

# A Leader in Cosmeceutical Skin Care

Bio-cosmetic & Aesthetic Beauty





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01.

# Company Introduction



# History



# Awards

We started with endless thoughts and challenges for 'healthy beauty'.

We will continue to create a company that grows properly with an attitude of continuous learning.

In addition,

we will think more deeply about

the balance and harmony of health and beauty,

and study from more diverse perspectives to

present values beyond beauty.



Venture Business Certification



R&D Department Certification



Sure "Beauty Award"



2019 Special Brand Best Popular Brand Award



MONEYTODAY This Year's Hit Product



2018 France WABEL Award Best Premium Product



ASIA Culture & Economic Promotion Institute Grand Prize in Global Enterprise Division

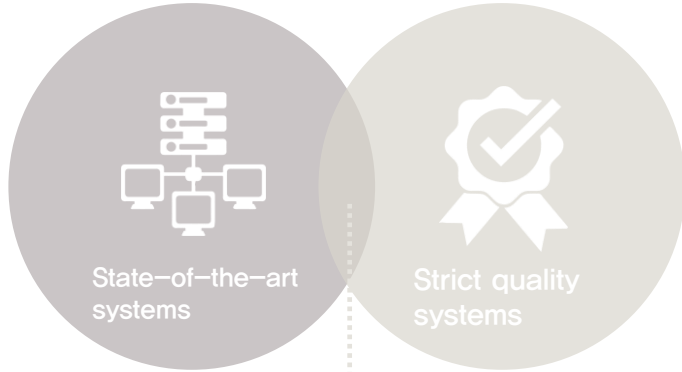
# Beauren Korea's Global Influence

## Distribution of Export Countries



- Czech Republic
- Slovakia
- Austria
- US
- China
- Taiwan
- Japan
- Russia
- Australia
- New Zealand
- Lithuania
- Estonia
- Switzerland
- Vietnam
- Singapore
- Hong Kong
- Thailand
- Myanmar
- UK
- Germany
- Poland





**Maximize  
product value**



Beauren Korea Inc. is a cosmetic OEM&ODM manufacturing company for skin care cosmetics, mask packs, and makeup products, etc. with a state-of-the-art system and ISO 9001, 14001, 22716 certification, and has been developing and growing through domestic sales as well as overseas exports. We have an emulsifying kiln and agi mixer of various capacities and can pack/fill in various formulations and reduce the initial burden on customers with a lower MOQ compared to large manufacturers.

02.

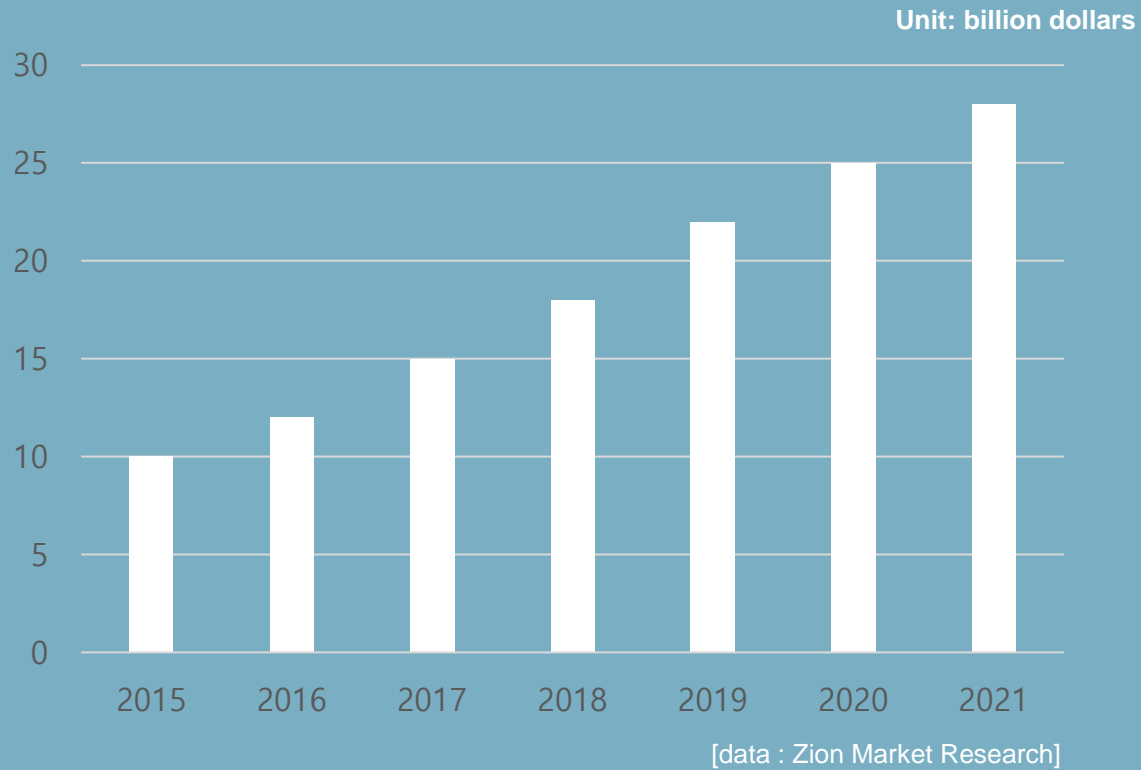
## Business Field





# Cosmetics Market Trends

Aging society, increasing demand for anti-aging cosmetics



[Global anti-aging market size]



## Spotlighted as an anti-aging material

Spicule induces skin regeneration to maximize anti-aging effect



## Natural ingredient

Spicule part of hydrolyzed sponges inhabiting freshwater



## Excellent effects

Wrinkle improvement, elasticity improvement, acne improvement, skin tone-up, pore reduction, etc.

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## Business Field

# Beauren Korea,

Constantly growing

Based on biotechnology, we will create a new standard of beauty through endless research, creative ideas, and fearless challenges.

Based on advanced technology, we will take the lead in realizing a healthy life by spreading the value of 'healthy beauty' to all over the world beyond Asia.



Online sales



Duty free shop



Aesthetic/salon  
distribution



Export



TV home  
shopping sales

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# Microspear®

## Hydrolyzed Sponge

Our proprietary ingredient, 'Microspear®' derived from nature is an innovative ingredient for anti-aging that rapidly improves skin aging problems and effectively absorbs active ingredients to the basal layer of the epidermis.

Beauren Korea's  
Proprietary ingredient



# Beauren Korea's

## Main Ingredients

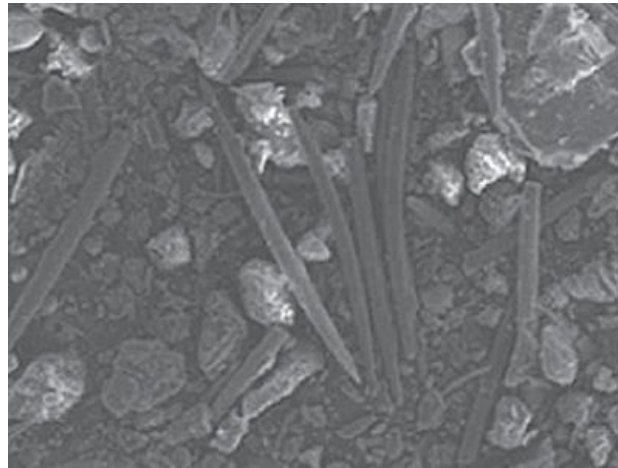
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## Patented Microspear<sup>®</sup>

The patented Microspear<sup>®</sup>, developed over 3 years, is a pure product of the latest technology that does not contain any impurities through 13 purification processes and non-chemical purification processes, and is the safe skin regeneration system with uniform particles.



Hydrolyzed Sponge



Before purification process



After the Purification Process



# Proprietary Yellow Calming Complex

## Beauren Korea's Main Ingredients

- Developed Yellow Calming Complex obtained from 5 kinds of yellow plants
- Minimizes Microspear<sup>®</sup> stimulation by soothing and cooling the skin at the same time
- Minimizes erythema (redness) and side effects by preventing the temperature rise on the skin surface



Scutellaria Baicalensis  
Extract

- Anti-inflammatory
- Anti-allergic
- Broad antibacterial spectrum



Coptis Japonica Extract

- Anti-inflammatory
- Antibacterial
- Inhibitory effect of heat-induced inflammation and bacteria



Phellodendron Extract

- Pain relief from injuries
- Antibacterial effect similar to Coptis Japonica Extract



Rheum Palmatum Root

- Antibacterial
- Reduces heat and relieves inflammation



Bletilla Striata Root

- Burns treatment
- Stimulates the growth of granulation tissue to quickly grow new flesh

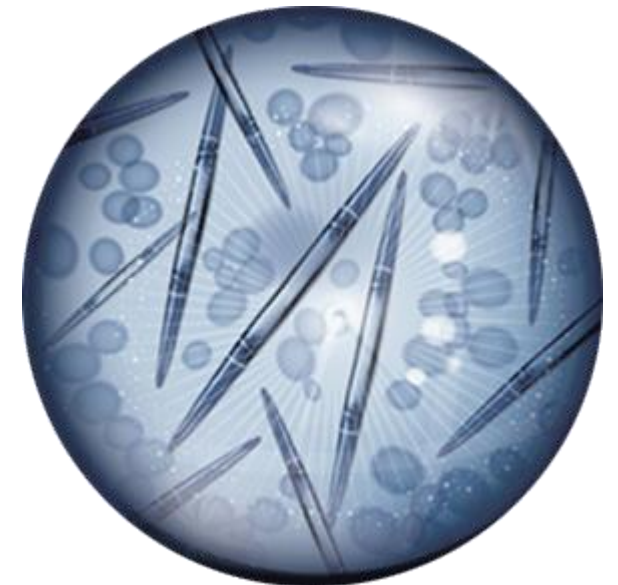
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## How Microspear® Works

As Microspear® penetrates into the skin, it delivers the active ingredients of cosmetics directly or indirectly and stimulates basal layer for up to 72 hours to activate blood circulation and promote skin softening.

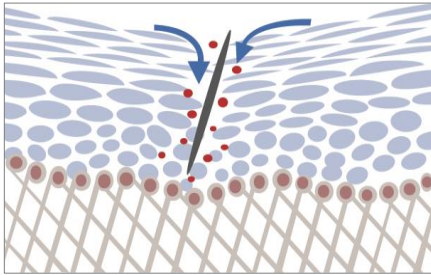
As the skin regenerates with this mechanism, it improves skin problems such as **pigmentation, wrinkles, elasticity, acne, sagging flesh, and pore size.**

## Beauren Korea's Main Ingredients



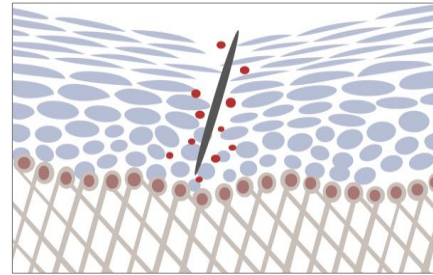
## Mechanism of Microspear®

Microspear® penetrates into the basal layer and promotes skin division through stimulation for up to 72 hours to create healthy skin.



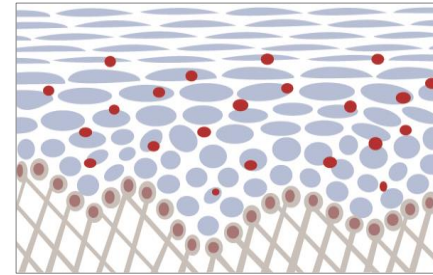
### STEP 01.

Microspear® insertion into the epidermal layer/deep delivery of nutrients to the skin



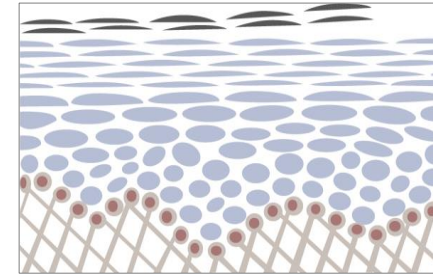
### STEP 02.

Basal layer stimulation & smooth skin activation for up to 72 hours



### STEP 03.

Creating a new skin layer and strengthening skin barrier



### STEP 04.

Exfoliation and elimination of existing skin layers that have been pushed up

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# Paradigm Shift

# Beauren Korea, From a consumer's point of view, not a brand's

CELLSTORY products were created from a consumer perspective, not a brand.. We excluded harmful ingredients and selected only ingredients beneficial to the skin. CELLSTORY, which complements the shortcomings of existing spicule products, can be used safely.



Disposable  
Single Packaging



Exclusion of harmful  
ingredients  
(harmful preservatives, artificial  
fragrances, artificial colors)



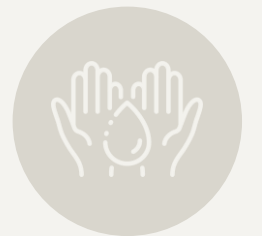
pH subacidity



13 spicule  
purification  
process



All ingredients  
EWG green level



Yellow Calming  
Complex



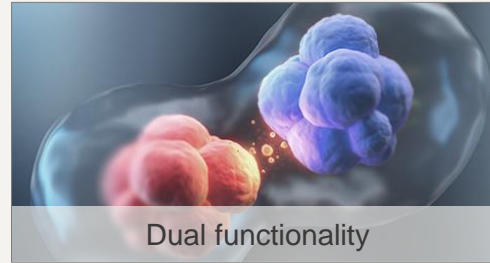
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# Skin Solution

## Beauren Korea, Concentrate on ingredients for skin improvement

CELLSTORY focused on ingredients for a definite change in skin.

CELLSTORY generously prescribed ingredients that are effective in antioxidant, brightening, wrinkle improvement, skin regeneration, and soothing.



Dual functionality

- + Niacinamide
- + Adenosine



Oriental Beauty Fruits Newplex

- + Punica granatum fruit
- + Morus Alba Fruit
- + Ginkgo Biloba Nut
- + Ficus Carica (Fig) Fruit



Fresh Bud No.6

- + Broccoli
- + Alfalfa
- + Cabbage
- + Wheat Sprout
- + Rapeseed
- + Radish Seed



Cell Amino Acid Complex



3GF

- + EGF
- + FGF
- + IGF



Yellow Calming Complex

- + Scutellaria Baicalensis Extract
- + Phellodendron Extract
- + Bletilla Striata Root
- + Coptis Japonica Extract
- + Rheum Palmatum Root

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# Competitiveness

## Beauren Korea, Product Competitiveness

CELLSTORY was created in consideration of the side effects of spicule and the convenience of the aesthetician as well as the consumer's skin.



### One touch type

One touch type, no need to be mixed unlike other products

### Convenience of no wiping

Products other than cleanser absorbed into the skin without wiping off.

### Uniform effect

Use of hydrolyzed sponges with a length of 240-250 $\mu$ m

### Zero impurities

Impurity 0% through 13 purification processes

### Minimization of spicule side effects

Contains 'Yellow Calming Complex' ingredient that minimizes the side effects of spicule



03.

## Product Introduction

# CELLSTORY

CELLSTORY Plus Meso-Care Program



## CELLSTORY PLUS

Safe and hygienic care program.  
Experience a new level of cosmetics  
combined with the latest technology  
and Microspear®!

## MESO-CARE PROGRAM

Care from the inside of the skin with a  
skin regeneration program.  
Look forward to the extraordinary  
effect of the skin clinic!



# CELLSTORY PLUS CLEANSER



Product volume 1ml x 4ea / 1Box

## A mild subacid cleanser that nourishes and moisturizes the skin

- Removes waste without irritation with pH subacidity
- Provides nutrition and moisture
- Gel to Foam type
- Provides skin soothing

## Main Ingredients

Illicium verum extract	Centella asiatica extract	3GF	Amino acid complex
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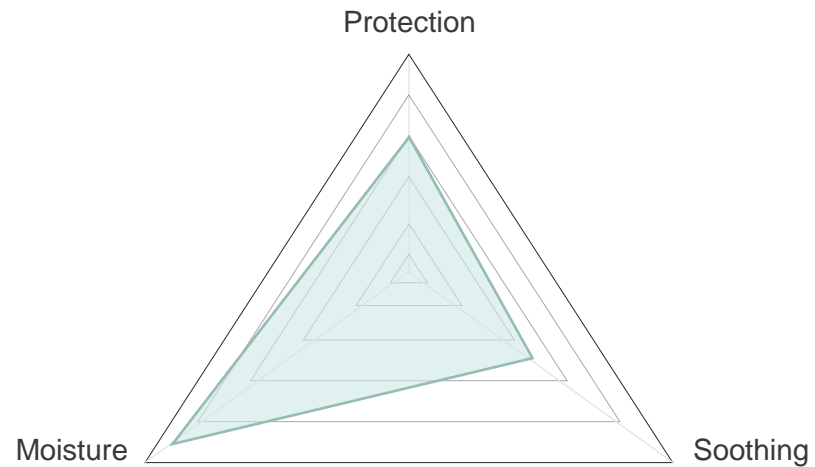


## Mild Amino Acid Nutrition Toner

- Maintain skin pH balance
- Skin protection
- Moisturizing
- Nutrition supply with amino acid prescription

## Main Ingredients

Beta glucan	Centella asiatica extract	Amino acid complex	Hyaluronic acid
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# CELSTORY PLUS FLUID



Product volume 1ml x 4ea / 1Box

# CELLSTORY PLUS AWAKE ESSENCE



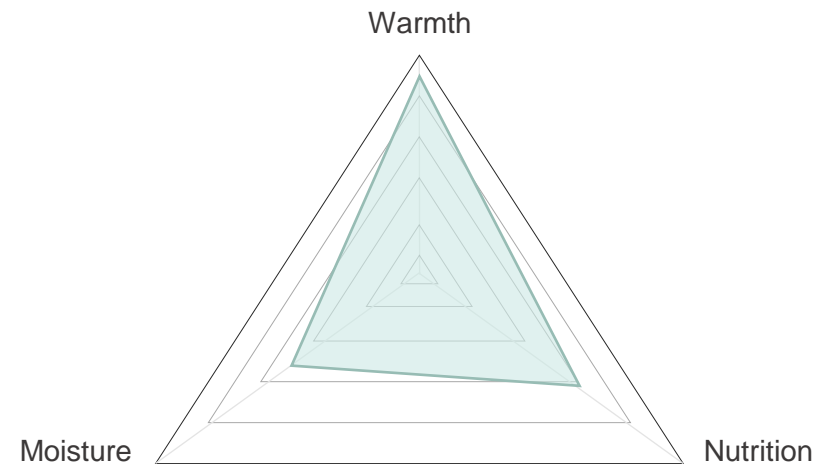
Product volume 1ml x 4ea / 1Box

## Booster essence that revitalizes the skin

- Provides skin warmth
- Steamer essence
- Skin activation
- Expands pores to increase absorption in the next step

## Main Ingredients

Vanillyl butyl ethyl	Hyaluronic acid	Amino acid complex	3GF
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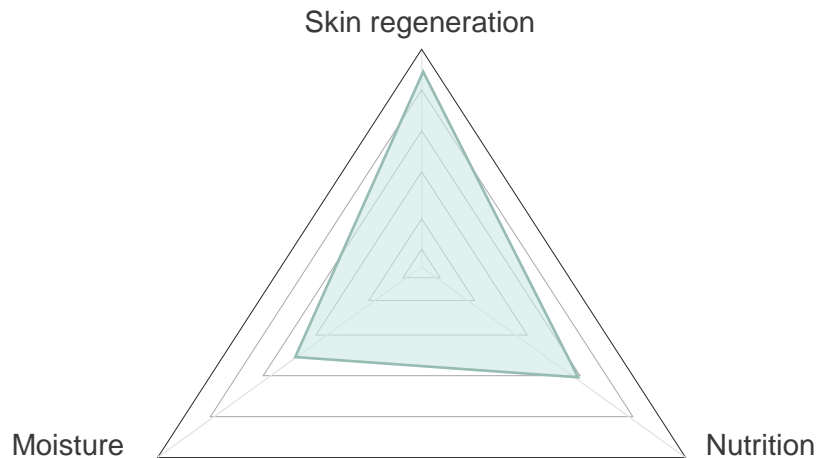


## A high-nutrient ampoule that supplies essential nutrients to skin

- Skin regeneration
- Skin purification · Tone Up
- Antioxidant effect
- Improves skin immunity

### Main Ingredients

Lotus callus culture extract	Centella asiatica extract	3GF	Hyaluronic acid
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# CELLSTORY PLUS ACTIVATOR AMPOULE

Product volume 2ml x 4ea / 1Box





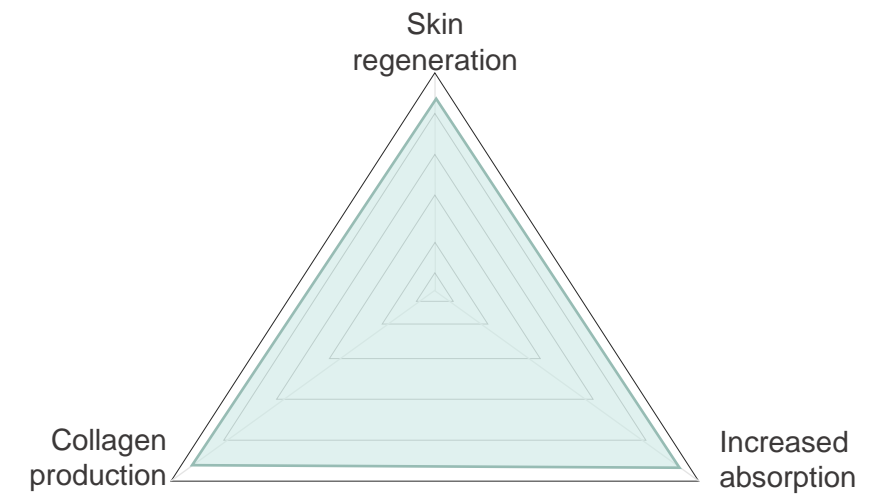


## Skin self-recovery system

- Skin self-regeneration system
- Production of dermal constituents (collagen, elastin, hyaluronic acid)
- Increase in absorption of active ingredients

## Main Ingredients

Microspear®	Edelweiss Callus Stem Cell Extract	Allantoin	Yellow Calming Complex
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# CELLSTORY PLUS MESO-CARE

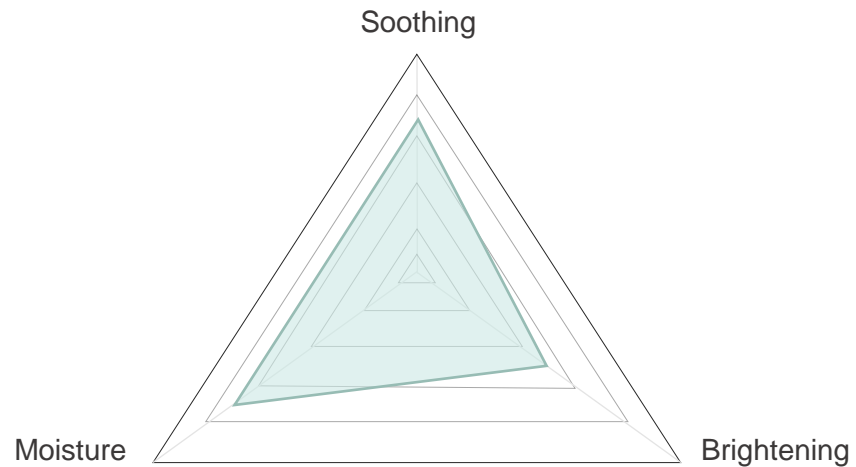
Product volume 1.8g x 4ea / 1Box

## Soothing nourishing gel that can be used with the device

- Brightening· Wrinkle improvement [dual functional product]
- Quick soothing
- Instant moisturizing
- Can be combined with beauty equipment

### Main Ingredients

Adenosine	Niacinamide	Hyaluronic acid	Fresh bud No.6
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# CELLSTORY PLUS ULTRA GEL



Product volume 4g x 4ea / 1Box



Product volume 30g x 4ea / 1Box

# CELLSTORY PLUS CALMING MASK

## Mild Amino Acid Nutrition Toner

- Maintain skin pH balance
- Skin protection
- Moisture supply
- Nutrient supply with amino acid prescription

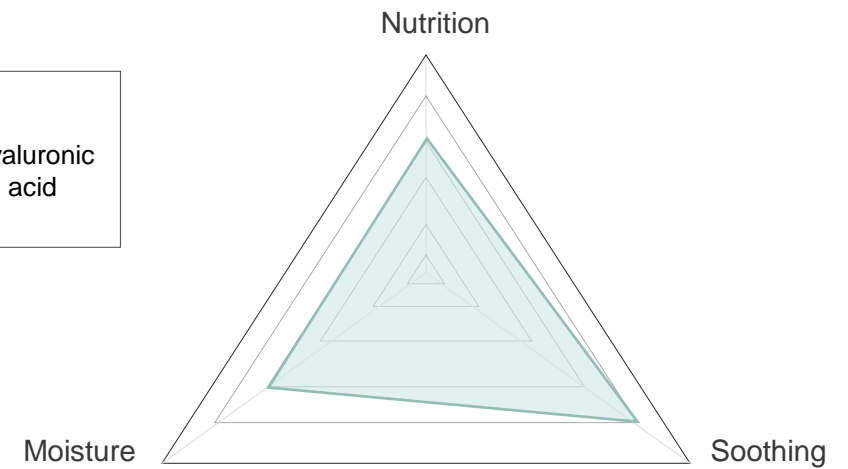
## Main Ingredients

Beta glucan

Centella  
asiatica  
extract

Amino acid

Hyaluronic  
acid



## A regenerative cream that helps strengthen the barrier

- Inducement of skin respiration
- Quick soothing
- Hight moisturizing · high nutrition
- Sufficient supply of essence

### Main Ingredients

Lotus callus culture extract	3GF	Macadamia Ternifolia Seed Oil	Centella Asiatica Extract
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# CELLSTORY PLUS RECOVERY CREAM

Product volume 1g x 4ea / 1Box



# HOW TO USE

## Cleansing

STEP 01.



CELLSTORY Plus Cleanser [1ml]

Take an appropriate amount on the palm of your hand and lather enough before use.

## Smoothing Out

STEP 02.



CELLSTORY Plus Fluid [1ml]

Wet a cotton pad and wipe gently along the skin texture.

**Effect: Helps wrinkle improvement & brightening.**

## Skin Wake-up

STEP 03.



CELLSTORY Plus Awake Essence [1ml]

Apply evenly over the entire face using a pack brush and let it absorb for about 5 minutes, excluding the eye and mouth areas. (The hot sensation lasts about 5-10 minutes)

**Effect: Helps wrinkle improvement & brightening**

## Nutrition Supply

STEP 04.



CELLSTORY Plus Activator Ampoule [2ml]

Apply evenly over the entire face using a pack brush for absorption.

**Effect: Helps wrinkle improvement & brightening**

## Skin Power

STEP 05.



CELLSTORY Plus Meso-Care [1.8g]

Apply Meso-Care containing hydrolyzed sponge to the entire face and massage along the skin texture until absorbed.

**Effect: Helps wrinkle improvement & brightening**

## Skin Relief

STEP 06.



CELLSTORY Plus Ultra Gel [4g]

Use a pack brush, apply evenly over the entire face avoiding the eye and mouth and let it absorb for about 5 minutes.

**Effect: Helps wrinkle improvement & brightening**

## Skin Moisturizing

STEP 07.



CELLSTORY Plus Calming Mask [30g]

Apply the mask evenly to the entire face, remove the mask after about 10 to 20 minutes, and tap the remaining essence lightly for absorption

**Effect: Helps wrinkle improvement & brightening.**

## Skin Recovery

STEP 08.



CELLSTORY Plus Recovery Cream [1g]

Apply evenly over the entire face and let it absorb slowly and gently.

**Tip .If there is any residue from the previous step, Calming Mask, gently wipe it off with a cosmetic tissue for absorption and then apply the recovery cream.**

**Effect: Helps wrinkle improvement & brightening**



04.

## Clinical Results



Appearance  
immediately  
after spicule  
treatment

Comparison of  
erythema  
phenomenon

Other product



Freeze-dried spicule

Our product



Spicule coated with Yellow Calming  
Complex

## High-quality Cosmetic CELLSTORY for Skin Experts

**CELLSTORY Plus Actual Reviews**  
(There may be individual differences in user reviews.)



- Age: mid 30's woman
- Improvements: pigmentation, fine lines, skin texture



- Age: mid 50's woman
- Improvements: thick & fine lines, pigmentation, skin texture

## High-quality Cosmetic CELLSTORY for Skin Experts

**CELLSTORY Plus Actual Reviews**  
(There may be individual differences in user reviews.)



- Age: late 20's woman
- Improvements: blackheads, pores

- Age: late 40's man
- Improvements: fine lines, pigmentation, skin texture

- Age: early 50's man
- Improvements: Thick wrinkles, brightening, skin texture



05.

Q&A



# Q&A

## Frequently Asked Question About using Meso-Care

### 1 . Can it be used on neck wrinkles?

**No.** It is not recommended to use on the neck wrinkles area. Areas other than the face, such as the neck and back of the hands, have different skin thickness and skin structure, so you may experience skin irritation, itching, and discomfort

※ **Be sure to use Meso-Care only on your face.**

### 2 . Can I use one Meso-Care twice or multiple uses?

**Yes.** Meso-Care(1.8g) is the recommended amount for one use, so please use one Meso-Care at a time, only once a week.

※ **You will feel a tingling sensation.**

### 3 . Can I apply basic makeup or color makeup the next morning?

**Yes.** You may feel a tingling sensation the next morning after using Meso-Care. Avoid skin massage or beauty equipment use.

#### Q. Minor Pain(Stinging)

**A .** As the Microspear® is absorbed into the skin, you may feel a tingling micro-stimulation. You may feel the tingling sensation when washing your face the next morning.

#### Q. Redness /Itchiness

**A .** In the process of Microspear® with a fine structure being absorbed into the skin, old dead skin cells may be removed depending on the individual. During the exfoliation process, you may temporarily experience slight itching, warmth, and redness..

#### Q. Formation of dead skin cell

**A .** As the old dead skin cells are exfoliated, very thin dead skin cells may be generated after 3 days depending on the skin type(There are individual differences).

# Symptoms after using TOX Ampoule



Redness (erythema)



Exfoliation



Stinging sensation



Dryness



## Precautions after using Meso-Care



No Heavy Exercise · Sauna



Smoking · Alcohol Prohibited



Light Face Cleansing



Use Sunscreen



Need to Drink Enough Water



No Artificial Exfoliation

# Thank You



02-6959-5440



HQ: 2F, 146, Bongeunsa-ro, Gangnam-gu, Seoul  
Incheon Factory: 75B 1L, 210, Namdongdong-ro,  
Namdong-gu, Incheon

