

# Groove Botanicals, Inc.



[www.groovebotanicals.com](http://www.groovebotanicals.com)



# Forward-Looking Statements

This presentation contains statements, which may constitute "forward-looking statements" within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Those statements include statements regarding the intent, belief or current expectations of the Company, and members of its management as well as the assumptions on which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. The Company undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results.

# Mission Statement

Groove Botanicals, Inc., OTCBB: GRVE is a consumer health products company dedicated to improving people's health and well-being. We are dedicated to creating novel consumer products that optimize human health. Our products contain premium hemp extracts that contain a broad range of cannabinoids, including cannabidiol (CBD) and natural hemp derivatives, and are crafted with care for daily health and wellness to boost the immune system, create balance within the body, help people heal from a myriad of common and serious ailments, and address the opioid epidemic. We will assemble a portfolio of assets via royalty agreements, equity investments, licensing agreements, and our own proprietary innovative CBD skincare products.



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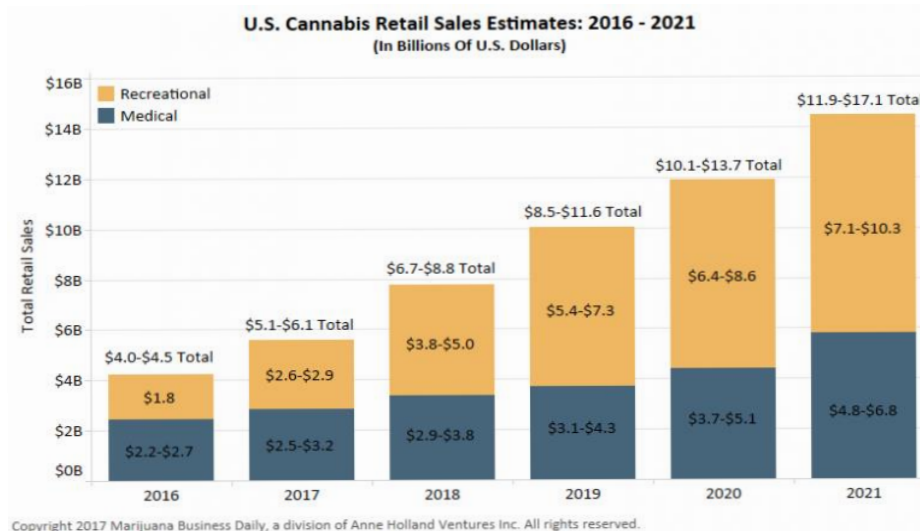
# The Science of Cannabidiol (CBD)

- Does not contain THC and does not have any intoxicating effects.
- CBD is one of over 85 unique compounds found in hemp.
- Cannabinoids, (phytocannabinoids) are produced naturally by the body and interact with the body's Endocannabinoid System (ECS) *to manage homeostasis (balance)* in the human body and effect bodily processes such as a modulatory system function in the brain, secretion of hormones related to reproductive functions, and response to stress endocrine.
- CBD has been found to help “kick start” our central-regulatory system, producing powerful results.



# US Market for CBD Products

- \$200 million market In 2015
  - \$112 million THC based sales at dispensaries
  - \$90 million hemp-derived
- Expected to grow 700% between 2016 - 2020
- Could generate \$2.1 billion in consumer sales by 2020 with \$450 million of those sales coming from hemp-based sources





# CBD Skincare Benefits

- Contains numerous vitamins, minerals, proteins, fatty acids and antioxidants.
- Applied topically, starts working immediately on problem areas.
- Aids skin cell growth, skin repair, and promotes skin cell differentiation.
- Protects skin from free radicals damaging collagen and elastin; tightens skin.
- Reduces fine lines and wrinkles; retains skin moisture levels.
- Anti-bacterial/ anti-inflammatory.
- Rich in Omega-3 and Omega-6 Fatty acids, regenerates skin's protective outer layer, leaving it smoother and younger looking.
- Inhibits lipid (oil) production, balancing skin and preventing breakouts.
- CBD is an all-natural choice compared to harsher additives.



CB3  
CBD:SKIN

# CB3 - Take Your Skin Higher

available for preorder at [www.groovebotanicals.com](http://www.groovebotanicals.com)

Introducing CB3. Revolutionary skincare using cutting-edge research, proprietary formulas, and world-class ingredients: the “Gold Standard” in CBD luxury skincare.

- Unique blend
- CBD + CBG + CBDA
- Natural, powerful active ingredients
- Spa-level results
- Daily skincare regimen
- Paraben free
- Sulfate free
- Artificial fragrance free
- 100% pet friendly

# CB3 Skincare Products

[www.cb3skincare.com](http://www.cb3skincare.com)

## CB3 - Three Initial SKU's

CB3 launches with three spa-quality foundational products: (1) face wash, (2) moisturizer, and (3) eye cream, providing the ultimate nourishing care for skin's everyday protection and renewal.



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# CB3 Skincare Products (cond'd)

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## 1) CB3 Revita Wash

This soap-free, high-purity cannabidiol blend specially formulated with Bergamot Fruit Oil, Lavender Oil, Mandarin Orange Peel Oil, and Rosemary Leaf Oil, gently cleans, exfoliates, and removes toxins while balancing oil production, nourishing, and smoothing skin. Designed for all skin types, washing your face has never felt this good.



## 2) CB3 Phyto Lotion

This light-weight daily hydrator works all day to lock in moisture while delivering a high dosage of the nutrients your skin craves, visibly reducing surface dullness, uneven skin tone, and the appearance of fine lines. This antioxidant-rich formula is quickly absorbed and helps defend skin from the effects of free radicals while visibly improving the appearance of skin's elasticity and radiance, and promoting a healthy, glowing appearance.



## 3) CB3 Eye Matter

This powerful formula utilizes a potent blend of CBD, CBG, and CBDA to visibly diminish the appearance of dark circles, puffiness, and fine lines, while simultaneously hydrating and firming delicate under-eye skin to create a more luminous appearance and deliver both immediate and long term results.

# Daily CB3 Skincare Regimen

3 products everyone needs daily, created for all skin types.

Revita Wash	Phyto Lotion	Eye Matter
<ul style="list-style-type: none"><li>➤ Nourishes and Detoxifies.</li><li>➤ Balances and Cleanses.</li><li>➤ Removes impurities without stripping the skin of essential oils leading to that could lead to breakouts, dryness or irritation.</li></ul>	<ul style="list-style-type: none"><li>➤ Provides deep hydration and comfort throughout the day.</li><li>➤ Softens and smoothes skin.</li><li>➤ Instantly improves appearance while preventing signs of aging over time.</li></ul>	<ul style="list-style-type: none"><li>➤ Retains moisture.</li><li>➤ Improves elasticity.</li><li>➤ Treats dark circles and under-eye puffiness.</li><li>➤ Reduces fine lines and wrinkles.</li><li>➤ For fragile skin, more prone to dryness and quick to show signs of aging and fatigue.</li></ul>



# Target Audience Demographics

	Millennials	Gen X
Age	20-29	30-59
Female US Population 2010	21,038,081	63,605,720
Characteristics	<ul style="list-style-type: none"><li>➤ Early Adopters</li><li>➤ First to share</li></ul>	<ul style="list-style-type: none"><li>➤ Entrepreneurial</li><li>➤ Well educated</li></ul>
Anti-Aging Skincare Usage (daily/weekly)	57% / 28%	68% / 20%
All Natural Important	73%	59%

55% of women shoppers review product ingredients to avoid sulfates (30%), parabens (22%), synthetic fragrances (18%), and peg compounds (12%).

Cannabis Consumers Coalition survey had 53% of women consuming cannabis versus 42% for men. Combined, over 42% of cannabis consumers spend more than \$200 per month on Cannabis.



# CB3 Product Marketing

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Channels of Distribution	Sales and Marketing Tools
<ol style="list-style-type: none"><li>1. Groovebotanicals.com</li><li>2. CB3SkinCare.com</li><li>3. Third party websites</li><li>4. High-end beauty retailers</li><li>5. Spas</li><li>6. Dispensaries</li><li>7. Pharmacies</li><li>8. Doctors' offices</li><li>9. Health Stores</li><li>10. Yoga Studios</li></ol>	<ol style="list-style-type: none"><li>1. Social Media</li><li>2. Search Engine Optimization</li><li>3. Search Engine Marketing</li><li>4. Sales Calls</li><li>5. In-house telephone call centers</li><li>6. Public Relations</li><li>7. Videos</li><li>8. Influencers</li><li>9. Print Advertising</li><li>10. Affiliate Programs</li></ol>

Capitalizing on the growing trend of online-shopping, especially among Millennials, we aim to disrupt the status quo skincare purchasing experience by offering a finely-tuned, high-end online buying platform.





## Officers and Directors

- Kent Rodriguez, President – Extensive public company business background, including CEO of Avalon Oil & Gas. He is the Managing Partner of Weyer Capital Corporation and former President of the First National Bank of Elmore, Elmore, Minnesota. He has a Bachelor of Arts in Geology from Carleton College and an Executive MBA from the Harvard Business School.
- Jill Allison, Director – Over 30 years experience in marketing and business development with Monsanto, Pinkerton's, Iridian Technologies, Target Corporation, and Best Buy, Inc. She has a B.A. in Economics from Gustavus Adolphus College, a MIM from the Thunderbird Graduate School of International Management, and an MBA from the Wharton School, University of Pennsylvania.
- Douglas Barton, Director – Extensive marketing experience as President of Venture Communications. He has a Bachelor of Arts in History from the University of Minnesota.
- Rene Haeusler, Director – Chairman of the Board and Managing Director of the L'Avenir Group. Mr. Häusler has a Master's degree in history, political science, and constitutional law from the University of Zurich.



## Advisory Board

- Sarah Dakar – Ms. Dakar has over a decade of experience creating and marketing luxury skincare products. She was previously the VP and Beauty Director of Sonya Dakar Skincare, Ultraluxe Skincare, and HappyMe. She was responsible for product development, public relations, marketing, and sales. Sarah served as brand spokesperson and was the author of the recurring column, “Sarah’s Secrets” in *The Huffington Post*. Her products won awards for *Elle Top 5*, *Marie Claire’s* Best 15 Products of All Time, Latina Men’s Health, and *Allure*, Best Zit Cream. Prior to becoming a skincare professional, Sarah was in the entertainment industry producing television specials, earning numerous awards and working alongside industry legends Merv Griffin, The Jonas Brothers, Dick Cavett, Kathy Griffin, Ed McMahon, and renowned film producer and studio head, Robert Simonds.
- Catalina Saenz – Senior executive with Morrocanoil, a premium skin care brand. She has over 15 years experience in developing and launching new skin care brands. Catalina has worked with major retailers including Sephora, Nordstrom, and Saks managing all aspects of sell in and sell through, brand positioning, corporate reporting, inventory management, stock and sales analysis, and forecasting. She attended college at Valley College in Los Angeles, CA, and is fluent in Spanish and Portuguese.



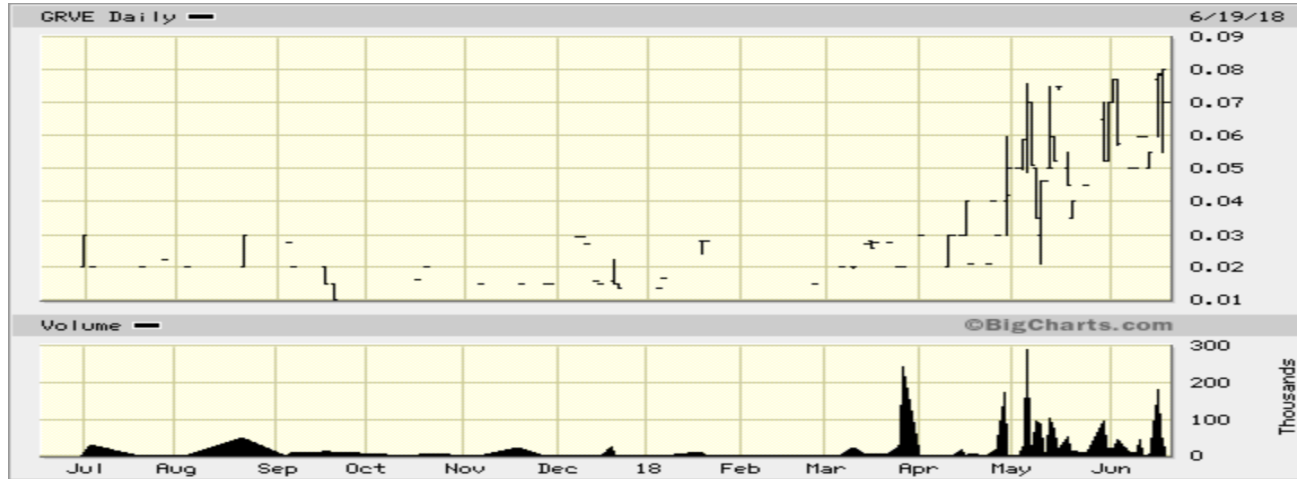
## Advisory Board (cont'd)

- Thomas McClain – President of Macland, Inc., a business development consulting firm for the Hemp Industry. Tom is actively involved in the re-establishment of hemp production in the United States and in increasing the awareness of new hemp products and technology associated with the uses of hemp for food and nutrition, nutraceuticals, building materials, paper, textiles, plastics, and composites. He has a B. S. degree from Fort Hays State University and has completed graduate studies at Tribhuvan University.



# Corporate Overview

- Shares Outstanding: 23,993,062
- Float: 4,967,062
- Company plans to be fully reporting by year end 2018





# Summary

## Investment Highlights:

- Extensive Market Opportunity
- Established, Innovative Line of Natural Products
- Superior Product/Competitive Advantages
- Growing Usage of CBD Infused Products/Proven Health Benefits
- Responsible Management
- Additional Product Development Possible



# Contact

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Kent Rodriguez, President & CEO

Telephone: 612-315-5068

[www.groovebotanicals.com](http://www.groovebotanicals.com)

[www.cb3skincare.com](http://www.cb3skincare.com)

[www.facebook.com/groovebotanicalsinc/](https://www.facebook.com/groovebotanicalsinc/)

[www.twitter.com/GRVEbotanicals](https://www.twitter.com/GRVEbotanicals)

## Transfer Agent:

Corporate Stock Transfer

3200 Cherry Creek Drive South, Suite 420

Denver, CO 80209

Telephone: 303-282-4800

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