

Conversion labs Inc. (OTCQB: CVLB) is an online direct response marketing company that creates, in-licenses and scales innovative and proprietary brands in the health, wellness and technology space. Our products address large unmet consumer needs and are protected by intellectual property, trademarks, and trade secrets. We sell our products directly to consumers around the world through Facebook, Google, Amazon and other relevant social media and search engine partners.

In 2017, retail e-commerce sales worldwide reached \$2.304 trillion, a 24.8% increase over the previous year. By 2021, retail e-commerce is expected to exceed \$3.5 trillion. This extremely disruptive shift in consumer behavior and purchasing patterns creates an incredible opportunity for companies like CVLB that can build brands that consumers can buy directly from a Google search, Facebook page or on Amazon as opposed to having to visit a traditional retailer.

INVESTMENT HIGHLIGHTS

- Proven, profitable customer acquisition and revenue model
- Focused growth strategy with low capital requirements
- Diversified 4 product portfolio with multi-billion dollar market potential
- Experienced leadership team with large direct investment in company
- Planned uplisting to NYSE or Nasdaq in 2018

MANAGEMENT TEAM

Justin Schreiber | President & CEO

Founding Member & President of JLS Ventures | Responsible for creating more than US\$1 Billion in market value for clients and portfolio companies | Holds 15% of IMMD Common Stock

Stefan Galluppi | COO

Former founding CTO at \$20M/year direct-response marketing firm | Successful track record in healthcare and consumer product sector | Proven sales management of Direct-to-Consumer advertising campaigns

Robert Kalkstein | CFO

Previously at Peerless System Corp, Jefferies & Co. and Pricewaterhouse Coopers. More than 10 years of experience in the areas of accounting, finance, SEC compliance and operations.

SCIENTIFIC ADVISORY BOARD

Steven D. Shapiro, M.D

Co-Founder of Shapiro MD | Board-Certified Dermatologist | Specializes in laser procedures & reconstructive skin cancer surgery | Chairman of the Board for Healthcare Underwriters' Group

Michael T. Borenstein, M.D., Ph.D

Co-Founder of Shapiro MD | Board-Certified Dermatologist | Specializes in Medical, Surgical, and Cosmetic Dermatology | Graduate of Columbia University and University of Miami

Lilliana Ramirez, M.D

Board-Certified Dermatologist | American Academy of Dermatology Fellow | Published in the American Journal of Dermatopathology

Joseph V. DiTrollo, M.D

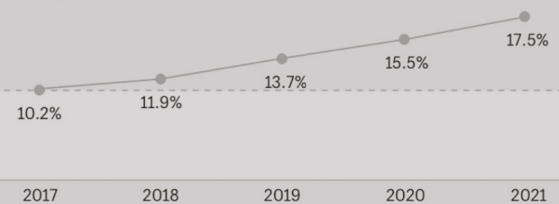
Clinical Professor of Surgery, Urology at NJ Medical School | Diplomate of The American Board of Urology, AOA Honor Society | Executive Founding Editor of The Journal of Medicine of NJ

OTCQB	CVLB
Recent Market Price	USD \$.30
Shares Outstanding	42.25M
Market Cap	\$12.6M
Debt	\$0
Q1 2018 Revenue.....	\$1.675M

unaudited, as of 9/30/2017



Ecommerce share of total global retail Average revenue per user by USD



Worldwide retail sales projected to be 27.73 trillion U.S. dollars by 2020. Fast growth plus relatively low market share means that there is still enormous opportunity for companies like Immudyne to outpace traditional brick and mortar industry leaders.

OUR BRANDS

SHAPIRO MD HAIR GROWTH EXPERTS

Shapiro MD™ is a patented shampoo, conditioner, and leave in foamer formulated to help men and women achieve thicker, fuller and healthier hair. The three active ingredients are naturally occurring and have each shown in independent clinical studies to contribute to thicker and fuller hair.

iNR Wellness MD Doctor Recommended Immune Support

iNR Wellness is a proprietary immune support and full-body wellness supplement containing the yeast beta-1,3/1,6 D-glucan, oat glucan and mushroom glucan. It is the only triple action beta glucan product on the market.

PURPUREX®

Purpurex™ is a once daily supplement that has been clinically shown to reduce the appearance of bruising associated with solar purpura. Solar purpura is a bruising condition that is believed to affect 10-15% of people over the age of 50 worldwide.

scarology®

Scarology™, scheduled for launch Q3 2018, is a powerful 3 step scar treatment system developed by prominent husband and wife physician team Michael and Jeanmarie Connor. It consists of an exfoliator, a healing cream and a silicon sheath.