

 **MEDI-PEEL**



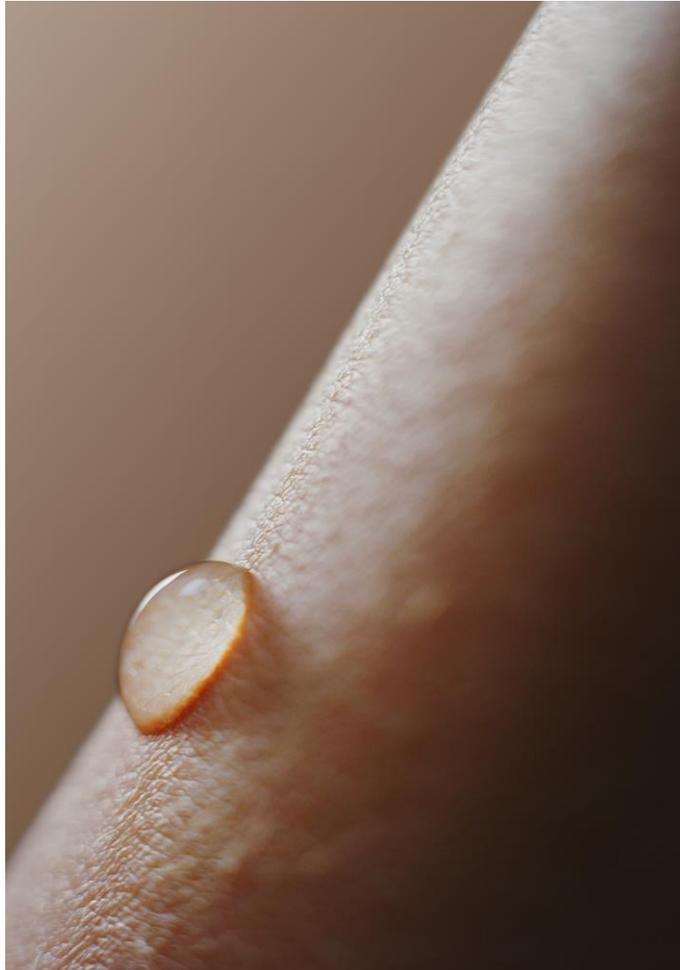
## **MEDICAL + PEELING**

**MEDI-PEEL** is the **high-functionality skin homecare brand** which converges the patent derma-technology and high-quality ingredients those are carefully selected by the beauty masters, based on the decades-long peeling know-how of the Korean esthetic experts.

## Dermatology within 1 millimeter

Just 1 millimeter is the thickness of beauty skin foundation.

MEDI-PEEL is born to improve the troubled skin.



### Peeling Masterpiece

MEDI-PEEL puts together the very essence of the 25 years of peeling expertise into its product along with the expert-level peeling technology professionally used in esthetic shops and dermatology clinics.

### Rich Spectrum of Beauty Solution

MEDI-PEEL researches and manufactures peeling products throughout a wide spectrum from the shop-exclusive and high-end peeling solution to easy-peeling solution that can be used at home safely and easily.



# PROFESSIONAL PEELING SOLUTION



## MELANOPEEL TOX

NEEDLE PEELING PROGRAM with German Dermatology is the 100% purified bio-needles removes troubled skin's problems and promotes the compose of collagen and elastin.

The whitening ingredients registered in "British pharmacopoeia" and green saponin ingredient's whitening care helps the multiple skin care for acne, pore, fine wrinkles, elasticity, freckles, blemish.

# AESTHETIC & HOME CARE PEELING SOLUTION



## AESTHETIC PEELING SOLUTION

The strong PHA and safe AHA ingredients remove the cuticle layer hypoallergenic, and the NMF solution maximizes the moisture level inside the skin, and antioxidant ingredient brings a bright and brilliant toning effect to the skin.

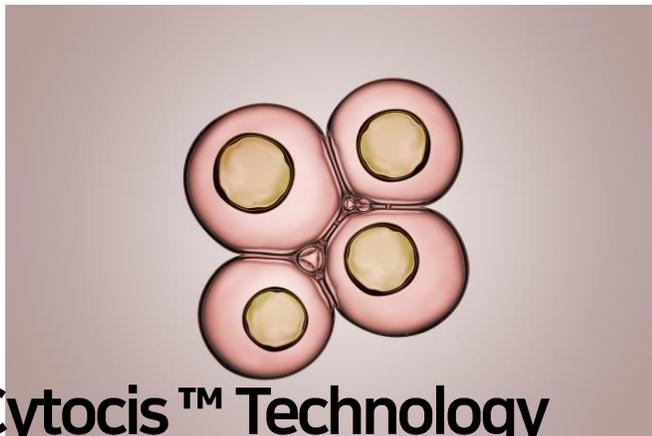
## HOME CARE PEELING SOLUTION

The hypoallergenic peeling solution allows the convenient home-care at home, which contains milk, rose, and herb ingredients conducive to the skin. Simply washing the face by using the product can maintain the health and elasticity of the skin.



# Konzession Derma Technique

**Cera-pep Cytocis™ Technology, Mela W2X® Technology, and Lipo-Repair™ Technology** are the exclusive MEDI-PEEL's patent derma technologies. And the technologies efficiently deliver the high-functionality ingredients to the deeper layer into the skin.



## Cera-pep Cytocis™ Technology

Patent Number: 10-1959278

Coating the ceramide for more effective absorption of the functionality peptide ingredients effective to the skin.



## Lipo-Repair™ Technology

Patent Number 10-1509424

Suppressing the generation of the MMP by containing the liposomal glycolic acid, collagen, and hyaluronic acid.



## Mela W2X® Technology

Patent Number: 10-1906996

Absorbing tranexamic acid into the skin effectively and safely.



## Peel Your Face

Show your skin confidence

**MEDI-PEEL** pursuits the women's confident beauty.

**MEDI-PEEL** continues our research and challenge so all women may cultivate the inherent skin healthiness itself to shine even more.

**MEDI-PEEL BEST PRODUCT**



## **MELANON-X CREAM**

Dual Care Whitening Cream for inside & outside freckles

Contains ingredients **registered in British Pharmacopoeia** for freckles care

Contains 3 Whitening ingredients specified by **FDA**

Skin soothing & protection through nature extracts

**MEDI-PEEL BEST PRODUCT**



## **ALGO-TOX DEEP CLEAR**

Hypoallergenic wheat bubble cleanser resolves troubled skin just by cleansing

Clear cleansing with micro bubble formed on the skin into pores

Removes completely toxin inside the skin with grind domestic wheat

Contains patent ingredients for anti-bacterial, anti-acne, skin-soothing / moisturizing and sebum control

**MEDI-PEEL BEST PRODUCT**



## **NAITE THREAD NECK CREAM**

The legendary sales record **5 million units** within the shortest period

Patent ingredients (specialized for wrinkle improvement made in France) helps to improve the neck wrinkle and skin elasticity effectively

This total neck care product fills the gaps in the neck wrinkles densely with the micro-molecule collagen and meltable string texture

# The birth of the authentic cosmedical brand

100 esthetic Korean experts launched MEDI-PEEL brand (cosmedical + peeling) to improve all troubled skins, Medi-Peel developed 108 high-functionality cosmetic products based on the know-how obtained from the field.



**2010** The launching of **MEDI-PEEL**



**2012** Development of the 10-second home-peeling solution  
Participation in the Beauty Industry Exhibition by Korea Beauty Industry Society (KBIS)



**2013** Developed 108 high-functionality cosmetic products for aesthetic exclusive use  
MEDI-PEEL entered into Korean major online stores (CJ, SSG Mall, H Mall, Lotte.com)

# The popularization of the peeling technology

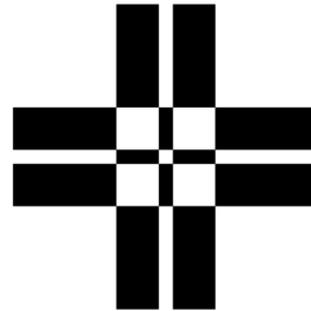
The self-developed 9PB process has been applied to the product since the state-of-the-art derma technology was adapted to the cosmetic products by the collaboration with research labs around the world. Since the safety of the product was confirmed by the ISO certification, the brand has been recognized as the high-functionality homecare brand with a good reputation from customers around the world.



**2014** Establishment of SKINIDEA, Co., Ltd  
Obtained ISO 9001 and 14001  
Developed products that utilize 9PB processing  
Stores open at Lotte Duty-Free  
MOU with Yonsei Plus Clinic



**2015** Entrance to the Tao Bao, China  
Adoption as the top 1% social commerce brand  
The first participation of the international exhibition in Guangzhou, China



# Towards the world

# HISTORY

We developed processing techniques, such as MELA W2X and CERA-POP CYTOCIS, by establishing R&D Center. Through MEDI-PEEL academy, we are spreading our know-how internationally. We entered the Chinese market successfully with the Korean authentic peeling technology and were awarded as the best customer satisfaction brand.



**2016** Certification of Annex Research Institution Establishment  
Establishment of Beijing branch in China  
Participation in exhibitions at Guangzhou, Shanghai, Harbin, and Chengdu in China



**2017** Awarded as the best customer satisfaction brand in Korea  
The full-scale operation and sales increase in Tao Bao, China  
Development of MELA W2X and CERA-PEP CYTOCIS techniques  
Product placement at drugstores in Australia and New Zealand

# MEDI-PEEL, Worldwide

Since the MELA 2X and CERA-PEP CYTOCIS processing techniques, developed by MEDI-PEEL R&D Center, obtained patents, various high-functionality peeling solutions have been gaining popularity to customers over 37 countries. MEDI-PEEL is researching and developing a more cutting-edge technology by collaborating with specialist.



**2018** Flagship store launching at T-Mall, China  
Store placement at Lotte Department Store, Shilla Duty-Free and Doosan Duty-Free  
Launching on TV home-shopping  
Launching of the Sinsa branch, Seoul  
Establishment of logistics warehouse at Heilongjiang province, China



**2019** Establishment of the Chengdu branch and its logistics warehouse  
Flagship store launching at Gyeongdong, China  
Store placement at Hyundai Duty-Free  
Market entrance in 37 countries  
Patent obtained for MELA W2X and CERA-PEP CYTOCIS



## **MEDI-PEEL Annex Research and Design Institution**

MEDI-PEEL Annex Research and Design Institution has started its research and development by being authorized in 2016, and it realizes the beauty of the customer based on the continuous research and development anti-aging and whitening.



# MEDI-PEEL GROBAL K-BEAUTY ACADEMY

Based on its know-how on the authentic Korean beauty shop that was accumulated for 15 years, we are raising beauty experts with our expert education curriculum while spreading the excellence of the K-beauty to students around the world at MEDI-PEEL K-beauty academy.



## ISO 22716 and CGMP-certified International standard manufacturing plant

MEDI-PEEL manufactures its products based on the strict process with the Cosmetic Good Manufacturing Practice-certified. From the planning to release, all processes of the system are equipped with the automation facility, and the highest level standard maintains the best quality.



## The stable logistics system

The plant and research center construction at Incheon Northern Port is planned to be completed by May 2020, and it is equipped with the logistics system that can stably cope with the global market.

THE SHILLA  
duty free



Shilla Duty-Free

LOTTE  
DUTY FREE



Lotte Duty-Free

DUTY FREE  
HYUNDAI  
DEPARTMENT STORE



Hyundai Duty-Free

SHINSEGAE  
DUTY FREE



## LAUNCH at 4 major Duty-Free shops in Korea

MEDI-PEEL stores are located in major Shilla, Lotte, Hyundai, Shinsegae Duty-Free.



MEDI-PEEL Hanoi, Vietnam



MEDI-PEEL Gangnam Sinsa, South Korea



MEDI-PEEL Langfang, China

## 3 local brand aesthetic shops around the world

MEDI-PEEL is operating brand professional aesthetic shops at Gangnam Sinsa (Korea), Langfang (China), and Hanoi (Vietnam)

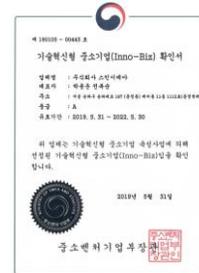


## 4 Years of Best Brand Awards and National Institution Awards

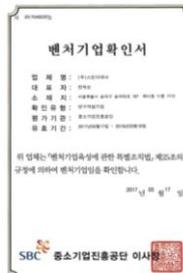
The excellence of our products' quality has been acknowledged for 4 straight years by receiving the best brand award, and awards from the Ministry of Trade, Industry, and Energy, and Korean Chamber of Commerce and Industry.



COSMETIC MANUFACTURING AND SALES BUSINESS CERTIFICATE OF REGISTRATION



INNO-BIZ CERTIFICATION



VENTURE COMPANY CERTIFICATION



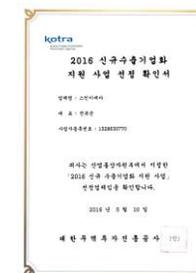
Affiliated R&D CENTER CERTIFICATION



ISO 9001



ISO 14001



KOTRA EXPORT COMMERCIALIZATION BUSINESS COMPANY CHOICE CERTIFICATION

## Venture company, Inno-Biz, ISO 9001 / 14001 KOTRA exportation company certification

MEDI-PEEL is growing itself honestly, based on the technological capacity formerly certified by the government and public institutions.



## Export to the world

A total of 216 MEDI-PEEL branded products are gaining popularity from females around the world from America to Europe, the Middle East, Africa, South East Asia, and Australia.

# GROBAL MARKET PLATFORM CHANNEL



## The global online platforms, including T-mall, Tao Bao, Amazon, eBay, iHerb, and qoo10

Since the technological competence of MEDI-PEEL gained more acknowledgment, the sales volume has setting new record every year from T-mall and Tao Bao, and the products are being presented to customers through global online channels over the world, including Amazon.

# KOREAN MARKET PLATFORM CHANNEL



**15 Korean major online platforms,  
including Hyundai, SSG, CJ Mall, and Lotte.com**

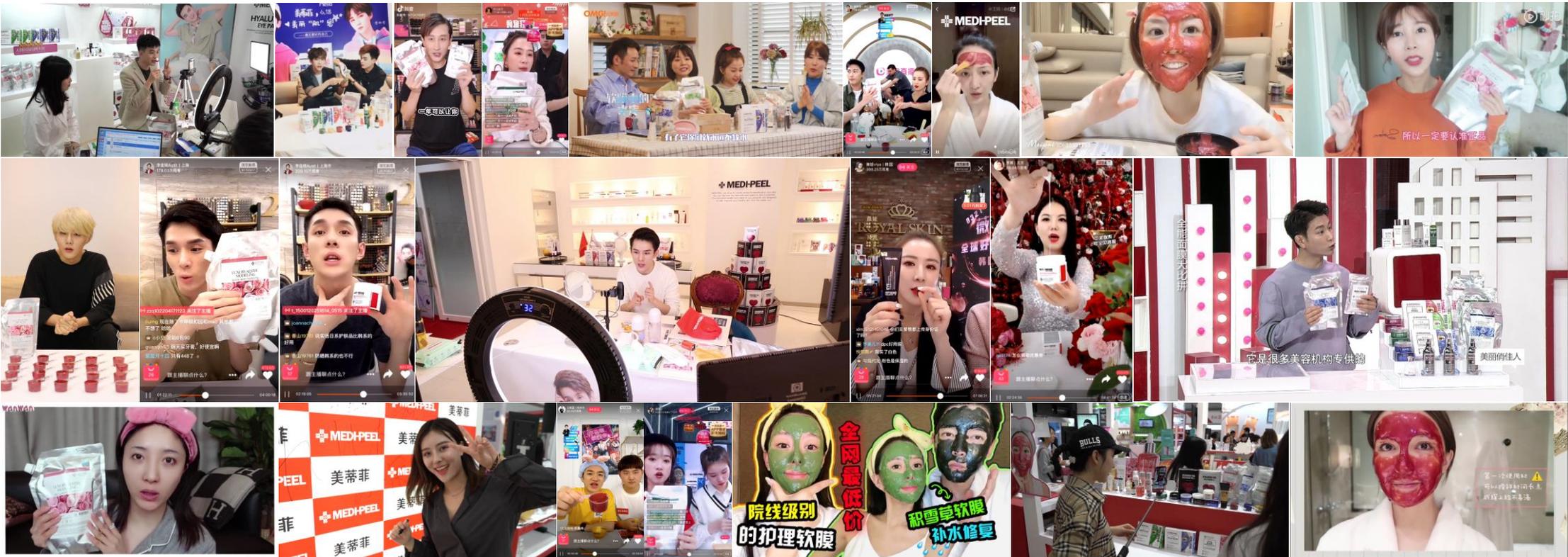
MEDI-PEEL is building up brand recognition and meeting the domestic customers by placing its stores at major online platforms in Korea.



## MEDI-PEEL, with local famous beauty programs and celebrity

MEDI-PEEL has promoted its products via the top Korean female celebrities in 28 TV shows, including Get It Beauty, Follow Me and etc, the most popular beauty-related TV shows in Korea.

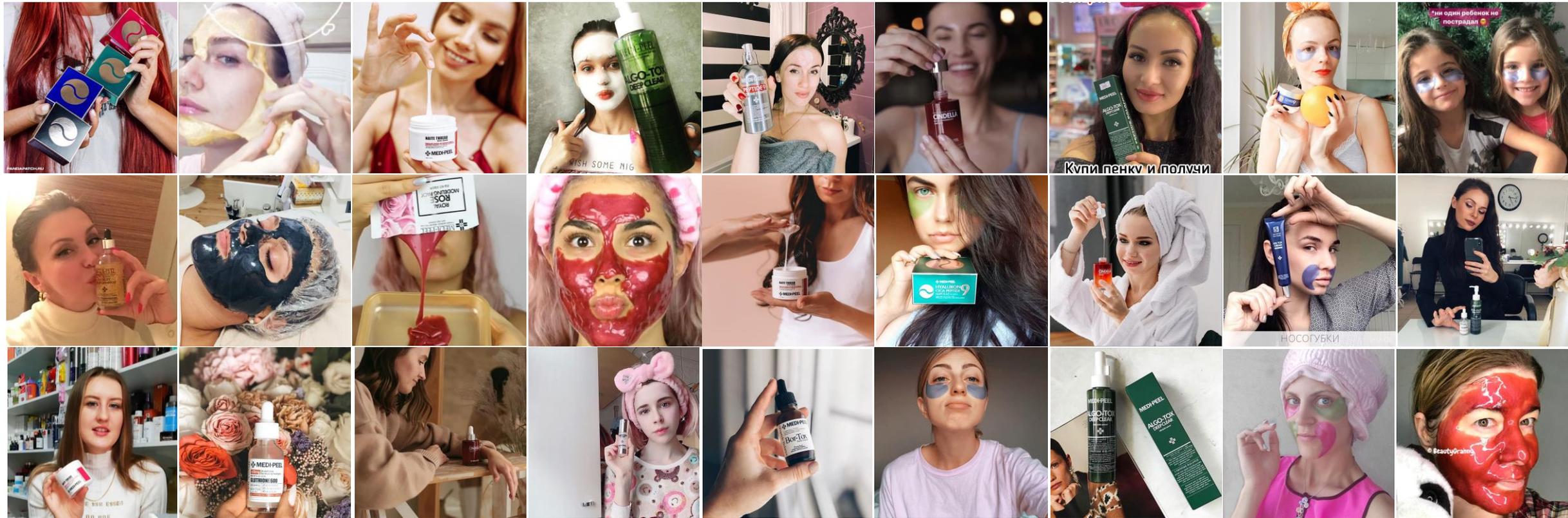
# CHINESE MARKET INFLUENCER MARKETING



## MEDI-PEEL, with favorite Wanghongs loved by the Chinese people

We are actively doing marketing campaigns with 100 famous Wanghongs who cherish our brand.

# GROBAL MARKET INFLUENCER MARKETING



## MEDI-PEEL, acknowledged by International Beauty Influencers

MEDI-PEEL products' excellence is widely acknowledged by many beauty influencers throughout the world, and the brand recognition is relentlessly increasing.

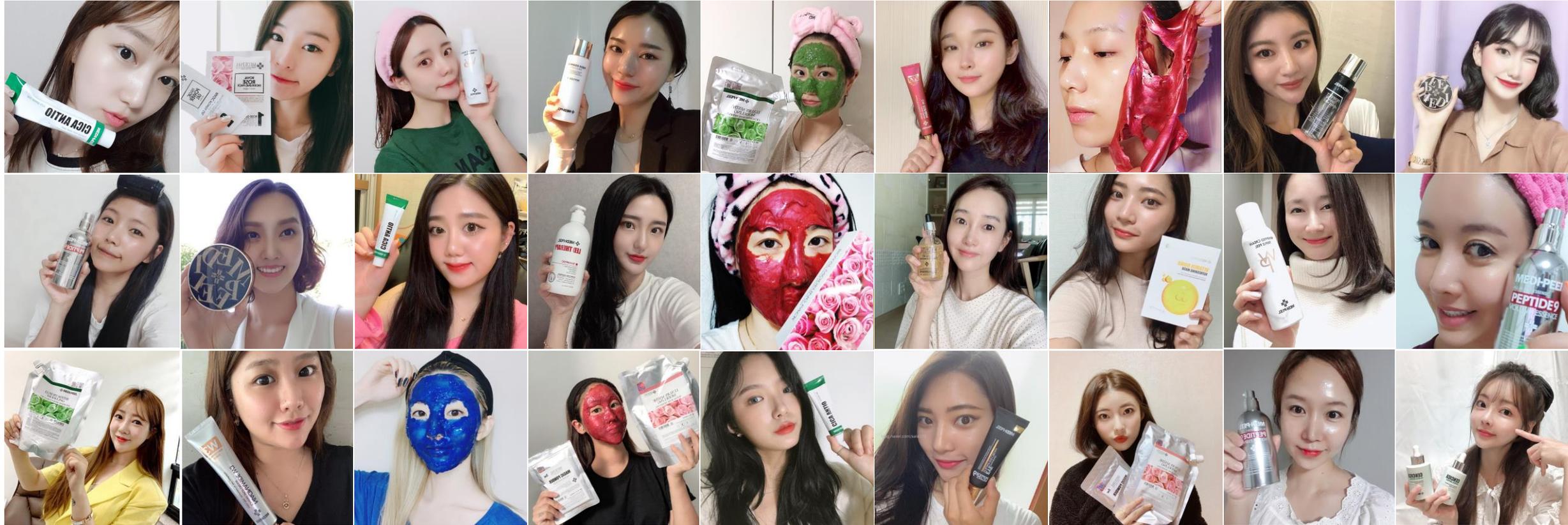
# SOCIAL INFLUENCER MARKETING

#MEDI-PEEL related Cumulative posts : over 10,000 (on Instagram)

#medipeelgoldampoule #medipeelcushion #medipeelmodelingpack #medipeelpeptide

10,392 posts on Naver blogs

5,756 posts on Naver Cafes



## MEDI-PEEL, with the Korean beauty influencers

The Korean beauty influencers are posting their honest review about releasing of the new product, and the MEDI-PEEL makes progress every day by reflecting their feedback.



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