

balanceVS introduces

NEXT GENERATION LAUNDRY DETERGENT & PROTECTION SACHETS



Detergent Sachet



Protectant Sachet

NEW

PACKAGING

24 COUNT DETERGENT & 10 COUNT PROTECTION



balance®

living eco biotic detergent

balance®

active antibacterial protectant

NEW

2 Amazing Products

1 Innovative Sachet

www.balancedetergent.com

THE WORLD'S 1ST ECOBIOTIC DETERGENT & SACHET

EXCLUSIVE

DETERGENT



PROTECTANT



balance[®]
living **ecobiotic** detergent

**CLEANS
DOWNSTREAM**

**SENDS DIRT & GRIME
DOWNSTREAM**

ecobiotics the natural way to clean

No other laundry detergent naturally “consumes dirt & grime” or “improves water quality downstream”

ecob



when taking care of our planet matters

ecobiotic

The inspiration...

Large scale cleanup efforts from oil spill disasters using ecobiotic detergents to naturally breakdown, consume and transform back into harmless elements



Regular chemical detergents don't breakdown or pre-remediate wastewater. They only lift dirt & grime, flushing their chemicals and grime downstream to further pollute wastewaters



balance[®]

active antibacterial protectant

Revolutionary

STAY AHEAD OF BIOBURDEN

- Permanent 24/7 fabric protection against fabric deteriorating & odor causing bacteria
- Reduces bioburdens (Staph, E.coli, MRSA, C.diff, Gram+/- Bacteria and Fabric Deteriorating & Odor Causing Bacteria) up to 99.99%
- Keeps Fabrics Cleaner & Fresher Longer Between Cleanings



PATENTED PROCESS

Any processing of permanent antimicrobial technology

PATENT PENDING SACHETS

Process of dosing into any washing machine



1 SACHET permanently protects 5lbs or 5 articles of sportswear, sheets, casual wear, etc.

The ultimate bioprotectant

one time application "never washes off or wears out"

ABOUT US

Incorporating cleaner solutions in all aspects of production, we take the health of your laundry and environment seriously. Going beyond green, the tide is turned on toxic, granular and other lifeless laundry detergents by cultivating the living power of nature to safely & effectively clean fabrics and our environment. *Delivers continuous cleaning down-stream to improve water quality.*

Furthering the innovation with a patented and permanent 24/7 always-active antibacterial, antifungal & antiviral fabric protection, derived from coconuts, unequalled in sustained bioburden reduction. *Provides fresher fabrics while in-service.*



CONSUMER PROBLEM



Environment (PROPIETARY FORMULA)

Laundry detergents are non-living chemistry comprised of high and lower-level pollutants. No U.S. laundry detergents are designed to clean both fabrics & our environment combined with being approved to be sold in Europe under REACH.

Bioburdens (PATENTED ANTIMICROBIAL PROTECTION)

No laundry protectants (one-time application) are designed to permanently remove bioburdens continuously 24/7 up to 99.99% such as Staph, E-Coli, MRSA, C.Diff. , Mold and Other Fabric Deteriorating Gram+/- Bacteria and Odor Causing Bacteria.

Performance

Environmentally friendly / lower-level polluting detergents generally lack cleaning performance and can't be used by large scale industrial laundries.

CONSUMER SOLUTION



Close the gap

Our products makes consumer lives easier and no other products on the market offers the same features



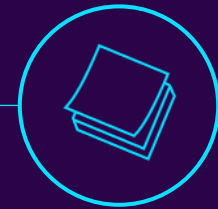
Target audience

Domestic & International



Cost savings

balance detergent its gentle nature extends fabric life. Requires no additional pre-spotter or softener, and *balance antimicrobial protectant* is a one-time application cost



Easy to use

Simple delivery system (sachets) gives all types of customers an easy & accurate dosing unit

PRODUCT OVERVIEW



Unique

Only product specifically dedicated to uniquely service the commercial & consumer market with a PATENTED & PATENT PENDING laundry solution



Tested

Extensive field & laboratory testing and years of domestic & international commercial sales provides a proven track record



First to market

The world's 1st ecobiotic detergent and molecular active protectant packaged in a single-dose sachet. Beautifully packaged that's both functional and fun to use

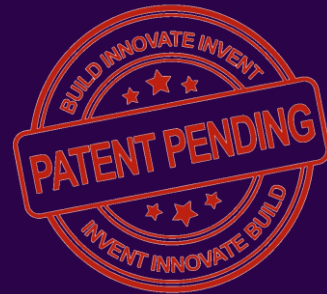


Authentic

Designed with the help and input of domestic and international experts in the laboratory and in the field

PATENTED

balanceVS operates under license agreement for Patent Rights (application of antimicrobial fabric protection) Application is a continuation of U.S. Application No. 17/367,187, filed July 2, 2021,5 which is a continuation in part of U.S. Application No. 17/101,839, filed on November 23, 2020, which is a continuation of U.S. Application No. 15/431,651, filed on February 13, 2017, now U.S. Patent No. 10,844,330, which claims priority under 35 U.S.C. §119(e) to U.S. Patent Application Serial No. 62/295,133, filed on February 14, 2016, each of which is hereby incorporated by reference in its entirety.



TRADEMARKED Reg. No. 6,057,459

Registered May 19, 2020

Int. Cl.: 3

CLASS 3: Laundry detergent

FIRST USE 7-23-2019; IN COMMERCE 7-23-2019



REACH Compliant

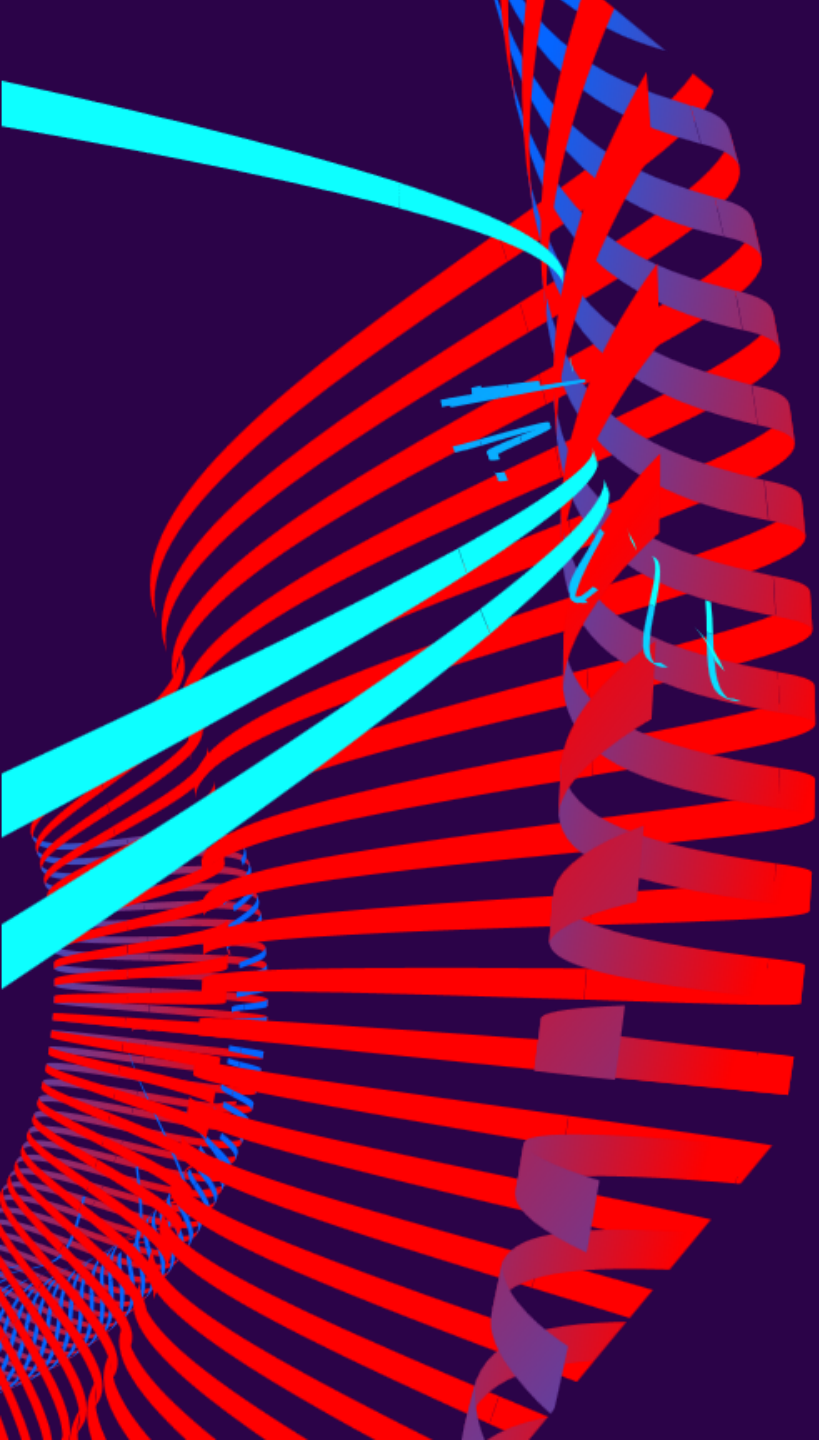
sold internationally (meets/exceeds strict

European opean safety and environmental

standards)



- Sachets are safer to handle around seniors, children & pets
- Individual sachets are convenient for travel, college, vacation rentals, coin-laundry visits, home usage, etc.
- Sachets take up less space on the shelf, ideal for shipping, and 100% recyclable



MARKET OVERVIEW

BUSINESS MODEL



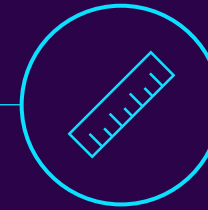
Research

Laundry Detergent Market Size 68 billion USD
Expected to grow to 82 billion by 2028



Abstract

We believe people need more
products specifically dedicated
to this growing market



Design

Minimalist and easy to use
(Patent Pending)

The Driving Factor CLEANLINESS

Raising awareness about the importance of CLEANLINESS is expected to drive the market. As a result, instead of shifting toward cheaper, private-label household products, consumers' inclination towards higher-priced laundry detergents and innovative laundry technologies is expected amongst high-income or middle-higher income groups. Increasing preference for scented laundry care products and non-allergenic / green products, and the development of new products are gaining consumer acceptance and accelerating the growth of the laundry detergent and related auxiliaries throughout the industry.

MARKET OPPORTUNITY OVERVIEW

\$68B

Opportunity to build
Established market
Total addressable market

1% = 68M

Freedom to invent
Selectively inclusive market
Serviceable available market

OPPORTUNITY

Opportunity to Build Current

Revenue over 12 months

15

Freedom to Capture

Market share

Invested Competitors

Obtainable market

OUR COMPETITION

BALANCE DETERGENT & PROTECTANT

Our laundry detergent is priced at or below that of other companies on the market and *balance protectant has no direct competition*

Exact dosing sachets are simple and easy to use, compared to PODS, granular, and bottled detergents

High cleanabilities, superior environmental stewardship, convenience, and affordability are the main draws for consumers

COMPETITORS

Company A

Traditional detergents can be cheaper and negatively impact the environment

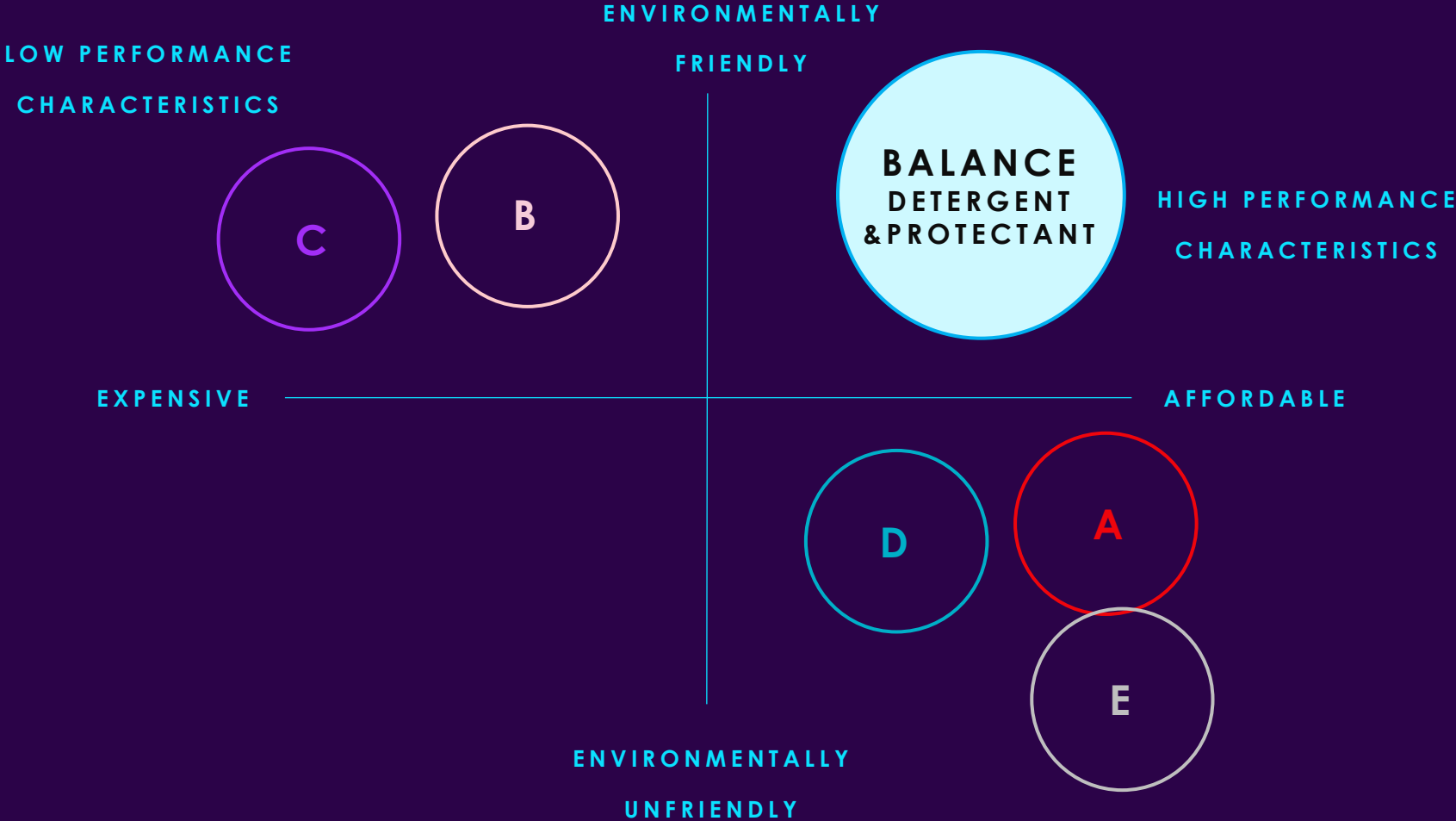
Companies B & C

Green detergents have lower performance characteristics

Companies D & E

PODS requires safety containers for children. Laundry sheets are handled directly, coming into contact with dermal/skin. Both must fully be dissolved before any cleaning takes place. Either can leave undissolved properties/residues behind.

OUR COMPETITION GRAPHIC



GROWTH STRATEGY

How we'll scale in the future

under disclosure

APRIL 2024

AUG 2024

NOV 2024

ONE-YEAR ACTION PLAN

under disclosure

2024



2025



TRACTION

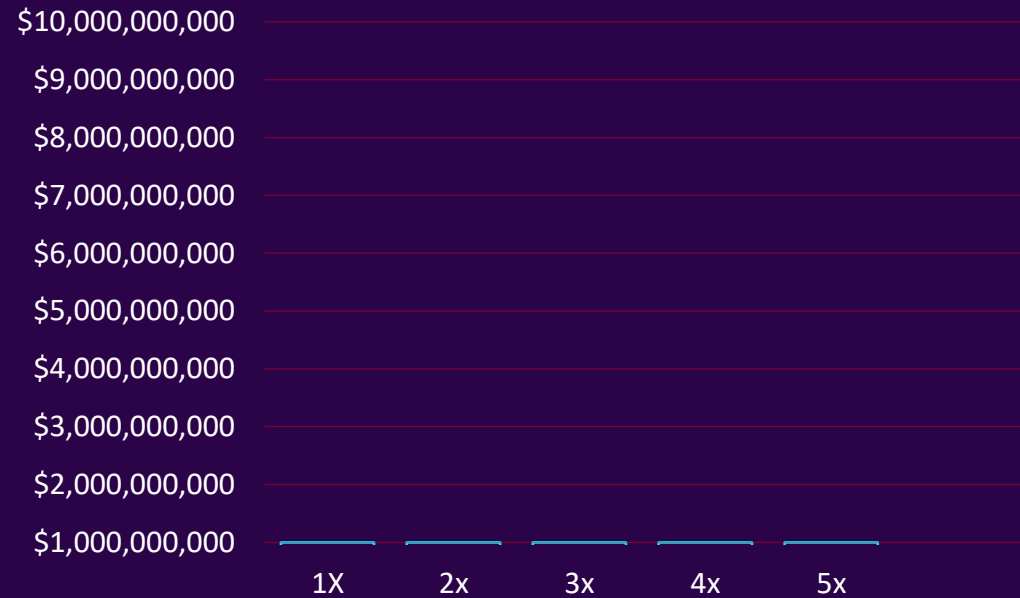
Forecasting for success

under disclosure

Key metrics

	CLIENTS	ORDERS	GROSS AVENUE	NET REVENUE
20XX	1	1	\$1	\$1
20XX	1	1	\$1	\$1
20XX	1	1	\$1	\$1
20XX	1	1	\$1	\$1
20XX	1	1	\$1	\$1
20XX	10	1	\$1	\$1

Revenues per (under disclosure)



under disclosure

FINANCIALS

	YEAR 1	YEAR 2	YEAR 3
Indirect Distributers/Channel Managers	0	0	0
Direct Clients	0	0	0
Sales	0	0	0
Average price per sale	0	0	0
Revenue @ 15%	0	0	0
GROSS PROFIT	0	0	0
Expenses			
Sales & marketing	0	0	0
Customer service	0	0	0
Product development	0	0	0
Research	0	0	0 2%
TOTAL EXPENSES	0	0	0 2%
EBIT	0	0	0

BALANCE

21

01/01/24

FUNDING

under disclosure



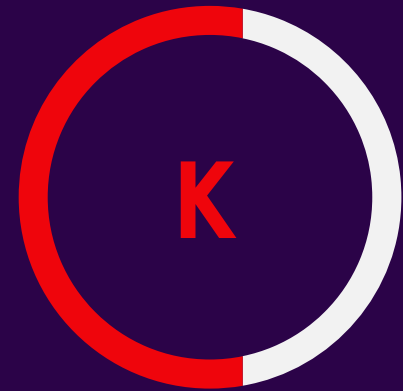
Equity



Investments



Cash

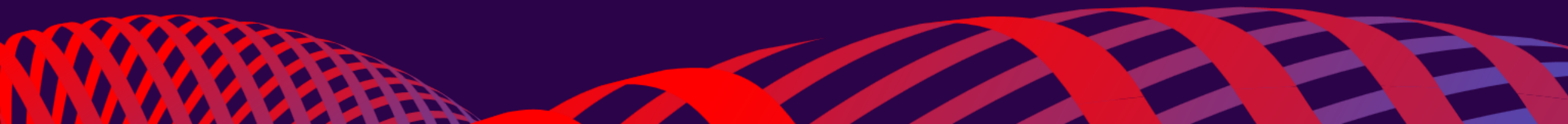


Shares

BALANCE

22

01/01/24





balanceVS

OUR TEAM

HOWARD NEMOVITZ

LES BRIDWELL

DR. JOHNATHAN BRENNER, PHD



SUMMARY