

Horse oil, a gift of nature

As natural moisturizer, Horse oil is natural cosmetics that make skin soft and elastic like baby skin at the moment it's applied



Established in 2011, JEJUMAYU Co., Ltd. has been concentrating on the research of horse oil and development of horse oil cosmetics, and as registered subsidiary company of technology holding company of Jeju National University. We are pursuing mutual growth under the management and supervision of Jeju National University.

We have developed and completed a patent for a composition that enhances the efficacy of horse oil through stable formulation development and fast absorption to skin by grafting horse oil clathrate liposomes technology for the first time in Korea, and in collaboration with the research team of the Department of Biochemistry of the College of Veterinary Medicine, Jeju National University, we have confirmed the calming effect on atopy in 2013 and the effects of burn healing in 2014 through systematic study on the efficacy of horse oil, which has been passed on only by word of mouth for a long time. In the future, we will try to reach our customers by manufacturing great products through scientific research on horse oil efficacy.

In addition, JEJUMAYU Co., Ltd. has the product quality competitiveness and price competitiveness by establishing a consistent production system from the raw materials to finished products of horse oil cosmetics through developing a technology to separate and refine horse oil jointly with Jeju National University, and all of the employees are doing their utmost effort to carry out various researches and developments with horses as their subjects, and doing their best to commercialize them.

In the future, through continuous research and development in order for the horse industry in clean Jeju will earn the reputation, JEJUMAYU Co., Ltd. will do its best to become a strong company, although small, to meet customers' expectations and to become a company that aims for happiness together with our customers.

All employees of JEJUMAYU Co., Ltd.

JEJUMAYU

The efficacy of horse oil that's descended from the ancient times provides differentiated values to modern people and children who are stressed with their skin. Based on our own technology and stable formulations, we are doing our best to carry out various R&Ds from horse oil raw materials to finished products in order to maintain the remarkable efficacy and excellent moisturizing power of horse oil.

The first efficacy of horse oil is the complete bacteriostatic effect that prevents suppuration by covering the bacteria on the skin surface, and the second effect is stimulating the immune system to enhance the body's natural healing power, in other words, metabolism.

Horse oil is a pure natural nutrition cream made by extracting oil from horse oil and through refining and long-term aging process, and it has unsaturated fatty acid (60% or more) most among animal oil, and It has a high affinity as it is very similar to the fatty acid which constitutes human skin, and it makes the skin moist and elastic through keeping the moisture of the dry and sagging skin by easily being absorbed to the skin as it's similar to the human skin.



Major Ingredients of Horse Oil

Fatty acid	Composition(%)	Remarks
myristic acid (C14:0)	3.9	saturated fatty acid
palmitic acid (C16:0)	27.8	saturated fatty acid
palmitoleic acid (C16:1)	5.6	unsaturated fatty acid
margaric acid (C17:0)	0.4	saturated fatty acid
margaroleic acid(C17:1)	0.4	unsaturated fatty acid
stearic acid (C18:0)	6.9	saturated fatty acid
oleic acid (C18:1)	37.8	unsaturated fatty acid
linoleic acid (C18:2)	14.2	unsaturated fatty acid
linolenic acid (C18:3)	1.1	unsaturated fatty acid
포화지방산 함량(%)	40.0	
불포화지방산 함량(%)	60.0	



4,000 years ago

Began as a folk remedy

China

- Pharmacology text 'Bonchogangmok' writes that 'horse mane oil' is used to enhance skin issues
- Introduced in 'Myeongeulbyullok' by Do Hong Kyeong in the 5th~6th century, and is recorded as mago '(馬膏)' in 'Shinnongbonchogyongjip,' 'Shinsu boncho,' and 'Hwangjenagyeongyoungchu'
- **History of Three States** : When Liu Bei was shot by an arrow, the doctor named Hua Tuo applied oil to the wound. Afterwards, the wounds healed so fast that others were surprised, and that oil is known to be horse oil.
- Since a long time ago, the actors of Beijing operas used horse oil to remove the makeup trouble due to the intense makeup.

Japan

- Used as military ointment in the middle ages
- **Toad oil** : There was toad oil famous in oriental medicine and treated as a precious item among ordinary people since 400 years ago during Edo period. Toad oil was the nickname of the horse oil at the time, and in the modern age, the Japanese Society of Medicine announced that "toad oil of Sohwa 50 was horse oil" which gained it a national fame.

Mongol

A war necessity for the soldiers of Genghis Khan

India

Horse oil was used for pain relief and sterilization after a surgery during the era of Sakyamuni

Beginning of
Research and
Development

- The study on horse oil first began and became systematized in Japan since 40 years ago.
- Korea began studying horse oil in Jeju University since 2004, and Rural Development Administration National Institute of Subtropical Agriculture has already announced that horse oil is effective in atopy treatment.

MAYU NARA

Highly pure horse oil tablet takes priority in safety and effects with special care about maintaining the values of horse oil.

No preservative (paraben and edetic acid) or bleach is used.

Most importantly, since the product is directly used on the most sensitive skin of human beings, **we pay special attention on quality and freshness of natural horse oil.**



Natural masterpiece for ideal beauty! Skin care

MAYU NARA SKIN MIST 120ml

Supplying sufficient moisture to the dry skin, this skin mist has the horse oil ingredient which brings moisture and nutrition that may not enter the skin deep into the skin to form the moisture membrane, and makes the skin fresh and elastic with moisture like a drop on the lotus petal.

How to use

After face washing, directly spray from 20~30cm away from the face and lightly tap to absorb, or take the content on the cotton ball and apply outward from the center of the face as if sponging out along the skin tone direction.

Ingredients

Water, Glycerin, Butylene Glycol, Polysorbate 80, Allantoin, Horse Fat, Trehalose, Cycromethicone, Xanthan Gum, Caprylhydroxamic Acid, Caprylyl Glycol, PEG-60 Hydrogenated Castor Oil and Perfume

Double-functional essence with the high concentrated horse oil ingredient for breathing skin

MAYU NARA INTENSIVE POWER CELL ESSENCE 45ml

This wrinkle/whitening double-functional protect the high concentrated serum that brings energy to skin contains various effective ingredients the skin needs and these are quickly absorbed into the skin to maintain the moist skin state for a long time. The vegetable oil and horse oil protects the skin while maintaining the moisture over a long period, and supplies elasticity and moisture to the skin.

How to use

First wash your face using Mayu soap, organize the skin tone, and pump an appropriate amount and softly spread along the skin tone, and lightly tap to absorb.

Ingredients

Water, Butylene Glycol, Horse Fat, Glycerin, Cetyl Ethylhexanolate, Niacinamide, Lecithin, 1,2-Hexanediol, Propandiol, Benzyl Glycol, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Dimethicone, Glyceryl Stearate, Sodium Hyaluronate Crosspolymer, Sorbitan Stearate, Allantoin, Betaine, Butoxydiglycol, Raspberry Ketone, Fragrance, Xanthan Gum, Tocopheryl Acetate, Hyaluronic Acid, Hydrolyzed Glycosaminoglycans, Anemarrhena Asphodeloides Root Extract, Arctium Lappa Seed Extract, Lonicera Japonica(Honeysuckle) Flower Extract, Nelumbo Nucifera Seed Extract, Forsythia Suspensa Fruit Extract, Platycodon Grandiflorum Root Extract, Propolis Extract, Centella Asiatica Extract, Ceramide NP, Hydrogenated Lecithin, Dipotassium Glycyrrhizate, Sucrose Stearate, Adenosine, Disodium EDTA, Tremella Fuciformis (Mushroom) Extract, Phenoxyethanol, Stearic Acid, Hydrolyzed Hyaluronic Acid, Cholesterol, Sodium Hyaluronate, Hyaluronic Acid, Sphingolipid





Natural masterpiece for ideal beauty! Skin care

MAYU NARA MAYU CREAM 30ml

This is the best quality oil with no fragrance and color that removed all smells by refining with high purity. As a natural moisturizer obtained from the nature, horse oil has rich unsaturated fatty acids such as palmitoleic acid, oleic acid, linoleic acid, and linolenic acid showing sustainable moisture and activity. This is a mysterious natural nutrition cream that provides vitality to the skin by improving skin barrier.

How to use

After face wash and applying horse oil skin mist, take a small amount and evenly spread to apply and lightly tap to absorb. For makeup, use after applying horse oil and absorbing.

* Do not mix with other products if all possible.

Ingredients _ Horse Fat

Natural masterpiece for ideal beauty! Skin care

MAYU NARA MAYU CREAM 45ml

Modern fragrance was added to high purity horse oil to create a gentle scent. As a natural moisturizer obtained from the nature, horse oil has rich unsaturated fatty acids such as palmitoleic acid, oleic acid, linoleic acid, and linolenic acid showing sustainable moisture and activity. This is a mysterious natural nutrition cream that provides vitality to the skin by improving skin barrier.

How to use

After face wash and applying horse oil skin mist, take a small amount and evenly spread to apply and lightly tap to absorb. For makeup, use after applying horse oil and absorbing.

* Do not mix with other products if all possible.

Ingredients _Horse Fat, Bees Wax, Perfume



Natural masterpiece for ideal beauty! Skin care

MAYU NARA MAYU SOAP 100g

The bubbles soft and rich like cappuccino not only keeps your skin clean but also delivers nutrition to all the tired skin cells for a smooth and moist skin, and may be used by anyone, male and female of all ages.

How to use

Use for face wash and body cleanser for sensitive skins.

Ingredients

Soap Base, Glycerin, Sucrose, Water, Alcohol, Palm Kernelamide DEA, Horse Fat, Disodium Stearoyl Glutamate, Tocopherol





Triple-functional cosmetic product - whitening + wrinkle + UV block

MAYU NARA BB CREAM SPF32 PA++ 40g

This triple functional BB cream with UV block, whitening, and wrinkle enhancement protects the skin from every day UV and provides elasticity, and due to its excellent adherence, it is smoothly applied to the skin and do not become slimy. The skin moisturizing ingredient of horse oil maintains the skin moist and healthy over a long period as if skin care has been applied. The skin flaws are naturally covered, and skin tone is sleekly organized for a much more beautiful skin tone expression.

How to use

After basic makeup, take an appropriate amount and lightly spread and apply evenly across the entire face.

Ingredients

Water, Cycromethicone, Glycerin, Titanium Dioxide, Horse Fat, Ethylhexyl methoxycinnamate, Ethylhexyl Salicylate, Dimethicone, Butylene Glycol, Sorbitan Isostearate, Polymethyl Methacrylate, Cetyl PEG/PPG-10/1 Dimethicone, 4-Methylbenzylidene Camphor, Niacinamide, Dimethicone/Vinyl Dimethicone crosspolymer, Ozokerite, Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine, Calcium Stearate, Shea Butter, Tocopheryl Acetate, Beeswax, Cetyl Alcohol, Adenosine, Panthenol, Allantoin, Xanthan Gum, Sodium Chloride, Zinc Oxide, Red Iron Oxides, Yellow Iron Oxides, Black Iron Oxides, Caprylhydroxamic Acid, Caprylyl Glycol and Perfume

MAYU NARA FACE & BODY LOTION 170ml

It is a moisturizing body lotion which concentrated Jeju plant extracts and horse oil ingredients thickly. It provides moisture and nourishment to dry skin and helps with the skin's oil and moisture balance, and horse oil, squalene, and lanolin components help keep the delicate skin moist, and improve the suppleness of the skin and soften it.

How to use

After taking a shower or bath, take an appropriate amount of the product into your hands and apply it to the whole body as if you are massaging.

Ingredients

Water, Glycerin, Horse Fat, Glyceryl Stearate, PEG-100 Stearate, Cetyl Ethylhexanoate, Squalane, Macadamia Integrifolia Seed Oil, Butyrospermum Parkii (Shea) Butter, Lanolin, Betaine, Stearic Acid, Sorbitan Stearate, Cetearyl Alcohol, Dimethicone, Xanthan Gum, Tocopheryl Acetate, Dendropanax Morbifera Extract, Dendropanax Morbifera Extract, Mentha Arvensis Leaf Extract, Brassica Napus Extract, Citrus Sudachi Fruit Juice, Silkworm Cocoon Extract, Tuber Melanosporum Extract, Fragrance, Butylene Glycol, Carbomer, Ethylhexylglycerin, Triethanolamine, Disodium EDTA, Caprylhydroxamic Acid, Caprylyl Glycol



Differentiated Mask pack that keeps your skin glowing

MAYU NARA MOISTURIZING MAYU MASK

25mL

As a mask with 2 functions, improving with wrinkles that can vitalize your skin, and whitening skin, it makes your skin fresh by recovering skin elasticity with protection of the skin from dry environment, and various molecular weights of hyaluronic acid and natural moisturizing factor(NMF) optimize the moisture content rate of the skin and makes your skin smooth and moisturized by helping you regain the basic skin moisturizing power.

How to use

- 1) After washing your face, dry and tidy up the skin texture with face lotion.
- 2) After opening the mask pack, put the mask to match the eye rims and the mouth properly and press it on evenly for the entire face.
- 3) After taking a comfortable rest for 15 to 20 minutes, take the mask off
- 4) After taking the mask off, tap on the essence that's left on the face to absorb them.
You can apply the essence that's left over on your body.

Tip! By considering the 4 week skin turnover interval, if you continuously use it for 4 weeks, you can get even better results.

Effect

- It helps with skin wrinkle improvement.
- It helps with skin whitening.

Ingredients

Water, Butylene Glycol, Glycerin, Niacinamide, Glyceryl Polyacrylate, Horse Fat, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hyaluronic Acid, Tremella Fuciformis(Mushroom) Extract, Sodium Hyaluronate Crosspolymer, Hydrolyzed Glycosaminoglycans, Benzyl Glycol, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Raspberry Ketone, Propandiol, Xanthan Gum, Allantoin, Betaine, Lecithin, Adenosine, Anemarrhena Asphodeloides Root Extract, Arctium Lappa Seed Extract, Lonicera Japonica(Honeysuckle) Flower Extract, Nelumbo Nucifera Seed Extract, Fragrance, Dipotassium Glycyrrhizate, 1,2-Hexanediol, Dimethicone, Glyceryl Stearate, Sorbitan Stearate, Forsythia Suspensa Fruit Extract, Platycodon Grandiflorum Root Extract, Propolis Extract, Centella Asiatica Extract, Tocopheryl Acetate, Phenoxyethanol, Disodium EDTA,





MAYU NARA INTENSIVE BABY LOTION 200ml

It is a moisturizing lotion that has concentrated thickly the Jeju plant extracts and horse oil ingredients, and it is the most similar ingredient to human skin and contains all the energy that your skin wants. It makes the sensitive and delicate skin into health skin with the action of natural extracts with less irritation, and it prevents roughness and dryness by providing moisture and nutrition to the skin.

How to use

Apply appropriate amount and spread it gently to permeate the skin.

Ingredients

Water, Horse Fat, Squalane, Macadamia Integrifolia Seed Oil, Glycerin, Butylene Glycol, Glyceryl Stearate, Betaine, Beeswax, PEG-100 Stearate, Cyclopentasiloxane, Cyclohexasiloxane, Dendropanax Morbifera Extract, Mentha Arvensis Leaf Extract, Brassica Napus Extract, Citrus Sudachi Fruit Juice, Cryptomeria Japonica Leaf Extract, Chamaecyparis Obtusa Leaf Extract, Sodium Hyaluronate, Carbomer, Cetearyl Alcohol, Sorbitan Stearate, Dimethicone, Disodium EDTA, Fragrance, Triethanolamine, Caprylhydroxamic Acid, Caprylyl Glycol

MAYU NARA MILD BODY CLEANSER 300ml

It is a cleanser that concentrated Jeju plant extracts, allantoin and betaine ingredients, and its skin calming effect is excellent, and it keeps the skin moist and makes the delicate baby skin health by forming a thin protective layer on the skin as it contains horse oil which is the most similar ingredient to human skin. It minimized irritation to baby's skin with natural cleaning ingredients.

How to use

Pour an appropriate amount into a hand or a sponge using a pump and make bubbles, and massage the skin gently, then rinse.

Ingredients

Water, Sodium Laureth Sulfate, Disodium Cocoamphodiacetate, Disodium Laureth Sulfosuccinate, Glycerin, Cocamidopropyl Betaine, Horse Fat, Sodium Cocoyl Isethionate, Cocamide DEA, Betaine, Allantoin, Cryptomeria Japonica Leaf Extract, Chamaecyparis Obtusa Leaf Extract, Mentha Arvensis Leaf Extract, Brassica Napus Extract, Silkworm Cocoon Extract, Tuber Melanosporum Extract, Butylene Glycol, Ethylhexylglycerin, PEG-120 Methyl Glucose Dioleate, Polyquaternium-10, Sodium Citrate, Phenoxyethanol, Disodium EDTA, Fragrance, Ethyl Hexanediol, Glyceryl Caprylate



MAYU NARA EURANGEURANG LOTION

100ml

With the use of high-purity refined horse oil and hypo-allergenic natural moisturizer, emulsifier and herbal oil, it improves the suppleness of the skin and maintains the rich moisturizing effect to make the skin moist and shiny, and as it contains natural botanical complexes, by minimizing irritation to the skin, it rejuvenate the skin that is tired by internal and external stresses.

How to use

After showering, wipe off the water and then apply an appropriate amount of the product to your hands and spread it evenly over your whole body as if you are massaging.

Ingredients

Water, Butylene Glycol, Horse Fat, Glycerin, Cetyl Ethylhexanolate, Squalane, Lecithin, Betaine, 1,2-Hexanediol, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Cetearyl Alcohol, Dimethicone, Glyceryl Stearate, Benzyl Glycol, Propandiol, Sorbitan Stearate, Tocopheryl Acetate, Butoxydiglycol, Raspberry Ketone, Panthenol, Sodium Hyaluronate Crosspolymer, Fragrance, Anemarrhena Asphodeloides Root Extract, Arctium Lappa Seed Extract, Lonicera Japonica(Honeysuckle) Flower Extract, Nelumbo Nucifera Seed Extract, Forsythia Suspensa Fruit Extract, Platycodon Grandiflorum Root Extract, Propolis Extract, Centella Asiatica Extract, Caprylic/Capric Triglyceride, Hydrogenated Phosphatidylcholine, Hydrolyzed Glycosaminoglycans, Sodium Hyaluronate, Ceramide NP, Hydrogenated Lecithin, Disodium EDTA, Tremella Fuciformis (Mushroom) Extract, Phenoxyethanol, Glyceryl Polyacrylate, Pentyleneglycol, Allantoin, Xanthan Gum, Sucrose Stearate, Butyrospermum Parkii(Shea) Butter, Stearic Acid, Hydrolyzed Hyaluronic Acid, Cholesterol, Hyaluronic Acid, Sphingolipid

