



We are how you look
ultru:

COMPANY PROPOSAL

<http://ultru.co/>



CONTENTS

- **Company Introduction**
- **Product Line**
- **Strengths**
 - **Technologies**
 - **Certificates**
- **Distribution Channels**
- **Brand Marketing**

History



**New skin detoxification solution
from daily toxicity and skin stress**
Specializing in facial mask and skincare brand: Ultru Co.,Ltd

2015

I'm Sorry For My Skin brand launching

2016

Launched in LOHB's

Chosen as Best Item in LOHB's

2016 Glowpick Consumer Beauty Award for the 1st prize

2017

Establishment of Ultru Co., Ltd.

Launched in Shinsegae Luxury goods editor's shop (Myboon)

Launched in Dragon Heel Spa

2017 Glowpick Consumer Beauty Awards, 1st Prize

2018

Launched in Travelmate Store in the 2nd Terminal of Incheon Airport

CPNP Certificate acquired

More than 40,000,000 units of Jelly Masks sold overseas

Launched in Aritaum

Launched in Asia Watsons (Singapore, Malaysia, Thailand)

2018 Glowpick Consumer Beauty Awards, 1st Prize

2019

Acquisition of Sally's Box brand

Acquisition of Manefit brand

Busch hair & scalp care line launching

2019 Best Beauty Item Seoul Awards

Best Moisture Ampoule (Relaxing Ampoule) by Get it Beauty

Best Whitening Essence (Honey Beam Ampoule) by Glowpick

Launched in Drogas (Latvia, Lithuania)

Launched in Asia Watsons (Taiwan)

2020

Launched in Olive Young

Acquisition of VIEnGENE brand

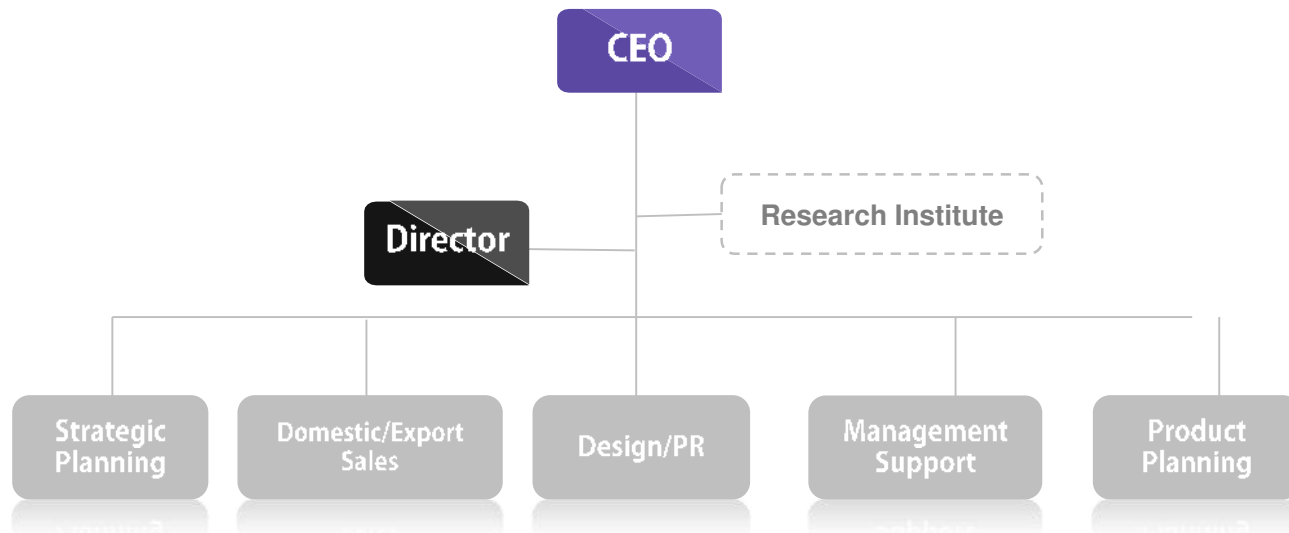
Acquisition of IBAEBAE brand

Launched in LALAVLA

Launched in CLAREL + DIA (Spain)

Specializing in skin care and face masks manufacturing & distribution platform

- Distribution platform company of the cosmetics manufacturing base
- Provides total care service from catching the trend to design, projecting, development, manufacturing and distribution
- ISO22716, cGMP, CPNP, FDA obtained products meet international standards



We have built a competent team to implement customized layouts and functions in the form desired by our customers. We can provide technical support for leading OEM / ODM / OBM projects to overcome domestic market saturation and intense competition in cosmetics and mask packs market.

ultrux

It is your skin that we care the most.
The new name in presenting ultra moisturized skin: Ultru.

It's all true. We are how you look.

I'm
SORRY
For MY
SKIN

Have you ever thought of what impact your little guilty pleasures have on your skin?

Do you keep enjoying it despite all the stress your skin gets?

Ultru keeps a close eye on your daily life.

For your skin that suffers constant stress and negative effect from the environment

Ultru has come up with a new skin detoxification solution.

Don't feel sorry. Leave it to us.

JELLY MASK

Daily Skin Stress Relief
With high-enriched jelly essence facial mask



COMMA MASK

Skin Rest
With minimum amount of safe ingredients



MUD MASK

Facial Contour Tightening
Easy to use and hygienic mud mask pack!



CITY CARE LINE

Skin Trouble Care & Skin Revive Solution
For extremely stressed skin in a busy city
with fine dust!



TRAVEL LINE

Travel kit contains
8 skin care and cleansing steps in one kit!



AMPOULE

Stress relief for sensitive skin and
skin elasticity care ampoule



pH5.5 Jelly Masks

Maintaining healthy balance of skin



GALATOMYCES LINE

69% of Galactomyces fermentation filtrate
Provides nourishment to skin and makes skin healthier



Busch

Hair & scalp care line
specialized clinic level products
for self hair and scalp care at home



Real Masks

Containing real flakes of calendula and mugwort



Non-drying patented hydration ingredient AMF120+++

Moisture Wrapping System

What is AMF(Artificial Moisturizing Factor)?
(Patent Application Serial No. 10-2014-0058013)

It is a complex nano particle certified for 120 hours moisture evaporation wrapping effect confirmed by IRSI, a US medicine and cosmetics clinical test agency. It is Ultru's unique technology that replaces natural hydration elements for determining moisture continuity.

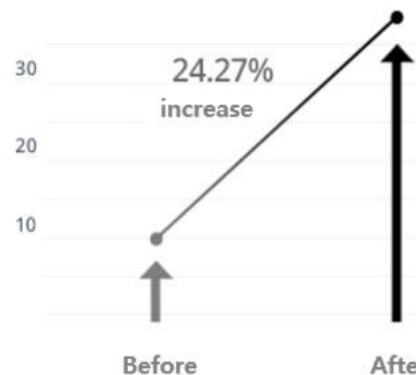


Cosmetic patent
Research & study



120 hours hydration effect verified

Moisture of AMP Water Wrap is sustained after the use of product



After 4 weeks it is proven
to improve your skin moisture level

When AMF Water Wrap product is used for 4 weeks the moisture in the skin increased by 24.27%

A. Resurrection plant extract for skin stress



Strong vitality that revives
with one drop of water

Rose of Jericho is a 'resurrection
plant' of a desert
enduring extreme climate for
thousands of years.

Resurrection plant?

Surviving in the desert in the
extreme dryness and
its miraculous moisture.

B. Excellent moisture absorption in the extremely dry condition of the desert (Desert Blend Complex)



Evening primrose root extract



Desert sand verbena leaf extract



Agave stem extract



Joshua tree root extract



Cactus extract



Candlewood stem extract

C. Revitalizing + Hydration + Stress relief

Revitalizing for tired skin
by filling it with hydration and nutrition



Revitalizing effect of natural ingredients
White willow skin, Snow lotus, Amica flower,
Roitbos, Peppermint and Hovenia dulcis



Plant extract
Relieves skin stress
Resurrection plant, Watercress



Chewy and non-sticky jelly essence
Great adherence

120 hours
of skin hydration



Qualified production techniques & Product authentication

Quality management - Retention certificate of product manufacturer

ISO 22716



cGMP



Non animal test certificate



Stability test



Microbiological Test



2019 Seoul Award Certificate



Ministry of SMEs and Startups(MSS)

Promising SME in Export Certificate

Vietnam
Food & Drug Administration

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Form AK

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UE and SUE

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<h1 style="text-align: center; margin: 0;">IMINE CO., LTD.</h1>	<div style="text-align: center;">  </div>
<p>IMINE CO., LTD. Head Office 1-10-1, Higashi 2-chome, Nishi-ku, Osaka 550, Japan Tel: 06-634-1111 Telex: 3200-IMCO J Cable: IMINE JAPAN Fax: 06-634-1112</p>	<p>IMINE CO., LTD. Representative Office 10000, 10th Avenue, Suite 1000, Dallas, Texas 75243, U.S.A. Tel: 214-343-1111 Telex: 3200-IMCO J Cable: IMINE JAPAN Fax: 214-343-1112</p>
<h2 style="margin: 0;">MATERIAL SAFETY DATA SHEET</h2>	
<p>SECTION 1 - IDENTIFICATION Product Name: 2,2'-Bis(4-chlorophenyl)propane Trade Name: DDT Chemical Name: 1,1'-Dichloro-2,2'-bis(4-chlorophenyl)ethane Chemical Structure: <chem>ClC1=CC=C(C=C1)C(C(Cl)=C2C=CC(=C2)Cl)C3=CC=C(C=C3)Cl</chem> Formula: C₁₄H₉Cl₅ Molecular Weight: 354.48 Boiling Point: 260°C Melting Point: 108°C Density: 1.496 g/cm³ Specific Gravity: 1.496 Flash Point: 110°C Autoignition Temperature: 300°C Decomposition Temperature: 400°C Stability: Stable under normal conditions. Hazardous Properties: Highly toxic, persistent, and bioaccumulative. Causes severe skin irritation and respiratory distress.</p>	
<p>SECTION 2 - HAZARD IDENTIFICATION Signal Word: DANGER Hazard Statement: H302, H332, H360Df, H410 Pictogram: </p>	
<p>SECTION 3 - COMPOSITION AND INFORMATION Concentration: 100% Other Ingredients: None Impurities: None Stability: Stable under normal conditions. Reactivity: Reacts with strong oxidizers and acids. Compatibility: Compatible with most organic solvents. Storage Conditions: Store in a cool, dry place, away from light and moisture. Shelf Life: Indefinite. Disposal: Dispose of in accordance with local, national, and international regulations for hazardous waste.</p>	
<p>SECTION 4 - FIRST AID MEASURES Inhalation: Move to fresh air. If breathing is difficult, administer oxygen. Ingestion: Do not induce vomiting. Seek medical attention immediately. Eye Contact: Flush eyes with water for at least 15 minutes. Seek medical attention. Skin Contact: Wash with soap and water. Remove contaminated clothing. Seek medical attention if irritation persists. First Aid Kit: Keep a first aid kit nearby. Include eye wash, soap, and bandages.</p>	
<p>SECTION 5 - FIRE FIGHTING MEASURES Flammability: Flammable (F+) Flash Point: 110°C Autoignition Temperature: 300°C Decomposition Temperature: 400°C Extinguishing Media: Water spray, foam, dry chemical, carbon dioxide. Fire Hazard: May burn. Produces toxic fumes when heated. Fire Fighting Equipment: Fire extinguisher, fire hose, fire blanket. Fire Fighting Procedures: Evacuate area. Shut off ignition sources. Use appropriate extinguishing media.</p>	
<p>SECTION 6 - RELEASE TO THE ENVIRONMENT Release Conditions: Do not release to the environment. Environmental Fate: Persistent and bioaccumulative. Environmental Effects: Highly toxic to aquatic life and wildlife. Environmental Monitoring: Monitor for contamination in water and soil. Environmental Cleanup: Clean up spills immediately. Dispose of waste properly.</p>	
<p>SECTION 7 - HANDLING AND STORAGE Handling Precautions: Wear protective clothing, gloves, and goggles. Avoid contact with skin and eyes. Storage Conditions: Store in a cool, dry place, away from light and moisture. Shelf Life: Indefinite. Disposal: Dispose of in accordance with local, national, and international regulations for hazardous waste.</p>	
<p>SECTION 8 - EXPOSURE CONTROLS AND PERSONAL PROTECTION Exposure Limits: TLV: 0.1 mg/m³ (TWA); PEL: 0.1 mg/m³ (TWA); IDLH: 1 mg/m³ (15 min). Personal Protection: Wear protective clothing, gloves, and goggles. Use respiratory protection if necessary. Hygiene: Wash hands thoroughly after handling. Avoid eating, drinking, or smoking while handling.</p>	
<p>SECTION 9 - PHYSICAL AND CHEMICAL PROPERTIES Appearance: White crystalline solid. Odor: None. Color: White. Form: Solid. Boiling Point: 260°C. Melting Point: 108°C. Density: 1.496 g/cm³. Specific Gravity: 1.496. Flash Point: 110°C. Autoignition Temperature: 300°C. Decomposition Temperature: 400°C. Stability: Stable under normal conditions. Reactivity: Reacts with strong oxidizers and acids. Compatibility: Compatible with most organic solvents. Storage Conditions: Store in a cool, dry place, away from light and moisture. Shelf Life: Indefinite. Disposal: Dispose of in accordance with local, national, and international regulations for hazardous waste.</p>	
<p>SECTION 10 - TRANSPORT INFORMATION Transport Name: 2,2'-Bis(4-chlorophenyl)propane Transport Hazard Class: 6.1 (Toxic) Transport Label: 6.1 (Toxic) Transport Packaging: UN 3077, Hazardous Waste, Corrosive, Flammable, Toxic, and Environmentally Hazardous. Transport Conditions: Store in a cool, dry place, away from light and moisture. Shelf Life: Indefinite. Disposal: Dispose of in accordance with local, national, and international regulations for hazardous waste.</p>	
<p>SECTION 11 - REGULATORY INFORMATION Regulatory Status: Controlled substance. Regulatory Agency: EPA, FDA, and other national and international agencies. Regulatory Requirements: Strictly controlled. Use only for authorized purposes. Regulatory Documentation: Maintain records of use and disposal.</p>	
<p>SECTION 12 - OTHER INFORMATION Other Information: None. References: None. Revision History: None. Prepared by: IMINE CO., LTD. Reviewed by: IMINE CO., LTD. Date: 10/1/2023</p>	

Page 1

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Distribution Channels Online

ultrux

OFFICIAL ONLINE STORE (Korean/English Ver.)

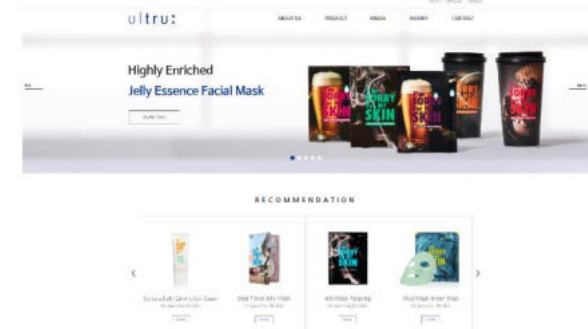
I'm
SORRY
For MY
SKIN



www.imsorryformyskin.com

I'm
SORRY
For MY
SKIN

ultru.co



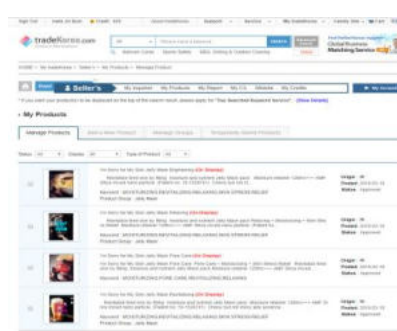
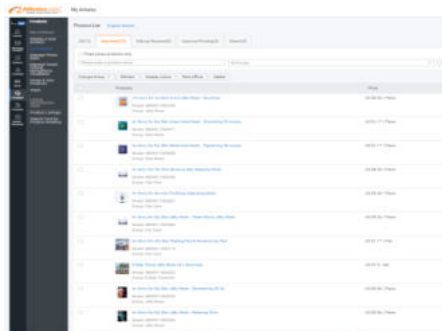
Overseas B2B / B2C

Alibaba.com

buyKOREA

tradeKorea.com
Global e-Marketplace

GobizKOREA.COM



Online Shopping Mall

Launched at biggest OPEN MARKET, SOCIAL COMMERCE, DUTY FREE SHOP and HOMESHOPPING



Home Shopping - Lotte Home Shopping TV

- Duty Free Online
신라, 갤러리아, 신라HDC 온라인 면세점 입점



Launched at Online Duty Free Shops of Galleria, Shilla HDC

Offline Shopping Mall

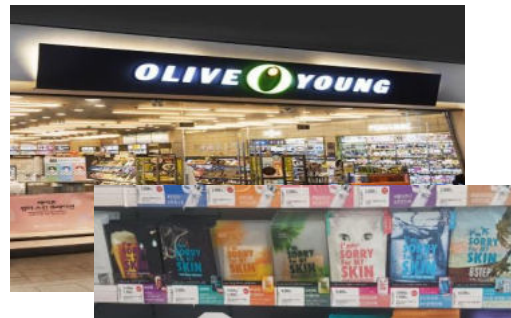
Launched at 130 LOHB's Stores

LOHB^S 로프스



Launched at Olive Young

OLIVE^YOUNG



Launched at Lalavla

lalavla



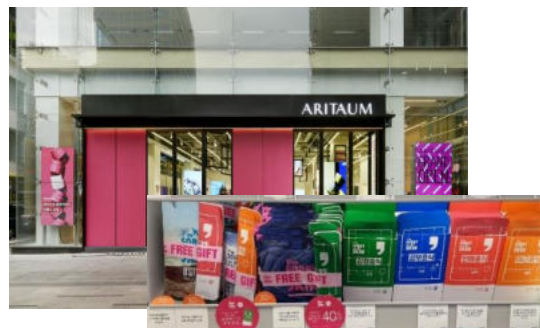
Launched at Travelmate

TRAVEL
MATE



Launched at ARITAUM

ARITAUM
아리따움

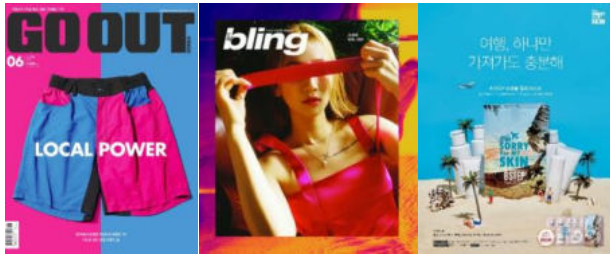


Launched at Shinsegae department

CHICOR



Media PR - Magazine



<GO OUT 2018.06>



<The Beetle MAP 2016>



<CeCi 2018.09>



<CeCi K-Culture Express 2018.02>



<JLOOK 2016>



<The Beetle MAP 2016>



<Jeju air magazine 2018>



<NYLON 2016>



<NEIGHBOR 2016>

Media PR - Online article released

갯잇뷰티 뷰라벨 1위 얼트루, 대표 모델 '경리' 발탁

'아임쏘리포마이스킨' 인지도 제고, 매출 향상 기대

발행 2019년 08월 22일

조은혜기자, ceh@apparelnews.co.kr



[어패럴뉴스 조은혜 기자] 스킨케어 전문 브랜드 '아임쏘리포마이스킨'을 전개 중인 얼트루(대표 소성현)가 회사 대표 모델로 아이돌 그룹 나인뮤지스트로 활동했던 경리를 발탁했다.

경리는 얼트루의 신제품인 pH5.5 약산성 마스크팩(일명 고양이팩) 및 '아임쏘리포마이스킨'에 참여하게 된다. 지난 12일 진행된 신제품 약산성 마스크팩 화보 촬영에 함께한 경리는 얼트루의 대표 모델로 활약하게 될 소식을 간접적으로 전하기도 했다.

경리는 총 7월을 끝으로 7년 동안 소속되어 있던 스타제국과의 계약을 종료했다. 지난 8월에는 경리가 자신의 SNS에 얼트루에서 선을 받은 것으로 모델로 활동하게 될 소식을 간접적으로 전하기도 했다.

얼트루의 '아임쏘리포마이스킨'은 독특한 패키지와 제품력에 집중, 소비자들에게 많은 사랑을 받고 있다. 특히, '아임쏘리포마이스킨'은 '아임쏘리포마이스킨'을 전개 중인 얼트루(대표 소성현)가 회사 대표 모델로 활약하게 될 소식을 간접적으로 전하기도 했다.

전성 영웅의 경우는 지난 2일 방영된 뷰티 방송 프로그램 '갯잇뷰티'에 출연해 경리의 PICK 제품으로 SNS에 소개된 바 있어 일명 '갯잇뷰티'로 불린다.

얼트루 관계자는 "경리의 세련되고 통통 튀는 매력에 얼트루 브랜드의 젊은 인연들 계기로 브랜드 인지도 제고와 신제품 매출 향상을 가져올 것으로 기대한다"고 밝혔다.



피부해독 솔루션 얼트루, 위변조방지 정품인증 솔루션 히든태그 도입

우진영기자 | 승인 2019.06.03 10:44



피부해독 솔루션을 제공하고 있는 얼트루는 위변조방지 정품인증 솔루션 히든태그를 도입했다.

얼트루는 2015년 '아임쏘리포마이스킨'을 론칭해 소비자들의 커피, 밀키, 맥주, 디저트 등 일상 스타일스 및 각종 요소를 피부에 보충하기 위해 노력하고 있다. 120시간 수분 보충을 위한 AMF를 바탕으로 할리마스크 및 대용량 질리 제형 에센스를 제공하고 있다. 특히, CJ 사의 '아임쏘리포마이스킨'을 전개 중인 얼트루(대표 소성현)가 회사 대표 모델로 활약하게 될 소식을 간접적으로 전하기도 했다.

2015-12-10 10:52:28

2018년부터 할리마스크

PI(OECD)에 따르면 전

나타났다. 국내 많은

대 더욱더 강조해야

우에는 소비자의 건

학 및 개발 의욕

얼트루, 전 성분 EWG 안전 등급 차차레서피 선크림 출시

일력 2018-04-04 17:10:42 | 수정 2018-04-04 17:10:47



(얼트루 (대표: 소성현)가 회사 대표 인기 제품 아임쏘리포마이스킨 마스크팩 시리즈에 이어 무기자와 유기자의 정점만을 뽑은 일명 차차레서피 탄생한 '데일리 카밍 선크림'을 4월 출시했다.

갯잇뷰티 1위 아임쏘리포마이스킨, SSG와 애플 단독 한정 기획전 열어

김종희기자 | 2019-10-29 10:52:16 | 사회이슈

얼트루, 아임쏘리포마이스킨, 할리마스크



[AD]2020년 '99만원' 일일한트 일인 지원자 모집중

'활력제'

28일부터 11월 3일까지 SSG닷컴에서 갯잇뷰티 기획전다

세트로 아임쏘리포마이스킨 할리마스크 애플 이구상은 얼트루 할리마스크 애플의 최초 기획

티에서 지난해의 1위 제품을 제치고 애플 사 1위를 인정받아 2019 수분애플에서 최

트스 - 세럼 - 애플 부문에서도 1위를 차지했

간 동안 SSG닷컴에서 구매 시 무료배송의 예

Media PR - Launching Show / Event



2015 Westin Chosun Hotel
Ultru I'm Sorry For My Skin – Launching show



Seoul Fashion Week 2017-2019 F/W
- Sponsorship



I'm Sorry For My Skin x GO OUT CAMP
2018 10th Goout Camping Festival



Korean announcer Gwi-Joo Lee's beauty class

Broadcast



Best Moisture Ampoule (Relaxing Ampoule) by Get it Beauty

* Get it beauty 2019 – Beauty TV-show performing with independent and blind tests with strict standards for harmful ingredients



Oh My Venus! Episode 8 - Actress Seo, Hyorim

Taiwan SET TV 'I'm Sorry For My Skin – 8 Step Travel Kit' PPL



Celeb Beauty – Lee Si Young

Korean beauty TV-show performing celebrities beauty life-hacks and favorite products.

Brand Marketing Exhibition

ultrux

Participation in overseas exhibition
Business meeting & market research



<COSMOPROF 2017 HONG KONG>



< COSMOPROF 2018 HONG KONG>

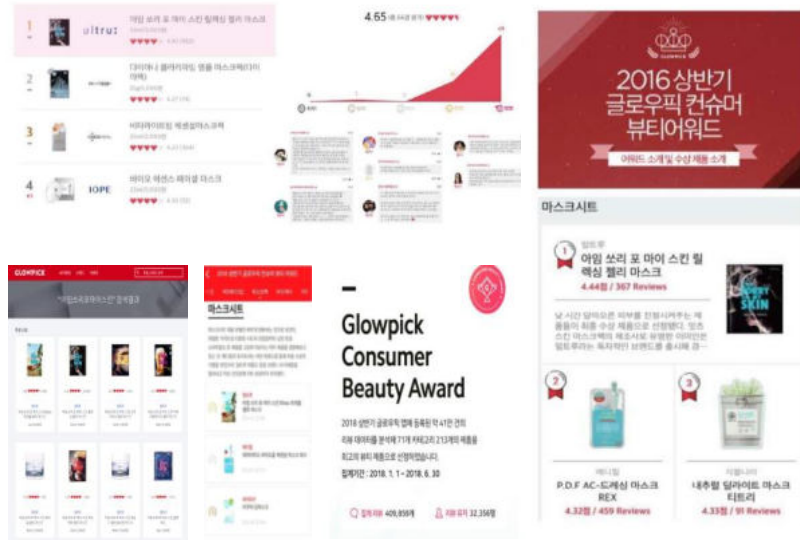


<KOREA BRAND EXPO IN MOSCOW 2019>



<KOREA BRAND EXPO IN LOS ANGELES 2019>

Awards



Glowpick - Beauty app

3 years(2016~19) continuously Consumer Beauty Award, 1st prize

* Glowpick - Most popular beauty review platform in Korea

Get it beauty - Broadcast

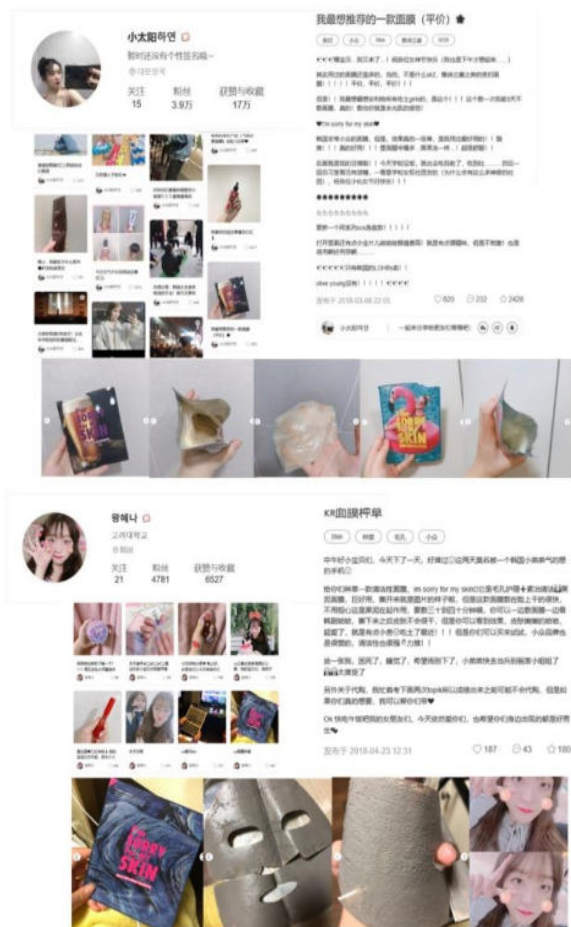
Best moisture ampoule (Relaxing Ampoule)

* Get it beauty – beauty TV-show performing with independent and blind tests with strict standards for harmful ingredients

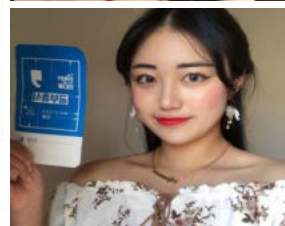
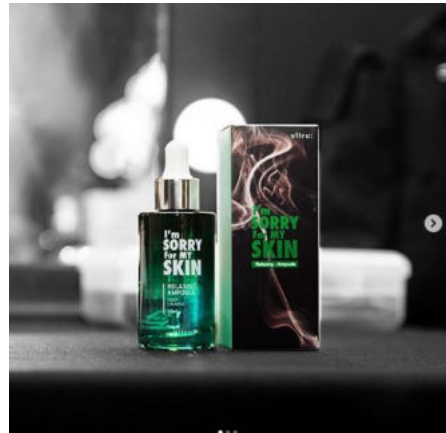
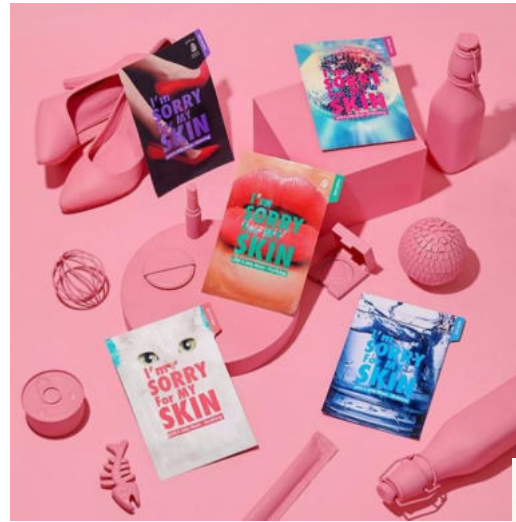
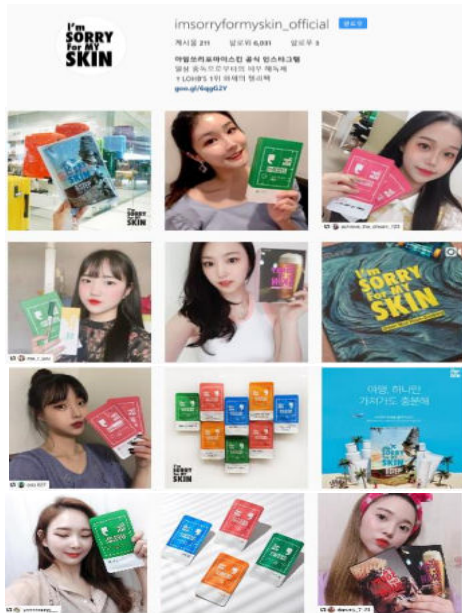


Get it BEAUTY

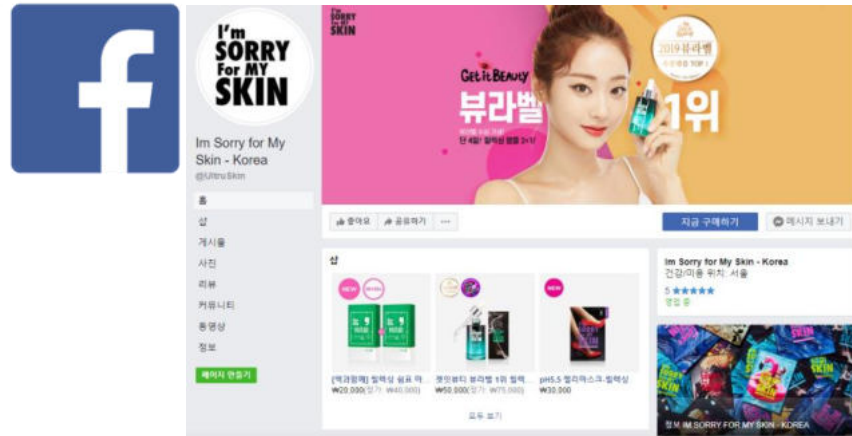




SNS – Instagram (*imsorryformyskin_official*)



SNS – Facebook, Wechat X Weibo

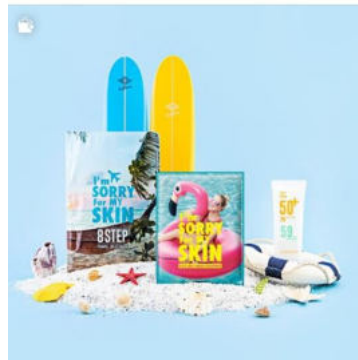


Im Sorry for My Skin - Korea님이 [배장스킨] 8스텝 트러블 키트 및 [배장스킨] 데일리 카림 선크림을 태그했습니다.
2019년 7월 19일

#아일랜드프라이드 #배장스킨 #배장스킨 상하사로 가볍고 강력한 여름 배장스킨 준비 끝! #배장스킨 여름 힐링 물이 OK! 8스텝 트러블 키트 더 보기

Im Sorry for My Skin - Korea
2019년 10월 30일

019년 새로운 #갯잇뷰티 #뷰라벨 1위!
수분명가의 겨울 진보습템! 조밀도 #밀렉싱앰플로
강한 보습부터 피부 진정까지 스페셜 케어!
도움 보기

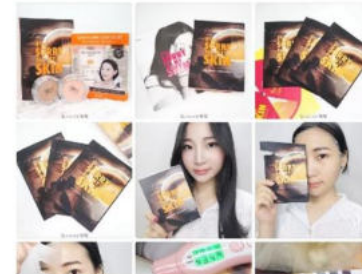


Wechat x Weibo



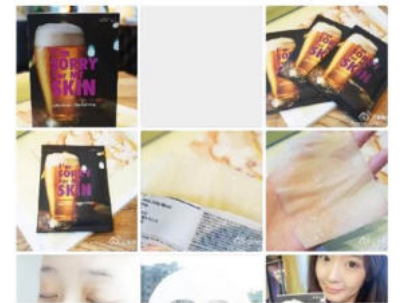
wonder弯弯
2016-06-06 微博 weibo.com

每月一晒~@Getitbeauty店的产品都很喜欢呢，可以通过它了解很多韩国流行的护肤的彩妆品，先来分享一款特别的面膜，ULTRUE I'm sorry for my skin水凝胶面膜，专门为现代都市年轻女性们准备的面膜！一天贴敷一张，释放工作和生活的压力~！有啤酒、咖啡、香烟、巧克力等食品的，我是咖啡的... More
See Translation



默默宝宝mobaby
2016-06-27 微博 weibo.com

作为咖啡控不得不面对的现实就是皮肤会更容易衰老暗沉，ULTRUE I'm sorry for my skin水凝胶面膜，这款就是专门针对依赖啤酒、咖啡、香烟、巧克力等食品的年轻女性们准备的哦~果冻状的gel质地，裁剪也很贴合面部~在韩国超级火爆的产品哦~边敷面膜边释放每天的压力~
See Translation



刘彤彤
2016-06-20 10:12 微博 weibo.com

#刘彤彤分享# 天气炎热，皮肤爱出油，油脂分泌超级多，毛孔都粗大了，油光满面的让我好想哭哦，现在我用利美人ULTRUE I'm sorry for my skin果冻面膜，AMF还能补水保湿，妥善护理毛孔，皮肤经过良好的护理，现在油脂少了，毛孔小了，肤质也细腻了哦真的是款很神奇的宝贝@Getitbeauty店
See Translation



夏敬宇
2016-06-26 喜欢你的博文

老酒雷beryl-zhou
2016-06-26

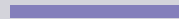
HaoWeiChang_55
2016-06-26 喜欢喜欢！

道瑾姐组合
2016-06-26 好东西！~

慕静艳
2016-06-30 觉得还是很不错~

黑大爷Maxin
2016-06-28 帮扩散

THANK YOU



ultrux