



oxygen

A Next Generation Paint Additive that gives
ordinary paint **extraordinary benefits**

"Add. Mix. Apply. An important paint upgrade that everyone can benefit from."

For Distributors / Resellers

Oxygen™ Additive

Giving customers a smarter purpose to BUY paint.

Oxygen is infused with silver-ion carriers, nano zinc oxide and natural crystalline compounds that make it one of the most effective *clean tech* formulations in the world. The earth minerals used in Oxygen are scientifically proven, peer reviewed and 3rd party lab tested in the US and Canada for having antibacterial, anti-mold, anti-pollution, and anti-odor properties.

Oxygen is proven to be a reliable and effective way to create a cleaner and more comfortable indoor environment for anyone who prioritizes health and wellness as an indoor benefit and feature.

Oxygen comes as a 60-gram pouch that can be mixed with a gallon of acrylic paint.

For retailers and distributors this new product innovation creates new margins, high-differentiation and an upsell opportunity that plugs directly into existing paint aisles.



Oxygen is a **category defining product** ideal for DIY and contract painters who prioritize **health and wellness**

Why Oxygen Matters

- Oxygen™ creates a *reason* for customers to buy more paint year-round.
- It turns the standard paint aisle into a destination for next-generation products.
- It gives stores a competitive advantage without adding complexity or large scale added cost.



The Oxygen™ Advantage

A Next-Generation USP Built on Natural Science

Oxygen™ is formulated with smart earth minerals that have helped keep the planet and our atmospheric air clean for thousands, if not, millions of years.

What we have done with Oxygen is simply to accelerate the minerals natural properties through advanced formulation, making outdoor science available for indoor use, with faster cleaning time.

The properties in these minerals naturally interact with light, moisture, and the surrounding environmental conditions allowing them to break down and neutralize harmful contaminants both on surfaces and in the air, in any room.

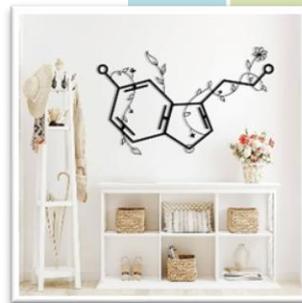
Now Oxygen is offered as a packaged **fast-mix additive** that works with any acrylic paint from matt or semi gloss white used for ceilings to paint with soft pastel colors used on walls.



*Oxygen is tested by scientists,
and trusted and approved by customers
in America, Canada and around the world.*

Key Benefits for Customers

- Helps keep walls and ceilings clean for up to **10 years**
- Supports **cleaner indoor environments** with fresher Oxygenated air
- Works with **acrylic paint brands** that customers already trust
- No tools or **expertise required**, just mix and apply
- **One wall or ceiling** per room creates clean air flow



"Earth's natural cleaning process, accelerated for indoor use."

Upsell Logic for Retailers & Distributors

Oxygen™ isn't just an additive; it's a **category defining upgrade**.

1. Increases Average Ticket Size

Customers who add Oxygen™ to the paint they already planned to buy instantly increase the value of every sale.

2. Makes Paint a Year-Round Purchase

By shifting the focus from seasonality and indoor aesthetics to unique cleaning performance, health and wellness, Oxygen™ drives steady paint movement even during slower months.

3. Gives Contractors a Built-In Premium Option

Pros can now differentiate their bids by offering “ionic-enhanced” coatings which brings them back to your store. The green and clean movement is on the rise and with the Oxygen SEAL painters have a new product that they can define themselves with.

4. Creates Customer Loyalty

Once shoppers experience the difference, they come back to paint MORE ROOMS.

"A simple add-on that boosts contractor value and creates returning visitors."

Why Oxygen™ Fits Perfectly with your retail store

Oxygen™ aligns perfectly:

- **Small footprint** - requires minimal shelf space. It can easily be positioned on the front checkout counter inside a well positioned 20 pouch display box.
- **No training needed**- staff can explain it in one sentence, “give ordinary paint extraordinary benefits”.
- **Works with all existing paint SKUs** – we ONLY have one product and ONE SKU.
- **High perceived value and clear customer benefits** – We show that we CARE.
- **Backed by a team of scientists**, ISO testing compliant, and earth-derived science that is EPA verified and validated.

Partner With Us

Oxygen™ isn't just another SKU, it's a gateway to the next era of interior coatings. Let's bring this advancement to the stores, contractors, and communities you serve.

**JOIN THE
200 NETWORK**

How to USE Oxygen™

Add this 60-gram pouch to 1 gallon of acrylic paint of choice that covers approx. 400 sq/ft of surface space. Oxygen works best with mat or semi-gloss acrylic paint and will not damage or alter the basic function of the coating. When choosing to add pigments we recommend using soft pastel colors.

Mix and blend for 2 to 3 minutes until fully dispersed. To avoid clumps and bubbles we recommend adding Oxygen to ≈200ml of water then gently pour into paint. Use a manual or electric mixer for smooth distribution.

Apply as a final top coating on walls, ceilings or wooden trims use a soft roller or brush. Make sure necessary acrylic primer is applied on selected surface. Oxygen™ infused paints can also be applied over existing acrylic painted surfaces. It can also be mixed and used with acrylic varnish.



Features

- Made with 100% natural ingredients
- Eco-safe formulation for humans and animals with ZERO VOCs
- One feature wall or ceiling creates clean air flow for every 100 sq/ft
- Can be mixed with ALL reputable acrylic paint brands
- Keeps surfaces clean by neutralizing bacteria and mold growth

Benefits

- Keeps AIR fresh 24/7
- No filter or power required to operate
- Supports better indoor living
- Reduces bad odor and funky smells
- Keeps coated surfaces clean for up to 10 years

Oxygen is suitable for

- | | | |
|-------------------------|------------------------------|-----------------------|
| * Living and Workspaces | * Hospitals / Clinics | * Senior Care Centers |
| * Daycare Centers | * Restaurants / Coffee Shops | * Boat Cabins |
| * Schools / Colleges | * Gyms | * Hotels |

Oxygen is formulated and manufactured by **Creative Oxygen Labs**