

Neo-19™ - a homeostatic OTC cough medicine



NeoHack Life Sciences LLC (“NeoHack”) is a life science development company for oral care, pain relief, and proprietary homeostasis-oriented products. NeoHack is the IP-focused owner of WhiteHill Manufacturing’s Intellectual Property, a provider of oral care, skin care, herbal products, and more to customers including J&J and NuSkin for more than 30 years. We are passionate about developing innovative, homeostatic products (patent pending) that improve people's lives.

Our latest innovation: Neo-19™

Neo-19™ (OTC) reduces bacterial/viral coughing with homeostatic, patent-pending cough lozenges. Millions of people who have already contracted COVID-19 could have benefited from additional or alternative treatment methods in order to fight the onslaught of symptoms identified as the cytokine storm. Coughing is one of the most severe symptoms of COVID-19, and maintaining clear air passageways is paramount. Neo-19 directly addresses this, in a new and efficacious way that will be accessible over-the-counter. Neo-19 also works against other viral and bacterial symptoms.



The NeoHack Team



Ron Butler is a seasoned public company executive who has completed two IPOs and a host of private syndications. Wake Forest Business School Board 1988-2008.



Dr. Dale Brown, PhD. Dr. Brown is an American Cyanamid Scientific Achievement Awardee Scholar, author of 40 US patents.



Niklas James founded Siddis Group LLC, a private equity firm. He has previously worked at Bain & Company and Schlumberger. He holds an MBA from Harvard.

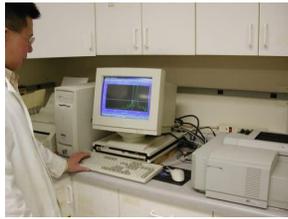
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Patent-protected second generation product launch



Over the past year, NeoHack has concentrated its research on developing Neo-19, which helps regulate the cytokine storm caused specifically by COVID-19. Neo-19 is a second generation product launch, building on its forerunner from 2016 which delivered 5 million OTC Xerostomia remedy doses without serious side effects or issues. Regulating the cytokine storm not only helps against coughing, but also provides inflammatory responses to diseases such as Type 2 Diabetes.

NeoHack has a pending patent application which outlines 24 methodologies, including high blood pressure, overactive immune system, and more.



Patent: [Synergistic Compositions And Methods of Achieving Homeostasis In Mammalian Systems](#)

All components have been sourced using FDA, GRAS (Generally Regarded as Safe) and nature identical ingredients showing anti-inflammatory results both in vitro and in vivo studies. The pilot run will validate production protocol and establish manufacturing SOPs and cGMP.

Pilot

The trial run would start within 4 weeks of funding. A go-to-market formulation, including samples for the sponsors of this campaign, should be ready to leave our manufacturing site and available to consumers within 120 days.



A 100-participant test group of COVID-19 positive tested patients will be provided enough product for a 42-day trial.

Expected validation may allow labeling the product as “For COVID-Related Cough”. Additional claims to be validated include “anti-viral” and “anti-inflammatory.”



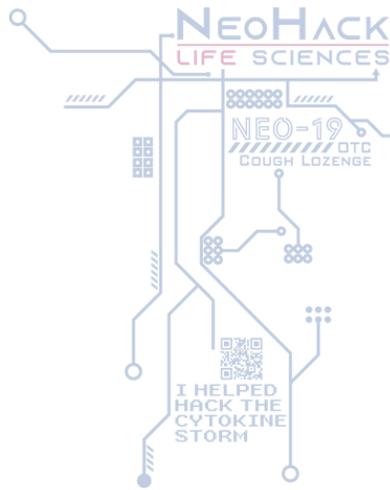
Development and testing costs

Pilot proofing test at \$15,000 in conjunction with established FDA registered manufacturer

First production run estimated at \$175,000 for analytical methods and stability testing (3 months)

COVID Test administration, analysis and lab testing \$100,000

Risks & Challenges



(1) While the NeoHack team has successfully commercialized similar formulations in the past, Neo-19 is nonetheless a new (modified) product which has not yet been clinically proven.

(2) While our research is sound and our pending patent establishes several mechanisms supported in medical literature, testing of the cough lozenge is necessary and may require more time and money.

(3) If we are unable to establish the anticipated study results, then this will limit and weaken the claims that can be used in the marketing of Neo-19.

Neo-19 go-to-market strategy

Pricing: Direct consumer package selling price will be \$32.99.

Cost: Estimated finished product - with packaging cost - will be less than \$0.08 per dose in a 100-unit consumer package.

Production: One production run can produce 3,500,000 lozenges.

Channels: Amazon FBA, website, and select retail and licensing partners.

