pdf](#)

[certificate of composition - analysis certificate point  
6.pdf](#)

[certificate of analysis point](#)

[11.pdf](#)

[GMP Certifikate 2019](#)

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**Direct link:** [click here](#)