

roon

Making people believe in *natural deodorant* again.

A natural deodorant balm that carries a real active load, in a patent-pending hands-free twist-up tube we designed, tooled and own.

JOSH CHAVEZ, FOUNDER & CEO

josh@roonbody.com · (949) 991-0978 · roonbody.com

Roon Body LLC · Newport Beach, California

PRE-SEED SAFE · INVESTOR DECK · OCTOBER 2026 · CONFIDENTIAL



THE PROBLEM

Natural deodorant quits by 2 pm. *The balms that last are a mess to use.*

Sticks and sprays trade performance for convenience. Balms carry the actives that work, then ship in a jar you scoop with your fingers. Shoppers have never been offered both.

WHO FEELS IT

The clean switcher

She is 35 to 55, dropped aluminum on purpose, has tried four or five naturals, and reads every review before the next one. She buys at Target, Amazon and specialty beauty.

WHAT IT COSTS HER

Reapplying, white marks, a jar

A stick that fades by mid-afternoon, or a performing balm that needs a finger or a spatula. Either way she goes back to aluminum or keeps hunting.

WHY THE SHELF FAILS HER

Performance or convenience, never both

Wax-bound sticks cannot hold a real active load. Premium balm pioneers earn three-star reviews that praise the formula and pan the packaging.

“It didn’t last.” The top answer, by a wide margin, when we surveyed 106 creators on why they quit their last natural deodorant.

The formula works. *The component makes it possible.*

An anhydrous balm with the active load sticks cannot carry, delivered by a dosed, hands-free tube. The same formula and the same tube sit behind every SKU we sell.

1 Unique value proposition

Bicarbonate suppresses odor-causing bacteria; zinc ricinoleate binds odor molecules. Soft balm performance, applied like a stick: twist the base, a dosed amount advances, nothing touches your hands.

2 Real use cases

The 15 g mini lives in a purse, a gym bag and a carry-on. The \$54 three-scent Discovery Set is the lead offer and how most customers find the scent they come back for. Four scents plus Bare, unscented.

3 Built to scale

One formula, one owned mold, every SKU. The 50 g full-size uses the same system at \$32 retail. Retailers are asking for the mini first; the full-size follows the sell-through.



One formula, one component, four scents, and a tube nobody else can buy.

Twist the base, a dose advances, *nothing touches your hands.*

The tube is the product. It was designed, tooled and is owned by Roon; the formula is our third iteration, locked in July 2026 after two earlier versions failed on stability and performance.

01

TWIST

The bottom cap advances the balm in a dosed click. No scooping, no over-use.

02

GLIDE

A rounded applicator head spreads a soft balm evenly. It feels like skincare.

03

CAP

A 15 g mini that rides in a bag. Nothing leaks, nothing melts in a glovebox.

Plainly: the patent covers appearance, not mechanism. The practical moat is the owned tooling, a formula two factories can run, and a brand customers already repeat on.

NEXT PROOF Independent release testing (stability, preservative efficacy, HRIPT), \$13K to \$21K across 4 SKUs: the first spend of this round.

IP, STATED EXACTLY

Design patent, pending

US application 30/069,189, filed June 26, 2026. Protects the look of the tube.

ROON trademark, registered

US Reg. No. 8,505,731, issued October 13, 2026. Amazon Brand Registry secured.

Formula, trade secret

R7 anhydrous balm. Five contract manufacturers tried it; two can hold it.

Mold, owned

The mini tooling is Roon's. A copycat funds its own mold and waits out the lead time.

BUSINESS MODEL

Three channels. *Two already pay per unit.*

One-time product sales. Direct holds the price and tells the story; marketplaces and specialty retail buy at a commission instead of an ad auction. That is why this round buys inventory, not impressions.

CHANNEL	WHAT SHE PAYS	WHAT WE KEEP	WHAT IT COSTS TO SELL	READ
Direct · roonbody.com	\$54 Discovery Set · \$22 mini	77% gross margin	\$44 blended CAC (Meta + Google + Shop)	A paid first order runs ~\$17 under water fully loaded; each reorder adds ~\$27. Payback near 1.7 orders; we see ~1.4 and rising.
Wholesale · Faire + direct	\$22 retail	\$11 per unit · ~49% contribution	~15% marketplace commission, no ad spend	Seven paid accounts incl. C.O. Bigelow NYC. Profitable from the first case.
Amazon · FBM	\$22 mini	~\$12 per order after referral, postage and ads	Search demand we do not create	Live since Aug 10; Brand Registry and Sponsored Products running.

UNIT COST, 15 g MINI \$3.90 today → ~\$3.70 at the 10K-unit fill (mid-November) → ~\$3.04 quoted for bulk + fill. Discovery Set \$12.24 · full-size 50 g \$9.60 at \$32 retail.

Launched at Cosmoprof in July. *Sold every unit since.*

<div><div>\$27.7K</div><div>REVENUE SINCE 3/16/26</div><div>\$24.9K roonbody.com + wholesale · \$2.8K Amazon since Aug 10</div></div>	<div><div>507</div><div>PAID ORDERS</div><div>404 Shopify · 103 Amazon · TikTok Shop live Oct 11</div></div>	<div><div>94 · 4.93</div><div>REVIEWS · AVERAGE</div><div>77 of 94 are five stars · 67 verified buyers</div></div>	<div><div>23.7%</div><div>PAID REPEAT RATE</div><div>22 of 93 past the reorder window · delivery-gated official basis</div></div>		
<div><div>REPEAT BY COHORT WINDOW</div><div>first paid order basis · as of Oct 30</div></div>	<div><div>60 DAYS</div><div>14.8%</div><div>20 of 135</div></div>	<div><div>90 DAYS</div><div>18.6%</div><div>18 of 97</div></div>	<div><div>120 DAYS</div><div>20.5%</div><div>18 of 88</div></div>	<div><div>REPEAT CUSTOMERS</div><div>27</div><div>all-time, deduped</div></div>	<div><div>MEDIAN GAP</div><div>46 days</div><div>to 2nd order</div></div>



COSMOPROF LAS VEGAS · JULY 2026

WHOLESALE · NO AD SPEND

\$5.1K

20% of net sales. 7 accounts paid incl. C.O.
Bigelow (NYC), 18 in negotiation, 35 tracked.
Buyers find us on Faire and at the shelf.

WHAT CHANGED SINCE AUGUST

- New tube in market; 1,400 more units due in weeks, 10K-unit fill mid-November
- Amazon live Aug 10 · TikTok Shop live Oct 11
- ROON trademark registered Oct 13
- Free People launch confirmed for December 1

Free People is launching Roon *December 1.*

After living with the new tube, Free People's beauty and wellness buyer confirmed a December 1 online launch: all three scented minis, Bare, and the Discovery Set. Vendor onboarding is under way and the first purchase orders ship November 10.



ON SHELF AT C.O. BIGELOW, NEW YORK · SINCE SEPTEMBER 2026

Free People

LAUNCHING DEC 1

URBN vendor onboarding in process. Starts online, small by design, then the store conversation.

Summer House

FIRST REORDER

Henderson, NV boutique via Faire. Opened Aug 1, reordered Sep 11. Two of 7 paid accounts are now on their second order.

C.O. Bigelow

REORDERED

America's oldest apothecary. Sold through its opening case and placed a second order Oct 20.

Well.ca

SIGNED

96 units across two Canadian DCs at \$11 wholesale. Bilingual cartons printed.

Plus 18 accounts in negotiation, incl. Shoppers Drug Mart (buyer guidance ~3,900 minis across 1,300 stores; an opportunity, not a booking).

A competitor can copy the INCI list. *They can't buy the tube.*

Prices in the category moved up. The format did not. The premium, engineered corner is still empty.

PREMIUM	
Donna Karan	<div>roon</div> <div>PREMIUM + ENGINEERED</div>
AKT London	
Salt & Stone	
Nécessaire	
Agent Nateur	
Native	Wild (refill case)
Lume	
Dr. Squatch	
Schmidt's	
MASS	
CONVENTIONAL STICK	ENGINEERED SYSTEM

- 1

Hard to make
Anhydrous balm, not wax. Five contract manufacturers tried; only two can hold it.
- 2

Owned tooling
The mini mold is Roon's. A copycat must fund tooling and absorb the lead time before shipping a unit.
- 3

IP, exactly
Design patent pending. ROON trademark registered Oct 13, 2026. Amazon Brand Registry secured.
- 4

Pricing power
The most expensive deodorant in the category per ounce, and 23.7% of paid customers come back anyway.

MARKET OPPORTUNITY

\$50M a year is a sliver *of a proven \$1.8B category.*

Natural deodorant has already produced three exits in nine years. The buyers exist; the premium balm format they have not bought yet is the one we own.

\$1.8B

TAM · GLOBAL, 2025

Tracking to \$3.8B by 2034 at roughly 8.5% a year.

\$1.4B+

SAM · NORTH AMERICA

The US alone is about a third of global natural deodorant consumption.

\$50M

SOM · TARGET RUN RATE

About 3.6% of North America at today's size, or 1.3% of the 2034 global market.

PRECEDENT · THREE EXITS IN NINE YEARS

Native → P&G, 2017

\$100M in cash, 29 months from launch, DTC only, repeat rate near 50%.

Wild → Unilever, 2025

About £230M reported. £46.9M sales in 2023, up 77% year on year.

Salt & Stone → Advent, 2026

\$165M revenue; Advent took majority control. The \$20 stick is ~40% of revenue.

Why now: the clean switch is mainstream, the premium balm format is proven by AKT London and Salt & Stone, and nobody has engineered the applicator. \$50M is about 3,400 units a day, roughly 1,000 direct and 2,400 through retail doors.

One founder, *plus the specialists who make the product.*



Josh Chavez, Founder & CEO

Ten-plus years of technical sales across semiconductors, telecom, packaging and aerospace; digital marketing since 2019. Designed the tube, ran the formula through three iterations and opened retail from one booth at Cosmoprof.

Bootstrapped on about \$144K of prior capital with no founder salary. Latino-founded, Newport Beach, California.

THE AI OPERATING LAYER

70+ internal tools built since March run the wholesale CRM, creator gifting, landing pages, investor materials and daily reporting unattended, for under \$4K and \$0 on agencies. About two full-time equivalents of work, so raised dollars go to product.

WHO IS AROUND THE TABLE

Formulation

Kenna Whitnell, cosmetic chemist. Authored R7.

Manufacturing

Michigan contract filler on the 10K fill; a second filler and a bulk compounder in diligence.

Component

TataPack, the tube manufacturer, has asked to invest in the business.

Counsel

Patent and trademark counsel on retainer; regulatory review completed Sept 2026.

Investors

Emily Nelson (Ace Media) and Ian McCarthy (packaging.net), plus this round's first checks from Emma Leach and Melanie Leach.

THE ASK

\$270K puts inventory where *the demand already is.*

Post-money SAFE · \$3.0M cap · no discount · checks from \$15K · closing November 20, 2026 · prior capital of \$144K sits outside this round.

WHERE THE \$270K GOES · THREE GATED TRANCHES

1 · Prove it **\$23K** 9%

Release testing (stability, preservative efficacy, HRIPT) and a second filler qualified. Freight and expedited raws.

GATE: TESTS PASSED, TWO FILLERS LIVE

2 · Stock to purchase orders **\$164K** 61%

Minis and Discovery Sets sized to Free People, Well.ca, Bigelow and Amazon demand, not to capacity: ~20,000 minis + ~6,900 sets.

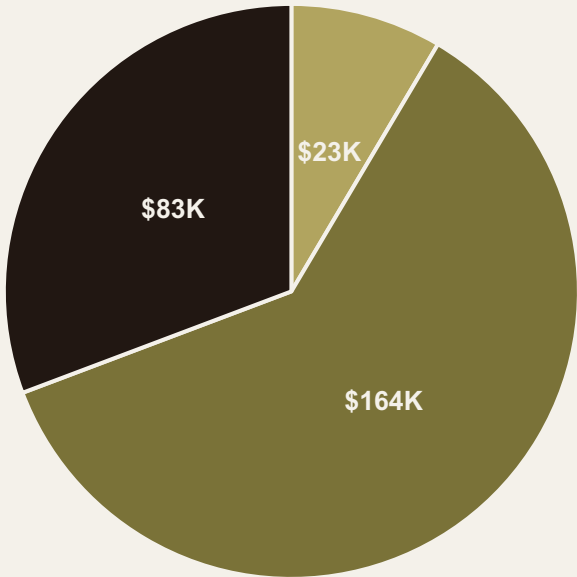
GATE: REORDER AND SELL-THROUGH TARGETS MET

3 · Full-size **\$83K** 30%

The 50 g production mold (\$36K, Roon-owned) and the first ~4,900 full-size units (\$47K).

RELEASED ONLY AFTER GATE 2

Slow-sales case: tranche 2 shrinks to booked orders, tranche 3 is deferred.



NAMED DEMAND

Free People, launching Dec 1
Well.ca, signed
C.O. Bigelow, reordered Oct 20
Shoppers Drug Mart guidance, ~3,900 minis
Von Maur, full-size requested
Amazon and TikTok Shop, live

NEXT STEPS

- 01 Data room: model, COGS by SKU, live wholesale pipeline
- 02 A 30-minute call with the tube in hand
- 03 SAFE documents ready to send

Every time we have had product, we have sold it. Inventory, not demand, has been the ceiling. · josh@roonbody.com · (949) 991-0978