



DAZZ[®]
Cleaning Tablets

*An investment opportunity
for our future.*



*We don't inherit the earth from
our ancestors, we borrow it
from our children.*

Ralph Waldo Emerson



The Problem

The world is drowning in plastic waste.

Single use consumer plastic has become one of our greatest environmental threats.

Household cleaners are a major contributor to this problem.

In the US alone, we toss out over 1 billion plastic spray bottles annually.

Recent studies estimate that unless action is taken, by 2050, there will be more plastic by weight than sea life in our oceans.



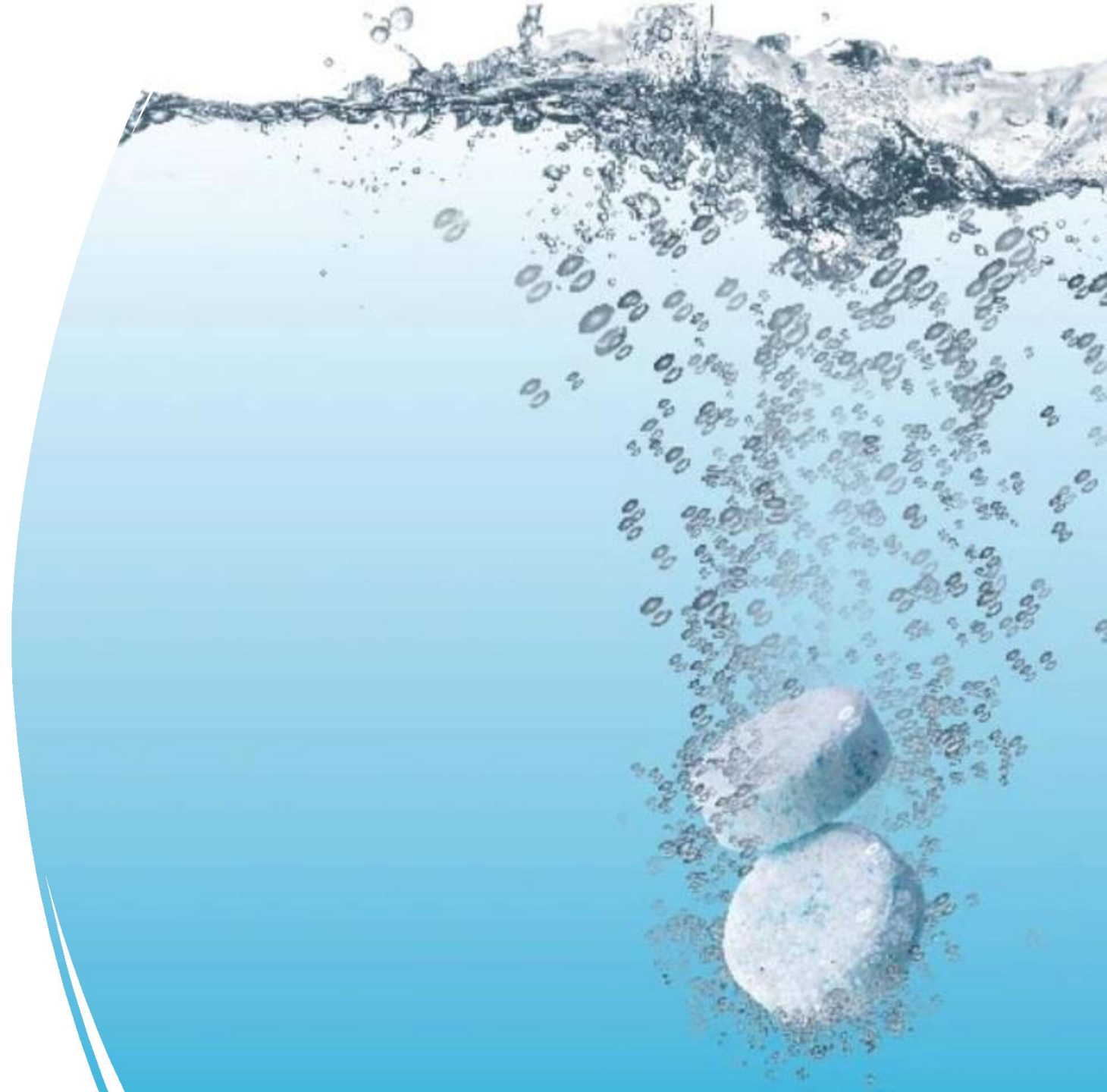
Our Solution

Reinvent Household Cleaners.

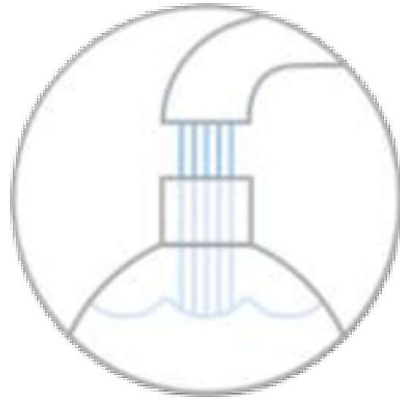
Eliminate the bottle and the water and press the ingredients into tablets.

Create a refill system that allows consumers to reuse their spray bottles.

End the use-and-discard cycle traditionally associated with cleaners.



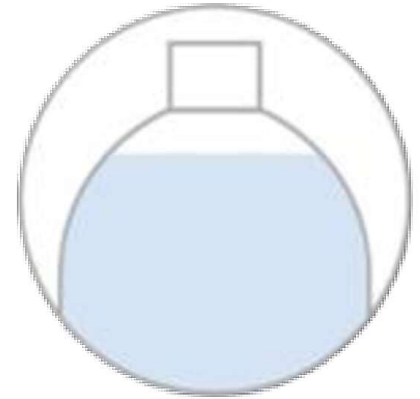
Introducing



Add
Water



Drop In
DAZZ



Ready To
Clean



STARTER KITS

Dazz Starter Kits MSRP begin at \$5.99 and contain a high-quality reusable spray bottle and enough tablets to make two bottles of cleaner.



Bathroom Cleaner



All-Purpose Cleaner



Window and Glass Cleaner



Foaming Hand Soap

REFILL PACKS

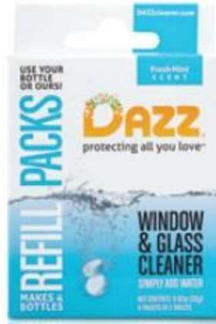
Dazz Refill Packs MSRP at \$6.99 and contain enough tablets to make four bottles of cleaner.



Bathroom Cleaner



All-Purpose Cleaner



Window and Glass Cleaner



Foaming Hand Soap

The Household Cleaner Market



24%

Said environmentally-friendly packaging for cleaning products was important

30%

Of North American respondents looked for eco-friendly all purpose cleaners



11.8%

Projected annual growth rate of Green Cleaners for the next 10 years

26%

of respondents from the Nielsen Global Home-Care Survey said buying natural or organic cleaning products was important to them.

☑ DONE!

Our Path To Success



Step 1 – Formulate naturally safe, highly effective cleaners in effervescent tablet form. Validate and certify efficacy and safety claims.



Step 2 – Refresh DAZZ branding and packaging to prepare for global distribution.



Step 3 – Recruit an experienced, talented team of employees, fractional talent, and contractors.



Step 4 – Build a highly efficient, carbon neutral, state of the art manufacturing facility.



Step 5 – Launch a robust digital marketing campaign and build an engaged community of brand advocates.

Milestones Along The Way



Record setting sell-out shows on HSN. On our first show, we sold 12,000 units in under 11 minutes.



Global innovation award for cleaning category



4.5 out of 5 average over 1,500+ reviews



Out of tens of thousands of submissions, DAZZ was one of only 40 to be selected to appear on the premier season of this exciting new national TV show.

382%
YOY Sales
increase

2021 YTD vs. 2020 YTD

The Next Steps On Our Journey



Step 1 – Finalize and release of 10 new products. Three new Hand Soap fragrances. Two Laundry products. Two Dish products. A Hard Floor cleaner. A Carpet & Upholstery cleaner. A Pet Urine Cleaner and Odor Neutralizer.



Step 2 – National Retail Distribution. With a team of seasoned professionals working the streets, we project to be in over 2,000 stores by end of 2022.



Step 3 – International Distribution. In addition to our established distributors in New Zealand, the Caribbean, Central America, Singapore, and Iceland, we will be adding 7 new international markets in 2022.



Step 4 – With this exciting growth, we will expand our team and our facility to meet the needs of our journey to \$50M in sales by 2025.

Financial Projections

- Sales Assumptions
 - Direct-To-Consumer sales maintains an annual YOY increase of 175%
 - International sales will maintain an annual YOY increase of 250%
 - Retail Distribution. We will be in 2,000 stores by EOY 2022 and increase store locations by an average of 50% annually.

	YTD (Sept)	2022	2023	2024	2025
Sales	408,000	6,940,000	16,350,000	28,350,000	46,000,000
COGS	106,080	2,450,000	5,800,000	10,100,000	16,500,000
Expenses	555,200	3,750,000	7,750,000	11,800,000	17,900,000
EBITDA	(253,280)	740,000	2,800,000	6,450,000	11,600,000

The Team



David Shahan
Founder & CEO



Phil Stout
VP of Global Sales



Sierra Shahan
Office Mgr. / Content Writer



The Team



Matt Leonhardt
Digital Marketing Mgr.
Fractional



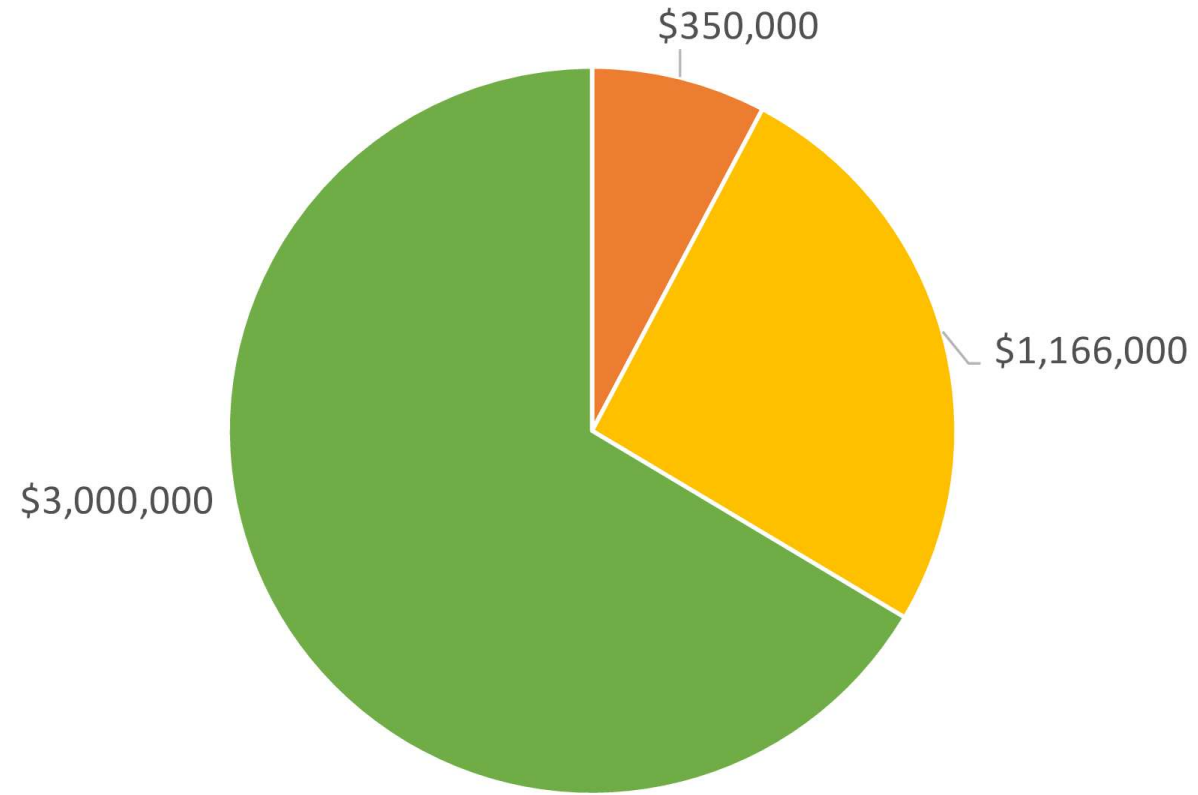
Jan Grywczynski
CPG Advisor



Susie Timm
Public Relations
Contractor



Capital Investments



- From Founder
- 1st Wefunder Round (7/2020)
- 2nd Wefunder Round

Exit Strategy

Innovation Acquired



Exit Strategy

Potential Acquirers

Transnational CPG Companies



Cleaning Device Companies





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Thank You

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