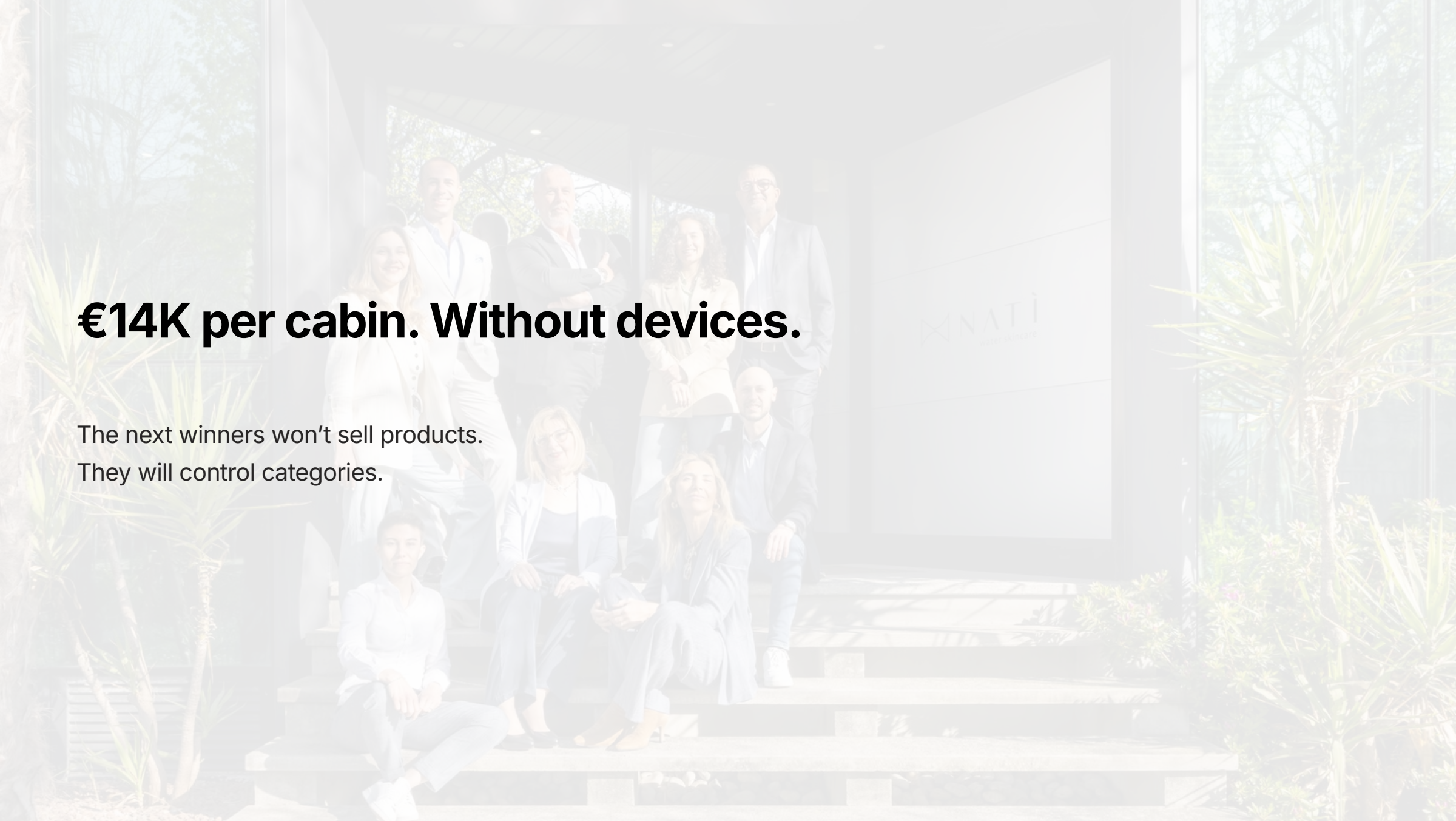




€14K per cabin. Without devices.

The next winners won't sell products.
They will control categories.

**This happened after one session.
No device. No downtime.**

Visible result after a single session

Lanotte beauty concept _ Independent salon - city: Segrate (Milan)



You're working harder than ever. And your margins are still shrinking.

- Your best clients compare prices online before they call you.
- Every new launch needs more training to explain, and sells for less.
- You're investing more in marketing. The differentiation isn't showing up.
- You control the relationship. But you've lost control of demand.

You're not losing because you're doing something wrong.

You're losing because the category you're selling in is already commoditized.

He saw your problem before you did. Then spent 15 years building the exit.

Stefano Brioschi didn't start with a formula.

He started with a frustration — watching professional salons lose ground to brands they couldn't compete with, in a market racing toward commoditization.

His answer wasn't a better molecule.

It was a **different logic entirely**: stop repairing the skin. Restore the environment where the skin performs.

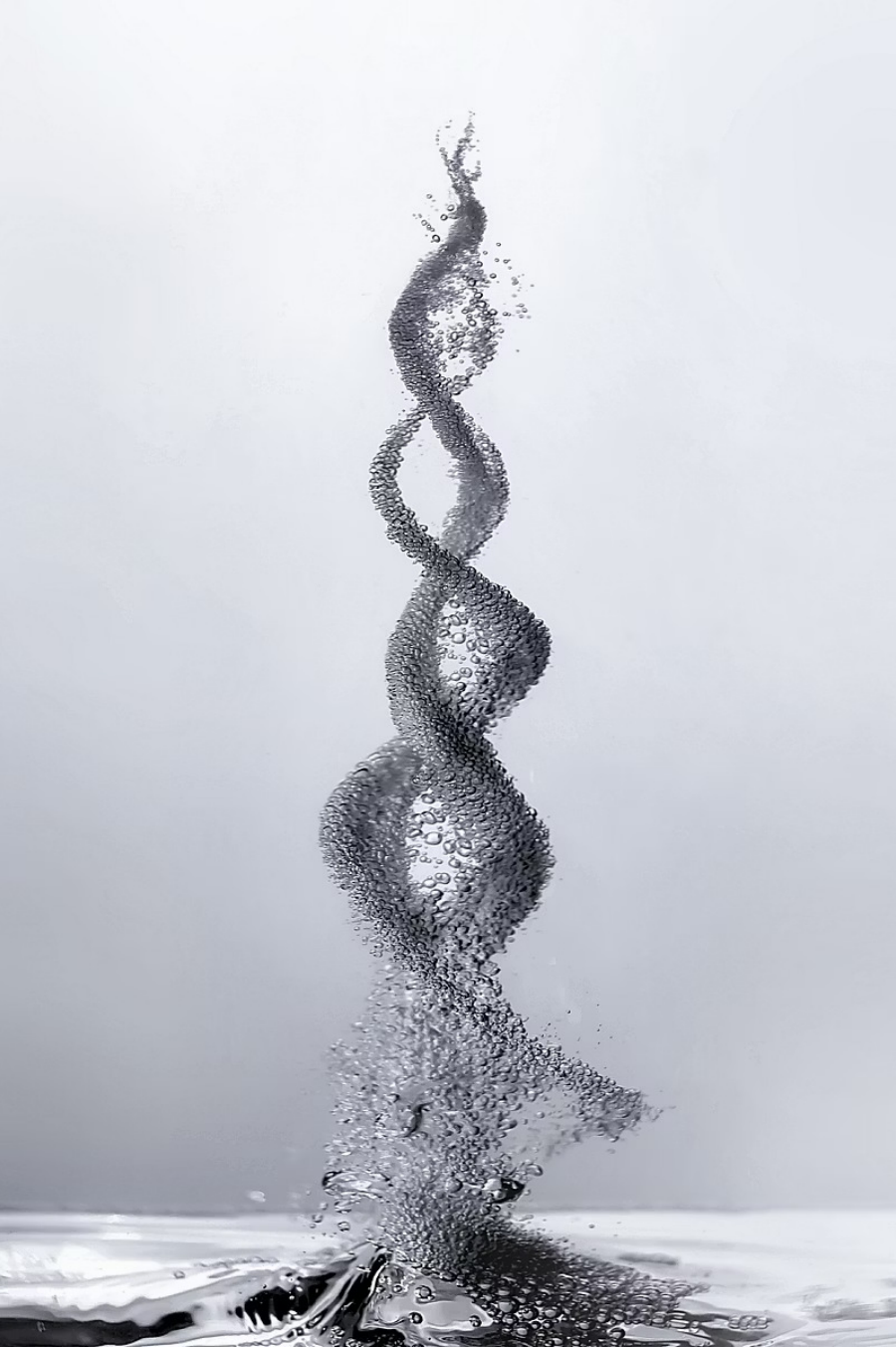
Not a product. A category no one else can enter.

"I didn't engineer a better product.

I engineered a way out — and I'm handing you the keys."

— Stefano Brioschi, Founder · ABT® patent holder · 15 years · 400+ Italian centres





**The distributors winning right now
made one decision:
stop competing inside a
commoditized category.**

Start owning a new one.

They didn't find a better product.

They found **a different game to play.**

Not more molecules to explain.

Not devices that require CAPEX and licensing.

A patented technology that works where skin actually performs — and that no competitor can copy or replicate.

This is the decision in front of you now.



There's a territory in your market that no one has claimed yet. This is it.

Cellular Environment Skincare — powered by ABT®

Not a better product in a crowded category.

A new category — **with your name on it.**

The first distributor to enter owns it.

Every competitor who follows
is just confirming you were right.

In your market, that first-mover position is still available.

Here's why it works and why nothing else does the same thing.

Every product you've ever distributed worked **on the cell**.
Actives, peptides, retinol — they all try to fix, stimulate, or repair.

ABT® works on something different:
the water environment where the cell lives and performs.

When that environment is restored,
the skin doesn't need to be pushed.
It performs on its own.

That's why the results happen without stress, without devices, without downtime.





"That's what creates natural, spontaneous loyalty." Flora Cosmai, 10 years. 67% retention.

Nati is an ecosystem where science and biophysics meet the purest manual skill. It's a reset — a return to balance. Our clients feel the difference between a standard treatment and our protocol. They see it with their own eyes, and they feel a deep sense of wellbeing hours after the session. That's what creates natural, spontaneous loyalty.

Flora Cosmai

Owner, Fascino Estetica — Milan

Technical Director of Nati

Nati partner for 10+ years · 67% client retention · Zero adverse reactions

40 salons. €560K/year.*

That's the category you'll own in your market.

Key performance metrics

€14,000

avg annual revenue per salon
(Year 2)

60%+

treatment rebooking rate

25%

retail-to-service attach rate

40%

Inactive Customer
Reactivation Rate

Revenue scenarios

Active salons	Est. distributor revenue
10	~€100K / year
20	~€240K / year
40	~€560K / year

Full training and marketing included. No CAPEX required. Based on Italian market data.

*Based on Italian market data. International projections available on request.

Device-level results. Cosmetic simplicity.

No other brand occupies this space.

Where Natì sits

Category	Limitation
Cosmetics	Low performance
Devices	High cost / complexity
Medical	Invasive

✔ Natì = Device-level results. Cosmetic simplicity.

+65% hydration



Measured. Independent. Placebo-controlled · 40 women · 28 days · Etichub / University of Pavia, 2025

80% of participants reported visible improvement in brightness, smoothness and skin comfort.

+25% radiance

-26% surface roughness

-28% wrinkle depth

100% Microbioma integrity

Microbiome-Safe Integrity · 16S Metagenomic Analysis · Etichub / University of Pavia Natì Technology preserves the skin's first biological barrier entirely.



In vitro · human fibroblast cell lines · Res Pharma / Integra · Report 18120_NT_EFF

+20% ATP cellular energy · **+38.5%** elastin production · **-97%** inflammatory markers

Your competitors are waiting. That's your advantage.

- ❏ In a contracting market, the window to own a new category is actually wider because fewer competitors are moving.

That window won't stay open. → export@nati.it

**You're not adding a product
You're becoming the distributor who owns a category.**

Alberto Galli

Export & Business Development Manager
NATÌ Water Skincare

export@nati.it

 nati.it

