



 **DERMVEDA**
SKIN + SCIENCE + WELLNESS

PROSPECTUS

DERMVEDA, INC.

Venita Sivamani

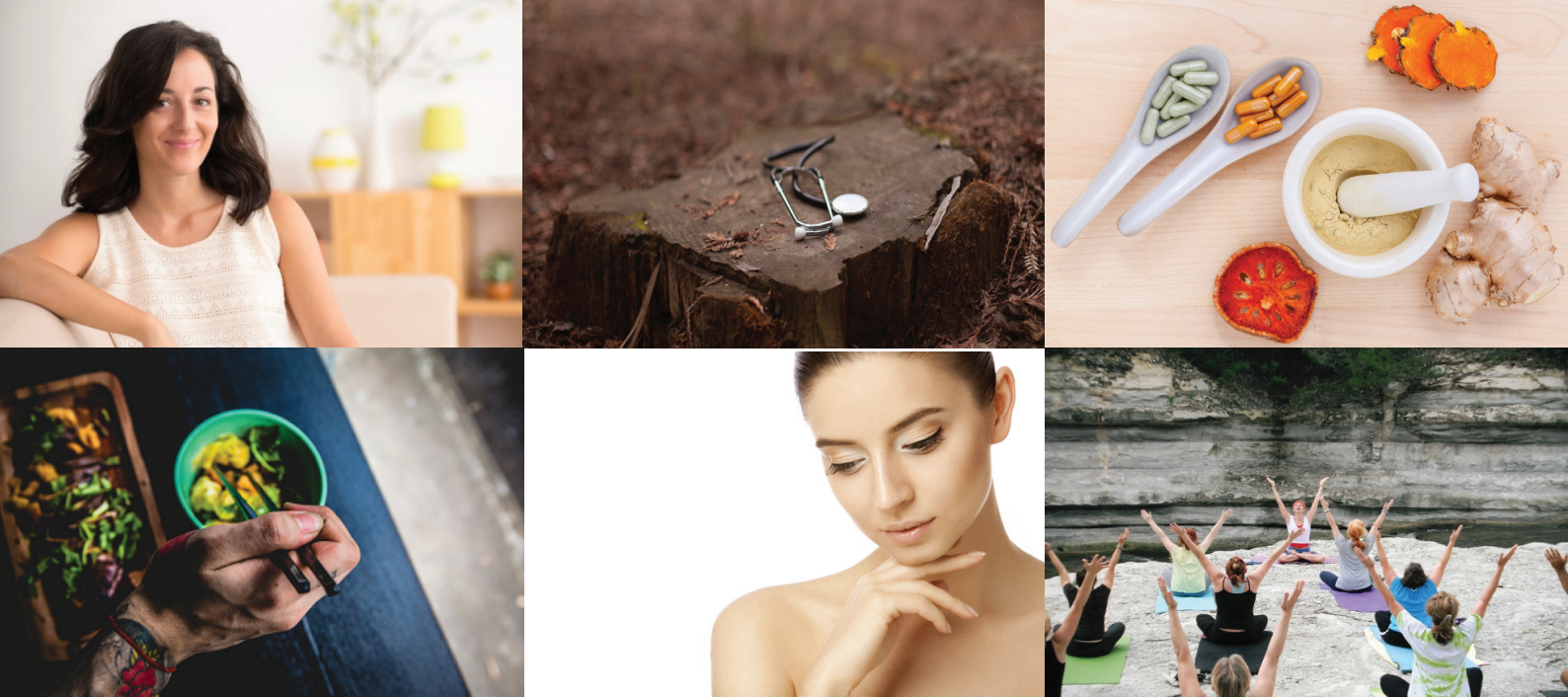
President and CEO



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OVERVIEW

Dermveda integrates modern and traditional medicine to create personalized solutions to skin wellness. As a trusted resource, we are curating the largest integrative skin health library online, providing skin resources for consumers and practitioners including functional education, tools, products, and directories. We are committed to scientifically proven, results oriented, best skin care practices designed to be tailored to personal health and preferences. With a team of dermatologists and alternative medical practitioners, Dermveda brings a new interdisciplinary approach to skin care.

THE PROBLEM WE ARE SOLVING

Complementary and alternative (CAM) medicine is a growing health trend, especially within dermatology. Surveys report that up to 70% of patients utilize CAM in their lifetime.¹ Yet access to integrative skin health information is limited for both patients and practitioners. Dermveda is bridging this gap by developing high caliber primary content authored and peer-reviewed by dermatologists and alternative medical practitioners. Whether by providing continuing education (CE) courses for licensed practitioners, personalized resources for consumers vetted by our team of experts, or the latest in scientific discovery, Dermveda is setting the standard for skin health and wellness.

OUR SOLUTION

PRODUCTS AND SERVICES

Dermveda content and tools are free to users with the aim of helping consumers navigate the daily decisions they make for their skin care, and also providing a resource hub for physicians and practitioners to educate their patients after a visit.



Through our Skin Type Profiler, users can personalize the content they receive.



Users can also identify possible causes for their skin afflictions with our Symptom Educator, thereby seeking necessary follow-up or medical attention sooner.



We have also developed a Product Matching tool that enables users to find products and ingredients that are a good fit for their skin type.



WE NEED YOUR HELP TO GROW

Dermveda is seeking \$250K in investment for phase two technology development, growth of team, and expansion of content. We have created an initial beta version of the website and are in the process of enhancing our product matching tool. In addition to raising investment funds, we are also generating revenue from sponsorship and banners ads along with practitioner fees for CE.

In summary, we plan to incorporate three major funding sources:

- 1. Investments**
- 2. Sponsorship and banner ads**
- 3. Practitioner subscriptions/fees for CE**

With this fundraising round, we project breakeven by Q1 of 2018. Our goal is to self-fund future phases through data brokering, ad serving, and product affiliations via the product platform and beauty blog, Skintegrative.com.

Our team has bootstrapped to date, with self-investment totaling close to \$250K. We will continue to invest our time and personal resources to secure two-thirds of the capital needed through our website services, sponsorships, and team equity. The remaining \$250K in funding is being sought through investments.

Our estimated budget allocates the greatest amount of resources to product development, which includes enhancements to the current version along with native apps for mobile devices. The apps will enable users to carry our expert information in the palm of their hands. Whether deciding on an in-store purchase and using our scanner to determine product fit and efficacy of ingredients or utilizing push-through notifications and reminders on healthy skin tips, our tools and technology will be state of the art proprietary resources.

WHY DERMVEDA

Your investment in Dermveda provides more than the possibility of a financial return - you will also be helping to set the standard for integrative skin health. By supporting our quickly growing start-up, you will help us address the need for increased product and procedure safety in skin, which is the number one driver of doctor's visits.² We will also be able to raise the minimum level of health education for practitioners and consumers alike. By investing in Dermveda, you will:

- Support the future of medicine and a pioneering company in integrative skin health
- Bring to market a novel technology that can personalize content based on skin type and needs
- Increase awareness of skin-based research, products and education
- Contribute to the development of continuing education for practitioners
- Instill your legacy in the dermatology profession

INVEST IN OUR PROFESSION AND OUR FUTURE

Phase two development is projected to begin July 2017. In order to meet this timeline, Dermveda aims to raise \$250K in funding over the next three months. Here is how you can help us achieve this:

Dream Makers: \$50K+

- 5-year loan with 10% annual interest and optional conversion into equity
- This level is perfect for investors who want to own a part of Dermveda and help lead the field of integrative dermatology for the long-term
- Dream Makers will receive recognition on Dermveda's website and will be invited to key events and educational opportunities

Skinspirers: \$25K-\$49K

- 3-year loan with 8% annual interest
- This level is ideal for those who would like to make a significant impact in integrative dermatology without investing in company ownership
- Skinspirers will receive recognition on Dermveda's website and will be invited to participate in educational opportunities

Investors will be acknowledged on Dermveda's website for the duration of financial support. If you prefer to remain anonymous, we will provide you with a separate gift basket and appreciation.

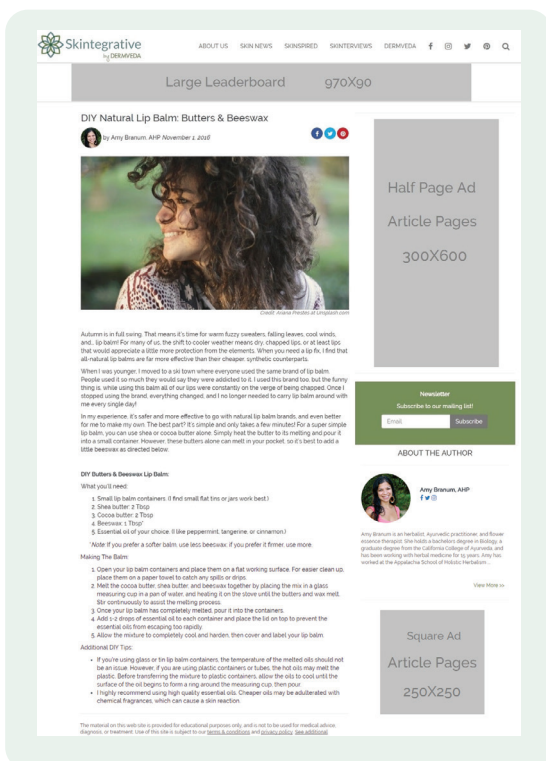
The interest rates on the notes exceed average investment returns on instruments like corporate bonds and certificates of deposit.⁶

Detailed budget projections available upon request.

...OR BE A SPONSOR AND HELP US ACHIEVE OUR MISSION

If you own a private practice, company, charity, or program and would like to promote your services on our website, we offer several sponsorship levels:

	SKINBASSADORS			
	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Sponsorship Level	\$5,000	\$10,000	\$15,000	\$20,000
Ad placement on Skintegrative.com	Square Ad (250x250) 3 months	Large Leaderboard (970x90) 6 months	Large Leaderboard (970x90) 9 months	Half Page Ad (300x600) 12 months
Dermveda social media channel mentions over one-year period	1 Facebook, Instagram, Twitter mentions	2 Facebook, Instagram, Twitter mentions	4 Facebook, Instagram, Twitter mentions	6 Facebook, Instagram, Twitter mentions
e-Newsletter highlight	1 Newsletter	2 Newsletters	3 Newsletters	4 Newsletters
Acknowledgement at events including conferences, workshops, and webinars	No	Yes	Yes	Yes



Sponsors will also receive free event promotions.

If you do not wish to promote your business, you are welcome to select a charity partner that relates to skin care education instead.

If you prefer to remain anonymous, we will provide you with a separate gift basket and appreciation.

TARGET MARKET

THE GLOBAL SKIN CARE MARKET IS ESTIMATED TO REACH \$390B BY 2020.³

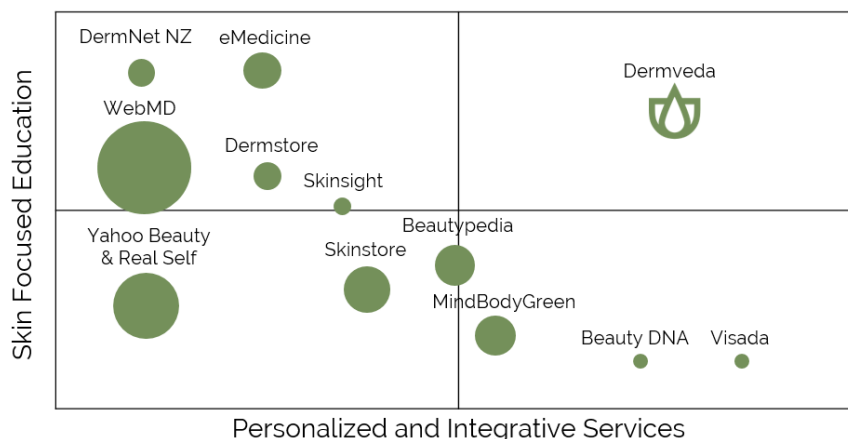
Our share of the market primarily consists of ~127M working age women in the US,⁴ nearly half of whom shop online,⁵ and the 270,000 family practice physicians, alternative medical practitioners, and estheticians nationally who seek information on skin care and dermatology. An additional 900,000 salons and spas will also be served. Dermveda currently has 50% male readership, underscoring the importance of skin to all. By addressing both ends of the market with CE and direct to consumer resources, we plan to bridge the knowledge gap in integrative medicine for practitioners and patients alike.

MARKETING STRATEGY

Our initial marketing focus will include a combination of one-to-one marketing to capture early endorsements by practitioners and advocates, and targeted social media marketing to promote consumer awareness. By generating support from practitioners who serve thousands of patients, optimizing our content with SEO best practices, and connecting with consumers via their social networks, we expect to scale with lean efficiency and maximize the return on our marketing investment.

COMPETITORS

Dermveda is first to market with regards to depth and integration of information and services focused on skin. Unlike others, Dermveda offers access to personalized skin care knowledge from experts bridging western and traditional medicines. For the first time, people can discover integrated skin care solutions in one place.



DEVELOPMENT PHASES

PHASE 1 :

User platform with educational content, integrative skin typing tool, advanced skin symptom educator tool, and product matching platform (Beta Completed January 2017)

PHASE 2 :

Licensed practitioners pay a subscription fee for access to advanced treatment-based education, diagnostic resources, patient handouts, and continuing education; integrative skin health conferences and curriculum (Begin Pilot in 2018)

PHASE 3 :

Add on features and potential for teledermatology depending on market demand (2019)

PHASE 4 : International expansion (2020)

PROGRESS TO DATE

SCOPE THIS

Soothing Sunburns with an Integrative Approach

by Joseph Alban, traditional Chinese medicine expert editor for Dermveda, Jason Derico, N.D., naturopathy medical expert editor for Dermveda, and Raja Swamoni, M.D., assistant professor of clinical dermatology of the University of California, Davis



Ayurveda – Principally, ayurvedic medicine looks at a balance of the three energies: pitta, vata, and kapha. In sunburns, pitta represents inflammation, vata represents scaling and dryness of the skin, and kapha represents the swelling of tissue. Because pain from a sunburn is due to increased pitta, pitta-reducing recipes can be helpful, including turmeric-infused oils.

Naturopathy – A sunburn is a great example of the four cardinal signs of inflammation: redness, swelling, pain, and heat. Naturopathic medicine seeks to control the pain of a sunburn by reducing the inflammation on the skin and within the body. There are many herbs that can be helpful for pain, including lavender and peppermint oils.

Traditional Chinese Medicine – Acupuncture is well-known for reducing pain and inflammation and is very effective for sunburns.^{1,2} The LI 4 acupuncture point is great for reducing pain and stress. Furthermore, the ears have hundreds of acupuncture points for every part of the body.

Swelling and Oozing
Western Medicine – When swelling has progressed to blistering, over-the-counter hydrocortisone can be soothing and may help reduce inflammation and swelling. Blisters should never be peeled as they naturally protect the skin.

Ayurveda – Agents that balance pitta and kapha can also reduce swelling and oozing. For example, clients can use recipes with triphala powder, which is a balance of three herbs (amalaki, bibhitaki, and haritaki). Triphala powder can be mixed with cold water to create a topical paste.

Naturopathy – With a blistering sunburn, inflammation control is vital. High-quality honey is a good example of a natural product with antioxidant and anti-inflammatory properties.⁴ Honey should not be used on infants because their immune system has not fully developed and they may develop botulism.

Traditional Chinese Medicine – San huang san (three yellow powder) is a famous topical, herbal formula for the swelling and inflammation of a sunburn. Its three herbs are well-known for their anti-inflammatory and antibacterial properties and, when ground, can be applied to the skin or mixed with sesame oil as a poultice.³

A fun day in the sun can sometimes lead to painful sunburns. Clients that have painful, swollen, and oozing burns may wonder what they can do to alleviate their suffering. There are many options that can help clients through the discomfort of a sunburn. These alternatives originate from four different medical perspectives: Western, ayurvedic, naturopathic, and traditional Chinese medicines.

Pain
Western Medicine – Using a moisturizer without any fragrance, ideally one with anti-inflammatory agents, is important to protecting the skin as it heals. Menthol and camphor are commonly found in moisturizers and reduce inflammation.¹



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RECENT HIGHLIGHTS

marie claire

Plug by Marie Claire on Facebook with a video of our TCM expert (66,000 views) August 2016

DERMASCOPE
The Encyclopedia of Aesthetics & Spa Therapy

Featured article in Dermascope July 2016

PARTNERS



- 45,000+ article reads since June 2016 launch
- 35+ contributing authors to Dermveda and Skintegrative
- 1,000+ following on Facebook, Instagram, Twitter, and growing daily
- Established Sacramento, CA headquarters November 2016

THE TEAM

Dermveda has a passionate team, consisting of physicians and practitioners who have been trained around the world. Collaborating under a truly unique and interdisciplinary approach, they have been creating the concept for over three years that can only be found through Dermveda.

THE LEADERSHIP TEAM



Hadar Lev-Tov, MD MS, FAAD
Dermatology Expert



Venita Sivamani, MBA
CEO



Sarah Fitzmaurice, MD MS, FAAD
Dermatology Expert



Jason Derico, ND
Naturopathy Expert



Joseph Alban, MS LAc
Traditional Chinese
Medicine Expert



Vivian Shi, MD FAAD
Dermatology Expert



Amy Branum
Ayurveda Herbal Expert



Diana Westly, MBA
Director of Product
Marketing & Strategy

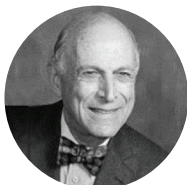


David Novicki
VP of Engineering



And Growing!

SCIENTIFIC ADVISORY BOARD



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Cosmetic Dermatologist



Melanie Sachs
Esthetician,
Spa & Beauty Expert



Please help us build the largest online public library
and resource for integrative skin health education
in the world!

REFERENCES

¹ Landis, E. et al. The Journal of Alternative and Complementary Medicine, Volume 20, Number 5, 2014, pp. 392-398.

² [http://www.mayoclinicproceedings.org/article/S0025-6196\(12\)01036-1/fulltext](http://www.mayoclinicproceedings.org/article/S0025-6196(12)01036-1/fulltext)

³ <http://www.prnewswire.com/news-releases/cosmetics-market-is-expected-to-reach-39007-billion-globally-by-2020---allied-market-research-505160571.html>

⁴ <http://www.dol.gov/wb/stats/recentfacts.htm>

⁵ <https://www.internetretailer.com/2014/12/17/shoppers-are-spending-more-cosmetics-online>

⁶ <https://www.edwardjones.com/investments-services/stocks-bonds-mutual-funds/current-rates/index.html>



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