



Complete wound care,
delivered simply

MEDIA KIT

MISSION AND PURPOSE

Omeza® is a skin health company based in Sarasota, FL USA. Our mission is to restore skin integrity for people with serious skin problems and to optimize skin quality for all.

Customer Problem

Omeza end-users are people who have or are at risk for developing chronic wounds due to aging – exacerbated by comorbidities including diabetes, obesity, chronic venous insufficiency, peripheral artery disease and autoimmune disease. Current standard care is ineffective, with wound closure hindered by biofilm, excessive debridement, and inadequate provider training that results in stalled wounds and expensive, often ineffective advanced wound care treatments. These wounds frequently result in costly hospital admissions and amputations.

Products/Services

Our Omeza® products to treat venous leg ulcers, diabetic foot ulcers, pressure ulcers and surgical wounds. In turn, we are helping to improve quality of life for patients, simplify evaluation and treatment protocols for providers, and reduce medical loss for payers. Initial product line includes: Omeza® Collagen Matrix, Omeza® Skin Protectant, and Omeza® Lidocaine Lavage designed to decrease inflammation, inhibit biofilm, and increase circulation at any site of care.

COMPANY OVERVIEW

Omeza was founded by Thomas Gardner, a seasoned global pharmaceutical and skin care executive, and Griscom (Chip) Bettel, a renowned chemical engineer and inventor. In partnership with Dr. Desmond Bell, DPM, CWS, a leader in limb salvage and lower extremity wound care, the core ingredient formulation of the Omeza product line was created to support a dramatic increase in the healing rate of Venous Leg Ulcers (VLUs) and Diabetic Foot Ulcers (DFUs).

Since the company's formation in 2017, the company's first Rx product Omeza® Collagen Matrix Rx has been cleared through the FDA 510(k) premarket notification process. Application for insurance reimbursement followed. In 2022 formalized testing to include clinical trials and other clinical evidence development commenced; meanwhile the Veterans Affairs Federal Supply Schedule (FSS) Service granted contract status for Omeza® Collagen Matrix Rx and companion products Omeza® Skin Protectant, and Omeza® Lidocaine Lavage.

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Team

Thomas Gardner
Founder and CEO

Chris Dybowski
VP, Chief Financial Officer

Santino Costanzo
VP, Chief Commercial Officer

Suzanne Bakewell, PhD
VP, Chief Scientific Officer

Lalania Hayes
VP of Operations

Griscom Bettel
Chief Innovation Officer

Desmond Bell, DPM
Chief Medical Officer

Wendi Chapman, Esq.
General Counsel

Board of Directors

Joel Morganroth, MD Chairman
Ronald G. Gelbman
Robert A. Essner
AG Lafley
Thomas E. Gardner

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Youtube: @omezaskin



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OMEZA IN THE NEWS

[Skin sciences company announces contract with VA distributor](#)
Business Observer, Sarasota FL

[Omeza Appoints Chief Scientific Officer](#)
Sarasota Magazine, Sarasota FL

[FDA clears Omeza Collagen Matrix](#)
Dermatology Times

[Omeza Receives FDA Clearance for Omeza® Collagen Matrix](#)
BioSpace

[Local company receives premarket clearance on wound care product](#)
Business Observer, Sarasota FL

[Omeza raises \\$5.75 M in recent capital round](#)
Sarasota Herald-Tribune, Sarasota FL

SUGGESTED DISCUSSION TOPICS

The Company

- How did the company's founders get into the skin care business?
- Since many of your ingredients are found in nature, how important are environmental factors such as sustainability and ingredient quality to Omeza?
- Since neither of the Omeza founders has a medical background, how are you ensuring the products work in the real world clinical setting?

The Products

- Where are your products developed and manufactured?
- What makes Omeza's Omega-3 oil different from other skin care ingredients?
- What are some of the challenges Omeza has faced bringing the products to market?
- Can you describe the synergy between your products in a wound care example?
- Are any of your products recommended for the average consumer with no chronic skin problems?

Who are the company's founders? Thomas Gardner founded the company in conjunction with "Chip" Bettle, the inventor behind the proprietary technology and formulations.

Where did the name Omeza come from? Founder Tom Gardner's amazed reaction to the early results of the Omega-3 Oil prompted the expression "omezing", and the rest is history.

Is Omeza a private or public company? Omeza LLC is privately owned by a small group of forward-thinking investors.

What are Omeza's products? Omeza Collagen Matrix, Omeza Lidocaine Lavage, and Omeza Skin Protectant. Individual products are effective on their own in treating vulnerable skin and preventing skin problems in the first place.

Where can I get Omeza treatments? Through your healthcare provider. Have the Omeza products been tested for safety? All the ingredients in Omeza products are FDA approved and appropriate consumer and clinical trials are underway or completed.

Since your products contain fish oil, couldn't I get the same results putting fish oil on my skin? Not at all. The ingredients in the Omega-3 Oil are processed and combined in such a way as to be rapidly absorbed and extremely bio-available.



Tom Gardner is the founder and CEO of Omeza. Previously, Tom was CEO of several public and private companies including Nucrust Pharmaceuticals, Songbird Hearing, Datamonitor, Base Ten Systems and Access Health. Tom is co-founder of KeyView Labs, former chairman of IntegriChain, and former chairman of MMIT. He is also co-founder of BRIDGE Angel Investors, LLC. Earlier, Tom held marketing and general management positions at Procter & Gamble and Johnson & Johnson. He earned a B.A. in Economics and Mathematics from the University of St. Thomas in Minnesota and has been a guest lecturer on marketing channels at Northwestern University's Kellogg Graduate School of Management.



Chris Dybowski is Omeza's Chief Financial Officer, overseeing accounting, finance, and information technology. He has held previous leadership roles in three Fortune 100 companies, the largest electrical distributor in the world, and multibillion-dollar private business and PE-owned companies. Chris will drive Omeza's financial planning to meet strategic operational and organizational objectives. Previously, he was CFO of private equity owned Concept Group LLC, and had several leadership positions with ECOM Trading, the largest coffee distributor in the world. He was also Florida CFO for United Technologies and a finance manager for PepsiCo in Jacksonville, FL. He earned his master's degree in economics from the University of Lodz in Poland and MBA in Finance and Accounting from Rollins College.



Santino Costanza is Omeza's Vice President and Chief Commercial Officer. With over 35 years of experience in medical sales leadership, he will develop, direct and scale Omeza's sales and marketing teams to meet strategic commercial objectives. Previously, Santino was director of national accounts at Organogenesis Inc., and earlier, vice president of sales and marketing for Organogenesis developing the company's commercialization programs after the lab emerged from bankruptcy. He has worked for Amnio Medical, Harbor MedTech and Spiracur, all startups in the wound care space. Earlier, he was national sales director for tissue engineering at Novartis Pharmaceuticals. Prior to that, he was a regional account manager with Sandoz Pharmaceuticals. He earned his B.S. in Business Administration from Robert Morris University.



Suzanne Bakewell, Ph.D. is Chief Scientific Officer for Omeza. She leads Research and Development, Clinical Development, Regulatory Affairs, and Intellectual Property rights for Omeza's line of products. Prior to joining Omeza, Suzanne was responsible for leading early-stage drug development and designing translational studies for clinical trials in both industry and academia. Trained as a physiologist, her doctoral research at Washington University focused on cancer metastasis to bone and the tumor microenvironment. Suzanne's industry experience as a principal investigator includes nanotechnology, drug delivery platforms and chemoresistance. Suzanne has a graduate certificate in environmental health and is a volunteer U.N. Reports and Grants writer to support NGOs in Developing Nations.



Lalanía Hayes is Omeza's Vice President of Operations. Her role is to plan, direct, coordinate, and facilitate day-to-day operations activities in the organization, ensuring development and implementation of efficient operations and cost-effective systems to meet current and future needs of the organization. Lalanía oversees manufacturing and purchasing, departments, ensuring each is reaching goals set by departmental and company leadership. Prior to joining Omeza, Lalanía held the position of Chief Operations Officer of Rockbottombottles, LLC., a wholesale distributor of packaging products based in Sarasota, FL. Lalanía was instrumental in executing the business plan from a start-up to the sale of the company. In this role, Lalanía managed international vendor relationships; international and domestic freight by ocean, air and land; accounting; finance; and aided in development of eCommerce platform. Previous to her work at Rockbottombottles, Lalanía held a career in both the educational system and the medical field. Lalanía brings a hybrid skill set proven to achieve results. She earned her Associates of Science in Medical Assisting from Keiser University.



Griscorn "Chip" Bettle, M. Eng (Chem), is Omeza's Chief Innovations Officer. Chip develops leading-edge biotechnology solutions which form the basis of the Omeza product line. A renowned inventor and chemical engineer, Chip has spent a long career in product development for numerous industries. In addition, Chip is President of CBC Research, Inc, and EVP of Engineering at Blue Frog Technology, LLC. Prior to his current projects, Chip was Senior Vice President of Technology for Tropicana Products for 10 years, and Associate Director of Product Development for Procter & Gamble for 11 years. His professional work includes some of the most recognizable consumer products and household brands in the world.



Dr. Desmond "Des" Bell, DPM, CWS is Chief Medical Officer of Omeza, and has consulted with the founders since the company's inception, helping develop the product line and overseeing its practical application. He serves as lead clinician in an approved test program for Omeza products. A leader in limb preservation and lower extremity wound care, Dr. Bell is a Board-Certified Wound Specialist. He is the Founder and President of "The Save A Leg, Save A Life" Foundation (SALSAL), a non-profit organization dedicated to preventing unnecessary lower extremity amputations. A Fellow of the Royal College of Physicians and Surgeons of Glasgow, he is a frequent lecturer and author on the subject of wound care.



Wendi Chapman, Esq. is Omeza's General Counsel and Vice President of Finance & Administration, and provides legal and business operations support to Omeza. She also serves as General Counsel and Director of Operations for the Brenn Foundation, managing a 600-acre historic event venue. Wendy was previously the Vice President of the San Francisco Marathon and launched the Worth The Hurt and Berkeley Half Marathon spin-off events and brands.