



COMMERCIALIZING THE HACKING OF NATURE

The Journey of a Plant-Derived Biprodukt into the Beauty Industry.



INTRODUCTION

As consumers pursue a more sustainable and ecologically sound lifestyle, the beauty industry is responding.

There is a conscious gravitation towards brands that hack into nature for new and innovative ingredients and use techniques/formulations that support the move towards clean living.

Natural beauty segment is poised to hit \$50 billion in global revenues by 2019, up from \$33 billion in 2015, according to market research firm Kline.

Like us, many of our customers are focused on advancing their sustainable offerings.



INTRODUCTION

MIND has recently launched a commercialization initiative with Green Biologics as part of our commitment to bridge the gap between synthetic and natural product solutions for the beauty industry.

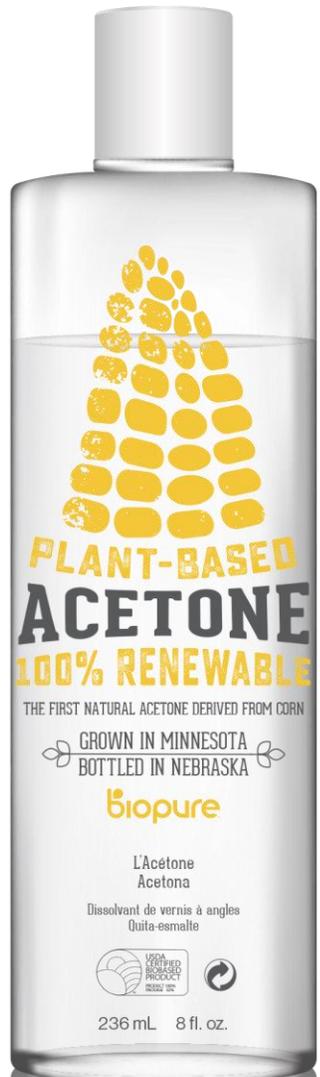
Unlike petro-acetone, Biopure™ Acetone is produced from fermentation of agriculturally derived sugars utilizing Green Biologics' proprietary *Clostridium* microbial biocatalysts.

Our goal was to reposition acetone, typically a commodity in the marketplace, into a premium consumer beauty product.

Biopure™ Acetone is the only 100% renewable acetone on the market that is safer for consumers and the earth.



DESIGN



Emphasis on Plant-Based

Claim

Transparency of Origin

3rd Party Validation



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STRATEGY DRIVERS

DEMAND

PERFORMANCE

STORY

COST



DEMAND



DEMAND

Acetone is a highly procured solvent primarily used in the beauty industry to remove nail polish. It is applied to the nail plate, cuticle, and finger using a cotton swab, wrap, or soaking dish.

It is utilized primarily by women, teens and tweens at home and daily by hundreds of thousands of nail technicians in the professional beauty industry.

There is an opportunity for a safer solution for homes and professional nail salons.



PERFORMANCE



PERFORMANCE

Raw material suppliers and beauty product manufacturers are working overtime to minimize formulation trade-offs that impact performance and end user experience.

MIND aligned with professional nail technicians coast-to-coast to validate performance. Biopure™ Acetone removed traditional and hybrid nail lacquer with the same efficiency as cosmetic grade petroleum based acetone.

Gel polish experienced a 12% longer removal time (80 seconds). Additionally, it was reported that the cuticle and surrounding area were softer and more conditioned using Biopure™ Acetone vs traditional acetone.



THE STORY



THE STORY

Natural-based ingredients are currently in vogue due to consumer perception they are safer and better for the environment.

Deconstructed labels that use everyday jargon versus scientific terminology is preferred.

Ingredients best satisfy a consumer's hunger for natural, sustainable and ethically produced beauty products.

Predictable and unpredictable influencers constantly alter the ingredients leaderboard; today we are seeing strong gravitation toward culinary and skincare inspired ingredients.



THE CLAIMS

- The Only 100% Renewable Acetone
- Bio-Preferred USDA Certifications
- Non-petroleum based
- 99.5% pure
- Vegan
- Made without benzene & phenol
- Gluten free
- Paraben free
- Natural
- Fragrance & dye free



THE PROCESS



Starts with corn raised in Minnesota



Sugar solution is fermented



100% renewable, pure acetone



COST



COST

Today we are seeing a 30% - 50% cost increase when hacking nature to formulate beauty products.

Fortunately, we are seeing raw material suppliers committed and responding to the evolution of renewal, bio-based, organic, and natural demands.

As natural products and raw materials become more mainstream, it is predicted the variance in cost will subside slightly. However, the value of the category will continue to elevate, continuing to support a higher price point.

- Traditional Acetone 16 oz. = \$3.99
- Biopure™ Acetone 16 oz. = \$5.19



STRATEGIC APPROACH

Define The Intent – Good Starting Questions:

- What solution are you offering the marketplace?
- What is the intent? What is your cause? What is the story?
- Beyond traditional market entry obstacles, what challenges exist?
- What do you care about and why should consumer care about it, too?

Before kicking off a commercialization initiative in the natural sphere, define your mission from an environmental, formulation, ingredient and packaging standpoint.

Walk, don't run.



THANK YOU

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