

From: Lenny Barshack <[REDACTED]>
To: Jeffery E <jeevacation@gmail.com>
Subject: AOBiome Corporate Update and Investor Call
Date: Wed, 16 Jul 2014 19:42:25 +0000

16-Jul-14

Hello Jeffery

On Monday 21-July at 3PM EST, I am hosting a conference call to introduce AOBiome to potential investors. I wanted to invite you to join this call as it will provide a very comprehensive picture of the AOBiome's past, present, and future. While a small part of the presentation is geared toward investors, the vast majority of the call is generic and something I think you would find interesting.

The eMail that our CFO Joe Grimm is sending out reads...

Hello,

We are delighted to invite you to a presentation highlighting AOBiome's recent and exciting developments and longer-term investment growth prospects. In addition, we will update existing investors on our recently initiated Series B fund raising effort where we are seeking to raise \$4 million at \$1.50 per share from a select group of new "valued-added" individual investors and existing investors who would like to top-off or participate to a lesser degree. Initial interest from new investors has been exceptionally strong and we anticipate closing the round in several weeks.

On the call will be our founders, Jamie Heywood, David Whitlock and Lenny Barshack; and our management team, including Spiros Jamas (CEO), Larry Weiss (Chief Medical Officer), Jasmina Aganovic (Head of Consumer) and Joe Grimm (CFO). The call is scheduled for this Monday, July 21, 2014 from 3:00 pm to 4:30 pm EST.

Please use the following call-in information:

Monday, July 21, 2014 from 3:00 pm to 4:30 pm EST.

Telephone number: [REDACTED]

Pass code: [REDACTED]

The Powerpoint for the presentation, along with other information can be found at: [DropBox](#)

AOBiome is The Leading Skin Microbiome Company and we are leveraging our patent portfolio and scientific knowhow to address growing unmet medical needs in the therapeutic and consumer markets. Therapeutically, we are developing first in class pharmaceutical products for acne, eczema and diabetic ulcers. These unique formulations build on our AO+ Mist consumer experience and safety database, promising scientific efficacy studies in cells and animals, and ten years of microbe strain selection and development. We expect to initiate clinical studies in 2015 in at least two therapeutic indications.

As Lenny undoubtedly mentioned, our lead consumer product, AO+ Mist, is a proprietary, clinically tested beneficial microbe (aka "good bacteria") for improving skin appearance and vibrancy. We believe this product has much potential in several consumer categories and while we have a keen interest in growing the brand and introducing "biome friendly" soaps and shampoos, you should know we are in discussions with major consumer health companies, including Unilever, P&G and J&J.

The response to the New York Times Magazine "No Soap No Shampoo" article has been terrific in the number

of emails we've received (>15,000). We have continued to get media coverage from others such as Good Morning America, NPR and the London Sunday Times. In fact the enthusiasm for AO+ Mist has been far beyond our expectations largely due to unanticipated high demand from holistically-minded consumers. An analysis of our emails puts this group slightly ahead of those seeking to improve ongoing skin issues and those wanting healthier looking skin. This has been confirmed in discussions with consumer products companies – there is a growing backlash against anti-microbial soaps and the effects of harsh surfactants on the skin microbiome—and is unlikely to be just a fad. As a result, we believe that the branding and messaging we are developing will position us to capture a much broader consumer market.

Thank you for your interest and we hope you can join our call,

Joe

Important links when you have time

"No Soap No Shampoo" Article by Julia Scott featured in the [New York Times Magazine](#)
[Good Morning America](#), TV segment featuring AO+ Mist and Julia Scott
NPR "[On Point](#)" radio broadcast featuring Jamie Heywood and Julia Scott
[London Sunday Times](#) featuring our scientific founder, David Whitlock, and AO+ Mist
[AOBiome.com](#)

Joseph Grimm
CFO
AOBiome LLC
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