



# ASMA ISHAQ

## CEO, MODERE

### RECENT RECOGNITION

EY ENTREPRENEUR OF THE YEAR,  
Pacific Southwest  
Ernst & Young, 2022

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#1 FASTEST GROWING WOMAN-LED COMPANY  
WPO & JP Morgan Chase, 2021

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TOP 10 TRANSFORMATIVE CEO,  
Health & Beauty eCommerce  
Forbes.com, 2021

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NUTRACHAMPION AWARD  
NutraIngredients, 2020

# REINVENT YOUR HORMONE STORY

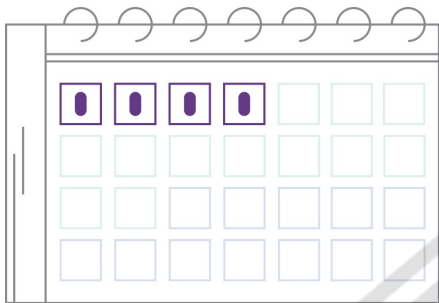
# INTUITIVE NUTRITION FOR OPTIMAL HORMONAL HEALTH

HORMONE-FREE, SOY ISOFLAVONE-FREE

# FORMULA #1

Period

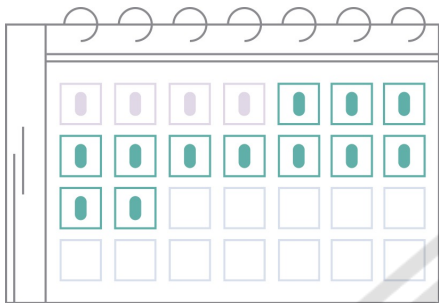
DAYS 1-4





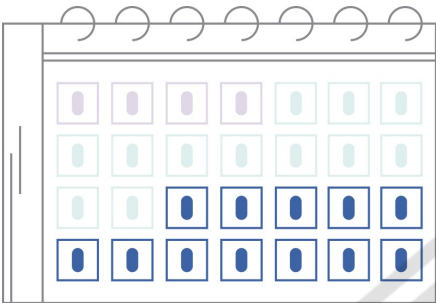
# FORMULA #2

Follicular phase  
DAYS 5-16



FORMULA #3

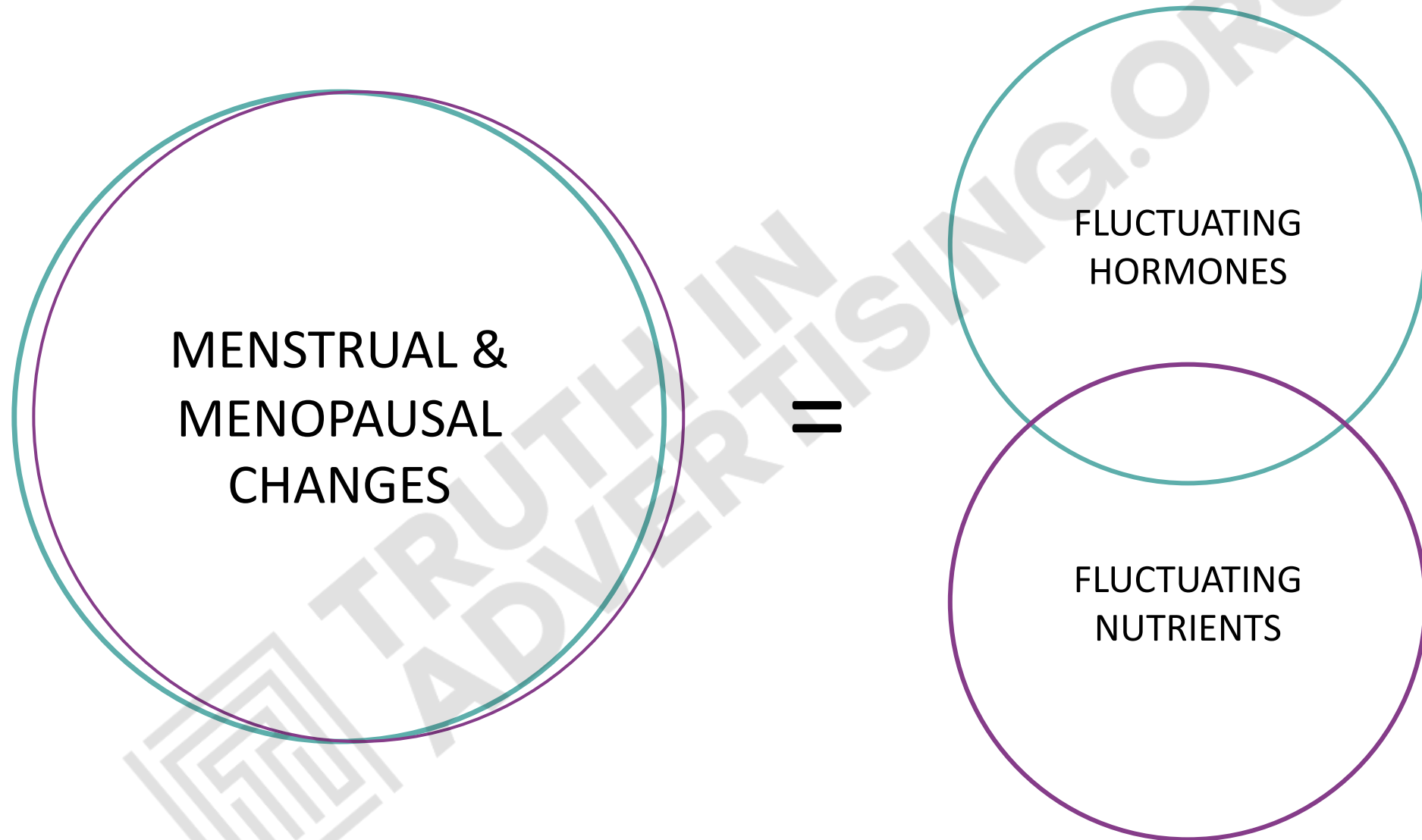
Luteal Phase  
DAYS 17-32



# JENNIFER ANDERSON

SR. DIRECTOR OF PRODUCT SCIENCES  
& DEVELOPMENT





## MENSTRUATING WOMEN

- Cramps
- Fatigue
- Bloating
- Digestive upset
- Food cravings
- Low libido
- Congested skin
- PMS
- Sore breasts

## MENOPAUSAL WOMEN

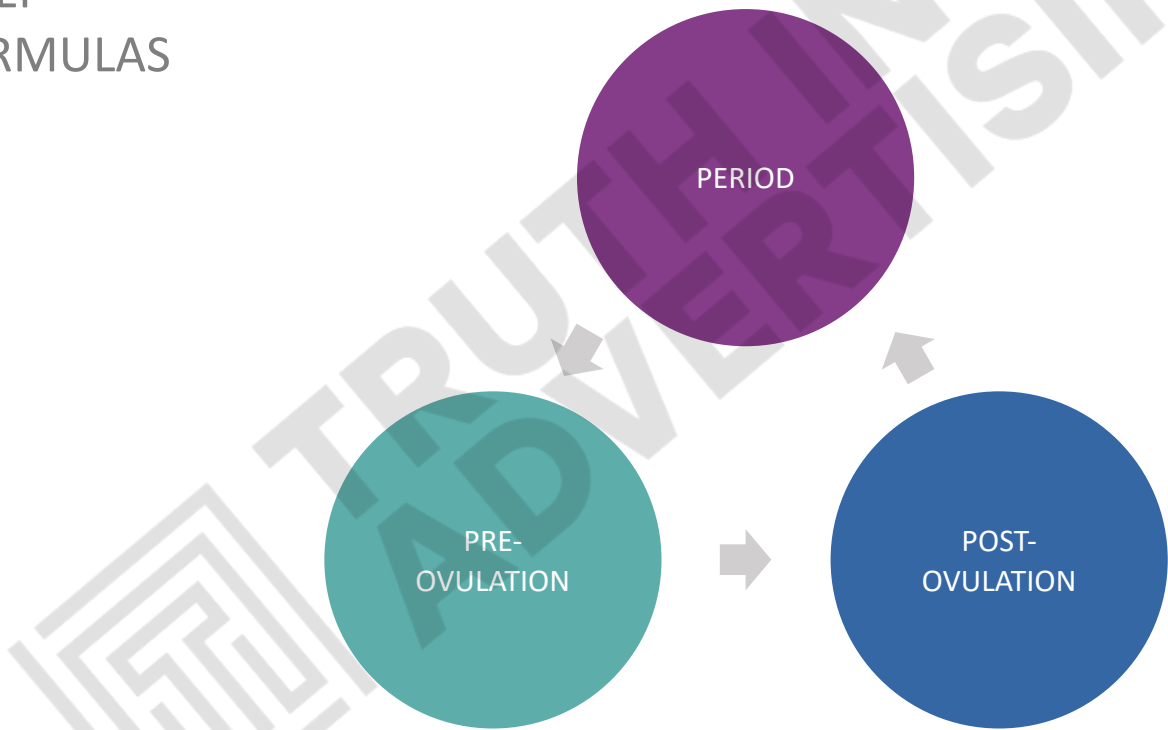
- Hot flashes
- Night sweats
- Trouble sleeping
- Brain fog
- Low libido
- Vaginal dryness
- Dry skin & nails
- Cardiovascular changes

# INTUITIVE NUTRITION FOR OPTIMAL HORMONAL HEALTH

THE NUTRIENTS YOU NEED  
EXACTLY WHEN YOU NEED THEM

# INTUITIVE NUTRITION SYNCED TO YOUR MENSTRUAL CYCLE

3 SCIENTIFICALLY  
ADVANCED FORMULAS



HORMONE-FREE



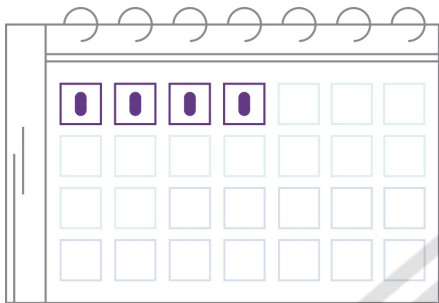
SOY  
ISOFLAVONE-FREE



FORMULA #1

Period

DAYS 1-4



# FORMULA #1

## KEY INGREDIENTS

- Magnesium
- Copper
- Niacinamide
- Clove
- Immortelle
- Cranberry
- Ginger
- Dong quai
- Peppermint
- Sage
- CoQ10

# FORMULA #1

## PRODUCT BENEFITS

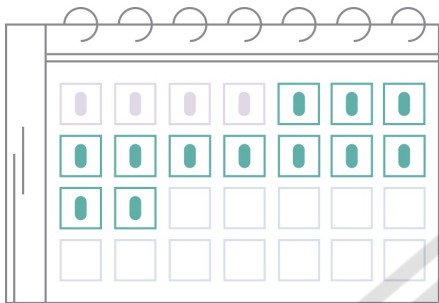
- Helps relieve cramps\*†
- Helps ease bloating\*†
- Promotes clear looking skin\*
- Supports energy levels\*
- Supports iron metabolism\*
- Supports liver health\*
- Supports healthy blood flow\*
- Supports urinary tract health\*
- Supports antioxidant capacity\*

†Mild and occasional

\*These statements have not been evaluated by the Food and Drug Administration.  
These products are not intended to diagnose, treat, cure or prevent any disease.

FORMULA #2

Follicular phase  
DAYS 5-16



## FORMULA #2

### KEY INGREDIENTS

- Theacrine
- Highly bioavailable iron
- Iodine
- Inositol
- Maca
- Broccoli
- Quercetin

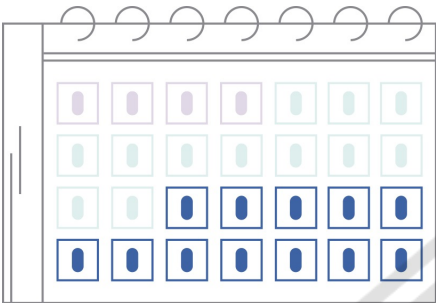
## FORMULA #2

### PRODUCT BENEFITS

- Supports hormones leading up to ovulation\*
- Improves feelings of wellbeing\*
- Supports a healthy libido\*
- Supports mental clarity\*
- Supports thyroid health\*
- Helps promote iron absorption\*
- Supports antioxidant capacity\*

FORMULA #3

Luteal Phase  
DAYS 17-32





## FORMULA #3

### KEY INGREDIENTS

- Levagen®+
- Extramel®
- Ginger
- Saffron
- Chasteberry
- Apple & ancient peat polyphenols
- Zinc
- Black pepper extract



Levagen®+ is a trademark of Gencor registered in the USA and other countries.



Extramel® is a registered trademark of ROBERTET.

## FORMULA #3

### PRODUCT BENEFITS

- Relieves mild discomfort associated with PMS \*
- Helps enhance the absorption nutrients before menstruation\*
- Supports a healthy inflammatory response\*
- Supports the endocannabinoid system\*
- Promotes clear looking skin\*
- Reduces occasional stress\*
- Supports energy levels\*
- Supports antioxidant capacity\*

**WHEN YOUR NEXT PERIOD  
STARTS,  
REPEAT THE CYCLE**

**TAKE 1 PILL DAILY**  
**WITH FOOD + WATER**

# INTUITIVE NUTRITION FOR ALL THE PHASES OF MENOPAUSE

- Perimenopause
- Menopause
- Post-menopause



HORMONE-FREE



SOY  
ISOFLAVONE-FREE

# MENOPAUSE FORMULA

## KEY INGREDIENTS

- EstroG-100™
  - Angelica gigas
  - Cynanchum wilfordii
  - Phlomis umbrosa
- Certified organic olive extract
- Sage extract

# MENOPAUSE FORMULA

## PRODUCT BENEFITS

- Reduces mild hot flashes\*
- Reduces night sweats\*
- Reduces vaginal dryness\*
- Supports libido\*
- Improves sleep health\*
- Supports cognitive health\*
- Supports cardiovascular health\*
- Protects cells from oxidative stress\*
- Supports healthy looking skin and nails\*
- Supports energy levels\*
- Supports mood\*



**TAKE 2 PILLS DAILY**  
**WITH FOOD + WATER**



**BIOCEUTICAL NUTRITION  
FOR OPTIMAL HEALTH™**



**INTUITIVE NUTRITION  
FOR HORMONAL HEALTH**



**EVERY CYCLE.  
EVERY PHASE.  
EVERY WOMAN.**

#ReinventYourHormoneStory

**MŌDERE**

**LIVE CLEAN. LIVE WELL.**

# TRACY CASEY

DIRECTOR OF SALES, CANADA



# FREQUENTLY ASKED QUESTIONS

What makes Project 23 different from other hormonal health supplements for women?



How do the formulas in Project 23 work without hormones or soy isoflavones?

Can I take the menstrual health product if my cycle doesn't line up with a four-week cycle?

Can I take the menstrual health product  
if I use hormonal birth control?  
What is considered hormonal birth control?

Does Project 23 replace the other daily nutritional supplements?

How do I know if I'm in perimenopause, menopause or post-menopause?

Has anyone already been using the product?

How quickly will I see results?

**MŌDERE**

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# THERE HAS NEVER BEEN A BETTER TIME

SHORT WAVE

You're 50, And Your Body Is Changing: Time For The Talk

October 17, 2022 - 12:10 AM ET

EMILY KWONG

RHITU CHATTERJEE

REBECCA RAMIREZ

13-Minute Listen

+ PLAYLIST



For many people, the lead up to menopause may cause unexpected symptoms.

Autism/Getty Images

SPORTS

Wimbledon will allow women to wear colored undershorts, in nod to period concerns

November 17, 2022 - 2:05 PM ET

LAUREL WAMSLEY



Barbora Krejickova, top right, and Katerina Siniakova of the Czech Republic, celebrate after beating China's Shuai Zhang, bottom left, and Belgium's Elise Mertens during the final of the women's doubles at the Wimbledon tennis championships in July. Wimbledon is relaxing its requirement for all-white clothing to allow female players to wear colored undershorts.

Kirby Wigglesworth/AP

HEALTH

To fight 'period shame,' women in China demand that trains sell tampons

November 23, 2022 - 5:00 AM ET

AOWEN CAO




After witnessing the social media debate about whether to sell sanitary pads on trains, university student Wendy Kou made posters about fighting "period shame" and hung them around her campus.

Wendy Kou

Oprah Winfrey and Maria Shriver open up about menopause, say it's time for a cultural change


The two friends opened up about their menopause experiences and the importance of seeing it as something to look forward to.



Dec. 7, 2022, 3:24 PM PST

By Alex Portée

Shop TODAY

 GIFT GUIDES

Oprah Winfrey is ready to normalize menopause.

“Never doubt that a small group of [people] can change the world; indeed, it's the only thing that ever has.”

Margaret Mead



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