

Hygeia

2025-2026 Annual Report



Executive Summary

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Hygeia



Mission Statement

At Hygeia, our mission is to create natural, eco-friendly cosmetic products that are both high-quality and affordable. We exist to help people feel confident in what they use on their skin while supporting the planet and giving back through charitable donations.

Product Description

At Hygeia, we create natural, affordable soap that is made with clean ingredients and simple formulas. Each bar is designed to be safe for your skin, easy to use, and made to fit into everyday routines while also supporting meaningful causes.

Financial Results

Units Sold

612

Total Revenue

\$2610

Profit Margin

56%

ROI

50%

The Team



AIDAN KISH
CEO



JACK ANDES
COO



BEN BAXTER
CFO



BELLA JOHNSON
CMO



SAM SINGARELLA
SUPPLY CHAIN



REAGAN ONEY
SALES



**Nicole
Snider**



**Junior
Achievement™**
of North Central Ohio



**Diane
Pilati**

Leadership and Organization

Motivation

Hygeia reinforces accountability and growth through monthly employee evaluations. These reviews track performance, measure progress towards goals, and provide clear feedback for improvement. This process keeps team members aligned, motivated, and focused on contributing to the company's overall success.

Structure

Hygeia maintains a strong structure and organization to ensure efficient operations and clear communication across departments. Defined roles, and regular check-ins help keep team members accountable and aligned with company goals. This organized approach allows Hygeia to operate smoothly, respond effectively to challenges, and maintain a high standard of performance as the business grows.

Team Performance

Hygeia optimizes team performance by setting clear monthly sales goals that drive focus, accountability, and results. These goals provide measurable targets for each team member and create a shared sense of purpose across the company. By tracking progress and adjusting strategies as needed, Hygeia ensures continuous improvement, stronger collaboration, and consistent growth in overall performance.

ORGANIZATIONAL CHART



CEO
Aidan Kish



COO
Jack Andes



CFO
Ben Baxter



CMO
Bella Johnson



SCM
Sam Singarella



SM
Reagan Oney

Innovation Process

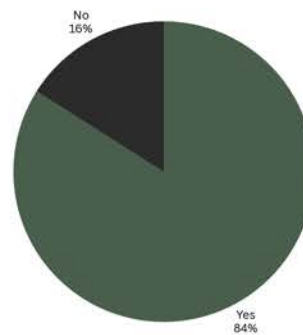
Discovery

Market Research

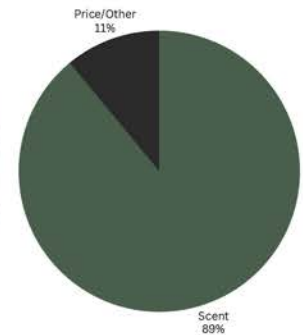
Before finalizing Hygeia, we researched our target market and found that many people are looking for natural and eco-friendly skincare options. A majority of customers said they prefer products with simple ingredients and fewer chemicals. We also found that people care about scent, appearance, and skin benefits when choosing soap. This helped us focus on creating a product that is both natural and appealing.

- **Brainstorming**
- **Market Research**
- **Raising Capital**
- **Prototype & Testing**
- **Found Supplier**
- **Production**
- **Final Product**

Natural & Eco-friendly



Prive VS Scent



Design Explanation

Hygeia soap is designed to be simple, natural, and effective. After testing different ingredients and scents, we chose options that were both safe for the skin and appealing to customers. We focused on clean packaging to match our eco-friendly message. We tested our product with customers and used feedback to improve scent, appearance, and overall quality. This helped us create a product that people enjoy and trust.

Innovation Process Market Analysis

Innovation in Marketing strategy

Hygeia uses a direct-to-consumer marketing strategy, focusing on in-person events and social media platforms like Instagram and TikTok. Events are our strongest sales channel because they allow customers to experience the product firsthand and connect with our mission. Social media supports this by building brand awareness, showcasing our products, and encouraging repeat interest through consistent and aesthetic content.

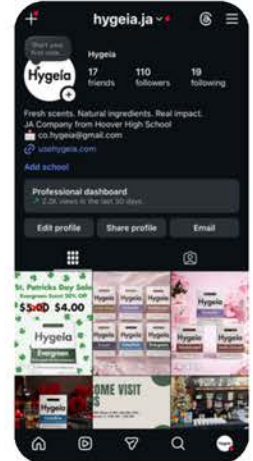
- Sold 621 bars and generated 3,726 + revenue
- strong demand supported by bundle purchasing
- loyalty program encourages repeat customers
- plans to expand product line and grow brand awareness



@HYGEIA.JA



@HYGEIA.JA



Target market & competitive Innovation



USEHYGEIA.COM



Our target market includes students, families, and environmentally conscious consumers ages 16–55 who value clean ingredients, affordability, and purpose-driven brands. Hygeia stands out in a competitive market by offering high-quality, natural soap at an accessible price while donating 10% of each purchase to a different charity, creating both value and impact for customers.

Product Overview



Problem

Many products labeled as “clean” still contain harsh or irritating ingredients that can damage sensitive skin. At the same time, truly natural alternatives are often expensive and not accessible to everyday consumers. This creates a gap in the market where people are forced to choose between affordability and quality, without a product that is both safe and reasonably priced.

Solution

Hygeia was created to bridge this gap by offering affordable, all-natural soap made with gentle, high-quality ingredients like olive oil, coconut oil, and shea butter. Our products are designed to be both effective and accessible, while also making a difference, 10% of every purchase is donated to a charity connected to each scent, allowing customers to support meaningful causes while prioritizing their own self-care.

Our name, Hygeia, comes from Hygeia, the Greek goddess of health, hygiene, and cleanliness, perfectly representing our mission of clean living and self-care.

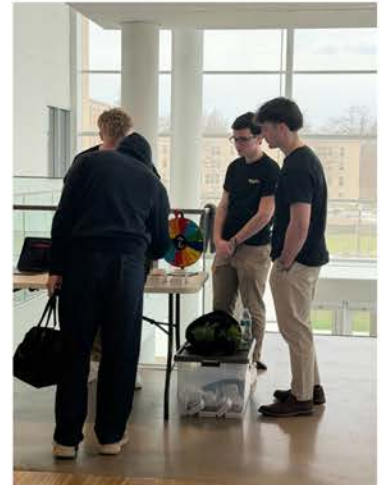
Customer Elements

Segments

- Our target customers are teens and young adults who care about clean ingredients and affordable self care.
- We also target families and everyday consumers who want natural products without high prices.
- At events, we focus on impulse buyers and gift shoppers.
- We provide strong customer service by engaging with customers in person, answering questions, and explaining our ingredients and mission.
- We build relationships through friendly interactions and encourage repeat purchases with bundle deals and positive experiences.

Channels

- We reach customers through in person sales at craft shows and markets.
- We also sell online through our website and social media platforms.
- We promote through Instagram, word of mouth, and school community outreach.
- We use deals like "3 bars for \$15" and free shipping offers to drive sales.
- Our messaging focuses on natural ingredients, affordability, and supporting real causes.



Business Performance

Key Metrics

Hygeia has successfully promoted our natural soap to a wide range of customers. Our product appeals to people looking for healthier, eco-friendly skincare options, and we've seen steady growth in sales at events. We've also built strong connections in our community that support wellness. In addition, our giveback efforts have allowed us to make a positive impact by supporting causes that align with our mission of health and sustainability. For example, we donate 10% of each bar to a charity based on the bars theme.

Suppliers

Hygeia gets natural soap materials from Adam's Wholesale Soap in North Carolina. Our packaging comes from Xiamen Speed Print Industrial CO., Ltd. in China, giving our product a professional look at a good cost. These suppliers help us maintain quality while keeping production efficient.

Cost Structure

Retail Price: \$6.00
Cost Per Unit: \$2.27
Charity Donation: \$0.37
Profit/Unit: \$3.36
Profit Margin: 56%
Fixed Costs: \$105.70
Variable Costs: \$2.64/unit
Hygeia stays profitable by keeping costs low while still offering a high-quality, natural product.

Revenue Streams

Most of our sales come from school events, markets, and community gatherings where customers can see and smell the product. We also use Instagram to promote our brand and reach more people. In the future, we plan to partner with local shops to expand sales. These different methods help us stay consistent and



Financial Performance

Overview

Hygeia has generated \$2,600 from selling 612 units. We sell individual bars for \$6 and also offer a bundle deal of 3 bars for \$15, with a production cost at \$2.64 per unit. We've incurred \$449.66 in total expenses.

Break-Even Analysis

Our fixed costs are \$105.70. Each unit is produced at a total variable cost of \$2.64. We have a break-even point \$365.27 or 61 units.

We have since surpassed our break-even point and have been earning pure profit.

Net Profit

We generated \$2,610.00 in revenue through selling our product in-person and online.

We have spent \$1,639.44 on COGS. Our net profit total comes out to \$887.11

Profit and Loss Statement

Revenue:	
Net Sales	\$2,610.00
Cost of Goods Sold:	
	\$1,639.44
Gross Profit:	
	\$970.56
Expenses	
Advertising Expense	\$0.00
Craft Show Fee Expense	\$0.00
Miscellaneous Expense	\$105.70
Sales Tax Expense	\$214.25
Shipping & Postage Expense	\$129.71
Transaction Fees	\$0.00
Total Expenses	\$449.66
Other Revenue:	
Raffle Tickets	\$0.00
Net Income	\$887.11

Balance Sheet

Assets	
Cash	\$207.00
Inventory	129
Total Assets	\$2,006.63
Liabilities	
Donation Payable	\$229.77
Salary and Commission Payable	\$0.00
Sales Tax Payable	\$0.00
Total Liabilities	\$229.77
Owner's Equity	
Capital Stock	\$1,800.00
Competition Earnings	\$0.00
Sponsorships	\$0.00
Net Income	\$887.11
Total Owner's Equity	\$1,776.86
Total Liabilities and Owner's Equity	\$2,006.63
Book Value of Stock (upon Liquidation)	
Capital Stock	\$1,800.00
Competition Earnings	\$0.00
Sponsorships	\$0.00
Net Income	\$887.11
Total Owner's Equity	\$1,776.86
Shares of Stock Sold	6
Book Value of Stock	\$296.14
Percent Return Per Share	49.28%

Learning Experiences and Future Applications



Learning

Throughout this experience, we learned how to communicate better and work as a team. Selling in front of people at events helped us become more confident and improve our sales pitch. We also gained experience using tools like social media to promote our product and attract customers. In addition, we learned how to manage production, stay organized, and solve problems when things didn't go as planned.

Production

Production was one of the biggest challenges for Hygeia. From getting the right materials to packaging, we had to figure out the most efficient way to create our natural soap bars. Over time, we improved our process by organizing production steps and managing time better, which helped us produce more units faster. We also focused on keeping our ingredients natural and consistent. Even with challenges, we were able to stay on track and improve our overall production.



Future

In the future, Hygeia plans to continue growing by expanding where we sell our products. We want to partner with local shops and wellness businesses to reach more customers. We also plan to reinvest our profits into improving our product and packaging. Our goal is to keep promoting natural, eco-friendly skincare while growing our brand and making a bigger impact.



And One More Thing...

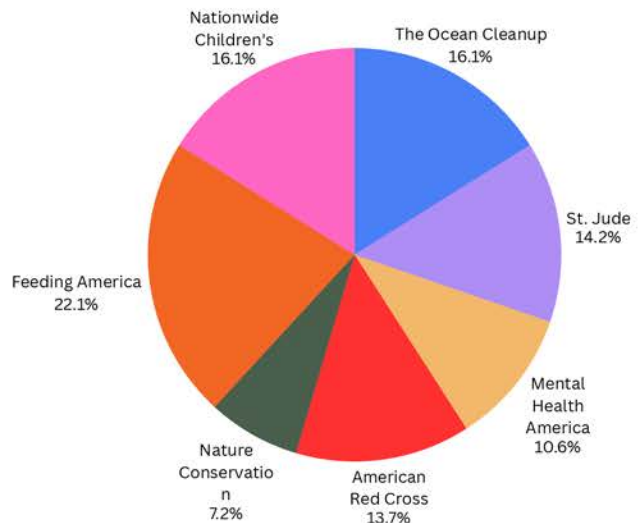
Social Impact

Hygeia promotes better hygiene and self-care habits by providing simple, high-quality products while raising awareness about the importance of daily hygiene. We have strengthened our connection with the community by engaging directly with customers, gathering feedback, and adapting our offerings to better meet their needs. Hygeia has built trust and created lasting relationships with those we serve.

Community Giveback

Hygeia donates 10% of profit from every bar sold back to the community, ensuring each purchase contributes to a greater purpose. This initiative supports causes aligned with our mission of promoting health, hygiene, and overall well-being. By giving back through every sale Hygeia continues to create a positive impact one bar at a time.

10% of Every Bar Supports a Meaningful Cause



Hygeia has donated a total of \$229.77 to a variety of charities

Thank You

Fresh Scents. Natural Ingredients. Real Impact



usehygeia.com



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