



ROK-Biotech

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# Company profile



MoRoots  
모루츠

**M·KIN**

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## Sangrok Lee

(이상록 / 李尙錄)

Bachelor Chosun Univ.

Major in Genetics

Master Chosun Univ.

Major in Molecular biology

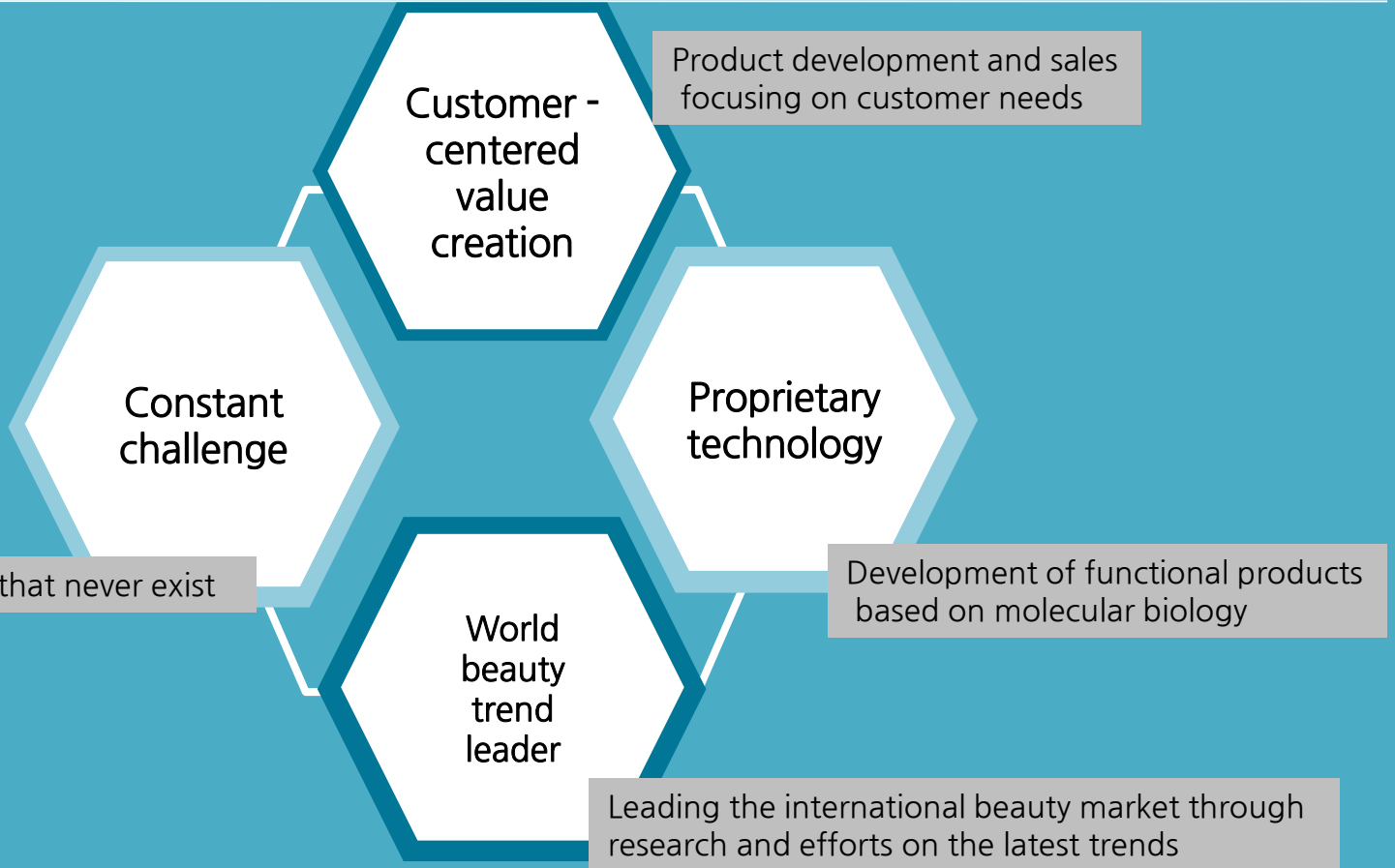
Ph.D Chosun Univ.

Major in Molecular biology

- 2019.07: Entrepreneurship Promotion Cosmetics and Leading Entrepreneurship Sector
- 2019.05: Director, Jeonnam Hyangjang Industrial Innovation Association
- 2018.11: Director of Gwangju Beauty Cosmetics Association
- 2016.10: Small and Medium Business Administration “In-depth evaluation of business feasibility”
- 2016.09: Adjunct Professor, Department of Pharmaceutical and Cosmetic, Gwangju Women's University
- 2016.10: Small and Medium Business Administration “In-depth evaluation of business feasibility”
- 2016.05: Start-up customized business external mentor (Wonkwang University start-up childcare center)
- 2015.04: Small and Medium Business Administration Evaluation Committee (2015.04~present)
- 2014.03: Founder, CEO of ROK-Biotech
- 2013.09: Head of the research institute of the affiliated research institute of Georim Pharmaceutical Co., Ltd.
- 2012.10: Gwangju Institute of Science and Technology PostDoc
- 2009.11: Kim & Jung Research Institute, Agricultural Corporation
- Served as the head of the research institute (General Manager of Natural Products Research)



# Corporate philosophy and goals



- 2018.07: Jeonnam Bio Health Care
- Selected as a material industry beneficiary
- 2018.08: Patent registration  
(No. 10-2016-0127311)
- 2018.12: Start-up growth technology development
- Selected as a stepping stone project for R&D

- 2020.01: M-KIN brand new product launch (ACN line)
- 2020.02: Regular member of the Korea International Trade Association
- 2020.05 KVC Vegan Certification

~2017

2018

2019

2020

- 2014.03 Newly launched Rock Biotech
- 2014.07 Venture company certification (KIBO)
- 2015.05 MoRoots brand registration
- 2015.08: Selected as R&D for start-up growth technology development
- 2016.11 M-KIN brand registration
- 2017.04 Patent application  
(No. 10-2015-0095248)

- 2019.05: Certified by R&D department of Korea Industrial Technology Association
- 2019.08: Main industry in Jeonnam Corporate Support Business
- 2019.10: Small and Medium Business Venture Department
- Selected as a conditional new product development project





## ROK-Biotech

Represent of Korea Biotech company  
Revolutionary Korea Biotech company  
Regeneration of Korea Biotech company

## MoRoots

A compound word of Chinese MO (hair)  
and English root (root)  
It means the roots of the hair roots and healthy hair roots.



# M-KIN

## M-KIN

Miracle Skin is a compound word that provides miracle skin.  
It contains its corporate philosophy.



## M-KIN ACN+ Berberine Total care Line

Cleanser, serum, mask pack, repair, etc., which started from washing with lines that provide miracle skin to fit the brand image of Miracle Skin  
It is a total care solution.

It is a natural cosmetic functional cosmetics composed of berberine-based ingredients with excellent sebum control ability and anti-inflammatory and anti-bacterial effects. It is suitable for all skin types because it has no chemical ingredients and is a safer and more effective product that has proven its stability through clinical trial institutes.

As an independent technology element developed through the Small and Medium Business Administration's technology development business, it was born with differentiated technology from other companies' products.

- Skin sebum improvement human application test (KTR) completed
- Complete skin improvement test (KTR)
- Reduction of redness of the skin Completed human application test
- Skin primary stimulation (stability) human application test completed





## MoRoots Scalp Management Hair Line

Morut's Scalp Management Hairline is a natural, hypoallergenic herbal hair care product that is made with the highest priority on the health of the scalp and the maximum convenience for customers.

It is a scalp management product developed through a very scientific approach because it is based on the unique mechanism of molecular cytology of the head office, not a combination according to the pharmacological analysis of oriental medicine, which is a development method of traditional herbal hair loss prevention products.

Our herbal composition is based on natural substances developed through molecular biological exploration methods, and has developed follicle and hair follicle cell activation promoting substances from natural extracts through specialized research on scalp and hair follicle cells.

- Patent related to natural extract composition with scalp environment improvement and hair follicle cell activation function / -No. 10-1893651
- Patent related to hair growth-promoting composition with relieving scalp inflammation and Wnt/B-catenin signaling activity / -No. 10-1724870

# 출시예정 제품



1st cleanser

The natural material cleanser that complements the cleaning power of existing products and is suitable for hue or thick makeup



Body wash

With berberine ingredient base, natural material body type wash product to care for body trouble



pet sterilizer

Safer products using natural materials, not products made with sodium hypochlorite in the existing market



Winter season products

Functional cosmetics suitable for the season that can protect and control tired skin in cold winter



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Thank you