

CS Bioscience Inc.

Robert R. Nordquist, Pres. & COO

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www.Revitin.com

Maintains “biofilm homeostasis” for one’s mouth



Management:

Gerald P. Curatola, DDS, Chair / CEO
 Robert “Bob” Nordquist, Pres / COO
 David J. Shuch, DDS, VP / CSO
 Stephen H. Moss, DDS, Science Advisor
 Dan Conley, OnCallCFO Business Advisor

Industry: Dental Consumer bio-products
 Natural + green consumer goods

Position: New Best Dental Care materials

Full-time Employees: 1, Bob Nordquist /
 Team of Expert Advisor:

Bank: Citibank N.A.

Auditor: Eisner, previous books

Law Firms: Todtman, Nachamie, Spizz
 & Johns, LLP (Gen'l Counsel)
 Kalow & Springut, LLP (Intellect Prop
 Olsson, Frank & Weeda, P.C. (FDA)

Capital Raise:

\$3 MM first outside capital round triggers
 major Distribution contract, plus
 down pmt + purchase orders - below
 \$7 mm follow-on fully funds market roll-ou
 and ramps CSBio to \$40 mm in sales.

Use of Funds:

Deliver Products to Distributor via contract
 mfr (toothpaste, oral rinse etc.), launch our
 niche Marketing campaigns, Education &
 gain Key Influencers

- o More Confirmatory Research,
- o More Industry Testimonials,
- o Additional Focus Group Validation,
- o Working capital

Current Investors:

\$1,595,000 Founders, Family & Friends

CSBio has developed a patented, proprietary and all-natural formulation, **NuPath® Complex**, which works with the body’s immune response and with one’s natural oral biofilms that coat soft tissues and create a microflora environment that encourages robust healing and health for the user. Initially we’re launching **Oral Care products**; a toothpaste, rinse etc. for both OTC retail stores and Dental Professionals. NuPath will then be used in skin, and hair care.

Background:

CSBio’s founders are highly respected dental practitioners who created a solution to the dental diseases encountered by Patients in their practices. Their outside-the-box approach will help reduce **perio diseases** (~ 90 % US adults). In 8 yrs we’ve developed a solution to major illnesses caused by one’s oral microflora environment turning into pathogenic as a collective because it was not maintained as “homeostatic biofilm.” Perio disease is not caused by the presence or absence of a single pathogen, pathogenesis is due the lack of a proper homeostatic biofilm collective as a protective barrier. Our NuPath® Complex is unique, protected, proven, and ready to go to market with one of the strongest international dental professional teams giving CSBio has first mover advantage. We seek Angels, Strategic & Synergistic Partners

Management

- **Robert Nordquist**, President/COO has 25 yrs Dental Mgmt experience as EVP, Montage Media, the largest publisher of dental clinical journals; and the VP/ Chief Marketing Officer with Ultradent, the largest direct seller of professional dental products.
- **Gerald Curatola, DDS** – international lecturer, industry leading cosmetic Dentist, author, NYC
- **Stephen H. Moss, DDS** – major clinical education expert; clients in medical, dental, pharma
- **Ef Zaret, PhD CSBio R&D** is former VP R&D, for American Home Products, Hartz Mtn
- **Natural Products Sales** – ready to join, now Director Natural / OTC sales, natural prdts co.
- **HMO/ Physician Group Sales** – ready to join, now Mgr, Managed Care, pharma div. of CPG

Products:

CSBio will launch two lines of products incorporating NuPath® Complex:

- **Revitin™** a user-friendly consumer oral care products designed to help people restore and maintain a healthy oral environment = biofilm homeostasis
 - Revitin™ Oral Care Paste, Rinse, Conditioner & GoodGum™ GoodHealth™ candy products
- **NuPath® Complex** to dental professionals as products for use by dentists and hygienists to treat oral soft tissue problems: Prophy Paste, Pre & Post Treatment Rinse, Tissue Conditioner

Technologies Special Know-how:

CSBio holds several US patents, with Canadian and European patents pending, and we have additional patents and updates ready to be filed.

We also maintain as trade secrets and proprietary information certain key components.

Markets

1.) Professional Dental and 2.) Natural Products We’ll avoid direct competition with major Consumer Products Group (CPG*) companies.

CSBio will market direct-to-consumer via web. Size: Overall: oral care is +\$8 B N.A. +\$11 B worldwide.

Our Natural Oral Care products niche in US > \$ 700MM, growing 20% / yr.

Our Target Consumers = ‘cultural creatives’ = one-fourth of 115,000,000 US households.

Distribution Channels

1) Professional Dental: **exclusive contract with Henry Schein, Inc., world’s largest dental distributor**

Our CSBio contract calls for an opening order of \$650,000 towards first yr purchases of \$1.9 mm, second year of \$6.9mm.

2) Natural Products: non-exclusive distribution via United Naturals, Island Naturals, Rainbow, Kinetic. 3) Direct-to-consumer. www.Revitin.com

Competition: We’ve a detailed competitive analysis. Oral care for mass retail are dominated by Colgate, Proctor & Gamble, GlaxoSmithKline * They are both potential partners and exist opportunities. Our Natural-for-Oral niche is highly segmented. Tom’s of Maine was acquired by Colgate. And in our Specialty high-end product niche, Rembrandt was acquired by J&J. We can demonstrate similarities and advantages to these successes. **CSBio will build a nationally recognized brand - Revitin™ - using our protected, powerful & proven NuPath® Complex technology**

Financial Projections (Unaudited, \$000):	2007	2008	2009	2010	2011	2012
Revenue:	--	\$ 3,025	\$9,178	\$17,239	\$27,727	\$40,494
EBIT:	(\$776)	(\$1,199)	\$ 829	\$ 1,788	\$ 3,605	\$ 8,419

For full business plan contact Bob Nordquist c 801 560 7062 or Dan Conley c 908 917 3537