WIN FROM WITHIN
90% of men agree it is important to maintain a youthful appearance

8 in 10 men prefer their grooming routine to be as simple as possible

53% desire men’s products in one aisle

78% of men are looking for male specific products

Source: Mintel 2014 and Details 2014 Grooming Study
Men’s US Market Expected for Growth

2013: $6.1B

2018: $6.5B

+6%

Source: Euromonitor
WHERE TECHNOLOGY MEETS PERFORMANCE
**Strengths**
Brand Reputation
Innovation and Quality

**Opportunities**
Sophisticated Product Line
Skin Care Portfolio

**Weakness**
Penetration in Shaving Only
Relevance with Younger Consumer

**Threats**
Shave Care
Competitors
Mass Price Positioning
**Strengths**
- Brand Name / Equity
- Electrolyte Formula

**Weakness**
- Diverse Portfolio / Lack of pillar
- Price

**Opportunities**
- Awareness to Hero products
- New Product Offering

**Threats**
- Sports Drink Competitors
- Calorie Conscious Products & Consumers
prime. perform. recover

prep. lather. shave
simple. Grooming
“It’s easier to use my wife’s products”

“I have serious concerns about my skin looking old”

“I do not shop at beauty counters, they only have women’s product”

“I just want something simple and fast”
MANifesto

Performance reveals heart. Passion shows soul. Follow your passion, it will guide you to your GOALS. Play. Explore. Yearn. Move more, stress less. Indulge. Make an impact. Carve your niche. Make your own path that only you can follow. Set goals only you can keep. Stay you, stay smooth. Endure all you can. Be safe, be hydrated, be the GREATEST you can be. Get out there.
Quench Your Skin

Introducing the 1st ever electrolyte powered 3-Step skincare system, to deliver the highest level of hydration & defense around the clock.

01 PRIME
02 PERFORM
03 RECOVER
PRIME
Calcium deeply exfoliates to cleanse, restoring skin to a homeostasis stage

PERFORM
Copper helps regulate skin temperature to ensure high moisture content and increase elasticity

RECOVER
Potassium combats fatigue and stress to regenerate new skin cells
01 PRIME
Reviving Cleansing Wipes
Deep Detox Scrub
Smooth Canvas

02 PERFORM
Invigorating Moisturizing
Dual Shave Cleanser
10x More Moisture

03 RECOVER
Restorative Eye Peels
Energizing Lip balm
10x More Elasticity
Quench your skin.

Restorative Eye Peels
Combats fatigued & stressed skin while providing UV armor, for increased elasticity.

Invigorating Moisturizing
Propels micro-electrolytes deep into skin, for extreme hydration & strength.

Dual Shave Cleanser
Propels micro-electrolytes deep into skin, for extreme hydration & strength.
We took skincare from GOOD to GREAT.

#G SERIES

TAKE EYE RECOVERY TO THE PRO LEVEL
COLLEGE
TV Advertising
Press Events
Paper Advertising
Digital Campaign
Online Contest
Sponsorship @ Stadium
College Tour
Year 1

Mass / Drug Media / Social Media Sampling

Year 2

Mass / Drug / Food Media / Social Media Sampling Line Expansion

Year 3

Mass / Drug / Food Media / Social Media Sampling Line Expansion
<table>
<thead>
<tr>
<th></th>
<th>Yr 1</th>
<th>Yr 2</th>
<th>Yr 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Sales</td>
<td>$29.7</td>
<td>$46.0</td>
<td>$69.0</td>
</tr>
<tr>
<td>Net Sales</td>
<td>$26.9</td>
<td>$41.7</td>
<td>$62.7</td>
</tr>
<tr>
<td>Gross Margin</td>
<td>$11.7</td>
<td>$18.1</td>
<td>$27.2</td>
</tr>
<tr>
<td>Contribution</td>
<td>($0.7)</td>
<td>$2.8</td>
<td>$7.9</td>
</tr>
</tbody>
</table>

Gross Margin:
- Yr 1: 90.6%
- Yr 2: 90.7%
- Yr 3: 90.8%

Contribution:
- Yr 1: -(2.6%)
- Yr 2: 6.6%
- Yr 3: 12.6%
SALES
SOM
HALO ON EXISTING LINES
EARNED MEDIA
LOYALTY
BRAND AWARENESS
BRAND SENTIMENT
Gillette gSeries
POWERED BY GATORADE
ELECTROLYTE SKIN CARE SYSTEM