

Natural anti-pollution chosen by oriental medicine and skin science

### Garam of nature Company Introduction



02/ About Us

03/ brand story

04/ Introduction of item

## 01 회사연혁

2018.07	Gyeongbuk Creative Innovation Center selected as pre- G star				
2018.09	Selected as a technology innovation type enterprise				
2018.10.23	Established garam of nature				
2018.11	Selection of life innovation type enterprise support				
2018.11	Participated in industry-academia cooperation expo (Busan)				
2018.12	Awarded the best prize for creative talent in Korea				
2018.12	Gyeongsangbuk-do Establishment Competition				
2018.03	Selected serum 3 species launched				
2018.04	Become a member of Cluenco				
2018.05	Moved to Gyeongbuk Techno Park				
2018.06	Selection of initial start-up package and selection of cosmetics competitiveness enhancement project				

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## 02 회사소개

### garam of nature

'Garam of Nature' is a combination of 'Garam', a Korean word for 'River', and 'Nature', a foreign language of 'Nature'. It means 'river of nature'.

Garam of Nature, a researcher of Daegu Han University's Oriental Pharmacology Institute, will seek new ways of oriental medicine and innovate and innovate beyond the age of the environment to establish the best investment and research facilities for the future of herbal cosmetics as well as oriental medicine science There is.



Functional Materials Research Development of high functional humanfriendly new material



Cosmetic quality control Strict quality control to ensure safety



Cosmetic Technology Research Development of differentiated and superior product formulations



### **Distinction garam of nature**

closer to nature

More stable

use together



The product contains natural purity and utilization of medicinal resources through hard evidence.



through a modern pharmacological approach stable and high-functional Create a product.



Develop a product that can be used safely by all customers with healthy beauty.



### **Promotion project**



## 02 회사소개

**Global garam of nature** We are preparing to spread globally with the goal of Global Caram of Nature (USA / Vietnam / Thailand / Australia / China).



Selected for you cosmetics.

# Selected.

selected literally means 'selected'. "We have studied a number of natural medicinal materials, I made it. " I wanted to include this process in my brand.



Selected anti-wrinkle day serum

It rejuvenates your skin and skin.

The skin that is lifeless by external irritation and stress is refreshed by natural energy and becomes clean and healthy by the newly born skin. 50ml

Selected reinfoce day serum

It's a solid skin structure Reinforcement of skin elasticity and resistance

With full nutrition and silkworm cocoons, the root structure of the skin is firmly established and smooth and resilient with healthy static and wrap effect. 50ml Selected hyaluron day serum

The strength of the skin begins with a strong skin barrier.

Moisturizing by the deep moisturizing of Mount Hialuron. Amino acid amide and natural forces lighten the skin. 50ml

#### Develop products aimed at patents per product

U3 브랜드 개요



Photographs of facial skin surfaces after pack test with the non-woven fabric treated with low a) before test b) after test





2389 출원번호통지서 \* # # 지 20402.01 \* 7 사용 44/97(9).03/2019(9) # 전 후 134/64/00/18/2019.142/054/04/04 # 8 4 49 20/81/62/201961

대 김 전 설 행 직장조(P-2004-688155-1)
활 행 지 성 행 지수가 소용용, 전호약환신 및 유리선을 유효하는 수원 방송용 용량은 초상용



· 비상실위사인원유적(출정) 분위사 있는 것은 것은 것인 정요한 전자, 관득 정도 (또 있는 것건가 사용가가 위신해 물러가지 하는 것 위하는 것이다. (16년 사람이 방문 편액 비생전을 수 있습니다. (20년 신출권 수 있습니다. 비행인동 사용 전문사인원사인원 시작인자가 비행인 (20년 신출권 수 있습니다. 인내출위원을 것 위해서 것입하는가 하는 권위하는 수 일류에 인동원 수 있습니다. 인내출위원을 것 위해서 것입하는가 하는 권위하는 수 일류에 인동원 수 있습니다. 인내출위원을 것 위해서 것입하는가 하는 권위하는 수

LLD, 計量に防止: Mge inservings-page 年初回年年10月2日 要定時での第27日、第年金銀行地には3年度、金田 は年初の本部署 料準 毎日年年期にお用いた時間でありました。それの日本を日本部署を加加した。自動時代 日本市地(日本) を日本年期にお用いた時間でありました。日本市が正式の第二本時の大利用であることを行 いた時、年代目前日本目本目前日本日本部署(日本市工作の大利用であることを) いた時、年代目前日本目本目前日本日本部署(日本市工作の大利用であることを)



#### 군은 중 약 출원 번 호통 지서 4 31 AL BL GAMPING ERLEND GET DI MER WINZIW DROUGHENNIN **首新发 所谓** 2018 第 8 의 생 4 프로프로인가, 400년, 토란 주중품 6 관련 주중품을 유용하는 11 년 노력 영감 도난 주류 30년 동창로 조성을 허 청 장 蒿 -10.0048-201 1. 귀하지 출연한 위공 같이 정강적인로 감수되었는데, 여루의 당시 전환급환한 출 방문문을 통해 제안되실 수 있습니다. · 출연에 많은 수수없는 장수영문부의 다음날까지 동범한 상업양수동에 강경, 날 F지원을 통해 귀해하여 가락한 우려야 있는 금융에 남부하여야 합니다. - 귀하요·주소, 전학의 등의 전량사용이 영웅 원수, 주사 [행동고전전호 중부전환 경향, 정원입고서]書 미출하여이 출판 다루의 파종 특징사를 공실하으로 당동 세 (BLES) 8 특징(Signal grade) 한국 - 전환자자인 관람들 사용당한 사용당격 영웅 태양한 사자 6 문 물문사실을 전우로 도시하고지 않는 문부에는 여러한 달리 하보여 하라. 8 분 위하철 경우 관련업명을 다고 최종을 받을 수 있습니다.

· 유럽에서 제공수공품 가격에서 정말한 영국용 사용자가 (11)가 환성하고 실정적 10 연구 전· 1118 사용자의 용당 10 시작자의 환경가 (12) 연습 전자가 위험을 입었다. 2 전 전 01 1119년 4년 개인(14)가 1118 + 110년(13)

#### 개발원료 O.C 의 경우 비타민 C와 DPPH assay 분석 시 우수한 <mark>항산화능</mark>을 나타냄

- Develop products aimed at patents per product
- 3 types of products using patent application materials

STUDY DESIGN

- 6 female volunteers, 40~48 years
- Single application on inner forearm with 224µl of SERICIN
- Determination of moisture in the skin by Transient Thermal Transfer measurement

#### **Benefits**

Creates a silky skin hydration cocoon by reducing TEWL



• Smoothes and protects skin like silk



#### SERICIN EFFICACY - *in vivo* Lock in moisture

Reduction of Transepidermal Water Loss (TEWL) after single application



After single application SERICIN strengthens the epidermal barrier by decreasing TEWL .

STUDY DESIGN

- 6 female volunteers, 40~48 years
- Single application on inner forearm with 224µl of SERICIN
- Determination of moisture in the skin by Transient Thermal Transfer measurement

#### SERICIN EFFICACY - in vivo

Upregulates skin's moisture content

Moisture content increase in epidermis after single application



Strong moisturizing effect after single application.

#### **SERICIN Efficacy -** *in vivo* Wipe away wrinkles

Image of the cutaneous relief of one volunteer before and after the treatment





SERICIN induces an improvement of the cutaneous relief and a decrease in deep wrinkles

# Selected.

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#### Establishment of North American Market Model through Okta LA Linkage



Times Square Advertisements Before North America Launches (SEPHORA, Whole Food Market)

### 04 핵심 추진 사업

### **Vietnam Market Strategy**



Operate the localization of Vietnamese services through a contract with a French-based Vietnamese company (Buy2cell)Execute diversification of distribution and marketing lines such as Aeon Mall, Lazada, shopee, etc.

### 04 핵심 추진 사업

#### **Vietnam Market Strategy**



In Singapore and Vietnam, together with a French-based Vietnamese company, Buy2cell. Launching localized marketing through product user relations and demonstration

## 04 핵심 추진 사업

### Marketing roadmap

korea	Product launch and expansion of distribution network Strategic Alliance Marketing, Joint Marketing with Distributors		Extend customer and handling products in earnest Conducting Mass Marketing step by step	Expanding product area of goods (General medicine) Successfully commercialized the company's core business
	Continuous Material R&D		a break-even point	Diversification of goods
Pre-pilot & service 개발	2019		2020	2021
foreign country	U.S. Expanding its Market and Distribution Network in Vietnam Joint marketing with partners Zoom in on the Client		Sell the right product for local needs as the product expands Strategic and Joint Marketing Expand B2C service linked to local partners	B2C Project Pilot and Stabilization Develop and launch products Logical Frameworks Utilization Expanding Countries to Advance Expand Client

he Garam of Nature believes that good health is the foundation of a vibrant life. That is why communities thrive and develop. We aim to keep people healthy at every age and at every stage of life. We are committed to using our scope and size for our customers. We strive to improve accessibility and economics, create a healthier community, and keep a healthy mind, body and environment within everyone's reach.

