



INTRODUCTION TO DAO LABS

A Modern Approach to
Chinese Herbal Medicine

Summer 2019

INTRODUCING DAO LABS

Modernizing Traditional Chinese
Medicine as today's revolutionary
supplement and lifestyle brand



THE DAO WAY

In our years overseas, we became fascinated with Traditional Chinese Medicine and how it helped solve the list of unfixables in our lives. When we returned home to the U.S., we found ourselves back in the fast-paced world accompanied with daily stresses - but instead of natural herbs to support the health of the mind and body, it was a world defined by big pharmaceuticals and artificial supplements. We needed to find a better way - the DAO way.

We put together a team of the best people in the industry, and together as DAO Labs, we redesigned the 2,500-year-old practice of Traditional Chinese Medicine creating whole-herb formulas that are easy to use every day. We've combined the science behind using Chinese herbs with the art of flavor profiling to support your health without the use of prescription medications.

While we've personally experienced the power behind our DAO formulas, we want you to discover DAO Labs first-hand because we believe there's nothing else like us that improves the health of your mind, body and spirit.



TRADITIONAL CHINESE MEDICINE - OVERVIEW



Most widely followed
medical tradition in
the world



Herbal medicines
developed over
thousands of years



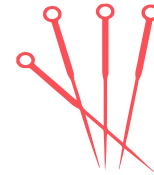
Practiced as
complimentary
health in the U.S.



Founded in Daoist
principles



Used to improve mind,
body and soul



Over 40,000
acupuncturists in the U.S.

WHY CHINESE HERBAL MEDICINE, NOW?

- Chinese medicine is on an upward trajectory in the U.S., with over 40,000 licensed acupuncturists in the U.S., it is the “go-to” alternative medicine practice when western medicine has failed, or when those are looking to compliment their conventional wellness routines
- Results can be both powerful and profound, as evidenced by the new moms who use acupuncture and herbs for fertility support, to professional athletes who rely on acupuncture, herbs, and cupping for enhanced performance
- The use of herbal supplements is also on the rise, with retail sales of herbal dietary supplements in the U.S. experiencing its strongest growth in 15 years. The category exceeded \$8 billion in 2017, representing an 8.5% increase compared to 2016*

THE TIME FOR CHINESE HERBAL MEDICINE IS NOW, AND DAO LABS IS LEADING THE INITIATIVE.

*American Botanical Council's HerbalGram, New Hope Natural Media, September 18, 2018

DAO LABS - FILLING AN IMPORTANT NEED

DESPITE THE GROWING ACCEPTANCE OF CHINESE MEDICINE, CHINESE HERBAL FORMULAS HAVE SEVERAL LIMITATIONS:

- They are not easy to understand: Chinese medicine uses terminology that can be esoteric and challenging to understand, making initial trial very challenging
- Chinese herbs do not taste good: Despite their power, many of the herbs themselves are pungent and bitter in taste
- Highly inconvenient: Chinese herbs typically require boiling or creating concentrates



DAO HAS ADDRESSED THESE LIMITATIONS BY APPLYING A MODERN TWIST TO THIS CLASSIC PRACTICE:

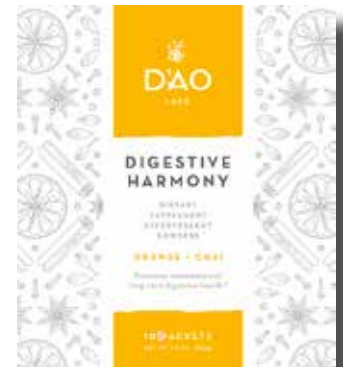
- Approachable packaging with names that summarize the primary benefits
- We've paired the herbs with flavor concepts that don't entirely mask the herbs, but create a refreshing experience
- Simply add our powders to water, mix and enjoy. No boiling of water required



ABOUT OUR FORMULAS

- HERBAL, FLAVORED POWDERS THAT MIX EASILY WITH WATER
- MADE FROM 100% SUSTAINABLE HERBS SOURCED FROM ACROSS ASIA
- PACKAGED, TESTED AND VERIFIED FOR AUTHENTICITY IN THE USA
- NO ARTIFICIAL FLAVORS
- UNIQUE FORMULAS INSPIRED BY TRADITIONAL CHINESE MEDICINE FORMULAS THAT HAVE BEEN USED FOR HUNDRED OF YEARS

PRODUCT PORTFOLIO



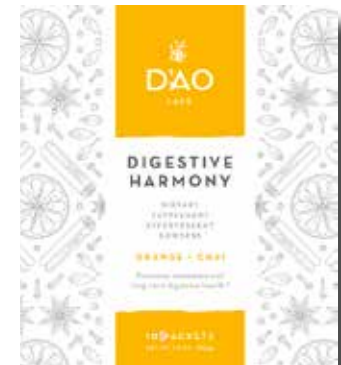
IMMUNITY SUPPORT

INSPIRED BY	Jade Windscreen
CHINESE FORMULA NAME	Yu Peng Feng Yan
BENEFIT	Strengthens immunity against airborne pathogens during cold and pollen season (or environmental changes)
FLAVORS	Pear + Ginger
HERB	White Rhizome (Bai Zhu) Ledebouriella Root (Fang Feng) stragalus Root (Huang Qi)
DESCRIPTION	The strongest form of self defense during cold and allergy season: behold, Jade Windscreen, a Traditional Chinese Medicine formula known for safeguarding the body from airborne pathogens during seasonal change. According to Chinese medicine methodology, this formula is believed to create a protective barrier between the body and external pollutants, creating a base layer during times of season change
TESTIMONIAL	<i>"Immunity Support is exactly that. Knocks any sickness right out! This is a must for everyone's medicine cabinet."</i>



DIGESTIVE HARMONY

INSPIRED BY	Preserve Harmony Decoction
CHINESE FORMULA NAME	Bao He Wan
BENEFIT	Promotes immediate and long-term digestive health
FLAVORS	Orange + Chai
HERB	<div>Pinellia Rhizome (Ban Xia)</div> <div>Tangerine Peel (Chen Pi)</div> <div>China Root, Poria (Fu Ling)</div> <div>Radish T. Seeds Lai Fu Zi)</div> <div>Forsythia Fruit (Lian Qiao)</div> <div>Hawthorn Fruit (Shan Zha)</div> <div>Medicated Leaven (Shen Qu)</div>
DESCRIPTION	Think of this as a reset button for your gut. Made with simple, natural ingredients. Using the gentlest, most soothing ingredients, this detoxifying formula mobilizes impurities while helping to strengthen the gastro tract - leaving your gut feeling balanced and new. Hawthorn berries, tangerine peel and radish seeds work quietly behind the scenes to gently restore, while orange and chai spices ensure a smooth reboot.
TESTIMONIAL	<i>"I enjoy Digestive Harmony almost every day to help calm my digestive system. This is a great find!"</i>



EMOTIONAL BALANCE

INSPIRED BY	Free and Easy Wanderer
CHINESE FORMULA NAME	Xiao Yao San
BENEFIT	Promotes mental clarity and relieves stress
FLAVORS	Apple + Cucumber
HERB	<div>White Peony Root (Bai Shao)</div> <div>Ginger (Pao Jiang)</div> <div>Tangkuei Root (Dang Gui)</div> <div>Bupleurum (Chai Hu)</div> <div>Poria (Fu Ling)</div> <div>Mint (Bao He)</div> <div>Atractylodes (Bai Zhu)</div> <div>Licorice (Zhi Gan Cao)</div>
DESCRIPTION	<p>This is the ultimate daily primer for your mood. Regain your high spirits with Free and Easy Wanderer, a classic Traditional Chinese Medicine formula known for managing stress, promoting inner calm, and generally enhancing quality of life. Named after the roaming Daoists who lived for peace and serenity, this formula is one of the most highly regarded and most recommended herbal remedies by generations of Traditional Chinese Medicine doctors.</p>
TESTIMONIAL	<p><i>"Excellent product - very easy to take, tastes not bad at all. It has been a game changer in treating my menopausal mood swings! Calmer, less stressed".</i></p>



JOINT VITALITY

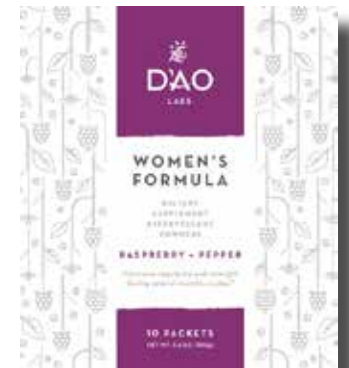
CHINESE FORMULA NAME	Du Huo Ji Sheng Tang
BENEFIT	Increases lower back support, improves joint strength and supports overall mobility
FLAVORS	Spiced Cocoa + Cinnamon
HERB	<div> <div> Licorice Root (Gan Cao) Dong Quai (Dang Gui) White Peony (Bai Shao) Tuhuo Angelica (Du Huo) Cinnamon (Rou Gui) Cyathula (Niu Xi) Gentiana Macrophyllia (Qin Jiao) Sichuan Lovage (Chuan Xiong) </div> <div> Taxillus (Sang Ji Sheng) Eucommia (Du Zhong) Rehmannia (Sheng Di Huang) Poria (Fu Ling) Siler (Fang Feng) Ginseng (Ren Seng) </div> </div>
DESCRIPTION	Joint Vitality by DAO Labs combines fourteen classic Chinese herbs, along with collagen and coconut oil, to create this powerful blend which increases lower back support, improves joint strength and supports overall mobility - all in a powdered form. The warming flavor combination of spiced cocoa and cinnamon, with a hint of vanilla, blends beautifully with the herbs for easy long term use for joint maintenance and support.
TESTIMONIAL	<i>"I didn't realize how much Joint Vitality was helping my back until I ran out. Now I don't want to be without it. Great product!"</i>



WOMEN'S FORMULA

SUPPORTS A HEALTHIER CYCLE AND FERTILITY

INSPIRED BY	Four Substance Decoction
CHINESE FORMULA NAME	Si Wu Tang
BENEFIT	Maintains regularity and strength during cycles
FLAVORS	Raspberry + Pepper
HERB	White Peony Root (Bai Shao) Szechuan Lovage Root (Chuan Xiong) Chinese Angelica Root (Dang Gui) Chinese Foxglove Root, Rehmannia (Shu Di Huang)
DESCRIPTION	“Formula” means that this remedy is designed specifically for the female cycle. Four Substance Decoction, a classic Traditional Chinese Medicine formula, provides the most intensely supportive solution to maintain strength and regularity. The female body is incredibly complex: during the monthly cycle, a woman’s body tends to be prone to blood deficiency and depleted energy. Transform your month with a classic formula made of only four herbs that nourish, invigorate, restore and regulate.
TESTIMONIAL	<i>“I am usually exhausted after my [cycle]...I take Women’s Formula for 5 days after my [cycle] and I recuperate so much faster. I get my energy back in two days. So much better - thank you!”</i>



THE WOMEN'S MONTHLY KIT - A COMBINATION OF TWO FORMULAS, TIMED FOR DIFFERENT PHASES OF HER CYCLE

SUPPORTS A HEALTHIER CYCLE AND FERTILITY

The Women's Monthly Kit combines two formulas that are classically paired to support a woman throughout her entire cycle. The classic Chinese herbal formulas, from which our formulas have been inspired and developed, have been paired together for hundreds of years to support a woman and her month.

Emotional Balance is used for approximately 4-5 days before her cycle begins to:

- Reduce stress and mood swings
- Help with fatigue and energy levels
- Brighten one's mood

Women's Formula is used for approximately 4-5 days after bleeding has stopped to:

- Increase regularity of future cycles (popular for helping restore cycles after childbirth)
- Increase energy by helping her natural restore nutrients lost during the cycle
- Makes future cycles more harmonious and natural



Testimonial: "Cannot live without this product - you will never look back. This is essential to my life after using it for a few months and then going without (never again). It keeps the emotional swings at bay and eliminated the cramping I was experiencing."



THE DAO LABS SLEEP SERIES - TWO DIFFERENT HERBAL FORMULAS, FOR TWO DIFFERENT SLEEP CHALLENGES

We launched the Sleep Series in 2018 with two unique formulas, designed for the type of sleeper you are (or in this case, aren't). While melatonin might help you fall to sleep, it won't help you stay asleep. Our formulas are different, by using the principles of Traditional Chinese Medicine to work on the underlying sleep issue. These herbal, non-habit forming formulas have quickly provided effective to those who have tried them and immediately became our top selling formulas.

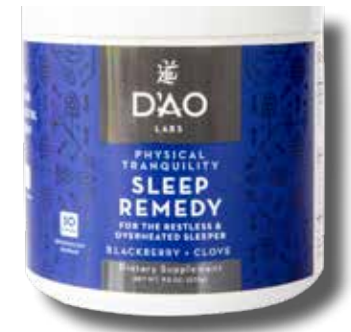
MENTAL TRANQUILITY

INSPIRED BY	Return to Spleen	
CHINESE FORMULA NAME	Gui Pi Tang	
BENEFIT	Calms a restless mind, particularly in the middle of the night. Provides mental clarity the next day	
FLAVORS	Black Cherry & Spice	
HERB	Ginseng (Ren Shen) Atractylodes (Bai Zhu) Poria (Fu Ling) Zizyphus (Suan Zao Ren) Longan (Long Yan Rou) Astragalus (Huang Qi)	Tangkuei (Dang Gui) Polygala (Yuan Zhi) Ginger (Sheng Jiang) Jujube (Da Zao) Vladimiria (Chuan Mu Xiang) Licorice (Zhi Gan Cao)
DESCRIPTION	Mental Tranquility calms an active mind during the night, particularly for the anxious sleeper. The formula helps those whose mind won't turn off in the wee hours of the morning, leaving them restless, stressed and fatigued in the night and next day.	
TESTIMONIAL	<i>"I rarely write reviews but this product really blew me away. For months I was having a hard time falling asleep due to anxiety and a busy mind. I would wake up feeling extremely groggy and not rested. I have been using this for 5 days (1 scoop before bed and 1 in morning) and I can already feel such a difference. I fall asleep faster, with more ease, and I wake up feeling rested and with a CLEAR mind."</i>	



PHYSICAL TRANQUILITY

INSPIRED BY	Emperor of Heaven Elixir	
CHINESE FORMULA NAME	Tian Wang Bu Xin Dang	
BENEFIT	For the overheated and physically agitated sleeper. Calms the body and mind throughout the night.	
FLAVORS	Blackberry & Clove	
HERB	Asparagus (Tian Men Dong) Salvia (Dan Shen) Zizyphus (Suan Zao Ren) Licorice (Zhi Gan Cao) Ophiopogon (Mai Men Dong) Stemona (Bai Bu) Eucommia (Du Zhong) Poria (Fu Shen) Tangkuei (Dang Gui)	Schizandra (Wu Wei Zi) Rehmannia (Sheng Di Huang) Ginseng (Ren Shen) Poria (Fu Ling) Polygala (Yuan Zhi) Acorus (Shi Chang Pu) Scrophularia (Xuan Shen) Biota (Bai Zi Ren) Platycodon (Jei Geng)
DESCRIPTION	Physical Tranquility is for the physically restless and overheated sleeper, who tosses and turns through the night leaving them agitated and unsettled the next morning. The formula is designed to calm and cool the body during the night, delivering peaceful rest and more energy the next day.	
TESTIMONIAL	<i>"I got this for my husband, because I noticed that he was a restless sleeper-fidgety and getting too hot. He said that the first night he tried this it made the biggest difference. He couldn't remember the last time he slept so well. He now regularly takes this formula and we are nearing the end of his first batch. He definitely wants to start on the subscription plan."</i>	





WHY DAO LABS

DAO LABS MEETS THE GROWING CONSUMER DEMAND FOR NATURAL, PREVENTATIVE HEALTH SOLUTIONS BUT WITH ANCIENT FORMULAS THAT WE'VE MODERNIZED. OUR FORMULAS COMPLIMENT THE POPULARITY OF ACUPUNCTURE AND OTHER NATURAL HEALTH PRACTICES, BUT IN WAYS THAT APPEAL TO A MUCH WIDER CONSUMER BASE:

In addition:

- Efficacious and powerful herbal formulas that have stood the test of time and remain incredibly popular across Asia still to this day
- Made with sustainably sourced-herbs in formats that make a once challenging to embrace heritage easy
- Transparency and purity are our forefront - we donate a percentage of revenue to WildAid.org
- A scalable brand with internal metrics that underscore consumer loyalty and repeat purchases





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