



ACTIBEAU Brand & Product Portfolio

ACTIVE BEAUTY CO.,LTD

I. ACTIBEAU Brand Story



Brand Specializing in Active Beauty, ACTIBEAU

As the concept of health expands, the wellness awareness of not only physical health, but the importance of spiritual and emotional health being balanced to manage a healthy lifestyle is spreading.

The healthy beauty that is achieved through leisure, fitness, and sport activities, in order to pursue physical, spiritual, and emotional well-being, is called an "Active Beauty".

Active beauty was the hottest trend selected in the global beauty industry in 2017. **ACTIBEAU has been born as a brand specializing in active beauty.**

ACTIBEAU supports the customer's Active Beauty through skincare, body-care, and make-up products optimized to the customer's leisure, fitness, and sports activities.

ACTIBEAU prevents the skin damage that can occur from various activities for Active Beauty and **provides the healthy products for the customers** to maintain their healthy and beautiful skin.

II. Brand Ambassador



■ History & Career

- Introduced to golf at age 6, influenced by her father
- Played in the middle & high school league during her grade school days.
- Was a member of the New Zealand national golf team
 - Played in the junior competition and as an amateur representative
- During her college days: NCAA All-American Team
 - Winner of SEC First Team Prize
 - Won the SEC Championship
 - (The 2nd ever champion as a freshman in the history of Univ. of Florida)
- 10 years of pro-tour (participated in the US Open twice)
- Retired due to a waist injury, turned into and active as a teaching golf professional
- Top 5 golf YouTuber in the world

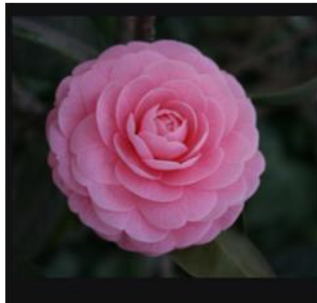
The Leader of Active Beauty and the Ambassador of ACTIBEAU / Aimee Cho

Aimee Cho, who is a golf teaching professional based out of U.S., is **the leader of Active Beauty** spreading golf all over the world, reaching 200k subscribers and a million video plays on YouTube, and is **a representative of healthy beauty** through golf.

Aimee Cho **personally participated in the development of ACTIBEAU products** based on her experience through her outdoor activities, such as golf, in order to maintain her active beauty. She contributed in increasing the quality of the product by using the prototype products while teaching golf lessons by herself and evaluating the product thoroughly as a user.

As **an ambassador of the ACTIBEAU brand**, Aimee Cho will introduce ACTIBEAU to all the people around the world whom enjoy golf and pursue active beauty, and will help the embodiment of active beauty for them.

III. Core Ingredient



Camellia

Camellia oil and extract that has a magnificent effect on skin moisturizing, UV defense, skin relaxation, and anti-aging

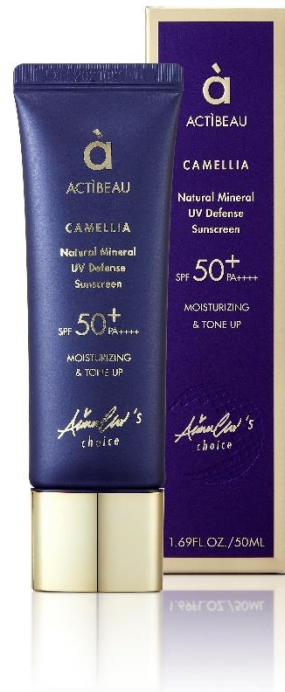
Camellia oil and extract contains a substantial amount of oleic acid that is similar to the structure of skin, so it has a magnificent effect on **moisturizing the skin** through creating an oil layer on the surface of the skin and **protecting the skin** from dirt and foreign substances.

Camellia oil and extract contains an abundance of vitamin E, omega 6, and omega 9, that it is excellent for **anti-aging and wrinkle prevention** through **skin relaxation and antimicrobial and antioxidant reaction**.

Camellia oil and extract contains an abundance of gamma linolenic acid, that it does not clog the pores due to the lack of stickiness and is effective because it is well absorbed; also the oil ingredient **blocks and absorbs the UV ray**.

Camellia oil is the only plant-based oil that is used as a beauty treatment.

IV. Product Portfolio



retail price 50ml / \$34.00 USD

ACTIBEAU

Camellia

Natural Mineral UV Defense Sunscreen

SPF50+/PA++++



Natural Mineral UV Defense Sunscreen protects the skin from UV rays through natural ingredients, relaxes the skin, and preserves moisture in the skin without additional stress to your skin and producing a gorgeous skin tone.

UV defense, Whitening, Wrinkle Protection, triple-functional cosmetics

It is a natural mineral UV defense sunscreen that uses natural mineral UV protection ingredients.

A natural mineral UV defense sunscreen that blocks the UV ray by creating a physical layer on the skin using the natural mineral UV protection ingredients, **its UV protection effectiveness is incredible.**

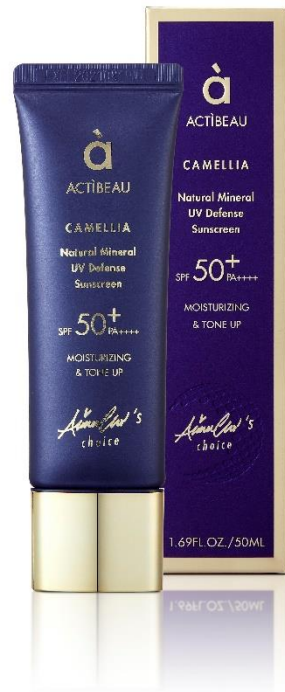
Natural minerals can even be used on **sensitive skins**.

Camellia oil is highly effective at moisturizing and relaxing the skin.

Camellia extract creates an oil-moisture layer on the surface of the skin, preserving the moisture on skin and protecting the skin from dirt and foreign particles.

- Continued -

IV. Product Portfolio



Camellia oil is excellent for anti-aging and wrinkle protection through skin relaxation and antioxidants.

Camellia oil's properties blocks and absorbs the UV ray.

The extracts from 7 flowers increases the anti-aging and wrinkle improvement effects.

We filtered the 7 types of flower extract (apricot flower, white magnolia, honeysuckle, pear blossoms, camellia, pagoda tree flower, and safflower), that Yang Guifei allegedly used as her make-up water, through charcoal and jade three times. Thus, creating the flower extract that only contains the ingredients beneficial to skin providing skin protection, anti-aging, and wrinkle improvement.

The use of spherical and plate powder complex produces a gorgeous skin tone.

The complex of spherical powder that helps sebum absorption and plate powder that has a silky texture gives a smooth and toned-up application helping to give a gorgeous skin tone.

Significantly decreased the white casting of natural mineral UV sunscreen.

It is no longer burdensome to re-apply, since the white casting that occurs with other natural mineral UV sunscreens are significantly reduced in the Camellia Natural Mineral UV Defense Sunscreen.

IV. Product Portfolio



ACTIBEAU

Camellia

Floral Calming Sunscreen

SPF50+/PA++++

Floral Calming Sunscreen protects the skin from UV rays, preserves the moisture in skin, whiten skin tone, and reduces wrinkles.

Triple action comprehensive UV protection sunscreen: UV protection, whitening, and wrinkle improvement

Trehalose and hyaluronic acid protects the skin and preserves moisture on skin.

Trehalose, which is abundant in cacti, coats and protects the cell membranes of the cacti to protect itself from the harsh environment.

Hyaluronic acid is a substance that can absorb water 1,000 times it's volume and has a magnificent moisturizing, anti-aging, and elastic effect on skin.

retail price **50ml / \$29.00 USD**

- Continued -

IV. Product Portfolio



Camellia extract is highly effective at skin moisturizing and relaxation.

Camellia extract creates an oil-moisture layer on the surface of the skin, preserving the moisture on skin and protecting the skin from dirt and foreign particles. Camellia extract is excellent for anti-aging and wrinkle protection through skin relaxation and antioxidants. Camellia extract blocks and absorbs the UV ray.

The extracts of 7 flowers increases the anti-aging and wrinkle improvement effects.

It was rumored that Yang Guifui filtered the 7 flower (apricot flower, white magnolia, honeysuckle, pear blossoms, camellia, pagoda tree flower, and safflower) extract through charcoal and jade filters three times. Thus, creating the flower extract that only contains the ingredients beneficial to skin providing skin protection, anti-aging, and wrinkle improvement.

Niacin amide and adenosine helps whitening and wrinkle improvement.

Niacin amide is a vitamin complex that is found in green vegetables and grains. It is water soluble plant-based ingredient approved by the FDA as a whitening ingredient.

Adenosine is a natural extract developed by University of Massachusetts Medical School. It is a FDA approved anti-aging and wrinkle improvement ingredient.

IV. Product Portfolio



retail price 5pc SET / \$30.00 USD

ACTIBEAU

Intensive Cream Moisturizing Facial Mask

Floral & Herbal Complex



Moisture cream mask creates a lively and elastic skin through concentrated moisture care of each skin layer.

"ACTIBEAU INTENSIVE CREAM MOISTURIZING FACIAL MASK

Moisture cream in the mask protects the skin from skin-aging outdoor activities by restricting hyperpigmentation."

The moisture cream creates an oil layer preventing moisture loss. Supplies sufficient amount of moisture to each skin layer, preventing moisture evaporation from sunlight by reinforcing moisture confinement, making a moisturized and elastic skin.

Uses a patented ingredient that blocks the melanin synthesis inside stratum corneum to prevent hyperpigmentation due to UV ray, and maintains a bright skin.

Mask contains natural plant-based hyaluronic acid, for 120% moisturizing effectiveness compared to a general hyaluronic acid.

According to legend, Yang Guifei of China favored snow fungus. Tremella Moist Plus uses Hetero-Polysaccharide extracted from snow fungus. Hetero-Polysaccharide has 120% moisturizing effect compared to a general hyaluronic acid, so it provides a soft texture without any stickiness even in high viscosity. Also, this ingredient excels at removing oxidants, by increasing antioxidants, and limits skin-aging.

IV. Product Portfolio



Moisturizing ability stronger than hyaluronic acid

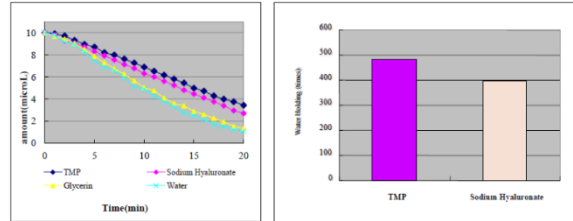
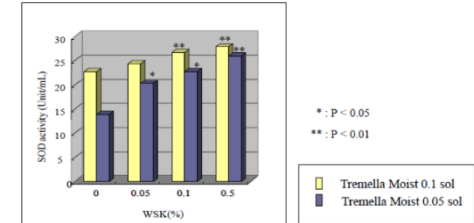


Fig. Capacity for Holding Water (피부 보습력 실험)

Delays skin-aging by reducing oxidants



Tremella Moist 가 SOD*의 활성을 증가시켜 피부 세포를 보호해줌 (* SOD : Super Oxide Dismutase)

6 types of hyaluronic acid that penetrates into every skin layer to supply moisture and increase skin volume.

Our skin is composed of 3 layers: epidermis that protects the skin from exterior factors, dermis that contains moisture, supplies nutrients to the skin, and preserves elasticity, and subcutaneously layer that prevents heat loss and maintains body temperature. Each skin layer requires sufficient amount of moisture depending on its role.

INTENSIVE CREAM MOISTURIZING FACIAL MASK contains 6 types of hyaluronic acid and supplies a sufficient amount of moisture to each skin layer.

- *Hyaluronic acid – penetrates the deepest to the lower part of the dermis, providing moisture and increasing skin volume.
- *Hydrolyzed Hyaluronic Acid – penetrates into upper part of the dermis and the subcutaneous layer, increasing skin volumes to reduce wrinkles.
- *Hydrolyzed Sodium Hyaluronate – penetrates the deepest to the lower part of the dermis, providing moisture and increasing skin volume.
- *Sodium Hyaluronate - Provides rich moisture to the epidermis and the subcutaneous tissues to maintain smooth skin.
- *Sodium Hyaluronate Crosspolymer – A hyaluronic acid film is formed on the epidermis to allow continuous penetration of hyaluronic acid into each layer.
- *Sodium Acetylated Hyaluronate – Promotes moisturizing and softening effects over conventional hyaluronic acid.

IV. Product Portfolio



retail price 120ml / \$29.00 USD

ACTIBEAU

Sports Massage Gel

100% Water Soluble & Natural



ACTIBEAU Sports Massage Gel is made of natural water soluble ingredients that cools muscles and joints that can be used before or after any activity. (Patent No. 1080444)

Invigorate muscles and joints exhausted from sports, fitness, and leisure activities.

Since it cools the muscle to release tension on skin, it cools and invigorates the tired muscles and joints from excessive sports, fitness, and leisure activity. Also, using the product before sports, fitness, and leisure activity may increase the athletic abilities.

You get instant results from the cooling effects after sports, fitness, and leisure activities.

The gel contains MSM, developed by renowned doctor Stanly Jacobs, menthol, camphor, and licorice extract. It is recommend to be applied on muscles and joints before or after sports and leisure activities

Also, the product is made by patented water soluble natural ingredients which gives increased absorption rate, so that you can feel the effects immediately.

100% water soluble ingredients that penetrates deeply into the skin and lasts for about 4~6 hours.

Gel remedies the downsides of patch and oil-based cream products.

You feel instant relief with its faster absorption versus patches or oil-based cream products. It can also be applied to hairy or curved areas.

IV. Product Portfolio



retail price 120ml / \$18.00 USD

ACTIBEAU Camellia Foaming Facial Cleanser

Foaming Facial Cleanser is a pH balance cleanser that preserves moisture in the skin, helps skin relaxation, and is gentle on the skin.

Preserves a moisturized skin after face-cleansing as a pH balance cleanser.

As a pH balance cleanser having a similar pH level of human skin, it preserves the moisture in the skin after a facial cleanse by protecting the moisture inside the skin. The main cause of skin-pulls, dryness, and other troubles that occur after a facial cleanse are due to the cleanser being alkaline.

Hyaluronic acid and plant-based glycerin protects the skin moisture.

Hyaluronic acid is a substance that can absorb water 1,000 times its volume and has a magnificent moisturizing, anti-aging, and elastic effect on skin. Plant-based glycerin reinforces the moisturizing effect.

Amino acid surfactant reduces irritation.

Amino acid surfactant causes almost no irritation to the skin compared to petroleum based surfactants, and can be used on sensitive skins without any concerns.

Allantoin and centella asiatica extract helps skin relaxation.

Allantoin and centella asiatica are common ingredients in cosmetics, they help skin relaxation, and are safe for sensitive skin.

IV. Product Portfolio



retail price 50ml / \$28.00 USD

BIOKEN

Cera Silkway Hair Serum Enriched Argan Oil

Cera Silkway Hair Serum is an argan oil type natural hair serum that repairs damaged hair with ceramide, argan oil and 72 other minerals. It moisturize, provides anti-hair aging, and adds nutrient and shine to hair.

Creates
moisture
layer

Maintains
pH
balance

Recovers
hair
damage

Anti
hair-
aging

Hair
nutrient
supply

Hair Serum contains argan oil, moisturizes hair, reinforces nutrition, recovers hair damage, regenerates and prevents aging.

Argan oil is so rare, 100kg of Argan tree fruit from the Moroccan deserts produces only one liter of extract, that it is often referred to as the **gem of Morocco**. Traditionally, Moroccans have used argan oil for **hair treatment and skin disease treatment**. Argan tree is also known for its ability to absorb moisture from the air.

Argan oil contains three times more vitamin E than olive oil, and its **high anti-oxidant content prevents aging of hair cells**. Argan oil also controls the balance of moisture and oil due to its abundance of oleic acid and **prevents hair dryness and damage**.

- Continued -

IV. Product Portfolio

ACTIBEAU BIOKEN Care Silkway Hair Serum Enriched Argan Oil

액티뷰 바이오캔 세라 실크웨이 헤어세럼

모발의 영양과 윤기까지 한번에~
고농축에멀전 타입의 천연 헤어세럼



액티뷰 바이오캔 세라 실크웨이 헤어세럼

아르간 오일에 함유된 고농축 비타민 E는 모발을 재생하고 머리결을 개선하며, 아르간 오일의 불포화지방산이 모발 깊숙이 스며들어 모발에 윤기를 부여합니다.

특히 아르간 오일은 알려진 부작용이 전혀 없을 정도로 안전한 천연 식물성 오일입니다.

세라마이드를 첨가하여 손상된 모발을 빠르게 회복시킵니다. 72가지 미네랄이 비라플까지 모발에 풍부한 영양과 에너지를 공급합니다. 모발 영양에 효과가 있는 72가지 미네랄은 모발에 풍부한 영양을 공급하고 머리카락이 두피 속까지 침투하여 두피 속 독소를 해소하고 모발에 에너지를 공급합니다.

무알콜 제품으로 친환경적인 헤어 세럼입니다.

The high concentration of vitamin E in argan oil **improves hair regeneration and enables a silky hair texture**. The unsaturated fatty acid of argon oil penetrates deep inside hair, **providing a shiny hair**.

Argan oil is especially known for its lack of side effects and is safe, natural plant-based oil.

Ceramide rapidly regenerates damaged hair.

72 types of minerals supply nutrients and energy to hair.

72 types of minerals, which are effective hair nutrients, supplies sufficient nutrients to the hair, penetrates deep into the scalp to break down toxins within the scalp, and provides energy to the hair.

It is non-alcoholic and is an environment-friendly hair serum.

It is an organic product directly imported from the US.

IV. Product Portfolio



retail price (2 spheres+1 bubble net) /
\$28.00 USD



retail price (3 spheres+1 bubble net) /
\$39.00 USD

ACTIBEAU

Camellia

Handcrafted Face & Body Soap

<Natural, Minerals and Nutrients>

The Handcrafted Face & Body Soap's active ingredients from camellia extract, plant-based essential oil, and the natural minerals of deep sea water produces healthy, moisturized skin with microscopic bubbles that penetrate deep within the skin.

Contains premium grade aroma oils that are typically used in cosmetics products instead of typical aromas used for soaps.

Environmentally friendly natural soap that is less irritating and improves skin well-being.

Does not use any hardeners or preservatives, reducing skin irritation.

The microscopic bubbles clean the pore to give a soft skin texture.

Camellia extract excels at skin moisturizing and relaxation.

Camellia extract creates an oil-moisture layer on the surface of the skin, preserves moisture on skin, and protects the skin from dirt and foreign substances. Camellia extract is excellent for anti-aging and wrinkle protection through skin relaxation and antioxidants.

Plant-based essential oil supplies nutrients to the skin and prevents skin-aging.

Plant-based natural oils, such as olive oil, tea tree oil, shea butter, lavender oil, and orange peel oil, protects the skin, preserves moisture, relaxes the skin and controls the amount of sebum.

Deep sea water preserves skin elasticity and prevents skin-aging.

IV. Product Portfolio

The main ingredients and effects of each product are the following



Pink: Camellia Caviar Soap

The main ingredient, Camellia Caviar extract, contains essential fatty acids that supplies nutrients and moisture to the skin that prevents aging. It is concentrated with pure energy that is 20 times greater than an average human skin, promoting collagen production to improve wrinkles and skin damage recovery. Pearl powder maintains the skin's pH level sub-acidic to increase skin immunity.



Blue: Camellia Indigo Soap

Indigo leaf extract is effective at relaxing skin prone to acne, eczema, itchy, and sebum. The fatty acid in shea butter has similar compositions to human skin, thus preserving moisture, improve skin damage, and prevent wrinkle formation. Tea tree oil relaxes irritated skin and controls excess sebum secretion.



Orange: Camellia Paprika Skin Soap

Mandarin peel extract promotes improved skin tone and relaxation with the abundance of vitamin C and A, whereas the thiamin makes the skin lively and clear. Paprika extract block skin-aging sources and contributes to pore convergence. This leads to maintaining a vibrant, elastic skin.



Green: Camellia Chlorella Soap

Chlorella contains vitamins, minerals, fibers, chlorophyll, and is especially rich in protein, excelling anti-aging and skin elasticity. Rosemary extract conditions the skin, helping skin elasticity and shine, raising skin immunity.

retail price (1 sphere+1 bubble net) /
\$15.00 USD

IV. Product Portfolio



ACTIBEAU GIFT SET


retail price / \$ 100


Collection

- Camellia Floral Calming Sunscreen
- Camellia Foaming Facial Cleanser
- Sports Massage Gel
- Intensive Cream Moisturizing Facial Mask

V. Certificate of OTC Drug Registration

Active beauty owns numerous registered certificates as Over-The-Counter Drug by FDA of major countries

 U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
FOOD AND DRUG ADMINISTRATION



Certificate of Over-the-Counter Drug Registration

This certifies that:

ACTIVEBEAUTY CO.,LTD
52 MAHJEON-RO SEOCHO-KU,
SEOUL, 06770, SOUTH KOREA

is registered with the U.S. Food and Drug Administration for the Over-the-Counter (OTC) drug pursuant to part 370 of Title 21, U.S. Code of Federal Regulations.

Listed Product:	ACTIBEAU Camellia Natural Mineral UV Defense Sunscreen
DUNS Number:	695911007
Labeler Code:	73016
Product NDC Code:	73016-003
Packaging Item Code:	73016-003-01
Marketing Start Date:	73016-003-02
U.S. Agent:	06/08/2019
	Withus Group Inc.
	106 Superior, Irvine CA 92620 USA

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April Lee

 U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
FOOD AND DRUG ADMINISTRATION



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Listed Product:	ACTIBEAU Camellia Floral Calming Sunscreen
DUNS Number:	695911007
Labeler Code:	73016
Product NDC Code:	73016-004
Packaging Item Code:	73016-004-01
Marketing Start Date:	73016-004-02
U.S. Agent:	04/08/2019
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	106 Superior, Irvine CA 92620 USA

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Listed Product:	ACTIBEAU Intensive Cream Moisturizing Facial Mask
DUNS Number:	695911007
Labeler Code:	73016
Product NDC Code:	73016-001
Packaging Item Code:	73016-001-01
Marketing Start Date:	73016-001-02
U.S. Agent:	04/03/2019
	Withus Group Inc.
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Listed Product:	ACTIBEAU Sports Massage Gel
DUNS Number:	695911007
Labeler Code:	73016
Product NDC Code:	73016-002
Packaging Item Code:	73016-002-01
Marketing Start Date:	73016-002-02
U.S. Agent:	04/03/2019
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	106 Superior, Irvine CA 92620 USA

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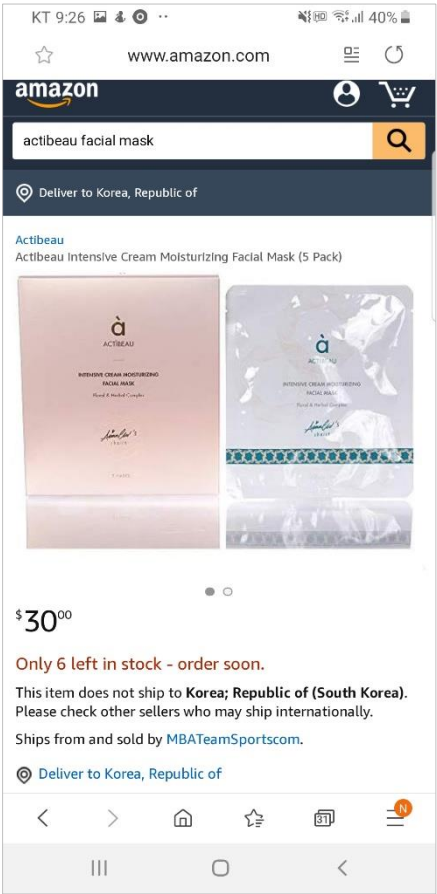
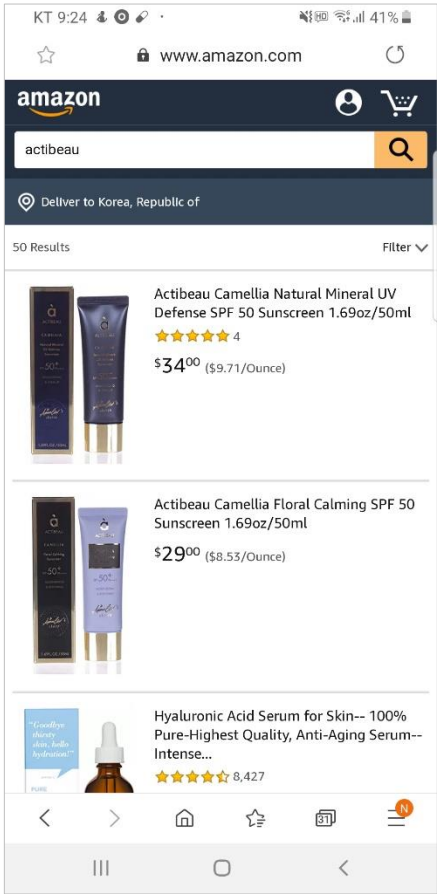
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April Lee

VI. Overseas Online Sales - USA

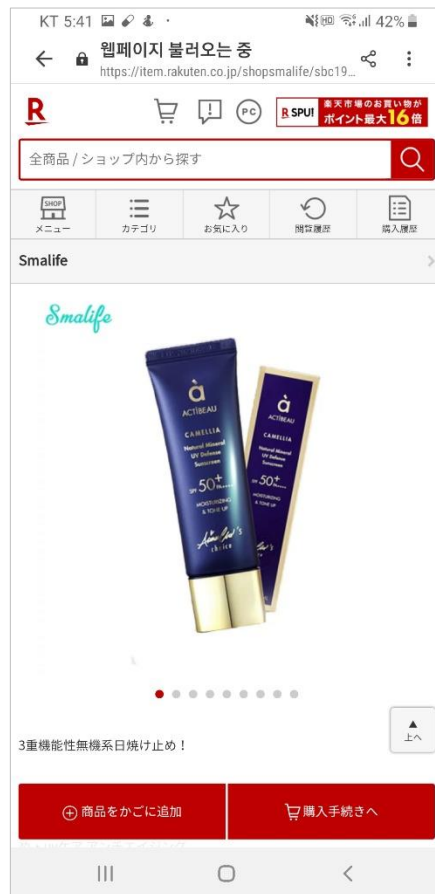
AMAZON USA



VI. Overseas Online Sales - JAPAN

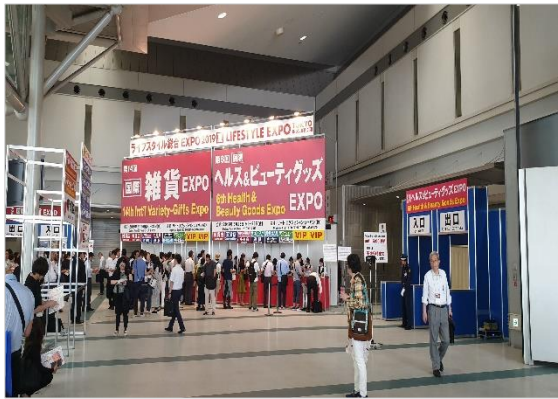


Sales & Distribution Agreement with RAKUTEN



VII. Exhibitions

2019 Health & Beauty Expo Tokyo



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