

hellowater[®]



Brand Overview



hellowater is a wellness brand revolutionizing consumer need states with functional products in proprietary and patented ways. **hellowater** addresses significant opportunity in multiple whitespaces that include prebiotics, toxin elimination and UV protection. With years of market and consumer proof of concept in multiple functional categories and through different delivery systems hellowater has shown its growth potential along with commitment to quality and efficacy. The team has built strong manufacturing foundation and robust supplier relationships to support 45 -65% margins with even greater increases with higher volume.

hellowater is positioned to disrupt multiple CPG categories in functionality. Demand is significantly growing for better-for-you products that fit into consumer's daily need states.

Better Water + Technology

hellowater® was created to INPSIRE. HEALTH. as the next generation wellness brand delivering need state benefits in digestive health, toxin defense, pH balance and UV protection.



2017

Prebiotic

Hellowater pioneered RTD plant-based prebiotic waters



2019

Defense / Alkaline

Developed patented CYTO+ Technology for hellowater Defense.



2022

Brand Refresh + Drink Mixes

Brand refresh to sync across multiple categories.
Launched Drink Mixes for sustainability.



2023

UV Protection

Through Clinical Trial, the CYTO+ Technology has demonstrated the ability to prevent UV damage expanding the possibilities to multiple food & beverage categories



Product & Opportunity



hellowater® Prebiotic

Over 97 % of American's do not get their daily fiber intake. hellowater® launched the first 0 sugar, 5g prebiotic plant-based fiber beverage to help bridge that gap.

Over \$12
million in
retail sales



hellowater® Defense with CYTO +

One of the most revolutionary beverages to hit the market!!!
hellowater Defense powered by CYTO+, is patented technology that strengthens your body's defense system, eliminates toxins and works to prevents toxin overload. Toxins from air pollution, processed foods, chemicals, alcohol, caffeine and many others.

hellowater® Defense Drink Mix

Same amazing technology in hellowater defense RTD but with added electrolytes for superior hydration benefits. Goodbye Hangovers, Headaches and dehydration. Available in 3 delicious flavors in a 5-count pouch with gross margin north of 60%



HB7 Protects Against UV Ray Damage

New formula HB7 provides effective protection against the sun's rays

Pre-Clinical Trial Results

THE STUDY: In vivo protective effects of our hellowater formulation on skin against solar UV-radiation

HELLOWATER HB7 is revolutionizing the beverage industry by creating the first ready-to-drink sun protection beverage that provides global protection against sunburn and the DNA damaging effects of sunburn.

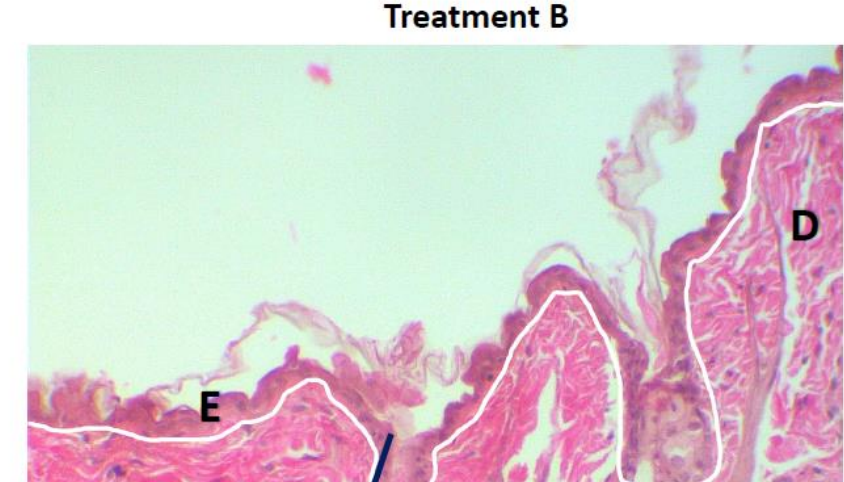
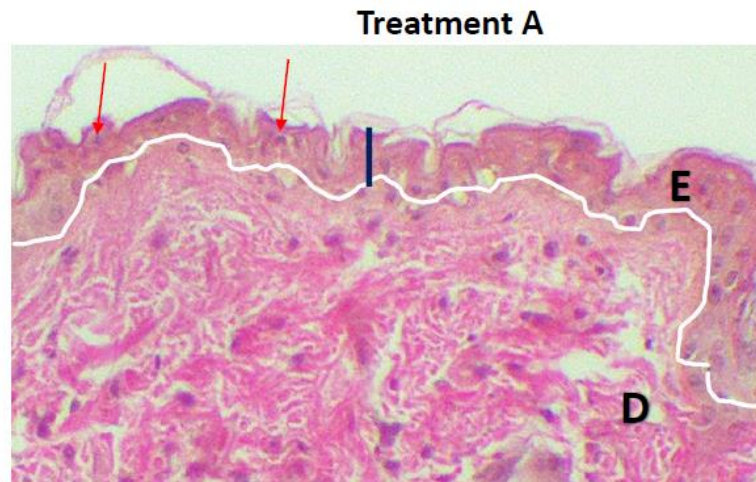
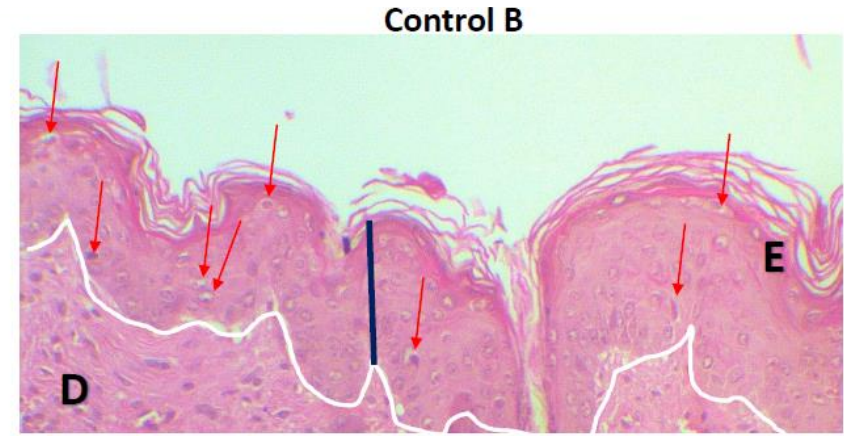
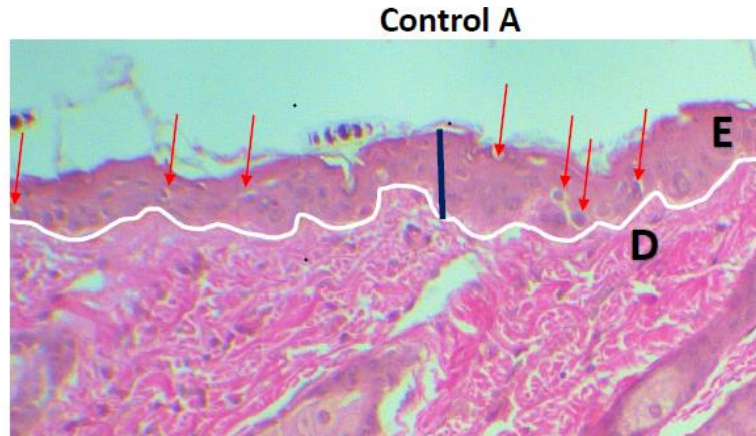
RECOMMENDATION: Consumers drink 1-2 bottles for 4-5 days to build up the technology in their skin's cells during the accumulation phase. Then 1 bottle per day to maintain protection with an additional bottle if they are exposed to sunlight for more than 4 hours.

PROOF: The study shows a significant difference in sunburn cells between the control group (fed regular water) and the treated group (fed hellowater HB7), with the treated group experiencing little to no sunburn effects. In addition, the evidence also shows a significant reduction in skin thickening, the main cause of wrinkling. (See image on the next slide)

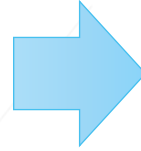
THE NEED: According to the American Academy of Dermatology, more than 9500 Americans are diagnosed with skin cancer every day. Consumers neglect or ignore topical methods and are looking for an easy solution that provides all day protection from head to toe.

Trial Results Highlight UV Ray Protection

- For 35 days, the control group was fed regular drinking water while the treated group consumed HB7 at the same amounts
- The groups were then exposed to 160mj of radiation, equivalent to 8 hours of sunlight exposure.
- Skin tissue samples were immediately taken from both groups to look for cells that may have been damaged by the UV radiation which are indicated by the red arrows.
- Note, the treated group shows little to no damage which proves HB7's significant protection from UV radiation.



Say Hello to Better!



Brand Architecture

The truth is there is nothing better for you than water. It's foundational. It's essential for life. While it represents 60% of our bodies and 70% of the planet, it is 100% boring.

Hellowater's mission is help water to be better tasting. Provide better health. To make healthy choices easier for our consumers on a daily basis.

Say hello to better!

Rebrand

- Highlighted shelf presence
- Trending messaging in functionality
- Deeper consumer education
- hellowater brand forward for consumer recognition



Tom Bushkie
CEO / Founder
Tom@hellowater.com
312.735.3063