

CORE DEFENSE

Premium Natural Grooming System for Urban Athletes

Minerals + Prebiotics

Forged in the Streets. Built for Performance.

Nevada C-Corp | Patent Pending | January 2026

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Intersection of Culture & Performance

⚡ The Spark

Cultural drivers underserved by "Premium/Clean" brands

📈 The Insight

Clean personal care is growing ~10% CAGR

Whole-body deodorant claims are increasing without safer formulations

🚩 The Mission

Build from within the culture—not marketed to it

"Built for the streets."



The "Urban Sweat Gap"



The Intensity

MMA, streetball, bouldering, drifting, breaking and DJ battles demand more than 9-to-5 deodorant



The Trade-off

Toxic performance chemicals vs weak naturals lasting only 2 hours



The Gap

No brand combines clean ingredients, high performance & cultural authenticity



Core Defense: No Compromise Deodorant



Engineering

Patented multi-mechanism odor defense system



Integrity

Edible-grade, vegan, microbiome-aware



Performance

24-48 hour protection, non-staining formula



Quality

Salt & Stone quality—forged for the asphalt

Clean ingredients. High-intensity performance. Cultural authenticity.



Beyond Deodorant: The Total Athlete Reset

NOW
Two-Product System

Deodorant
Flagship Product

Hair Tonic
3-6 Months Launch

CONDITIONALLY INCLUDED

**All-in-One Facial
Sunscreen + Lip Balm**
Multi-product ecosystem

Future Funding Required
Developed & assigned in round
2

Capital-Intensive
High complexity, sku for each
skin tone & regulatory costs

A Two-Step Performance System: Underarm & Scalp Defense



Target Market & Entry Sports

INITIAL FOCUS SPORTS



3x3
Streetball



Bouldering
Eco



Breaking
Culture



Competitive
DJ



Drifting
Extreme



MMA
Performance

STRATEGY



Cultural credibility — Organic demand — Scalable channels



Proven Performance



R&D

12 months of iteration, formulation & testing



Testing

Successful 24-hour wear tests under athletic stress



Skin in the Game

\$13K invested  A year of refinement 
Provisional patent



Ready to Scale

Formulation optimized for scalable manufacturing



A \$15B Market Ripe for Disruption

 TAM

\$15B

Global deodorant market

 SAM

50M+

US urban athletes

 SOM

\$500M+

Premium urban segment

 CAGR

10%

Clean beauty growth



3x3 Streetball and Breaking joins Olympics. Fueling urban sports growth, up 20% post 2024 Olympics



Why Core Defense Wins

Defensible

- Patent-pending formulation

Authentic

- Cultural authenticity incumbents can't replicate

Scalable

- Capital-disciplined roadmap. Two SKUs

Clear Path

- From niche dominance to mass premium



From Signal to Scale

0-6

Proof Phase



- Influencer seeding with trainers & athletes
- Direct-to-consumer soft launch
- Build initial community momentum

6-12

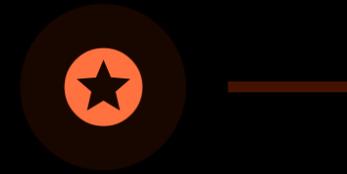
Traction Phase



- Core partnerships with boutique gyms, teams and players
- Strategic barber shop placements
- Launch subscription model

12+

Scale Phase



- Premium retail pilots
- Strategic brand collaborations
- Expand national distribution



Hybrid Structure: Cash Flow + Upside

\$ INSTRUMENT

- Convertible Revenue Note (Hybrid)

👤 INVESTOR GETS

1

Revenue Share

Paid quarterly · Stops at 1.5× return

2

Equity Upside

Post-money SAFE · Converts at next priced round



ACQUISITION PROTECTION



If acquired before 1.5× return

→ Balance paid at close



THE ASK

\$500,000

Seed Round

DUAL-SKU LAUNCH

- Flagship Deodorant
- Hair Tonic (Day 90)
- Multi-product ecosystem

DE-RISKED ENTRY

- Increased stability
- Broader market reach
- Two revenue streams

GROWTH LEVERS

+40%

Projected LTV

Hair Tonic drives higher Lifetime Value and repeat subscriptions

\$5M

Revenue Path

Scalable DTC model, 40% gross margins at scale. Break-even by month **16-20**

USE OF FUNDS

40%

Production

Both SKUs

20%

Operations

Fulfillment

30%

Marketing

Acquisition

10%

Legal & IP

Protection

SCALING URBAN GROOMING ECOSYSTEM

