



# BODY GUAC

## Wellness Redefined.

Body Guac Represents an **Unparalleled Investment Opportunity** in the **Burgeoning Wellness Market**, **Blending Years of Experience** with **Premium Natural Ingredients** for **Transformative Health Benefits** with the **Most Potent Cannabis Topical on the Market**.



[BodyGuac.com](https://BodyGuac.com)



# Our Mission.

At Body Guac, our mission is to redefine natural wellness by meticulously crafting hemp-derived products that offer a unique blend of therapeutic benefits, targeting pain relief and overall well-being. We are committed to innovation, purity, and efficacy, ensuring every product we offer meets the highest standards of quality and sustainability.

**Our goal is to empower individuals to take control of their health and experience a new level of vitality and wellness, backed by the trust and integrity of the Body Guac brand.**

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# Our Creator.

Chef Joey Galeano has transformed **over 35 years of culinary mastery** with a profound understanding of cannabis's healing powers into crafting Body Guac, **inspired by a mission to ease his father's suffering.** This venture transcends culinary innovation; it's a son's tribute to his father, merging wellness, and science with nutraceutical and skincare expertise to enhance lives with the **most potent cannabis topical on the market.**

***Body Guac is Joey's legacy, embodying compassion, excellence in formulation, and the avant-garde spirit of cannabis-based topicals.***

More than just a product, it reflects **Joey's conviction in the healing potential** of carefully crafted creams and skincare, offering comfort and joy. Through Body Guac, **Joey brings his dedication to wellness to the forefront,** transforming adversity into a source of hope and health for many.



**Chef Joey Galeano**  
Executive Chef & Formulator

**BODY  
GUAC**



# Our Market.

Our product is uniquely positioned to meet the growing demand for natural pain relief and skin health solutions, making a significant impact in the lives of those seeking an alternative to conventional products.

## Phase I: Establishing Foundations

**In our initial phase, we target a diverse consumer base, including former athletes dealing with chronic pain, weekend warriors seeking relief from occasional discomfort, and wellness-minded individuals looking for natural skin care options. Our strategy focuses on leveraging direct-to-consumer sales and building relationships with retail partners in strategic locations.** This approach is supported by robust marketing efforts, emphasizing the unique benefits of Body Guac through various channels, including social media, online marketing, and grassroots initiatives.



# Our Market.

## Continued.

Leveraging our network of professional athletes and sports physicians, Body Guac champions athletic wellness and recovery, backed by testimonials from our esteemed clientele of high-performance users.

### Phase II: Scaling for Growth

Looking ahead, Phase II aims to expand our market reach by tapping into the professional sports sector and wellness institutions. By securing endorsements and partnerships with sports teams, we plan to introduce Body Guac in bulk offerings, specifically tailored for high-performance athletes and rehabilitation centers. This phase will also explore opportunities in wellness clinics and med spas, positioning Body Guac as a premium, must-have product for both pain management and skin health.

### Market Expansion and Beyond

As we progress, **our goal is to establish Body Guac as a leader in the natural wellness space**, continuously innovating to meet the evolving needs of our consumers. **Our phased approach allows us to scale strategically**, ensuring we maintain **the highest quality standards while expanding our footprint**. With a **focus on education, quality, and efficacy**, we aim to build a trusted brand **that stands out in the wellness market**, creating long-term **value for our investors** and making a lasting impact on **the health and well-being of our customers**.

# Our Network.

of Supporters & Professional Athletes

*“After the NFL, I spiraled into pain and depression, reaching 500lbs and turning to substances for relief. Body Guac, alongside cannabis and yoga, revolutionized my health, guiding me to the best physical and mental condition of my life.”*

**-- Rodney Bailey**

Former NFL Player & SuperBowl Champion





 **BODY GUAC**

# Our Method.

At the heart of our approach lies a pioneering blend of cannabinoids, employing a strategic **2:5:1** ratio (**D8:D9:CBD**) to achieve unparalleled therapeutic efficacy within the bounds of legal compliance. This precise formulation leverages the synergistic effects of Delta-8, Delta-9, and CBD, crafting a nuanced pathway to wellness that ensures both maximum relief and adherence to the .03% Delta-9 THC legal limit.

**Through this tailored, innovative strategy, we not only meet stringent regulatory standards but also set new benchmarks for effective, natural treatments in the realm of holistic health.**

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# Our Products.

Phase I: Deliver the Most Powerful Topical Available

# BODY GUAC



## 2oz. Jar

15.6 Grams

Perfect sample size ideal for first-time users to experience its benefits

<b>D8</b>	<b>8,000mg</b>
<b>D9</b>	<b>1,700mg</b>
<b>CBD</b>	<b>4,000mg</b>

On-the-go relief compact and convenient for immediate use

MSRP **\$125<sup>00</sup>**



## 3.4oz. Jar

26.5 Grams

Maximum TSA-allowed size for travel-ready wellness

<b>D8</b>	<b>14,110mg</b>
<b>D9</b>	<b>2,890mg</b>
<b>CBD</b>	<b>6,800mg</b>

Ideal for frequent flyers seeking consistent relief on the move

MSRP **\$219<sup>00</sup>**



## 16oz. Jar

124.5 Grams

Ultimate size for dedicated users demanding extended relief

<b>D8</b>	<b>66,400mg</b>
<b>D9</b>	<b>13,600mg</b>
<b>CBD</b>	<b>32,000mg</b>

Economical choice for everyday full-body application

MSRP **\$975<sup>00</sup>**



**BODY  
GUAC**

# Our Products.

## Phase II: Enhance Packaging & Deliverability

In the next stage of our journey, we're introducing enhanced squeeze bottle packaging for easier application and a more user-friendly experience. Alongside, our upgraded packaging and fulfillment system promises swifter, more reliable delivery, ensuring your wellness journey is uninterrupted and seamless.

**Embracing innovation, we're dedicated to delivering excellence right to your doorstep, redefining the standard for wellness products.**

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# Our Opportunity.

*Given Body Guac's unique value proposition—leveraging hemp-derived ingredients for pain relief and wellness—it's positioned to tap into both the topical pain relief and CBD markets.*

**Target Market Share:** Assuming Body Guac captures a conservative 1% of the \$3 billion topical pain relief market by 2025, this would equate to **\$30 million in revenue** from this segment alone.

**Repeat Business:** Given the chronic nature of the conditions being addressed, repeat purchases can significantly enhance lifetime customer value. Assuming an **annual repurchase rate of 50% among customers**, the ongoing revenue stream becomes increasingly sustainable and predictable.



**Product Pricing Strategy:** Based on the product pricing provided (ranging from \$125 for a 2oz jar to \$975 for a 16oz jar), and assuming an average sale price of \$325 per unit across all sizes, capturing just 0.1% of the 50 million adults with chronic pain as customers would result in 50,000 units sold. This translates to a **potential revenue of \$20 million.**

**Expansion Opportunities:** Targeting professional athletes, wellness clinics, and spas with bulk purchases (e.g., 6-packs for \$5,850) opens additional revenue channels. **Just 100 such sales to institutions yearly add another \$600,000 in revenue.**

**Global Topical  
Pain Relief Market**

**\$13 Billion**

**US Hemp Industry**

**\$24 Billion**

**Americans Suffering  
from Chronic Pain**

**50 Million**



# Thank You.

Together, we have the **opportunity to redefine the landscape of wellness**, offering unparalleled **relief and rejuvenation to those in need**. With Body Guac, we're not just selling a product; we're **nurturing a community, fostering health, and making a profound impact** on lives **across the nation**. Join us **in this rewarding journey** to **unlock the full potential** of natural wellness, **one jar of Body Guac** at a time.

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