

1. Natural Fermented & Ripen Modam Solid Shampoo Bar (CP : Cold Process)



Modam Solid Shampoo Bar is made from 100% natural pure ingredients without addition of artificial chemicals. The shampoo bar contains 20 types of herbal ingredients that prevent hair loss, such as Artemisia Sieversiana Willd, which has anti-inflammatory to cure bedsores and antioxidant effects, as well as eoseongcho, green tea, fennel, pine needles, mint, persimmon leaves, black ginseng, black garlic, rosemary, moringa and so on. Fermentation and ripening technology developed by Modam eliminates the toxicity from natural ingredients and maximizes the absorption rate of nutrients of herbs. When you wash your hair for the first time with the Modam shampoo bar, the inflammation of the scalp will be decreased, the hair will thicken, and if used continuously, you can see the hair grows new. It is also good for improving various scalp troubles such as itching caused by scalp dryness and dandruff. The product has already been verified by the authorized institute as KTR, KCL, and KDRI.



- Core raw material: Artemisia Sieversiana Willd

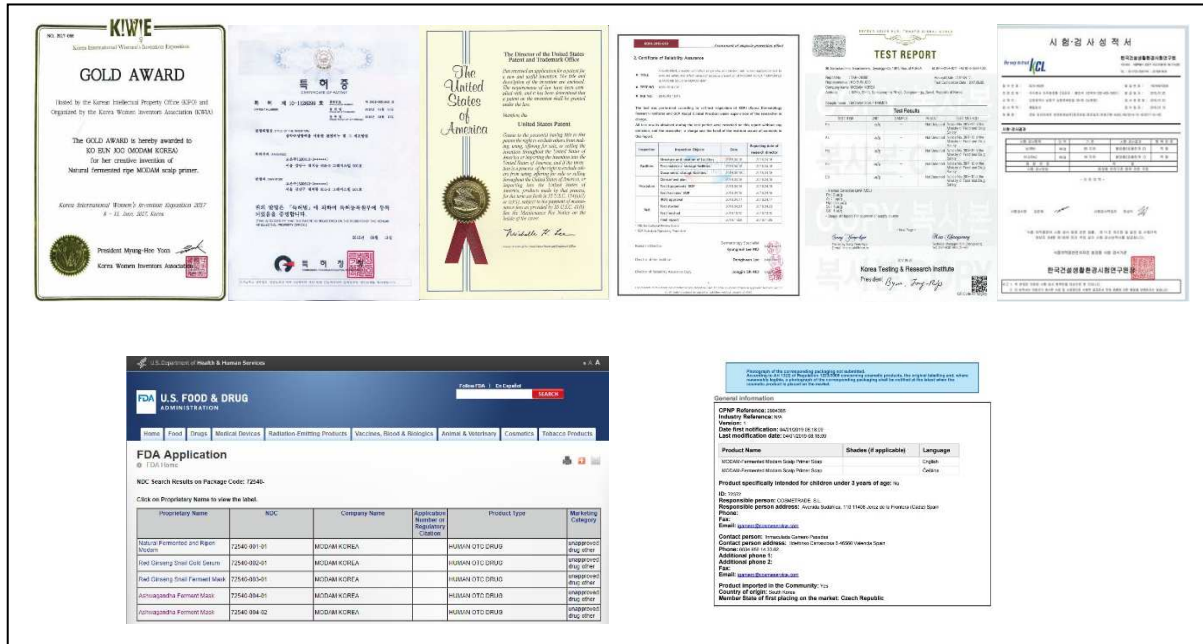
[illegible]

<Test report for anti-inflammatory>

Artemisia Sieversiana Willd, the core raw material of Modam solid shampoo bar, is a good medicine that can cure bedsores because of its high anti-inflammatory level according to result of research at Kyunghee Oriental Hospital. It is planted one and only in Korea that was germinating and cultivating itself since 2013 in Modam and has a patent for its composition. The disadvantage of natural soap, which is weak against humidity and making less foam, is supplemented by using Artemisia Sieversiana Willd. Kyunghee Oriental Hospital is currently preparing research paper for Artemisia Sieversiana Willd.



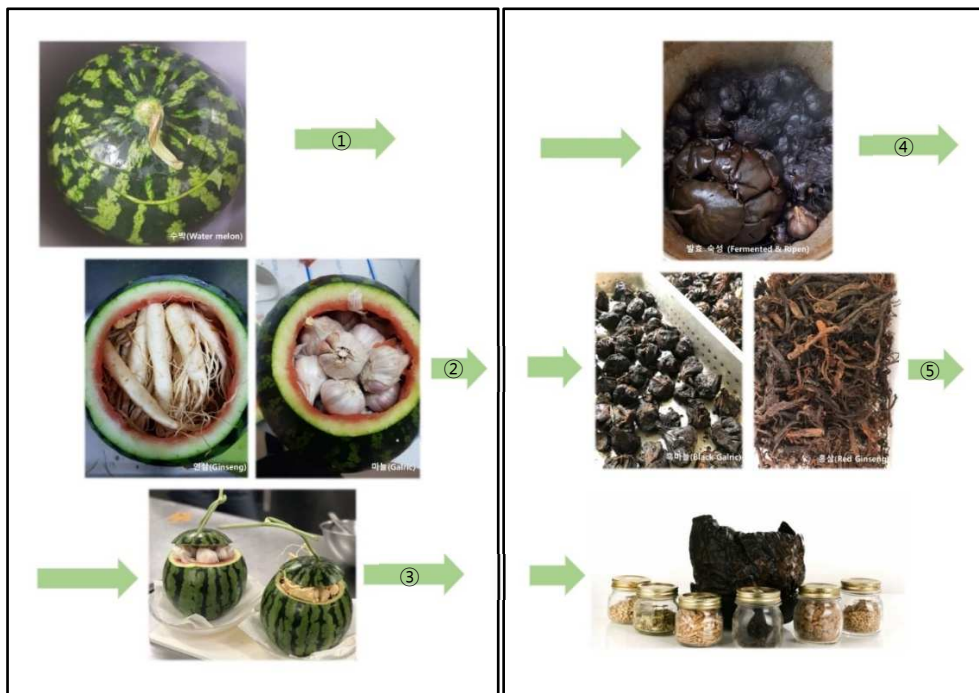
<Cultivated *Artemisia Sieversiana* Willd, dried *Artemisia Sieversiana* Willd>



Modam solid shampoo bar was taken clinical test at KDRI and confirmed that it is effective for hair growth. In addition, KTR and KCL have been certified for anti-inflammatory and anti-oxidation effects. Modam has increased export capacity by registration for FDA in USA and CPNP in Europe.

- Manufacturing natural hand-made soap

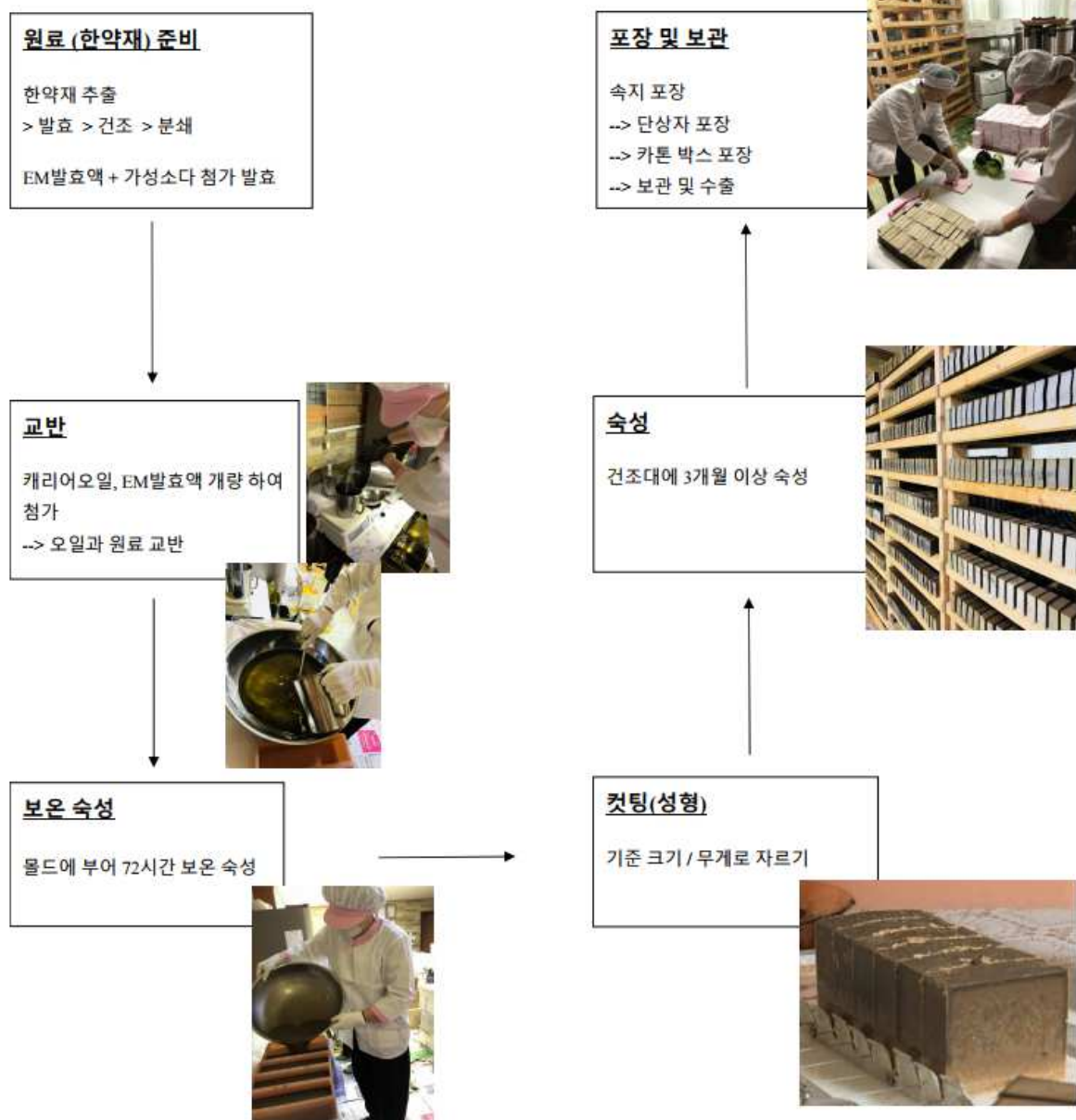
Modam natural solid shampoo bar is hand-made product



<Manufacturing process using watermelon>

Unique manufacturing process using watermelon obtained Korea and US patents. Modam manufacture competitive high-quality products with such a own technology. In addition, it is suitable for use in countries with high humidity by compensating for humidity sensitivity and less foam, which are disadvantages of hand-made soaps.

제 조 공 정 도(CP : Cold Process)



< Manufacturing Process (CP : Cold Process)>

1. Preparation of raw materials (medicinal herbs)

Medicinal herbs Extraction

→ Fermentation → dry → smash

2. Mixing

Metered and added Carrier oil and EM fermentation solution

→ Agitating Oil and raw materials

3. Warm & Fermentation

Pour into mold and keep it warm and Aging for 72 hours

4. Cutting

As standard size & weight

5. Aging

Aging for more than 3 months on drying rack

6. Packaging & Storage

paper package

→ Inner small box package

→ Carton box packing

→ Storage and Export

Modam natural solid shampoo bar is made using EM fermented solution rather than normal purified water. We do not sell it immediately after production, but take 3-month ripening period (CP: Cold Process) manufacturing process. We directly manage all manufacturing processes (6 steps) from material control to packaging.

- Actual using case



Before



AFTER 60 days

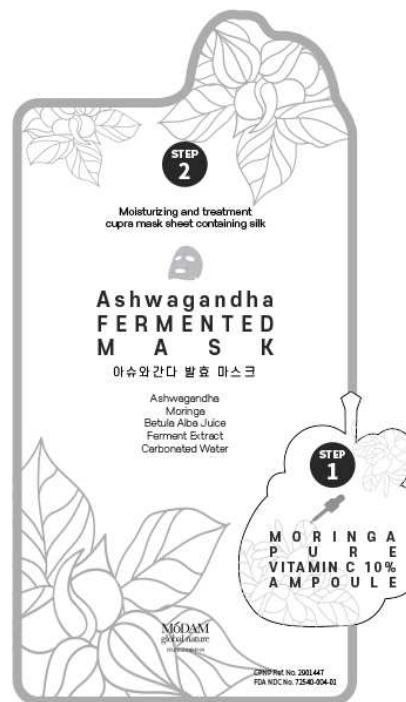


AFTER 150 days

*This photo is a real photo from our Indian buyer and original one without any modifications except resizing.

Duration of use: Rapid effect can be seen when used continuously for minimum 1-2 months.

2. 2 Steps Ashwagandha Fermented Mask



-Step 1 Modam Moringa vitamin C 8.7 Ampoule

High concentration impact ampoule to be applied before using Step 2 mask sheet. It contains Moringa oil, which is rich in vitamins, minerals, and amino acids, and natural vitamin C 8.7% (British vitamin C), provides skin elasticity, moisturizing, smoothing the skin corneous, and as well as sufficient moisture. It is a synergy ampoule that supplies moisture and helps absorb the mask pack and enhances the effect

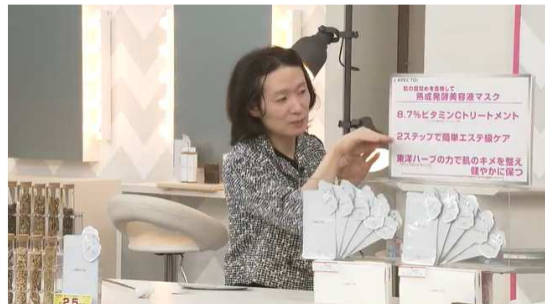
-Step 2 Modam Ashwagandha fermented mask

A bottle (25ml) of ampoule contain MODAM Ashwagandha. Modam Ashwagandha research and develop source and principle for healthy and beautiful skin based on several thousands of historical Indian Ayurveda and modern delicate biology.

Modam use Ashwaganda, raw material Modam import directly from India, is called "Indian ginseng" (i.e. 50 times of saponin-containing than Korean ginseng), which is rare ingredients in Korean cosmetics.

It contains Moringa oil and extracts, called the tree for non-old & long-life or miracle trees. It also contains the fermented essence by Modam (Stevia, Moringa, Graviola, Green Tea, Angelica, broiler bark, licorice, cypress leaf, wormwood leaves, eoseongcho), that is a multi- functional mask sheet which improves whitening and wrinkles prescribed with high concentration.

It is an exquisite mask pack made of birch sap and precious liquid, which contains the ingredients for promoting metabolism and important to the skin such as calcium, magnesium, iron, potassium and with many micro elements. Cupra premium mask sheet, which contain meek and soft silk, provides rich nutrition and intensive moisture hydrating effect with excellent adhesion.



<Captured on air at QVC Japan >

https://qvc.jp/cont/detail/ShohinDetail.html?hinban=681772&cgry=247&sc_initcmp=brand_plist_legacy

3. 2Step Rose Mask



-Step 1 Modam Moringa vitamin C 8.7 Ampoule

High concentration impact ampoule to be applied before using Step 2 mask sheet. It contains Moringa oil, which is rich in vitamins, minerals, and amino acids, and natural vitamin C 8.7% (British vitamin C), provides skin elasticity, moisturizing, smoothing the skin corneous, and as well as sufficient moisture. It is a synergy ampoule that supplies moisture and helps absorb the mask pack and enhances the effect

-Step2 Modam Rose Mask

It contains high-quality ingredients such as rose absolute (i.e. essential oil), rose water, rose hip seed oil and so on made from precious organic roses imported directly from Bulgaria. The Rose Absolute, which penetrates the dermis of skin, helps to improve the skin effectively with 100% natural rose fragrance, no artificial fragrance is added. Cupra 40 premium mask sheet, which contain meek and soft silk, provides rich nutrition and intensive moisture hydrating effect with excellent adhesion.



<Captured on air at QVC Japan >

https://qvc.jp/cont/detail/ShohinDetail.html?hinban=674235&cgry=783&sc_initcmp=brand_plist_legacy

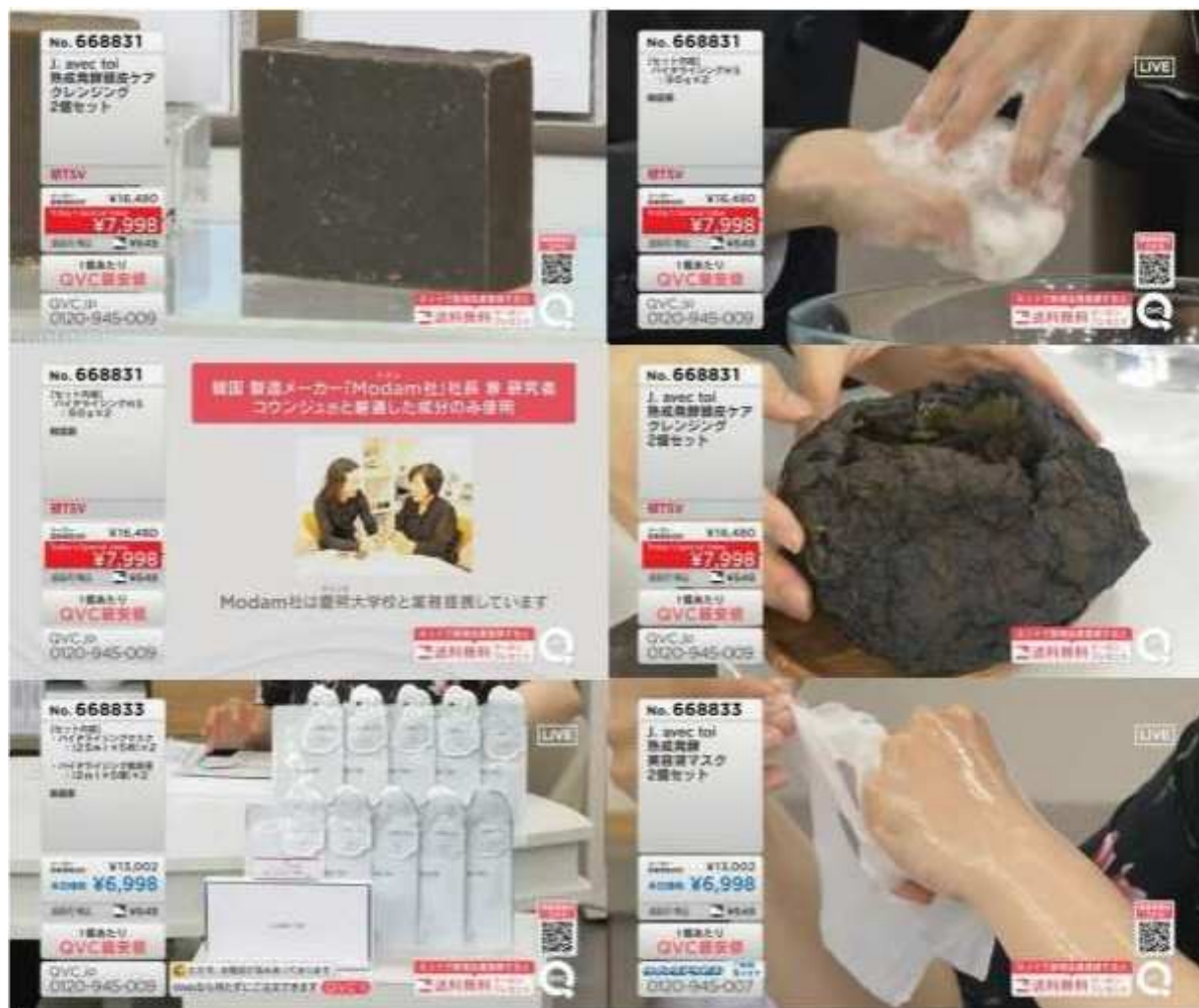




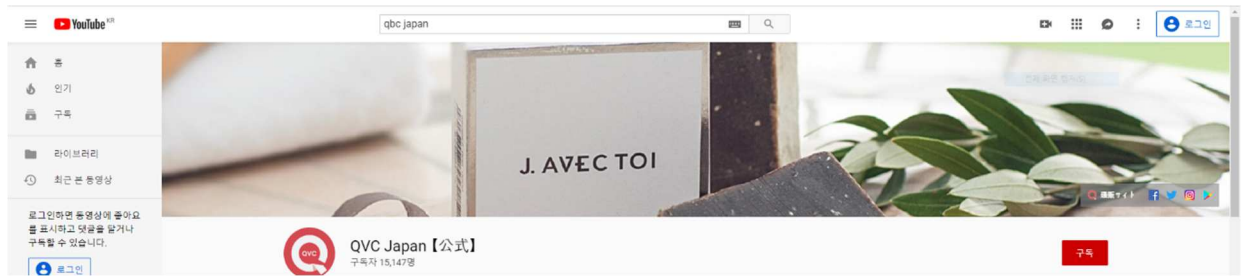
<Imported by visiting Bulgarian Rose Farm in person>

- Launched Japanese home shopping QVC in 2nd half of year 2018

The Japanese cosmetic market is not so easy to launch. Natural aged fermentation Modam solid shampoo bar, Ashwagandha fermentation mask pack and rose mask pack successfully entered the Japanese market. It has been sold out during a special broadcast, that 7 times a day with sales amount of USD 2.4 million every time, since the second half of 2018 through the Japanese QVC home-shopping channel. In addition, it has become a hot product such as main product in QVC Japan catalog and featured on YouTube channel. In the second half of 2021, new products such as hair treatment, serum, body lotion, and facial cream will be launched.



<Captured on air in QVC Japan>



<Main page of QVC Japan in YOUTUBE>

(URL : <https://www.youtube.com/user/QVCJapan>)



<Cover of QVC Japan catalogue (2019.05)>

-Famous producer "J, Noritzg" (J.ノリツグ)

: "J, Noritzg", the best producer at QVC Home Shopping, which sells Modam's products, is a celebrity in Japan and is the best seller of QVC. After experiencing the effects of the product directly from the Modam by himself, it entered the broadcast and successfully exported it.

<Before>



<After>



[illegible]

< Singapore distributor contract with USD 500,000>

02

**국격 따라
상품 신뢰도 업
슈퍼패스 역할 톡톡**

2019년 7월 싱가포르 경제사정단
모달코리아



대표 고은주
대표 최진영
주소 서울시 강남구 삼성로4길 23-1(파라) 1-2
전화번호 02-3653-7133
홈페이지 modalcosmetic.com

요담코리아의
경제사절단 요리

신시장 개척

Aging
Fermentation

고문주 대표

< KOTRA Registered as a success story of economic and diplomatic business >

[illegible][illegible][illegible]

< KOTRA President's Award for ArtCollabor Design >