

## Advance Purchases / Options for Investors

July 25, 2008



TBH Color Options: Grey, Peach, Clear, Blue and Beige.  
Wall mounts are also available to match the product.



Fannie LeFlore, Inventor of  
Toothbrush Hygiene Helper, can be  
reached at 414-526-0908 or  
[fannie@leflorecommunications.com](mailto:fannie@leflorecommunications.com)

LeFlore Communications, LLC is the  
official media representative and  
marketing company for TBH.

Toothbrush Hygiene Helper, LLC  
P.O. Box 18622

Milwaukee, Wisconsin 53218-0622

Website: [www.toothbrushhygienehelper.com](http://www.toothbrushhygienehelper.com)

Email: [info@toothbrushhygienehelper.com](mailto:info@toothbrushhygienehelper.com)

Phone: 414-527-9627 Fax: 414-527-9657

**Overview:** *Toothbrush Hygiene Helper, LLC was incorporated in the State of Wisconsin in January 2008, although the Inventor has been working behind the scenes on product and business development since January 2006. Our own research and financial investments to date for TBH demonstrate a solid belief that TBH has value and tremendous potential as a new consumer product on the market!*

**Our Appeal to You:** We are taking a unique approach to initial sales by seeking advance purchases from people who are willing to pay early and receive the product by mid-November 2008 when we plan to have full production established. This timing for receiving TBH is great given that it will make an excellent Christmas 2008 gift to buy for yourself, family, friends or co-workers!

**Assurance of Our Integrity:** *As an Advance Purchaser or Investor, you will play an important role in helping to build a foundation for us to move forward with manufacturing Toothbrush Hygiene Helper. We are asking for your support, but would never ask anyone to purchase a product unless they see it as worthwhile. We've revised and tested TBH enough over the last two years to know that it works very well -- it reduces exposure to germs and therefore will keep your toothbrushes more hygienic, cleaner and fresher -- than the average open toothbrush storage containers that are currently on the market.*

**A Benefit to Others:** *TBH will be made in the U.S.A. -- something we all can feel proud about! Despite tremendous challenges involved in launching a new business, we hope to promote opportunities for others. Those associated with TBH plan to "pay it forward" by encouraging and helping other hard-working, first-generation and promising entrepreneurs who struggle to get adequate financing from banks or other support for their start-up companies. We'll have a Nationwide Sales and Distribution Network that will include E-commerce, Individual Sales Associates and Organizational Vendors earning commissions on sales (non-profit churches, schools and community-based organizations often seek new ways to raise funds). **Your support of Toothbrush Hygiene Helper today can directly and indirectly benefit not only TBH, but many other people -- possibly you or someone you know -- in the future.***

## **OPTIONS & INCENTIVES FOR YOUR CONSIDERATION**

**Advance Purchasers of \$1,000 or less** will receive the number of TBHs and matching wallmounts of equal value for their contribution, along with various discounts (**these include no cost for shipping/handling and no sales tax for customer**) and a letter of appreciation for early purchase.

Typical purchases might include: \$25 = 1 TBH and 1 wall mount; \$50 = 2 TBHs and 2 wall mounts; \$100 = 4 TBHs and 4 wall mounts -- with noted discounts and a letter of appreciation.

**Advance Purchasers of \$1,025 up to \$4,999** will receive the number of TBHs and wallmounts of equal value to their contribution, various discounts, a letter of appreciation, a special certificate and entrance into incentive pool eligible to receive cash gifts quarterly based on TBH profits in the first two years of full operation -- 2009 and 2010 (dollar amounts to be determined).

**Cash Investors:** An investor of \$5,000 will have option of receiving equivalent value for products and all of the above **OR** can opt to receive 0.50% ownership in TBH. An investor of \$10,000 will have option of receiving equivalent value for products and all of above **OR** can opt to receive 1% ownership in TBH.

- \$15,000 is equivalent to 1.5% ownership
- \$20,000 = 2% ownership
- \$25,000 = 2.5% ownership
- \$30,000 = 3% ownership
- \$35,000 = 3.5% ownership
- \$40,000 = 4% ownership
- \$45,000 = 4.5% ownership
- \$50,000 = 5% ownership

An individual cash investor or group investing \$200,000 will obtain 20% ownership of TBH and have voting member rights. No voting rights under 20%. Inventor will retain minimum of 55% TBH ownership.

**EXAMPLE OF TBH COSTS, SALES AND PROFIT PROJECTIONS**

The cost for manufacturing a single TBH product will be \$2 to \$3 per unit; the Sales Price per TBH product is \$19.95 (rounded to \$20 here).

Quantity -- Number of products sold	Income from TBH Sales
500	\$10,000
1,000	\$20,000
5,000	\$100,000
10,000	\$200,000
50,000	\$1,000,000
100,000	\$2,000,000
500,000	\$10,000,000

**In 2008, there are 304 million people in the United States and most use toothbrushes. For 1,000,000 (one million) TBH products made, the cost of manufacturing will be approximately \$3,000,000 (at \$3 per unit) and revenue (income from TBH sales) would be \$20,000,000 (twenty million dollars). Revenue minus Expenses = Profit.** (Expenses include manufacturing, distribution, staffing, marketing, taxes, and associated costs). **Investors would receive periodic payments (quarterly or semi-annually) from TBH profits based on percentage of ownership.**

**DISCLAIMER:** In receiving this information, you understand: TBH PATENT PENDING STATUS -- FILED WITH USPTO 12/2006 and 1/2008, by Inventor Fannie LeFlore. **For Investors Only:** You will receive Official Certificate indicating investment amount/ownership, which will be signed by the TBH Inventor and TBH Business Attorney. **For Advance Purchasers Only:** Due to the nature of this unique fundraising approach, notification is provided that under State of Wisconsin law, you have three days to cancel the advance order/s you place. **For all: You are guaranteed receipt of quality product/s and/or investment share -- no cash refunds otherwise. Check or money order should be made out and sent with order form below) to: Toothbrush Hygiene Helper, LLC, P.O. Box 18622, Milwaukee, Wisconsin 53218-0622.** Product orders will be accepted via Virtual Terminal by phone, and Credit cards will be accepted in the near future on the E-commerce website for TBH. *This document was updated and approved by Fannie LeFlore, CEO of TBH, LLC, on July 25, 2008. Fannie can be reached directly at 414-526-0908 (cell phone) or email: [fannie@leflorecommunications.com](mailto:fannie@leflorecommunications.com).*

**2008 ORDER FORM *Cost of Toothbrush Hygiene Helper: \$19.95\* Wallmount: \$5.95\****

Website: [www.toothbrushhygienehelper.com](http://www.toothbrushhygienehelper.com)

Email: [info@toothbrushhygienehelper.com](mailto:info@toothbrushhygienehelper.com)

Phone: 414-527-9627

Fax: 414-527-9657

Purchaser's Name: \_\_\_\_\_

Physical Address (No P.O. Box): \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Telephone w/ Area Code: \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Date Form Completed: \_\_\_\_\_ NAME OF TBH SALES REP: \_\_\_\_\_

TBH Color	Quantity	Cost/Sub-total	TOTAL and Discount Information
<b><i>TBH Grey</i></b>			<p><b>Cost to Advance Purchaser for 1 TBH/ 1wallmount set is \$25</b> (compared to \$25.90 actual combined cost).</p> <p><b><u>TOTAL PURCHASE COST</u></b> with CHECK OR MONEY ORDER for:</p> <p>\$ _____ <b>AMOUNT ENCLOSED</b></p> <p><b>(Entire shipment will be sent to Purchaser listed above; Shipping/Handling free of charge for Advance Purchasers, Contributors/Investors from June thru December 2008).</b></p> <hr/> <p><i>FOR COMPLETION BY TBH REPRESENTATIVE:</i></p> <p><b>* Savings/Discount for Advance Purchaser:</b></p> <p>\$ _____ amount off actual total cost of goods sold <b>AND</b></p> <p>\$ _____ SHIPPING/HANDLING fee <b>AND</b> \$ _____ applicable sales tax that would have applied to customer's purchase (TBH, LLC will be responsible for payments of sales taxes due) =</p> <p>\$ _____ <b>TOTAL DISCOUNT APPLIED</b></p>
<i>w/ Wallmount</i>			
<b><i>TBH Peach</i></b>			
<i>w/ Wallmount</i>			
<b><i>TBH Clear</i></b>			
<i>w/ Wallmount</i>			
<b><i>TBH Blue</i></b>			
<i>w/ Wallmount</i>			
<b><i>TBH Beige</i></b>			
<i>w/ Wallmount</i>			

**MAKE PAYMENT BY CHECK OR MONEY ORDER ONLY AND MAIL WITH THIS FORM TO:**

**Toothbrush Hygiene Helper, LLC  
P.O. Box 18622  
Milwaukee, Wisconsin 53218-0622**

*FOR COMPLETION BY TBH REPRESENTATIVES OR PERSONNEL ONLY*

ORDER FORM and CHECK RECEIVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

ORDER FULFILLED/ MAILED BY: \_\_\_\_\_ DATE: \_\_\_\_\_