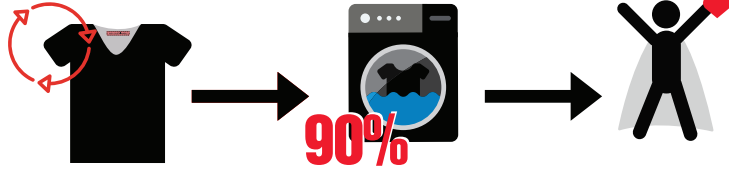


Globally consumers are becoming more aware and concerned about the maintenance and end-of-life care of garments.¹ Caring for garments in a better way ensures more wear, less product degradation and waste. PROTX²'s innovative zinc technology provides a unique and targeted triple action approach to eliminate odour-causing bacteria at the source. This means consumers can wear garments treated with PROTX² for longer periods without the excessive need of regular laundering. Laundering less means less colour fading, less chance of mishappen fibres and product degradation as well as provides consumers with an easily attainable solution to the ever growing need and trend of sustainable fashion.

REUSE REDUCE GAIN

PROTX²'s cost effective solution maximizes the lifetime, performance and characteristics of any garment with its odour eliminating technology dramatically decreasing its environmental impact.



REUSE Wear it to workout in the morning and wear the same outfit the rest of your day or even the week! No stink!

PROTX² keeps you fresh, wear after wear no matter how hard your body works.

REDUCE the amount of clothing being washed that aren't dirty enough due to poor age old laundering habits.²

Lessening the need to wash creates a more sustainable experience and product!

REGAIN PROTX²'s technology helps drive and encourage change helping consumers regain confidence in their ability to contribute to the future of our planet.

HOW IT WORKS

**FAST ACTING
TRIPLE ATTACK
AGAINST ODOUR
CAUSING BACTERIA
STOP ODOUR
WHERE IT STARTS**

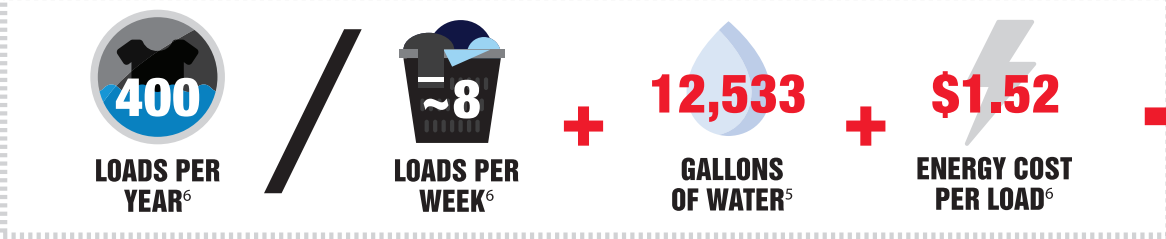
**DISRUPT COMMON
CARE HABITS
LAUNDERING
1 POUND OF
CLOTHING
OVER A LIFETIME
(1-2 YEARS)**

**EMITS AN
AVERAGE OF
11 POUNDS
OF GREENHOUSE
GASES¹⁰**

**11
LBS**

**COSTS YOU
\$608
per year**

laundromats **DOUBLE** your energy consumption and cost!⁶



*Average based on 400 loads of laundry per year⁶



Consumers are more willing to purchase sustainable fashion when more information is provided about the product and how it works.⁹ PROTX²'s technology is powerful and simple to understand.

CONSUMERS ARE WILLING TO PAY A 15% PREMIUM FOR ANTI - ODOUR TREATED GARMENTS THAT STAY FRESHER, LONGER⁸



willing to pay more for clothing containing freshness-enhancing treatments⁷



CONSUMERS WANT ANTI-ODOUR PROTECTION IN THESE PRODUCTS

**SAY GOOD-BYE
TO THAT SMELL**

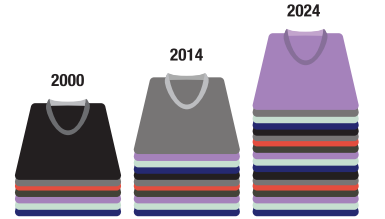
**The next big thing in fashion?
Not washing your clothes**

SWEAT Staph. aureus, Micrococcaceae, Aerobic diphtheroids, Propionibacterium acne, Corynebacterium xerosis
SKIN Staph. aureus, Staph. epidermidis
FOOT ODOUR Staphylococci bacteria, Aerobic coryneform bacteria, Proteus vulgaris
FABRIC DISCOLOURATION Bacillus genera, Micrococcus genera



60%

Increase in clothing bought by consumers between the year 2000 and 2014 but kept each garment for half as long.⁷



63%

Projected rise in apparel consumption in the next decade.⁷

ENCOURAGE GLOBAL CHANGE WITH PROTX²'S INNOVATIVE TECHNOLOGY AND HUMAN BEHAVIOUR

2/3

OF THE PRODUCT LIFE CYCLE AND ENVIRONMENTAL IMPACT COMES FROM CONSUMERS¹¹



90%

of garments are thrown away due to poor laundering habits that encourage premature discolouration, mishappen fabric and visible excessive wear.¹ Less wear and tear means more time enjoying clothing, fostering a better experience for the consumer.

**SAFE FOR
HUMANS +
THE ENVIRONMENT**

PROTX² is extremely durable and does not contain nanosilver particles that leach out of textiles during the manufacturing and laundering process. Nanosilver particles can create a continuous toxic environment for aquatic life, city drinking water, wastewater treatment plants and fertilizers generated from wastewater plants that can then enter our food chain system.³ Zinc is a naturally occurring element that is safe for the environment and when ingested by humans.

WHO SAID WHAT

- <https://assets.kpmg/content/dam/kpmg/cn/pdf/en/2019/01/sustainable-fashion.pdf>
- <https://www.electroluxgroup.com/en/dont-overwash-new-project-drives-sustainable-care-habits-23427/>
- <https://theconversation.com/silver-nano>
- <https://www.epa.gov/watersense/statistics-and-facts>
- https://www.huffingtonpost.ca/nikki-fotheringham/save-money-and-energy_b_12319168.html
- <https://www.mckinsey.com/business-functions/sustainability/our-insights/style-thats-sustainable-a-new-fast-fashion-formula>
- [Cotton Inc's 2016 Retail Monitor™ survey](https://www.cottoninc.com/2016-Retail-Monitor-survey)
- <https://assets.kpmg/content/dam/kpmg/cn/pdf/en/2019/01/sustainable-fashion.pdf>
- <https://www.electroluxgroup.com/en/dont-overwash-new-project-drives-sustainable-care-habits-23427/>
- <https://pdfs.semanticscholar.org/1546/924e48ef7c14ddada6936d480b615f37328.pdf>