

Paint adds color

Oxygen™ adds air quality

Turn Every Paint Sale into a Health Upgrade

Paint remains one of the most frequently purchased home-improvement categories, yet it is still sold primarily on color and finish.

Oxygen™ changes that.

It introduces a health-driven upgrade directly into an existing paint purchase. This allows retailers to increase basket size and differentiate their paint offering without adding complexity, labor, or planogram disruption.

What This Means for Retail Stores

- **Incremental Margin**
Oxygen™ is an add-on to an already planned purchase, increasing average ticket size without replacing existing paint SKUs.
- **No Planogram Disruption**
A single, compact SKU integrates seamlessly at the paint counter, checkout, or contractor desk.
- **Compatible With Existing Paint Brands**
Oxygen™ works with acrylic and latex paints your customers already trust, no private-label or brand conflict. It can also be used with wood varnish and stains.
- **Clear Consumer Value**
Shoppers understand “healthier indoor air” immediately, making Oxygen™ easy to explain and easy to sell.



What is OXYGEN?

Oxygen™ is a smart minerals-based additive that gives ordinary paint extraordinary health benefits. It enhances the performance of standard acrylic and latex paints by mimicking the earth's air purification power at a faster speed.

By adding Oxygen™ and mixing it with acrylic or latex paint users can turn walls and ceilings into clean air panels that keeps indoor air clean and fresh over time. On surfaces it prevents mold and bacteria growth and it helps reduce bad odor.

It is not a new coating system, a replacement paint, or a complex installation. Oxygen™ simply upgrades paint at the point of use.

How It Works in Practice

- **One SKU**
Simplifies ordering, inventory, and replenishment.
- **One Pouch Per Gallon**
Clear usage ratio makes the add-on easy for associates and contractors.
- **Acrylic & Latex Paint Compatible**
Works with standard matte and semi-gloss acrylic paints already sold in-store.
- **No Equipment Required**
Mix using a standard manual or electric mixers, and apply using a soft brush or roller.
- **Minimal Training Burden**
Associates can explain Oxygen™ in one sentence:
"It gives ordinary paint extraordinary health benefits" and lasts for up to 10 years.

Why This Matters to Retail Operations

- Reduces associate friction and training time
- Avoids installation or service liability
- Keeps responsibility aligned with standard paint application
- Supports both DIY shoppers and contractors equally

Why Oxygen™ Is Added at the Store or Onsite

Other paint manufacturers offer a watered-down low concentration level minerals that can ONLY support **surface protection**, such as mold resistance. But they do not make claims on speed of performance nor can they claim both air contamination and microbial cleaning.

To achieve high performance at high-speed rate with strong impact on both surfaces and indoor air, higher mineral concentrations are required above 1.5% levels that cannot be shipped pre-mixed without affecting paint stability.

Oxygen™ is added just before painting, allowing higher efficacy without compromising paint performance.

This "last mile" approach is where Oxygen™ delivers its advantage.



Retail Economics & In-Store Placement

Incremental Economics

- Designed as an add-on to an existing paint purchase
- Increases average ticket without replacing paint SKUs
- Strong perceived value relative to small shelf footprint

Pricing & Margin

- Premium-positioned SRP aligned with paint accessories and IAQ solutions
- Margin structure designed to exceed standard paint-additive benchmarks
- Healthy dollar return per square inch of space

Simple, Flexible Placement

Primary

- Paint counter (PDQ tray)
- Checkout

Secondary

- Stains & varnish aisle (clip strips)
- Air quality / purifier section (clip strips)

Contractor Upsell

- Easy premium upgrade contractors can offer
- Drives repeat contractor visits and store loyalty

Year-Round Relevance

- Health and indoor air quality are non-seasonal needs
- Supports steady sell-through beyond peak paint seasons



Confidence, Validation & In-Store Execution

What You Can Count On

Testing & Standards

- 100% natural mineral-based formulation
- Third-party lab tested
- Validated performance in the U.S. and Canada
- Clear, EPA compliant claims built for retail environments
- ISO-compliant manufacturing standards
- Comes with the Oxygen clean AIR innovation SEAL guarantee
- Single-SKU simplicity reduces execution and compliance risk

Launch & Sell-Through Support

- Simple associate talking points (30-second explanation)
- In-store signage and shelf communication
- Contractor-facing education materials
- Digital support via QR and short-form video content