



PIP Dr.A
Cell Cure Aesthetic

**Challenge the work you love
and walk the path with love**

Dr.A Inc.

COMPANY INTRODUCTION

◀ SUMMARY ▶

Company Name	Dr.A Inc.
CEO	Seo Yun Suk
Date of Establishment	2017.03.11
Business Type	Cosmetics, retail
Major Items	functional cosmetics
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◀ HISTORY ▶

2019	05	P1P Dr.A Homepage & Shopping Mall Renewal
	04	Moved the Headquarters (to Gyeonggi-do)
	03	Certification of Company Research Department (Design Research R & D)
	02	Beauty Knots Brand Development (Platform)
	01	Sponsored the Alto University of Finland (Helsinki University of Economics) - 2018 sponsored joint Alumni Event
2018	12	Signed the MOU for Beauty & Health Experts - NOITAVONNI Co., Ltd.
	10	Signed the Beauty Technology Exchange MOU - KOOKMIN University, Health and Beauty Management (Credit)
	09	[BM Patent Application] - AI-based, Procedure Service Matching Method
	02	Women Entrepreneur Certification
2017	10	P1P+A Triple Magic New Product Launch (7 Skin Basic Products for Professional Management)
	08	P1P+A Triple Magic Brand Development
	07	Opened the P1P (Head Office)
	06	Launched 3 Types of P1P+A (advanced) Ampoule
	04	P1P+A (advanced) Brand Development
	02	Separation of SKIN Division / Dr. A Co., Ltd. (Cellcubator Dr.A)
2016	08	Nationwide P1P Dr.A Launching Presentation
	07	Launched Dr.P1P New Product (Cosmeceutical) / Phytos Co., Ltd.
2015	09	Official Sponsor of the 1st KOOKMIN University President Prize (Beauty Science Conference)
	08	Opened the P1P Dr.A Homepage & Shopping Mall
	07	Establishment of P1P Dr.A Nationwide Branch Offices
	03	P1P Dr.A (cell cure Aesthetic) Service Brand Development
	01	SKIN Division (B2B Channel) Launch/ (Prev.)

Cellcubator Dr.A

Cellcubator is..

a compound word of Cell + Cu (re) + (In) cubator (cell + cure + incubator).

Like growing a newborn baby, it helps the skin growth (cell, beauty experts, and beauty businesses) and cures damaged skin **so that the skin can restore its healthy status through the care and help.**

Dr.A is..

Da te ai [大 特 愛] Big and Special Love: **Therapy** is big and special love.

※ **Therapy** : all behaviors to make human mind and body harmonious and beautiful

Dr.A is... Under the mission of helping to exert the social influence of beauty professionals who are devoted to the beauty of their customers,

Dr. A restlessly researches and develops to provide total solutions (products, services, education) for beauty experts

to become a companion for healthy and beautiful life of beauty experts and customers with skin troubles.

Cellcubator Dr. A will lead the self-reliance and growth of the professionals who are engaged in the development of domestic and foreign beauty & therapy market and beauty industry.

Cellcubator Dr.A is... the Cellcubator for both customers and beauty professionals.

Slogan: "Challenge the work you love and walk the path with love.

P1P Dr.A Brand Story

▶ If a cell survives, the aesthetic survives.

P1P Dr. A is... a P1P regeneration aesthetic brand that performs skin care with P1P, a key anti-aging agent in blood, which increases the self-healing power (cure) of cells. This hybrid brand combines cutting-edge biotechnology and high touch of authentic method.

HYBRID is... Creation of a new material by combining two or more functions or factors to achieve a specific purpose.

▶ Only One Cell Cure Dr. CEO OOO

Not one of many who conduct similar work, but only one who is different...

P1P Dr. A (Aesthetic) is a place where skin cells help themselves regain their cure.

In this context, "Cell Cure Dr." was created to be in front of the names of CEOs.

▶ Value

Add warmth to your cell as you add warmth to your life,

Add brightness to your cell as you add brightness to your life,

Add vitality to your cell as you add vitality to your life.

Sincerely,

P1P Dr. A (Aesthetic) which makes an antibody for your spirit

About P1P

What is P1P?

Our research has begun on the idea that it should be more than 'eco-friendly' and should be 'human body-friendly' to vitalize the skin.

Basic and simple answer to the mechanism of the human body BUT a Superb outcome

The fruit of the most advanced skin science technology in blood

The principle of the human body mechanism is reflected as is.

S1P (P1P), which is secreted by platelets to overcome skin injury or stress, decreases production after the mid-20s, and decreases rapidly in people over the age of 40.

P1P is a similar structure of S1P and improved material in stability & solubility by-OH addition. And also it commercialized by lowering its price over US\$400,000/1g

◀ Features ▶

1. Principle: S1P+P1P (Secret of Anti-Aging)

400 million won per1 gram (7000 times of the gold price)

The P1P, an analogue of S1P derived from the blood platelet, helps to increase collagen synthesis in the skin tissue, promotes to generate the growth factors and to proliferate the stem cells. It helps to maintain healthy skin

Regeneration is the key to solving almost all skin troubles.

The key to true skin regeneration is to vitalize your cells! As we grow older, body metabolism is degraded and the secretion of S1P in the blood decreases, which leads to aging of the skin and to degradation of skin regeneration. At this time, supplementing P1P with the same efficacy as S1P quickly restores cells. For skin regeneration, P1P is not a choice but a must.

2. Technology : Microemulsion

Improve skin penetration - Arbutin(30 times) / Vitamin C(20 times) / EGF(1,000 times)

MICROEMULSION is a skin permeation technology more effective than general ampoules by 30 to 1,000 times. Active ingredients are safely and effectively penetrated deep into skin.

3. RESULTS : Cell Cure (Original natural Anti-aging Cellcure)

P1P Opens the Bio Cell Cure 4.0 Era.

Now is the age of Cell Cure beyond the simple skin care. P1P is the world's only unique, non-replaceable Cell Cure Solution reflecting the cell regeneration principle in the human body. Dr.P1P combines Cell Cure P1P + Nanotechnology and completes the skin regeneration which cannot be done with stem cells and growth factors.



▶ P1P Proven by Skin Professionals

General hospitals and dermatology clinics in Korea have adopted the P1P as a medical treatment and have been using it in parallel with the procedure, proving the amazing effect of P1P.

▶ P1P Acknowledged by New Yorkers

In the United States, functional cosmetics are classified as OTC items, and products not registered to the FDA cannot be exported to US and sold in US drugstores.

US FDA OTC Registration Complete

Dr. P1P Magic whitening & antiaging Ampoule



Based on the principle of Platelet Rich Plasma!
Item focusing on 'Cure' instead of 'Care'

As the qualified ampoule for curing core-cells, Dr. P1P is effective for special and intensive treatment. It helps to normalize cells' regeneration cycle so you can feel new vitality every day.

Functionality

- Reducing skin aging [Wrinkle(Reducing wrinkles)+Brightening(Reducing melanin)+Regeneration(promotion of regeneration)+Antioxidant effect(antiaging of cells)] + Skin penetration(maximized effects)

| For | Sensitive skin, all skin types

- Skin that needs quick recovery after special treatment such as MTS, Laser, Peeling, etc.
- Dry skin with ne wrinkles and reduced elasticity
- Dull and dark skin tone

| How to Use |

Skin care : Recommend dose is from 2 to 3mL

| Recommended for better use |

Dr. P1P SKIN REBIRTH CREAM (60mL)
P1P+A Triple Magic Mask

Dr. P1P SKIN REBIRTH CREAM



Perfect regenerating cream to enhance recovery, circulation, regeneration of core cells

As the regenerating cream that maximizes the ecacy of Dr. P1P ampoule, it moisturizes the skin that is dry and sensitive before and after various treatments, thereby shortening the recovery time of the cell barriers, promoting regeneration and circulation, and, strengthening the cell's self-regenerating.

Key Ingredients

- Cell Cure : P1P, MGF, Centella Asiatica Extract (Madecassol ingredient)
- Skin Protection (antibacterial, anti-inflammatory) : Totarol
- Conditioning: Mugwort Extract, Natural Vitamin E Inducer
- Moisturizing : Trenella Fuciformis (natural hyaluronic acid), Natural Moisturizing Factor (NMF)

Functionality

Wrinkle(Reducing wrinkles)+Intensive moisturizing(Reducing dryness)+
Regeneration(promotion of regeneration)+ Elasticity(Nutrition)+Skin protection(Reducing stress)

| For | Sensitive skin, All skin types

- Skin with a lot of water loss in the stratum corneum during special treatment such as MTS, Laser, Peeling, etc.
- Fine lines, skin that needs the elasticity treatment, dry skin

| How to Use |

Skin care : Recommend dose is from 1 to 2mL

| Recommended for better use |

Dr. P1P ampoule

Products – Medical Line 3kinds

Dr.P1P HA GLOWING SKIN CAPSULE PROGRAM



Moisture Bomb, increasing the moisture density is a key to baby face!

Dr.P1P (Applying self-inflated blood ampoule) + 99% Purity Ultra-concentrated Hyaluronic Acid (Freeze-drying)

It increases the moisture density in and out of the skin for long-lasting skin elasticity and moisturizing power. In particular, it can fully replenish moisture and quickly soothe sensitive skin against the acute dryness after skin care like the laser treatment.



| Skin Care Target | All skin

- Special skincare including MTS, laser, peeling, etc.
- Skin with moisture loss of stratum corneum
- Extremely dry skin

| How to Use |

Cleansing → Toner → Use with P1P or Dr.P1P Ampoule

1. Open the capsule containing the hyaluronic acid ball and prepare the ampoule.
2. Suck the ampoule into the dropper.
3. Take out the hyaluronic acid ball from the capsule, place it on the inlet of the ampule bottle, and drop the ampoule on it to dissolve the hyaluronic acid.
4. Once the hyaluronic acid ball has melted into the ampule bottle, close the lid and shake it gently.
5. Repeat the step #2 to 4 one more time. (1 bottle of ampule + 2 hyaluronic acid balls)
6. Apply the appropriate amount of the well-mixed ampoule to the skin and tap lightly for absorption.

Products – Intensive Care Line 3kinds

P1P+A Advanced Magic Care

The essence of anti-aging found in blood

The nanoemulsion ampoule made from P1P and Tranexamic acid gives your skin vitality and energy immediately and helps to increase collagen, restoring skin's natural youthfulness.

Functional Ingredient

- Wrinkles: Adenosine
- Brightening: Niacinamide, Vitamin C
- Patented Ingredient P1P

Key Ingredients

- Cell Cure : P1P, MGF, Centella Asiatica Extract (Ingredient of Madecasol)
- Wrinkles : Peony Root Extract
- Brightening: Tranexamic Acid, Mulberry Root Extract, Licorice Extract
- Moisturizing : Trenella Fuciformis (natural hyaluronic acid), Inositol,
- Methyl Suifony Methane (MSM), Willow Bark Extract

Functionality

Anti-aging Wrinkle(Reducing wrinkles) + Brightening(Reducing melanin) + Moisturizing(Reducing dryness) + Skin penetration(maximized effects)



| For | Wrinkle care, Brightening care

- Thin and dry, easily reddened skin
- Skin with less elasticity
- Dry skin with fine lines
- Dull and dark skin tone

| How to Use |

Skin care : Recommend dose is from 2 to 3mL

| Recommended for better use |

P1P+A Triple Magic Deep Peeling Gel
P1P+A Triple Magic Mask

Products – Intensive Care Line 3kinds

P1P+A Advanced Mela Care

Immediate radiance through the treatment of both visible and hidden freckles.

The combination of Tranexamic acid, known as an internal remedy for freckles, and P1P generate amazing Brightening effects. It presents transparent and radiant luster from the skin inside by brightening and vitalizing the skin tone and controlling skin spots.

Functional Ingredient

- Brightening: Tranexamic acid, TXA
- Patented Ingredient P1P

Key Ingredients

- Cell Cure: P1P, Centella Asiatica Extract (Ingredient of Madecassol)
- Brightening: Tranexamic acid, TXA (Black Spot Inhibitor)
- Soothing: Mulberry Root Extract
- Nourishing: Lecithin
- Moisturizing: Arginine, Panthenol, Bacillus / Soybean Fermentation Extract

Functionality

Elegant and radiant skin
Brightening(Reducing melanin)
+Moisturizing(Reducing dryness)
+Skin penetration(maximized effects)
+Elimination of light stress



| For | Whitening, Intensive care of freckles

- Skin that looks dull due to spots
- Dull and dark skin tone
- Skin to be protected from ultraviolet rays

| How to Use |

Skin care : Recommended dose is from 2 to 3mL

| Recommended for better use |

P1P+A Triple Magic Deep Peeling Gel
P1P+A Triple Magic Mask

P1P+A Advanced AC Repair

Maintains core cells and restores the health of the skin.

Through the combination of a natural antioxidant, Totarol (totara tree extract) and P1P, the AC Repair soothes your sensitive skin immediately and helps to calm the troubles caused by external noxious environment and stress.

Functional Ingredient

- Brightening: Niacinamide
- Vitamin C
- Patented Ingredient P1P

Key Ingredients

- Cell Cure: P1P, MGF, Centella Asiatica Extract (Ingredient of Madecassol)
- Antibacterial, Anti-inflammatory Totarol
- Soothing: Aspalathus Linearis Extract
- Brightening : Tranexamic Acid, Mulberry Root Extract
- Moisturizing : Trenella Fuciformis (Natural hyaluronic acid)
- Methyl Suifony Methane (MSM), Peony Root Extract

Functionality

Improvement of the sensitive and irritated skin (strengthening skin barriers)
Soothing(Anti-inflammatory . Antibacterial)
+Moisturizing(Reducing dryness)
+Protection of skin layers(Improved resistance)
+Skin penetration (maximized effects)



| For | Oily skin, Intensive care of acnes

- Oily skin with frequent skin troubles and makeup that does not remain on the face
- Skin with frequent rashes and troubles due to stress
- Uneven skin tone due to acne spots

| How to Use |

Skin care : Recommend dose is from 2 to 3mL

| Recommended for better use |

P1P+A Triple Magic Deep Peeling Gel
P1P+A Triple Magic Mask

Products – Triple Care Line Functionality 3kinds

P1P+A Triple Magic SUN Block SPF 50+/PA+++

Simultaneously blocks UVA and UVB,
both of which are harmful to your skin!

It contains the patent material of P1P to protect the skin from the external environment as well as UV rays, and gives vitality to your tired skin. Its stable texture with reduced skin irritation boasts fresh feeling without stickiness and white residue.

Key Ingredients

The patented ingredient, P1Pm is contained to provide vitality to the skin and maintain the elasticity.

Functionality

- Sun protection - Octocrylene
- Wrinkle care - Adenosine
- Brightening - Niacinamide



| How to Use |

Take an appropriate amount. Gently apply on the face and body that are easy to be exposed to ultraviolet light. If the sunblock slides off due to water or sweat, remove and apply it one more time.

P1P+A Triple Magic BB SPF 50+/PA+++

Soothing inside the skin, natural
skin tone on the outside!

It calms and nourishes your sensitive skin and you can expect a bright and natural toned face as if you have not applied the cream. It contains the patent material of P1P, which cares the damaged skin inside and naturally make the radiant and moist skin naturally outside.

Key Ingredients

The patented ingredient, P1Pm is contained to provide vitality to the skin and maintain the elasticity.

Functionality

- Brightening - Niacinamide
- Wrinkle care - Adenosine
- Moisturizing - Snail Secretion Filtrate



| How to Use |

After applying the sunblock, apply BB evenly all over the face and partly on the dull areas and neck, etc. Especially, if you use it after skin care, it will help protect your skin.

Products – Triple Care Line Functionality 3kinds

P1P+A Triple Magic Mask (20gX10pcs)



The blending of P1P ampoule and MG gel completes immediately cell cure.

Through the mixture of 'P1P ampoule' containing Phytosphingosine Phosphate (P1P) and MGgel Mask containing Super Food 10 (sweet almond, oat kernel, bean, blueberry, orange, kale leaf, yogurt, pumpkin, broccoli, salmon roe extract), the Triple Magic Mask restores your tired skin quickly by effectively delivering effective ingredients deep into the skin. In addition, MGgel forms natural skin layers (protective films) to prevent water evaporation, keeping your skin clean and fresh all day.

Functionality

- Wrinkle care - Adenosine
- Moisturizing - Panthenol, Tocopherol
- Brightening - Niacinamide

Key Ingredients

The patented ingredient, P1Pm is contained to provide vitality to the skin and maintain the elasticity.

| How to Use |

Remove the right pouch along a perforated line on the front of the mask pack. Turn it upwards from the bottom and push up the ampoule. Then, turn it in the direction of the left pouch. After rubbing the pouch so that P1P ampoule is well mixed. Take out the mask pack and attach the side with gel to your face. After about 15 to 20 minutes, remove the gel mask and tap the remaining ampoule lightly to absorb.

Products – Triple Care Line Basic 4kinds

P1P+A Triple Magic Massage Cream



Solid and professional care cream that makes healthy skin

It helps to improve cutaneous circulation with a proper balance of water and oil on your skin and helps to purify complexion by naturally absorbing active ingredients during the massage. It contains the patent material of P1P, a special care cream for healthy and firm skin.

Functionality

- Moisturizing - Lecithin
- Balance - Phyto Oligo
- Nutrition - Witch Hazel extract

Key Ingredients

The patented ingredient, P1Pm is contained to provide vitality to the skin and maintain the elasticity.

| How to Use |

Take a proper amount to your hands with a spatula and gently apply it on the face avoiding eyes and mouth. Massage the entire face for about 5 to 10 minutes and then wipe it off gently with a steamed towel.

Products – Triple Care Line Basic 4kinds

P1P+A Triple Magic Skin Toner

Fresh and light without stickiness!
Toner for soothing your skin

It protects the moisture in the skin by immediately forming the water film on skin that has dried after cleansing. It is also gently and lightly absorbs without stickiness, controlling skin conditions to a greater extent and soothing the skin. Additionally, it contains the patent material of P1P, which gives vitality to your tired skin.

Functionality

- Soothing - Arnica extract
- Balance - Multi-Ex Balsam Plus
- Moisturizing - Hyaluronic Acid

Key Ingredients

The patented ingredient, P1Pm is contained to provide vitality to the skin and maintain the elasticity.



| How to Use |

It is used for smoothing out your skin texture during skin care including pH Balance. Take an appropriate amount on a cotton pad and gently wipe your face from inside to outside.

P1P+A Triple Magic Cleansing Milk

Irritation-free cleansing supplemented with everlasting moisture and silky texture

It helps to cleanse the makeup and skin residues without causing irritation while providing pore-tightening effects. It contains the patent material of P1P, which gives vitality to your tired skin.

Functionality

- Cleanness - Rosemary leaf extract
- Hypoallergenic - sunflower-seed oil
- Moisturizing - Aloe vera leaf extract

Key Ingredients

The patented ingredient, P1Pm is contained to provide vitality to the skin and maintain the elasticity.



| How to Use |

Pump an appropriate amount (once ~ twice) on your dry hand. Apply and massage on your face to remove your makeup and then wipe it with warm water or a sponge.

P1P+A Triple Magic Deep Peeling Gel

Soft exfoliation without irritation that provides rich nutrition

It is the type of gel that seems to be moisturized, and it gently remove the dead skin and can be applied to all skin types as well as sensitive one. It contains the nutritional ingredients and the patent material of P1P, giving the skin vitality and elasticity.

Functionality

- Cleanness - Argan oil
- Exfoliating - Allantoin
- Skin elasticity - Centella extract

Key Ingredients

The patented ingredient, P1Pm is contained to provide vitality to the skin and maintain the elasticity.



| How to Use |

Take an appropriate amount (1 or 2 pumping) into a glass bowl and gently apply it with a pack brush, avoiding your eyes and mouth. Wait 1 minute. When the dead skin cells are softened, gently rub the entire face with your fingers in a circle. Clean the residues with warm water or a sponge and finish by applying with a toner.



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