



EVERYDAZE



Collagen Snack



**WELLNESS
SNACKS**

Kombucha Powder



BEVERAGES

Collagen Supplement



BOOSTS



Vitamin C Snack



RTD Pouch Drinks



Apple Cider Vinegar Tablets

EVERYDAZE CURATION



+ As Seen On TV, Hannam Chain, Sammy's Department Super Store, and many more.

Also available in 600+ Brick & Mortar locations

International Expansion

Australia, New Zealand,
Germany, Korea, Japan,
Philippines, Vietnam, China,
and Hong Kong

20,000,000+ SOLD

Over 4.3 million pouches on **COSTCO** WHOLESALE alone

Since its launch on Costco, Essential C's Konjac Jelly has sold out more than seven times. During the New Year promotion, it performed #1 in sales within the category.

DRINKCATION

Refreshing
Escape

“Drink” &
“Vacation”

Zero
Sugar



flavors that take you places

**ENJOY
VACATION
FLAVORS****LOW CAL
0g SUGAR**

Every sip should be an experience. Inspired by the joy of discovering new places and flavors, we created DRINKCATION to bring the essence of a vacation into your everyday life.

READY-TO-DRINK: SIPPING & RELAXING

Whether you're dreaming of a tropical beach, a cozy café, or a vibrant city, DRINKCATION is here to take you there — one sip at a time.

1 **TEAR
OPEN**

**POUR
OVER
ICE**

3 **ENJOY!**



NEW ARRIVAL



APPLE CIDER VINEGAR CRUNCH

Experience the benefits of Apple Cider Vinegar in a delicious, crunchy bite. Our ACV Crunch offers a convenient and tasty way to support your wellness journey — **no harsh vinegar taste**, just pure enjoyment!



SMALL BITES, BIG BENEFITS: Healthy fun in every crunch!

- ✓ **1000mg of Apple Cider Vinegar**
From 100% Organic Apple
- ✓ **With "The Mother"**
Optimal Gut Health Benefits
- ✓ **Enriched Vitamin B12**
Energy & Nerve Function
- ✓ **& Chromium**
Blood Sugar Regulation



Chewable Mini Tablets



EVERYDAZE Apple Cider Vinegar Crunch is a form of mini-sized chewable and crunchy tablets infused with 1000mg of Apple Cider Vinegar (ACV) with **"The Mother"**, which helps with **blood sugar level regulation, digestion, and detoxification**. It is additionally enhanced with essential nutrients for energy & metabolism, like **Vitamin B12, Chromium**, and minerals, served in convenient and travel-friendly stick packaging.

EVERYDAZE

BRAND
OVERVIEW

Plant-Based Konjac Jelly

Low Calories, Fruit Flavored Multi-Functional Jelly Snack

#1

Bestselling
In The World



Functional

- ✓ Travel-friendly packaging
- ✓ Satisfy sweet tooth
- ✓ Daily dosage of essential supplements

Guilt-Free

- ✓ No fat and almost no calories
- ✓ Aid in weight management
- ✓ Improving cholesterol levels

Wellness Trend

- ✓ Health-boosting products
- ✓ Self-care practices
- ✓ Healthy snacking alternative

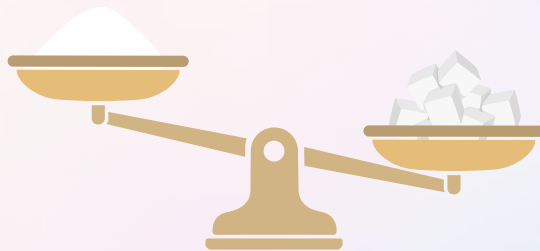
Our konjac jelly is made with a natural sweetener, Erythritol. It is not metabolized and safely exits the body. It is naturally found in foods such as grape, pear, and watermelon.

Safety Confirmed by



For Sweetness

Erythritol & Konjac



Erythritol

1 g: 0 kcal

vs

Sugar

1 g : 4 kcal



Root Vegetable

This plant has a viscous dietary fiber, Glucomannan, which is made into a jelly form. Maintaining its extremely low-calorie content and viscosity, it can provide fullness with almost no calories.

Essential C's Konjac Jelly

Upgrade your snack experience with a boost of beauty from within



Peach



Mango



Green Grape



Watermelon

BT21 Collection
©BT21



Lychee



Korean Pear



Yogurt

Collagen

Joint & Muscle*
Hair & Nails*
Skin Elasticity*

+

Vitamin C

Strong Antioxidant*
Immune Health*
Healthy Skin*



amazon

Sales Ranking
#2 Fruit Juice Beverages
#154 in Grocery & Gourmet Food

Better Together: Collagen + Vitamin C

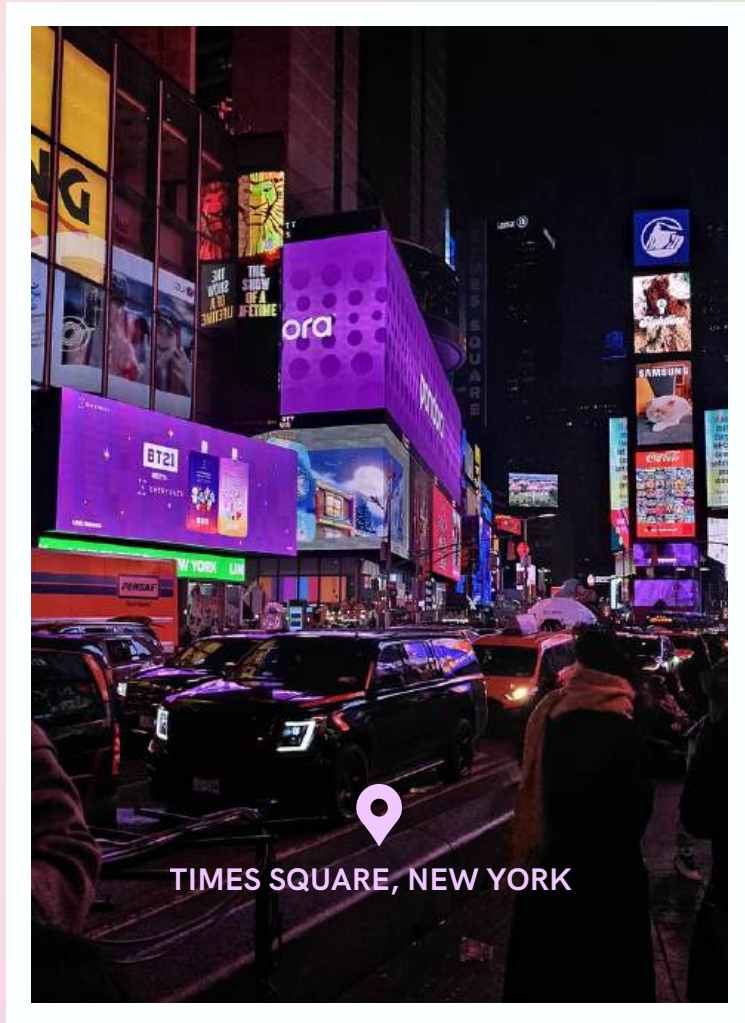
1000 mg

400 mg



It's the combination of these two that effectively recharges your skin and health. When the body works to build up Collagen, it crucially needs the antioxidant, Vitamin C to effectively complete the protein construction. Therefore, Vitamin C is needed to maintain Collagen levels.

License Partnership: LINE FRIENDS **BT21**



A collaborative project to create unique designs and memorable snacking experiences with the cutest BT21 characters: KOYA, RJ, SHOOKY, MANG, CHIMMY, TATA, COOKY, and VAN.

Sweet Jelly C Konjac Jelly

+ Vitamin C / 400 mg



Strawberry



Pineapple



Grape

ONLY
5
CALORIES

Sweet Jelly C is a plant-based konjac jelly that is a great snack option for adults and children alike. Upon consuming your daily dose of Vitamin C, you can enjoy the refreshingly fruity taste and chewy, fulfilling texture only at 5 calories per pouch.

amazon

Sales Ranking

- #4 Fruit Snacks
- #168 in Grocery & Gourmet Food



Packaged in Box of 10

Vitamin C is a powerhouse antioxidant that helps maintain good health – especially with immunity and body tissue repairs. Since the human body cannot naturally synthesize Vitamin C, it is essential to obtain it from diet.

Worry Free Formulation



ZERO SUGAR



KETO FRIENDLY



FAT FREE



CRUELTY FREE



GLUTEN FREE



VEGAN

Friendly for various types of specialty diets!

All of our konjac jelly products are vegan, keto-friendly, fat-free, gluten-free, zero sugar, and cruelty free.

ESSENTIAL COLLAGEN SOLUTION

JELLY STICK

3000 mg

Vegan Collagen Peptide

+

Fruit Concentrate For
Natural Flavoring and
Vitamins & Minerals

VEGAN ■ GLUTEN FREE

Compact & On-The-Go Bite For
Quick & Potent Collagen Intake



Peach



Mango



Green Grape



Pomegranate

Size: Net Wt 0.7 oz (20 g) Per Stick vs Konjac Jelly 5.07 fl oz (150 mL) Per Pack



Plant-Based
360 Da

VS



Fish Derived
1000 Da

VS



Cow Derived
3000 Da

Vegan Collagen Peptide

For Better Absorption

Smaller Molecular Size = More Absorption

The above image figuratively represents the average Dalton size of different types of collagen i.e. derived from either plant, fish, or cow. Since plant-based collagen has the smallest molecular size, it quickly and efficiently penetrates through and is better absorbed into the skin.

Strawberry
Kiwi

Lemon
Ginger

Pineapple
Passionfruit

Grapefruit
Black Tea

Peach

Green
Grape



: RESET KOMBUCHA

EVERYDAZE Reset Kombucha is a beverage powder mix that instantly makes a **gut-supporting fermented tea** beverage with a quick **mix of water**. This refreshing **fruit-forward** kombucha promotes gut health with **prebiotics and probiotics** and is a great alternative to sugary soda and juices.

- ✓ Enhanced Beverage Experience
- ✓ Hassle-Free, Indulgent & Multi-Functional Drink
- ✓ 10 billion CFU Plant-based Probiotics Per Serving
- ✓ Resets & Boosts Gut Health

KOMBUCHA ON-THE-GO



VEGAN
PRE+
PROBIOTICS



NO SUGAR
ADDED



UNDER
21 CALORIES



NON-
ALCOHOLIC



BRAND
OVERVIEW



Marketing & Exposure

Press & Media Coverage

MEDIA FEATURES : Growing Audience (U.S. Nationwide & International)



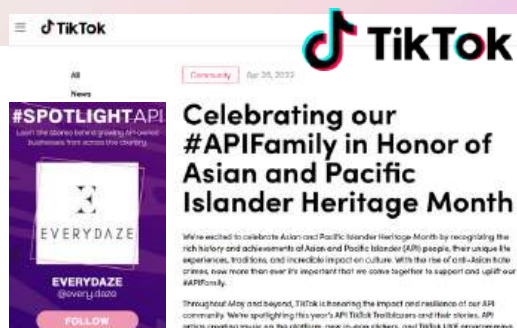
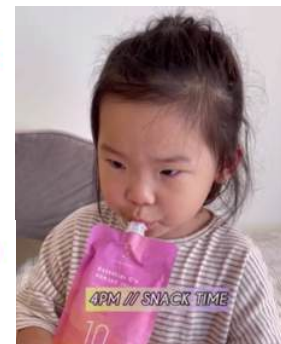
875 Following 15.6M Followers 749M Likes



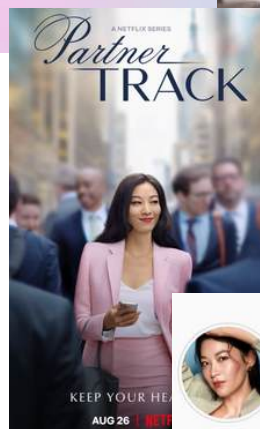
6 Following 3.5M Followers 111.5M Likes



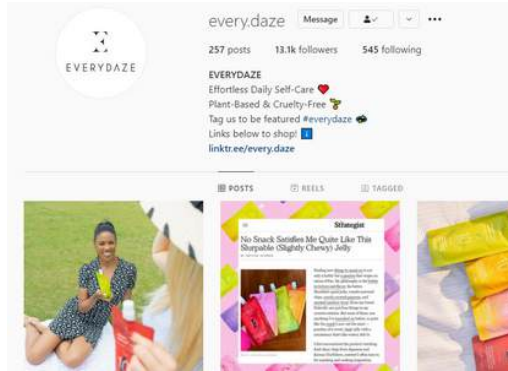
171 Following 4.3M Followers 226.1M Likes



1 Out of 10 brands to be featured by TikTok
Joint Live Shopping Event for AAPI Heritage Month



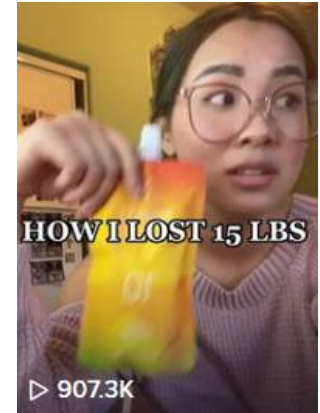
SOCIAL MEDIA & INFLUENCERS



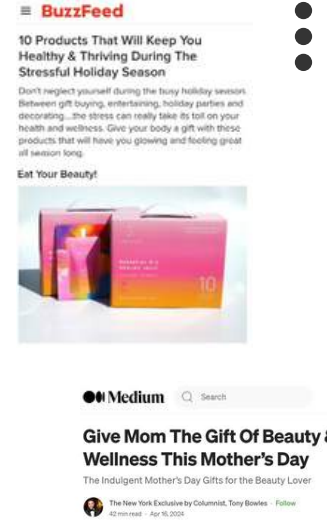
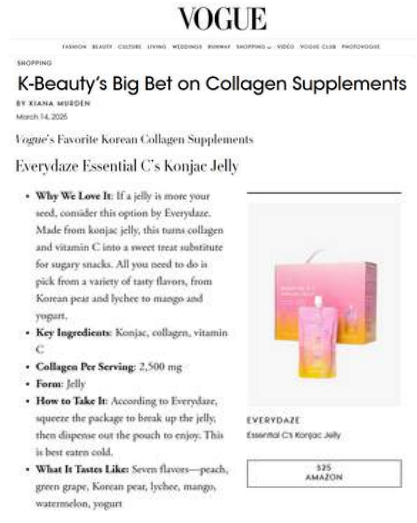
@ every.daze

Instagram 22.3k followers

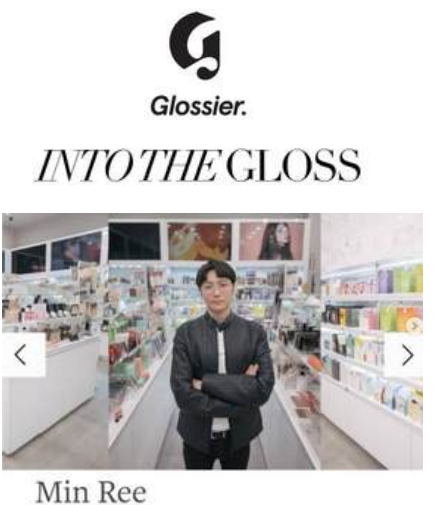
TikTok 51.9k followers



PRESS & PUBLICATION



With a strong 2000mg dosage of Type I collagen, this perfect collagen and on-the-go line for quick & potent collagen booster makes it perfect for your daily routine, hair & nails, and skin elasticity. Improve your collagen naturally with this effective and delicious fruit flavored line with additional vitamins & minerals from natural fruit concentrates. It's the perfect healthy snack or treat for you or your loved ones.



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