

# wemorii™

MEDIA KIT 2024



## COMPANY BACKGROUND

### Introduction

Wemorii, a pioneering brand under its parent company Bio Creative Labs, stands at the forefront of natural product innovation within the personal care category both in the United States and internationally. Bio Creative Labs, known for its commitment to quality and innovation, ventured into the essential oils and diffusers market with a vision to bring something revolutionary to the space.

### Genesis of Innovation

The inception of Wemorii was sparked by a realization: the essential oil and aromatherapy industry was ripe for innovation. In a market saturated with hundreds of oils and countless blending possibilities, the process remained manual, cumbersome, and often imprecise. Users faced a daunting task—selecting and blending oils without a clear understanding of the outcomes. This challenge laid the foundation for Wemorii's mission: to automate and demystify the process of creating therapeutic and wellness-enhancing aromatherapy blends.

### Technological Breakthrough

Drawing inspiration from the simplicity and effectiveness of an ink-jet printer, which combines a few basic colors to create a vast spectrum, Wemorii embarked on developing a device capable of transforming the aromatherapy experience. The result is a cutting-edge device that uses just three base blends to automatically create 24 distinct recipes. These recipes are meticulously designed to cater to four key wellness categories: Sleep, Energy, Immunity, and Stress Relief. This innovation not only simplifies the aromatherapy process but also ensures precision and consistency in the wellness experiences it delivers.

### Vision for the Future

Wemorii's initial consumer-based device is just the beginning. With a clear vision for the future, the company is poised to expand its technological advancements into medical and commercial devices. This expansion reflects Wemorii's commitment to leveraging technology for enhancing health and well-being on a broader scale.

### Core Philosophy

At the heart of Wemorii is a belief in the power of innovation to improve lives. The company's approach goes beyond just selling products; it's about creating solutions that foster wellness and make it accessible to everyone. By combining technology with the ancient practice of aromatherapy, Wemorii is not only carving a new category in the market but also promoting a holistic approach to health and well-being.

### Conclusion

From its inception under Bio Creative Labs to its current status as a trailblazer in the home wellness industry, Wemorii is dedicated to pushing the boundaries of what's possible. As we continue to innovate and expand our product offerings, our mission remains steadfast: to enrich lives through technology-driven wellness solutions. Wemorii is not just creating products; it's creating a movement towards a healthier, more balanced world.

SLEEP  
ENERGY  
STRESS RELIEF  
IMMUNITY



# FACT SHEET

## Product Overview

The Wemorii One Home elevates the concept of home wellness through a smart aromatherapy device that offers personalized experiences. With its advanced features, it not only enhances your living environment but also promotes a healthier lifestyle through the power of aromatherapy.

## Key Features

- **Price:** \$199, inclusive of the device and 3 base blends for initial use.
- **Blend Refills:** Available at \$29.99 each, designed for continuous wellness experiences.
- **Cleaning Kit:** Priced at \$29.99, the cleaning kit is essential for maintaining the device's pumps, ensuring optimal performance with a recommended monthly cleaning routine.
- **Diffusion Technology:** Utilizes ultrasonic diffusion for efficient and even distribution of aromas.
- **Coverage Area:** Suitable for spaces up to 1000 square feet, making it ideal for most home environments.
- **Connectivity:** Features WiFi connectivity for seamless operation and integration into smart homes.
- **App Compatibility:** The Wemorii App is available for download on the Apple Store and Google Play, offering user-friendly control.
- **Mood Light Cycles:** Includes mood light cycles that complement each aromatherapy recipe, enhancing the sensory experience.
- **Customizable Lights:** Offers customizable lighting options to match personal preferences and ambiance.
- **Sleep-Friendly Design:** Features a design that allows all LEDs, including the power button, to be turned off, ensuring a disturbance-free environment.
- **Scheduling Features:** Equipped with scheduling capabilities to automate wellness routines according to your lifestyle.
- **Timer Feature:** Comes with a timer feature for setting operational periods as desired.
- **Safety Measures:** Automatically powers off when water levels run low for added safety.
- **Smart Notifications:** Sends app notifications for low oil levels, ensuring uninterrupted service.
- **Longevity:** Capable of up to 17 hours of diffusion, providing extended periods of wellness.
- **Remote Control:** Allows for remote operation from anywhere in the world via the Wemorii App.

## Innovative Technology

The Wemorii One Home introduces patented pump technology, utilizing infrared sensors to ensure accurate dosing of essential oil blends. This innovation guarantees that each aromatherapy session is precise, consistent, and tailored to the specific wellness needs of the user.

## Benefits

- **Customized Wellness:** Select from 24 recipes across categories such as Sleep, Energy, Immunity, and Stress Relief for a personalized wellness experience.
- **Ease of Use:** The intuitive Wemorii App simplifies scheduling, timing, and blend selection for effortless operation.
- **Enhanced Ambiance:** Mood lighting and superior aromas contribute to a more pleasant and inviting home environment.
- **Health and Safety:** Features like automatic shut-off and a silent operation mode prioritize user safety and comfort.
- **Global Accessibility:** With remote control via the app, manage your home's wellness environment from any location.

## How It Works

Utilizing ultrasonic technology, the Wemorii One Home diffuses a water and essential oil mist into the air, offering therapeutic benefits and enhancing your home with pleasant aromas. The device's advanced pump technology, coupled with infrared sensors, ensures precise dosing from three base blends. This allows for the creation of 24 unique wellness recipes, all controlled through the easy-to-use Wemorii App.

## Getting Started

To begin your Wemorii One Home experience, simply connect the device to your home WiFi, download the Wemorii App, and select your preferred wellness recipe. Incorporate monthly maintenance with the cleaning kit to ensure your device continues to provide the optimal wellness experience. For more information and to purchase, visit [wemorii.com](https://wemorii.com) or our Amazon store.





## TEAM BIO

### Jason Freeman CEO & Founder, Bio Creative Labs and CEO, Wemorii

Jason Freeman stands at the helm of Bio Creative Labs as its CEO and Founder, and he extends his visionary leadership as the CEO of Wemorii. With a rich background as a biohacker and natural wellness enthusiast, Jason has dedicated over two decades to pioneering innovations within the beauty and wellness sectors. His journey is marked by a relentless pursuit of integrating technology with wellness to enhance the health and quality of life for individuals globally. Jason's passion for natural wellness is not just a professional pursuit but a personal commitment to exploring and promoting ways to live healthier, more balanced lives. As he spearheads Wemorii, Jason is driven by the vision of leveraging cutting-edge technology to make holistic wellness accessible and personalized, embodying his belief in the transformative power of tech-enabled health solutions.

### Cody Jameson COO, Bio Creative Labs and CTO, Wemorii

Cody Jameson brings a unique blend of creativity and technological prowess to his roles as COO of Bio Creative Labs and CTO of Wemorii. As an artist turned software engineer, Cody embodies the intersection of aesthetics and innovation, with a deep-rooted passion for enhancing well-being through technology. His career is characterized by the development of products that not only push the boundaries of technology but also prioritize the health and wellness of users. Cody's advocacy for health extends beyond his professional endeavors, reflecting a holistic approach to wellness that encompasses both physical and mental well-being. At Wemorii, he is instrumental in driving the technological advancements that underpin the brand's innovative products, ensuring that they deliver on the promise of improving lives through thoughtful, well-crafted solutions. Cody's vision for Wemorii is to create a world where technology serves as a bridge to healthier, more fulfilling lives.













