

three ships

Seed Pitch Deck

OCTOBER 2020



INVITING YOU TO LOOK CLOSER

**Consumers are tired of
being lied to and ripped
off by overpriced,
greenwashed* brands.**

*Greenwash: disinformation disseminated by an organization so as to present an environmentally responsible public image.

THE PROBLEM

59%

women in the US scan their cosmetics for potentially harmful ingredients before heading to checkout.

33%

women would not purchase a product if they did not understand the ingredients on the label.

\$74

is the median price for serums sold in Sephora.

All dollar figures referenced are in CAD

Green Beauty Barometer survey, 2017 Ingredient Confusion study

WHAT MAKES US DIFFERENT

**We are the most
transparent natural skincare
brand on the market that works.**

WHAT MAKES US DIFFERENT

Formulation Transparency



We exceed the EU standards of formulation transparency by listing every single ingredient in our online Ingredient Glossary.

We include where the ingredients are sourced from, their scientific benefits, and which products they appear in for 100% transparency.

WHAT MAKES US DIFFERENT

Forever Affordable



We create functional formulas, ensuring that every cent goes to making the magic in the bottle.

We believe in fair pricing, and will never use filler ingredients to lower our formulation costs.



THE BEST for hormonal acne

Nothing has really ever worked the way this oil does. Its not just “suitable for sensitive skin” but it REALLY changed my skin. My skin feels healthy for the first time in years.

MARI, UNITED STATES, 09/06/2020



My go-to skincare for dry skin

I have been struggling with acne in my adulthood. I am currently using a form of **** medication to help combat cystic acne. Dry skin has been a huge side effect of taking **** medications. This duo is the first cleanser that I have used that does not burn, dry out or cause my skin to feel like it’s pulling. Since I have started to use this Duo I’ve been able to wear make up and not wake up the next morning regretting my choice. I love these products. They don’t break the bank and they actually work. A little goes a long way!

JEANETTE O, CANADA, 10/06/2020

Wholesale Growth



In the last quarter we have secured deals with physical and digital wholesalers.

Launching into **600 new doors**, and generating **over \$1M** in projected revenue.

HUDSON'S BAY

Indigo

WHOLE
FOODS
MARKET

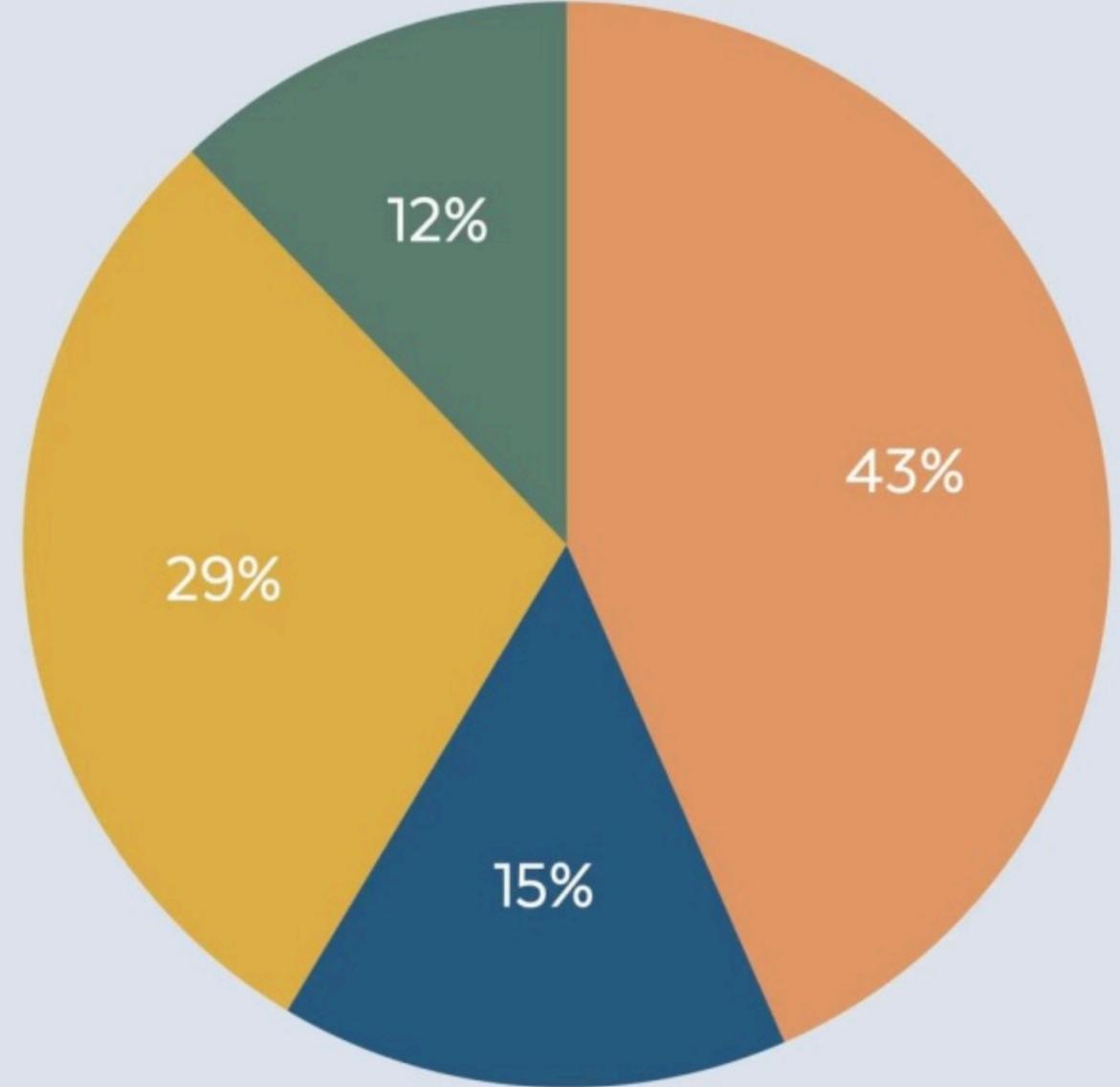
TARGET

CAUSEBOX

IPSY

**We're raising
\$550,000**

Use of Funds



Staffing

Retail Marketing

Working Capital

Customer Acquisition

THE FOUNDERS

Laura
Burget



CO-FOUNDER
PRODUCT DEVELOPMENT & OPERATIONS

UNIVERSITY OF TORONTO, BACHELOR OF
CHEMICAL ENGINEERING DEGREE, 2016

Connie
Lo



CO-FOUNDER
SALES & MARKETING

QUEEN'S UNIVERSITY, BACHELOR OF
COMMERCE DEGREE, 2015

Look closer.

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