



WOOWOO™



OUR VALUES

- Naturally best for intimate care.
- Fun and unashamedly confident.
- Passionate about championing all women by tackling taboos and old-fashioned views around intimate care and pleasure.
- Provide efficacious accessible solution-based products that women can use based on personal preference and their own choice.

WHO WE ARE

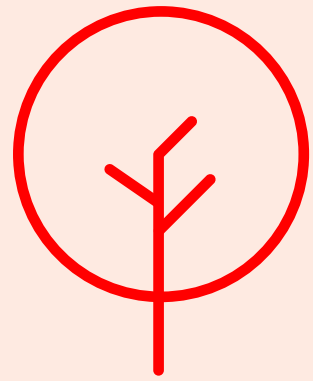
- WooWoo is a female-powered (British) natural intimate care brand. Developed by women, for women our range of multi-award winning pH balanced products have been designed to help you protect and care for down there.

MULTI-AWARD WINNING

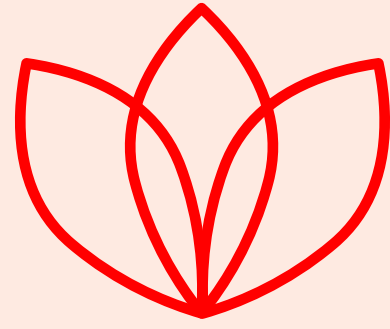
- Natural, vegan and cruelty free plant-based products.
- Designed by a team of experts (gynecologists, pharmacists).
- For all women – From post teens to menopause.



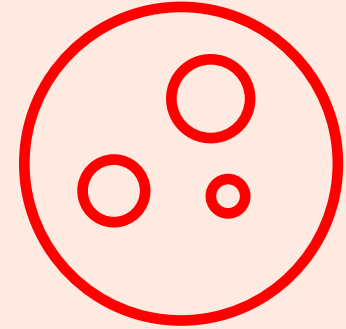
We believe that women need safe, affordable, attractive options for their feminine care as well as pleasure. Our vision is for products and conversations on 'care down there' to be open, bold, proud and fun.



NATURALLY
SOURCED



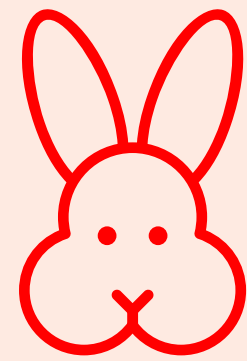
PARABEN
FREE



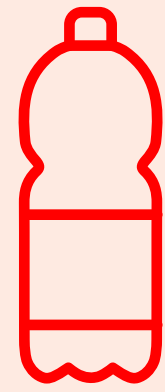
DERMATOLOGICALLY
TESTED



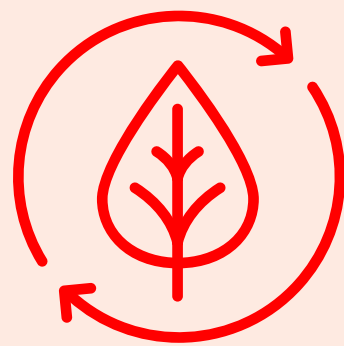
VEGAN



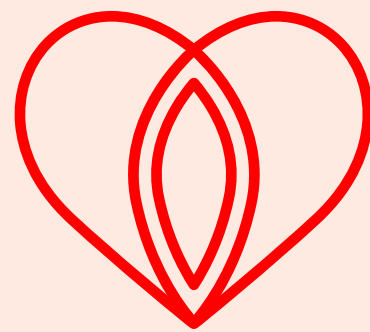
CRUELTY
FREE



PLASTIC
FREE



BIODEGRADABLE



SAFE FOR
INTIMATE USE



PH
BALANCED

WE'RE INTO THE BIRDS AND THE BEES

We've carefully selected clean and natural ingredients. You'll find soothing and natural oils as well as dermatologically tested, natural ingredients suitable for all over use, but most importantly, for intimate use.

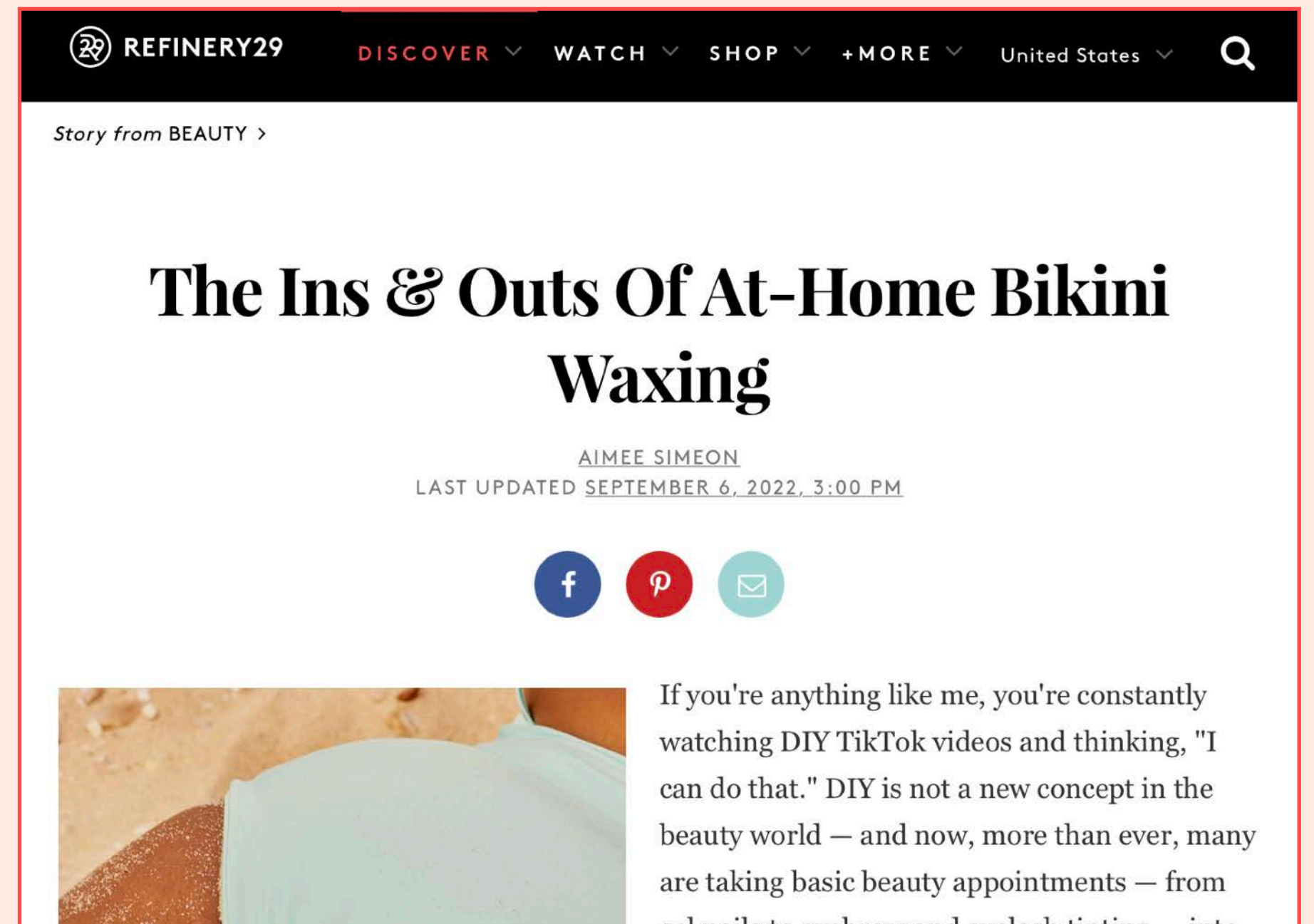
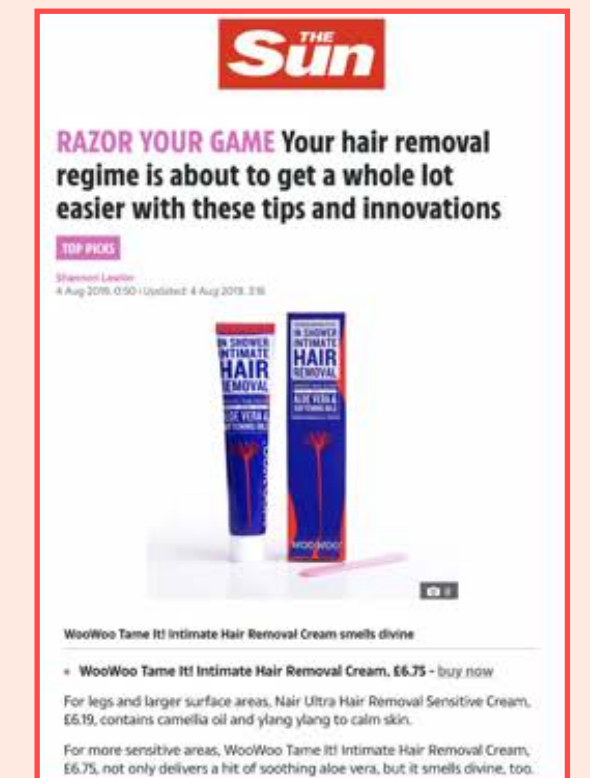
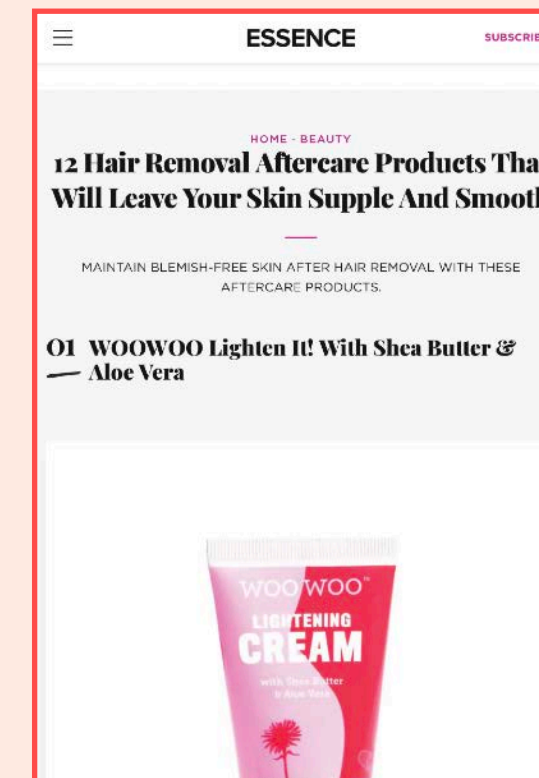
IN THE PRESS



Since our launch last year we've attracted huge awareness

& PR and lead debate. These are just some of the many media

outlets we've been featured by.



OUR FEMININE CARE PORTFOLIO





TAME IT! HAIR REMOVAL CREAM

MSRP: \$10.95, \$17.95, \$21.95

Fill: 50mL, 100mL, 200mL

Fancy feeling as smooth as a dolphin? With our award-winning hair removal cream, you can! Wave goodbye to razors, rashes, and ingrown hairs with Tame It!

Simply apply our in-shower hair removal cream to your bikini line, undercarriage, legs or bum and wait 3-6 minutes for the magic to happen (WOO!). Whatever style you rock, this easy-to-use, pain-free alternative to waxing will give you silky smooth results in the privacy of your own bathroom. Made with soothing Aloe Vera and softening Jojoba Oil for the most delicate of skin, you'll be wondering why you waited so long to ditch the razor!

Comes with application spatula.

Ingredients: Aqua, Urea, Ceteareth-20, Stearyl Alcohol, Sodium Hydroxide, Calcium Thioglycolate, Cetearyl Alcohol, Thioglycolic Acid, Magnesium Trisilicate, Parfum, Aloe Barbadensis Leaf Extract, Caprylic /Capric Triglyceride, Propylene Glycol, Titanium Dioxide, Calcium Carbonate, Hydroxyethylcellulose, Simmondsia Chinensis Seed Oil, CI 17200.



SADDLE SORE! SOOTHING BALM

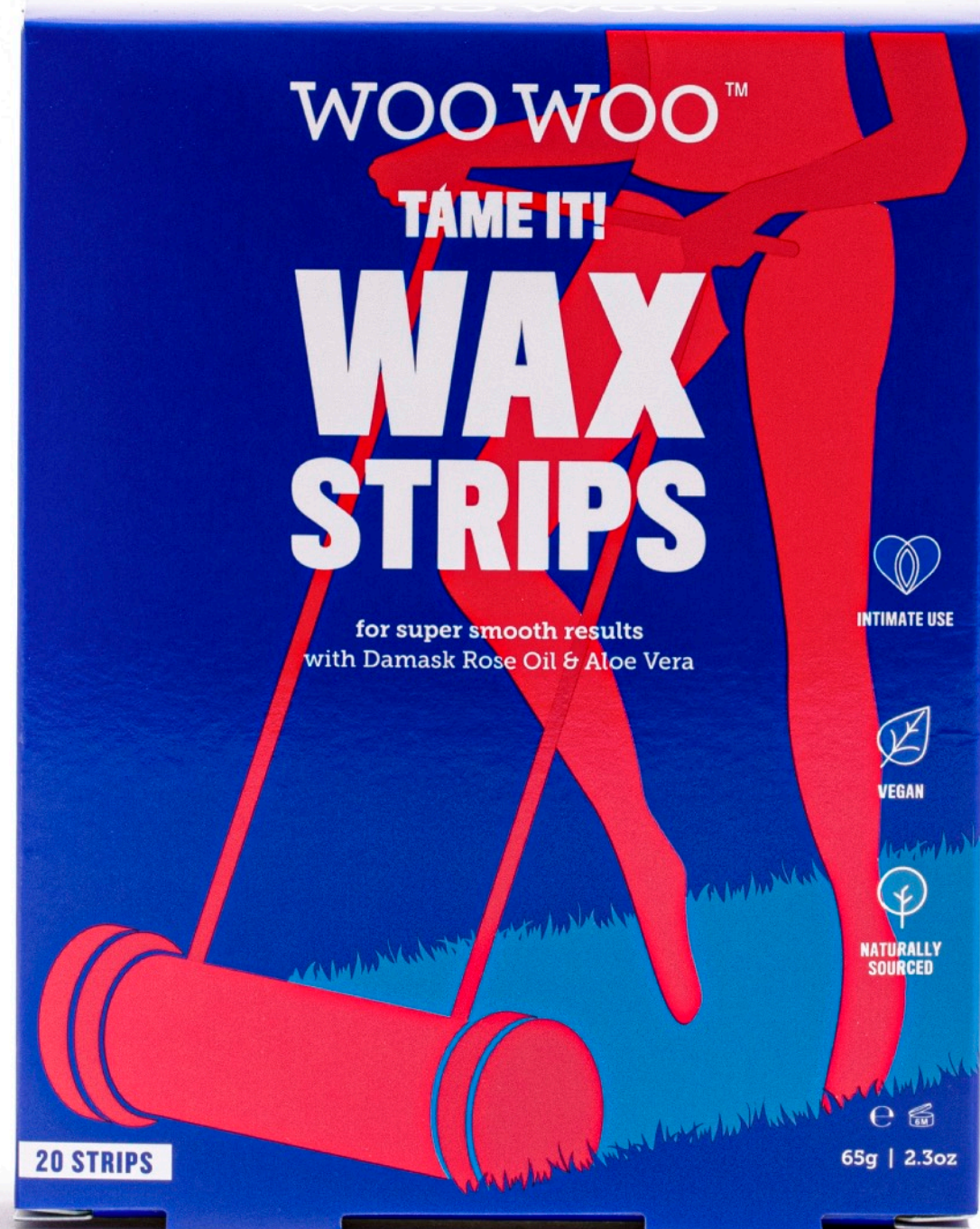
MSRP: \$10.95

Fill: 50 mL

Keep the chafe in check and cool down your bits pre and post spin, wax or ride.

Our Saddle Sore! Soothing Balm is a savior in a tube. Great to use as both a preventative and curative barrier to prevent chafing, this lovely balm is naturally soothing and gently scented. It also provides a loving touch after shaving, waxing or an intense session in the saddle. This lovely balm is sourced from nature and heals and soothes sore and irritated skin with Chamomile, Rosehip Oil and Aloe Vera.

Ingredients: Aqua, Aloe Barbadensis (Aloe Vera), Leaf Extract, Stearic Acid, Glycerin, Cetearyl Alcohol, Glyceryl Stearate, Paraffinum, Liquidum, Hamamelis Virginiana (Witch Hazel), Water, Triethanolamine, Anthemis Nobilis (Chamomile), Flower Oil, Rosa Camina (Rosehip), Fruit Oil, Brassica Campestris (Rapeseed), Seed Oil, Parfum, Phenoxyethanol, Piroctone Olamine, CI 17200.



TAME IT! WAX STRIPS

MSRP: \$10.95

Fill: 2.3 oz – 20 Strips

Tame It! Bikini wax strips with Damask Rose Oil & Aloe Vera
Our wax strips are here to give you up to 28 days of silky smooth skin, whatever style you rock. Whether tidying up your landing strip or going full Hollywood, these quick and easy to use waxing strips are suitable for bikini line, under carriage and bum to get as smooth as dolphin skin from the comfort of your own bathroom. Who needs a salon anyway?!

Ready to use straight from the pack, each strip can be used several times for all those stubborn bits. Made with Damask Rose Oil & Aloe Vera for anti-inflammatory, cooling and soothing relief. You get 20 wax strips plus 2 sachets of soothing Aloe Vera cream.

Ingredients: Wax strips: Pentaerythrityl Rosinate, Helianthus Annuus Seed Oil, Rosa Damascena Flower Oil, TBHQ, CI 45410

Post wax cream: Aqua, Aloe Barbadensis Leaf Extract, Stearic Acid, Glycerin, Glyceryl Stearate, Cetearyl Alcohol, Paraffinum Liquidum, Triethanolamine, Hamamelis Virginiana Water, Phenoxyethanol, Parfum, Piroctone Olamine, Linalool



LIGHTEN IT

MSRP: \$19.95

Fill: 40 mL

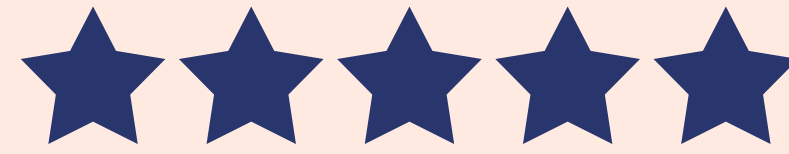
Hyperpigmentation is a very common dermatological issue that appears as darker patches on the skin – you're certainly not alone. We've developed our lightening cream that is plant-based, dermatologically tested and paraben-free, so that you can ditch the DIY and opt for WooWoo.

You can use our Lighten It! Cream all over the body, on any area you wish to get a more even skin tone. Our technically advanced formula with natural Jojoba Oil, Shea Butter and Aloe Vera, works alongside a unique cosmetic drone that targets melanin to reduce skin discoloration.

Lighten It! works as a fabulous (and most importantly, safe) bum bleach – change your ring tone by applying twice a day!

Ingredients: Aqua, Helianthus annuus Seed Oil, Cetearyl Alcohol, Glyceryl Stearate, Glycerin, Vitis vinifera Seed Oil, Caprylic/Capric Triglyceride, Benzyl Alcohol, Sucrose Stearate, Parfum, Sodium Stearoyl Glutamate, Sodium Benzoate, Xanthan Gum, Coco-Glucoside, Simmondsia chinensis Seed Oil, Coconut Alcohol, Tocopherol, Dehydroacetic Acid, Aloe barbadensis Leaf Juice Powder, Phenoxyethanol, Caprylyl glycol, Citric Acid, Glyceryl Caprylate, Lactic Acid/Glycolic Acid Copolymer, Phenylpropanol, Palmitoyl SH-Octapeptide-24 Amide, Polyvinyl Alcohol, Palmitoyl SH-Tripeptide-5 Norisoleucyl SH-Nonapeptide-1, Linalool, Limonene, Butylphenyl Methylpropional, Alphalsomethyl Ionone, Citronellol, Benzyl Salicylate, Hexyl Cinnamal, Geraniol, Hydroxycitronellal.

THE REVIEWS ARE IN...



100% BETTER THAN WAXING

The in shower hair removal cream is AMAZING! I have never felt so smooth and soft. It's 100% better than waxing!

PLEASANTLY SURPRISED

Previously I had a really bad reaction to trying hair removal creams down there, so when I found this I thought I'd give it a go. Being pregnant I'm starting to find it really hard to get down there with a razor. I applied it with bated breath, applied to the front, so far so good. I carried on until everything was covered...yes everything! I was amazed at the hair that came off!

I GAINED MY DIGNITY BACK!

As a disabled person I can't contort my legs into positions to be able to shave, wax etc. I am also quite sensitive to most hair removal creams, so all dignity goes out the window and hubby has to help. Well no more! This was so easy for me to use and I gained my dignity back. I am completely hair free,

NO PRICKLY REGROWTH!

I was skeptical before trying the hair removal cream but was actually amazed by how good it was! It made me so soft and there was no prickly regrowth!

GREAT FOR SENSITIVE SKIN!

The hair removal cream works well on my super sensitive skin and surprised how long it takes hair to regrow compared to shaving!

DOESN'T SMELL LIKE OTHER CREAMS

Works as an absolute treat, doesn't smell horrendous like other hair removal creams, doesn't burn at all or even tingle too much. No more razor bumps or spending a fortune on waxing for me!

SAY HELLO...

**TO THE NEW WOO WOO
MANIFESTO RANGE**



Manifesto • Menopause • Moisture

**OUR
MANIFESTO
IS TO HELP
WOMEN TO
THRIVE, NOT
SURVIVE.**

WE BELIEVE THAT YOU DON'T DESERVE TO BE AFFECTED BY THE DOWNSIDES OF DECLINING ESTROGEN & DRYNESS.

Typical issues with Menopause include:

- Hot Flashes
- Mood Swings & Irritability
- Difficulty Sleeping
- Cognitive Changes
- Vaginal Dryness
- Vaginal/Vulvar Itching
- Generalized Itching
- Loss of Libido
- Absence of Period
- Night Sweats

Specifically on skin:

- Hormonal imbalance can result in loss of skin elasticity and skin thinning.
- Vaginal dryness, the most common, suffered by more than 80% of women.

+47%
MARKET
GROWTH

MENOPAUSE MARKET CATEGORY HEADLINES

- The size of the total menopause products market will be **\$23 billion by 2028**. (that's 47.5% over the next 8 years).*
- Covid 19 has negatively impacted people's health. Stress and mental health, combined with hormonal imbalance have led to **more women, more often suffering adverse symptoms**.
- Despite natural loss of libido, a combination of sleeping & eating well along with exercise and **a healthy sex life can really help relieve pain in the menopause**.
- The role of on OTC feminine care, bathing & **sexual wellness products are important in helping peri/menopausal women overcome discomfort** and thrive... not just survive.



SECRET INGREDIENT

Menofit is an active ingredient rich in purified artichoke leaf peptides clinically proven to aid collagen production and skin aging.



OUR MANIFESTO RANGE IS:

- VEGAN
- DERMATOLOGIST TESTED

- SAFE FOR INTIMATE USE
- PARABEN FREE





BLISSFUL BODY SOAK

MSRP: \$11.95

Fill: 300 mL

Soak in some much needed R&R time with our nourishing bath foam. Blended with lavender and rosemary oils to reach zen levels of relaxation, our Blissful body soak contains artichoke leaf and ginger extract to keep free radicals at bay and boost those collagen levels. It's non-drying and gently scented, so it doesn't interfere with intimate balance. Lather up and wash away those woes!

- VEGAN
- DERMATOLOGIST TESTED
- PARABEN FREE
- SAFE FOR INTIMATE USE
- SUGARCANE PACKAGING

Ingredients: Aqua, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Disodium Laureth Sulfosuccinate, Aloe Barbadensis Leaf Extract, Cocamide DEA, Sodium Chloride, Glycerin, Zingiber Officinale Root Extract, Cynara Scolymus Leaf Extract, Phenoxyethanol, Chlorphenesin, Panthenol, Benzophenone-4, Sodium Benzoate, Potassium Sorbate, Pelargonium Graveolens Flower Oil, Isopropyl Myristate, Lavendula Angustifolia Flower Extract, Rosmarinus Offcinalis Leaf Extract, Citronellol, Geraniol, Linalool, CI 17200





BRIGHT & BUFF BODY SCRUB

MSRP: \$11.95

Fill: 150 mL / 5.1 fl oz

Packed with a skin buffing blend of pomegranate and bamboo extract, known for their antioxidant and soothing properties, and natural pumice stones to gently buff away at excess oil and dead skin cells, it'll have you radiant and re-energized with perfectly smooth, toned skin in next to no time!

- VEGAN
- PARABEN FREE
- DERMATOLOGIST TESTED
- SUGARCANE PACKAGING

Ingredients: Aqua, Sodium Laureth Sulfate, Sodium, Chloride, Glycerin, Aloe Barbadensis Leaf Extract, Pumice, Polysorbate 20, Xanthan Gum, Cynara Scolymus Leaf Extract, Bambusa Vulgaris Shoot Extract, Cocamidopropyl Betaine, Punica Granatum Extract, Panthenol, Sodium Benzoate, Potassium Sorbate, Parfum, Benzophenone-4, Lactic Acid, CI 17200 (D&C Red No33)



GODDESS GLOW CREAM

MSRP: \$13.95

Fill: 150 mL / 5.1 fl oz

Awaken your inner goddess with our firming and hydrating body cream. Formulated with caffeine to reduce the appearance of cellulite, and artichoke leaf and kigeline extract, known for their brightening and tightening properties. This cream leaves skin moisturized, firm and with a lovely glow.

- VEGAN
- PARABEN FREE
- DERMATOLOGIST TESTED
- SUGARCANE PACKAGING

Ingredients: Aqua (Water), Stearic Acid, Dimethicone, Cetearyl Alcohol, Glycerin, Caprylic/Capric Triglyceride, Cynara Scolymus Leaf Extract, Caffeine, Theobroma Cacao Seed Butter, Aloe Barbadensis Leaf Extract, Butylene Glycol, Kigelia Africana Fruit Extract, Triethanolamine, Phenoxyethanol, Rayon, Styrene/Acrylates Copolymer, Urea, Synthetic Fluorophlogopite, Carbomer, Parfum, Disodium EDTA, Piroctone Olamine, CI 77491 (Iron Oxides), CI 19140 (FD&C Yellow 5), CI 77000 (Aluminum Powder)

FALL
2023



GENTLE FOAMING BODY WASH

MSRP: \$9.95

Fill: 150 mL

A super gentle, non-drying, sulphate-free foaming wash that is ideal for daily all over use. Made with aloe vera and pH balanced for intimate use and head-to-toe skin biome protection.

- VEGAN
- DERMATOLOGIST TESTED
- PARABEN FREE
- SULPHATE FREE
- SAFE FOR INTIMATE USE
- SUGARCANE PACKAGING

Ingredients: Aqua, Cocamidopropyl Betaine, Aloe Barbadensis Leaf Extract, Coco-Glucoside, Cynara Scolymus Leaf Extract, Cucumis Sativus Extract, Althaea Officinalis Root Extract, Glycyrrhiza Glabra Root Extract, Zingiber Officinale Root Extract, Chamomilla Recutita Flower Extract, Glycerin, Sodium Hyaluronate, Parfum, Disodium EDTA, Sodium Chloride, Citric Acid, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Ethylhexylglycerin



THANK YOU!

WOO WOO™