

SINCE 2020 **SHINWOO**
COMPANY PROFILE

2024

Until the normal one becomes **a special one**

Shinwoo Global provides optimized directions to make our customers' brands special.



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Histroy

2021

Export of domestic aesthetic products to Southeast Asia (Thailand, Vietnam)

Development of domestically produced hair loss management system in the Chinese market

2023

Academy exchange before launching hair loss management system

Export of domestically produced dry food to Thailand market

A new business development manager from a large pharmaceutical company joins.

Development of medical tourism business.

Development of distributors in South America

Korean Cosmetic Products in the Early Stage of Entry into the Chinese Market

Development of live commerce business zone 1 (Taiwan, Philippines)

2020

Establishment of corporation

A former representative from a large pharmaceutical company joined (China region)

Discovering domestic manufacturing and overseas distribution partners

2022

Signed a supply contract with a large Chinese distributor for a domestically produced hair loss management system

Local licensing in China began

Started market testing before launching in the Chinese market

An English-speaking (Americas, Europe) former representative from a large pharmaceutical company joined



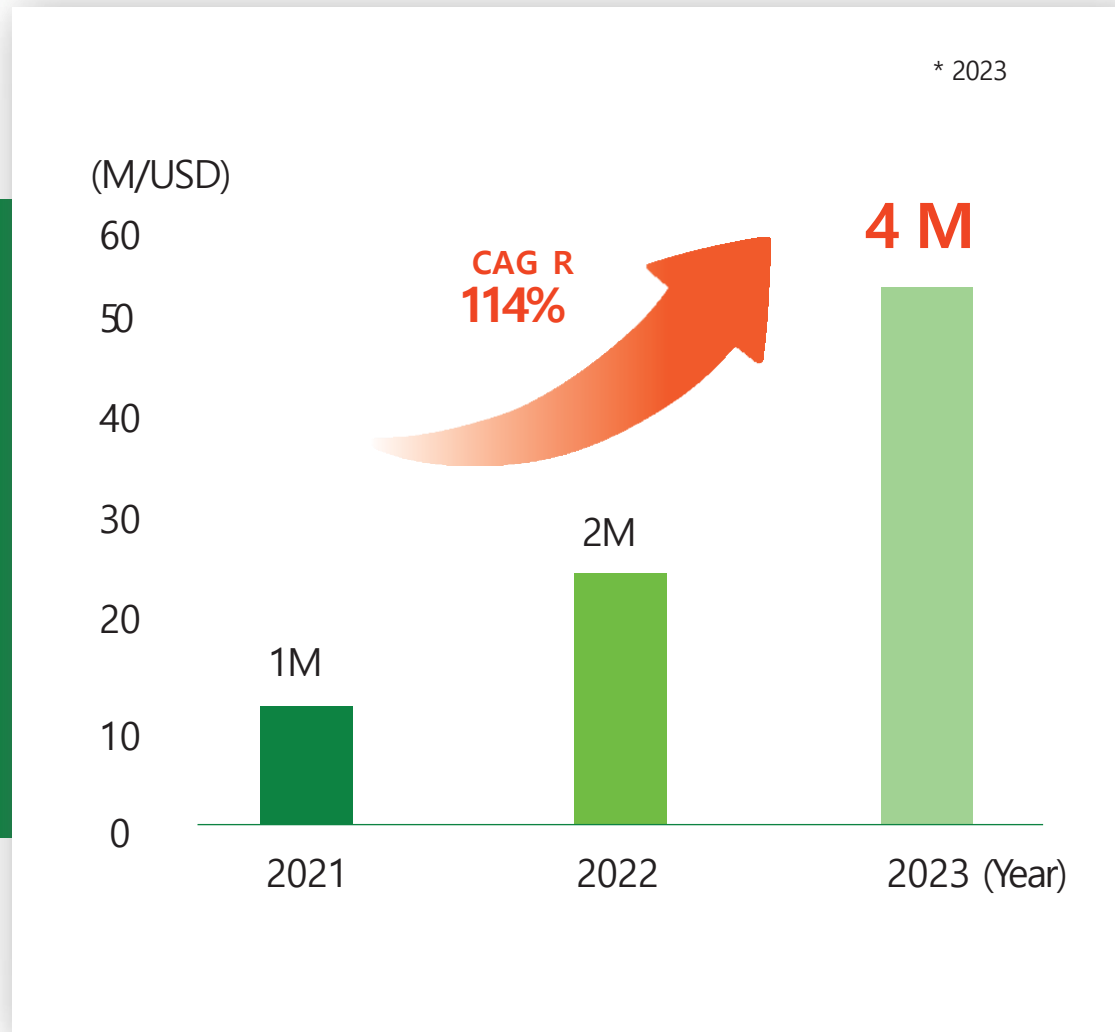
A light teal map of South Korea is shown on the right side of the slide. Two green location pins are placed on the map: one in the northwest (Seoul) and one in the central region (Cheongju). Lines connect these pins to their respective text labels on the left.

Seoul Office

(Local/Overseas
Business Dept.)

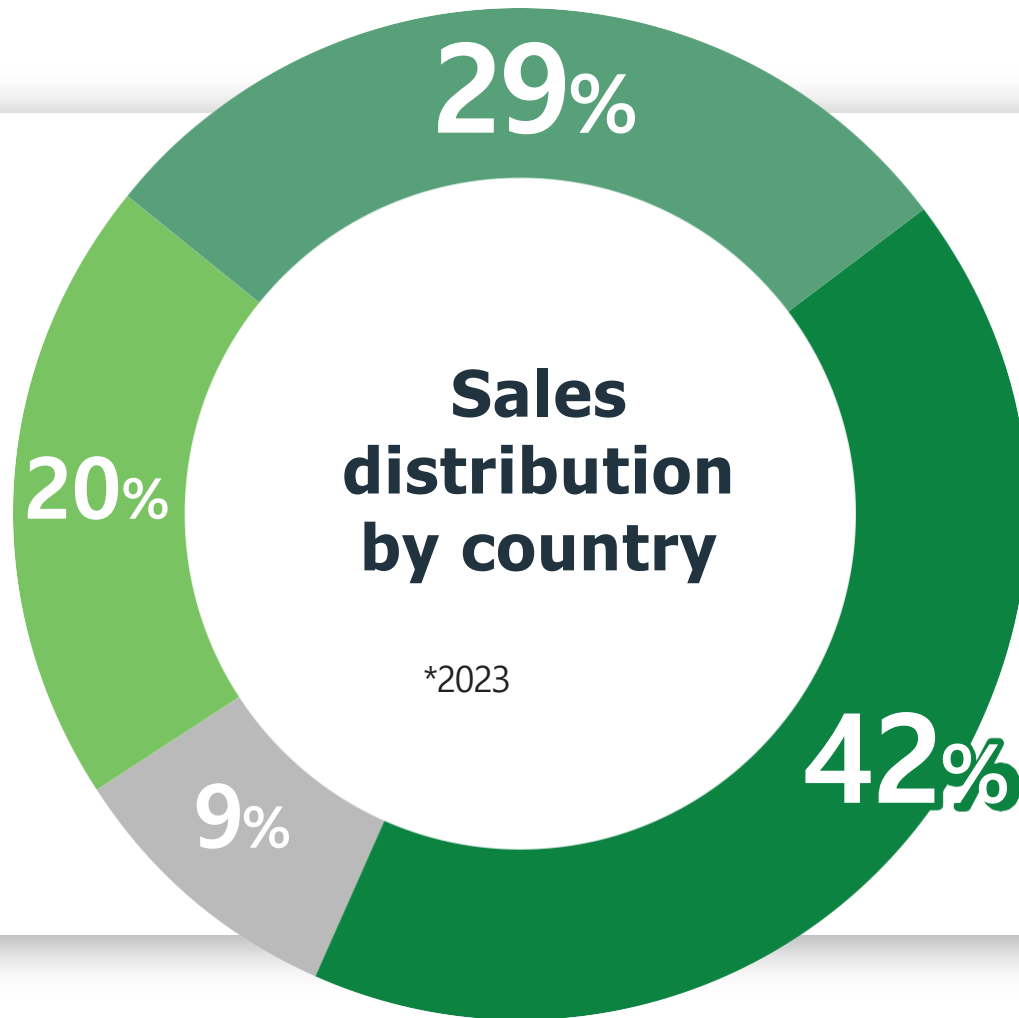
Cheongju Headquarters

(Product warehouse)



Sales growth trend

Shinwoo Global sales **compound annual growth rate of 114%**



- Chinese market sales: USD 1,7 Million
- Thailand market sales: USD 1,2 Million
- Vietnam market sales: USD 833,333
- Domestic and other (sample sales, etc.) market sales: **USD 378,788**

✔ Domestic/International distribution network



- ✔ Pharmaceutical production and distribution
- ✔ Production and distribution of medical devices
- ✔ Production and distribution of cosmetics

✔ Overseas market licensing in progress



- ✔ Completed approval and distribution of hair loss products in the Chinese market
- ✔ Thailand market approval in progress
- ✔ South American market approval in progress



Toxicity Test

Study Type	Test System	Route	Doses	
Single Dose	Rat	IM	0, 6, 30, 150	U/kg
	Monkey	IM	0, 8, 16, 32	U/kg
Repeated Dose	Rat	IM	0, 1.5, 3, 6	U/kg
	Monkey	IM	0, 2, 4, 16	U/kg
Embryo - Fetal Development	Rat	IM	0, 1, 3, 9	U/kg
	Rabbit	IM	0, 0.1, 0.2, 0.4	U/kg

Safety Pharmacology

Study Type	Test System	Route	Doses	
Cardiovascular System	CHO HERG cells	In vitro	0, 0.125, 0.25, 0.5, 1	U/mL
Respiratory System	Rat	IM	0, 1.5, 3, 6	U/kg
Central Nervous System	Mouse	IM	0, 1.5, 3, 6	U/kg

Efficacy comparison

Study Type	Test System	Route	Doses	Comparison
Efficacy test	Mouse	IM	4, 12, 40	U/kg company A's product



Currently operating domestically produced filler and toxin products as facial aesthetic products and development stage for export to **Southeast Asia and South American markets.**

의료기기		Dermagen Wells Fill (10mL) To be released	Classic-H	Hyaluronic acid HA Filler	To be released
			Classic-S		
Medical Device		Dermagen Beads Max (Filler) (1mL)	High	Hyaluronic acid HA Filler	Dermagen Beads Max™ is a popular product line, that can be used for augmentation, deep folds, fine wrinkles, lips and as a mesotherapy product. applying the MCL technology, the products are longer-lasting, easily moldable resulting in a very natural finish that will satisfy the client. * Increase long lasting effect in the human body by creating pearl shaped beads to overcome the fast dissolution through natural hyaluronidase of conventional reticulate structured HA.
			Mid		
			Fine		
		Dermagen Beads Max (Filler) (10mL)	Classic-H		
			Classic-S		

Currently operating domestically produced filler and toxin products as facial aesthetic products and development stage for export to **Southeast Asia and the South American markets**



The hair loss management system in operation is exported to 20 countries, including China, in the form of shampoo, external/injection solutions, and devices.



Cosmeceutical products include anti-aging ampoules, products for use in clinics, and dry food.

01

Extensive supply network

Respond sensitively to market trends through large-scale collaboration with various domestic cosmeceutical manufacturers

02

Pool of local specialized professionals

Ability to operate the market smoothly through local experts from large pharmaceutical companies in charge of China, Southeast Asia, and South America regions.

03

Overseas market success stories

Signed a supply contract with a large Chinese distributor for a domestically produced hair loss management system

04

Propose a Win-win direction

Maximize the local success rate of the brand by responding quickly to various issues and needs as a communication channel between manufacturers and local distributors.



CLIENT China

DATE 2023

SERVICE

Visited local distributor in Wuhan, China, and conducted training on hair loss management system, visited large chain clinic in Shanghai and conducted negotiations for landing domestically produced hair loss management system

MARKETING STRATEGY

- ✔ Hair loss is also a disease that requires management and treatment, attracting patients to a steady and long-term plan such as diabetes and high blood pressure
- ✔ In addition to hair transplant clinics, aesthetic clinics are also establishing mid- to long-term profit structures by introducing hair loss management systems.
- ✔ Minimize patient dropout rate by subdividing management protocols by hair loss cause and type to achieve results within a short period.

RESULT

Passed document screening for sampling at more than 100 hospitals and clinics in China and landing products at large chain clinics nationwide, achieving 50% of 2023 revenue in the first quarter of 2024.



CLIENT Thailand

DATE 2023

SERVICE

Attended the 2nd ICLAS (International Conference of Laser, Aesthetic Medicine and Surgery) in Bangkok, Thailand, and introduced domestic hair loss management system to local aesthetic clinic officials and introduced cosmeceuticals exclusively for domestic dermatology, including new facial anti-aging ampoules and creams

MARKETING STRATEGY

- ✓ Fast business development with local manager (Thailand, Vietnam)
- ✓ The sales ratio of general cosmetics to hospitals and hospital distribution companies is higher than in other countries, creating a synergy effect through vendor companies with expertise and reliability in utilizing existing infrastructure.

RESULT

Supplying to 6 companies and 3,000 hospitals with more than 200 aesthetic chain hospitals in Thailand



CLIENT Brazil

DATE 2023

SERVICE

Botox filler distribution and approval process, exosome and hospital-use cosmetics distribution

MARKETING STRATEGY

Local doctor KOL and medium to large distributors

RESULT

Shinwoo Global sales growth trend in South America Chile (4,236%), Colombia (3,436%), Mexico (3,363%), Brazil (1,261%)





Thank you

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