

BUSINESS PROPOSAL

[Botulenin Multi balm]



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MAIN INGREDIENT & PRODUCT OVERVIEW

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COSMETIC INGREDIENT - BOTULINIUM

Botulinium Toxin Structure



 Heavy Chain

 Light Chain

Light Chain is the part to give Botox effect

Cosmetics cannot be used
for medical ingredients

Cosmetic ingredient - BOTULENIN

Botulinum hybrid protein
developed in genetic engineering
technology, sh-Oligopeptide-1



⇒ Light Chain



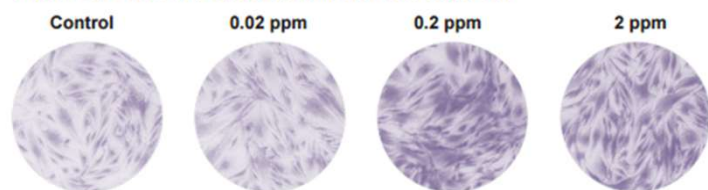
⇒ EGF (Epidermal Growth Factor)

Safe ingredients listed in ICID

SKINCARE SPECIALTY PROTEIN

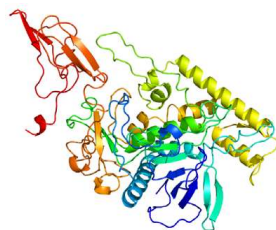
❖ Botulinum Type A Hybrid Protein

Effect on Proliferation of HFDP

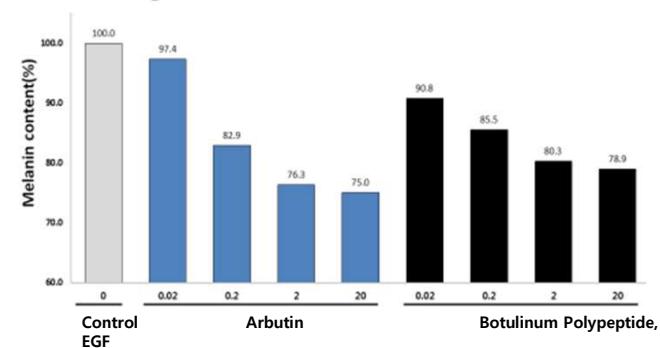


The HFDP cell proliferation stained with crystal violet and imaged with a 40X objective after treatment with concentration of 0, 0.02, 0.2, 2 ppm in HFDP cell.

Tertiary Structure

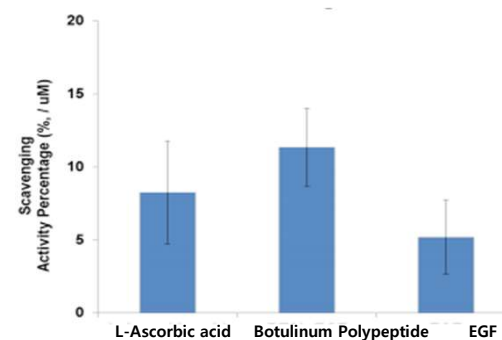


Whitening Effect



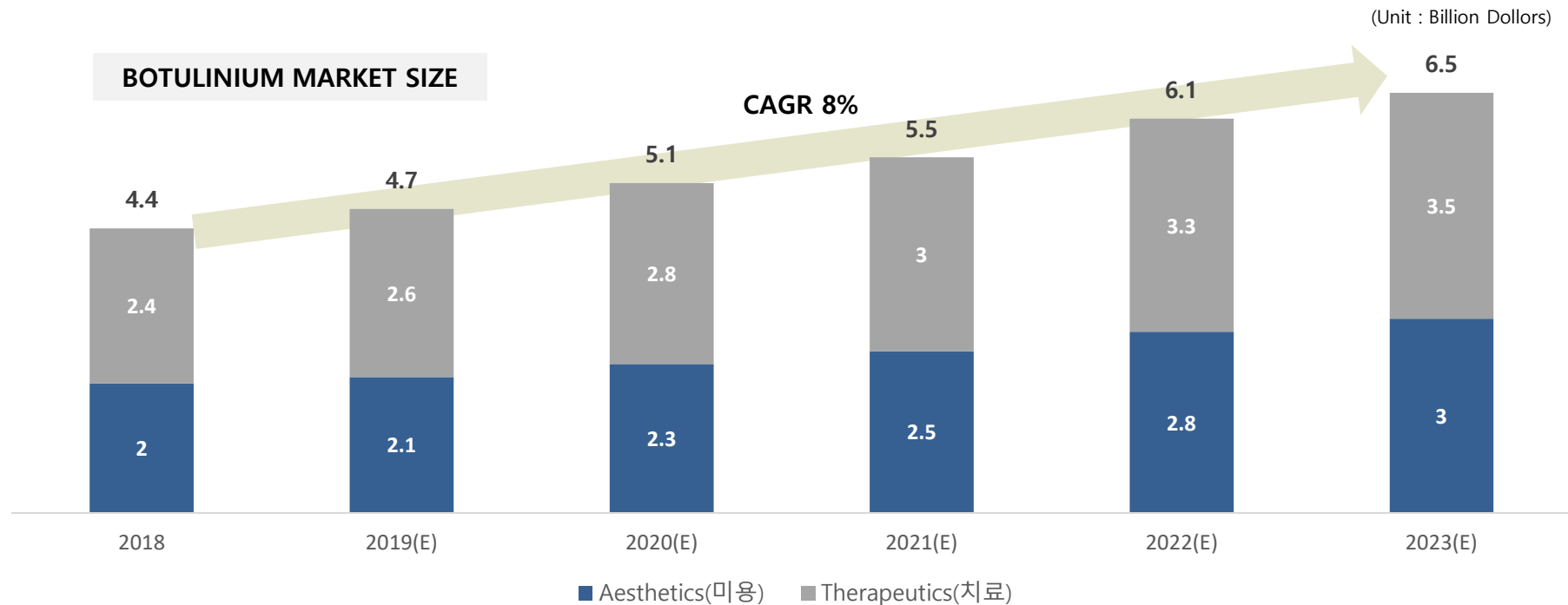
INCI Name	sr-Clostridium Botulinum Polypeptide-1 sh-Oligopeptide-1
Patent	US 10, 266, 817/JP 6592112/EP 3 299 385
Source	Escherichia coli
Molecular Weight (kDa)	57.6
Amino Acid	502
pH	7.2 ± 0.2
Application	Skin-Lifting-Wound healing-Hair care-Whitening

Anti-Oxidant Activity



GLOBAL BOTULINIUM MARKET

- ❖ The global botulinum toxin market is expected to grow at an annual average of 8% from \$4.4billion in 2018 to \$6.5billion in 2023, combined with the therapeutic and cosmetic markets, and is expected to continue to grow in the future.



(Source: ISAPS International Study on Aesthetic/Cosmetic Procedures Performed in 2018)

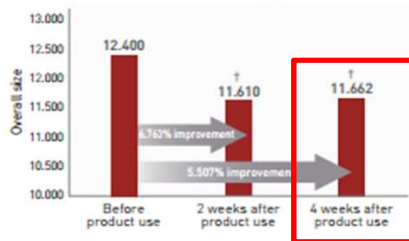
- The global therapeutic and beauty market combined is expected to form a market size of more than \$5 billion in 2020, and has grown at an annual average of 8% in 2023.
- In particular, more than half of the total market is expected to be the size of the therapeutic market.

CLINICAL DATA

- ❖ **Human Study Report** on Anti-aging Effect (Facial Lifting, Periorbital lines, Skin Density, Skin Elasticity) and Improvement of Glabellar lines, Nasolabial Folds, Moisture in the Skin, Elasticity in the Skin, and Elastic Resilience, Skin Brightness, Skin Tone, Melanin, Spots & Pigments, Melanin of BOUTLENIN Multi Balm

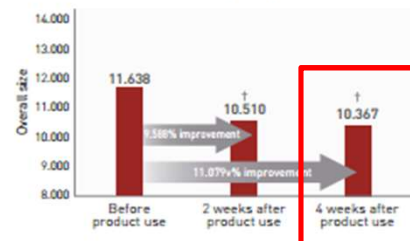
Periorbital Wrinkle Measurement

Improvement of periorbital wrinkles after using the product



Nasolabial Line Measurement

Improvement of nasolabial lines after using the product

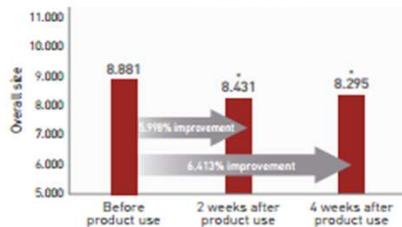


45s, Female / 4 weeks after Botox multi balm use



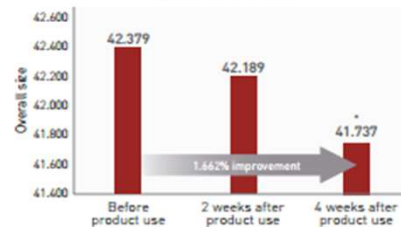
Glabellar Line Measurement

Improvement of glabellar lines after using the product



Facial Lifting Measurement

Improvement of facial lifting after using the product

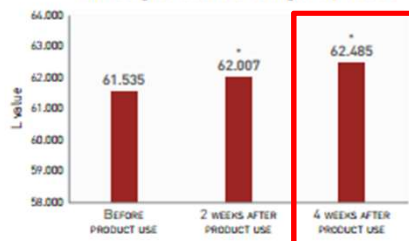


56s, Female / 4 weeks after Botox multi balm use



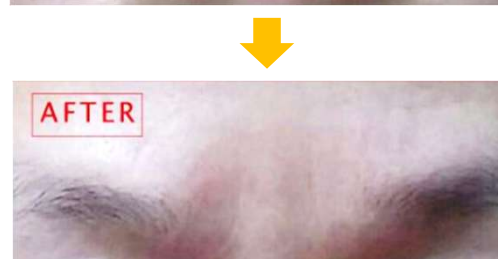
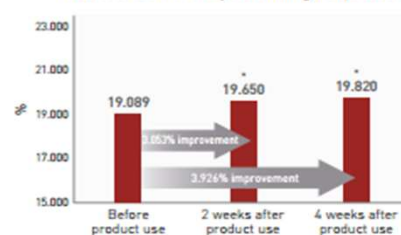
Skin brightness measurement

Skin brightness after using the product



Skin Density Measurement

Increased skin density after using the product



PATENT REGISTRATION

- ❖ **Hybrid protein** patented in **Korea, USA, Europe, and Japan** [Anti-wrinkle and whitening functional cosmetics] certified by the Ministry of Food and Drug Safety (MFDS) containing BOTULENIN®

MULTI BALM STICK

- ❖ **Botulenin Multi balm is**
Home Care cosmetic making
your treatment Last and Longer

BOTULENIN®

Hybrid protein that combines spider venom protein and EGF (human epithelia cell growth factor) [Wrinkle improvement, skin elasticity improvement, wound healing, hair care, antioxidant (whitening), heat resistance]



[US Patent UP 10,266,817 and holds European and Japanese patents]
Patent Registration No.: US 10,266,817 / JP 6592112 / EP 3 299 385

People get a **botox and filler injections** at **Clinic** costing some money



They should have **Good partner** at **Home** to help maintaining the efficacy



Botulenin Multibalm can be the good one making your beauty **Last and Longer**



PRODUCT OVERVIEW

MULTI BALM STICK

- ❖ KOREA is now on the Multi Balm BIG TREND!
- ❖ Starting promotion on several popular channels!
- ❖ Continued sold out at TV home shopping!

요기 **조기**

휴대하기에도 간편해 보이는 은보아 화장품은 후기를 찾아 보니 화장한 피부에도 밀리지 않고 촉촉하게 발린다고 하네요.

요기

동상이몽 은보아 멀티밤 제품이 궁금하시다면 아래에서 구매자들의 자세한 후기들을

주름 관리해야 하거든요

방송에 보니까 배정남 배우님이 화장품 제품을 열심히 바르시던데 !심히 관리하셔서 김희철님과 비교 대상이 안됐으면 !겠네요.

나와 리스틱처럼 돌려서 사용하는 거라서 립밤인거

은보아 주름 관리 멀티밤 화장품 스틱

출처 : 동상이몽 너는 내 운명

동상이몽 너는 내 운명에 등장한 오지호 은보아 부부네의 모습입니다. 빨간 트레이닝복을 입은 은보아 님이 분홍색 스틱을 들고 등장하네요.

동상이몽

인싸 은보아 님의 세뭇 관리용 하트템이라며 소개된 것의 정체는? 얼핏 보면 립스틱처럼 생기기도 했는데요.

이렇게라도 잡아야지

이후에 더 큰 뭉치야지

현대홈쇼핑 완판. 지난해 론칭부터 6차까지

2021-02-22 18:01

장모 **사랑**

스틱 타입이라 손에 붙지 않아서

스틱 타입이라 손에 붙지 않아서