MIRUM

Made from the harmony of earth, water, temperature, and profound efforts!

Mirum Hundred-year-old Cultured Wild Ginseng Special Set

Cultured Wild Ginseng Essence + Cultured Wild Ginseng Eye Cream

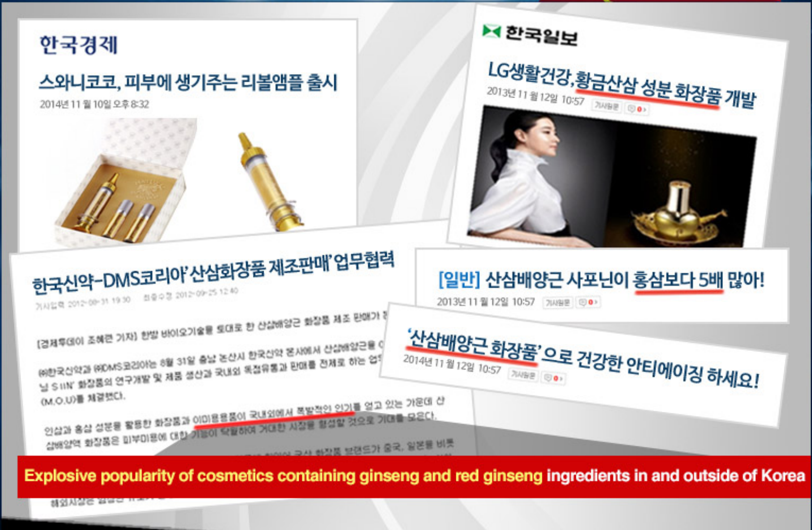
The power of cultured wild ginseng gained from rare natural ginseng is given to skin.

MIRUM
WILD GINSENG
CELL CULTURE
ESSENCE
MIRUM
WILD GINSENG CELL CULTURE
EYE CREAM

WILD GINSENG CELL CULTURE ESSENCE SPECIAL SET

Pay attention!

A change in ginseng and Chinese market!



한국경제

스와니코코, 피부에 생기주는 리볼앰플 출시

2014년 11 월 10일 오후 8:32

한국일보

LG생활건강, 황금산삼 성분 화장품 개발

2013년 11 월 12일 10:57

한국신약-DMS코리아' 산삼화장품 제조판매' 업무협력

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

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

㈜한국신약과 ㈜DMS코리아는 8월 31일 충남 논산시 한국신약 본사에서 산삼배양근을 이
날 S IIN' 화장품의 연구개발 및 제품 생산과 국내외 독점유통과 판매를 전제로 하는 업무
(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.

국산 화장품 브랜드가 중국, 일본을 비롯
해외시장은

[일반] 산삼배양근 사포닌이 홍삼보다 5배 많아!

2013년 11 월 12일 10:57

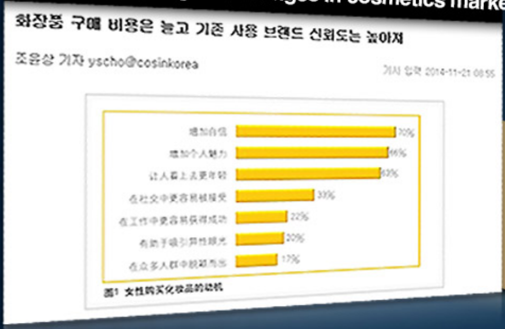
'산삼배양근 화장품'으로 건강한 안티에이징 하세요!

2014년 11 월 12일 10:57

Explosive popularity of cosmetics containing ginseng and red ginseng ingredients in and outside of Korea

[Chinese report] Five changes in cosmetics market in China

Changes in Chinese market!



화장품 구매 비용은 늘고 기존 사용 브랜드 신뢰도는 높아져

조윤상 기자 yscho@cosinkorea

게시 입력 2014-11-21 08:55

图1 女性购买化妆品的动机

[Jo Yun Sang, a correspondent of COS'IN KOREA in China - Period of survey in China

[Changed matters]

-The purchase rate of functional cosmetics and cleansing products has increased drastically.

-Expenses for a single purchase of cosmetics have increased.

-The rate of internet purchase has increased drastically.

-The rate of use of cosmetics of Chinese brand by female consumers has increased.

-Reliability of consumers has raised.

[Unchanged matters]

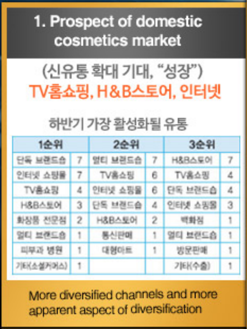
-The rate of use of cosmetics has not changed and is expected not to change in the future.

-A motive of consumers for a purchase of cosmetics is to look younger and more lively by enhancing their confidence and attractive points.

-Customers' standard for "good cosmetics" has not changed. (cosmetics suitable for their skin type, natural cosmetics, good reputation)

WILD GINSENG CELL CULTURE ESSENCE SPECIAL SET

Cosmetics market "Finding a hope in trend"



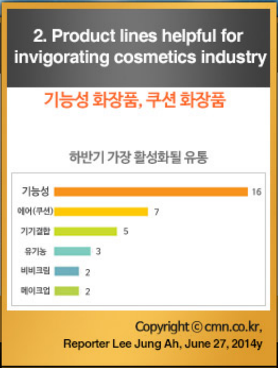
1. Prospect of domestic cosmetics market

(신유통 확대 기대, "성장")
TV홈쇼핑, H&B스토어, 인터넷

하반기 가장 활성화될 유통

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

More diversified channels and more apparent aspect of diversification

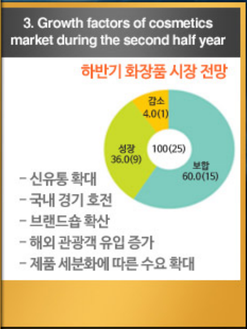


2. Product lines helpful for invigorating cosmetics industry

기능성 화장품, 쿠션 화장품

하반기 가장 활성화될 유통

Copyright © cmn.co.kr,
Reporter Lee Jung Ah, June 27, 2014y



3. Growth factors of cosmetics market during the second half year

하반기 화장품 시장 전망

- 신유통 확대
- 국내 경기 호전
- 브랜드숍 확산
- 해외 관광객 유입 증가
- 제품 세분화에 따른 수요 확대

MIRUM

WILD GINSENG CELL CULTURE

미룸 백년삼 배양근 에센스 스페셜 세트 + 에센스 아이크림

MIRUM | WILD GINSENG CELL CULTURE EYE CREAM
MIRUM
WILD GINSENG CELL CULTURE ESSENCE
MIRUM
WILD GINSENG CELL CULTURE ESSENCE

Functional product

Dual functional cosmetics
with whitening and anti-wrinkle action

Healthy trend

Essence containing nutrients of tissue-cultured
"110-year-old Heaven-sent Wild Ginseng"

Credit of consumers

Highly concentrated essence containing visible
cultured wild ginseng

Definite effects

Dual functional product (anti-wrinkle, whitening effects),
manufactured by a CGMP-certified company
Essence + eye cream **(definite synergy effect!)**
Soft and smooth texture

WILD GINSENG CELL CULTURE ESSENCE SPECIAL SET

100%

Containing 100% cultured wild ginseng!

Precious essence
containing cultured wild ginseng,
a unique ginseng ingredient, as it is

Letters of patent on the extract of cultured wild ginseng

특 허 증

위의 발명은 「특허법」에 의하여 특허등록원부에 등록되었음을 증명합니다.

특 허 청

미백특허증

发明专利证书

미백특허증-중문

특 허 증

위의 발명은 「특허법」에 의하여 특허등록원부에 등록되었음을 증명합니다.

특 허 청

부정근특허

WILD GINSENG CELL CULTURE ESSENCE SPECIAL SET

Mysterious
" Wild Ginseng "

Heaven-sent Wild Ginseng

Special skincare essence containing
active ingredients of "tissue-cultured 110-year-old wild ginseng"

MIRUM
WILD GINSENG
CELL CULTURE
ESSENCE
MIRUM
WILD GINSENG CELL CULTURE
EYE CREAM

Essence that contains the original effects of hundred-year-old ginseng!

Apparent effects with visible wild ginseng in the essence!

Addition of highly concentrated cultured wild ginseng extract

Balancing and nourishing skin with visible cultured wild ginseng

Arginine, Adenosine, Disodium EDTA, Caramel, Perfume

Ingredients
(Cultured Wild Ginseng Essence)

Purified Water, Glycerin, Glyceryl Acrylate/Acrylic Acid Copolymer, Methyl Gluceth-10, Honey Extract, PEG/PPG-17/6 Copolymer, Niacinamide, Cultured Wild Ginseng Extract (2%), Butylene Glycol, Sigesbeckia Orientalis Extract, Rabdosia Rubescens Extract, Cultured Wild Ginseng (0.7%), 1,2-Hexanediol, Phenoxyethanol, Chlorphenesin, Arginine, Adenosine, Disodium EDTA, Caramel, Perfume

Ingredients
(Cultured Wild Ginseng Eye Cream)

Purified Water, Macadamia Integrifolia Seed Oil, Cyclopentasiloxane, Cyclohexasiloxane, Glycerin, Glycerin, Portulaca Oleracea Extract, Glycine Soja (Soybean) Sterols, Bacillus/Soybean Ferment Extract, Cultured Wild Ginseng Extract (2%), Niacinamide, PEG-5 Rapeseed Sterol, Ceteth-4, Cholesterol, Hydrolyzed Rice Protein, Glycine Soja (Soybean) Protein, Honey Extract, Oxido Reductases, 1,2-Hexanediol, Nylon-12, Potassium Cetyl Phosphate, Phenoxyethanol, Carbomer, Chlorphenesin, Ammonium Acryloyldimethyltaurate/VP Copolymer, Potassium Hydroxide, Butyl Methoxydibenzoylmethane, Ethylhexyl Methoxycinnamate, Adenosine, Disodium EDTA,CI 19140, Perfume

WILD GINSENG CELL CULTURE ESSENCE SPECIAL SET

Clearly visible ingredients

"Real, very real"

The original power of wild ginseng is delivered to your skin.

★★★★★

More special patent with more special ingredients!

Cosmetic composite containing the adventitious root of tissue-cultured ginseng itself and its manufacture

Form of Hundred-year-old Wild Ginseng Essence

Patent in Korea: 0830342
Patent in Japan: Registration no. 3779973
Patent in China: Registration no. ZL02802347.1
Patent in Indonesia: Registration no.ID-0014552
Patent in Europe: Registration no. 1401386
(Germany, Italy, England, Switzerland, France)

Form of Hundred-year-old Wild Ginseng Eye Cream

HOW TO USE

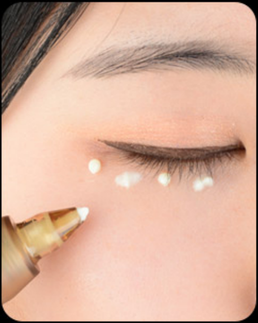
Cultured Wild Ginseng Essence

01. Put the appropriate amount on face or hand.

02. Apply to face gently and slowly.

03. It helps whiten skin and improve wrinkles.

Cultured Wild Ginseng Eye Cream



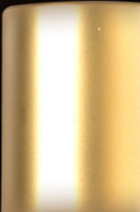
01. After applying essence, apply one or two pumps to wrinkled area, such as skin around eyes and forehead..

02. Apply to skin gently for absorption.

03. It makes skin brightened and smooth.

WILD GINSENG CELL CULTURE ESSENCE SPECIAL SET

MIRUM



Effects of wild ginseng cell culture

Cosmetics made of wide ginseng!
The same effects but no heaviness

MIRUM
WILD GINSENG
CELL CULTURE
ESSENCE

WILD GINSENG CELL CULTURE

[Wild ginseng is a rare, precious ingredient excellently working from head to toe]

Activation of cell function:
It creates new cells to complete fully supple skin.
Alleviation of problems in hematosis and blood circulation:
It activates hematopoiesis as well as energy circulation.
Moisturizing action:
It accelerates absorption for enhanced moisturizing effect and also prevents dryness.
Completion of vitalized skin:
Saponin completes fine skin texture and also supplies sufficient nourishment and oxygen to skin cells.

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WILD GINSE
CELL CULTU
ESSENCE

WILD GINSENG CELL CULTURE ESSENCE SPECIAL SET

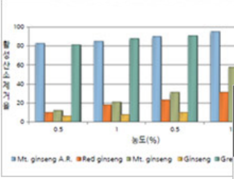
"CULTURED WILD GINSENG EXTRACT"

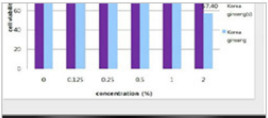
Outstanding effects compared to other red ginseng and normal ginseng!!! Excellent effects when compared to Camellia Sinensis Leaf Extract having great anti-oxidation effects!!!

Anti-oxidation, anti-wrinkle, whitening, and damaged cell improvement effects

All at once!!!

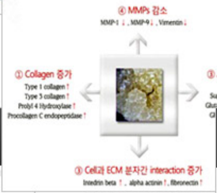
Anti-oxidation effect



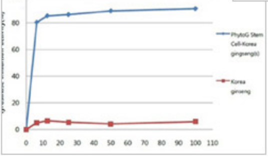


Damaged cell improvement effect

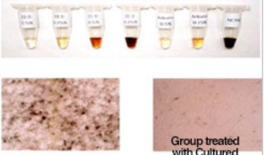
Enhancement of suppleness, wrinkle improvement, whitening effects



Whitening effect (inhibition of tyrosinase)



Whitening effect (inhibition of tyrosinase)



Non-treated group

Group treated with Cultured Wild Ginseng Extract

WILD GINSENG CELL CULTURE ESSENCE SPECIAL SET

"Hundred-year-old Wild Ginseng"

Completes the most ideal skin!
Perfect MIRUM energy is created by focusing not only on addition but on subtraction of unnecessary things.

2. No heavy metal detected!

Zero harmful heavy metal
and agrochemical is detected from Cultured Wild Ginseng

1. Recovery of skin fatigue

It shows moisturizing,
nourishing, vitalizing,
protection, and recovery effects

3. Enhancement of vitality by Cultured Wild Ginseng

1g of dried ginseng contains
more than 400mg of main saponin.
(4 or 5 times more than that contained
in red ginseng or normal ginseng)

MIRUM
WILD GINSENG
CELL CULTURE ESSENCE
SPECIAL SET
MIRUM
MIRUM
WILD GINSENG
CELL CULTURE
ESSENCE

4. Improvement and production of skin

It protects skin from harmful external
environment and also helps even skin tone

6. Vitalized cell functions

It alleviates irritation through
anti-oxidation action and
helps improve sensitive skin.

5. Energizing skin

It makes vital, healthy skin through strong moisturizing effects.