

Only your Beauty Formula



# COMPANY INTRODUCTION



- 2017.5** Establishment of company
- 2018.4** E-Mart Pierrot Vender
- 2018.6** Kakao Story Queen's Vender
- 2019.4** Launch My Formula My Neck Mask
- 2020.5** Launch My Formula My Neck Mask  
Whitening
- 2020.8** Seoul Industrial Promotion Agency Seoul  
Award Selection
- 2020.10** 'MBC PINK FESTA' selected My Formula as  
Korea's representative beauty
- 2020.11** Launch My Formula My Wrinkle Stick



“You don't know what you can do  
without trying.”

- Franklin Adam

For someone, the cosmetics market is already saturated, and for someone else, it's a new opportunity. We jumped into the red ocean of distribution with the feeling of climbing a mountain without a compass, and we had one.

We've set a milestone, and we are going to take a hot step on that foundation.

We're going to look for products that someone must know, and products that someone must need.



## “My Formula” Product Information



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# LINE UP

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My Neck Mask



My Neck Mask Whitening



My Wrinkle Stick

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## LINE UP - MY NECK MASK

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MY NECK  
MASK

# The wrinkles in the neck start aging the fastest of all human skin



The cause of skin aging is reduced skin elasticity, the wrinkles and aging that result from it start with the neck and then move to the face

# The reason why aging in the neck is the fastest



**Because the skin is thin and the subcutaneous tissue is weak**

because dermis and subcutaneous layers are thin and there are less sebum glands, the skin structure is easy to dry and causes wrinkles



**Blood and lymphatic circulation are slow**

The neck is thinner and narrower than the head or body, so the flow of energy and blood is stagnant. Thus waste materials are easy to accumulate, which eventually causes wrinkles in the neck



**Weak muscle strength in support compared to the weight of the neck**

the platysma surrounding the entire neck is thin and weak, so it is easy to sag or wrinkle when affected by gravity



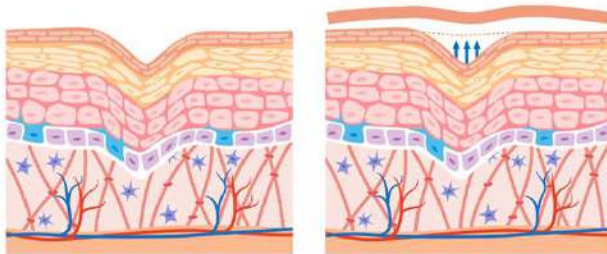
# Key Ingredient -> Wrinkle Improvement

## MY NECK'S CORE TECHNOLOGY LIFTONIN XPRESS

Straighten wrinkles with film technology method

01

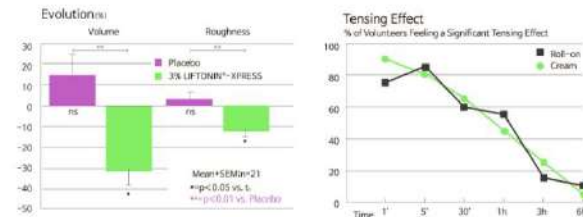
### LIFTONIN XPRESS



(A technique for lifting wrinkles by forming a membrane on the neck skin)

02

3% usage improves wrinkles around the eyes by 74% in one hour  
2% use ensures quick and noticeable effects after 6 hours



**Powerful Wrinkles Improvement Effect**  
**Check it Out and Experience it Yourself**

My Neck improves skin texture and increases  
skin density to create tight skin

# Key Ingredient



**Butylene Glycol**  
Moisturizing



**1,2-Hexanediol**  
Moisturizing



**Bis-PEG-18 Methyl Ether Dimethyl Silan**  
Moisturizing



**sodium polyacrylate**  
protection and moisturizing



**Betaine**  
moisturizing and normalization of skin function



**Lavender water**  
skin tone care and skin antioxidation



**Matricaria Extract**  
skin conditioning



**Borago Officinalis Extract**  
skin conditioning and skin purifying skin protection



**Centaurea Cyanus Flower Extract**  
skin conditioning and soothing



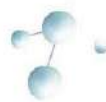
**Salvia Sclarea (Clary) Extract**  
removing waste and skin soothing



**Allantoin**  
Skin regeneration and sensitive skin protection



**Xanthan Gum**  
skin conditioning



**Adenosine**  
skin conditioning strengthen elasticity of skin and reducing wrinkles



**Tocopheryl Acetate**  
skin antioxidation and moisturizing



**Glyceryl Acrylate/Acrylic Acid Copolymer**  
skin conditioning



**Hyacinthus Orientalis Extract**  
skin conditioning and purifying



**Centella asiatica Extract**  
skin soothing and elasticity



**Sodium Hyaluronate**  
skin conditioning and moisturizing



**Polygonum Cuspidatum Root Extract**  
skin elasticity and prevention of pigmentation



**Scutellaria Baicalensis Root Extract**  
moisturizing, skin tone care, antioxidation, anti-aging



**Green tea extract**  
antibacterial and soothing



**Glycyrrhiza Glabra (Licorice) Root**  
antioxidation and prevention of pigmentation



**hydroxypropyl methylcellulose**  
skin protection



**Rosmarinus Officinalis (Rosemary) Leaf Extract**  
anti-aging, skin regeneration, protection, soothing, prevention of pigmentation



**Matricaria Extract**  
skin soothing, elasticity, and keep moisture from evaporating



**Ethylhexylglycerin**  
skin moisturizing and conditioning



**Tranexamic Acid**  
skin recovery and conditioning



**Lecithin**  
anti-aging and prevention of pigmentation



**Magnesium Chloride**  
skin elasticity



**Sodium Ascorbyl Phosphate**  
skin protection, anti-aging, skin tone care



**RH-Oligopeptide-1**  
skin elasticity

# Key Ingredient -> Anti - Aging



## Borago officinalis (Moisturizing / Skin smoothing)

- Keep skin clean and smooth



## Lavandula angustifolia (Antibiotics/Smoothing)

- It contains acetate, cineol, and geraniol. It helps to heal the skin



## Matricaria chamomilia (Anti-inflammatory/ Smoothing)

- Skin Bacterial Effects and Beauty Effects
- Chamazulene,  $\alpha$ -bisabol,  $\alpha$ -bisabol oxide A,  $\alpha$ -bisabol oxide B, bisabolone oxide A, etc. are abundant to aid convergence, digestion and diagnosis



## Active Ingredients (antioxidant)

- Rich in Anthocyanin, antioxidant effect is excellent



## Active Ingredients (Moisturizing / Skin smoothing)

- It gives skin a boost and is especially effective in dry skin.
- The leachate of flowers is convergent and is used as an acid bath.
- It contains gamma-linolenic acid, which is effective for eczema and dermatitis.



## Salvia sclarea (Antioxidant / Antibacterial / Anti-inflammatory)

- Widely used as a drug since B.C. and described by the ancient Greek philosopher Theophrastus, Dioscorides
- Used in aromatherapy to stabilize the heartburn

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## LINE UP - MY NECK MASK WHITENING

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MY NECK  
MASK  
WHITENING



# Key Ingredient



**Butylene Glycol**  
Moisturizing



**Glycerin**  
Moisturizing



**Niacinamide**  
Whitening  
Skin Barrier Hardening  
Anti-aging



**Betaine**  
Moisturizing and  
Normalization  
of Skin Function



**Allantoin**  
Skin Regeneration  
and Sensitive  
Skin Protection



**Xanthan Gum**  
Skin Conditioning



**Polysorbate 20**  
Skin Gloss  
Promote  
the Absorption



**Polysorbate 60**  
Skin Gloss  
Promote  
the Absorption



**Hippophae Rhamnoides Fruit Oil**  
Moisturizing  
Skin Elasticity  
Soothing  
Whitening



**Triticum Vulgare (Wheat) Germ Extract**  
Moisturizing  
Skin Elasticity  
Whitening



**Olive Oil PEG-8 Esters**  
Skin Softening



**Centella Asiatica Extract**  
Skin Soothing  
Skin Elasticity



**Portulaca Oleracea Extract**  
Moisturizing  
Skin Soothing  
Skin Barrier Hardening



**Propylene Glycol**  
Skin Conditioning  
Moisturizing



**Pearl Extract**  
Whitening  
Skin Elasticity  
Moisturizing



**Saccharomyces Cerevisiae Extract**  
Skin Conditioning  
Moisturizing  
Skin Tone Care  
Skin Barrier Hardening



**Panthenol**  
Skin Soothing  
Skin Barrier Hardening  
Moisturizing



**Pantolactone**  
Skin Conditioning  
Moisturizing



**Disodium EDTA**  
Promote  
the Absorption



**Pearl Powder**  
Whitening  
Skin Elasticity  
Moisturizing



**Cynanchum Atratum Extract**  
Skin Soothing



**Morus Alba Root Extract**  
Protection  
Skin Conditioning  
Skin Softening  
Moisturizing  
Whitening  
Skin Soothing



**Saccharomyces Ferment Filtrate**  
Skin Conditioning  
Skin Softening  
Moisturizing



**Panax Ginseng Extract**  
Skin Elasticity



**Ethylhexylglycerin**  
Moisturizing  
Skin Conditioning



**Hydroxypropyl Methylcellulose**  
Protection



**Pullulan**  
Anti-aging  
Moisturizing



**Porphyridium Cruentum Extract**  
Skin Nutrition  
Moisturizing



**Saccharide Hydrolysate**  
Skin Conditioning  
Moisturizing



**Maltodextrin**  
Skin Conditioning  
Moisturizing

## Key Ingredient -> Whitening

### NIACINAMIDE

It's a vitamin B complex that is essential for our body. Niacinamide, which is called vitamin B, niacin, and nicotine acid, is a safe soluble ingredient and is a vegetable ingredient that is also included in green and yellow vegetables and grains. It can be used reliably day and night. The KFDA also announced this ingredient as whitening ingredient.



Pigmentation  
Suppression



Skin Barrier  
Hardening



Skin  
Elasticity



# Product Effect

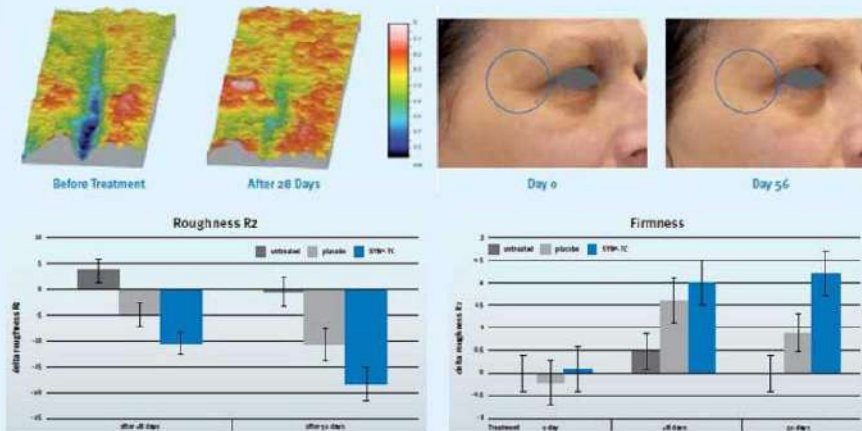


## Powerful wrinkles improvement effect Check it out and experience it yourself

My Neck improves skin texture and increases skin density to create tight skin



Before and after using a sheet mask  
Amazing 15minutes of magical lifting effect







### Recommend to the Following Person

- ✓ Who wants an elastic neckline
- ✓ Who is worried about wrinkles caused by bad habits
- ✓ Who is worried about thin and dry neck skin
- ✓ Who looking for a sheet mask that is absorbable and not sticky
- ✓ Who concerned about the skin aging during the change of seasons
- ✓ Whose skin is dry after washing face
- ✓ who wants a soft skin
- ✓ A person with dull, lifeless neck skin

My Neck Mask



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- ✓ Who wants an elastic neckline
- ✓ Who is worried about wrinkles caused by bad habits
- ✓ Who is worried about thin and dry neck skin
- ✓ Who looking for a sheet mask that is absorbable and not sticky
- ✓ Who concerned about the skin aging during the change of seasons
- ✓ Whose skin is dry after washing face
- ✓ A person who wants a brightening effect on dark skin
- ✓ who wants a soft skin
- ✓ A person with dull, lifeless neck skin

My Neck Mask Whitening



## The Right Way to Meet a Better My Neck Mask



01  
Before use, absorb enough essence into the sheet.



02  
Take out the sheet and spread it as wide as possible



03  
Spread it out as wide as possible on the neck and stick it tightly



04  
The right way



05  
The wrong way



06  
Avoid hair and stick it on



07  
The wrong way



08  
Those with a thin neck or long back hair fold the end of the product



09  
Please fold the end of the product and use it



10  
Apply remaining essence to the edge of the sheet

## LINE UP - My Wrinkle Stick



# My Wrinkle Stick

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## Key Ingredient -> Wrinkle Improvement, Skin Regeneration

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### The source of vitality found in the barren Sahara Desert **Plankton extract**

The **Sahara Desert**, with severe dryness and extreme changes in temperature between daytime and nighttime, is very unsuitable for living things to survive.

However, there is life existing in a state of dormancy even in this barren land, and one of them is **single-celled algae plankton extract (scenedesmus sahel)** found by researches of the University of Paris VI in the Sahara Desert.

— This special strain is capable of going dormant in life-threatening situations to protect itself and quickly back to the original state so that it can adapt to extreme environments in the Sahara Desert.

# Major oil ingredients



Jojoba Seed Oil

Give a gloss on the skin, helping keep your skin sleek and shine. Covers your skin smoothly to protect it from external harmful substances, and hydrates the skin to prevent evaporation.



Sweet Almond Oil

Keeps your skin surface smooth, prevents evaporation so that it doesn't get dry and stays moisturized. Makes your skin softer, works as conditioner and helps soothe sensitive skin.



Macadamia  
Ternifolia Seed Oil

Gives a smooth texture and helps keep the skin sleek and smooth to enhance your tired skin from aging and give younger energy. Has a chemical composition very similar to the human sebum, therefore excellent in preventing evaporation from the skin, so that it doesn't get dry and stays moisturized.



Camellia japonica  
Seed Oil

Contains oleic acid, linoleic acid, palmitic acid that leave the skin healthy, delivers highly-moisturizing and nourishing components to help make the skin smooth and shine. Not too oily for pores and rich in oleic acid triglycerides, with a chemical composition similar to the skin, helping to protect and moisturize your skin by soothing irritation from dryness.



Argania Spinosa  
Kernel Oil

Moisturizes and prevents evaporation from the skin so that it doesn't get dry and remains moisturized. Gives a smooth texture to give energy and vitality to your tired skin, helping to keep your skin surface soft and resilient.



# Product Recommend



## My Formula My Wrinkle Stick

### Q&A

#### Q1 When do I use My Wrinkle Stick?

Use anytime anywhere, on any parts wrinkles bother you.

#### Q2 Can I apply over makeup?

It may get slightly cakey depending on how thick your makeup is. Don't need to worry when applying over natural makeup.

#### Q3 When do I begin to see improvement?

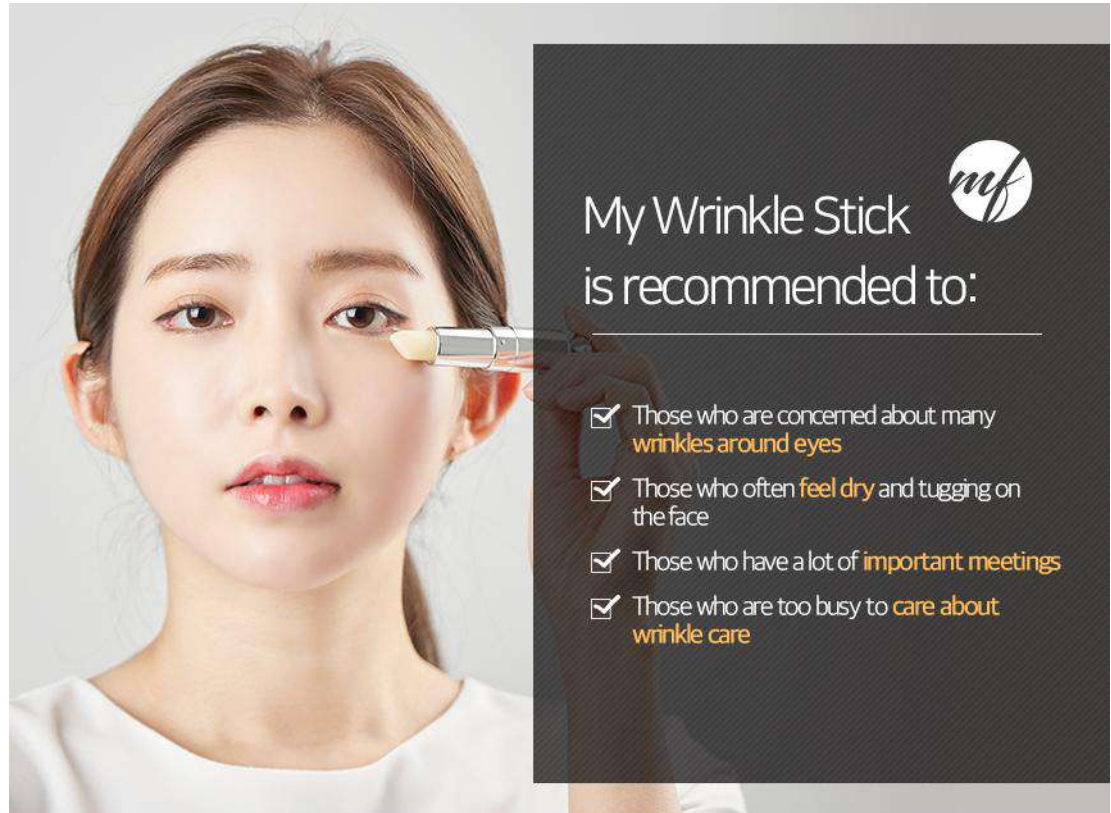
It is hard to tell how long you need to use because everyone has wrinkles in different conditions. However, you will see improvement if you use whenever you need to.

#### Q4 Is My Wrinkle Stick only effective for wrinkles?

My Wrinkle Stick contains ingredients with anti-wrinkle function certified by MFDS, therefore effective for wrinkle reduction, and helps moisturizing and nourishing as well.

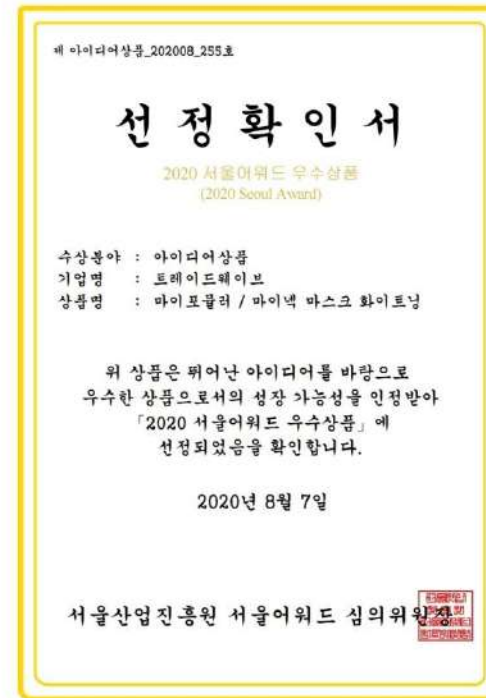
#### Q5 Is it only for wrinkles around your eyes?

My Wrinkle Stick is a product that can be used not only for wrinkles around your eyes but also for your forehead, nasolabial folds and lips. It can be used anywhere you need wrinkles and moisturizing.



## My Wrinkle Stick is recommended to:

- ✓ Those who are concerned about many wrinkles around eyes
- ✓ Those who often feel dry and tugging on the face
- ✓ Those who have a lot of important meetings
- ✓ Those who are too busy to care about wrinkle care



Seoul Industrial Promotion Agency  
Seoul Award Selection



‘MBC PINK FESTA’ selected My Formula as  
Korea's representative beauty

# My Formula Marketing



The highest ratings of TV CHOSUN





# My Formula Exhibition



2020.11 Shanghai  
Pudong Beauty Fair



2020.11 Shanghai Hongqiao  
International Import Fair



2020.7 Shanghai  
Hongqiao Beauty Fair



2020.11 UAE Dubai  
Video Consultation Conference



2020.2 Vietnam  
Ho Chi Minh K-Beauty Fair



2019.10 Korea  
KINTEX K-beauty Fair



“FORMULA ONLY FOR YOU”



Thank you