



Rub n' Roll – Wellbeing for All

Rub n' Roll®, a handheld applicator/massager to effectively apply CBD and other therapeutic oils



PROFIT™ (PROduct FITness), a set of digital services to empower Rub n' Roll



The Comprehensive Guide

2021

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INTRODUCTION



CBD oil is a universal remedy to improve mood, fight pain, and smooth out the skin. Unfortunately, there are two significant drawbacks: our skin has low permeability, and CBD oil is rather expensive. We propose a simple but elegant solution: applying a thin layer of CBD oil with an applicator directly to problem areas. In this way after hundreds of experiments with silicon Rub n' Roll was born, and then patented.

In the Rub n' Roll project a set of digital services accompanying Rub n' Roll fulfil three wishes of our customers. First, a Navigator with which customers learn by themselves how to use Rub n' Roll for individual wellness concerns. Second, an AI-empowered bot to guide customers before, during, and after purchase. Third, a QR codes-based IoT solution to ensure transparency about offered CBD and other oils, and more.

CBD FOR YOUR WELLNESS & BEAUTY



New global wellness trends:

- Home becomes the new fitness/wellness studio (and COVID accelerates this trend).
- A growing interest in home-based non-medical wellness therapies and appropriate products (especially CBD) that yesterday were available in medical centres and spas only.
- Increased awareness of effective wellness practices as an attractive alternative to heal illnesses.

CBD FOR YOUR WELLNESS & BEAUTY CONT'D

LEK

According to LEK Consulting, CBD is not just your average natural extract. Unlike other health and beauty plant extracts, CBD carries with it a unique blend of opportunities and challenges.

CBD: opportunities and challenges.



KNOWLEDGE ABOUT CBD



We live in the age of knowledge economy, and the CBD industry forms its essential part: the global CBD oil market is valued at \$9.3 billion. Paradoxically, we use CBD oil as a universal remedy to solve many everyday wellness problems with minimal knowledge about mushroomed CBD products.

And there are new sources of knowledge:

- We are interconnected through online social networks where we share knowledge about CBD.
- We are looking for technology-enhanced methods and products for body and mind improvement that work faster and more effectively.
- We want to be engaged in wellness-related products and services development to play a more active role in our wellbeing.
- We are practicing our daily wellness routine, and these practices form new valuable knowledge.

KNOWLEDGE ABOUT CBD CONT'D



Customer experience is an important component of knowledge that turns innovations into marketable products and services. Modern CBD customers are interested in products' improvement and its personalisation.

The whole process for customers includes:

- Acquiring knowledge.
- Then developing initial knowledge with own experience.
- Finally sharing this experience with peers in social networks.

To initiate new customers' acquiring of knowledge about CBD products, we inform them through easy access to a knowledge base, and help them to be enlightened on a topic of interest. Information for customers is well-structured and practically-oriented in a "how-to" mode.

Even though knowledge is structured properly and updated, customers can ask questions. So, the process is interactive.

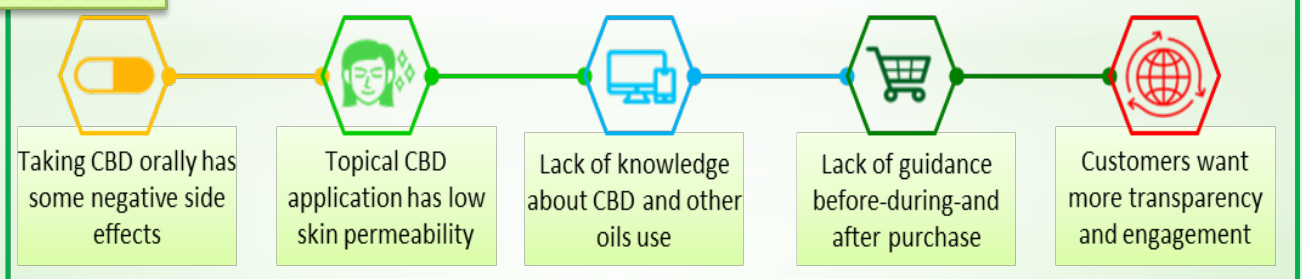
PROBLEMS



The actual wellness problems:

- Customers strive to obtain relevant and trustworthy wellness-related knowledge (about CBD especially), but they see the poorly curated and unreliable web content.
- In the post-COVID epoch people focus on self-care and home-based methods and products, but they have a lack of guidance to do so.
- Thousands of CBD products hit the market, deriving extra problems:
 - ✓ the oral use of CBD can cause side effects, such as diarrhoea, fatigue, and harm the liver;
 - ✓ due to low skin permeability, CBD topical cannot find their way into the bloodstream.

PROBLEMS

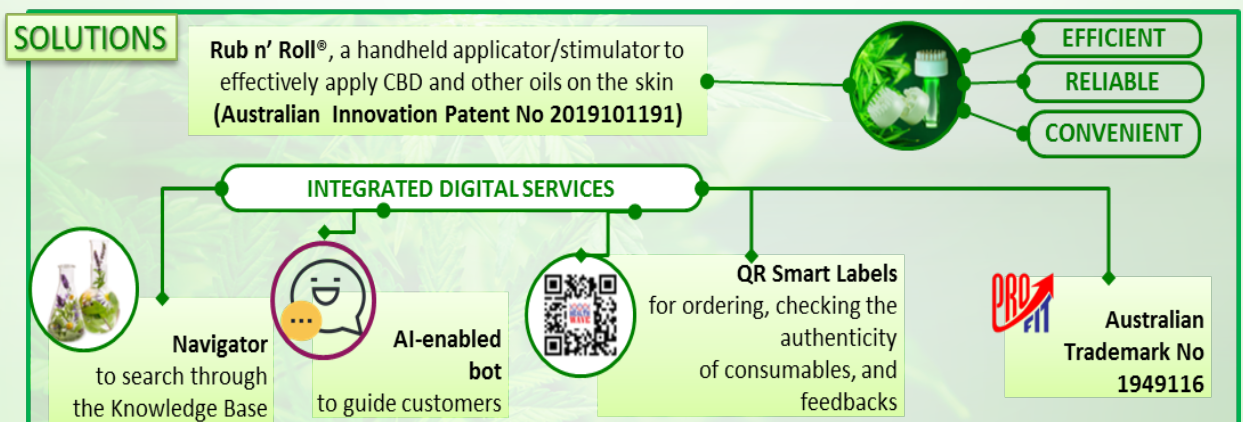


SOLUTIONS



Solutions for wellness problems:

- Provides customers with science-backed reliable information through the knowledge base and a search algorithm.
- Guides customers before-during-and after the purchase with AI-powered chatbot and IoT solutions.
- Integrate digital services with physical Rub n' Roll to improve the skin, body, and mental conditions with essential oils, including CBD.



MASSAGE WITH RUB N' ROLL AND CBD



Over the past few years, the popularity of massage therapies is steadily increasing. It is rapidly been recognized as one of the effective treatments for various wellness concerns and overall wellbeing. Organizations such as WMF and IMA are spreading awareness related to the health benefits of these therapies globally.

The main drivers of customer interest in therapeutic oils include:

- Increased customers' awareness of preventive healthcare as a reasonable alternative to the treatment of diseases.
- The growing interest in non-medical home-based wellness therapies and appropriate products for mind and body.
- Focusing on self-directed behaviour concerning their health as opposed to medical practitioners' advice.

Rub n' Roll works as:

- A CBD oil applicator for sleep/insomnia, stress, and depression.
- A CBD and other essential oils applicator and massager for pain management as well as for skin and hair care concerns.

MESSAGE WITH RUB N' ROLL AND CBD CONT'D



Rub n' Roll (Australian patent No 2019101191)

Evidence-based:

According to modern research, massage can improve conditions of skin. Recent scientific findings in Japan and Hong Kong demonstrate that an effect of the massage can be seen on a cellular level. The recent tests in the USA show that massage enables penetration of various oils into targeted areas. It has been proved that combining focused massage and an application of oils is very effective.

Benefits of using Rub n' Roll:

- An integrated solution to purposefully stimulating skin by its synchronous massaging and oiling in target areas.
- Gentle for your skin because of the rows of tines of massagers made of elastically-deformable silicon.
- The most efficient device to transfer small amounts of oils through your skin.
- It can provide deep pressure massage to reach problem muscles.

Features of Rub n' Roll:

- Simple & reliable: Made in one piece from food-grade silicon, without moving parts and electronic components.
- Customised models: Tine shapes for different purposes.
- Easy to wash and reuse: When finished using the massager, you may rinse it by running water.
- Convenient: Can be used at home or office, during travelling, even in a tub or shower.

Self-massage with Rub n' Roll and oils is a revolutionary method to improve dramatically your mind and body conditions

TECHNOLOGY & SERVICES



Why Rub n' Roll is effective? Because it ideally fit your needs due to the PROFIT set of digitally-enabled services that add value to Rub n' Roll:

- Helping you to make effective wellness decisions.
- Ensuring you in the authenticity of all consumables with the QR smart labelling.
- Providing you with a guided performance by intelligent chatbot.
- Teaching you how to apply Rub n' Roll effectively.



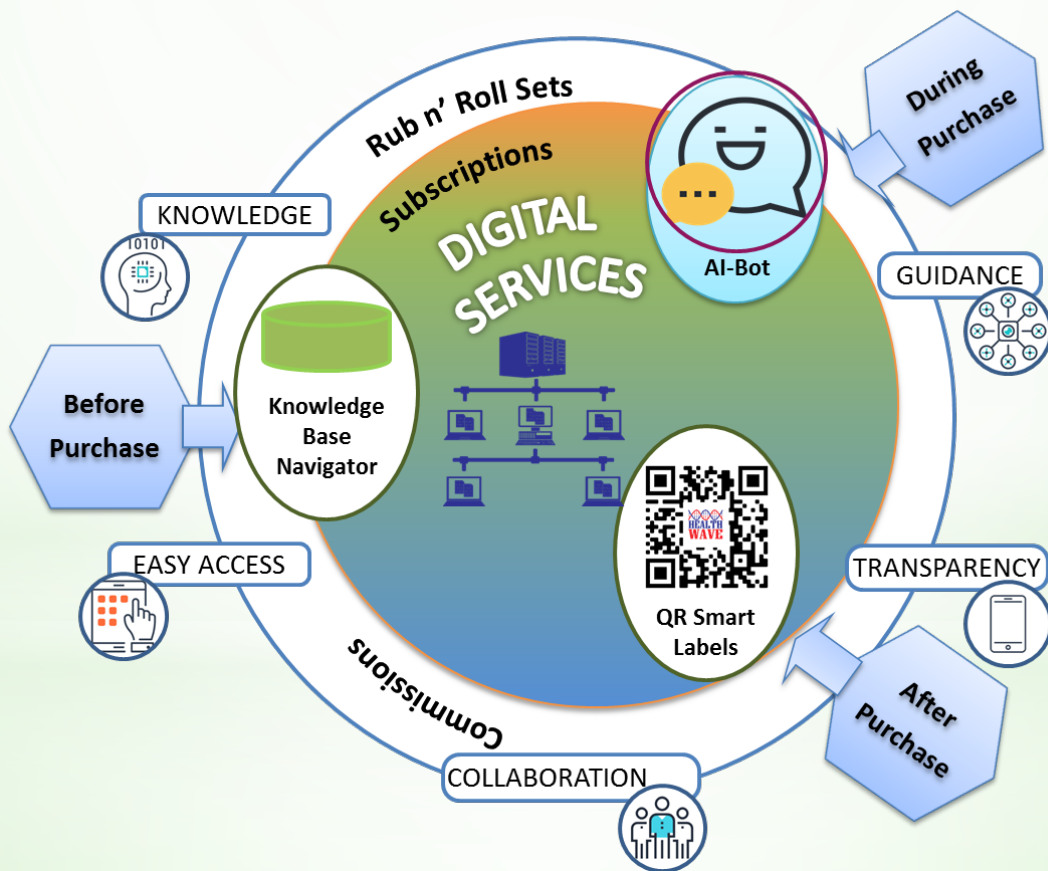
PROFIT = PROduct FITness

✓ **PROFIT™** registered
Australian trademark No
1949116

TECHNOLOGY & SERVICES CONT'D

We offer three interrelated digital services:

- Navigator to search for the best solutions to customer's wellness concerns through the knowledge base.
- AI-enabled bot to support customers within pre-during-and after purchasing.
- QR Smart Labels – A simple but efficient IoT method for ordering and checking the authenticity of consumables, customer feed backing, and participating in events.



RUB N' ROLL IN THE MARKET



YOUNG LIVING™
ESSENTIAL OILS

FOREO
SWEDEN

At-home Wellness&Beauty Devices

Skin
SAFE

skinauthority®
The Healthy Skin Lifestyle Company™

**Product Awareness and Easy
Access**

SEPHORA

SK-II

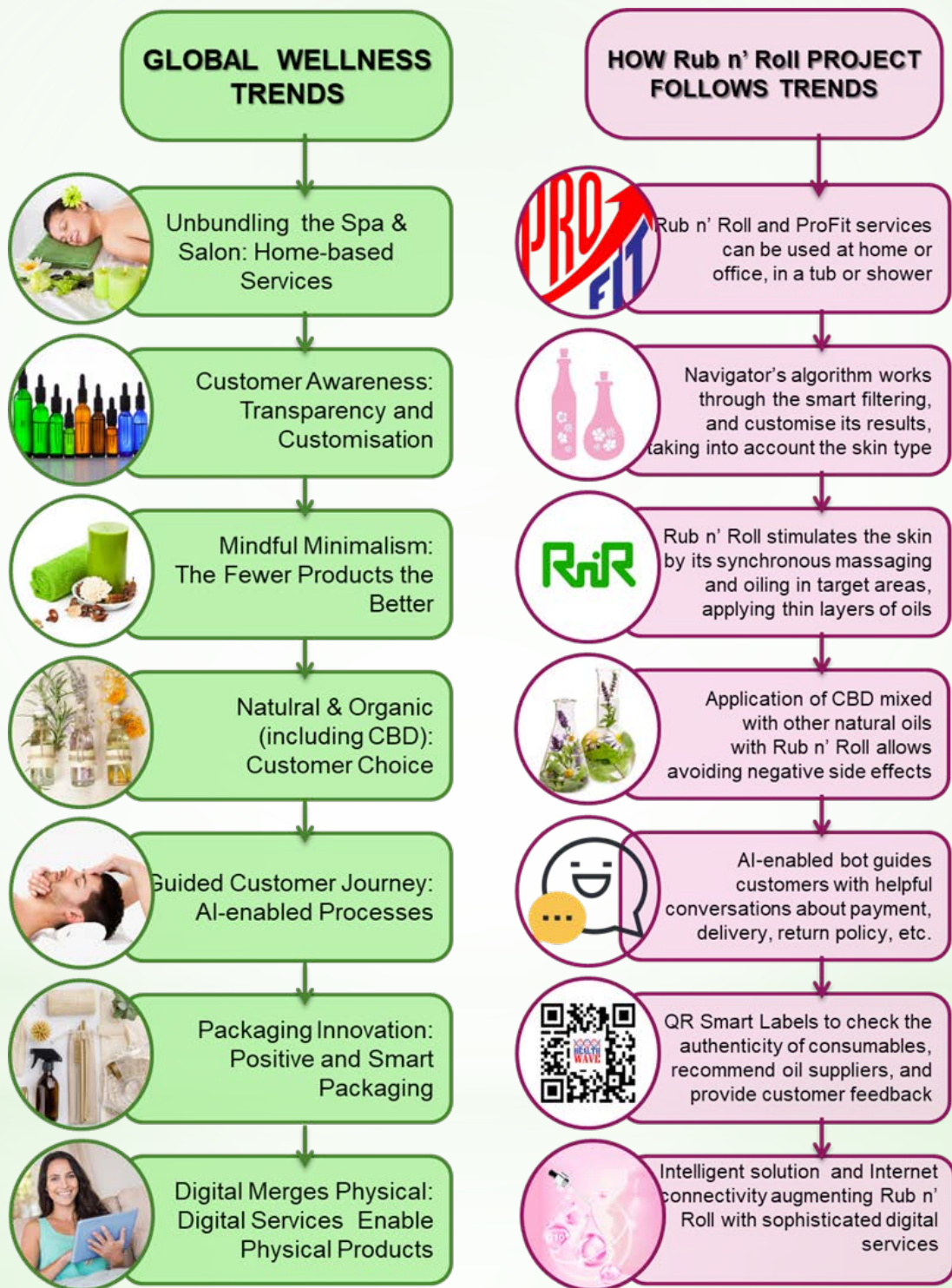
**AI-enabled Customer
Journey**

L'ORÉAL
PARIS

Swisse

**QR codes to Facilitate
Consumer Engagement**

RUB N' ROLL IN THE MARKET CONT'D



RUB N' ROLL & SOCIAL NETWORKING



We Focus on Problems What Matters Most

Problems of the Wellness Community



A lack of wellness-related knowledge in the internet



Personal experience of wellness consumers is limited



Social media use by consumers as uncompensated workers



The wellness community is fragmented and disintegrated



Limited opportunities to monetize social capital

Solutions Offered



Easy access to reliable science-backed information



Mastering the Rub n' Roll method to develop experience



Sharing experience in social media to grow social capital



Motivating consumers to join the wellness community



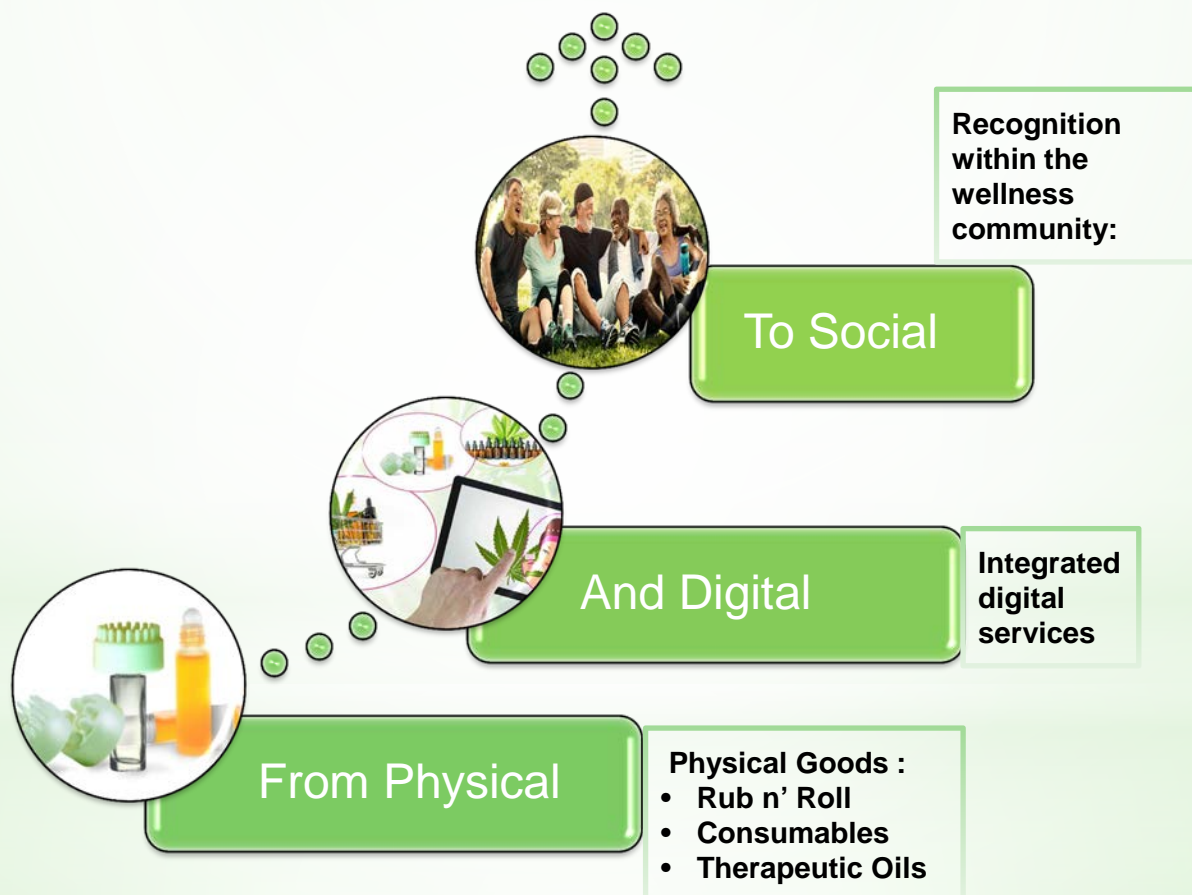
Helping consumers to monetize social capital

RUB N' ROLL & SOCIAL NETWORKING CONT'D

Your Social Networking Path

Buying access to Rub n' Roll and digital services, you open a path to an efficient social networking:

- Obtaining knowledge on how to maintain personal wellness and sharing it with family and friends.
- Communicating authentically and in a meaningful way with a wider audience.
- Converting experience and online reputation in revenue.



PRESS ABOUT PROJECT



A CBD applicator/ stimulator/ massager called Rub n' Roll, a cheap, effective, and readily reusable device to apply a thin layer of CBD oil to the skin, while at the same time massaging the problem zones. It is designed to be placed on the top of the commercially available roll-on bottle (patent No 2019101191).

Rub n' Roll advantages:

- *Evidence-based effectiveness.*
- *Simplicity and reliability of design.*
- *Gentleness for the skin.*
- *Opportunity for topical application of CBD oil.*
- *Economical and convenient.*

Rub n' Roll®, a handheld applicator/stimulator/ to apply CBD and other essential oils on the skin with three fully integrated digital services:

- *The knowledge base and Navigator algorithm with smart filtering functions.*
- *The AI-enabled bot is integrated with Google's NLP, Machine Learning, and AI through DialogFlow V2.*
- *The QR Smart Labels, an IoT unique identifying method (in which QR codes works like RFID tags) for ordering and checking the authenticity of consumables and customer feedbacking.*

Starting three years ago with a highly qualified and skilled team, the founders of the project employed ideas of outsourcing, collaboration, and customer engagement in research and product development.

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