

# HABIT FACTORY

## Company Presentation 2022

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## About Habit Factory

Habit Factory is the opposite of ordinary. Our drive is about challenging – the conventional, the predictable and all the rules others have established. We always go our own way and we do it without hesitation.

The idea of creating our own, great-tasting nicotine pouches completely free from tobacco was born out of frustration. As former snus users with the ambition of following a healthier path, we were looking for good alternatives, but nothing out there met our expectations. So we decided to take matters into our own hands.

Now we are proudly launching our first brand KLINT. Made from the best quality ingredients and crafted with 100% passion in our own state-of-the-art factory in Sweden. And since perfection is an ongoing journey, it won't take long before our next brand also takes its place on the shelf. We have a promise for you – we will never disappoint you.





# A FRESH APPROACH TO NICOTINE



# KLINT

KLINT is the premium, all-white, tobacco-free nicotine portion for the elegant lifestyle that gives you the convenience of a fresh nicotine boost, wherever you are, whenever you want. Without any of the negative effects of tobacco. Simply choose from one of the fresh flavors below that best matches your taste, place it under your lip and get on with your day.

KLINT was developed as an idea born out of necessity. With all the negative effects of tobacco and with more tough new anti-smoking laws in place, we wanted to challenge the giants of the industry by offering a premium, new tobacco-free alternative for the modern consumer living an active, health-conscious and elegant lifestyle.

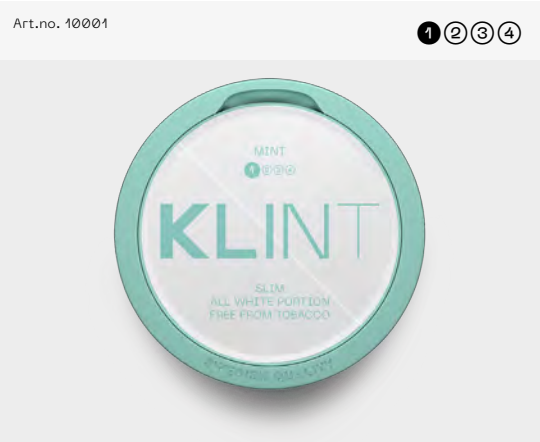
Our origins come from a world where passion, will and determination are crucial to become a winner. So we're constantly developing and refining our products to give you the best possible nicotine boost. The result? A fresh, premium and tasty nicotine portion that gives you an uplifting feeling, with none of the negative effects of tobacco.



# PRODUCT CATALOG

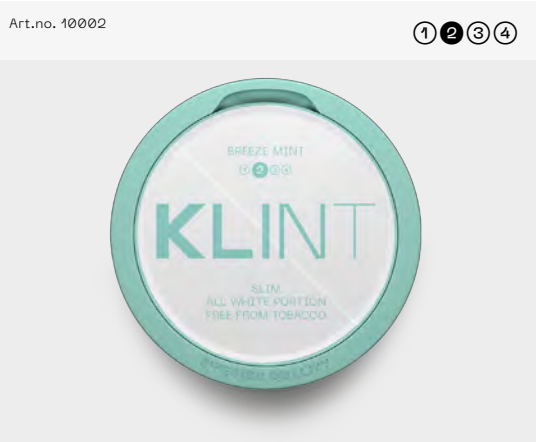






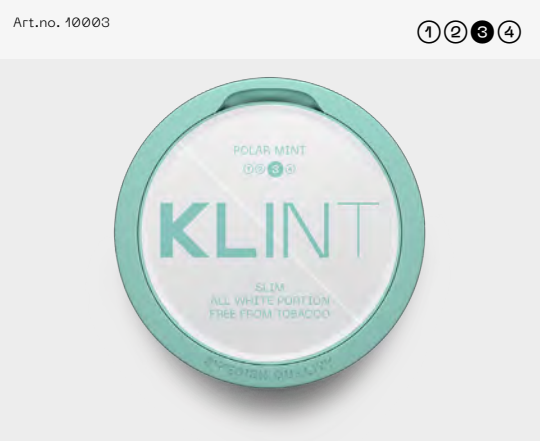
**MINT 1**  
A soothing flavor of mint to satisfy your senses. With the sweetness and sophisticated taste of mint with hints of herbs and rewarding a long-lasting cooling effect.

EAN: 7350117050003



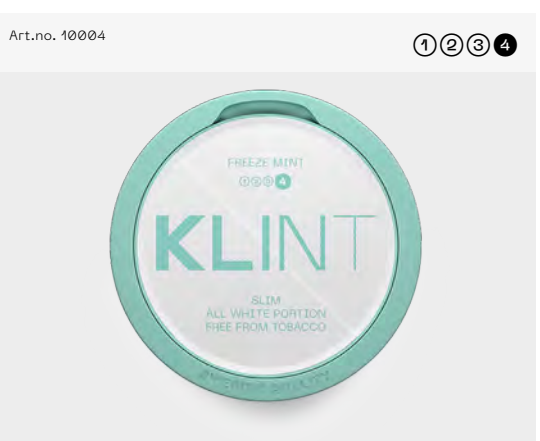
**BREEZE MINT 2**  
A crisp, polar breeze of mint on your senses. With the sweet and soothing taste of peppermint and hints of herb extracts providing a cooling effect and long-lasting freshness.

EAN: 7350117050010



**POLAR MINT 3**  
The advance flavor of Polar Mint for your curiosity. With the affinity towards sweetness followed by a taste of genuine mint that provides the full and long-lasting experience.

EAN: 7350117050027



**FREEZE MINT 4**  
The maximum taste effect of mint and ice-cold menthol which gives a cooling effect and extra long-lasting freshness.

EAN: 7350117050034



WHITE MULBERRY ❶

A refreshing burst of sweet, summer-ripened Mulberries. Full of complex flavor and perfectly balanced with subtle tones of raspberries and blueberries for a lingering taste sensation.

EAN: 7350117050126

Art.no. 50001

❶❷❸❹



FRESH LIME ❷

Taste the incredible freshness of lime. The rich and sweet citrusy lime flavor gives you a refreshing sensation while the slightly zesty tang creates a clean and delightful tingle that lasts.

EAN: 7350117050005

Art.no. 20002

❶❷❸❹

PASSIONFRUIT ❶❷

Passionfruit gives a tempting and juicy experience with it's sweet and attractive taste, surrounded by other exotic fruits which makes the taste linger on. It makes you think of the sunny and radiant places where Passion fruit is grown.

EAN: 7350117050008

Art.no. 40002

❶❷❸❹



POMEGRANATE ❷

The fresh and delectable taste of ripe and juicy pomegranate. A perfect balance between sweet and sour with a hint of delicate bitterness together creating a truly delightful treat for your senses.

EAN: 7350117050140

Art.no. 70002

❶❷❸❹

HONEY MELON ❶❷

The smoothness and incredible sweetness of freshly-picked honeydew melon. Rounded with invigorating splashes of ripe tropical fruits to give you a delicious and refreshing taste sensation.

EAN: 7350117050133

Art.no. 60002

❶❷❸❹



LIQUORICE ❶❸

Treat your senses to the salty explosion of sweet liquorice. Starting with a burst of sweetness and rounded off with a unique hint of bitterness that's instantly recognizable and genuinely satisfying.

EAN: 7350117050102

Art.no. 30003

❶❷❸❹

NEW!

New



**BLÅKLINT ③**  
BlåKlint is a composition around blueberry and Forest berries with other components which gives this creation its richness in taste with inspiration from the Swedish forrest.

EAN: 7350117050102

Art.no. 90003

①②③④

New



**ROSÉ ②**  
Klint Rose is a composition around rose, red fruit and berries together with a fun and tasty note of cotton candy. Its feminine, sweet, vibrant and very tasty.

EAN: 7350117050102

Art.no. 80002

①②③④

MINI | KLINT

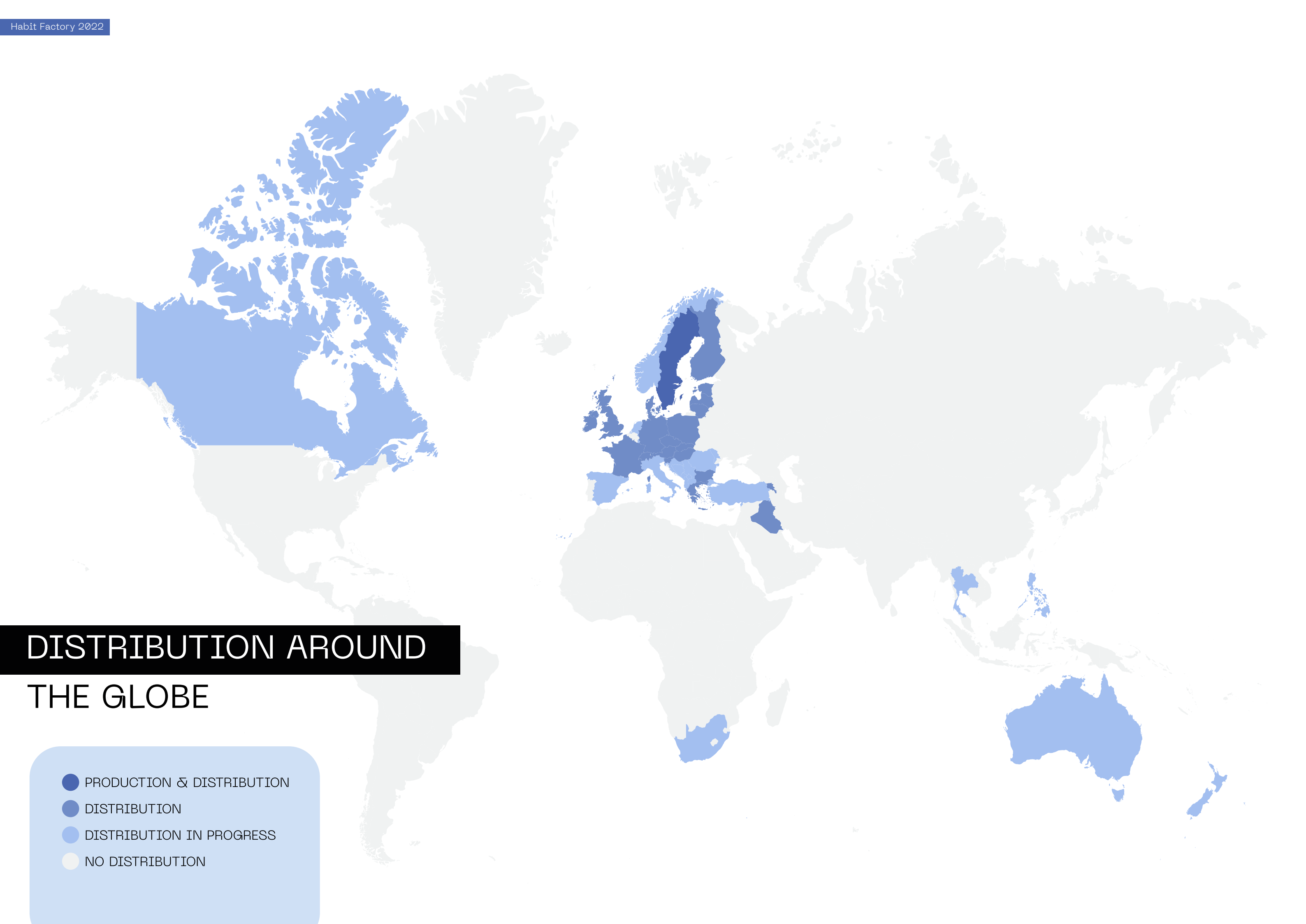
Our MINI KLINT products offer a smaller portion with the same nicotine kick our customers are used with. By using mini portions,





# PRODUCT INFORMATION

Product Name		Nicotine	Weight	Portions
10001	MINT	6mg/g	14g	20
10002	BREEZE MINT	8mg/g	14g	20
10003	POLAR MINT	12mg/g	14g	20
10004	FREEZE MINT	16mg/g	14g	20
60001	WHITE MULBERRY	6mg/g	14g	20
20002	FRESH LIME	8mg/g	14g	20
40002	PASSIONFRUIT	8mg/g	14g	20
60002	HONEY MELON	8mg/g	14g	20
70002	POMEGRANATE	8mg/g	14g	20
30003	LIQUORICE	12mg/g	14g	20
MINI KLINT				
80002	ROSÉ	12mg/g	15g	30
90003	BLÅKLINT	16mg/g	15g	30
4MG PRODUCTS				
10001	MINT	6mg/g	14g	20
30001	LIQUORICE	6mg/g	14g	20
40001	PASSIONFRUIT	6mg/g	14g	20
50001	HONEY MELON	6mg/g	14g	20
60001	WHITE MULBERRY	6mg/g	14g	20



# DISTRIBUTION AROUND THE GLOBE

- PRODUCTION & DISTRIBUTION
- DISTRIBUTION
- DISTRIBUTION IN PROGRESS
- NO DISTRIBUTION



# BECOME A RESELLER



# REGISTER AT OUR B2B PORTAL

To become a reseller, you will have to register at our B2B portal. At our B2B portal you will be able to make a purchase, download media and communicate directly to your specific Account Manager. To register, go to [www.habitb2b.com](http://www.habitb2b.com) and start your journey from there.