

SCOUGH

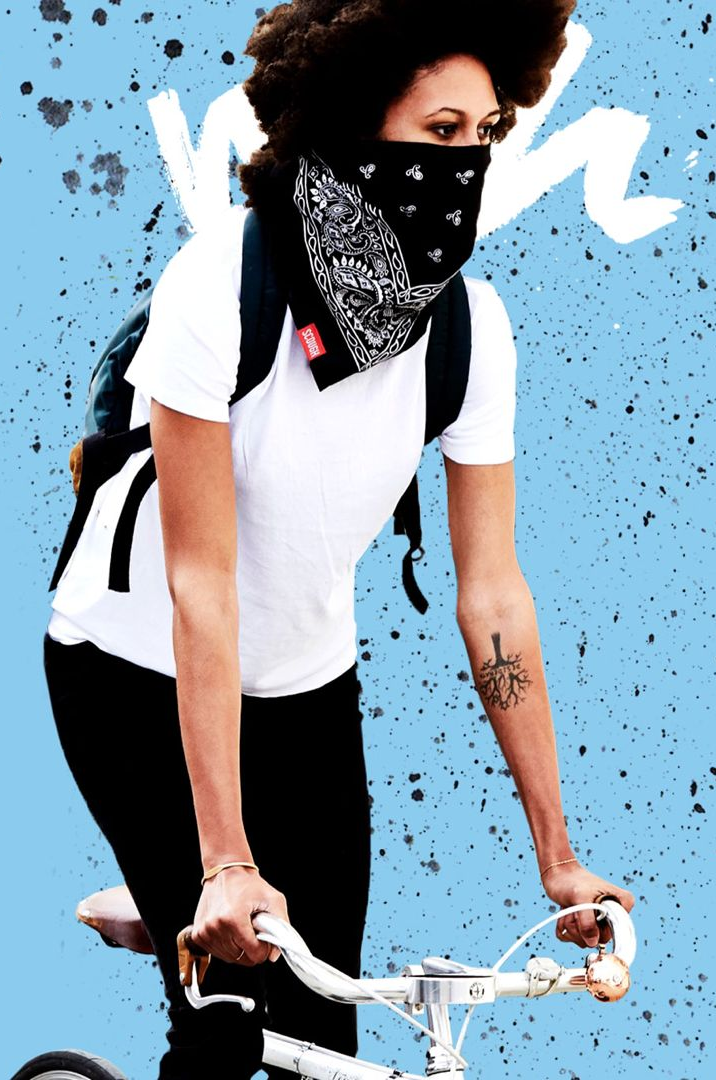
MADE IN BROOKLYN

Pollution and flu/virus/germ-filtering scarves

FRESH AIR EVERYWHERE



How will you breathe
mindfully when urban
life exposes you to
allergens, pollution,
viruses, or worse?



Hello. We're Scough.

We're a new **category** of
fashion and **science** apparel.

We're lab-tested
military-grade **filtering**
scarves and bandanas to help
consumers breathe freely in
increasingly hostile and any
dangerous environments.

SCOUGH
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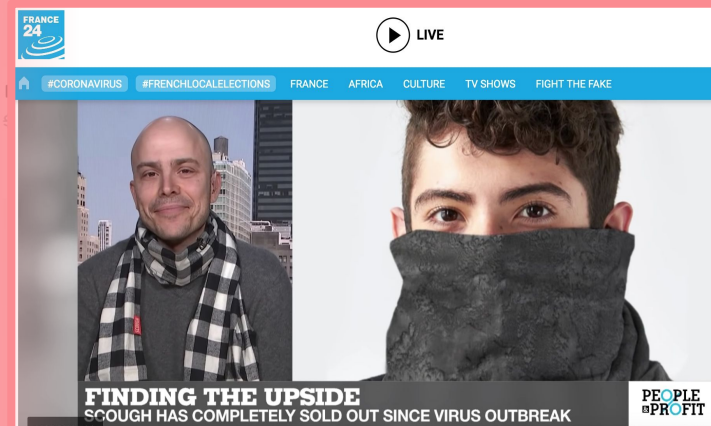
Today there is huge market demand for this category

Thousands sold

Flu and virus concerns emptied our inventory

Daily pre-order & wholesale requests globally

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Scough is a design solution to public health crises

A high-grade replaceable filter hidden in a remarkable scarf or bandana.

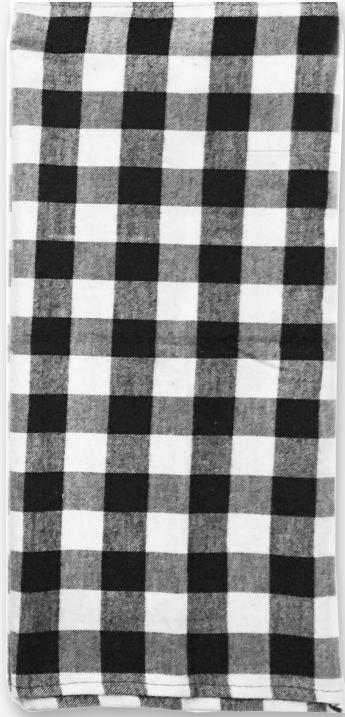
Our design features an elastic strap worn at the base of the neck to make wearing a filtering barrier as comfortable as possible. It helps anyone breathe mindfully in uncertain times.



Activated
carbon filter



Scarf



Bandana

**An activated
carbon filter
inserted into a
protective scarf
or bandana**

4 simple steps to protection



Loop over head



Adjust around
base of the neck



Wrap

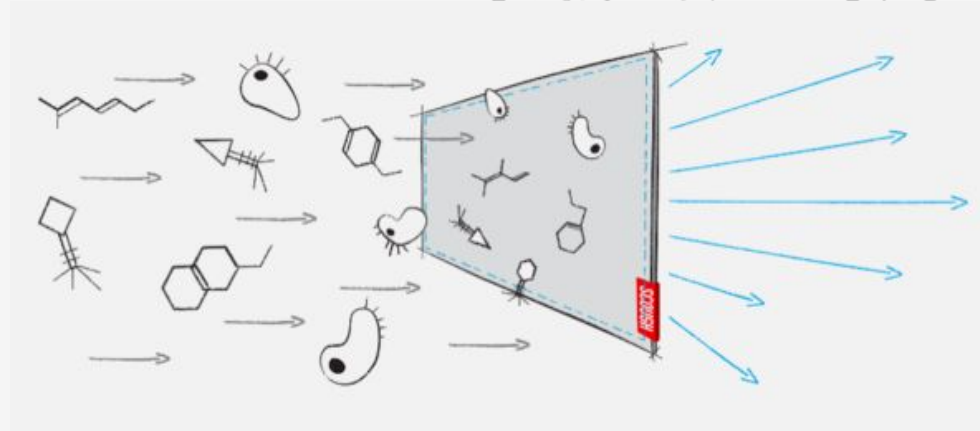


Tighten and crimp
around nose

Our filter is made of state-of-the-art materials

Highest quality active carbon material on the planet

Embedded silver nanoparticles to kill bacteria and virus



We recommend replacing and reordering a new filter every 90 days (3 months)

Test conducted by Nelson Labs to filtration levels of 99.4% efficiency. Filter approved for use by the UK Ministry of Defense

Nanoparticle size is less than 5 nm. Nanoparticles have the highest surface area to volume ratio giving the maximum enhanced bactericidal activity

Lab-tested

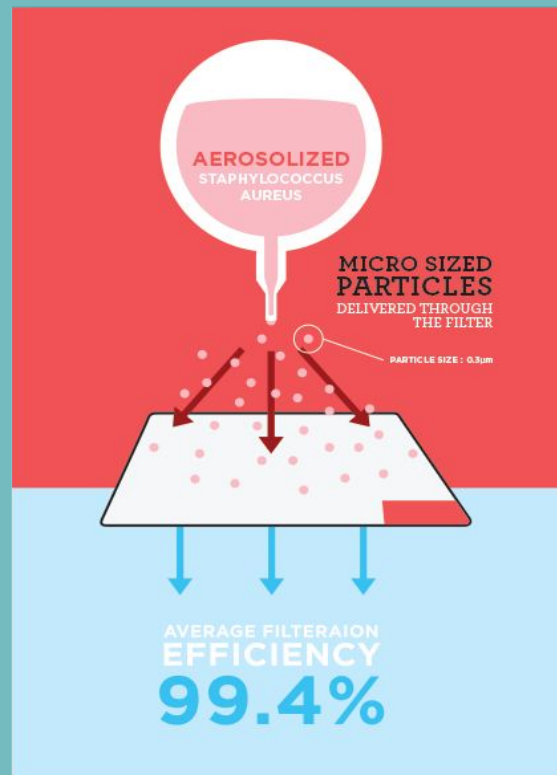
Passing the same lab tests performed on medical N95 masks and protective 3-ply blue face masks



SCOUGH

FINAL REPORT

BACTERIAL FILTRATION EFFICIENCY



DETERMINING FILTRATION EFFICIENCY

BFE Bacterial Filtration Efficiency

SUBJECTS

Test Article : Sample 1, Sample 2, Sample 3

Laboratory Number : 780540A

Test Procedure(s) : Standard Test Protocol (STP)

RESULTS

What we got

A suspension of *Staphylococcus aureus* was aerosolized using a nebulizer and delivered to the test article at a constant flow rate and challenge delivery.

The challenge delivery :

CFU (Colony Forming Units) : $2,200 \pm 500$

MPS (Mean Particle Size) : $2.0 \mu\text{m} \pm 0.3 \mu\text{m}$

The aerosol droplets :

Drawn through six-stage, viable particle, Andersen sampler for collection.

Test method complies with :

ASTM F2101-07 & EN14683:2014, Annex B

Customers are happy

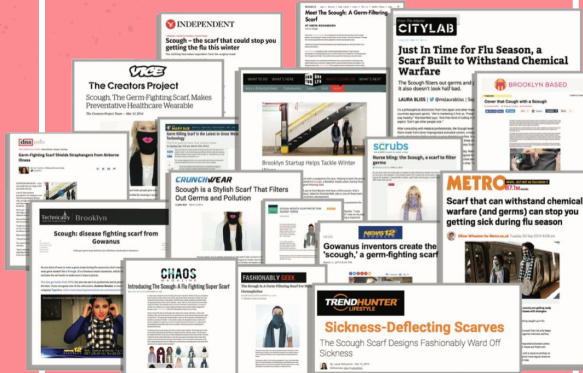
“

I am thanking you now more so because I have use for your product again. My husband is now healthier. However, we have been affected by the most recent wildfires burning in Northern California...

...I coughed and sneezed more in my house without a Scough than when riding with one. I had to ride through thick smoke on the way to work. It gave me peace of mind to know that I can focus on riding and not on whether I would get nauseous or faint from the pollutants in the air. Thank you very much! I continue to recommend your product.

”

Press are excited



Celebs are ordering



Why wear a mask...

Customers who love:

Wearability
Style
Filtration
Comfort



...when you can wear a Scough?

We've kept people around the world safe

From:

- Seasonal winter flu
- California and Australian wildfires
- Air pollution in the US and Europe
- Daily commute through smog/fog/haze

Our audience is diverse

- Pollution plagued populations
- The unstoppable immuno-suppressed
- Urban commuters
- The woke and fashionable
- Right now: Everyone who is looking to go outside



Next steps

- 1** Receive bandana and scarf samples for your team's review
- 2** Review Lookbook and Linesheet
- 3** We are prepared for wholesale delivery & drop ship to US, Canada, Europe

Scough reminds you to take long, deep breaths. And we're here to help keep families healthy from flu, allergies, smog, stink, **plus a once-in-a-century pandemic virus** and bring awareness to particulate matter pollution that kills millions of people annually.

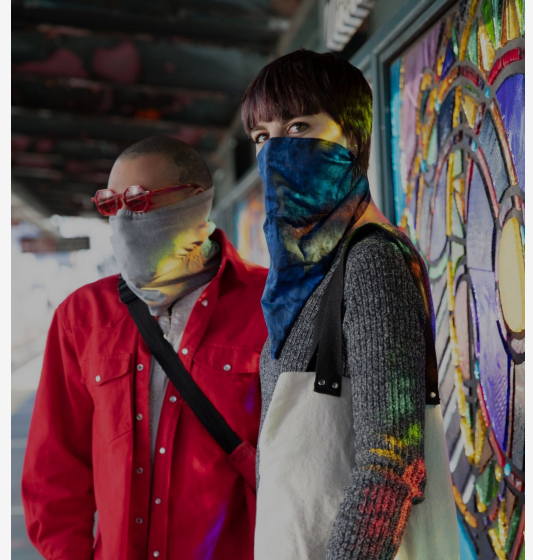


Appendix of scary statistics

(deep breaths)

- 16% of all deaths worldwide attributed to particulate pollution
- 3x more than AIDS, TB, and malaria combined
- 15x more than from all wars and violence
- In the most severely affected countries, pollution accounts for more than 1 death in 4

Bandanas



Scarves

