

FROM THE LAB OF DR. NIC MARTENS

SCAPETM

ATHLETE PRODUCTS



“ I use Scape Athlete Sunblock because I can put it on at 4 A.M. and not have to worry about getting burned or reapplying during the race. It also lets my skin breathe naturally so my core temperature isn't affected, which is really important to me. ”

CRAIG ALEXANDER

2X IRONMAN WORLD CHAMPION

MELANOMA SURVIVOR

SCAPE PRO ATHLETE



**The BEST Skincare
products on the planet for
active individuals**

PRODUCT OVERVIEW

SCAPE Athlete is the most advanced sun care brand on the planet specifically developed for active individuals who seek high-endurance products and maximum protection in sunblock that won't run into eyes, won't rub off and allows the skin to breathe naturally so the body temperature won't rise.

As a result of an innovative polymer technology, SCAPE features the highest UVA protection on the market and is focused on Skin Cancer Awareness Protection and Education. SCAPE Athlete products are also loaded with vitamins and antioxidants to help to protect and nourish the skin. While SCAPE is intended for active individuals of all levels, professional endurance athletes can attest that SCAPE Athlete products have been tried and tested under punishing, real-world conditions to validate their performance.

THE SCIENTIST

A PhD from Cambridge, Dr. Nic Martens most recently led worldwide skincare product development for Neutrogena, Johnson & Johnson's largest skin care franchise. Under Nic's leadership, Neutrogena developed several "market-disrupting" products including the biggest launch in Neutrogena's history. Nic has been recognized by the American Academy of Dermatology (AAD) for a number of technical and product innovations, including the formulation of SCAPE Athlete which delivers superior protection against harmful UVA rays vs. competitive products in the US market.

As an avid surfer and triathlete himself, Nic sought to develop the most advanced sun care/skincare line. To introduce his products, he partnered with two-time Ironman World Champion, Craig Alexander, who, having had a melanoma removed a few years back, understands the protection and performance needs of serious athletes. Together, their goal is to develop the BEST skincare products on the planet for active individuals who depend on high endurance products to protect them, no matter what.

(For a longer bio of Dr. Nic Martens, please refer to Page 7)



CRAIG ALEXANDER / DR. NIC MARTENS

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WON'T RUN INTO EYES



PRODUCT OFFERINGS



SCAPE SPF 50+ LOTION

- WON'T RUN INTO EYES
- WATERPROOF+SWEATPROOF
- NONCOMEDOGENIC - LETS THE SKIN BREATHE NATURALLY SO THE BODY'S CORE TEMPERATURE WON'T RISE
- VITAMIN E + ANTIOXIDANTS



SCAPE SPF 30+ LOTION

- WON'T RUN INTO EYES
- WATERPROOF+SWEATPROOF
- NONCOMEDOGENIC - LETS THE SKIN BREATHE NATURALLY SO THE BODY'S CORE TEMPERATURE WON'T RISE
- VITAMIN E + ANTIOXIDANTS



SCAPE SPF 50+ ATHLETE SUNBLOCK SPRAY

- WON'T RUN INTO EYES
- SUPERIOR WATERPROOFING+SWEATPROOFING
- EASY CONTINUOUS SPRAY APPLICATION
- RECYCLABLE ALUMINUM PACKAGING



SCAPE SPF 50+ CLEAN FOAM

- WON'T RUN INTO EYES
- WATERPROOF+SWEATPROOF
- NONCOMEDOGENIC - LETS THE SKIN BREATHE NATURALLY SO THE BODY'S CORE TEMPERATURE WON'T RISE
- NON-POROUS FOAM APPLICATOR ALLOWS FOR HANDS-FREE APPLICATION



SCAPE SPF 50+ FACE STICK SUNBLOCK

- CAN APPLY TO WET SKIN
- SUPERIOR WATERPROOFING+SWEATPROOFING
- CAN BE APPLIED TO WET/SWEATY SKIN
- COMPACT+PORTABLE PACKAGE ALLOWS FOR APPLICATION ON THE GO
- WON'T RUN INTO EYES
- NONCOMEDOGENIC



SCAPE SPF 50+ ATHLETE LIP BALM

- PROTECTANT+MOISTURIZER
- BROAD SPECTRUM UVA+UVB PROTECTION
- VITAMIN E+ALOE+ANTIOXIDANTS FOR DEEP MOISTURIZATION

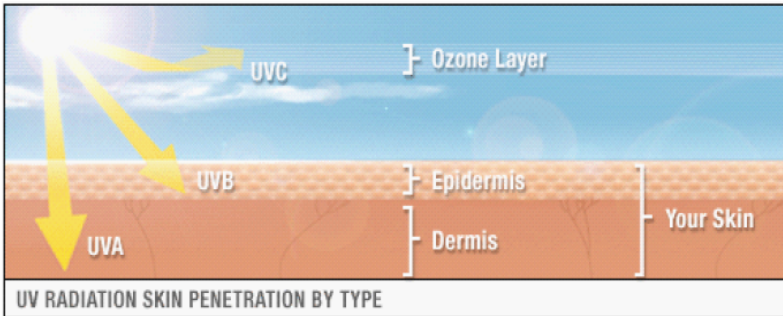
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SUN PROTECTION 101

Two parts of the sun radiation are important for skin protection



- UVB is primarily linked to short term skin damage (i.e. sun burn)
- UVA is primarily associated with long term skin damage (i.e. skin cancer)

“84% of (suncare) products tested did not provide adequate protection”

1.3 million

skin cancers are diagnosed each year in the US - more than all other cancers combined!

1 in 5

Americans will develop skin cancer in his or her lifetime

90%

of skin cancers are caused by sun exposure

50%

increase in exposure due to reflection of water, sand & snow

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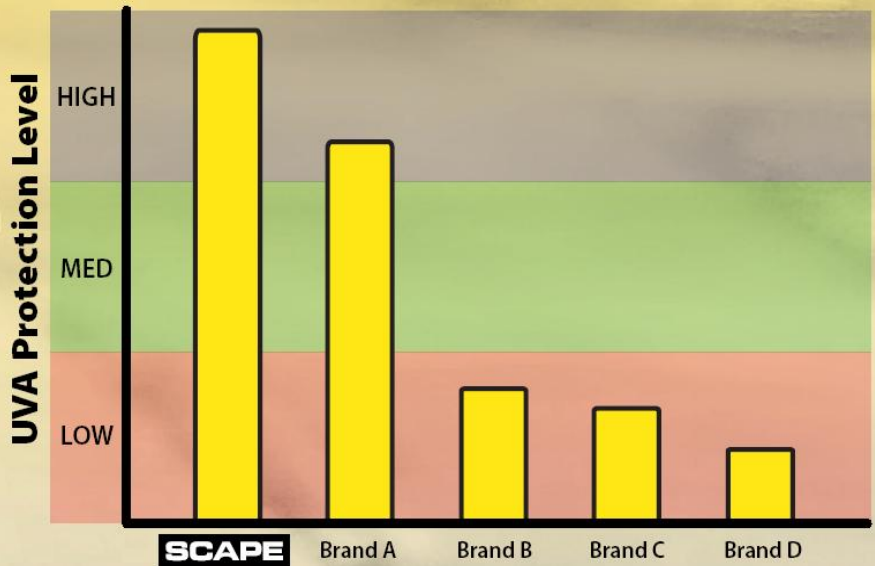
80%

reduction in the risk of skin cancer through regular use of sun protection

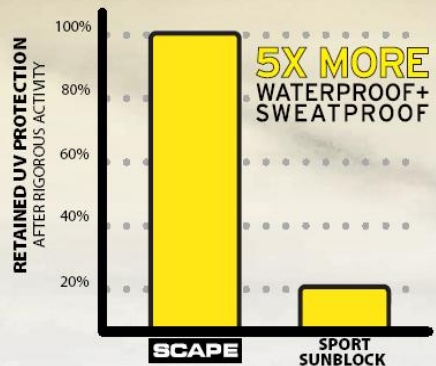
SCAPE SUNBLOCK: TECHNICAL DATA



SCAPE Athlete Sunblock provides the highest level of UVA protection according to Boots rating (Europe) and JCIA rating (Japan)



In a rigorous scientific study, SCAPE Athlete Sunblock is 5X more water & sweatproof than a leading sport sunblock.



*Derived from in-vitro measurements of UV absorption after exposure to turbulent water.

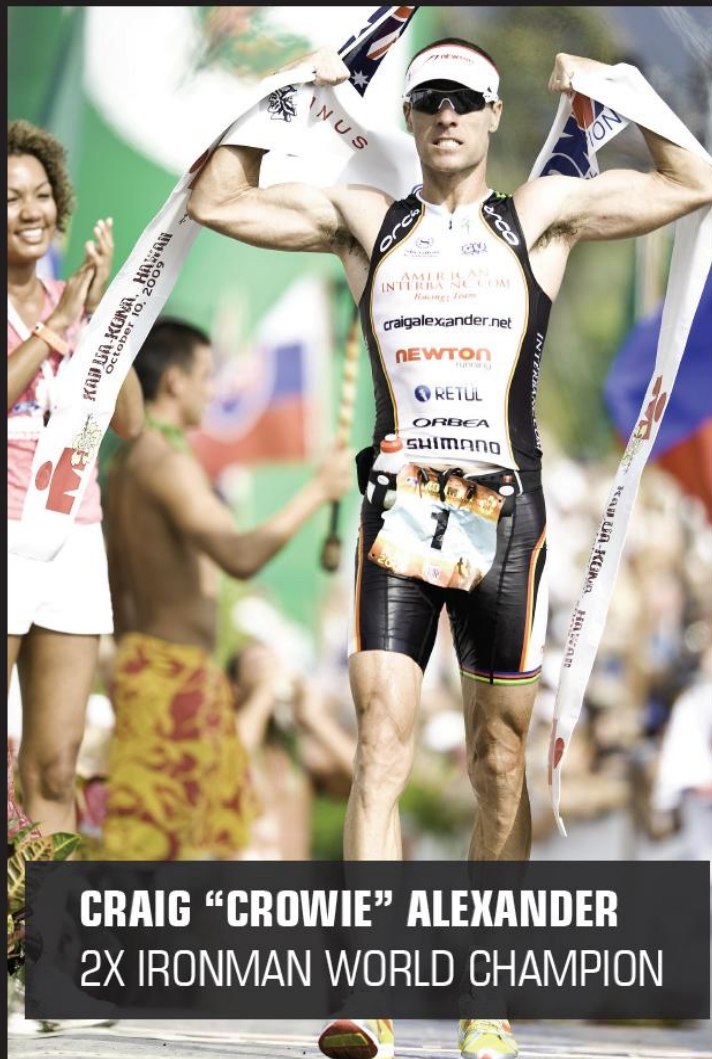
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MIRINDA "RINNY" CARFRAE
IRONMAN WORLD CHAMPION



CRAIG "CROWIE" ALEXANDER
2X IRONMAN WORLD CHAMPION



REEF MCINTOSH
PRO BIG WAVE SURFER



JAVIER SILVA
PRO SNOWBOARDER

Nic Martens, Ph.D., has held key leadership positions throughout his 12 years with Johnson & Johnson (J&J) in Research and Development for Fast Moving Consumer Goods. Highlights include:

- **Launched several “market-disrupting” products with significantly superior features and benefits relative to competing products, including the biggest launch in Neutrogena’s history.**
- **Developed a breakthrough sun protection technology that delivers superior protection against harmful UVA rays.**
- **Led and managed an organization of 25 R&D professionals.**
- **Structured and led a critical strategic product development alliance with a key supplier.**
- **Educational background includes a Ph.D. from the University of Cambridge (UK), and a BS degree from the University of Munich (Germany).**

Most recently, Nic was Franchise Director of Product Development at the Neutrogena Corporation, a Johnson & Johnson company. In this role, Nic led worldwide skincare product development for Neutrogena, J&J’s largest skin care franchise. Under Nic’s leadership, Neutrogena developed several “market-disrupting” products and technologies, including the Advanced Solutions At Home Micro Dermabrasion System, a breakthrough product which brings professional, dermatologist-level skin rejuvenation treatments into the home. One year after launch, this product has significantly exceeded company sales projections and has proven to be the biggest launch in Neutrogena’s history.

Nic was also instrumental in the development of a breakthrough technology in sun protection, which delivers superior protection against harmful UVA rays vs. competitive products in the US market. This innovative product was recently showcased in an article in the Wall Street Journal (December 27, 2005). In addition, Nic has been recognized by the American Academy of Dermatology (AAD) for a number of technical and product innovations.

Prior to joining Neutrogena, Nic held the position of Product Development Director for the Baby/Kids Franchise, leading the European R&D Centre in Bad Honnef, Germany. His responsibilities included the entire product development program for toiletries for Johnson & Johnson’s Baby/Kids Franchise in Europe, including Johnson’s Baby, Penaten, and Natusan. During this time, Nic restructured the group in order to increase innovation efficiency. He created a consumer closeness group, which allowed rapid, reliable prototype evaluation; this model has since been rolled out to several other J&J R&D sites worldwide. Nic also set up a strategic development agreement with an outside partner to further enhance innovation efficiency. In addition to the R&D function for baby toiletries, Nic led the European Wipes Business Unit, with full profit and loss (P&L) responsibility for both the baby and adult franchises. Under his leadership, this business was turned around to profitability and grew at a compound annual growth rate exceeding 20% per year.

During his 12 year tenure with J&J, Nic has gained extensive experience in skin care R&D, new product development, market research and concept testing. He is the inventor of numerous worldwide patents for personal care products. Nic earned his Ph.D. at the University of Cambridge (UK) and his Degree in Biotechnology at the University of Munich.

Nic is a lifelong enthusiast of several action sports including surfing, windsurfing, snowboarding, and mountain biking.