INTRODUCING



Exclusively available through FLORA RESERVE™



CONSUMER & MARKET—OPPORTUNITY



Interest in naturals and clean skincare driving traditional and botanicals growth.



Good for me inside & out – the power of the 'Food for Beauty' movement.

30%

increase in primarily plant-based global skincare launches 2020 66%

YOY increase in "Vegan Moisturizer" US Google searches 2020 80%

of Asia Pacific
consumers prefer fruit or
vegetable extract source
beauty ingredients



AN UNTAPPED NATURAL SOURCE... A POWERFUL AND SUSTAINABLE SOLUTION

THE CHALLENGE

On the beautiful hillsides of Colombia is cultivated the arabica coffee bean, one of the world's most cherished varieties. Historically the coffee plant fruit and husk, though rich in antioxidants and other nutrients, was discarded and had become an increasing environmental threat to the 2nd most biodiverse nation on Earth. This and other factors have led to the displacement of traditional agrarian Colombian farming families.

SANAM'S INNOVATION

In 2008 2 entrepreneurs founded Sanam with the mission to create a sustainable solution that would both benefit human health through the nourishing power of the coffee fruit and provide sustained income to traditional farming families. They identified within coffee cherries a potent blend of 3 antioxidants and developed a clean, patented process. to concentrate the triple antioxidants. Our method 100% maintains the fruit's biological integrity - nothing is added or taken away.



INTRODUCING

First an ingestible nutraceutical, we now introduce Naox® Derma – a powerful, first-of-its-kind and sustainably-produced natural triple antioxidant concentrate that delivers unprecedented protection, nourishment and rejuvenation to skin cells.

HISTORY & FACILITIES



2008

SANAM Is founded

2009
Our first nutraceutical & products developed as NAOX
(Natural Antioxidants)

2008

2017

2011

R&D leads to an international patent granted

Production capacity
Scaled to 500 tons/year;
Kosher and HACCP
Certified

2018

Production capacity

SANAM enters joint venture with

COOPEAGRI

Production capacity scaled to 1000 MT/year FSSC 22000 in Costa Rica underway

2019



Pérez Zeledón

Farm & Raw material processing facility Certifications



Salgar - Antioquia

Farm & Raw material facility

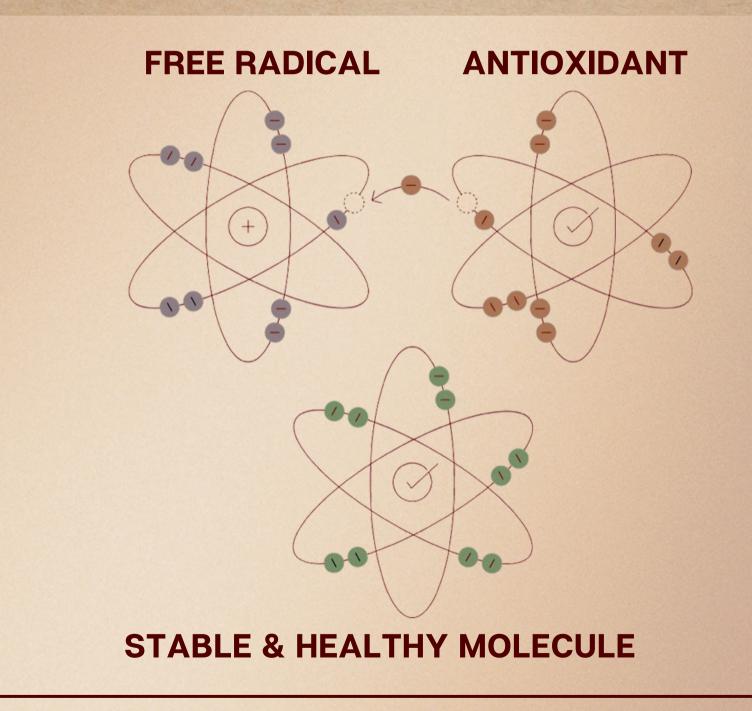
Medellín - Antioquia

Finished Raw material manufacturing facility



POWER OF ANTIOXIDANTS

- Oxidative stress is a main cause of cellular premature aging and cell damage.
- Environmental & oxidative stress on our skin at all time high.
- Free radical assault on skin comes from many sources urban dust, UV, blue light.
- Antioxidants neutralize oxidants and thus protect skin & prevent cell damage.





ABOUT THE SOURCE—

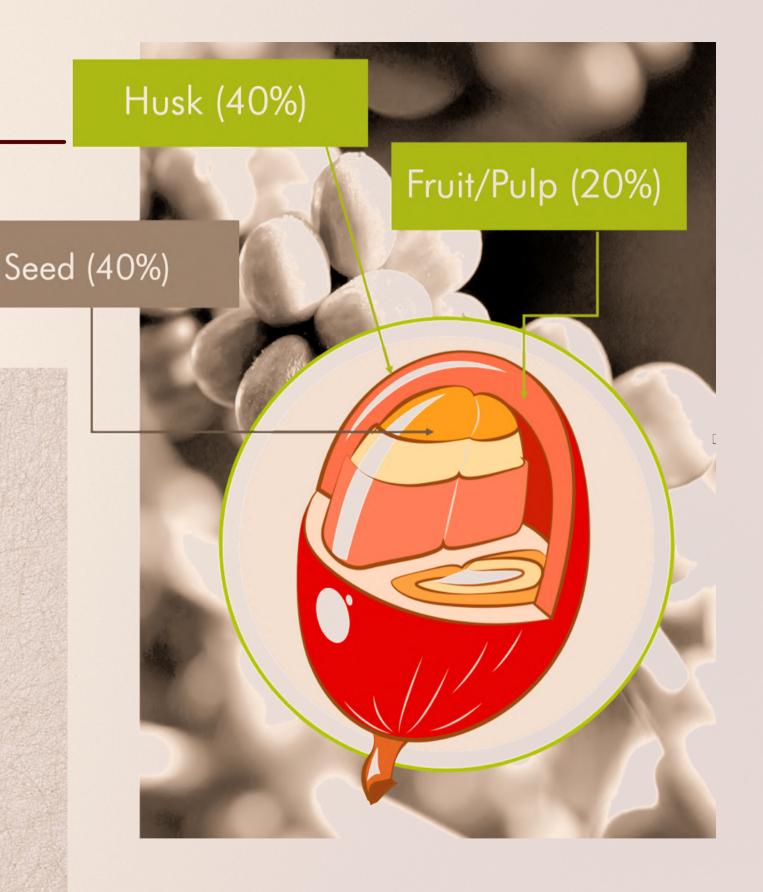
Patented & 100% Pure Arabica Cherry

Our concentrated triple antioxidant powerhouse

- ✓ Chlorogenic Acid
 helps improve cell metabolism
- √ Caffeic Acid

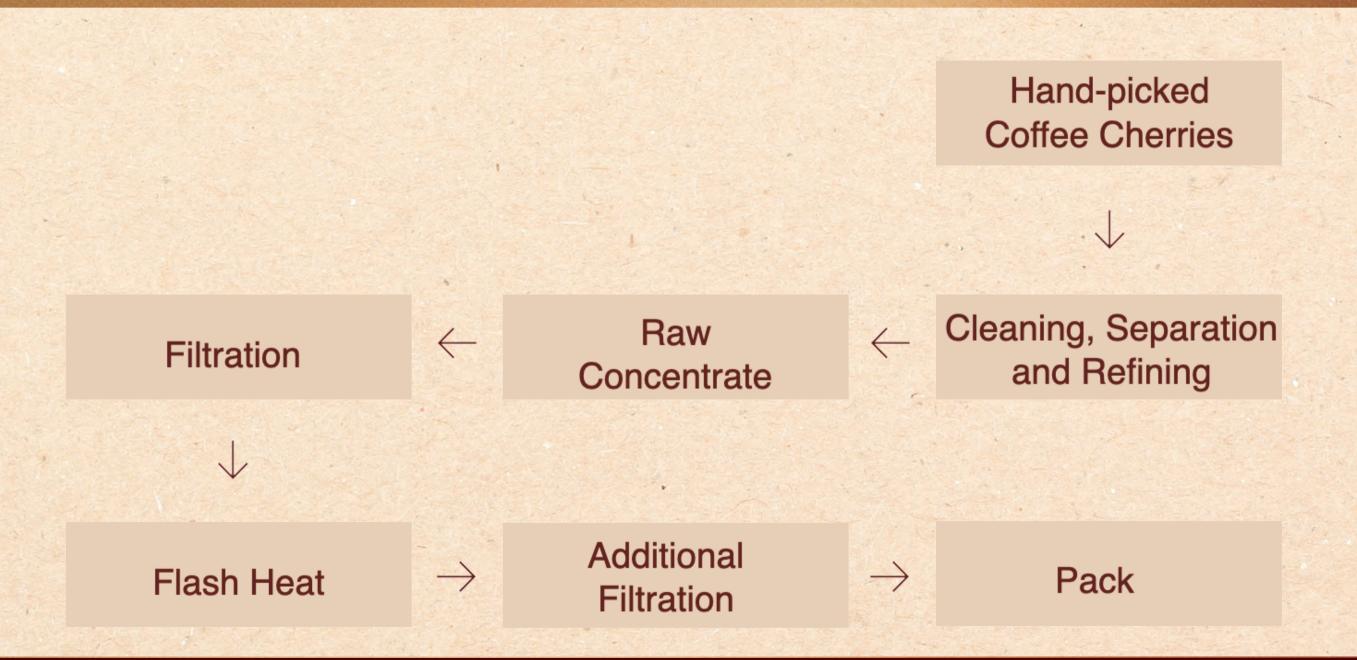
 anti-inflammatory properties
- √ Catechin

 reduces oxidative stress and helps prevent cell damage



OUR CONCENTRATION PROCESS

Our patented and clean process ensures 100% biological integrity is maintained - nothing is added to or taken away from fruit. The end result, our non-GMO and triple antioxidant-packed Naox® Derma Concentrate.









NAOX® DERMA
TRIPLE ANTIOXIDANT CONCENTRATE

ANTIOXIDANT POTENTIAL



Antioxidant capacity compared to blueberries, pomegranates & grapes.

5 times more

Polyphenols (in 100gr) compared to green tea & grapes.

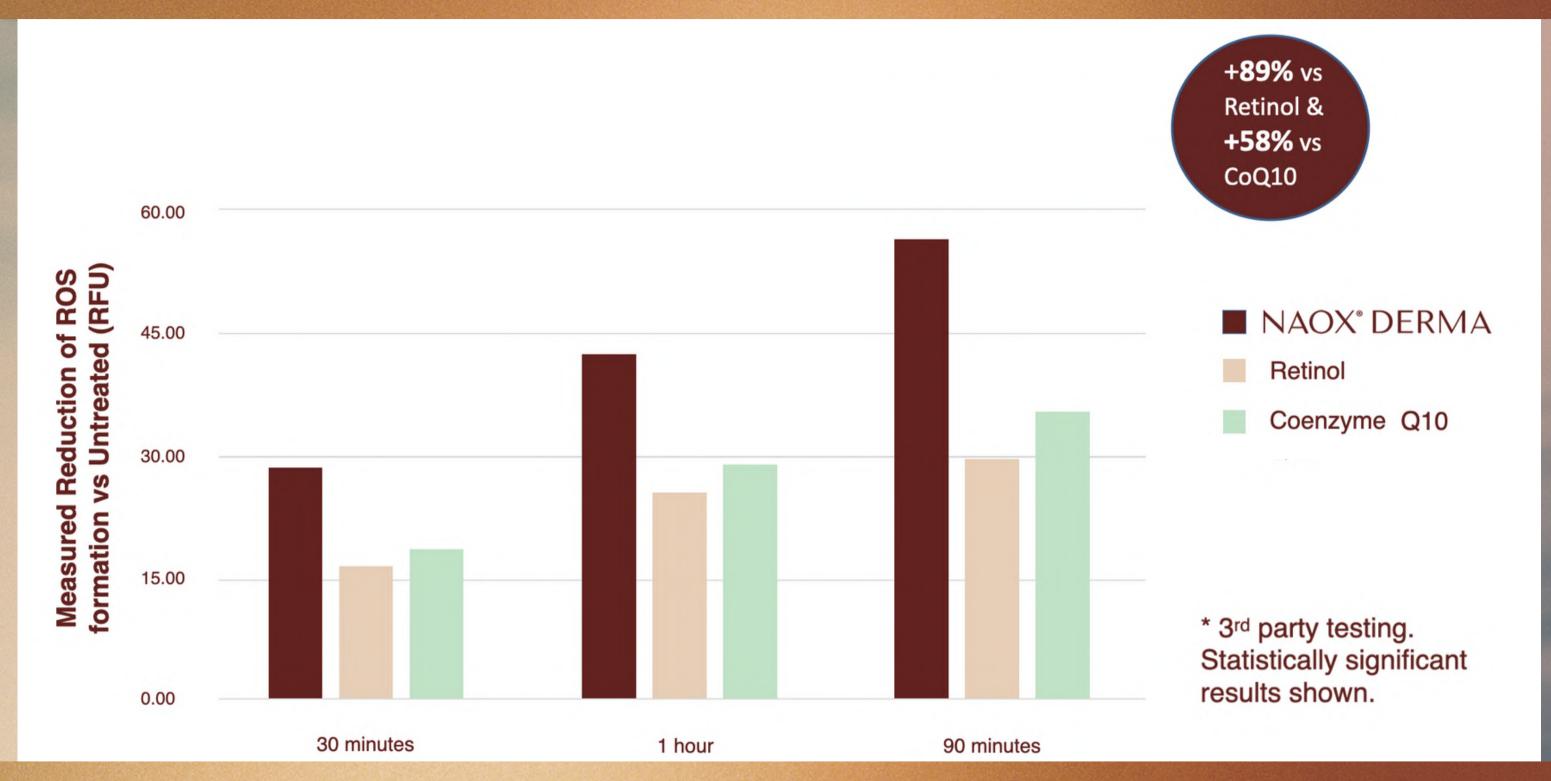
6,000+ ORAC

Antioxidant Potential (in 100gr)



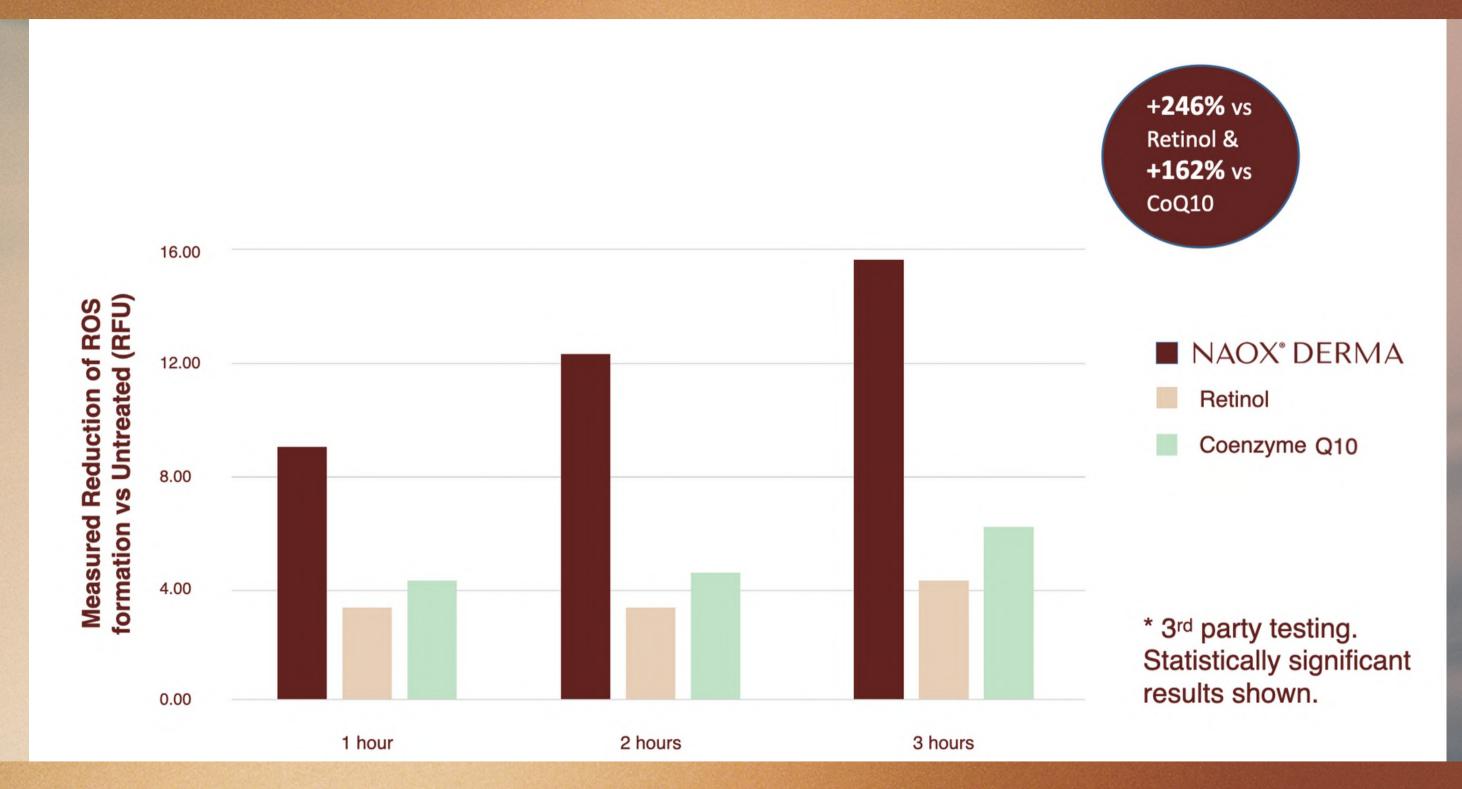
BLUE LIGHT PROTECTION TESTING

Measured Reduction in Blue Light-induced Damage Versus Untreated*

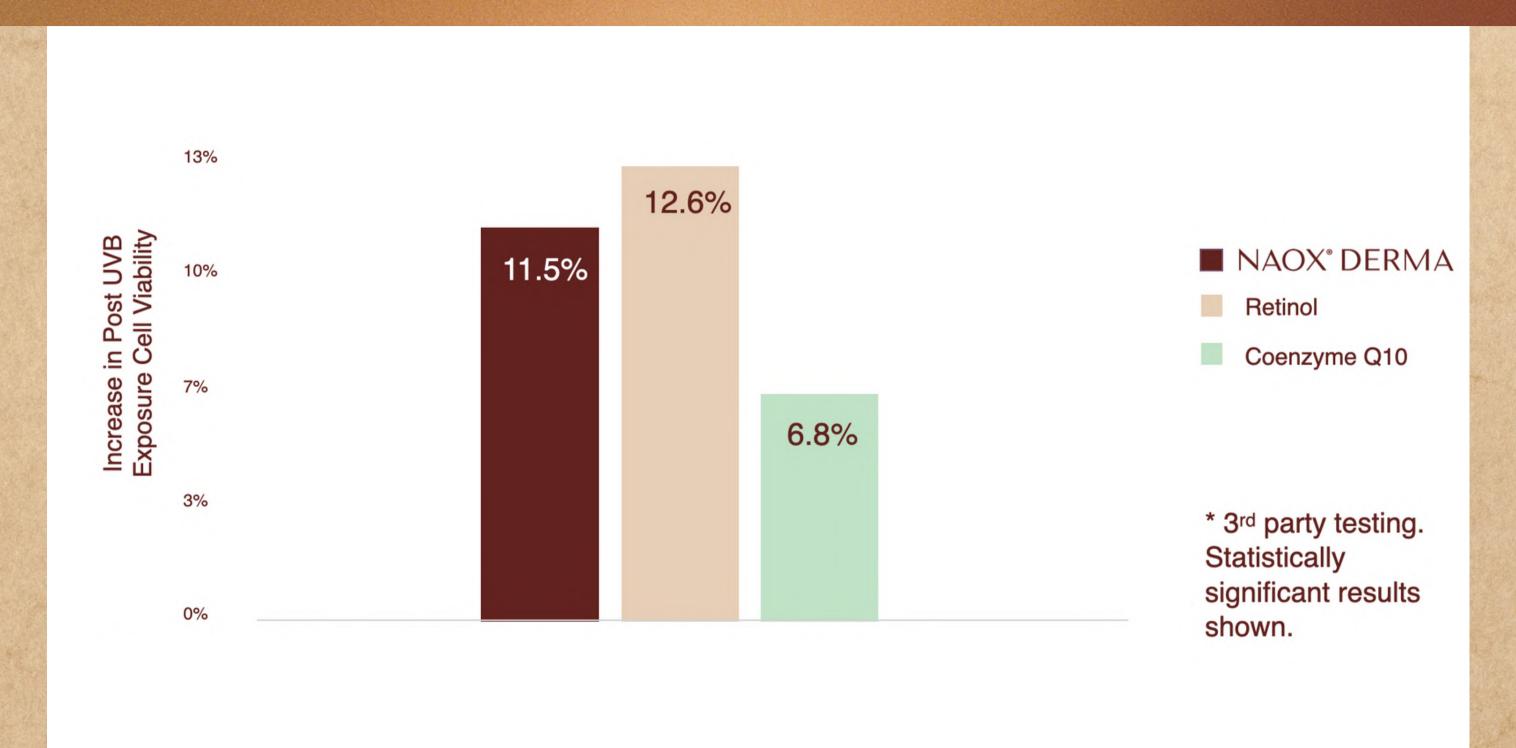


URBAN DUST PROTECTION TESTING

Measured Reduction in Urban Dust Pollution-induced Damage Versus Untreated*



POST-UVB CELL VIABILITY TESTING*





NAOX® DERMA
TRIPLE ANTIOXIDANT CONCENTRATE

THE FORMULAS

We've developed 3 high performance clean beauty formulations featuring Naox® Derma. Formulas are available for royalty-free use for interested customers.

FIRMING & HYDRATING TRIPLE ANTIOXIDANT SERUM

Creates a protective barrier in the pH of the skin and reduces the loss of moisture, in addition to repairing dermal cells to restore youthful skin & prevent premature aging.

Improves the appearance of wrinkles.

ANTIOXIDANT FACIAL CLEANSING GEL

Actives gently exfoliate to eliminate impurities and dead cells while helping to remove blackheads and regulate acne. It stimulates the absorption of actives, making the skin appear softer and smoother and improves the oxygenation of skin. Can be used day and night.

EXFOLIATING AND BRIGHTENING MASK

Designed to tone and help re-activation of the enzymatic development of the skin and dermis. It has a very light texture, which allows a rapid absorption of its active ingredients to the skin.



THE ADVANTAGE-

Sustainable Coffee Cherry Source

100% Vegan & Free of GMO's & known allergens

Best-in-Class Protective Factors

Outperforms leading skincare antioxidants

Desirable INCI

Coffea Arabica Fruit Extract

Highly Functional

In water and oil-based formulas

Patented Dual Action Technology

First-of-its-kind
Triple Antioxidant Concentrate;
neutralizes harmful oxidants + powerfully
protects against environmental aging factors

No Animal Testing

Leaping Bunny Compliant

Globally Compliant

And Kosher certified

100% Biological Integrity Maintained

A clean and solvent-free process - nothing is added or taken away



GMO-FREE



VEGAN



CRUELTY-FREE



SUSTAINABLY-PRODUCED BOTANICAL

THANK YOU

