



AZURITH LABS

HYDRYON™ Investor Offering Summary

Known science. Smarter execution. Accessible skin health.

Product HYDRYON™ 12-Packet Box	Customer Price \$29.79 per box
Video Investor overview MP4	Contact team@azurithlabs.com



This document is a business discussion summary prepared for investor, distributor, wholesale, retail, professional, and strategic partner review. It does not constitute a securities offering, investment recommendation, medical advice, product approval, or regulatory clearance.

1. Executive Summary

HYDRYON™ is Azurith Labs’ lead topical skin health product platform. The launch SKU is a 12-packet box priced at \$29.79, creating a simple and testable consumer product unit for ecommerce, wholesale, distributor, and professional-channel conversations.

The Azurith Labs thesis is execution-focused: translate established oxidative biology and a large, visible skin-health market into a controlled, scalable, professionally presented product platform. The uploaded investor dossier positions HYDRYON™ around actinic keratoses, non-melanoma skin cancer burden, pharmacist compatibility, distributor opportunity, and a broader topical product pipeline.

Key business priorities are to refine compliant customer-facing claims, activate ecommerce, build wholesale and distributor interest, support professional education, and develop the evidence and documentation needed for broader channel expansion.

Core investor questions include: product-market fit, margin structure, customer acquisition, wholesale adoption, regulatory positioning, evidence strategy, intellectual property/formulation defensibility, and channel scalability.

Current Snapshot

Product	HYDRYON™ 12-Packet Box
\$29.79	Customer-facing price per 12-packet box
~\$2.48	Approximate customer price per packet
Video	Investor overview MP4 available on AzurithLabs.com

2. Product, Price, and Launch Unit

The current customer-facing product is one HYDRYON™ box containing twelve individual packets, priced at \$29.79.



HYDRYON™ 12-Packet Box

A clear, simple, customer-friendly launch unit for ecommerce, retail presentation, wholesale planning, and distributor conversations.

Price: \$29.79 per 12-packet box

Approximate packet economics: \$2.48 per packet

Positioning: premium topical skin wellness, professionally presented, with clear directions, safety reminders, support, and legal/disclaimer pages.

Business logic: a single, low-friction SKU gives the company a measurable entry point for conversion rate, repeat purchase, subscription testing, customer acquisition cost, retail packaging feedback, wholesale pricing, and distributor margin planning.

Pricing note: all pricing, taxes, shipping, claims, label directions, warnings, refund terms, and checkout flow should be reviewed before public launch or broad distribution.

3. Market Opportunity

The investor dossier frames HYDRYON™ around a large keratinocyte-driven skin-health market and highlights major public-health and economic pressure points.

58M+	U.S. patients with actinic keratoses cited in the dossier.
\$8.9B	Annual U.S. non-melanoma skin cancer treatment cost cited in the dossier.
5.4M+	New NMSC diagnoses per year cited in the dossier.
Global	Distribution and partnership opportunity across retail, pharmacy, professional, institutional, and international channels.

Commercial interpretation: the opportunity is not merely a product sale. It is the potential creation of a branded, education-led skin-health platform with a repeatable unit SKU, multiple channel partners, and a market narrative tied to prevention, accessibility, and better consumer education.

The market case should be supported with current third-party validation, counsel-reviewed claims, and clearly separated investor/distributor language versus public consumer marketing language.

4. Science and Platform Thesis

HYDRYON™ is positioned as mechanism-driven rather than generic commodity peroxide or cosmetic-only skincare.

The platform narrative centers on controlled oxidative biology, catalase asymmetry, and topical delivery parameters. In investor and distributor materials, Azurith Labs describes a biological difference between healthy keratinocytes and dysregulated keratinocytes, creating a mechanism-based rationale for controlled topical oxidative exposure.

The investor dossier describes HYDRYON™ as a precision topical formulation leveraging well-characterized properties of hydrogen peroxide to selectively target dysregulated keratinocytes while preserving surrounding healthy tissue. This language should be reviewed carefully before public consumer use because disease and therapeutic claims can trigger regulatory obligations.

Platform Guardrails

- Separate investor/scientific discussion from consumer marketing copy.
- Do not make disease-treatment or cure claims publicly unless cleared by qualified regulatory and legal review.
- Keep customer pages focused on product information, responsible use, final label directions, and support.
- Maintain medical disclaimers and direct customers to qualified healthcare professionals for suspicious or persistent skin concerns.

5. Commercialization Model

The \$29.79 HYDRYON™ 12-packet box is a practical front-end product for staged channel development.

Channel	Strategic Role
Direct-to-Consumer	Launch website, checkout, education, email capture, conversion testing, repeat-purchase modeling.
Affiliate / Influencer	Education-led referral traffic with performance-based customer acquisition.
Wholesale / Retail	Retail-ready box format, distributor margin planning, merchandising conversations, controlled rollout.
Professional Channels	Dermatology-adjacent, wellness, pharmacy, and professional education relationships.
Institutional / Public Health	Longer-term evaluation for employer, occupational health, high-risk populations, and institutional procurement.
Pipeline Expansion	Potential future products based on platform logic, such as oral health and wound-care concepts described in the dossier.

Near-term operational focus should be on one clean product page, compliant checkout, support workflows, customer education, wholesale inquiry handling, and investor/distributor diligence materials.

6. Investor and Distributor Thesis

The thesis is execution around known biology, a visible market, a simple launch unit, and multiple channel paths.

Why investors may care

- Large skin-health market pressure with visible consumer and healthcare-system demand.
- Simple \$29.79 12-packet box for practical market testing.
- Potential gross margin and repeat-purchase modeling if manufacturing and fulfillment economics validate.
- Multiple paths beyond ecommerce: affiliate, wholesale, distributor, professional, institutional, and international.

Why distributors may care

- Clear SKU: one box with twelve packets.
- Retail-friendly product presentation and education-led story.
- Channel-specific wholesale and distributor terms can be structured separately.
- The broader platform narrative may support future product extensions.

Investment or distribution discussions should be documented under appropriate agreements, diligence materials, financial models, channel assumptions, regulatory review, and final product/label review.

7. Suggested Use of Capital and Diligence Priorities

The following categories can guide investor and strategic partner conversations. Final use of proceeds should be reviewed and approved by company leadership and counsel.

Category	Purpose
Regulatory / Legal Review	Claims review, label review, terms of sale, policies, influencer/affiliate compliance, distributor documents.
Manufacturing & Packaging	Launch inventory, packaging refinement, batch documentation, quality and supplier controls.
Ecommerce & Fulfillment	Checkout, tax/shipping setup, customer support, returns workflow, analytics, subscription testing.
Marketing & Education	Video, landing pages, email campaigns, compliant advertising, retail materials, influencer guidance.
Evidence Development	Clinical documentation, research relationships, case documentation process, publication strategy.
Wholesale / Distribution	Sales materials, sample programs, trade outreach, regional distributor discussions.

Diligence priorities: current capitalization, intellectual property status, formulation documentation, manufacturing agreements, product liability coverage, regulatory classification, margin model, traffic/conversion forecasts, customer support plan, and distributor terms.

8. Risk Factors and Review Notices

HYDRYON™ involves product, regulatory, clinical, commercial, investment, and execution risk.

- Regulatory classification and permissible claims may materially affect commercialization strategy.
- Therapeutic, disease, cure, prevention, lesion, cancer, infection, or clinical-performance claims require careful review.
- Consumer adoption, repeat purchase, CAC, margin, wholesale demand, and distributor traction are not guaranteed.
- Manufacturing, packaging, QA, fulfillment, shipping, returns, and product liability must be operationally controlled.
- Investor discussions must comply with securities laws and should be handled by qualified counsel.
- Forward-looking statements are inherently uncertain and depend on execution, market response, evidence, and review.

Medical and product disclaimer: Website and investor content is for general business and educational discussion only and is not medical advice. Unless expressly included in cleared, approved, or legally reviewed labeling, HYDRYON™ is not intended to diagnose, treat, cure, mitigate, or prevent disease. Customers should consult a qualified healthcare professional for suspicious, changing, painful, bleeding, infected, or persistent skin concerns. Use only as directed on the final product label.

Securities disclaimer: This document is not an offer to sell securities or a solicitation of an offer to buy securities. Any investment transaction must be made only through definitive offering documents, proper investor qualification, and qualified legal review.

9. Contact and Next Steps

Azurith Labs welcomes qualified investor, distributor, wholesale, retail, professional, institutional, and strategic partnership inquiries.

Next steps for interested parties:

- Request the full investor/distributor dossier.
- Review product positioning, pricing, packaging, and claims under NDA where appropriate.
- Discuss wholesale, distributor, or strategic partnership structure.
- Review diligence materials, financial model, capitalization, and launch plan.
- Schedule a management discussion with Azurith Labs.

Website	https://azurithlabs.com
Investor / Business Contact	team@azurithlabs.com
Investor Video	https://azurithlabs.com/wp-content/uploads/2026/07/Azurith_HYDRYON_Investor_Video.mp4
Product Price	\$29.79 per HYDRYON™ 12-packet box

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