MIRUM

MIRUM wild ginseng cell culture cream

Produced by genuine harmony of soil, water and temperature

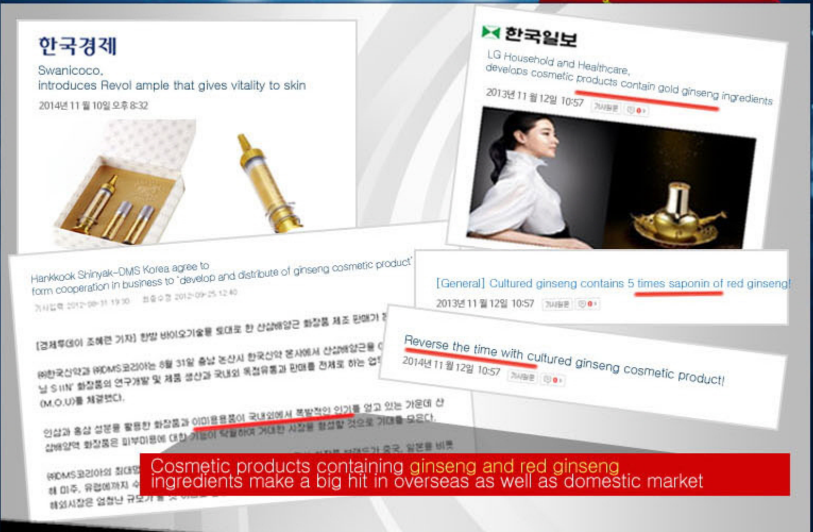
It delivers the power of cultured ginseng root obtained from natural ginseng to your skin

MIRUM
WILD GINSENG
CELL CULTURE
CREAM
M

WILD GINSENG CELL CULTURE CREAM

Attention!

Change in ginseng and Chinese market!



한국경제

Swanicoco,
introduces Revol ample that gives vitality to skin

2014년 11 월 10일 오후 8:32

한국일보

LG Household and Healthcare,
develops cosmetic products contain gold ginseng ingredients

2013년 11 월 12일 10:57 기사원문 0

Hankkook Shinyak-DMS Korea agree to
form cooperation in business to 'develop and distribute of ginseng cosmetic product'

기사입력 2012-08-31 19:30 최종수정 2012-09-25 12:40

[경제투데이 조혜련 기자] 한방 바이오기술을 토대로 한 산삼배양근 화장품 제조 판매가

㈜한국신약과 ㈜DMS코리아는 8월 31일 충남 논산시 한국신약 본사에서 산삼배양근을
닝 S IIN' 화장품의 연구개발 및 제품 생산과 국내외 독점유통과 판매를 전제로 하는 업
(M.O.U)를 체결했다.

인삼과 홍삼 성분을 활용한 화장품과 이미용용품이 국내외에서 폭발적인 인기를 얻고 있는 가운데 산삼배양액 화장품은 피부미용에 대한 기능이 탁월하여 거대한 시장을 형성할 것으로 기대를 모은다.

중국, 일본을 비롯

㈜DMS코리아의 최대
해 미주, 유럽에까지 수
해외시장은 엄청난 규모가 될 것

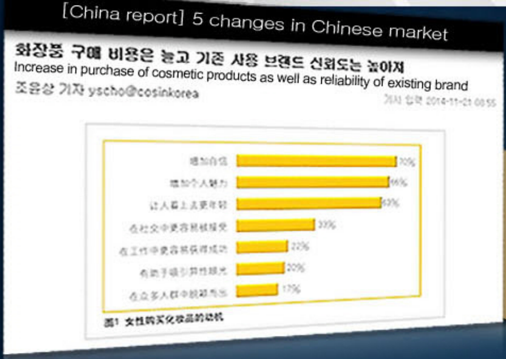
[General] Cultured ginseng contains 5 times saponin of red ginseng!

2013년 11 월 12일 10:57 기사원문 0

Reverse the time with cultured ginseng cosmetic product!

2014년 11 월 12일 10:57 기사원문 0

Cosmetic products containing ginseng and red ginseng ingredients make a big hit in overseas as well as domestic market



[China report] 5 changes in Chinese market

화장품 구매 비용은 늘고 기존 사용 브랜드 신뢰도는 높아져

Increase in purchase of cosmetic products as well as reliability of existing brand

조윤상 기자 yscho@cosinkorea

게시 입력 2014-11-21 08:55

图1 女性购买化妆品的动机

Changes in Chinese market!

[COS'IN Korea.com Chinese correspondent Yoonsang, Cho – China research period]

[Changes]

- Purchase rate of functional cosmetic product and cleansing product has been rapidly increased
- Amount of purchasing cosmetic product per time has been increased
- Internet purchase rate has been rapidly increased
- Use of Chinese cosmetic products of female consumers has been increased
- Reliability of customer has been improved

[Not changed]

-Use rate of cosmetic products stayed the same and it is going to be like this in the future

-Motivation of purchasing cosmetic product is to look young and lively by improving attractiveness

-'Standard of good cosmetic product' that customers have in their mind has not been changed

(Fit to their skin type, 100% natural ingredients, good reviews)

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Cosmetic market

'Silver lining in trend'

1. Domestic market of cosmetic product

((New distribution channel is expected to expand, "growth')

TTV home shopping, H&B store, internet

Products expected to be the most activated in the 2nd half.

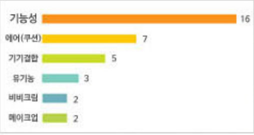
1순위		2순위		3순위	
단독 브랜드숍	7	멀티 브랜드숍	7	H&B스토어	7
인터넷 쇼핑몰	7	TV홈쇼핑	6	TV홈쇼핑	4
TV홈쇼핑	4	인터넷 쇼핑몰	6	단독 브랜드숍	4
H&B스토어	3	단독 브랜드숍	4	인터넷 쇼핑몰	3
화장품 전문점	2	H&B스토어	2	백화점	1
멀티 브랜드숍	1	통신판매	1	멀티 브랜드숍	1
피부과 병원	1	대형마트	1	방문판매	1
기타(소셜커머스)	1			기타(수출)	1

Number of channel has been increased and diversification has been strengthend.

2. Product lines that will help to activate cosmetic product industry

Functional cosmetic product, cushion cosmetic products

Products expected to be the most activated in the 2nd half.



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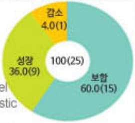
Reporter Cheongah, Lee Jun 27th, 2014

3. Growth factor of cosmetic products in the 2nd half

Forecast of cosmetic product market in the 2nd half



- -Expand of new distribution channel
- -Improve of domestic market situation
- -Increase of brand shop
- -Increase number of foreign visitors
- -Increase in demand due to product segmentation

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Functional product

Double effect on whitening and wrinkle improvement

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CELL CULTURE
CREAM

Healthy trend

Essence that contains
cultured 110 year old wild ginseng

Trust of customers

High concentrated essence containing cultured wild ginseng with see-through texture

High effectiveness

Double effect (Whitening and wrinkle improvement) manufactured in the CGMP certified plant

WILD GINSENG CELL CULTURE ESSENCE SPECIAL SET

Containing 100%

cultured wild ginseng ingredient 100%!

Precious essence fills with cultured wild ginseng which is a unique component of wild ginseng

Certificate of cultured wild ginseng extract

특 허 증

Whitening patent

发明专利证书

Whitening patent (Chinese)

특 허 증

Adventitious patent

WILD GINSENG CELL CULTURE CREAM

WHAT IS “WILD GINSENG”?

[Wild Ginseng (Cheonjongsam)]

100 year old cultured ginseng cream that continuously delivers effective ingredients by containing “Cultured wild ginseng by cell cultivating 110 year old wild ginseng!”

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CELL CULTURE
CREAM

Natural effect from 100 year old wild ginseng

Customers can actually see the wild ginseng in the cream!

Highly concentrated cultured wild ginseng

Cultured wild ginseng holds the balance and nutrition in the skin

Cultured 100 year old wild ginseng!!!!

-Ingredients-

(Cultured wild ginseng cream -60ml)

Purified water, macadamia seed oil, cyclopentasiloxane, glycerin, butylene glycol, portulaca extract, bean sterol bacillus/bean fermented extract, cultured wild ginseng extract (2%), niacinamide, PEG-5papeseedsterol, Ceteth-4, Cholesterol, siegebockia herb extract, dongrong herb extract, honey extract, 1,2-hexandiol, tocopheryl-acetate, potassium Cetyl Phosphate, phenoxyethanol, carbomer, chlorphenesin, ammonium acryloyldimethyltaurate, VP Copolymer, potassium hydroxide, butyl methoxydibenzoylmethane, ethylhexyl methoxycinnamate, BHT, adenosine, disodium EDTA, caramel yellow 4 (CI 19140), yellow 5 (CI 15985), perfume

WILD GINSENG CELL CULTURE CREAM

Texture characteristic that you capture with your eyes

“FOR REAL”

IT DELIVERS THE POWER OF GINSENG TO SKIN.

★★★★★

Special patent for special ingredient!

Cosmetic ingredient and its manufacturing method containing cell cultivated adventitious root

Patent No. in Korea 0830342
Patent No. in Japan: 3779973
Patent No. in China: ZL 02802347.1
Patent No. in Indonesia: 0014552
Patent No. in Europe: 1401386
(Germany, Italia, England, Switzerland, France)

Texture of cream

HOW TO USE

Ginseng cell culture cream

01. Take a proper amount with spatula and put it onto skin

02. Gently and slowly apply it onto skin

03. It helps whitening and wrinkle improvement.

WILD GINSENG CELL CULTURE CREAM

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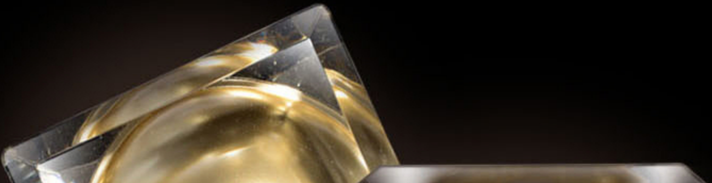
Effect of ginseng culture medium

Making cosmetic products with wild ginseng!

Apply cultured wild ginseng containing its original effect

WILD GINSENG CELL CULTURE



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Activating cell: it enhances skin elasticity by making new cells
Improving hematopoiesis and defect: It boosts blood production and helps smooth circulation
Hydrating: It strengthens hydration and prevents dryness by enhancing absorption.
Making lively skin: It provides rich nutrition and oxygen to smooth skin with saponine

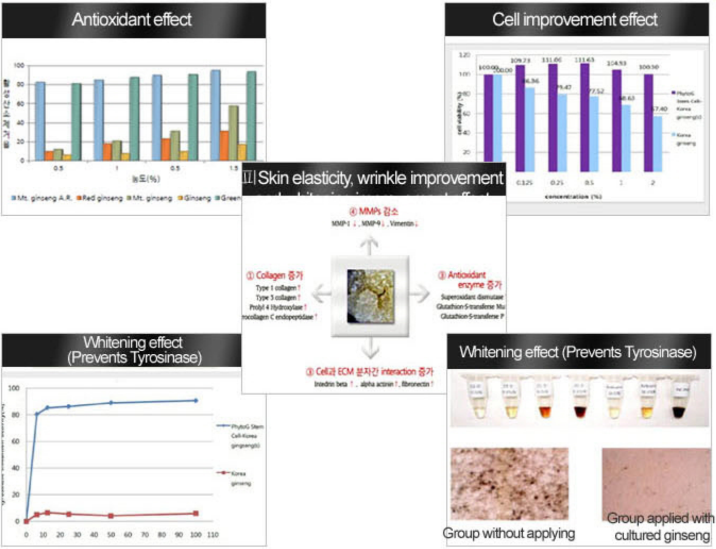
[Either way, wild ginseng is good for eating or applying it to skin]

WILD GINSENG CELL CULTURE CREAM

"CULTURED GINSENG EXTRACT"

More effective than any other red ginsengs or ginsengs
Much more effective than green tea extract in terms of antioxidant

Multiple effects on antioxidant, skin elasticity, wrinkle improvement and cell improvement!!!



Antioxidant effect

Cell improvement effect

Ⅲ| Skin elasticity, wrinkle improvement

Whitening effect (Prevents Tyrosinase)

Whitening effect (Prevents Tyrosinase)

Group without applying

Group applied with cultured ginseng

WILD GINSENG CELL CULTURE CREAM

“100 YEAR OLD GINSENG” COMPLETES ULTIMATE SKIN!

Perfect MIRUM energy is created by concentrating on not including unnecessary ingredients.

01 BOOST UP SKIN ENERGY

DELIVERS MOIST,
NUTRITION AND VITALITY TO SKIN,
PROTECTS AND RESTORES SKIN

02 NO HEAVY METAL COMPONENTS!!

NO PESTICIDE OR HEAVY METAL COMPONENT
WAS DETECTED IN CULTURED WILD GINSENG

03 STRENGTHEN THE POWER OF CULTURED WILD GINSENG

CONTAINS MORE THAN
4MG SAPONINE PER 1
DRIED WEIGHT.
(4 TO 5 TIMES MORE SAPONINE THAN RE

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WILD GINSENG CELL CULTURE CREAM
MIRUM
WILD GINSENG CELL CULTURE CREAM

04 SKIN IMPROVEMENT AND PROTECTION

IT PROTECTS SKIN FROM EXTERNAL
TOXIC ENVIRONMENT AND HELPS TO
MAKE SKIN SMOOTH

05 ACTIVATES SKIN CELLS

IT HELPS TO SOOTHE SENSITIVE AND IRRITATED
SKIN THROUGH ANTIOXIDANT EFFECT.

06 DELIVERS ENERGY T

IT MAKES SKIN HEALTHY
AND LIVELY BY DELIVERING
STRONG HYDRATION AND
MOIST TO SKIN