



that
goodgood

ADVANCED TECHNOLOGY FOR MELANIN RICH SKIN



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Priyal Dave

August 2025



POP QUIZ

How many different types of Pubic hair types and skin types are there?

37

1

4

206

None of the above

Submit

● Loading...

ULTIMATE VULVA QUIZ RESULTS



84%

said they've experienced odor, itching, or irritation after shaving or waxing



91%

said they want products that are pH-balanced and microbiome-safe



77%

have tried 3+ brands but still suffer from dark spots or ingrowns



95%

said they'd trust a product-tested on melanin-rich skin over generic drugstore formulas



August 2025



WHY

We Exist
And we spend

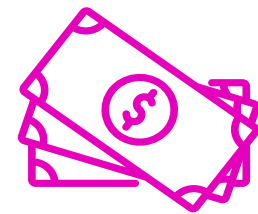
2025

Melanin-Rich Skin Deserves Better Care



65% Global Population

Melanin-rich skin underserved



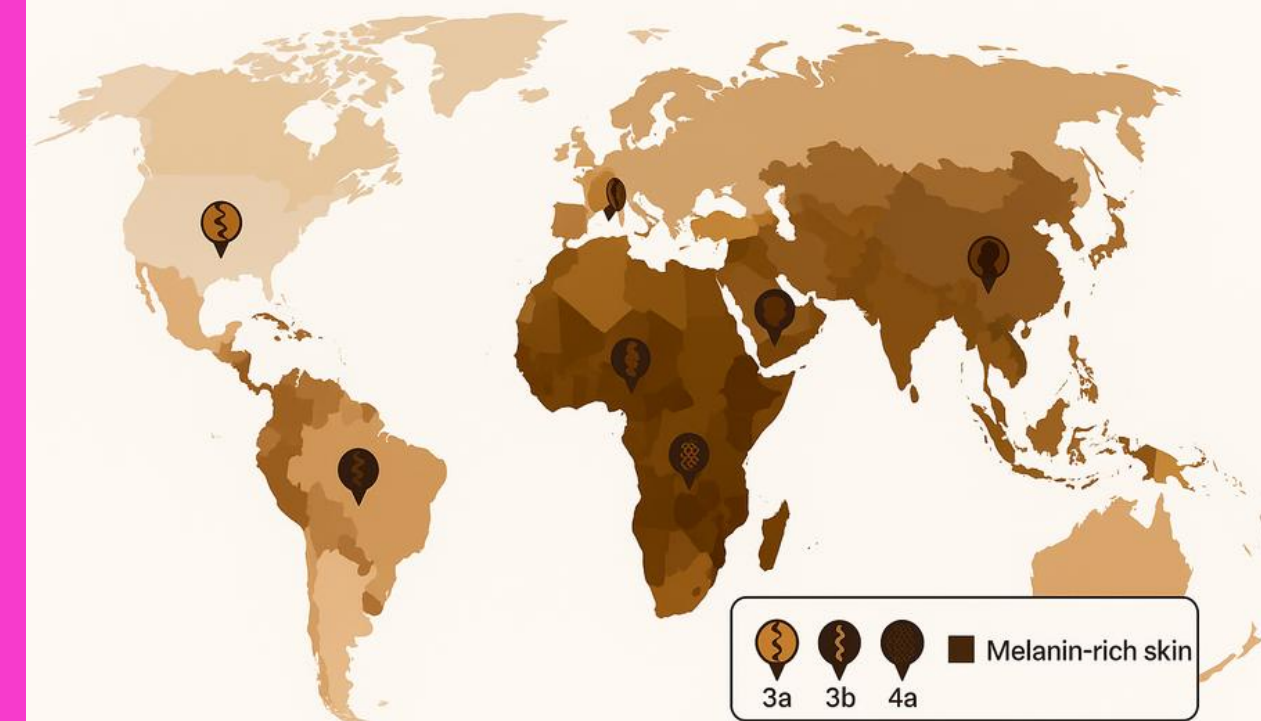
\$9.4B Beauty Spend

Black consumers drive billions
in U.S. beauty & personal care.



Vulva-Safe Solutions

Cosmetic formulations
designed specifically






THE PROBLEM

Painful Ingrowns &
Burns



Hyperpigmentation

 Unsafe Ingredients
& pH Balance
disruptors

Underserved market

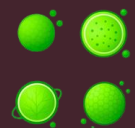


OUR SOLUTION

Safe Technologies

Cosmetic Innovation Meets Science

Revolutionary formulations combining natural actives with precision technology for melanin-rich intimate care



GGX-10TM Okra Exosomes

Improves look of tone & texture



GGN-20TM Next-Gen Hair Removal

NACs + enzymes, gentle depilatory



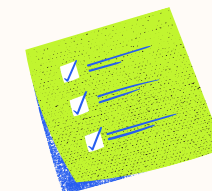
Day & Night Patch

Cosmetic relief for bumps & irritation



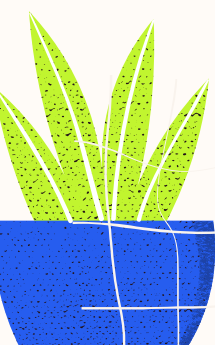
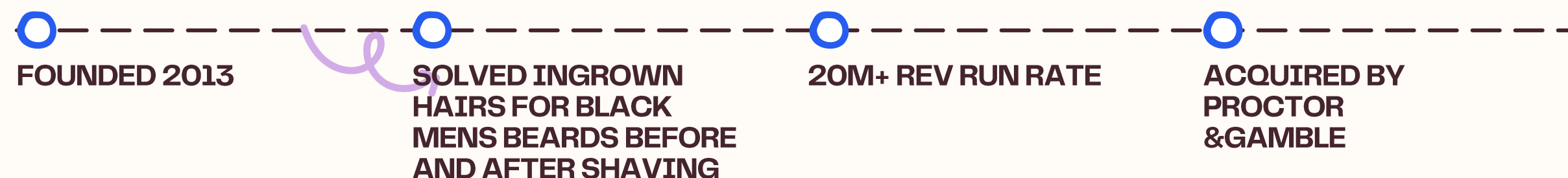


INDUSTRY PROOF POINT



Bevel Paved the Way

Bevel proved solving ingrown from curly hair is scalable, profitable, and acquisition-worthy.

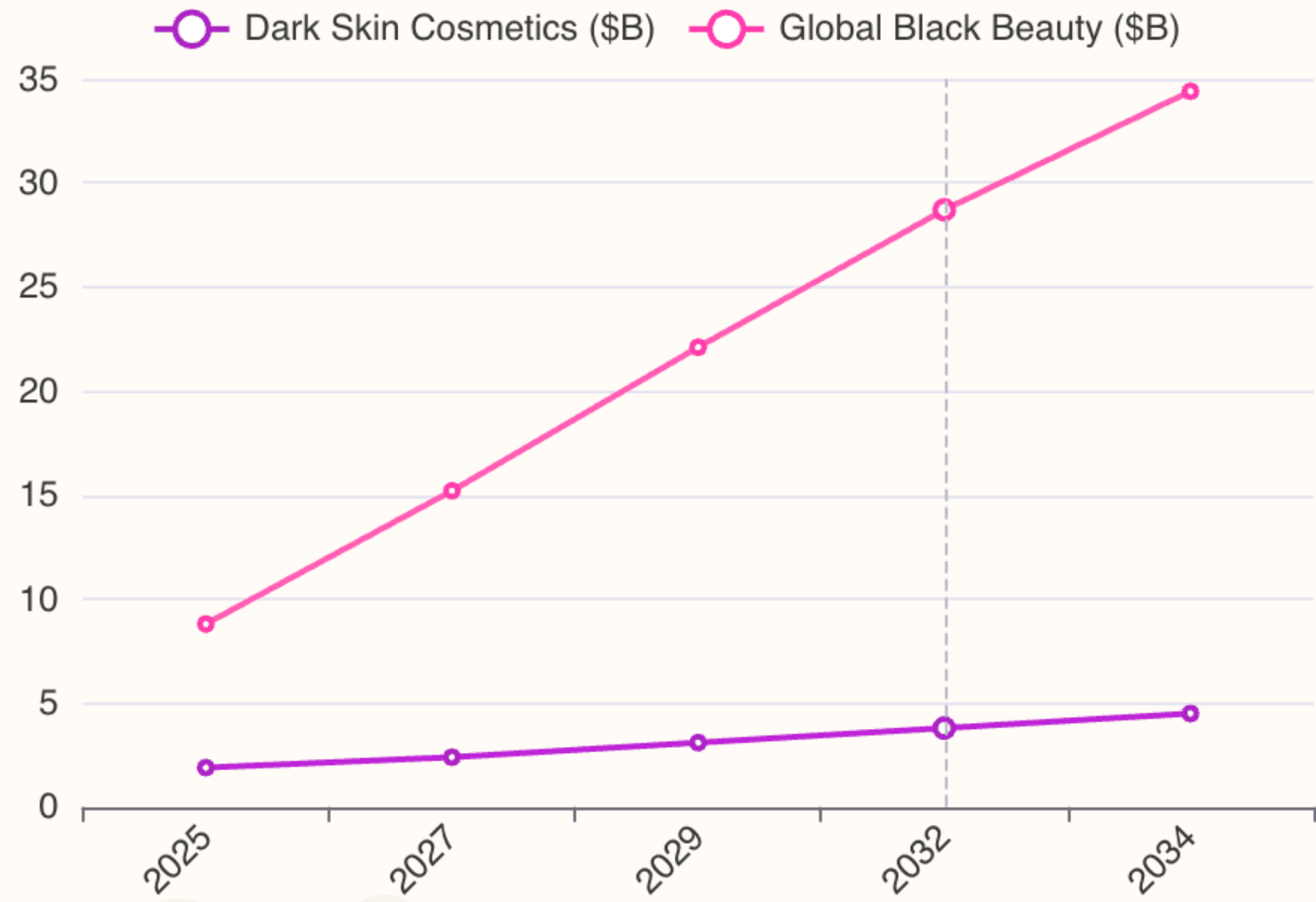




THE TREND

BIG BRANDS WANT IN

Melanin-Rich Beauty Market Growth



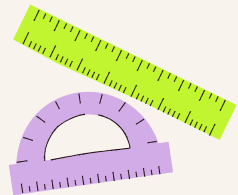
\$3.8B by 2032

Dark skin cosmetics
market doubling



\$34.4B by 2034

Global Black Beauty
market explosion





MEET THE TEAM



PRIYAL DAVE PH.D
GGX-10



VERONICA DONATO PH.D
MICROBIOME - HARVARD



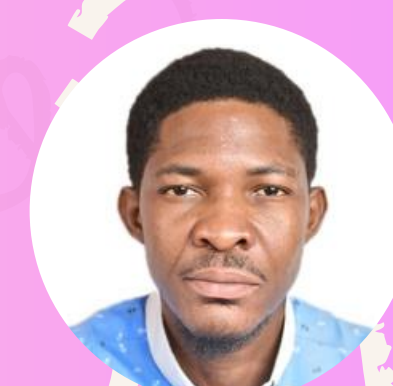
VANESSA SMALL PH.D.
4X SCIENTIC PATENTS



LYNDA CHATMAN
LEGAL



CELESTE CALHOUN JOHNSON
REGULATORY AND COMPLIANCE



MICHAEL AROWOLO PH.D.
BIOINFOMATICS



DAVONNA SHAHAR



ASHLYN FORDE
PRE MED



FOUNDER/CEO

TYARA BARNES

Scaling Global Partnerships Managing over contracts Valuing at over \$18B



GTM X
COMMERICALIZATION

ANGELA UBIAS

Exit Founder + Scaled Naive Deodorant



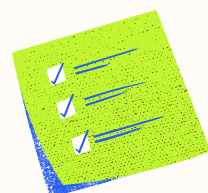
CO-FOUNDER

LYNETTE PIOUS

30 +year of Regulatory and Complainance



MARKET POTENTIAL

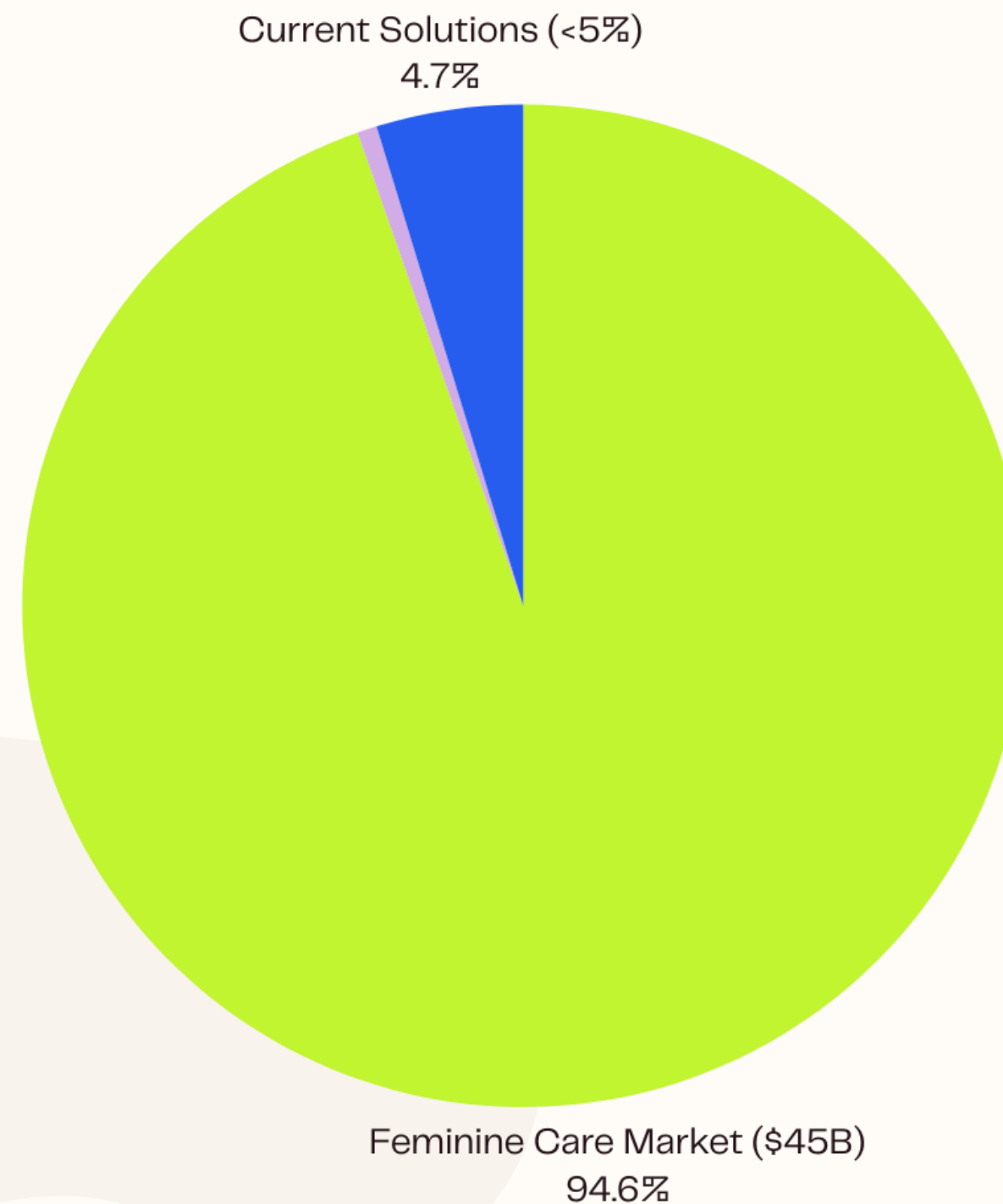


🌟 Massive Underserved Opportunity

\$45B feminine care market growing at 5% CAGR. Melanin care segment: \$160M → \$300M+ by 2035. 40% of U.S. population are people of color, yet less than 5% of cosmetic products target their specific needs.

🌸 First-mover advantage in melanin-rich intimate care with proven market demand

- Feminine Care Market (\$45B)
- Melanin Care Segment (\$300M)
- Current Solutions (<5%)





COMPETITIVE ANALYSIS



BLACK-OWNED
PRE-REV



BLACK-OWNED
THRIVING



BLACK-OWNED
EXITED

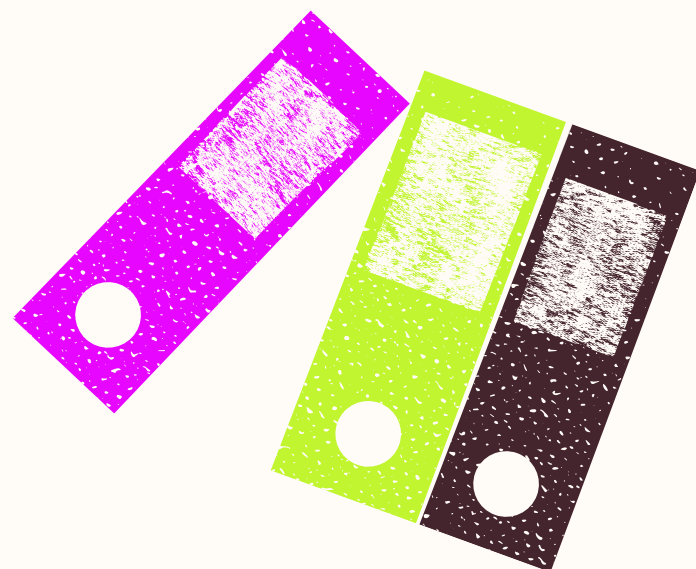


BLACK-OWNED
\$380M EXIT

Targets Dark Spots	✓		✓	✓		
pH Balanced	✓			✓		✓
	✓			✓		✓
Targets ingrown	✓		✓	✓	✓	
Made with Melanin and curly hair in mind	✓		✓		✓	
Advanced Technology + Science Backed	✓		✓	✓	✓	



GO-TO-MARKET



DTC Launch

Launching direct-to-consumer on Shopify with targeted digital marketing



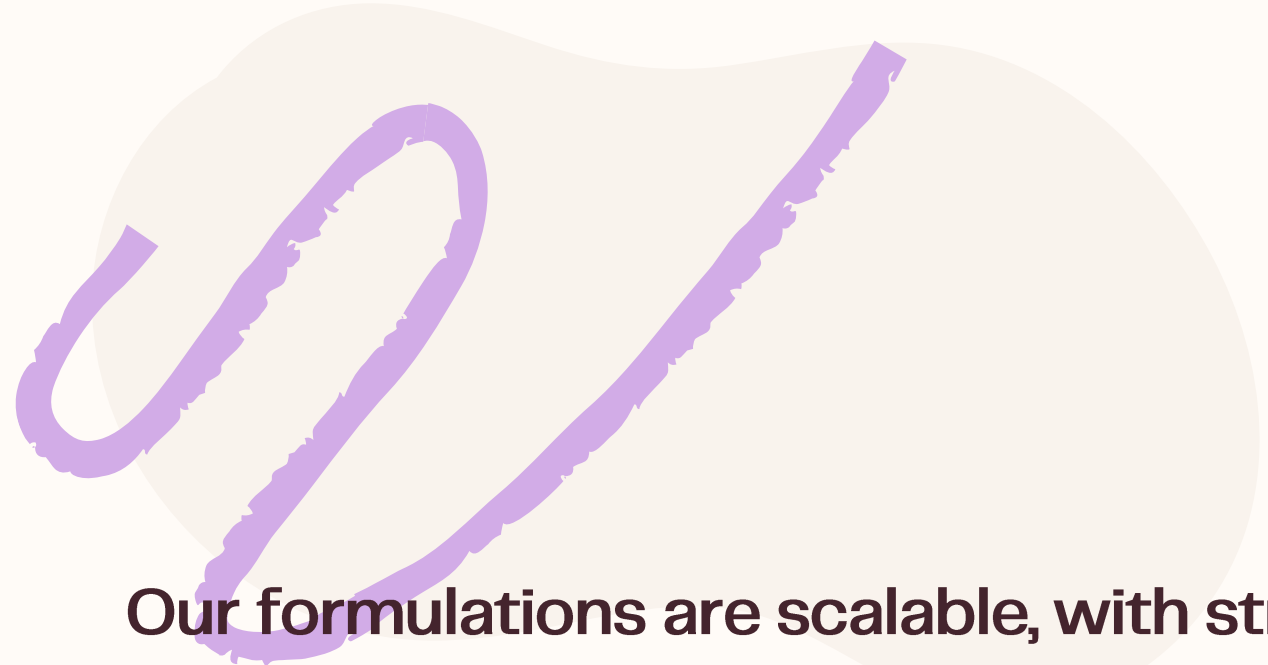
Community Building

Crowdfunding campaigns + influencer partnerships to build trust and traction



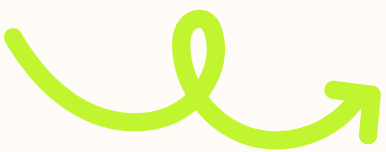
Retail

Scale into Target & Sephora, actively seeking inclusive cosmetics partnerships



FORECAST

Our formulations are scalable, with strong margins and manufacturing already in process



Year 1-2

1M



Year 3

4M



Year 4

20M



Year 5

150M

licensing + global expansion



EXIT

Positioned as category leader in melanin-rich intimate care,
aligned with major beauty brands' inclusive growth strategy



Category Leader

First-mover advantage in melanin intimate care



Strategic Acquisition

Target: P&G, Unilever, Estée Lauder



Growth Alignment

Matches inclusive beauty expansion strategy



FUNDING ASK

Raising \$15 Million to Scale



Marketing and Branding

Inclusive campaigns , earn trust,
drive adoption



Manufacturing

Scale-up production capabilities

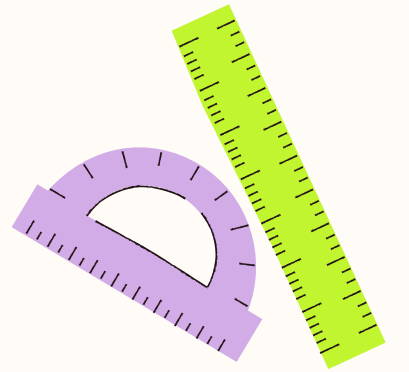


Market Launch

product ready for market entry



SET A NEW COSMETIC STANDARD



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Website :

www.thatgg.com

