



CRIA

Cleanest Scalp Care
For
Mindful Menopause



1.1 BILLION*
MENOPAUSAL WOMEN ARE ANGRY

*SOURCES: BUSINESS OF FASHION REPORT WITH MCKINSEY AND COMPANY, JUNE 2023, "MENOPAUSE IS HOT, ANNA HAINES, FORBES, APRIL 2023, "THE INVISIBILITY REPORT" GENM, 2023

**WITH
BRANDS, RETAILERS, SOCIETY
FOR
IGNORING THEM***

*SOURCES: BUSINESS OF FASHION REPORT WITH MCKINSEY AND COMPANY, JUNE 2023, "MENOPAUSE IS HOT, ANNA HAINES, FORBES, APRIL 2023, "THE INVISIBILITY REPORT" GENM, 2023

**THEY WANT COST-EFFECTIVE, EASY
TO FIND, INNOVATIVE SOLUTIONS
ESPECIALLY IN HAIR CARE***

*SOURCES: BUSINESS OF FASHION REPORT WITH MCKINSEY AND
COMPANY, JUNE 2023, "MENOPAUSE IS HOT, ANNA HAINES, FORBES,
APRIL 2023, "THE INVISIBILITY REPORT" GENM, 2023

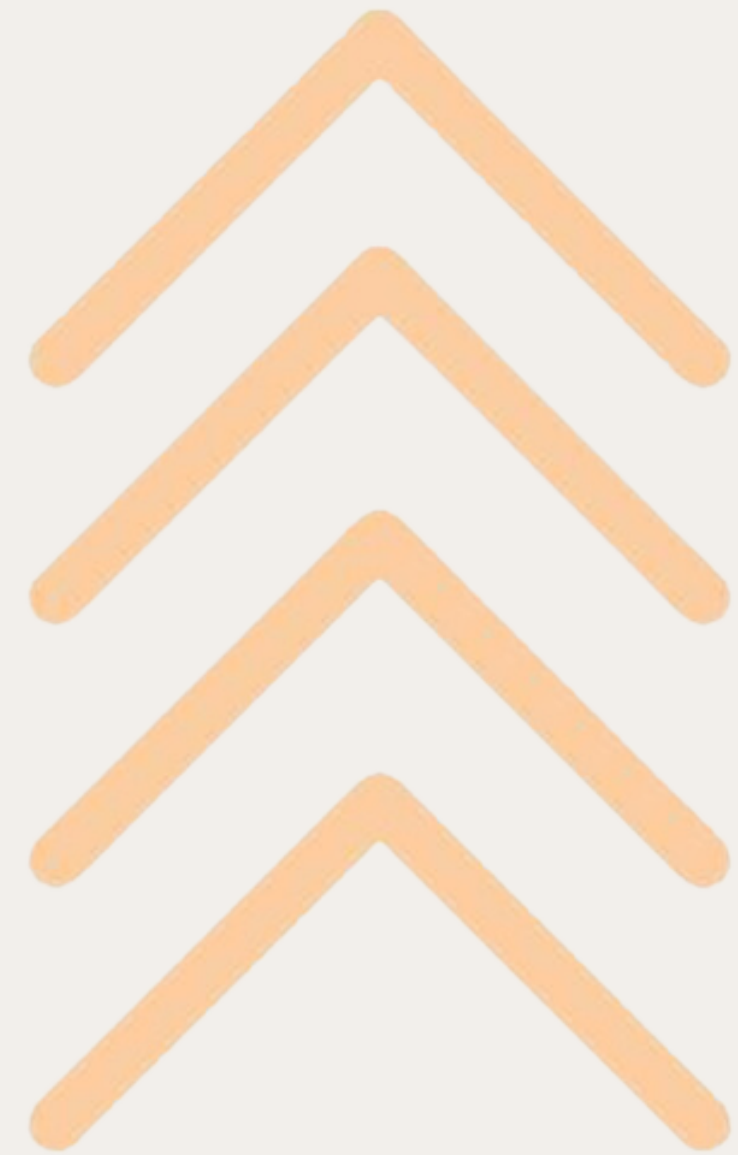


Minoxidil-based hair growth products like Rogaine cause the problem they claim to solve: scalp irritation, hair shedding, along with heart palpitations, dizziness, nausea.



Very few plant-based/natural topicals solving for menopause related hair thinning, scalp dryness promote holistic wellness.

**CRIA HAIR:
SIMPLY BE**



A FAMILY FORMULA 20 YEARS IN THE MAKING

My Father: A Biochemist

My Mother: A Homeopathic Physician



Created Cria Hair and Scalp Booster for my mother and women like her experiencing menopause related hair shedding.
And, I serendipitously discovered in my late father's diary . . .

LOST FORMULA, FOUND AGAIN

1985

CRIA formula written in father's diary

1985-2005

Lost in the pages of father's diary

2005

Found by daughter; An anthropologist

2018

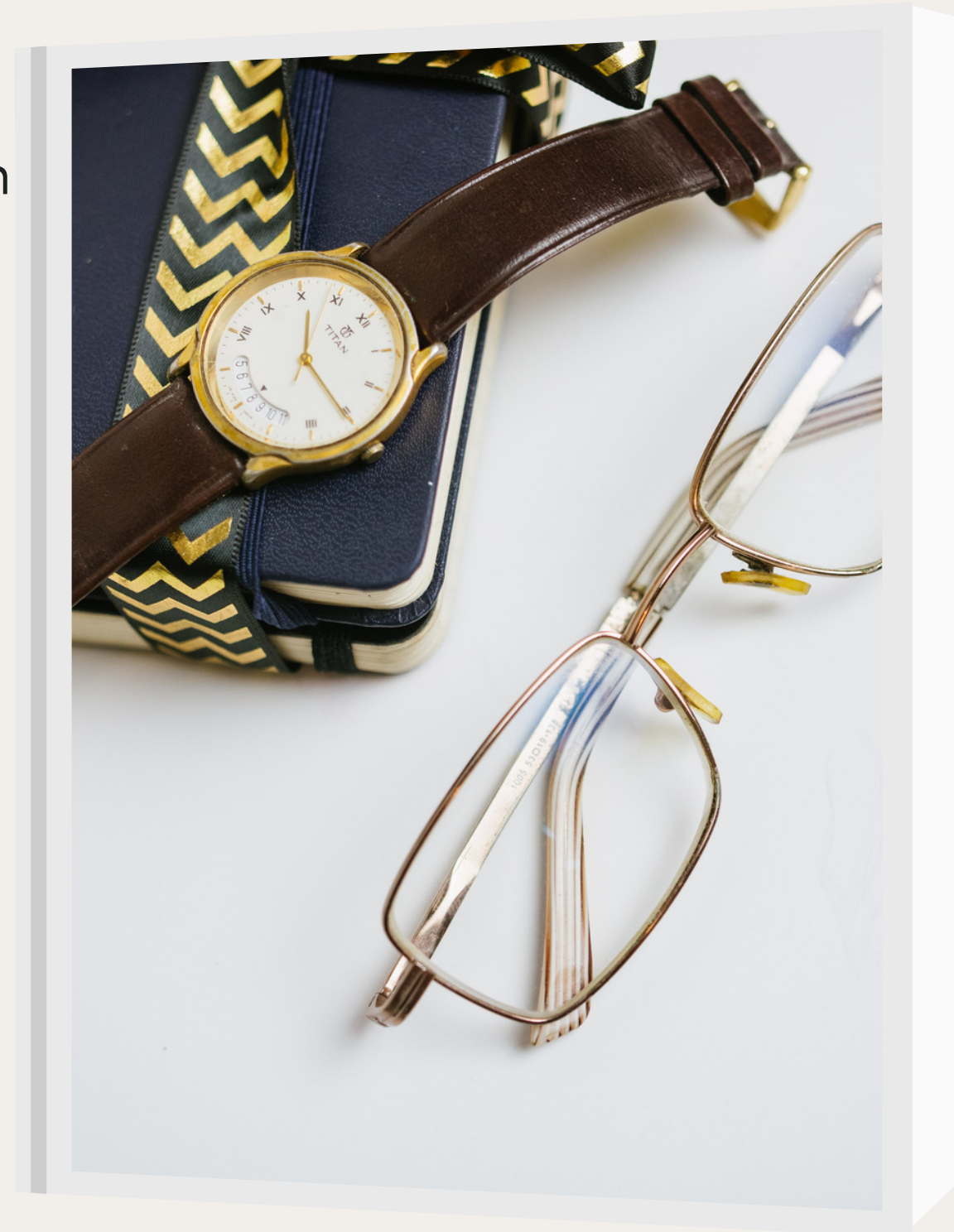
CRIA Launches

2020-2022

COVID Pandemic/
Strategy Review

2023

CRIA Go-to-Market



HONORING A FAMILY LEGACY



OUR OFFERINGS

CRIA HAIR & SCALP BOOSTER



- Powered by only 4-100% organic ingredients
- Instantly reduces scalp dryness/itchiness, stops hair shedding with regular use
- Calms the mind-body, promotes restful sleep
- \$35, 4 Fl. Oz.



CRIAPURE SHAMPOO & CONDITIONER



- Powered by 100% organic ingredients
- Softer, smoother thicker hair
- Shine imparted, color protector
- Feels good in the mind-body
- \$28, 8 Fl. Oz



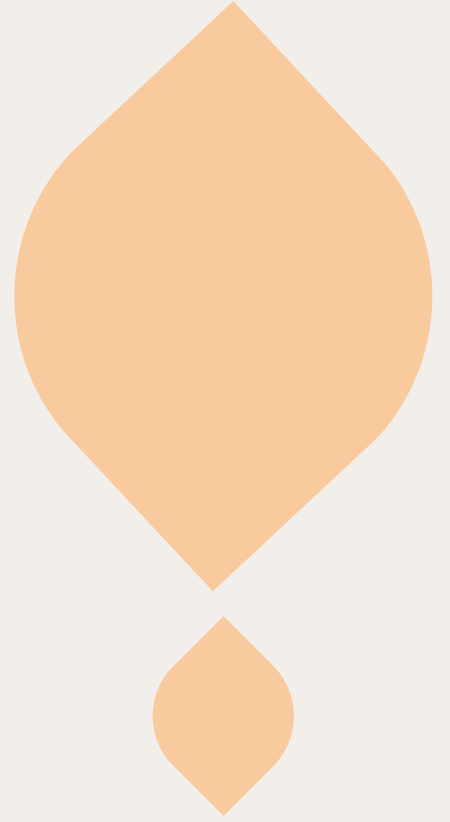
OUR NICHE

AGE: 40-50 YEARS

DEMOGRAPHIC: Multi-cultural, middle-class, professional, suburban women

PAIN POINT: Scalp itchiness/flakiness, hair shedding, restlessness

NEED: Naturally crafted topicals that promote scalp & hair health without harming the body





NAME Moni
AGE 45
LOCATION Mumbai
OCCUPATION Lawyer
MARITAL STATUS Married
KIDS One
ANNUAL INCOME 6 lakhs

INTERESTS	Traveling, yoga, dancing, kickboxing
CHALLENGES	Menopause is creating emotional and physical havoc just like for her mother before her (now passed). Lost her father recently as well. Work stress. Losing hair. Feeling tired.
STEPS TAKEN TO FIX THAT	Yoga and meditation, traveling, using Ayurvedic formulas to address scalp and hair issues. Weekly massages to alleviate muscle-stress. Kickboxing to feel empowered, safe.
GOALS	To feel young, have a healthy mind-body, clear focus
MOTIVATION	Self-care is not an option, it's a necessity. Too many people depend on her, everyday.
FRUSTRATION	Motherhood is challenging. A discombobulated nervous system, menopause related mood swings, losing hair. Cascade of losses.
SOURCES OF INFO	Instagram, peers, online search



OUR MISSION

WE DON'T GROW HAIR

WE OFFER MINIMALIST SCALP CARE MINDFULLY CRAFTED FOR MAXIMUM LIFE-AFFIRMING AFFECTS



OUR VISION

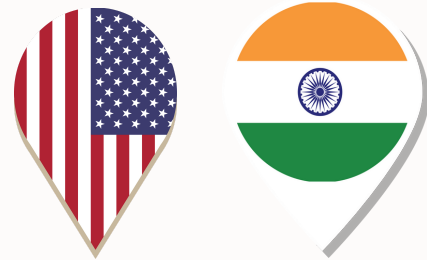
CRIA RETURNS TO YOU

The joy and ease of having a healthy head of hair that lasts, **naturally.**

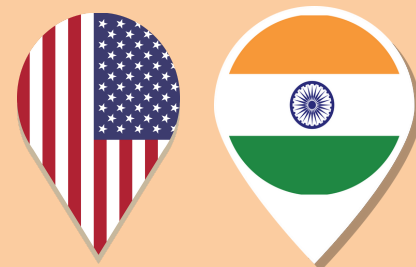
SIZE OF MARKET



\$600B



\$40B



\$400M

TAM

Global Menopausal Market Opportunity. Dietary supplements dominate.

SAM

US Menopausal market dominated by dietary supplements

SOM

1% of \$40B. Carving out Cria's niche as a unique topical supplement for menopausal women in the US and India.



**CURRENT BEAUTY WELLNESS
TRENDS***

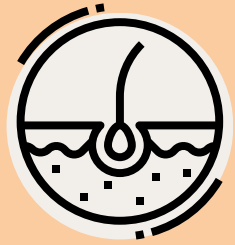
WHY CRIA IS RIGHT FOR RIGHT NOW

***SOURCES: BUSINESS OF FASHION REPORT, MCKINSEY &
COMPANY, JUNE 2023**

1

SKINIFICATION HAIRCARE /S SKINCARE

CURRENT BEAUTY AND WELLNESS TRENDS



SCALP IS SKIN



NOURISHING
SCALP AND HAIR
WITH CLEAN
INGREDIENTS

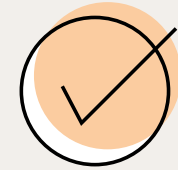


MULTI-STEP USE
RESEMBLING SELF-
CARE

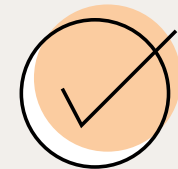


ELEVATING HAIR
CARE TO THE
ELABORATENESS
OF SKINCARE

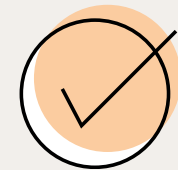
CRIA HAIR



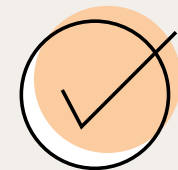
Instantly reduces scalp itchiness/dryness



Only 4, 100% ORGANIC ingredients that nourish the scalp, nurture hair roots



Simplifying self care. Healthier scalp, stronger hair in 3 simple steps 3 days a week



Scalp and hair care doesn't need to be elaborate to be effective. We made it super clean, super easy

PLUS:



Skinification of Hair



CRIA HAIR
Stripes

Moroccanoil

COCONUT OIL

ARGAN
OIL

CROWN AFFAIR

rahua goop
AMAZON BEAUTY

THE NUE CO

Better

Not Younger

Briogeo™

Innovation for Menopause

No Innovation for Menopause

Minoxidil

Rogaine®

OLAPLEX.



absolute™
collagen

NUTRAFOL

No Skinification of Hair

2 *Sustainability* IS THE HIGHEST PRIORITY

CURRENT BEAUTY AND WELLNESS TRENDS



**NO HARMFUL
INGREDIENTS**



**100% PLANT-
BASED FORMULAS**

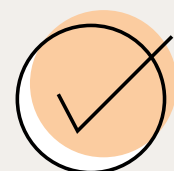


**CRUELTY FREE
PRODUCTION**



**ETHICAL
SOURCING**

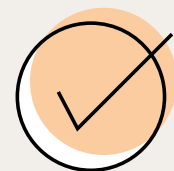
CRIA HAIR



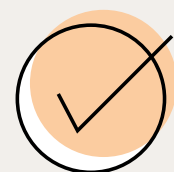
ZERO chemicals



Only 4, 100% ORGANIC ingredients



100% cruelty free



100% ingredients sourced from US-based farmers committed to ethical practices

PLUS:



SUSTAINABILITY



CRIA HAIR
Stripes

 **rahua**
AMAZON BEAUTY
THE NUE CO

COCONUT OIL ARGAN OIL **Moroccanoil**

Innovation for Menopause

No Innovation for Menopause

CROWN AFFAIR **NUTRAFOL** **Rogaine**
goop Briogeo **absolute collagen** OLAPLEX.
Better **Moon Juice** **Minoxidil**
Not Younger

NO/ LOW SUSTAINABILITY

3 **BEAUTY** IS THE SAME AS WELLNESS

CURRENT BEAUTY AND WELLNESS TRENDS



PRODUCTS THAT CAN FULFILL TRADITIONAL AESTHETICS BUT IMPROVE HOW YOU FEEL PHYSICALLY, MENTALLY, EMOTIONALLY



FOCUS ON INGREDIENTS THAT ENHANCE WELLBEING DAY TO DAY

CRIA HAIR



"Never have I ever seen a product do what Cria does for me. My hair feels so soft, so healthy, so strong. I've never had hair like this ever, even in my 20s. And it smells so good! When I leave it on overnight, I know I sleep better. I wish I could use it all over my body. This is how good it makes me feel"

-Molly, Maine USA

Hair Care Designed for Holistic Wellness


CRIA HAIR

CROWN AFFAIR  **rahua**
AMAZON BEAUTY
Better THE NUE CO
Not Younger
COCONUT OIL ARGAN OIL **Moroccanoil**

Innovation for Menopause



Stripes

No Innovation for Menopause

Briogeo™ **goop**
Rogaine OLAPLEX.
Minoxidil

Hair Care NOT Designed for Holistic Wellness

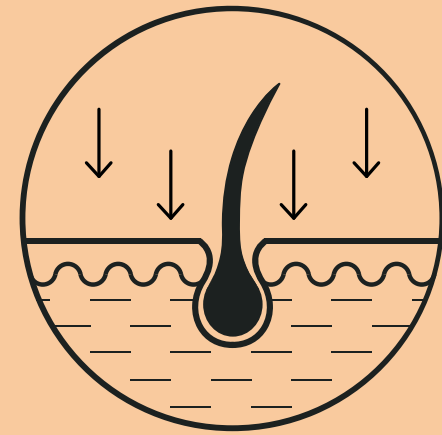
COMPETITIVE ADVANTAGES CHART

	 CRIA HAIR	DIRECT COMPETITORS					INDIRECT COMPETITORS	
		Stripes	<u>Better</u> Not Younger	CROWN AFFAIR	THE NUE CO	 AMAZON BEAUTY	Rogaine®	OLAPLEX
PRICE	\$35	\$50	\$57	\$40	\$36	\$44	\$40	\$33
INNOVATION FOR MENOPAUSE	✓	✓	✓	✗	✗	✗	✗	✗
SKINIFICATION OF HAIR	✓	✓	✓	✓	✓	✓	✗	✗
SUSTAINABILITY	✓	✓	✗	✓	✓	✗	✗	✗
HOLLISTIC WELLNESS DESIGN	✓	✗	✗	✗	✗	✗	✗	✗

100%

QUANTIFIED
EFFECTIVENESS

- 3 Third Party Consumer Perception Studies in US, India, Singapore
- 1800-Person Survey
- Deep Dive Interviews With Cria Superfans



CALMS SCALP INSTANTLY:
FIRST USE REMOVES
DRYNESS, FLAKINESS,
ITCHINESS OF SCALP



SOFTER FEELING HAIR
INSTANTLY: FIRST USE ADDS
SHINE AND HEALTH TO
STRANDS



STRONGER ROOTS: WITHIN 4
WEEKS OF REGULAR USE



reviews

"20 DAYS IN, (WITH CRIA BOOSTER), BABY HAIRS (!) AND MY HAIR STOPPED FALLING OUT!"--SHEILA, SAN DIEGO





"The CRIA booster serum is a must-have for me because after one use it cured my itchy scalp and any flaking I had. But I was very impressed with the oil's protective qualities. I decided to bleach my hair(twice) and I put the serum(oil) on my hair and used the bleach over it. My hair has no signs of damage from the bleach. Typically it would feel like straw. I have also noticed thicker fuller hair, especially on my sides which were thinning a little. I'm 47 ..."

Amanda, Chicago



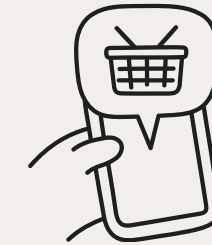
GO-TO-MARKET



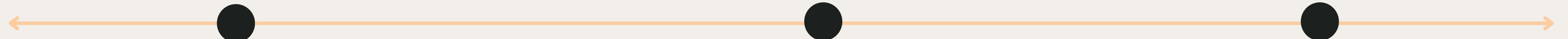
RETAIL



EXPORTS



ECOMMERCE



FIRST WHOLESALE GROWTH
2020-21
3000 UNITS SOLD
\$80K+ REVENUE

WHOLESALE + ECOMMERCE GROWTH
INDIA,, GCC
2024-26
IN THE PIPELINE
With “The Salon Man of India,” (Forbes 2019)

ECOMMERCE GROWTH
2024-27
Rebranding nearing
completion
Raising capital to launch
strategic marketing
initiatives in the US and
India

IN THE PRESS

- BEST IN SHOW, FINALIST, HAIR BOOSTER, INDIE BEAUTY EXPO', LONDON, 2019
- AS SEEN IN VANITY FAIR, TATLER, GQ, VOGUE (2021-22)
- \$50000 IN US SMALL BUSINESS GRANTS (2021-23)



BILLIE
CRIA
AS SEEN IN VANITY FAIR
MARCH 2021

THANK YOU, VF!

@CRIAHAIR
WWW.CRIAHAIR.COM





CAPITAL FACTORY, USA

Center of Gravity For Texas-based Entrepreneurs. Cria is a portfolio company.



STELLA LABS/ AD ASTRA VENTURES, USA

Accelerator for women entrepreneurs



ESSEC BUSINESS SCHOOL,
PARIS + PARSONS, NYC
Luxury Management & Design
Innovation



OUR INSTITUTIONAL ADVISORS



**DR. SHUBHRA SHARMA,
FOUNDER, CEO**



**DR. KARIM BENNIS, CFO
ETISALAT**



**SHANNON BRADLEY, CMO
WALT DISNEY COMPANIES**



**FITRI IDA HARINI, CSO
BURBERRY**



**ESTHER PAYEROLS
FORMER EXECUTIVE ESTEE LAUDER
LAUNCHED BOBBY BROWN IN INDIA**



OUR ADVISORY BOARD

The Vanity Cabinet

ne-smelling Elixir from **RAZZO HAIRCARE** is an or beauty addicts. Apply just a few drops of this d serum to dry and damaged hair to help leave it looking glossy. Shop at razzohaircare.com re on IG.

n Yasmina Harrison, founded **TZOL'SKIN** for oking for affordable and simple products. Their contains vitamin C, citrus stem cells, hyaluronic acid ding a beautiful citrus scent to your routine. It aims hful and radiant, at any age. Visit tzolskin.com and

mbines the latest in science and innovation. Their e concentrated on cutting-edge active ingredients g and redefining the traditional notion of beauty. ree, Dermatist "Excellent". Shop online at [shido](http://shido.com) on IG.

ward-thinking and ethical beauty brand that creates ncare staples. Their Pink Clay Mask is a carefully ralian pink clay with botanical plant extracts eave your skin appearing brighter.

m and follow [@shopkembeauty](https://www.instagram.com/shopkembeauty) on IG.

ndcrafted in small batches in London. Their , vegan and do not contain toxic substances mixture of natural oils, butters and mineral Pure and Bright Mask is also formulated eave your skin looking bright and tight and s. Visit korskincare.com and follow

00% Pure Moroccan Argan oil by a unique composition of vitamin E, CoQ10, ls and a high content of fatty acids. This eave skin feeling hydrated, hair looking ppearance of wrinkles and stretch marks. ollow [@rb_organics](https://www.instagram.com/rb_organics) on IG.

eneration skincare brand for multitaskers, -up enthusiasts and trend-setters. Their e reduce the appearance of blemishes, fine ve the skin looking radiant. For game-changing, g Australian botanicals, enhanced by science, ollow [@shawelleofficial](https://www.instagram.com/shawelleofficial) on IG.

5-in-1 is an IPL at-home technology that rance of body hair, acne, scars, pider veins. Visible results can be use. Visit softerm.co.uk and follow

brand, **SHEA LUSH BEAUTY**, natural and ethically sourced ed on scientific evidence. They f products for both skin and hair. The e ultimate staple for dry skin, specially u with moisture. Visit shealushbeauty.com auty on IG.

anic, vegan formula, including 500mg of CBD, the m is the beauty staple you never knew you help to leave your skin feeling calm and balanced. skin. Use code "NAKYD" for 10% off on (1/12/20) and follow [@nakydldn](https://www.instagram.com/nakydldn) on IG.

ooster nourishes your hair with moisture while ed. CRIA aligns with and empowers the body to g scalp and hair. Your hair will feel thicker and with only four organic ingredients. CRIA is y free. Visit criahair.com IG: [@criahair](https://www.instagram.com/criahair)

e new all-natural gemstone cosmetics brand quartz infused product line brings magical spa y skincare routine, featuring a cleanser, toner ave been designed for troubled and mixed skin dusaandkamen.com and follow [@dusaandkamen](https://www.instagram.com/dusaandkamen) on IG.

Saviour Organic face oil in your beauty routine rum contains 18 seed oils rich in vitamins A & E, including pberry and prickly pear. Leave your skin looking bright, feeling th moisture. Shop their transparent and fragrance-free nd follow [@tariobath](https://www.instagram.com/tariobath) on IG.

ustainable beauty brand, **RINASCENTIA**® was born out of a, to provide an alternative to products causing sensitivity to n. This award winning brand is enriched with probiotics, al nutrients. Get that glowing appearance and rinascentia.com.au and follow [@rinascentia](https://www.instagram.com/rinascentia)

SUN AUSTRALIA is infused with marine of natural vitamins and minerals. It aims to leave hydrated and is the perfect pamper partner to p. This mask helps to reduce the appearance of feeling calm. Gluten-free, PETA certified vegan seasunaustralia.com and follow [@seasunaustralia](https://www.instagram.com/seasunaustralia) on IG.



APPENDICES

CRIA HAIR

CRIA'S FOUR ORGANIC INGREDIENTS



**Organic Sesame
Seed Oil**



**Organic
Lavender Oil**



**Organic Jaborandi Herb
Extract**



Organic Grain Alcohol

LIVING PROOF

Scalp Care Revitalizing Treatment

Bestseller, Sephora

INGREDIENT LIST



- Healthy Follicle Complex (Yeast Proteins, Zinc Salts, Encapsulated Actives): Strengthens and nourishes hair strands, roots, and scalp.
- Peptide Blend: Plumps hair fibers and provides natural shine.
- Jojoba Esters and Vitamins: Nourish and moisturize the scalp.

Water/Eau/Aqua, Isohexadecane, Alcohol Denat., Isododecane, PPG-24-Glycereth-24, C13-15 Alkane, Hydrolyzed Yeast Protein, Jojoba Esters, Glycerin, Amaranthus Caudatus Seed Extract, Acrylamidopropyltrimonium Chloride/Acrylates Copolymer, Ethylhexyl Stearate, Carthamus Tinctorius (Safflower) Seed Oil, Glycine Soja (Soybean) Germ Extract, Triticum Vulgare (Wheat) Germ Extract, Serenoa Serrulata Fruit Extract, PCA Ethyl Cocoyl Arginate, Coceth-7, Scutellaria Baicalensis Root Extract, Vitis Vinifera (Grape) Seed Extract, Butyrospermum Parkii (Shea) Butter, Azelaic Acid, Cetyl Alcohol, Caffeine, Steareth-20, Zinc Sulfate, Biotin, Stearyl Alcohol, Glyceryl Stearate, Cetearyl Alcohol, Gluconolactone, Behentrimonium Methosulfate, Behentrimonium Chloride, Arginine, Butylene Glycol, Zinc Gluconate, Calcium Gluconate, Hydroxyethylcellulose, Glycolic Acid, Lactic Acid, Propanediol, Fragrance/Parfum.

CRIA HAIR AND SCALP BOOSTER

INGREDIENT LIST



- 1. Organic Sesame Seed Oil
- 2. Organic Lavender Oil
- 3. Organic Jaborandi Herb Extract
- 4. Organic Grain Alcohol

25% increase in online search for "free from", ingredients more important than efficacy

HOW IT WORKS



The organic alcohol in the extract, temporarily dries the scalp, disinfects the application site.

This instantly allows the essential nutrients in the extract to seep deep into the scalp tissue, making their way to the follicle root.

Regeneration of the follicle while the essential oils act as emollients to the scalp, hair strands, and hair root. End result is clean, healthy scalp, shinier, stronger hair that last

Our Pricing

Cria Hair and Scalp
Booster: \$35

CriaPure: \$28

Discounts on double
packs



CRIA HAIR AND SCALP BOOSTER
CRIAPURE SHAMPOOS AND CONDITIONERS

CRIAPure
SHAMPOOING POUR FEMMES

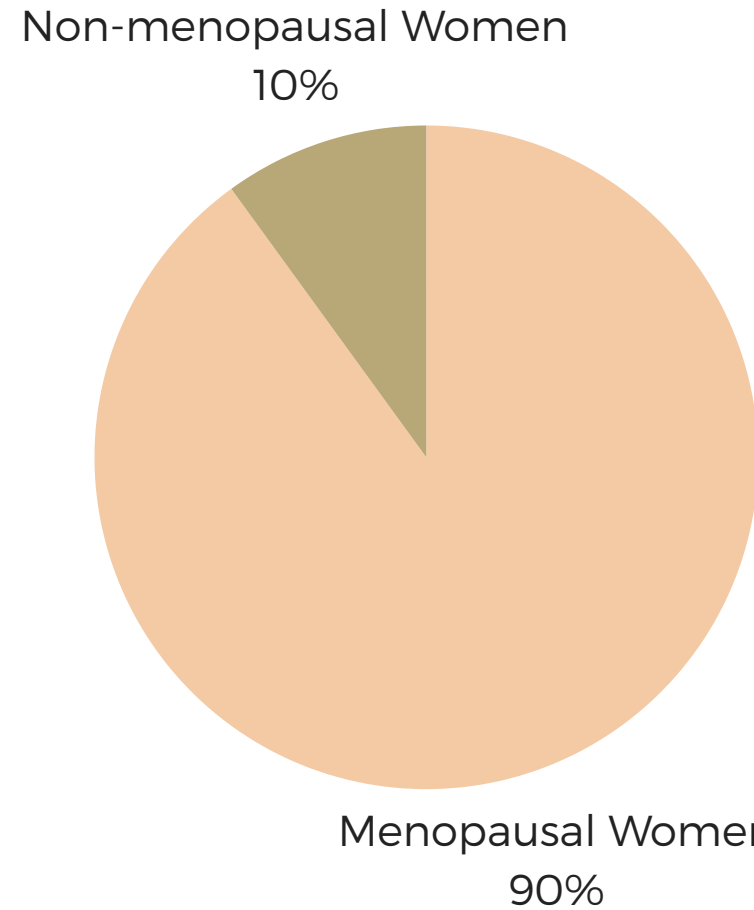
CRIAPure
CONDITIONNEUR POUR FEMMES

CRIA
HAIR & SCALP BOOSTER
BOOSTER CHEVEUX
ET CUIR CHEVELU

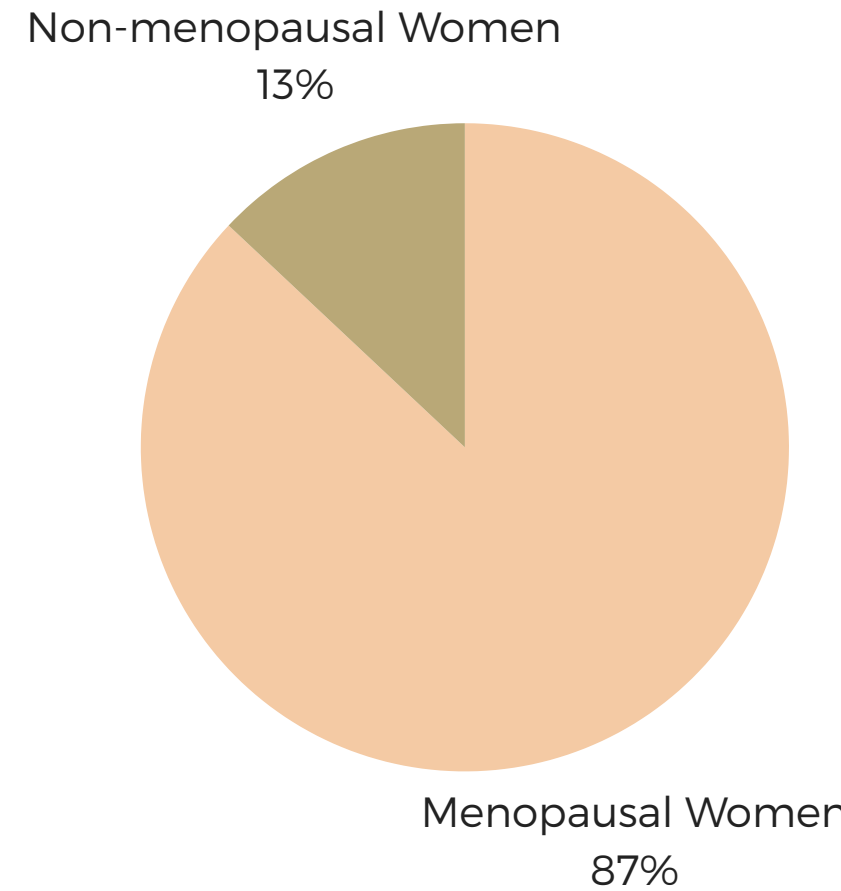
Hair Reborn
@criahair

WOMEN DON'T MATTER

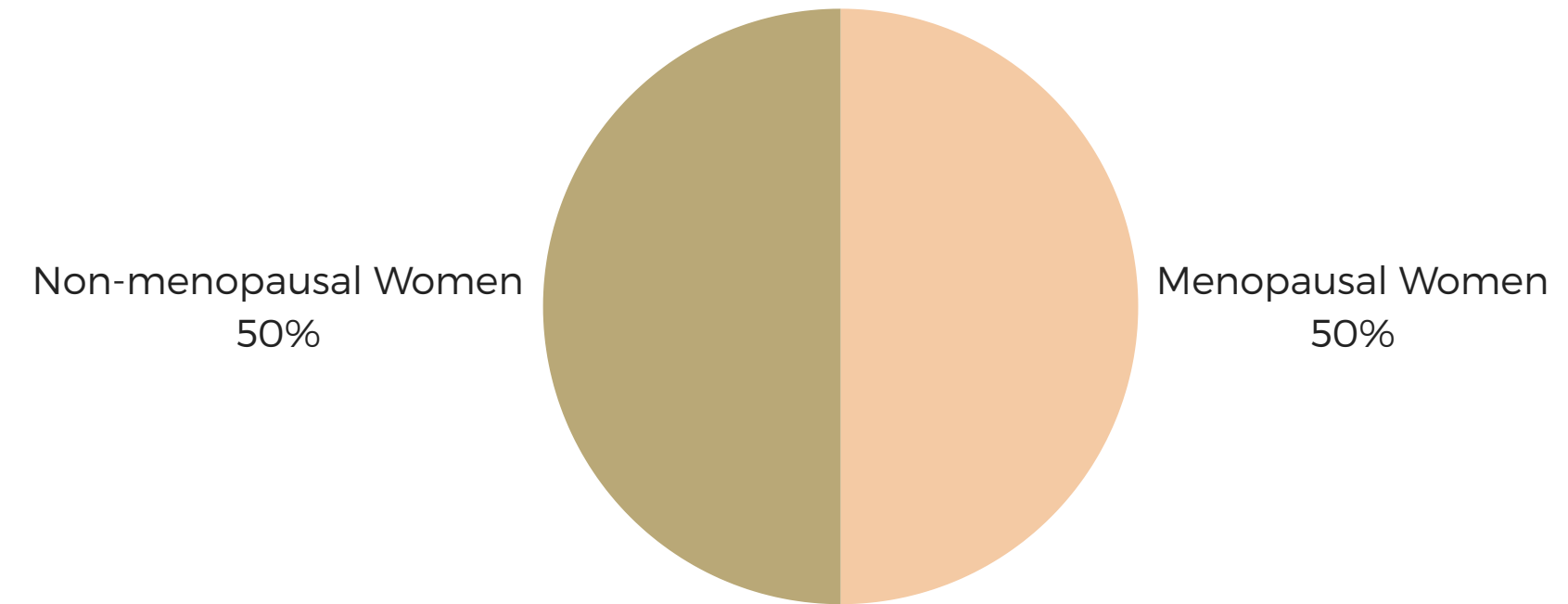
GenM Report 2023, Forbes, 2023



90% women feel invisible in their pain, neglected by society, retailers, brands.



87% women have difficulty finding the right help to find the right products to address their escalating symptoms



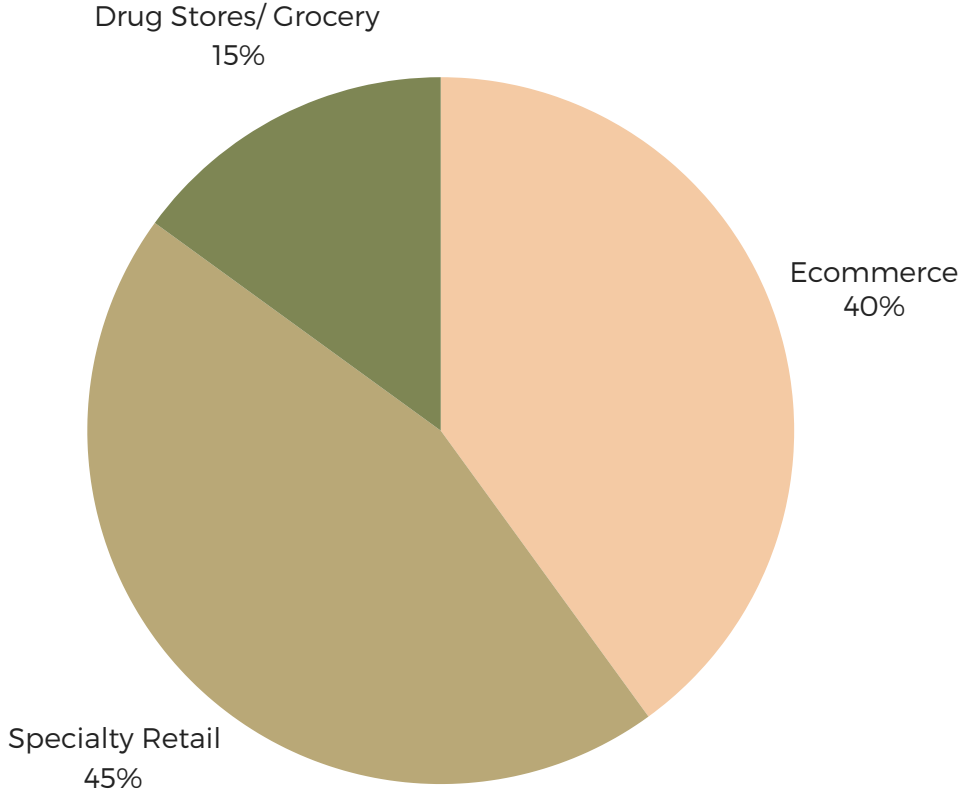
More than half the women want:

- Cost-effective
- EASY TO FIND
- Innovative solutions

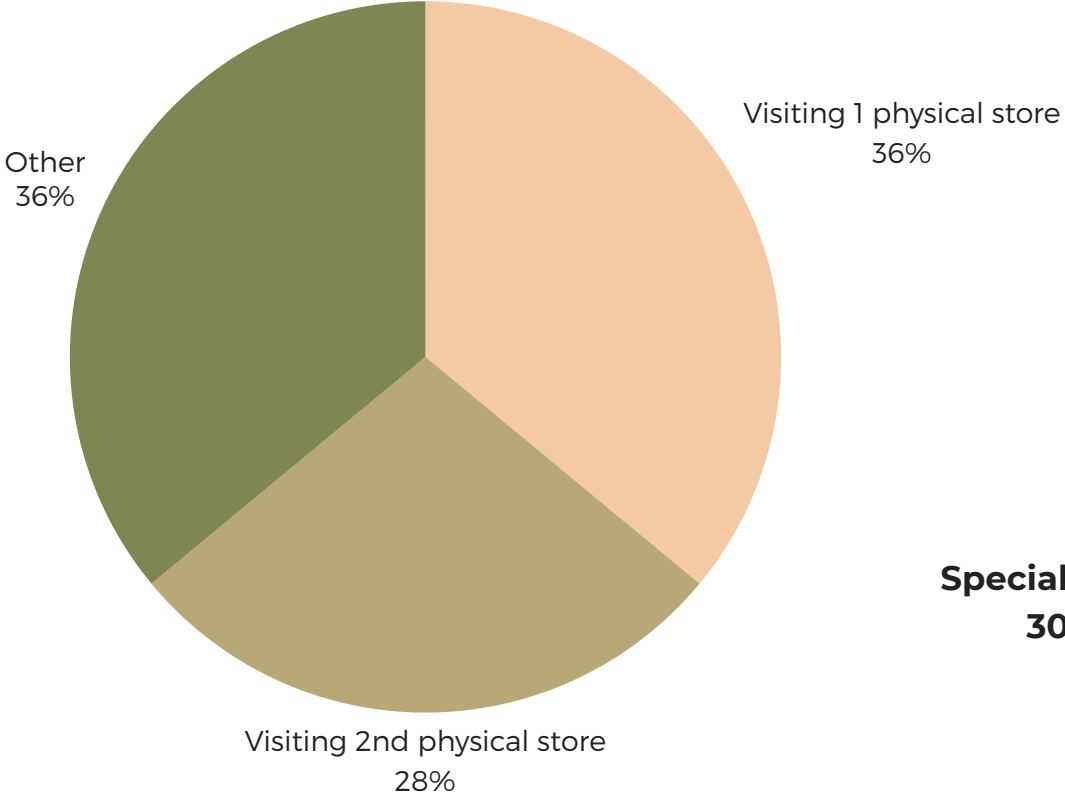
Including hair care.

MIX OF CHANNELS: THE NEW IMPERATIVE IN BEAUTY

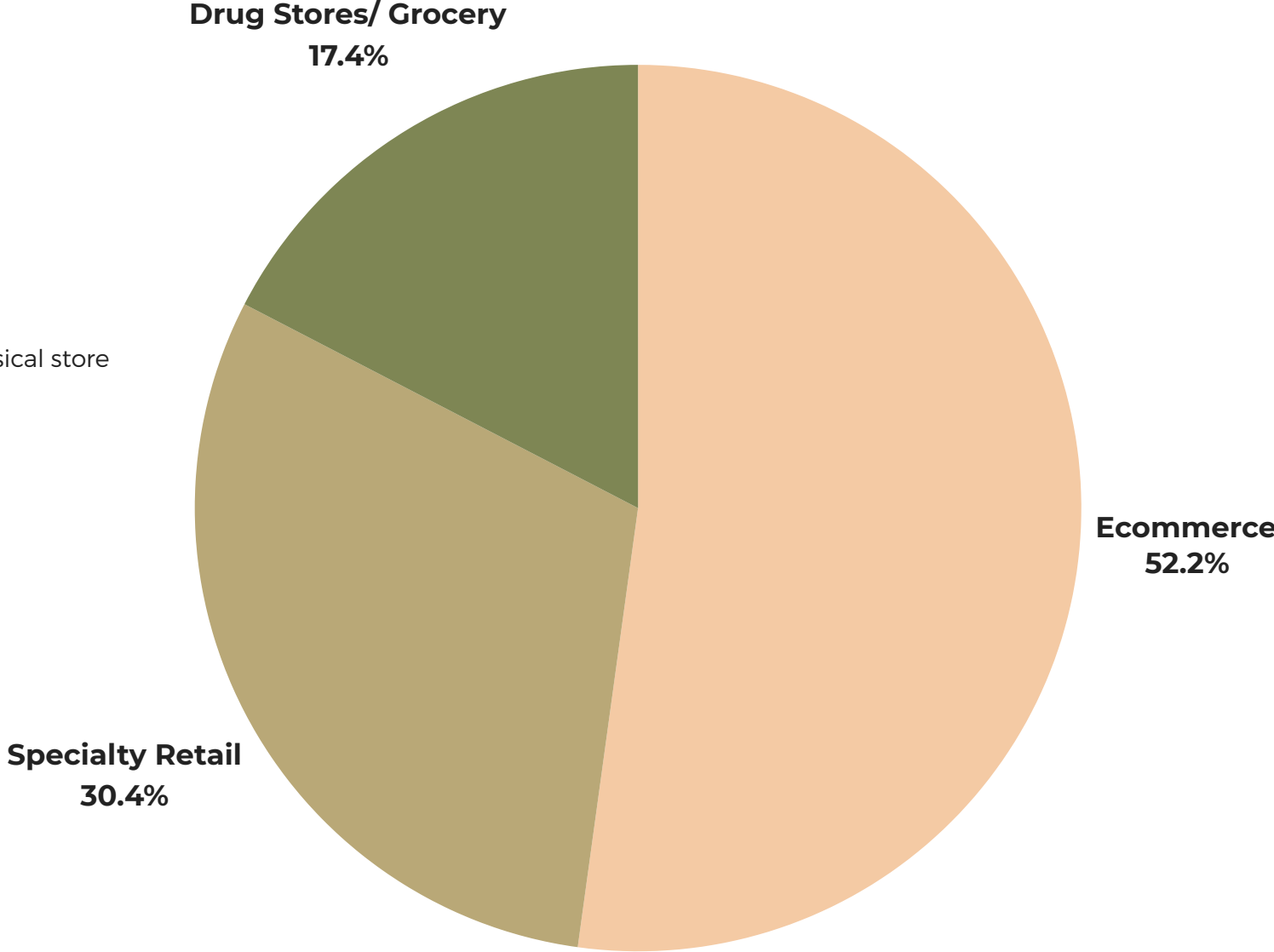
Ecommerce, Specialty Retail, Drug Stores, Grocery Stores



40% consumers preferred online
45% consumer preferred offline



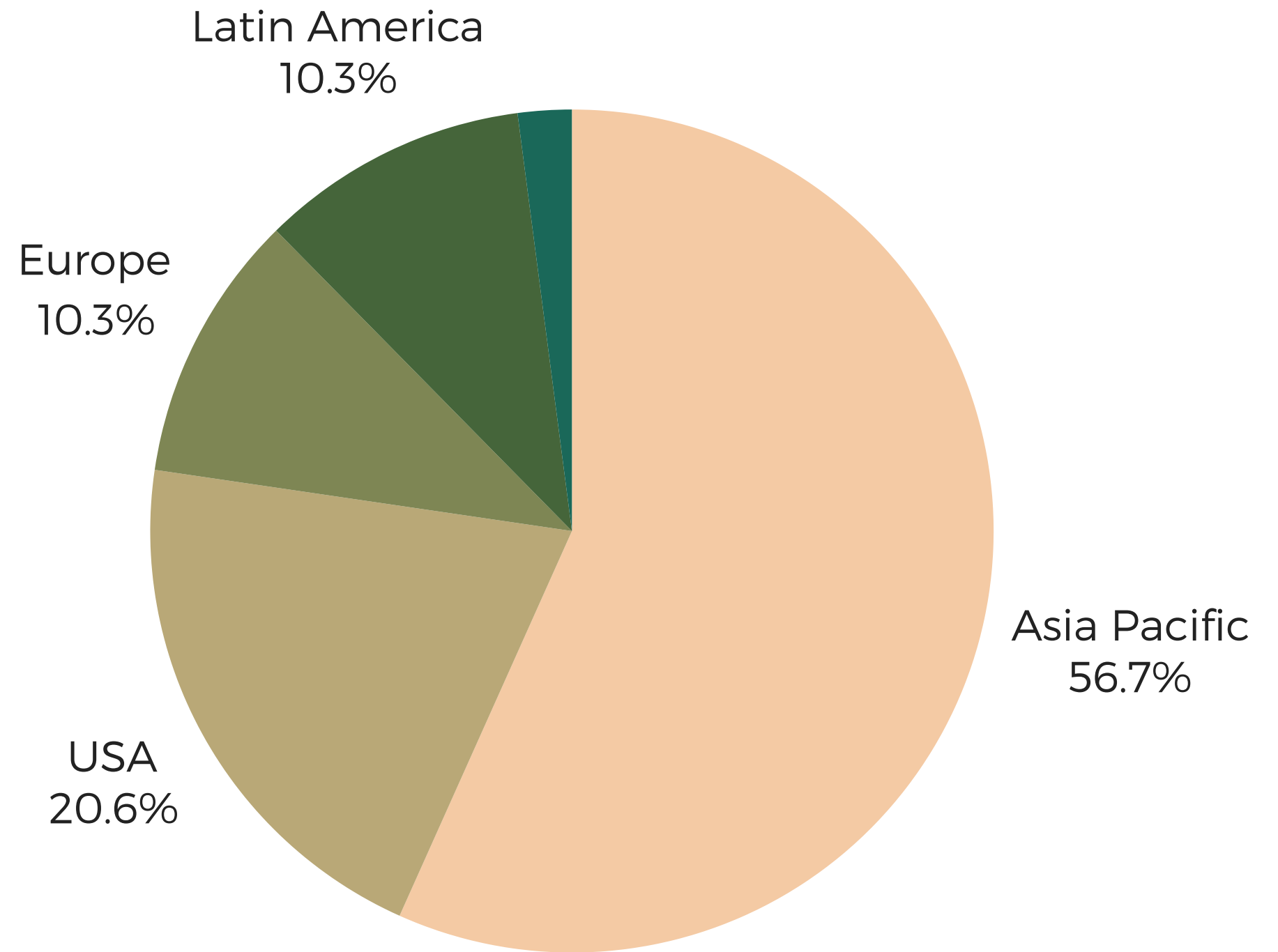
36% visit physical store before buying online
28% visit two or more physical stores before buying online



Ecommerce is the largest segment for beauty purchases
CAGR: 12% (2022-27)

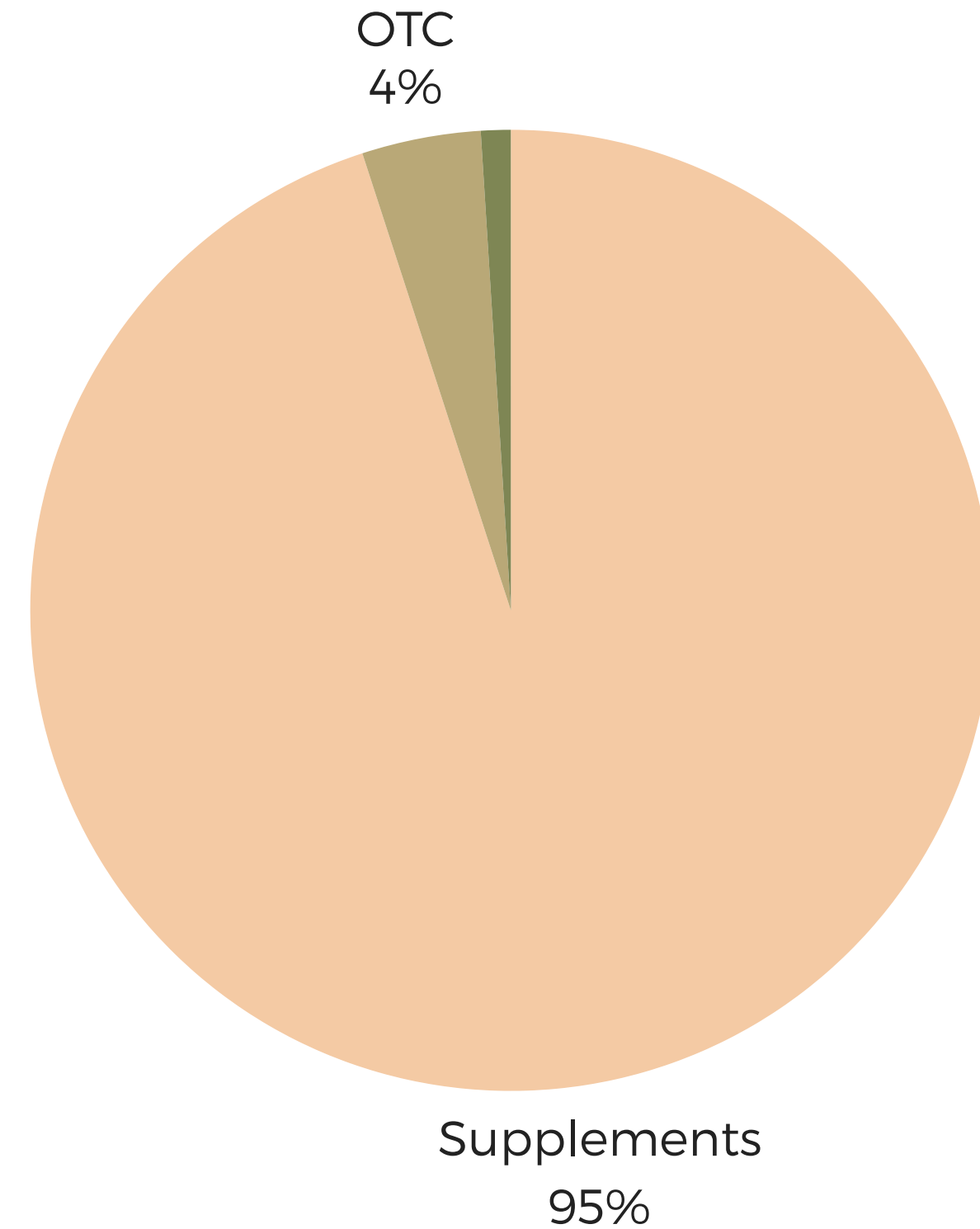
GLOBAL MENOPAUSE MARKET SHARE BY REGION

- The global menopause market size was valued at USD 16.9 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 5.33% from 2023 to 2030
- According to the North American Menopause Society, approximately 6,000 women in the U.S. reach menopause every day, and around 2 million women per year.
- As per the UN data, an estimated 985 million women aged 50 years and above in 2020. This number is expected to reach 1.65 billion by 2050



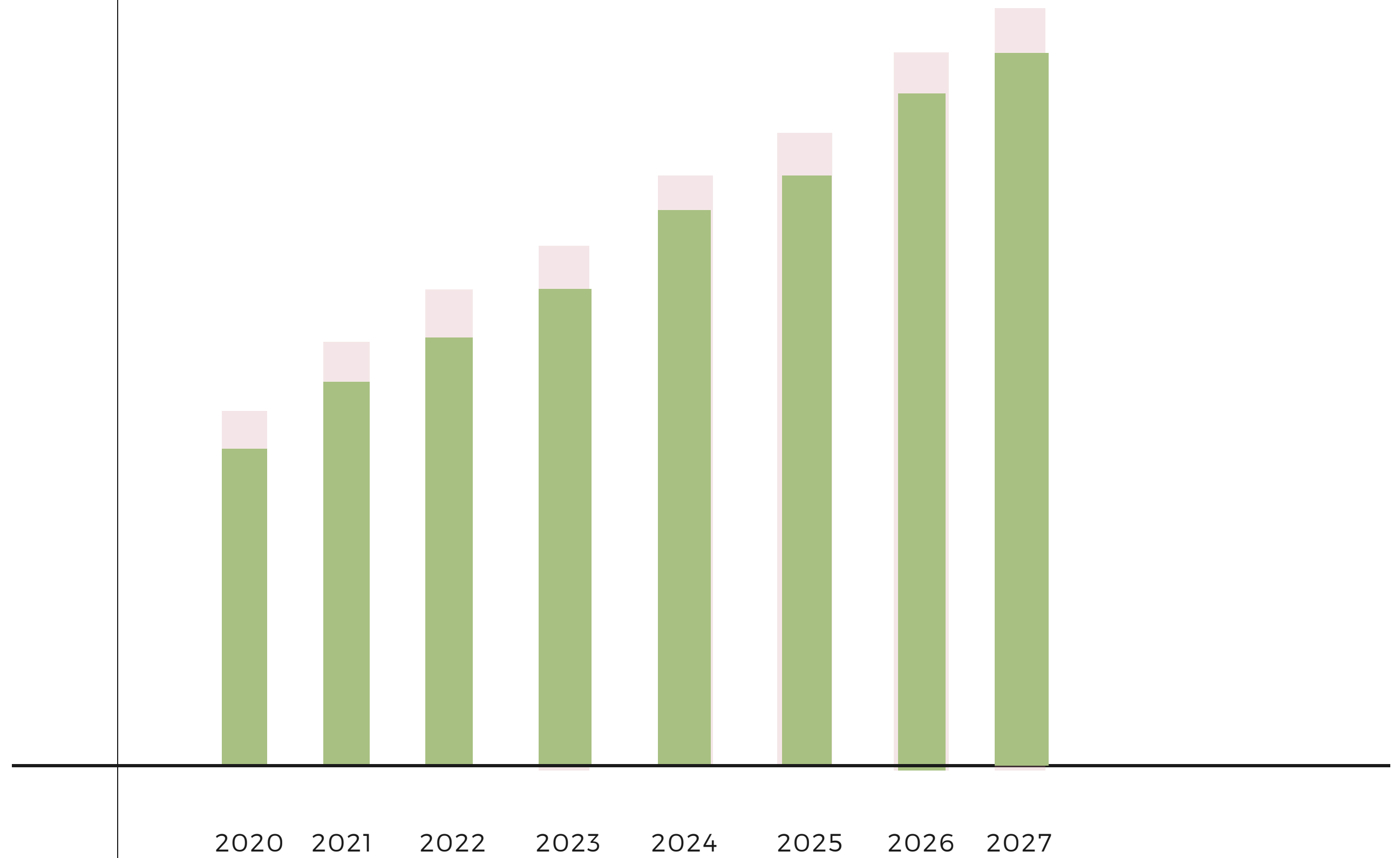
GLOBAL MENOPAUSE MARKET SHARE BY TREATMENTS

- 95%: Dietary Supplements
- 4% : OTC Pharma
- 1% Hormonal/Non-hormonal therapies



US MARKET SIZE BY TREATMENT: 2020-2027

- DIETARY SUPPLEMENTS
- OTC PHARMA



INTERSECTIONS

HOLISTIC WELLNESS

ALL SIX DIMENSIONS ARE CRUCIAL

MARKET SIZE: \$1.5T

AGE GROUP: 18-34 YEARS

CONTRIBUTING FACTOR: COVID

One-third want more innovation across all dimensions, especially sleep

MENOPAUSE WELLNESS

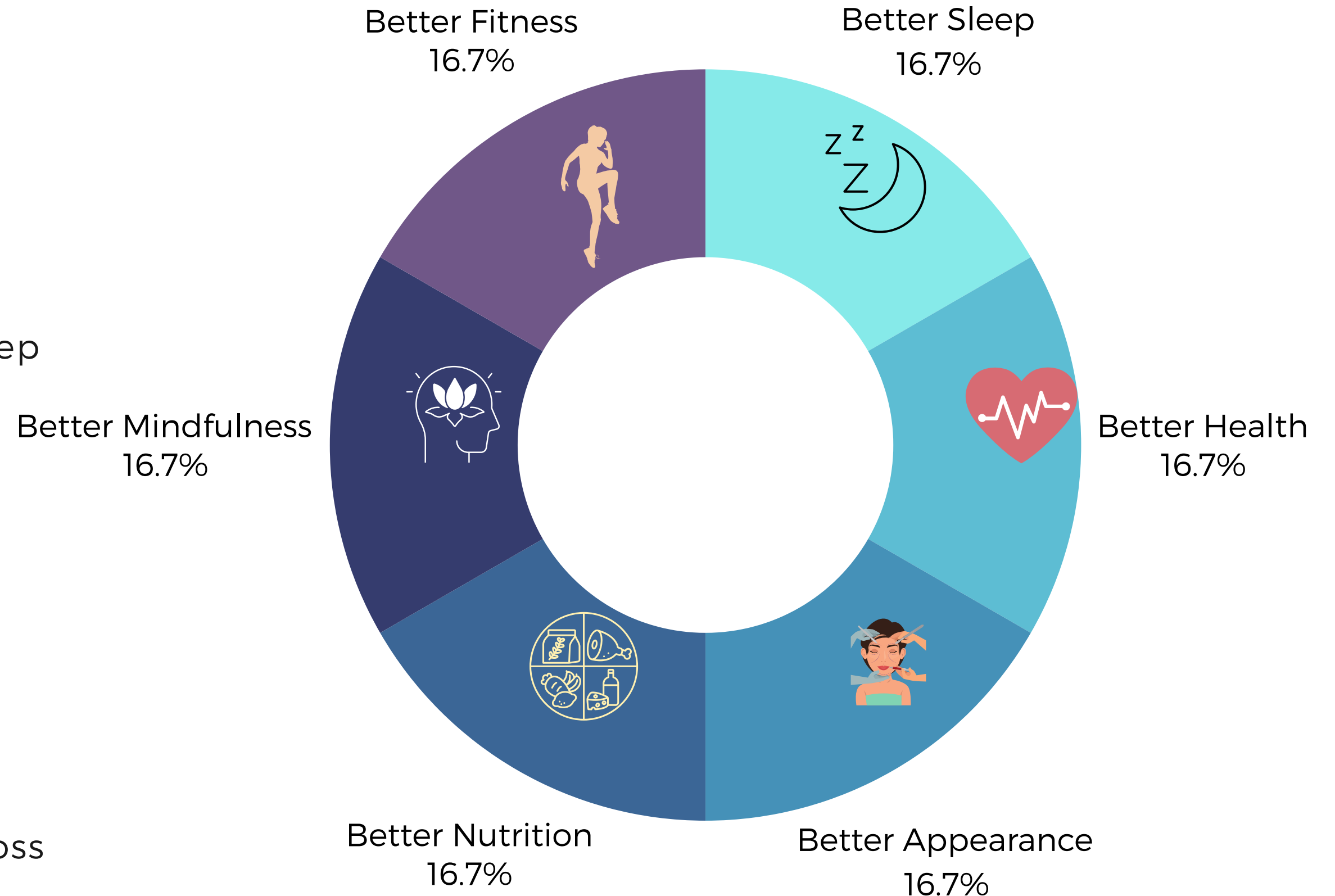
ALL SIX DIMENSIONS ARE CRUCIAL

MARKET SIZE: \$600B

AGE GROUP: 45-55 YEARS

CONTRIBUTING FACTOR: TICKING TIME-BOMB MIND-BODY-HEART

More than half want innovation across all dimensions, especially sleep, health, appearance





CRIA'S ORGANIC SPACE



ORGANIC HAIR CARE MARKET

\$90B Top products: Organic shampoos, customized scalp treatments

MENOPAUSE MARKET

\$600B
Age: 45-55yrs
95% Supplements
5% OTC Pharma

WELLNESS MARKET

\$1.5T
Age: 18-34 yrs
Not enough attention to holistic wellness from existing brands



What Retailers Want

ULTA BEAUTY

Online and Brick-n-Mortar Global Retailer

Market Value: \$20.5B

Fulfill traditional aesthetics but improve how you feel physically, mentally, emotionally

Focus on ingredients that enhance well-being day to day

Scalp care more important than hair care

"We're at the precipice of a changed industry, one that values mind, body, spirit. Beauty and wellness are the same right now"

--Monica Armando, Chief Merchandising Office, ULTA

WHAT INVESTORS WANT

Authenticity + Quality
Innovation + Novelty

Hair care, one of the most watched categories because of expected growth, increased premiumization, potential for innovation, COVID

"Investors are zeroing in on a few differentiated & scalable businesses and having the conviction to back them. Less deal flow but trust matters most."

-- Jelena Djuric, Goldman Sachs



BIGGEST HAIR CARE EXITS

"More capital has chased into the beauty sector and all that capital will and should see exits over time "
"What matters most is a great product and a great understanding of the consumer problem that an investor can help unlock."

AESOP BEAUTY: 1BN (L'Oreal)
FUNCTION OF BEAUTY \$135M (L. Catterton, LVMH)
CAROL'S DAUGHTER: Multi-million (L'Oreal)
BRIOGEO: 100M+ (Wella Inc.)

CROWN AFFAIR

Cria's closest competitor

Investments by Patrick Finn, Gwennyth Paltrow, Christina Nunez (True Beauty Ventures) , Jaclyn Johnson (New Money Ventures)

