



TRIBAL  
THERAPEUTICALS™  
AOTEAROA NEW ZEALAND

# NOT JUST TEA TREE. THE WHOLE OF THE TREE. THE WHOLE OF LIFE.™

A New Functional Wellness Category  
Emerging from Aotearoa New Zealand

Tribal Therapeutics is pioneering a premium ingestible "Whole-of-Tree™" wellness extract platform derived from New Zealand's endemic mānuka and kānuka species using proprietary hydrosol enhancement and phenolic extraction technology.

Designed for the rapidly growing global functional wellness market, Tribal's gender-specific:

**MĀNUKA FOR HER™** | **KĀNUKA FOR HIM™**

"Life-Force™" extracts combine endemic botanical science, indigenous wellness philosophy, and modern extraction technology to create a new category of daily wellness ritual products positioned at less than USD \$2 per day.

100% PURE  
NATURAL  
NO CHEMICALS  
NO ADDITIVES  
NO COMPROMISES.



## WHOLE-OF-TREE DELIVERS WHOLE-OF-LIFE THERAPEUTICALS.™

SUPPORTING WHOLE-BODY WELLNESS NATURALLY

  
DIGESTIVE  
WELLNESS

  
MICROBIOME  
BALANCE

  
IMMUNE  
RESILIENCE

  
NATURAL  
DETOXIFICATION


  
ENERGY &  
VITALITY

  
SKIN  
HEALTH

  
WHOLE-BODY  
WELLNESS

100% NATURAL  
NO INTRODUCED CHEMICALS  
NO SYNTHETIC ADDITIVES  
NO PRESERVATIVES

  
LAUNCH MARKET:  
**SOUTHERN CALIFORNIA**  
FUNCTIONAL WELLNESS RETAIL

 2 LITER  
PREMIUM  
WELLNESS EXTRACT

 USD \$49  
RRP


 APPROX.  
USD \$1.63  
PER DAY

ONE 60ML WELLNESS SHOT EACH MORNING.  
ONE BOTTLE = APPROX. 30 DAYS SUPPLY.

LESS THAN  
HALF THE COST  
OF A COFFEE



*"May the life-force be with you...  
because then you have the power."*

 [tribalteatree.com](http://tribalteatree.com)



## EXECUTIVE SUMMARY

### Whole-of-Tree Wellness Extracts from Aotearoa New Zealand

Tribal Therapeutics is pioneering a new category of natural ingestible wellness products built around New Zealand's endemic mānuka and kānuka tea tree species. Unlike conventional natural health products that isolate single compounds or rely on synthetic formulations, Tribal's proprietary Whole-of-Tree™ extraction process captures the broader spectrum of naturally occurring bioactive compounds resident throughout the:

- Leaf.
- Flower.
- Stem.
- Branch.
- Bark.
- Essential oil.
- Hydrosol components of the tree.

This integrated extraction philosophy is designed to preserve the “life-force” and metabolic intelligence naturally evolved within these species over millions of years of geographic isolation in New Zealand. The resulting products being:

- **Mānuka for Her™** (Leptospermum Scoparium).
- **Kānuka for Him™** (Kunzea Robusta / Ericoides).

By combining indigenous botanical knowledge, modern extraction science and premium wellness positioning into a gender-specific therapeutics platform designed for the rapidly expanding global functional wellness market we have a product that due to its unique ethnobotanical legacy, no other country in the world can emulate or copy in any attempt to compete.

#### 1. Endemic New Zealand Origin

Mānuka and kānuka evolved independently in the isolated ecosystems of Aotearoa New Zealand, producing unique suites of the following compounds that are not naturally replicated elsewhere in the world.

- Phenolics.
- Tannins.
- Minerals.
- Water-soluble bioactives.
- Essential oils.



## 2. WHOLE OF TREE™ EXTRACTION

Most botanical wellness products isolate only:

- Oils.
- Powders.
- Or single compounds.

Tribal Therapeutics extracts from the complete plant structure to preserve:

- Water-soluble compounds.
- Metabolic bioactives.
- Naturally assimilable wellness-supportive molecules.

## 3. PROPRIETARY HYDROSOL ENHANCEMENT

Following distillation, we have what we refer to as the “**Standard**” grade ingestible hydrosol which if subjected to a re-filtering process through the cooked botanical biomass using a proprietary low-temperature technology, it unlocks additional phenolic compounds and whole-of-tree bioactives, we produce “**Premium**” grade ingestible wellness extract. Much richer in the naturally occurring phenolic and water soluble whole-of-tree compounds, delivering a more efficacious, pathogen inhibiting product.

### (a) Commonly Associated Wellness Support Benefits\*

*Consumers in the functional wellness market commonly seek products supporting:*

- Digestive wellness.
- Microbiome balance.
- Immune resilience.
- Natural detoxification pathways.
- Skin vitality.
- Energy and recovery.
- Whole-body wellness support.

*The Tribal “Life-Force™” extracts are positioned as:*

- 100% natural.
- No introduced chemicals.
- No synthetic additives.
- No preservatives.
- Designed for daily wellness ritual consumption.

### (b) Daily Wellness Ritual Model

Recommended use:

- 60ml morning wellness shot.
- One 2-liter bottle = approximately 30 days’ supply



**(c) Recommended Retail Pricing (RRP)**

- USD49 per 2-liter bottle.
- Approximate daily cost is USD1.63 per day:

This places Tribal Therapeutics competitively within the rapidly growing US functional wellness category while offering significantly larger serving volume and a unique whole-of-tree endemic botanical story.

**Comparative Daily Wellness Product Pricing (US Market)**

<b>Product Category</b>	<b>Typical Daily Cost (USD)</b>	<b>Typical Positioning</b>
Starbucks Coffee	\$3.50 – \$6.00	Energy / daily ritual
Kombucha Wellness Drinks	\$3.00 – \$5.00	Gut health / probiotics
Ginger/Turmeric Wellness Shots	\$3.00 – \$6.00	Immunity / detox
Apple Cider Vinegar Tonics	\$1.50 – \$3.00	Digestion / metabolism
Premium Collagen Drinks	\$2.50 – \$5.00	Skin / recovery
Adaptogenic Mushroom Elixirs	\$3.00 – \$7.00	Stress / cognition
Athletic Recovery Shots	\$2.50 – \$5.00	Hydration / performance
Daily Supplement Packs	\$2.00 – \$4.00	General wellness
<b>Tribal Life-Force™ Extract</b>	<b>USD1.63/day</b>	<b>Whole-of-Tree wellness ritual</b>



## STRATEGIC POSITIONING

***Tribal Therapeutics is not positioning itself as:***

- Another tea tree oil company.
- Another supplement.
- Another wellness shot.

***Instead, the company is positioning itself at the intersection of:***

- Endemic New Zealand botanicals.
- Indigenous wellness philosophy.
- Whole-of-tree extraction science.
- Ingestible phenolic wellness.
- Premium daily ritual consumption.

***This creates a differentiated platform capable of appealing to:***

- Wellness consumers.
- Functional beverage users.
- Natural healthcare markets.
- Premium retail wellness chains.
- Culturally aligned international capital partners.

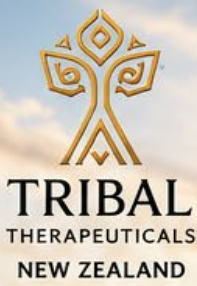
## BRAND DOCTRINE

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**Whole-of-Tree delivers Whole-of-Life Therapeutics.”™**

*“May the life-force be with you... because then you have the power.”*

\*These statements relate to general wellness support positioning only and are not intended to diagnose, treat, cure or prevent disease.



# NOT JUST TEA TREE. THE WHOLE OF TREE. THE WHOLE OF LIFE™

100% PURE. 100% NATURAL. 100% UNIQUE.

NATURE'S INTELLIGENCE. CAPTURED IN EVERY DROP.

LESS THAN

**\$2**  
PER DAY

\$1.63 PER DAY\*  
60ML DAILY SHOT

ONE BOTTLE =  
ONE MONTH

**BORN IN  
NEW ZEALAND.  
MADE BY NATURE.  
PERFECTED BY SCIENCE.**

Endemic Mānuka & Kānuka evolved in isolation for millions of years.

Our proprietary whole-of-tree extraction captures the life-force and metabolic intelligence of the tree.

For whole-of-life wellness.

NO  
CHEMICALS.  
NO ADDITIVES.  
NO COMPROMISES.  
EVER.

## THE WHOLE-OF-TREE DIFFERENCE (US vs. THEM)

### TRIBAL LIFE-FORCE™ WHOLE-OF-TREE EXTRACT

- ✓ Whole plant. Whole benefits.
- ✓ Retains 100% natural compounds.
- ✓ Natural phenolics & bioactives retained.
- ✓ Water-soluble nutrition your body can use.
- ✓ Daily ritual for whole body wellness.

### MOST OTHER WELLNESS PRODUCTS

- ✗ Isolated compounds or synthetics.
- ✗ Key compounds often lost.
- ✗ Poorly absorbed (not whole body).
- ✗ Generic ingredients. Mass produced.
- ✗ Occasional use, not a daily ritual.



LESS THAN  
**HALF THE COST**  
OF A COFFEE

## WHY TRIBAL IS UNIQUE



### WHOLE-OF-TREE EXTRACTION

Leaf, stem, bark & branch naturally extracted.



### REVERSE FILTRATION TECHNOLOGY

Preserves water-soluble phenolics & bioactives.



### RICH IN NATURAL PHENOLIC COMPOUNDS

The life-force and metabolic intelligence of the tree.



### 100% PURE HYDOSOL EXTRACT

The most bioavailable form of plant wellness.



### NO INTRODUCED CHEMICALS

Just pure, living plant intelligence.

REAL PLANT INTELLIGENCE. REAL RESULTS.



### DIGESTIVE WELLNESS

Supports healthy digestion & gut microbiome balance.



### IMMUNE RESILIENCE

Supports natural defenses.



### SKIN HEALTH & RADIANCE

Nourishes skin from within.



### DETOX & CLEANSING

Supports natural detox pathways.



### ENERGY & VITALITY

Promotes natural energy & well-being.



### BALANCE & HORMONAL WELLNESS

Supports overall balance for men & women.

## YOUR DAILY RITUAL. YOUR LIFE-FORCE.

- ✗ 60ML DAILY SHOT Each morning.
- ✗ Drink straight or mix with water.
- ✗ One bottle = one month.



ONE SHOT.  
ONE MONTH.  
COMPLETE  
WELLNESS.



CLEAN. NATURAL.  
POWERFUL.  
EVERY DAY.



NATURE DESIGNED  
FOR BALANCE.

**MĀNUKA FOR HER**  
NURTURE. RESTORE.  
PROTECT.

**KĀNUKA FOR HIM**  
STRENGTH. ENDURANCE.  
RESILIENCE.

2 LITER BOTTLE

**\$49.00**

ONLY \$1.63 PER DAY\*



"The best daily wellness habit I've ever started."



MADE IN  
NEW ZEALAND



SUSTAINABLY  
SOURCED



NON-GMO



VEGAN  
FRIENDLY



GLUTEN  
FREE



THIRD-PARTY  
TESTED

FROM THE ANCIENT FORESTS  
OF NEW ZEALAND TO YOU.  
A UNIQUE GIFT OF NATURE.  
A DAILY GIFT TO YOURSELF.



May the life-force be with you... because then you have the power.

INSPIRED BY WISDOM. DRIVEN BY SCIENCE. DELIVERED FOR LIFE.

TRIBALTEATREE.COM



LEARN MORE

\*Based on 60ml daily serving. Individual results may vary. This product is not intended to diagnose, treat, cure or prevent any disease.