

EXTREME NOMAD FACE

THE BUNKER
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THE FUTURE PERSPECTIVE
THE TARGET

THE PROPOSAL
MISCELLANEOUS & BRAND IMAGE

THE BEST SUN PROTECTION FOR
EXTREME SPORTS



THE BUNKER



DISCOVER THE EXTREME BUNKER

A ONE HAND OPERATION

GET YOUR MOST EXTREME SPF PROTECTION
IN ONLY 5".

THE NEW EXTREME MUST

The Fastest. The Easiest. The Best Protector ever designed.
With Re-Usable Sun stick to contribute to minimize Earth
environmental impact

THE EXTREME BUNKER

The Bunker is a unique packaging, crafted with the planet in mind. It's the best sun protection system ever designed. It's positively magical. You only need one hand to use it—even when you're wearing gloves!

Built with a carabiner so you can clip your Bunker to your rucksack, belt or rope, the Bunker is both lightweight and portable. With its long-lasting, durable packaging and special design, the Bunker can survive even the most extreme weather conditions. *(From -43°C to +60°C)*

A solution like our Bunker has never been designed before. It's a product that's better for us, and better for the planet. It's a unique solution that protects the product in the most extreme conditions and facilitates the use of sun protection with 1 hand and in only 5 seconds.

The Bunker favours the repetition of purchase of the product because its Refill System. Once the stick has finished the consumer can purchase a new Refill capsule to put it back in the Bunker, and thus be a regular Nomad Face product.





A UNIQUE
INNOVATION



HOW IT
WORKS

THE REFILL SYSTEM



OUTDOOR

WE'VE CREATED A SYSTEM
THAT USES 50% LESS PLASTIC
THAN OTHER BRANDS WHILE
OFFERING PROTECTION IN THE
MOST EXTREME CONDITIONS.



THE CAPSULE

The Bunker & the Capsule system is a new Sun protector method that minimizes plastic use & waste. It's portable, easy to use and refillable. It has a minimal impact on the environment.

We designed a line of sunscreens that use less plastic and reduce the global rates of skin cancer. Our skin faces aggressive conditions on a daily basis, and due to climate change, the sun's impact will only grow more extreme in the coming years. Our Bunker & the Refill System will work for many different types of products in the same stick refill.

Moreover, the special waterless formula & the technical design protects the formula from freezing or melting in your hardest adventures.

It's also fully recyclable and environmentally friendly, as we've reduced the plastic content by 50% compared to other common sun protectors. You won't need to replace it, just buy a Refill capsule!



HOW IT WORKS

VIDEO: <http://bit.ly/RefillSystem>



THE MARKET NEED



REALITY

TODAY, 1 IN EVERY 3
CANCERS DIAGNOSED IS A
FORM OF SKIN CANCER, AND
90% OF THESE ARE
ATTRIBUTED TO SUN
EXPOSURE.



THE MARKET NEED

In a preliminary study, we identified that 60% of athletes do not protect the skin from sun impact in winter sports and from the ones who protect themselves, 72% is protecting only once per day.

Then, our challenge was how to do skin protection engaging and easy for the athletes. The answer is the Bunker solution and the Refill system.

The impact of the sun increases by 80% when reflected off the snow, and impact is 150% higher on the mountain than on the beach. Every 300 meters of height increases the risk of sunburn by 5%. At 3000m, risk is increased by 50%, at 6000m by 100%, and at Everest's peak risk is increased by 147%. There is an important need for Skin protection from Sun Exposure.

Currently, the customer doesn't have a clear and trustable brand to protect their skin in the hardest conditions. The market needs a reference brand for this customer like Red Bull may be in Energy drinks and Salomon, Columbia or North Face may be in technical clothes.

Our goal is to establish Nomad Face as the most important brand for quality skincare and sun protection products for our target group.



THE MARKET NEED

The need to establish ourselves as the leading company in sun protection in outdoor activities and sports will give us the vision of the future of accessing a much larger field such as mass consumption, therefore the differentiation and positioning of the brand are key to standing out.

Our brand image will be consolidated with a clear focus to offer the best sun protection to people who exercise outdoors.

The need covered by the project is for the most extreme sun protection against skin cancer. A line designed to offer safety and an extreme level of protection for the skin in daily activities.

Nomad Face products are part of a specific sun protection market for outdoor activities. Its positioning is aimed at being the most expert product to protect the skin in the most extreme conditions during sport. The target audience is the lover of skiing, snowboarding, trekking, high mountain, climbing, or any activity above sea level.



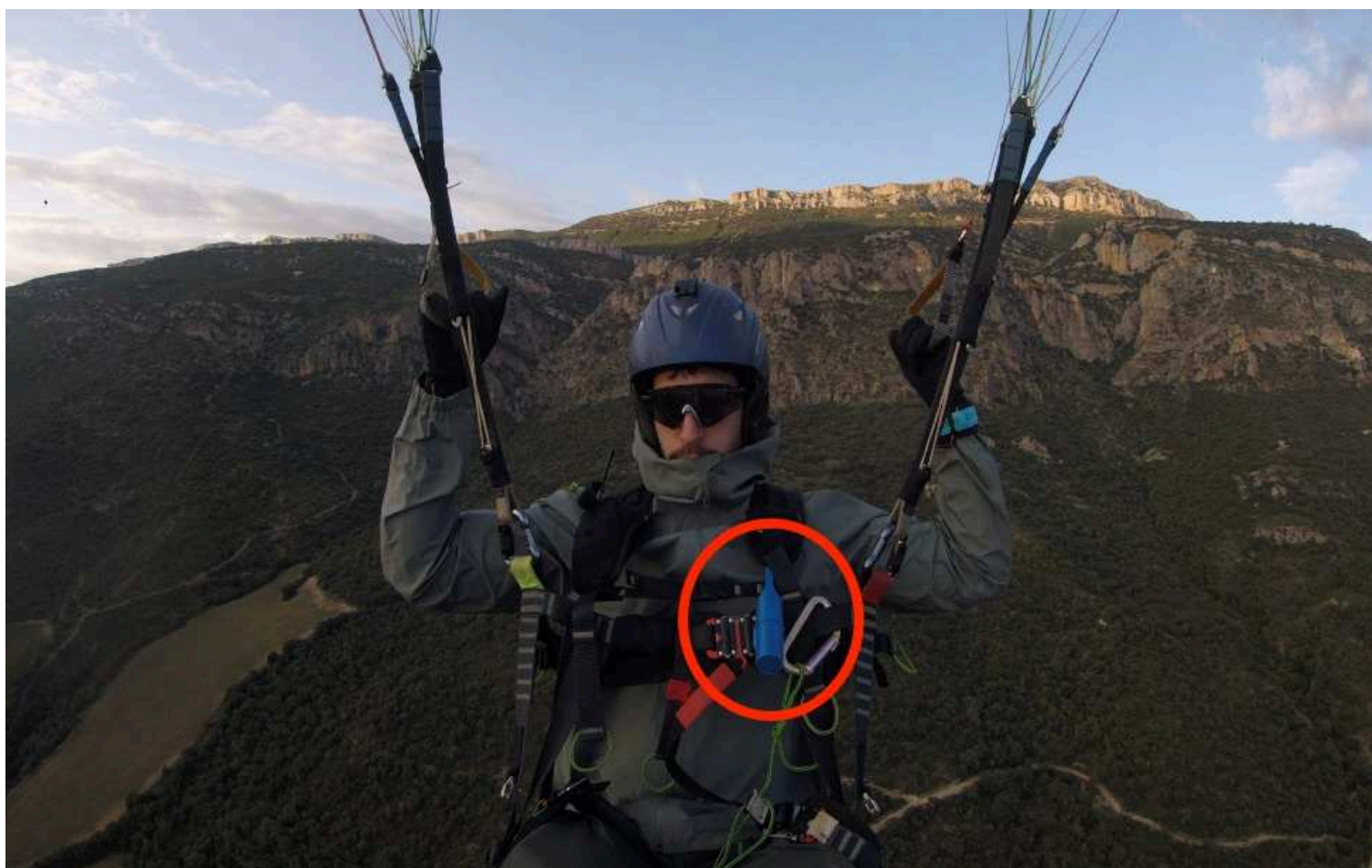
Extra details to consider

The increase of outdoor sports and climate change is increasing the global risks of having skin cancer.

Skin cancer is 90% affected by Sun. Sun Protection is essential. The sunscreen market ripe for both capitalization and innovation. Current sun protector products are especially focused on the "beach" level and have the same packaging solution. We offer something different.

It's a product that's better for market, and better for the planet. A solution that facilitates the use of sun protection so there are no excuses not to safely protect the skin.

Our Bunker & Refill System has a highly scalable business opportunities by offering a wide number of new products in the Refill system use. We can use as many sticks as the market need: there are multiple new stick opportunities such as anti-pollution, cleanser, pain relief, climbing products, among many other products.



THE MISSION



PROTECT

WE LIVE TO BUILD
SOLUTIONS THAT PROTECT
THE EARTH AND YOUR
ADVENTURES.



THE MISSION

We believe in the full protection of the Earth and Humans. Many brands are not willing to develop products that protect the Earth as well as humans. We understand that our mission is twofold—to protect the Earth and the humans who inhabit it.

We do not want any excuses not to protect one's skin from the sun or the Earth from humans.

We wanted to create something new and useful, for both people and the planet. Climate change requires extra protection against the sun, but current sun creams aren't environmentally friendly, nor do they work in extreme conditions—that's why we created the Bunker & this Refill System.

it uses 50% less plastic than other sun creams & uses stick refills. With less plastic, it's more sustainable & economical. The Bunker is created from POM plastic which is strong, light, and resistant to re-use for years. Also, this material is technically safe to protect the product and formulation not to getting frozen or melting in extreme conditions.

It is an innovative system for sun protection with fully recyclable packaging. There are no excuses not to be protected.



THE COMPETITION



The background of the entire image is a vibrant blue ocean with white-capped waves. In the upper right, the sky is filled with soft, white and grey clouds, suggesting a bright but slightly overcast day. A black rectangular text box is centered in the middle of the image, containing white and blue text.

A BLUE OCEAN

**OUTDOOR SPORTS DOESN'T
HAVE A #1 TRUSTABLE
PRODUCT OR AN
SPECIFIC BRAND FOR THE
BEST PROTECTION.
THERE IS AN UNMEET NEED
IN OUR MAIN
CUSTOMER NICHE.**



THE COMPETITION

Today we have no competitor with this solution, but just in case we are already working on adding the technological solution to the packaging, as well as new innovative products to further our ideals.

Ski protection doesn't have much competitors. We have identified Roald Amundsen, Care Plus or Dermatone. There are other Sun protectors such as Piz Buin, Isdin or Lifesystems which may be in same segment.

Our proposal is to position as experts with an special and unique niche market and packaging proposal. Achieving this positioning as the most extreme SPF protectors will give us advantage for entering into a wider SPF audience in a future.

Initially, we will provide a solution to the athletes in the most severe outdoor conditions. Therefore, we will have the positioning of having the best solution for the worst conditions in the world.

This is a Blue Ocean business: we enter into a virgin niche market with an unmet need not satisfied. Our Bunker and Capsules system will provide a great distinction which will be key to our next step: reaching the consumer market.





ACTIVE

WE ARE THE ONLY SUN
PROTECTION THAT YOU CAN
ACTIVELY USE WHEN DOING
SPORT



THE FUTURE PERSPECTIVE





UNIQUE

OUR BUNKER & THE CAPSULE
SYSTEM WILL WORK FOR
MANY DIFFERENT TYPES OF
PRODUCTS IN THE
SAME STICK REFILL.



BEACH ITEMS & OTHERS

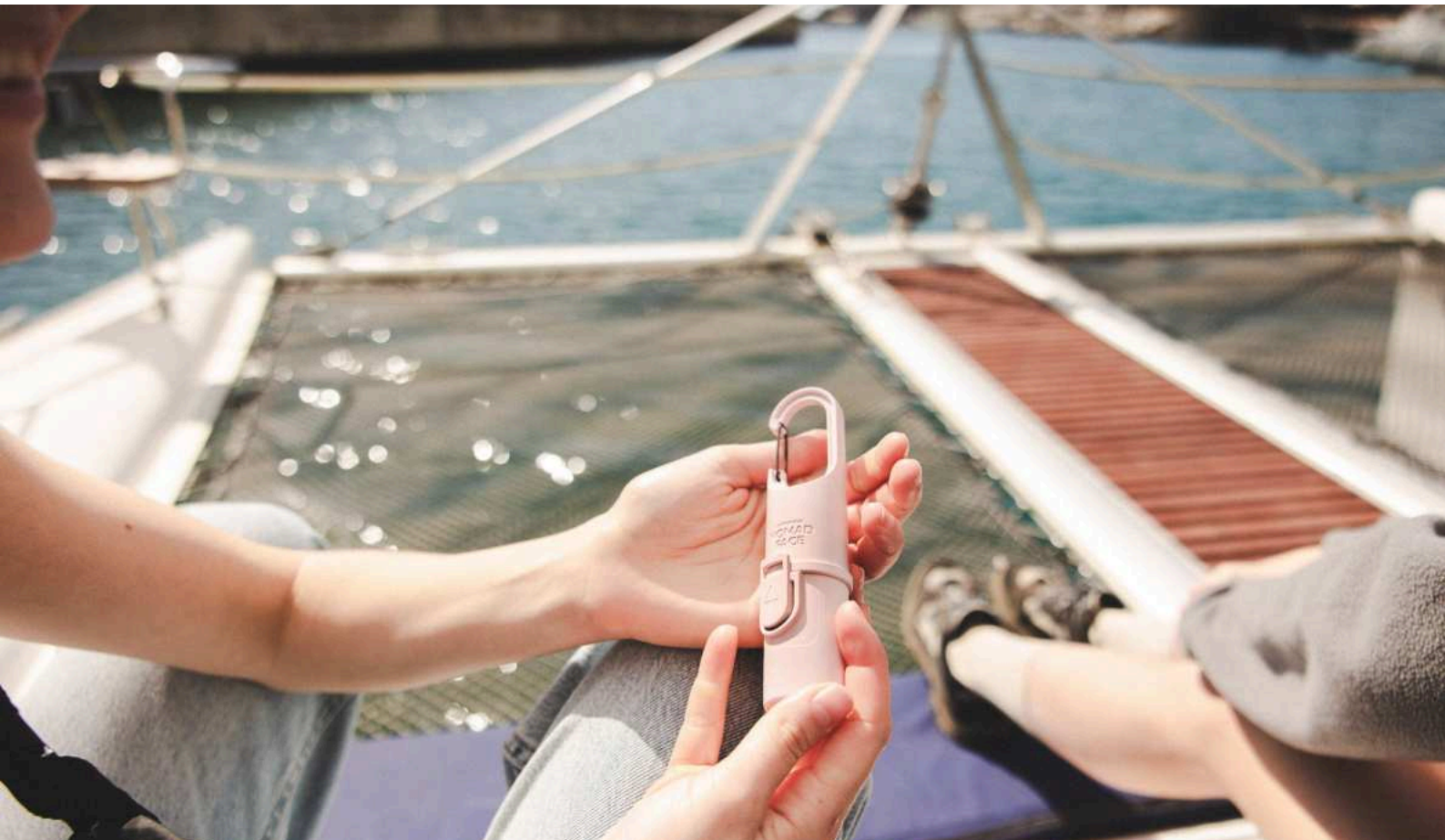
Shocking climatic changes are undoubtedly very noticeable in the face of sun protection. The need to adequately protect the skin is now essential. The greatest risk of sun exposure is skin cancer, most common cancer of all. And it is that 1 out of every 3 cancers is skin cancer.

Probably in the medium term we will be able to incorporate an Intensive Growth strategy. We could improve results with new business opportunities.

Our Bunker & the Refill System will work for many different types of products in the same stick refill.

These are some of the proposals we could follow: target beach specialists (surf, paddle surf, beach volley...), kids protection, pharma channel, OEM channel, other sports like cycling, running, climbing, Spf for beard, Spf for bald, Spf neon, antimosquitos, jellyfish, pain relieves, burn relieves...

There are many options for a product like that which entering in a wider consumer market can work in offering a personalization or color change Bunker, so might be more attractive for consumer needs.



THE TARGET



WHO IS?

A LOVER OF ACTIVE SPORTS:
SKIING, SNOWBOARDING,
TREKKING, HIGH MOUNTAIN,
CLIMBING
OR ANY ACTIVITY ABOVE SEA
LEVEL.



EXTREME

Nomad Face products positioning is aimed at being the most expert product to protect the skin in the most extreme conditions during sport.

The target audience is those who are passionate about outdoor sports. Within this group we will initially focus on those focused on snow sports such as skiing, snowboarding or alpine.

This public performs other related activities during the year, especially once the winter season ends, we would talk about hiking, climbing or high mountain.

There are an estimated 400 million skier visits in the world. The largest destination is the Alps with 43% total followed by the USA with 21%.

Statistics show that the incidence of the sun on our skin is extreme and will be even more so in the coming years. The climate is changing and the conditions in which the skin is found on a daily basis are increasingly aggressive.

More and more people are doing outdoor sports: running, cycling, skiing, mountaineering... Our intention is to be able to help in the control and protection of the skin against external incidences. For this we will be the greatest experts in solar and environmental protection. Our positioning is in the most expert and extreme protections.



OUR PROPOSAL



WHERE?

SPORT STORES, SKI STATIONS,
POP UP STORES,
SPONSORING, RESCUE TEAMS,
SKI PATROLS, MOUNTAIN
GUIDES, PHARMA,
EXTREME SPORTS CLUBS...



THE BUSINESS MODEL

Nomad Face has a unique own special packaging which makes it easier to develop a very scalable business to a niche market that has no product yet for their unmet need.

This special dedication to a niche market may give us the “name” of being the best experts in extreme sun.

We intend to provide a starter kit with the Bunker and a capsule. After this, the consumer will have the option to purchase just the refill, thus reducing plastic usage and limiting the environmental impact.

Our pricing structure will focus on four different markets: National, International, Online & Ambassadors.

We have to be able to support those "extremers", which are in the hardest conditions, not just those taking part in extreme sports. We will pay special attention to these Ambassadors as they can influence others to purchase Nomad Face.



THE INITIAL PRODUCT RANGE

Our consumer offer is to provide and starter kit with the Bunker and the sun protector refill in 3 different solutions, depending on the number of sun protector refills you'd like to purchase.

This is our retail pricing structure:

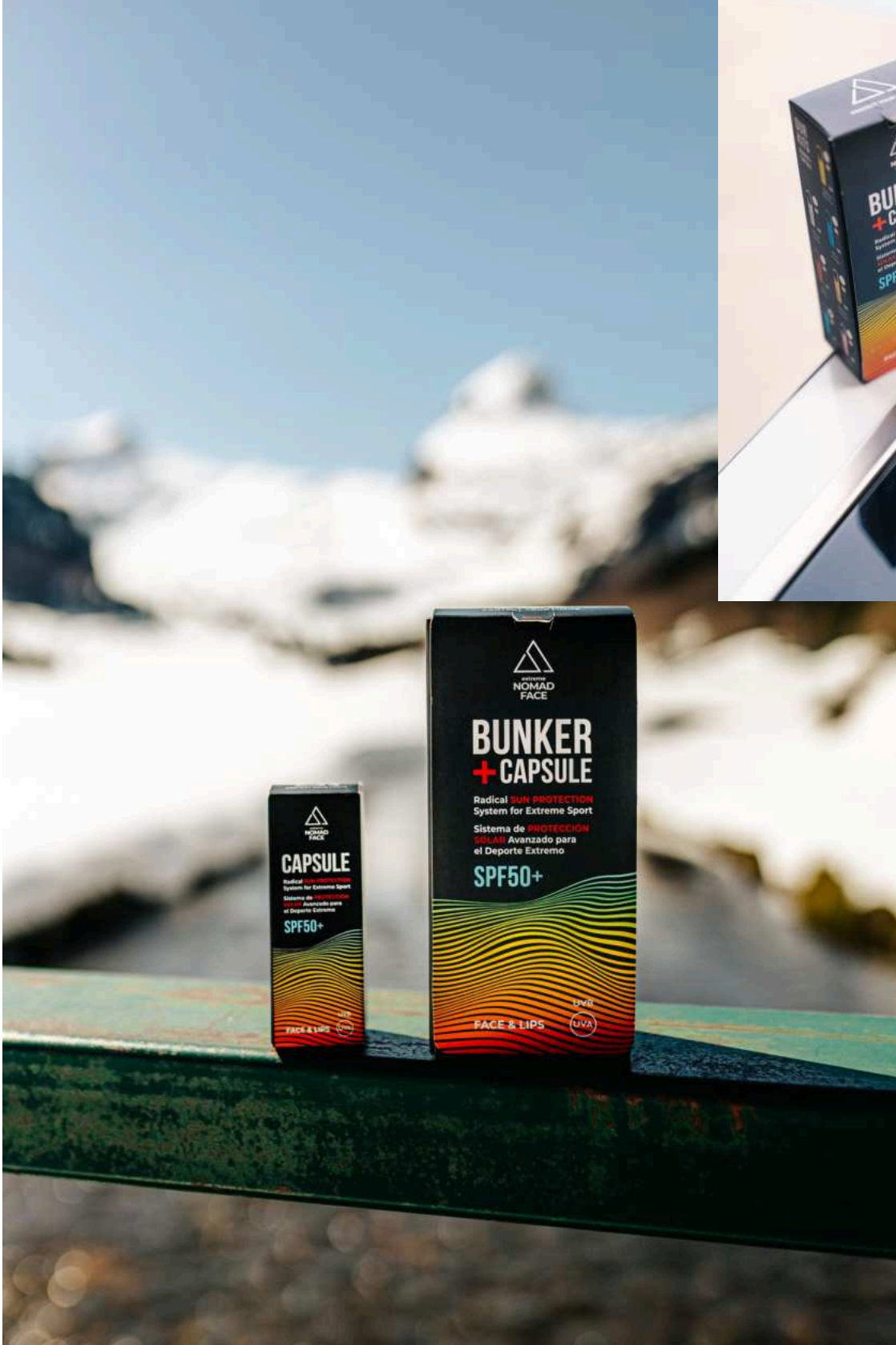
BUNKER KIT IN 7 COLORS Retail Price: 34,90 €

CAPSULE. Retail Price: 14,90 €

YELLOW SUNRISE	BLUE INDIGO	RED MARS	WHITE SNOW
			

YELLOW SUNSET	BLUE ARCTIC	PINK QUARTZ	CAPSULE - REFILL
			

THE NEW BOX DESIGN



THE INITIAL PRODUCT RANGE

DISPLAY & WELCOME PACK

DISPLAY



WELCOME PACK



THE BUNKER FAMILY



THE ONLY PACKAGING THAT OFFERS A FAST
PROTECTION DURING THE ACTIVITY,
ONE-HAND OPERATION SYSTEM YOU DON'T EVEN
NEED TO TAKE OFF YOUR GLOVES.

LIGHTWEIGHT & ISOLATING.
FROM -40°C TO +60°C

WITH RE-USABLE EXPERIENCE.

DISRUPTIVE INNOVATION

EU. INDUSTRIAL DESIGN ACCEPTED
SPAIN. UTILITY MODE PATENT.

THE CAPSULE

EXTREME PROTECTOR SPF50

Block 98% of UV Rays



UVB



SPF50. MOST
INTENSE BARRIER
AGAINST SUN,
WIND & ALTITUDE.

FOR FACE & LIPS.



EXTREMELY TESTED
IN:

- GASHERBRUM SUMMIT 8035M.
- K2 WINTER EXPEDITION.
- MANASLU WINTER EXPEDITION.
- DHAULAGIRI EXPEDITION.
- KANCHENJUNGA EXPEDITION
- MANASLU EXPEDITION
- OLYMPIC ROUTE.
- CROSSING ATLANTIC OCEAN BY BOAT.

THE PERFECT BUSINESS

A RECURRENT PRODUCT.
MORE SUSTAINABLE FOR THE CUSTOMER.

MAXIMUM PROTECTION
TO THE EARTH & THE CUSTOMER

OUR FORMULA



**A GREAT
EXTREME
SPF50+
FORMULA**

made in BARCELONA

The Bunker & product
formulation are
produced in our
laboratory **in Barcelona,**
Spain.

Tested in the Himalayas
at more than 8000m.

MISCELLANEOUS & BRAND IMAGE



BOTSWANA & NAMIBIA





GASHERBRUM - II SUMMIT



KANCHENJUNGA
EXPEDITION



MANASLU
EXPEDITION



KANCHENJUNGA
EXPEDITION



extreme
**NOMAD
FACE**



SERGI MINGOTE.
DIED IN K2 WINTER EXPEDITION.
RIP
























extreme
**NOMAD
FACE**







SPF50+

Radical **SUN PROTECTION** System for Extreme Sport

Oswald R. Pereira,
High Mountain Filmmaker & Reporter
Manaslu, Winter Expedition.

PROTECT YOUR LIMITS

FACE & LIPS

UVB UVA



Discover how the BUNKER works.
Descubre como funciona el BUNKER.

www.nomadface.com







BEST PROTECTOR EVER DESIGNED

GET YOUR MOST EXTREME SPF PROTECTION
IN ONLY 5".



**CLIMB
MOUNTAINS
NOT SO THE
WORLD CAN
SEE YOU, BUT
SO YOU CAN
SEE THE
WORLD.**

DAVID MCCULLOUGH JR

www.nomadface.com



**YOU NEVER
FAIL UNTIL
YOU STOP
TRYING**

ALBERT EINSTEIN



IT DOES NOT
MATTER HOW
SLOW YOU GO

SO LONG AS YOU DON'T STOP

#BEANOMADEFACE





JOIN US FOR YOUR
EPIC &
SAFE
ADVENTURES

EXTREME NOMAD FACE
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