

# OVA BALANCE

## EMPOWERING WOMEN WITH PCOS

Presented By :

**Pristine Health**



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# PCOS IN MIDDLE AGED WOMEN



- Polycystic Ovary Syndrome (PCOS) affects up to 1 in 10 women globally
- Symptoms worsen with age, including insulin resistance, weight gain, and hormonal imbalance
- Middle aged women are underserved in the PCOS supplement market
- There is a critical need for targeted, effective, and safe solutions.



# OUR SOLUTION : OVA BALANCE SUPPLEMENT

- Introducing Ovabalance : a science-backed supplement designed to alleviate PCOS symptoms in women aged 35-55

## • Key Ingredients

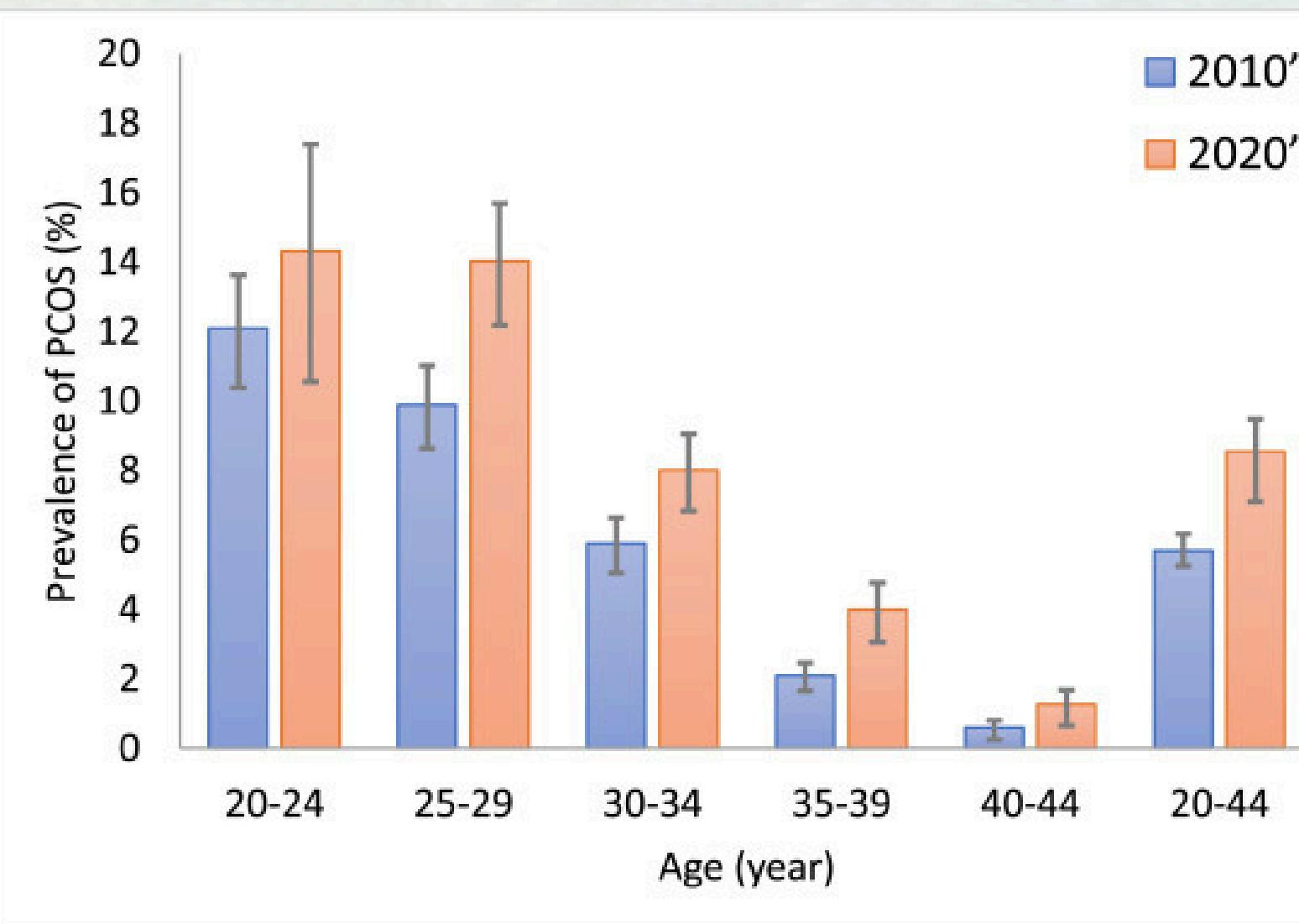
- Inositol: Improves insulin sensitivity
- Berberine: Supports metabolic health
- Omega 3s: Reduces inflammation
- Vitamin D & Magnesium: Hormonal balance



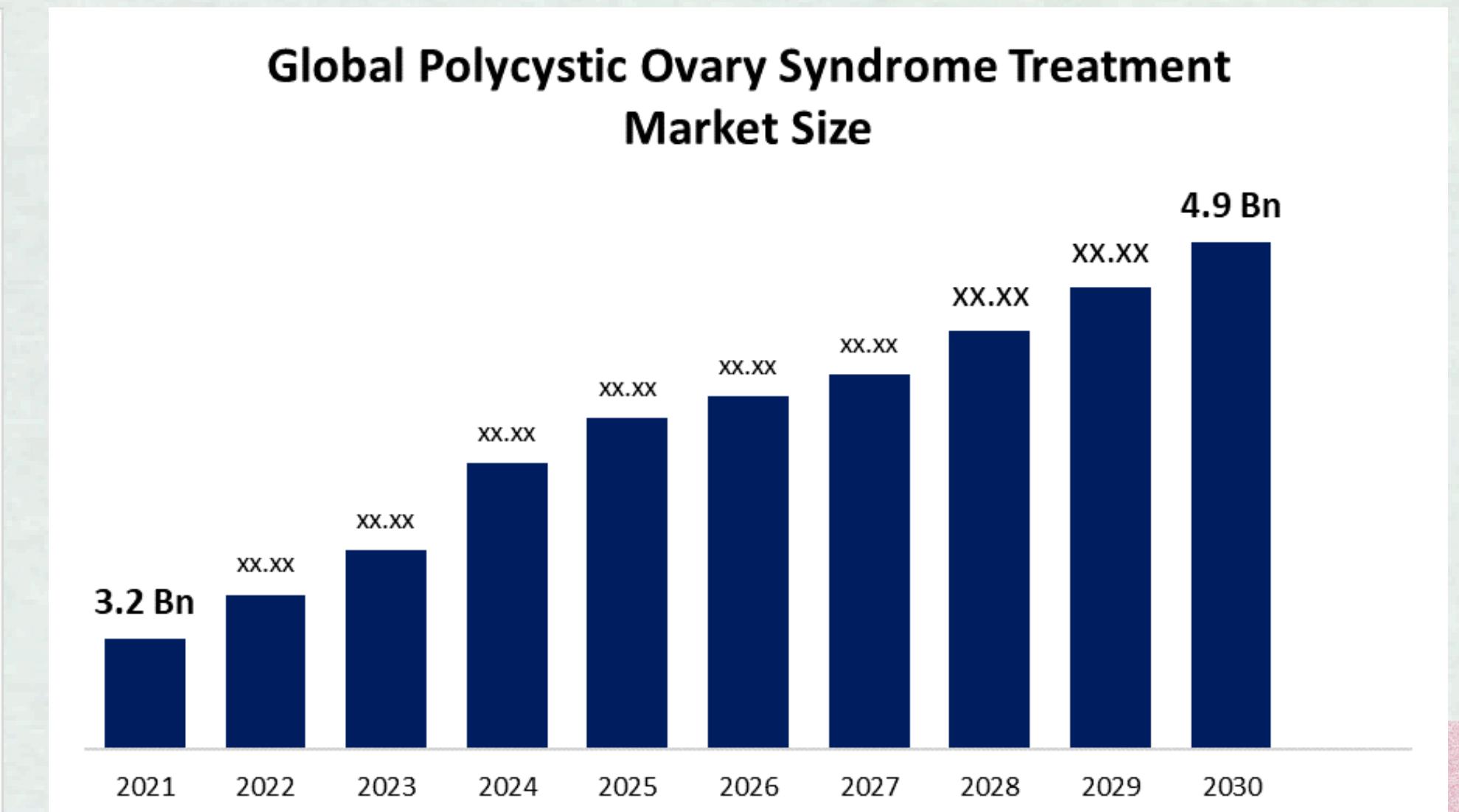
## MARKET OPPORTUNITY

- PCOS affects over 116 million women globally (WHO)
- Supplement market for women's health projected to reach \$75B by 2028.
- Target demographic: 35-55 year old women, health conscious, underserved by current products.

# PCOS PREVALENCE OVER TIME



Reference : science direct.com





# COMPETITIVE LANDSCAPE

- Current PCOS supplements in the market
- Generic multivitamins sometimes used as an alternative
- Fertility focused products masking the solution to the fundamental problems
- Lack of age specific solutions

## OVA BALANCE ADVANTAGE

- OvaBalance Advantage:
- Tailored for middle-aged women
- Comprehensive symptom coverage
- Backed by clinical research





# BUSINESS MODEL

Pricing: \$39.99/month subscription

Distribution: DTC via e-commerce, Amazon, health retailers

Revenue Streams:

- Monthly subscriptions
- One time purchases
- Affiliate partnerships





# MARKET STRATEGY

## Marketing Channels:

- Influencer campaigns
- SEO & content marketing
- Webinars with health experts

## Partnerships:

- Gynecologists & endocrinologists
- Women's health clinics





# FINANCIAL PROJECTIONS

- Year 1: \$250K
- Year 2: \$1.2M
- Year 3: \$3.5M
- Year 4: \$6.8M
- Year 5: \$10M
- Break even: Year 2, Q3
- Gross Margin: 65%





# IMPACT & SCALABILITY

## Health Outcomes:

- Improved metabolic and hormonal health
- Enhanced quality of life

## Social Benefits:

- Empowering underserved demographic
- Reducing healthcare burden

## Scalability:

- Global Expansion potential





# CASE STUDIES: REAL WOMEN, REAL RESULTS

## Case Study 1: 'Angela', 42

- Struggled with insulin resistance and fatigue
  - After 3 months on OvaBalance: improved fasting glucose, more energy

## Case Study 2: 'Linda', 50

- Experienced chronic inflammation and weight gain
- After 4 months: reduced CRP levels, lost 8 lbs, improved mood



Join us in transforming PCOS care for middle aged women

Fund Requirements: Seeking \$300K seed funding to launch and scale

Goal : To empower women with science backed wellness

Contact:  
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# THANK YOU

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