

# INVESTMENT PROPOSAL FOR CONSUMERS AND RETAILERS OF SPLISH PRODUCTS



INVESTMENT OFFERING IN CONFORMANCE WITH REGULATION CF

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## THE SPLISH NETWORK, INC. dba SPLISH NATURALS

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**OFFERING - \$20,000 to \$500,000**  
**\$10/Share Splish Naturals Common Stock**

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**Four Investment Packages**  
**\$200, \$500, \$2,500 or \$5,000**  
**Each Package includes Splish Naturals Products, Discounts on Future Purchases, Splish Naturals Common Stock and Gifts to Heroes Recognized by Investor**

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**August 31, 2023**

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**Splish Network Inc dba Splish Naturals**  
<http://www.SplishNaturals.com>

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## INVESTMENT SUMMARY

Thank you for your interest in investing in Splish Naturals.

We believe “Everyone Deserves Wellness!”™

Splish Naturals sells an array of products that reduce pain and inflammation for the 40% of United States residents that suffer chronic or temporary pain. Sales are made directly to people that use our products to relieve their pain and inflammation – consumers- and to businesses that combine our products with their services – retailers.

We present for your consideration four investment offers. Each one of these offers has been carefully crafted as a ‘Super Deal’ with a value that is a multiple of the investment price. Each common stock offer combines with perks that include our products with discounts on future purchases and gifts to a hero of your choice.

- Offer A – Consumer - \$200
- Offer B – Consumer - \$500
- Offer C – Retailer - \$2,500
- Offer D – Retailer- \$5,000

We are seeking to raise a minimum of \$20,000 and a maximum of \$1,200,000 with a target of \$500,000. This funding will help us grow our brand and sales while strengthening our supply chain.

To obtain information and learn fully of this investment opportunity, we have produced documents that you may download and review on the Silicon Prairie Online crowdfunding platform.

<https://splishnaturals.sppx.io/>

As an investor, you not only will reduce pain and inflammation (yours or your customers), but you will also receive discounts equal to your investment, a chance to recognize your heroes and the right to participate in the profits of Splish Naturals.

You are invited to join us in expanding wellness for everyone.

Matt Walsh, CEO

## INVESTMENT PACKAGES

Splish Naturals presents four different Super Deal investment offers:

### OFFER A – CONSUMER DESIGN

**Priced at \$200 – Products, Discounts and Gifts - \$538 Retail Value**

- 20 shares at \$10 per Share of Splish Naturals Common Stock
- 2 Consumer Packages of Splish Naturals products
- \$200 of Discounts on Future Purchases
- 1 Gift of a Consumer Package to the Hero of Your Choice

### OFFER B – CONSUMER DESIGN

**Priced at \$500 – Products, Discounts and Gifts - \$1,290 Retail Value**

- 50 shares at \$10 per Share of Splish Naturals Common Stock
- 5 Consumer Packages
- \$500 of Discounts on Future Purchases
- 2 Gifts of a Consumer Package to the Heroes of Your Choice

### OFFER C – RETAILER DESIGN

**Priced at \$2,500 – Products, Discounts and Gifts - \$4,806 Wholesale Value**

- 250 shares at \$10 per Share of Splish Naturals Common Stock
- 2 Pro Retailer Packages
- \$2,500 of Discounts on Future Purchases
- 6 Gifts of Consumer Packages to the Heroes of Your Choice

### OFFER D – RETAILER DESIGN

**Priced at \$5,000 – Products, Discounts and Gifts - \$10,505 Wholesale Value**

- 500 shares at \$10 per Share of Splish Naturals Common Stock
- 5 Pro Retailer Packages
- \$5,000 of Discounts on Future Purchases
- 10 Gifts of Consumer Packages to the Heroes of Your Choice

## CONSUMER PACKAGES

As an investor, you will get exceptional deals on our beloved products, including Consumer Boxes featuring:

- Heal Your Heroes Pain Relief Balm – 2 oz - \$44.95
- Heal Your Heroes Pain Relief Balm – 15 ml – 22.95

- Relax a Hero – 10 ml - \$44.95

An Investor making an investment of \$200 will receive two (2) Consumer Packages. An Investor making an investment of \$500 will receive five (5) Consumer Packages.

### Pain Relief Balm

#### Ingredients Pain Relief Balm

- Candelilla Wax
- Organic Coconut Oil
- Organic East African Shea Butter
- Menthol Crystals (5%)
- Aloe Vera
- Arnica Oil
- Vitamin E
- Turmeric Oil
- Black Pepper Oil
- Proprietary terpene blend



#### Cannabinoid Content

- CBD 1200 mg
- CBG 150mg
- CBDa 15mg
- CBGa 15mg

### Relax a Hero

#### Ingredients Relax a Hero

- Virgin Organic Sunflower Seed Oil
- Bulgarian lavender Oil
- Cedarwood Oil
- Bergamot Oil
- Proprietary Relaxing Terpene Blend



### RETAILER PACKAGES

As an Investor, you will get exceptional deals on our great products, including each Retailer Package featuring:

- Entourage Balm – 16 oz - \$199.00
- Entourage Balm – 64 oz - \$499.00
- Massage Oil – 1 gallon - \$299.00

An Investor making an investment of \$2,500 will receive two (2) Pro Retailer Packages. An Investor making an investment of \$5,000 will receive five (5) Pro Retailer Packages.

**Entourage Balm**

Condition skin while reducing any discomfort you may be experiencing. Our Entourage Balm expertly blends CBD with East African shea butter, Vitamin E, Organic Sunflower Seed Oil, Organic Aloe Vera, and Arnica Oil for the perfect balm for full body massage treatments. Each tablespoon contains 25mg of CBD Isolate. Entourage Balm is a great alternative to traditional massage oils and mixes well with any Splish Naturals concentrate.

**Ingredients of Entourage Balm**

- Organic Coconut Oil
- Organic East African Shea Butter
- Organic Sunflower Seed Oil (High Oleic)
- Aloe Vera
- Arnica Oil
- Organic Bees Wax
- Vitamin E
- Proprietary terpene blend



**CBD Content**

- 800-3200 mg (25 mg per tablespoon)

**Massage Oil**

**Ingredients Professional Massage Oil**

- Virgin Organic Sunflower Seed Oil
- Virgin Organic Rice Bran Oil
- Vitamin E

**CBD Content**

- 3200mg



The use of Splish Naturals products in the performance of retail services enables a Retailer to realize earnings that greatly exceeds the wholesale price.

<b>Retailer Package</b>		<b>Wholesale Price</b>	<b># of Services</b>	<b>Average Price/Service</b>	<b>Potential Revenue</b>
<b>Entourage Balm</b>	<b>16oz</b>	<b>\$199.00</b>	<b>32</b>	<b>\$ 35.00</b>	<b>\$1,120.00</b>
<b>Entourage Balm</b>	<b>64oz</b>	<b>\$499.00</b>	<b>125</b>	<b>\$ 35.00</b>	<b>\$4,375.00</b>
<b>Massage Oil</b>	<b>1 Gal</b>	<b>\$299.00</b>	<b>128</b>	<b>\$ 35.00</b>	<b>\$4,480.00</b>
<b>Total</b>		<b>\$997.00</b>	<b>285</b>		<b>\$9,975.00</b>

**THE SPLISH NETWORK, INC. dba SPLISH NATURALS**

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it is projected that a single Retailer Package may be used in the performance of 285 service events. Using an average service fee of \$35, a Retailer may earn \$9,975 in revenue.

For an investment of \$2,500, Splish Naturals will deliver 2 Pro Retailer Packages that may yield to the Investor a net gain of \$17,956. For an investment of \$5,000, Splish Naturals will deliver 5 Pro Retailer Packages that may yield to the Investor a net gain of \$44,890.

	<b>Retailer Packages</b>	<b>Price</b>	<b>Revenue</b>	<b>Net Gain</b>
<b>Investment C</b>	<b>2</b>	<b>\$1,994.00</b>	<b>\$19,950.00</b>	<b>\$17,956.00</b>
<b>Investment D</b>	<b>5</b>	<b>\$4,985.00</b>	<b>\$49,875.00</b>	<b>\$44,890.00</b>

If an Investor fully uses the \$2,500 discount to purchase additional Splish Naturals products, it is projected that the purchase may yield to the Investor a net gain of \$115,000. If an Investor fully uses the \$5,000 discount to purchase additional Splish Naturals products, it is projected that the purchase may yield to the Investors a net gain of \$230,000.

	<b>Discount</b>	<b>Future Purchases</b>	<b>Future Revenue</b>	<b>Net Gain</b>
<b>Investment C</b>	<b>\$ 2,500</b>	<b>\$ 12,500</b>	<b>\$ 125,000</b>	<b>\$ 115,000</b>
<b>Investment D</b>	<b>\$ 5,000</b>	<b>\$ 25,000</b>	<b>\$ 250,000</b>	<b>\$ 230,000</b>

## DISCOUNTS

As an Investor, you will receive 20% discounts from the list price on future purchases of Splish Naturals products up to a maximum discount equal to the dollar amount of your investment.

An Investor making an investment of:

- \$200 will receive \$200 of discounts on their next \$1,000 of purchases
- \$500 will receive \$500 of discounts on their next \$2,500 of purchases.
- \$2,500 will receive \$2,500 of discounts on their next \$10,000 of purchases
- \$5,000 will receive \$5,000 of discounts on their next \$25,000 of purchases.

When price discounts are fully used, the cost savings fully pays for the Splish Natural Products and the equity ownership in Splish Naturals that the Investor receives in their Package.

## SPLISH EQUITY OWNERSHIP

As an Investor, you will receive common stock Shares of equity ownership in Splish Naturals.

An Investor making an investment of:

- \$200 will receive 20 Shares of Splish Naturals common stock
- \$500 will receive 50 Shares of Splish Natural common stock
- \$2,500 will receive 250 Shares of Splish Naturals common stock
- \$5,000 will receive 500 Shares of Splish Natural common stock

Ownership in Splish Naturals gives you the right to participate in any increase in value of Splish Naturals above the current price of \$10 per Share through future growth. Participation may take the form of dividends and/or a proportionate percentage of the sales price if Splish Naturals should be acquired.

If you sell the Shares purchased through this Offer for \$10 per Share or more, every product, discount, and gift that you receive through your investment will be paid in full. Splish Naturals has developed a cash flow projection based upon a number of assumptions that suggests that by the end of Year 2026 that the price of Shares may exceed \$40 per share.

## HEAL YOUR HEROES GIFT

Each Investor in Splish Naturals may make a gift of a Consumer Package of Splish Naturals products to a person of their choice who they would like to recognize as a hero for their contribution to their community and their country.

An Investor making an investment of:

- \$200 may make one gift
- \$500 may make two gifts
- \$2,500 may make 6 gifts
- \$5,000 may make 10 gifts

By making a gift of Splish Naturals products to individuals that you select, you will participate in our Heal Your Heroes Program along with all other investors. Through this program you can make a positive statement about people whose character should be recognized. You not only show your appreciation for the acts of 'your hero,' but you encourage others to also do good. Engaging in this purpose-driven initiative brings numerous benefits to both you and society. By celebrating heroes and investing in societal well-being, you forge a path towards success while fostering a positive change in the world.

Retailers partnering with Splish Naturals, may experience the following advantages:

1. Enhanced Brand Reputation: You gain a reputation for social responsibility and community engagement. This enhances your brand image and distinguishes you as an organization committed to making a positive impact.



2. Meaningful Corporate Social Responsibility: You align your corporate social responsibility efforts with a tangible and impactful cause. By recognizing and supporting heroes, you contribute to societal well-being while authentically highlighting your values.
3. Positive Public Perception: You cultivate a positive perception among the public. Customers and stakeholders appreciate that you actively invest in initiatives that celebrate heroes and make a difference, leading to increased trust and loyalty.
4. Amplified Brand Visibility: You gain opportunities for increased brand visibility. Through collaboration with Splish Naturals, you gain exposure through various channels, including social media, press coverage, and community events, expanding your reach, and attracting new customers.
5. Employee Engagement and Pride: You foster employee engagement and pride. Employees feel a sense of fulfillment working for your company that is dedicated to recognizing and supporting heroes, boosting morale and loyalty.
6. Networking and Partnerships: You become part of a supportive network of like-minded organizations. This offers opportunities for collaboration, knowledge sharing, and building valuable partnerships, creating a robust ecosystem of social impact-focused entities.
7. Lasting Social Impact: You actively contribute to the betterment of society. By recognizing and supporting heroes, you inspire others, generate positive change, and help create a more compassionate and resilient community.

By celebrating heroes and investing in societal well-being, you forge a path towards success while fostering a positive change in the world.

## PAIN MARKET

The Centers for Disease Control and Prevention (CDC) estimates that chronic pain affects nearly fifty million Americans or approximately 20.4% of adults in the United States. At any time, an additional 20% of adults in the United States suffer from temporary pain. The search for a non-addictive solution has led to thoroughly examining CBD for treating chronic pain in extensive clinical studies.

The National Health Interview Survey found that 50.2 million adults (20.5%) in the United States reported pain on most days or every day. *Prevalence of chronic pain among adults in the United States: [PAIN 163\(2\):p e328-e332, February 2022.](#) "Chronic pain is associated with reduced quality of life, increased medical expenditures, and significant economic costs."*



The potential market for Splish Naturals is comprehensive from the perspective of reducing individual pain. However, our current target audience is the following:

- Spas
  - Approved as a Preferred Vendor with the following.
    - Arch Amenities Group Spa Management
    - Vail Resorts
    - Rock Resorts
    - East West Resort Spas
- Physical Therapy Groups
- Chiropractic Groups
- Fitness Centers
- Sport Teams
- Athlete Training Centers
- Online Customer

As Splish Naturals expands sales to all businesses that include pain management in their services and products, it anticipates sales to:

- Dermatologists
- Aestheticians/Estheticians and Cosmetologists
- Plastic surgeons
- General Practitioners, OBGYN
- Hand, Head, and Neck Surgeons
- Plastic & Reconstructive Surgeons
- Oral and Maxillofacial Surgeons
- Dentists, Endocrinologists
- Drug Store/Pharmacies /Pharmacists
- Nutritionist/ Dieticians
- Beauty and Wellness centers
- Cosmetics and Personal Care Goods

Splish Naturals is exploring the possibility of establishing or co-venturing brick and mortar pain management centers where its products may be featured.

The CBD industry in the United States grew to \$5.2 Billion in 2021, \$6.36 Billion in 2022, and is anticipated to reach \$59.2 billion by 2030, per Grand View Research and Global Newswire.

Splish Naturals has positioned itself as the premier choice for pain-mitigating CBD wellness products with sports such as pickleball, rugby, mountain bikers, and long-distance trail runners. All products are all-natural, safe to use, highly effective, and contain no measurable amount of THC that would prevent use by professional athletes, first responders, or other workers.

The global spa industry is expected to grow at a CAGR of 12.1% between 2021 and 2028. It is expected to reach \$118 billion by 2028 creating significant growth opportunities.

Gym and fitness center revenues in 2021 were \$33.25 billion and are anticipated to grow 172% to \$434.74 billion in 2028. (Zippia Fitness Statistics)

## PRODUCTS

Splish Naturals produces the highest quality, wellness-driven CBD topical products for the purpose of reducing inflammation, pain, swelling, bruising, and muscle cramping. All products have been developed using the highest quality ingredients that include therapeutic-grade essential oils, food-grade terpenes, butter, carrier oils, waxes, and third-party tested CBD that contains no measurable amount of THC, making it safe for everyone to use without concern of testing positive for THC.

Splish Naturals also sells an expanding line of pain and inflammation reduction products produced by others.

### SPA LINE

- Magic Balm
  - 10 ml
  - 80 ml
- Muscle Relief Concentrate Oil (15 ml)
- Deep Relaxation Concentrate Oil (15 ml)
- Grounding Solution Concentrate Oil (15 ml)
- Foot Remedy 2 oz
- Entourage Balm
  - 2 oz Retail
  - 16 oz Professional
  - 64 oz Professional
- Professional Use Massage Oil 128 oz



### SPORT LINE

- Formula #3 Sport Balm
  - 30 ml
  - 100 ml
- Formula #6 Muscle Spray or Roll-On
  - Spray 80 ml
  - Roll-On 10 ml
- Formula E Anti-inflammatory Spray or Balm
  - Spray 80 ml (Retail use)
  - 16 oz Professional Use Massage Balm



- 64 oz Professional Use Massage Balm
- Formula M Game Day Magnesium and Electrolyte Spray
  - 80 ml Retail
  - 10 oz Pro-size
- Formula T Transdermal Pain Patch
  - 4 Pack
  - 12 Pack
- Sports Professional Massage Oil 128 oz

## OTHER PRODUCTS

Splish Naturals is expanding its product line through the resale of other products:

- Rejuvenation Mat (PEMF, Far Infrared Heat, Negative Ion Generation, TENS)
- Copper Compression Socks
- Tourmaline Kinesiology Tape



## SPLISH NETWORK INC.

The Splish Network, Inc. ('Splish Naturals') was formed in late 2019 as a Colorado C corporation.

Splish Naturals is managed by a Board of Directors selected by a vote of its shareholders.

Splish Naturals has a single class of shareholders: voting common.

400 Sunset Avenue LLC (Matt Walsh) owns the majority of shares – 3,344,440 – representing 72.5% of all issued shares.

Karl Dakin owns 250,000 shares representing 5.4%.

All other shareholders, totaling thirty-nine, collectively hold 22.1% with each shareholder owning less than 1%.

## MANAGEMENT

Matt Walsh, Founder and CEO, leads Splish Naturals. Karl Dakin supports him. Splish Naturals plans to expand its Board of Directors and Officer team and establish a Board of Advisors as quickly as possible.

**Matt Walsh - Founder, CEO, and Chairperson of the Board of Directors**

Matt has spent the past 17+ years within the spa, salon, and wellness industries as owner, consultant, and director for brands such as Rock Resorts, Vail Resorts, and The Ritz-Carlton. He is helped prospective spa and salon owners open new spas and salons and has been a guest speaker at ISPA, Americas Beauty Show, World Beauty Show, American Spa CBD Summit, and many others.



Matt's ability to connect CBD to spa leaders, therapists, estheticians, and other health and wellness practitioners has been a defining difference between Splish Naturals and almost every CBD brand in the marketplace. Having been deeply involved in the spa industry for so many years, Matt has a profound understanding of the needs of the business and the teams that make up the business, whether it understands product ingredients, how they work, and what ingredients therapists trust or knowing what's essential in the eyes of the spa director or owner when deciding which products to bring into their business.

Further, with the launch of their Sport line of wellness-driven CBD products, Splish Naturals has sponsored events that include the Grammy Awards, U.S. Open Pickleball Championship, Go-Pro Mountain Games, The Rugby Showcase, Academy Awards, and many more national and global events.

Matt calls Colorado home, where he lives with his wife of 30 years, Andrea. Matt and Andrea have two young adult children who are successful in their chosen careers and life.

**Karl Dakin - Chief Financial Officer**

Mr. Dakin is a professional entrepreneur, a leader of business startup projects, and an advisor on innovation commercialization with expertise in raising early-stage funding. With 44 years of experience in technology commercialization, he is a popular speaker/educator and small business advocate.



He splits his time between coaching organizations in raising capital, leading technology startup businesses, and sharing his knowledge on entrepreneurship, growth strategies, and early-stage capital.

Mr. Dakin is an owner and principal in several businesses: Dakin Capital LLC, the Capital Innovation & Technology Institute LLC, Entrepreneur Pro LLC, Citizens Sports Foundation, and Invest Local LLC.

He is currently an Adjunct Faculty with the University of Denver. He serves as a member of the faculty team for the course on Biomedical Entrepreneurship at the University of Colorado, Anschutz

Medical Center. He is the author and producer of the Motivated Money Podcast and Bootcamp.

Mr. Dakin is a member of the Economic Development Council of Colorado, Impact Entrepreneurs, the Society of Physician Entrepreneurs, and several business and industry associations. He holds a *Juris Doctor* degree from the Washburn University School of Law and a *Bachelor of Business Administration* from Washburn University School of Business in Topeka, Kansas.

Mr. Dakin is a licensed attorney in the State of Colorado.

# Welcome to Splish



# Naturals!