

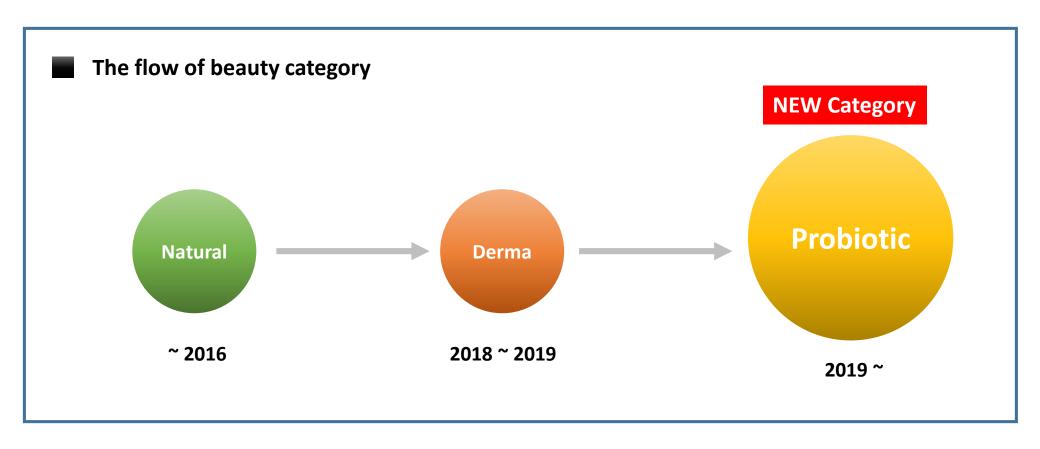


Analysis of life pattern & Change a habits

ALPCH⁺ Introduction



Present a new category. "Probiotic skin care"







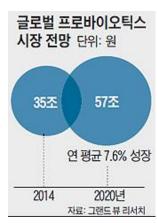
X Skin care using lactic acid bacteria.

- Fermentation
- Probiotics, Prebiotics, Postbiotics
- Microbiome

•

Market size





Product development status



KOREA Fermentated STORY



The Wisdom of the Ancestors," Fermentation"

Fermentation is a process that works on raw materials to produce substances that are beneficial to humans.

The most important thing for fermentation is



" microbial"









KOREA Traditional fermented foods "Sauces, kimchi, salted fish and makgeolli"

Recently in the spotlight as a cosmetic material "Lactobacillus."

더마 화장품 시장, 프로폴리스·시카 이어 '유산균' 주목

유산균, 피부에 서식하는 유익균 힘 키워 피부 장벽 강화 화장품업계, 유산균 관련 특허·기술 개발 잇따라 유산균 노하우 갖춘 제약사도 경쟁 동참

BEAUTY | 2019.09.10





바르는 유사균

보글보글 톡톡! 유산균이 익어가는 소리는 이제 먹거리뿐만 아니라, 화장품에서도 들리는 듯하다. 최근 뷰티 업계 에서 화제의 중심에 있는 성분이 바로 '유산균'이란 사실! 피부의 환경을 근본적으로 개선해주는 유산균이 '덕마 시장'과 손잡고 시카의 뒤를 이올 차세대 성분으로 주목받고 있다.

유산균 화장품이 뜬더

2019.05.16.10.12.29

[발효·피부 그리고 화장품] 촉촉한 '꿀피부'를 만들다...발효의 시너지 효과

매일경제 2020.01.23

Lactobacillus skincare is Balance skincare



Lactobacillus increases skin immunity, strengthens skin barriers, increases skin benefits, and inhibits harmful bacteria.

It helps keep skin ecosystem balance healthy.



beneficial bacteria and harmful bacteria coexist on the skin



~ Co

Increase beneficial bacteria activity and improve skin health

lactobacillus efficacy

skin barrier hardening | exfoliation | skin moisturization | skin damage care | wrinkle improvement | trouble care

Lactobacillus development



ALPCH, a skincare brand that develops lactobacillus

- 1. Natural-derived lactobacillus, ALPCH07 / development completed
 - Lactobacillus derived from black vinegar fermented with brown rice.

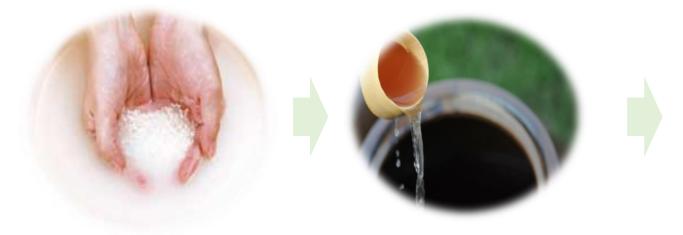


2. Skin-derived lactobacillus / under development



Developed materials of the ALPCH







traditionally used skin care techniques

A Study on brown rice
based on washing rice water

Reduce toxicity and reactivate

To enhance it, by fermenting and aging.

black vinegar production and research

ALPCH07 separated from the black vinegar.

Excellent for moisturizing,

calming and whitening of the skin

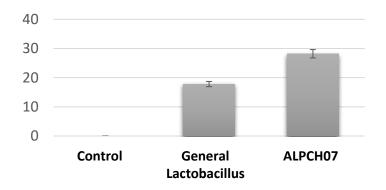
ALPCH07

ALPCH07 experimental results



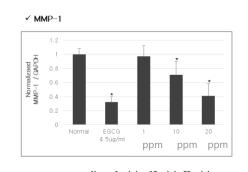
Moisturizing

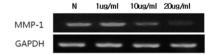
AQP-3 Expression Increase



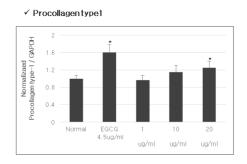
Collagen

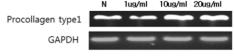
A. Test for inhibitory effect of collagen degrading enzyme MMP-1





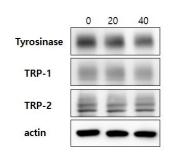
B. Collagen synthesis test

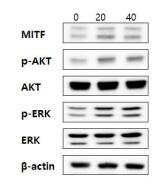




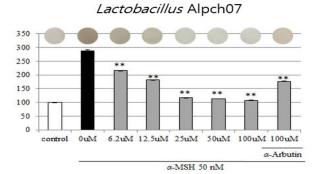
Brightening

A. Protein expression test of brightening-related mechanism





B. Test of melanin inhibitory effect by in-vitro



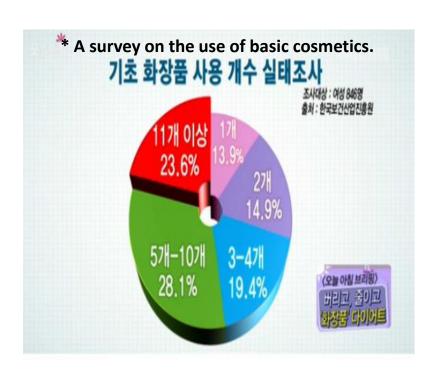
C. Brightening test using zebrafish model



ALPCH Solution, to reduce cosmetics



Various steps of cosmetics are making the skin more sensitive.



Beyond the limits of nutrients acceptable to the skin,

excess nutrients are turning into skin trouble or sensitive skin.

This wrong skin habit is called "skin obesity"

To correct these incorrect skin care routines, the ALPCH offer

Five different skin care routines.

Cleaning - Calming - Function - Nutrition - protecting

Product descriptions



NOUVEAUBASE

NOUVEAU(NEW) + BASE(Base)

Foundation care for new correct skin care habits.







A basic skin care line consisting of essential products to prevent skin damage caused by numerous stimulation

Probiotics Cosmetics | Skin irritation test completed

| Cleansing |

Facial Moisture Oil Foam (220ml) _ 25,000 (KRW)

| Mask |

Moisture & Calming Mask (28g) _ 3,000 (KRW)

| Sunscreen |

Thanakha Sun Block (40ml) _ 20,000 (KRW)

Moisture Facial Cleanser













Cleansing care from oil to foam at once!

Low acidic moisturizing care without irritation "Oil Foam Cleanser"

No more dry cleansing! Moisturizing cleansing with Natural origin component



Ingredients





Natural-derived cleansing ingredients

Wash off wastes without irritation to the skin using natural cleansing Ingredients from coconut oil, olive oil and palm oil.



8 vegetable oils

Tamanu oil, Bixa Orellana seed oil, Green tea seed oil, Olive oil,
Soybean oil, Meadow foam seed oil, Sunflower seed oil and
Macadamia seed oil cover the skin to soothe and moisturize the irritated skin.



Sodium hyaluronate

It draws moisture from the surrounding area and evolves the skin. It prevents and helps to maintain moist skin.



Sanghwang mushroom & Burdock root

It has excellent skin calming, antioxidant, anti-inflammatory, and antibacterial effects to help maintain healthy skin.



Vitamin tree fruit

It is one of the most popular superfoods and is rich in vitamins and nutrients, helping to keep your skin healthy and beautiful.

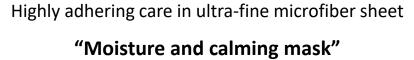


Bergamot oil & Orange peel oil & Mandarin peel oil

Citrus natural oil used as aromatherapy improves problematic skin and soothes skin, and also helps refreshment.

Mask





Balance pack for moisturizing & calming

Silk-like hypoallergenic microfiber sheet

A generous amount of essence & generous sheet size









Ingredients





Panthenol

It provides gloss to the skin and pulls moisture into the skin itself to prevent it from evaporating. It also has the effect of Moisturizing, anti-inflammatory, collagen, and barrier strengthening.



Chamomile Extract

It suppresses substances that cause skin trouble with the soothing ingredients of the skin and helps to make skin clean.



Centella Asiatica Extract & Madecassoside

It has excellent functions to soothe sensitive skin due to external Environment and dry skin.



Glycyrrhiza Glabra Root Extract

It helps to keep your skin moist and smooth. It is also excellent for Improving skin immunity, calming and brightening effects.



Green Tea Extract

It helps remove waste and sebum, increase skin elasticity, and has a calming

Effect with various vitamins. Also, the tocopherol ingredient luster the skin and helps the skin.



5-Hyaluronic acid complex

It is a moisturizing ingredient called a powerful moisture magnet, and has various molecular sizes of hyaluronic Acid that moisturizes and regenerates the skin.

Sunscreen





UV protection

SPF 50+, PA++++



Sun-skincare for sunscreen and skincare at once!

"Thanakha sunblock"

"Thanakha", a natural sunscreen component, and "broccoli" an antioxidant component

Skin protection effect of collagen, peptide component

Momentary cooling and non-sticky soft texture









Ingredients





Thanakha Extract

It block UV-A with natural sunscreen in Myanmar, prevents skin temperature from rising due to UV rays, and helps control pores and sebum.



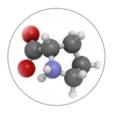
SOLIBERINTM / Buddleja Officinalis Flower Extract

It protects your skin from UV rays, inflammation.



Broccoli Sprout Extract

The "sulforaphane" ingredient in broccoli sprouts protects the skin From UV rays with a strong anti-oxidant effect, and also helps brightening Effect by inhibiting tyrosin activity.



POLLUSTOP® / Biosaccharide gum-4 * Patent number(France) : 2837388B1

It is anion polysaccharide developed in France, which blocks air pollutants

And fine dust, and neutralizes harmful effects such as heavy metals and UV rays.



CITYSTEM / Marrubium Vulgare Extact

It prevents skin damage through strong anti-inflammatory and anti-Oxidant effects and removes toxicity from the external environment.



Palmitoyl Tripeptide-5 * Patent ingredietns : Korea, USA

It promotes collagen synthesis within the dermis layer and soothes irritated skin.



- Skin Care
 - CREAM / ESSENCE / AMPLE / MASK / CLEANSER / SUNSCREEN etc...
- Hygiene-related products.
 - Hand sanitizer (Dispenser, Tube, Spray type)

M.O.Q	
3,000 ~ 5,000	

* Mask: More than 50,000 EA

Sales of materials

- Lactobacillus of the ALPCH

M.O.Q	Supply Price	
10Kg	\$100 / kg	

ALPCH+



CEO		HISTORY	
SUNGCHUL JOO		2017.12	The establishment of ALPCH corporation
		2018.02	ALPCH Lactobacillus (ALPCH07) Development completed
ADRESS		2018.04	Launching NOUVEAUBASE OIL FOAM
		2018.07	Launching NOUVEAUBASE ESSENCE & CREAM
101, Sinjeong-ro, Giheung-gu, Yongin-si, Gyeonggi-do,		2018.11	Launching NOUVEAUBASE MASK
Republic of Korea			
Tel. +82-31-693-6277, Fax. +82-31-284-321	1	2019.04	Launching NOUVEAUBASE SUNBLOCK
		2019.06	Seoul Awards Selection of Idea Excellent Products
BRAND SITE	E-MAIL	2019.12	2019 Korea Sale Festa Industry Minister Award
http://www.alpch.co.kr	alpch@naver.com	2020.05	China NMPA registration completed / oil foam cleanser

ALPCH's Value



- No.1 Make the correct skincare habits.
- No.2 Protects skin health with safe ingredients and lactobacillus.
- No.3 It is an environment-friendly brand that makes sustainable Earth.
- No.4 Protects personal hygiene from pollutants, pollution, etc.

What is ALPCH⁺?



Analysis of Life Pattern & Change Habits

Lactobacillus skin care that protects skin health

Self-developed ingredient with excellent brightening and moisturizing effects. (ALPCH07)

Development of Lactobacillus skin care products to balance Skin.

Beauty Minimalism, Give the skin to Rest

Modern people make skin trouble and skin sensitive due to redundant and repetitive wrong skincare habits.

The ALPCH make products that are simple but can develop skin strength through cosmetic minimalism.



Honest cosmetics that can be trusted and used

A product that is faithful to the basics is the trend.
an honest cosmetic that essentially makes your skin firm and healthy.



ONLINE / Global

ONLINE



































Global









미국

중국

싱가폴

아프리카



OFFRINE

Vietnam



ATG Services & Trading Cooperation **England**



Bien Hair & Beauty

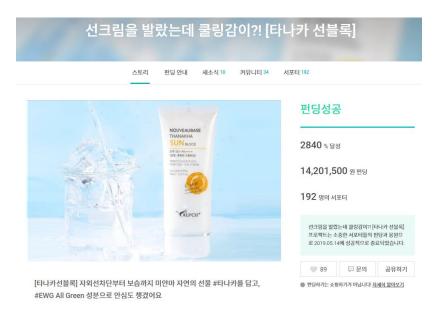
China



Zhejiang Zhongmao Enterprise Service., Ltd.



Crowdfunding _WADIZ

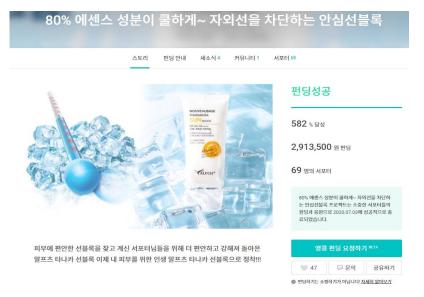




● 펀딩하기는 쇼핑하기가 아닙니다! 자세히 알아보기

[선크림 고민 해결템] 눈시림, 끈적임, 자극없는 편안한 자외선차단제. EWG 그린등

급과 스킨케어 유효성분으로 자외선차단과 스킨케어를 동시에 해결하는 올인원 선





Offline – hospital(dermatology)







Line skin clinic / dermatology (Seoul)

Chung yeon / dermatology (Gwangju)

Michigan clinic / dermatology
(Gyeonggi province)









Offline – Participate in pop-up stores and events















Offline – Exhibition, buyer matching program



2019 Beauty Fair (Korea/Vietnam)



2019 Shanghai Exhibition (China)





2019 ASEAN DAY / buyer matching



2019 Global sourcing fair / buyer matching



Selection of Seoul Made Vietnam exhibition

Broadcast PPL promotion





SBS morning Drama
Shady Mom-in-Law(2019)



SBS miniseries
SECRET BOUTIQUE(2019)

Domestic viral marketing



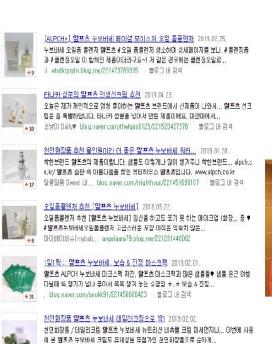


Brand video production



Review video production / Youtuber

*Followers 82,300



blog by 권쿠 blog,naver.com/crazykooya/221457330645 블로그 내 검색

종근 알프츠 누보라세 모이스처 & 카핑 마스크입니다. 이렇게 부적포 주머니에... 같아요^~ 알프츠 습판 속 마름다듬을 찾는 뷰티하우스 알프츠입니다. www.alpch.co.kr

그 기준에 걸맞는 선크림 제품을 사용하고 있는데 좋은 제품이라서 소개드려요 :D 말프츠메

추천 알프츠 누보바세 선물력은 바일이 중대있는데 타나카입니다 타나카성분은... 준답니다

나라 미얀마의 햇빛 차단 비결은?! **알프츠** 누보바세 타나카 선봉목, 2019,05,04

자외선하단제 #선물론 #선글론 #선택 미제 곧 햇빛이 강한 대통이 다가 오고 있대요...

#알프츠누보바서타나카선들록 #타나카 #타나카선들록 #알프츠선블록#미얀마 #햇빛 #

유애의 집다한 이다... blog.naver.com/sm.7909/221456574570 블로그 내 검색

선크림 추천 축축한선크림 알프츠 누보바세 타나카 선물록, 2019,05,14,

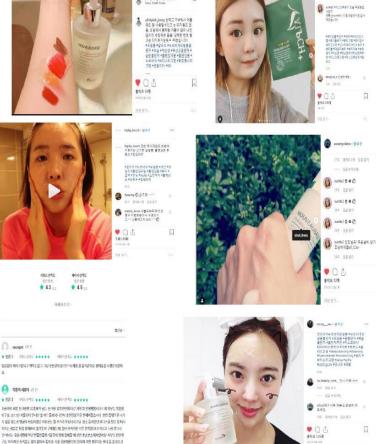
선크림 추천 타나카호등으로 자외선차단이 확실한 알프츠... 2019,05,14.

알프츠 누보바세 선물력 선토림을 추천드리는 미유는 자외선차단을 위해.

한발국보 seosh0919.blog.me/221537424941 블로그 내 검색

<u>1일1팩으로 좋은 알프츠 누보바세 마스크팩</u> 2019,02,04,

서 개말한 미백, 수분공급에 효과가 우수한 말효현대유산균,



연구요. ㅎㅎ 근대 선금없이 테니 안밖에서 이렇도만 무려 맞호합니다! 안벽하였

Selling with influencer















서 만들어진 제품이에요.

이고 있더라도

좋다는 걸 느껴보실 수 있습니다:)







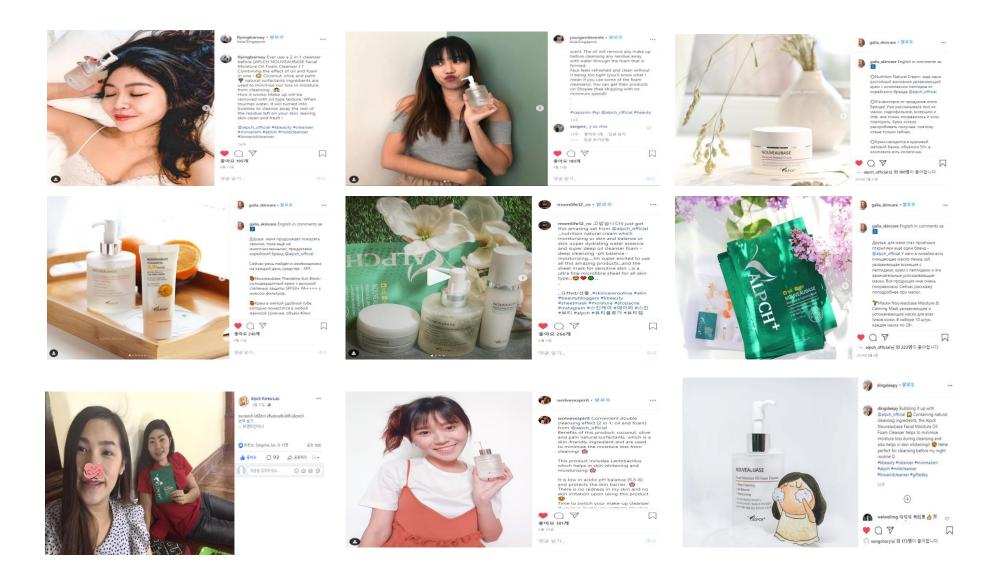






Overseas viral marketing / SNS marketing





Overseas viral marketing / Live video















Press reports and awards details



경기콘텐츠진흥원, '뉴 메이커스 코리아 2018' 성황리에 종료

인터넷 마케팅 기자 | 입력: 2018-11-29 10:35



지난 행사와 달리 올해는 해외로 바이어를 확대, 일본 홈쇼핑 벤더인 KMK, 문구유통채널인 킹짐(Kingjim)을 비롯, 베트남의 롯데 베트남(LOTTE VN), 티키닷컴(TIKI.COM)과 인도네시아의 라자다(LAZADA) 등 주요 쇼핑 몰의 벤더사 등 아시아 주요 바이어 11개사를 초청하여 도내 메이커스의 해외 진출을 지원했다.

총 40개 도내 메이커스 스타트업이 국내외 바이어 총 33개사를 대상으로 274건의 1:1 비즈니스 상담을 진행 했고, 해외 약 37만 2천달러, 국내 약 40만 3천달러로 총 77만 5천달러(약 한화 8억 5천만원 상당) 이상의 계 약 추진 실적을 기록하는 등 최고의 성과를 냈다.

특히 오색찬란 코리아(휴대폰케이스), 달항(물병), 닛닛(니트 홈제품), 알프츠(화장품)는 동남아 주요쇼핑몰의 주요 벤더사인 AAD와 입점 및 매입과 관련하여 업무협약을 체결 등 높은 관심을 받았다. 일본 크라우드 펀딩 플랫폼인 마쿠아케(Makuake) 담당자는 "이번 행사를 통해 아직 일본에 알려지지 않은 한국의 멋진 제품이 많다는 것을 체감했다. 앞으로 더 적극적으로 한국의 우수 제품을 일본 시장에 진출시키겠다"라며 소감을 밝혔다.





2018.11.29 Digital Times / Article

2019.12.16 Business Report / Article

"2019 Korea Sale festa" / Award certificate



Trademark registration

알프츠

상표등록증

상표를 사용할 상품 및 구분

M 03 류 등 2 개류

중원번호

제 40-1343258 호

2017년 08월 25일

위의 표장은 「상표법」에 따라 상표등록원부에 등록되었음을 증명합니다.

This is to certify that, in accordance with the Trademark Act, a trademark has been registered at the Korean Intellectual Property Office.

2018년 03월 22일

COMMISSIONER, KOREAN INTELLECTUAL PROPERTY OFFICE

÷

특허청장

주성철(860207-*********) 경기도 성남시 분당구 성남대로 393, B동 1111호 (정자동, 분당두산위브파웰리온)



Manufacturing Partners







MEGACOS Co., Ltd (CGMP / ISO) CnF Co., Ltd (CGMP / ISO) COSON Co., Ltd (CGMP / ISO)

Trademark registration (KOREA)

^{*} All our products are manufactured at the best possible facilities.



Assessment of human skin compatibility

피부 첩포 안전성 평가시험 결과 요약서

시험 제목	알프츠주식회사 "누보바세 페이셜 모이스처 오일 등 클렌저" 피부 검포 안전성 평가시함				
시험 기관	(주)대한피부과학연구소 연			2018. 03. 20 ~ 2018. 04. 17	
	시료 형태	미황색의 결상	시험 기간	2018. 04. 03 ~ 2018. 04. 06	
	시료 수	1巻	시험 인원	33명	
	처치 방법	24시간 폐쇄철포			
시험 방법	세부 시험 방법	1. 피함자 선정			
피부과 전문의의 평가에 의한 피부 자국 지수 1) 누보바세 페이셜 모이스처 오일 등 물렌저 : 0.005점, 무자국 시험 결과 → 알프즈주식회사 "누보바세 페이셜 모이스처 오일 등 물렌저" 시로는 알자자국 축 면에서 <u>무자국 물질로 판단</u> 됨.					
책임시험자 확인			피부과 전	문의 이 경 별 (인)	
철부 자료	피부 반응도	점수 판정 기준			
KDRI-2018	8-097-G	10 X 1		대한피부과학연구소	

KDIU-2	KORI-2019-180-N Assessment of human skin compatibility			
	인체적용시험 결과 요약서			
시험제목	알프츠(주) "알프츠 누보바세 타나카 선불록" 피부 철포 안전성 퀭가시힘			
시험기관	(주)대한피사	P-과학연구소	연구 기간	2019. 01. 28 ~ 2019. 03. 27
	시료 형태	크림상	시험 기간	2019. 03. 12 ~ 2019. 03. 15
	시료 수	18	시험 인원	328
	처치 방법	24시간 폐쇄첩포		
시험방법	다 세부 시험방법	선정 2. 철포 부위 : 피험자의 등에 24시간	해외기준에 ⁶ 천포 난, 48시간 후 CDRG) 및 미	배당되지 않는 피현자 32명 에 관찰 국화장품협회 (PCPC)
시험결과	시험결과 알프츠(주) "알프츠 누보바세 타나카 선불목" 시코는 일차자국 측면에서 <u>무자국</u> 물질로 판단됨.			
첨부자료	시험 결과	자료		

	인체적용시험 결과 요약서			
		1170716 6		
시험제목	알프츠주식회사 "알프츠 누보바세 모이스처 & 카딩 마스크" 피부 컴포 안전성 평가시험			
시험기관	(주)대한피4	부과학연구소	연구 기간	2018. 08. 30 ~ 2018. 10. 3
	시료 형태	유백색 액상	시험 기간	2018. 10. 16 ~ 2018. 10. 1
	시료 수	18	시험 인원	308
	처치 방법	24시간 폐쇄첩포		
시험방법	다 세부 시험방법			
시험결과	알프츠주식회사 "알프츠 누보바세 모이스처 & 카밍 마스크" 시료는 일차자국 축면에서 <u>무자국 물질로 판단</u> 됨.			
첨부자료	시험 결과	자료		

KDRI-2018-448-G

Skin irritation test result / Korea Dermatology Research Institute





No.아이디어상품_201809_062

Certificate of Designation

2018 Seoul Award

Award Category: Idea product Company Name : ALPCH

Product Name : ALPCH NOUVEAUBASE OIL FOAM CLEANSER

We hereby certify that the above product has been given a [2018 Seoul Award] in recognition of its growth potential as an excellent product on the basis of outstanding ideas.

Sep 10, 2018

Chairman of the Private Brand Selection Committee, Seoul Business Agency



No.아이디어상품_201907_110

Certificate of Designation

2019 Secul Award

Award Category: Idea product Company Name : ALPCH

Product Name : NOUVEAUBASE / Moisture&Calming Mask

We hereby certify that the above product has been given a [2019 Seoul Award] in recognition of its growth potential as an excellent product on the basis of outstanding ideas.

Jul 9, 2019

Chairman of the Private Brand Selection Committee, Seoul Business Agency



Certificate of Designation

2019 Seoul Award

Award Category : Idea product Company Name: ALPCH

Product Name : NOUVEAUBASE / THANAKHA SUN BLOCK

We hereby certify that the above product has been given a [2019 Seoul Award] in recognition of its growth potential as an excellent product on the basis of outstanding ideas.

Jul 9, 2019

Chairman of the Private Brand Selection Committee, Seoul Business Agency

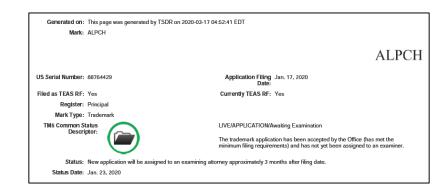




NMPA registration completed / oil foam cleanser (2020. 05. 15)



Trademark registration completed / CHINA (2020)



Trademark application completed (2020)

