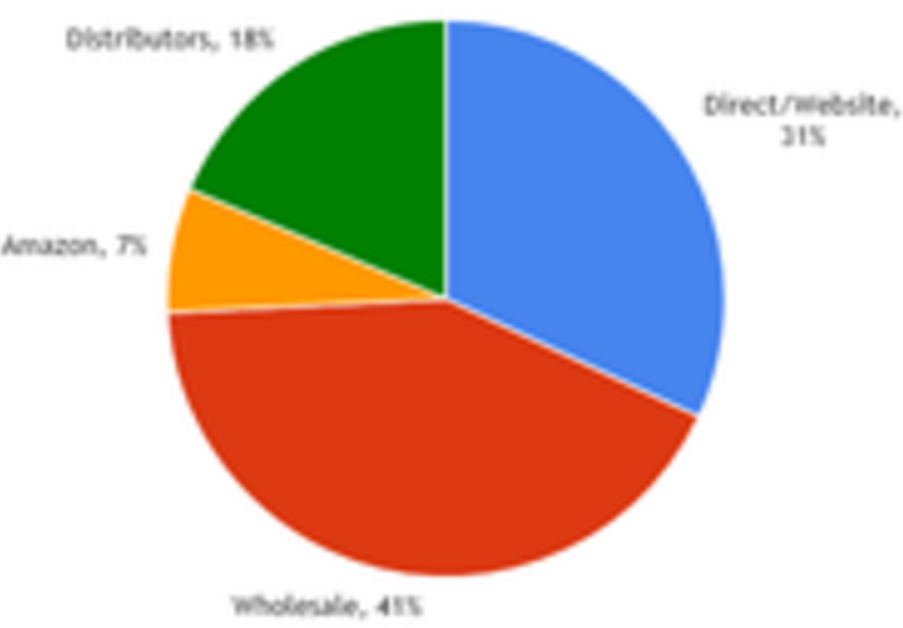


2019

Sales \$915,524

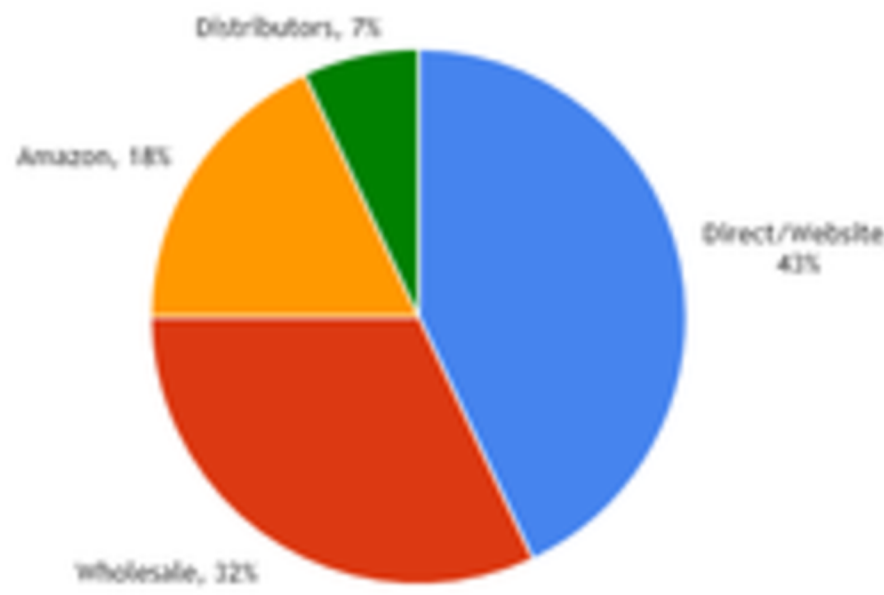


Direct/Web	\$291,426
Wholesale	\$378,710
Amazon	\$ 79,233
Dist	\$166,085
Sales Leader:	Salons

% 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



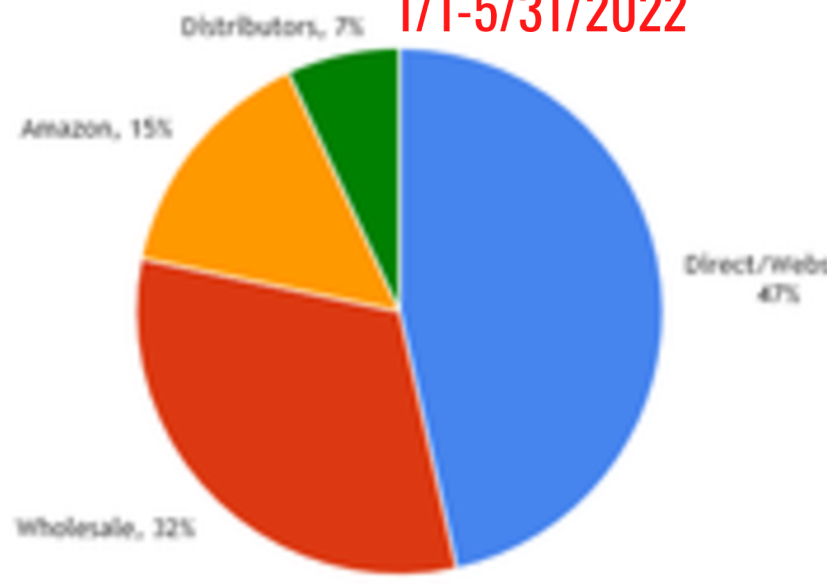
Direct/Web	\$288,911
Wholesale	\$346,943
Amazon	\$238,588
Dist	\$ 62,746
Sales Leader:	Website

% 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%

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%

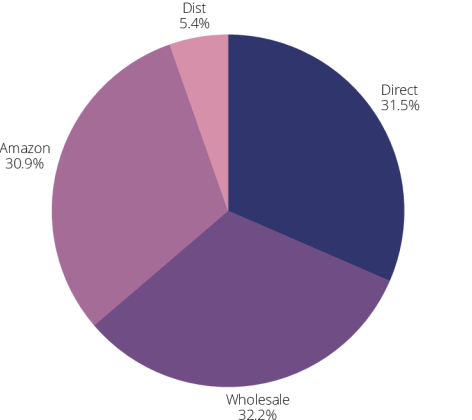
MARGINS: **DIRECT/WEB 79%** **WHOLESALE 50%** **AMAZON 65%** **DISTRIBUTOR 20%**

TTM

*momentum shift to
online sales starts*

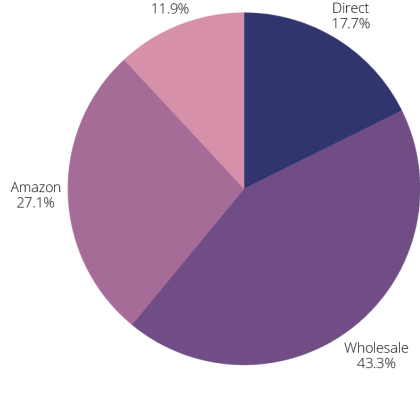


May 2021
Sales \$97,020



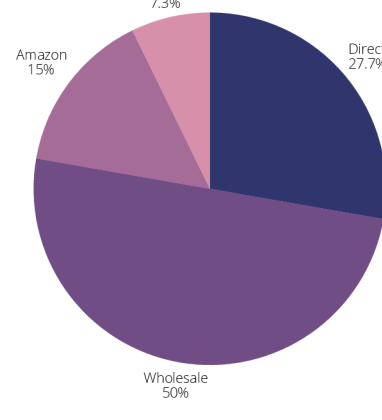
Direct/Web \$30,515
Wholesale \$31,255
Amazon \$29,969
Dist \$ 5,220
Sales Lead Salons

June 2021
Sales \$75,945



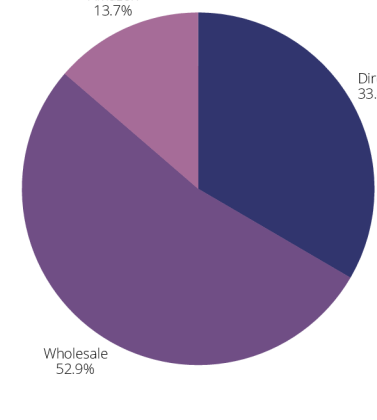
Direct/Web \$13,422
Wholesale \$32,884
Amazon \$20,592
Dist \$ 9,049
Sales Lead Salons

July 2021
Sales \$53,051



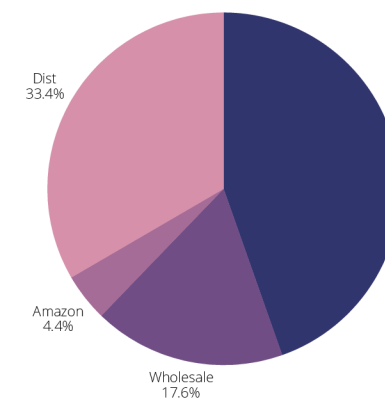
Direct/Web \$14,721
Wholesale \$26,530
Amazon \$ 7,953
Dist \$ 3,847
Sales Lead Salons

Aug 2021
Sales \$43,343



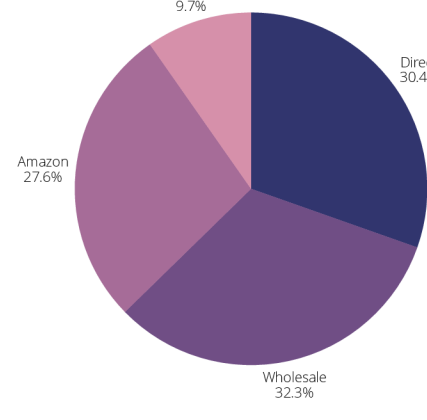
Direct/Web \$14,480
Wholesale \$22,931
Amazon \$ 5,926
Dist \$ 0
Sales Lead Salons

Sept 2021
Sales \$78,571



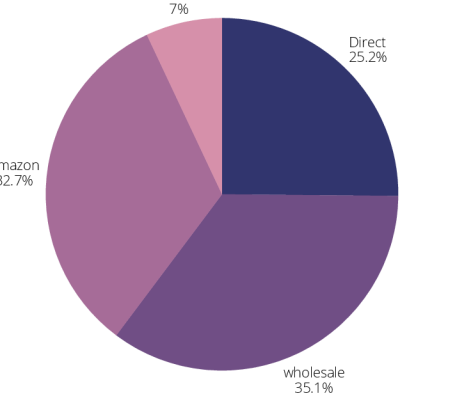
Direct/Web \$50,106
Wholesale \$19,769
Amazon \$ 4,945
Dist \$ 3,750
Sales Lead Web

Oct 2021
Sales \$79,515



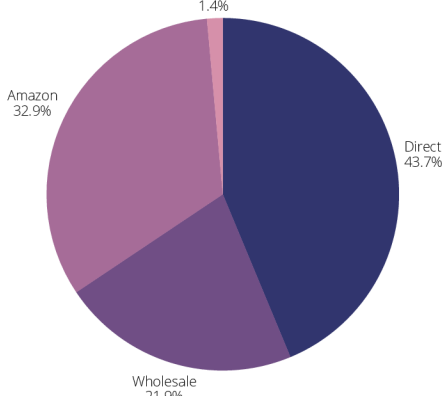
Direct/Web \$24,172
Wholesale \$26,675
Amazon \$21,934
Dist \$ 7,734
Sales Lead Salons

Nov 2021
Sales \$122,850



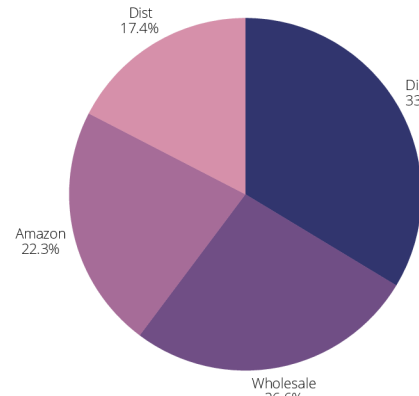
Direct/Web \$30,898
Wholesale \$43,106
Amazon \$40,233
Dist \$ 8,613
Sales Lead Salons

Dec 2021
Sales \$77,246



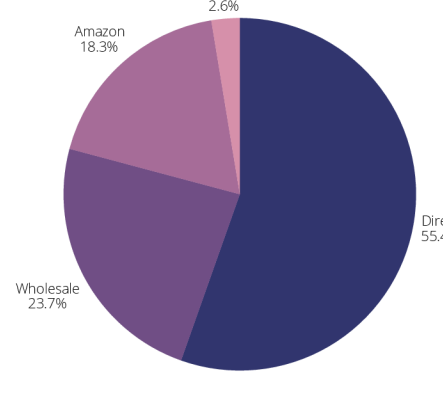
Direct/Web \$33,780
Wholesale \$16,907
Amazon \$25,445
Dist \$ 1,114
Sales Lead Web

Jan 2022
Sales \$101,295



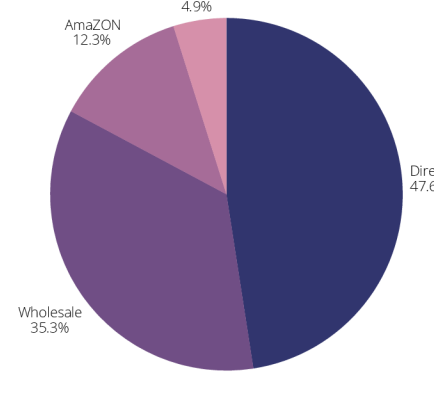
Direct/Web \$34,084
Wholesale \$26,930
Amazon \$22,638
Dist \$17,644
Sales Lead Web

Feb 2022
Sales \$99,131



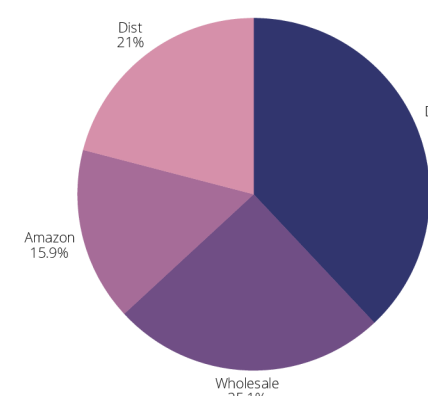
Direct/Web \$54,927
Wholesale \$23,536
Amazon \$18,098
Dist \$ 2,569
Sales Lead Web

Mar 2022
Sales \$84,183



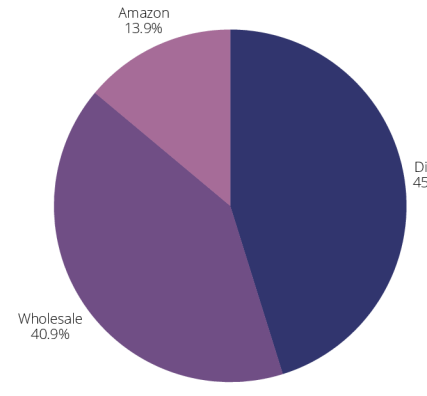
Direct/Web \$40,032
Wholesale \$29,679
Amazon \$10,377
Dist \$ 4,095
Sales Lead Web

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