



# Women's Health Priority Company



A Company For a **Healthy Life**

GUSTAR Co., Ltd.

[www.gustar.co.kr](http://www.gustar.co.kr)



GUSTAR

**GUSTAR** is means: Like, Delicious

My choice for **A healthy life**; 'Women's health priority company'



- **Corporate name** : GUSTAR Co.,Ltd.
- **C E O** : Sujin Yang
- **Date of establishment** : December 22, 2014
- **Business**: cosmetics, household goods, Manufacturing & Sales, trade, management consulting
- **Address**: 10<sup>th</sup> floor, Chungmuro Video Center, 2, Toegyero 36-gil, Jung-gu, Seoul, Korea
- **Product Brand Name**: Goobyulin, Goobyul Skin, INNER PINK, PIEL SANA, Baekje Sansam



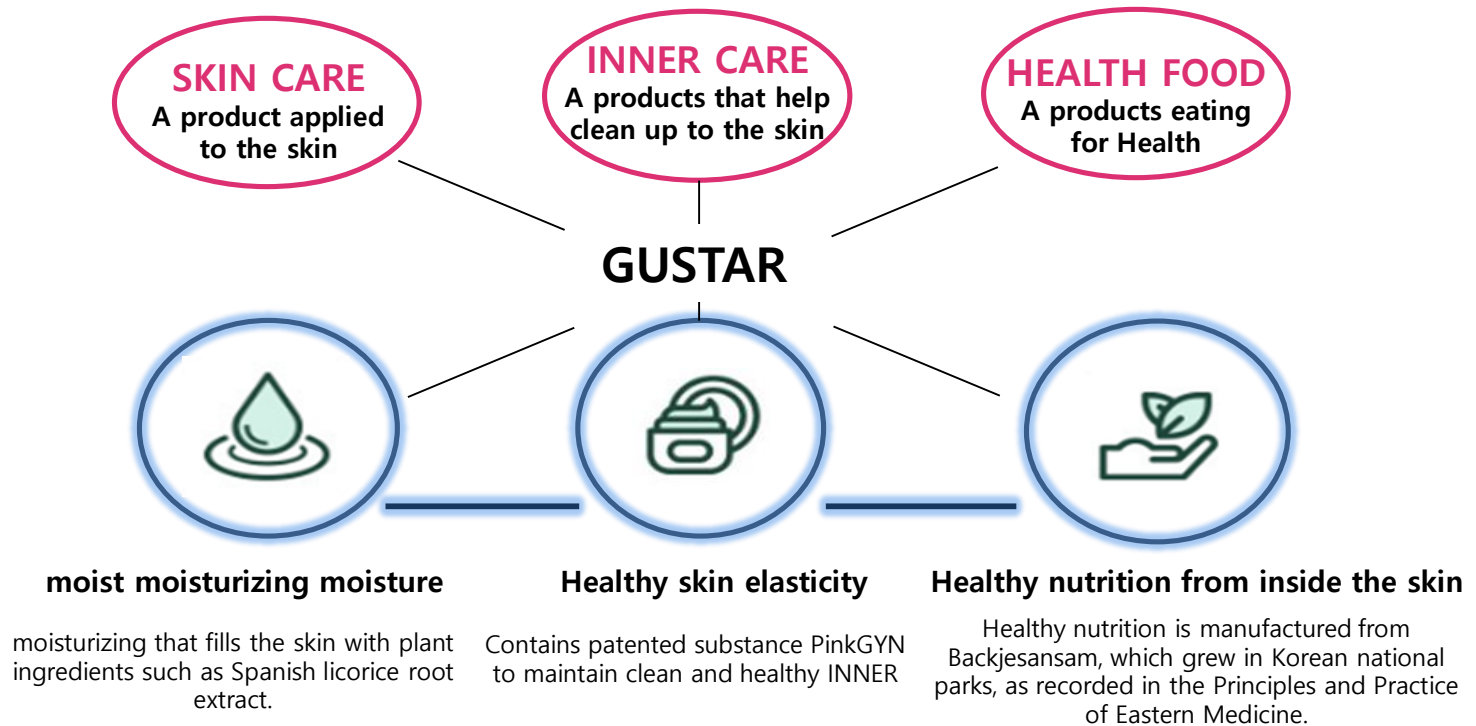


GUSTAR

**GUSTAR** is means: Like, Delicious

My choice for **A healthy life**; 'Women's health priority company'

**GUSTAR** products were made from clean, pure water filtered by a **six-stage water purification system**. Most cosmetics are known to contain some of the controversial **10,500 chemical components** of harmful ingredients, but the GUSTAR product is based on innovative **Zero engineering™** that does not contain controversial ingredients for harm or safety.





GUSTAR

**GUSTAR** is means: Like, Delicious

My choice for **A healthy life**; 'Women's health priority company'

## GUSTAR PRODUCT

<p><b>Skin Care</b></p>	
<p><b>Inner Care</b></p>	
<p><b>Life Care</b></p>	
<p><b>Health Care</b></p>	

**PIEL SANA**  
Me gustar tu piel

**INNER PINK**

PLANTED IN 1971  
**百濟山蔘**



GUSTAR

**GUSTAR** is means: Like, Delicious

My choice for **A healthy life**; 'Women's health priority company'

PIEL SANA Product

1. Hand cream
2. Sun cream
3. Hair shampoo
4. Hair treatment
5. Body wash
6. Body Lotion
7. Plum flower skin
8. Energy cream

**Launch**

**Preparing to release**





SKIN CARE  
Hand Cream

PIEL: Healthy SANA: skin

PIEL SANA 'Healthy skin'



PIEL SANA Hand Cream

main ingredient

function



Centella asiatica

1

NOURISHING HAND CREAM



Shea Butter

2



licorice root  
extract.

3

- 1 - In the island of Madagascar, it is called mysterious plant and is being used to heal wounds of indigenous peoples.
  - It cares damaged skin and composes skin protection film.
- 2 - It has been used as a medicine in Africa for a long time.
  - It contains natural allantoin, Vitamin E, and carotene.
  - It moisturizes skin by blocking moisture evaporation in rough and dry skin, supplies shining glamour, and nourishes the skin.
- 3 - Medication which has been widely used in oriental medicine
  - Abundant in Vitamin A, B and C
  - It works softly on the skin and is a good source of skin care.



SKIN CARE  
Hand Cream

PIEL: Healthy SANA: skin

PIEL SANA 'Healthy skin'



PIEL SANA Hand Cream

PINE SPRING DAY

HEALING FORERST

Green Tea and Floral Fragrance



**TOP NOTE**  
Tea, Green, Lemon, Ginger

**MIDDLE NOTE**  
Peach, Muguet, Jasmine, Freesia

**BASE NOTE**  
Musk, Amber

12,000 KRW

Citrus Green and Floral Fragrance



**TOP NOTE**  
Lemon, Orange, Cassis, Basil, Green Note

**MIDDLE NOTE**  
Orchid, Lily, Rose, Ylang, Cyclamen

**BASE NOTE**  
Musk

12,000 KRW



PIEL: Healthy SANA: skin

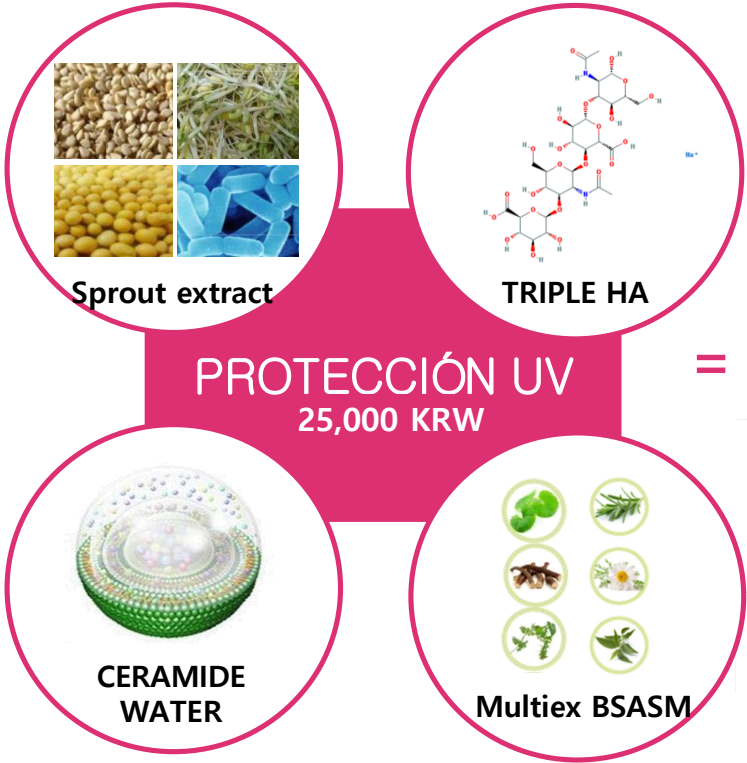
PIEL SANA 'Healthy skin'



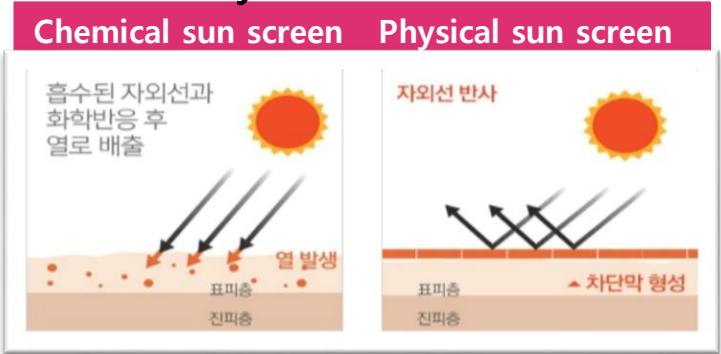
Functional cosmetics

PIEL SANA Sunscreen

SPF = UVA Protection Power / PA = UVA Protection Power



Hybrid Sun screen



- ✓ **Chemical sun screen** protects skin from UV by catching or absorbing UV and preventing it from contacting the skin through chemical reaction.
- ✓ **Physical sun screen** protects skin from UV by reflecting UV physically as the UV blocking ingredients are larger than the UV.





**SKIN CARE**  
Sunscreen

PIEL: Healthy SANA: skin

PIEL SANA 'Healthy skin'



Functional cosmetics

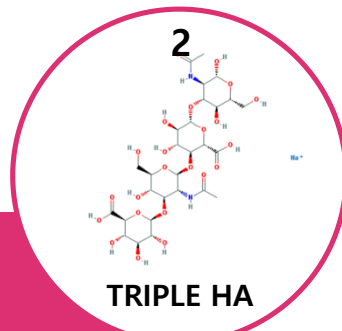
PIEL SANA Sunscreen

main ingredient

function



sprout extracts



TRIPLE HA

PROTECCIÓN UV

- 1 **Sesame sprout extract**
  - Suppresses the production of active oxygen and supplies nutrients to the skin
- Mung bean sprout extract**
  - As it has cold properties, it has the effect of lowering heat of skin and calming troubles.
- Bean sprout extract**
  - It coerces skin troubles by increasing skin immunity
- Lactobacillus fermentation lysate**
  - The lactic acid produced through lactobacillus fermentation inhibits the harmful bacteria of the skin and strengthens the surface tension and It contains various nutrients such as vitamins and organic acids.
- 2 **Sodium Hyaluronate**
  - reduces moisture evaporation by composing film on the surface of the skin.
- Sodium Acetylated Hyaluronate**
  - It enhances the skin adhesion force and it plays a role of moisturizing with each hyaluronic acid.
- Hydrolyzed Hyaluronic Acid**
  - penetrates skin and fills the inside of the skin with moisture.



SKIN CARE  
Sunscreen

PIEL: Healthy SANA: skin

PIEL SANA 'Healthy skin'

Functional cosmetics



PIEL SANA Sunscreen

main ingredient

function

3 CERMIDE WATER

- Water-soluble material made of Ceramide through Multi-encapsulation for skin affinity and moisturizing effect

4 Combination of 7 natural plant extracts Calming effects without toxicity



**Centella asiatica:** antirheumatic, antiarthritic effect



**Glycyrrhiza glabra:** antibiotic, antimicrobial, anti-inflammatory



**P. cuspidatum:** antioxidation, anti-inflammatory



**Skullcap:** antioxidation, anti-inflammatory



**Rosemarinus officinalis:** Strong antioxidation, disinfectant



**Matricaria recutita:** anti-inflammatory, anticancer



**Camellia sinensis:** anticancer, antioxidation, anti-cholesterol

PROTECCIÓN UV

3



CERAMIDE  
WATER

4



Multiex BSASM





**SKIN CARE**  
Sunscreen

PIEL: Healthy **SANA**: skin

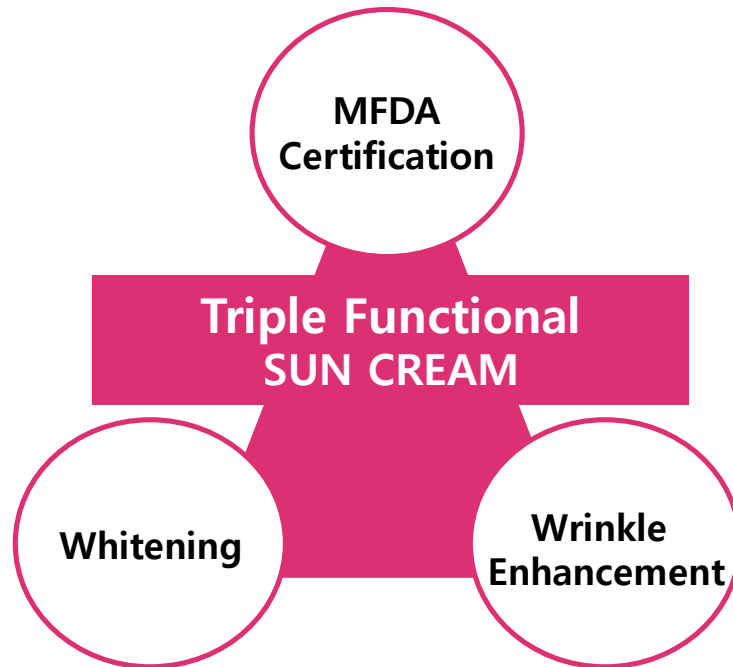
PIEL SANA 'Healthy skin'



Functional cosmetics

PIEL SANA Sunscreen

**SPF 50+, PA++++ / WATER DROP!**



### Niacinamide

- Component that enhances skin immunity with vitamin B3
- Inhibition of melanin metastasis and normalization of melanin metabolism
- It helps to keep your skin clean and clear.

### Adenosine

- It is the main ingredient of cell energy that activates interaction with cells and physiological functions.
- It also promotes DNA and protein synthesis in the dermis and increases cell size.



GUSTAR

Patent Material  
PinkGYN

GUSTAR is means: Like, Delicious

My choice for 'A healthy life'; 'Women's health priority company'

## INNERPinK Product

1. Women's Cleanser

} Launch

2. Women's Clean spray

3. Woman's Clean wet tissue

4. Underwear Detergent

5. Inner Care Machine

6. Inner-Care Steam

} Preparing to release





INNER CARE

Patent Material  
PinkGYN

Need for a Women's cleanser and detergent for underwear  
Not a choice, but a necessity!

INNER PINK



Most women experience

**'Women's disease' :Infection**

Infection caused by unbalanced pH inside of a normal vagina due to some reasons is called vaginitis.

As 70% of women experience vaginitis more than once,

it is a very frequent disease which is called "women's cold".

To solve women's worry, we have launched

**A whitening feminine cleanser and 99.9% sterilized detergent for underwear**

made with cosmetic ingredients which are natural ingredients.

**Women's condoms contain the essential ingredients of single women,**

including antibacterial and odor-removing functions.





INNER CARE

Patent Material  
PinkGYN

Need for a Women's cleanser and detergent for underwear

**Not a choice, but a necessity!**

INNER PINK



INNERPinK Women's Cleanser

Technicality

Core Expertise

Natural Material Mixing  
Technology

Know-how to Excavate  
Natural Materials

INNERPinK  
Feminine Effect

It's patented natural ingredients contained vegetable herbal products

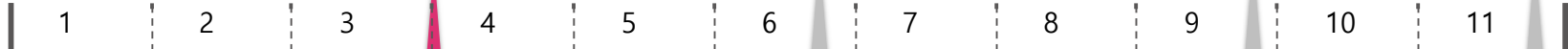
Maintaining pH valance below 5 Bacterial Inhibition and Inner zone Protective Membrane Formation

Excellent cleaning and moisturizing power of mild foam type

Strong Acid

INNERPinK  
Women's Cleanser

Alkaline



Slight Acid

Water

Bath Soap

Laundry Soap

- Intravaginal acidity is slight acid from pH 4 to pH 5.5.
- If you apply a general body washer or soap, which are strong alkaline, to your vulva, it is not good for women's health, as pH is unbalanced.
- It is good for health and hygiene to keep your body part clean every day with a feminine cleanser for the vulva rather than strong alkaline soap or water.



INNER CARE

Patent Material  
PinkGYN

Need for a Women's cleanser and detergent for underwear

**Not a choice, but a necessity!**

INNER PINK



**INNERPinK Women's Cleanser**

**Technicality**

**Effect of patent substance PinkGYN ingredient**

It included "a composition for the improvement of inflammatory diseases containing Fisetin and Sulfuretin as active ingredients," which has obtained exclusive permission from KyungHee University, and antibacterial effect, deodorant effect. Also, There is a pinkGYN™ material that heals wounds caused by frequent hair removal or gout and prevents vaginitis.



**Triple Threat Feminine Foaming Wash(3중 기능 여성청결제)**

- ✓ **Brightening Effect**

  - INNER ZONE whitening of the darkened bikini line caused by waxing
- ✓ **Optimal feminine hygiene**

  - Water Zero! Japanese cypress extract contains deodorant effect, antimicrobial effect and plum extract, anti-inflammatory action eliminates unwanted odors
  - Improved inflammation and infection prevention with patented PinkGYN ingredient
- ✓ **Moisturizing and calming**

  - Make skin pink, protect from irritation
  - Natural aromatherapy



INNER CARE

Patent Material  
PinkGYN

Need for a Women's cleanser and detergent for underwear

**Not a choice, but a necessity!**

INNER PINK



INNERPinK Women's Cleanser

main ingredient

function

**Japanese cypress extract**

- Phytoncide contained in the Japanese cypress increases the immunity of skin
- It helps maintain healthy skin by removing alien substances from the skin, helping skin calming and increasing skin immunity.
- It has excellent deodorant effects.

**Paeonia Suffrulicosa**

- anti-ageing, antioxidation, anti-inflammatory, anti-germ effects

**Fisetin**

- It has effects on inflammation.
- Atopy enhancement, containing anti-inflammatory and antioxidation ingredients

**Rosa Damascena Extract**

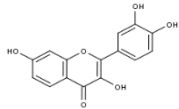
- whitening effect, anti-ageing

**plum extract**

- It has excellent deodorant effects, anti-germ effects

**Scutellaria bicalensis Extract**

- It moisturizes and prevents dry skin, and arranges skin textures through calming effect.
- Anti-inflammatory, anti-germ, preservative, whitening effect



Fisetin



Paeonia Suffrulicosa



Japanese cypress extract



plum extract



Rosa Damascena Extract



Scutellaria bicalensis Extract

**PinkGYN  
PURE FOAM CLEANSER  
32,000 KRW**





INNER CARE

Patent Material  
PinkGYN

Need for a Women's cleanser and detergent for underwear

**Not a choice, but a necessity!**



INNER PINK

INNERPinK Women's Cleanser

Comparison of Women's Cleaner Competitors

division	Jilgyungyi	Aromatica	Happybath
Company Name	HAUDINGCHUN Co.,Ltd.	AROMATICA Co., Ltd.	AMOREPACIFIC
Search volume	6,560	2,410	2,070
C E O	Choi Won Suk	Kim Young-gyun	Seo Kyung Bae Ahn Jae Hong
URL	<a href="http://www.jilgyungyi.com">www.jilgyungyi.com</a>	<a href="http://www.aromatica.co.kr">www.aromatica.co.kr</a>	<a href="http://www.apgroup.com">www.apgroup.com</a>
Date of establishment	March 21, 2013	2004	June 1, 2006
Sales (USD)	17,545,032.43	9,336,474.61	4,373,708,920.2
Product image			
Product name	Jilgyungyi Pro / Jilgyungyi daily ecoa wash / etc.	ARONATICA Feminine wash pure & soft etc.	Haapybath feminine wash etc.
Product price (USD)	18.78 ~	~ 12.81	~ 7.68
Product features	Skin moisturizing, skin elasticity, brightening, odor removal	Skin soothing, Skin moisturizing	Skin soothing, Skin moisturizing

Use raw materials of natural ingredients  
Comparison of women's cleaner competitors

<b>FOBLANGSHI</b>	<b>INNER PINK</b>
38,000 KRW	32,000 KRW
Contains whitening ingredients X	Contains whitening ingredients O
price competitiveness ↓ (USD 32.49)	price competitiveness ↑ (USD 27.36)
Contains patented substance to improve inflammation X	Contains patented substance to improve inflammation O



GUSTAR is means: Like, Delicious

My choice for 'A healthy life'; 'Women's health priority company'

## Baekje Sansam Product

1. Organic wild ginseng extract tea Honey dipped organic wild ginseng
2. Organic wild ginseng paste
3. 19 organic wild ginseng roots
4. 39 organic wild ginseng roots

Launch





Health Care

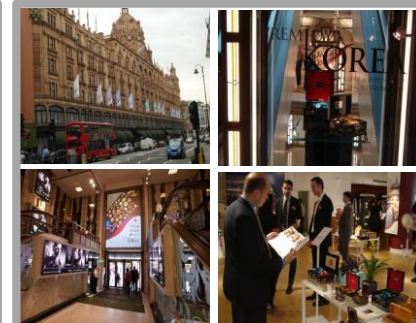
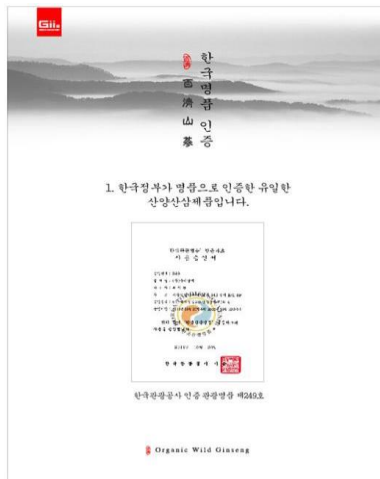
Planted in Korean national park since 1971.  
Based on the original formula of Donguibogam.  
("Principles and Practice of Eastern Medicine")

百濟山蔘



## Women's Health Food Organic Wild Ginseng

Sansyongsan Products Certified by the Korean Government as Luxury Products



1. Since 1971, he has planted ginseng in 500,000 pyeong of natural forests in Wolchulsan National Park. It is the only national park in Korea.
2. Gyeongokgo, which was used by the Chinese imperial family, is the origin of Baekje Samgo.
3. The South Korean government received a tourist attraction certificate from the Korea Tourism Organization.
4. It was satisfied with the high visibility and taste of VIPs in Korea, including Shilla Hotel, Lotte Avenueel, Shilla Duty Free, Donghwa Duty Free and Hanwha 63 Duty Free.
5. Korea's only natural premium wild ginseng product, made with only natural ingredients without all artificial additives



Health Care

Planted in Korean national park since 1971.  
Based on the original formula of Donguibogam.  
("Principles and Practice of Eastern Medicine")

百濟山蔘



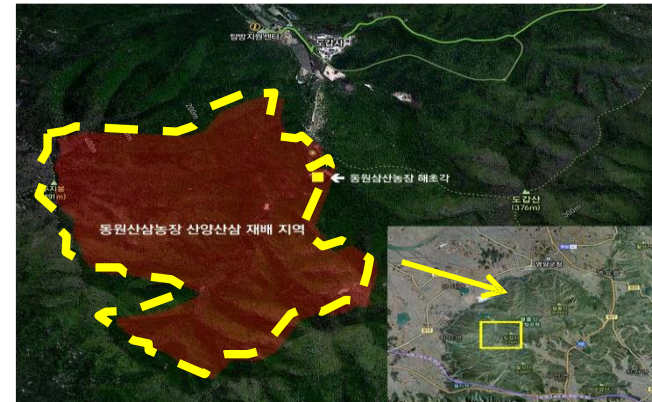
Women's Health Food Organic Wild Ginseng

Reliable organic wild ginseng from the famous Korean National Park

Pollution free Wollchulsan National Park



Organic wild ginseng cultivation area within Wollchulsan National Park



**We only use organic \* wild ginseng that had been planted since 1971 at the Wollchulsan National Park. The park is well known for its clean environment and strict government regulations towards preservation.**

\* : certified by the Korean government as a company using only organic wild ginseng



Health Care

Planted in Korean national park since 1971.  
Based on the original formula of Donguibogam.  
("Principles and Practice of Eastern Medicine")



百濟山蔘

Women's Health Food Organic Wild Ginseng

Super premium organic wild ginseng paste

**19 organic wild ginseng roots (5,079,000 KRW) 39 organic wild ginseng roots (10,000,000 KRW)**



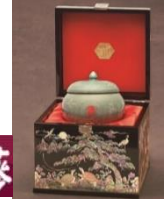
This super-premium organic wild ginseng includes ginseng that has been organically grown for more than 10 years at the Wollchulsan National Park.



Health Care

Planted in Korean national park since 1971.  
Based on the original formula of Donguibogam.  
("Principles and Practice of Eastern Medicine")

百濟山蔘



Women's Health Food Organic Wild Ginseng

Honey dipped organic wild ginseng – natural energy booster

**5 bottles (454,000 KRW)**

**1 bottle (94,000 KRW)**



**product description**

- Pour the honey dipped bottle in hot water until the honey dissolves and drink the tea cold or hot
- Once the organic wild ginseng is dipped into honey, reverse osmotic pressure allows the good ingredients within the ginseng to fully come out. Therefore, drinking the honey dipped ginseng is basically drinking the good ingredients of the ginseng with pure organic honey.

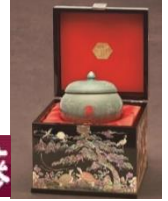
**raw material**

organic wild ginseng, pure organic honey



Health Care

Planted in Korean national park since 1971.  
Based on the original formula of Donguibogam.  
("Principles and Practice of Eastern Medicine")



百濟山蔘

Women's Health Food Organic Wild Ginseng

Organic wild ginseng paste – Gold (361,000 KRW)



The most famous taken Chinese medicine within the royal palace was the "Gyungokgo", recorded within the "Donguibogam". Our paste Gold product has been made with the precise ancient recipe instructions written in the "Donguibogam"



Health Care

Planted in Korean national park since 1971.  
Based on the original formula of Donguibogam.  
("Principles and Practice of Eastern Medicine")

百濟山蔘



Women's Health Food Organic Wild Ginseng

Organic wild ginseng extract tea (74,000 KRW)



Unlike other ginseng tea, this particular premium granulated extract tea is combined with organic wild ginseng and red ginseng which has a flavorful taste and deep aroma





Health Care

Planted in Korean national park since 1971.  
Based on the original formula of Donguibogam.  
("Principles and Practice of Eastern Medicine")



百濟山蔘

Competitive Comparison

BAEKJE SANSAM

Other Products

the highest condition of wild ginseng



pollution-free zone  
Wolchulsan National Park



a ginsengplantation



Baekjesansam  
Plantation Area in  
Wolchulsan



Sanyangsansam

**Hongsam Jung Ok Go**

- 본 제품은 면역력 증진 · 피로개선 · 혈소판 응집억제를 통한 혈액흐름 · 기압력 개선 · 항산화에 도움을 줄 수 있는 건강기능식품입니다.
- 원료명 및 함량  
홍삼농축액(크고, 고향분 60%, 주세포사이드 Rg1+Rb1+Rg3 5.5 mg/g, 국산) 11.35% (인공산재함량: 홍삼근 75%, 홍삼잎 25%, 엑스트라, 식물중합농축액(지황(국산), 목련(국산), 프라타넬라(국산), 발효(국산)), OP(배사탕, 자몽(국산), 자몽, 천연향료(향료))
- 섭취량, 섭취방법 및 섭취시 주의사항  
1일 2회, 1회 100ml(100g)씩, 차가운 물로 섭취하십시오.



J company sells products with artificial additives

- When ginseng is steamed and dried in the process of making red ginseng, it loses its bitter smell.
- Therefore, sugar components, agave syrup, etc. are added to secure sweetness and synthetic flavouring agents are added for flavor.

- All ginseng and red ginseng processing products on the market include a small amount of artificial additives
- In the hope of the health of the customers, Baek Je San Sam does not add any artificial additives but is more than 300 meters above sea level. In the natural shade role of dense forest for mountain sheep ginseng, which is vulnerable to the 45-degree sun, in the 100-year-old bupyocho Korea's only pure natural premium product made with only natural ingredients



GUSTAR

**GUSTAR** is means: Like, Delicious

My choice for '**A healthy life**'; 'Women's health priority company'



Women's Health Priority Company:

GUSTAR CO., LTD

**We will always try to make good products.**

[www.gustar.co.kr](http://www.gustar.co.kr)

THANK YOU

