




MDSOLARSCIENCES[®]



THE SCIENCE OF HEALTHY, BEAUTIFUL SKIN
MADE SIMPLE, MADE CLEAN, MADE FOR YOU.

The image features four petri dishes on a light green background. The top-left dish contains a white, fluffy substance. The top-right dish contains a curved, orange-brown strip. The bottom-left dish is empty. The bottom-right dish contains a small plant specimen with purple flowers and green leaves, surrounded by several clear, spherical droplets of varying sizes. The text "From research to real life." is overlaid in white, serif font across the middle of the dishes.

From research
to real life.

THERE'S NO SKIN CARE QUITE LIKE SUN CARE – ESPECIALLY WHEN IT'S CLEAN AND SAFER.

In 2010, leading NYU dermatologic oncologist, Dr. Robert J. Friedman sought to create a line of SPF formulas his patients would actually want to wear every day. At the time, the market was flooded with SPF products that were uncomfortable to wear and filled with controversial ingredients, and he knew he could create something better.

Dr. Friedman perfected a line of clean, highly efficacious, nourishing SPF formulas designed to protect, prevent and restore skin from harsh environmental factors including damaging UV rays and free radicals. The result was a luxurious line of professional-grade SPF and skincare that provides broad-spectrum protection, feels amazing and is designed for daily use.

Today, MDSolarSciences continues to deliver these pioneering, benefit-packed formulas and has grown significantly since our founding. The brand has evolved with customer needs and technological advances and remains rooted in science. We're looking to the future of skin wellness as climate-ready skincare.

MDSOLARSCIENCES®



(SHE)

SKIN HEALTH EXCHANGE COUNCIL

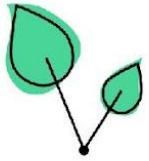
The SHE Council plays an integral role at MDSolarSciences by expanding the company's expertise in the medical and scientific community. The members support a range of activities including helping to develop and review products, create educational programs, and promote overall skin wellness and the importance of daily SPF. The SHE Council is an invitation-only council, comprised of leading medical professionals across the United States.

Deanne Mraz Robinson MD, FAAD | Jamie Kim PA-C
Sydney Givens PA-C | Mara C. Weinstein Velez M.D., FAAD | Lizette Ludwig RN, BSN
Alexis Stephens DO, FAOCD, FAAD | Jamie Hanson MD FAAD

OUR KEY BRAND COMMITMENTS

High-performing products, mindfully made.

MDSolarSciences' highly effective formulas are some of the healthiest, cleanest and safest. Recommended by dermatologists nationally as a leading skincare and sun care brand.



SKIN WELLNESS

- Dermatologist Developed
- Skin Cancer Foundation Seal of Approval
- Gentle enough for children 6 months+
- Designed for all skin types, including most sensitive



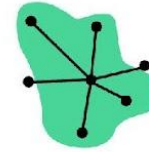
THE ENVIRONMENT

- Clean Ingredients
- Sustainable Packaging
- Reef Safe Mineral Formulas
- Top EWG Rated Mineral Formulas (Environmental Working Group)



ANIMAL SAFETY

- PETA Animal Test Free Certified
- Cruelty Free
- Vegan Formulas

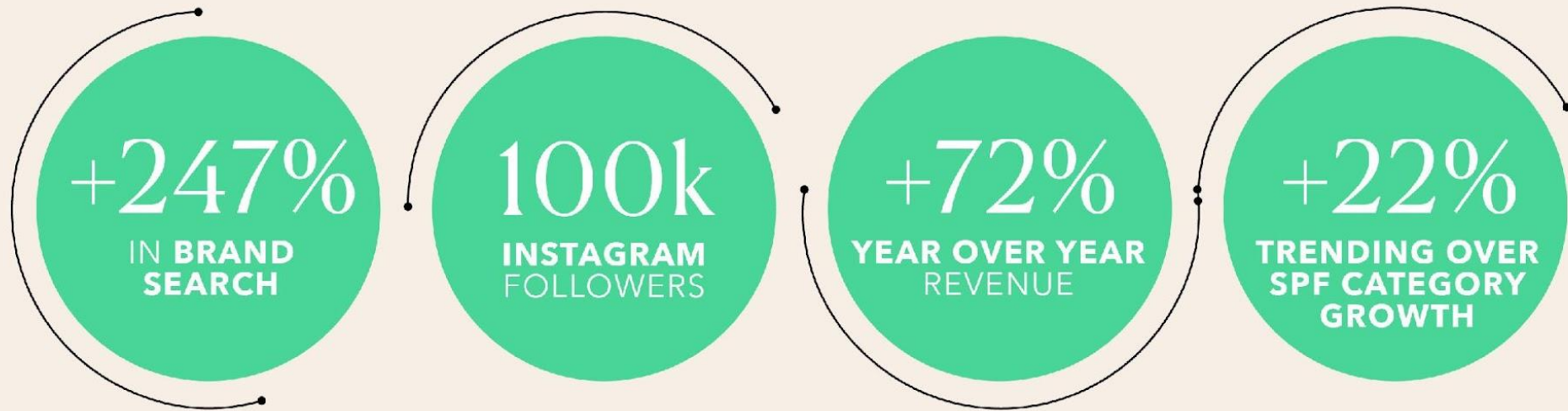


INCLUSIVITY

- Quality skincare accessible to all
- Recognizes and respects all skin tones and types
- Gluten-free, Paraben-free, PABA free, Hypoallergenic

REAL LIFE STATS

More than just a pretty face.



EARLY SUCCESS AT A MAJOR NATIONAL RETAILER:

- Over-performing forecast estimates by +345% (In-Store Velocity)
- The average item u/s/w is pacing at 0.35
- Drove an increase spend per transaction by 33% in units and dollars per category-wide transaction
- Brought new customers into the sun care and skincare category who hadn't shopped within the last 52 weeks
- Attracts a diverse consumer base including White, Hispanic, Black and Asian
- Appeals to males too: 27% of purchases were made by men
- Appeals to consumers that have an affinity to acne/healthy skin, sun care and skincare segments

THE ACCOLADES

Major Results. Major Impact.



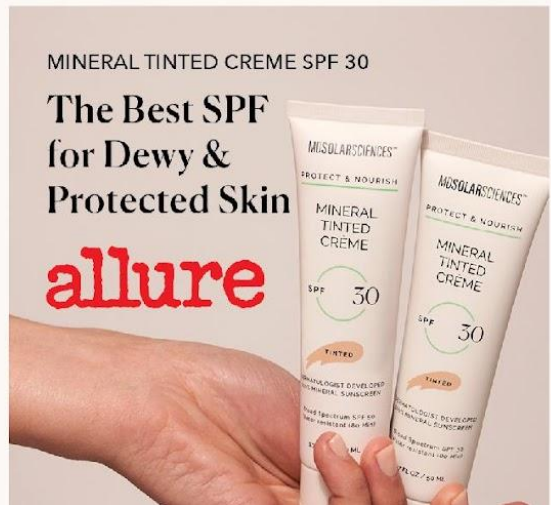
SOLAR STICK SPF 40
Best of Beauty
2022: Skin Care
allure



MINERAL MOISTURE DEFENSE SPF 50
The Best Mineral
Sunscreens Based On
Extensive Testing
Forbes



MINERAL TINTED CREME SPF 30
The Best SPF
for Dewy &
Protected Skin
allure



**DAILY PERFECTING
MOISTURIZER SPF 30**
The Best
Moisturizers
with SPF
Health



**HYDRATING SHEER
LIP BALM SPF 30**
Trustworthy Lip
Balms With SPF
That Will Protect
Your Pout
VOGUE



MINERAL CREME SPF 50
The Best Pregnancy-Safe
Sunscreens Of 2023,
According To Derms
Women's Health



KIDSTICK SPF 40
Best Sunscreen
Sticks for Mess-
Free Application
GLAMOUR



GLEAM + GLOW SPF 50
Best for a Glow
VOGUE

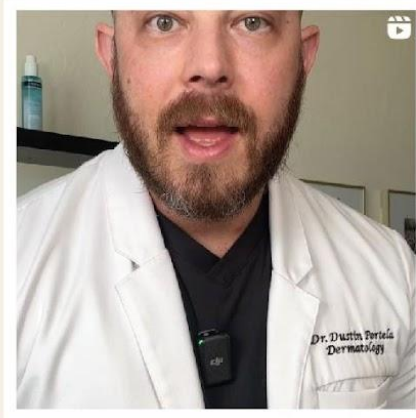


We have Skinfluence.

SOCIAL



Aimee Song
Following: **7.3M**



Dr. Dustin Portela
Following: **2.94M**



Hiram
Following: **4.58M**



Dr. Alexis Stephens
Following: **354.3K**



Dr. Chris Tomassian
Following: **2.2M**



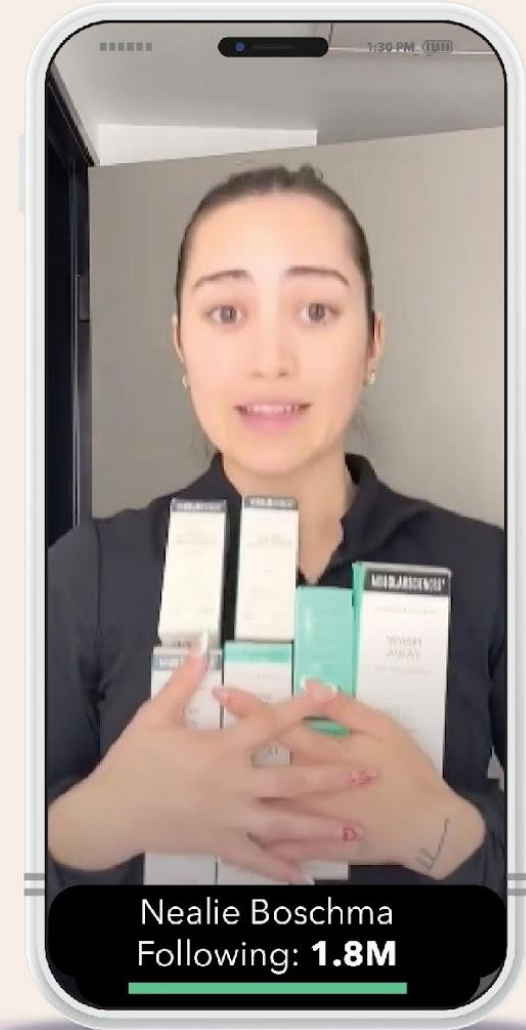
Amy Chang
Following: **2.1M**



Eva Chen
Following: **2.4M**



Emma Roberts
Following: **20.2M**



Nealie Boschma
Following: **1.8M**

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BRAND LOVE

Five star reviews that speak volumes.

Let me tell you - it is my favorite tinted spf! It goes on smoothly, leaving a matte finish. It's one of the very few spfs that doesn't leave me feeling sticky and does not cause any break outs!

MINERAL TINTED
CREME SPF 30




★ ★ ★ ★ ★
This has been my every day sunscreen since I first tried it. Good price. Nice whipped texture that smooths on perfectly. My skin feels soft. No scent. No shine.

MINERAL CREME SPF 30



I love the consistency of this gel-like cream. It hydrates and absorbs instantly. I have been using it for over a month and I see a difference in my under eye area, looking more rested, refreshed and hydrated. It also helps with puffiness.

MD RESTORE
EYE GEL



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Product Portfolio



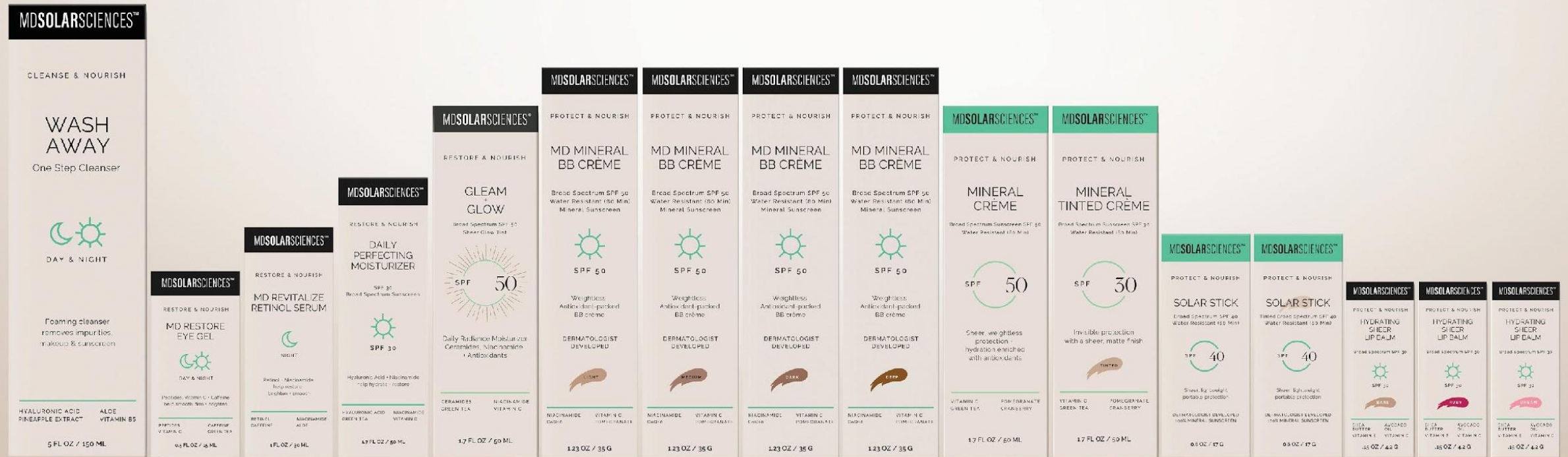
Nourishing formulas that improve skin health over time.

PROTECT

PREVENT

RESTORE

Suncare is Skincare



PROTECT & NOURISH

Daily Wear Mineral SPF Collection

Smooth formulas, with invisible UVA UVB protection, that feel light as air and leave a smooth, matte finish. Preps the skin for makeup or worn alone for a natural look. For face and body.

MINERAL MOISTURE DEFENSE SPF 50

- PROTECT:**
100% pure Mineral Zinc Oxide delivers broad spectrum protection and protects against UVA/UVB rays and blue light.
- PREVENT:**
Caffeine + Niacinamide help reduce redness and even skin tone.
- RESTORE:**
Blend of ceramides helps preserve skin's natural moisture barrier.

MINERAL CRÈME SPF 50 + MINERAL TINTED CRÈME SPF 30

- PROTECT:**
Blends effortlessly, evens out your skin tone. Top EWG rated. Water and sweat resistant to highest level, 80 minutes.
- PREVENT:**
Mineral SPF is safe to use for even the most sensitive skin. Great for post procedural care.
- RESTORE:**
Vitamin C, green tea, cranberry fruit, and pomegranate extracts.

SOLAR STICK SPF 40 + SOLAR TINTED STICK SPF 40

- PROTECT:**
Lightweight, pure mineral, easy-to-apply stick delivers powerful, invisible protection.
- PREVENT:**
Shea butter helps moisturize and soothe skin.
- RESTORE:**
Enriched with Vitamin C and E extracts.



MDSOLARSCIENCES®

RESTORE & NOURISH

Skincare Collection

Minimal multi-tasking daily regimen that nourishes skin with time-released technology. Packed with powerful antioxidants and skin-restoring ingredients that hydrate and revitalize skin.

WASH AWAY ONE STEP CLEANSER
MD RESTORE EYE GEL
MD REVITALIZE RETINOL SERUM
DAILY PERFECTING MOISTURIZER SPF 30

CLEANSE

Low foam cleanser gently exfoliates and removes makeup and mineral sunscreen in one step.

REVITALIZE

Eye serum helps reduce the appearance of puffiness, dark circles, and fine lines. 5 types of collagen-signaling peptides firm skin.

RESTORE

Evening serum with encapsulated retinol restores radiance and helps reduce fine lines and pores for a filter-like finish.

MOISTURIZE

Daily dose of SPF and time-released moisturizers to hydrate skin. Snow mushroom, grape extract, Vitamin C, caffeine and niacinamide help reduce sun damage.



MDSOLARSCIENCES®

GLOW & NOURISH

Skin Perfectors Collection

Luxurious, lightweight whipped textures blur imperfections, and restore skin over time. All can be used as a primer or alone. Choose a matte or radiant finish.

MD MINERAL BB CRÈME SPF 50 Shades: Light, Medium, Dark, Deep

- PROTECT:** Mineral Broad Spectrum SPF protection suitable for all skin types, designed to work across all Fitzpatrick skin tones.
- PREVENT:** Squalane, caffeine and niacinamide.
- RESTORE:** Vitamins C + E, CoQ10, green tea, cranberry + pomegranate extracts.

GLEAM + GLOW SPF 50

- PROTECT:** Broad-spectrum SPF 50 shields skin from damaging UV rays, while peptides and hyaluronic acid leave skin with a sheer, natural glow.
- PREVENT:** Niacinimide, green tea extract, camellia leaf extract.
- RESTORE:** Ceramides, Vitamin C, Aloe extract provide all-day hydration.

NEW! TINT + TONE

- PROTECT:** Broad Spectrum SPF 50 protects against UVA/UVB rays and blue light. Tested on sensitive, acne prone skin.
- PREVENT:** Vitamin C, Green Tea + Rosehip brighten, balance & firm skin.
- RESTORE:** Time released blend of Hylauronic Acid + Ceramides hydrate.



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INTRODUCING Mineral BB Crème SPF 50 in Shade Deep

Customized mineral formula developed specifically for dark skin tones to blend perfectly without a cast. Protects skin with SPF 50 while blurring pores with a matte finish.



SHADE FINDER MD Mineral BB Crème SPF 50



IVORY TO FAIR

BEIGE WITH GOLDEN
UNDERTONES TO OLIVE

MID TO DARK BROWN

DEEPLY PIGMENTED,
RICHEST BROWN

Might be freckled,
burns easily,
sometimes tans.

Occasionally freckles,
burns sometimes,
able to tan.

Rarely freckles,
almost never burns,
easily darkens in sun.

Never Freckles,
never burns,
melanin-rich.

LIGHT



MEDIUM



DARK



DEEP



PROTECT & NOURISH

Hydrating Lip Balm Collection

Moisture-rich, broad-spectrum formula hydrates, tints and protects for soft, supple lips. Just the right amount of tint, with natural moisturizing ingredients, for a smooth, creamy texture.

HYDRATING SHEER LIP BALM SPF 30

- **PROTECT:**
Protect: Broad-spectrum SPF 30 protects lips in this ultra-moisturizing formula.
- **PREVENT:**
Antioxidants Vitamin C and E help prevent free radical damage while nourishing.
- **RESTORE:**
Packed with Shea Butter + fortified with Squalane, Avocado, Olive, and Jojoba Oils.

• AVAILABLE IN 7 UNIVERSALLY FLATTERING SHADES

SHIMMER



SPICE



RUBY



BLUSH



NEW! DREAM



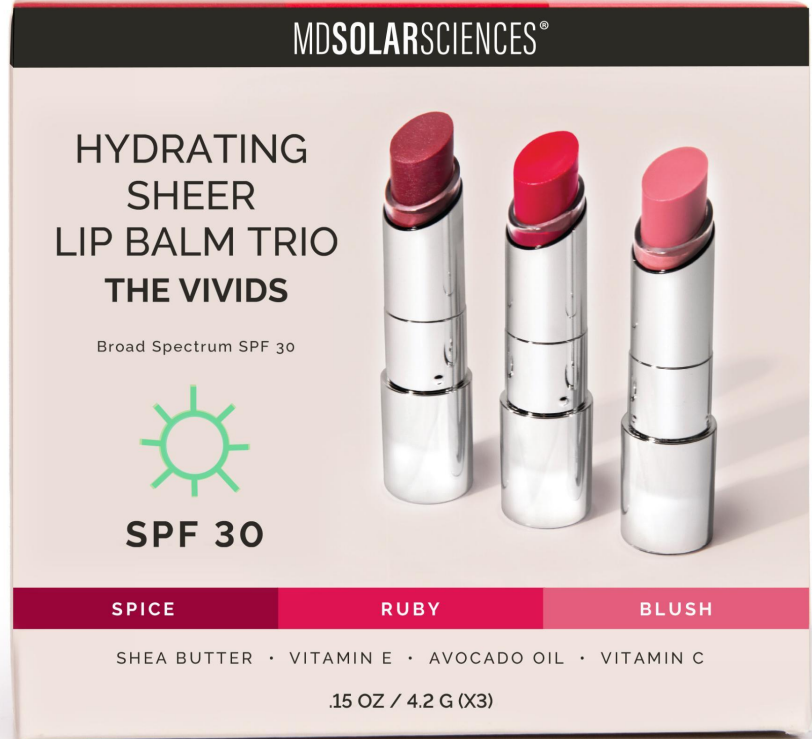
BARE



NEW! CRYSTAL (clear)



MDSOLARSCIENCES®



MDSOLARSCIENCES KIDS



Product Portfolio Overview

Mineral KidCreme SPF 50
For fuss-free blending

Mineral KidStick SPF 40
For simple reapplication

Mineral KidSpray SPF 40
For quick application



MDSOLARSCIENCES



Kids Products Working Together



THE STICK

For small places
like cheeks and ears.



THE CRÈME

For all over face and
shoulder protection.



THE SPRAY

For the whole body
and hard to reach areas
like the back and legs.





2023 PRODUCT INNOVATION

Facing Forward

INTRODUCING Advanced Hydration Creme

Advance your skin's health while you sleep with this time-released deeply hydrating night crème.

KEY BENEFITS

- Clinically proven to help reverse and correct signs of sun damage and aging over time.
- Mushroom Peptides reduce wrinkles, dark spots and repair sun damage.
- Ceramides, Squalane and Hyaluronic Acid deeply penetrates skin with time-released formula and retains moisture while protecting skin barrier. Combats dehydration for 24 hours.
- Our proprietary antioxidant complex **ProVentionR**, that works to **Protect**, **preVent** and **Restore** effects from UV rays and environmental stress.
- Synthetic Fragrance Free.



MDSOLARSCIENCES®

EXCLUSIVE KITS AVAILABLE

Glam Squad

KIT CONTENTS:

- **Full Size!** Gleam + Glow SPF 50
- **Full Size!** Hydrating Sheer Lip Balm SPF 50 - Dream
- Linen/cotton eco-friendly cosmetic pouch



MDSOLARSCIENCES®

EXCLUSIVE KITS AVAILABLE

SPF Balm Squad

KIT CONTENTS:

- **Full Size!** Mineral BB Crème SPF 50 - Light
- **Full Size!** Hydrating Sheer Lip Balm SPF 50 - Blush
- Linen/cotton eco-friendly cosmetic pouch

ALSO AVAILABLE IN:

- **Full Size!** Mineral BB Crème SPF 50 - Medium
- **Full Size!** Hydrating Sheer Lip Balm SPF 50 - Spice
- Linen/cotton eco-friendly cosmetic pouch



MDSOLARSCIENCES®

Brand Marketing Support

DIGITAL MARKETING

Lifestyle Integrations & Brand Partnerships
Co-branded Display & Video Campaign

CONSUMER PROMOTION

In-store Demos, Promotions & Sampling Events
P.O.S. & Shopper Education

PUBLIC RELATIONS

Beauty Editor Events
Talk Shows & News Outreach

SOCIAL MEDIA CAMPAIGNS

Derm Evangelists
Medium and Micro Influencer Outreach Events

INFLUENCER PARTNERSHIPS

Millennial Skincare Experts & Mommy Bloggers
Active & Beauty Focused GenX/Boomers



Social Media Support

MDSOLARSCIENCES®

IN-STORE ACTIVATION

High Impact Programs

BUILD AWARENESS, DRIVE TRIAL AND CONVERT TO PURCHASES:

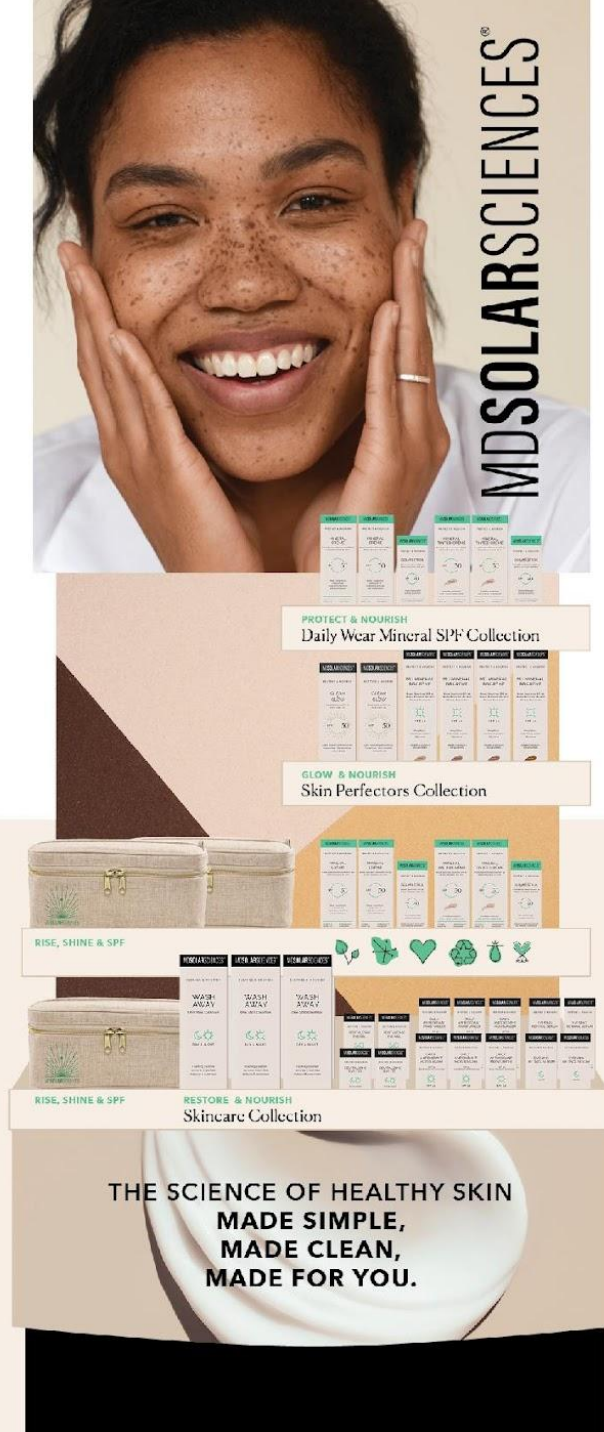
- Skincare Regimen Sampling (skincare and cosmetics with SPF)
- Staff Incentive Programs/Contests

ENGAGE GUESTS & BUILD RAPPORT WITH BEAUTY CONCIERGE TEAM MEMBERS:

- In-Store Education & Staff Trainings
- Influencer tentpole events
- Engaging social media campaigns with tags and mentions

SUPPORT STRONG PURCHASE INCENTIVE AT P.O.S.:

- Work with Partners on POS Marketing and Merchandising
- Participate in Corporate programs and general incentives/themes (e.g. Sensitive skin focus)
- Evaluate the strategic utilization and funding of in-store promos
- Beauty Bag/demos and other in-store marketing programs



BRAND PILLARS

Addressing true skin health:

MDSolarSciences' professional-grade, dermatologist-developed products bring a preventative approach to skincare that not only protects skin but addresses real skin concerns, from fine lines to dark spots. Signature complexes in every formula have been developed to protect, prevent and restore skin health. Our formulas are distributed by top ranked dermatologists and spa professionals in the US, as well as national e-commerce sites and retailers.

SPF AT OUR CORE

True skin health starts with daily 365-day protection from UV rays and environmental factors. SPF is the #1 pro-aging product.

PRESTIGE-FORMULAS AT APPROACHABLE PRICE POINTS

Our formulas are medical grade at approachable price points. We believe everyone deserves skin wellness. It's important to support accessibility with affordability without compromising quality – a priority for MDSolarSciences.

SUSTAINABILITY

We believe "clean" is about more than ingredients, it's an understanding of the product ecosystem. All our packaging is 100% recyclable and carries the Sustainable Forestry Initiative seal for responsible paper sourcing. Our formulas are waterless and made at a carbon neutral manufacturing facility. And we are highly ranked by the EWG for using non-toxic ingredients for people and the planet.

INCLUSIVITY

We hold a strong belief in making dermatological skincare more available to ALL. We're committed to the belief that quality skincare isn't reserved for the doctor's office, and should be inclusive of all skin types and tones, providing skin wellness solutions to all.

MDSOLARSCIENCES®

Distribution Pillars/Channels:

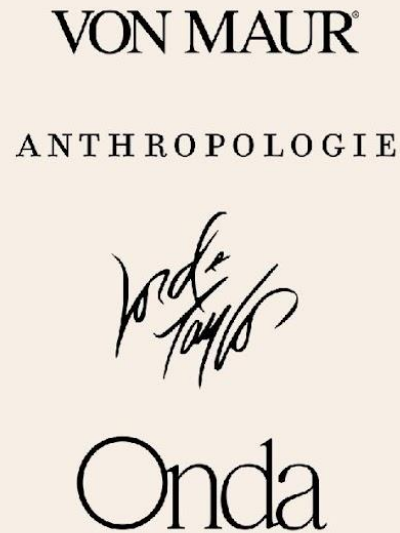
PROFESSIONAL



RESORT SPAS



PRESTIGE-OMNI



E-COMMERCE



PROFESSIONAL-OMNI





Thank You.

CONTACT:
ACotaling@MDSOLARSCIENCES.COM

MDSOLARSCIENCES®