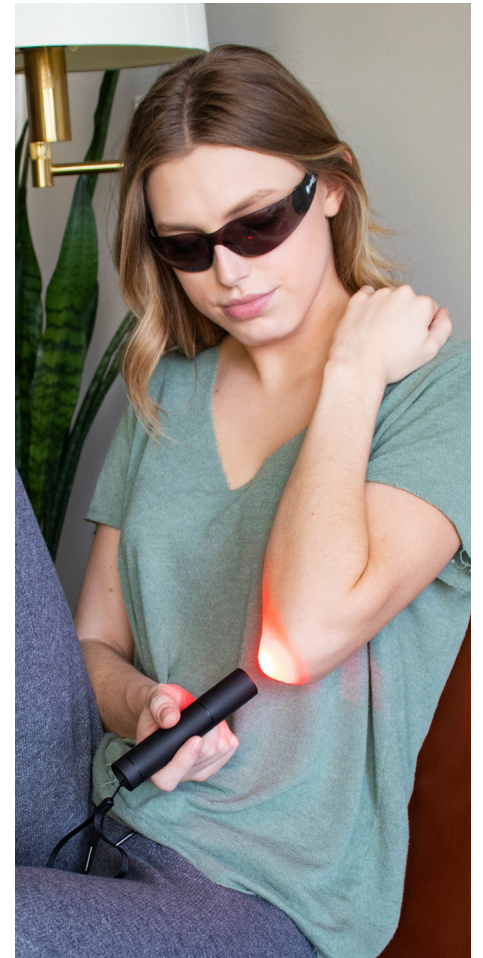


 **truedark[®]**
Wholesale Opportunities



Introduction

We are a wellness technology brand and a leader in creating innovative light-based technology products that support human health, recovery, and performance.

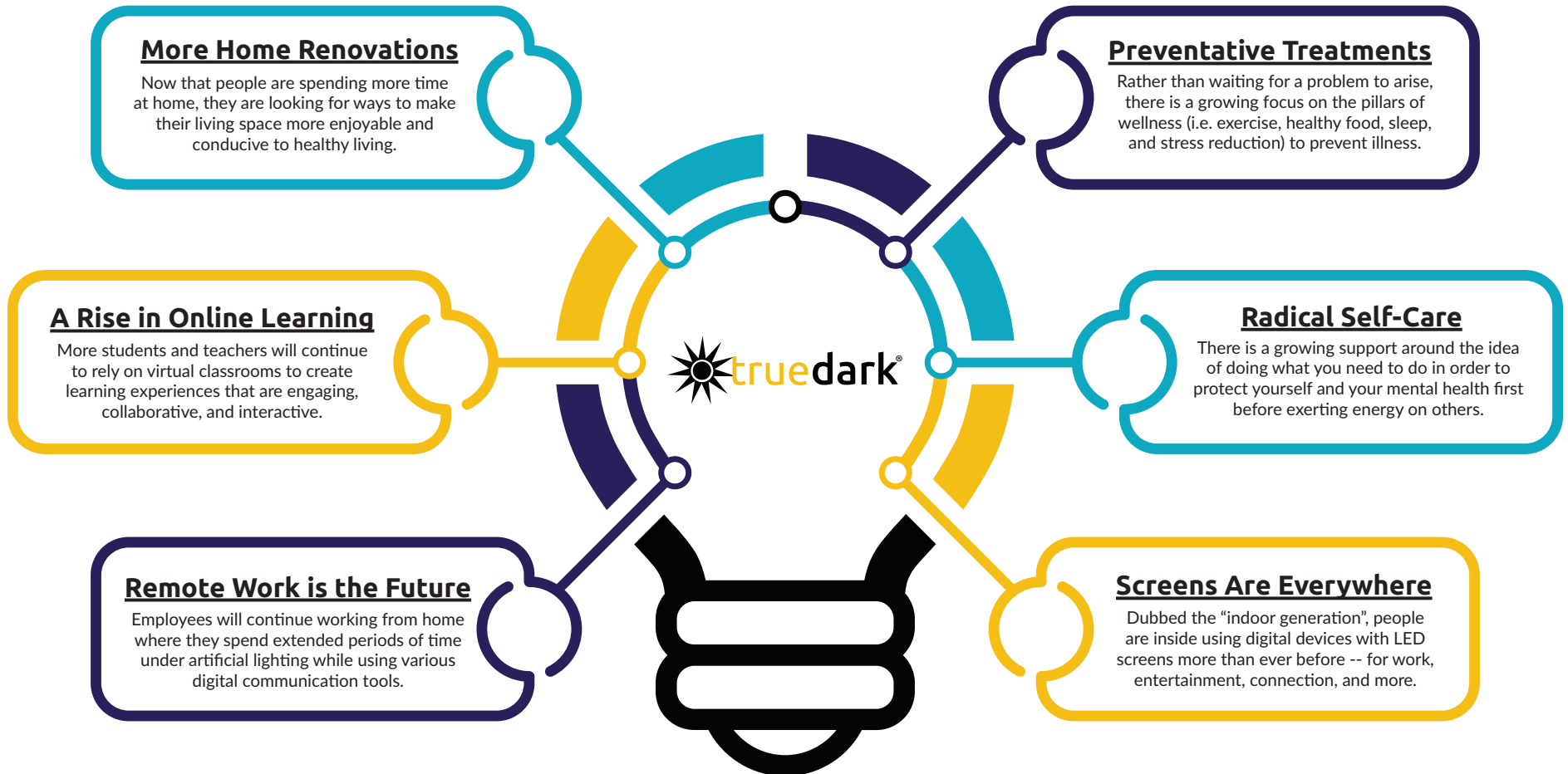
While TrueDark eyewear blocks specific wavelengths of “junk” light, our TrueLight product line consists of LED light therapy device, light bulbs, nightlights, flashlights, and accessories that emit healthy light for healthier living. Our mission to help people get the right amount of certain types of light at the right times of day so that they can feel and function their best. That’s why we work with top industry experts, research scientists, and manufacturers to develop the most innovative products on the market. We take great pride in carefully crafting products that work as hard as you do.



Founded by Dave Asprey, the “Father of Biohacking”, creator of Bulletproof Coffee and the Bulletproof diet, and 4X’s New York Times® Best Seller.



Market Trends



Why You Should Work With Us

TrueDark relies on advanced science to create the most dynamic, light-based technology products on the market for people living in our busy, modern world.



Our Edge



Innovation

We are always first to the market with products that support many different lifestyles and wellbeing.



Growth

We aren't a one-trick pony. We offer a comprehensive collection of products and are actively expanding into new markets.



Quality

All of our products and packaging are carefully crafted with special attention to detail. People see and feel the difference.



Profitability

We have seen an incredible interest in our products and YOY return on investment, even at the height of the pandemic.



Intellectual Property

The technology in our products is not only the best, it is proprietary.

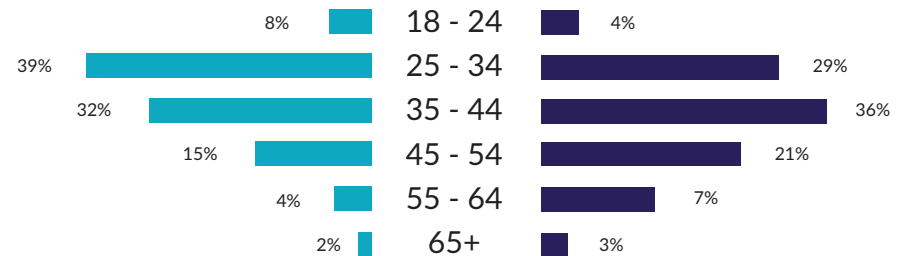
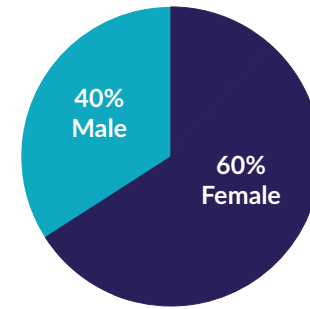


Reputation

People trust us because we put forth our best effort, always. If our name is on it, we care how it impacts people.

The People Who Love Our Products

Our target market is men and women between 25-54 who are active, own many digital devices, and who care about making healthy lifestyle choices.

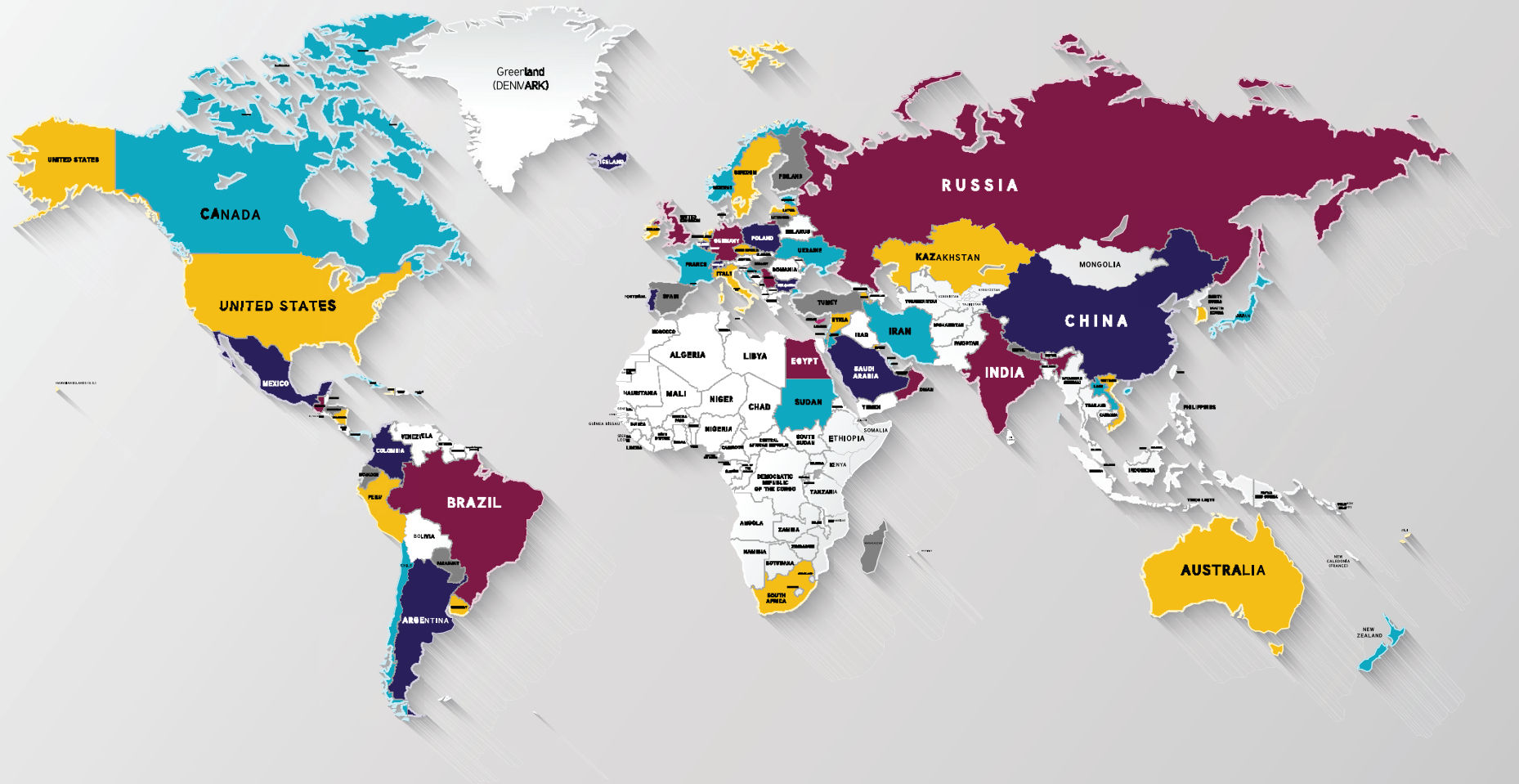


Here are just some audiences that thrive using TrueDark and TrueLight products:

- Office Workers
- Shift Workers
- Students
- Teachers
- New Parents
- Kids
- Athletes
- Military Personnel
- Doctors
- Flight Attendants
- People who live in areas that experience the “midnight sun”

Where Our Customers Live

TrueDark products are used in all 50 U.S. states and more than 50 countries across the globe.



Press & Media

Health

mindbodygreen

THRIVE
GLOBAL

Forbes

Men'sHealth

WIRED

**BUSINESS
INSIDER**

Prevention

The Washington Post

To learn more about wholesale opportunities with TrueDark, please contact:

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Follow @TrueDark on:

