

P R E S E N T I N G

# FLOURA RESERVE™

Empowering unprecedented botanical technologies



# C O N T E N T S

**Business Overview**

**Our Mission**

**Background & Expertise**

**Managed Brands & Customers**

**Our First Active Technologies**

**FLORA** *(noun); plant and botanical source*



**RESERVE** *(noun); a unique, premium material or place for special or exclusive use*



# O V E R V I E W

Flora Reserve™ is focused on the development and global distribution of highly differentiated, science-based and sustainably produced topical & ingestible beauty botanical ingredients technologies.

We partner with innovative farms and processors & leverage our unique expertise and strong multi-channel relationships to commercialize clean and leading edge actives into B2B ingredient sale verticals.

Flora Reserve focuses on a select set of active technologies meeting strict acceptance criteria – sustainably cultivated, secure supply agreements & meeting our standards around safety, efficacy, functionality and differentiation.



## O U R M I S S I O N

Our mission is to responsibly commercialize first-of-their-kind personal care and ingestible beauty botanical actives and finished product technologies clinically proven to deliver best-in-class consumer benefits. We believe that everyone in the supply chain should benefit, and that care for workers and the land are our responsibility. We leverage our unique expertise and global B2B selling relationships to drive new ingredient market adoption, providing outstanding value and a distinct advantage to our customers, technology partners and employees.



B A C K G R O U N D  
&  
E X P E R T I S E



# JEFFREY AVILA

## Founder & Managing Director

A biology-focused product innovator, Jeff has spent 24 years in developing and commercializing award-winning ingredient and product technologies in both the nutraceutical and beauty industries. He has significant Officer-level experience in early stage businesses and his deep relationships span raw material producers, B2B customers and retailers. His ingredient and product innovations have received numerous recognitions including *Marie Claire's* Prix D'Excellence, IFT Innovation Award and QVC's Rising Star Brand Award. Jeff holds a Bachelor's degree in Biology from Princeton University.

Jeff works closely with botanical grower and processor partners to develop and commercialize new actives, leads business development and oversees formulation development.

# C A R E E R

# H I G H L I G H T S

- Jeff was Director of Sales & Marketing for Emergen-C®, working with brand's Founder. Grew brand from \$3 Mil to \$21 Mil in annual revenue in 2 years.
- Director of Nutrition Product Development for Shaklee's \$200 million nutrition division
- Launched Shaklee Weight Management, a product line which achieved \$15 Mil in revenue in 1st 3 months, and almost \$25 Mil in the 1st 6 months
- Co-Created the award-winning Algenist™ skincare brand. Launched brand in Sephora, ULTA, QVC, Space NK & others. Grew to 21 countries & \$24.3 Mil in revenue in 2nd year.
- Active ingredients launched include HumaColl21™, Alguronic Acid, AlgaVia®, Cera-Q®, Collume™, Physicor®, Acumin™ and others
- Co-inventor on 16 patented or patent-pending ingredient technologies

# E X P E R I E N C E

24 years leadership in developing & managing these brands.



# C U S T O M E R S

Some of the Customers Jeff has Sold to & Managed



B2B Brands & Manufacturers



Specialty & Department Retailers



FDMC & E-tailers

# A D V I S O R S



## **ANGELLA SPRAUVE**

### Formulation

Angella is a 15+ years experienced Formulation Chemist and recognized expert in the clean beauty space. A UC Davis Chemistry grad, she has led product innovation for clean beauty leaders such as Yes to Carrots and Juice Beauty.



## **GEOFFREY BROOKS**

### Technical & Business Development

40+ year Cosmetic Chemist and Founder of active ingredient firm Brooks Industries, which he successfully sold to Arch Chemical. Maintains senior R&D relationships at global brands including Estee Lauder, Avon and P&G.



## **FIGRELLA SOPHIE**

### Branding & Design

A UCLA graduate, Fiorella specializes in beauty technology & consumer brand design. She has created the branding and website design for a number of innovative skincare lines, including Kjaer Weis & RMS Beauty.

# OUR FIRST INGREDIENT

## NAOX® DERMA

TRIPLE ANTIOXIDANT CONCENTRATE



Naox® Derma is a first-of-its-kind and patented natural triple antioxidant concentrate that delivers unprecedented protection, nourishment and rejuvenation to the skin.

This award-winning active is derived from arabica coffee fruit sustainably cultivated & concentrated using a proprietary & solvent-free process that 100% maintains fruit's integrity – nothing is added or taken away.

Naox® Derma has been demonstrated to outperform leading topical antioxidants in 3<sup>rd</sup> party testing.



# AVAILABLE AUGUST '21

A first ever Ayurvedic technology featuring a natural Vitamin C + Ellagic Acid complex derived from Amla Berry.

This patented and sustainably-harvested extract features an advanced naturally stabilized Vitamin C + powerful antioxidant Ellagic Acid to deliver demonstrated best-in-class dermal penetration & skin health performance.

In 3rd party head-to-head testing against leading anti-aging actives:

- ✓ Significantly outperformed in collagen and elastin expression
  - ✓ Superior enzyme inhibition
  - ✓ Far greater antioxidant protection
- ✓ **8X** greater transdermal delivery versus standard Vitamin C.



FLORA  
RESERVE™

T H A N K Y O U