

JEJUON

Nature of Jeju
for your skin

JeJUON
ONLY NATURE

JEJUON Cuthera Turmeric Line Product description

Encounter of Jeju Turmeric and Lotus leaf



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01

KBIDI

Company Introduction

KBIDI capturing the
benefits of a healthy
nature of jeju, is a natural
healing brand offering
happy beauty.

Based on Jeju's clean resources, we are developing “Convergence 6th Industry Business” that encompasses Natural Raw Material Development, Manufacturing, Beauty Education and Experiences.

We are realizing a one-stop system for Beauty products ranging from raw material development to production by directly operated our own Natural product R&D center that develops and researches Natural ingredients in Jeju and the direct manufacturing plant with ISO 22716 certification.

“JEJUON”, the Healing Brand that provides Healthy Nature and Beauty in the clean Island of Jeju, “HAION”, the Marine Cosmetic Brand made with a perfect combination of marine ingredients in the blue sea of Jeju, and “deeprove”, the Ceramide NP Skin Care Brand featured with Skin Barrier Moisturizer verified with Ceramides containing Jeju's Nature are operated.

Company Name	KBIDI Co.,Ltd.
CEO	Kang Youan
Business Line	Cosmetics development, Manufacturing Production, Beauty Education, etc.
Date of foundation	April 16, 2012
Company Address	#501, Elite bldg, Jeju Science park, Cheomdanro 213-4, Jeju City, Jeju Special Governing Province, Korea (zipcode) 63309
Website address	www.jejuon.kr / www.kbidi.or.kr
Brand	JEJUON, HAION, deeprove, 济州海
Main Exporter	China, Russia, Southeast Asia, USA, etc.

02

JEJUON BRAND INTRODUCTION

'JEJUON' capturing the
benefits of a healthy nature
of Jeju, is a natural healing
brand offering happy beauty

Nature of Jeju for your skin

Only made in Jeju
Organic Herb Farm
Nature ingredients

It is 'Well-aging' product that helps skin vitality and presents happy beauty only processed by uncontaminated Jeju. A healing brand that offers a healthy nature and beauty in the ground of clean Jeju.

The core materials is curcuma(turmeric) grown directly in an organic farming method in Jeju's clean nature and we implement MADE IN JEJU by scientifically proven the COMPLEX material that combines various Jeju's nature materials applying to cosmetic.

Only JEJUON's Natural Cultivation Management System [CURCUMA & HERB FARM] does not use any artificial nutrient catalyst to maintain the original energy of the material. In the process of extracting essential ingredients from nature materials, chemical ingredients are never used, extract only nature ingredients and process a manufacturing process.



PRODUCT INTRODUCTION

_ Cuthera Turmeric Line

Introduce JEJUON Cuthera
turmeric line with Jeju
volcanic ash soil energy

JEJUON CUTHERA TURMERIC LINE

Turmeric therapy with
Jeju volcanic ash soil energy



JEJUON Cuthera Turmeric Line, which consists of three types of toner, serum, cream, and mask is a nature cosmetic that has been grown directly from Herb Farm. It's a product that maximizes the strength and effectiveness of the material. And Turmeric Root Extract and Nelumbo Nucifera leaf Extract moisturize the lifeless skin and relieves skin stress.

The turmeric and lotus leaf, which are used as the main ingredients, grew in the soil of the volcanic ash that forms the basis of Jeju nature.

It is an anti-aging product that maximizes antioxidant effects by combining the curcumin of turmeric and polyphenol of pink lotus leaf.

Also, it inhibits melanin cell activation, which is also effective in improving skin tone.

03

PRODUCT INTRODUCTION

_ Development Background

Introduce
the development background
of the Cuthera turmeric line

The raw material I grew The cosmetic I'm applying

Turmeric is a plant that has been used as traditional herbs and spices for a long time. Antioxidant, anti-inflammatory and tyrosinase production inhibition effect of polyphenol component of turmeric. Our Cuthera line, made by combining turmeric grown directly in an organic farming method in Jeju's clean nature and volcanic ash soil with cosmetic and beauty professional with 30 years of expertise.



Uses Turmeric Extract, Nelumbo Nucifera Flower Extract and Herb Complex to cultivate moist and healthy skin.

"JEJUON Cuthera turmeric line" was created to deliver the energy of Jeju nature to consumers.



Lively
The energy of Jeju
As it is



03

PRODUCT INTRODUCTION

_ Product Feature

Cuthera turmeric line is an antioxidant moisturizer that maximizes the strength of raw materials

Cuthera Turmeric Line is an antioxidant moisturizer that maximizes antioxidant properties of Turmeric and Lotus materials.



Skin Stress Relief

Curcumin in the turmeric, flavonoids in lotus, and vitamin C prevent production of active oxygen and slow skin aging.



Skin Tone Improvement

It inhibits melanin cell activation and improves skin tone.



Skin Protection & Skin Refreshing

The turmeric increases the synthesis of procollagen, relieving damaged skin structures and effective for wrinkles and elasticity. Also linolenic, which is called vitamin F, is an essential fatty acid that prevents dry skin and makes it shiny.



Natural Essential Oil Perfume

Uses Pelargonium Graveolens Flower Oil, Jasminum Officinale Oil and Rosa Damascena Flower Oil, which has a cozy and comfortable perfume.



Use Natural Oil

Not silicone oil but use the natural oil, allows healthy ingredients to be absorbed into the skin.

PRODUCT INTRODUCTION

_ Product Feature

Cuthera turmeric line is an antioxidant moisturizer that maximizes the strength of raw materials



Cuthera Turmeric Toner 150mL

CHINA
NMPA

EUROPE
CPNP

Russia
EAC

An antioxidant water essence containing Jeju-grown turmeric, lotus leaf and green tea extract fills dry and anti-aging skin.

- ✓ Antioxidant Moisturizing Essence Toner
- ✓ Contains directly grown Jeju turmeric and lotus leaf extract
- ✓ Contains 76% green tea + turmeric leaf extract instead of purified water
- ✓ Moisture barrier Hyaluronic acid and Panthenol
- ✓ Floral-based natural fragrance
- ✓ Skin irritation test irritation response "0" (Test Agency: Dermapro Co., Ltd.)



Cuthera Turmeric Serum 45mL

CHINA
NMPA

EUROPE
CPNP

Russia
EAC

It contains the powerful antioxidant energy of turmeric roots, lotus leaves, and green tea grown in Jeju to strengthen the skin's natural strength. Added Hyaluronic acid and Panthenol allow richer moisturizing.

- ✓ Antioxidant moisturizing serum
- ✓ Contains directly grown Jeju turmeric and lotus leaf extract
- ✓ Contains 69% green tea extract
- ✓ Moisture barrier of Hyaluronic acid and Panthenol
- ✓ Using avocado oil instead using silicone oil not to block pores
- ✓ Floral-based natural fragrance
- ✓ Completed human skin sensitization evaluation test (Test Agency: Dermapro Co., Ltd.)
- ✓ Skin irritation test irritation response "0" (Test Agency: Dermapro Co., Ltd.)

PRODUCT INTRODUCTION

_ Product Feature

Cuthera turmeric line is an antioxidant moisturizer that maximizes the strength of raw materials



Cuthera Turmeric Cream 50mL

CHINA
NMPA

EUROPE
CPNP

Russia
EAC

Contains turmeric root and lotus leaf extract grown in Jeju to revitalize the skin, and sweet almond oil and Centella asiatica extract bring warm-cuddly-energizer around tired skin..

- ✓ Antioxidant moisturizing cream
- ✓ Contains directly grown Jeju turmeric and lotus leaf extract
- ✓ Sweet almond oil forms a comfortable moisture barrier without using silicone oil that clogs pores
- ✓ Contains centella asiatica extract that helps skin regeneration
- ✓ Moisture barrier of Hyaluronic acid and Panthenol
- ✓ Floral-based natural fragrance
- ✓ Transdermal moisture loss improvement efficacy Clinical evaluation result of moisture loss, improved about 18 times immediately after use (Semyung University GCC)
- ✓ Completed human skin sensitization evaluation test (Dermapro Co., Ltd.)
- ✓ Skin irritation test irritation response "0" (Dermapro Co., Ltd.)



Cuthera Turmeric 3 Species

CHINA
NMPA

It is an anti-aging skin care that maximizes the power and efficacy of raw materials with the powerful antioxidant energy of turmeric and lotus leaves grown in Jeju.

- ✓ Antioxidant moisturizing skin care
- ✓ 3-piece set consisting of toner, serum, and cream
- ✓ Contains directly grown Jeju turmeric and lotus leaf extract
- ✓ Floral-based natural fragrance
- ✓ Skin irritation test irritation response "0" (Test Agency: Dermapro Co., Ltd.)

PRODUCT INTRODUCTION

_ Product Feature

Cuthera turmeric line is an antioxidant moisturizer that maximizes the strength of raw materials



Cuthera Turmeric Mask (23mL * 8EA)

CHINA
NMPA

EUROPE
CPNP

A low-irritating sheet filled with moist antioxidant essence containing turmeric roots, lotus leaves, aloe vera, and Opuntia ficus-indica cactus extracts grown in Jeju, provides a glowing moisturizing skin.

- ✓ Antioxidant moisturizing mask pack
- ✓ Contains directly grown Jeju turmeric and lotus leaf extract
- ✓ Opuntia ficus-indica cactus and aloe vera leaf extract, called a moisture storehouse, maximizes moisture for tired skin.
- ✓ Moisture barrier of Hyaluronic acid and Panthenol
- ✓ Floral-based natural fragrance
- ✓ A low-irritating mask sheet made of cottonseed wool gently adheres to provide a moist feeling.
- ✓ Skin irritation test irritation response "0" (Teste Agency: Dermapro Co., Ltd.)

PRODUCT INTRODUCTION

_ Product Feature

Introduce the turmeric
and lotus leaf that are the
main ingredients of the
Cuthera turmeric line

Gold in the ground, *TURMERIC*

Turmeric is a plant belonging to the ginger family and has been used as traditional herbs and spices for a long time. It is an eco-friendly well-being plant receiving spotlight recently as cosmetics and health food ingredient. Also antioxidant, anti-inflammatory and tyrosinase production inhibition effect of polyphenol component of turmeric.

Antioxidation of curcumin, Eliminate active oxygen
Inhibits the production of melanin cell
Improves wrinkle and elasticity with increased synthesis of procollagen



PRODUCT INTRODUCTION

_ Product Feature

Introduce the turmeric
and lotus leaf that are the
main ingredients of the
Cuthera turmeric line



Self-perpetuating in the mud, LOTUS LEAF

A lotus flower called a flower of purification because it blooms clean flower in the mud.

The vitality of lotus flowers and the strong self-purification are considered as alternative raw materials to protect skin from external threat such as fine dust, air pollution and UV.

Kaempferol, vitamin C and polyphenols which are a type of flavonoids in lotus flowers prevent skin aging and protect the skin by having powerful antioxidants and inhibiting production of active oxygen.

Also linolenic, which is called vitamin F, is a essential fatty acid that prevents dry skin and makes it shiny.

Antioxidation of flavonoid
Control of melanin production and
whitening effect
Shine and moisture of the linolenic

03

PRODUCT INTRODUCTION

_ Product Design

Introduce the product
container and packing design
of Cuthera Turmeric Line



We expressed the feeling of
container by using the gold colors
representing Jeju's land and
turmeric



Express as an illustration that it
contains turmeric extract of a major
natural ingredient



Et Cetera

_ Product patent
and certification

Patents and Certifications
that enable products with
special technologies and
know-how of KBIDI

ISO 22716 Certification(GMP)

We produce products through
clean and accurate manufacturing
quality management



Institute Certification

we are conducting continuous
development and research of natural
raw materials through institute



Patent of Turmeric Extract

Patent No. 10-1764822

Patent No. 10-1764823

Development of the world's first turmeric
cosmetics that contain a turmeric extract



Others

_ Test Report

Patents and
Certifications that
enable products with
special technologies
and know-how of
KBIDI

Cuthera Turmeric Cream, Completion of Human application test for the evaluation of improvement in efficacy of transepidermal water loss (TEWL)

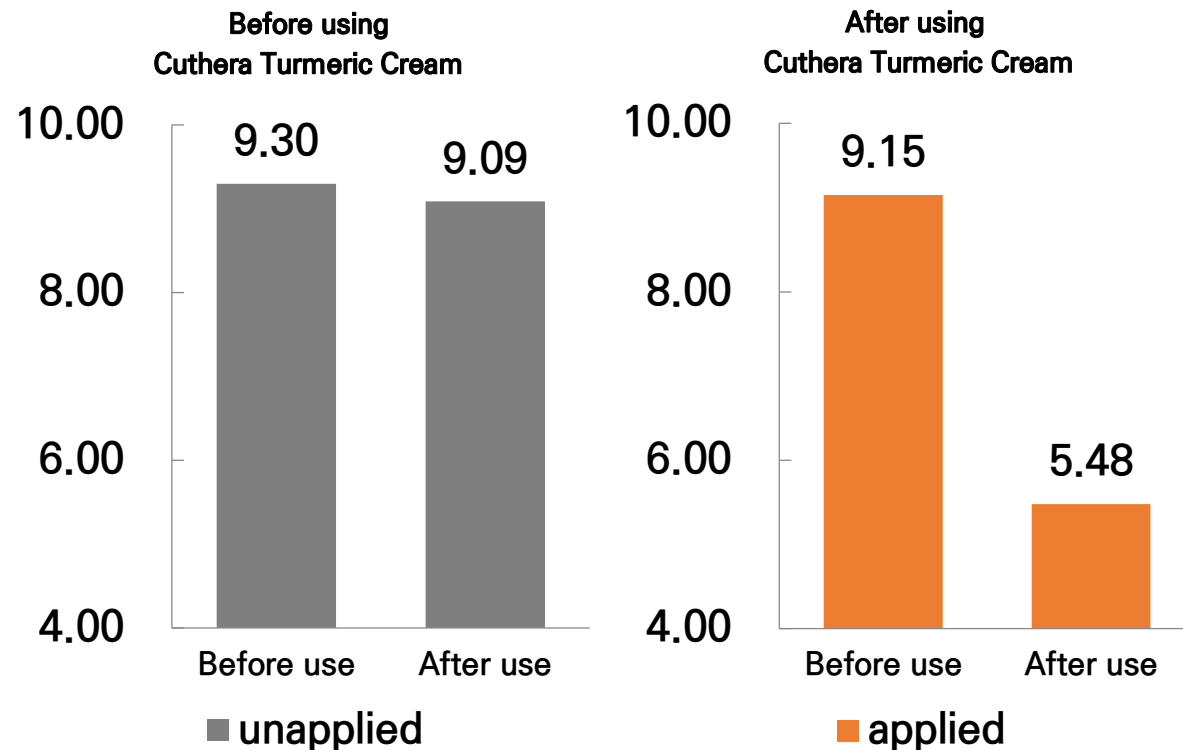
Test Period: 2019.10.16 ~ 2019.10.17 / Subject numbers in clinical trial: 20 persons

Evaluation method: Measurement of transepidermal water loss by using Vapometer, skin irritation evaluation

Test results: 20 subjects were tested during 2 days test period.

In the case of "JEJUON Cuthera Turmeric Cream" of KBIDI, it is considered to be a product that helps improve transepidermal water loss (TEWL) for a while after using the product.

Testing institution: Semyung University GCC



When applying JEJUON Cuthera Turmeric Cream on skin, the amount of transepidermal water loss is reduced by about 18 times compared to unapplied case

Others

_ Test Report

Patents and
Certifications that
enable products with
special technologies
and know-how of
KBID

Product stability verification
completed

Primary skin irritation test for Cuthera Turmeric Toner, Serum, and Cream

Test period: 2019.08.12~2019.08.14 / Number of clinical trial subjects: 31

Evaluation method: Apply test substance on the back skin for 24 hours using Finn chamber® and remove
Test Results: These three test substances are considered to be in the category of mild irritation in terms of primary irritation to human skin.

Test Agency: Dermapro Co., Ltd.

Primary skin irritation test for Cuthera Turmeric Mask

Test period: 2019.10.15~2019.10.17 / Number of people subject to clinical trial: 30

Evaluation method: Remove the test substance after applying the test substance on the back skin for 24 hours using Van der Bend

Test result: This test substance is judged to be a substance in the category of mild irritation in terms of primary irritation to human skin.

Test Agency: Dermapro Co., Ltd.

Human skin sensitization evaluation test for Cuthera turmeric serum and cream

Test period: 2019.11.11~2019.12.20 / Number of clinical trial subjects: 59

Evaluation method: Subject to 50 or more men or women who meet the criteria for selection of subjects and do not stay out of the criteria for exclusion, conduct evaluation of cumulative skin irritation test and skin sensitization test

Test Result: These two test substances are considered to be in the category of hypoallergenic in terms of primary irritation to human skin.

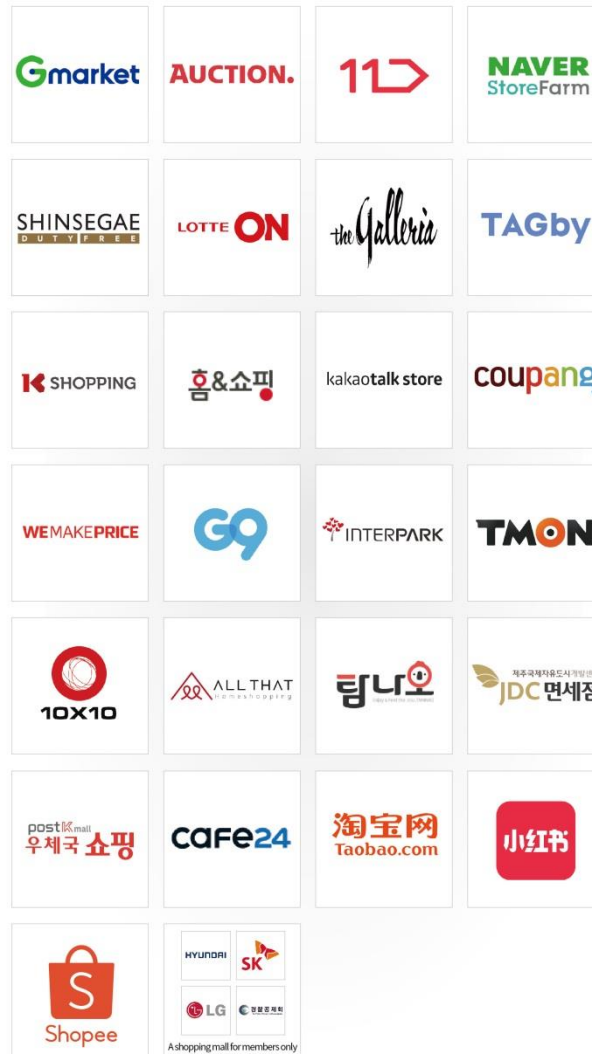
Test Agency: Dermapro Co., Ltd.

Others

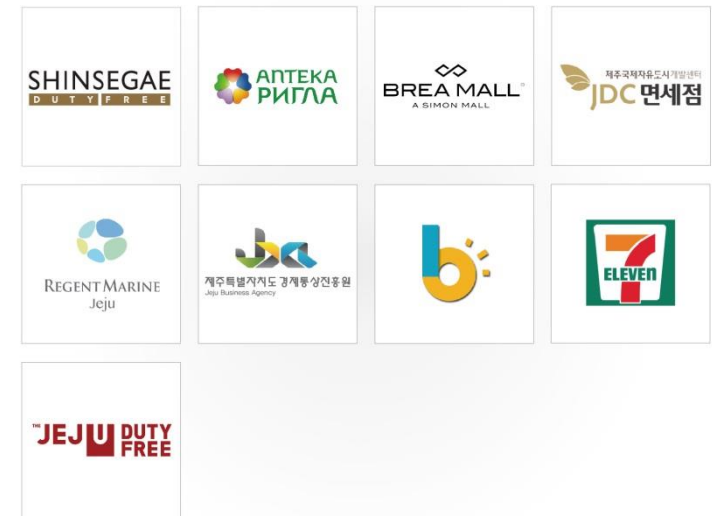
_ Distribution Channel

The main
distribution channels
for the sales of
Deeprive products

On-line mall



Off-line mall



04

Et Cetera

_ Consumer review

Introduce consumer use
and review on online



Thank you

Contact

Headquater

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