



BUSINESS EXECUTIVE BRIEF

EMPOWERING
IMMUNITY
NATURALLY

IMMUNOCEUTICA OVERVIEW

A properly functioning immune system is the key and common thread that helps to keep the body healthy and free of disease.

The goal of ImmunoCeutica Inc. is to naturally enhance human and animal health through immune-focused testing, manufacturing, and promoting immunoceutical products.

OUR VISION:

To educate, empower and equip the global community to achieve health & wellbeing more naturally.

OUR MISSION:

To provide research, education, laboratory services and immunoceutical products that improve the health of all living beings.

OUR VALUES:

Evidence-based Research, Innovation, Integrity, Transparency, Team-centred, and Education

THE SCIENTIFIC TEAM

A core group of highly credentialed, award-winning scientists has been assembled. The three principal scientific leaders are:



Dr. Bonnie Mallard

Professor of
Immunology and
Immunogenetics



Dr. Niel Karrow

Professor of
Immunotoxicology and
Nutritional Immunology



Dr. Byram Bridle

Assoc. Professor of
Viral Immunology
and Cancer Biology

PRIME OPPORTUNITY



PROBLEM/OPPORTUNITY:

- Infectious diseases, inflammatory conditions, cancers, autoimmune disorders and, allergies are increasing, affecting both human and animal populations.
- There is a significant and growing need for innovative healthful products and services focused on these areas of concern.



SOLUTION:

- Immunoceuticals are one of the emerging treatment options that would address the current unmet needs more naturally.
- ImmunoCeutica Inc. is poised to become the premier provider of research, education, services, and products to take advantage of these growing global market opportunities.



INVESTMENT OPPORTUNITIES:

- ICI Membership
- Project Contribution
- Investment Loan
- Share Purchase





John Slater (Business Manager)

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MARKET POTENTIAL

-  Immune-related health concerns are increasing, affecting diverse populations of humans and animals worldwide.
-  Current treatments are somewhat ineffective but a properly functioning immune system can restore and maintain body health.
-  There is increased public awareness regarding new prevention and healing strategies that rely on more natural approaches to improve human and animal wellbeing.
-  Immunoceuticals are one of the emerging treatment options that would address the current unmet need. "Immunoceuticals" is a novel term, which means immunological products and systems that naturally improve the immuno-competence of individuals.

-  The solution to these challenges includes developing novel innovative health solutions and products to meet the need.
-  The immunoceutical space is a unique niche within the nutraceutical industry promoting products that benefit the immunological health.
-  The nutraceuticals market (which includes immunoceuticals) is a multi-billion dollar global industry expected to grow 5.62% annually within Canada from 2019-2024.
-  Competitors include large pharmaceutical companies and smaller natural product companies with primary distribution channels being health food stores, supermarkets, convenience stores, and direct-to-consumer companies.

IMMUNOCEUTICA BUSINESS GOALS

- **Research:** To perform research to create innovative immunoceuticals focused on optimizing immune health naturally.
- **Education:** To equip the global community to pursue and apply knowledge to bring about positive change in healthcare.
- **Services:** To provide laboratory and consulting services of the highest standards to support the natural health & well-being of the global community.
- **Products:** To offer novel immunoceuticals and related in-demand products that improve health and empower clients to be in control of their well-being.

IMMUNITY INSIGHTS

A properly functioning immune system is the key and common thread that helps to keep the body healthy and free of disease.

Dr. B Mallard

I've been humbled by the complexity of the immune system; it protects us from invaders, tolerates friendly microbes, and heals us from within.

Dr. N Karrow

Naturally sourced immunoceuticals are an ideal way to ensure optimal functioning of our immune system, which is exquisite in its design and specificity.

Dr. B Bridle



John Slater (Business Manager)

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