

BONNE HEALTH

CHAB.

Bonne (good) Health Club is a direct-to-consumer wellness brand that offers the modern day woman everyday essentials to support eye health and women's health.



Problem

Most products for women on the market are not created specifically with eye health in mind.



LIMITED EYE VITAMIN CATEGORY

Choices on the market are extremely limited. You'll often pick between bland generic brands with prime examples being Ocuville or Preservision. My concern is, what about the sector for pregnant women that have increased blurred vision due

to changes of hormones?



OUTDATED PRODUCT LINES

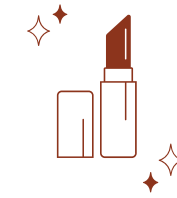
D2C supplement brands in 2021 geared towards gen z and millennial women favor just the common (3) categories: collagen, protein, and biotin.



THERE IS NOT ONE OPHTHALMOLOGIST-APPROVED EYE MAKEUP REMOVER

5.9 million women in the U.S used eye shadow (8) times or more within a week in 2020.

Some makeup removers contain harsh chemicals (sodium lauryl sulfate) and mineral oils that affect the quality of the tears and can cause dry eyes. 67% of patients with dry eyes are women.



NEGATIVE MAKEUP IMPACT

90% of females use cosmetics beyond the expiration date and often causes chronic conditions such as blepharitis.



MENTAL HEALTH | VISION

"It's easy for those with poor vision to begin to feel isolated as their daily interaction with other people decreases. This, and an increasing dependency on people around them, can contribute to depression, anxiety and an overall decline in mental health".

After wearing mascara for 25 years without proper removal, a woman developed a reaction in her conjunctiva to the mascara, which caused follicular conjunctivitis". Source | American Association of Optomtery

Solution | Bonne Health

A D2C wellness brand that provides everyday essentials for women with sensitive eyes.



Diverse & Sustainable Product Line

Products will be created on a need base and approached using a systematic business model. The products that we aim to create in (3-5) years partially includes: Bonne Vue multivitamins with sophisticated added ingredients vital for eye health, a powdered form, a prenatal multivitamin with vital ingredients that support eye health, ophthalmologist approved eyewash cleanser, tearless body wash, body lotion enriched with vitamins that come in (3) shades of skin tone pigments, universal serum, eye patches enriched with vitamins, infused water, and categories of merchandise.



Systematic Business Approach

All products will be created with a need, and order quantities to be sold through pre-orders for every launch. Fewer products greater impact.



Ethically Sourced

Highest quality, sophisticated ingredients and backed by evidence based clinical research.



Monthly Subscription

Monthly subscriptions for vitamin supplements and free shipping for subscribers. Controlled delivery, and can cancel at anytime.



Tested & Approved

Tested and approved by Ophthalmologists and a PharmD. One being Ora; a full service preclinical/clinical ophthalmic development firm to provide the experience and guide product development.



Global Impact | Bonne Health Foundation

For every bottle of vitamins purchased (part of total cost), one weeks worth of that full regimen will be sent to an individual/communities around the world with high cases of impaired vision due to limited resources. We'll also form a community that supports women who suffer from mental health due to their visual impairment.

Product Launch #1 ...| Bonne Vue Multivitamins

Multivitamins for women with added ingredients that help replenish vital nutrients that can protect the eye.



Supplement Facts		
Serving Size 1 Veggie Capsule		
Servings Per Container 30		
Amount per Serving	% Daily Value	
Vitamin A(retinyl palmitate)	2000 IU	40%
Vitamin C(ascorbic acid)	90 mg	150%
Riboflavin(Vitamin B2)	60 mg	3529%
Vitamin B12(cyanocobalamin)	27 mcg	450%
Zinc(zinc-oxide)	12 mg	80%
Goji Berry Powder (fruit)	200 mg	*
African Mango Extract(irvingia gabonensis)	50 mg	*
Papaya Fruit (carcia papaya)	45 mg	*
Flax Seed Powder	30 mg	*
Green Tea Extract (camellia sinensis)	20 mg	*
Lutein (tagetes erecta flowers)	10 mg	*
* Daily Value not established		
Other Ingredients: Vegetarian Capsules, Maltodextrin, Dicalcium Phosphate, HPMC (plant cellulose), Water		

Product #1 Bonne Vue

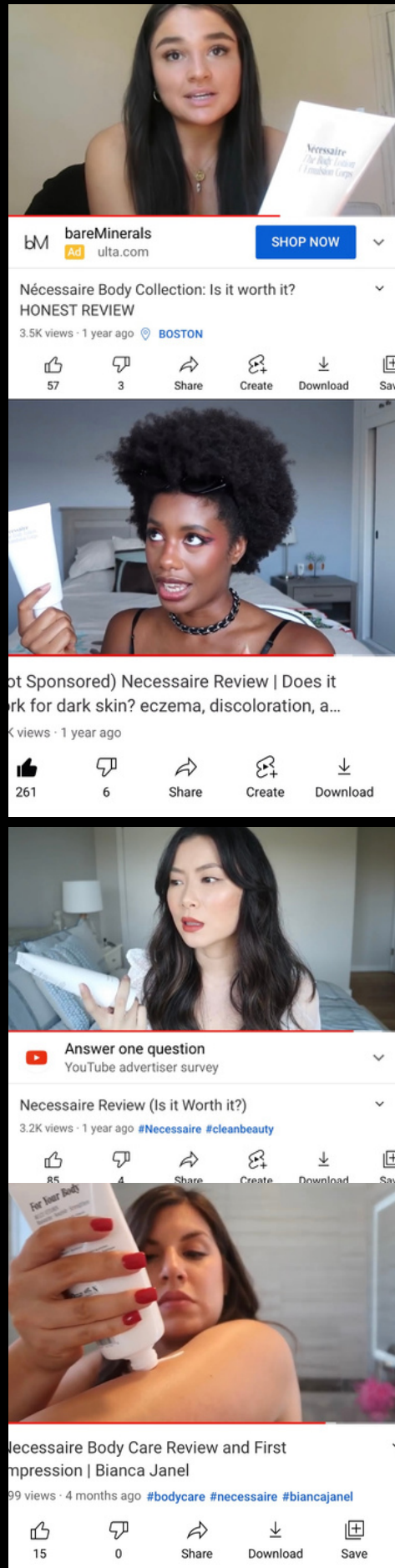
BV Multivitamins

- Dietary supplement/Vegan
- For Women
- Benefits - eye hydration, antioxidant support, brighter sclera over time, and energy.



Product Launch 2 & 3 Continued ...| Bonne Health Body

Impactful products that provide an element of protection around the eyes.



Bonne Health's Diverse Product Line

Bonne Health (Body) Explained:

- Tearless (safe around the eyes).
- For the face and body.
- Lotion comes in (3) color skin tones as opposed to a lotions standardized color. Most if not all body lotions leave an ashy look on darker skin tones. With (3) different shades of tones (light, medium, dark), we'll be able to match women of all colors with the right tone of body lotion.
- Enriched with vitamins.
- Fragrance-free.
- Safe for pregnant women.



Market Opportunity

"COVID brought a surge in demand for multivitamins as consumers prioritized wellness and health. With more consumers staying at home, there has been a digital shift in multivitamin purchases in 2021, which is expected to continue".



U.S ONLINE VITMAIN & SUPPLEMENTS MARKET (2021)

\$19.4 billion

16%

Y-o-Y growth



U.S ONLINE BEAUTY & PERSONAL CARE MARKET (2021)

\$35 billion

16%

Y-o-Y growth

	Millennials	Gen Z
Population	72. Million	67 Million
total spending power	\$1.4 Trillion	\$143 Billion
% of visual impairments	58%	56%
% who purchased beauty & personal products online	58%	66%
% who take vitamins	43%	32%

1Q21 | Nov

- Incorporate Bonne Health
- Begin manufacturing process with Superior Supplement Manufacturing.

3Q22 | Jan

- Launch in January of 2022.
- 1st product launch (7000 units) | Bonne Health Multivitamins with added ingredients for eye support.

1Q22 | Apr

- 1st milestone, revenue to date \$210K, 7,000 units.
- Restock inventory 13,000 units.

2Q21 | Dec

- Prepare for launch date.
- Sign on employees.
- Campaign teases, press release, influencer marketing.
- Warehouse and supply chain management intact.

4Q22 | Feb

- Conduct interviews after launch date within the health & wellness community of our niche on socials. We'll obtain insight of a healthy lifestyle from first hand health leaders & influencers through a Bonne Health blog located on our website. This will draw in more traction to Bonne Health.

2Q22 | July

- 2nd milestone, revenue to date \$648K.
- 2nd product in manufacturing| Bonne Health Eye Cleanser & Universal Serum Duo.

3Q22 | Aug

- 2nd product teasers.
- Begin campaign for new product launch.
- Marketing Campaign.

1Q22 | Dec

- 3rd milestone, revenue to date \$1.6M Duo + Vitamins.

3Q23 | Feb

- 3rd product in manufacturing| Bonne Health Multivitamins (powdered supplement) with sophisticated added ingredients for eye support.

4Q22 | Sept

- Launch date for Bonne Health Eye Cleanser and Serum Duo.
- Price is \$40 per duo.
- Inventory 4k units
- Beauty & Personal Advisors | Ability to demonstrate and promote beauty products on the spot via video channel.

2Q23 | Jan

- Bonne Health event for the start of the new year with our top partnerships.
- Hotel Partnerships collaborations for travel size products wanted in large suites for guest such as (Equinox).
- Stocked in local skincare brick-to-mortors

2023 | & Beyond

- (10+) Diverse impactful products
- Prenatal vitamins that support eye health.
- Pop-ups
- Bonne Health Flagship
- International Shipping
- Additional Beauty & Personal Advisors.
- Revenue to be made is \$5.7M+ within the 3rd year.
- Partnerships within worldwide clinics.
- On shelves at Sephora, and Ulta Beauty
- Offered on platforms such as Revolve.

Bonne Health User Profiles



24 YEAR OLD FASHION & BEAUTY ENTHUSIAST
Always on the hunt to update her collection of beauty products with brands that resonate with her ethos and social audience. Loves the diversity of BH's product line, and wants to include an eye wash that will remove her everyday use of eye makeup.



HEALTH CONSCIOUS MILLENNIAL
She excels at all things wellness, and wants to include a multivitamin in her regimen that can aid with the overall support of her vision.



27 YEAR OLD PREGNANT WOMAN
Shes been experiencing a decline in her vision and wants a dietary supplement that can also support her vision during her pregnancy. She heard of Bonne Health through social media and wants to invest in our prenatal vitamin.

Believes in maintaining a (2) way dialogue with our customer. We'll explain our dual track customer engagement and how it works below.

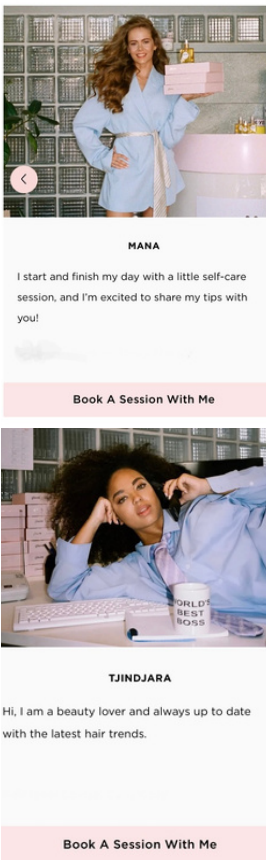
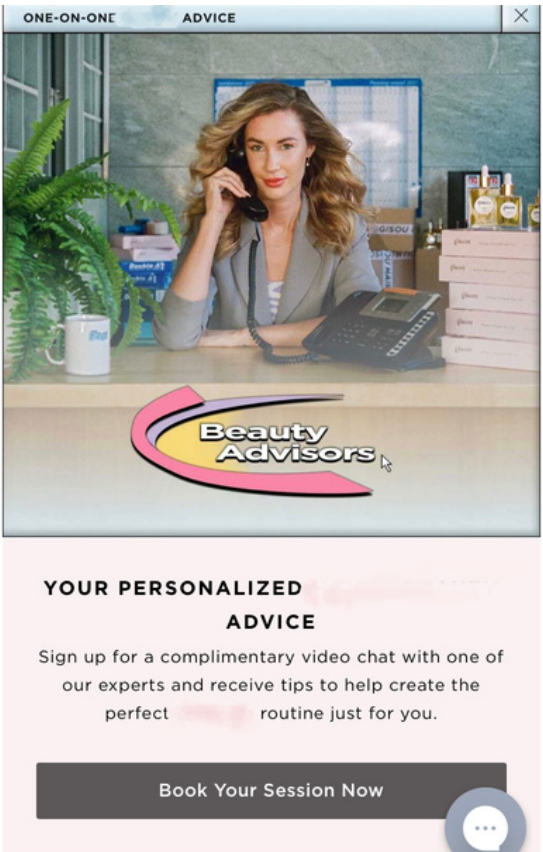
“we speak ‘to’ and ‘with’ our customers”.

Customer pulls up the Bonne Health website and creates an account for a monthly subscription or to book a (15) min. complimentary session with a Bonne Health advisor.

OPTION #1

BUY DIRECTLY ON E-COMMERCE WEBSITE

- Buys directly on Ecommerce platform
- Customers will simply need to add their product to the shopping cart and checkout!
- Purchased products delivered to client within 3 business days.
- Or creates account for a monthly subscription.



Email subscription will get clients exclusive access to upcoming blog post featured on on BHC, sales, and campaigns.

OPTION #2

BH BEAUTY & HEALTH ADVISOR

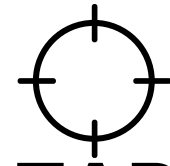
- Customer fills out “get-to-know” me form and books a 15 minute complimentary video call with a Bonne Health advisor.
- Educates and inspire our customers through video chat, providing a 5 star service.
- Identifies customers needs and recommends products based on their preferences.
- Demonstrates proper usage of all products
- Turns every customer into a natural brand ambassador by providing 2* product recommendations.
- Ensures that every communication results in an exciting and excellent customer experience.
- Advisors will play a key role in building brand loyalty and contributing to sales at B.H.C.

Business Model

D2C business with a “systematic and pre-order approach”.

Estimates	Vitamins	Beauty & Personal
Average Order Value	\$30 - \$90	\$25 - \$40
CAC <ul style="list-style-type: none">• Customer buys• off of site	\$5	\$5
ARPU	\$408 (12 x @ \$34 eac order)	\$480 (12x @ \$40 eac order)

Go to Market



TARGETING

18 - 35 year old Millennials and Gen Z women who have the passion to invest in their healthy lifestyles.

- Health & environmentally conscious women.
- Beauty & personal care enthusiast
- Women who have some form of a visual impairment and dry eye syndrome.
- Women who want a brighter sclera overtime (models especially).
- Women who love brands such as Moon Juice, Ritual, Merit, Chanel Beauty, & Nècessaire



OUTBOUND MARKETING

Affiliates & Partners to cross-market (like e-commerce wellness shops, local beauty and personal retail, hotels).

- Pop-up Flagships.
- Sponsorships.

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INBOUND MARKETING

Theme: Our campaigns are a mix between media advertisements and raw moments with women of all colors, cultures, and sizes and actual people who apply or consume our products, and who represent our values..

Values: We value authenticity. We value equality.

• King & Partners: founder Tony is widely regarded as a branding and digital expert for luxury brands. Launched eCommerce flagships for Gucci, Bottega, Yves Saint Laurent, and Merit. • Customer acquisition strategy, E-Commerce strategy, seo/sem, affiliate, display audience targeting and segmentation.

• Influencers.

• Partnerships with brands in our niche.

• Ambassadors -- real women (beauty and personal care enthusiast, women with health and wellness platform).

• Content Marketing: Youtube videos, interviews, documentaries.

• Bonne Health Club Blog | A platform & community with the sole purpose of helping people live longer, healthier lives with tips from women in the health space.

Market Size

TAM:
\$11.6 million/year

=



Vitamins

50% Margin

x

\$60 average
vitamins purchase
through website.

1 average order per
month (12
months).

70 million female
millennial/gen z



Beauty & Personal

50% Margin

x

\$57 average cosmetics
and personal care
products purchase
through website.

1 average order per
month (12 months).

70 million female
millennial/gen z



Apparel (Merchandise)

70% Margin

x

\$170 average apparel
purchase through
website.

3 average orders per
year.

70 million female
millennial/gen z

	BONNE HEALTH CAB	BAUSCH + LOMB PreserVision® STORE	Ritual	CHANEL BEAUTÉ	MERIT	Moon Juice
Vegan + Cruelty-Free Products	✓		✓		✓	✓
Contains goji berry, our staple ingred. High levels of antioxidants, (zeaxanthin).	✓					
Prenatal products that support eye health.	✓					
Apparel & merchandise	✓			✓	✓	✓
Health and beauty video advisors for a five star experience.	✓			✓		
Blog with a community of featured health experts using BH products & written articles on tips of how to obtain & live a healthy lifestyle.	✓		✓		✓	

Competitors

Bonne Health's Special Sauce

- 1st eye vitamin and beauty + personal care brand created by women and for Millennial + Gen Z women.
- +
- Experts in field with over (35+) years of total academic and professional experience between all team members.
- +
- + 1st prenatal product line to support eye health.
- 1st Ophthalmologist approved and tested eye wash cleanser.
- + Health and beauty advisors that can aid our customer with the product to choose based on their need.
- +
- We have that *'it'* factor, and you *can* sit with us!



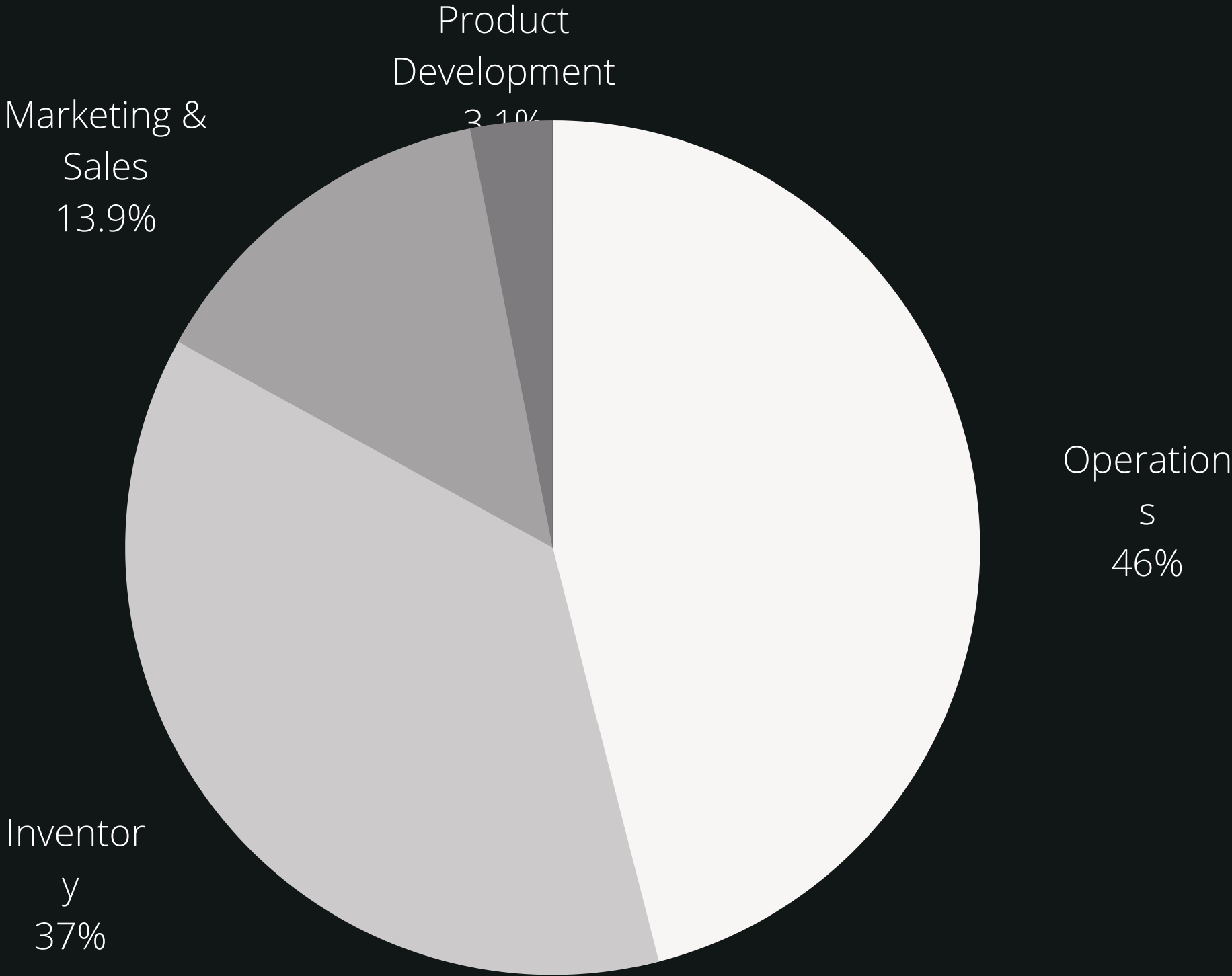
Fundraising

Raising \$1.7 million

in order to cover all operational, manufacturing and inventory cost, and to reach \$5.7 million in revenues in the 3rd year.

Use of Funds

- Operations | 46%
- Marketing & Sales | 13.9%
- Inventory | 37%
- Product Development | 3.1%



Financial/Revenue Projections

First Year (2022)

	(in US\$)	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.
Revenue		\$70,000	\$70,000	\$70,000	\$130,000	\$130,000	\$130,000	\$196,000	\$196,000	\$196,000	\$233,000	\$233,000	\$233,000	\$233,000
COGS		\$33,000	\$33,000	\$33,000	\$36,000	\$36,000	\$36,000	\$45,000	\$45,000	\$45,000	\$55,000	\$55,000	\$55,000	\$55,000
Gross Profit		\$36,000	\$36,000	\$36,000	\$94,000	\$94,000	\$94,000	\$151,000	\$151,000	\$151,000	\$168,333	\$168,333	\$168,333	\$168,333



Financial/Revenue Projections Cont.

Second & Third Year (2023 + 2024)

(in US\$)	2023	2024
Revenue	\$3,640,000	\$5,720,000
COGS	\$720,000	\$1,100,000
Gross Profit	\$2,920,000	\$4,620,000

BONNE HEALTH
CHAB.

Meet the Team



Sarah Valentina Bondzie

Founder/CEO

Temple University Neuroscience

Certified Ophthalmic Technician (5+) yrs

Harvard Business School Online

Venture University Apprenticeship (March 2022)



Morgan Johnson

Co-Founder/CMO

University of Houston,

Communications Major with a

concentration in Digital Media Studies

& Minor in Fashion Merchandising



Dimytry Paul, PharmD

Vice President of Bonne Health's

Scientific Advisory Board

Pharmacist (27+) yrs

Former Founder of T.E.P.S Pharmacy

located in New York

Father of Sarah

CONTACT US

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www.instagram.com/bonnehealthclub

PRESS

21ST CENTURY WOMEN

<https://podcasts.apple.com/us/podcast/21st-century-women/id1275255506?i=1000459434672>

SHE’S IN A POD

<https://podcasts.apple.com/us/podcast/shes-in-a-pod/id1459812647?i=1000498549313>

THE DAILY PRETTY

<https://www.google.com/amp/s/thedailypretty.com/2019/11/25/mymoderncareer-interview-with-sarah-creator-of-bonne-vue-eye-vitamins/amp/>

MELANATED CONVERSATIONS

<https://jamit.fm/podcast/melanated-conversations/015-enhancing-vision-and-breaking-barriers-in-eye-health-with-bonne-vue-eye-vitamin-creator-sarah-bondzie>

106.5 FM RADIO

<https://youtu.be/Oicoyfi1gVQ>

THIS IS IT T.V

B.B.C MAGAZINE

H.E.R STORY PODCAST



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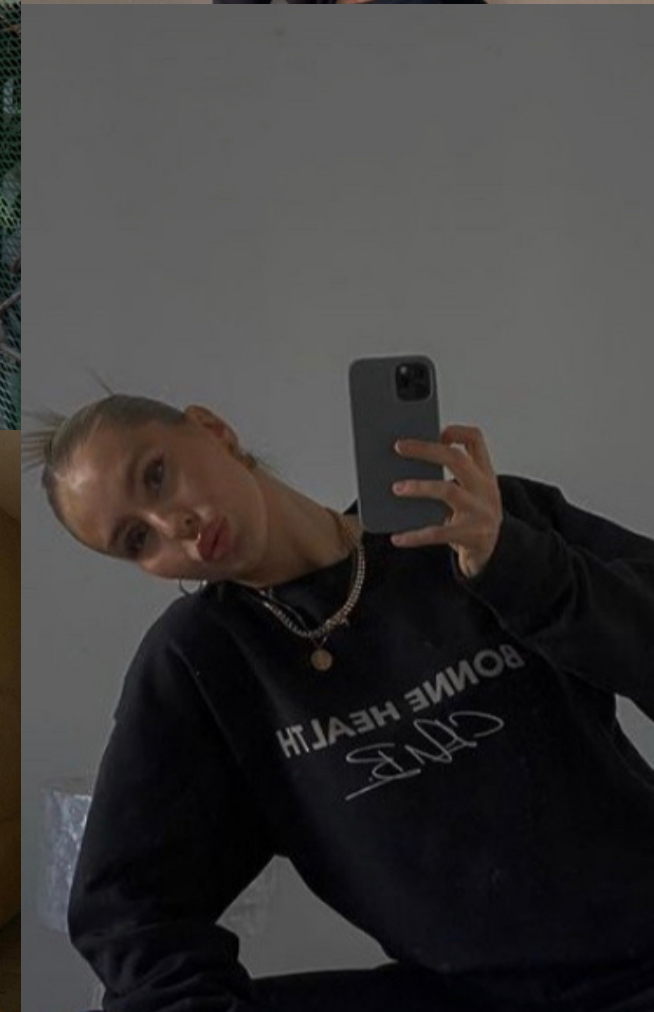
CLUB

"join the club".

Check out some of our influencer
collaborations with Bonne's Health Club
merchandise.



press play



instagram @bonnehealthclub