

# 75% of Americans are chronically dehydrated

But water alone is not enough. You lose electrolytes through daily life including travel, exercise, temporary or chronic illness, pregnancy/breastfeeding, common medications, and alcohol.

Replacing electrolytes is the key to proper hydration.

# 1% loss in water can lead to severe dehydration

Long term effects of chronic dehydration can lead to increased cholesterol, premature aging, kidney failure, Alzheimer's and more.

We believe that proper hydration is the foundation of health.

## **Current Solutions Fall Short**



WATER

Water is not enough on its own and doesn't replace essential electrolytes lost from travel, exercise, illness, alcohol, and many medical conditions or medications.



**ELECTROLYTE WATER** 

"Electrolyte water" has a negligible amount of electrolytes that aren't even enough to make it onto the nutritional label.



**SPORTS DRINKS** 

Sports drinks are loaded with added sugar and artificial ingredients. The average sports drink has 36g of added sugar which can actually be dehydrating.



**OTHER ELECTROLYTE MIXES** 

Other electrolyte mixes are made with added sugar and synthetic ingredients and often aren't backed by science.

Cure is the only Oral Rehydration Solution (ORS) made with plant-based, non-GMO ingredients like coconut water.



SCIENCE BACKED



PLANT BASED



NON-GMO





NO ADDED SUGAR



VEGAN



GLUTEN FREE

# Cure Hydration

Overview

Cure is a premium hydration brand with a science–backed formula, plant–based ingredients, and no added sugar or artificial sweeteners. Each serving of Cure is packed with the perfect blend of sodium, potassium and glucose that your body needs to hydrate most effectively. These essential electrolytes and ingredients come from natural sources like coconut water, pink Himalayan salt, and fruit juice powders, eschewing harmful ingredients like cane sugar, dextrose, erythritol, and more, so that you don't have to compromise between health and taste.

Unique Selling Proposition Cure delivers hydrating electrolyte drink mixes that stands out in today's market: effective, safe, and irresistibly refreshing. We use only clean, natural ingredients, ensuring every sip meets our uncompromising standards for quality, efficacy, and taste.

Mission

We will create effective, plant-based, and delicious products that provide the ultimate foundation for health and well-being.



# 

- <sup>1</sup> Science Backed Hydration
- Based on the World Health Organization's formula for Oral Rehydration Solution (ORS)
- The ORS formula has 50+ years of research behind it and is proven to hydrate as effectively as an IV drip
- FSA & HSA Eligible

<sup>2</sup> Plant-Based Ingredients

- Cure is the only ORS made with plant-based, non-GMO ingredients like coconut water
- No added sugar, artificial sweeteners, or sugar alcohols

<sup>3</sup> Better Values

- For every purchase made, we donate a serving of Cure to someone in need
- Female-founded and led











# Us vs. Them

# cure

25 calories

0g added sugar

\$1.64 per serving

Well-balanced electrolytes and plantbased ingredients

FSA/HSA Eligible



45 calories

11g

added sugar

\$1.64 per serving

Synthetic ingredients and added sugars

FSA/HSA Not Eligible

# hydrant

25 calories

6g added sugar

\$1.25 per serving

Synthetic ingredients and added sugars

FSA/HSA **Not Eligible** 



5 calories

1g sugar

\$1.66 per serving

Unbalanced and synthetic electrolytes that lead to further dehydration

FSA/HSA Not Eligible

**BASED ON A 160Z SERVING** 

#### INTRODUCING







### We took our same effective formulas and made them in delicious, kid-friendly flavors.

### Kid-Friendly Scientific Formula

- Pediatrician approved
- Based on the World Health Organization's formula for Oral Rehydration Solution (ORS)
- The ORS formula has 50+ years of research behind it and is proven to hydrate as effectively as an IV drip
- FSA/HSA eligible

### Better Ingredients

- Kid-approved taste, formula parents can trust
- Certified Non-GMO, Gluten-Free & Kosher
- Free of: added sugar, sugar alcohols, milk, egg, soy, peanut, sesame, wheat, fish & shellfish allergens
- No artificial or synthetic: flavors, sweeteners, preservatives, colors & dyes

### Plant-Based Formula

- Made with 100% plant-based ingredients
- like coconut water
- Uses real ingredients like fruits and vegetables
- to create great-tasting flavors
- Vegan



**HYDRATION** 



**FORMULATED** 





SUGAR



**BASED** 





# Cure is now live in 13,000+ stores

E-COMM

cure











**GROCERY** 











EREWHON

**PHARM + HEALTH** 





kindbody



**TRAVEL + WELLNESS** 





**Auberge Resorts Collection** 

THE WELL

M/RAVAL.



CIBO EXPRESS' GOURMET MARKETS

# Supporting Customer Trends

Consumers are demanding products that use better ingredients, have functional benefits, and a lower carbon footprint



QUALITY + VALUE

- Quality product at value prices
- Non-GMO, plant-based ingredients
- Pricing competitive to market

CATEGORY GROWTH

- The electrolyte drink mix category grew 173% over the last 52 weeks
- 65% of consumers look for function in what they eat and drink
- 75% of consumers will pay more for clean-label ingredients

SUSTAINABILITY

- 95% less packaging than a ready-to-drink
- 5% of the weight of a ready-to drink leading to fewer carbon emissions
- Plastic Neutral Certified as of April 2023
- FSC certified material for display boxes
- Implementing EcoCart on our DTC site allowing customers to purchase carbon offsets
- Submitted B Corp application in 2024

PHILANTHROPY

- In 2023, we partnered with QueensCare Health
  Centers (QHC), a quality primary healthcare provider
  in Los Angeles County offering services to any
  patient in need regardless of ability to pay, to donate
  a serving of Cure for every purchase made across all
  of our channels
- We have donated over 190,000 servings of Cure to individuals in need

# Our Customer

#### **DEMOGRAPHICS**

- 65% Female, 35% Male
- Aged 25-55
- Active, health conscious

#### **USE CASES**

- Travel / On the go
- Pre and post workout
- Short term and chronic health conditions
- Before / After drinking alcohol

#### WHY THEY LOVE US

- Clean ingredients, no added sugar
- Science-backed and effective
- FSA/HSA Eligible
- Women-owned











#### Liked by cure and 196 others

girlonahike Summer is here folks, and that means it's sweating season in Utah 😥 I'm always on the lookout for a new and better electrolytes hydration powders and recently came across @curehydration of the things I can't stand with most powders is fizz and carbonation and his doesn't have that hooray! Cure contains all organic ingredients plus has 4x the amount electrolytes as other brands. After a run or hike I drink one of these and instantly feel better. Read more about what

#### HIGH ALTITUDES











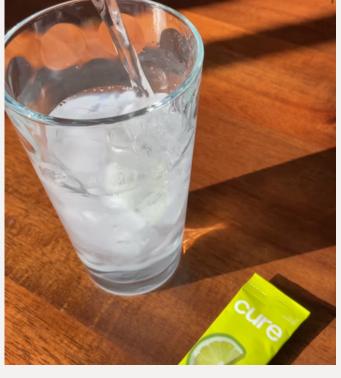
Liked by cure and 37 others

littleadaptsbyjax 💦 CURE HYDRATION 💦

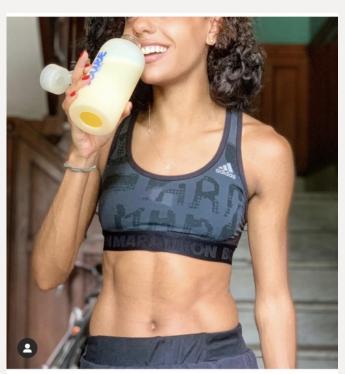
If you've been following me for a little while, you know that I SWEAR by my daily dose of @cure - especially during pregnancy and breastfeeding postpartum! I wanted to share this amazing product and brand this week in light of International Women's Day as it was started by fellow BADA\$\$ woman entrepreneur and friend, @laurenpicasso iii She created this organic, low sugar product bc nothing else on the market was meeting her post workout and plant-based, nongmo ingredient needs.

#### **NEW MOMS**





STARTING THE DAY





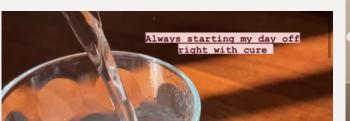
174 likes



imtinyrik I've sweat more in the last 2 days than I have in the last 2 months here in Boston 😥 #summertime #hydrate #keepgoing

imtinyrik \* Golden Hour \* from @curehydration giving me back my life energy

#### **BEFORE/AFTER WORKOUT**













Liked by cure and 73 others

badass.w.a.bad.ass Whitedown deep here

I have tried EVERYTHING to try and help my chronic dehydration, but everything on the market is too surgery. @cure is my staple now, I even used it for my more recent colonoscopy prep! (Obvs a clear flavor and not my usual mixed

#### **HEALTH CONDITIONS**



TRAVEL



# What they're saying...

## HELLO!

"Gwyneth Paltrow's miracle
health hack – an electrolyte
powder that prevents
dehydration without the added
sugars of a sports drink."

### martha stewart

"Cure really is the best—their beverages meet the criteria of thirst-quenching and healthy and, as an ORS, they are scientifically proven to hydrate at a cellular level."

### Women'sHealth

2022 Women's Health Fitness Awards Winner - Named Best Hydrating Drink Mix

#### POPSUGAR.

"Whether you need a refreshing boost of hydration or need to handle a hangover, Cure has got your back."

### T TechCrunch

"Now, more than ever, consumers are prioritizing health in their daily lives and looking for products that are not only effective but better-for-you."

### Parade

"The only women-owned powder electrolyte brand is led by Peruvian Lauren Picasso."

## Purellow.

"These water additives are meant for all of us, everyday people who are potentially among the estimated 75% of Americans suffering from dehydration."

### FORTUNE

"Cure is effective hydration without the added sugar and artificial ingredients that most sports drinks have," says Andy Roddick.

# Meet The Team

### **Our Core Team**

Our core leadership team has deep experience in retail, ecommerce, and consumer packaged goods.



Lauren Picasso



Laura Kendrick
CHIEF MARKETING OFFICER



Chrissy Allen



Morgan Massat

### Our Medical Advisory Board

All-female medical advisory board with expertise in hydration & nutrition



Dr. Dana Cohen



Brooke Alpert, MS, RD, CDN



Dr. Roshini Raj



Christina Allen, VP of Sales

CHRISTINA@CUREHYDRATION.COM