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# Dr. Deep

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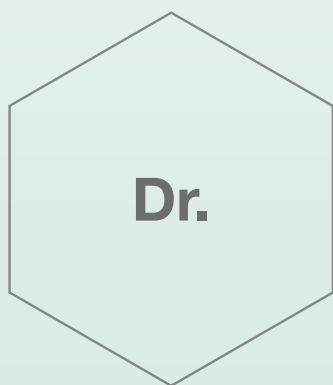
Mineral Derma Solution



**Dr.Deep** is a dermacosmetic that keeps sensitive skin healthy and provides beauty. It has been 10 years since Dr.Deep came into the world.

"Water" in Dr.Deep is different from others. Most cosmetics are made from purified water, but Dr.Deep uses high ionized mineral water pumped from a deep of 870 meters in the ground on clean island in the south coast of Korea. The content of calcium is 5 times as high as that of milk. It contains various essential minerals such as magnesium, zinc, selenium, sulfur, etc.

It discharges toxins and wastes from the skin and makes skin healthy by enhancing metabolism of substances and the immune system and increasing moisturizing power and nutrition.

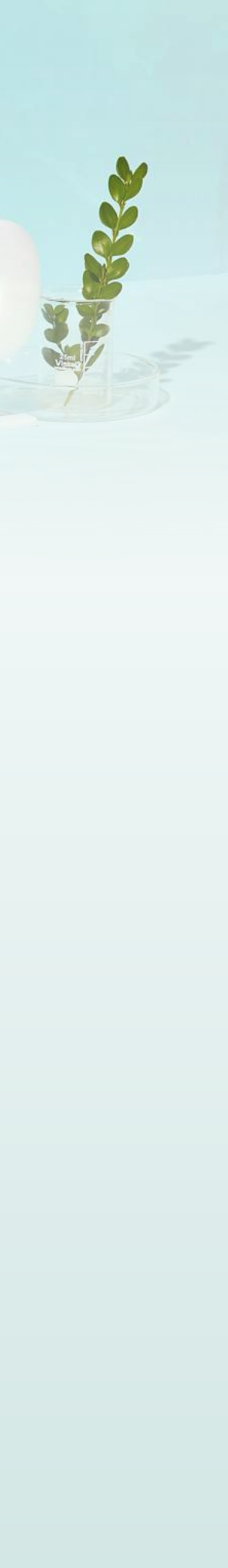


+



Family skin care therapist

Deep moisturizing & Deep trust



# History

- 2010** Established Mineral House, Inc.  
Brand Launching : Dr. Deep (Opened an online site)
- 2011** Obtained U.S. FDA NDC (OTC Registration)
- 2012** Researched and released moisturizer for eczema  
Researched and released cosmetics for acne
- 2013** Established overseas Corporate : Shanghai China, USA  
Obtained certification for venture business
- 2014** Established the research institute affiliated with company  
Acquired ISO 9001  
Received the sanitary certification (China)
- 2015** Launched brand : Dr.Ciel (Brand for hospitals and clinics)
- 2016** Opened a store in Amazon in the U.S.  
Human Repeat Insult Patch Test (HRIPT) "no irritation"
- 2017** Completed eczema clinical test  
Completed registration of CPNP in Europe  
Passed on-site inspection of production plant by FDA in the U.S.
- 2018** Opened a store in Amazon in Europe  
Invited for Korea-France Business Leaders Summit (France, Paris)
- 2019** Opened a store in Onnuri Pharmacy Online Mall (Onnuri store)  
Eliminate 99.9% of cavities and gums-inflammatory bacteria (Deep Fresh Toothpaste)  
Acquired "Excellent" Germany Derma Test

# Mineral story

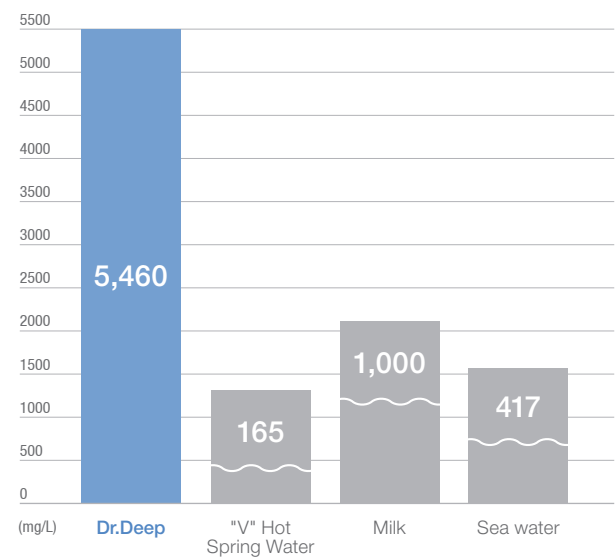
Mineral water has been trapped in the underlying rock formation in the sea for hundreds of millions of years. Dr. Deep's ionized mineral water, which is obtained from a deep of 870 meters in the ground where the Sun does not reach, is clean because it has been aged for a long time in the basement for a long time.

In addition, as it is naturally ionized, it is absorbed well in human body.

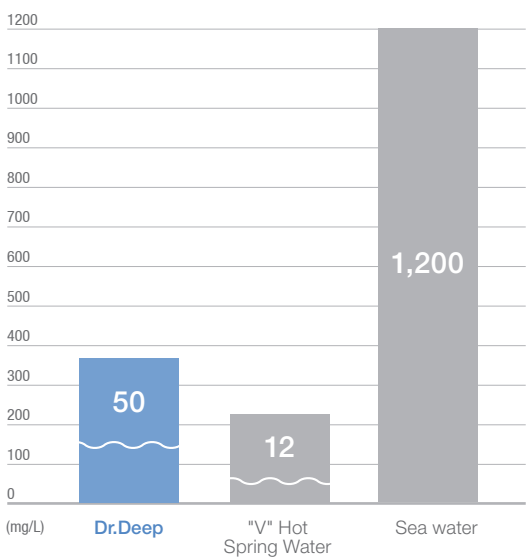
It does not only have organic matters, pathogens, or harmful heavy metals, but it is also rich in various minerals that are beneficial to the body and skin such as calcium, magnesium, and sulfur.

- Contains various essential minerals needed by the human body.
- Registered in International Cosmetic Ingredient Dictionary (ICID)
- The content of calcium is 5 times as high as that of milk (5,048 mg/l)
- Ion is easy to be absorbed in the skin

Calcium<sup>2+</sup>



Magnesium<sup>2+</sup>

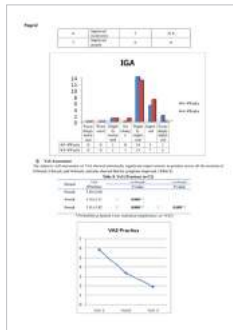


Dr.Deep's minerals make your skin healthy.



# Certificate

Dr.Deep produces products through thorough quality control for our customers to use them with confidence.



Eczema clinical test



Acne clinical test



Skin irritation test



HRIP



Steroid test



Ultra-fine Dust Test



Fine plastic test



Heavy metal test



ISO 9001



ISO 22716



CPNP



NMPA

This is a table showing FDA inspection results. It includes columns for inspection date, location, and results, detailing the findings of the FDA inspection.

FDA



Inspection by FDA



No.1 Excellent Brand



Family-friendly company

# Dry / Sensitive skin

Ionized minerals that deeply moisturize the skin and nutritional herbal ingredients keep the skin moist and healthy to improve the skin's trouble.

**Recommended Skin Type :** Sensitive Skin, Children's Skin trouble, Eczema, Psoriasis, Sun allergy.





## Skin Toner

200 ml / 80 ml

### Keyword

· High-concentrated mineral, troubled skin care, skin barrier enhancement

### Certificate

· CPNP, NMPA, FDA OTC, Human Repeat Insult Patch Test (no irritation)

### Features

- Helps improve the dry and sensitive skin.
- High ionized minerals are the main ingredients to help improve the troubled skin.
- Do not use flavor
- Easy to use it as a spray type

### Key Ingredients

Mineral Water, Sodium Hyaluronate



## Multi Emulsion

150 ml / 50 ml

### Keyword

· Eczema, moisturizing dry skin, strengthening skin barrier

### Certificate

· CPNP, NMPA, FDA OTC, Human Repeat Insult Patch Test (no irritation), Eczema Clinical Test

### Features

- Eczema Clinical Test : Effective in relieving atopic dermatitis, strengthening skin barrier and improving sleeping disorder caused of itching.
- Ionized minerals and evening primrose oil improve sensitive skin and trouble skin.
- Natural extracts can be used safely for various people with sensitive skin including baby and pregnant women

### Key Ingredients

Mineral Water, Shea Butter, Evening Primrose Oil



## All in One Cleansing

150 ml

### Keyword

· Ultra-fine dust cleansing, pH 5.7, natural cleansing foam, makeup cleansing

### Certificate

· CPNP, NMPA, FDA OTC, Human Repeat Insult Patch Test (no irritation)

### Features

- As it is a naturally-derived surfactant, it cleanses your skin without irritating skin.
- As it is made of ionized minerals and natural oils, your skin is kept moist without pulling after washing the face.
- Completed the clinical test for the effects on cleaning ultra-fine dust (less than 0.25um).
- As it is weak acidic (pH 5.7), it keeps smooth skin.

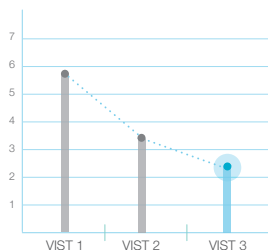
### Key Ingredients

Mineral Water, Propolis Extract, Camellia Sinensis Leaf Extract

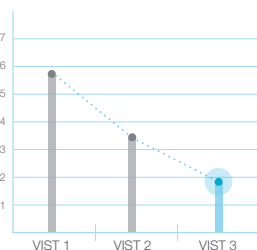


## Eczema Clinical Test

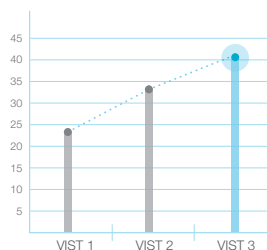
Testing Institution: Seoul National University Bundang Hospital / Study Period: Sep/30/2015-Apr/4/2017



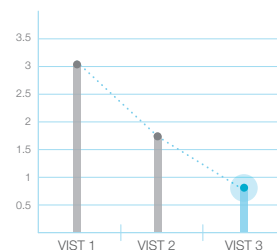
● Relief of eczema



● Improvement in itching



● Enhancement of skin barrier



● improvement in sleep disorder

# Oily / Acne Skin

"Salicylic acid" and "Tea tree extract" which help to take care of dead skin cells, high concentrated active ingredients help take care of sebum and dead skin cells to improve acne.

**Recommended Skin Type :** Oily Skin, Acne Skin







## Acpa Cleansing Foam

150 ml

### Keyword

· Acne cleansing, pH 5.5, natural cleansing foam, oily skin care

### Certificate

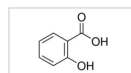
· CPNP, NMPA, FDA OTC, Human Repeat Insult Patch Test (no irritation), Acne relief clinical test

### Features

- As it is a naturally-derived amino acid surfactant, it gently cleanses your skin without irritating skin.
- As it contains salicylic acid, it is effective to take care of acne and dead skin cells.
- Helps take care of oily and sensitive skin.
- There is no pulling after washing the face.

### Key Ingredients

Salicylic Acid, Matricaria Extract, Aloe Barbadensis Leaf Extract



## Acpa Tea Tree Lotion

120 ml

### Keyword

· Acne lotion, refreshing spreadability, oily skin care

### Certificate

· FDA OTC, NMPA, Human Repeat Insult Patch Test (no irritation), Non-comedogenicity

### Features

- As it contains high levels of tea tree concentrate, it gives energy and vitality to skin.
- Lightweight formulation without stickiness is suitable for oily skin.
- The oily skin that is shiny on the outside but is pulling on the inside is improved by hydration.

### Key Ingredients

Tea Tree Extract, Propolis Extract, Chamaecyparis Obtusa Water



## Propolis Synergy Serum

100 ml

### Keyword

· Sensitive skin soothing, trouble soothing, smooth skin care

### Certificate

· FDA OTC, NMPA, Human Repeat Insult Patch Test (no irritation)

### Features

- It contains 70 % natural propolis extract.
- It relieves stress in the sensitive skin and irritated oily skin.
- It strengthens the skin's immune system to make it healthy skin.

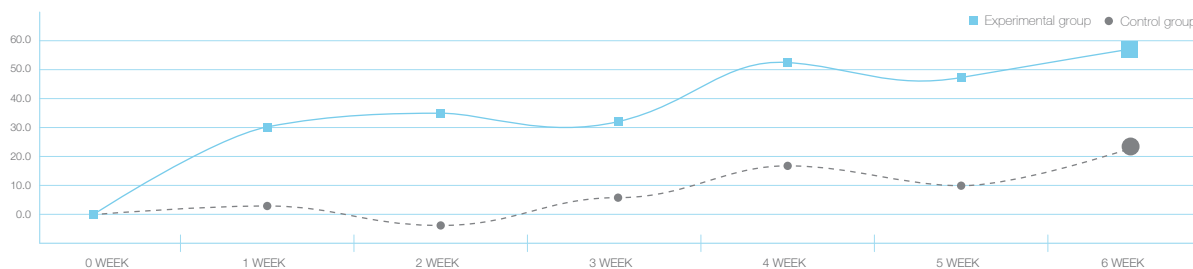
### Key Ingredients

Propolis Extract, Aloe Barbadensis Leaf Extract, Ginkgo Biloba Leaf Extract



## Acne Relief Clinical Test

Testing Institution : Yonsei University Wonju Hospital / Study Period : Sep. 16. 2010 ~ Nov. 15. 2010



● Results : Increase in the reduction rate of acne

# Wrinkle / Brightening



## Aqua Wrinkle Cream

120 ml

### Keyword

· Wrinkle reduction, inner skin moisturizing, facial flushing, sensitive skin

### Certificate

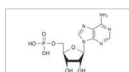
· CPNP, FDA OTC, NMPA, Human Repeat Insult Patch Test (no irritation), Wrinkle reduction functionality

### Features

- Clinical test for product absorption : Results show that moisture has been increased up to the maximum.
- It helps reduce skin wrinkles. You can use it as an alternative to eye cream and neck cream.
- It is the product with refreshing spreadability with splashes of ionized mineral water droplets.
- It is suitable for dry, oily and sensitive skin. It is helpful for treatment of facial flushing skin.

### Key Ingredients

Mineral Water, Adenosine, Propolis Extract



## Whitening Facial Emulsion

120 ml

### Keyword

· Brightening, blemishes, freckles, pore care

### Certificate

· CPNP, FDA OTC, Human Repeat Insult Patch Test (no irritation), hydroquinone (no addition)

### Features

- As it has Arbutin, it helps to relieve blemishes and freckles.
- Due to its feeling of light use, it is recommended for oily skin and sensitive skin.
- It transforms the dark and dull skin into fresh and vivid one.

### Key Ingredients

Mineral Water, Arbutin, Sodium Hyaluronate



## Enrich Nourishing Cream

50 ml

### Keyword

· Wrinkle reduction & whitening, eye cream, oil-water balance

### Certificate

· FDA OTC, NMPA, Human Repeat Insult Patch Test (no irritation), hydroquinone (no addition)

### Features

- You can reduce wrinkles and whiten/ moisturize the skin at the same time.
- As it is made of natural oil, it can keep the balance of oil and moisture.
- As it contains natural extracts and propolis extracts, it nourishes the skin.

### Key Ingredients

Mineral Water, Propolis Extract, Arbutin



# Mask

## Pure Snail Mask Sheet

25 ml\*10ea



### Keyword

· Facial flushing, collagen, moisturizing dry skin.

### Certificate

· CPNP, FDA OTC, Human Repeat Insult Patch Test (no irritation)

### Features

- Snail secretion filtrate and collagen make your skin healthy and moist.
- Ionized minerals provide hydration and nutrition to take care of facial flushing or sensitive skin.
- It contains naturally-derived herb ingredients that make skin moist, elastic and vibrant.

### Key Ingredients

Snail Secretion Filtrate, Mineral Water, Sodium Hyaluronate



## Propolis&Adlay Mask Sheet

25 ml\*10ea



### Keyword

· Pore tightening, sebum care, sensitive skin

### Certificate

· CPNP, FDA OTC, NMPA, Human Repeat Insult Patch Test (no irritation)

### Features

- Propolis and Job's tears extracts make skin healthy by strengthening the immune system of skin.
- It strengthens the skin barrier to keep smooth and soft skin.
- As a high concentration is included in one ampoule, it is very excellent for moisturizing and nourishing skin.

### Key Ingredients

Propolis Extract, Mineral Water, Coix Lacryma-Jobi Ma-yuen Seed Extract



## Lyocell

**Lyocell : 100% natural sheet with good adherence because it is thin and soft.**

- It is a naturally biodegradable eco-friendly sheet made of 100% natural raw materials such as eucalyptus.
- It tightly adheres to the skin, because it is thin and soft. It increases the absorption of the essence to effectively deliver active ingredients to the skin.



# Sun Care

## Sun Cream

50 ml



### Keyword

· Mild sunscreen, SPF50+, PA+++, Brightening

### Certificate

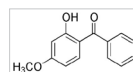
· FDA OTC, NMPA, Human Repeat Insult Patch Test (no irritation)

### Features

- It is a sunscreen which is mild to the skin but is powerful against the ultraviolet.
- As it is made of naturally derived moisturizing ingredients, you can use it on sensitive skin with confidence.
- As it contains arbutin, it is effective in whitening.

### Key Ingredients

Zinc Oxide, Titanium Dioxide, Sea Water, Arbutin



## Airy Cica Sun Stick

17g



### Keyword

· Mild sunscreen, SPF50+, PA++++, High grade UV block

### Certificate

· Human Repeat Insult Patch Test (no irritation)

### Features

- Contains Centella extract, soothes skin & protects against damage.
- It is naturally applied without white cast and is easy to carry and use.
- With SPF 50+, PA +++++, UV protection is powerful.

### Key Ingredients

Euphorbia Cerifera (Candelilla) Wax, Centella Asiatica Extract



## Aloe Soothing Gel

120ml



### Keyword

· Sensitive skin soothing, Sun allergy, After suncare

### Certificate

· FDA, Human Repeat Insult Patch Test (no irritation)

### Features

- It contains high contents of aloe leaf juice grown on a clean island.
- It is very effective in soothing sensitive skin. 5-grain fermented ingredients nourish the skin.
- As it contains ceramide, it keeps skin barrier healthy.

### Key Ingredients

Aloe Barbadensis Leaf Juice, Coix Lacryma-Jobi Ma-yuen Seed Extract



# Body Care

## Real Body Lotion

300 ml



### Keyword

· Keratosis Pilaris, moist skin all day long, itching relief

### Certificate

· CPNP, FDA OTC, NMPA, Human Repeat Insult Patch Test (no irritation), HRIPT

### Features

- As it contains high ionized mineral, it provide nourishment to the skin.
- Shea butter and naturally derived nutrients keep skin moist.
- It reduces skin irritation and strengthens skin barrier.

### Key Ingredients

Mineral Water, Shea butter, Olive Fruit Oil



## Real Body Wash

300ml



### Keyword

· Sensitive body, scented body wash, moist skin

### Certificate

· FDA OTC, Human Repeat Insult Patch Test (no irritation), no addition of triclosan

### Features

- As it contains naturally derived moisturizing ingredients, it keeps skin moist and soft.
- As it contains naturally derived surfactant, it cleans without skin irritation.
- After taking a shower, subtle scents are kept for a long time.

### Key Ingredients

Coco-Betaine, Aloe Vera Leaf Extract, Centella Asiatica Extract



# Hair Care

## Natural Shampoo

300 ml



### Keyword

· Sensitive scalp, seborrheic dermatitis scalp, natural shampoo

### Certificate

· CPNP, FDA OTC, Human Repeat Insult Patch Test (no irritation), no addition of CMIT/ MIT

### Features

- As it is a naturally derived surfactant, it can be applied onto the dry and sensitive scalp with confidence.
- Natural herbal ingredients such as herbs, seaweeds, and bean extracts nourish the scalp and hair.
- The subtle natural aroma makes you feel refreshed.

### Key Ingredients

Decyl Glucoside, Undaria Pinnatifida Extract, Soy Isoflavones



## Natural Conditioner

300 ml



### Keyword

· Natural conditioner, natural rinse, healthy hair  
· Silicone-free

### Certificate

· FDA, Human Repeat Insult Patch Test (no irritation), no addition of CMIT/ MIT

### Features

- Naturally derived extracts and 10 kinds of herbal oils give the vitality to hair.
- Naturally derived treatment ingredients keep hair soft and healthy.

### Key Ingredients

Camellia Japonica Seed Oil, Macadamia Ternifolia Seed Oil, Argania Spinosa Kernel Oil



## Scalp Tonic

100 ml



### Keyword

· Dandruff, scalp itching, sensitive scalp, seborrheic dermatitis scalp

### Certificate

· CPNP, FDA, Human Repeat Insult Patch Test (no irritation)

### Features

- It helps alleviate various troubles such as dandruff, dead skin cells, and itching on the scalp.
- Minerals essential to hair provide the scalp with moisture and nutrition.
- You can spray it to the scalp at home and massage them for scalp care.

### Key Ingredients

Mineral Water, Sodium Hyaluronate, Rosemary Extract



# Baby Skin Care

## Baby Lotion

300 ml



### Keyword

· EWG green grade, congenital fever, high moisturizing lotion, mild lotion

### Certificate

· FDA OTC, Human Repeat Insult Patch Test (no irritation), completion of steroid and heavy metal test (no detection)

### Features

- Ionized minerals make baby's soft skin barrier healthy.
- High moisturizing ingredients keep it moist and soft for a long time.
- As it is soft and does not cause skin irritation, it can be used newborn baby and sensitive skin of children.

### Key Ingredients

Mineral Water, Olive Fruit Oil, Shea Butter



## Baby Wash & Shampoo

300 ml



### Keyword

· EWG green grade, sensitive baby skin from hair to body

### Certificate

· FDA OTC, Human Repeat Insult Patch Test (no irritation), completion of steroid and heavy metal test (no detection)

### Features

- It is a mild ingredient that does not irritate the eyes and can wash every area ranging from head to toe at once.
- The mild foam of naturally derived surfactant keeps soft and smooth skin.
- Centella Asiatica Extract and Propolis extract make sensitive skin comfortable.

### Key Ingredients

Mineral water, Propolis Extract, Centella Asiatica Extract



## EWG

Dr.Deep Baby products used only raw materials at grades 1-2 according to the Skin Deep operated by the Environmental Working Group (EWG).



ETC.

## Atodeep Soap

100 g



Keyword

- Atopic dermatitis, psoriasis, ichthyosis, eczema, moisturizing soap

## Certificate

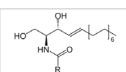
- FDA OTC, Human Repeat Insult Patch Test (no irritation), Eczema Clinical Test

## Features

- Naturally derived peanut oil enhances moisturizing power of the skin.
- It relieves psoriasis, atopy, moisturizing and itching of eczema skin.
- With increasing contents of moisture on the skin, it strengthens skin barrier.

## Key Ingredients

Peanut Oil, Ceramide, Camellia Sinensis Leaf Extract



## Cica-tica Cream

50 ml



Keyword

- Sensitive Skin, Repair Cream

## Certificate

- Human Repeat Insult Patch Test(no irritation), German Dermatest (Excellent)

## Features

- Acquired German Dermatest "Excellent"
- Centella asiatica and seaweed extracts make sensitive skin comfortable and even whitening with Niacinamide.

### Key Ingredients

Centella asiatica, Seaweed extract, Panthenol



## Mineral Hand Cream

50 ml



Keyword

- Eczema, protection of sensitive and rough skin, moist skin all day long

## Certificate

- FDA, Human Repeat Insult Patch Test (no irritation)

## Features

- It fully contains naturally derived ingredients for protection of sensitive and dry hands.
- It nourishes the skin with argan oil and mango seed butter to soften the skin.

### Key Ingredients

Mineral Water, Sunflower Seed Oil, Mango Seed Butter







## Natural Lipbalm

3.5 g

### Keyword

- Dry and sensitive lips, Moisturize all day

### Certificate

- FDA, Human Repeat Insult Patch Test (no irritation)

### Features

- It makes sensitive lips soft and healthy.
- As it is made of 99.9% naturally derived ingredients such as jojoba seed oil, it can be used for almost everyone including baby.
- The natural fragrance of chamomile stays for a long time.

### Key Ingredients

Jojoba Seed Oil, Shea Butter



## Natural Oil

100 ml

### Keyword

- 99.9% Natural Oil, itching relief, moisturizing

### Certificate

- FDA, Human Repeat Insult Patch Test (no irritation)

### Features

- Strong moisturizing power helps to reduce the itching of dry skin.
- It can be used for the face, body and hair.
- Almond oil smooths rough skin and jojoba seed oil absorbs quickly to reduce stickiness.

### Key Ingredients

Sweet Almond Oil, Jojoba Seed Oil, Lavender Oil



## Deep Fresh Toothpaste

120 g

### Keyword

- Tooth cavity prevention, gum inflammation prevention, bad breath removal

### Certificate

- FDA, no detection of fine plastic, 99.9 % reduction of Streptococcus mutans, 99.9% reduction of Porphyromonas gingivalis

### Features

- It reduces bacteria causing cavities and bacteria causing gum inflammation by 99.9%.
- As it does not add a synthetic surfactant (SLS), it can prevent your mouth from being dry after brushing.
- If you eat fruit after brushing teeth, you will taste the fruit as it is.

### Key Ingredients

Mineral Water, Cocamidopropyl Betaine, Xylitol



# Review

## Eczema



BEFORE



AFTER



BEFORE



AFTER

**Products :** Atodeep Soap - Skin Toner - Multi Emulsion  
**Period :** 3~4 Months

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## Acne



BEFORE



AFTER



BEFORE



AFTER

**Products :** Acpa Cleansing Foam - Propolis Synergy Serum - Acpa Tea Tree Lotion  
**Period :** 3~5 Months

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## Photosensitivity



BEFORE



AFTER



BEFORE



AFTER

**Products :** Atodeep Soap - Skin Toner - Multi Emulsion  
**Period :** 1~2 Months

## Psoriasis



**BEFORE**



**AFTER**



**BEFORE**



**AFTER**

**Products :** Atodeep Soap - Skin Toner - Multi Emulsion  
**Period :** 4~6 Months

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## Flatwart



**BEFORE**



**AFTER**



**BEFORE**



**AFTER**

**Products :** All in one Cleansing - Skin Toner - Propolis Synergy Serum - Multi Emulsion  
**Period :** 4~6 Months

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## Wrinkle



**BEFORE**



**AFTER**



**BEFORE**



**AFTER**

**Products :** Aqua Wrinkle Cream, Enrich Nourishing Cream  
**Period :** 3 Months

# Dr.Deep

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