



SHIMASILI

PantiSHIELD™

Preserve Pricy Panties

The First Preventative Solution for pH-Driven Fabric Deterioration

Protecting the garments women want to keep longer.



THE PROBLEM

Natural pH, moisture, and friction gradually weaken delicate fabrics, causing:



Fabric
Thinning



Discoloration



Texture
Breakdown



Irritation &
Discomfort

Consumers replace garments prematurely due to biological fabric damage, not simply wear and tear.



11.3 MILLION TONS

of U.S. Textile Waste Annually
(earth.org)



THE SOLUTION

PantiSHIELD™ is a preventative fabric protection spray designed to help reduce pH-driven deterioration in intimate garments.

Applied before wear or laundering, it creates a breathable protective barrier intended to help preserve fabric integrity while supporting garment longevity.

- ✓ Helps extend garment life
- ✓ Lightweight and fast drying
- ✓ Naturally derived ingredients
- ✓ Supports sustainable fashion habits
- ✓ Designed for cotton, lace, silk, and shapewear



MARKET OPPORTUNITY

TARGET AUDIENCE

Gen Z and Millennial women who:

- Value sustainability
- Purchase quality apparel and undergarments
- Prioritize wellness and self-care
- Want to extend the life of garments they love



PantiSHIELD is not limited to luxury lingerie. The solution is designed for any intimate garment consumers want to preserve longer.



WHY PARTNER WITH US

COMPETITIVE ADVANTAGE

- ✓ First preventative solution specifically addressing pH-driven fabric deterioration
- ✓ Creates a new category: Intimate Fabric Wellness
- ✓ Industry research shows strong trends for sustainable, niche, quality-focused products
- ✓ Prime for e-commerce and DTC growth
- ✓ Prime for private label
- ✓ Market access across lingerie, wellness, apparel, and specialty retail channels
- ✓ Integration builds brand loyalty, helping customers keep products they love longer



PRODUCT SNAPSHOT

APPLICATION

Spray and dry before wear or laundering

FORMULA

Clear, lightweight, non-staining

POSITIONING

Intimate Fabric Wellness

STAGE

Patent Pending
Pre-Seed
Seeking Co-development

OUR VISION

Redefining how women care for intimate garments by introducing preventative fabric wellness into everyday garment care.

LET'S CONNECT

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