



MAY NEWSLETTER

Investing in Growth, Accelerating Value

**THANK YOU TO ALL THOSE WHO JOINED US FOR THE
LB EQUITY INVESTMENT FORUM ON APRIL 24TH
INVESTING AT THE INTERSECTION OF BEAUTY, WELLNESS AND CBD**



FORUM RECAP AND FOLLOW UP MATERIALS COMING SOON



BEAUTY INDUSTRY NEWS

[Beauty Deals:
M&A Transactions in Q1 2019](#)

CANNABIS NEWS

[Retail Experiments With Cannabis:
Chains from Walgreens to Barneys
are Clearing a Space for Cannabis
Products in the Next Big Test for the
Pot Industry](#)



LB EQUITY ADVISOR ROBERT CHARLES



Robert 'Bob' Charles is an advisor to LB Equity and serves on the Board of Directors of Blamco. He is currently leading rebranding efforts for Blamtastic's Diaper Boss and Rash Boss products and helping to guide the brand's distribution and marketing strategy.

Charles founded North Star Advisors, LLC (NSA) in 2004, a strategic management, global sourcing, and growth-stage investment and advisory firm. NSA has incubated, launched, advised, and/or scaled some 8 start-up ventures, including catalyzing some \$150M of opportunistic, early/growth stage investments in the advanced materials, consumer goods, emerging technology, financial services, healthcare/medical devices, real estate, and social media industries.

Formerly, Charles served as president of an early-stage medical technology company, executive vice president of Global Consumer Financial Services at Ford Motor Credit Company, partner of CSC Index, and president of an automotive aftermarket start-up. He held senior positions with Bain & Co., Exxon Corp., and JP Morgan Chase.

Charles earned an MBA from Harvard University, BA from Dartmouth College, and Corporate Director Certification from Northwestern's Kellogg School of Management.

BEFORE

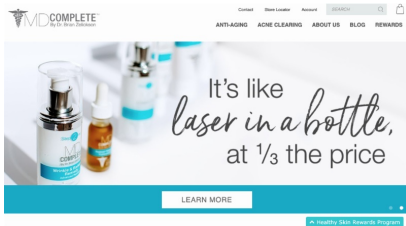


INTRODUCING DIAPER BOSS: THE REBRANDED BLAMTASTIC BOOTY SPRAY

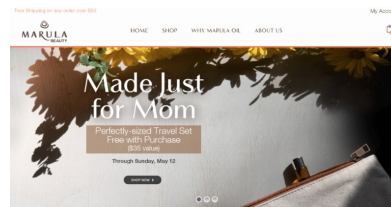
*FINAL PACKAGING DESIGNS
PENDING CONFIRMATION

AFTER





MD COMPLETE
UNDER FINAL REVIEW
FOR JULY 2020 LAUNCH
AT WALGREENS



MOTHER'S DAY AT MARULA
RECEIVE TRAVEL SET (\$35 VALUE)
WITH ANY PURCHASE ON MARULA.COM
THROUGH SUNDAY, MAY 12

We are continuing to accept capital from investors as we are in the process of closing out our \$50 million LB Equity Emerging Growth Fund. Please contact investorrelations@lbequity.com for more information.

[LB Equity Website](#)

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