



**Wet Orchid™**

**Feminine Wellness Solutions**

**Made with Menopause in Mind**

# The Problem

**Millions of women experience vaginal dryness, discomfort, irritation, hot flashes, and skin hydration issues during and after menopause—but these issues are often overlooked or stigmatized.**

- 75% of menopausal women experience vaginal dryness, but only a fraction seek treatment due to embarrassment or lack of awareness.
- Many existing products are messy, ineffective, or not designed with menopausal women in mind.
- Women are left feeling unsupported, both physically and emotionally, during this transformative phase of life.

**The feminine wellness market is worth \$35 billion globally, yet menopause focused solutions are a vastly underserved segment.**

***Menopause is inevitable, but suffering doesn't have to be. The time for targeted, innovative solutions is now.***

# The Solution

## Innovative Feminine Wellness Solutions Designed for Menopause

Wet Orchid offers a range of scientifically formulated, high-quality products to address the unique challenges of menopause, empowering women with confidence and comfort.

### External Vaginal Moisturizers

**Creams**  
**Serums**  
**Balms**  
**Yoni Oils**

To hydrate and soothe the external vaginal area

### Internal Vaginal Moisturizers

**Suppositories**  
**Moisturizing Lubricant**  
**Gel-based Moisturizers**

Provide deep, targeted hydration for internal relief

### Hot Flash Relief Solutions

**Cooling Spray**  
**Portable Mini Fan**

Instant, portable relief for unexpected temperature spikes

# The Solution

## Our Product Line



# Why Wet Orchid Stands Out

### Tailored for Menopause

Designed specifically to address the unique challenges of menopause, from dryness to hot flashes.

### Versatile & Inclusive

While developed with menopause in mind, these solutions also benefit women of all ages dealing with similar symptoms.

### Premium Formulations

Clean, effective, and thoughtfully developed for the modern woman by a woman who knows the journey of menopause

### Market Gap Expertise

Meeting the needs of a rapidly growing, underserved market of menopausal women with solutions they can trust.

# Market Opportunity

## Target Audience

**50 million women in the U.S. are in or approaching menopause, with 6,000 women entering menopause daily. Globally, this market continues to grow as women live longer and demand better solutions for intimate wellness.**

## Market Size & Growth

### Total Addressable Market (TAM):

**The global menopause market is projected to reach \$22 billion by 2028, with a CAGR of 6%.**

### Serviceable Addressable Market (SAM):

**Vaginal moisturizers and intimate care products alone represent a multi-billion-dollar opportunity with significant room for innovation.**

# Market Opportunity(Continued)

## Key Trends Driving Growth

Increased awareness of women's health and intimate care, driven by media campaigns, celebrity endorsements, and evolving societal norms that emphasize self-care.

Rapid growth in e-commerce for health and wellness products, making it easier for women to discreetly discover and purchase intimate care solutions online.

Rising demand for natural, premium, and appealing solutions that address menopause-related issues while empowering women

## Consumer Insights

75% of menopausal women experience vaginal dryness, yet only 25% seek solutions due to stigma or lack of awareness.

90% of women are willing to pay a premium for products with natural ingredients, luxury branding, and effective formulations.

Rising focus on self-care: Women increasingly prioritize intimate wellness as part of their broader health routines, driving demand for high-quality products.

## Revenue Potential

**Capturing just 1% of the U.S. menopause market equates to \$50 million annually.**

**Growth potential through e-commerce, retail partnerships, and innovative marketing strategies targeting women in their 40s and beyond.**

**Global expansion opportunities: Significant untapped potential in emerging markets with growing awareness of women's health needs.**

# Business Model

## Revenue Streams

- Direct-to-Consumer (DTC):** E-commerce through Wet Orchid's website, Amazon, Walmart, with aspirations to expand to Target and similar marketplaces, offering a streamlined and convenient shopping experience.
- Wholesale Partnerships:** Collaborations with retailers, pharmacies, and wellness brands to expand distribution and brand visibility.
- Subscription Model:** Offering recurring shipments of core products to ensure convenience and customer loyalty.
- Private Label Opportunities:** Licensing formulations to other brands or co-branding partnerships.

## Pricing Strategy

**Premium pricing to reflect high-quality, natural ingredients and luxury branding, with competitive margins.**

**Bundling options for complementary products (e.g., lubricant + balm) to drive higher average order values.**

## Scalability

**Highly scalable business leveraging digital marketing and e-commerce, with low overhead costs.**

**Potential to expand into international markets as awareness of menopause and intimate care grows globally.**

# Competitive Analysis

## Overview

We face competition in three key areas: external moisturizers, internal moisturizers, and personal lubricants. Below is a detailed analysis of two competitors from each category and how we differentiate ourselves in the market.

## Competitor Details (Grouped by Category)

The table below outlines competitors for each product category:

CATEGORY	COMPETITOR 1	COMPETITOR 2	KEY DIFFERENTIATION
<b>Internal Moisturizers</b>	Bonafide Revaree	Replens Long-Lasting Vaginal Moisturizer	Gentler formulation with no stinging or unpleasant discharge, offering comparable effectiveness at a fraction of the cost
<b>External Moisturizers</b>	VMAGIC by Medicine Mama Organic Vulva Balm	Good Clean Love	Formulated without aloe vera or propolis to minimize irritation and allergic reactions; enriched with hyaluronic acid for superior hydration; convenient tube packaging for portability
<b>Personal Lubricants</b>	KY Jelly	Astroglide	Free of glycerin, parabens, and synthetic thickeners; uses plant-based thickeners and hyaluronic acid to hydrate without pulling moisture from the vagina

# Marketing Strategy

## Brand Awareness

### **Educational Content:**

Build trust through blogs, videos, and social media posts addressing menopause-related topics and intimate

### **Social Media Presence:**

Showcase the brand on Instagram, TikTok, and YouTube with relatable, empowering content that resonates with women in their 40s-60s.

### **Influencer Partnerships:**

Collaborate with influencers, healthcare professionals, and wellness advocates to increase credibility and reach.

## Customer Acquisition Channels

### **Professional Partnerships**

Collaborating with gynecologists and sex therapists through product sampling, affiliate marketing,

### **Affiliate & Influencer Marketing:**

Engage affiliates and key influencers with commission-based partnerships to drive sales.

### **Email Marketing:**

Develop segmented campaigns for nurturing leads and driving repeat purchases with personalized offers.

### **SEO & Search Ads:**

Optimize content for menopause-related keywords and run Google Ads to capture organic and paid traffic.

## Community Engagement

### **Build a Following:**

By fostering a community around intimate wellness and menopause empowerment through social media.

### **User-Generated Content (UGC):**

Encourage customers to share their experiences with Wet Orchid products on social media by offering incentives like discounts or contests, fostering a sense

### **Interactive Live Sessions:**

Host Q&A sessions and product demos via Instagram Live or Amazon Live to engage directly with the audience and answer their questions in real-time.

### **Affiliate-Led Home Parties:**

Empower affiliates to host home parties or local gatherings to introduce Wet Orchid products and build community

## Promotional Campaigns

### **Seasonal Promotions:**

Valentine's Day, Mother's Day, etc. with targeted discounts and bundles to boost sales.

### **Sales Events:**

Flash sales and limited-time offers on Amazon to create urgency and excitement.

### **Loyalty Program:**

Launch a customer rewards program offering points for purchases, reviews, and social media shares, incentivizing repeat business.

### **Collaborations :**

Team up with wellness, skincare, or fitness brands that align with Wet Orchid's values to co-host giveaways or create special bundles.

# Financial Projections

**REVENUE GOAL**

**\$432,360/month in year 1**

**COGS**  
Cost of Good Sold

**\$5.44 Average COGS**

**GROSS MARGIN**

**57.22% Average**

**BREAK-EVEN POINT**

**Projected to break even after selling 3360 units**

**FUNDING REQUIREMENT**

**\$6.4M for scaling, inventory, and marketing**

# Website Development & Key Features (Year 1)

## Planned Enhancements to Drive Customer Engagement and Revenue Growth

### Upselling & Bundling

Offer complementary product suggestions and discounted bundles at checkout.

#### Automated Giveaways

Customers are automatically entered into free giveaways with every purchase, encouraging repeat buying.

### Loyalty & Rewards Program

Introduce a points-based system where customers earn tokens for purchases, delivery confirmations, and engagement (e.g., social media shares, reviews).

#### Improved User Experience

Mobile-friendly design and optimized navigation for seamless shopping and faster checkout.

### Digital Tokens & Rewards

Customers earn tokens redeemable for discounts or future purchases, incentivizing long-term loyalty.

### Justification for Website Upgrades:

Enhances customer engagement and retention, driving repeat sales and higher lifetime value. Develops a competitive advantage by offering incentives like loyalty rewards and automated giveaways.

Provides an easy-to-use platform that supports scalable growth.

# Long-Term Expansion into Vending & Self-Service Retail

## Expanding into Vending Machines & Self-Service Stores

### **Concept:**

Self-service vending machines and retail stores offering single-serving sizes of Wet Orchid products and partner brands. Locations include high-traffic areas like luxury gas stations, office parks, spas, and hotels.

### **Product Offering:**

Personal lubricants, feminine care products, tampons, perfumes, and more. Vending machines will provide convenient access to everyday essentials, especially when customers are in need.

### **Expansion Roadmap:**

Launch expected in 2-3 years, depending on Wet Orchid's growth and operational capacity.

### **Revenue Diversification:**

The vending business will not only sell Wet Orchid products but also serve as a platform for partner brands, enabling us to diversify revenue streams and expand market reach.

# Meet the Founder

## **Christie Ann Templeton, Founder & Business Analyst**

I'm a former business analyst with over 20 years of experience helping companies streamline operations and achieve growth. My passion for women's health and wellness, coupled with my entrepreneurial drive, has led me to create Wet Orchid, addressing a critical gap in the market.

## **Experience Highlights**

- Helped multiple consumer brands scale their operations including Sony PlayStation, DirecTV, Amgen, & Toyota
- Helped found and scale TSA & DHS help desks after 911 at Unisys
- Managed over 40 agents for DHS prior to Business Analyst promotion
- Assisted multiple brands with ISO compliance audits and documentation
- Assisted startups in Austin & Los Angeles with seed-stage growth

## **Vision Statement**

I'm committed to building Wet Orchid into the go-to solution for women navigating menopause and beyond, with a focus on innovation, empowerment, and growth.

***“As someone who's experienced firsthand the challenges of menopause, I understand the needs of our target audience on a deeply personal level.”***

*- Christie Templeton*