

# Hazel

Femme care for the  
*ever-evolving* woman

HELLOHAZEL.COM

# Meet Kay

62 YEARS

HR EXECUTIVE

Kay chats with her friends on Instagram constantly. She's super stylish, and loves discovering new brands. Her favorite past time is Pilates and Indoor Cycling.



Kay experiences  
*urinary leakage* when  
she coughs & works out



KAY IS NOT ALONE

1 in 2 women over 50  
experience *urinary leakage*

Due to life experiences like childbirth and menopause

INCONTINENCE CATEGORY

# \$13 Billion Market

And it's the fastest growing category in personal care

# 70%

*Aren't satisfied with  
the existing solutions*

BECAUSE THEY'RE  
BABY DIAPERS





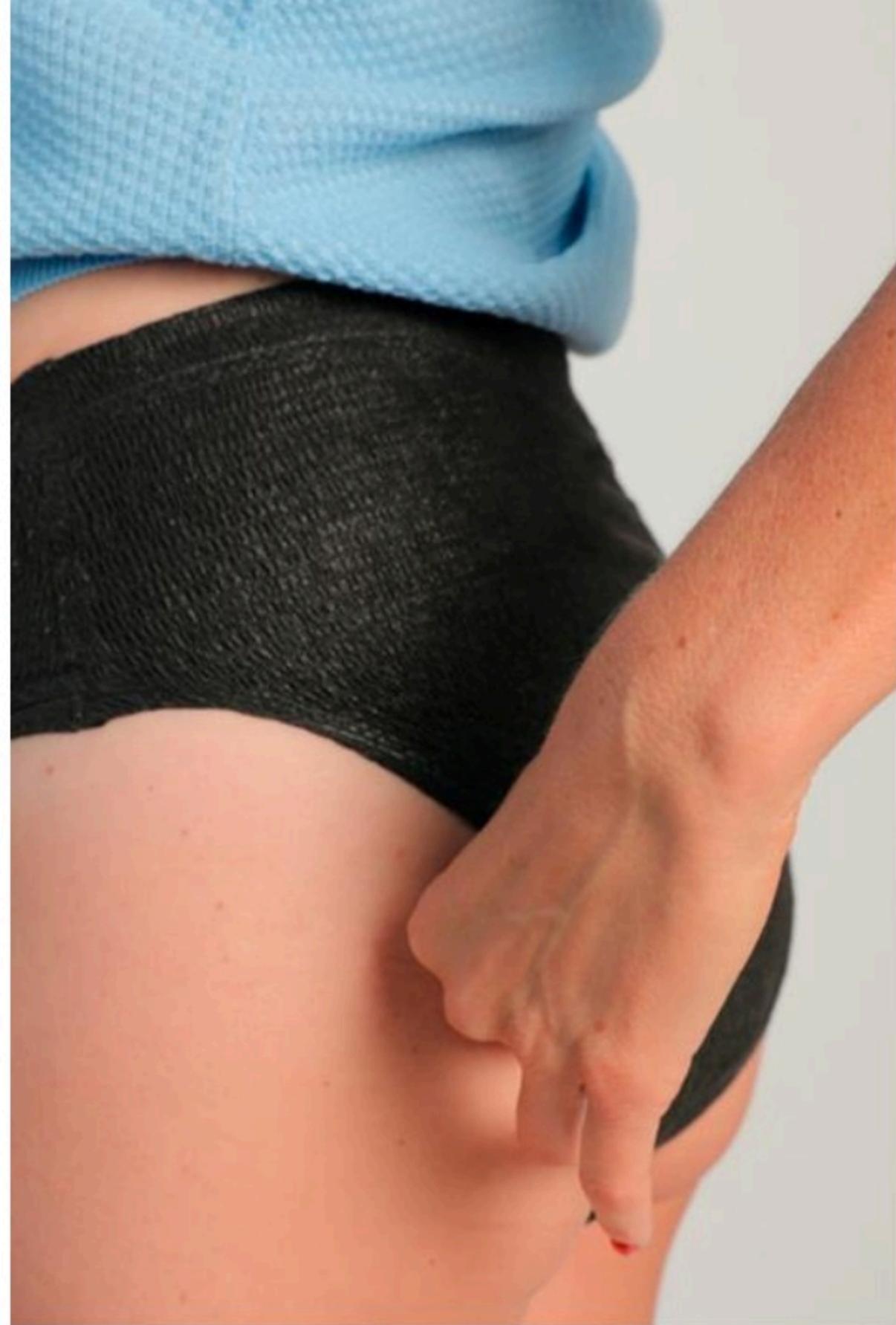
# Hazel

Our mission is to empower the *ever-evolving* woman with innovative femme care and the elevated experience she so deserves.



Hazel

*High & Dry*  
Brief



WE PRIORITIZED

# Fit

Collaborated with models over 50 and designed for the way her body changes as she gets older.

- ✓ High-waist with a control top for a slim feel
- ✓ Ultra-thin, goes perfectly under leggings
- ✓ Seamless elastics for comfort and security



WE PRIORITIZED

# Function

Completed extensive technical testing to develop a thinner product without compromising on discreet protection.

- ✓ Leakproof & super-absorbent
- ✓ Moisture-wicking & controls odor
- ✓ Disposable for hygiene purposes



WE PRIORITIZED

# Aesthetics

Worked with Fashion Designers to develop a product that looks and feels like real underwear.

- ✓ Super stylish and flattering design
- ✓ Ultra-thin (no visible panty line here!)
- ✓ Made with natural fibers and spandex

# *No-Leak Chic* Technology

## DISCREET COVER

Custom hydrophilic dark cover for discreet usage

## SUPER-FLEX LAYER

Carefully selected layers result in an absorbent technology that is thin and flexible

## PATENTED DESIGN

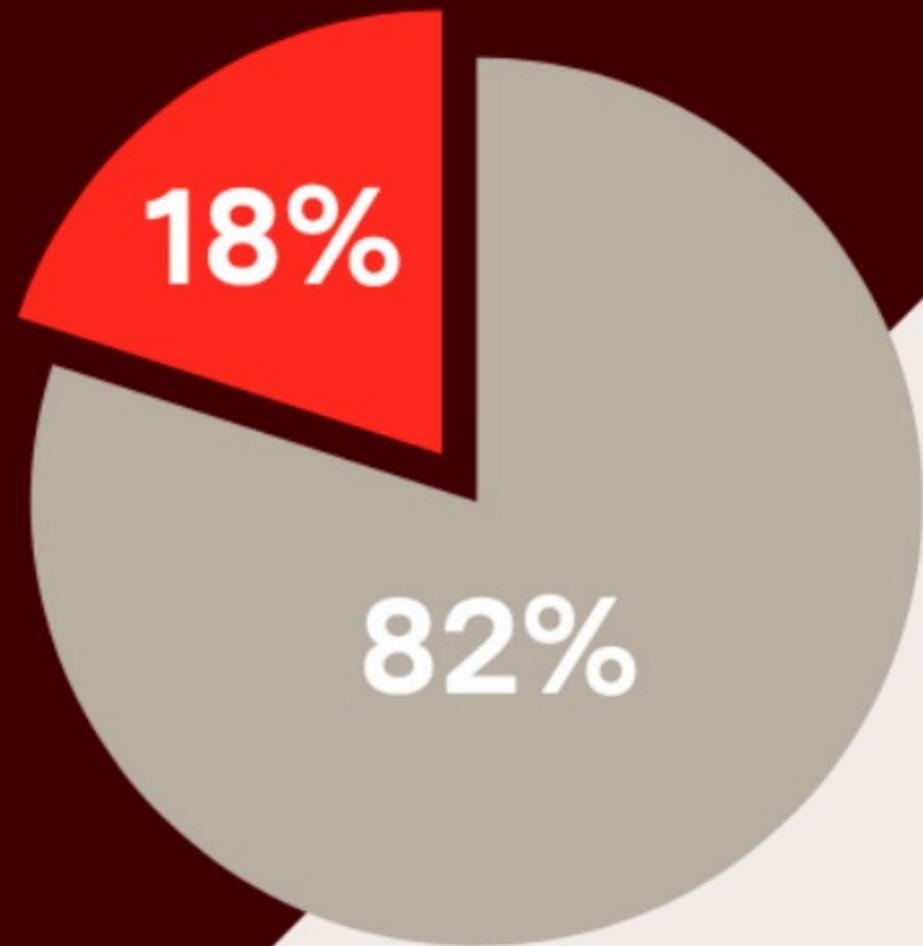
Materials sourced from around the globe resulting in a design that is patented, and ***not a white-labeled product***



# *Reimagined* Manufacturing Process

- ✓ Control over supply chain allows economies of scale
- ✓ Aligned with agile manufacturing partner
- ✓ Unlocks flexibility and innovation

Legacy brands have  
*no incentive* to innovate



While newer brands aren't  
*actually solving* her needs

**REUSABLE**

Fashion-forward, but only serve 10% of the market with light leakage

**WHITE-LABELED**

Not solving for the 70% of women that are not satisfied with the existing diaper-like products

# Not A *Niche* Category



**\$15T**

Buying power of  
menopause-aged women

**50%**

Women experience a weak  
pelvic floor/bladder leaks

**70%**

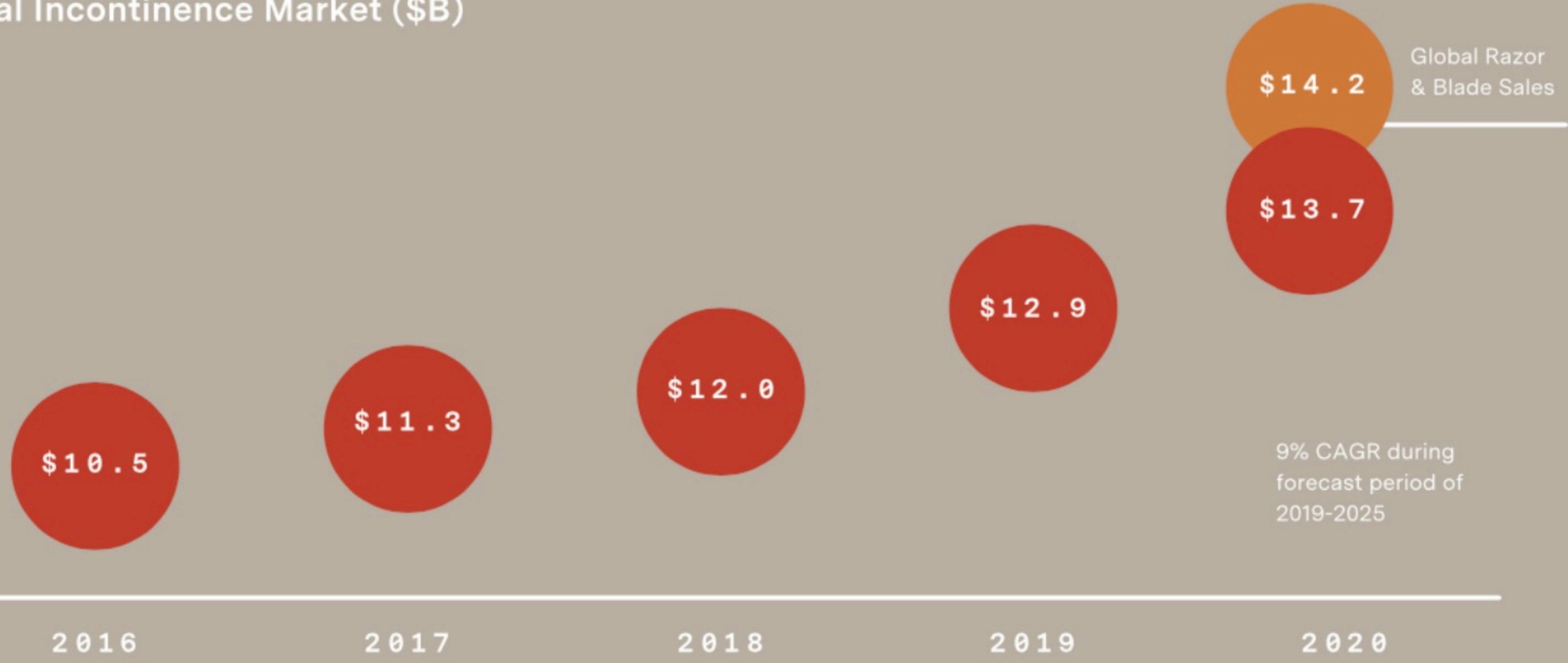
Women 50+ willing to try  
new brands and services

**75%**

Women 50+ willing to  
pay more for quality

# The \$13B incontinence market is *growing*

Global Incontinence Market (\$B)



# We talked to 100s of women to learn more about *her needs* and lifestyle

Through surveys, 1:1 interviews, and focus groups

"I feel invisible. I'm ashamed of the options I have to use to meet my needs."



"I started a company when I turned 60. I started running marathons at 50. I'm not old. I'm more confident than ever."



"I finished my workout class, looked around and said, Has everyone else been peeing themselves this entire time??"



"I want an absorbent underwear that looks & feels good. Not a diaper. They're humiliating."

