





# PINK ZEBRA™

NUTRA

reboot

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recover

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get your stripes



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NUTRA

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recover

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get your stripes

# Presentation Outline

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- Pink Zebra Nutra
  - Presenter & Co-Founder of Pink Zebra Nutra Alan Roberts, M.S.
  - Corporate Background
  - Services Overview
    - Trend Identification
    - Product Development
    - Marketing Services
  
- Intro to Pink Zebra Technology
  - Pink Zebra Technology Data
  - Product Marketing & Sampling



# Corporate Background

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**Alan Roberts** – Founder of Nutrition Innovation in 2004

**Education:** M.S. Human Nutrition / B.S. Physiology

## Corporate Experience:



## Providing expertise in the following areas:

- Turnkey Product Development
- Regulatory Review
- Manufacturing Support
- Operations

## Professional Affiliations:



# Marketing Support & Trend Identification: Evolution of the Energy Category



High Calorie  
High Carb



Smaller Size  
New Category



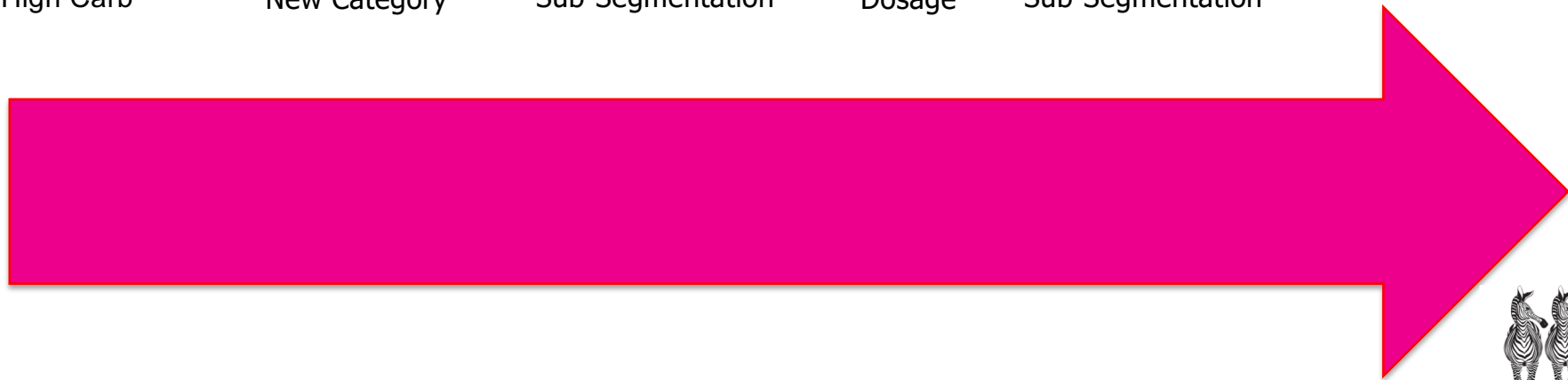
Category  
Sub-Segmentation



Pocket-Size  
Dosage



Category  
Sub-Segmentation



# Product Development Competencies

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- **Exclusivity on Branded / Clinically Proven Ingredients / Technologies**
- **Custom Formulations**
  - Powders
  - Softgel / Capsule / Tab
  - Ready to Drink – shots / beverage
- **Co-Packer Network**
  - Tablets / Capsules / Effervescents
  - Powders
  - Liquids
- **Best in Class Products**
  - New technologies
  - Quality Ingredients  Efficacious Product
  - Competitive Pricing



**BEST-IN-CLASS PREMIUM INGREDIENTS  
& SPECIALIZED TECHNOLOGIES**

*#Red Carpet*  
RECOVERY



**PINK ZEBRA™**  
NUTRA

**20X**  
more  
bioavailable

reboot your **cbd** experience™

**PINK ZEBRA**  
NUTRA

**8 hours+**  
relief

reboot your **cbd** experience™

**PINK ZEBRA**  
NUTRA

fast-acting!  
long-lasting!

reboot your **cbd** experience™

**PINK ZEBRA**  
NUTRA

non-psychoactive

reboot your **cbd** experience™

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need to  
recover?

reboot your **cbd** experience™

**PINK ZEBRA**  
NUTRA



**PINK ZEBRA**  
cbd

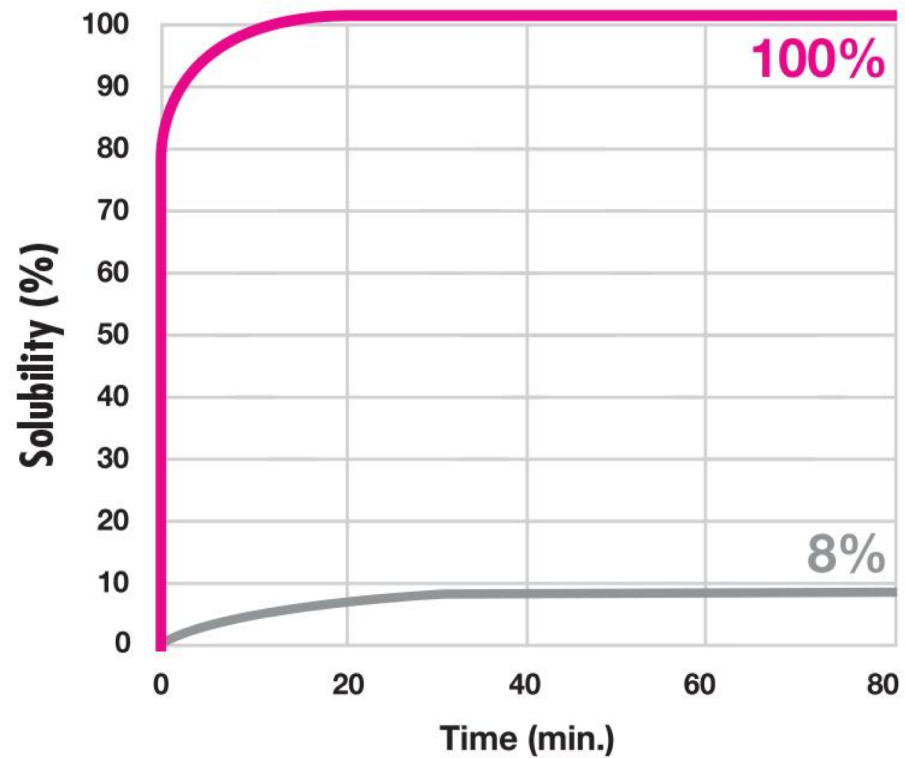
**PINK ZEBRA**  
cbd

**20X**  
more  
bioavailable

reboot your **cbd** experience

**PINK ZEBRA**  
NUTRA

## PINK ZEBRA CBD Solubility



REGULAR CBD      PINK ZEBRA CBD

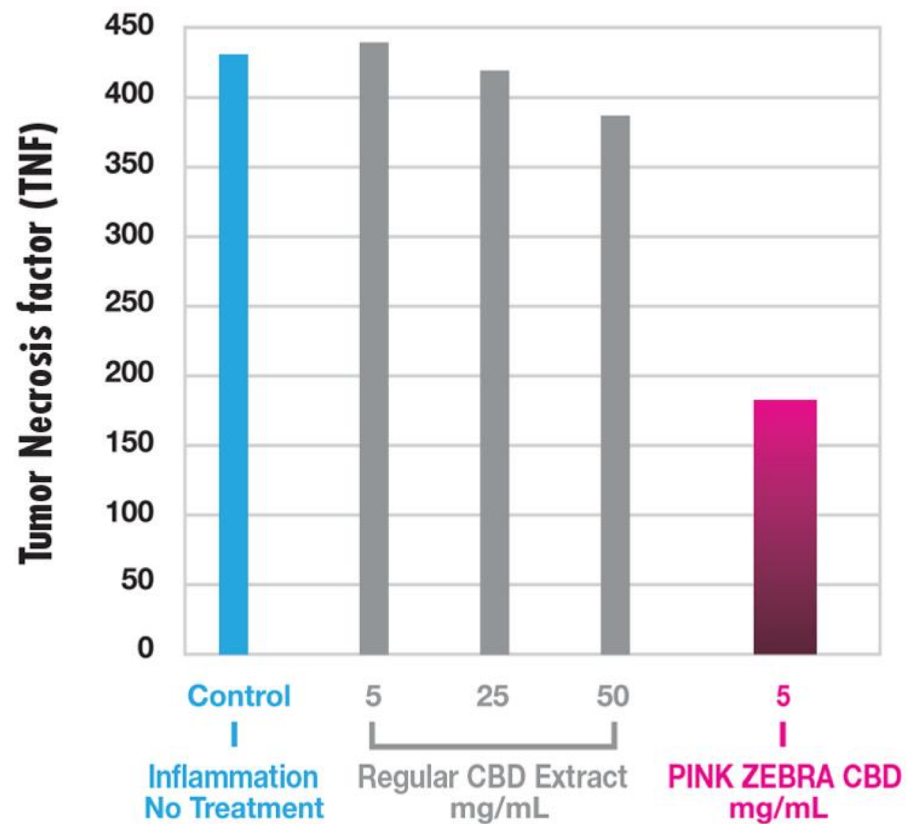


Pink Zebra CBD  
is fully water soluble

**need to recover?**  
reboot your **cbd** experience™

PINK ZEBRA  
NUTRA

## Inflammation with PINK ZEBRA CBD



Pink Zebra CBD  
helps speed recovery



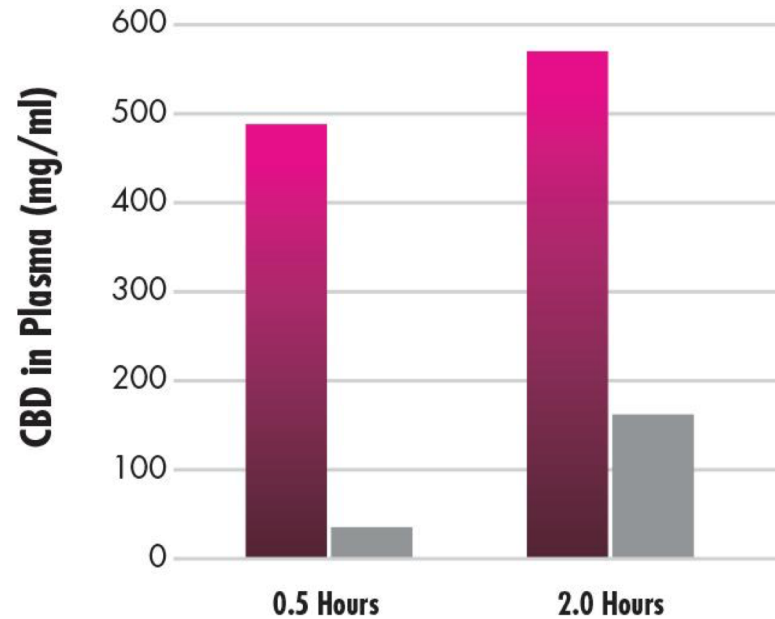
**fast-acting!  
long-lasting!**

reboot your **cbd** experience™

**PINK ZEBRA**  
NUTRA



### Taken by Mouth Amount in Bloodstream (Plasma at 0.5 and 2.0 Hours)



REGULAR CBD

PINK ZEBRA CBD

Pink Zebra CBD  
is Fast Acting!

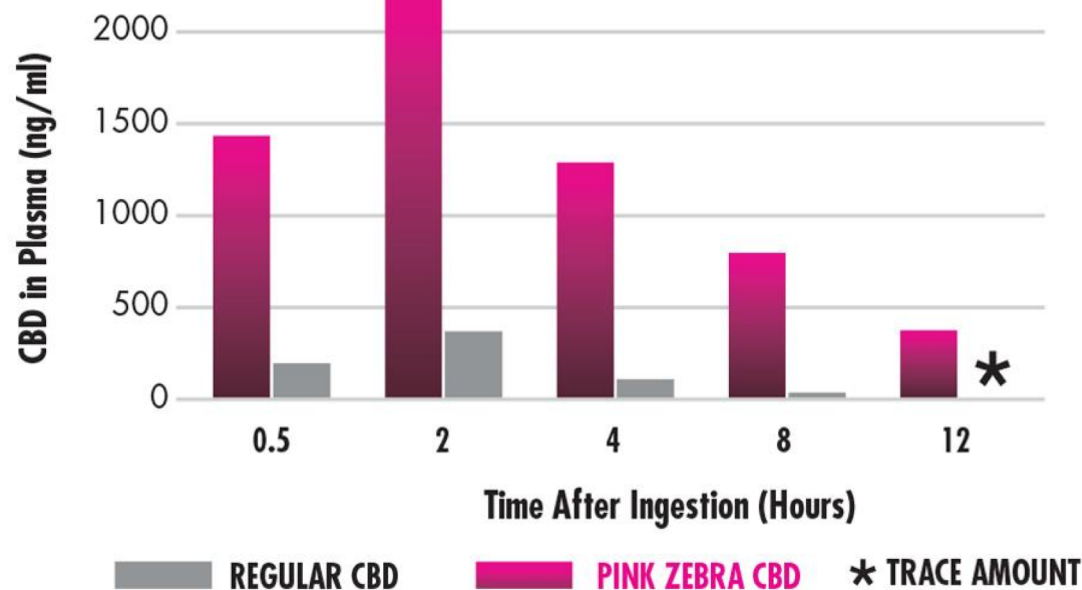
**PINK ZEBRA**  
NUTRA



8 hours+  
relief

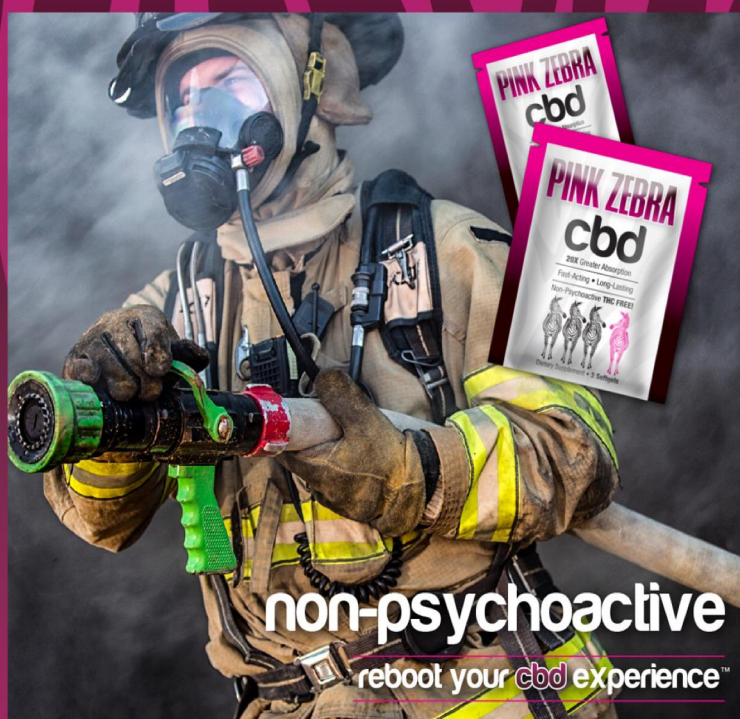
reboot your **cbd** experience™

PINK ZEBRA™  
NUTRA



Pink Zebra CBD  
is Long Lasting w/ 8+ hours relief

PINK ZEBRA™  
NUTRA

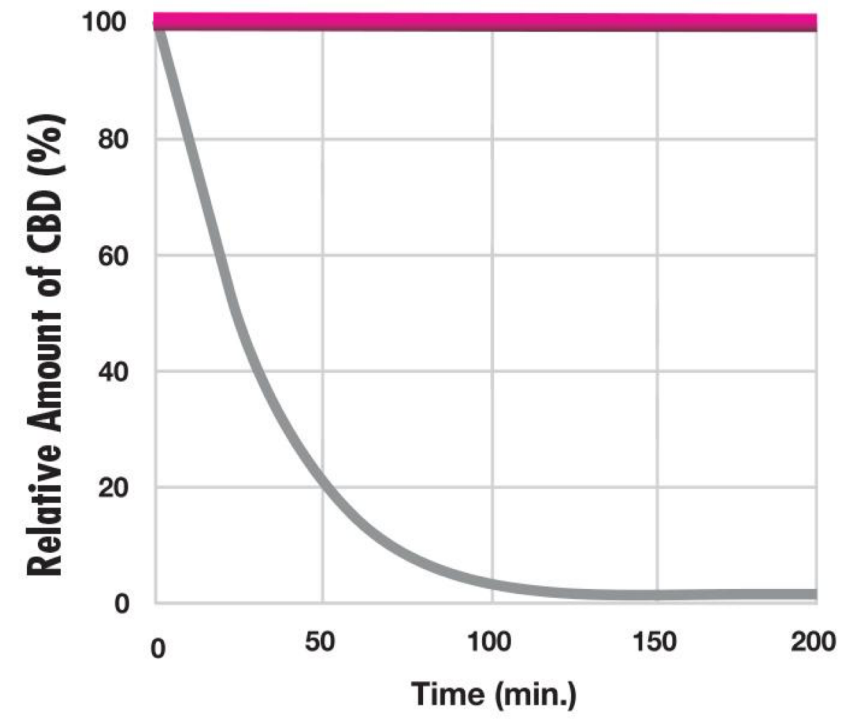


**non-psychoactive**  
reboot your **cbd** experience™

**PINK ZEBRA™**  
NUTRA

## CBD Degradation in Stomach Fluid

**PINK ZEBRA CBD vs. Regular CBD**



REGULAR CBD      PINK ZEBRA CBD



Pink Zebra CBD  
doesn't degrade!

**PINK ZEBRA™**  
NUTRA

# Phase 1 Products (POS “Grab-n-Go” CBD Softgel Packs & 30ct Containers)



# Phase 2 Products (Made-to-Order CBD Products for Retail Distribution)



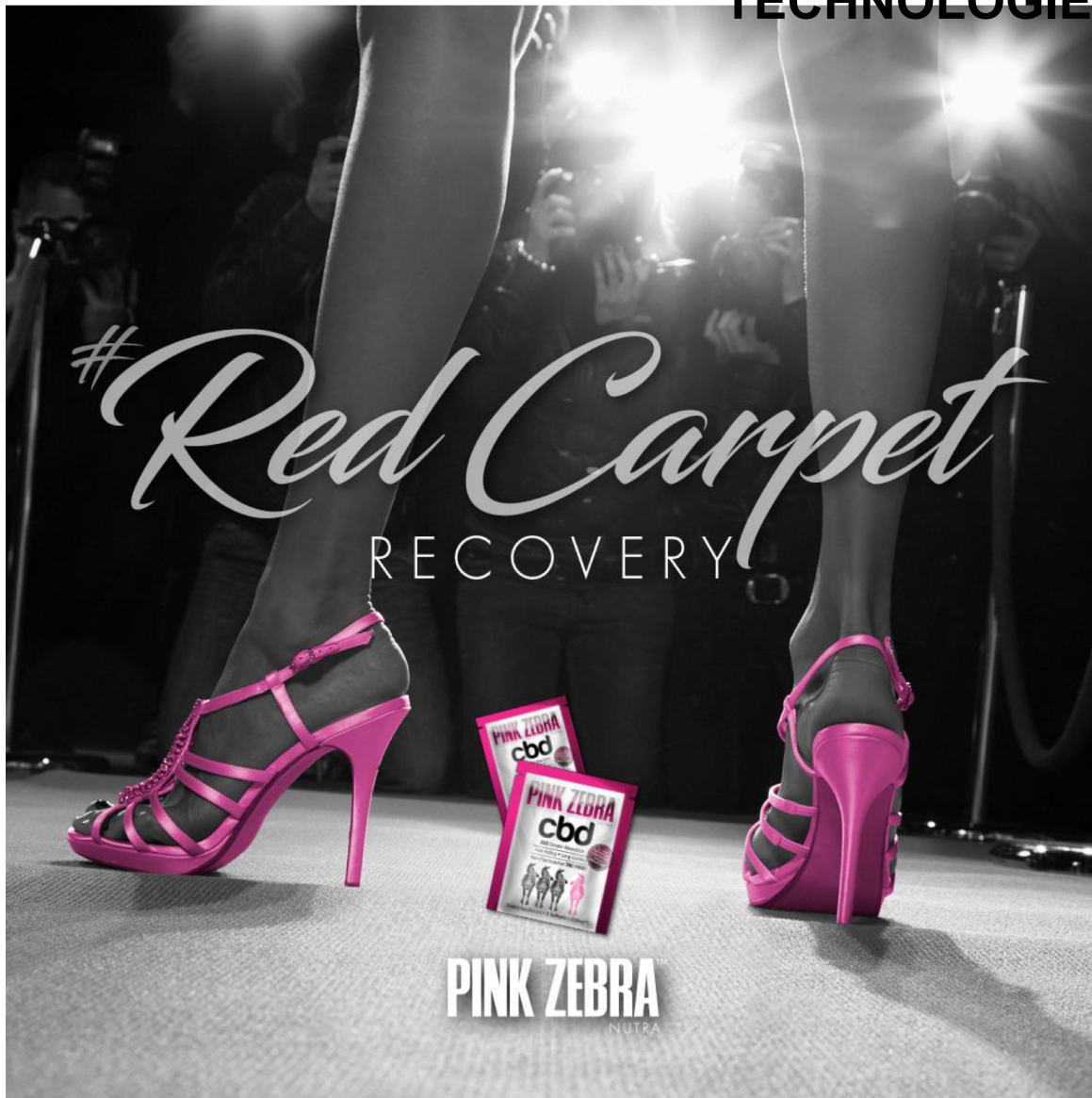
FUTURE PRODUCT SKU'S



## Phase 3 Products (Additional API & Other Novel Ingredients)

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### BEST-IN-CLASS PREMIUM INGREDIENTS & SPECIALIZED TECHNOLOGIES



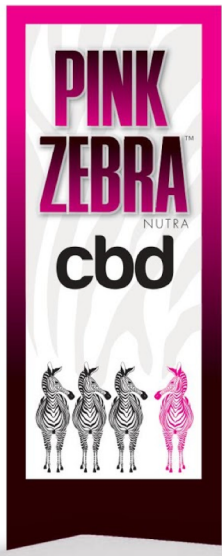
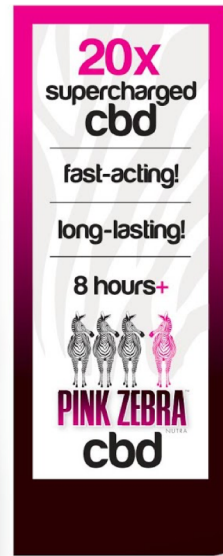
#### Phased Roll-out of Other:

- Novel Ingredients
- Specialized Delivery Technologies
- Condition Specific Formulations
- Complementary Active Ingredients with Substantiated Claims





**BOUTIQUE EVENT ASSETS**



POS DISPLAYS & EVENT ACTION CARDS

**8 hours+ relief**  
reboot your **cbd** experience

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reboot your **cbd** experience

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**fast-acting!  
long-lasting!**  
reboot your **cbd** experience

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**20x more bioavailable**  
reboot your **cbd** experience

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**non-psychoactive**  
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**need to recover?**  
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**BUY 1 GET 1 FREE!**  
WHEN YOU PURCHASE PINK ZEBRA CBD CHECKOUT

**EL SOL SMOKE SHOPS**  
PIPES • VAPES • E-LIQUIDS • TOBACCO • ROLLING PAPER  
700.984.0604 • 61622 HWY. 111 • NODO, CA

**need to recover?**  
reboot your **cbd** experience!  
8 hours+ relief

PINK ZEBRA CBD™ is not your ordinary CBD. We are 20x more bioavailable and we've supercharged our U.S. hemp-derived CBD with patented manufacturing. Just one of our 10mg liquid softgels has the bio-equivalence of 200mg of ordinary CBD. Our liquid CBD softgels are 99% protected from stomach degradation for enhanced CBD absorption. We deliver CBD to your body in minutes, providing over 8 HOURS OF RELIEF.

At PINK ZEBRA CBD™, we've got you covered from A-ZEBRA for your CBD needs!

**BUY 1 GET 1 FREE!**  
ONLINE AT [PINKZEBRACBD.COM/COACHELLA](http://PINKZEBRACBD.COM/COACHELLA)

ONLINE AT [PINKZEBRACBD.COM](http://PINKZEBRACBD.COM)

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**#GETYOURSTRIPES**  
EXCLUSIVE EQUINOX OFFER! Enter [EQXLA](http://EQXLA) upon checkout.  
BUY NOW: [www.pinkzbracbd.com](http://www.pinkzbracbd.com)

@PINKZEBRACBD | #GETYOURSTRIPES | PINKZEBRACBD.COM

**need to recover?**  
reboot your **cbd** experience!  
8 hours+ relief

Our 10mg CBD softgel is EQUIVALENT to 200mg of REGULAR CBD!

**need to recover?**  
reboot your **cbd** experience  
EQUINOX  
EXCLUSIVE EQUIINOX OFFER! Enter [EQXLA](http://EQXLA) upon checkout.  
BUY NOW: [www.pinkzbracbd.com](http://www.pinkzbracbd.com)

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**#GETYOURSTRIPES**  
EXCLUSIVE RISE ABOVE FITNESS OFFER! Enter [RAFBF](http://RAFBF) upon checkout.  
BUY NOW: [www.pinkzbracbd.com](http://www.pinkzbracbd.com)

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Our 10mg  
CBD SOFTGEL  
is EQUIVALENT to  
200mg of  
REGULAR CBD!



**Supplement Facts**

Serving Size: 1 Softgel • Servings per Packet: 3 • Servings per Box: 27

Amount Per Serving	% Daily Value
Cannabidiol (CBD from Hemp Extract)	10 mg *

\* % Daily Value not established.

**INGREDIENTS:** Vegetable oil, sorbitan monooleate, propylene glycol, medium chain triglycerides, phosphatidyl choline, purified crystalline hemp concentrate, softgel – gelatin, glycerin, purified water.

**Does Not Contain:** Corn, Wheat, Gluten, Salt, Soy, Dairy, Artificial Colors or Flavors.

**WARNING:** Keep out of reach of children. Pregnant or nursing mothers, individuals under 18 or individuals with a suspected or known medical condition should consult their physician before using this or any dietary supplement.



Now Available in  
**10 Pack POS Box!**

Great for Single Packs at Point of Sale!

# reboot your cbd experience!

**PINK ZEBRA CBD™** is not your regular CBD. We are 20X more bioavailable than your normal CBD. We super-charge our U.S. hemp derived CBD with patented nanotechnology. Just one of our 10mg CBD liquid softgels has the bio-equivalency of 200mg of regular CBD\*\*.

Our liquid CBD softgels are protected from stomach degradation for greater CBD absorption. Our softgels deliver CBD to your body in minutes, providing over **8 HOURS OF RELIEF**. At **PINK ZEBRA CBD™**, we've got you covered from **A-ZEBRA**, for your CBD needs!†

**FEATURES:**

- **20X Greater Absorption**

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- **Fast-Acting!**

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- **Long-Lasting!**

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- **Recovery**

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- **8+ hours of relief**

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- **Non-Psychoactive**

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- **Made in USA from Industrial Hemp**

\*\*Based on bioavailability and not administered by oral dose per Drug Administration. The product is not intended to diagnose, treat, cure or prevent any disease.

**3 Softgels (~600mg\*\*)**



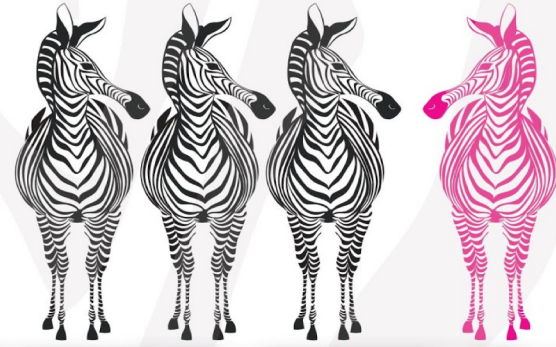
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