

2019

Sales \$915,524



Direct/Web \$291,426

Wholesale \$378,710

Amazon \$ 79,233

Dist \$166,085

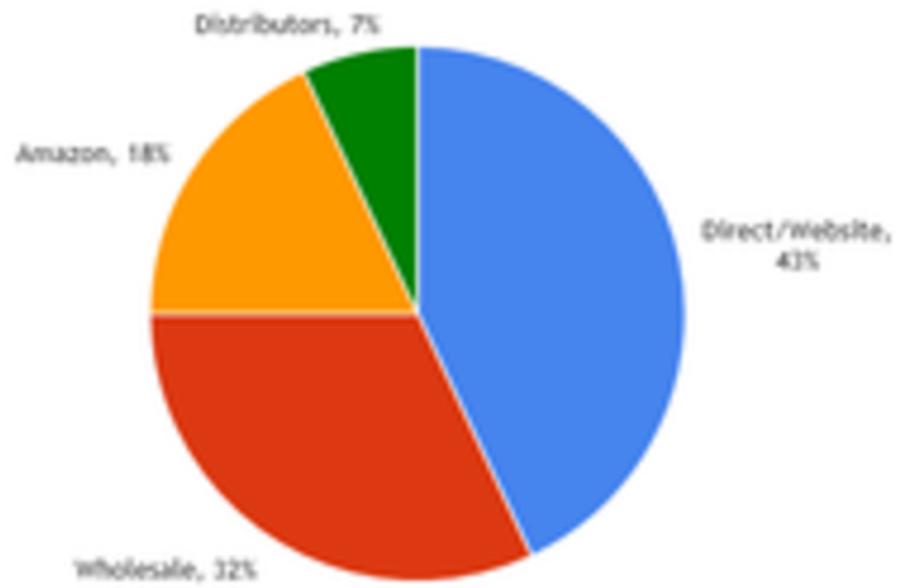
Sales Leader: Salons

% of \$ online 40%

% of \$ offline 60%

2020

Sales \$1,033,799



Direct/Web \$441,829

Wholesale \$334,666

Amazon \$183,996

Dist \$ 73,208

Sales Leader: Website

% of \$ online 61%

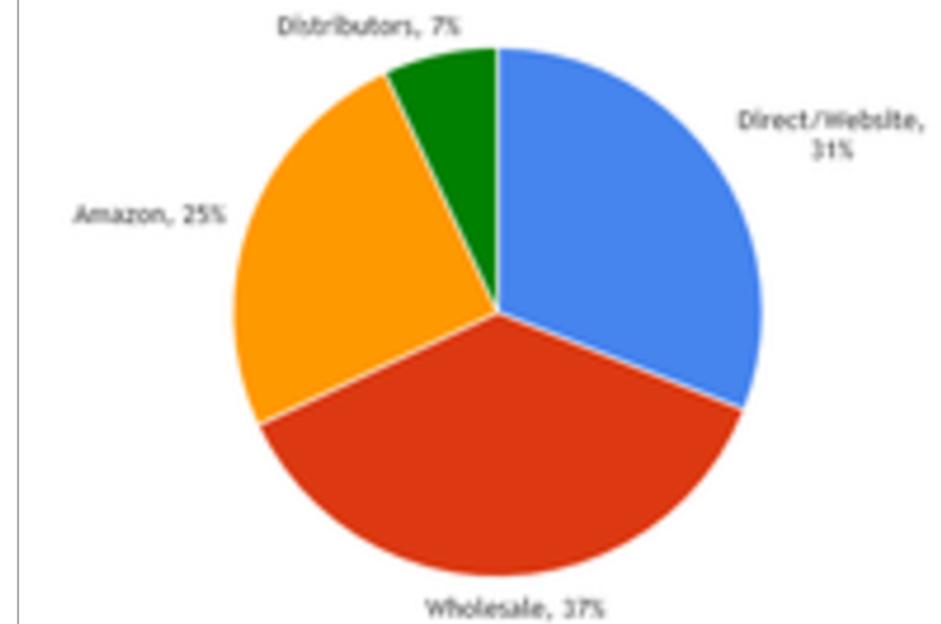
% of \$ offline 39%



YEAR OF COVID

2021

Sales \$937,187



Direct/Web \$288,911

Wholesale \$346,943

Amazon \$238,588

Dist \$ 62,746

Sales Leader: Website

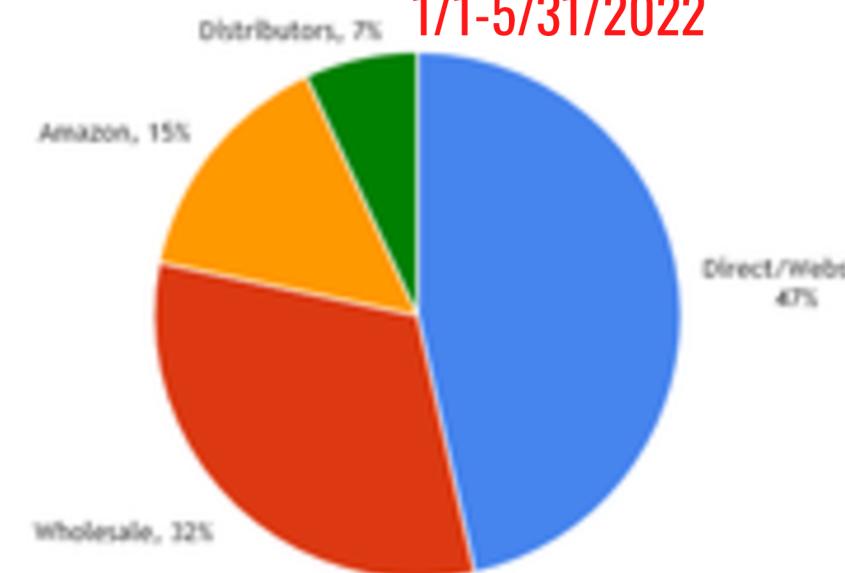
% of \$ online 56%

% of \$ offline 44%

2022

Sales YTD \$446,869

1/1-5/31/2022



Sales YTD Direct/Web \$195,412

Wholesale \$131,272

Amazon \$ 75,630

Dist \$ 44,556

Sales Leader: Website

% of \$ online 61%

% of \$ offline 39%

MARGINS:

DIRECT/WEB 79%

WHOLESALE 50%

AMAZON 65%

DISTRIBUTOR 20%

While sales #s have remained similar despite Covid shutdowns, the sales outlets have shifted almost 180°, creating better margins, creating more profitability. Pre Covid, sales were focused on wholesale accounts with only 32% margins. Now, shifting online & direct to consumer, margins are approx 72%

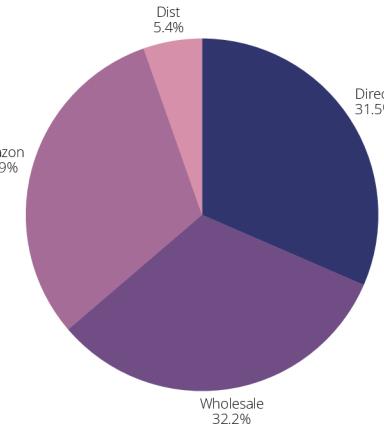
TTM

momentum shift to
online sales starts



May 2021

Sales \$97,020

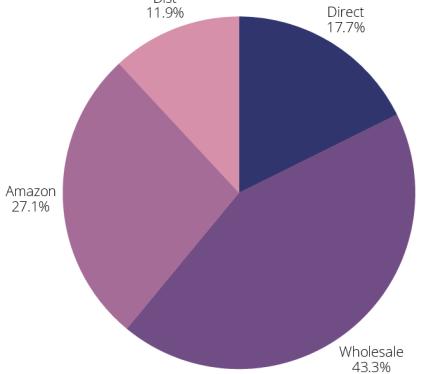


Direct/Web \$30,515
Wholesale \$31,255
Amazon \$29,969
Dist \$ 5,220

Sales Lead **Salons**

June 2021

Sales \$75,945

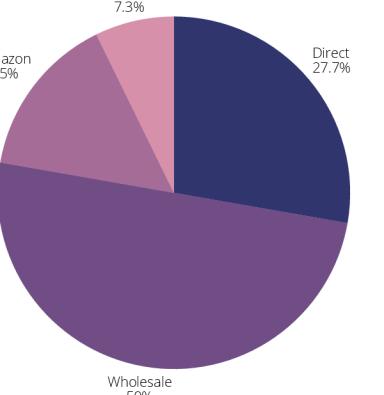


Direct/Web \$13,422
Wholesale \$32,884
Amazon \$20,592
Dist \$ 9,049

Sales Lead **Salons**

July 2021

Sales \$53,051

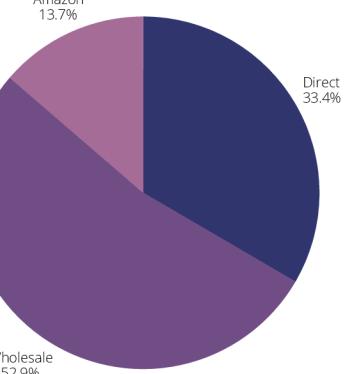


Direct/Web \$14,721
Wholesale \$26,530
Amazon \$ 7,953
Dist \$ 3,847

Sales Lead **Salons**

Aug 2021

Sales \$43,343

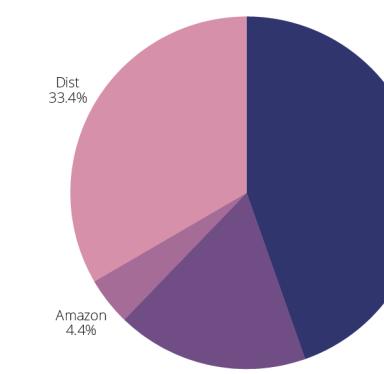


Direct/Web \$14,480
Wholesale \$22,931
Amazon \$ 5,926
Dist \$ 0

Sales Lead **Salons**

Sept 2021

Sales \$78,571

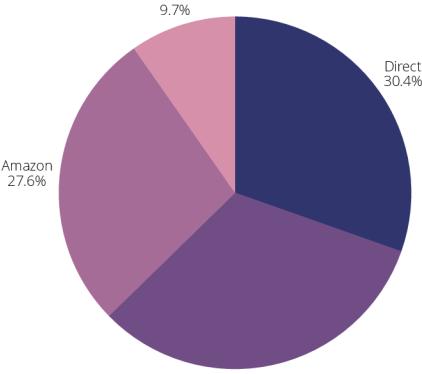


Direct/Web \$50,106
Wholesale \$19,769
Amazon \$ 4,945
Dist \$ 3,750

Sales Lead **Web**

Oct 2021

Sales \$79,515

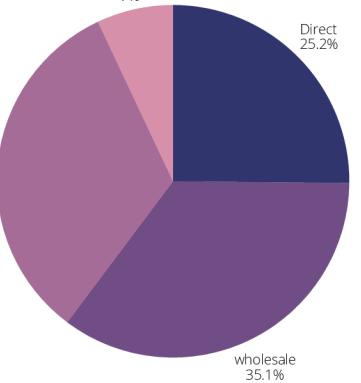


Direct/Web \$24,172
Wholesale \$26,675
Amazon \$21,934
Dist \$ 7,734

Sales Lead **Salons**

Nov 2021

Sales \$122,850

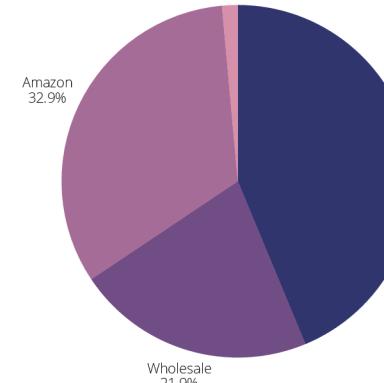


Direct/Web \$30,898
Wholesale \$43,106
Amazon \$40,233
Dist \$ 8,613

Sales Lead **Salons**

Dec 2021

Sales \$77,246

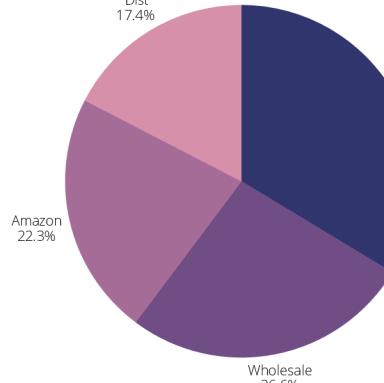


Direct/Web \$33,780
Wholesale \$16,907
Amazon \$25,445
Dist \$ 1,114

Sales Lead **Web**

Jan 2022

Sales \$101,295

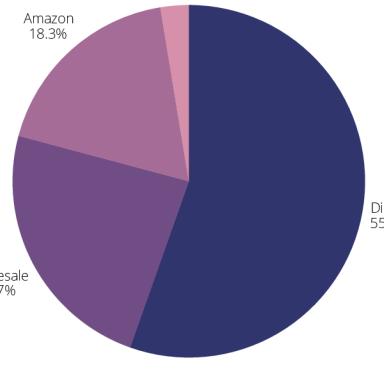


Direct/Web \$34,084
Wholesale \$26,930
Amazon \$22,638
Dist \$17,644

Sales Lead **Web**

Feb 2022

Sales \$99,131

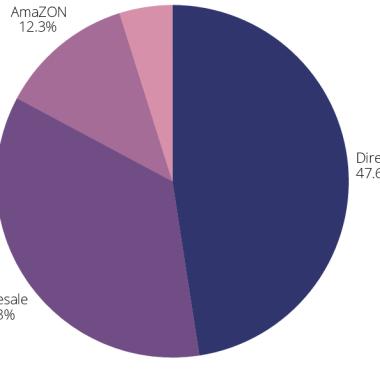


Direct/Web \$54,927
Wholesale \$23,536
Amazon \$18,098
Dist \$ 2,569

Sales Lead **Web**

Mar 2022

Sales \$84,183

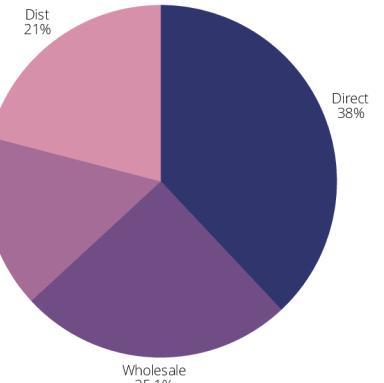


Direct/Web \$40,032
Wholesale \$29,679
Amazon \$10,377
Dist \$ 4,095

Sales Lead **Web**

Apr 2022

Sales \$96,645

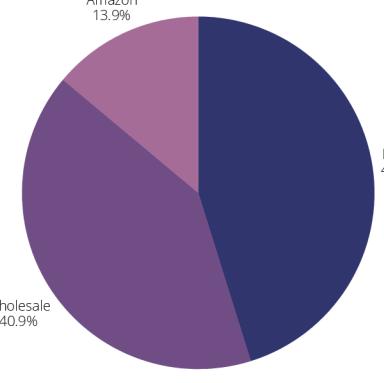


Direct/Web \$36,723
Wholesale \$24,290
Amazon \$ 5,383
Dist \$20,248

Sales Lead **Web**

May 2022

Sales \$65,615



Direct/Web \$29,645
Wholesale \$26,837
Amazon \$ 9,133
Dist \$ 0

Sales Lead **Web**