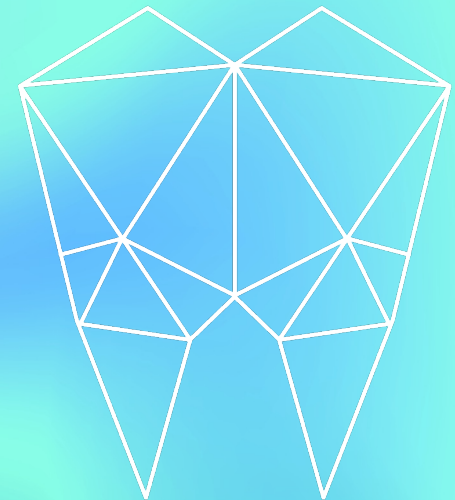


The Next Breakthrough in Oral Care.

Patent-pending novel oral care technology. The First and Only Non-Mechanical Technology to remove tartar from teeth.



INTRODUCTION.

Game-Changing Technology That Removes Tartar FOR THE FIRST TIME IN HISTORY



*Reinventing
Tartar
Removal*

OYM Innovation LTD, a privately held company, has developed the first formula-based dental tartar removal method.

*Smart
Science*

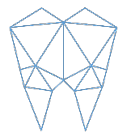
Enables the removal of pivotal compounds within the complex mineral tartar structure by attaching to these compounds and then detaching and dissolving the crystal tartar.

*Replaces
Instruments*

The first non-mechanical solution that will replace current tartar removal methods, (hand instruments and ultrasonic scalers, etc.), and break-down tartar buildup that leads to gum disease, tooth decay, cavities, periodontal disease, halitosis, inflammation, bleeding, and ultimately tooth loss.

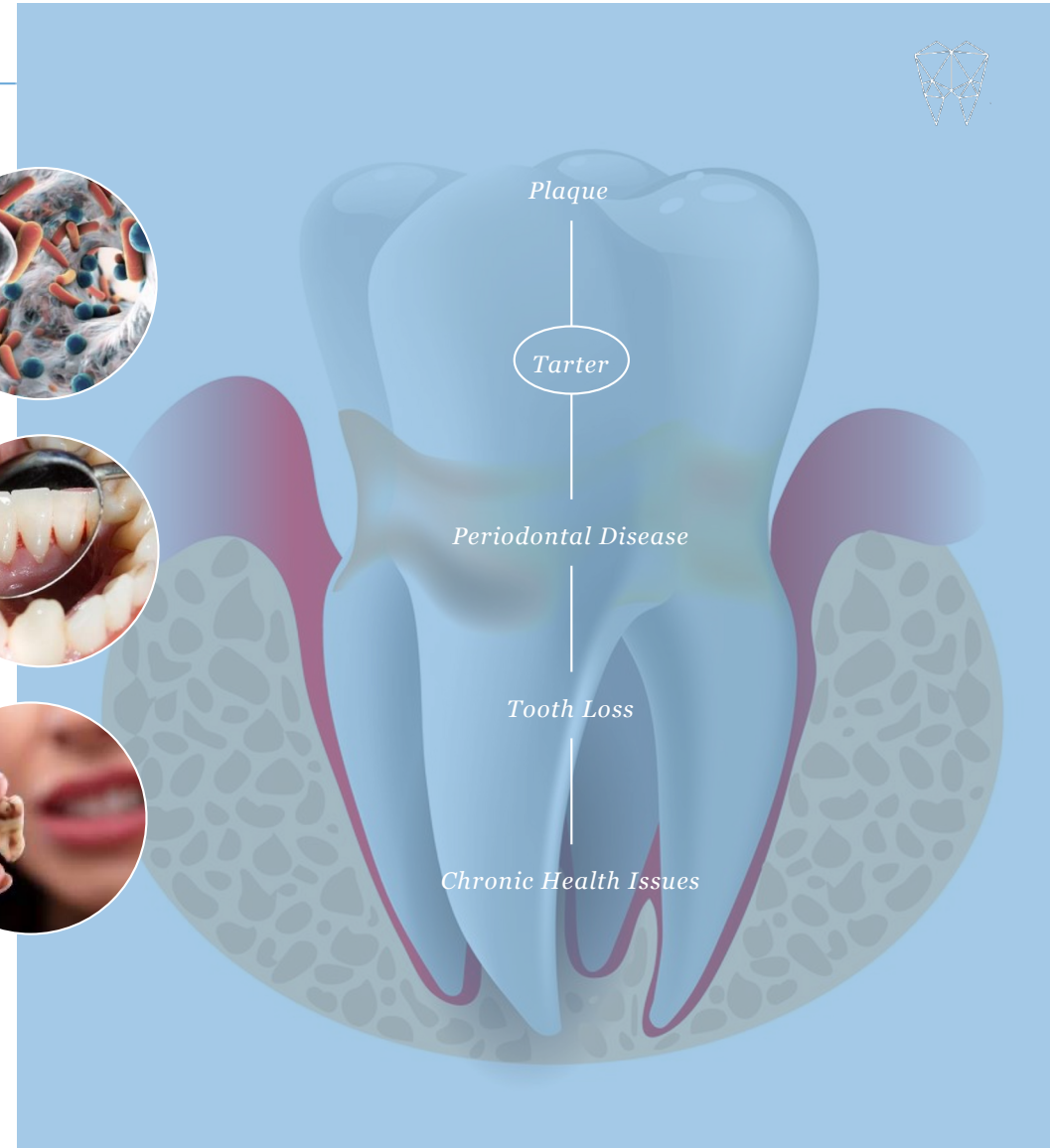
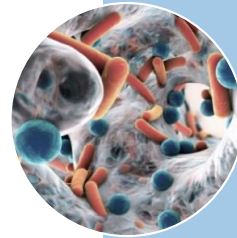
*Easy
Convenient
Affordable*

The first self-administered tartar removal solution that allows anyone (dental office or at-home) to administer easily, painlessly, and affordably.



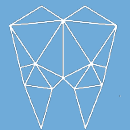
Periodontal disease is a persistent problem that continues to plague the dental world. UNTIL NOW.

Tarter is the leading cause of periodontal disease and tooth loss, and contributes to bad breath, unattractive aesthetics, and potentially serious health problems in the body.



There is currently no solution on the market that effectively prevents tartar build-up.

- 01** Tartar prevention products do not **remove** tartar.
- 02** Existing solutions and professional treatment can be expensive and painful.
- 03** There is a huge need in developing markets that has gone unmet due to availability and cost.





Redefining a New Solution

3.9 Billion People

Fact

Up to 50% of world population suffer from periodontal disease. With our innovative tartar-removing technology, we have the ability to change that.

Global Impact

Poor dental health leads to serious and chronic issues, pain, and costly treatment. Practically, this impacts human relationships, communication, productivity and financial success.





“

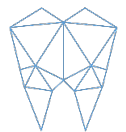
This is the biggest oral care breakthrough since the discovery of fluoride.

Our tartar-fighting technology gives consumers the ability to treat the tartar build-up that leads to periodontal disease and tooth loss—simply, affordably, and from the convenience of their home—without the need for a dentist.

- Or Lapid, CEO -

OUR STORY.

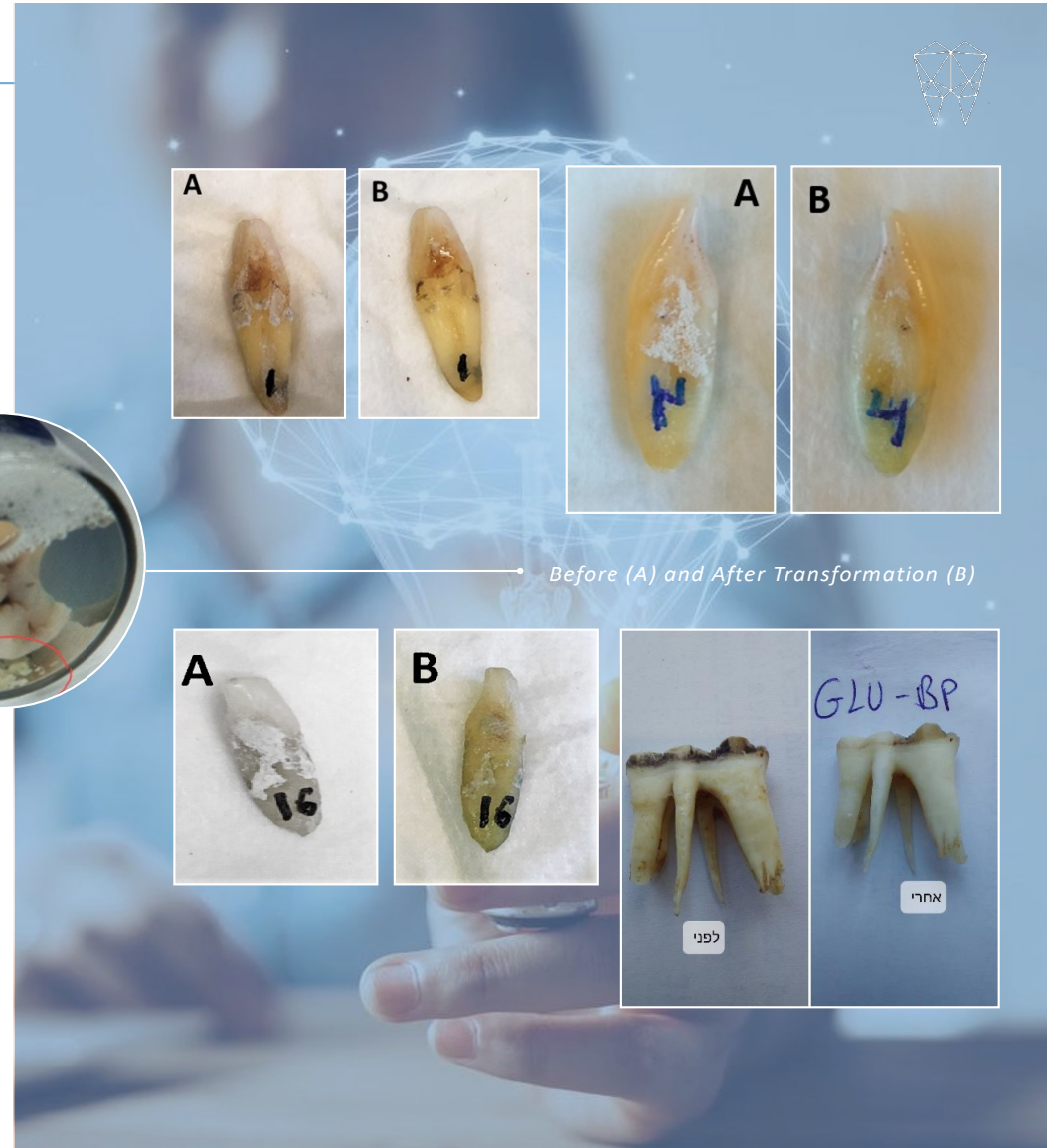
- 2020
 - Developed new technology that safely removes tartar from teeth for the first time in history.
 - Demonstrated proof of concept in **removing mature tartar** from both **human and pet teeth**.
 - Recruited Global Oral Care experts.
- 2021
 - \$150K raised** for PCT filing and safety and toxicity testing.
- 2022
 - Toxicity tests verify it is **non-toxic**.
 - Safety tests verify there is **no damage** caused to the tooth.
 - Pending **International PATENT Application (PCT)** filed.
 - Converted to a **Delaware C Corp.**



THE FIRST tartar-removal technology

Our innovation tartar-fighting technology removes tartar in both people and pets:

- Novel ingredients with unique structures enable strong potency.
- Controlled release delivery system.
- Binds directly to tartar without harming tooth structure.
- Compounds are novel, patent-pending derivatives of non-toxic chemicals.



O.Y.M. INNOVATION LTD

Laboratory tests yield **INDISPUTABLE PROOF**

Safe and effective:

Our technology breaks down tartar in 1 minute or less, causing tartar particles to fall off tooth with ease.

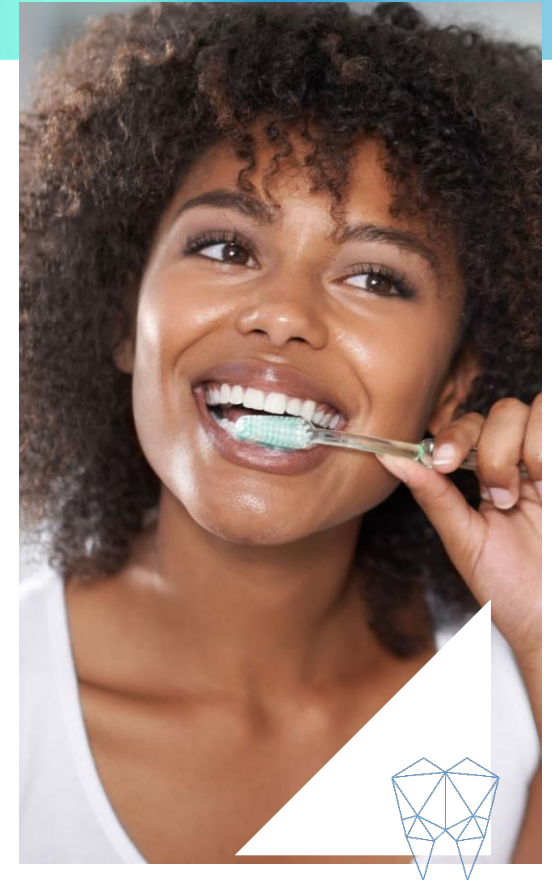


PROVEN SAFE, AND NON TOXIC.

OYM Passed All Tests. AND PERFORMED BETTER THAN CREST

- ✓ Toxicity Test: Envigo (*Envigo.com*)
- ✓ Irritation of EpiOral Human Tissues and Viability Test: MatTek (*mattek.com*)
- ✓ Enamel Erosion Test: Intertek (*intertek.com*)
- ✓ Enamel Surface Microharness Test: Intertek (*intertek.com*)

All of our tests were performed in independent international laboratories where leading, global dental companies also perform their product testing.



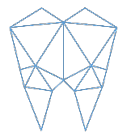
PATENT GUARANTEED.

- **European PCT Authority Approved.**
- **Technologies are Patentable.**

OYM has a pending International Application (PCT).

OYM and Bar Ilan University are co-inventors.

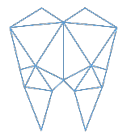
OYM has the exclusive global right to this technology.



NO FDA APPROVAL NEEDED.

In the U.S., tartar is defined as a cosmetic indication by the FDA.

- The FDA permits marketing cosmetic oral care products as long as the products are safe.
- OYM performed in-vitro safety tests with successful results.
- OYM will go above and beyond to document safety and efficacy in order to drive value for consumers, dentists, and ultimately, strategic acquirers.
- No additional regulatory work is required to access professional, consumer and licensing markets.



PRODUCT PIPELINE.

21Bn US Market / 45Bn Global



Consumer Oral Care:

- Toothpaste
- Mouthwash
- Tooth Strips
- Chewing Gum and Confections

Professional Oral Care:

- Professional Mouth Gel for Tray

Pet Oral Care:

- Chewable Pet Toys and Toothpaste



Industry-leading partnerships fuel growth.

- Top Experts in Oral Care who work with Crest, Colgate, and other leading brands.
- Unique partnership with Bar-Ilan University to accelerate development and keep costs low.

01 ENVIGO
an inotiv company

02 VENTURE PARTNERS

03 intertek
Total Quality. Assured.

04 THE HEBREW UNIVERSITY OF JERUSALEM

05 Bar-Ilan University
אוניברסיטת בר אילן

06 MATTEK
A BICO COMPANY

A TEAM WITH A TRACK RECORD OF LAUNCHING SUCCESSFUL ORAL CARE PRODUCTS.



OR LAPID, ADV. | CEO

EXPERTISE:

Lawyer, entrepreneur and financier. Strong operational excellence and expertise in risk management at an international level.

CAREER HIGHLIGHTS:

- 20+ years of experience in capital markets.
- Partner and Senior Manager: large, global brokerage firm, specializing in foreign currency management and trading worldwide.
- Entrepreneurial ventures in innovative dental products.

DR. YARDEN GOLDSTEIN | CTO

EXPERTISE:

Dentist and microbiologist. Pioneer in systemic oral health, and leading expert in oral microbiome.

CAREER HIGHLIGHTS:

- Dental product innovations for both professional and consumer markets (U.S patent in the dental field).
- Founded the oral care private label brand of Super Pharm, an international drug store chain.
- Consultant for several international dental companies.

PROF. SHLOMO MARGEL | CSO

EXPERTISE:

Professor, researcher, polymer chemist, and recognized author. Internationally recognized for research advances in polymers and nanotechnology.

CAREER HIGHLIGHTS:

- Head of the Department of Chemistry at Bar-Ilan University and the Dean of the Faculty of Exact Sciences.
- Established the agro-nanotechnology center in Volcani Institute of Agriculture & Food.
- Authored a book and 350 publications; awarded 70 patents and received 80 national/international research grants.

A TEAM OF PROVEN SCIENTISTS AT THE FOREFRONT OF NOVEL DISCOVERIES.



DR. HANNA STEINMETZ

EXPERTISE:

Chemical Scientist and Researcher; Ph.D.
Higher education focused on nano-technology and advanced materials.

CAREER HIGHLIGHTS:

- Ph.D. from Bar Ilan University, synthesis of bisphosphonates, functional nano/micro-particles and thin coatings for biomedical applications such as teeth devices and bone implants.
- Manager of Professor Margel's laboratory; participated in her post-doctoral research in Bar-Ilan lab.
- Authored 3 publications and received one patent.

DR. TALY ILINE-VUL

EXPERTISE:

Chemical Scientist and Researcher; Ph.D.
higher education focused on "Molecular Features in the Structure and Interactions of Bone Matrix Proteins with Apatite and Their Influence on the Mineralization Process".

CAREER HIGHLIGHTS:

- Post-doctoral research at Professor Margel's lab at Bar-Ilan University.
- R&D consortia with the participation of both industry and academia.
- Authored 10 publications and received 3 patents.

DR. ELISHEVA SASON-ARICHA

EXPERTISE:

Chemical Scientist and Researcher; PH.D.
higher education focused on developing proteinoid nanoparticles with a narrow size distribution for thin and durable coatings for two different applications: anti-fog and agrochemicals.

CAREER HIGHLIGHTS:

- Post-doctoral research at Professor Margel's lab at Bar-Ilan University.
- R&D consortia with the participation of both industry and academia.
- Authored 4 publications and received 4 patents.

A TEAM OF ACTIVE ADVISORS WITH DOMAIN EXPERTISE.



DR. EDWARD ZUCKERBERG

EXPERTISE:

D.D.S (Doctor of Dental Surgery), F.A.G.D (Fellow in the Academy of General Dentistry), lecturer and consultant for dental and medical technology startups.

CAREER HIGHLIGHTS:

- Dental Practice Influencer with 50,000 Followers (“Painless Dr. Z”).
- Ran two successful dental practices.
- Chief Dental Officer for Keystone Bio.
- Lectures on technology integration, social media marketing and online reputation management for dentists, advises dental/medical technology startups.

GREG BARNTSEN

EXPERTISE:

Procter & Gamble brand maker in oral care; successfully launching numerous innovations in oral care for P&G.

CAREER HIGHLIGHTS:

- 20+ years in consumer packaged goods for global companies (General Mills, P&G and Valvoline.)
- 14 years at P&G including leadership of the North America Crest brand, delivering record sales and profits.
- Launched 4 new Oral Care brands, 4 DTC experiences with \$50M ARR, and negotiated oral care licensing deals with Disney and Clorox.

NEIL JORDAN

EXPERTISE:

SVP of R&D for Procter & Gamble and co- founder of P&G Ventures. OYM board, advises on R&D, formulation, IP strategy, clinical trials, safety, and regulatory.

CAREER HIGHLIGHTS:

- Retired after 37years, leading R&D for the world’s largest packaged goods company.
- Development and launch of novel technologies to create multiple billion-dollar brands
- Led global teams across 10 categories.
- Partnered externally on acquiring breakthrough technologies.
- MIT Chemical Engineering



TARGETED LAUNCH + PROFITABLE GROWTH + EARLY EXIT.

PHASE I (0-2 YRS)

LAUNCH INTO 3 U.S. CHANNELS:

- Professional Dental Clinics
- DTC (Direct-to-Consumer)
- Licensing



PHASE II (2+ YRS)

GEOGRAPHIC, CHANNEL + PRODUCT LINE EXPANSION:

- U.S. Retail
- Pet Market
- Gum and Confectionary Market
- Global Launch

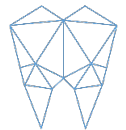


LAUNCHING THE PROFESSIONAL CHANNEL.

- ✓ **DISRUPTIVE** oral hygiene treatment.
- ✓ **SHORTER** treatment time; greatly increasing profitability.
- ✓ **IMPROVED** patient + hygienist experience via painless tartar removal.

STRATEGY

- Saturate major industry conferences.
- Launch with distributors and DSOs.
- Sell in-home kits to patients via dentist / capture 1P consumer date and dentist revenue share.
- Recruit ex-CREST and Colgate sales team.



PROFESSIONAL CHANNELS HAVE LOW CAC + FAST GROWTH.

DENTISTS AS THE GATEKEEPERS

Every major \$1Bn+ oral care brand started in dentists' offices first: Crest, Sensodyne, Invisalign, and whitening products.

- ADA seal is key for brands
- There are 200,000 dentists in the US who see on average 900 patients a year.
- 65% of US visits dentist at least once a year. An average cleaning costs \$100.
- At \$10 OYM profit per treatment, acquiring a single dental office customer is worth \$9,000 annually.
- 100 dental offices generates \$900K in revenue for OYM

SUPERIOR UNIT ECONOMICS AND GROWTH

Conversion	.01%	1%
# US Dentists	200,000	200,000
New Dentist Customers	200	2,000
# Annual Treatments	180,000	1,800,000
Annual Revenue	\$1,800,000	\$18,000,000
3 Year LTV (per Dentist)	\$27,000	\$27,000
CAC (per Dentist)	\$1,000	\$1,000
3 year LTV/CAC *	27.0x	27.0x
* 18 times better than the DTC industry standard		

SCIENCE-BASED BRAND + PROFESSIONAL CHANNEL = \$1 BILLION BRAND

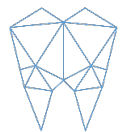
- Olaplex (hair care sold in professional salons) went public for **\$15 Billion**.
- Hills Science Diet (#1 dog food brand, recommended + sampled by vets) has annual revenue of **\$2.2 Billion**.
- Crest (#1 oral care brand recommended + sampled by dentists) is valued at over **\$3 Billion**.
- Similac (infant formula recommended + sampled in pediatrician offices) had annual revenue of **\$1 Billion**.

OLAPLEX®



Crest

Similac®



PET CARE. A HUGE OPPORTUNITY.

- Superior unit economics and scale selling to Veterinary offices. Same benefits; same business model.
- Dog teeth cleaning **costs \$300 to \$700.**
- Treatment often involves putting dogs under **general anesthesia – stressful for dogs and owners.**
- Higher profits for vets; better experience for dogs and owners.

STRATEGY

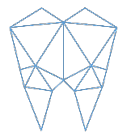
125,000 Veterinarians and 90MM dogs in the US.

Vets recommend teeth cleaning 1-2 times/year.

Recruit ex-Hills Science Diet for professional sales.



“This is a game-changer for dogs, owners, and vets.”



BUILDING THE PROFESSIONAL CHANNEL.

- **SCIENCE MATTERS.**
To both dentists and strategic acquiring partners.
- **EVIDENCE IS AN ASSET.**
Clinical evidence is a marketing asset that lasts for decades.
- **RECRUIT KEY OPINION LEADERS.**
As principal investigators + speakers.
- **PUBLISH RESULTS.**
In leading journals, and to present at conferences.





LICENSING OPPORTUNITIES.



EXECUTION STRATEGY

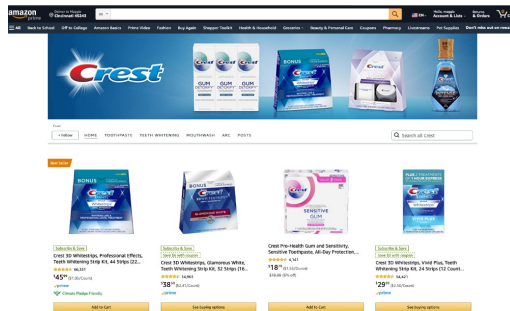
Syndicate technology widely including P&G, Colgate, GSK, CP, J&J, Unilever, Align

Use Professional and DTC channels for credibility and leverage

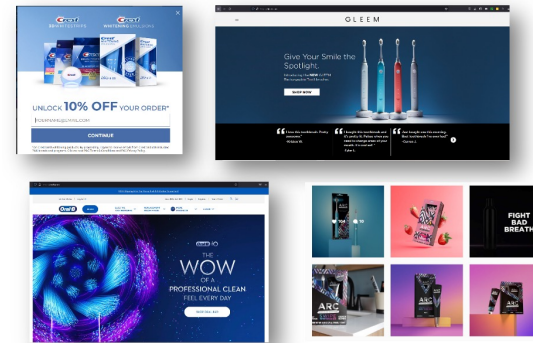


eCOMMERCE PLAN: DTC + AMAZON LAUNCH.

AMAZON: BRAND PAGE, PRODUCT SELECTION, REVIEWS



E-COMMERCE: WEBSITE, SOCIAL ADS, PROMOS



STRATEGY

Increase LTV for Existing Customers: Leverage the Professional Channel to refer patients to eCommerce for At-Home Maintenance Treatments.

Acquire New Customers: Apply eCommerce and DTC playbook learned at P&G; Proven Methods Leading to \$50M DTC ARR and \$50M ARR on Amazon.

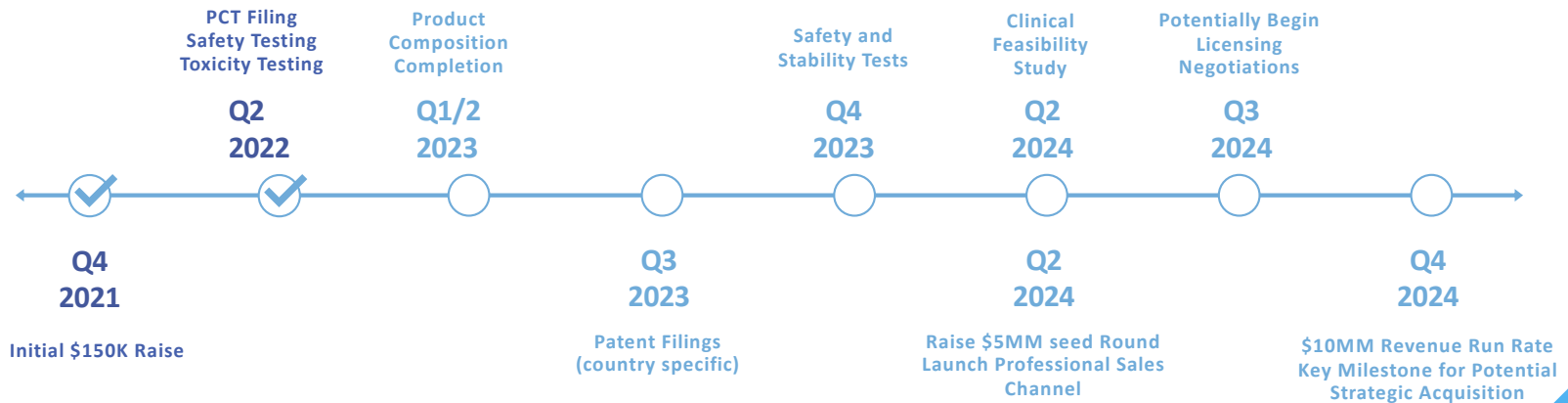


PATHWAY TO AN ATTRACTIVE EXIT.

		2023	2024	2025	2026	2027	2028
Gross Revenue	\$	-	\$ 3,600,000	\$ 36,306,250	\$ 73,296,667	\$ 115,577,778	\$ 202,000,000
Professional Net Rev	\$	-	\$ 2,040,000	\$ 20,400,000	\$ 40,800,000	\$ 61,200,000	\$ 81,600,000
DTC Net Rev	\$	-	\$ 828,000	\$ 8,583,188	\$ 17,368,500	\$ 27,590,000	\$ 43,020,000
Retail Net Rev	\$	-	\$ -	\$ -	\$ 460,800	\$ 4,608,000	\$ 46,080,000
Net Revenue	\$	-	\$ 2,868,000	\$ 28,983,188	\$ 58,629,300	\$ 93,398,000	\$ 170,700,000
Birad Royalty Payment	\$	-	\$ 57,360	\$ 689,664	\$ 1,502,586	\$ 2,967,960	\$ 6,714,000
Cost of Sales Variable	\$	-	\$ 1,293,600	\$ 13,148,231	\$ 26,622,270	\$ 42,576,200	\$ 77,106,000
Freight-Out	\$	-	\$ 151,680	\$ 1,548,815	\$ 3,220,350	\$ 6,097,800	\$ 8,320,080
Total COGS	\$	-	\$ 1,445,280	\$ 14,697,047	\$ 29,842,620	\$ 48,674,000	\$ 85,426,080
Gross Profit	\$	-	\$ 1,365,360	\$ 13,596,477	\$ 27,284,094	\$ 41,756,040	\$ 78,559,920
Licensing Royalties	\$	-	\$ -	\$ 990,000	\$ 2,970,000	\$ 9,900,000	\$ 29,700,000
Total Gross Profit	\$	-	\$ 1,365,360	\$ 14,586,477	\$ 30,254,094	\$ 51,656,040	\$ 108,259,920
Total Operating Expenses	\$	4,520,000	\$ 4,155,000	\$ 7,346,319	\$ 11,840,025	\$ 23,245,500	\$ 31,410,200
EBITDA	\$	(4,520,000)	\$ (2,789,640)	\$ 7,240,158	\$ 18,414,069	\$ 28,410,540	\$ 76,849,720

Launch Plan and Execution Timeline

US Launch in 2024



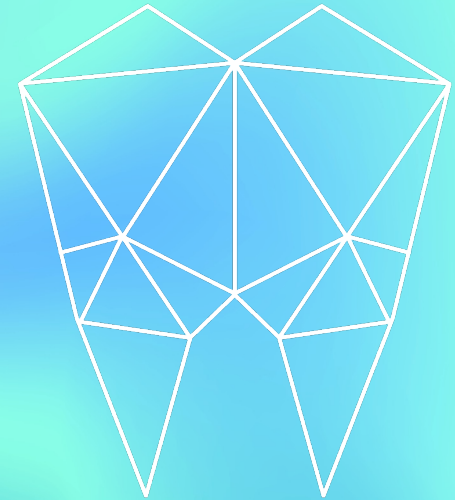


RAISING 4.5MM PRE-SEED ROUND.

USE OF PROCEEDS

Product Development	\$300,000
Safety & Efficacy Tests	\$1,100,000
Legal, Patents, and Finance	\$725,000
Product Production	\$300,000
Team	\$630,000
Marketing	\$740,000
Professional Services/Consultants	\$450,000
Other Expenses (Administrative, Travel, Insurance)	\$275,000
Total	\$4,520,000

Thank You.



Additional Slides

Expert Consultants

OYM'S STRATEGIC EXPERTS.

Regulatory: Douglas Bierer Consulting, LLC—Dr. Doug Bierer

Toxicology: Tox Strategies Scientific consulting — Dr. Donna McMillan

Legal: Pearl Cohen Law Firm — Mr. Oded Kadosh

FDA Law: Hyman, Phelps & McNamara — Mr. Paul M. Hyman

Patent Attorney: Pearl Cohen Law Firm — Dr. Tamar Van Der Boom

Mineralization and Crystal: Prof. Amir Berman

Dental Medicine: Prof. Jonathan Mann

Phosphates: Dr. Nimrod Tal

Production Scale Up: Daren Labs — Dr. Elliott Silcoff

