



Corporate Update

October 2023

AVENOVA®
DERMAdoctor

NYSE American: NBY



Forward-Looking Statements

This presentation contains forward-looking statements, within the meaning of applicable U.S. securities laws, which statements can, in some cases, be identified with terms such as “project,” “believe,” “may,” “plan,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” “target,” “potential” and other similar expressions. These forward-looking statements reflect NovaBay’s current expectation and assumptions, such as expected market potential and market acceptance of our products and are subject to a number of risks and uncertainties that could cause actual results to differ materially from those anticipated. These risks and uncertainties include, but are not limited to, changing market conditions, the successful and timely completion of clinical studies, the establishment of corporate alliances, the impact of competitive products and pricing, new product development, uncertainties related to the regulatory approval process and other risks detailed in the Company’s filings with the SEC, which filings can be found at www.sec.gov. Given these risks and uncertainties, you are cautioned not to place undue reliance on such forward-looking statements. The Company undertakes no obligation to publicly update or revise any forward-looking statements either as a result of new information, future events or otherwise, except as required by applicable U.S. securities laws.

Corporate Overview

Established, High-Quality High-Margin Brands

Avenova

- Best-in-class Avenova-branded eyecare products including the #1 doctor-recommended antimicrobial lid & lash spray in the U.S. dry eye market

DERMAdoctor

- 30 highly effective, problem-solving dermatological products

PhaseOne and NeutroPhase

- Cutting-edge wound care technology

Complementary Product Lines

- Innovative, proprietary OTC products address underserved customer needs
- Similar customer demographic across all brands
- Scientifically developed and clinically proven - *not cosmetic*



Avenova for Eyecare



DERMAdoctor for Skincare



PhaseOne & NeutroPhase for Wound Care

Investment Highlights

Predictable, Recurring Revenue

High-quality products & customer loyalty provide solid foundation of predictable revenue for further growth in the large eyecare and skincare markets

Multipronged Growth Strategy

Focus on driving growth from OTC product sales through proven DTC digital marketing expertise and geographic distribution

Expense Management

DTC sales & marketing expertise contributes to 2Q23 16 % YOY decrease in sales & marketing expenses on 26 % increase in net product sales

Strategic Execution to Drive Sales in Large Markets

01

Avenova

- Expanding product offering to become one-stop destination for standard dry eye treatment regimen and build on recognized high-quality brand name
- Sales of Avenova companion products contributing to revenue
- Entering eyelash extension market addressing new younger demographic with cross-selling opportunities

02

DERMAdoctor

- Focusing on top-selling products through most efficient sales channels
- Capitalizing on international distribution expansion opportunities in China and Europe

03

Marketing

- Lifestyle digital campaigns focused on targeted demographics
- Expanding distribution and international reach



Executing on Business Strategy

Launches Avenova Allograft, a Prescription Optic Allograft for Use as a Protective Covering During the Repair of Ocular Surfaces

Sept. 14, 2023



Reports Record Avenova-Branded Products Sales Day During Amazon Prime Day Event

July 14, 2023

Showcases Full Line of Avenova Eyecare Products at the 126th Annual American Optometric Association Congress

June 20, 2023

Fulfills \$1 Million Order for NeutroPhase Skin and Wound Cleanser to Partner China Pioneer Pharma

May 1, 2023

Launches DERMAdoctor Comfort + Joy Psoriasis Therapeutic Moisturizing Cream

Apr. 21, 2023

Launches Avenova Eye Health Support, a New Antioxidant-Rich Oral Supplement to Comfort Dry Eyes and Promote Overall Eye Health

Mar. 7, 2023

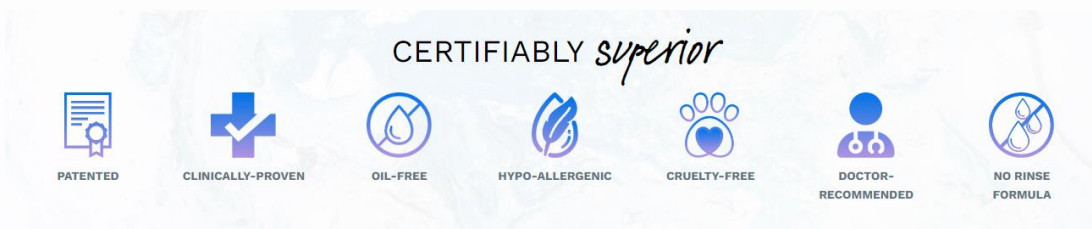
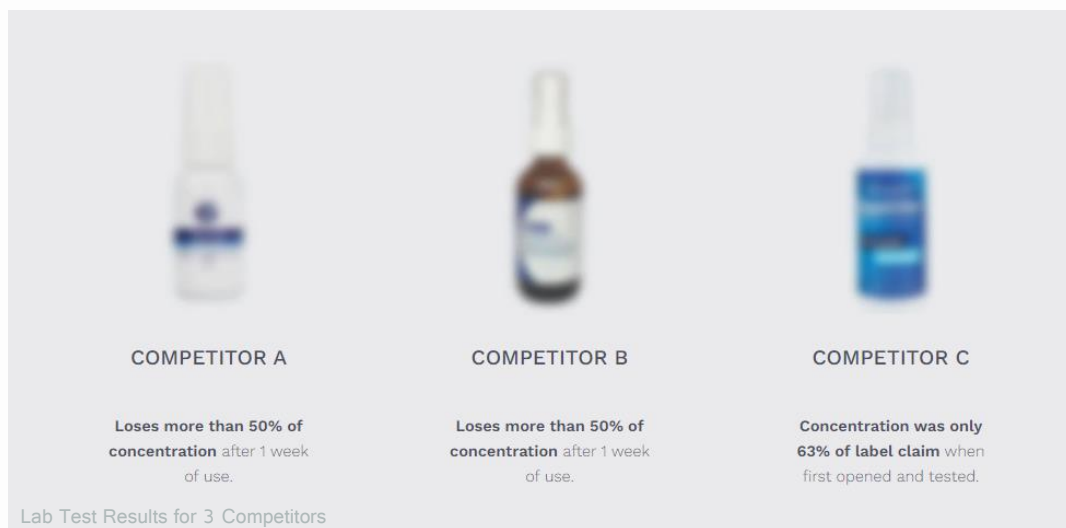


Science for sore eyes.

- No. 1 Doctor-Recommended Antimicrobial Lid & Lash Spray
- Pioneering use of hypochlorous acid (HOCl) – a substance naturally produced by the body – for antimicrobial lid & lash spray
- Kills a broad spectrum of bacteria and helps relieve chronic eye conditions like dry eye, blepharitis, styes, contact lens discomfort and inflammation
- 510(k) FDA-cleared formulation is the only known stable, truly pure HOCl commercial solution
- Manufactured and lab tested in the U.S. and clinically proven to be the most effective lid & lash solution available without a prescription
- *80-100 times more potent than Clorox bleach yet completely nontoxic*

Avenova Efficacy Advantages

- Inferior formulation can result in an ineffective solution and may contain harmful impurities such as bleach, plastic leachables and detergents
- Bottled in amber glass to ensure the safest, purest, and most powerful HOCl lid & lash spray on the market



The Avenova Difference.

NO BLEACH NO IMPURITIES NO IRRITATION

Purest, longest-lasting formulation of HOCl

No stinging or irritation

Non-toxic and non-sensitizing

Completely safe for regular, long-term use

safe for everyone!

Avenova Sales Channels



Rx - Retail Pharmacy

- Physicians prescribe Avenova Rx 40mL and patients fill prescriptions at a pharmacy of their choice (CVS, Walgreens, Walmart, Rite Aid, etc.)

Rx - Partner Pharmacy

- Physicians prescribe Avenova Rx 40mL and send it to a designated Avenova partner pharmacy
- Our 10 Partner Pharmacies nationwide offer a predesignated price for both insured and uninsured patients



Physician Dispensed

- Physicians purchase Avenova Rx 20mL, at a discounted price, and dispense the product through their offices
- Offers a one-stop shop experience for patient convenience
- Helps ensure patients use Avenova correctly for best results
- Creates a revenue stream for physician practices



OTC

- Physicians refer patients to Avenova.com, Amazon, Walmart & CVS
- Available 24/7 for customer convenience
- Physicians can provide patients with a one-time discount code on Avenova.com
- Digital marketing programs directly reach customers with lifestyle messaging

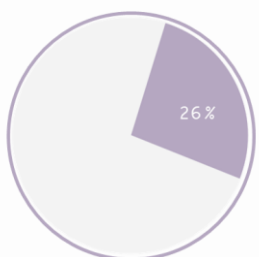
The Avenova Rx sales channel seeds and fosters growth in all sales channels which maintains Avenova's market leadership position as the #1 doctor recommended product.

Avenova Opportunities for Growth



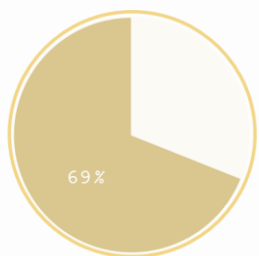
Rx + Retail Pharmacy

- Partnership with ImprimisRx, the nations largest ophthalmic compounding pharmacy
- Rx version of Avenova available at 99% of retail pharmacies nationwide



Physician Dispensed

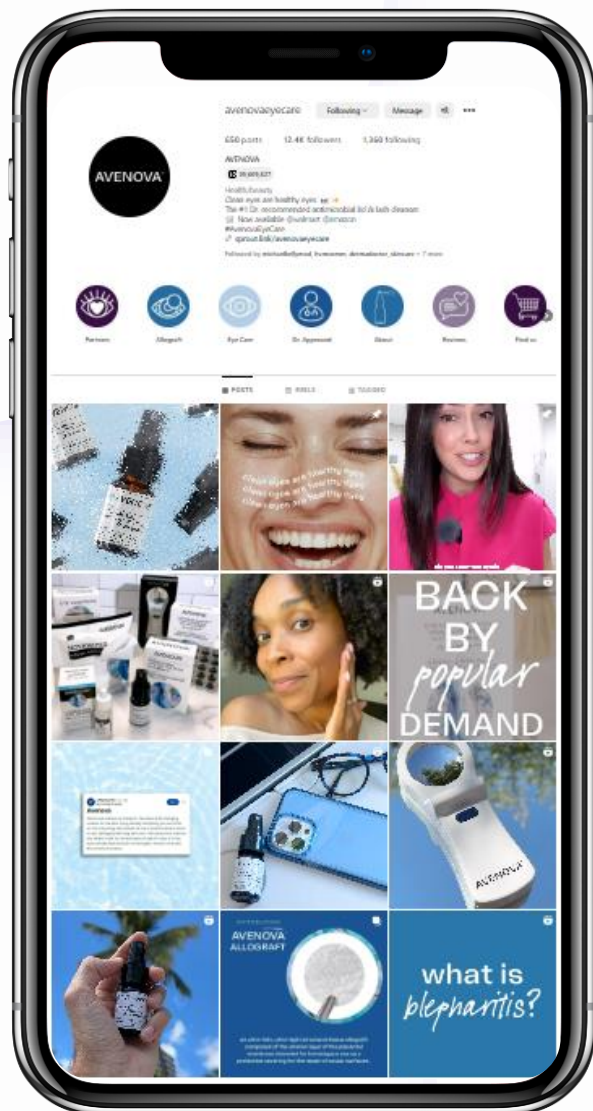
- New products and promotional programs build on recent sales-channel momentum
- Promoted through targeted email sequencing campaigns
- Using online tools for broader reach without increasing the sales organization
- Promote physician self-serve ordering through Avenova.com



OTC

- Easy access to Rx-strength product without a prescription
- Helps offset impact of high-deductible healthcare plans
- Provides stable gross-to-net pricing
- Benefits from “Doctor Recommended” halo effect from the Rx channel
- Product bundling to encourage use of companion products





Rapid Uptake with Avenova DTC Strategy

Vast majority of unit sales are currently through OTC channel, 4 years from non-prescription product launch (launched OTC in June 2019)

Broad product accessibility through major online retailers and in-store stocking at CVS

Online “Subscribe & Save” feature on Avenova.com and Amazon.com, for repeat orders and revenue stabilization, now represents 23% of monthly online sales

Core expertise in DTC digital marketing supports expansion of customer base

AVENOVA
avenova.com

amazon

Walmart

CVS

Complete Avenova-Branded Dry Eye Product Portfolio

One product for each step in the standard dry eye treatment regimen

relieve

treat

prevent

Drops

+

Compress

+

Cleanser

+

Mirror

+

Wipes

+

Supplements



New Differentiated, High-Quality Product Addressing Large Market Opportunity

- Licensed & rebranded proprietary Rx product from BioStem Technologies
- Recent commercial launch through physician-dispensed channel
- Global ophthalmology amniotic membrane market estimated at >\$400 million, expected to grow 9.8% per year through 2030
- Expanding physician-dispensed offering to capitalize and build on established sales channel

AVENOVA[®]

Introducing AVENOVA ALLOGRAFT

feather light, BUT POWERFUL

The BioREtain[®] process preserves a high concentration of growth factors and cytokines - making AVENOVA ALLOGRAFT more effective than other dehydrated membranes.

ADVANCED HEALING

AVENOVA ALLOGRAFT is an ultra-thin, ultra-light structural tissue allograft composed of the amnion layer of the placental membrane. AVENOVA ALLOGRAFT is intended for homologous use as a protective covering for the repair of ocular surfaces.



*multiple sizes available



SKINCARE

Established Brand with Problem-Solving Products in Fast-Growing Market

DERMAdoctor



Scientifically Formulated Proprietary Products

- Founded in 1998 by board-certified dermatologist
- 30 proprietary products focused on alleviating and healing common skin conditions: dry skin, psoriasis, keratosis pilaris and aging
- Effective, hypoallergenic

Significant Global Growth Opportunity

- Cosmetic skincare products estimated to reach \$185 billion by 2027
- Skincare segment is the fastest growing segment of the beauty industry

DERMAdoctor delivers on the promise that clinical skin therapy can be fun and easy, while delivering significant, measurable results

Primary Product Families



Kakadu C

Vitamin C-based elixirs
with anti-aging properties



KP Duty

Exfoliating body treatments
targeting keratosis pilaris to
alleviate dry, rough, bumpy skin



Total NonScents

Ultra-gentle and brightening
antiperspirants for sensitive skin

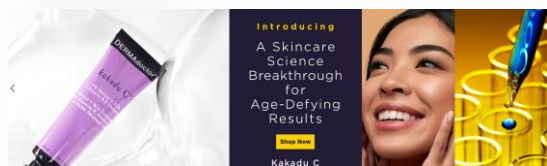


Calm Cool + Corrected

Created for irritable, itchy, red,
inflamed skin cause by eczema,
rosacea and seborrheic dermatitis

DERMAdoctor Sales Channels

Direct



DERMAdoctor.com



Domestic



URBAN OUTFITTERS



THG



SkinStore



Physician
Offices

International



Current Int'l Distribution

- Middle East (Kuwait, UAE, Qatar, SA)
- Great Britain
- Central America
- South America

Expansion Opportunities

- China
- European Union



WOUND CARE



Cutting-Edge Wound Care Technology



The safe and effective HOCl solution for managing viruses, bacteria and fungi

Leverages NovaBay proprietary HOCl technology

Rx product for routine and tough cases

Distributed through partners
PhaseOne Health (U.S.)
Pioneer Pharma (China)

SUMMARY

First Half 2023 Financial Highlights

1

Diversified revenue streams and DTC marketing drive 11% year-over-year increase in net product sales to \$7.7 million

- Avenova
- DERMAdoctor
- Wound Care

2

Expense management from DTC marketing expertise reduces sales & marketing expenses by 16% over prior year

3

Cash and cash equivalents of \$4.4 million as of June 30, 2023

Past and Future Milestone



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