



ARCAEA

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The Future of Deodorant Formulation is Shifting from Chemistry to Biology

PRODUCT/SERVICE BACKGROUND INFORMATION

Arcaea is bringing the sophistication and sustainability of biology to beauty by leveraging DNA sequencing, bioinformatics, metabolic engineering, protein design, and fermentation. We believe this biology-first approach will create new standards of performance as well as offer new product experiences for consumers.

ScentARC™ technology is our first launch. It leverages the power of bioinformatics and the skin microbiota to present a biological solution for preventing underarm malodors. It is the first launch in a portfolio of actives focused on creating new technologies to biologically shift our scent in a natural and targeted fashion.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

ScentARC prebiotic is a precise nutrient blend that shifts odor profile by selectively preventing the production of odorous compounds caused by the bacteria in the axillary area. Analysis of the underarm microbiome treated with **ScentARC** technology shows specific reduction of odor causing bacteria when compared to placebo while maintaining the vibrant community of beneficial microbes. Consumer panelists confirm this, reporting efficacy equal to or better than their current brand and purchase intent. Managing odor is now possible without irritating chemicals, killing beneficial bacteria or clogging pores.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

To date, natural deodorants have relied on antimicrobial activity and the masking of smell to deliver efficacy. These approaches are limited in their performance and can be irritating. **ScentARC** prebiotic proposes a different mechanism – one that harnesses our own biology with precision. This opens the door to create a future where deodorant formulation will be based on working with our biology to shift scent naturally. It can even help us create new forms of self-expression and personalization when it comes to scent. **ScentARC** technology's biology-first perspective and underlying approach represents the inaugural step in this direction.

