

COINTEINIS

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brand

SweetSpot Labs

woman-founded, woman-owned, woman-operated

2 generations of women elevating intimate skin health, since 2003



Shari Creed FOUNDER

In the early 2000's, Shari noticed irritation "down there" and assumed it was a yeast infection. After a long & frustrating journey with over-the-counter treatments, she finally realized her symptoms were actually contact dermatitis triggered by sulfates in her body wash. When she couldn't find a vulva safe alternative without irritants – she decided to create one. Before clean was "cool." Shari challenged the shame-based conventions of traditional feminine hygiene and pioneered a new way forward for intimate skin healthbringing vulva owners everywhere the products they truly deserve (and need).



Julie Chamberlain CFO

After 15 years of global experience with L'Oréal, most recently as VP Marketing L'Oréal Paris and GM NYX Professional Makeup, Julie left the traditional corporate workplace to join the Executive team of what is now the second largest portfolio of cannabis brands in Canada. This experience confirmed her love for early-stage brand building & scaling, and her passion for health and wellness. In under 2 years since joining SweetSpot Labs in November 2020, she has built her dream team, led an incredibly successful rebrand, launched extensions of hero products to build daily regimens, unlocked the marketing model, and led material topline momentum. With Julie at the helm, SweetSpot Labs is carrying Shari's legacy (now a passive shareholder) into a new era.

We Are On a Mission

✓ To provide **safe & effective solutions** to real intimate skin concerns, for women of all ages & life stages, <u>without compromise</u>

✓ To champion a healthier way of seeing, talking about, & caring for our sweet spots



Clean, Clinical, Conscious

intimate skincare for all your week spots

Clinical

- ✓ Results-driven actives at effective, clinically-proven levels that drive real results for real (mostly unaddressed) intimate skin needs
- ✓ Carefully curated with emollients, minerals and nutrients to support healthy intimate skin
- ✓ Every formula is clinically tested in gynecologist led + dermatologist validated trials and proven not to cause dermal or gynecological irritation on actual sweet spots
- ✓ Each clinical trial includes consumer evaluation, quantitatively validating product efficacy



Clean

- ✓ Hypoallergenic formulas free-from toxins, irritants, allergens, hormone disruptors, yeast food sources, and comedogenics
- ✓ Safe and suitable for every-day use or in adjunct to prescription-based treatments
- ✓ Market leading hygienic packaging

Conscious

- ✓ PETA certified Vegan* & Cruelty-Free
- ✓ 4 x Ulta Conscious Beauty certifications
- ✓ Cartons made from 100% recycled,
 FSC-certified, biodegradable paper
- ✓ Primary packaging made with 20 50% post-consumer recycled / reclaimed plastics
- ✓ Wipes & Pads made from biodegradable fibers
- ✓ First-to-market "wipeless wipe" (2020)
- ✓ First-to-market refillable packaging (2023)

^{*}all portfolio products except Rescue Balm which is Beegan

Product Portfolio

SweetSpot Labs serves consumers a collection of science-based safe + clinically-proven products that are well positioned across top intimate needs and concerns.

INTIMATE & BODY

moistarizing

Safe and effective moisturizers that help to soothe, reinforce, and protect vulvar skin from dryness and the itchy/irritating side effects of yeast infections and bacterial vaginosis, dryness that accompanies pregnancy and menopause.



TOP 4

Intimate Skin Concerns*

#1 Dryness & Itch

#2 Odor

#3 Razor Bumps, Ingrown Hair

#4 Yeast & Bacterial Imbalance

*source: intimate skincare survey, DKC analytics, May 2021

INTIMATE & BODY

pH-balancing cleansers and wipes that cleanse without stripping, and support a healthy skin barrier while softening, soothing, and clarifying

skin from chin to toe.



INTIMATE & BODY

Shoothing

Everything you need to treat and prevent the frustrating side effects of hair removal such as razor bumps/burn, in-grown hair and dark spots.



INTIMATE & BODY

palancing

Prevent intimate odor before it starts and protect from bacterial and yeast imbalances that can lead to intimate breakouts, bumps, itch and irritation.



Uniquely Recommended by Experts

Our clean, clinically proven products are tested, recommended, and personally used by unbiased dermatologists and gynecologists for total intimate skin health



The complexities of diagnosing and treating vulvovaginal conditions require me to be very careful in recommending OTC products. I want a trusted product that I know is going to work and not cause contact dermatitis. The Rescue Balm by SweetSpot Labs is one of those very few trusted products which is why I feel comfortable recommending the brand to my patients.

- Dr. Jill Krapf, MD, Board Certified OB/GYN (@jillkrapfmd)



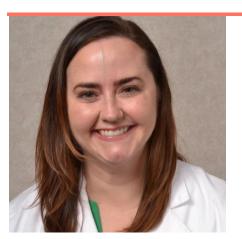
Compliance is essential to achieving a positive patient outcome. Yet, there are very few products available for adjunct therapy that will not trigger contact dermatitis triggers, in a nice vehicle that will support compliance with a daily routine. That's why I'm a fan of SweetSpot Labs clean + clinical approach and recommend their products to my patients regularly.

- Dr. Ellen Marmur, MD, Board Certified Dermatologist



I love SweetSpot Labs! Their unique approach to intimate skincare, offering clinically proven formulations that are safe and non-irritating on the vulva, makes me entirely comfortable recommending their products to my patients, family/friends, and even using them myself.

- Dr. Erica Montes, MD, FACOG, Board Certified OB/GYN (@the.modern.mujer)



As a dermatologist who specializes in both genital skin disease and allergic contact dermatitis, I see patients who have debilitating itching, burning, and pain on their skin. They are desperate for relief and often turn to over the counter products, most of which contain harmful chemicals, harsh irritants, and allergens that can make their symptoms worse. I love the products from Sweet Spot Labs because they are free of all those ingredients. Sweet Spot Labs has made a huge difference in so many of my patients' lives!

- Dr. Kelly Tyler, MD, Board Certified Dermatologist

Overwhelmingly Positive Media Support

Our brand and result-driven products have been lauded by media

COSMOPOLITAN

BEST INGROWN TREATMENT





BYRDIE

A Top Dermatologist Weighs In on How to Properly Exfoliate Your Legs

written by KATHABINE INCENTEE UPDATED APR 22, 1021 reviewed by JOELE LEE / Exhibition



BEST FEMININE WIPES



WELL+GOOD

The 10 best vulva-safe feminine wipes

WELL+GOOD

Best feminine washes

WELL+GOOD

8 Ingredients a Gynecologist Is Begging You To Keep Away From Your Vulva— Plus the Best Personal Washes To Try



POPSUGAR.

21 of the Year's Best Sexual-Health Products Worth Adding to Your Shopping Cart

View On One Page Photo 6 of 21



POPSUGAR.

Keep Your Bikini Line Smooth With These Ingrown Hair Tips

GLOSSY

WELL+GOOD

7 Best Exfoliators To Stop Pesky Ingrown Hairs in Their Tracks



f p

>

POPSUGAR.
What You Can Do to Help Prevent Bacterial

What You Can Do to Help Prevent Bacteric Vaginosis, According to Ob-Gyns



ESSENCE

The New Beauty Products You'll Need Before We Bid Adieu To Summer

O9 SweetSpot Labs Microbiome Balancing Creamy
Cleanser

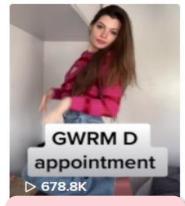
The first wash of its kind, Microbiome Balancing Cleanser is specifically formulated to support the health, balance & comfort of skin prone to bacterial & fungal folliculitis or cutaneous candida. Consciously formulated with clean, clinically effective, non-irritating ingredients that deeply cleanse bacterial buildup & help inhibit excess growth of fungi while supporting the balance of the skin's microbial layer. This chin-to-toe cleanser is uniquely free from known Malassezia triggers that can lead to Pityrosporum Folliculitis.

A Powerful Growing Community

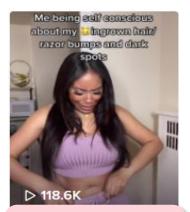
In 2023 we've garnered 3.7M Impressions across our social platforms, and have established a community of creators to help educate and bring intimate health to the forefront



@nicole doyon 302.8K Followers 15.5M Likes



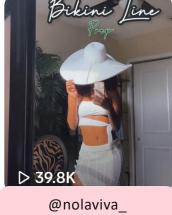
@gabygabss 661.6k Followers 27.4M Likes



@prettywithlee 1.9M followers 81.3m Likes



2.1M Likes



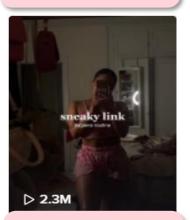
85.2K Followers 2.1M Likes



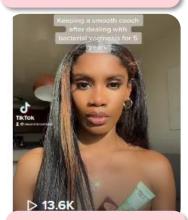
@jessimalay 534K Followers 1.3M Likes



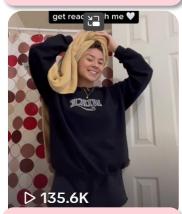
@carobiparada 265.6K Followers 6.5M Likes



@enashaolivia 631.6k Followers 18.6M Likes



@roxanneramsey 792.2K Followers 16.8M Likes



@basicvalentina 456.1K Followers 54.1M Likes

portfolio

Intimate & Body Moistonizing



Replenishing Serum

• Recommended by unbiased Gyns & Derms

• 100% reclaimed/recycled, biodegradable carton

• Vegan & Cruelty-Free

• 50% PCR tube outer layer

Features



	Daily Intimate Moisturizer	Ultra-Rich Vulva Cream
	For Dry, Sensitive Sweet Spots Pregnant Post-Partum Breast-Feeding Athletes Peri-Menopause Sexual Pain Relief Stretch Mark Reduction Painful Nipple Relief Perennial Massage Chafe Prevention + Relief	For very dry, itch-prone sweet spots Menopause Post-Menopause Treatment-Induced Menopause Incontinence Vulvar Dermatitis Lichen Sclerosus Yeast Infection Relief Bacterial Vaginosis Relief
Retail / Size	\$23 US / \$25 CAD I 1.35oz / 40ml	\$25 US / \$30 CAD 2oz / 60ml
Product Benefit	 Moisturizes sweet spots including the labia, vaginal opening and perineum Soothes sweet spots including the nipples and pregnant bellies Maintains skin's natural pH balance 	 Moisturizes intensely to immediately soothe very dry, itchy, irritated vulvar skin Restores depleted lipids to strengthen skin's protective moisture barrier Protects from moisture loss Maintains skin's natural pH balance
Formula Features	 Triple Emollient Oils (Squalene, Jojoba, Macadamia Seed) + Aloe 98% naturally-derived, pH-balanced formula (pH 3.8 – 4.5) Hypoallergenic 	 Triple Moisturizing Complex: Humectants (shea butter), Emollients (sweet almond oil, avocado oil, allantoin), Occlusives (colloidal oatmeal, zinc oxide) 100% naturally-derived, pH-neutral formula (water-free) Hypoallergenic
Product	Clinically-Proven 0% intimate skin irritation	Clinically-Proven 0% intimate skin irritation

Recommended by unbiased Gyns & Derms

• 100% reclaimed/recycled, biodegradable carton

Beegan & Cruelty-Free

Intimate & Body









pH-Balancing Intimate & Body Cleanser Ultra Gentle, Vanilla Blossom, Coconut Lime pH-Balancing Intimate & Body Cleanser Ultra Gentle, Fragrance-Free

pH-Balancing+ Barrier Rescue Intimate & Body Cleanser Ultra Gentle, Fragrance Free

For sensitive - dry skin

For very dry, itch-prone skin

\$20 US / \$23 CAD I 8oz / 236ml

Retail / Size Product

Benefit

- \$15 US / \$15 CAD | 8oz / 236ml
- Cleanses without stripping or irritation
- Maintains skin's natural pH balance
- Replenishes hydration & softens skin

- Cleanses without stripping or irritation
- Soothes dry, itchy skin with 24-hour moisture
- Strengthens skin's protective moisture barrier
- Maintains skin's natural pH balance

- Formula **Features**
- Coconut-Based Cleansers
- Triple Emollient Oils, Shea Butter, Aloe
- 99% naturally derived
- pH-balanced to healthy vulvar & body skin (5.0 5.7)

- Coconut-Based Cleansers
- Triple Ceramides, Colloidal Oatmeal
- 99% naturally-derived
- pH-balanced to healthy vulvar & body skin (5.0-5.7)

Product Features Clinically-Proven 0% intimate skin irritation | Recommended by unbiased Gyns & Derms | Hypoallergenic Vegan & Cruelty-Free

Intimate & Body Censing









Vanilla Blossom pH-Balancing Intimate & Body Wipes
Ultra Gentle, Vanilla Blossom

Fragrance Free pH-Balancing Intimate & Body Wipes
Ultra Gentle, Fragrance Free

For sensitive – dry sweet spots

For sensitive – dry sweet spots

Retail / Size

\$10 US / \$13 CAD | 30 count full size
Available as Individually Wrapped Wipettes (500 Case Count)

\$10 US / \$13 CAD I 30 count full size

Product Benefit

- Cleanses without stripping or irritation
 - Soothes skin & calms sensitivity
- Maintains skin's natural pH balance

- Formula Features
- Aloe Vera, Witch Hazel, Cucumber + Cranberry Extracts
- 98% naturally-derived
- pH-balanced to healthy vaginal microbiome (4.0 4.5)
- Gentle 0.5% fragrance

- Aloe Vera, Witch Hazel, Cucumber + Cranberry Extracts
- 98% naturally-derived
- pH-balanced to healthy vaginal microbiome (4.0 4.5)
- Fragrance-Free

Product Features Clinically-Proven 0% intimate skin irritation | Recommended by unbiased Gyns & Derms | Hypoallergenic

Vegan & Cruelty-Free

FSC-certified, biodegradable fibres

Compostable

Intimate & Body Shoofing





Buff & Brighten
AHA/BHA Body Exfoliating Pads For Ingrowns & Dark Spots

• Recommended by unbiased Gyns & Derms

• Vegan & Cruelty-Free

• Biodegradable pads

• 30% PCR

Features

Buff & Brighten
Daily PHA Polishing Powder For Bumpy & Dull Skin
Available January 2024

• Recommended by unbiased Gyns & Derms

Vegan & Cruelty-Free

• 30% PCR

For Shaved / Waxed Skin | Ingrowns + Bump-Prone Skin | Dark Spots | Uneven Skin Tone | Dull Skin

	Tot Shaved / Waked Skill highowns + h	bump-1 folie Skill Dark Spots Offever Skill Folie Dun Skill
Retail / Size	\$30 US / \$35 CAD 50 count large pads	\$24 US / \$30 CAD 3oz / 85g
Product Benefit	 Buffs away current & future ingrown hair Brightens dark spots Soothes & reduces razor burn 	 Resurfaces rough, bumpy skin while supporting skin health Smooths skin gently, without damaging Brightens dark spots & discoloration Revitalizes & renews dull skin
Formula Features	 Triple Exfoliating Complex (Salicylic, Lactic, & Glycolic Acids) Triple Soothing Complex (Niacinamide, Witch Hazel, & Aloe Vera) 93% naturally-derived, pH-balanced formula (pH 3.75 – 4.75) Hypoallergenic, Won't Clog Pores 	 Resurfacing Triplex (PHA + BHA, Enzymes, & Micrograins of Volcanic Ash) Renewing Triplex (Niacinamide, Colloidal Oatmeal, & Probiotic) 85% naturally-derived, pH-balanced to healthy vaginal microbiome (5.45 when mixed with water) Hypoallergenic, Won't Clog Pores
Product	Clinically-Proven 0% intimate skin irritation	Clinically-Proven 0% intimate skin irritation

Intimate & Body Shoofing





Bikini & Body Bump Eraser Targeted Spot Treatment For Bumps & Dark Spots

For Shaved / Waxed Skin | Ingrowns + Bump-Prone Skin | Dark Spots | Uneven Skin Tone | Dull Skin

Retail / Size

\$17 US / \$23 CAD | 0.5 oz. / 15ml

Product Benefit

- Calms redness & discomfort
- Clears bumps
- Minimizes the dark spots they can leave behind

Formula Features

- Triple Purifying Complex (Azelaic Acid, Salicylic Acid, Green Kaolin Clay)
- Triple Calming Complex (Niacinamide, Green Tea Extracts, Licorice Root)
- 95% naturally-derived, pH-balanced formula (pH 4.5 5.5)
- Hypoallergenic, Won't Clog Pores

Product Features

- Clinically-Proven 0% intimate skin irritation
- Recommended by unbiased Gyns & Derms
- Vegan & Cruelty-Free
- 100% reclaimed / recycled, biodegradable carton
- 50% PCR

Intimate & Body Muning



Vegan & Cruelty-Free

14% Recycled Plastics, No Secondary Packaging









Refill Pouch Available!

Microbiome Balancing Intimate & Body Cleanser Ultra Gentle, Fragrance Free Microbiome Balancing Intimate Spray
Fragrance Free

For sensitive skin prone to imbalances, odor, bumps, itch & irritation

100% reclaimed / recycled, biodegradable carton

Retail / Size	\$20 US / \$23 CAD 8oz / 236ml	\$15 US / \$18 CAD 1.69 fl. oz. / 50ml \$20 US / \$25 CAD 5 fl. oz. / 150ml
Product Benefit	 Cleanses without stripping or irritation Eliminates & helps prevent odor-causing bacteria Protects healthy levels of yeast & bacteria Maintains a healthy vaginal pH balance 	 Inhibits & Prevents odor-causing bacteria Promotes healthy vulva + vaginal flora Protects skin microbiota balance Provides protection against odor, bumps, body-acne, boils, vulva candida, under-boob rash & itch
Formula Features	 Yeast-Safe Cleansers (Green Tea Extract + Clay) Triple Protection Complex (Prebiotics, Peptides, Lactic Acid) 99% naturally-derived pH-balanced to healthy vaginal microbiome (4.3 – 4.8) Fragrance Free 	 2x Odor-Fighting Pre-Ordorants + Prebiotics Hydrating mist, non-sticky & absorbs into skin quickly Refillable and reusable 98% naturally-derived pH optimized to bacteria-prone vulvar skin (4.4 - 5.4) Hypoallergenic, Won't Clog Pores & Free from Fragrance, Alcohol & Common Yeast Triggers
Product Features	Clinically-Proven 0% intimate skin irritation Recommended by unbiased Gyns & Derms Hypoallergenic	Clinically-Proven 0% intimate skin irritation Recommended by unbiased Gyns & Derms Hypoallergenic Vegan & Cruelty-Free

Th 2024 innovation

Intimate & Body Shoothing









Buff & Brighten
Ingrown Protector + Skin Soothing Spray
Available March 2024

For Shaved / Waxed Skin | Ingrowns + Bump-Prone Skin | Dark Spots | Uneven Skin Tone | Dull Skin

Retail / Size

\$20 US | 1.69 fl. oz. / 50ml \$25 US | 5 fl. oz. / 150ml

Product Benefit

- Protects from ingrowns & dark spots
- Soothes sensitivity & irritation
- *Illuminates* dull skin
- Hydrates to soften skin

Formula Features

- Triple Exfoliating Complex (Salicylic, Lactic, & Glycolic Acids)
- Triple Soothing Complex (Niacinamide, Witch Hazel, & Aloe Vera)
- pH-balanced to healthy vulvar & body skin
- Hypoallergenic, Won't Clog Pores

Product Features

- Clinically-Proven 0% intimate skin irritation
- Recommended by unbiased Gyns & Derms
- Vegan & Cruelty-Free
- 100% reclaimed / recycled, biodegradable carton

product line sheet

product price sheet (USD)

Category	Product	Size	SKU	UPC	Retail (USD)		Unit Cost (USD)		Case Pack / MOQ
Moisturizer	Replenishing Serum Daily Intimate Moisturizer	1.35oz	400022F-02	892224000221	\$	23.00	\$	11.50	24
Moisturizer	Rescue Balm Ultra-Rich Vulva Cream	2oz	400021F-01	892224000214	\$	25.00	\$	12.50	24
Cleanser	Vanilla Blossom pH-Balancing Intimate & Body Cleanser	8oz	410031F-01	892224100310	\$	15.00	\$	7.50	9
Cleanser	Fragrance-Free pH-Balancing Intimate & Body Cleanser	8oz	410006F-01	892224100068	\$	15.00	\$	7.50	9
Cleanser	Barrier Rescue pH-Balancing Intimate & Body Cleanser	8oz	400025F-01	892224000252	\$	20.00	\$	10.00	9
Cleanser	Microbiome Balancing pH-Balancing Intimate & Body Cleanser	8oz	400017F-01	892224000177	\$	20.00	\$	10.00	9
Wipes	Fragrance-Free pH-Balancing Intimate & Body Wipes	30ct	401026F-01	892224010268	\$	10.00	\$	5.00	9
Wipes	Vanilla Blossom pH-Balancing Intimate & Body Wipes	30ct	401031F-01	892224010312	\$	10.00	\$	5.00	9
Wipes	Vanilla Blossom pH-Balancing Intimate & Body Individual Wipettes	500ct	400045S-01	892224000450		N/A	\$ (C	180.00 ase pack)	500
Spray	NEW! Microbiome Balancing Intimate Spray	1.69 fl. oz	400038F-01	892224000382	\$	15.00	\$	7.50	24
Spray	NEW! Microbiome Balancing Intimate Spray Refill Pouch	5 fl. oz	400040F-01	892224000405	\$	20.00	\$	10.50	24
Bikini Care	Buff & Brighten AHA/BHA Body Exfoliating Pads	50ct	400024F-01	892224000245	\$	30.00	\$	15.00	12
Bikini Care	NEW! Buff & Brighten PHA Polishing Powder	3oz	400043F-01	892224000436	\$	24.00	\$	12.00	24
Bikini Care	Bikini & Body Bump Eraser	0.5oz	400028F-01	892224000283	\$	17.00	\$	8.50	24

product price sheet (CAD)

Category	Product	Size	SKU	UPC	Retail (CAD)		Unit Cost (CAD)		Case Pack / MOQ
Moisturizer	Replenishing Serum Daily Intimate Moisturizer	40ml	400022F-02	892224000221	\$	25.00	\$	12.50	24
Moisturizer	Rescue Balm Ultra-Rich Vulva Cream	60g	400021F-01	892224000214	\$	30.00	\$	15.00	24
Cleanser	Vanilla Blossom pH-Balancing Intimate & Body Cleanser	236ml	410031F-01	892224100310	\$	15.00	\$	7.50	9
Cleanser	Fragrance-Free pH-Balancing Intimate & Body Cleanser	236ml	410006F-01	892224100068	\$	15.00	\$	7.50	9
Cleanser	Barrier Rescue pH-Balancing Intimate & Body Cleanser	236ml	400025F-01	892224000252	\$	23.00	\$	11.50	9
Cleanser	Microbiome Balancing pH-Balancing Intimate & Body Cleanser	236ml	400017F-01	892224000177	\$	23.00	\$	11.50	9
Wipes	Fragrance-Free pH-Balancing Intimate & Body Wipes	30ct	401026F-01	892224010268	\$	13.00	\$	6.50	9
Wipes	Vanilla Blossom pH-Balancing Intimate & Body Wipes	30ct	401031F-01	892224010312	\$	13.00	\$	6.50	9
Wipes	Vanilla Blossom pH-Balancing Intimate & Body Individual Wipettes	500ct	400045S-01	892224000450		N/A	\$ (Ca	220.00 ase pack)	500
Spray	NEW! Microbiome Balancing Intimate Spray	50ml	400038F-01	892224000382	\$	18.00	\$	9.00	24
Spray	NEW! Microbiome Balancing Intimate Spray Refill Pouch	150ml	400040F-01	892224000405	\$	25.00	\$	12.50	24
Bikini Care	Buff & Brighten AHA/BHA Body Exfoliating Pads	50ct	400024F-01	892224000245	\$	35.00	\$	17.50	12
Bikini Care	NEW! Buff & Brighten PHA Polishing Powder	85g	400043F-01	892224000436	\$	31.00	\$	15.50	24
Bikini Care	Bikini & Body Bump Eraser	15ml	400028F-01	892224000283	\$	23.00	\$	11.50	24

thank you!

Contact Information:

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