

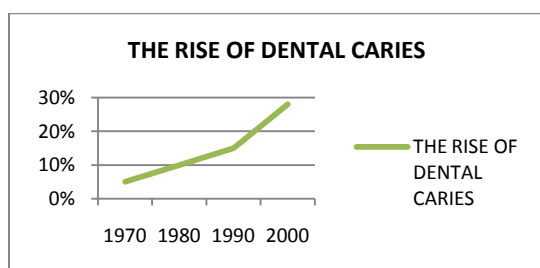
THE EXECUTIVE SUMMARY

VALUE PROPOSITION

Branam Oral Health Technologies, Inc. (BRANAM™) develops, markets, and distributes all natural pediatric oral care products. The main product line is focused on providing consumers and medical professionals with effective preventive products. BRANAM™ adds value by offering innovative, high margin products to the early childhood dental market which is underserved by the existing competition.

THE PROBLEM

According to the U.S. Centers for Disease Control and Prevention, Early childhood tooth decay is the number one chronic disease of children, affecting 28% of the 25 million American children under the age of 6, and remains the most common chronic disease of children aged 5 to 17 years—5 times more common than asthma (59% versus 11%).



Graph depicts the percentage of children infected with dental caries.

THE SOLUTION

The Branam™ product line offers an orthodontic **patented** pacifier along with clinical-strength formulated oral care products reducing and in some cases, eliminating oral bacteria. Further, the products promote healthy gums and teeth while providing a safe and healthy alternative to today's mass-market products. Our proprietary formulations are clinical strength and powered by Xylitol; a scientifically proven, FDA approved, inhibitor of bacteria.

PRODUCT	PURPOSE	STATUS	MARKET READY	CPSC	PET	STABILITY
Ortho-Gibby™ Pacifier (Patent Received)	Reduces jaw deformities.	In Production	Yes	Passed CPSC 16 C.F.R. Part 1511	NA	NA
VitaSnax™ Vitamin Pack	Reduces cavities / bacteria	In Production	Yes	NA	NA	Passed
NutraSplash™ Drink Formula	Reduces cavities / bacteria	In Production	Yes	NA	NA	Passed
Baby Tooth Gel (Multiple flavors)	Reduces cavities / bacteria	Testing Phase	July 01	NA	Passed	Passed
Kids Toothpaste (Multiple flavors)	Reduces cavities / bacteria	Testing Phase	July 01	NA	Passed	Passed

MARKET SIZE

According to Freedonia Research Group, "Demand for dental products (excluding equipment) in the U.S. is forecast to rise nearly five percent per year to \$12 billion in 2012, aided by favorable population trends. A greater number of individuals are viewing oral care as a requirement for good overall health, providing added opportunities for a variety of dental products. Suppliers of both toothpaste and mouthwash will continue to provide innovative or improved products, such as those with whitening agents, natural ingredient formulations, antimicrobial additives, odor fighting action and intense and more varied flavor offerings"¹. Current dental products focus on whitening and esthetics with few emphasizing disease prevention with minimal focus on prevention in children.

¹ Freedonia Research Group: Research Report Number: FR2313 / Publication Date: March 2008

DISTRIBUTION



COMPETITION

XLEAR (pronounced Clear) is well established with 6,000 retail stores and approximate 2008 revenues of \$28M. Xlear is well positioned for future growth due to its already existing retail store presence in the organic and whole food market. You will not find Xlear products in mass-market distribution channels such as CVS Pharmacy.

CARIFREE is a newly formed company attempting to market to the dental community and the consumer via an e-commerce platform. Based on research conducted, we believe Carifree has reached a saturation point amongst the dental community, therefore prompting the latest 'push' into e-commerce. Carifree will struggle to enter into traditional retail channels due to their exorbitantly high priced product line.

THE ASK

- \$750,000 Preferred Stock, 10% coupon.
- Post Money Valuation: \$4.0M.
- \$750,000 = 18.75% Equity stake in company (fully diluted).
- Detailed use of funds available upon request.
- \$1M invested by individuals Angels, CoreNetwork and Rocket Ventures.

MANAGEMENT TEAM

Dr. Stephen R. Branam, D.D.S (Founder, Chairman): Pediatric Dentist with over 35 years in private practice. He has performed over 220,000 pediatric dental procedures and interviewed the parents of all new patients to assess their knowledge and practices.

Michael "Mick" Janness (President/CEO): Over 13 years of business development and management experience in start-up companies.

Bill Mooney (Chief Financial Officer): Over 35 years of CFO, cost analysis, and operations experience with start-up and publicly traded companies.

Jim Devlin (Vice President, Institutional Sales): Jim Devlin: Former CEO and director of sales of the largest international medical and dental manufacturing and distribution company servicing office based dentists and physicians.

SALES FORECAST

	2010	2011	2012	2013
Sales				
Retail Stores	\$ 2,340,000	\$ 4,500,000	\$ 10,170,000	\$ 13,500,000
Dental Distributors	\$ 1,328,575	\$ 3,423,409	\$ 6,846,818	\$ 10,270,227
Ecommerce	\$ 281,780	\$ 730,000	\$ 1,440,000	\$ 1,022,000
International	\$ 565,918	\$ 1,339,900	\$ 2,708,008	\$ 4,231,263
Total Sales	\$4,516,273	\$9,993,309	\$21,164,826	\$29,023,489