



A breakthrough in scalp & skin care

Born out **love** | With the wisdom of **nature** | Proven with **science**

Ruchi Gupta, MD, MPH
Founder & CEO



THE PROBLEM

1 in 2

people suffer from dry skin &
scalp: dandruff, cradle cap,
itching or eczema



The Gap



Harmful chemicals
& steroids

Non-scientifically proven
products

Yobee Innovation

Born out of

Love

Wisdom of

Nature

Proven with

Science



We are on a mission to **free** people from the cycle of using **harsh chemical-ridden** products on their **scalp, skin, & hair**



Why: Yobee was born out of love



"Necessity is the mother of invention"

Prof. Ruchi Gupta

Mom of a child with cradle cap, eczema & food allergy

- Professor of Pediatrics & Medicine, Northwestern University & Lurie Children's Hospital
- Founding Director, Center for Food Allergy & Asthma Research (CFAAR)



Trusted expert for:

Chicago Tribune

The New York Times

TED



NETFLIX



CHICAGO
MAGAZINE



BABY-LED WEANING
MADE EASY

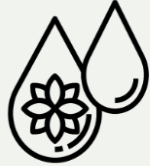


Breakthrough innovation created with the wisdom of nature

To support & balance the skin's natural microbiome

PROBYOME™ BLEND

POSTBIOTIC EXTRACTS



ORGANIC TURMERIC

ORGANIC HONEY

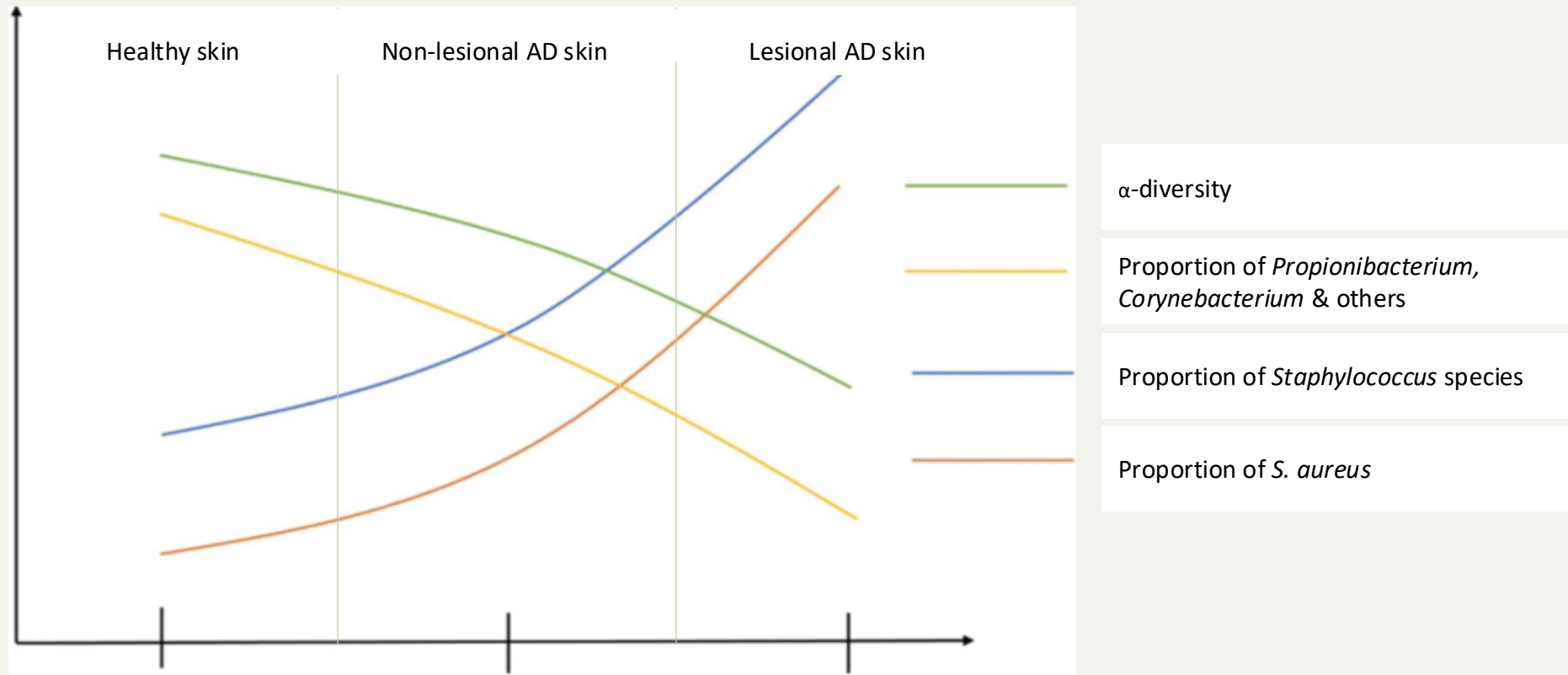


VITAMIN B12



Our ingredients have been **clinically proven** to be **anti-inflammatory, microbiome-supportive, & safe**

Microbiome composition changes with skin health



The composition of the skin microbiome also actively changes as skin's health deteriorates (from Healthy to Atopic Dermatitis)

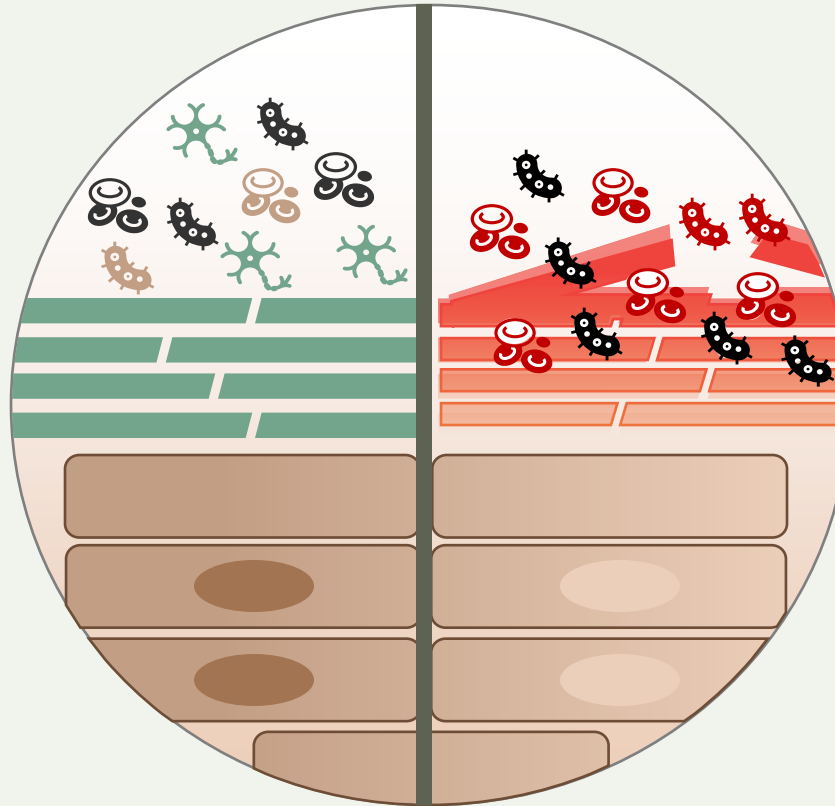
Scalp & skin microbiome affect the skin barrier

Balanced Microbiome



PRESERVED SKIN BARRIER

- The scalp & skin microbiome contain a diverse ecosystem of bacteria, fungi, viruses, & other microorganisms
- The balance of these microbes is key to modulate the skin's immune response & maintain the integrity of the skin barrier



Imbalanced Microbiome



DISRUPTED SKIN BARRIER

- An imbalance (dysbiosis) can lead to overgrowth of pathogenic species, triggering inflammatory responses
- Altered skin barrier increases vulnerability to irritants & allergens
- Further reduced microbial diversity leads to inflammation, flare-ups & itching or other skin & scalp conditions

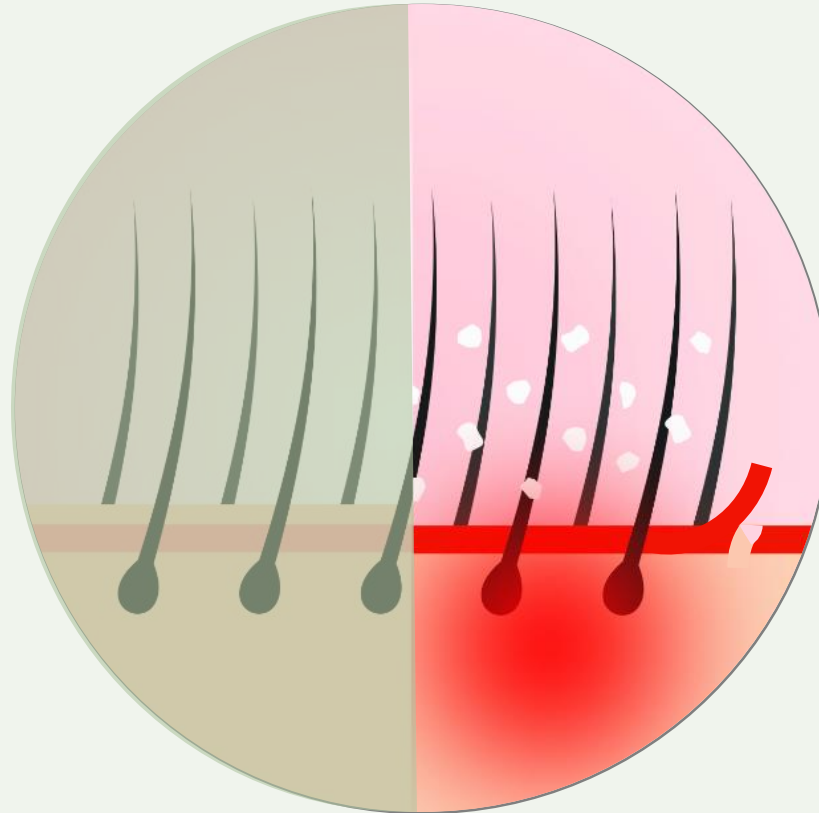
Imbalanced skin microbiome leads to scalp & skin conditions

Balanced Microbiome



HEALTHY SKIN & HAIR

- **A unique microbial environment** due to hair follicles & glands an optimal environment for certain microorganisms
- **A balanced skin microbiome** leads to a healthy scalp & skin
- **Regulation of the skin barrier,** maintains skin hydration, modulates immune responses, resulting in a healthy scalp & skin free of itchiness & flaking



Imbalanced Microbiome



SKIN CONDITIONS

- ***Seborrheic dermatitis*** commonly known as cradle cap & dandruff associated with overgrowth of *Malassezia yeast* & overproduction of skin cells & oils
- ***Atopic dermatitis***, or eczema is linked to an overgrowth of *Staphylococcus aureus* & reduced diversity of the skin microbiota
- ***Psoriasis*** due to an altered microbiome with a reduction in *Corynebacterium* species & an increase in *Streptococcus* & *Propionibacterium*

Yobee's patented PROBYOME blend

Postbiotics



Competitively inhibit pathogens

- Balance microbial communities
- Modulate immune responses
- Decrease levels of *S. aureus* in eczema
- Reduce inflammation
- Improve barrier function

Honey



Antibacterial & hydrating

- Promotes wound healing
- Enhances skin regeneration
- Can reduce *S. aureus* & balance microbiota, thereby alleviating eczema & psoriasis
- Maintains moisture which can manage dandruff & seborrheic dermatitis

Vitamin B12



Essential for skin regeneration

- Anti-inflammatory properties have been demonstrated in studies focusing on eczema & psoriasis
- Topical B12 formulations have shown promise in reducing cytokine levels involved in these conditions

Turmeric



Natural anti-inflammatory agent

- Curcumin has been shown to inhibit inflammatory pathways, including NF-κB & STAT3, which are hyperactive in psoriasis & eczema
- Topical turmeric treatments have demonstrated reductions in psoriasis plaques & improved skin health

A breakthrough innovation proven by science

90%

of participants who used Yobee had **significantly reduced** dry scalp symptoms including **irritation, itching, & redness**

Studied in pediatric patients

[Clin Cosmet Investig Dermatol](#). 2023; 16: 2757–2762.
Published online 2023 Oct 4. doi: [10.2147/CCID.S424077](#)



Natural Topical Treatment Contributes to a Reduction of Dry Scalp Symptoms in Children

& adult populations

[Clin Cosmet Investig Dermatol](#). 2021; 14: 945–947.
Published online 2021 Jul 24. doi: [10.2147/CCID.S321238](#)



Novel Topical Treatment for Dandruff & Dry Scalp Through Sustained Balance in Skin Microbiome

Why now? Scalp care is key – marketing research results

99%

agree **healthy hair** begins
with a **healthy scalp**

96%

believe **scalp care** is just as important as your
facial skincare

Individuals report suffering a range of issues:

- ✘ Itchy scalp - 42%
- ✘ Dry scalp - 23%
- ✘ Dandruff - 14%
- ✘ Oily scalp - 18%

90%

Of participants who used **Yobee** reported
decreased dry scalp symptoms including

- ✔ Less itching
- ✔ Less redness
- ✔ Less flaking



How we are unique

1



PROBYOME™ BLEND
Natural / anti-inflammatory
ingredients & key bacteria to
restore microbiome

2



PATENTED TECHNOLOGY

US Patent No. 11,103,544

3



OUR SCIENCE
Two clinical trials showed
Probyome™ to be safe &
effective

Award-winning innovation



Allē award judge feedback:

“ Validated methods for balancing the microbiome to improve skin conditions.

“ Great safety claim substantiation in pediatric population.

“ This product seems to fill a real need.

Global Search for a Solution

	RESTORING SCALP/HAIR BALANCE	SALON BRANDS	"FREE" FROM CLAIMS	ANTI-FUNGALS
	 Yobe®	KÉRASTASE PARIS	<i>Teta</i> TM Beauty Organics	
Natural Ingredients	✓	✗	✓	✗
Microbiome Friendly	✓	✗	✓	✗
Safe for all Ages	✓	✗	✗	✗
Free of Zinc, Salicylic Acid, Coal Tar	✓	✓	✓	✗
Clinically Proven	✓	✗	✗	✓

Yobee's market access channels

eCommerce Platform

e.g. Amazon,
Yobee, website
Tik-Tok Shop



B2B Outlets

Physician
Offices, Salons, &
Spas



Future: Brick & Mortar Retailers

e.g. Whole
Foods



Select team members



Ruchi Gupta, MD, MPH
Co-Founder & CEO



Tarun Jain, MD, MSc
Co-Founder & CFO



Kathryn Cherny, PhD
Chief Operating Officer



Annie Siebenaler
Marketing Director



Joanna Deryniowska
Director of Customer Experience

Select advisors



Catherine Murphy
Former Head of Global Marketing
Johnson & Johnson



Josh Ghaim, PhD
Former CTO
Johnson & Johnson



Peter Lio, MD
World-renowned
Integrative Dermatologist
Chicago Eczema Center



Amy Paller, MD
Professor & Chair, Dermatology
Northwestern University



Dimitra Georganopoulou, PhD
General Partner
Qral Ventures

Yobee products are already beloved

Avg 4.7/5 stars on Amazon



180+ reviews

Avg 4.9/5 stars on YobeeCare.com



180+ reviews

“

I recommended Yobee to my niece who has **psoriasis** & tried every steroid cream. Within a week, her psoriasis improved. **Her doctor couldn't believe it!**

“

Yobee **resolved** my baby's **scalp & forehead irritation**. It gave me my sleep & sanity back!"

“

The **holy grail** of winter moisturizers. Finding this cream was a godsend.



Yobee social media education

Strategic Collaborations: Yobee is looking to continue partnerships with trusted physicians, scientists, & wellness influencers to bring the power of the skin and scalp microbiome to a broader audience

Yobee® 

LET'S TALK ECZEMA: BREAKING BARRIERS & OVERCOMING STIGMA 

RUCHI GUPTA, MD MPH | ELISA SONG, MD
YOBBEE CARE | HEALTHY KIDS HAPPY KIDS

Yobee® 

PREVENTION & RISK FACTORS IN PEDIATRIC SKIN & ALLERGY ISSUES 

RUCHI GUPTA, MD MPH | REYNA TREVINO, MD FAAP

Yobee® 

INSTAGRAM LIVE 

RUCHI GUPTA, MD MPH | ANIA LEVINA, PHD

Join the Yobee movement: help us empower people to restore their scalp & skin microbiome



Yobee is looking for:



Influencer Partnerships: Collaborate with us to create engaging, informative content & help us share our mission of microbiome-focused skincare



Physician Offices: Partner with Yobee to recommend our products to your patients, empowering them with natural, science-backed solutions for skin & scalp health



Salons & Spas: Offer Yobee's natural skincare treatments to clients seeking holistic scalp & skin care solutions



Retail Partners: Help bring Yobee to more consumers by stocking our products in stores & online

Summary & next steps

Born out of

Love

Wisdom of

Nature

Proven with

Science



Join our mission to help free people from using harsh and chemical-ridden products on their skin, scalp, and hair

Follow us

@YOBEECAREOFFICIAL



Contact us

EMAIL: ruchi@yobee.com

WEBSITE: www.yobee.com

Follow us



Order today!





Thank you

Wishing you a lifetime of healthy



Appendix

MICROBIOME CRASH COURSE

Imbalanced Microbiome

HEALTHY SKIN

A balanced microbiome with a preserved skin barrier



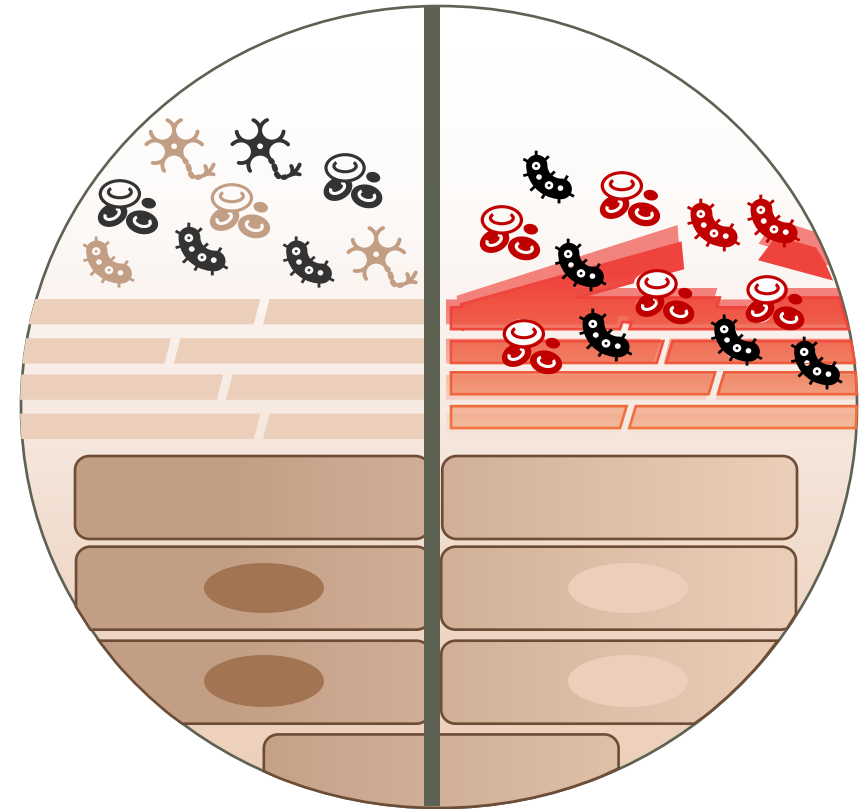
BALANCED
MICROBIOME

ATOPIC SKIN

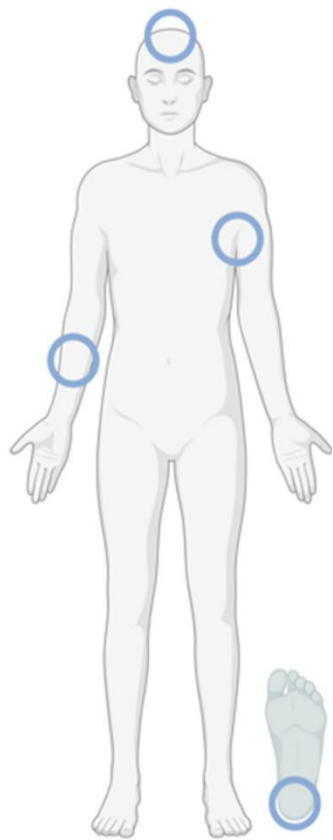
An imbalanced microbiome & altered skin barrier --> skin vulnerable to irritants & allergens --> cause inflammation, flare-ups & itching



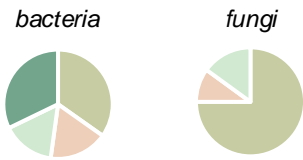
UNBALANCED
MICROBIOME



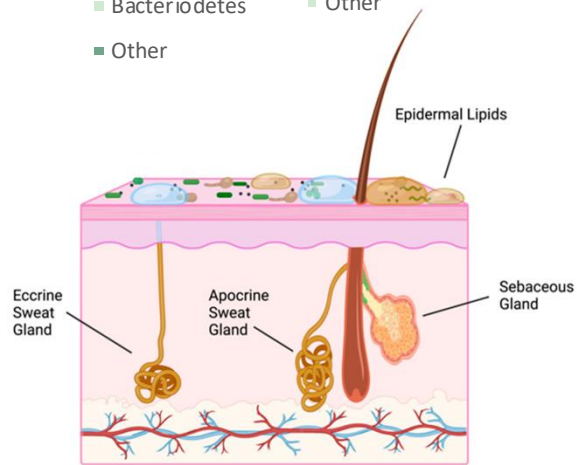
Microbiome composition is site specific



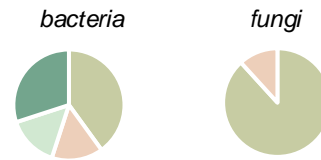
Forearm



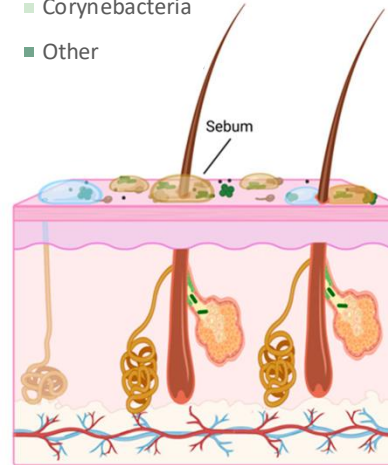
- Proteobacteria
- Corynebacteria
- Bacteroidetes
- Other
- Malassezia
- Aspergillus
- Other



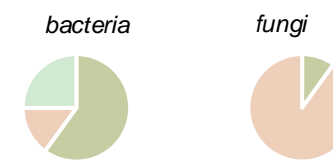
Scalp



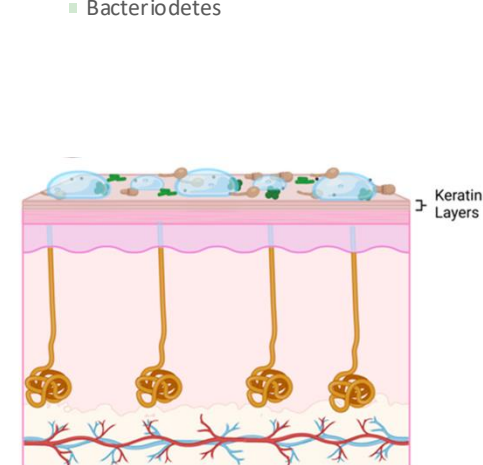
- Cutibacteriaceae
- Staphylococcaceae
- Corynebacteria
- Other
- Malassezia
- Other



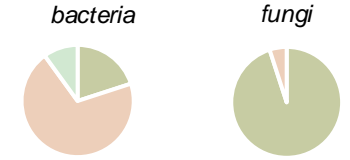
Plantar Heel



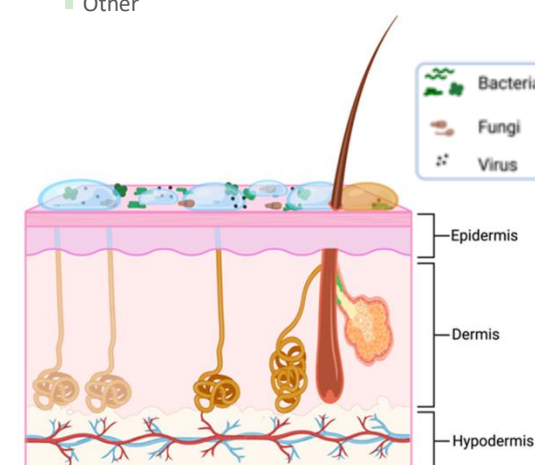
- Staphylococcae
- Corynebacteria
- Bacteroidetes
- Malassezia
- Other



Underarm (Axilla)



- Corynebacteria
- Staphylococcaceae
- Other
- Malassezia
- Other



The skin microbiome composition changes in different areas of the body

Include?

Yobee's seeding channels are Chicago-based



Yobee has partnered with Chicago based:

- Spas
- Salons
- Physician offices (Pediatric, Allergy, & Dermatology offices)
- Wellness centers (pediatric & adult)
- Chamber of Commerce





Yobee Cares



Yobee Business Model & Operations

YOBEE CARE

Key Milestones



JUNE 2018	Yobee Care Inc.
SEPT 2018	Seed Investment Northwestern N.XT fund
OCT 2018	Probyome™ finalization
DEC 2020	Northwestern University Exclusive Licensing Agreement
JULY 2021	Patent granted: US Patent No.11,103,544
JULY 2021	Clinical Trial published in peer- reviewed Journal
JUNE 2022	Pre-seed funding complete
FALL 2022	Manufacturing pipeline initiated
MAY 2023	First Product Soft Launch
JUN/ OCT 2023	Products on <i>AMZ/ Pediatric clinical study</i> published
DEC 2023	Full Product Launch
JAN 2024	Qral Investment

Probiotic Hairlines

RESTORING SCALP/HAIR BALANCE

KERASTASE Specifique Haircare

ONGARO Probiotic Shampoo

TELA BEAUTY Probiotic Hair Mask

THE NUE CO Probiotic Haircare



Natural Ingredients



Microbiome Friendly



Safe for all Ages



Free of Zinc, Salicylic Acid, Coal Tar



Clinically Proven



Physician formulated



Global Search for a Solution

	RESTORING SCALP/HAIR BALANCE	SALON BRANDS	"FREE" FROM CLAIMS	ANTI-FUNGALS
	Yabee®	KÉRASTASE PARIS	m:ther dirt	head&shoulders®
Natural Ingredients	✓	✗	✓	✗
Microbiome Friendly	✓	✗	✓	✗
Safe for all Ages	✓	✗	✗	✗
Free of Zinc, Salicylic Acid, Coal Tar	✓	✓	✓	✗
Clinically Proven	✓	✓	✗	✓

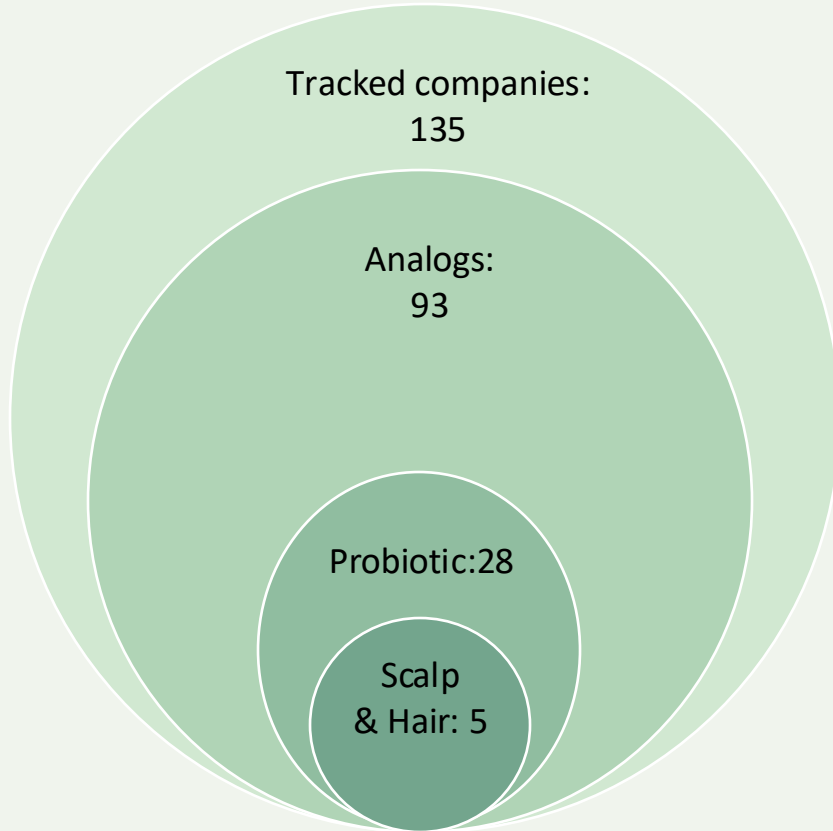


Competitive analysis

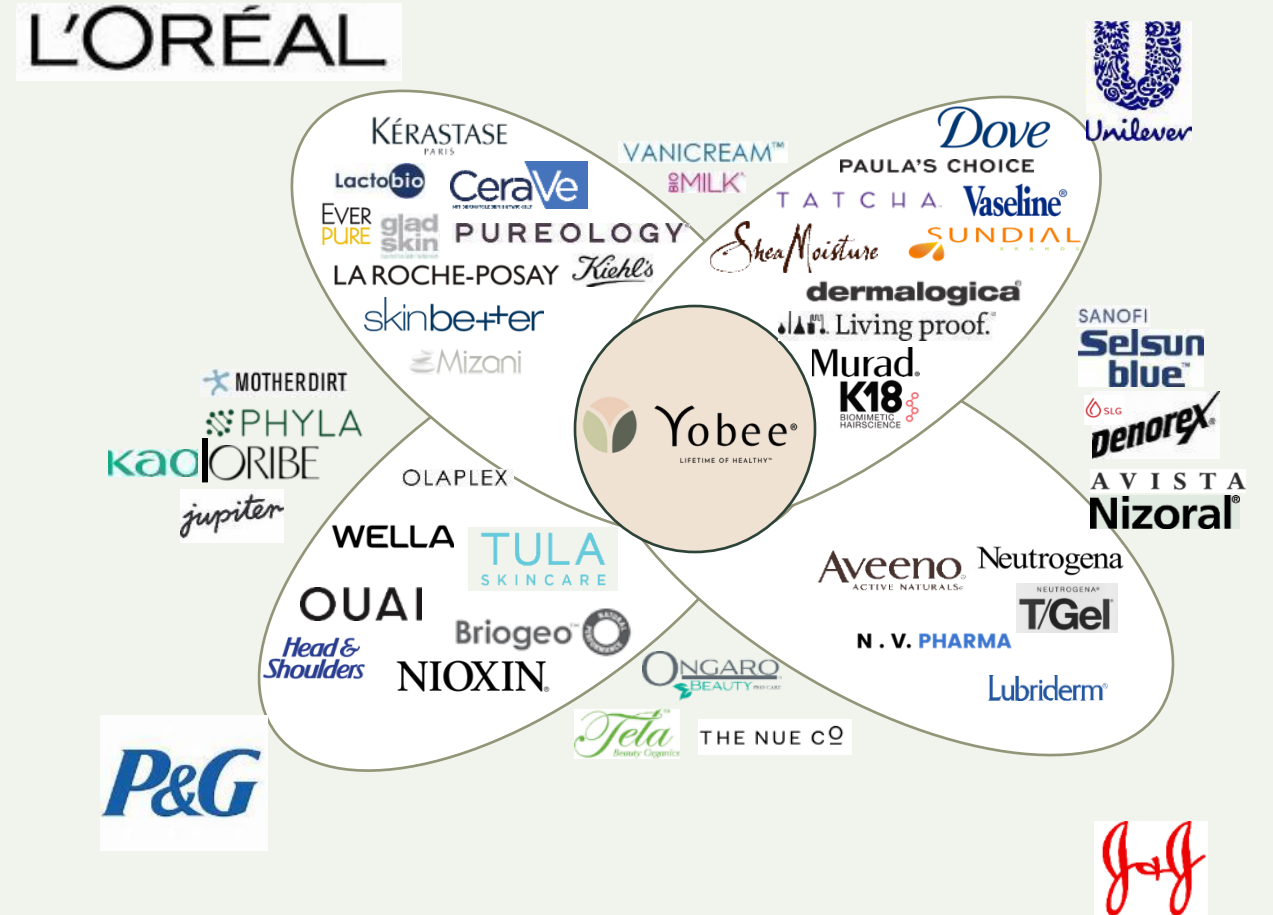
	 Yobee®		OLAPLEX.	
Natural ingredients	✓	✗	✗	✗
Microbiome friendly	✓	✗	✗	✗
Safe for all ages	✓	✗	✗	✗
Free of zinc, salicylic acid, coal tar	✓	✗	✓	✗
Physician formulated	✓	✗	✗	✗
Clinically proven	✓	✓	✗	✓



Market research



There are numerous probiotic skincare products but still few that also target hair & scalp

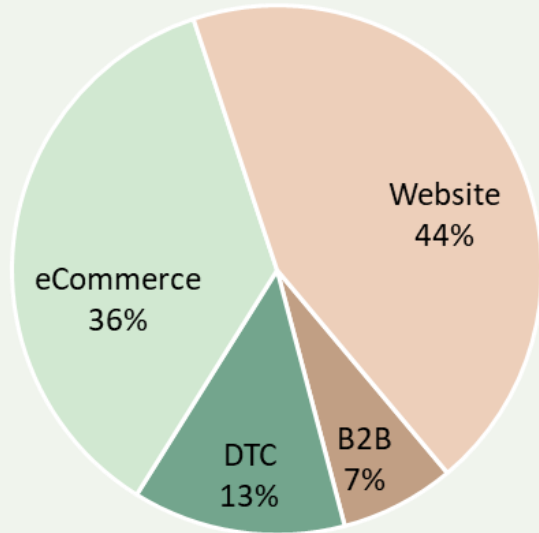


Four major players dominate this personal care space with multiple wholly owned acquisitions

Financial projections across different channels (US)

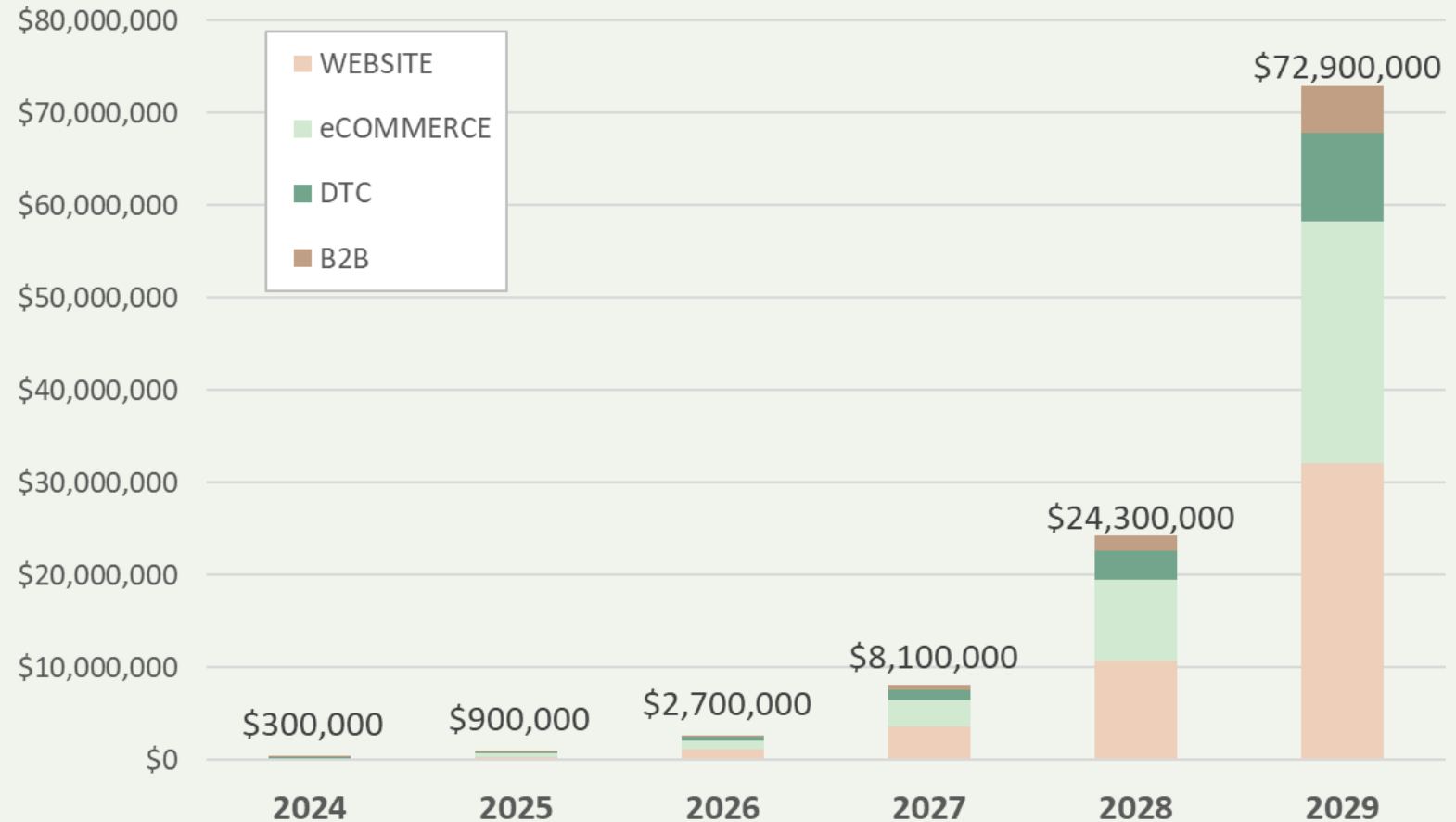
Channels

-  eCommerce Platforms (Amazon)
-  Yobee Website
-  DTC (Conferences, events, etc.)
-  B2B (Derm Offices)

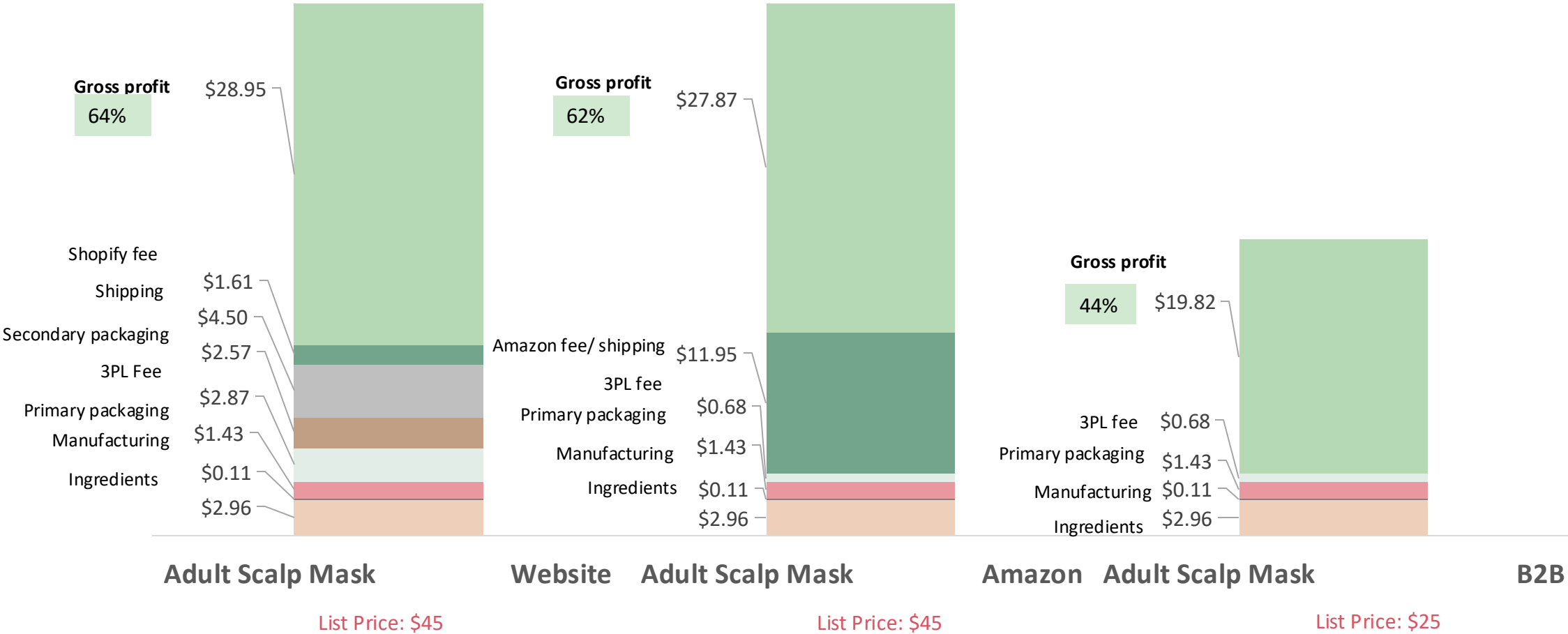


We are currently exploring brick & mortar retailer partnerships

Yobee projected revenue by channel



Unit economics: ScalpMask



Adult scalp mask pricing & cost breakdown across channels

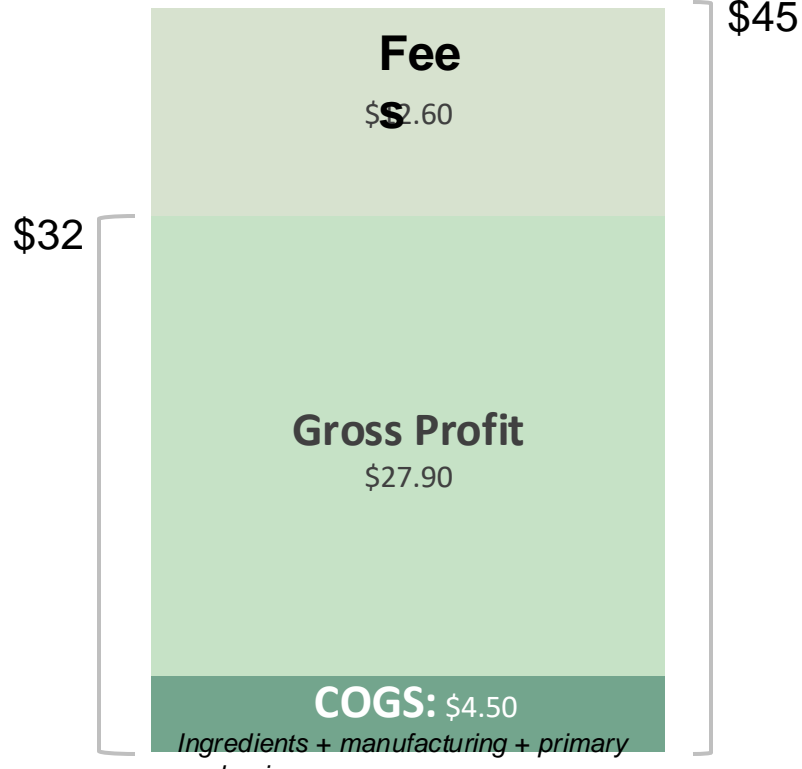
COGS Margin %
87%
 $(1 - \frac{COGS}{wholesale\ price})$

COGS Margin %
86%
 $(1 - \frac{COGS}{wholesale\ price})$

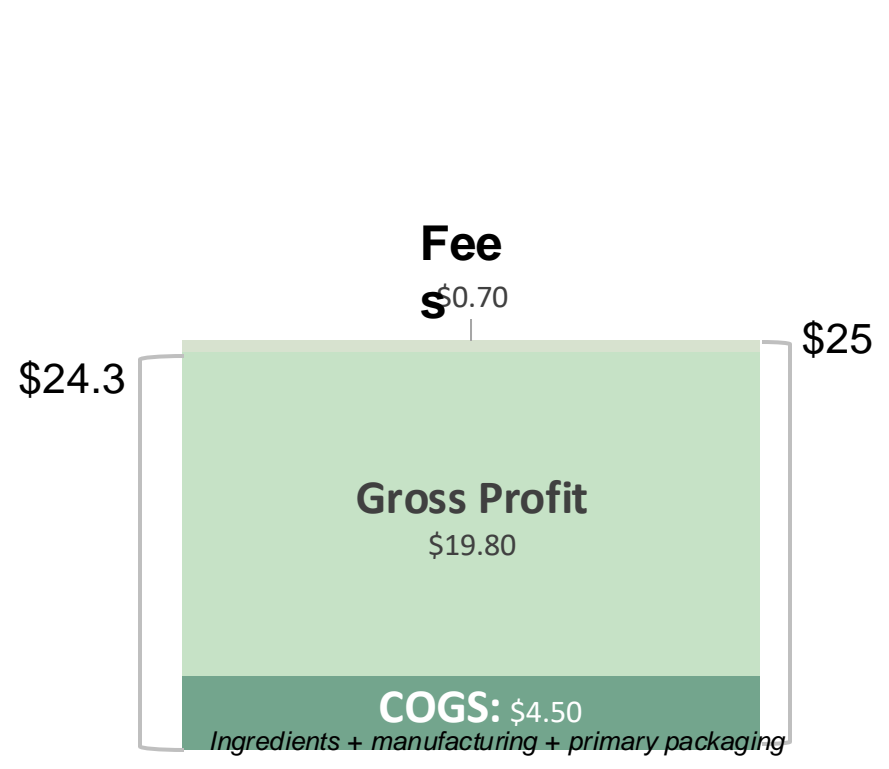
COGS Margin %
81%
 $(1 - \frac{COGS}{wholesale\ price})$



Website



Amazon



B2B



Yobee Marketing & Education

Yobee Care Blog

BABIES CHEMICALS DIET ECZEMA FERTILITY HAIR LOSS HONEY INFERTILITY

INGREDIENTS MICROBIOME NUTRITION PREGNANCY SCALP SCIENCE SKIN

Science of Hair: Understanding the Basics of Hair Growth & Maintenance

Embrace Spring with 6 Natural Hair Care Tips

Instagram

yobeeofficial Follow Message ...

313 posts 573 followers 321 following

Yobee Care

@yobeeofficial

Health/beauty
Natural probiotic scalp, hair & skin care
Physician-founded
Proven for a lifetime of healthy
Purchase with link in bio 📄

linktr.ee/yobeeofficial

Before/After

Testimonials

Our Story

In the news!

Giveaways

Blogs

Allé Awards

facebook

Lincoln Park Chamber of Commerce
February 16 · 🌐

YobeeCare is now a member of the Lincoln Park Chamber! 🌟 Founded by Lincoln Park natives, Yobee is a physician formulated, dermatologist tested, natural probiotic solution for dry scalp, hair & skin. The recent start-up launched back in April 2023. Yobee's product collection is perfect for all ages. Try Yobee's products including the scalp mask, shampoo, conditioner, skin moisturizing cream and more! All powered by their unique, natural blend to help rebalance and restore the scalp, hair and skin. Learn more -> <https://yobeeofficial.com/>

TikTok

yobeeofficial
Yobee Care

Follow

33 Following 112 Followers 8530 Likes

Physician-formulated natural probiotic hair, scalp & skin care for ALL ages ❤️

[Yobeeofficial.com](https://yobeeofficial.com)

Videos Liked

Let your skin & scalp heal...
▶ 647

Exciting things coming so...
▶ 1766

Bathroom stocked with Y...
▶ 296

Pinterest

Explore ▾

Search for easy dinners, fashion, etc.

Log in Sign up ▾

Yobee Care ✓

Verified Merchant

Holy grill for healthy hair

Yobee for Babies

yobeeofficial.com · A physician formulated, all-natural hair product that combats scalp dryness & irritation by restoring your microbiome. With products designed for all ages, Yobee® is dedicated to providing families with a LIFETIME OF HEALTHY™ scalp & hair.

yobeeofficial · 0 followers · 0 following



Why now?

Formulating on Trend: Microbiome-conscious Skin Care

Mar 24th, 2022 | By [Laura Lam-Phaure](#) | From [Cosmetics & Toiletries](#)

GLAMOUR

Entertainment Wellness Awards Shopping Video Discount Codes Glamour Beauty Club

SKIN

Microbiome is the latest buzzword in skincare, but what on earth is it, and how can it give us clearer, healthier skin?

Healthier skin. here we come.

BRAND REPORT

The Scalp Microbiome Isn't A Well-Studied Area. K18 And HelloBiome Are Partnering To Change That.

K18 and HelloBiome have struck a multiyear partnership to unlock secrets of the scalp microbiome with the goal of creating scalp and haircare products and services effective for it. The...

SKIN PART OF Your Guide to a Healthy Skin Barrier

Beyond the Gut: Here's Why Everyone in Skincare Is Talking About the Microbiome

written by [TANYA AKIM](#) UPDATED ON 08/22/22
medically reviewed by [ONYEKA OBIOHA, MD](#) / BOARD-CERTIFIED DERMATOLOGIST
fact checked by [ERIKA HARWOOD](#)

BEAUTY TECH

HelloBiome Launches To Help Companies Gain Insights Into The Skin Microbiome To Make Products Effective For It

Did you know that people with similar dry patches can have vastly different skin microbiomes? That's among the insights HelloBiome, an AI-powered microbiome assessment and data platform by the people...

VOGUE

Meet the Founder Olamide Olowe, CEO and Founder of Topicals JOIN VOGUE CLUB

SKIN

Why You Need to Start Paying Attention to Your Skin Microbiome—Especially Now

Trend amongst consumers, especially GENZ for natural products supported by science!

How to use our innovative ScalpMask™

A face mask for your scalp

Massage into scalp

Let it set for 5 minutes

Rinse out

The ScalpMask™ can be used as your only hair-care product, or with a shampoo &/or conditioner.



Issued US Patent

Compositions of matter & method patents for topical treatment for scalp &/or hair conditions, including those that suffer from dry scalp, dandruff, psoriasis, cradle cap, seborrheic dermatitis, eczema, & combinations

Home > Results > WO2021216598A1

1 >

★ WO2021216598A1 METHODS AND COMPOSITIONS FOR PREVENTING ATOPIC MARCH AND TREATING SKIN CONDITIONS

Bibliographic data Description Claims Drawings Original document Citations Legal events Patent family

Register ↗ Global Dossier ↗

Applicants YOBEE CARE INC [US] +

Inventors JAIN TARUN [US] +



(19) United States
 (12) Patent Application Publication (10) Pub. No.: US 2021/0386803 A1
 Gupta et al. (43) Pub. Date: Dec. 16, 2021

A61K36/9066 (US); A61K47/551 (US); A61P11/06 (EP)



(12) United States Patent
 Gupta et al. (10) Patent No.: US 11,103,544 B2
 (45) Date of Patent: Aug. 31, 2021

(54) APPLICATION OF HONEY AND BACTERIA IN METHODS OF TREATING SCALP CONDITIONS AND HAIR CONDITIONS
 USPC 424/9.1, 9.2, 93.1, 93.44, 93.45, 234.1, 424/537
 See application file for complete search history.

(71) Applicants: Ann and Robert H. Lurie Children's Hospital of Chicago, Chicago, IL (US); Yobee Care, Inc., Chicago, IL (US)
 (72) Inventors: Ruchi Gupta, Chicago, IL (US); Tarun Jain, Chicago, IL (US)
 (73) Assignees: Ann and Robert H. Lurie Children's Hospital of Chicago, Chicago, IL (US); Yobee Care, Inc., Chicago, IL (US)
 (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 177 days.

(21) Appl. No.: 16474,950
 (22) PCT Filed: Dec. 28, 2017
 (86) PCT No.: PCT/US2017/068765
 § 371 (c)(1), (2) Date: Jun. 28, 2019
 (87) PCT Pub. No.: WO2018/126041
 PCT Pub. Date: Jul. 5, 2018
 (65) Prior Publication Data
 US 2019/0343901 A1 Nov. 14, 2019

Related U.S. Application Data
 (60) Provisional application No. 62/440,797, filed on Dec. 30, 2016.

(51) Int. Cl.
 A61K 35/744 (2015.01)
 A61K 35/745 (2015.01)
 A61P 17/00 (2006.01)
 A61K 35/747 (2015.01)
 A61K 9/00 (2006.01)
 A61K 9/06 (2006.01)
 A61K 31/12 (2006.01)
 A61K 31/714 (2006.01)
 A61K 35/644 (2015.01)
 A61K 36/9066 (2006.01)
 A61K 47/10 (2017.01)
 A61K 47/44 (2017.01)

(52) U.S. CL.
 CPC A61K 35/747 (2013.01); A61K 9/0014 (2013.01); A61K 9/06 (2013.01); A61K 31/12 (2013.01); A61K 31/714 (2013.01); A61K 35/644 (2013.01); A61K 35/744 (2013.01); A61K 35/745 (2013.01); A61K 36/9066 (2013.01); A61K 47/10 (2013.01); A61K 47/44 (2013.01); A61P 17/00 (2018.01)
 (58) Field of Classification Search
 CPC A61K 35/47; A61K 35/744; A61K 35/644; A61K 35/745; A61P 17/00

US011103544B2

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(57) ABSTRACT
 Disclosed are methods and topical compositions for applying bacteria to skin, scalp and hair. The topical compositions include bacteria in a suitable base vehicle comprising honey for applying the bacteria to skin, scalp and hair. The base vehicle may include additional components such as, but not limited to, plant-based products, micro-nutrients, emulsifiers and plant-sourced emulsifiers, and anti-oxidants, among other components. The topical compositions may be utilized in methods for treating and/or preventing skin, scalp, and hair conditions such as, but not limited to, dry skin, dry scalp, dandruff, psoriasis, cradle cap, seborrheic dermatitis, and/or eczema.

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23 Claims, No Drawings

Pending Patents

Methods and compositions for preventing atopic march and treating skin conditions

Abstract

Provided herein are methods and compositions for preventing atopic march and treating a skin condition.

Classifications

■ **A61K35/744** Lactic acid bacteria, e.g. enterococci, pediococci, lactococci, streptococci or leuconostocs

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(54) **VEHICLES FOR APPLYING BACTERIA TO SKIN, SCALP, AND HAIR** *A61K 31/714* (2006.01)
A61K 36/9066 (2006.01)
A61K 45/06 (2006.01)
 (71) Applicants: **Ann and Robert H. Lurie Children's Hospital of Chicago**, Chicago, IL (US); **Yobee Care, Inc.**, Chicago, IL (US) *A61K 47/44* (2006.01)
A61K 47/10 (2006.01)
A61P 17/00 (2006.01)
 (72) Inventors: **Ruchi Gupta**, Chicago, IL (US); **Tarun Jain**, Chicago, IL (US) (52) **U.S. CL.**
 CPC *A61K 35/747* (2013.01); *A61K 9/0014* (2013.01); *A61K 47/46* (2013.01); *A61K 31/714* (2013.01); *A61P 17/00* (2018.01); *A61K 45/06* (2013.01); *A61K 47/44* (2013.01); *A61K 47/10* (2013.01); *A61K 36/9066* (2013.01)
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