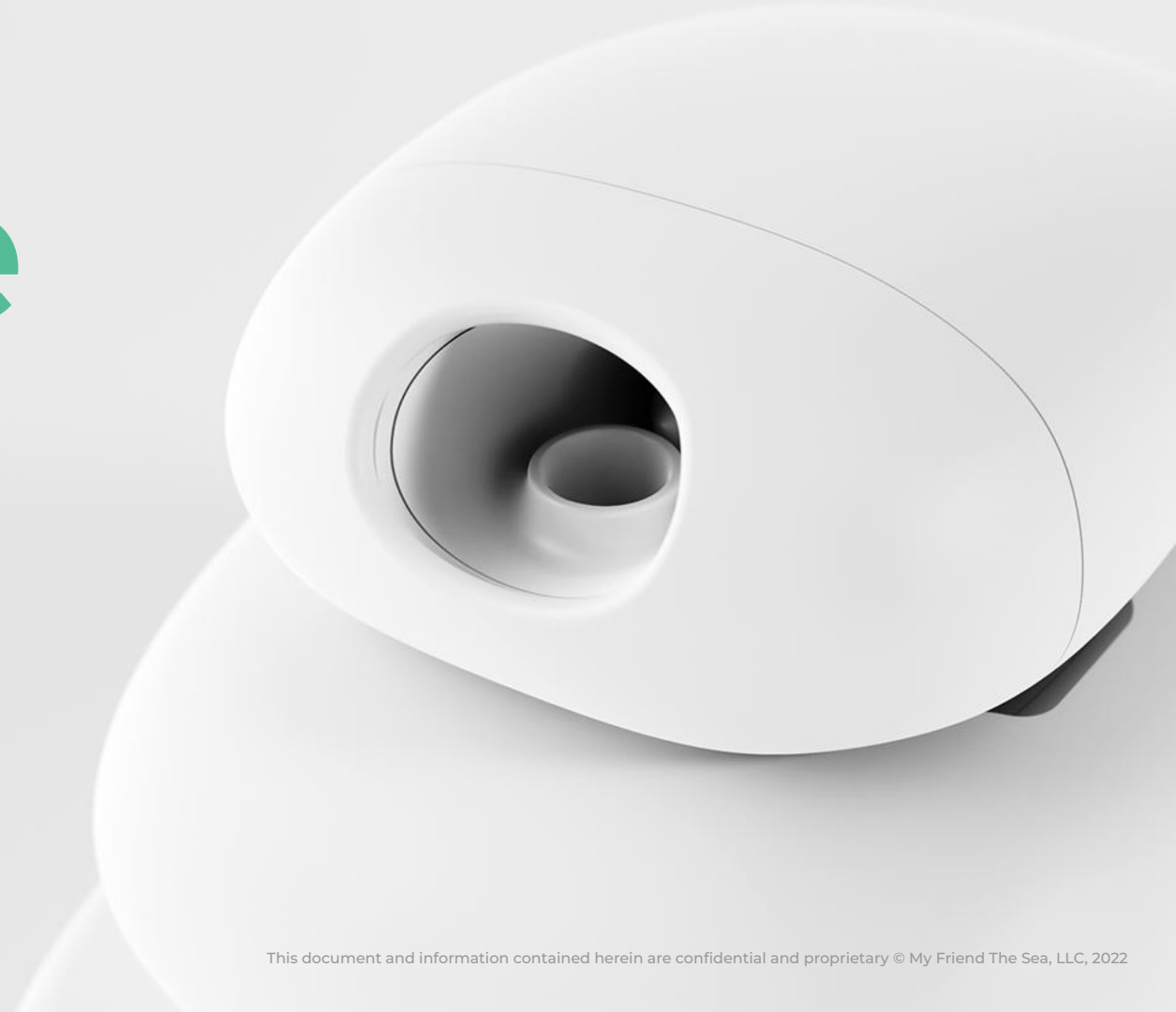


Salt Stone

NEXT GEN RESPIRATORY WELLNESS



Prepared by

MFTS my friend the sea

Breathe Better With The Power of Natural Salt

Salt Stone dispenses a targeted aerosol of breathable salt-infused air, naturally **purifying, protecting and cleansing** the upper and lower respiratory airways with each breath.

It's a **science backed, doctor founded** treatment known as **Dry Salt Therapy** or **Halotherapy**





An Air Purifier For Your Lungs

Salt Stone Removes the
Harmful Particles Trapped
Daily in Respiratory Airways,
that Keep you Inflamed,
Congested, and Sick

Faster, Healthier Outcomes
from Respiratory Issues

Dry Salt Therapy is the **ONLY** Natural Way to Clear Upper and Lower Airways

Breathing in our concentrated dry salt aerosol, for as little as 5 minutes a day, will **capture, dissolve, and expel** airborne irritants, pollutants, allergens, bacteria, fungus and viruses.



Dry Salt Therapy = Effective For Upper & Lower Airways



Saline Therapy = Restricted To Upper Airways

Backed By Science and Clinical Studies



ScienceDirect



A Wellness Revolution

Salt Stone is the **First** Premium Wellness Product for At-home Respiratory Well-being through Dry Salt Air Inhalation

Growth of U. S. Halotherapy Centers

2010	2016	2022
12	300	750+



Engineered to Elevate the Status Quo

Our **patent-pending nozzle** delivers a targeted dry aerosol of pulverized, salt <1 micron in size, directly to the nose and mouth

Tilting feature lets user precisely adjust nozzle angle for optimal effects and comfort

U.S Patent Invention Description: *A converging-diverging nozzle including a converging section, a throat section and a diverging section*

Prologue: Strong Fundamentals

Fixed+Recurring Revenue

- Proprietary, patent-pending design
- Proprietary Salt Formula based on research
- Proprietary Salt Packet to fit Salt Stone
- Salt Subscription boosts Consumer Lifetime Value
- Ongoing connection with consumer for post-purchase upsell

Healthy Margins

34% first 1000 units

76% by 2025

Patents Pending

Provisional Patent filed **January 2021**

20 Dependent Claims

1 Independent Claim filed **August 2022**

**Manufacturing in place
for 100,000 units**

**Warehousing and
Distribution in place**

No FDA Clearance Needed

Multiple Exit Paths

- Medical Device companies w/consumer offerings (J&J, Omron, Siemens, Philips)
- Major pharma with footprint in sinus market (Pfizer, Merck & Co, Novartis, McKesson, AstraZeneca, GSK)
- Publicly traded ENT companies (Stryker, Entellus Medical)
- Health/Beauty Consumer Product Brands (Unilever, P&G)

Anytime, Anywhere



- Immediate Sinus Relief (Efficacy Increases with Regular Use)
- Faster-acting Than a Pill
- Clears Mucus, Eliminating Breeding Grounds for Infection
- Shortens Acute Respiratory Conditions

2 Boosts Performance



- Improves Blood Oxygenation
- Opens Respiratory Airways for Deeper Breathing and Increased Lung Capacity
- Increases Endurance and Stamina
- Supports Immunity

3 Solves Pain Points



- Eliminates the Water, Mess, Cleaning and Discomfort of Saline-based Nasal Rinses
- Safe to Use Every Day (OTC Meds Only Recommended for 7 Days or Less)
- Drug-free and Side-Effect Free
- Table-top Friendly Design
- Home-decor Centric

User Friendly, Mess-And-Stress Free



VS



Highly Effective

Participants reported:

“I can breathe better”
 “Opened my sinuses”
 “Works so fast”
 “Very relaxing”
 “Will help inflammation”
 “It’s like a piece of art”
 “Gets right in my nose”

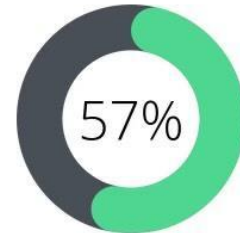
Participants liked:

Easy to use
 All natural/drug free
 Fast acting
 Could feel it working
 Immediate relief
 Portable
 Adjustable
 Beautiful

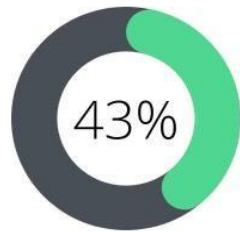
Based on first hand product trials and interviews



Felt instant clearing of congestion



Prefer to current treatments for faster relief



Likely to buy a second device for a family member



Best in Class

Next Gen Respiratory Health Control with Salt Stone

Growth drivers for home-care

solutions: Increasing incidences of Americans with allergies, infectious diseases, polluted air, wildfire smoke and respiratory health alerts



	Salt Stone \$425	Salt FX \$1700	Infinity Salt Air \$850	Halo Pocket \$675	Fend \$45/mo sub	NetiPot \$35	OTC Meds huge range
Halotherapy	✓	✓	✓	✓	✗	✗	✗
Drug Free	✓	✓	✓	✓	✓	✓	✗
Natural	✓	✓	✓	✓	✓	✓	✗
No Mess	✓	✗	✗	✓	✗	✗	✓
User-Friendly	✓	✗	✗	✗	✗	✗	✓
Cost Effective	✓	✗	✗	✗	✓	✓	✗
Low Maintenance	✓	✗	✗	✓	✓	✓	✓
Improves Blood Oxygenation	✓	✓	✓	✓	✗	✗	✗

Target Consumers

3 High Value Segments with strong lifestyle needs will drive early adoption, awareness and affinity, which all lead to purchase. Marketing will focus on the influential, affluent segments 1 and 2.



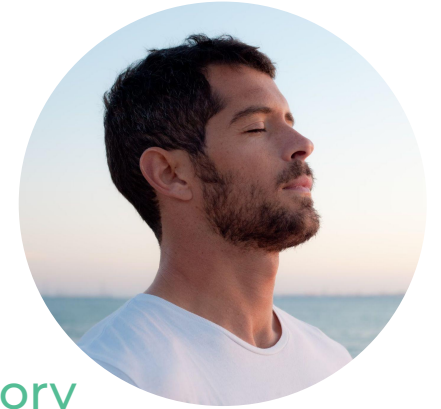
1. High Performers

The person who wants to plus-up their wellness routine for more effective, convenient and advanced wellness gadgets and practices. Trying new tech all the time to get a competitive edge.



2. Proactive Wellness Seekers

Likely living in urban areas. Acutely aware of air toxicity and harmful stress. They are focused on quality of life and want the latest and greatest in wellness and preventative products.



3. Respiratory Aware

The person who's been dealing with allergies, asthma, COPD, sleep apnea and chronic sinusitis. They want a natural support to add to their treatment. Often buying for a parent, as well as for self.

Respiratory Health Segment

Americans Suffering From...

\$58B

spent annually on
respiratory solutions:

- 60% of doctor visits are respiratory related
- 1 in 7 adults has sinusitis
- Allergies are the 6th leading cause of chronic illness
- The physiological effects of stress often prevent proper breathing

Sources: Asthma and Allergy Foundation of America;
American Sleep Apnea Association; CDC

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Americans Want to Live Their Best Life

Buyers of Premium Products are obsessed with healthier living, better performance and longer life

MUST-HAVE WELLNESS EXAMPLES

Brompton Folding Commuter Bicycle: \$1.2-\$3.2K

Higher Dose Infrared Mat – \$1.1K

Molekule Air Purifier – \$814

Hyperice Muscle Recovery – \$800

Gardyn Hydroponic Garden – \$695-895 + mo sub

Dr. Dennis Gross LED Face Mask – \$455

Oura Sleep Monitor Ring – \$295-\$550 +\$6/mo

Barry's Bootcamp Membership – \$270-525/mo

Headspace Meditation App – \$70/yr



\$450B

US Wellness Category
Growing >5% annually

Sources: TKTKTKTKT

Business Model: Fixed + Recurring Revenue

We Sell Better Breathing:

Salt Stone – \$425

Launch price – “Launch edition” price lowers as new editions released (eg Roomba, FitBit)

Salt Refill (30 days)

- Proprietary formula for maximum efficacy
- Proprietary single-use packs in special format & size for ease of use (eg Nespresso)
 - **Single Unit** – \$35
 - **Subscription** – \$32/mo

Also sold via single sales:



What's In The Box?

**Device + Brush
+ Single Use salt
packets
(starter set)**



Channel Strategy

MAKE IT:

CHANNELS

PLATFORMS

GOALS

AVAILABLE

D2C

Website (Shopify platform), Amazon

Growth Volume, High Margin

EXCITING

Image Retail

Premium Specialty (NMG)
Premium Beauty (Sephora)
Unique Specialty (Bigelow's)

Image – Self Care & Luxury

RELEVANT

Wellness Retail

Spa, Gym & Wellness Centers
(Canyon Ranch, Equinox, Hilton)

Image - Wellness & Luxury

PERSONAL

Affiliate Program

Holistic and Integrative Wellness
Centers/Practitioners/Influencers
Licensed marijuana dispensaries

Image – Functional Health

Go-to-Market Overview

2021

First working prototypes produced
Tested with pilot users (Demo Days)
IP Filings
Patent Filings

2023

Launch with PR Partner (Bergdorf Goodman)
Scale with Digital Ad Spend
Drive awareness with PR beyond launch
Products supported by online sales and distribution
(Myfriendthesea.com, Amazon.com, Bergdorfgoodman.com)

WE ARE HERE

2022

Indiegogo Launch/Test
Tested consumer-focused digital campaigns
Identified Key Consumer Audiences
Launched website and social media presence
Indiegogo InDemand as sales platform

2024+

Supplement with Experiential and Influencer
Access International Markets through
Distributorships
Design and launch clinical study

BERGDORF GOODMAN

x Salt Stone: Launch Partnership

Bergdorf Goodman, America's premier luxury retailer, has asked for the exclusive rights to launch Salt Stone

- Will drive PR, awareness and premium image
- Press event for 50 beauty and wellness editors
- 200-person VIP customer event on their beauty floor

Bergdorf Goodman is owned by Neiman Marcus Group. After the launch Salt Stone will expand by hosting VIP events at Neiman Marcus locations across the country.



Branding, Marketing, Product Development Leaders



SARA ARNELL

Co-Founder and Co-CEO

Immunocompromised



OmnicomGroup

Former CEO and Head of Brand and Creative Strategy at globally recognized Ad Agency & Product Design Studio
Developed world-famous brands, including Pepsi, Samsung and Goop
Created and launched consumer products for companies such as Home Depot
Professor of advertising, marketing and branding



JASON LUNDY

Co-Founder and Co-CEO

Sleep Apnea



DEPARTURES

BAZAAR
Harpers

LVMH
MOËT HENNESSY • LOUIS VUITTON

Former Fortune 50 Global Head of Brand & Marketing
Luxury product & retail experience; Global & Regional Salt Category Expert
Owned largest U.S. luxury dry salt therapy treatment center
Owns boutique Salt-based skin care business

The Must-Have, Next-Gen Respiratory Self-Care We Want and Need

As founders with respiratory and immune issues, we know the market need and lack of an optimal solution. With a CAGR of 261% (2019-20) in the respiratory device market, we know we're not alone in our vision and need

Salt Stone is a ground-breaking, patent-pending device for total respiratory system clearing and cleansing that will innovate, elevate and dominate at-home respiratory self-care – so we can all breathe easy

Financials + Ask

INVESTED TO DATE:

\$400K PERSONAL INVESTMENT

\$100K INDIEGOGO

INVESTMENT ASK: \$250K

“Micro Raise” to produce first 1K units

- 400 – confirmed pre-orders
- ≤100 – confirmed Bergdorf Goodman launch
- 500 – to pre-sell via previously optimized DTC advertising

INVESTMENT VEHICLES: WE'RE FLEXIBLE

CONVERTIBLE NOTE + EQUITY



Thank You

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