

**BENDER
EXTENDER**
HERBAL HANGOVER SUPPORT
+ VITAMINS

BEFORE YOU BOOZE
ONE CAPSULE

BENDER EXTENDER

**BENDER
EXTENDER**
HERBAL HANGOVER SUPPORT
+ VITAMINS

BEFORE YOU SLEEP
ONE CAPSULE

BEND, DON'T BREAK.

What is it?

Our all-natural two-part hangover pills reduce the symptoms associated with alcohol consumption supporting an all-around **longer, more enjoyable, bender.**



Equally as Important: The Bender Extender is a lifestyle brand. We're leaning directly into party culture, the war zone that boozing really is, and the ridiculousness of it all, for a content, collaboration, and growth machine.



How does it work?

Take one “**before you booze**” capsule with 250ml of water prior to consuming alcohol.



Take one “**before you sleep**” capsule with 250ml of water when it's time to go to bed.



Wake up in the morning feeling **pretty damn good.**



Extend your **bender.**

(or, just go about your day having avoided a hangover)

The Science:

The Bender Extender formula utilizes natural ingredients proven to combat the physical symptoms associated with hangovers and support liver function. Our signature two-part blend maximizes the body's ability to process alcohol & detoxify without negative side effects. Yes - it actually works **& over 3500 test subjects would whole-heartedly agree.**

“Before you Booze” Formula:

Milk Thistle Extract: Supports liver health, promotes liver cell regeneration, and reduces inflammation.

Dandelion Extract: Aids detoxification, supports liver function, reduces bloating, and improves digestion.

Astragalus: Boosts immunity, reduces inflammation, and helps the body cope with stress.

Grape Seed Extract: Protects liver cells, combats oxidative stress, and supports cardiovascular health.

Ginger: Reduces nausea, aids digestion, and alleviates hangover symptoms like headaches.

Vitamin B1 (Thiamine): Restores energy metabolism, reduces hangover severity.

Vitamin B6: Improves mood stability, reduces nausea, and supports neurotransmitter synthesis.



“Before you Sleep” Formula:

Activated Charcoal: Serves to absorb toxins, minimizing alcohol's impact on the body.

Activated charcoal has been used commonly in medical settings to treat certain poison cases, including alcohol poisoning. Activated charcoal works by binding to toxins in the stomach and intestines, helping to prevent their absorption into the bloodstream, and as a result mitigating hangover symptoms.



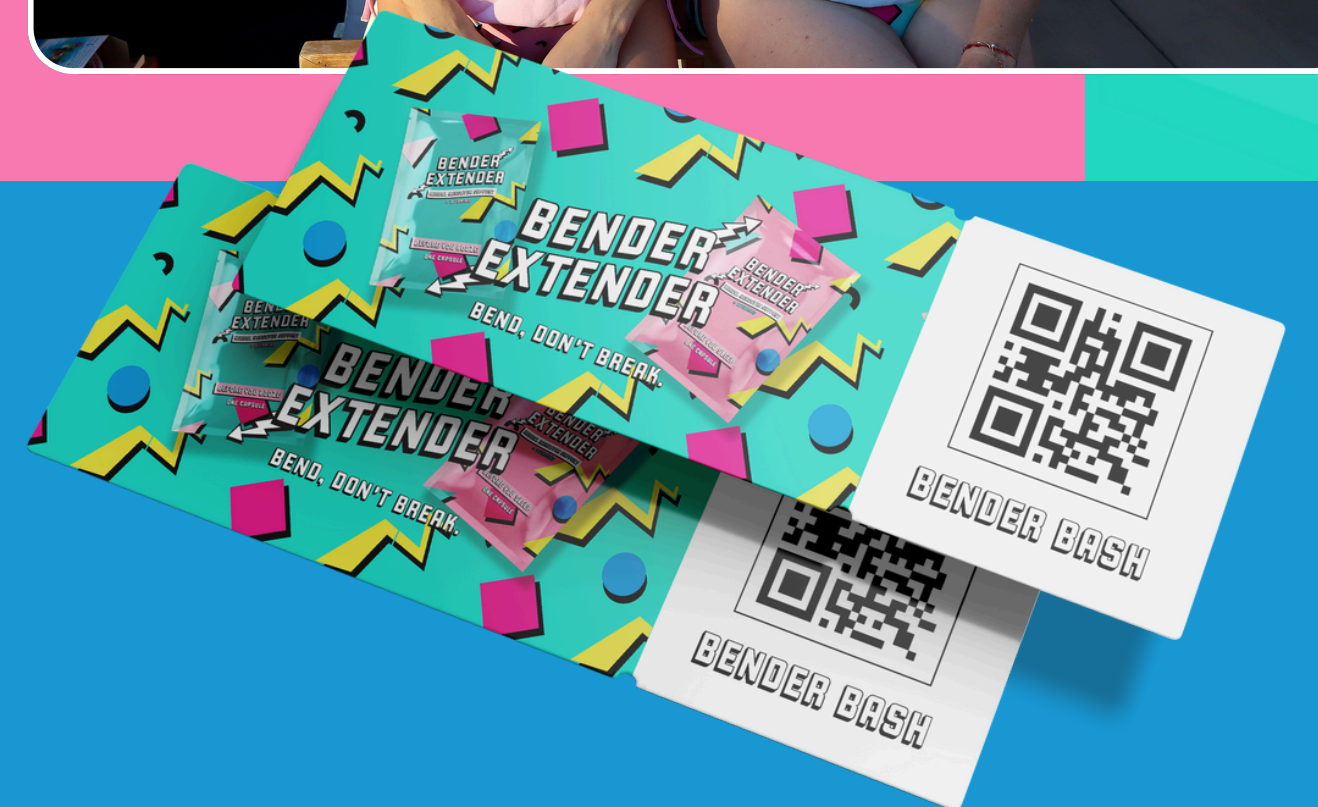
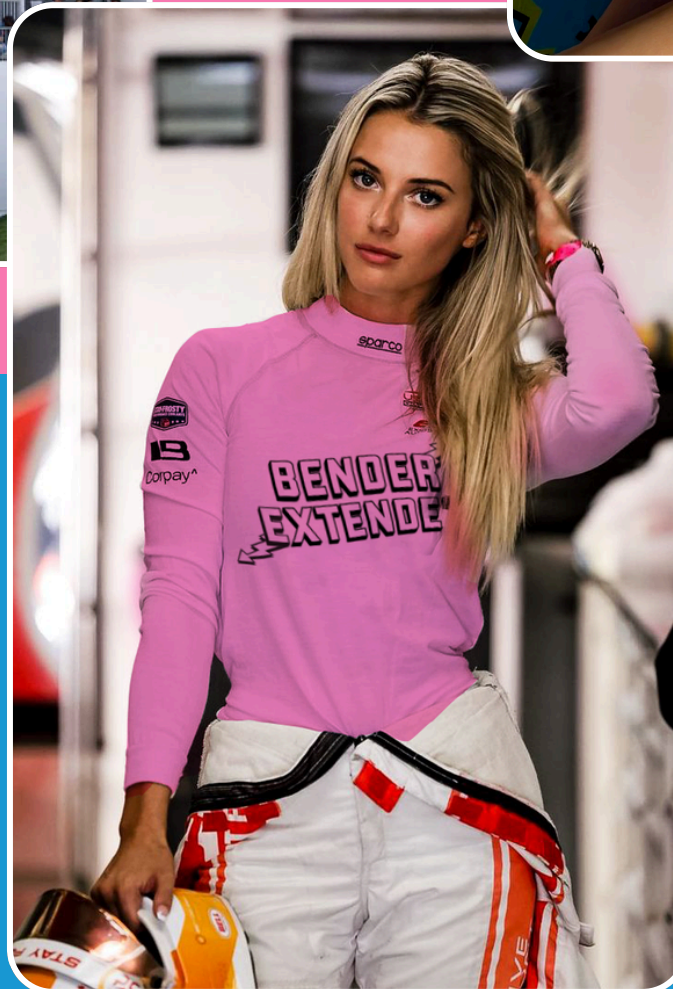
Price Point:



Our current direct-to-consumer offering is a 5 serving “Party Pack” that contains 5 individually wrapped “before you booze” and 5 “before you sleep” capsules at \$20.99.

Retailer/Bulk Orders	Tiered discounts 20-35% (Cost: \$4.00-\$3.25/Serving) Orders < 10,000 Units
Wholesale	Tiered Discounts 40%-50% (Cost: \$3.00-\$2.50/Serving) Orders > 10,000 Units
Point of Sale Price	\$5.00-\$8.00 /Serving (Suggested)

Vision: Become the Red Bull of Partying



Bender Merch:

The staff at your venue's launch party, your liquor company's collab event, Bender Extender influencers, bachelorettes, you name it - they're all going to be branded & **bendered out** for **maximum impact**.



The Bend-Kini



The Bender Bucket Hat



Bender Pool Towels



Bit of a Bender Sweater

& so much more..

Retail Opportunities:

Bender Extender Up-Sells with Shot Orders:

Why not up your per/head spend \$5 & save a few patrons crippling hangovers while you're at it?



Bender Extenders on the Bottle Service Menu:

Sure - there's an upsell there, but more importantly there's a content making machine.



Bender Extender Cocktails:

Bender Extender Electrolytes are dropping in a few months... "Oh you guys are in town for a bachelor party? Sounds like you need a round of Bender Extenders!"



Extenders to-go, Point of Sale displays, you name it:

Regardless of your set-up, if you're in the hospitality industry, there are endless opportunities to push Bender Extenders out the door.



Don't Forget the Added Value:

If your guests, patrons, and event attendees could wake up feeling even 30% better in the morning, this means they're much more likely to:

- Show up a bit earlier the next day
- Consume a few more drinks the next day
- Attend when they may not have felt up to it otherwise
- Have a more positive overall experience, & feelings towards their experience



There is money to be made on Bender Extender sales no doubt, but we believe the **biggest opportunity** lies within the potential to increase the per-head spend, time at venue, event attendance, etc. of your patrons.



We're looking for collaborations, launch parties, event sponsorships, activations, and just about any other opportunity that can work towards engraining **Bender Extender** into drinking culture.

Oh, & we want to do it with **you.**

whatever you decide to do, just remember:

bend, don't break.



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