



Bringing revolutionary product to market, through simple innovation, for the benefit of all.

For more information about this investment opportunity, contact:

Michael Bauman, CEO
mb@healthguardianoralcare.com
570-947-3730

Visit our website at
healthguardianoralcare.com

PRODUCT VIDEO LINK

<https://drive.google.com/file/d/1uicSJct6w0y6RIzVXSj4nvXVXm-nNzWc/view>



PROUDLY MADE IN THE USA

Problem Context:

At present... 250 million Americans suffer from periodontal (gum) disease.

Tooth brushing only removes 50% of the disease causing plaque.

Dentists recommend flossing as an essential part of oral hygiene.

Only about 40% of Americans floss.

Plaque is the leading cause of tooth decay and bad breath.

Problem:



Conventional rolled dental floss is painful to use



Plaque is left behind



Flossing with conventional rolled dental floss is awkward to use



Old Fashion Dental Flossers

Ineffective and difficult to use when made with thick floss for people with tight interspaces.

These old fashioned dental flossers are made with a single strand of dental floss.

No mechanism to really remove plaque from your gumline and out of your teeth.

Solution

HGOC's REVOLUTIONARY FLOSSING DEVICE LINES



HGOC's Disposable Dental Flossers Featuring HGOC's Triple Action Cleaning System!

As the bottom ribbon cleans below your gum line, lifting bacteria, plaque tarter and food particles, its' open area between the bottom ribbon and top ribbon captures and lifts bacteria, plaque, tarter and food particles out of your gum line. At the same time, the top ribbon removes this disease causing bacteria from the rest of your teeth all the way to the crown! Plus, it will prevents unsightly stains from forming between teeth.



HGOC's Full-Size Ergonomically-Designed Flossing
Handle with Replaceable Floss Heads

Market

- More than \$1.2 billion was spent on convenience dental products last year.
- An estimated \$900 million was spent on single-use disposable dental flossers.
- Less than 40% of the potential users maintain a daily flossing routine.



HGOC's strength and profitability lies in the fact that it is a lean and hungry merchandising company which will be staffed with experienced marketing professionals, selling innovative patent protected products, with a complete marketing and sales apparatus.

Business Model:



HGOC'S INITIAL CHANNELS OF GROWTH WILL BE FOCUSED WITHIN FOUR BASIC INDUSTRIES.

- SALES DIRECTED TOWARDS THE MASS MARKET ACCOUNTS.
- PROFESSIONAL ACCOUNTS.
- SPECIALTY ACCOUNTS.
- ONLINE DIRECT TO CONSUMER.

Based upon HGOC's belief that new innovative patented oral care products will drive this industry, HGOC acquired the exclusive patent rights in May, 2019. Upon funding, the construction of the first two semi-automatic machine centers will be built under the direction of the CEO who has fabricated more than ten machine centers.

HGOC's corporate infrastructure will be geared towards handling large increases in sales volume with minimal increases in fixed expenses, allowing high levels of incremental profits to fall to the bottom line.

HGOC's strength and profitability lies in the fact that it is a lean and hungry merchandising company, which will be staffed with experienced marketing professionals who sell innovative patent protected products with a complete marketing and sales apparatus.

Competition

Health Guardian Oral Care - Advantages



The H&BA industry like the single use disposable oral care market is highly fragmented. Rarely does a single brand have an overwhelming market share to completely dominate a category.

In the single use oral care industry, there are about 10 companies vying for shares of the market. Only 4 companies have sales exceeding 10 million, while the other 6 companies have sales between 500k – 10 million.

- HGOC believes that new and innovative disposable single-use oral care products are the primary reason for the recent growth in this small but expanding dental floss subcategory known as convenience floss products.
- HGOC believes our new innovative, patent protected oral care products will drive this industry.
- HGOC's opportunity lies in its ability to build the sales of these two patent-pending oral care product lines, which would include multiple put-ups and line extensions.
- HGOC believes that once a critical mass is achieved other complementary oral care products can be added to exploit.
- HGOC's customer base, which will increase the company's core product range and overall sales and profits.
- HGOC believes our patent-pending Triple Action Cleaning System will bring many new oral health care benefits to the consumer and will change the way people floss around the world!

4 YEAR PROJECTED PROFITS

HGOC with its two new patent pending products and infrastructure is poised to expand rapidly with annual production capacity to sell \$1,800,000 at 80% utilization at factory billings delivering a dead net profit of 27% during its first 12-months of operations.

HGOC's corporate infrastructure will be geared to handle large increases in sales volume with minimal increases in fixed expenses, allowing high levels of incremental profits to fall to the bottom line.

HGOC's strength and profitability lies in the fact that it is a lean and hungry merchandising company which will be staffed with experienced marketing professionals, selling innovative patented products, with a complete marketing and sales apparatus.



	2021	2022	2023	2024
Sales	\$1,800,000	\$3,600,000	\$6,000,000	\$10,000,000
Net Profit %	27%	30%	33%	35%
Net Profit \$	\$483,000	\$1,050,000	\$2,00,00	\$3,500,000

FOUNDERS – MANAGEMENT TEAM



President

HGOC have secured a President upon funding, our President, is one of the most experienced executives in the single-use dental flosser industry. In 1981, in advance of forming Plackers Corp., he along with colleagues in another business marketed the first dental flosser in the industry. The dental flossers sold under the Mother Hubbard brand and were sold to CVS and other US chain accounts. In 1985, he co-founded Plackers Corporation with the patent holder. They manufactured and sold the Plackers brand and manufactured the Gillette Oral-B division's Flossettes on an OEM basis. After selling his interest in Plackers, he founded Lordan Laboratories, Inc., which marketed Plakettes dental flossers, Plakettes whitening flossers and Dr. Mikey's dental flossers for kids. During his career, he grew industry sales from a startup to about \$20M at factory billings (\$50M at retail) on a global basis. In addition, he has fabricated more than ten industrial-use dental flosser machine centers, and he has manufactured and sold over two billion dental flossers.

Michael Bauman CEO / Inventor

Michael Bauman, CEO/ Inventor, has designed four different proprietary oral care products in the past several years under Health Guardian LLC. He continues to refine new product designs to bring to market through Health Guardian Oral Care, Inc. He has experience in supply chain management, sales and operations.

Early Accomplishments

Product Line

Design/engineering completed

Prototype

Production completed

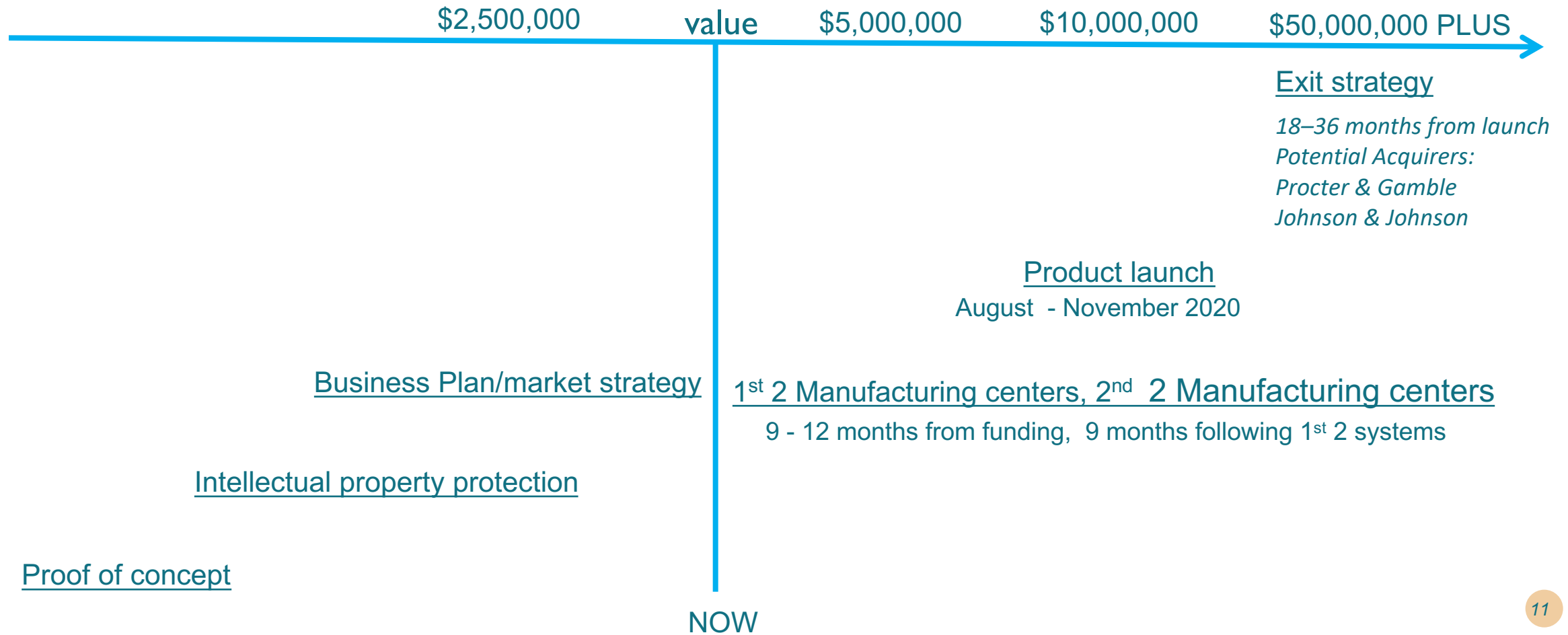
Intellectual Property protection

Patent pending - May 3, 2019

Business Plan/market entry strategy completed



Business Stages, Value, and Exit



EXPENSES - FINANCIAL

HGOC'S INITIAL CHANNELS OF GROWTH WILL BE FOCUSED WITHIN FOUR BASIC INDUSTRIES WITH SALES DIRECTED TOWARDS THE MASS MARKET ACCOUNTS, PROFESSIONAL ACCOUNTS, SPECIALTY ACCOUNTS AND ON-LINE DIRECT TO CONSUMER.

\$400,000 will finance the fabrication of our 2 machine center, all start-up costs, payroll and leave the company with \$275,000 in finished inventory.

Our Disposable Dental Flosser machine center will produce 30,000,000 dental flossers annually.

Our Second machine center will produce 15,000,000 single use replacement heads and the appropriate quantity of handles.

Our two machine centers will be up and running 6 to 9 months from funding, at which time we will start selling to the Mass: CVS, Walgreens, Walmart, Target, Safeway, Kroger... etc. Professional: Henry Schein, Paterson Other: Online - Launching our online members club with automatic shipping every three months. To mirror Harry's Razor (Selling our full-size Flosser with Replaceable heads and our single use Flossing Pics)



Note #1: Will leave HGOC with \$200,000 in net account receivables after all sales costs including freight.

Note #2: Sales -Travel Expenses * will be short \$8,000 which will be taking out of cash flow.

Note #3: Operating Expenses ** will be short \$12,000 which will be taking out of cash flow.

HGOC START - UP EXPENSES – ESTIMATE

	DESCRIPTION	AMOUNT
MACHINEY & EQUIPMENT		
1	Injection Molds	75,000
2	Auxiliary Equip., Tensioning and Take-Off	25,000
3	Blister Machine for Hand Held Device	20,000
4	Bagging Machine for Disposable Flossers	15,000
5	Miscellaneous Tooling	7,000
		142,000
PACKAGING & LABOR		
6	Packaging - Minimum Purchases	34,000
7	Dental Floss - 2 Styles	10,000
8	Manufacturing & Labor to make Inventory	58,000
		102,000
PAYROLL		
9	Payroll – 3 Months (Start-Up)	30,000
10	Payroll – 9 months	90,000
		120,000
OPERATING EXPENSES		
11	Operating Expenses-3 Months (Start-Up)	6,000
12	Operating Expenses- 9 Months	18,000**
		24,000
SALES – TRAVEL EXPENSES		
13	Travel Expenses	12,000*
	Total Start-Up Expenses – Round 1	400,000

HGOC FINANCIAL

Description	2021	2022	2023	2024
Sales	1,800,000	3,600,000	6,000,000	10,000,000
Cost of Goods	(465,000)	(900,000)	(1,320,000)	(2,000,000)
Gross Profit	1,335,000	2,700,000	4,680,000	8,000,000
Gross Profit %	75%	75%	78%	80%
Advertising	(300,000)	(720,000)	(1,200,000)	(2,000,000)
Sim. Incentives	(10,000)	(20,000)	(40,000)	(60,000)
Commissions	(90,000)	(180,000)	(300,000)	(500,000)
Freight Out	(90,000)	(180,000)	(300,000)	(500,000)
Cash Discount	(36,000)	(72,000)	(120,000)	(200,000)
Damage Allow.	(36,000)	(72,000)	(120,000)	(200,000)
Total Expenses	(562,000)	(1,244,000)	(2,080,000)	(3,460,000)
Gross Profit	773,000	1,456,000	2,600,000	4,540,000
Less G&A				
Salary Officers	(144,000)	(240,000)	(360,000)	(400,000)
Salary Others	(20,000)	(30,000)	(74,000)	(140,000)
Company Adv.	(40,000)	(50,000)	(60,000)	(240,000)
Travel	(20,000)	(30,000)	(40,000)	(80,000)
G&A	(46,000)	(56,000)	(66,000)	(180,000)
Total G&A	(270,000)	(406,000)	(600,000)	(1,040,000)
Net Profit \$	483,000	1,050,000	2,000,000	3,500,000
Net Profit %	27.0%	30.0%	33.0%	35.0%

Reasons to Invest in Health Guardian Oral Care

PRODUCT

HEALTH GUARDIAN ORAL CARE, INC.
HAS DEVELOPED TWO OF THE MOST INNOVATIVE AND EFFECTIVE
PATENT - PROTECTED DENTAL FLOSSING PRODUCTS WORLDWIDE.



MARKET

- Innovative, convenience flossing aids represent the fastest growing segment in the dental floss product category.
- In the next five years, the Dental Floss Category is expected to increase by 100%.
- This is one of the most profitable categories in retail.

TEAM

HGOC have secured a President upon funding, our President is one of the most experienced executives in the single-use dental flosser industry. He has fabricated more than ten industrial-use dental flosser machine centers, and he has manufactured and sold over two billion dental flossers.

Michael Bauman, CEO / Inventor, has designed four different proprietary oral care products in the past several years. He continues to refine new product designs to bring to market through Health Guardian Oral Care, Inc.

PROJECTED RETURN ON INVESTMENT

Return on investment takes into consideration several factors (ROI).

- Industry (One of the most profitable categories in retail).
- Gross profits - Cost of Goods Sold (COGS) vs. Manufacturers Suggested Retail Prices (MSRP).
- Manufacturing and automation.
- Products and ability to easily create line extensions.
- Repurchase cycle (sales per store per week per chain).
- Distribution – Account quality within multiple trade classes, drug, food, professional ...etc.
- Age of company and product lines.
- Purchasing company.
- *Patent protection.

Based on industry standards, we are placing a ROI of 2-times annual sales, which we believe to be a conservative estimate not withstanding the patent protection, which could more than double the ROI.

Note #1: The form of the purchase can vary significantly – cash purchase, stock purchase, a combination or variation.

Note #2: In rare cases, companies within the dental industry have sold as high as 12-times annual sales.

Note #3: Refer to slide number 7 -- sales estimates in the financial page (for the years 2020 \$13.6m - 2023 \$10m). The ROI could more than double owing to the *Patent Protection.”



INVESTMENT CONSIDERATION



Health Guardian Oral Care is offering blocks of stock for \$25,000 each.

Each block of stock equals 1% equity of Health Guardian Oral Care.

\$25,000 investment - Purchases 1 Block of stock = 1% ownership.

ROUND 1 - GROUND FLOOR

The \$400,000 will finance the fabrication of our 2 machine center, all start-up costs, payroll and leave the company with \$275,000 in finished inventory.

Our Disposable Dental Flosser machine center will produce 30,000,000 dental flossers annually.

Our second machine center will produce 15,000,000 single use replacement heads and the appropriate quantity of handles.

Our two machine centers will be up and running 6 to 9 months from funding, at which time we will start selling to the Mass: CVS, Walgreens, Walmart, Target, Safeway, Kroger... etc. Professional: Henry Schein, Paterson Other: Online - Launching our online members club with automatic shipping every three months. To mirror Harry's Razor (Selling our full-size Flosser with Replaceable heads and our single use Flossing Pics)

This initial funding will enable HGOC us to obtain additional funding using purchase order factoring as collateral and obtain conventional bank finance.

EXIT STRATEGY

We believe that within 18 – 36 months from launch there is a possibility our two product lines would purchased by a large oral care company such as Procter and Gamble or Johnson & Johnson so they can take it Global!

THIS IS A LIMITED OPPORTUNITY - We are selling 16 blocks of stock in this ROUND 1- GROUND FLOOR.

ROUND 2- IF NECESSARY

A second round of investments might be necessary to increase the companies inventory, fund accounts receivables and build our second set of machine centers which will double the companies production capacity and profits!

If a second round of investments is necessary we are projecting a \$50,000 investment for 1% equity, because our first two machines center will be up and running and we will have product sales history for the mass market accounts, professional accounts, specialty accounts and our direct to consumers with reoccurring revenues.

To learn more about this exceptional investment opportunity and return on investment contact:

Michael Bauman, CEO
570-947-3730
mb@healthguardianoralcare.com

Visit our website at
healthguardianoralcare.com

THANK YOU!

PRODUCT VIDEO LINK

<https://drive.google.com/file/d/1uicSJct6w0y6RIzVXSj4nvXVXm-nNzWc/view>

