

And just like that...
shaving changed forever.
SmartRazor® HEAT®



The Future of Shaving is Here!®



SMART RAZOR, LLC.

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INNOVATION

The Global Shaving Market is \$33 billion annually .

Today's status quo razors are ready for a re-do. It's time for razors to GET SMART!

Patented SmartRazor® with Heated Blades is the only Major Innovation in razors

SmartRazor® Evolutionary & Game-Changing Innovation = high sales and rapid growth

Shaves hair 3X's easier; Warm soothing comfort; No more rash from cold blades shaves

Comprehensive Patent Protection in US and Internationally out to 2039!

SmartRazor® brings Wet Razors into the 21st Century!

GAME-CHANGER

SmartRazor® is the Game-Changer in Shave; a new Platform of Razors, a new Class of Wet Razors, that will forevermore define the Highest Level of Shaving Performance and Comfort.

SmartRazor® “Blue Ocean” business with a full line of SmartRazors with Heated Blades, both Systems and Disposable models for grand and expansive worldwide SmartRazor® brand growth.

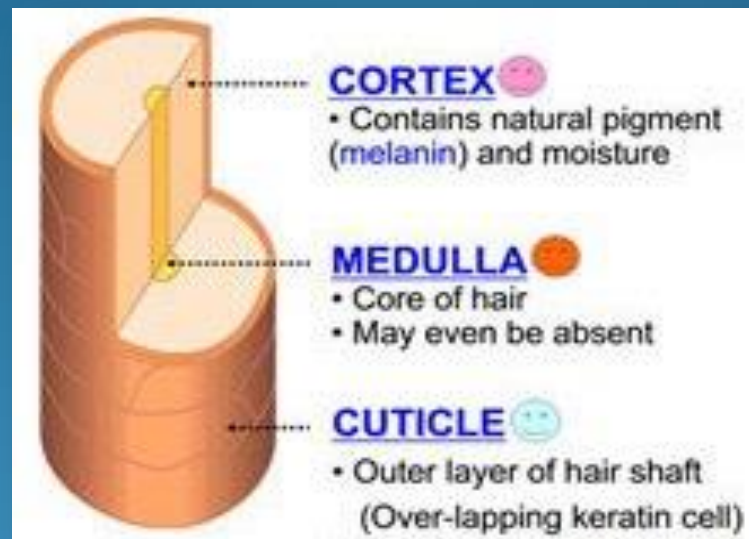
TEAM SMARTRAZOR®

Our TEAM has experience, passion, and drive:

- Louis D. Tomassetti, CEO
- Peter C. Tomassetti, COO
- David Gomez, Design & Engineering
- Robert Downey, Legal, Patents & I.P.
- James Tacci M.D., J.D.
- Dedicated Support Staff
- James Kilts, Special Advisor

COMPETITIVE ADVANTAGES

PERFORMANCE:



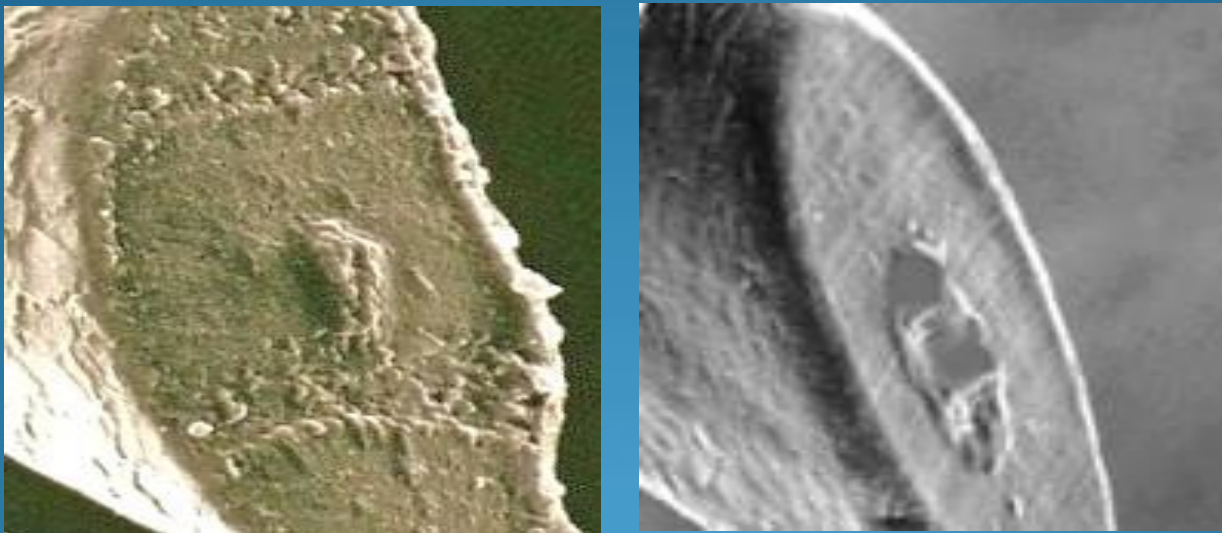
SmartRazor's Heated Blades slice through hair 3X's easier.

Hair has an outer Cuticle layer made of overlapping keratin protein scales. This layer is tough to cut and is responsible for the tug and pull during shaving as it resists being cut. This layer is also responsible for dinging the sharp tip of the blade's cutting edge which makes razor blades become dull. Heated blades easily slices through the Cuticle Scales layer diminishing tug and pull and reducing the dinging of the blade edge, "like a warm knife through butter."

COMPETITIVE ADVANTAGES

COMFORT:

Heated Blades cut hairs effortlessly. Scientifically proven to cut hair easier.



Above are highly magnified single strands of cut human hair ends.
Hair on the left is cut with a non-heated blade and hair on right is cut with heated blade.
Heated Blades cut hair super-smooth!

COMPETITIVE ADVANTAGES

Innovation PROTECTED by extensive Utility patents portfolio:

- Patent # US 6,817,101 B1; Status: Issued November 16, 2004.
- Patent # US 6,946,624 B1; Status: Issued September 20, 2005.
- Patent # US 8,533,958 B2; Status: Issued September 17, 2013.
- Patent # US 8,713,801 B2; Status: Issued May 06, 2014.
- Patent # U.S.8,776,378 B2; Status: Issued July 15, 2014.
- Patent # U.S.9,149,945 B2; Status: Issued October 06, 2015.
- Patent # U.S.9,399,304 B2; Status: Issued July 26, 2016.
- U.S. Patent Application, Serial # 14/080,903; Status: Patent Pending.
- U.S. Patent Application, Serial # 14/222,191; Status: Patent Pending.
- U.S. Patent Application, Serial # 14/245,355; Status: Patent Pending.
- U.S. Patent Application, Serial # 14/254, 251; Status: Patent Pending.
- U.S. Patent Application, Serial # 14/257,382; Status: Patent Pending.
- Foreign Patents issued and applied for in 45 countries. In total 67 issued and pending utility patents in US and other countries with more coming.



COMPETITIVE ADVANTAGES

SmartRazor® Marketing:

- Historic Leap in Performance – Sets New Standard
- Latest Innovation – Excites Shaving Consumers
- Fashionable Trend Style – Consumer Appeal on Many Levels
- The New “Must Have” Item for the Masses

Tangible Consumer Value / Fundamental Benefits:

- Warm Blades gives unsurpassed Comfort in Shaving
- Warm Blades gives much better Hair Cutting Performance
- Warm Blades help eliminate Razor Rash for men & women
- Warm Blades cut hair 3 X's easier and the blades last 3X's longer for even more consumer value

ADDITIONAL INFORMATION:

HEAT® & BLAZE®, the World's First
“SmartRazors” with Heated Blades



HEAT⁶
with Smart Razor Technology™
+7th Trimmer Blade



BLAZE
with Heated Blades



When not in use consumers may park their HEAT Razor in the optional Recharging Dock ensuring a fresh battery charge. Testing shows up to 12 warm shaves per each charge.

- Ergonomic shape
- Perfectly balanced
- Soft-grip handle
- Fits comfortably in hand



Dimensions / Weight	Measurement
Length	6.25 inches
Handle Width	0.87 inches
Weight	1.7 ounces

Men's HEAT[®] Razor Style Leader

- Classic, Bold, and Iconic Design, with
 - High polished chrome, and
 - Deep black onyx trim

SmartRazor[®]

HEAT[®]
With Smart Razor Technology™



Women's Blaze® Razor Fashion Leader

- Pink shaded chrome, with
 - Mix of soft pastel, and
 - Hot pink trim



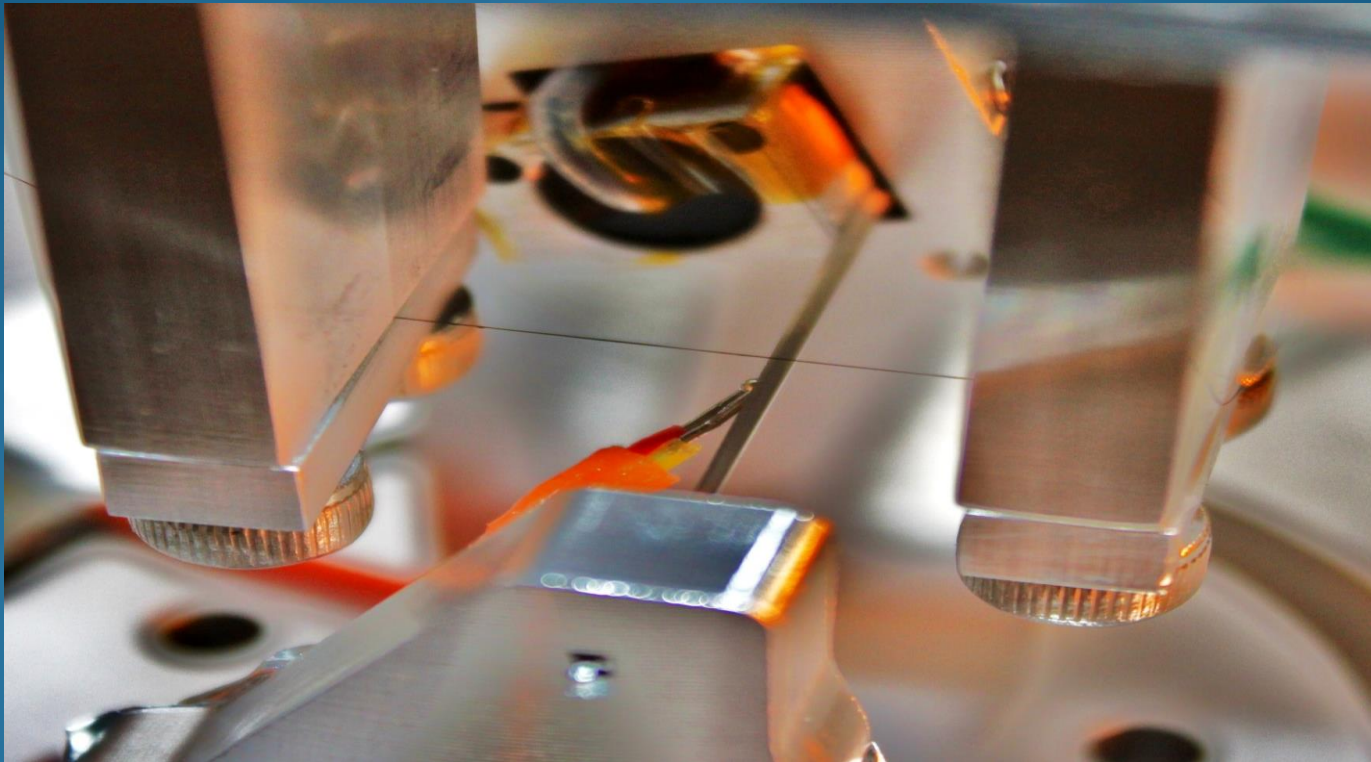
Women's Blaze[®] Sport[™] Top Razor Design

- Polished chrome, with
- Brilliant green and white trim



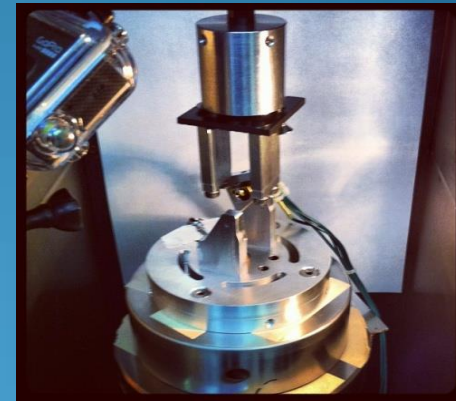
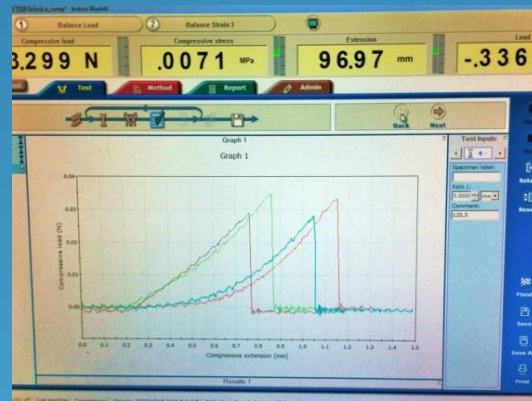
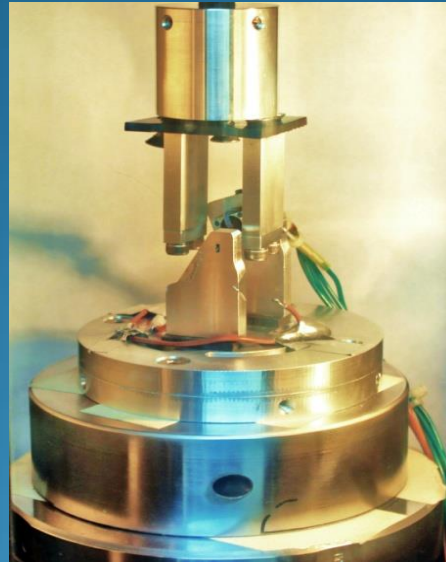
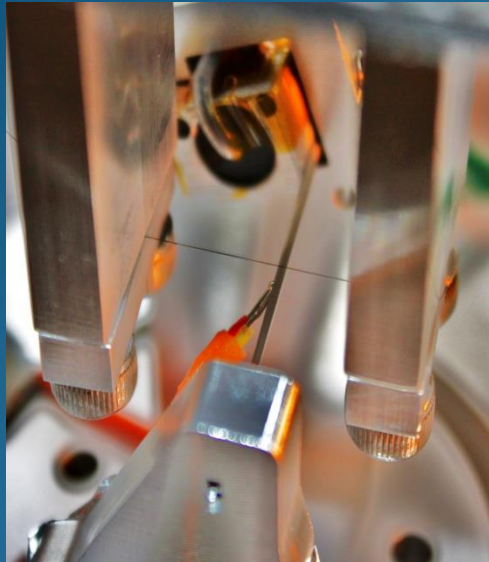
The BLAZE[®] Sport[™] color scheme appeals to a younger and sporty demographic.

**Tested at ISO / IEC Certified Laboratory
Incredible • Claimable • Actionable • Test Results**



**Lab Testing show our SmartRazor[®] warm
blades cut hair 200% easier!!**

Laboratory Tests Using Instron 5566 System



Datapoint Laboratories is accredited by the American Association for Laboratory Accreditation (A2LA #1242.01) and is in accordance with ISO/IEC 17025 standards.

MEN'S HEAT CONSUMER ACCEPTANCE

HEAT® Profile of Acceptors Definitely/Probably Would Buy – 70%

Key Profile Metrics HEAT® Acceptors

Level of Acceptance	87% Definitely/Probably Would Switch 85% Extremely/Very Unique or Different 73% Very/Fairly Good Value 92% Much/Somewhat Better than Brand Used Most Often
Stores Shopped for MRRs & Blades in Past 6 Months	64% Walmart 40% Grocery stores 36% Target
Brand Used Most Often	27% Gillette Fusion 18% Gillette Fusion ProGlide 11% Gillette Mach3 Turbo
Most Appealing Statements	<ul style="list-style-type: none"> • New Innovation of the Warm Blades – 25% • Better Shaving Performance – 23% • New Innovation of "Smart" Razor Technology – 17%
Most Believable Statements	<ul style="list-style-type: none"> • Has an ergonomic shape – 81% • Blades are warm – 79% • Fits comfortably in hand – 76%
Demographic Profile	Mean age – 39 More likely to live in an urban area Mean income \$77,066 54% Caucasian/White More educated (college +) 92% employed 56% have children in household



Descriptive Summary

How Interested They Are

Seven in ten men who saw this razor would definitely or probably buy it; of those, nearly 9 in 10 would switch to it and found it better than the brand they use most often.

Who They Are

The men who are most likely to buy the product skew toward being younger, non-white (by percentage of the total participants), employed, and more educated. They also skew towards having higher incomes and living in more urban areas.

What They Use and Where They Shop

Over a quarter use a Gillette Fusion and slightly fewer use the ProGlide model (18%). One in ten use the Mach3 Turbo razor most often. Nearly two-thirds shop for MRRs and refillable blades at Walmart while 4 in 10 shop at grocery stores.

What Appeals to Them

They find the idea of the razor being a new innovation (by being "smart" and having warm blades) most appealing. Nearly a quarter find the idea of a better shaving performance appealing.

What is Most Believable to Them

They find it most believable that the razors would have an ergonomic shape, warm blades, and would fit comfortably in their hand.

WOMEN'S BLAZE CONSUMER ACCEPTANCE

Blaze® Profile of Acceptors Definitely/Probably Would Buy – 77%

Key Profile Metrics Blaze® Acceptors

Level of Acceptance	90% Definitely/Probably Would Switch 87% Extremely/Very Unique or Different 59% Very/Fairly Good Value 92% Much/Somewhat Better than Brand Used Most Often
Stores Shopped for MRRs & Blades in Past 6 Months	64% Walmart 44% Target 37% Drug stores
Brand Used Most Often	25% Gillette Venus 15% Gillette Fusion ProGlide 12% Schick Quattro
Most Appealing Statements	<ul style="list-style-type: none">• New Innovation of the Warm Blades – 36%• Better Shaving Performance – 23%• May help with razor rash – 15%
Most Believable Statements	<ul style="list-style-type: none">• Fits comfortably in hand – 85%• Is an exciting new technology – 83%• Has an ergonomic shape – 81%• Blades are warm – 81%• Heated blades are proven to cut hair better – 81%
Demographic Profile	Mean age - 38 Mean income \$62,890 57% Caucasian/White 53% employed 22% have high school education or less



Descriptive Summary

How Interested They Are

Three-fourths of women who saw this razor would definitely or probably buy it; of those, 9 in 10 would switch to it and found it better than the brand they use most often.

Who They Are

Women who are most likely to buy the product skew toward having a higher household income and are predominantly Caucasian or White.

What They Use and Where They Shop

One quarter use a Gillette Venus model most often. Just over 1 in 10 each use a Gillette Fusion ProGlide (15%) and Schick Quattro (12%). Nearly two-thirds shop for MRRs and refillable blades at Walmart, while 4 in 10 shop at Target and/or drug stores.

What Appeals to Them

One third find the innovation of the warm blades most appealing. Nearly a quarter like the idea of a better shaving performance and over 1 in 10 find a razor that would help with razor rash most appealing.

What is Most Believable to Them

At least 8 in 10 women believe that the razor would be comfortable and ergonomic. The same proportion also believes the new warm blade is an exciting technology that cuts hair better.

INCREDIBLE PURCHASE INTEREST 88% & 94%

Purchase interest shows potential for solid lift when the ability to deliver on claims is emphasized.

- Driving this lift is a conversion of users who initially would not purchase the razor.
- Purchase interest increases by nearly one-fifth with the addition of the statement that the razor would deliver on claims made.



* Lift is calculated as the proportion of users who indicate they would not purchase the razor initially but are much or somewhat more likely to buy the razor if it were able to deliver on all claims.

SUMMARY OF BUSINESS

Utilizing cutting edge innovation and modern advanced patented technology SmartRazor® is the new Lifestyle Razor Brand that fundamentally improves shaving in four main areas: Performance, Comfort, Convenience, and Health.

The new SmartRazor® HEAT® series have heated blades. The warm blades slice through hair effortlessly while giving the user incredibly warm shaving comfort, like a spa-shave everyday. This new global venture will produce and launch SmartRazor® HEAT®

Included in this venture are the existing and original SmartRazors; “ShaveMate®” All-in-One® series that have six blades and real shaving cream inside their handles. These award-winning combo razors have many special patented features no other razors have that makes them the top innovative razors of today. On Oprah’s “Love That” products list, Good Housekeeping Research Institute highest ranking of A, and many other accolades. Many say these are the best razors on the market today.

COMPETITIVE MARKET

The Global Shaving Market is forecast to top \$33 Billion annually in 2015.
Global wet razors and blades sales are more than \$14 Billion annually.

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The global wet shave market share (2013):

Gillette (62%) Systems at 56% Disposables at 44%

Schick (16.2%) Systems at 54% Disposable at 46%

BIC 12.7%

Wilkinson-Sword (owned by Energizer/Schick) (4%)

Other Brands (5.1%)

CHANGING LANDSCAPE

In the last three years, start ups Dollar Shave Club and Harry's have gained very significant market share through innovative marketing. They prove that consumers will buy in quantity from razor companies other than the established brands. In July of 2016 Unilever bought Dollar Shave Club start up for \$1 Billion! Proves the incredible value in this razor space.

We strongly believe razor INNOVATION will be the next shoe to drop in the shave category. And there is only one SmartRazor®!

SmartRazor® merges modern electronic technology with wet razors to produce 200% better shaving performance and unmatched warm shaving comfort, as well as many other fundamental benefits.

SmartRazor® has the Evolutionary and Game-Changing patented razor innovation that excites consumers around the world.

MARKET STRATEGY

SmartRazor Company will officially launch SmartRazor family of razors and will produce the new SmartRazor® HEAT® series.

Internet sales through our www.SmartRazor.com website will be high priority.
Retail Sales will begin when strategic timing is right, in second or third year.

Consumers buy technology and innovation!

Consumers want and expect dramatic razor evolution, and SmartRazor® has it!

Current razor lack innovation. SmartRazor® is the next in razor evolution, the new class of razors that will capitalize on its new Game-Changing patented innovations and the new “Smart” technology. SmartRazor bring Wet Razors into the 21st century.

TECHNOLOGY & WET RAZOR CATEGORY

SmartRazor® with Heated Blades are the major and historic advancement in Shave, and are among the biggest breakthroughs in Razors in the last 2000 years. In modern terms for razor performance and comfort, perhaps the greatest razor innovation ever!



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