

The Blue Ocean BioHacking Opportunity

Isagenix History

The Natural Evolution

2002

CLEANSING
(\$50M SALES)

2010

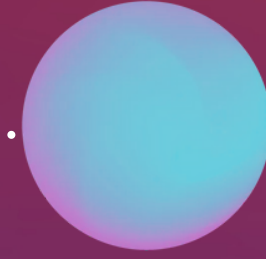
SOLUTIONS FOR
ANY BODY

2020

COLLAGEN

The Future

LONGEVITY
WELLNESS



What we've been doing isn't working!

According to Science Daily, health concerns affect 95% of the global population.



● Environmental concerns



● Over-manufacturing



● Economic and social challenges

How Did We Get Here?

A History Lesson



Factory Farming

Industrial scale farming began in the 1920's in the US



Pharmaceuticals

Golden Age 1930-1960's
Antibiotics, natural to synthetics, antipsychotics, beta blockers, etc.



Plastics

Became mass produced after WWII. Microplastics cause damage to human cells



Toxins

Synthetic pesticides, herbicides, insecticides, fungicides introduced in 1930's - contaminates air, water, soil and food

How Did We Get Here?



Workplace Dissatisfaction

4.3 Million Americans have left their jobs since 2021 with another 40% considering leaving their jobs in next 3-6 months



Civil Unrest

50% of Americans anticipate a civil war in the near future



Financial Stress

Less than 25% of Americans are debt free 40% of Americans couldn't afford a \$1,000 emergency Inflation at highest rate in over 40 years



Global Health Crisis

Covid-19 caused a world-wide shutdown, millions passed away

The Solution

A Focus On Prevention, Repair & Optimization

Longevity

- long life
- a fast-evolving subspecialty of preventative precision medicine

Biohacking

biological experimentation done on one's own body to improve the qualities or capabilities of individuals

Regenerative Health

the attainment of optimal physical and mental well being through the adoption of holistic healthy lifestyles that strengthen and renew the body and mind and prevent diseases.

The Three Tenets

1

AUTOPHAGY

2

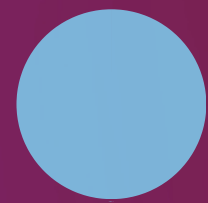
MITOCHONDRIA
FUNCTION

3

STRESS
REDUCTION

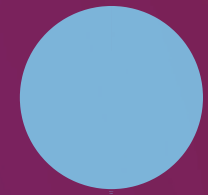
The Opportunity

The Longevity Economy



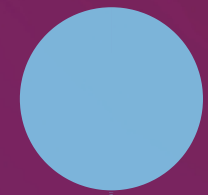
\$183B market

By 2028 (Researchandmarkets.com)



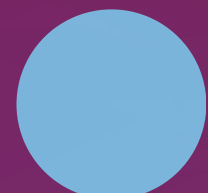
50% US consumers

Wellness is a top priority in day-to-day lives
(McKinsey Report)



Biohacking industry \$63B

By 2028 (Grandview Research)



“In five years from now, every venture fund will have a theme about the longevity market.”

Market Watch

Common Biohacking Methods



Cold Plunge

Sauna

Lymphatic Drainage

Intermittent Fasting

Breathwork

Caffeine

Tanning

Nootropics

Adaptogens

Meditation

Red Light Therapy

Raw Grass Fed Dairy

Sleep Optimization

Herbal & Nutritional Optimization

Quality Food Sourcing

Collagen & Bone Broth

NAD (Mitochondria Repair)

Rebounding

Target Market

1

Millennials

26-41 years old**

Place a higher focus on health & wellness than any other generation

77% of millennials saw a healthy balanced lifestyle as very or extremely important (pandemic spurred millennials to make disease & prevention their highest priority)

2

Gen Z

Ages 10-25***

Want to achieve equilibrium & balance. Gen Z will push wellness in new directions. They will be the driving force behind the continued conversation around physical, mental and social health, both from a consumer and employer standpoint.

3

Gen X

41-57 years old*

1. supplements make a difference in health (77%)
2. staying active is important (71%)
3. products with health benefits are worth money (67%)
4. mental health is a priority (66%)

Build Bigger With Longevity

Welcome to the Longevity Business



**Blue Ocean
Biohacking Opportunity Video**