

Rooicell Magic BB Balm



Basic Skin care to Make-up
Skin-lightening , Wrinkle improving,
Moisture Cream
/Make-up base/Foundation



LIFE TOGETHER CO.,LTD.

Features of Rooicell Magic BB Balm

Cover the flaw of the skin. Double functional cosmetics for Wrinkle Treating & Whitening

- Wash Off, Waterproof types, It feels refreshing, It does not wash out in sweat & water, keeps makeup long lasting,
- It doesn't get shiny.
- Adhesion of the skin is excellent. After makeup, it covers up the flaw of the skin as well as it has wrinkle improving and skin lightening effects.

Cover the flaw of the skin. Double functional cosmetics for Wrinkle Treating & Whitening

Wrinkle
improvement

Look vitality,

Sebum
control

skin
suppression

Skin cover

skin
elasticity

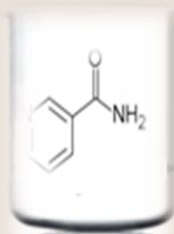
skin
protection

Whitening

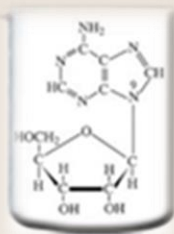
Nutrition
&moisture
supply

Cover the
flaw

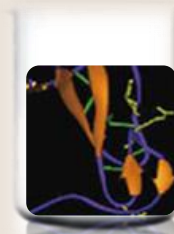
Main ingredients of **Rooicell Magic BB Balm**



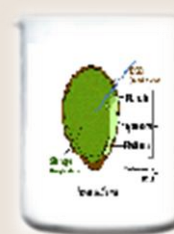
Niacinamide
Whitening



Adenosine
Wrinkle
improvement



E G F
Regeneration
of cells



Vegetable
Stem cell
Skin
reproduction



**Glycyrrhiza
extract**
Calm down skin
stimulation



Allantoin
Skin
suppression

Niacinamide Korea Food & Drug Administration's Notification Ingredient Research Result

Adenosine

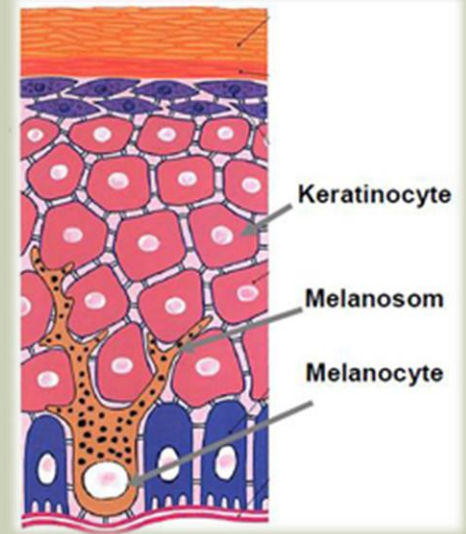
- Wrinkle improvement : According to the KFDA ,Adenosine manages
- Wrinkle skin and improve damaged skin.
- It has a beneficial function for the skin likewise
- cellular differentiation, anti- inflammatory, wound healing etc.
- It has a function like suppressing the sebum, improving oily trouble skin.
- Adenosine, wrinkle-improving ingredient helps it to be absorbed rapidly and solves wrinkle problem effectively.
- It is applied to products that protect the skin and help maintain skin health by preventing the oxidation of the constituents.
- It is available ingredient without night and day, research and
- development patent component of wrinkle improvement is researched
- by The Massachusetts University Medical School in U.S Also,
- That is recognized by Korean Food and Drugs Administration.



Research Outcome

Feature of Niacinamide

- Purifying the skin
- Protect the skin and good for maintaining skins healthy
- Providing nutrition to the skin and boost the metabolism of your body and increase the energy

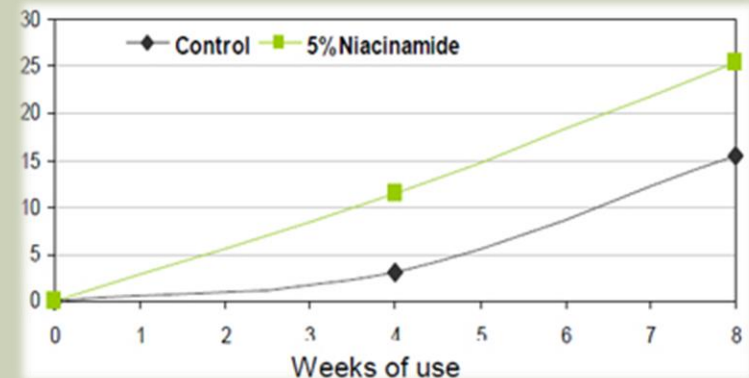


- Niacinamide is not the substance that are linked to the Tyrosinase and DOPA Oxidase's melanin decrease or melanin's synthesis of enzyme response but Niacinamide prevent the movement of melanin from melanocyte to keratinocyte. With this process, Niacinamide helps to maintain the skin clean.
- With the synthesis at the melanocyte, basement membrane of melanin, melanosome with carrying melanin is spread through neurodendrite and after all melanin is moving to the skin. Niacinamide is preventing the movement of this melanosome.

Niacinamide Korea Food & Drug Administration's Notification Ingredient

Research Outcome

- During 8 weeks of research, there was a decrease age spot while using Niacinamide to the skin.
- Niacinamide is registered as a skin whitening elements to Korea Food & Drug Administration because of its strong effect Niacinamide is known as water soluble vitamin B3, vitamin PP.



Niacinamide's efficacy

- Increase the level of skin's Ceramide and Fatty acid (Dry and rough skin is lack of Ceramide.)
 - 4 weeks prescription of Niacinamide 2%.....
 - Thick skin's Ceramide increased 34%, fatty acid increased 67%
- Preventing the lose of skin's moist, accelerate the skin's micro circulation.
- Improvement of skin coloring and preventing the movement of melanosome
- Promote the generation of collagen, good for anti-aging and skin's elasticity.
- Suppress the sebum and soothe the oily skin
- Vitiamin C would be good combination with Niacinamide.

EGF Ingredients Feature

“Epidermal Growth Factor” was discovered by American physiologist Dr. Stanley Cohen.

♡ Nobel Prized Factor for
Skin regeneration and Elasticity enhancement

°The EGF component helps regenerate skin structure and make skin look healthy and younger with enhancing its elasticity.

♡ The effect of Cosmetic surgery
even in a single use

°It controls face and body balance by LIFTING POLYMER.
°It has the powerful lifting effect of sagging skin.



♡ Pore tightening, Lipolysis effect

° As a powerful face pack action, it promotes pore tightening and lipolysis.

♡ Globally patented as a "wrinkle improving" components in 25 countries of the world

° It improves wrinkles with functioning materials(Copper Tripeptide, Acetyl Hexapeptide- globally patented components in 25 countries).

EGF Products Efficacy

- **Promote the Epithelial cell and corium cell' s proliferation**
- **Increase the generation of fibroblast**
- **Boost the synthesis of Fibronectin and skin' s rejuvenation**
- **Minimize the scar**

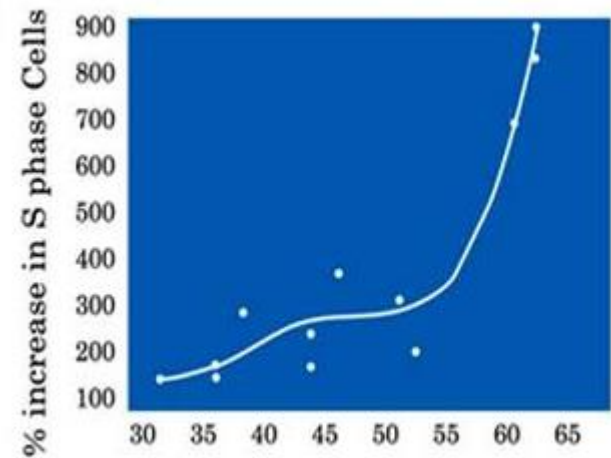
EGF Researching Result

As you can see Dr. Brown's 60 days of EGF experiment, age over 50s have great improvement in the growth of new cell. EGF lotion has marked maximum 872% and average 264% of better result. (quotation: U.S. Patent #5618544)

NO	Age	Non-addition	Addition	Rate(%)
1	32	7,1	10,9	154
2	36	5,0	8,7	174
3	36	7,8	15,0	192
4	39	5,0	13,9	278
5	44	6,1	11,8	193
6	44	4,0	10,2	255
7	46	3,7	14,9	403
8	51	3,4	12,6	371
9	52	3,4	8,6	253
10	60	1,4	9,8	700
11	62	1,2	9,9	825
12	62	1,8	15,7	872
Average		4.15	11.8	285

(EGF Containing amount : 0.1 μ g/ml=0.00001%)

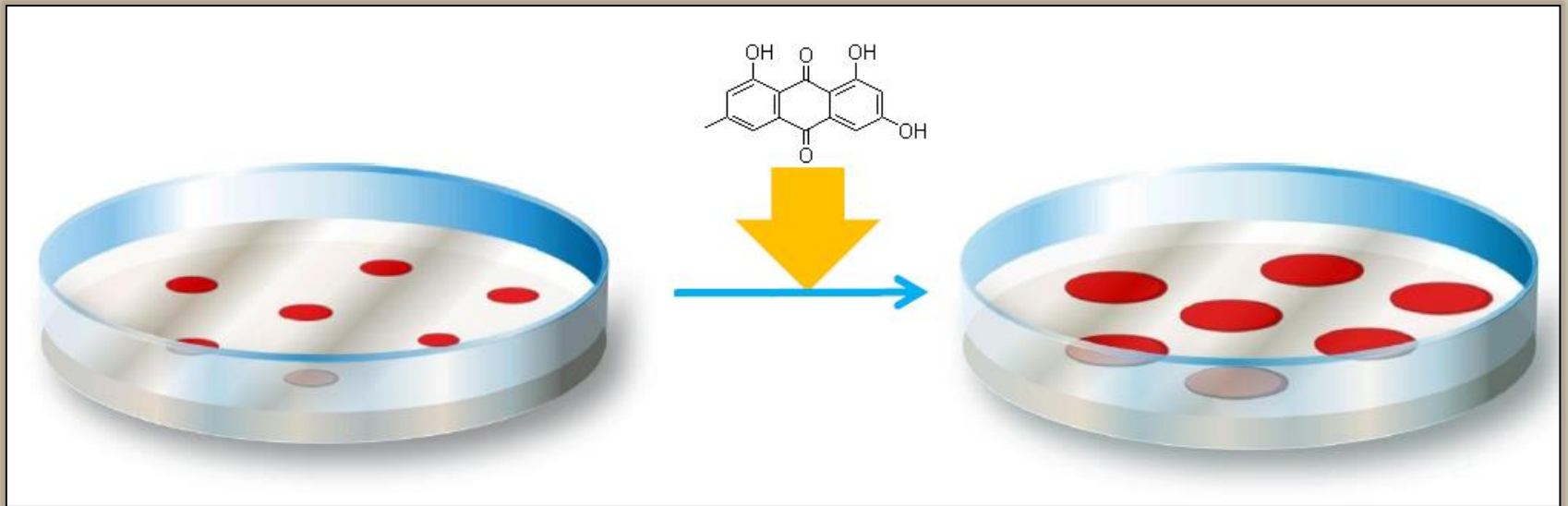
New Cell increase Relative to Control after applying cream with EGF for 60 days



(資料 : USPatent #5618544)

Active stem cell factor

It is a material that revitalizes stem cell, improves whole function about the skin.



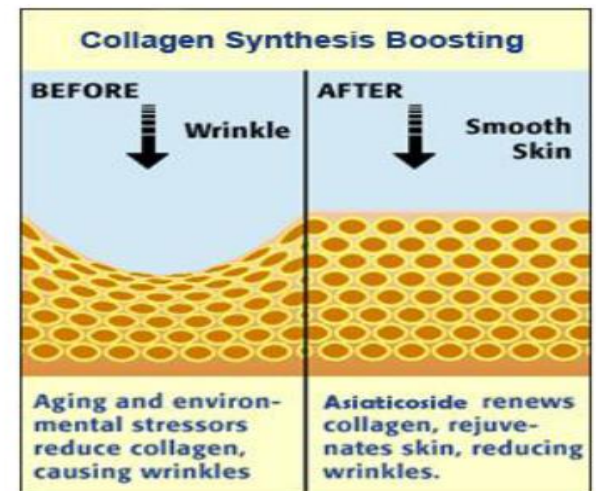
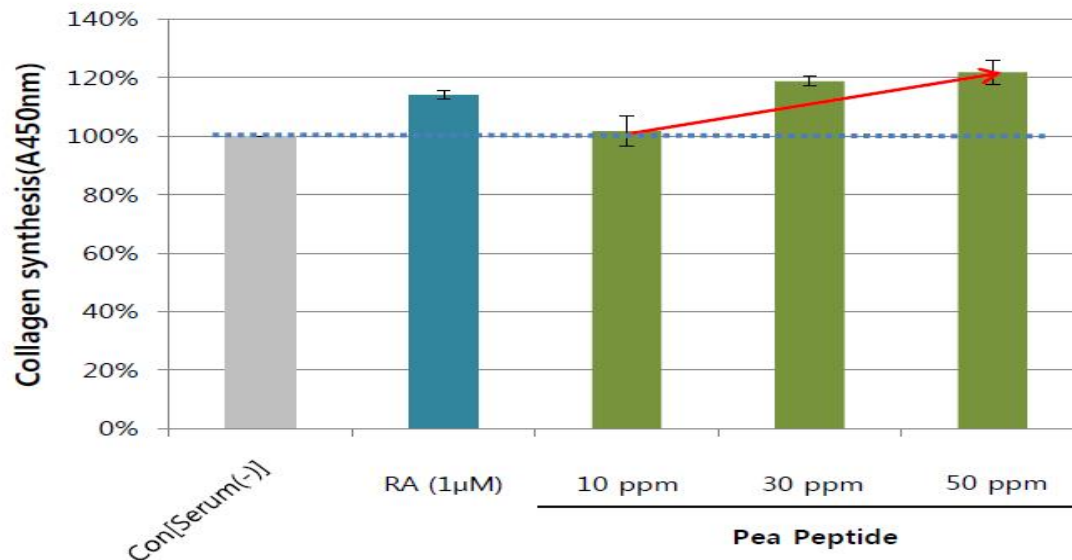
Selection of the active stem cell factor

As it makes certain that some material increases active stem cell, when the stem cell germiculture adds a fixed quantity, if it increases, we could make sure in person, select it.

Stem Cell Activator Efficacy

- Revitalize the weakened stem cell and it is good for anti-aging and skins improvement
- Boost the synthesis of collagen on the skin.
- Suppress the activity of collagenase. Collagenase is the enzyme that takes apart the useful collagen.

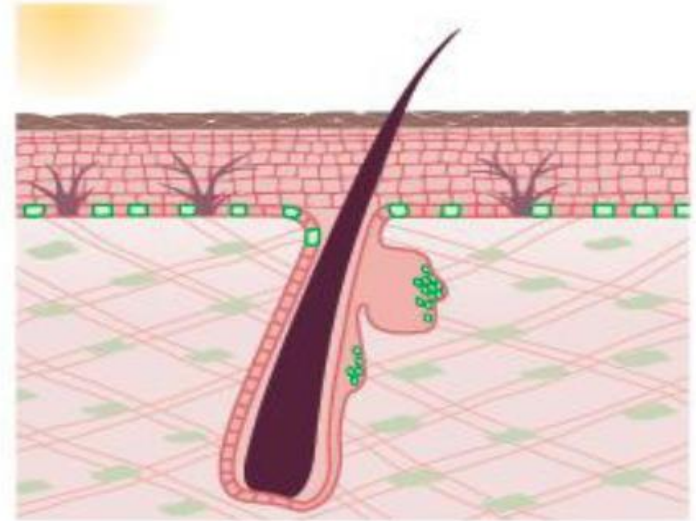
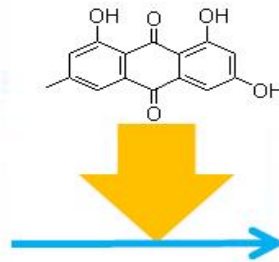
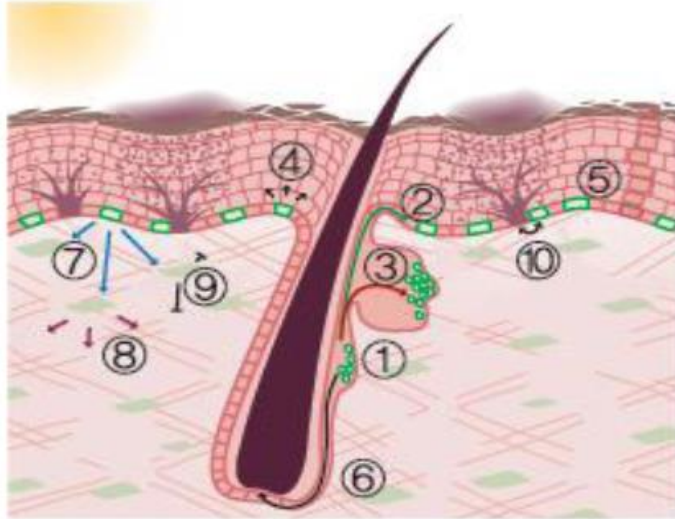
Collagen Production Activation



The roles of active stem cell factor in the skin

색소침착이 많고 주름이 많은 노화된 피부

정돈된 각질층과 깨끗하며 주름이 개선된 건강한 피부

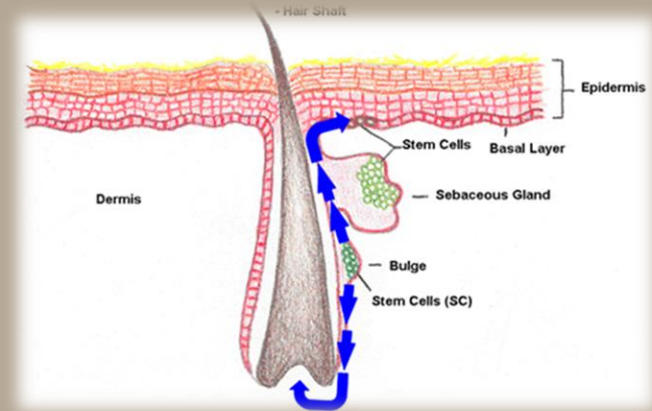


- ① Revitalize stem cell, promote division
- ② Epidermal stem cell vitalization
- ③ Control sebum secretion by controlling the stem cell
- ④ Control immunity by communication with related immunocyte of the outer layer
- ⑤ Control division about horny substance cell of the outer layer
- ⑥ Grow the hair & control pigment by stem cell vitalization related hair
- ⑦ Promote deviation about fibroblast of the derma layer
- ⑧ It promotes collagenesis of the fibroblast
- ⑨ It suppresses collagenase by collagenase inhibitor of the outer layer

Stem Cell Activators Distribution

First, it is positioned between the follicles. It is proven that stem cell at this epidermis is play an important role controlling both epidermis and dermis and fibroblast. It is crucial to skin's healthy.

We can easily get this stem cell at these spot so it is widely spread to the skin's stem cell research



Second, it exists on the follicle. Stem cells on the follicle is important because it is closely connected to the rejuvenation of the skin.

Naturally it is also important to the hair growth and rejuvenation.



How to use Rooicell Magic BB Balm

1. Press the cap onto the palm twice.
2. Like below the picture, apply small quantity of cream on the forehead, chin and cheek.
3. It spreads from inside to out of the skin using brush or sponge.
4. Like covering face, use hand temperature to absorb Rooicell Balm into the skin.

