
Smilelab helps you

START THE FAMILY YOU HAVE ALWAYS
DREAMT OF.



sm:)e lab

COMPANY INTRODUCTION

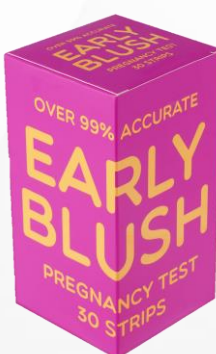
Smilelab aims to be a strong supporter during the process of pregnancy, childbirth, and parenting for prospective parents who are planning to have a family. The main products are the ovulation test and pregnancy test; the ovulation test has the highest market share of more than 50% in the relevant market in South Korea and is the first in the market share.

The main products are 'Smilereader' and '6days ahead'; combined with the ovulation test and mobile application, 'Smilereader' makes it easy and convenient to track the ovulatory phase to alert the optimal fertile period during the pregnancy preparation process so it increases the possibility of pregnancy. In addition, '6days ahead' with the high sensitivity of pregnancy confirmation identifies 6 days ahead of the next menstrual period and solves questions of prospective parents who are expecting pregnancy so that they can prepare the pregnancy period promptly and lead to the stable settlement of fetus.

By operating our customer service in real-time, we're striving to solve customer inquiries in real-time and reflect improvements to provide better software. We're also making an effort to provide an integrative solution from pregnancy to childcare through continuous product research and development.

Company Name	Smilelab Co., Ltd.
CEO	Song Young Hun
Establishment	2013.06.14
Main Business	Smilereader : The product range of ovulation test and pregnancy test that are available for application
Address	Suite 1004, 464, Dunchon-daero, Jungwon-gu, Seongnam-si, Gyeonggi-do, 13229, Republic of Korea
Homepage	http://www.smilelab.co

PRODUCT LINE UP

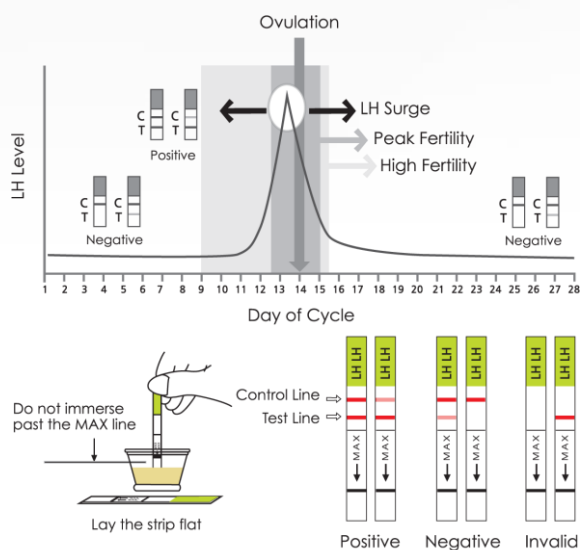


SMILEREADER – Ovulation test

Summary

- Hormone density in urine confirms ovulation
- Advanced algorithms in the mobile application provide hormone value, situational messages and various useful information for pregnancy and make it easy to easily and conveniently track the ovulation day.
- Ovulation test strips (LH test strips)
- Mobile application (iOS, Android)

Ovulations is the release of an egg from the ovary and is the time during the cycle when a woman is more likely to become pregnant. Ovulation can be determined by monitoring the level of luteinizing hormone(LH) in the urine. LH is always present in the urine in small amounts. An increase ("surge") in LH is an indication that ovulation will occur within the next 24-34 hours. Smilereader ovulation test is a rapid and easy-to-use test. It is a qualitative test that can predict when there is a LH surge and in turn when you are likely to ovulate.



WHEN TO START TESTING

- ① First you must determine the length of your menstrual cycle. This is the number of days from the first day of your menstrual bleeding to the day before your next bleeding begins again.
- ② Please refer to the chart to determine when you should start testing
- ③ If your cycle is shorter than 21 days or longer than 38 days, consult your doctor.
- ④ If you do not know your cycle length, you may begin the test 11 days after your first period since the average cycle length is 28 days. Perform 1 test each day over a 5 day period or until the LH surge has been detected.

Length of Cycle	21 or less	22	23	24	25	26	27	28	29
Day	6	6	7	7	8	9	10	11	12
Length of Cycle	30	31	32	33	34	35	36	37	38
Day	13	14	15	16	17	18	19	20	21

Count the Day your period starts as Day 1
Start testing on the Day shown under your length of cycle.

URINE COLLECTION

- ① Do not use first morning urine samples. LH is synthesized early in the morning and it takes time to circulate in the body to go into urine.
- ② The best time to collect your urine is 10a.m.-8p.m.
- ③ Collect urine at about the same time each day.
- ④ Reduce liquid intake about 2 hours before collecting your urine as a diluted urine sample can prevent the test from detecting LH surge.

TEST PROCEDURE

- ① Allow the sealed LH test pouch, patient's urine sample and control solution to reach room temp.(15°~30°C)
- ② Remove the LH tests strip out from the sealed pouch.
- ③ Immerse the test strip with arrow downside into the urine for about 5 seconds and lay the strip flat on a clean, dry, non-absorbent surface. Do not exceed the market line.
- ④ Wait for colored bands to appear. Depending on the concentration of LH in the test specimen, positive results may be observed in as short as 40 seconds. However, to confirm negative results, the complete reaction time(10 minutes) is required. Do not read results after 30 minutes.

READING OF TEST RESULT

- ① Positive
If two colored bands are visible and the test band is equal to or darker than the control band, one will probably ovulate in the next 24-48 hours. If one wants to be pregnant, the best time to have intercourse is after 24 but before 48 hours.
- ② Negative
only one color band appears in the control region or the test band is lighter than the control band. There is no LH surge.
- ③ Invalid
A total absence of color in both regions indicates that the result is invalid. No visible band at all. Repeat test with a new test strip.



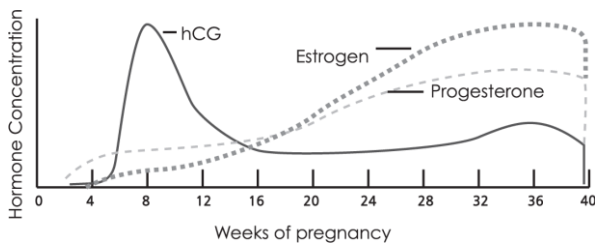
SMILEREADER – Pregnancy test

Summary

- Hormone density in urine confirms whether or not the user is pregnant
- Advanced algorithms in the mobile application provide hormone value, situational messages and various useful information for pregnancy and make it easy to easily and conveniently track the ovulation day.
- Pregnancy test strips (HCG test strips)
- Mobile application (iOS, Android)

Human chorionic gonadotropin(HCG) is a glycoprotein hormone secreted by the developing placenta shortly after fertilization. HCG can be detected in the urine and serum of pregnant women as early as 6 to 15 days after conception. The concentration of HCG increases to 5-50mIU/ml one week post implantation and reaches about 100mIU/ml at the time of the first missed menstrual period and peaks at 100,00-200,000mIU/ml at the end of the first trimester. The appearance of HCG soon after conception and its subsequent rise in concentration during early gestation growth make it an excellent marker for the early detection of pregnancy.

Smilereader pregnancy test is a rapid test to detect the presence of HCG in urine specimens in a qualitative format. The test utilizes a combination of monoclonal and polyclonal antibody reagents to selectively detect elevated level of HCG in urine. The immunological specificity of the test virtually eliminates cross reactivity interferences from the structurally related glycoprotein hormones hFSH, hLH and hTSH at physiological levels.



URINE COLLECTION

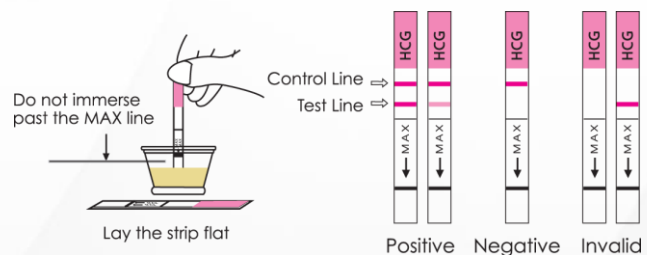
- ① The test can be used at any time of day. But early morning urine specimen is highly recommended as it contains the highest concentration of HCG.
- ② Please do not drink too much water one hour before the test to avoid diluting HCG

TEST PROCEDURE

- ① When you are ready to begin testing, open the sealed pouch by tearing along the notch. Remove the test from the pouch.
- ② Immerse the strip into the urine with the arrow end pointing towards the urine. Do not immerse past the MAX(maximum) line. Take the strip out after 3 seconds and lay the strip flat on a clean, dry and non-absorbent surface(e.g. mouth of the urine container).
- ③ Wait for red lines to appear, depending on the concentration of HCG in the test specimen. Positive results may be observed in as short as 40 seconds. However, to confirm negative results, the complete reaction time(5 minutes) is required. Do not read results after 10 minutes.

READING OF TEST RESULTS

- ① Positive
Distinct red lines appear on the control and test regions. Both test line and control lines indicate that you are pregnant. Color intensity of the test lines may vary. Different stages of the pregnancy have different concentration of HCG level.
- ② Negative
Only one red line appears on the control region. No apparent line on the test region. There is no pregnancy.
- ③ Invalid
No visible line at all. Repeat test with a new test strip.



LIMITATIONS

- ① A confirmed pregnancy diagnosis should only be made by a physician after evaluating all clinical and laboratory findings.
- ② Low concentration of HCG in very early pregnancy can give a negative result. In this case, another specimen should be collected at least 48 hours later and tested.
- ③ The presence of HCG in urine can be caused by a few conditions other than pregnancy. Check with your doctor if you do not have consistent results.



Summary

1. You can check the objective values of the concentration of the contrast line (C) and the result line (T) through mobile. If you reach the highest value, you will see the message "You got a peak Today, you have the maximum charge of conception" with an image of a baby's smiley face.
2. Since the mobile application records and stores your tests, it's convenient to process and store a test.
3. Push notification for a test allows you to give a test at the specified time.
4. Other app. Features:
 - Hubby notification feature (share information of the relevant period with your partner)
 - Calendar feature (fill in your menstrual period/the date you had sex/the expected ovulation date/your temperature/the status of ovulation mucus/symptoms/other memos)
 - Chart feature (visually identify the change of LH concentration through the recorded test results)
 - Related information is available
 - Real-time Q&A is available



Result Check Window1

You will see different messages based on your test results.

If you reach the highest value, "You got a peak Today, you have the maximum charge of conception" with an image of a baby's smiley face.

Another example is "As LH surge has passed, you are ovulating today!, today is the last day of highest likelihood of conception.

If this is the first time you try out and there's no result, you'll see "NEW START, please take a test now." There are lots of messages based on test results.

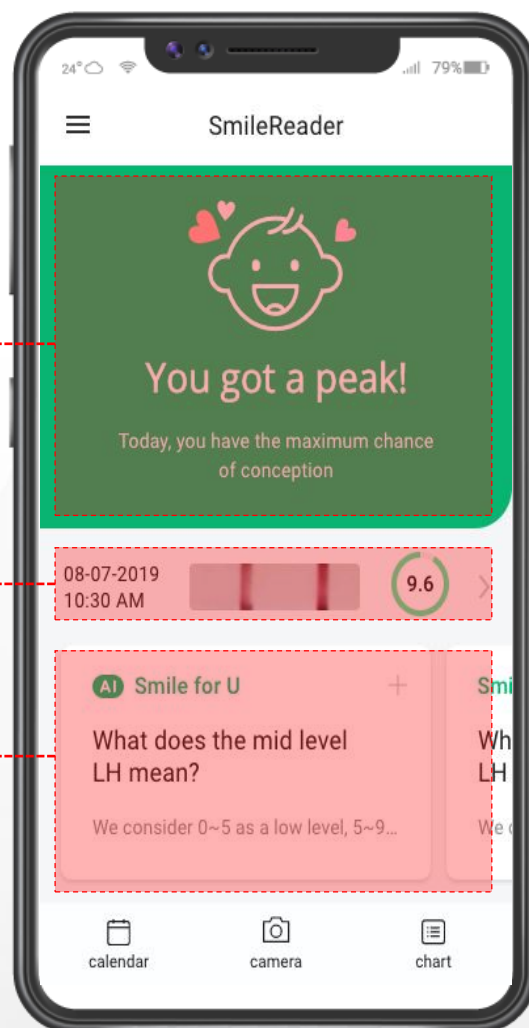
Result Check Window2

The shooting date, shooting sample, and figures are identified.

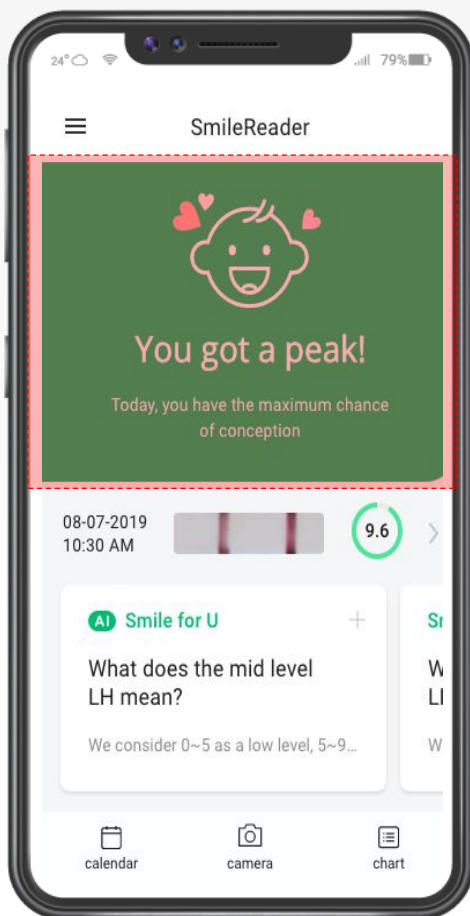
If you click on it, the screen will move to the 'Test Record Check Mode.'

Related Info Window

Based on the results, relevant information is provided. For example, when the LH surge appears high, you see find information on when it is good to have sex.

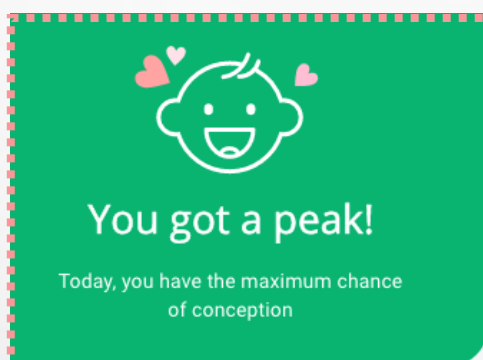
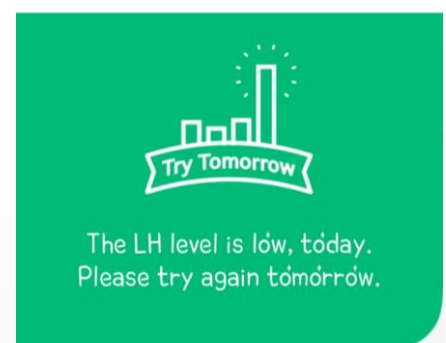
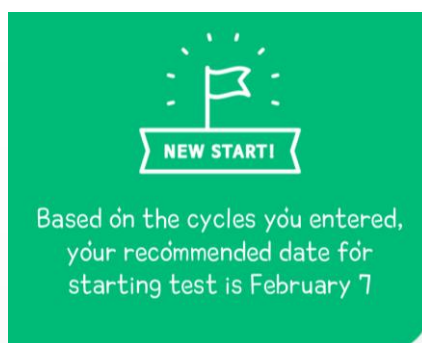
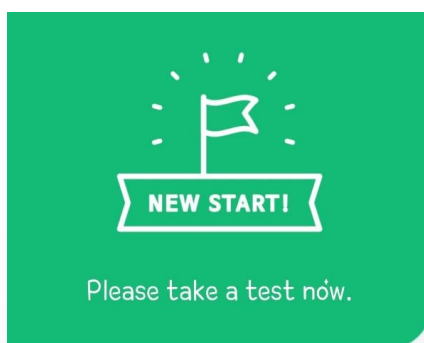


SMILEREADER – APP



You will see different messages based on your test results. SmileReader lets you know when your most fertile days by giving you message cards with the baby's smiley face.

■ Tailor-made message cards related to the user's current status.



■ Related Info Window

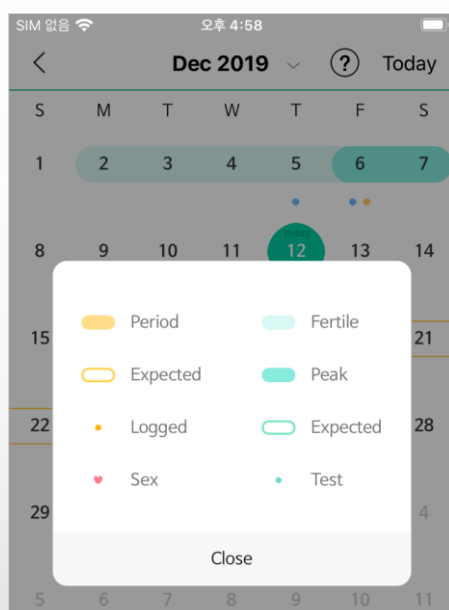
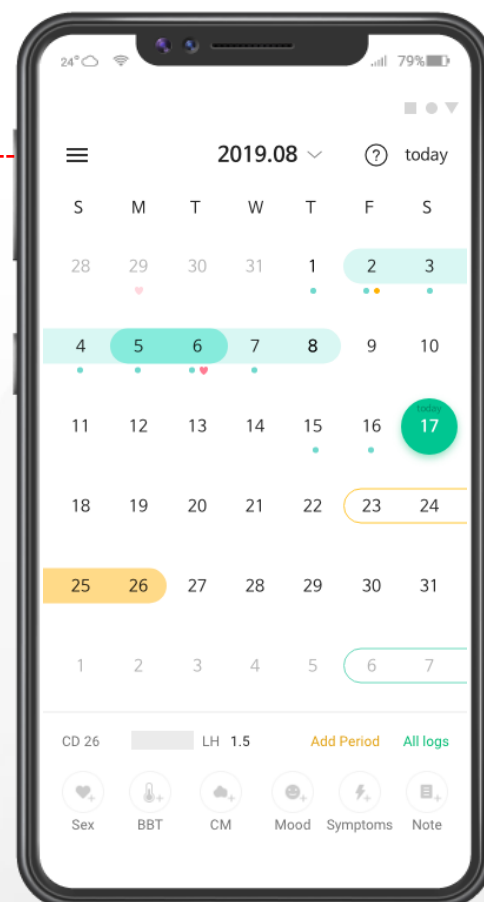
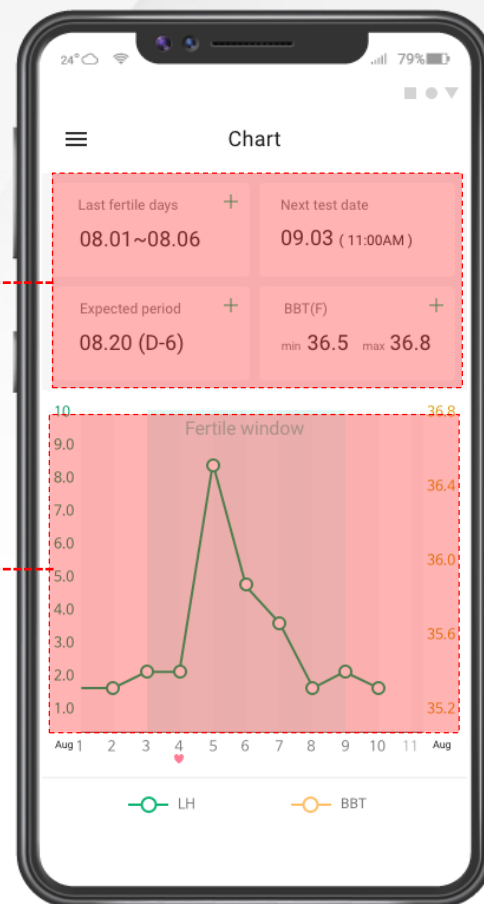
Last fertile days
Next test date
Expected period
BBT (Basal Body Temperature)

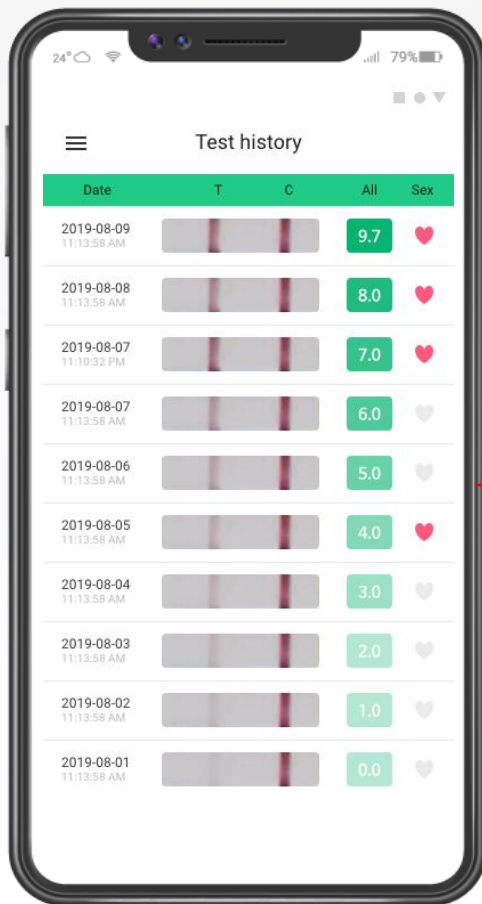
■ Chart Window

The result of recent test progress can be identified in a chart
Fertile window (the fertile period)
Ovulation takes place 1 to 2 days after the date of the highest LH concentration. And considering that sperms survive for 3 to 5 days and an egg survives for 12 to 24 hours, a fertile period is marked in light mint color. If you have sex with your partner, the possibility of pregnancy becomes high.

■ Calendar Feature

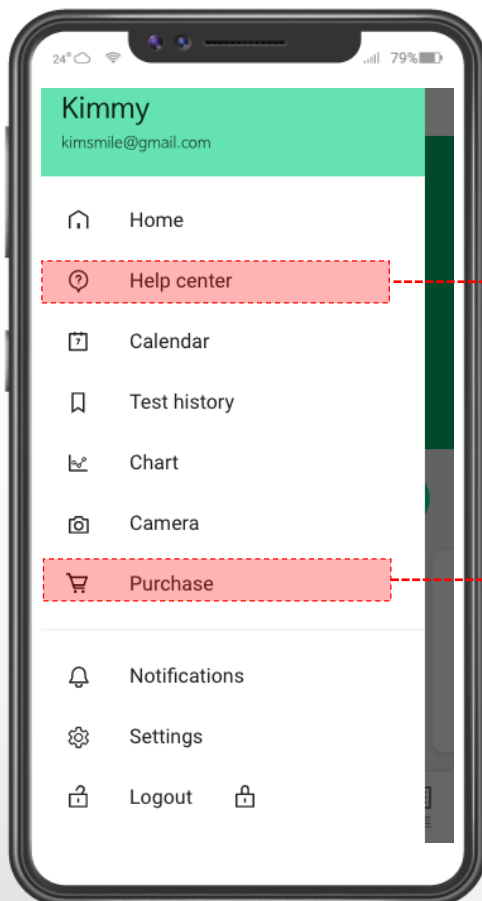
Fill in and check the menstrual period/the date you had sex/ the expected menstrual period/the expected ovulation date/ your temperature/the status of ovulation mucus/symptoms/other memos.





■ Test History

Users may browse through records of past ovulation tests.

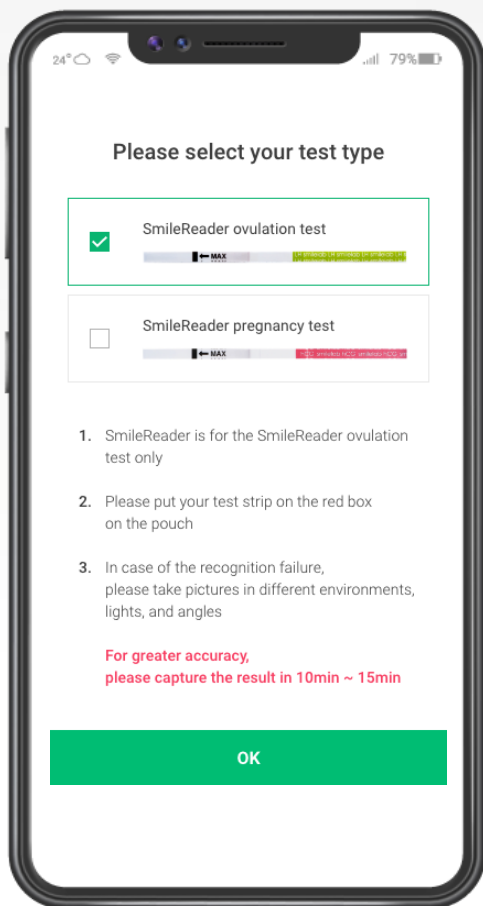


■ Help Center

For any questions,
Check the FAQ under 'Help Center'
Or leave a message to receive a reply.

■ Purchase

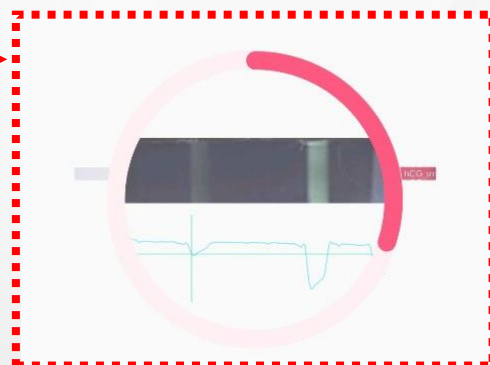
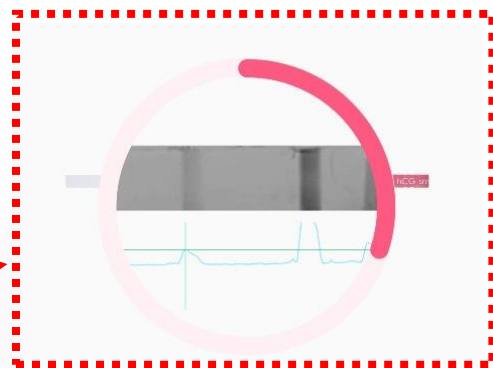
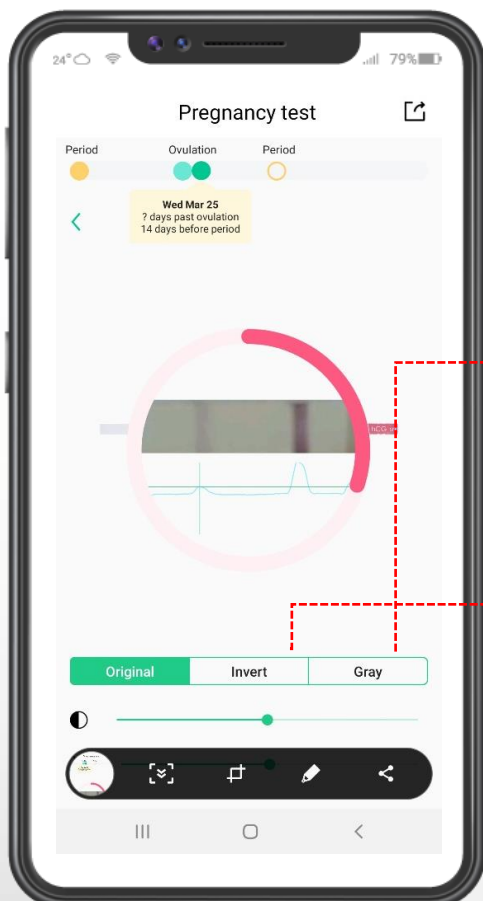
Click the 'Purchase' button to go to the kit
purchase page.



■ Pregnancy Test

Once you select pregnancy test type, the application shows HCG hormone levels by numbers and provide various modes to read your test strips.

You can see your test strip in invert mode and gray mode



LIST OF ONLINE STORES – Korea

The Korean version of Smilereader is now selling on various online platforms and at offline stores, such as one of the biggest online shopping mall, Coupang, 11st, GS Shop, Market Kurly, and so on. In addition, customers can meet our products offline at Daiso stores and local pharmacies where our products are distributed by a leading pharma distributor, Baekje. You can visit online stores by clicking on each image.

NT Nutricare

Reviews Ratings
리뷰수 16,070 · 사용자 총 평점 4.8 / 5

포토/동영상리뷰 (500)

★★★★★ 5

jini**** · 20.04.29.

구매 항상 구매하는 제품입니다~ 예쁘고 건강한 아이가 왔으면 좋겠어요♡



★★★★★ 5

forh**** · 20.04.17.

구매 늘 주문하던 제품입니다 ㅎㅎ 배송도 빠르고 사용하기 쉽고 앱도 쓸 수 있어서 좋아요 이번에 좋은 소식 들었네요 ㅎㅎ ...



Babysure

Reviews Ratings
리뷰수 3,202 · 사용자 총 평점 4.8 / 5

포토/동영상리뷰 (445)

★★★★★ 5

love**** · 20.02.20.

어플이 있어서 좋아요~ 둘째 계획중이라서 구입했구요~ 설명도 자세하게 되어있고 어플이 알려주니까 머리쓰지 ...



★★★★★ 5

sanu**** · 20.02.14.

지인에게 스마일 배테기로 임신성공했다는 얘기를 듣고 구입했어요.. 어플로 관리할 수 있고 하트 뜰 날에 하늘을 보면 ...



11

계획적인 임신 위한 준비물!



sm:elab 배란테스트기



Reviews
★★★★★ 4.6 · 상품리뷰 1,559건 · ♥ 130 · 공유

coupang



스마일랩

스마일랩 배테기 데이비드 배란테스트기

★★★★★ 3,582개 상품평

Reviews



sm:elab

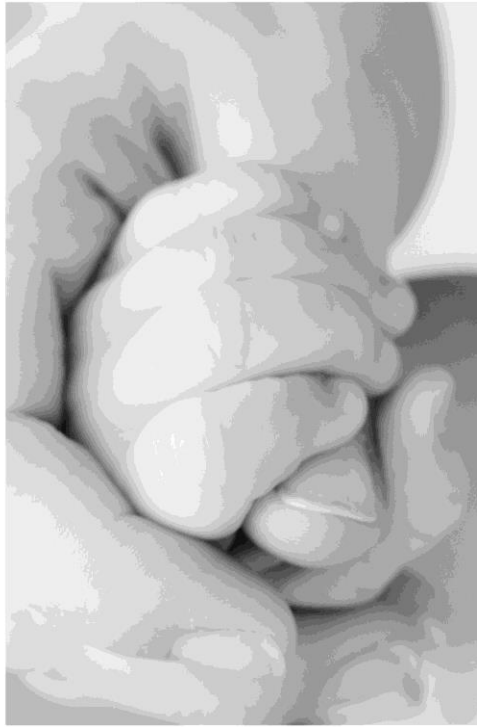
SMILEREADER – Variations



■ 30 Ovulation Tests + 10 Pregnancy Tests



■ 5 Ovulation Tests + 1 Pregnancy Tests



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Smilelab Co., Ltd.

Suite 1004, 464, Dunchon-daero, Jungwon-gu, Seongnam-si, Gyeonggi-do, 13229, Republic of Korea
T. +82-70-4284-5777 E. erinlee@smilelab.co.kr W. <https://www.smilelab.co>