

CONFIDENTIAL CAPABILITIES DOCUMENT

AliJon Enterprises Incorporated

OUR CAPABILITIES BRIEF

"Structured. Scientific. Founder-Led."

EST. 1986

40

YEARS

ANNIVERSARY

Celebrating 40 Years of Innovation Excellence | 1986–2026

5433 Old Rt 22 | Hamburg, PA 19526 | www.alijonenterprises.com

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About AliJon Enterprises, Inc.

AliJon Enterprises, Inc. is a privately held, founder-led consulting, scientific research, and brand development company established in 1986. For four decades, AliJon has served as a structured operational partner for emerging and established organizations seeking expert guidance in brand architecture, regulatory consulting, scientific product development, and enterprise framework building.

AliJon operates through three distinct practice suites — each purpose-built to serve a specific layer of the client journey:

Suite	Division Name	Core Focus
Suite 1986	AliJon Enterprises	Executive Consulting & Strategy
Suite 2017	ARL — Applied Research Laboratory	Scientific Research & Formulation
Suite 2020	CBG Essentials™	Consumer Product Brand & Domain Science

Our work is grounded in decades of firsthand experience, proprietary methodology, and an unwavering commitment to precision and performance. Every engagement is structured, documented, and delivered with the rigor befitting an enterprise-caliber partner.

Meet the Founder



Dr. John T. Cusatis

Dr. John T. Cusatis | CEO & Chief Scientist, AliJon Enterprises, Inc.

Dr. John T. Cusatis

- ▶ CEO & Chief Scientist, AliJon Enterprises, Inc.
- ▶ Founder, Chem-B-Gone Essentials™ (CBG Essentials)
- ▶ Originator of Everyday Chemical-Burden Reduction

Dr. Cusatis brings over four decades of applied scientific research, enterprise consulting, and brand systems development to every engagement. As the originator of the Everyday Chemical-Burden Reduction methodology, he has pioneered a framework that helps individuals and organizations systematically reduce their exposure to synthetic chemical overload — one domain at a time.

His consulting approach integrates scientific rigor with operational precision, allowing clients to build not just products, but entire branded systems backed by credible, founder-developed science. Dr. Cusatis has served as the lead architect for consulting frameworks, product formulations, brand identities, operational manuals, and enterprise agreements across multiple industry sectors.

◆ Credential Highlights

- 40+ Years in Applied Scientific Research & Consulting
- Founder of Proprietary Chemical-Burden Reduction Methodology
- Architect of Multi-Division Brand System (AliJon Suites 1986 / 2017 / 2020)
- Active Engagement: Building U.S. Divisional Infrastructure for EVDL Industry Client
- Author of Proprietary Operational Frameworks, Rate Structures & Consulting Agreements



Our Three Practice Suites

Each AliJon practice suite is independently structured, purpose-built, and tied to a specific layer of client need — from high-level enterprise strategy to applied scientific research to consumer-ready products.

<p>Suite 1986 AliJon Enterprises Executive Consulting & Strategy</p> <p>AliJon's flagship division delivers high-impact advisory services to organizations building or restructuring their operational infrastructure. Areas of expertise: Enterprise framework development & organizational architecture Consulting agreement design & fee structure modeling Brand system strategy & divisional hierarchy U.S. market entry consulting for international clients Client-facing manual & deliverables development Retainer-based & project-based engagement structures</p>	<p>Suite 2017 ARL — Applied Research Laboratory Scientific Research & Formulation</p> <p>ARL operates at the intersection of consumer health science and formulation expertise. Capabilities include: Proprietary scientific framework development Chemical-burden analysis & reduction methodology Formulation science & ingredient-level product architecture Scientific validation & documentation for consumer products Research-backed positioning for regulatory & market purposes</p>	<p>Suite 2020 CBG Essentials™ Consumer Product Brand & Domain Science</p> <p>CBG Essentials™ (Chem-B-Gone Essentials) is AliJon's consumer brand, built on five locked domains of human chemical exposure. Current product line: SipSafe™ — Ionic mineral water supplement Baby Bottle & Toy Rinse™ Daily Mint Rinse™ Active Comfort Drops™ Athlete Rinse Support™ "One Domain at a Time."™</p>
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CBG Essentials™ — The Five Locked Domains

The CBG Essentials™ brand is organized around five scientifically defined domains of human chemical exposure, each representing a distinct and actionable area of chemical-burden reduction:

	Water Domain — Internal hydration and water-based ionic mineral supplementation
	Home Domain — Household environment and surface chemical burden
	Body Domain — Topical personal care and skin contact chemical exposure
	Food Domain — Nutritional chemical burden and food safety
	Active & Recovery Domain — Athletic performance, rinse science, and recovery

SECTION 04 | SCIENTIFIC FOUNDATION

Scientific Foundation & Methodology

AliJon's scientific core is built on decades of original research and applied formulation science. Unlike marketing-first brands, every AliJon product and framework begins with a scientific premise developed by Dr. Cusatis himself. The result is a defensible, documented, and differentiated scientific identity that serves as the foundation of every client engagement and product launch.

Ionic Mineral Science Formulation and application of trace ionic minerals in consumer health products, including bioavailability optimization and water-phase delivery.	Everyday Chemical-Burden Reduction (ECBR) Proprietary methodology for systematically identifying and reducing synthetic chemical exposure across five human life domains. Founder-developed; not licensed to third parties.
Rinse Science & Bioavailability Research into water-based delivery mechanisms for mineral and botanical actives, including passive absorption and rinse-phase efficacy.	Consumer Safety Architecture Ingredient vetting, safety documentation, and regulatory-adjacent positioning for consumer health and wellness products.
Domain-Based Research Framework A structured scientific approach that segments consumer health by domain — Water, Home, Body, Food, Active & Recovery — for targeted product development and consumer education. This framework is the organizing architecture behind the CBG Essentials™ product line and the ECBR methodology.	

◆ Proprietary Methodology Notice

The Everyday Chemical-Burden Reduction (ECBR) methodology is the intellectual backbone of AliJon's scientific identity. It is proprietary, founder-developed, and not licensed to third parties. It differentiates AliJon from general wellness brands and underpins every product formulation and consulting framework produced under the AliJon name.

SECTION 05 | OPERATIONAL EXCELLENCE

How We Work — Operational Excellence

AliJon delivers consulting engagements through structured, document-driven frameworks designed for clarity, accountability, and repeatable success. Every engagement is a system — not a conversation.

Consulting Engagement Model

All client engagements begin with a formal consulting agreement that defines:

- Scope of services and deliverable schedule
- Fee structure — retainer-based, milestone-based, or hybrid
- Intellectual property provisions and ownership terms
- Confidentiality and non-disclosure terms
- Communication protocols and reporting cadence

Deliverables Architecture

AliJon produces a consistent suite of client-facing documents including:

- Operational manuals and standard operating procedures
- Brand identity systems and divisional style guides
- Rate sheets and engagement pricing matrices
- Branded presentation decks and capabilities briefs
- Product documentation and regulatory positioning documents

Brand System Framework

AliJon's internal brand system is organized through a suite hierarchy (1986 / 2017 / 2020) that mirrors its consulting and product divisions. Each suite carries its own visual identity, documentation standards, and client-facing materials — unified under the AliJon Enterprises master brand.

Client Relationship Model

◆ Our Partnership Philosophy

AliJon operates as a long-term structural partner — not a transactional vendor. Engagements are designed to build durable client infrastructure that continues to produce value beyond the active engagement period. We build systems, not deliverables.

SECTION 06 | BRAND ARCHITECTURE

A Unified Brand Architecture

AliJon's brand system is one of its most distinctive capabilities. Built and maintained by Dr. Cusatis personally, the AliJon brand ecosystem is intentionally unified — every touchpoint, from a 2 oz product label to an enterprise consulting agreement, reflects the same premium, founder-led aesthetic.

Brand Element	Description
Master Brand Identity	AliJon Enterprises, Inc. — gold and navy palette; est. 1986; unified across all divisions
Division Logos	Distinct visual identities for Suite 1986 (Consulting), Suite 2017 (ARL), and Suite 2020 (CBG Essentials™)
Product Brand	Chem-B-Gone Essentials™ — five locked consumer domains with individual product identities
Proprietary Trademarks	SipSafe™, Daily Mint Rinse™, Baby Bottle & Toy Rinse™, Active Comfort Drops™, Athlete Rinse Support™
Label Systems	Fully designed consumer product labels with regulatory-compliant copy across all CBG SKUs
Document Templates	Branded consulting templates, rate sheets, engagement agreements, and operational manuals
Master Taglines	"One Domain at a Time."™ (CBG Essentials) "Structured. Scientific. Founder-Led." (AliJon)

This consistency is a deliberate competitive advantage. In a marketplace saturated with brand identities assembled from borrowed templates, AliJon's system was designed and built from the ground up — by the same founder who built the science and the business.

SECTION 07 | COMPANY LEGACY

40 Years of Milestones | 1986-2026

Four decades of structured growth, scientific innovation, and brand development — each milestone building on the last.

1986	AliJon Enterprises, Inc. founded. Suite 1986 established. Core consulting practice launched.
1990s	Expansion of consulting frameworks; development of foundational brand systems and enterprise methodologies across multiple industry sectors.
2000s	Deepening of scientific research; early development of chemical-burden reduction concepts and formulation science foundations.
2010s	Formalization of the Everyday Chemical-Burden Reduction (ECBR) methodology; initial product development phase commenced across multiple domains.
2017	Applied Research Laboratory (ARL) formally established as Suite 2017. Scientific research division fully operational.
2020	CBG Essentials™ launched as Suite 2020. Chem-B-Gone Essentials consumer brand introduced. Five domains formally locked and documented.
2021-2025	Full CBG Essentials™ product line developed and finalized: SipSafe™, Baby Bottle & Toy Rinse™, Daily Mint Rinse™, Active Comfort Drops™, Athlete Rinse Support™.
2026 ♦	40th Anniversary of AliJon Enterprises, Inc. TEAMEX U.S. divisional consulting engagement launched. Unified brand system finalized. Capabilities Brief published.

Begin Your Engagement

Ready to build something structured? AliJon Enterprises partners with clients who value precision, scientific credibility, and brand-driven infrastructure. We do not work with everyone — we work with clients who are serious about building durable, differentiated enterprises. Contact Dr. Cusatis directly to discuss your consulting needs and determine fit.

Dr. John T. Cusatis

CEO & Chief Scientist | AliJon Enterprises, Inc.

5433 Old Rt 22, Suite 1986 | Hamburg, PA 19526

Email: drjohn@alijonenterprises.com

Web: www.alijonenterprises.com

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