



SHOP



BRAND PURPOSE





OVERALL PROBLEM



ShopH3O

“Plastic waste not only endangers the livelihoods of those relying on marine resources, it also causes a raft of health issues for people who consume seafood infested with toxic micro and nano plastics”
(news.un.org)

As plastic pollution increases worldwide, the risk of mercury poisoning increases as well, which can lead to neurological issues for you and future generations

#SustainabilityMatters #OceanPollution #Current
#Microplastics #HealthIssues #MicroplasticsInOurFood



INTERSECTIONAL PROBLEM

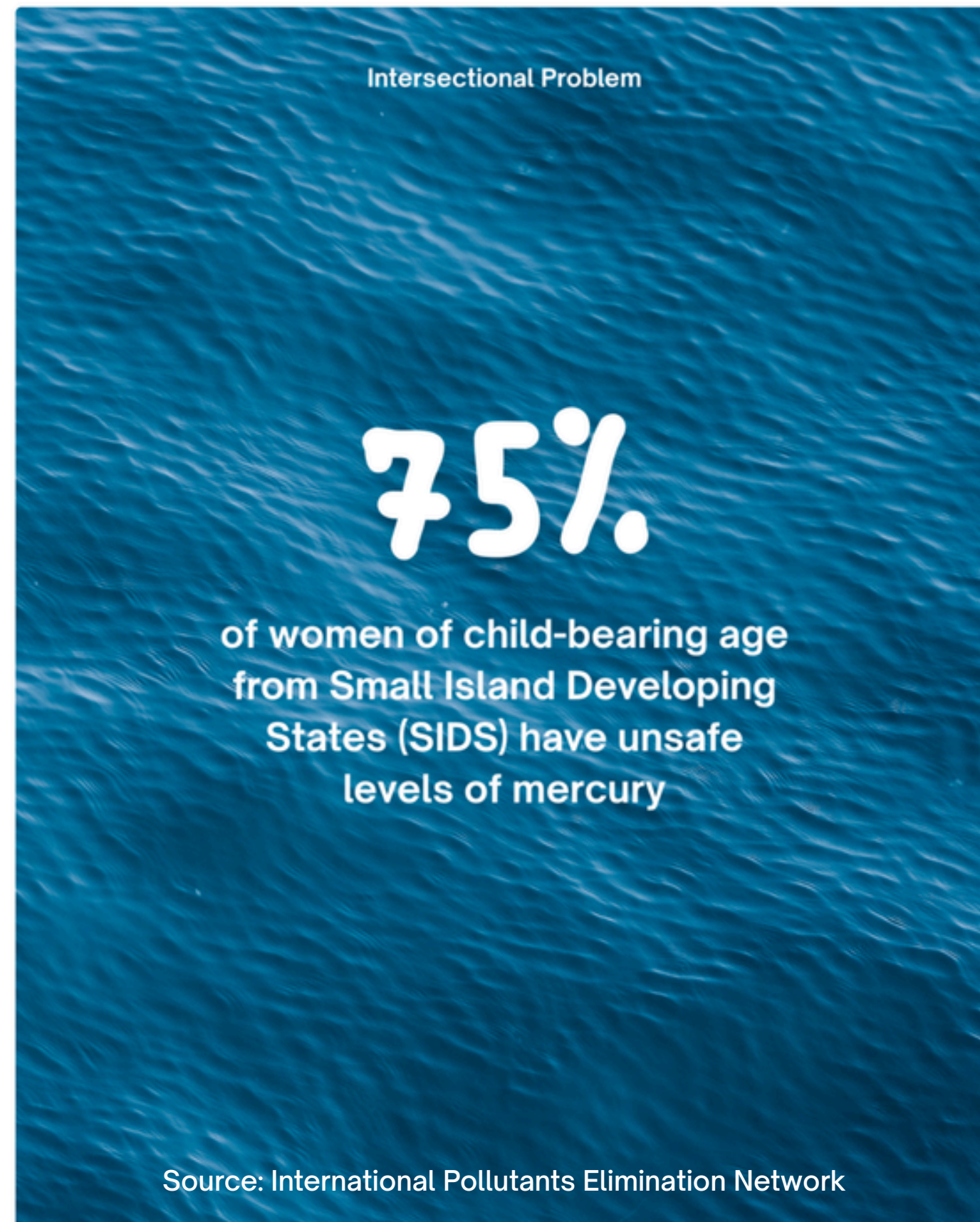


ShopH3O

A study by the IPEN found that 75% of women in small island developing nations have mercury levels above 0.58 ppm (parts per million)

The 0.58 ppm threshold was created because women who have mercury levels above that point are at greater risk of passing neurological impairment, IQ loss, and damage to the kidneys and cardiovascular system to their fetus

At levels above 1 ppm, the mother can pass on severe developmental issues like brain damage, intellectual disability, blindness, seizures, and the inability to speak to their fetus





SYSTEMS MAP




ShopH3O

When clean water is scarce, every drop matters. 75% of women in small island nations face dangerous mercury levels — a crisis born from pollution, dependence on fishing, and lack of awareness. H3o is committed to changing that. 💧🌊 #H3o #CleanWaterMatters

COMPETITIVE COMPARISON

 ShopH3O

 Both hats stand for the ocean.
Only one helps you stand out.

H3O merges purpose with style — raising awareness for ocean pollution while keeping your look fresh. 

 Tap to shop and wear your impact.

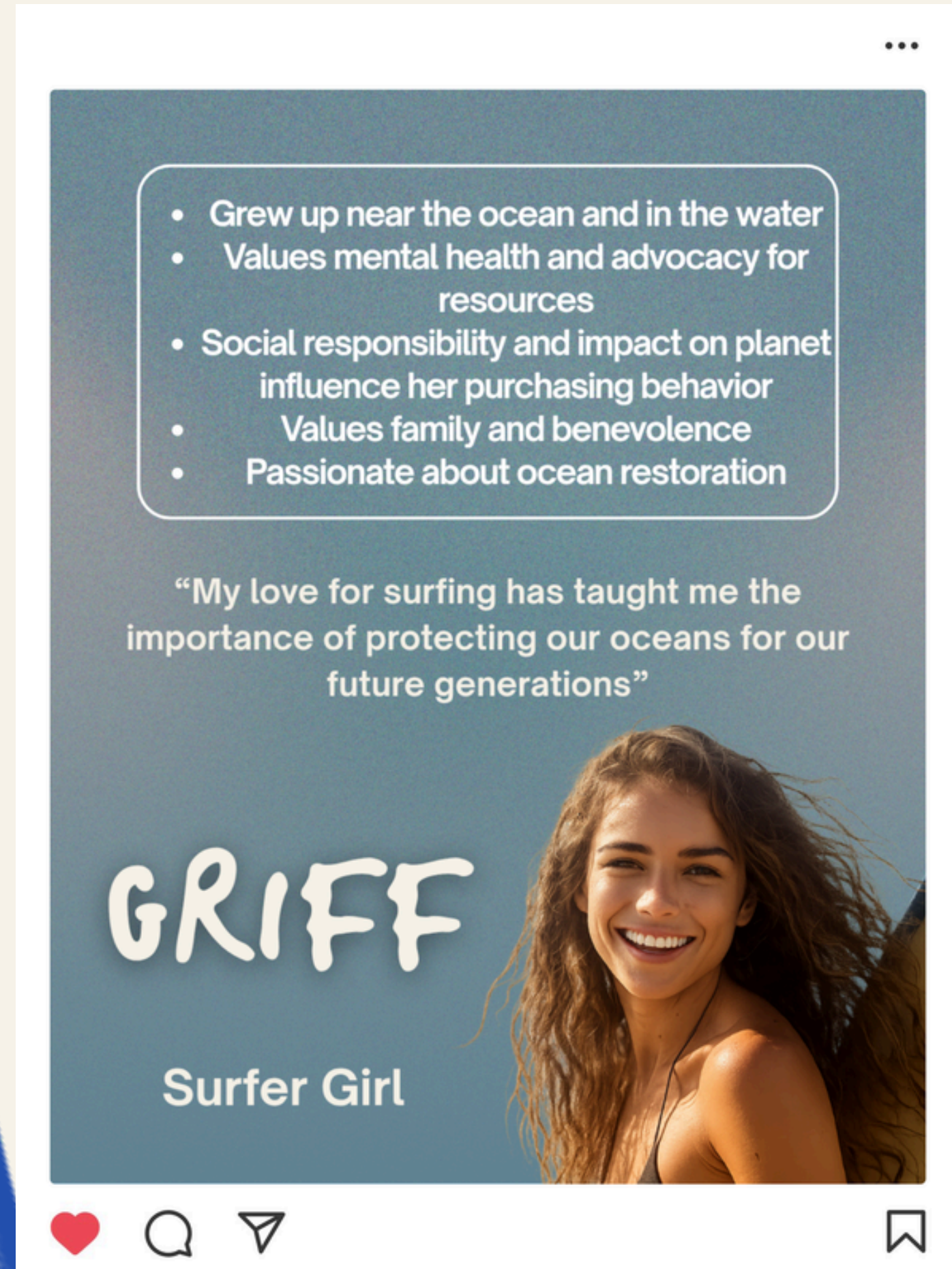
#OceanAwareness #SustainableStyle #H3O
#MakeWaves4Change



Both hats stand for the **ocean**.
Only one helps **you** stand out.



AUDIENCE PROFILES



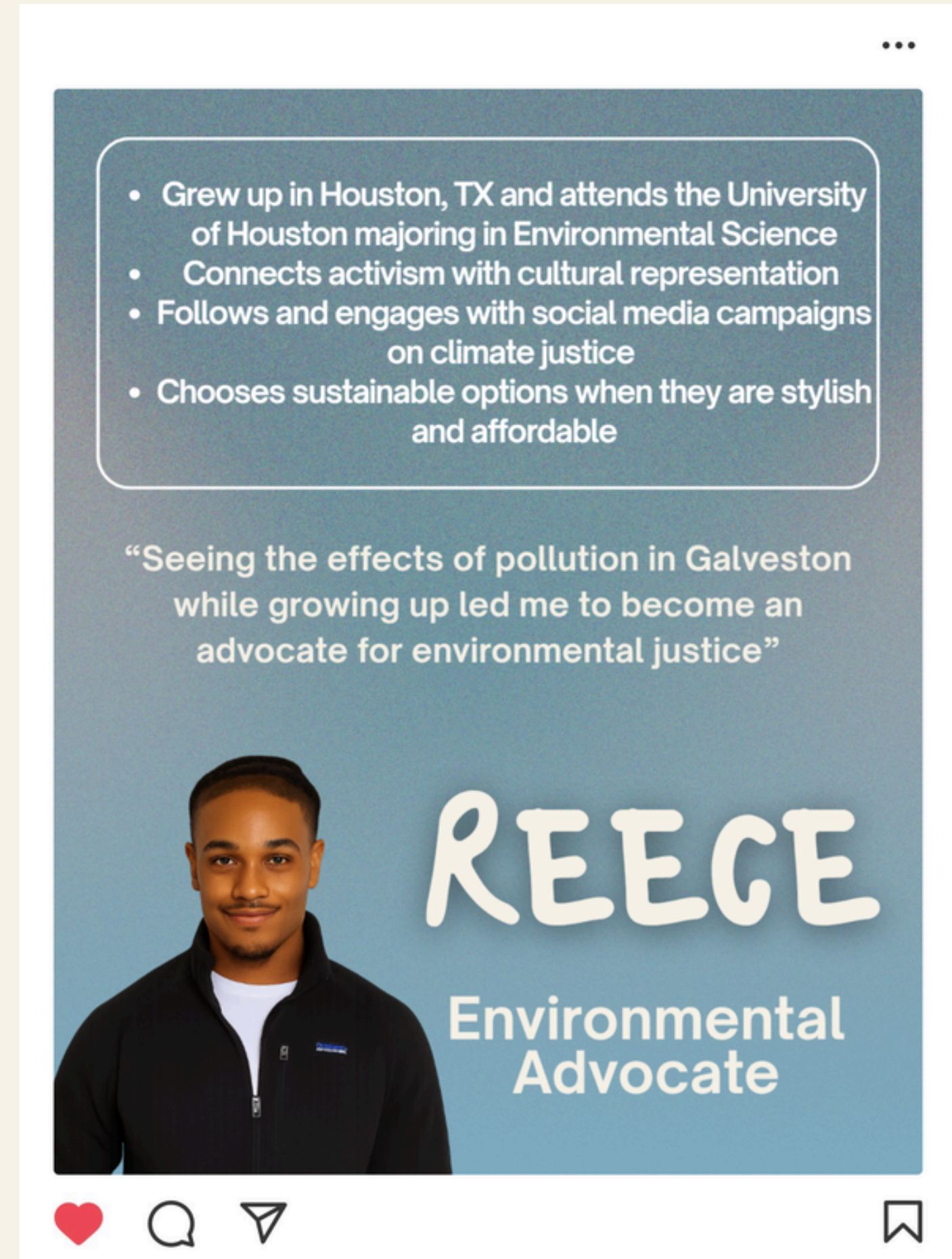
Griff is a young woman with long, wavy brown hair, smiling and wearing a black top. The background is a bright blue sky. The post features a list of characteristics, a quote, and her name and title.

- Grew up near the ocean and in the water
- Values mental health and advocacy for resources
- Social responsibility and impact on planet influence her purchasing behavior
- Values family and benevolence
- Passionate about ocean restoration

“My love for surfing has taught me the importance of protecting our oceans for our future generations”

GRIFF
Surfer Girl

📍



Reece is a young man with short dark hair, wearing a black jacket over a white shirt. The background is a solid blue color. The post features a list of characteristics, a quote, and his name and title.

- Grew up in Houston, TX and attends the University of Houston majoring in Environmental Science
- Connects activism with cultural representation
- Follows and engages with social media campaigns on climate justice
- Chooses sustainable options when they are stylish and affordable

“Seeing the effects of pollution in Galveston while growing up led me to become an advocate for environmental justice”

REECE
Environmental Advocate

📍

MEET RACHEL



CHANGE MAKER

“One of the main reasons I stopped eating fish was for ecological reasons, but also for our health. There are so many microplastics in the ocean that fish ingest – and then we ingest them too. It’s harmful to us, to marine life, and to the natural beauty of our planet.”

”

#WavesOfChange



KEY INSIGHTS



ShopH3O

Microplastics aren’t just in the ocean — they’re in us. 🐟

When plastic breaks down, it enters the food chain, meaning the same pollution harming sea life is ending up on our plates.

Small choices — like what we wear, buy, and support — can make a big difference for both marine life and our health.

#Microplastics #OceanAwareness
#EcoFashion #H3OHats #ProtectTheSea
#PlasticPollution

[Source](#)

WE EAT ONE WHOLE CREDIT
CARD WORTH OF PLASTIC EACH
WEEK.



KEY INSIGHTS



ShopH3O

Yup, you read that right 🙄

The average person eats the equivalent
of a credit card in plastic every week.

#Microplastics #OceanAwareness
#EcoFashion #H3OHats #ProtectTheSea
#PlasticPollution



Source: ScienceDirect

“

The ocean is basically a toilet bowl for all of our chemical pollutants and waste in general... eventually, we start to see those contaminants high up in the food chain, in seafood and wildlife

”



CHELSEA ROCHMAN

Ecologist & Evolutionary Biology

Source: NPR

#WavesOfChange



KEY INSIGHTS



ShopH3O

Our expert, Chelsea Rochman, discusses how the pollution that we put into our oceans comes back around to hurt us in the form of mercury poisoning

Next time you are at the beach, think before trashing our beach, it doesn't just hurt our marine ecosystem, but it hurts you too

#Microplastics #OceanAwareness
#EcoFashion #H3OHats #ProtectTheSea
#PlasticPollution #MercuryPollution

BIG IDEAS



BIG IDEAS

H₃O x **WELLNESS WEDNESDAY**

LEAVE NO TRACE

SURFRIDER FOUNDATION

OCT. 8 • 11AM-2PM • LMU

Source: Surfrider



ShopH3O

H3O is coming to LMU!! 🌊

Stop by the ShopH3O table at Wellness Wednesday to learn how you can protect our oceans — starting right here in LA.

🌊 Grab our limited H3O ocean merch

♻️ Learn about local river & beach clean-ups with Surfrider

💙 100% of profits support ocean non-profits

Because saving our oceans means saving our health.

#H3OGlowUp #ShopH3O

#SaveOurOceans #LMU

#WellnessWednesday #WavesofChange



BIG IDEAS



PORTION OF PROFITS GO TO CLEANING OUR OCEANS

TOFU

Street Interview: “Microplastics on the Menu”

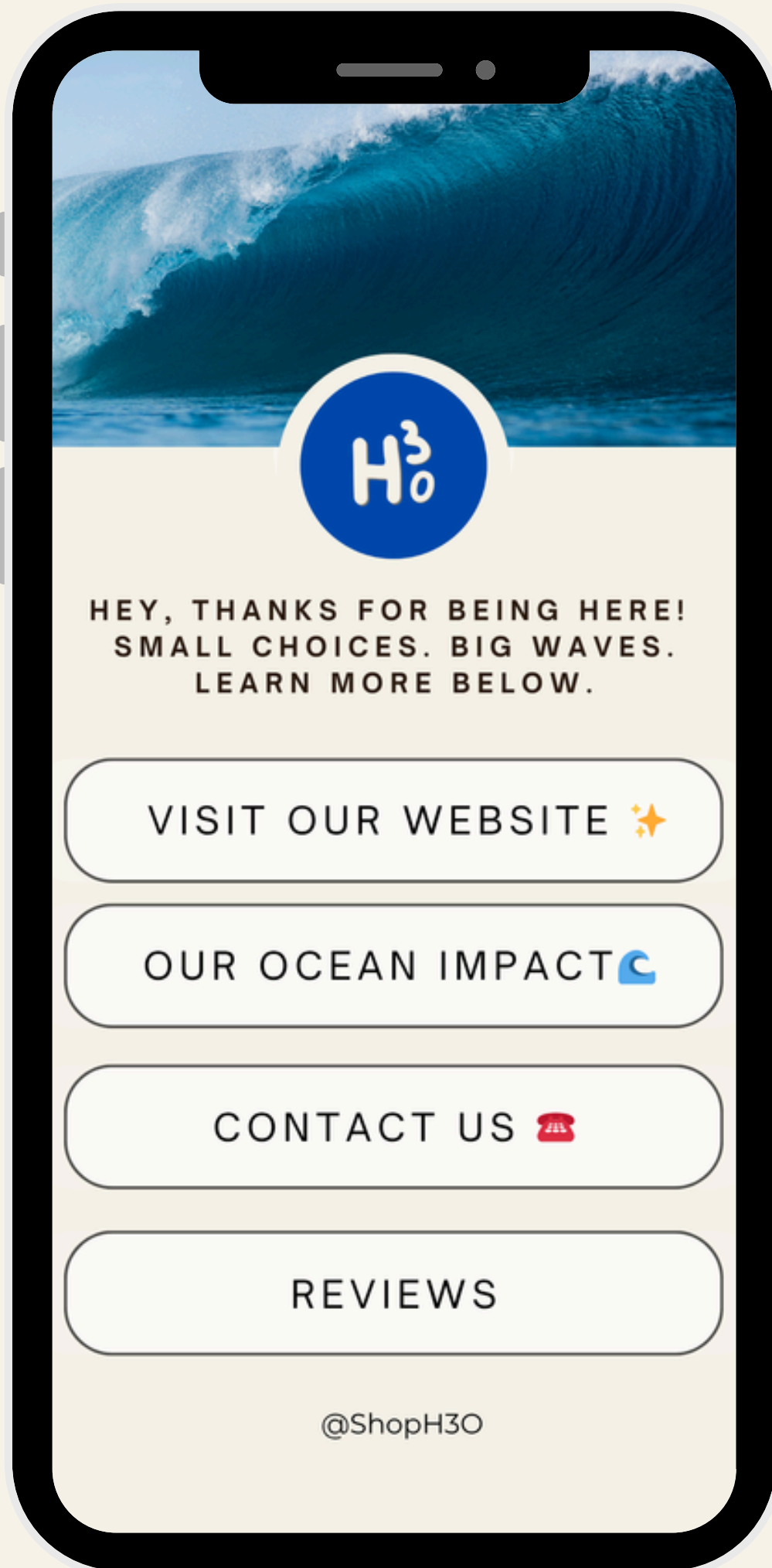
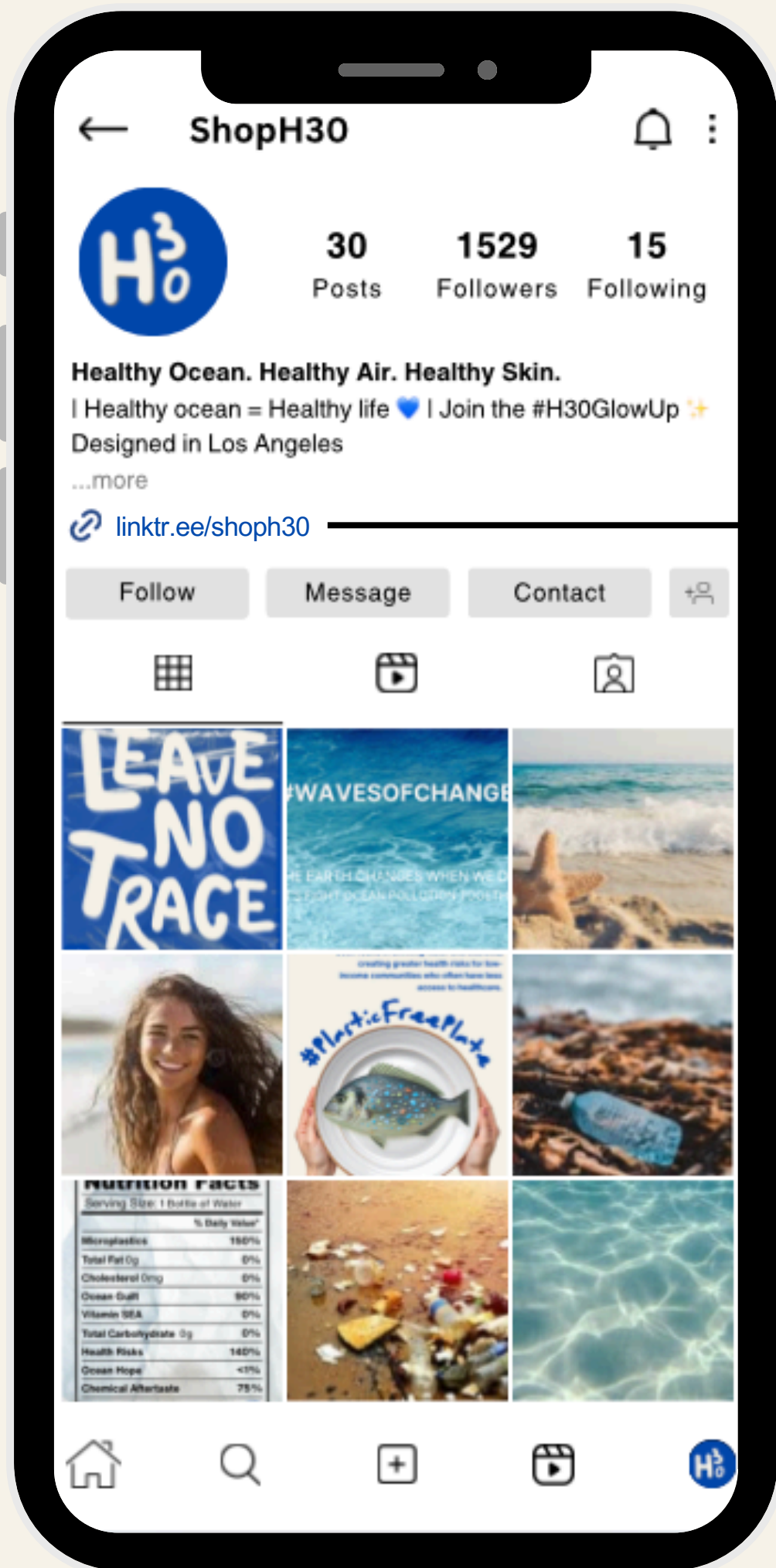
- **Intro (Hook):** Show people a credit card, then ask the interviewee: “How many credit cards do you think you’ve eaten in your life?”
- **Follow up with:** “Did you know the average person eats about a credit card’s worth of microplastics every week?” (capture reactions—shock, curiosity).

ICEE:

- Educate people (microplastic ingestion)
- Entertain (real reactions)
- Convince (change habits / wear H3O gear to support clean oceans).

HERR: Relevant and relatable because they’re ocean-goers directly connected to beach pollution and marine life.




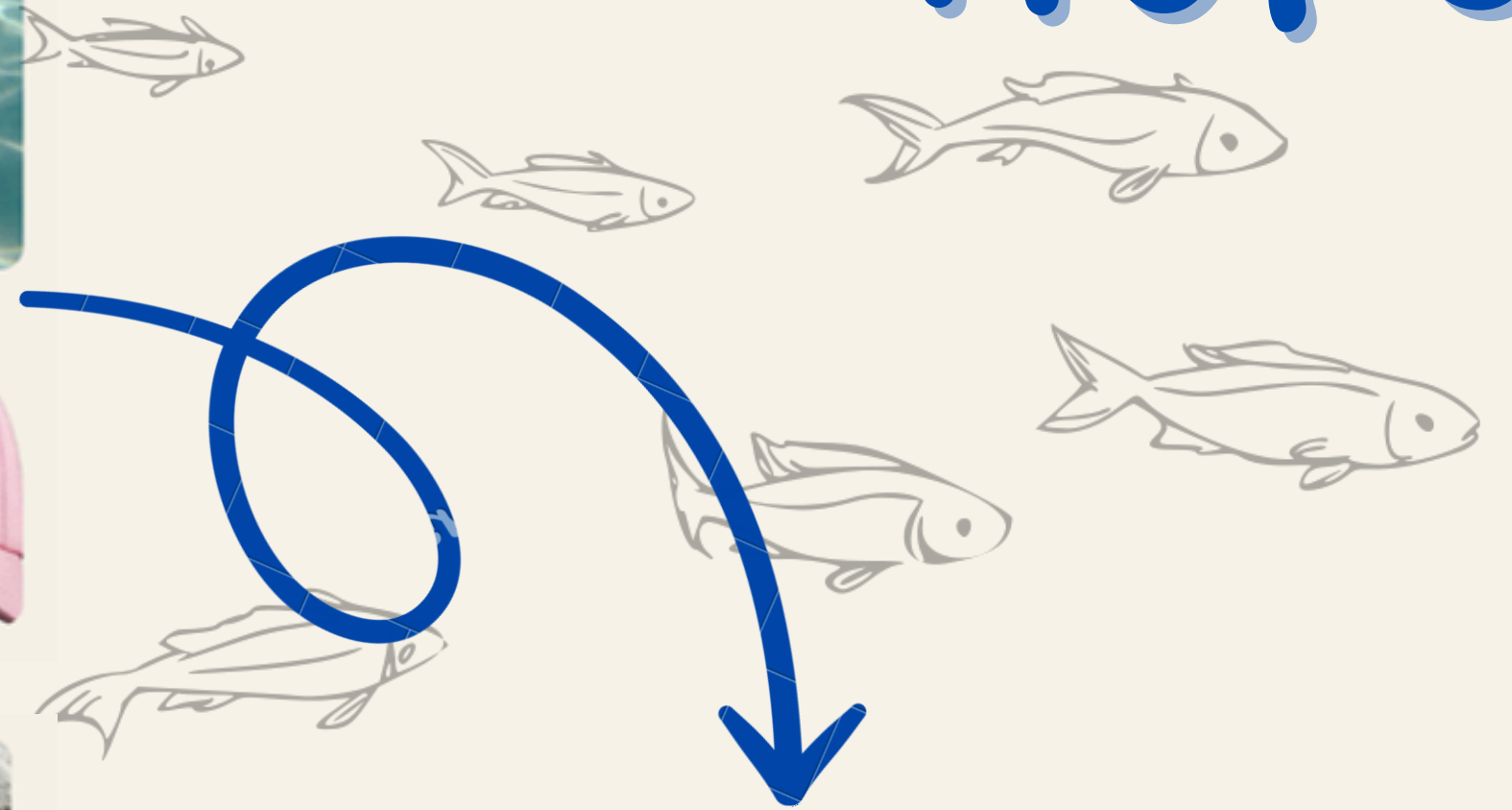


MOFU

- WEBSITE LINK
- OCEAN POLLUTION AWARENESS LINK
- CUSTOMER SERVICE
- CUSTOMER FEEDBACK




MOFU




your sustainable sun protection.
shield your skin from the sun and help keep oceans clean. Made with recycled materials, every hat supports a healthier planet and a healthier you.

GET YOUR HAT



together, we glow.
#H3OGlowUP



OUR SOCIALS

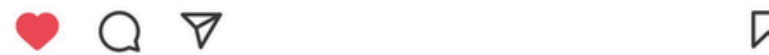
- Product Highlights
- Sustainability Messaging
- Educational Section
- Social Media Integration
- Clear Navigation



ShopH3O

Pollution doesn't stop at the shore — it finds its way back to us. Join our #SpotTheSpill challenge and raise awareness about plastic and mercury pollution. Post what you've learned and we'll send you a discount for helping us spread the word 🌊.

BOFU



ShopH3O

Don't miss our sale. This week only shop on our website and get 10% off your first order. Join the H3OGLLOWUP! Shop the impact collection today.

#Sale #ShopH3ONow




BOFU

Never miss
a beat.

Join our newsletter
and get our Early
Bird special

GET OUR

3

STYLE GUIDE	CURATED FOR YOU	
	H30 Hat ONE SIZE Quantity : 1	\$35
	Leave No Trace Crewneck M Quantity : 1	\$65
	Early Bird Freebie - Reuseable Straw ONE SIZE Quantity : 1	FREE
Total		\$100

EARLY BIRD
SPECIAL

JOIN OUR
NEWSLETTER

Be part of a community that thrives on sustainability and involvement. With early access, behind-the-scenes cleanup updates, special invites, and H30 exclusive events. Never miss an update!



SIGN UP

www.shoph30.com



THANK YOU!!!

THANK YOU
THANK YOU
THANK YOU
THANK YOU

<https://news.un.org/en/story/2021/03/1088712>

<https://www.sciencedirect.com/science/article/pii/S2666911022000247>

<https://southbay.surfrider.org/programs/beach-cleanups>

<https://www.npr.org/sections/thesalt/2013/12/12/250438904/how-plastic-in-the-ocean-is-contaminating-your-seafood>

<https://www.webmd.com/diet/mercury-in-fish>