



**Capsule Minimal**

L A B O R A T O R I E S

Encapsulation technologies for clear future

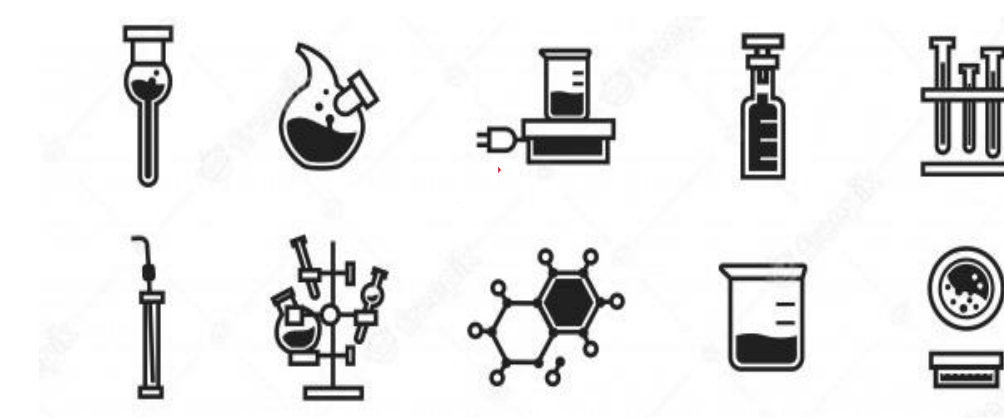
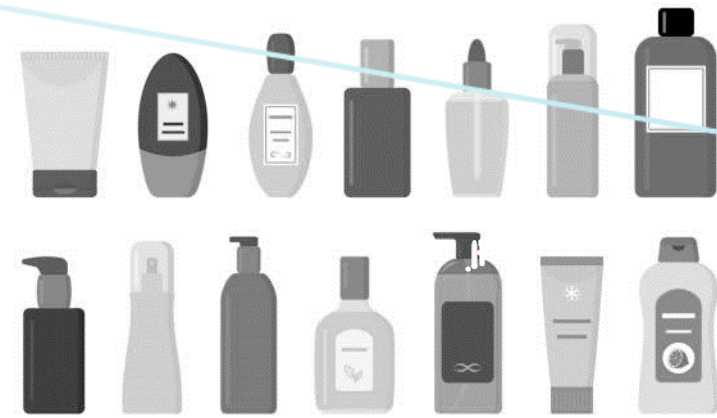
Providing solutions for **Environmental abuse** emergencies of extreme pollutive industries.

**Millions** of liquid soap, shampoo, floor cleaners, and other hygiene and household care products are being produced every day.

**We pay too much for this, and so does our planet !**



# ORDINARY SOAP SUPPLY CHAIN



## A disposable plastic bottle

Made of polymers produced from **fossil fuels**

**Transported** by pollutive trucks, ships and planes multiple times

Pollutes soil, air and water when **disposed of**

## 80% Water

**Transported** by **pollutive** trucks, ships and planes, multiple times

## 20% Synthetic active ingredients

Made mostly of **synthetic** ingredients and chemicals with **harmful** impacts on the environment (production and disposal)

## Loads of packaging

Highly **pollutive** when produced

Highly **pollutive** when disposed of

Public and governmental awareness and emerging regulation



**Reusable stainless-steel bottles**

Eco-friendly

Hundreds of reuses



**Concentrated capsule of active ingredients**

Water-soluble

Up to 20% of the volume.



**Mostly natural active ingredients,**

Minimum synthetic

No environment harming additives



**Water from user's tap**

Zero water transportation

More than 90% reduction in the need for trucks, ships, warehouses and other facilities



**Recycled and compostable minimal paper package**

Eco-friendly

# OUR REVOLUTIONARY RECIPE

# In-bottle techH2Ologies

*Bringing the plant into the bottle*

Water-  
treatment  
micro coating

*Built a suitable aqua -  
environment  
for the production  
process optimization*

**Patented**

Chemo-mechanic  
scaffolded  
encapsulation

*Accelerate diffusion,  
and dissolution (by  
surface area ratio  
increase, turbulence &  
exothermic reactions).*

**Patented**

Embedded  
encapsulation

*Control the timing and duration of  
different chemical reactions in the  
autonomous product production process  
(by prepositioning the active ingredients)*

*Control the timing  
of material  
activation*

**Patent  
submitted**

Micro spherical  
gradient  
control

*Control the  
active ingredient  
reaction duration*

**Patent in  
process**

# OUR INNOVATIVE TECH<sub>2</sub>OLOGY

## Bringing the plant into the bottle

- 1 -

### READILY DISSOLVABLE CARTRIDGE COMPLEX AND INDUSTRIAL SYSTEMS AND PROCESSES OF FABRICATING THE SAME

## *In-bottle* TECH<sub>2</sub>OLOGY

- Ionizing & chelating micro coating
- Chemo-mechanic scaffolding
- Micro capsules
- Prepositioning of active ingredients
- Particle size gradient
- Density gradient
- Compression force gradient
- Nano chemistry
- Material Solubility control

### TECHNICAL FIELD

5 [0001] In general, the present invention pertains to the art of industrial chemistry. In particular, the invention relates to a readily dissolvable cartridge complex as well as processes of fabricating the same.

### BACKGROUND ART

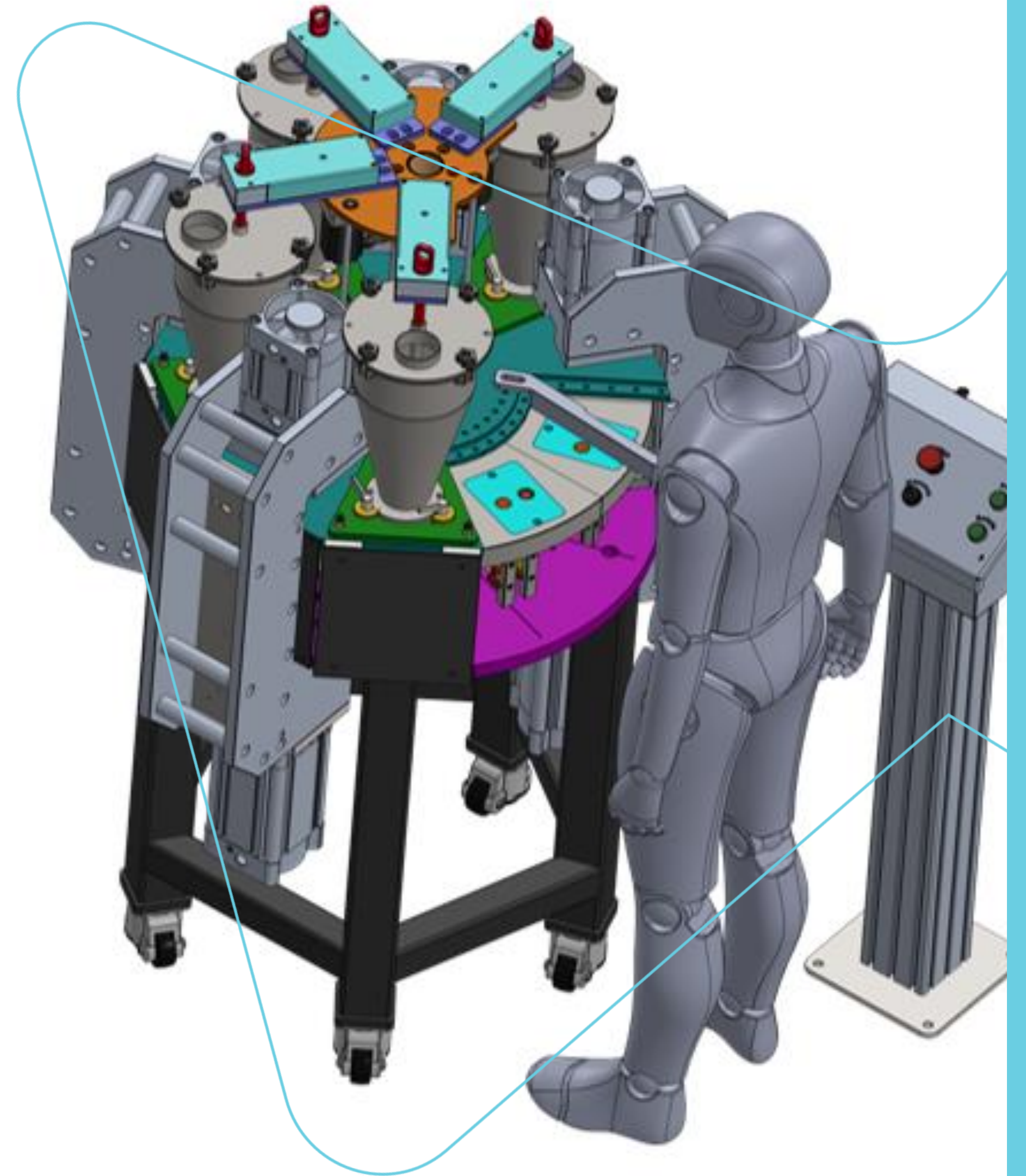
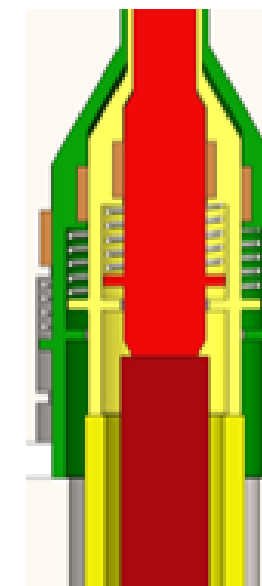
10 [0002] It is believed that the current state of the art is represented by the following patent literature: US8119587, US8476211, US8697621, US8980816, US10016098, US10485739, US10526570, US10894005, US11236293,

# PRODUCTION PROCESS

Embedded 3D printing encapsulation technology

Patented

- Compressed powders capsules 3D printing machine
- Complex structure - Embedded layers of microcapsules
- Industrial capacity and speed
- Variety of products
- Variety of structures, shapes and sizes
- Energy saving – low friction, low temperature



# OUR REVOLUTIONARY, ECO-FRIENDLY, REUSABLE BOTTLES

- Smart and easy
- Made of high-quality recyclable and recycled stainless steel
- Designed to last
- Designed for maximum shipping efficiency  
Reduction of > 90 % of the logistic volume



95% reduction  
of carbon  
emissions

Cost reduction (supply chain)

85%

in Production

99%

in Packaging

90%

in Logistics

70%

Moving Forward

EXPECTED  
PRODUCT  
LINES

Hand soaps

Dishwashing soaps

Body soaps

Floor cleaners

Shower gels

Fabric softeners

Shampoos

Pesticides

Conditioners

And so much more!

Facial Cleaners

Mouthwash

Deodorants

# THE MARKET

**\$538B\***

Expected to reach in 2027

The global market size of toiletries was evaluated at the app. USD \$350 billion in 2023 and is expected to reach USD \$538 billion in 2027.

Leading governments  
impose it...

... but there is no real  
solution.

*In startups, timing is everything.*

2025

Mandatory methodology for  
environmental labelling

2030

Some packaging formats become prohibited.

2040

The Law in France bans on all single-use  
plastics (Loi Anti-gaspillage pour une  
Économie Circulaire – AGEC – Jan 2020)

The market is waiting for it....

*In startups, timing is everything.*

74%

of all people want to reduce their impact on the environment and nature by a large amount, but do not know where to start.

June 2020 -The Healthy & Sustainable Living Survey

7.5%

CAGR of the global natural cosmetics market from 2022 to 2028.

Natural and Organic Cosmetics Market” Research Report 2023

## Responsible consumption obstacles:

Price

65%

Lack of choices

45%

“If it’s only me...”

40%

“I will not compromise my pleasure”

30%

ADEME-Agence de la transition écologique –Jan 2023

# OUR 5 PILLARS STRATEGY



## Eco-friendly

< 95% reduction of Carbon emissions (logistics, packaging, production...)



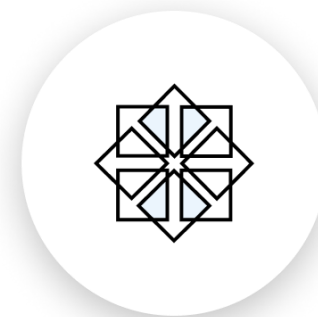
## Superior quality

Natural-based, high cleaning & foaming, Wide range of fragrances



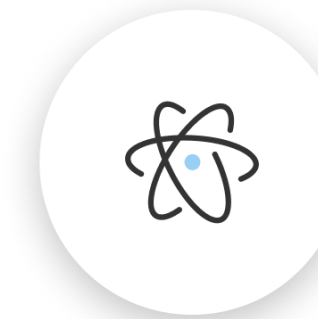
## Money saving

Affordable and competitive prices due to savings in logistics and packaging and extraordinarily efficient production.



## Decorative

Designer stainless-steel bottles



## Smart and Easy

Practical and does not require any effort



# COMPETITORS



- Soap and shampoo Bars (traditionally used. Less comfortable)
- Refill stations (less practical, less ecofriendly, low range)
- Refill packaging (less practical, less ecofriendly, low range)
- Capsulated/concentrated products (small scale, high prices, low quality)

# OUR USP

- **95 %** planet abuse reduction
- Affordable and competitive prices for **natural based products**
- Massive **impact** business model
- Disruptive technology and concept  
*In-bottle **TECH2OLOGY***  
**"Bringing the plant into the bottle"**
- **Innovative** robust bottle



# BUSINESS MODEL

1

Production for white labeling brands (B2B2C) manufacturers, chain store brands.

2

Technology & printers selling activity -Royalties & services (B2B)

Royalties will enable a rapid increase in sales.

3

Joint ventures

Joint ventures generating sales and equities.



# OUR JOURNEY



Embedded  
encapsulation tech



First  
Formulation



Accreditation  
and POC  
production line



Commercial  
pilot



Commercial  
launch

# Meet our team

Yael  
Goethe

Co-Founder & CEO



Bachelor of science, Biotechnology engineer

Highly experienced in R&D processes and clean technology, quality control, environmental regulations, laboratory management, standardization and safety.

Served as R&D manager and COO of a leading clean tech company, as well as laboratory and research manager for several leading corporations.

Hagar  
Adler

COO



BA degree in Special Education

Highly experienced in production processes, human resources and procurement, strategic suppliers' relations, strategic client relations, supply chains, complex and special production projects and machinery development.

Served as COO in a heavy machinery recycling and plastic production plant, as well as HR and purchasing manager.

Ami  
Kurpik

Co-Founder & Chairman



Certified public accountant, Master's in Law, B.A in Business

Highly experienced in R&D processes and clean technology. inventor and developer of advanced clean technology production processes.

Served as CEO of large-scale companies with hundreds of millions under management and has led numerous public and private investments.

Be minimal

# Meet our team

Nufar  
Margalit



Laboratory manager

Master's degree in veterinary & animal science,

Highly experienced in laboratory management, advanced scientific research, research standardization and procedures, chemical, biological and molecular laboratories and studies.

Served chemist and research director in several leading practical science institutions.

Moshe  
Perez



Software engineer

B.sc in Computer science, M.sc in bioinformatic , during PHD journey in bioinformatics.

Rare and invaluable experience in research and development in the field of data science tools. Vast experience and knowledge in bioinformatics methodologies.

Deep academic research in the fields of objects detection and RNA editing on parasites.

Ben  
Bar



Business development

BA in Multi Business Administration

20+ years of experience in leading and growing global companies in the fields of infrastructure, tech, industry, communications, climate-tech, water, and energy.

Inspiring executive, proven track record of results. Passionate about promoting new technologies and products that address the challenges and opportunities of the 21st century, driving the vision, strategy, and innovation as well as overseeing the sales and business development functions across different regions and sectors.

Be minimal.

# Meet our team

Amos  
Cohen



Product designer

Highly experienced in developing and designing consumer products reaching chains like Walmart, Target, Bed Bath & Beyond etc.

Winner of International Packaging Awards, for demonstrating excellence in packaging, design, and technology.

Owner of AC designer studio. Served as VP R&D of a leading plastic company

Boris  
Troian



Mechanical engineer

Bachelor of science, Mechanical engineering, specialization machine and mechanical design

Highly experienced in design of machine components, Final integration and testing of complex automatic systems, research and development of tailor made machinery and equipment.

Served as mechanical engineer and system designer for global leading companies.

Avishai  
Cohen



Mechanical engineer

Highly experienced in developing and designing high end sophisticated robotic machinery.

Tailor-made, Cutting-edge equipment, machinery and products development for lading international technology corporations, , the Israeli Intelligence Corps, pharma and other commercial companies.

Founder and CEO at Magoz Product Development.

Be minimal.

# Advisory board

Dr. Tova  
Silberstein



Ph.D. Chemistry

Over 20 years of experience as a multidisciplinary scientist (& inventor) in the biotech field (drugs, implants, natural antibacterial systems and natural cosmetic formulas), establishment of laboratories (microbiology, formulation, analytics, extracts and more) and in development of shelf placed products from a to z.

Dr. Isabelle  
Afriat



Ph.D. Material science and engineering

Over 30 years experience in R&D in the cosmetic industry. Experienced in multiple aspects of R&D, new technology, innovation, clinical testing, formulation etc. Author of various patents articles and concepts  
Served as products and R&D manager for Global leading organizations.

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L A B O R A T O R I E S

# Get in touch

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