

EXOPLUS BIO INC. | STRATEGIC INDUSTRY WHITE PAPER

De-Risking Premium Exosome Cosmetic Distribution & Unlocking High-Margin Professional Programs

Brand: VANTIS™ Regenerative Cosmetic Collection

Target Audience: Distributors, professional clinics, medical spas, aesthetic groups, and strategic channel partners

Focus: North America Focus | Canada Market Entry | Professional Channel Strategy
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Executive Summary

The premium aesthetic and regenerative-cosmetic market is increasingly shaped by three commercial requirements: credible product documentation, consistent quality control, and channel economics that support margin viability for distributors and professional providers. ExoPlus Bio Inc. has structured its VANTIS™ portfolio around these requirements, with a professional-first distribution model designed for Canadian and North American market development.

The VANTIS™ portfolio includes freeze-dried cosmetic conditioning powder, hydrating facial mist, conditioning fluid, and professional-use formats. Products are supported by quality and safety documentation, export-safety controls, Canadian import-safety requirements, and Canadian Cosmetic Notification Form (CNF) filings/notifications as applicable. A CNF is a regulatory notification and should not be described as a Health Canada product approval.

1. Market Dynamics & the Channel-Margin Problem
 - **Documentation Burden:** Professional buyers increasingly request batch COAs, microbiological and endotoxin testing, particle characterization, ingredient documentation, stability information, and regulatory records before onboarding a new biotechnology-derived cosmetic line.
 - **Margin Compression:** Multi-tier distribution can erode the economics needed for education, demonstrations, professional service delivery, and customer acquisition.
 - **Cross-Border Execution:** Import documentation, product classification, cosmetic claims, bilingual labeling, and traceability must be managed consistently to reduce delays and compliance risk.
2. ExoPlus Bio Commercial Framework

ExoPlus Bio combines a premium biotechnology positioning with structured commercial terms. The objective is to give qualified channel partners room to build professional programs while maintaining disciplined brand positioning and documentation standards.

Commercial Pillars

- **Quality-Led Onboarding:** COA and safety documentation; batch/lot traceability; defined specifications. *Partner Value:* Improves professional buyer confidence and due diligence.
- **Regulatory Readiness:** Canadian cosmetic notification and import documentation; cosmetic-only claim discipline. *Partner Value:* Reduces avoidable classification and claims risk.
- **Distributor Economics:** Wholesale model structured around partner growth and viability. *Partner Value:* Creates room for clinic/spa resale and treatment-program economics.
- **Brand Architecture:** VANTIS™ premium professional positioning. *Partner Value:* Supports consistent presentation across markets.

3. Product Portfolio Specifications

Product configurations and specifications within the VANTIS™ collection:

Product Name	Format & Configuration	Primary Channel
VANTIS - Cosmetic Conditioning Powder (Freeze-Dried)	1 mL / unit format	Professional Clinical / Targeted Application
VANTIS - Hydrating Facial Mist	40 mL bottle format	Daily Support / Homecare Protocol
VANTIS - Conditioning Fluid	10 mL format	Concentrated Application
VANTIS Pro-Mist Atomization	5 mL x 10 vials format	Professional Studio / Aesthetic Practice

4. Quality, Safety & Representative COA

A representative Human Umbilical Cord Mesenchymal Stem Cell (UC-MSC)-derived exosome COA identifies **Lot 08F49**, a 5 mL lyophilized format, manufactured 07/07/2026 with expiry **07/07/2028**.

Laboratory Test Results (Lot 08F49)

Parameter / Analysis	Specification / Method	Result
Viral Screening	HIV, HBV, HCV, Syphilis	Negative
Microbiological Culture	Aerobic & Anaerobic	No growth
Gram Staining	Microscopic Analysis	None found
Endotoxin	LAL Method	< 0.01 EU/mL
Mycoplasma	PCR Analysis	Negative
Particle Concentration	Nanoparticle Tracking Analysis (NTA)	5.98 x 10 ¹⁰ particles/mL (59.8 billion/mL)
Mean Particle Size	Size Distribution Peak	76.5 nm

Representative Lot Concentration: 59.8 billion particles/mL x 5 mL = approximately **299 billion particles per vial**.

Note: Batch-specific documents should be used for each commercial shipment.

5. Regulatory & Cross-Border Risk Controls

ExoPlus Bio's commercialization approach separates cosmetic positioning from medical or therapeutic claims. Product documentation and labeling should remain consistent with the intended cosmetic use, and market-specific requirements should be reviewed before launch or material claim changes.

- **Product Notification:** Canadian Cosmetic Notification Form (CNF) obtained/submitted for applicable products, as represented by ExoPlus Bio. *Implication:* Supports Canadian cosmetic notification compliance; CNF is not product approval.
- **Import Safety:** Products represented as meeting applicable export-safety controls and Canadian import-safety requirements. *Implication:* Documentation should accompany shipment and be retained for traceability.
- **Testing:** Strict quality testing and batch documentation, including representative microbiological/endotoxin results. *Implication:* Supports distributor and clinic due diligence.
- **Claims Discipline:** Cosmetic-only positioning; avoid drug, disease-treatment, or unapproved therapeutic claims. *Implication:* Reduces regulatory and advertising risk.

- **Supplier Confidentiality:** Manufacturer identity and specific origin details intentionally omitted. *Implication:* Protects supply-chain confidentiality while presenting ExoPlus-facing documentation.
- 6. Strategic Takeaways
- 7. **Protect the Premium Position:** Use consistent VANTIS™ brand presentation, professional education, and documented product specifications.
- 8. **Make Documentation Part of the Sale:** Provide qualified partners with the appropriate COA, safety, regulatory, and product files needed for onboarding and procurement review.
- 9. **Preserve Partner Margin:** Utilize a professional supply structure to support clinic/spa resale, education, service delivery, and local market development.
- 10. **Control Claims and Market Entry:** Keep cosmetic claims within permitted boundaries and confirm labeling/import requirements for each destination market before launch.
- 11. **Scale with Traceability:** Maintain lot-level records and batch-specific documentation as the network expands across Canada, the United States, and other markets.

Conclusion

ExoPlus Bio Inc. is building a professional exosome-cosmetic platform around three practical foundations: documented quality, regulatory readiness, and sustainable channel economics. The VANTIS™ portfolio is positioned to support distributors and professional providers seeking a premium biotechnology-led cosmetic offering with clear product architecture and a disciplined approach to cross-border commercialization.

Advanced regenerative beauty. Built for professional channels.

Important Notice: This document is a strategic commercial white paper, not medical advice and not a representation that any cosmetic product is approved by Health Canada. Canadian CNF filing/notification is a notification requirement, not pre-market approval. Product claims, regulatory status, specifications, and batch results should be verified against current product- and lot-specific documentation before commercial use.