



BIO₂YOU



Time to rejuvenate naturally

more comfort more radiance less wrinkles and lines

KEY COMPETENCE

Effective ingredients

Modern technologies

Unique solutions

Good price for value

Bio2You sea buckthorn products have ultra-pure yet effective formulas and a strong green ethos. Taking advantage of nature as the main source of beauty together with innovations, Bio2You products provide physical and emotional comfort and luxury feeling.

- natural
- no alcohol
- no parabens, no silicones, no parafins
- no animal by-products



PRODUCT RANGE

Natural skin care

Anti-age

Hair care

Body care

Food supplements

Bath experience

Oral care

Gift sets



FACE CARE





BODY CARE



HAIR CARE



ORAL CARE



SUPERFOOD

Bio2You HISTORY

2010 – 2014 Company operates as a **hobby**, outsourcing production of all products; no employees.

2014 - 2016 Company:

- established manufacturing facility in Latvia and Good Manufacturing Practice routines;
- developed product range of 200 products;
- established all routines for qualifying under EU Regulations and completing all necessary documentation within own production facility;
- started in-house production of full product range, ensuring non-stop production, proper inventory, raw materials and packaging, etc.;
- covered sales potential in Latvia.

2017 Company started focusing on exports by hiring top export professionals with high expertise. Agreements concluded in 2017 cover 25 Middle East countries, Russia, 15 French speaking countries, etc.

Bio2You is a Member of Latvian Cosmetics Association



Bio2You CHALLENGES

INDUSTRY

- Highly competitive

INDUSTRY REQUIREMENTS

- High capital investments
- High knowledge requirements
- High investments into creative marketing
- Contacts!

WHAT TO DO?

- Have a great product that will sell more than once, but... it is not enough
- Act with integrity, honestly and truthfully in line with your brand's expectations, values, beliefs and principles.
- Be innovative and creative
- Sell a product that has a greater value in the eyes of the customer than the price you are asking
- Sell, sell, sell more and global

=> Add Value, Be Different, Be Creative!



EXPORTS

- All Western European countries
- United Kingdom
- 25 Middle East countries
- 15 French speaking countries
- Russia
- China



*At BeautyWorld Dubai – the largest beauty exhibition in Middle East
May, 2017*

Bio2You CHALLENGES: CASES

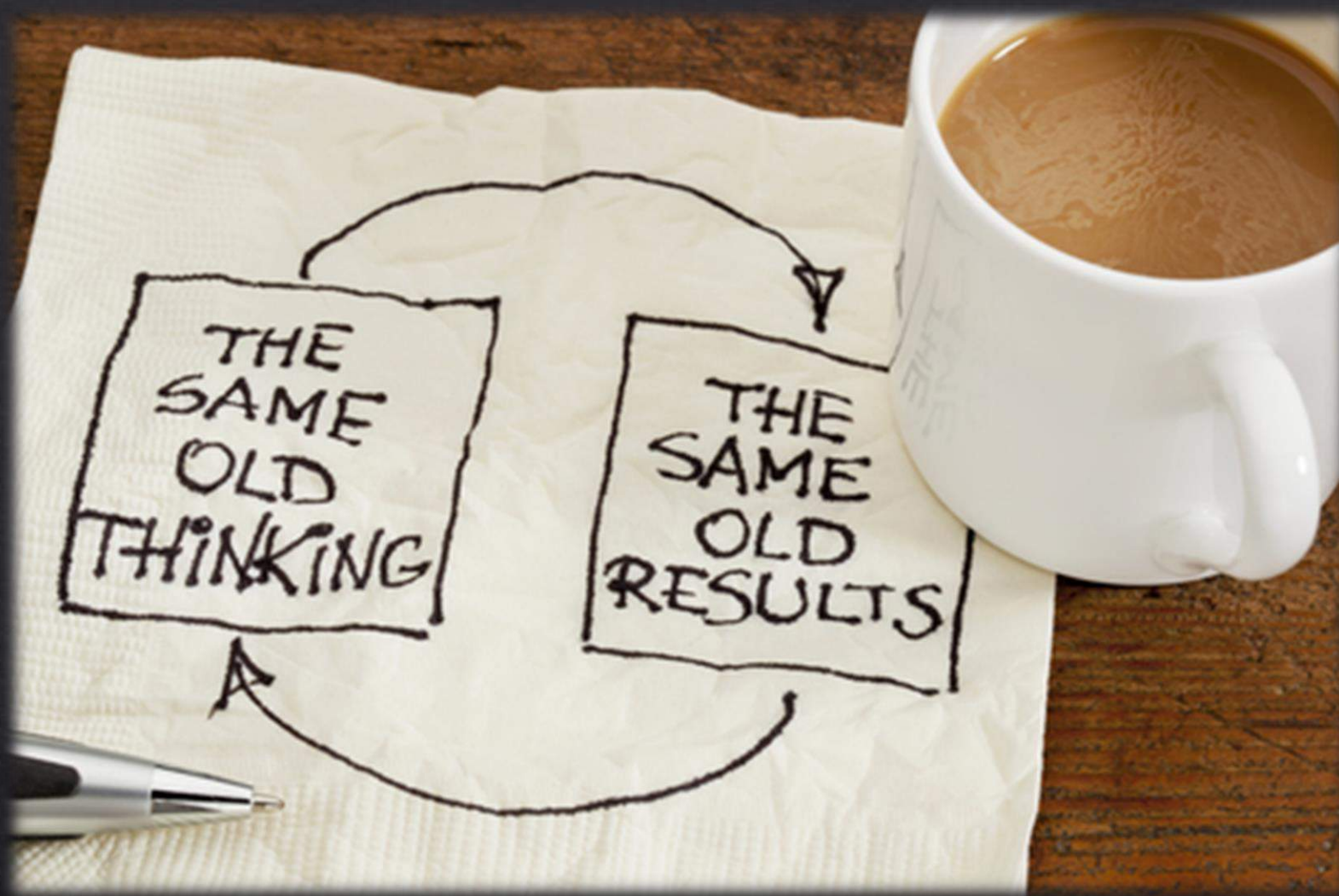
1. TRADEMARK

- 2010 Applied for Bio2You trademark registration in the territory of European Union at OHIM
- 2010 This application was immediately **opposed by O2 Holdings**. The opposition was supported by 500 pages based on the fact that Bio2You logo contains O2.
- 2010 Bio2You defended itself on 700 pages long material based on the fact that no one can privatize symbol of Oxygen
- Aug 2011 **Bio2You trademark was registered**
- 2011-2013 O2 Holdings continued to challenge registration of Bio2You in all 3 subsequent court instances
- Nov 2013 Bio2You **won all 3 instances** and received non-objectable right to use its trademark
- Dec 2013 O2 Holdings **filled court against individual Bio2You distributors** in Germany and in the UK
- March 2014 Bio2You concluded **TRADE MARK CO-EXISTENCE AGREEMENT** with O2 Holdings for the territory of Whole World
- June 2014 New application with updated Bio2You trademark submitted to OHIM; no objections received
- Dec 2014 New Bio2You trademark **finally registered** without any objection.

2. CONSTANT FEE ARRANGEMENTS

- Professionals aiming to receive payment without proper and measurable duties
- Accept only success fee based contracts





Be creative and persistent!

Think out of the box!

Do not rely on standard and expensive problem solving!

INDUSTRY AND OPPORTUNITIES

- ◆ **BIO2YOU IS SEEKING INVESTMENTS** to develop a new business line that will allow DOUBLE company size in a short run.
- ◆ Cosmetics industry is M&A active. Some examples from 2016: Coty acquired ghd, Unilever bought Dollar Club, L'Oreal acquired IT Cosmetics, Unilever acquired Seventh Generation
- ◆ Recent Baltic deals. Baltcap invested in Stenders, Olainfarm acquired Kiwi Cosmetics, Lithuania's Kosmetikos Laboratorija invested in BLOK

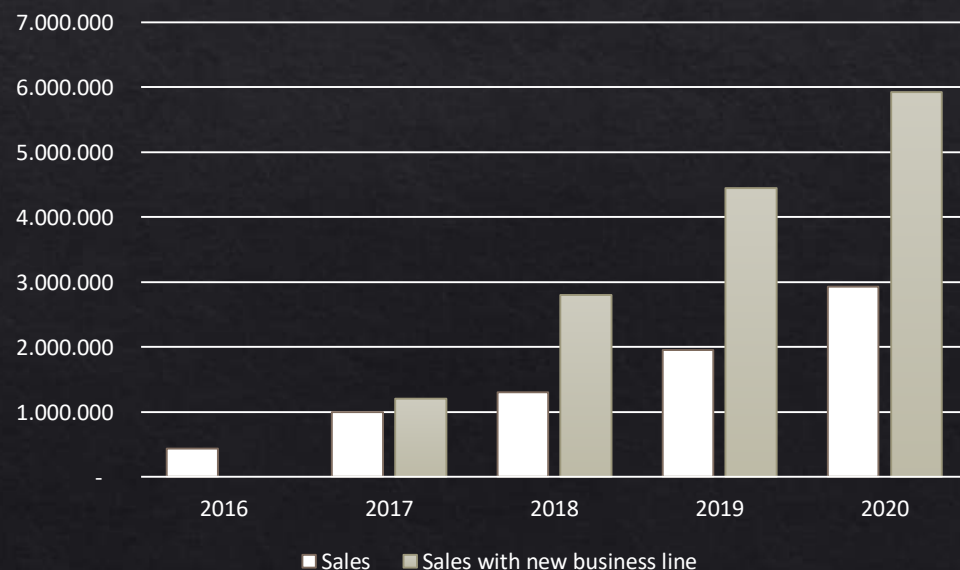
Industry snapshot

Natural cosmetics market value was 11 billion in 2016 and is expected to double in next 8 years

The growth of the skincare products segment in the global natural and organic skin care products market is driven primarily by increasing demand for clean label products, coupled with increasing number of health conscious consumers globally

Source: Global Organic Cosmetics Market Forecasts & opportunities 2021

Estimated sales with the new project



WHY BIO2YOU

Trustworthy, professional and positive team with a worldwide business experience

Wide and continuously increasing product range

Proven, tested quality products

Continual R&D processes to find the most effective solutions

Strategic business concept fosters a successful product sale in the market

Elastic approach and quick response!





BIO₂YOU

natural
NUTRITIVE
SEABUCKTHORN
CREAM with Panthenol

50ml e

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