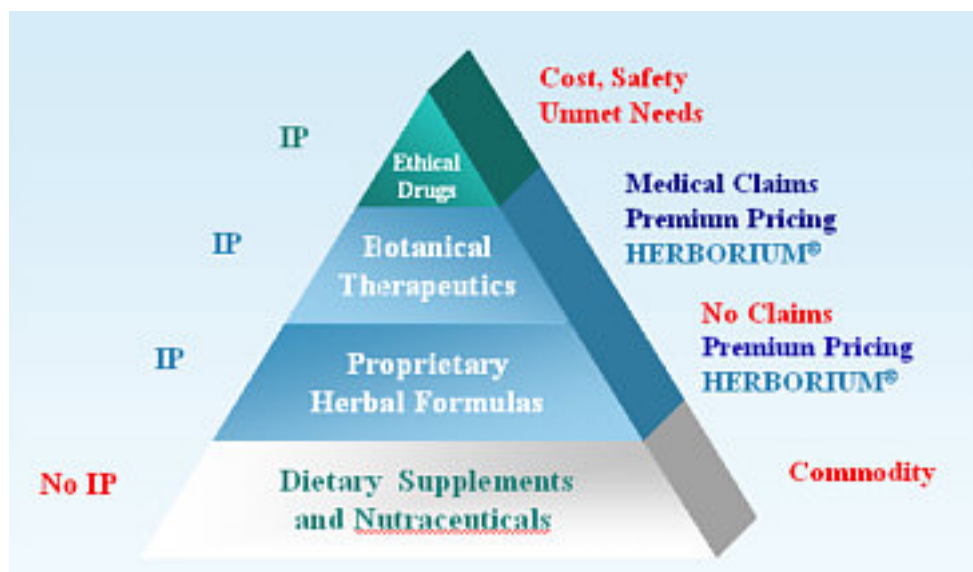




Herborium, HBRM, Profile, Summary

Herborium Group (HBRM) is a botanical therapeutics® company, develops, licenses and markets proprietary botanical based medicinal products to consumers and healthcare professionals.

Herborium develops its own formulations based on a herbece utical science and other natural health resources including the traditional Chinese and herbal medicines from Peruvian Indians. These traditional botanical therapeutics are manufactured in technically advanced facilities strictly adhering to the FDA guidelines. The company's products are sold in The United States and Europe and, the company is planning to expand globally.



AcnEase®

Enhancing Beauty Botanically

The Company's flagship product is **AcnEase®**, (www.acnease.com) a proprietary, all botanical acne treatment which has also been

shown to improve conditions associated with
Rosacea

. The safety and efficacy of
AcnEase

has been validated by clinical testing. The results from these clinical studies demonstrated 96% improvement in both men and women with acne.

Over 60 million people in US and another 70-80 million in the Europe and Canada are estimated to suffer from acne (75% of individuals will have acne sometime in their life). The average age of individuals affected by acne increased during a last decade from 20 to 26 years old making adult acne one of a more prevailing health concerns.

The existing alternatives in the market for acne are limited to topical agents which treat existing acne, systemic antibiotics, and retinoic acid based products associated with severe side effects. A distinguishing characteristic of
AcnEase

aside from its remarkable safety profile is the products ability to prevent acne pimples from forming.

Lasting Pleasure for Women

More Power for Men!

A Natural Alternative for Female Sexual Dysfunction

Herborium's Botanical Therapeutics® for
Women (***Lasting Pleasure***) and
Men (***La***
sting Power
meet a growing interest in natural, safe sexual

health products.

Lasting Pleasure

addresses the high demand for a “Viagra-like” product for women.

For female sexual dissatisfaction/dysfunction there currently are no systemic products available. The sole alternatives are topical agents and lubricants which have no impact on libido or female physical function.

The market for pharmaceutical grade sexual health products is over \$3.2 billion worldwide with **Viagra** (Pfizer), **Cialis** (Eli Lilly) and **Levitra** (Bayer) leading market share. The market

for natural sexual health products is estimated to be over \$1.5 billion and growing. The rising costs of pharmaceutical grade sexual health drugs together with some safety concerns will drive consumers to look for alternatives in the market for natural sexual health products.

Key Strengths

> Proof of Concept through Revenues

Generation. Significant and consistent sales and profit growth

- > Proven ability to reduce time and therefore cost to market
- > Proven management team with considerable experience working with early stage companies, digital and social marketing, healthcare products, drug development, clinical studies, regulatory compliance and international business.
- > Regulatory know-how in the US and EU

> Access to a rich pipeline of qualified medicinal compounds and herbal medicines

> High level know-how in clinical research and pharmacological science

> Access to quality and novel formulation know-how, FDA, GMP, ICH and EMEA compliant manufacturing capabilities and competencies.

> Mitigation of investor risk, market entry risk, and therapeutic candidate risk based on initial data and screening performed in US, EU and Asia

> Strong Big Pharma connection in the USA and EU for co-licensing or licensing and co-marketing opportunities

> High Entry Barrier for competitors defined by the complex matrix of (Herborium's) expertise indispensable to successfully managing the growing complexity of regulatory compliance, product development and market opportunities.

> Consumer and healthcare providers recent trends towards natural, organic, safer, plant-based medicine

> Healthcare economics stimulates search for new less expensive treatment options and encourages big Pharma and Insurance companies to look for consumer products and novel cost effective treatment options including Botanical Therapeutics®

Sources: [The Company](#), [OxBridge](#) [Research](#), [OTCKING](#)

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Libido, sex thoughts, Easy Arousal. HBRM. Herborium