



I N V E S T O R D E C K



+stories



SEE INDEX OR TESTIMONIALS DOCUMENT FOR MORE FEEDBACK



pH R&D, LLC is a seller of consumer and medical-use skin care products, with two brands currently in production: CoolBottoms® and NeutrapHor®.

CoolBottoms® is an infant skin conditioner designed to alleviate red, painful rashes.

NeutrapHor® is a multiple-use cream known as 'dream cream' that is effective in wound and personal care as well as everyday use.





+mission

THE MISSION OF PH R&D IS MAKING SKIN SMILE©,
AND TO PROVIDE AFFORDABLE,
ACCESSIBLE, INNOVATIVE SKIN PRODUCTS TO
PEOPLE AND ANIMALS.



MAKING SKIN SMILE™

VETERINARY
SKIN CARE

SPORTS
CHAFING

DIABETIC
FOOT

ECZEMA
CARE

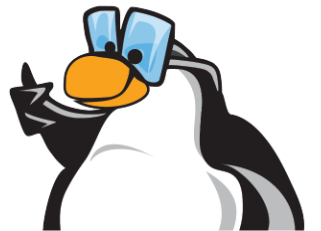
WOUND
CARE

FIRST AID

PRIVATE
LABELING

FACE &
BEAUTY

+verticals

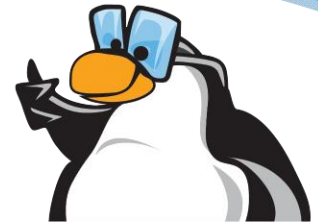




pH R&D LLC was initially formed by Jennifer Moore, founder/inventor, and Dr. Gina Herrmann, pediatrician, for the sole purpose of bringing a novel diaper rash cream that solves red, painful rashes.

THE GROUP HAS SINCE ADDED

$$\begin{array}{ccc} 2 & + & 6 & + & 2 \\ \text{WOUND} & & \text{PHYSICIANS} & & \text{CHEMISTS \& FDA EXPERTS} \\ \text{NURSES} & & \text{\& SURGEONS} & & \end{array}$$



+how is it different?



pH mediation – the power of pH adjustment to cool skin down and interrupt negative disease processes.

Non-scrubbable comfort that addresses acidic skin conditions such as diaper rash.

Positive clinical feedback from elder care, diabetic foot, baby, special needs, and wound care.



+how is it better?



- + developed by doctors
- + no zinc oxide
- + no fragrance
- + pH mediation feature
- + fewer ingredients
- + no scrubbing to remove
- + new concept in skincare
- + affordable
- + multiplicity of use
- + no steroids



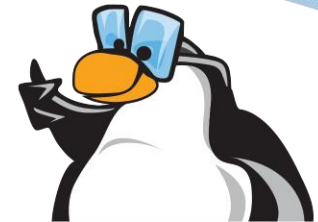
+projections

[POST FUNDING REVENUE]

YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
\$900K	\$1.4m	\$2.8m	\$3.2m	\$4.5m
.001% market	.0029% market	.0058% market	.0067% market	.0094% market*



*PROJECTIONS BASED ON THE CONSERVATIVE BABY MARKET ONLY.



US MARKET SIZES



BABY SKIN MARKET

\$480m



PERSONAL CARE
SKIN MARKET

\$23B



ECZEMA CARE
MARKET

\$18B



SPORTS CHAFING
MARKET

\$264m



WOUND CARE/OSTOMY
MARKET

\$9B



VETERINARY SKIN
MARKET

\$1.2B

PH R&D LLC SEEKS AN
INVESTMENT OF

\$500k
convertible note
+ **20%**
discount





T H E
E N D

