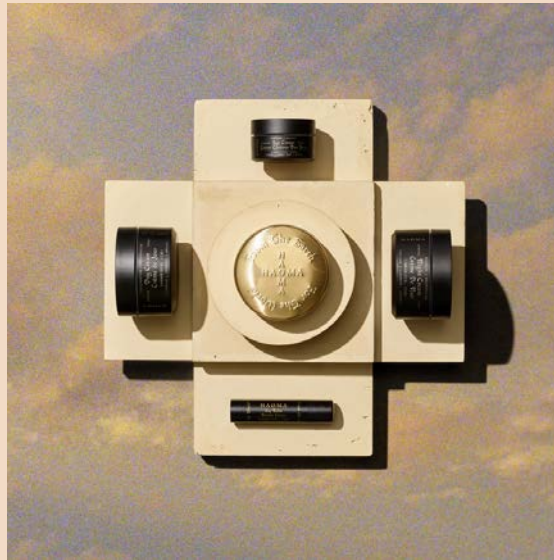


# HAOMA

From the Earth



For the World



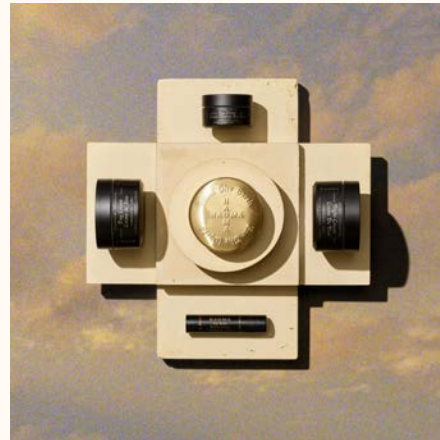


HAOMA was founded on the belief that the human connection to plants is the key to wellness.

AVAILABLE NOW

## CANNABINOID COLLECTION

DEDICATED TO THE PLANT THAT MOST CLOSELY RESEMBLES THE ANCIENT  
HAOMA ITSELF: THE CANNABIS SATIVA



CALMING | ANTI-OXIDANT | HEALING

For all skin types, but particularly effective for those with skin conditions (e.g., Rosacea).  
It reduces signs of unwanted wrinkles and uneven skin tone. CBD is also known as an  
anti-inflammatory, rich in Vitamins A, C & E, which helps calm acne prone skin.





## WHAT PEOPLE ARE SAYING

"ONE OF 14 BEST  
BEAUTY PRODUCTS OF 2019"

THE  
**CUT**  
NEW YORK

"A BOTTOMLESS WELL OF INSPIRATION  
AND INNOVATION"

**Forbes**

"A PLACE FOR EARTH LOVERS TO  
DELIGHT IN OTHER EARTH LOVERS"

**VANITY FAIR**

"EQUAL PARTS EFFECTIVE AND LUXE"  
"HAOMA'S EYE CREAM JUST BECAME MY  
HOLY GRAIL"

THE ZOE REPORT

"LIGHTWEIGHT, ABSORBS EFFORTLESSLY, AND IS PACKED  
WITH ESSENTIAL OILS AND ANTI-INFLAMMATORY  
TERPENES"

**GQ**

"GOING BACK TO THE BASICS OF WHAT  
SKINCARE SHOULD REALLY CONSIST OF..."

**ESSENTIAL  
HOMME**

"I'M DIGGING IT"


**MR PORTER**

"A VALUABLE ADDITION TO BOTH MORNING AND  
EVENING ROUTINES."

**TRENDSHUNTER**  
FIND BETTER IDEAS, FASTER

AVAILABLE NOW AT THESE RETAILERS

*Neiman Marcus* **VINCE.**

 SHEN **Need Supply Co.** **FRIEND**

*Mohawk* *Miss Grass*

 *Sabah*

  
FOUR SEASONS

Totokaelo

**Fred Segal**

*hotel*  
**SAINT CECILIA**

  
ALCHEMY WORKS





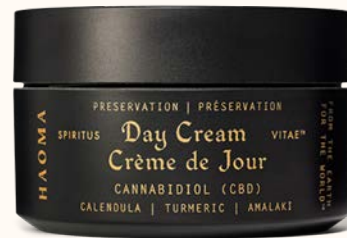
HAOMA  
RECOVERY | RÉCUPÉRATION  
SPIRITUS VITAE™  
**Night Cream**  
**Crème De Nuit**  
CANNABIDIOL (CBD)  
SKULLCAP | LAVENDER | CHAMOMILE



# Cannabinoid Collection



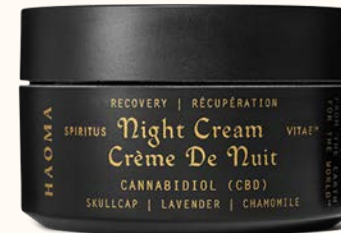
LIP BALM  
\$18 / 1.1oz



DAY CREAM  
\$110 / 1.6oz



FACE SERUM  
\$125 / 1.1oz



NIGHT CREAM  
\$110 / 1.6oz



TEMPLE BALM  
\$45 / 0.9oz



BODY CREAM  
\$100 / 6.3oz



EYE CREAM  
\$95 / 0.4oz



CLEANSING BALM  
\$85 / 3.3oz

CANNABINOID COLLECTION

# NOURISHING CLEANSING BALM

HYDRATING | PURIFYING | REFRESHING

3.3 OZ / \$85

## BENEFITS

Sweet Almond Oil protects against UV damage, along with ultra-rich Shea Butter. Rosa Centifolia and Chamomile Flower Oil improve skin's elasticity and tone. Cannabidiol's adaptogenic properties calm inflammation and deliver moisturizing essential fatty acids.



## KEY ACTIVES

Shea Butter + Sweet Almond Oil + Chamomile Flower Oil + Rosa Centifolia Extract + Cannabidiol + Spiritus Vitae

## HOW TO USE

Massage a small amount of facial cleanser on to dry face for 1-3 minutes. Wipe away with a warm, wet cloth. For best results, use in the morning and evening. For all skin types.

## SOAK IT ALL IN

This clarifying oil-based face cleanser sinks into the skin, lifting out impurities while hydrating and balancing the skin. Bask in the luxury of this cleansing ritual before wiping away with a HAOMA Organic Face Cloth.

AVAILABLE NOW

CANNABINOID COLLECTION

## RADIANT FACE SERUM

REJUVENATING | TONING | NOURISHING

1.1oz / \$125

### BENEFITS

This lightweight serum quickly absorbs into the skin thanks to colloidal gold, a nano-particulate clinically proven to penetrate deep into the epidermis, carrying with it antioxidant and healing properties. Meanwhile, plant stem cells protect against sun damage and boost collagen production while the immediate brightening and tightening effect of the algae-sourced “Pepha-tight” offers instant gratification.



### KEY ACTIVES

Colloidal Gold + “Pepha-tight” + Aquaxyl +  
Plant Stem Cells + Cannabidiol +  
Spiritus Vitae™

### HOW TO USE

Apply 3-5 drops to palm and distribute evenly over cleansed skin with fingertips in circular motions until absorbed.

### THE GOLDEN TOUCH

Brightening and revitalizing. HAOMA Radiant Face Serum is a gift to the skin. For best results, use after HAOMA nourishing Cleansing Balm twice daily, followed by HAOMA Preservation Day Cream or HAOMA Recovery Night Cream.

AVAILABLE NOW



CANNABINOID COLLECTION

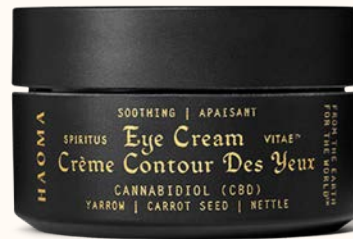
## SOOTHING EYE CREAM

FIRMING | HYDRATING | CALMING

0.4 OZ / \$95

### BENEFITS

Licorice and Mulberry are great for smoothing and brightening skin tone. Nettle and Evening Primrose feed the delicate tissues with an eye treatment packed with minerals and essential fatty acids. Yarrow increases circulation and reduces inflammation. Cannabidiol minimizes signs of aging by healing UV damage and nourishing with Vitamin E.



### KEY ACTIVES

Yarrow + Mulberry + Nettle + Evening Primrose + Licorice + Cranberry Seed + Cannabidiol + Spiritus Vitae™

### HOW TO USE

Gently apply a small amount around the eye area as often as needed.  
For all skin types.

### CLOSE THE EYE TO SEE

A rich, natural eye cream that promotes circulation and improves elasticity, HAOMA Soothing Eye Cream is the perfect pairing for your morning and evening rituals.

AVAILABLE NOW

CANNABINOID COLLECTION

# PRESERVATION DAY CREAM

POTENT | DETOXIFYING | NUTRITIVE

1.6 OZ / \$110 + 0.85 OZ / \$58

## BENEFITS

An ultra-rich source of stabilized Vitamin C, Amalaki is an ultra-rich source of Vitamin C that evens skin tone and promotes cell growth, while Malachite protects against blue digital light and air pollution. Cardamom and Turmeric add glow and luster. Antioxidant-rich Ginger protects against free radicals. Packed with Vitamins A, E and D, Cannabidiol nourishes and plumps skin, while deeply moisturizing Neem Extract stimulates collagen production.



## KEY ACTIVES

Amalaki + Malachite + Calendula + Turmeric  
+ Ginger + Cardamom + Neem +  
Cannabidiol + Spiritus Vitae™

## HOW TO USE

Gently apply a thin layer to cleansed face.  
For best results, use daily.  
For all skin types.

## GATHER THE LIGHT

Nourish and protect your skin with this powerful but airy force field, packed with antioxidants to shield your face from environmental stressor.

AVAILABLE NOW

CANNABINOID COLLECTION

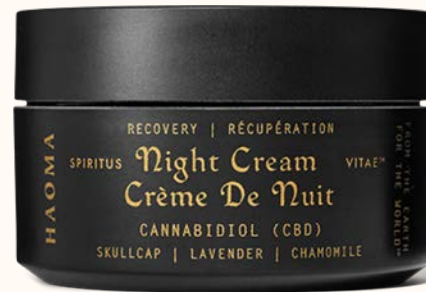
# RECOVERY NIGHT CREAM

STABILIZING | MOSTURIZING | HEALING

1.6 OZ / \$110 + 0.85 OZ / \$58

## BENEFITS

Vitamin A encourages cell growth while Phytaluronate and Sodium Hyaluronate provide long-lasting and nourishing face moisture. Cannabidiol reduces inflammation and evens skin tone. The combined power of the Skullcap plant and Chamomile flowers create the perfect overnight soothing, calming, and effective natural skincare.



## KEY ACTIVES

Skullcap + Lavender + Chamomile +  
Vitamin A + Sodium Hyaluronate +  
Phytaluronate + Cannabidiol +  
Spiritus Vitae™

## HOW TO USE

Massage night cream gently onto cleansed face. For best results, use every evening. For all skin types.

## AWAKE REBORN

This deeply penetrating blend of reparative plant ingredients encourages cell production while you rest.

AVAILABLE NOW

CANNABINOID COLLECTION

# HYDRATING BODY CREAM

VIBRANT | SALUBRIOUS | CONSISTENT

6.3 OZ / \$100 + 3.1 OZ / \$50

## BENEFITS

Coconut Seed and Apricot Kernel Oils provide excellent restorative properties with essential fatty acids. Cannabidiol nourishes and heals with Vitamin A, E and D. Fig Extract locks in moisture and soothes sensitive skin.



## KEY ACTIVES

Red mandarin + Coconut Seed Oil + Fig +  
Apricot Kernel + Cocoa Seed Butter +  
Cannabidiol + Spiritus Vitae™

## HOW TO USE

Apply generously as often as desired.  
For all skin types.

## LET THE SUN SHINE IN

Take care of your body's largest organ with this super-charged moisturizer that will penetrate the layers of your skin, healing and strengthening the collagen fibers that keep us connected.

AVAILABLE NOW

CANNABINOID COLLECTION

## CALMING TEMPLE BALM

SKULLCAP | LEMON BALM | FEVERFEW

0.9oz / \$45

### BENEFITS

Cannabidiol eases anxiety and stress as it absorbs into the skin, while also delivering its nourishing and anti-inflammatory properties. Skullcap is revered for its ability to quiet an unsettled mind, and American Ginseng enhances mental acuity and memory recall. Chamomile and Lemon Balm offer a calm focus and can help with melancholy while the combination of Vetiver and Ylang Ylang grounds and inspires. Protective and somewhat magical, the plant Feverfew imbues a special energy to the formula for dreaming and meditation.



### KEY ACTIVES

Chamomile+ Ylang Ylang + American Ginseng + Vetiver + Cannabidiol + Spiritus Vitae™

### HOW TO USE

Apply to pulse points as needed. Especially potent when applied to the nine major pulse points located at the temples, heart, throat, wrists, inside of the elbows and knees, groin ankles, and feet.

### THE BODY IS A TEMPLE

This calming blend of soothing plant extracts opens up the mind, body and spirit, creating a refreshing sense of serenity and alignment. Especially potent when applied to the nine major pulse points located at the temples, heart, throats, wrists, inside of the elbows and knees, groin ankles, and feet, the HAOMA Temple Balm can be used throughout the day to help with a calm sense of focus and, when used in the evening, can help induce clarity in the dream state.

AVAILABLE NOW

CANNABINOID COLLECTION

## LIP BALM

LAVENDER | BERGAMOT

1.1oz / \$18

### BENEFITS

A rich blend of oils – Jojoba, Castor, Shea and Olive are protective and nourishing, providing lasting moisture and quick absorption. Balanced aromatherapy notes of Bergamot, Lavender and Marjoram are uplifting and centering. HAOMA's Spiritus Vitae features Aloe Vera and Calendula, which heals and plumps lips exposed to sun, wind, and changing temperatures.

Cannabidiol soothes and repairs with its rich and bioavailable Vitamin E content. Rosehip Seed Oil is packed with antioxidants, reducing pigmentation and signs of damage.



### KEY ACTIVES

Chamomile+ Ylang Ylang + American Ginseng  
+ Vetiver + Cannabidiol +  
Spiritus Vitae™

### HOW TO USE

Apply to lips as needed.

### BALANCE THE SPIRIT

Our CBD-infused lip balm provides long-lasting moisture for delicate skin. Notes of Lavender and Bergamot join to calm and uplift, bringing you back into balance at any point during the day

AVAILABLE NOW



TRANSFORM YOUR SKIN  
THE AM/PM SKINCARE SYSTEM

STEP 1

*Nourishing*  
CLEANSING BALM

Massage directly onto dry face and neck. Wipe off with a warm, wet cloth.

STEP 2

*Radiant*  
FACE SERUM

Massage 3-6 drops onto the face and neck.

STEP 3

*Soothing*  
EYE CREAM

Gently tap a small amount around the eyes with your ring finger.



STEP 4

*Preservation*  
DAY CREAM

Apply a small amount to the face and neck in the morning.

STEP 5

*Recovery*  
NIGHT CREAM

Apply a small amount to the face and neck in the evening.

Utilizing the power of the Cannabis Sativa, we have created a cohesive, round-the-clock skincare system formulated to hydrate and brighten all skin types.

A Movement

Of  
Abundance



And  
Beauty

Inclusivity And Communion

**WHAT**

**SETS**

**HAOMA**

**APART**

**?**

# THE HAOMA TEAM

DOREEN HATCHER

President + CEO

L'OREAL | LVMH | KIEHLS | ORIGINS

LAND

Chief Creatives + Co-Founders

PATAGONIA | STUMPTOWN | HERMES | ACE HOTEL

JASON OSNI

Co-Founder

OLD PAL | NATIVE

ROBYN GREENE

Chief Strategy Officer

CONSTELLATION BRANDS | ST-GERMAIN

PLAYBOY ENTERPRISES

DIANA WELCH

Brand Editor

JOURNALIST + AUTHOR | ASTROLOGY.COM

MOTHER OF GOD CERAMICS

DANNY GRIFFIN

EVP, Packaging & Production

LANCOME | KEVIN AUCOIN

SURRATT BEAUTY | STILA

BRENNAN COURTNEY

Resident Herbalist

HOUSE OF LAND

AMERICAN HERBALIST GUILD

MICHAEL TREMPUS

EVP of Global Sales

KIEHLS | YSL BEAUTE

KAT BURKI

IT IS OUR GOAL TO MAKE  
HAOMA THE CLEANEST LUXURY SKINCARE  
IN THE WORLD

We search the world for plant-based ingredients  
of the highest quality.

Guided by regional growing seasons, we prioritize suppliers who use organic farming practices. Our formulas are finalized by accredited labs, and all of our products go through a rigorous testing process to ensure quality, potency, and safety.

We strive for complete transparency. The efficacy of our ingredients is explained on our website by a credible third-party, Clear for Me, who has developed the most comprehensive ingredient database in the industry.

HAOMA is always Vegan-Friendly and Cruelty Free.





MADE IN  
USA  
RADIANT / ECLAT  
VITAMIN  
Face Serum  
Sérum Visage  
CANNABIDIOL (CBD)  
TEA TREE OIL  
VITAMIN E  
HYALURONIC ACID  
SHEA BUTTER  
SUNSCREEN  
SPF 30



# HUMANS



**IT IS ALL  
CONNECTED**

**IT IS ALL  
CONNECTED**

# EARTH

# WE ARE COMMITTED TO CLEAN SKINCARE

We are committed to nurturing our own growth through exploration and education.

Our extensive Forbidden List is a living document of ingredients that we will never use. It is updated continually to keep up with the latest research. Visit our website at [HAOMA.EARTH](http://HAOMA.EARTH) for the most recent version of this ever-evolving list.

## THE FORBIDDEN LIST

NO SLS / SLES

NO PARABENS

NO PHTHALATES

NO PETROLEUM

NO ARTIFICIAL COLORS

NO CONTAMINANTS

NO GMO

NO TOXINS

NO ARTIFICIAL FRAGRANCES

NO CYCLIC SILICONES

*Spirit of Life*

# SPIRITUS VITAE™

Inspired by the mutualism between humans + plants, our proprietary formula base has been named for the cycle of breath that connects us.

Brimming with vitality and alive with plant energy, it is the very essence of HAOMA skincare. Nutritive, tonifying, and regenerative, Spiritus Vitae™ has been crafted to protect the skin from oxidation, free-radicals, and other daily environmental stressors.

This symbiotic blend fluctuates slightly depending on the targeted action of the formula.

EVERY EXHALATION AN OFFERING  
EVERY INHALATION  
A GIFT

ALOE VERA EXTRACT | CALENDULA EXTRACT  
CHAMOMILE EXTRACT | COFFEEBERRY EXTRACT  
COENZYME Q<sub>10</sub> | DATE PALM EXTRACT  
GREEN TEA EXTRACT | PEPTIDES

PINE BARK EXTRACT | POMEGRANATE EXTRACT  
RETINOL | ROSEHIP EXTRACT  
SODIUM HYALURONATE  
SPANISH CHESTNUT EXTRACT | VITAMIN C + E

WE ARE ALL  
**CITIZENS**

**PLANT TREES**

Through our partnership with Trees.org, every single purchase of a HAOMA product directly plants one tree. We are proud to be a part of a movement that has planted more than 115 million trees across the globe.



**PLEASE RECYCLE**

Through our partnership with Terracycle, it is free and easy to recycle ALL Haoma packaging. The company specializes in “recycling the unrecyclable” – specifically, by collecting and sorting waste and transforming it into a format that can be used to make new products.

OF  
**EARTH**

# HAOMA ENTERS THE BEAUTY INDUSTRY AT THE EPICENTER OF MULTIPLE MOVEMENTS

1

CLEAN  
SKINCARE



2

GENDER NEUTRAL  
BEAUTY



3

SUSTAINABILITY  
+ TRANSPARENCY



**HAOMA**

**MARKETING**

**PLANS**





# Haoma



Men + Women, ages 25 - 65, all shapes, sizes and colors.

The "Wealthy Bohemian" | \$75K+

Those who live in and around major cities

Early adopters

Intellectually Curious in Nature

Love to Discover and Share new Products and Experiences

Humans with these Passions:

Yoga + Meditation

Fitness + Wellness

Art + Museums

Culture

Music + Concerts

Design

Nature + Outdoors

Retreats + Cultural Fairs

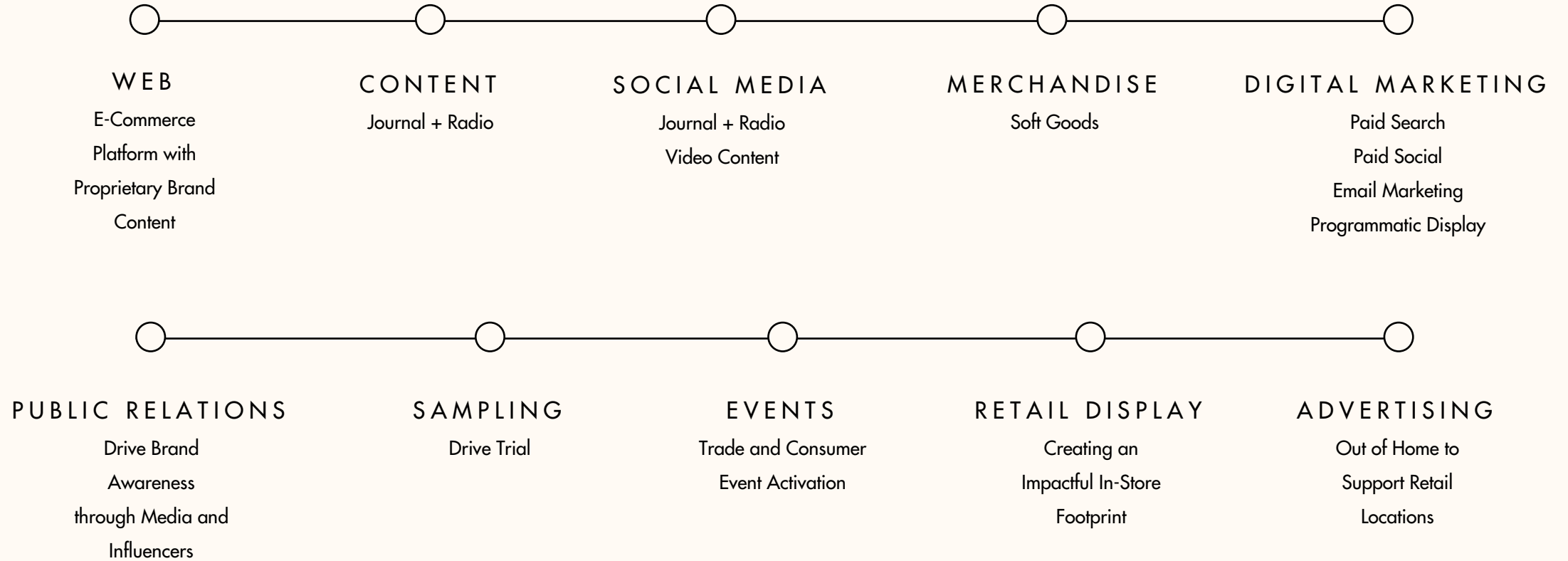
# Is

# For



# Every Body

# MULTI-CHANNEL BRAND AMPLIFICATION



# ONLINE



## REAL EXPERIENCES, DIGITAL WORLD

HAOMA.EARTH is an online lifestyle destination that extends the brand beyond the product. Here, consumers dive into the HAOMA universe, and the “Exaltation of humans and Earth” is brought to life. Site features information about the brand, products, our online journal and a store locator.

# THE HAOMA JOURNAL

## CONTENT

Online content series including print, audio and video pieces investigating the deep and varied connections between humans and the natural world. We are interested in people who take the human + Earth relationship to unexpected places through the lenses of art, spirit, and life. There is no end to where the conversation might lead. More than anything, we want to keep learning and growing – and share the knowledge of those we admire.



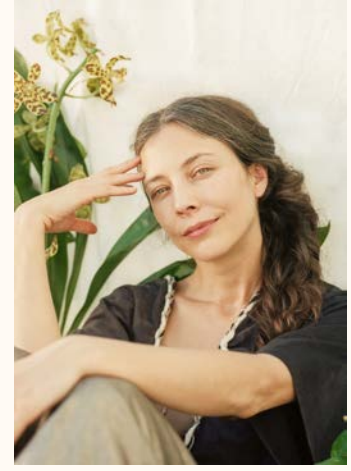
Listening to the  
Language of the Flowers



Some Plant  
Stuff, Man



Walking in  
Two Worlds



Healing  
Through Hearing

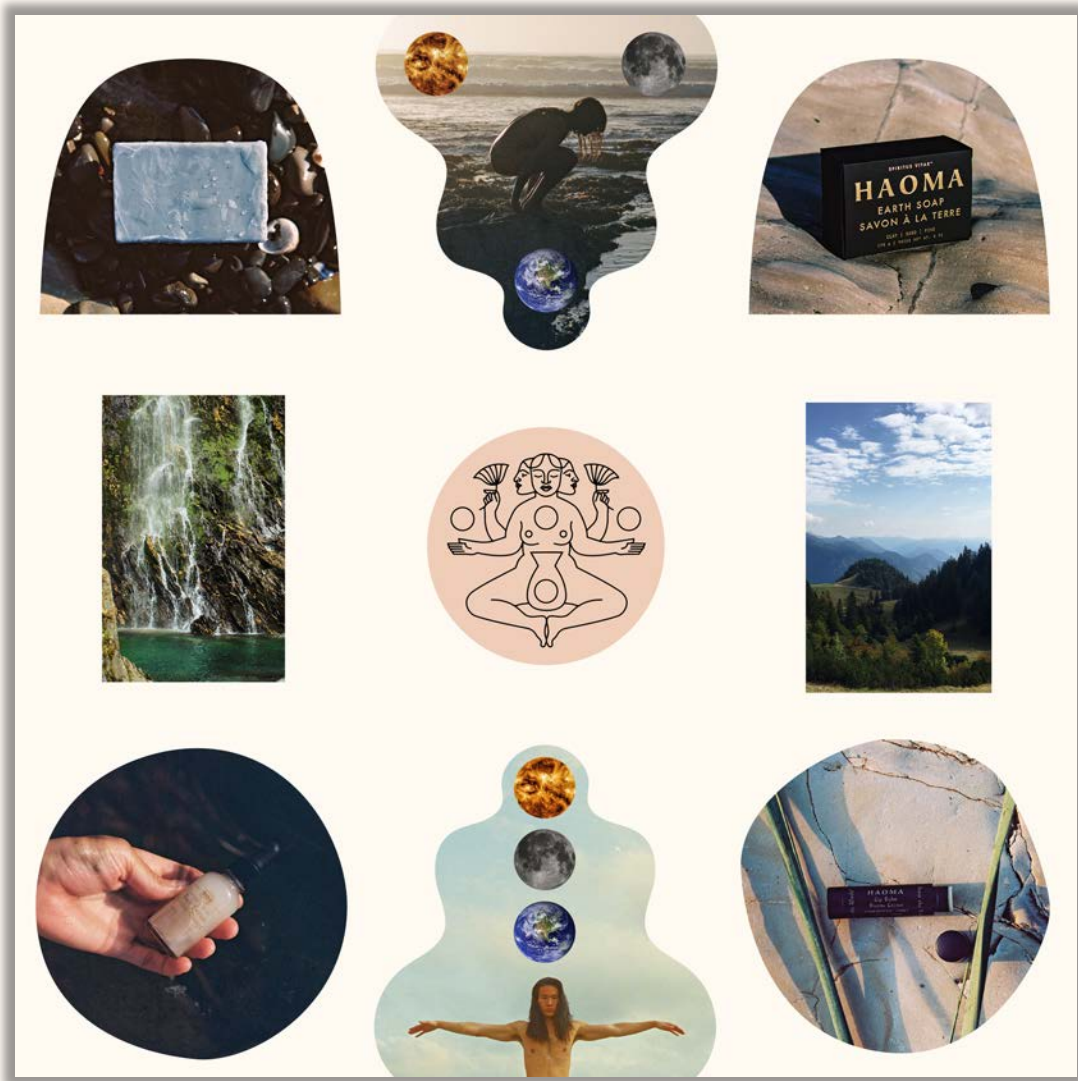


# HAOMA RADIO

## CONTENT

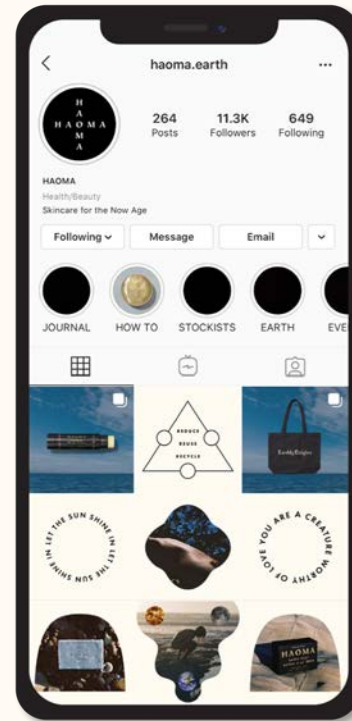


The HAOMA Radio is a growing feeling curated by Mark "Frosty" McNeill - hand-selected sounds that tap into the inner-verse in an effort to nurture growth, peace, and general good vibes among humans and plants alike.

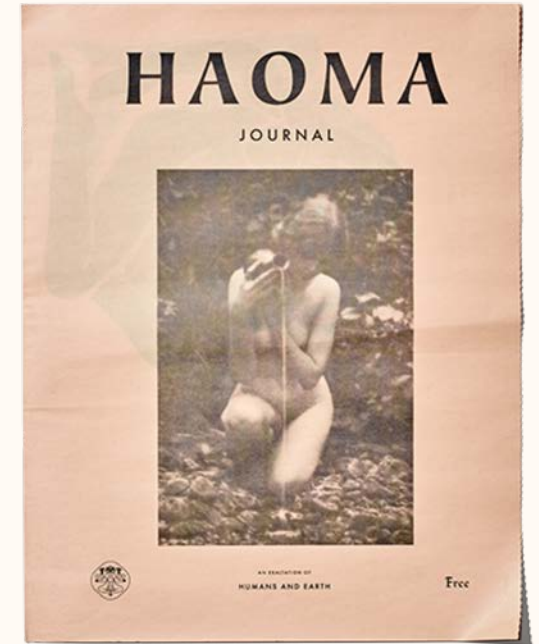


## SOCIAL MEDIA

Compelling and engaging Instagram and Facebook presence leveraging HAOMA's unique visual assets and distinctive brand voice.



## MERCHANDISE

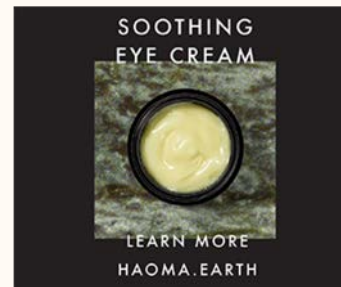


In concert with the roll-out of the Skin Care Series, the HAOMA brand universe will continue to develop through the creation of a variety of soft goods. These goods will provide out-of-industry opportunities to expand brand awareness.



# DISPLAY ADS

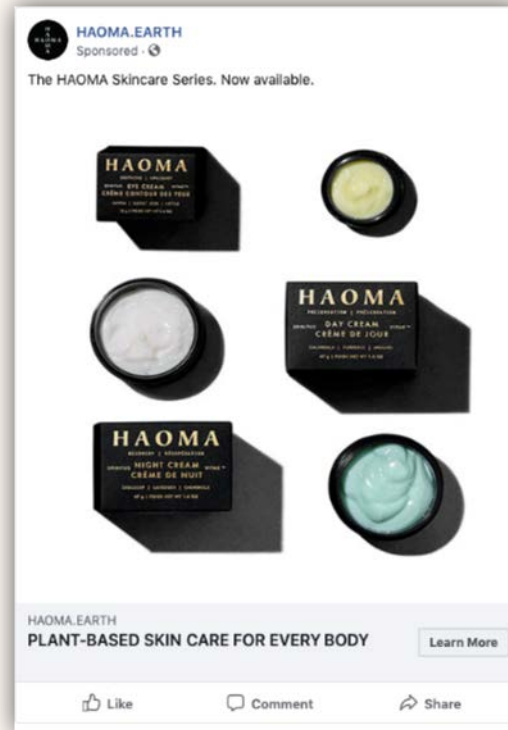
## HAOMA



Programmatic display gives us mass reach and brand awareness to drive consideration and purchase. Average click thru rate of 0.10% is 2X industry average. Key re-targeting tactic serves to efficiently re-engage users who have been to site but have not yet purchased.

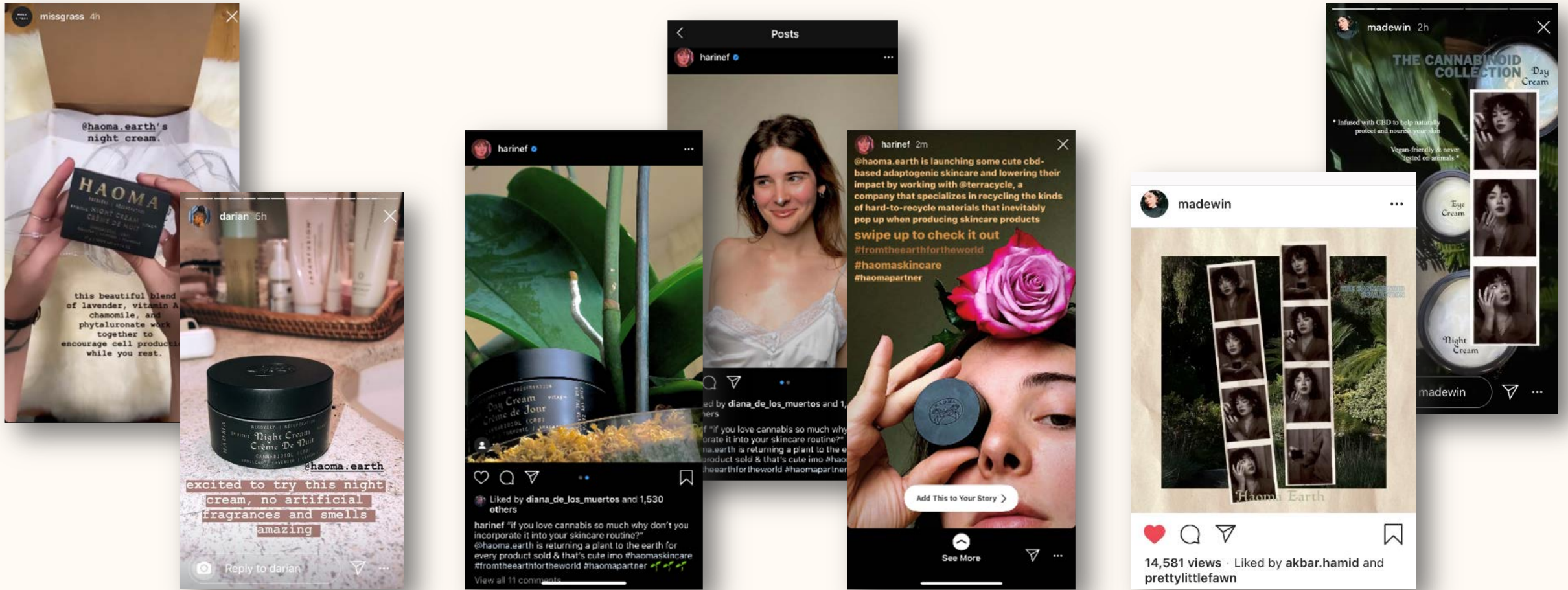


# SOCIAL MEDIA ADS



Paid social media allows us to reach users with multiple detailed targeting options, tactics and goals

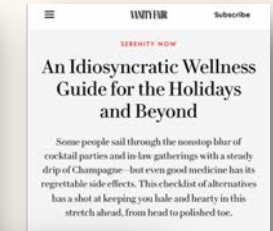
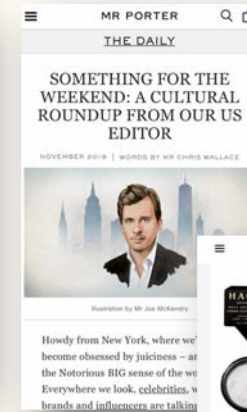
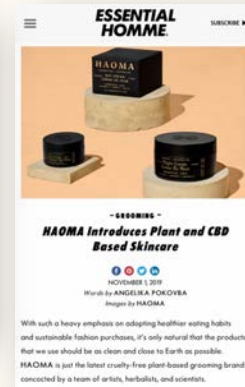
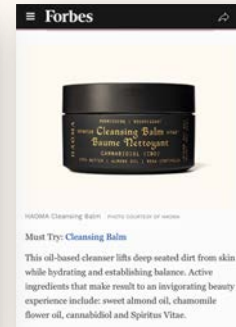
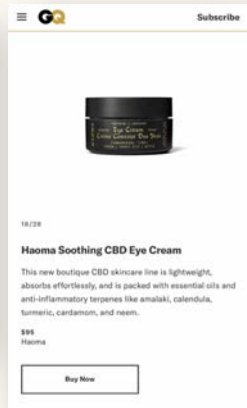
# INFLUENCER PARTNERSHIPS



Influencers allow us to reach highly engaged and curated audiences seeking out the skincare products that Haoma offers. These campaigns allow us to also drive email subscriber growth and social sharing to increase credibility, reach and awareness for the brand.

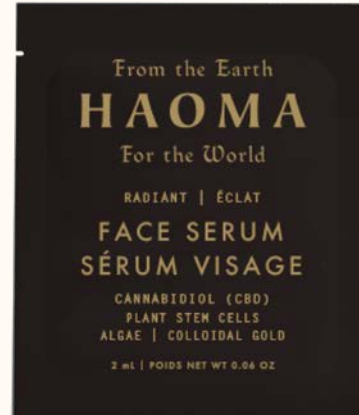
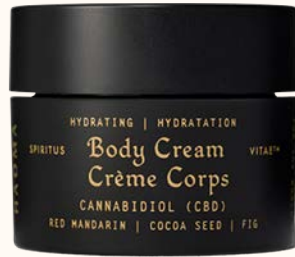
# PUBLIC RELATIONS

Partnered with sales-driven public relations agency to drive discovery of HAOMA. Build credibility and buzz through press (beauty/lifestyle, business, trade), influencer partnerships, industry awards, and events. Transcend skincare and wellness and drive word of mouth by creating unique “fine art” experiences for influencers and consumers through event sponsorship and activations.





# SAMPLING



Robust offering including packettes and deluxe miniatures of our launch products



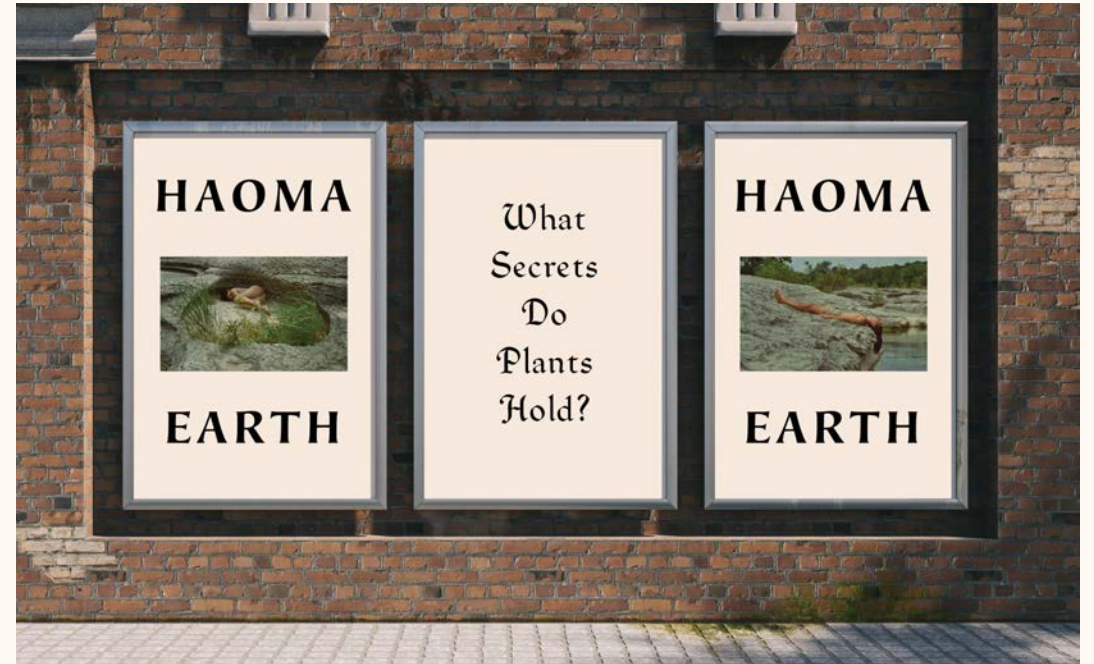
# EVENTS



BRING TO LIFE THE HUMAN AND EARTH CONNECTION THROUGH  
ART, MUSIC AND FILM.

# ADVERTISING

Out of Home Advertising to support retail partner locations



Everything Is  
The Same  
Until It  
Isn't









@HAOMA.EARTH