



HEALTHY HAIR NEEDS HAIR FOLLICLE & SCALP NUTRITION

Hydrosphere, Deep Sea Magnesium
Mineral Extract. Science Proven
Nutrition for Hair Health, Eye Lash,
Beard, Scalp & Skin



From an ancient part of the world, we capture the very essence of minerals for Haircare & Scalp health



Hydrasphere™

Liquid Magnesium, Minerals & Trace Elements

A New and Innovative Source for Stronger Healthier Hair

Clogherhead Harbour at Port Oriel, County Louth Ireland

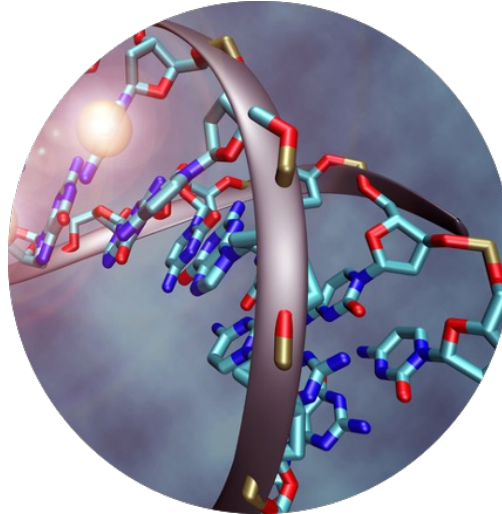


Hydrasphere™ Synergy

Sustainable Nature



Published Clinical Science



Patented Technology



AN EXCITING INNOVATIVE & POWERFUL INGREDIENT FOR HAIRCARE, SCALP & SKINCARE

Powerful Science



6 Years Published
Medical & Nutrition
Cardiovascular
Epigenetics & Immune

Pure Innovation



Liquid Magnesium &
Trace Elements
Unique Free Ion Form
No Taste/Color Masking

Patented Technology



Global Patents
Hydrasphere™
Proprietary Delivery
Blood Platelets in Mins

Pure From Nature



Protected EU Source
100% Pure from Nature
100% Sustainable
Organic Process

TRANSFORMING MAGNESIUM MINERALS & TRACE ELEMENTS TO THE MOST BIOAVAILABLE FORM
THROUGH TECHNOLOGY, SCIENCE & INNOVATION



Hydrasphere™

Magnesium, Minerals & Trace Elements

Hydration Shell Technology

Everything you heard about Magnesium, Minerals and Trace Elements just evolved. Oriel is completely different to all other forms. It is the only unbound pure liquid form with Direct Absorption capacity via Sublingual, Oral or Transdermal to cells in minutes.

All other forms are powder based, mined from the earth and in bound form. (chloride, malate, glycinate etc.) so must be absorbed thru the digestive system

The solid circle of our Logo represents the Minerals. The fine line tendrils, the water sphere which wraps around and binds to the Minerals as a protective **Hydration Shell**, protecting them until they reach the cells. The shell is water, so easily disperses as Minerals are absorbed to the cells in their Free Ion, unbound form.

This Free Ion form did not previously Exist

- Patented Extraction Technology
- Proprietary Cellular delivery system
- Proven efficacy through Clinical Science
- Exceptional and rapid absorption to cells
- Diverse applications across multiple categories

Deep Ocean Magnesium and Minerals to combat and reverse hair thinning and health.

Metabolises Calcium build up on scalp around follicle root to improve hair thickness & strength

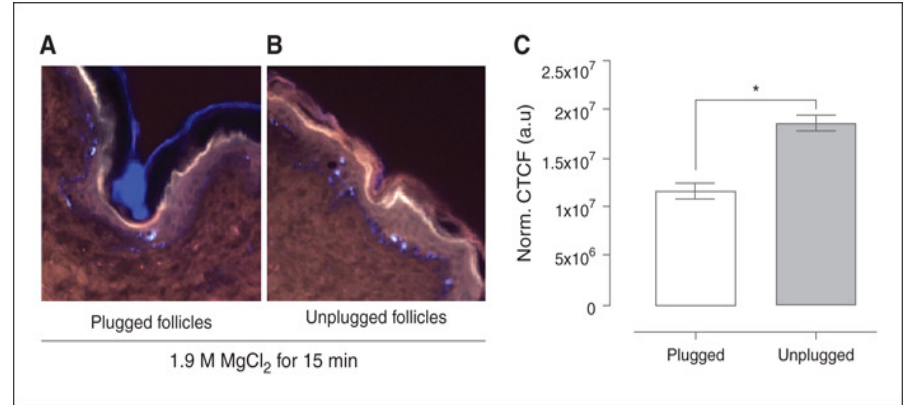
Rapidly enters follicle root to improve blood flow, health and calcium removal (via metabolization)

Transdermal absorption delivers unique dual action via stimulating the follicle root and surrounding cells

Science proven benefits to blood circulation and platelet health – Critical to follicle root, scalp and hair strength and health

Hair Follicles significantly contribute to magnesium permeation.

- A) Plugged skin (plugged region shown in blue.
- B) Unplugged skin sections allow penetration of Mg ions
- C) Increased penetration of Mg ions in unplugged skin



Permeation of topically applied Magnesium ions through human skin is facilitated by hair follicles [Volume 29, numéro 2, June 2016 Magnesium Research](#)

Boosted by trace elements of Copper, Zinc, Phosphorous, Selenium, Sulphur and Iron.



SCALP & SKIN - HE SCIENCE IS POWERFUL, PROVEN, PUBLISHED

- Skin barrier function – Improved from Cellular Level
- Skin hydration, pH, TEWL – Improved
- Boosts Collagen and Hyaluronic Acid & Switches on
- Anti Aging – Thru Epigenetics – IGF-1 +76 fold in 60 mins
- Skin cell repair and regeneration – EPC's +88% in 28 days
- Anti Inflammatory (Pan Inflammatory Mediator) SETD6
- Regulation of Gene expression – Improved
- Improved skin health, tone, firmness
- Improved healing – Reduced scarring (Burn & Wound)
- Boosts efficacy & absorption of other nutrients and ingredients



Healthy Hair is Impacted by Health Skin and Scalp – Oriel is bringing a Solution that impacts both Skin and Hair Health

Benefits To Hair 1

Hair is 90% Keratin (Protein) – **Magnesium is Necessary for Protein Synthesis & Hair Growth**

- Improved protein synthesis means healthier more vibrant hair
- Protein synthesis helps create Melanin which helps prevent greying.

Calcium Build Up on the Scalp and around Follicle Root. (**Magnesium is Calcium Co-Factor**)

- Calcium build up on the scalp is a primary cause of thinning hair and subsequent hair loss.
- Scalp & Hair need **Magnesium to Metabolize Calcium** build up around Follicle Root

Proven to **Improve Blood Flow** (Endothelial Vasodilation)

- Improved blood flow and nutrients to follicle root
- Oxygenated blood with less ROS and improved barrier function

Magnesium - 600 metabolic functions and enzymatic responses

- Magnesium keeps hormones such as testosterone and Dihydrotestosterone (DHT) in balance. DHT is a hormone directly related to Hair Thinning and Hair Loss. Magnesium inhibits 5-alpha reductase, the enzyme responsible for converting testosterone to DHT thus preventing hair thinning and loss and promoting hair growth.
- Magnesium plays a key role in enzymes that manage DNA repair and replication (Skin & follicle)

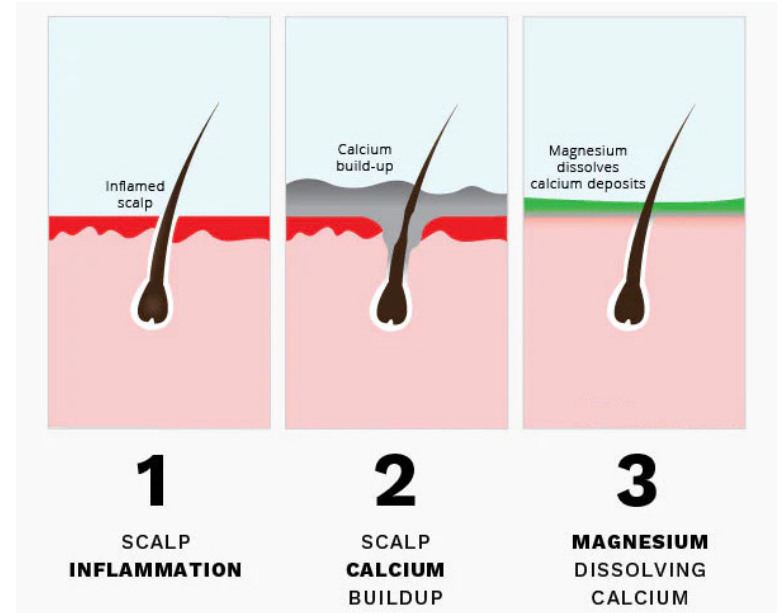
Benefits to Hair 2

- Complete spectrum: Magnesium, Minerals (Calcium, Sulphur, Potassium, Sodium) 78 Trace Elements including Copper, Zinc, Phosphorous, Selenium, Nickel, Silica in ratio and balance to promote healthier, stronger hair.
- Magnesium promotes absorption and metabolization of Vitamin B6, B12, B Complex, B7 Biotin, Calcium, Iron, Vitamin D.
- Up-Regulates production of Collagen genes & Collagen protein biomarkers.
- Dual absorption via follicle root & directly through dermal layers – Only one
- Proven benefits to blood platelet health and blood circulation – Critical to the the dual approach of Oriel via the Dermal and Follicle pathways.
- Anti-inflammatory (Pan inflammatory mediator) for improved scalp and skin recovery and health



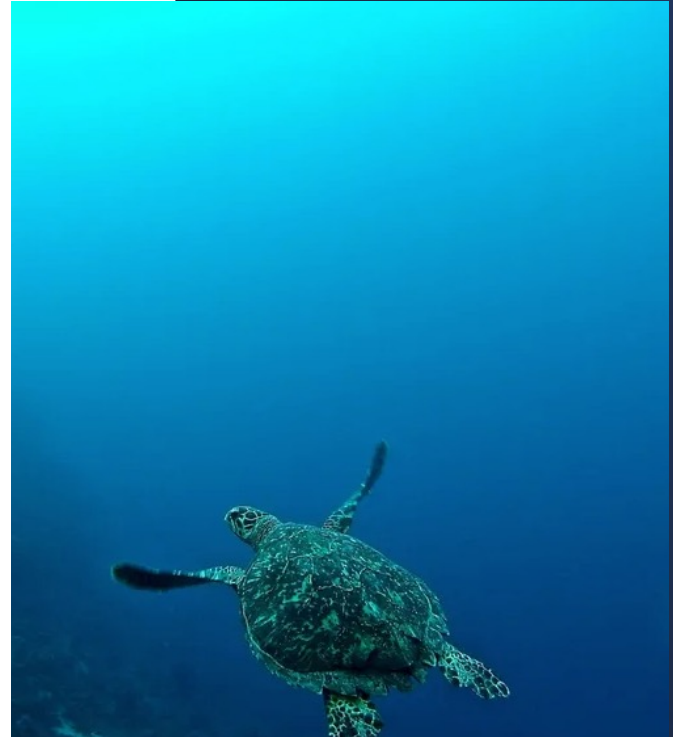
Key Take Outs: Oriel for Hair & Scalp Health

- Necessary for Protein Synthesis (Keratin)
- Prevents build up of Calcium deposits to root
- Improves Hair thickness, volume and health
- Boosts Collagen and Hyaluronic Acid
- Dual action rapid absorption (follicle & dermal)
- Hormonal and Genetic impacts
- Cell Repair and Regeneration
- Anti Inflammatory (Pan Inflammatory Mediator)
- Scalp - Skin barrier, Skin hydration and pH are improved
- Boosts blood flow and absorption of other nutrients and ingredients



Marketing Potential is Powerful and Versatile

- Deep Sea Power of the waves, the creatures, the seasons, the colour, underwater tranquility
- Earth and Deep Sea powerful nutrients working for our hair and skin
- Minerals that are off the sea, more pure, more bioavailable, more effective and more natural.
- Natural, Sustainable, Organic, Protected EU Source
- An ingredient for skin, hair and nutrition
- The synergy of Nature, Patented Technology and Published Science
- Provenance and history, a millennia of provenance from a very special part of the world
- Quality of production and process to Food grade, GFSI & FSCC ISO 20002/1



Formulation & Cost

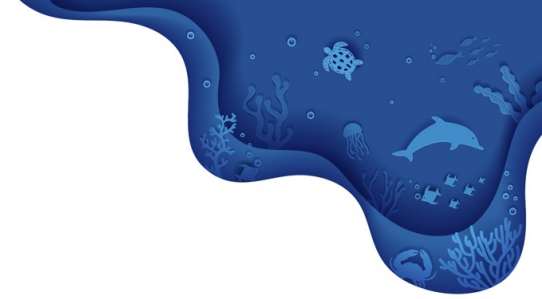
- A wonderful product to formulate with as you use less than 0.5%.
- Water based clear liquid.
- No odour, No colour, No masking issues.
- Self preserving, No temperature, solubility or suspension issues.
- Natural, Sustainable, Organic.
- **Blue Beauty - Pure & Clean.**

Dosage: Skincare & Wipes products @ 0.33% - 0.5%

(Equates to €0.10 cent per 50ml of client product)

Any liquid applications in:

- Skincare, Haircare, Cosmetics
- Wipes – Facial, Baby, Body
- Oral care, Wound or Burn care
- Nutraceuticals



Who we Are

- Established since 2012
- Supplying leading brands (EU, UK, USA)
- Skincare, Nutrition, Healthcare
- Science Driven Co. (7 Years, Published)
- Globally Patented Technology
- Magnesium & Minerals Innovation

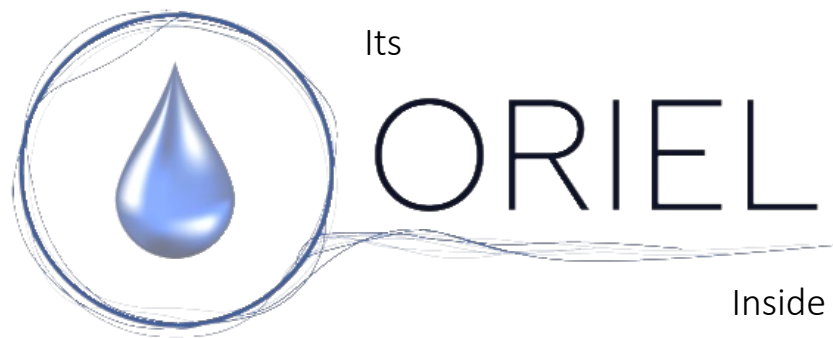


The point of **Tectonic** crash of continents of **Americas & Eurasia** 400 Million Years Ago and the **formation** of the Island of Ireland

Where we are From

- Ireland, Co. Louth
- Natural, Sustainable, Organic , ISO
- EU Protected Deep Sea Source of Minerals (PDO, Only Co in EU)
- Millenia of History and Provenance
- Pristine & Protected Deep Sea Source





Thank You