A BRAND PRESENTED BY

Altheda Wellness Innovation

yew.
Healthy Aging Nutraceuticals

A longer Healthspan starts with yew.

PRESENTED BY

Chris MacLean, CEO & co-founder

Altheda

yew.

NEW!

WHO WE ARE

Your Canadian partner in healthy aging.

Altheda Wellness brings a pharmaceutical-grade approach to natural health. Our brand, yew., delivers evidence-backed nutraceuticals build for the aging body.





18

Health Canada approved products (NPN)

3

Products on the market covering; Brain, Bladder, and Vision Health

1

Formula, Macuvia (AREDS2) launching soon

1

Clinical trial underway for Cranguard

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THE OPPORTUNITY

People are living longer, not always better.

1 in 4
Canadians will be 65+ by 2068

22M+
North Americans living with AMD

~44%
Canadians 60+ have metabolic syndrome

414
Canadians develop dementia every day

Most aging adults reach for generic supplements built on cheap, poorly absorbed ingredients. yew. is filling that gap.

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PRODUCT PORTFOLIO

Targeted nutraceuticals for the systems that matter.

Four Health Canada approved formulas covering the systems most affected by aging.



VITALMIND

BRAIN + IMMUNE

S-Acetyl Glutathione



OPTIWYSE

VISION

Liposomal Lutein + PEA



CRANGUARD

BLADDER + URINARY

Cranberry PACs +
Liposomal BCP



MACUVIA

VISION – AREDS2

Liposomal lutein &
zeaxanthin + chelated
minerals

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WHY WE WIN

Same category. Better science in every capsule.

PRODUCT	WHAT THE MARKET SELLS	WHAT YEW USES	THE ADVANTAGE
Vitalmind	Reduced Glutathione	**S-Acetyl Glutathione**	Survives digestion, reaches cells, best blood-brain barrier penetration
Optyiwyse	Lutein (alone)	**Lutein + PEA**	Adds anti-inflammatory, neuroprotective support; rare in Canada
Cranguard	Cranberry with unverified PAC levels	**Guaranteed PACs + liposomal BCP**	Prevents UTIs and relieves pain & inflammation
Macuvia	Zinc oxide & copper oxide	**Chelated zinc aspartate & copper citrate + liposomal carotenoids**	Absorbed, gentler on the stomach, more stable

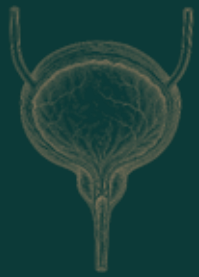
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PRODUCT SPOTLIGHT

CRANGUARD

URINARY TRACT + BLADDER

Support bladder health and prevent recurring UTI's. Currently undergoing Clinical Trial

HERO	INGREDIENT	DOSE	
Bladder health and UTI prevention	PACs, beta-caryophyllene	2 capsules, twice daily	



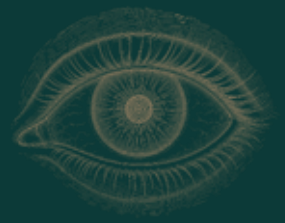
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PRODUCT SPOTLIGHT

OPTIWYSE

HEALTHY VISION

Less Strain. Sharper focus. Long-term vision support.

HERO	INGREDIENT	DOSE	
Reduction of inflammation, neurodegeneration, & Intraocular pressure.	Lutein, Palmitoyletha nolamide (PEA)	2 capsules, twice daily	



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PRODUCT SPOTLIGHT

VITALMIND

BRAIN + IMMUNE HEALTH

Clear thinking and daily resilience as you age.

HERO	INGREDIENT	DOSE	
Brain Clarity, Immune defense	S-Acetyl Glutathione	1-2 capsules daily	



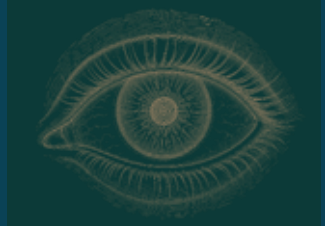
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PRODUCT SPOTLIGHT

MACUVIA AREDS2

VISION HEALTH

Vision loss associated with AMD often leads to social isolation, loss of independence, and increased mental health challenges

HERO	INGREDIENT	DOSE	
General eye health & antioxidant. Can slow development of cataracts & AMD progression	Lutein, Copper, Zinc, Vitamin C, Vitamin E	2 capsules daily	



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COMPETITVE LANDSCAPE

Selling Volume or Selling Outcomes.

OUR COMPETITORS

natural Factors
webber naturals.
LIFE EXTENSION
THORNE
Jamieson NATURAL SOURCES | SINCE 1922
AOR Advanced Orthomolecular Research
SiSU
now Nutrition for Optimal Wellness
intelligentlabs

WHERE YEW STANDS APART

FORMULATION

Liposomes, phytosomes, and bioavailable forms

PHARMA DNA

Pharmacists & pharmacologists; polypharmacy aware

FIRST IN CANADA

Brain and ocular solutions with no OTC equivalent

DEFENSIBLE

Proprietary ingredients, supply agreements

IN-HOUSE REGULATORY

Faster path to Health Canada approval

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TYPICAL SHELF SUPPLEMENT

Made for everyone

- One-size-fits-all formulas for every age
- Commodity ingredient forms that absorb poorly
- Little regard for the medications older adults take
- Marketing-led claims, outsourced science

VS

YEW HEALTHY AGING

Built for the aging body

- Targeted to the systems aging affects most
- Bioavailable forms: acetylated, liposomal, chelated
- Pharmacist-designed and polypharmacy-aware
- In-house regulatory, IP and upcycled, sustainable inputs

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MARKET OPPORTUNITY

A $2.1B Canadian market growing 8.6% a year

19M+ Canadians aged 45+

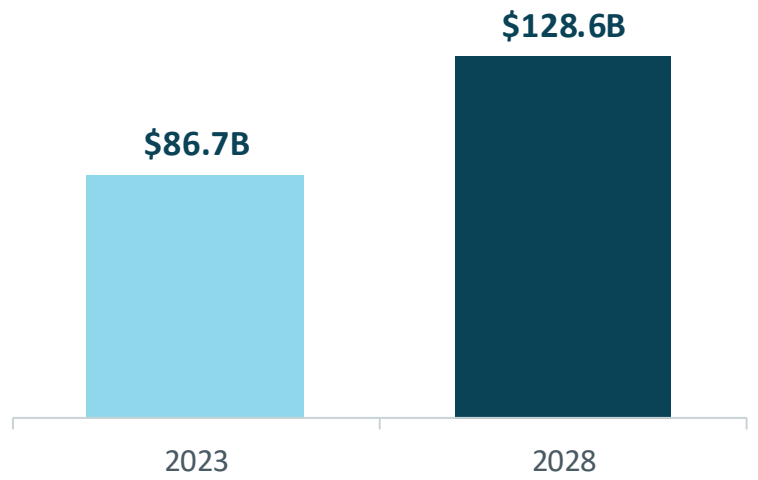
5.7M+ use healthy-aging supplements (30%)

× $375 average annual spend

= $2.1B CAD

2026 est., 8.6% CAGR to 2031

GLOBAL DIETARY SUPPLEMENTS



8.7% CAGR, USD

Sources: Statistics Canada population data (2026), Natural Health Products Canada, Grand View Research, Mordor Intelligence, industry reports.

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MARKET TRENDS

Strategic buyers are paying billions for science-backed supplement brands

PROCTER & GAMBLE ACQUIRES

Thorne

US$3.8B

Announced Aug 2026 · ~7.6× sales of ~US$500M · 5.6× its 2023 take-private value

KIRIN HOLDINGS ACQUIRES

Jamieson Wellness

C$2.5B

Announced Aug 2026 · Canada's #1 vitamin brand · Kirin's entry into North America

Brands with scientific credibility and loyal customers command premium exits, and Canadian natural health is firmly on the radar.

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GO-TO-MARKET & PARTNERS

Early revenue, scaled through partners

1

Pilot launch

Select Maritime pharmacies and e-commerce

2

Direct-to-consumer

B2C growth alongside licensing, with stronger margins

3

Retail

B2B growth through retail: direct, broker, distributor

4

Licensing & white label

Royalties through partners' distribution and marketing teams

BROKER

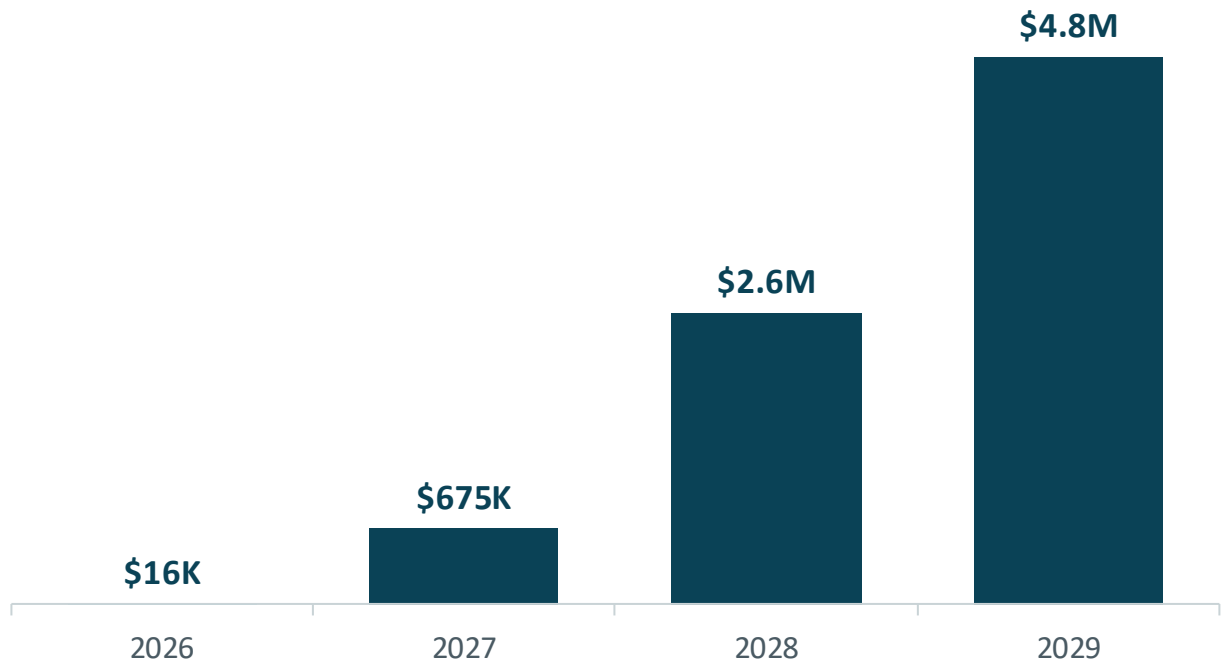
DISTRIBUTOR

RETAIL

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FINANCIAL PROJECTIONS

Path to $4.8M in revenue by 2029



KEY ASSUMPTIONS

2026	Q4 Pilot launch and B2C
2027	B2B retail (CAN). 1-2 licensing partners & white label
2028-29	Retail & licensing growth. International expansion (direct & license)

R&D PIPELINE & IP

What's next: brain and gut health



MARINE NOOTROPIC

Plasmalogen brain-health supplement

Ingredient shown in multiple clinical trials to enhance cognition

Partnered with Sunsho Pharmaceutical (Japan)

Upcycles seafood waste · Alt version in Health Canada review



HEMP-DERIVED PREBIOTIC

Upcycled gut + brain health ingredient

Made from C. sativa post-extraction residue

Patent allowed for issuance (WO2022000077A1)

Licensable: supplements, drinks, pharma, feed, cosmetics

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THE ASK

$50–100K

to fund our pilot launch and first scale-up

Pilot launch

Maritime pharmacies and e-commerce

Second manufacturing run

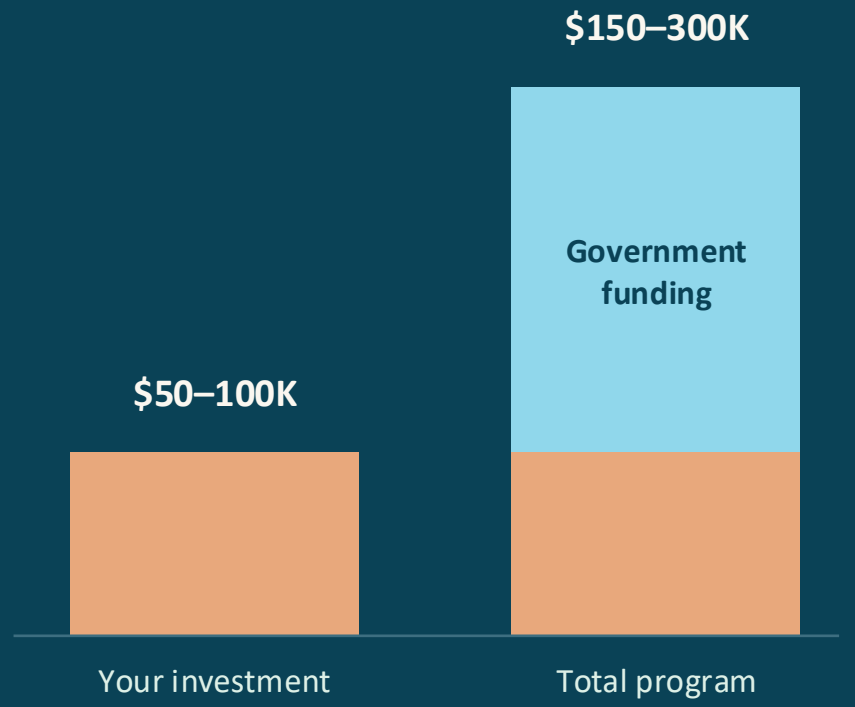
Inventory for launch and partner demand

Marketing

Awareness and education for the 50+ consumer

Every dollar works 3×

Unlocks non-dilutive government funding



OUR DEDICATED TEAM



Chris MacLean – *Chief Executive Officer*
Over 10 years of experience as Chief Operating Officer/Chief Executive Officer of 10-50 person start-ups. Expertise in the areas of corporate operations, business development, scaling, financing, and M&A

Professional background:
The Rounds/Boondoc, Panag Pharma, Tetra Bio-Pharma



Dr. Peter Ford – *Chief Product Officer*
Pharmacist & successful business owner focusing on improving and prolonging health, wellness, and vitality through personalized compounding and wellness Solutions

Professional background:
Ford's Pharmacy, Triple Hair, Panag Pharma



Alan Cooke – *Chief Operating Officer*
Operations leader with 25+ years experience driving supply chain excellence within demanding settings. Expertise in the areas of business growth, manufacturing & distribution, quality assurance, and strategic planning.

Professional background:
Strangford Consulting, Strangford Asset Sales



Dr. Melanie Kelly – *Chief Scientific Officer*
Start-up co-founder and Professor of Pharmacology, Ophthalmology & Visual Sciences, Anesthesia, Perioperative Medicine, and Pain Management with decades of experience in therapeutics and drug delivery

Professional background:
Dalhousie University, Panag Pharma, Tetra Bio-Pharma



Matthew Allain – *Chief Technical Officer*
Pharmacist & formulations expert with a Masters of Applied Science in Biomedical Engineering. Working with the vision of providing naturally derived, effective therapeutic products that help to bridge the gap between nature, science, and medicine

Professional background:
Sobeys Pharmacy, Panag Pharma, Tetra Bio-Pharma



Dr, Jacqueline Jacques - *Advisor*
Naturopathic Doctor with over 20 years of leadership experience in the U.S. medical nutrition and wellness industry

Professional background:
Wellness Industry Expert and Consultant - Freelance

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YEW HEALTHY AGING NUTRACEUTICALS

Bridging the gap between lifespan and healthspan through Innovation Natural Products

Chris MacLean, CEO

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