

BRAND INTRODUCTION 2020



MASAMI



**THANK YOU FOR THE OPPORTUNITY TO INTRODUCE THE
NEXT BREAKTHROUGH IN PREMIUM HAIRCARE, MASAMI**



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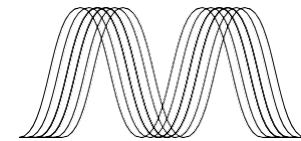


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THIS IS A LOVE STORY

MASAMI - "truly beautiful" - is a premium haircare line designed for the ultimate in botanical hydration, texture and shine. Featuring mekabu, a nutrient-rich ocean botanical from the northeastern coast of Japan...where the three waters of the world embrace.

Japanese beauty and wisdom married New York City determination and style to create MASAMI.



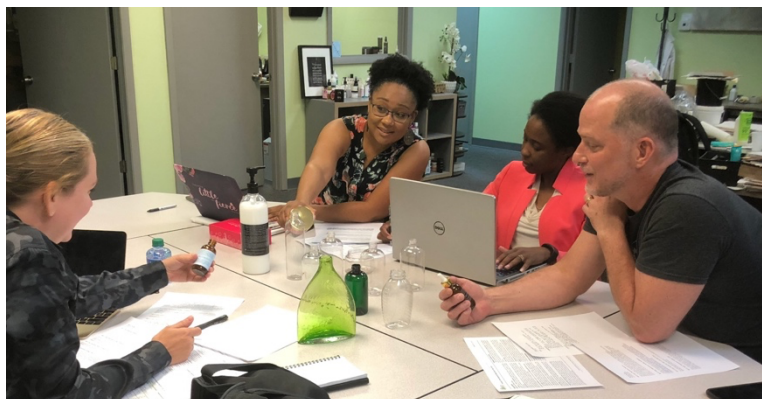
MASAMI

A DECADE IN THE MAKING

James Hammett conceived, developed and perfected our major ocean botanical haircare breakthrough. Engineered with indie beauty chemist mSEED Group, the debut product line has been in product testing since 2018, with feedback coming from a diverse consumer group and some of the most respected names in beauty.

"I have incredibly hard-to-tame hair (think 80's frizzy) and this is the first product I've ever used that actually worked."

New York, Female, 45





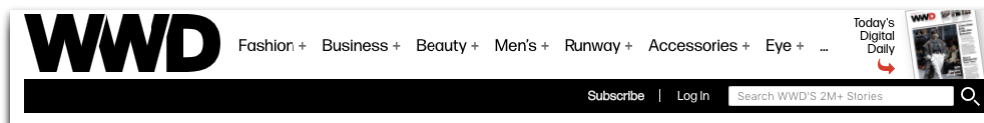
The team at MASAMI broke with marketing and package design conventions by commissioning Joe Doucet, of whom Forbes declared “is a living blueprint of the 21st century designer,” to simultaneously conceive the brand visual identity and launch product packaging.

FOR AN ENORMOUS MARKET READY FOR DISRUPTION

Euromonitor estimates the global hair care market was about \$88 billion in 2018, projected to grow to \$102B by 2024. The U.S. alone, **\$15 billion**. The rise of independent brands, direct-to-consumer marketing, sales and fulfillment, plus growing interest in wellness and innovative ingredients has spurred growth in the premium sector.

“I expect hair will remain the strongest performing beauty category this year...”

Larissa Jensen, executive director and beauty industry analyst, The NPD Group (01 Sept, 2018)



BEAUTY / BEAUTY FEATURES

Hair Now Fastest-Growing Category in Prestige Beauty

Hair is up 19 percent, driven by added retail distribution, the wellness movement and new products.



MOST HAIR CARE IS NOT HEALTHY

Harsh and potentially harmful ingredients are found in 90% of hair care sold in the U.S. today. Consumer awareness is only growing.





BRAND AND PRODUCT CHOICE IS OVERWHELMING

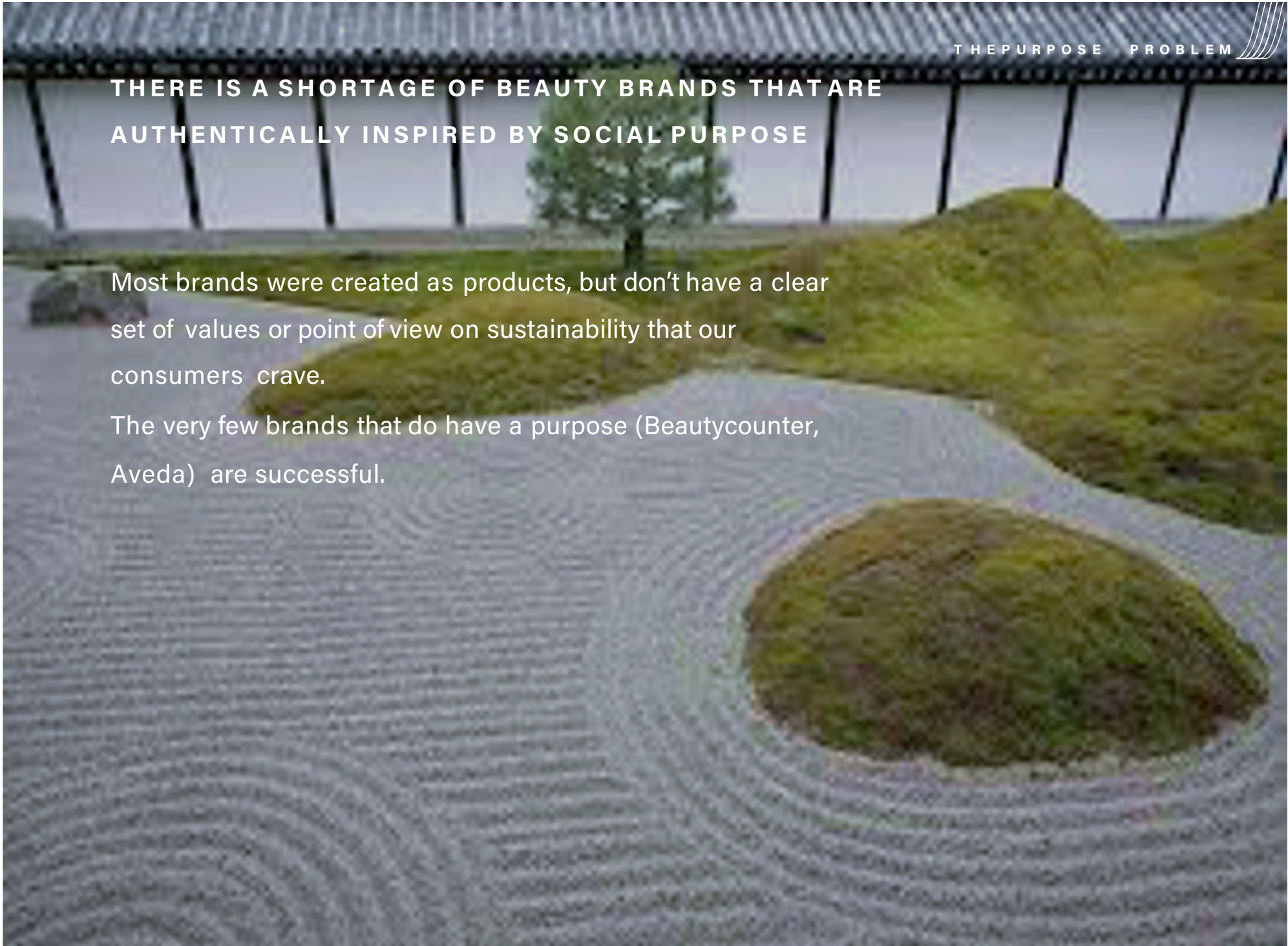
Most hair care brands have grown by offering products defined by benefit: moisture, shine, color treated, volume, and so on. The reality is that most consumers don't want to trade moisture for color treatment or shine for volume. They would prefer to have a product that gives them everything they want. The proliferation of choice is overwhelming and unfulfilling.



THERE IS A SHORTAGE OF BEAUTY BRANDS THAT ARE AUTHENTICALLY INSPIRED BY SOCIAL PURPOSE

Most brands were created as products, but don't have a clear set of values or point of view on sustainability that our consumers crave.

The very few brands that do have a purpose (Beautycounter, Aveda) are successful.





MASAMI WILL LEVERAGE SEVERAL KEY CONSUMER TRENDS

- ✓ DISCOVERY: NEW (TO U.S.) JAPANESE OCEAN BOTANICALS
- ✓ THE INFLUENCE OF EASTERN CULTURE & TRADITION
- ✓ GENDER NEUTRAL SENSIBILITY
- ✓ GOOD FOR YOU PRODUCT
- ✓ PURPOSE DRIVEN
- ✓ BEAUTY DTC

MASAMI INSTITUTE

THE OCEAN DRIVES OUR PURPOSE

“Truly beautiful” reflects our passion for beauty and our love for nature. Our team at The MASAMI INSTITUTE in the Iwate Prefecture of Northeast Japan works with the local fisherman and coast line preservation groups to research, monitor and document each season’s growth. Our goal is ultimately to preserve and restore the fragile ocean ecosystem.



Mr. Kazuya Yoshisho, Managing Director of The MASAMI INSTITUTE, moved from Tokyo to Otsuchi in 2011 to help with earthquake and tsunami recovery efforts by starting The Otsuchi Recovery Shashiko Project to provide women who had lost their homes and workplaces in the disaster with work and a place to feel they belong. He has been championing the restoration of the ocean and botanicals through education and documentation.

**WITH A PRECISION FORMULATION FEATURING
JAPANESE MEKABU, OCEAN'S WONDER BOTANICAL**

Introducing mekabu, our unique and exclusive ingredient. Located at the lower stem of the wakame seaweed, a staple of Japanese health and wellness for centuries, mekabu is full of nutrient-rich algae, minerals and vitamins.

This wonder ocean botanical is sourced directly from Japan and forms an incredible foundation from which to create our preliminary products and numerous line extensions.

MASAMI products are formulated with other “good-for-you” ingredients such as japonica laminaria, blueberry extract, aloe and grapeseed oil and importantly, no toxic ingredients. No phthalates, sulfates or parabens. Vegan. Cruelty free.



THE SCENT IS TRULY BEAUTIFUL

“My first job for Harvey Nichols was picking up casablanca lilies for the flagship store in Knightsbridge, London. I knew someday this fragrance would touch something I created.”

-James



HEALTHY HAIR

Products containing mekabu enhance the appearance of your hair’s texture, add shine and moisture content, and hair appears to have greater body and definition.

WORKS FOR EVERYONE

One precision formula that works beautifully on virtually every hair type (we know, we’ve tested them all)

LIFE IS TOXIC - MASAMI ISN'T

Free of parabens, sulfates, phthalates, synthetic fragrances. Color safe, cruelty-free and 100% vegan.

OCEAN'S WONDER BOTANICAL

Enriched with the ocean vitamins, minerals and extreme moisturizing properties of Japanese mekabu.

CONSUMER RESPONSE

“

“My hair is silky smooth, but really clean, not all coated and chemicalized.” Katie P., 15

“Oh my go, I love it. My hairs’ never looked or felt so good, or been more manageable..”

Alicia D., 47

“My stylist said it took out all the build-up and my hair has never looked better.”

Veronica A., 36

“I love the smell and the feel, and I miss it when my samples run out.” Robert D., 55



“The smell is so nice, and it’s not perfume or too strong.” Sean D., 29

“My hair feels and smells healthy, like for days. I love the conditioner too.” Sophia Z., 18

“I love it. The smell, the ingredients, my hair, I love my Masami hair!.”

Caroline F., 54

“I have incredibly hard-to-tame hair (think 80’s frizzy) and this is the first product I’ve ever used that actually worked.”

New York, Female, 45

CREATED BY A TEAM WITH DECADES OF CATEGORY EXPERIENCE AND SUCCESSES

New York is where our leadership team fell in love with beauty. Nowhere else can you see up close the dynamics of the industry and access the world's best talent.



Lynn, Masahiro and James – March 2019, NYC

James Hammett, Chief Innovation Officer

- Led Clairol's creative services operations, 1991-98
- Produced and cast Linda Evangelista and Naomi Campbell for professional hair color brands, 1993
- Led Natural Instincts hair color launch, 1994
- Led Nice & Easy hair color restage and launch, 1995
- Created a partnership with CFDA for Clairol, 1996
- Partnered with Marc Jacobs and Anna Sui to launch Glints washout haircolor brand and Brights by Nice & Easy, 1995
- Ran Matrix celebrity and model shoots, 1997-2004
- Relaunched Matrix Amplify & Biolage, 1998-99
- Launched first Matrix SoColor haircolor brands, 1999
- Relaunched Dark & Lovely for L'Oreal, 2002
- Launched new brands for Soft Sheen Carson: Hi Res & ColorFlash, 2004
- Met Masahiro and began to discover the beauty and wonder of Japan, 2007
- Began formulation development for ReVu, 2010
- Finalized 1.0 product formulations for Masami, 2018

Lynn Power, Chief Executive Officer

- Led Gillette Venus global marketing launch "Now every woman can feel like a goddess", 2001 (BBDO Worldwide)
- Launched L'Oreal Natural Match no-amonia hair color, 2005 (McCann)
- Led Clinique's global television advertising campaigns, including the iconic 3 step line and Even Better Clinical 2008 - 2014 (Arnold Worldwide)
- Helped Vichy and La Roche Posay with their US launch and retail strategies in 2012 (Arnold Worldwide)
- Repositioned Nexxus and St. Ives, 2012-14 (Arnold Worldwide)
- Helped pivot startup skin care brand Willa (natural skincare for teens) from retail distribution to a social selling model, 2014
- Following four years as J. Walter Thompson's NY CEO, consulted for several tech startups on positioning, branding, marketing, 2014-18

SUPPORTED BY A TEAM OF MODERN MARKETING EXPERTS

Veronica Armstrong, Digital Acquisition
Kristyn Terpinas, Content Creation
Joseph Jaffe, Business Strategy & Author

Jen McBride, Digital Strategy
Robert Dowling, Media & Influencer Relations
Kerry Quinn, CFO

BACKED BY HALL OF FAME ADVISORS AND PARTNERS

From global brand manufacturers to media to start-ups, there isn't much our amazing advisory board hasn't seen or done.

Caroline Fabrigas
CEO, Scent Marketing



Melanie Batchelor
CMO, Campari America



Leslie Kee
Photographer



Karen Adams
CMO, Clark's Botanicals
Former Dior, Supergoop!



Caleb Hunt
Former CMO, Citibank
Japan



Thalia Mavros
Founder/CEO, The Front



Earned Media, Social Media,
Influencer Marketing



Independent, premium, natural
beauty expert chemist



Industrial design, packaging
and brand identity designer



LAUNCH

MASAMI launched on 2/13/20 with two shows at NY Fashion Week



NATORI



INITIAL RESPONSE HAS BEEN STRONG

- | | | | |
|---|---|--|--|
| <ul style="list-style-type: none"> • Launch at NY Fashion Week • Atterton Live • In Seven Words Live • Core Club Pitch • CEW Beauty Demo | <ul style="list-style-type: none"> • Sampling • 2 podcasts • Tamed Hair Salon • SERUCCELL partnership • 11 blogs/reviews | <ul style="list-style-type: none"> • Nikki Salon • Beautyque.nyc Live • Sampling • 3 podcasts • 9 blogs/reviews | <ul style="list-style-type: none"> • Tangible Collective Live (3 stores) • Clean Beauty Summit |
|---|---|--|--|

FEB

APRIL

JUNE

AUG



MARCH

MAY

JULY

SEPT

- Beauty Independent Article
- 2 podcasts

- 3 podcasts
- 17 blogs/reviews
- On TalkShopLive
- Sampling

- Spoke & Weal Salon (8 locations)
- SERUCCELL Atelier launch
- 2 podcasts
- 4 blogs/reviews
- The Sexiest Beauty/Sweet & Kind/Hush & Hush partnerships

- Dream Dry co-branded products
- Clean Beauty Kit
- 5 podcasts

Repeat purchase = 20%
 30% of purchasers are male
 Top product: 10 oz Shampoo
 Began work on 3 new product innovations
 Creating 32 oz back bar for October
 Began production on 32 oz sustainable bottle

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james@lovemasami.com CHIEF INNOVATION OFFICER

kerry@lovemasami.com CHIEF FINANCIAL OFFICER

Love,



MASAMI