TAEYANG RENEW

Advanced Cosmetic Package



Company Introduction

TaeYang Renew Inc., Feb 2018

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1. Company Introduction

- 1. Our History
- 2. Organization Chart
- 3. Intellectual Property Right

I. Company Introduction

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1. Our History

Classification	Company Information			
Company Name	Taeyang Renew Inc.			
Foundation Date	1985	5-12-15		
CEO	Man	Soo, Choi		
Field of Business	Cosi	metic Packaging, Make Up Brush		
Major Products	Mak	e-Up Brush, Auto Lip Gloss Bottle, Auto Nail Polish Bottle		
Head Office		yang Renew Inc. 01∼1004, Gasan digital 1-ro 24, Geumcheon-gu, Seoul, Korea		
Related Party		Γianjin Taeyang Co.,Ltd. ⋬9, jingfu Road, Tang Guan Tun Town, Jinghai Country, Tianjin-City, China		
Webpage	www	v.taeyangrenew.com		
History		Content		
Foundation of Taeyang (1985 ~ 1988) • Taeyang Industry Fo		Taeyang Industry Found in December,1985		
Expansion to China (1999 ~ 2001)	 Start producing unique and patent protected cosmetics brushes Execution of business contracts with global cosmetic brands such as Dior. MAC etc. th 			
Further Expansion (2002 ~ 2015)	SEPHURA Amore Pacific Revion Estee Lauder atc through (JEW)			
Establishment of Taeyangrenew (2016 ~ present)		 Establishing Taeyang Renew in Korea Completion of registering domestic manufacturing business Completion of obtaining patents for Nail Pen in Korea, China and U.S., Japan etc. Completion of obtaining patents for Airless Cosmetic Dispenser in Korea, China and U.S., Japan etc. 		





I. Company Introduction (cont'd)

2. Organization Chart

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* To be installed

I. Company Introduction (cont'd)

3. Intellectual Property Right

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(The number of Patent)

Classification	Patent	Patent Pending	Trademark Rights	Design Registration
Nail Pen	8	-	1	8
Airless Cosmetic Dispenser	9	3	-	2
Auto Make-Up Brush	4	-	-	-

I. Company Introduction (cont'd)

3. Intellectual Property Right



- We obtained the Certification of Excellency in Technology-based Business Capacity and Technology-based Competency by NICE, the leading certified credit-rating agency in Korea.
- We will continue to strive producing innovative and patent protected products in the future.

II. Product Introduction

- 1. Nail Pen
- 2. Airless Cosmetic Dispenser
- 3. Auto Make-Up Brush
- 4. Other Product

II. Product Introduction

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1. Nail Pen (🖸 YouTube : <u>https://youtu.be/uVaWWbHmyxE</u>)



Material		Size		
Parts	Material	Capacity	Height	Ø
Сар	Aluminum	10ml	106mm	22mm
Bottle	PA 616T			
Inner Vessel	Polyketone			
Base	Aluminum			
Button	ABS			

a. This nail pen allows to minimize exposure of liquid formula to air so that the nail polish will last as smooth as new until the last drop.

b. Because this nail pen is All-in-one, the possibility of spilling nail polish formula is nothing so users can use it very comfortably whenever they want to use it.

c. Users can adjust the amount of formula according to their preference by pushing the button repeatedly.

d. The button cannot be pushed when safety-lock feature is locked.

e. The applicability of this bottle is indeed various because various tips are available.

1. Nail Pen (cont'd)

How to use Nail pen

YouTube : https://youtu.be/uVaWWbHmyxE)

- 1. Remove the 1st safety cap by unrolling.
- 2. Unlock the 2nd safety-lock feature by twisting it to the right.
- 3. Push the button to allow the brush to automatically pop up.
- 4. Gently apply the formula to the extent of users' preference by pushing the button about 2 to 3 times.
- 5. Once finished, lock the safety-lock feature by twisting it to the left
- 6. Putting the safety cap back up by rolling.

How to Effectively use Nail pen

(YouTube : <u>https://youtu.be/xVVv2hS3as0</u>)

1. We strongly recommend using only one side of the brush while you are applying nail polish liquid by using Nail pen

Firstly, you check what side of the brush the liquid is more accumulated on, and you continuously use only that side of the brush while you are using Nail pen. If you consume all the liquid on that side of the brush, push the button just 2 - 3 times to accumulate the liquid to use. It is very convenient to control the amount of the liquid users want to use. The reason why we recommend this is, if you use both sides of the brush so you consume all liquid on both sides of the brush at once, you need to push the button more times than 2 - 3 times to accumulate enough liquid on the brush again.

2. If you push the button slowly, you can accumulate more amount of liquid per click

Our nail pen is designed to open a space when the button is being pushed so that liquid in the bottle can flow down through the space. Therefore, if the button is being pushed slowly, because it gives more time liquid can flow down, the amount of liquid per click becomes more than in the case of pushing the button quickly.

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1. Nail Pen (cont'd)

Our Nail Pen was chosen to be part of "Cosmoprof Trends Report 2018" as Trend: Next Gen Applicator.

Cosmoprof Trends is an online trend report compiled by the renowned global beauty trends agency BEAUTYSTREAMS.

It showcases items selected before and during the fair, and expands on the latest beauty trends they represent.

You can get more information at

http://www.cosmoprof.com/espositori/cosmoproftrends/cosmoproftrends2018/

You can find the relevant information about our product on page 32 of the report.





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Strategic Partner:



Shortlisted 2018

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2. Airless Cosmetic Dispenser

YouTube : <u>https://youtu.be/Ex0QHjNNCmY</u>)



Material

Parts	Material
Сар	ABS
Inner Cap	РР
Shoulder	ABS
Button	ABS
Outer Bottle	PETG
Inner Bottle	PETG

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Size		
Capacity	Height	Ø
6ml	110mm	18mm

Cino

a. What makes our lip gloss bottle truly outstanding is that the button is conveniently located on the shoulder part of the bottle, which allows users to feel very comfortable to use it.

b. You can adjust the amount of formula according to your preference. For example, when you push the button relatively long, more amount of the formula comes out and vice versa.

c. Because our product is airless, the formula can be consumed until the last drop.

d. Placement of the tip separate from the liquid formula prevents the formula from being contaminated.

e. The applicability of this bottle is indeed various because various tips are available.

2. Airless Cosmetic Dispenser (cont'd)

This innovative airless and shoulder buttoned design creates a newest concept for lip gloss users in the world. The liquid formula automatically dispenses when the conveniently placed button is pushed.



Remove the cap by lifting.

Gently push the button to allow the formula to automatically dispense from the body to the tip.

² Users can control the amount of formula to the extent of their preference based upon their intensity of the push.

Gently apply onto the lips.

Once finished, close the cap again. Upon closure, the button is designed to be automatically locked to prevent the formula from being dispensed.

Airless Cosmetic Dispenser (cont'd) 2.

Our shoulder buttoned lip gloss bottle has been nominated as the recipient of the COSMOPACK AWARDS in 2018 Cosmoprof Bologna.

You can find relevant information at http://cosmoprofawards.com/en/contest/product/view/404





CURATED IN PARTNERSHIP BEAUTYSTREAMS

To all finalists of COSMOPACK AWARDS

Milan, February 16th 2018

Dear Exhibitor,

First of all, we would like to thank you for your participation to our Awards, curated in partnership with BEAUTYSTREAMS.

Your product has been selected as finalist among 582 total entries.

This marks the beginning of a whole range of PR and marketing tools, Cosmoprof will offer to your company.

- 1. Your product is now labeled "Cosmoprof Awards Finalist" : it is a seal of quality an advantage reserved exclusively for our most outstanding exhibitors. Please find attached this important seal that can be used in your website, newsletters or in your email signature;
- 2. Your product will be showcased at the Service Center in BolognaFiere From March 15th March 19th , 2018. This year the installation is strategically located within our educational arena. It will give all finalists a unique exposure towards key attendees of our show. Cosmopack Awards Finalists will also be showcased in the corridor between HALL 15-18:
- 3. Your product will be promoted in www.cosmprofawards.com , in a newsletter sent to all preregistered visitors, and in the press media kit distributed to 1,200 journalists present at the show.

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- 3. Auto Make-Up Brush
 - ▶ YouTube : <u>https://youtu.be/vQXJMmzauEc</u>



- a. This brush is very easy to use. When you pull up the brush, the cap located in the brush automatically opens and the tip of the brush pops up and vice versa.
- b. User doesn't need to worry about losing the separate cap.
- c. Because It prevents the inner brush from exposure of the light, It also can be used for gel-nail brush or gel-eyeliner brush as well.
- d. Various tips are available.

Retractable & Auto Close

Auto Close				
Item no.	Shape	Ø (mm)	Length (mm)	Note
TYB-8	Round	8	94/ 130	
TYB-9	Round	9	95/ 137	
TYB-9N	Round	9	95/ 135	Gel Nail Brush
TYB-9E	Round	9	95/ 135	Eye Liner Brush
TYD	Square	8*8.3	92/138	

Retractable

Item no.	END	Ø (mm)	Length (mm)
TYA	FLAT	8/7.1	90/ 130
TYE	FLAT	8	90/ 130

Material

Part	Material
Body	Aluminum
Bristle	Synthetic / Natural

3. Auto Make-Up Brush (cont'd)

This creatively designed all-in-one type brush with automatic "slide-open" feature brings a whole new experience for users in the world. When users simply pull up the body, the cap on top automatically opens and the brush concurrently pops up.



3. Auto Make-Up Brush (cont'd)

Major Business Partner

We have been distributing our Auto Make Up Brush to major global brands such as Dior, MAC, SEPHORA etc. through OEM since early year 2000s.





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