



HERBAL BOTANICAL PRODUCTS, LLC

Universal Remedies for Your Well-Being

UNIVERSAL REMEDIES FOR YOUR WELL-BEING

Herbal Botanical Products, LLC: Fast Facts

Herbal Botanical Products, LLC develops proprietary topical pain products infused with a combination of cannabinoids including CBD, CBG, CBN and select terpenes derived from the Cannabis *Sativa L* industrial hemp plant. Our customers use our topical pain products to help to manage a wide variety of chronic pain issues.

KEY HIGHLIGHTS

We operate under the brand name **Theá Panakeia Botanicals**. In Greek mythology, Panakeia was the goddess of natural remedies in Greek mythology, where she would treat people with natural potions & poultices to heal people.

Because of the superior quality and effectiveness of our topical pain management products, we were selected to participate in Kevin Harrington's Health & Wellness market campaign on Connected TV in 2020, through his company **Shark Discoveries and As Seen on TV**. We have also been offered the opportunity to be a Platinum Marketing Partner with **The Arthritis Foundation**, with access to their 600,000+ Members.



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Herbal Botanical Products, LLC

The Beginning

Herbal Botanical Products, LLC (“The Company”) is a Wyoming Limited Liability Company, formed to execute a Cannabinoid product set formulation and distribution business plan.

The Company entered the CBD product space by buying the inventory and Intellectual Property from the Bankruptcy Estate of Neuro-Endoceuticals, LLC, Case Number 6:19-bk-05180-KSJ in the Southern District of Florida.. In that Bankruptcy Estate, the Company bought the secured debt and became a UCC secured creditor. As a result, the Company is in possession of the physical assets of the estate, which are securely stored in a warehouse in St. Louis, MO and Oklahoma City, OK.

The assets acquired include, 22,000 containers and caps/lids, significant CBD isolate and CBD finished goods, a substantial amount of other supplement inventory including over 350 pounds of Telomere, Neuropathy, and Collagen powder, which can be emulsified with a carrier oil and infused into other topical products. We have sufficient raw material to infuse approximately 200,000 1-ounce servings, none of which is included in our revenue projections.

The Company also has CBD finished goods inventory that will sell at a Suggested Retail Price in excess of \$100,000. In total, The Company has finished goods and raw materials inventory that could generate in excess of \$5,000,000 in revenue.

Herbal Botanical Products, LLC

Strategic Partners



Early in our development, the Company contacted by former Shark Kevin Harrington. The Company has an agreement to use certain images and other marketing and promotion assets in the sales and marketing of our topical pain products.

Our products were vetted by **The Arthritis Foundation**, and we were offered the opportunity to become a Platinum Partner with co-branding rights. We expect to begin that partnership next September 2023.



95%

of patients who tried our
topical pain management
product found relief and
many reorder.

Our data base partner, **DMDatabases**, has 17 million email addresses of chronic pain sufferers. We already own 50,000 of these for email marketing purposes.



The Company selected **AWARITY** to design and execute a digital Omnichannel strategy for the Company's products.



Post funding, we will hire or appoint, a Medical Director, who as part of his responsibility, will assist a ghostwriter in the creation of a CBD pain management booklet, of around 50 pages, based on research from the National Institute of Health. This booklet will be published and promoted by **Forbes Books**, and which carry the **Forbes** brand.



Our strategic partner for product formulation and laboratory manufacturing is Kavana Health which operates a GMO certified 33,000 square foot facility in Oklahoma City, OK



KEY INDUSTRY

Health and Wellness;
Pain Management

DUAL-ADRESSABLE MARKET SIZE

The global chronic pain treatment market valued \$77.8 billion in 2019, and it is expected to grow at a 6.5% CAGR during between 2020 and 2030. The CBD market is expected to reach 56.2 billion by 2028.

TARGET CUSTOMER

Customers who have chronic pain issues, including arthritis patients & physical therapy patients. Typically, these individuals are affluent, 55+, college educated and lead active lifestyles.



Many CBD Products are Ineffective

Studies show that cannabidiol (CBD) can be effective in the treatment of chronic pain, yet hundreds of CBD products on the market offer little to no efficacy for pain management.

The reason for this is the lack of formulation guidelines and the proliferation of low-grade product with little to no CBD concentration, which leads to ineffectiveness.

It's estimated that 95% of “ordinary” CBD (isolate) is not absorbed into the bloodstream, remaining trapped in the lymph nodes or dissolved by stomach acid, which further reduces effectiveness.



In a recent industry study of 2,500 CBD buyers the desired value proposition is:

- 1 QUALITY
- 2 CONCENTRATION
- 3 EFFECTIVENESS
- 4 PRICE
- 5 FORM

All of the Company's products are of the highest quality and formulated with this value Proposition in mind.



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Effective Topical CBD Solutions

Herbal Botanical Products, LLC, operating under the brand name **Theá Panakeia Botanicals**, provides pharmaceutical-grade topical pain management products at fair prices to people dealing with chronic pain issues.



We use a combination of fully water-soluble, nanosized CBD, isolate CBD, CBG, CBN, and anti-inflammatory terpenes, which creates an “entourage effect” that provides anti-inflammatory boosts and high-quality absorption, which increases **BIOAVAILABILITY**.

The result is increased effectiveness of the CBD effect, which consumers have expressed is their number one buying criteria when selecting CBD-infused products.

The Science Behind the Products

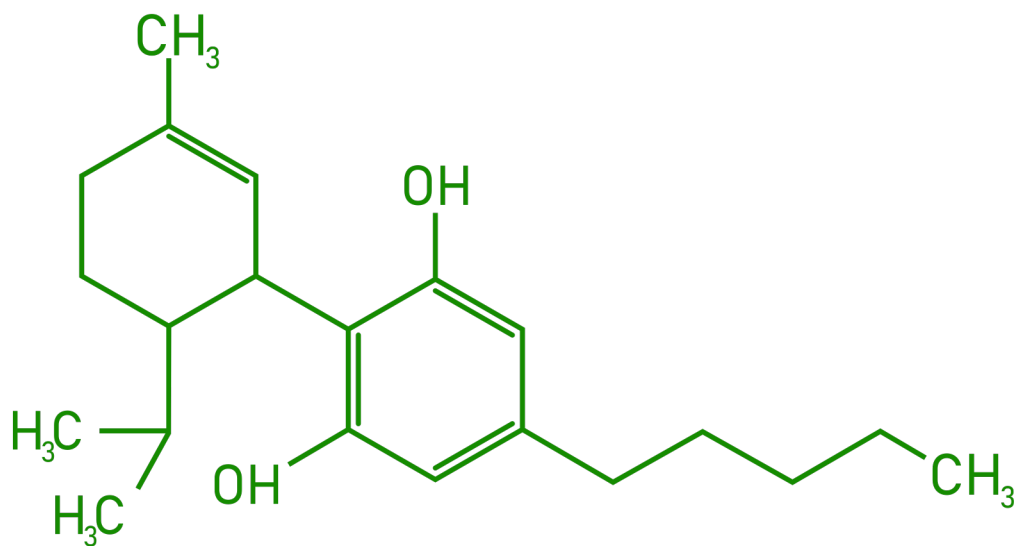
All of our products are clinical grade with a focus on quality, concentration, effectiveness, and value. All products are designed to:

- **Provide rapid onset**
- **Provide lasting relief**
- **Help reduce inflammation**

CBD is a proven anti-inflammatory agent* and acts as a neural blocker for topical management of many types of chronic pain. When our topical pain creams are applied to an affected area, the active ingredients are absorbed through the dermis by following the hair follicles into the Endocannabinoid System (ECS).



* www.ncbi.nlm.nih.gov/pmc/articles/PMC7023045



CBD

Cannabidiol

We use nano CBD, which is made of smaller molecules encapsulated by a water molecule, making it easier to digest and process in the ECS & bloodstream for maximum efficacy.

Once the topical cream is applied, the CBD triggers CB 1&2 receptors located throughout the human body and a neural signal is sent to the CB 1 receptors in the brain via the ECS, instructing the brain to stop the pain sensation at that location on the body. Onset is rapid and relief can last up to 5-6 hours, depending the patient and product.

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Available Products

1

2000mg Soothing Freeze Gel with 1500mg CBD isolate and 500mg CBG (stem cell) roll-on for rapid onset. This product is recommended for all types of muscle or arthritis pain sufferers.



2

120mg Topical Pain Patch with 3-40mg CBD isolate pain patches. Each patch is designed to stay in place for 8 hours providing a full night's relief and healing sleep. The patches are designed to be cut to size as needed for maximum comfort and relief. This product is recommended for sufferers with mild to moderate pain issues.

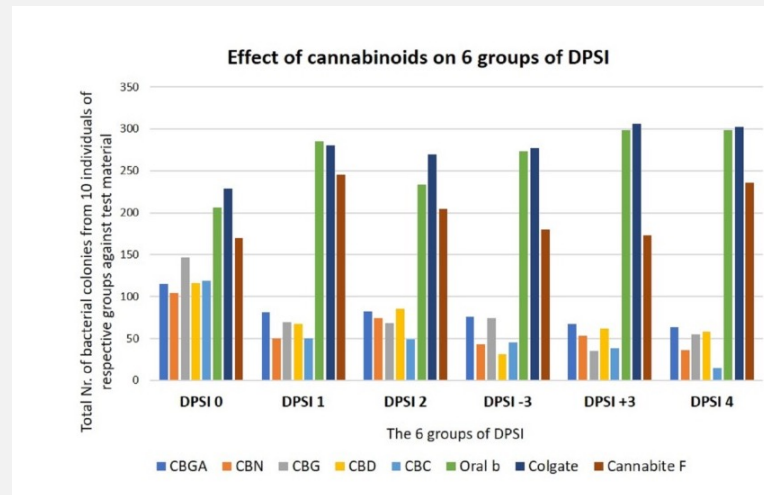
3

1000mg Topical Pain Cream with 500mg CBD isolate, nanosized CBD and a proprietary matrix of five anti-inflammatory terpenes. This product is recommended for sufferers with moderate to severe pain issues.



4

30mg Toothpaste - FIRST in the market for inflamed gums, pain related to periodontal disease, chronic cold sores, and removes and prevents plaque build-up.



Studies show the reduction in bacteria in the mouth using CBD as compared to Oral B & Colgate toothpaste.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6991146/>

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5

300mg Chewable CBG Caps – CBG is the Parent Compound (think Stem Cell) of the Sativa L plant. This is the original compound from which all other compounds evolve. CBG specifically stimulates the CB-1 receptors as a neurotransmitter to the human brain which promotes clarity, improved memory, and enhances pleasure, and motivation.



6

5mg Sleep Aid Caplets – Offered in a 30-count bottle with CBN as the active ingredient, which promotes restful and restorative sleep by helping to prolong Rapid Eye Movement sleep which enables the body to reset nightly at a cellular level.

Depending on the customer, these products may have beneficial effects for those with insomnia and help to promote a full & restful sleep and may ease symptoms of anxiety and/or depression.

These products are recommended for everyone over the age of 18.

New Product Pipeline

1

Three-Patch Pain Pack with 3 – 5” X 8” pain patches, each with 40mg of CBD, 2% Menthol, & 3% Lidocaine. This product is recommended for anyone over the age of 18 that has persistent localized pain issues. **Now available.**

2

2000mg Transdermal Pain Balm with 1000mg CBD and 1000 CBG (stem cell) for instant onset. This product is recommended for gout sufferers or any chronic pain sufferer.

3

2500mg Transdermal Pain Cream with nanosized CBD & CBG, along with the anti-inflammatory Terpene matrix. This product is recommended for customers that have severe chronic pain issues like rheumatoid arthritis.

4

CBN Sleep Aide with 5mg CBN that induces a full, deep sleep, that allows the body to reset and supports and enhances cellular replication. **Now available.**

5

A PTSD product set which will consist of existing products and several new formulations designed to address the specific symptoms of Post-Traumatic Stress Syndrome.

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Traction & Accomplishments

CUSTOMER ACCEPTANCE

95%

of patients who have tried our topical pain management product have found relief and many re-order, turning a simple product sale into a recurring revenue stream. Nearly 350 people have tried our products.

PARTNERSHIPS

We were vetted and selected to participate in Kevin Harrington's Health & Wellness market campaign on Connected TV in 2020. We have a complete, perpetual and unrestricted license to use Harrington's image, his company logo from *Shark Discoveries* and the "As Seen on Television" tagline.



The Company's products have been completely vetted with **The Arthritis Foundation** and the Company has been offered the opportunity to become a Platinum Partner, complete with co-branding rights (participation in this program will be part of the Use of Cash from this offering). We are also an advertising partner with **Villages-News.com** whose digital marketing assets serve **The Villages in Florida**, which is the largest senior living development in the United States with almost 150,000 residents, all of whom are 50 plus. In addition, the Company has partnered with DMDatabase.com for pain sufferers email addresses and has access to over 17 million such addresses for email marketing purposes. The Company already owns a database of 50,000 such



KavanaHealth

DMDATABASES.COM
Your ultimate source for marketing databases

ForbesBooks

The Company also plans to partner with **Forbes Books** for a ghostwritten, published and co-branded marketing of a pain management booklet, which will create additional credibility for its product set and provide much needed consumer education regarding the effectiveness of the Company's products, and specifically CBD.

PATENTS/IP

All of the pain product formulas are proprietary to the company.

MANUFACTURING/DISTRIBUTION

The Company is transitioning all product formulation and manufacturing to Kavana Health as a strategic partner. Using their 33,000 square foot facility in Oklahoma City, OK we will have better control over the quality and efficacy of products as well as just-in-time ordering and fulfillment and reducing time to market for new products and/or formulation. With this facility being in the center of the United States, fulfillment to either coast and points in between should be within two business days.

Meet The Team

Stephen Michael McKay, President & CEO | Stephen spent nearly 30 years in the competitive telecommunications industry, has been involved in raising over \$100 million during his career and has been a principle in the acquisition and sale of 13 companies. He served as Chief Operating Officer and then Chairman & Chief Executive Officer of two venture capital funded companies. Both companies were sold to larger competitors during the boom times of the telecom industry. In one case the buyer was a subsidiary of General Electric. As COO of the company sold to GE, under Stephen's leadership the company grew from raw start-up to \$60 million in annual revenue in just five years earning the 6th and 96th place on the INC. 500 list of fastest growing companies two years in a row. After retiring from the telecommunications industry in 2002, Stephen formed an investment partnership to focus on special situation opportunities with a total capitalization of \$1 million. When all assets were liquidated in 2006, the fund realized over \$50 million in gains. The average investor in the fund received a return of 25 times their original investment in just four years. Stephen has a BS in Political Science & Economics, an MBA in Finance with high honors, and a Certified Public Accountant certificate. In 1989 Stephen was appointed an adjunct professor of finance at the George Herbert Walker School of Business at Webster University in St. Louis, MO.



Randall Allen, Senior Vice President & COO | Randall served 20 years in the US Navy (Nuclear Power Program) and retired as Submarine Chief of the Boat of a 688 Class Fast Attack Submarine. Following Naval Service, he taught college classes in subjects related to technology, electronics, math and science. He also served as CIO of Omniplex Communications Group*, and subsequently to the sale of that company, he launched a successful consulting business. Randall has a BS in Human Resources Management.

* Omniplex was founded by Stephen McKay



John Callahan, Senior Vice President of Corporate Development | John spent the bulk of his career in the technology business and served with Stephen and Randy at the inception of Omniplex Communications as Vice President of Marketing and Distribution. He went on to found and form Partner Communications & Services which was one of the first Bundled Telecom Service & Broadband providers to the Multifamily Real Estate sector. John has found his calling as a U.S. Open Pickleball Champion in his event. The Company's has identified Active Senior Living Communities as it's target market as the customer profile for the topical pain products are 55+ affluent consumers. Pickleball is the most popular sport in these communities with The Villages in Florida having 260 PB courts for example. John has been a fulltime PB teaching professional since 2017 and is the author of the best selling pickleball book on Amazon "Pickleball: Tips, Strategies, Lessons & Myths".



Given John's status in the sport on a national scale, we will gain much more exposure with our topical pain product set much quicker as he will combine his pickleball training and coaching in these communities as a brand ambassador for our products while promoting pickleball enthusiasts as product advocates and distributors. John was also an investor in the Investment Partnership Mr. McKay formed and was one of the fortunate ones who realized a 25X gain on his investment. This continuity of executive management is a critical element to the success of the Company.

Natalie Makes, Graphic Artist and Label Designer | Natalie is an accomplished visual designer with over 20 years of content design and multimedia experience, creating award-winning designs that deliver visual impact and functional solutions to meet product owner requirements.

Karen Weisberg is a brand ambassador for over 20 different companies selling products in health food stores throughout Florida.

Laura Hays is a brand ambassador for over 10 different companies selling products in health food stores throughout Florida.



CORPORATE OVERSIGHT

Stephen M. McKay, **Chairman** | Stephen is a veteran corporate board member having served as chairman and CEO of a venture funded telecom company which provided bundled telecom services in 39 states in the 1990s. Stephen holds a BS, and MBA degrees and is a CPA



Randall S. Allen, **Manager** | Randall has been in variety of corporate positions, one in which he and Stephen worked together in the telecommunications industry in the 1990s. Prior to that Randall spent 20-years in the U.S. Navy submarine force, ending as Chief of the Boat on a nuclear submarine. Randall holds a BS degree.



Michael W. Loveless, **Manager** | Michael spent his entire career in the securities and wealth management business ending as the National Managing Partner of a regional Certified Public Accounting firm in charge of the firm's wealth management practice. Michael holds a BS degree and a CFP and BFD certification.



John S. Sandberg, **Manager** | John is a long-time trial attorney and founding member of the law firm of Sandberg Phoenix, the 5th largest law firm in St. Louis, MO. John has been involved in many large and complex litigation matters, one of note was a massive lawsuit against Lucent Technologies, Inc which was the former Bell Laboratories. John holds a BS and JD degrees.



Phillip B. Dembo, **Manager** | Dr. Phil is a trained clinical psychologist and has spent the bulk of his career as a professional performance coach principally to professional athletes such as _____ and _____. Dr. Phil holds BS, MA, and PhD. degrees.



Market Opportunity

TARGET CUSTOMER

Customers who have chronic pain issues, arthritis patients, and physical therapy patients. Typically, the target customer is 55 or older of which there are over 55 million in the United States alone.

MARKET SIZE

The global chronic pain treatment market was valued at \$77.8 billion in 2019 and is expected to grow at a 6.5% CAGR between 2020 and 2030. The chronic pain treatment industry is booming due to increasing government support for chronic pain treatment, the growing geriatric population, and the rising prevalence of chronic health conditions. The market size for topical pain products is \$2.5 billion and is expected to grow at a 6% CAGR. Additionally, the CBD market is expected to exceed 56 billion by 2028



NOTABLE INDUSTRY ACQUISITIONS

Charlotte's Web Holdings acquired Abacus Health Products, Inc. in June 2020.



Herbal Botanical Products, LLC Initial & Pro Forma Balance Sheet

**Herbal Botanical Products, LLC Balance Sheet
Actual & Pro Forma
as of June 15, 2021**

ASSETS		Actual	Post Bridge Financing Pro Forma
Current Assets			
Cash on Hand (Assumes the Bridge Capital Comes In)	\$	60,000	\$ 220,000
Subscriptions Receivables	\$	-	\$ -
Accounts Receivables, Less Allowance for Doubtful Accounts of \$18,122.50	\$	11,878	\$ 11,878
Inventory - Containers	\$	5,000	\$ 5,000
Inventory - Finished Goods	\$	23,718	\$ 23,718
Inventory - Raw Materials - Telomere Formulation	\$	127,871	\$ 127,871
Inventory - Raw Materials - Neuropathy Formulation	\$	24,296	\$ 24,296
Inventory - Raw Materials - Collagen Formulation	\$	20,489	\$ 20,489
Inventory - Miscellaneous	\$	6,021	\$ 6,021
Due From Affiliate	\$	12,868	\$ 12,868
	\$	292,140	\$ 452,140
Total Current Assets			
Owned URL Domain Addresses	\$	5,000	\$ 5,000
Product Development	\$	-	\$ -
Website Development	\$	8,824	\$ 8,824
	\$	13,824	\$ 13,824
Total Fixed and Long Lived Assets			
	\$	13,824	\$ 13,824
TOTAL ASSETS		\$ 305,964	\$ 465,964
LIABILITIES AND PARTNER'S CAPITAL		Actual	Post Bridge Financing Pro Forma
Current Liabilities			
Accounts Payable - Contractor	\$	18,000	\$ 18,000
Accounts Payable - Expenses	\$	27,487	\$ 27,487
Accounts Payable - Inventory	\$	8,000	\$ 8,000
Payroll Taxes Payable	\$	-	\$ -
Interest Payable	\$	-	\$ -
Debt Maturing in Less Than One Year	\$	-	\$ -
Total Current Liabilities	\$	53,487	\$ 53,487
Long Term Liabilities			
Liabilities Maturing in More Than One Year	\$	-	\$ -
Promissory Notes Due in More Than One Year	\$	-	\$ -
Total Long Term Debt	\$	-	\$ -
Total Liabilities		\$ 53,487	\$ 53,487
Partners Capital Account(s)			
5,000,000 Membership Units Authorized, 3,254,779 Units Issued and Outstanding			
Affiliate Company Capital Account - PreSeed	\$	347,157	\$ 347,157
Management Equity Purchase (550,000 Units Authroized, 300,000 Granted) - Seed	\$	37,500	\$ 37,500
Employee Equity Grant Capital Account - Seed	\$	-	\$ -
Bridge Investors Capital Account (including Over Allotment) - Post Seed	\$	60,000	\$ 220,000
Series A Investor Capital Account	\$	-	\$ -
Series B Investor Capital Account	\$	-	\$ -
Partner's Capital Account(s)	\$	444,657	\$ 604,657
Accumulated Profit - (Deficits)	\$	(192,179)	\$ (192,179)
Partner's Capital Account(s) - End of Period	\$	252,477	\$ 412,477
TOTAL LIABILITIES AND CAPITAL ACCOUNTS		\$ 305,964	\$ 465,964
Check		\$ 0	\$ 0

Market Opportunity: Customer Acquisition



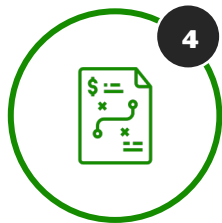
We were selected to be part of the next health and wellness television campaign on connected TV, sponsored by original Shark Tank member Kevin Harrington. There are over 220 million users of connected TV in the United States. Our 30-second TV spot is in post-production now and will air Nov. 23 through Jan. 23. Per our agreement, our TV spot will be aired a minimum of 1,500 times during this period in the Los Angeles MSA, which has the highest connected households with 74% of homes receiving Over The Top (“OTT”) programming.. Additionally, we are guaranteed 500,000 twitter impressions of the 30-second spot, promotion of our products through Harrington’s integrated social media outlets and consumer engagement strategies, and the design and publishing of one, full-page, 4-color print advertisement with Kevin Harrington’s image featuring our products and logo in a magazine in one of the targeted cities where the TV ad airs (most likely Golf Digest).



We have been marketing via social media and email marketing campaigns, using our database of 50,000 email addresses of patients reported to have a variety of chronic pain issues. The database company we partner with currently has over 17 million similar email addresses for pain patients that we have access to for future campaigns.



We have begun our Omnichannel Digital Marketing campaign in The Villages in Florida, the largest senior living development in the United States. An additional strategy is to leverage the exponential growth of the sport of Pickleball in the active senior communities. For instance, The Villages has over 250 pickleball courts and most that take the game up are within our target market. Awarity will design and execute an Omnichannel strategy.



We are in the process of developing an attack plan to build a significant presence in the chiropractic practice, independent pharmacies, and pain clinic vertical market. This will include an inventory stocking dealership agreement where the practice makes a 50% gross profit, and an online reordering program where they provide a discount code to their patients who will order online with a discount and the practice earns a commission, making reorders convenient for the patient and profitable for the practice.



We will use some of the proceeds from this capital raise to become a Platinum Partner with the Arthritis Foundation, which would provide us with additional marketing assets. We will also sign a publishing and ghostwriting agreement with Forbes Books to create, publish and promote a 50-page booklet under the Forbes brand which will solidify credibility for our products and provide much needed consumer education on the efficacy of our topical pain products.

Business Model & Revenue Streams

REVENUE STREAMS



Direct-to-Consumer via Digital Marketing: email, programmatic advertising, social media.



Pickleball Marketing: Targeting Pickleball coaches, instructors, and other professionals where the PB professionals may be stocking dealers or simply offer unique discount codes for consumer discount with commissions paid to the PB professional.

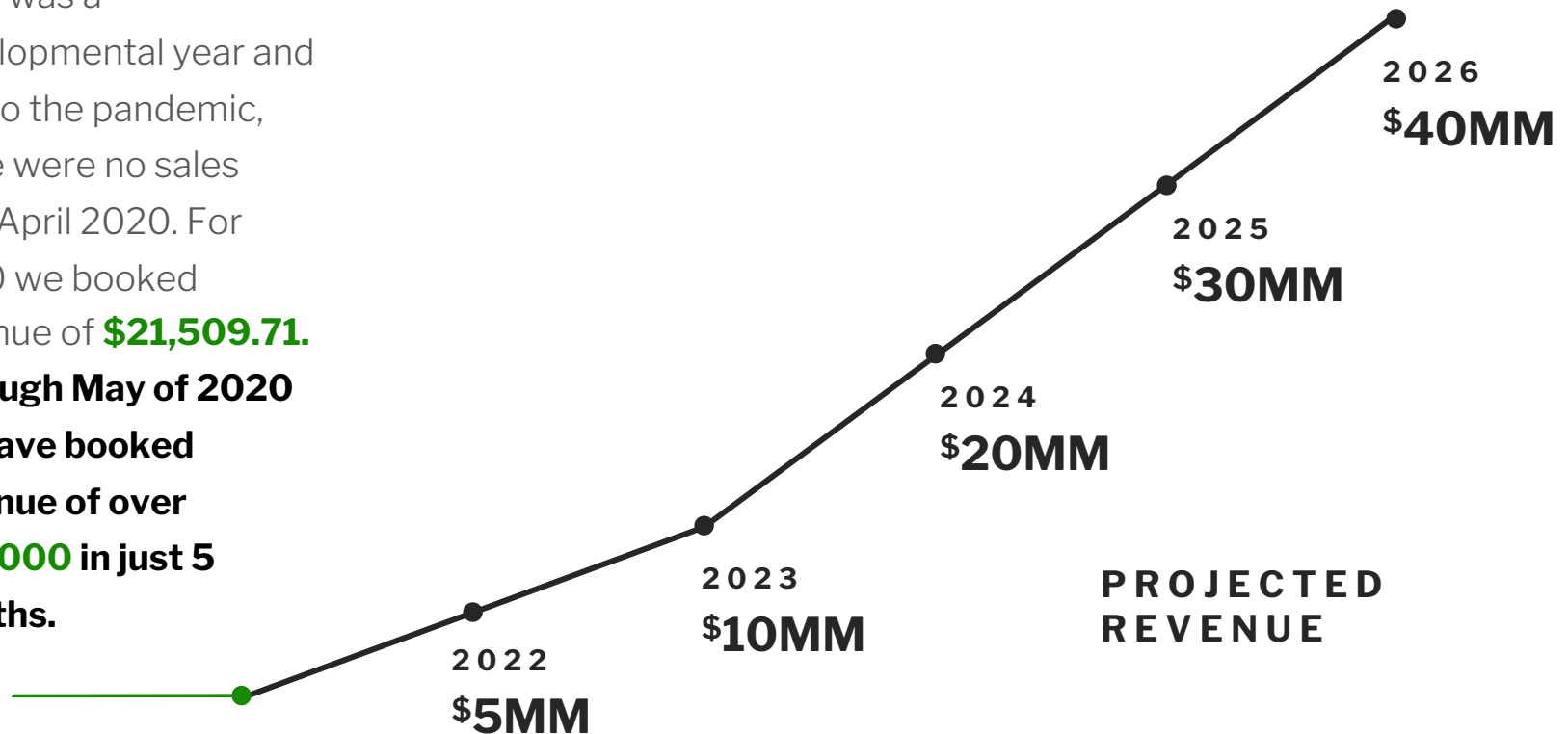


Dealer Sales (targeting natural and holistic retail stores and select medi-niche professionals): Dealers stock inventory for point-of-sale customer sales, reorders are accomplished in a manner similar to the affiliate program, and product is shipped to the customer (customer gets a discount and dealer gets a commission). There is an additional revenue opportunity when medi-niche dealers integrate the use of the pain creams into the patient's treatment plan, where they charge a "Pump Fee" for the application of the product to the patient's area of treatment.

REVENUE

2019 was a developmental year and due to the pandemic, there were no sales until April 2020. For 2020 we booked revenue of **\$21,509.71**.

Through May of 2020 we have booked revenue of over \$20,000 in just 5 months.



Competitive Overview



Charlotte's Web and CBDMedic

Strengths: Funding, advertising, comprehensive product packaging, and corporate distributions and sponsors, including Whole Foods, Supplement Superstore, and Fresh Thyme.

Weaknesses: High prices and low concentration of active ingredients.



Mediterra

Strengths: Corporate training programs for distributors, US Hemp Authority Certified (select products), international, social media presence, Baylor College of Medicine, and pro-athlete partnerships.

Weaknesses: High price for higher concentrations of active ingredients, zero bio-availability nano (water soluble) CBD



Green Roads CBD

Strengths: Media features on major news outlets (NBC and CBS) and magazines (Forbes, Cosmopolitan, Health), large product sets, and award-winning products 2018 and 2019 for Cannabis Business Awards.

Weaknesses: Lower concentration of active ingredients, higher price, no nano CBD, large product sets (less direct focus), only utilizes CBD, no CBG or terpenes.



Unique Advantages

No other competitor has the breadth, depth, and clinical quality of our pain management products.

IP: All formulas are our intellectual property and we have the products contract-manufactured in an GMO certified laboratory.

Pharma-grade quality: We use a combination of fully water soluble, nanosized CBD, isolate CBD, and terpenes for maximum effectiveness.

The most robust topical pain management product on the market:

We have a wide range of products, including topical pain creams, a migraine gel, patches for neck pain, pain balm, and more.

Company	Product	MG	Price	Size (ml)	Price Per Miligram	Price Per Milliliter	Value Ranking	Overall Ranking *	Prominent Cannabinoid(s)	Nanosized	Full or Broad Spectrum	THC Free?
Theá Panakeia Botanicals	Deep Tissue Pain Cream w/ Terpenes	1000mg	\$49.99	30	\$0.05	\$1.67	33.33	1	CBD	Yes	Broad	✓
Medterra CBD	Pain Cream 1000	1000mg	\$54.99	50	\$0.05	\$1.10	20.00	2	CBD	No	Broad	X
Koi CBD	CBD Balm	1000mg	\$79.99	50	\$0.08	\$1.60	20.00	2	CBD	No	Broad	✓
Chief Botanicals	CBD Relief Salve	1000mg	\$69.95	60	\$0.07	\$1.17	16.67	3	CBD	No	Full	X
cbdMD	CBD Recover Tub	1500mg	\$99.99	120	\$0.07	\$0.83	12.50	4	CBD	No	Broad	✓
Greenroads	MUSCLE AND JOINT RELIEF CBD CREAM	350mg	\$44.99	30	\$0.13	\$1.50	11.67	5	CBD	No	Broad	✓
Fab CBD	Full Spectrum Muscle & Joint Cream	600mg	\$49.00	60	\$0.08	\$0.82	10.00	6	CBD	No	Full	X
CBD American Shaman	500 Topical Cream	500mg	\$109.99	60	\$0.22	\$1.83	8.33	7	CBD	Yes	Broad	X
Charlotte's Web	CBD Medic ARTHRITIS ACHES & PAIN RELIEF OINTMENT	200mg	\$39.99	40	\$0.20	\$1.00	5.00	8	CBD	No	Broad	X
	*Overall Ranking is Price/ML divided by P/MG											

Growth Roadmap



Go to Market Plan

- Omnichannel Digital Marketing using Connected TV, Banner Ads, and Email targeting active senior living communities beginning with The Villages in Florida.
- Arthritis Foundation sponsorship.
- Social media marketing
- Retail and vertical market dealer channel development.



Future Products

Formulated and awaiting funding to place inventory order for:

- 2500mg Transdermal Arthritis Pain Cream utilizing ALL nanosized CBD and terpenes
- 2000mg Transdermal Gout Pain Balm with 1000mg CBD isolate and 1000mg CBG isolate for rapid onset
- What else



Exit Strategy

It is anticipated that the wave of consolidation will manifest as customer acceptance of CBD products strengthens and market growth takes hold. We will be actively seeking a merger partner to expand the size, scale & scope of a combined operation. When this occurs, our EBITDA should expand given the outsized gross margins the Company's product generates, thereby creating an exit avenue to a liquidity event.

Projected Profit Margin By Distribution Channel

	Gross Profit Margin	Revenue Distribution	Weighted Gross Margin
Onmichannel Digital Sales	76.34%	60.00%	45.80%
Dealer Sales	62.14%	40.00%	24.86%
Totals	N/A	100.00%	70.66%

Potential Margin Improvement Opportunities

1. Volume Purchasing Discount
2. Become Vertically Integrated Via Merger
3. What else

Income Statement Projections

CBD Sales Only Income Statements Projected

	2021			2022			2023			2024			2025			2026		
Digital Marketing Revenue	\$	278,000	64%	\$	3,763,000	78%	\$	7,380,000	71%	\$	12,564,000	71%	\$	16,452,000	70%	\$	20,340,000	68%
Dealer Revenue	\$	154,400	36%	\$	1,083,000	22%	\$	3,078,000	29%	\$	5,238,000	29%	\$	7,218,000	30%	\$	9,378,000	32%
Total Revenue	\$	432,400	100%	\$	4,846,000	100%	\$	10,458,000	100%	\$	17,802,000	100%	\$	23,670,000	100%	\$	29,718,000	100%
Cost of Goods Sold	\$	138,703	32%	\$	1,451,541	30%	\$	3,250,314	31%	\$	5,532,570	31%	\$	7,396,542	31%	\$	9,336,654	31%
Gross Profit Margin	\$	293,697	68%	\$	3,394,459	70%	\$	7,207,686	69%	\$	12,269,430	69%	\$	16,273,458	69%	\$	20,381,346	69%
Operating Expenses:																		
Benefits	\$	17,000	4%	\$	37,000	1%	\$	67,000	1%	\$	107,000	1%	\$	177,000	1%	\$	267,000	1%
Business Supplies	\$	12,000	3%	\$	17,000	0%	\$	22,000	0%	\$	27,000	0%	\$	32,000	0%	\$	37,000	0%
Employee Payroll	\$	170,000	39%	\$	370,000	8%	\$	670,000	6%	\$	1,070,000	6%	\$	1,770,000	7%	\$	2,670,000	9%
Marketing	\$	150,000	35%	\$	258,000	5%	\$	258,000	2%	\$	258,000	1%	\$	258,000	1%	\$	258,000	1%
Offering Expenses	\$	125,000		\$	125,000		\$	-		\$	-		\$	-		\$	-	
Other	\$	10,000	2%	\$	30,000	1%	\$	50,000	0%	\$	70,000	0%	\$	90,000	0%	\$	110,000	0%
Payroll Taxes	\$	12,750	3%	\$	27,750	1%	\$	50,250	0%	\$	80,250	0%	\$	132,750	1%	\$	200,250	1%
Rent	\$	30,000	7%	\$	60,000	1%	\$	60,000	1%	\$	60,000	0%	\$	60,000	0%	\$	60,000	0%
Sales Commission	\$	15,440	4%	\$	97,470	2%	\$	246,240	2%	\$	366,660	2%	\$	433,080	2%	\$	562,680	2%
Shipping	\$	10,810	3%	\$	121,150	3%	\$	261,450	3%	\$	445,050	3%	\$	591,750	3%	\$	742,950	3%
Shipping Supplies	\$	2,703	1%	\$	30,288	1%	\$	65,363	1%	\$	111,263	1%	\$	147,938	1%	\$	185,738	1%
Travel Expense	\$	15,000	3%	\$	30,000	1%	\$	60,000	1%	\$	120,000	1%	\$	130,000	1%	\$	140,000	0%
Total Operating Expenses	\$	570,703	132%	\$	1,203,658	25%	\$	1,810,303	17%	\$	2,715,223	15%	\$	3,822,518	16%	\$	5,233,618	18%
Operating Margin	\$	(277,006)	-64%	\$	2,190,802	45%	\$	5,397,384	52%	\$	9,554,208	54%	\$	12,450,941	53%	\$	15,147,729	51%
Interest	\$	-	0%	\$	-	0%	\$	-	0%	\$	-	0%	\$	-	0%	\$	-	0%
Taxes	\$	-	0%	\$	-	0%	\$	-	0%	\$	-	0%	\$	-	0%	\$	-	0%
Net Profit	\$	(277,006)	-64%	\$	2,190,802	45%	\$	5,397,384	52%	\$	9,554,208	54%	\$	12,450,941	53%	\$	15,147,729	51%
EBITDA	\$	(277,006)	-64%	\$	2,190,802	45%	\$	5,397,384	52%	\$	9,554,208	54%	\$	12,450,941	53%	\$	15,147,729	51%

Capital Plan

Outline

Initial Funding Round(s) – Thus far the total capital either raised or committed totals \$760,583. This capital has been used to extract the assets from the referenced two bankruptcy estates, funded operation since 2020 (through the Pandemic), funded product formulation(s), purchased inventory, paid for the development of the Harrington marketing assets, funded this Crowdfunding expenses, and other developmental activities. This funding came from management and a small select group of investors who, for the most part have been in multiple transactions together in the past.

Crowdfunding Round-1 – This Crowdfunding round is the first time the Company has extended participation beyond its core group of investors. The terms of this round are designed to return the principal amount to the Crowd, with an attractive guaranteed cash-on-cash return and significant product perks over the course of a two-year horizon.

What's Next – After the CF-1 is complete, we will seek to grow revenue and put a revenue-based credit in place. Additionally, we will actively seek a merger partner to achieve greater scope and scale as we look to monetize the company in a +/- five-year time horizon.

UNIVERSAL REMEDIES FOR YOUR WELL-BEING

Investment Opportunity

Herbal Botanical Products, LLC is seeking between \$500,000 and \$750,000 in redeemable preferred equity to fund the planned expanded sales and marketing plan and to purchase additional inventory.

TERMS

TBD



COMPANY VALUATION

Based on the offered securities structure the Company is valued at a premoney valuation of \$12.50 million.

PRICE PER REDEEMABLE PREFERRED MEMBERSHIP UNITS

Crowdfunding Investors will pay:

\$100 Par Value

More info to come.

MEMBERSHIP UNITS TO BE ISSUED

BENEFITS OF FUNDING

The Crowdfunding will enable the Company to expand marketing operations, expand Distributor development and to actively seek a strategic merger which would position the Company for an exit transaction.

Why Invest?

GROWING MARKET

- ① The global chronic pain treatment market was valued at \$77.8 billion in 2019 and is expected to grow at a 6.5% CAGR between 2020 and 2030. The market size for topical pain products is \$2.5 billion and expected to grow at a 6% CAGR. Plus, the CBD market is poised to reach \$56.2 billion by 2028 resulting in a total addressable market for the Company of \$134.0 billion.

SUPERIOR PRODUCTS

- ① No other competitor has the breadth, depth, and clinical quality of our pain-management products. Our pharmaceutical-grade products feature a combination of fully water soluble nanosized CBD, isolate CBD, and terpenes for maximum effectiveness.

OUTSIZED GROSS PROFIT MARGINS

- ① Even though our products are priced at or below market, gross margins remain at outsized levels (+/- 70%) and there is pricing power for products that are of high quality and effectiveness.

RECURRING REVENUE MODEL

- ① Once customers use our pain products, almost all reorder creating a recurring revenue model which is much more valuable than a simple product sale model.

KEY PARTNERSHIPS

- ① We are targeting **The Villages in Florida**, the largest active senior living community in the United States, **DMDatabase** for email marketing addresses and we're also establishing partnerships with **The Arthritis Foundation & ForbesBooks**, and an Omnichannel digital marketing strategy managed by **Awarity**, and **Kavana Health** as our formulation and manufacturing partner.



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