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Plant-Derived Female Intimate Care

June 2022

Jez-V

What?

Vegan and organic female intimate hygiene products formulated with active ingredients that provide immediate results

Why?

Jez-V is here to tackle intimate insecurities by providing safe and effective female intimate care products that remove bad bacterias while hydrating and protecting the vulva.

How?

Our formulas, which we call 'Flower Power', not only keep your V (Vulva) fresh and hydrated but also help treat/prevent breakouts, razor bumps, dry skin, etc., by preventing bacteria build-up.



Market Opportunity

11-15 y/o

Girls going through puberty. They feel awkward, and they either want to embrace the changes and feel like young adults or to hide them as long as possible.

16-24 y/o

Young adults that are experiencing independence and new and more serious relationships. They are very self-conscious and care about their looks.

25-45 y/o

Active women with a busy lifestyle. They are aware of how their bodies react in certain situations and like to be prepared all the time.

46-57 y/o

Women who are experiencing menopause have hot flashes and an unbalanced PH. They like to be on top of situations that they can control

Target Market

27-40 y/o

Independent women
Possibly living with her partner

Attractiveness “Looks”

Would do anything to achieve the look she wants: Botox, plastic surgery, fillers, etc.
Keeping up with trends

Lifestyle

Food and drinks
Fashion
Jet setter lifestyle
Skincare

Annual Salary

Food and drinks
Fashion
Jet setter lifestyle
Skincare

Shops

SEPHORA

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NORDSTROM

 ULTA
BEAUTY

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Brands

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ZARA

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URBAN DECAY

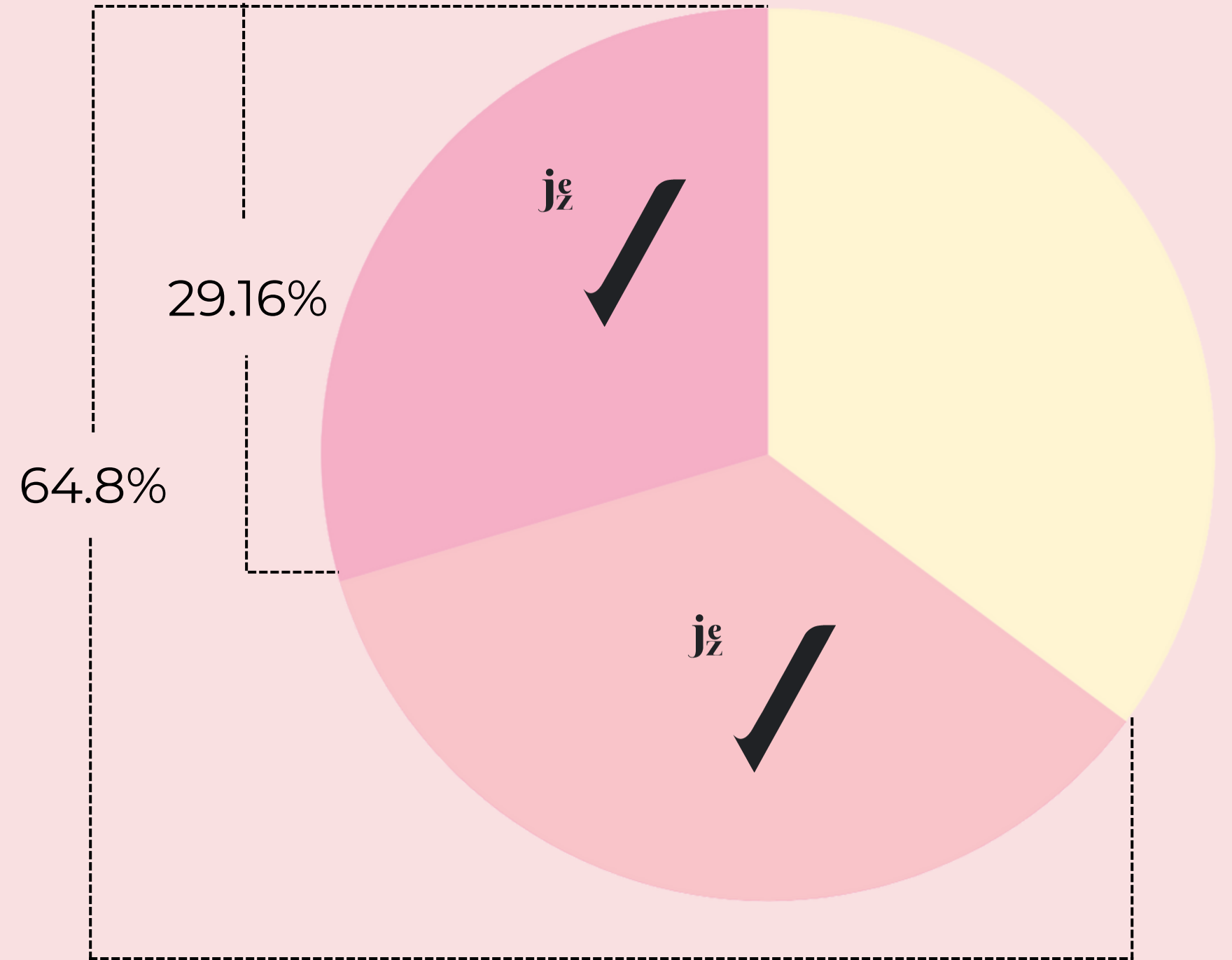
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USA Demographics

Total Women Population: 165,946,872

- 29.16% Women within the salary range
- 64.8% Market opportunity ages 10-54
- 35.2% Women ages 0-9, 55+



Tackling Intimate Insecurities

“

To overcome our insecurities, we shared our experiences in different stages of life on subjects that felt taboo-like. We noticed that we cannot find solutions or feel confident without breaking stigmas.

Tali Rozenman Ismael

Global Marketing Director at Jez-V

Aspect

- Breakouts
- In-grown hairs
- Itchiness
- Irritated skin

Feels

- Smell
- Sweat
- Tight clothes
- Dressing up after the sea, pool, etc
- Lack of airflow in the V

Lack of Education

- Saying 'Vagina' when meaning 'Vulva'
- Unaware of what products are safe to apply down there

Jez-V Intimate Care Line



Intima Cream

60ML



Intima Wash

200ML



Intima Wipes

(Box of 30)



Intima-To-Go

Small Size Travel-Set

Intima Cream

Overview:

- Results after the first use
- Long-lasting odor control (3-5 days)
- Helps heal and prevent ingrown hairs, razor bumps, and breakouts
- Contains anti-inflammatory and antiseptic properties
- PH balanced
- Active Ingredients
- Made with natural plant extracts
- Aluminium Free
- SLS Free

Key Ingredients:

- Achillea
- Myrtle
- Allantoin
- Echinacea



Intima Wash

Overview:

- Gently Cleans, Refreshes & Removes Odor
- Cools and calms the Vulva
- For daily use
- Does not strip or deplete the natural vaginal flora
- PH balanced
- Active Ingredients
- Made with natural plant extracts
- Aluminium Free
- SLS Free

Key Ingredients:

- Litsea Cubeba
- Grapefruit
- Wild Mint
- Aloe Vera
- Licorice extract (DPG)
- Green Tea
- Oryza (Rice Brand)
Sativa



Intima Wipes

Overview:

- 100% viscose material
- Cleans, Refreshes & Removes Odour
- Cools and calms the Vulva
- Can be used every day
- Does not strip or deplete the natural vaginal flora
- PH balanced
- Active Ingredients
- Made with natural plant extracts
- Aluminium Free
- SLS Free

Key Ingredients:

- Allantoin
- Maris Sal
- Cranberry
- Matricaria
- Aloe Vera
- Calendula

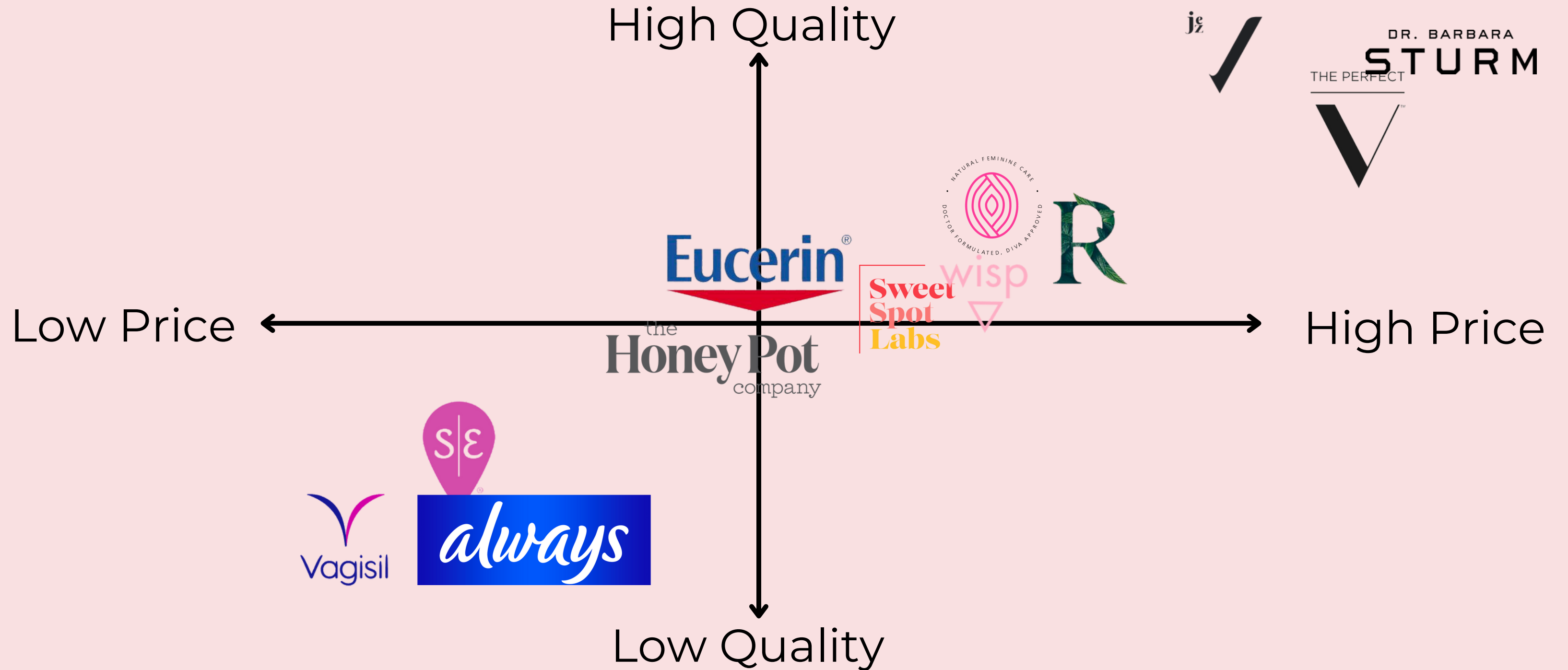


Jez V & Hospitality



- Courtesy to-go kit: For guests to have proper intimate care after using the public amenities: Pool, Sauna, Jacuzzi, etc.
- Courtesy wipes: Placed in women's public bathrooms for proper “clean on the go” (No time to shower, running late to a date, etc..)
- Store window displays: For interested consumers to purchase.

Competitors



Jez V - Product Line Expansion

- Intimate Cream with a new scent
- Intimate Area Shaving Foam
- Full Body Shower Gell
- Smoothing Buttocks and Thighs Cream
- Anti-Zits Buttocks and Thighs Cream:
 - For smooth skin and for treating pimples
- Intimate Essential Oils



Jo Baron: Jez-V's Brother Line

High-end products for men

- Ultra Soft Beard Shampoo
- 3-in-1
 - Body Wash, Beard, and Hair Shampoo
- Beard Balm



Thank you!

Jez-V Team