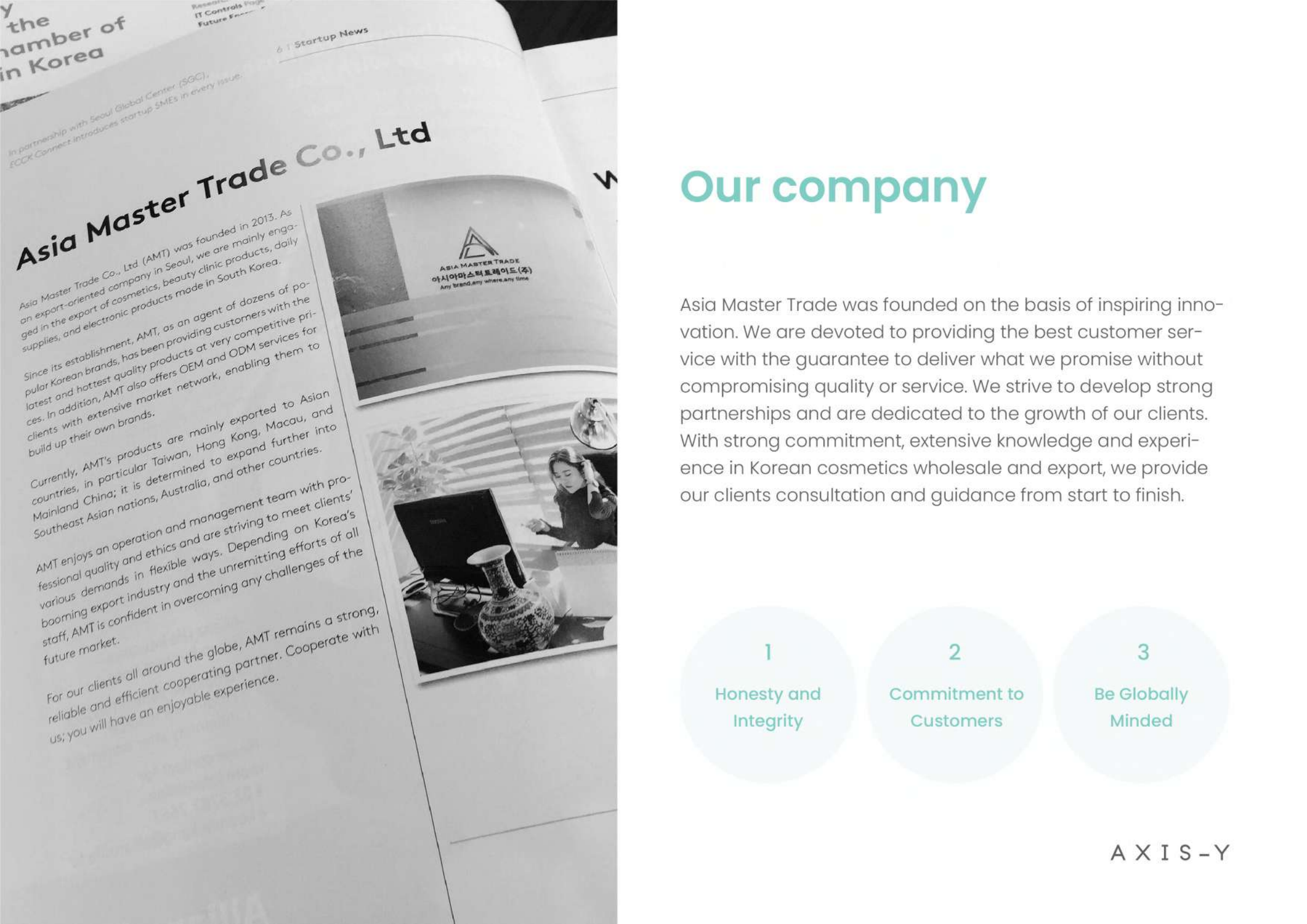


A X I S – Y

# Brand Introduction

[b2b@axis-y.com](mailto:b2b@axis-y.com)

[www.axis-y.com](http://www.axis-y.com)



the number of in Korea

in partnership with Seoul Global Center (SGC), ECCR Connect introduces startup SMEs in every issue.

# Asia Master Trade Co., Ltd

Asia Master Trade Co., Ltd (AMT) was founded in 2013. As an export-oriented company in Seoul, we are mainly engaged in the export of cosmetics, beauty clinic products, daily supplies, and electronic products made in South Korea.

Since its establishment, AMT, as an agent of dozens of popular Korean brands, has been providing customers with the latest and hottest quality products at very competitive prices. In addition, AMT also offers OEM and ODM services for clients with extensive market network, enabling them to build up their own brands.

Currently, AMT's products are mainly exported to Asian countries, in particular Taiwan, Hong Kong, Macau, and Mainland China; it is determined to expand further into Southeast Asian nations, Australia, and other countries.

AMT enjoys an operation and management team with professional quality and ethics and are striving to meet clients' various demands in flexible ways. Depending on Korea's booming export industry and the unremitting efforts of all staff, AMT is confident in overcoming any challenges of the future market.

For our clients all around the globe, AMT remains a strong, reliable and efficient cooperating partner. Cooperate with us; you will have an enjoyable experience.

## Our company

Asia Master Trade was founded on the basis of inspiring innovation. We are devoted to providing the best customer service with the guarantee to deliver what we promise without compromising quality or service. We strive to develop strong partnerships and are dedicated to the growth of our clients. With strong commitment, extensive knowledge and experience in Korean cosmetics wholesale and export, we provide our clients consultation and guidance from start to finish.

- 1  
Honesty and Integrity
- 2  
Commitment to Customers
- 3  
Be Globally Minded

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2013

AMT is incorporated in Seoul, South Korea

2014

AMT establishes partnerships with large Korean conglomerates such as Samsung, LG, and SKY Mobile to start distribution of technological products overseas.

2015

AMT branches out and begins export of Korean Skincare and cosmetic products.

Established partnership with top Korean brands such as Mediheal, SNP, Coreana, AMI, Amore Pacific, etc. and began exporting K-beauty products to major APAC countries.

2016

AMT signs multimillion dollar contracts and grows trade portfolio of partnerships with Korean cosmetic and skincare companies to export products worldwide. AMT partners with Taiwan's biggest E-Commerce platforms 86.shop and AirBubu to distribute k-beauty products online.

2017

AMT adds to its portfolio a new business venture - OEM (Original Equipment Manufacturing) and ODM (Original Design Manufacturing). Pursues global expansion and forms partnerships with various companies in the APAC region and across Europe, and North America.

## Our Timeline

2018

AMT builds logistics network to accommodate global partners and provide easier shipping solutions. Expands its presence into Europe and starts exporting to Finland and Netherlands. Creates online shopping stores on Ezbuy, Shopee and Qoo10 platforms to offer Korean products. Expands company offers to include consulting services for smaller business start ups in Hong Kong and Taiwan.

2019

Launched skincare line AXIS-Y; a specialized climate based skincare solution. Curated especially for people with acne-prone skin living in Humid climate. Collaboration with European company for OEM/ODM development and produced a Korean Cosmetic Line, including tone-up cream and mask sheets.

2020

Manufactured Covid19 related safety products such as hand sanitizers for distribution. Donated 30,000 masks to University Students. AXIS-Y partners with 20 distributors in over 10 countries to raise global brand awareness.

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## Who We Are

### Climate Inspired Skincare Solutions

We are a Korean skincare curator

turned to a skincare provider focused on the nurturing, healthy care of our communities.

With our years of experience, we bring the best natural and functional ingredients together to make skincare that cares.

### In addition to effective ingredients

We believe in the personal, thoughtful touch of what we share to our communities.

For us, skincare is personal.

And we've made it our mission to answer the concerns and needs of our community so they enjoy being themselves with the confidence they deserve.

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## Our Promise

### Skincare with only skin-loving ingredients

We only produce certified Vegan and EWG graded skincare to ensure our community the healthiest care.

Our skincare is also:



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COLORS

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# Our Special Calling

## Climate Inspired Skincare

Our skin experiences in an ever-growing complex environment influenced by growing pollution, stressors, and climate change.

In addition, with the rise of traveling, more people have realized the unique skin concerns arising by their climate and the need for more personalized skincare.

As the first creators of climate-based skincare, we seek to deliver this higher level of personalized care for our global community.



6+1+1  
Advanced  
Formula

## Our Product Line

### 611 Advanced Formula

"The most sincere care for oily, acne prone skin, in humid climates"

Our 611 skincare is designed to work together to completely care for our community's skin and let do what they do best - being themselves.

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6+1+1  
Advanced  
Formula

## 6+1+1 Advanced Formula

6

### **Nutrient-Rich, Natural Ingredients**

We carefully select plant extracts that are healthy and deliver benefits for skin in hot, humid weather

1

### **Functional, Goal-Oriented Agent**

We use one functional ingredient to solve the targeted skin problem safely and effectively

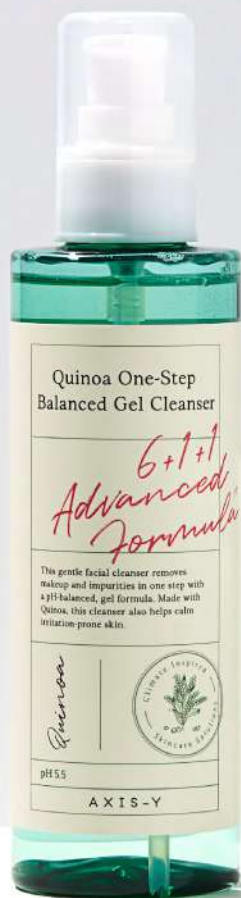
1

### **Quality-Producing Technology**

We incorporate expertise in manufacturing to quality deliver ingredients and results



# Our Products



## Quinoa One-Step Balanced Gel Cleanser

"Clears and hydrates skin" | All skin types

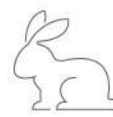
The first step in our 611 routine starts with our Quinoa cleanser formulated at 5.5 pH to gently clear skin without agitating pores or oil production.

### Skincare benefits

- \_ Gently removes impurities and makeup
- \_ Removes excess keratin and free radicals
- \_ Rebuilds skin for a supple and smooth complexion



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COLORS



Before



Applying



After

AXIS-Y



## 6 Natural Ingredients

### Centella Asiatica -110,000ppm

Boosts skin's natural healing process to prevent acne scars.

### Green Tea

Increases benzoic acid levels that are used to treat skin damage from UV rays.

### Calendula

Speeds healing of blemishes and acne scars in tropical climates.

### Holy Basil

Clears bacteria and inflammation using beta-caryophyllene.

### Sweet Almond Oil

Protects skin from oxidative stress and UV damage using Vitamin E.

### Humulus Lupulus

Flushes out toxins that creates blemishes.

## 1 Core Ingredient

### Quinoa

Supports the synthesis of collagen and elastin for supple, smooth skin.

## 1 Skincare Technology

### EN Natural Fermentation

Fermentation of our natural ingredients with Lactobacillus to boost anti-oxidant and anti-inflammatory properties with a soothing application.

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# Sunday Morning Refreshing Cleansing Foam

"Gently cleanses skin" | All skin types

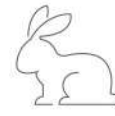
A creamy skin-freshening cleansing foam with natural ingredients that gently yet effectively cleanses to remove excess oil and impurities to leave skin soft and balanced.

## Skincare benefits

- \_pH 5.5 to effectively cleanse without stripping the skin
- \_Clears impurities and sebum deep in pores
- \_Calms and moisturizes skin



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## 6 Natural Ingredients

### Centella Asiatica -110,000ppm

Boosts skin's natural healing process to prevent acne scars.

### Green Tea

Remove impurities, while leaving skin soft and moisturized.

### Licorice

Calms inflammation on sensitive skin caused by pollutants and rosacea.

### Allantoin

Stimulates cell proliferation and encourages new tissue growth.

### Calendula

Speeds healing of blemishes and acne scars in tropical climates.

### Chamomile

Soothes skin sensitivities caused by sun exposure.

## 1 Core Ingredient

### Birch Sap

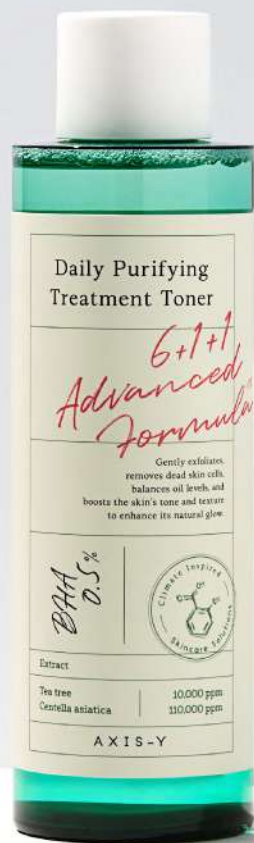
Strengthens skin barrier, balances sebum levels, and moisturizes the skin.

## 1 Skincare Technology

### Aquaxyl

"Anti-dehydration shield". Optimizes water reserves by increasing important NMFs (natural moisturizing factors), like hyaluronic acid and chondroitin sulfate, in the skin. It also limits water loss by improving the skin barrier with increased lipid and protein synthesis.

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## Daily Purifying Treatment Toner

"Clears pores and treats acne" | Oily, acne-prone skin

The next step in our 611 routine focused on deeply, yet gently, treating irritated pores to prevent and reduce blemishes.

### Skincare benefits

- \_ Gently exfoliates deep, pore-clogging debris
- \_ Calms skin's natural production of oil
- \_ Soothes and supports skin's natural healing ability



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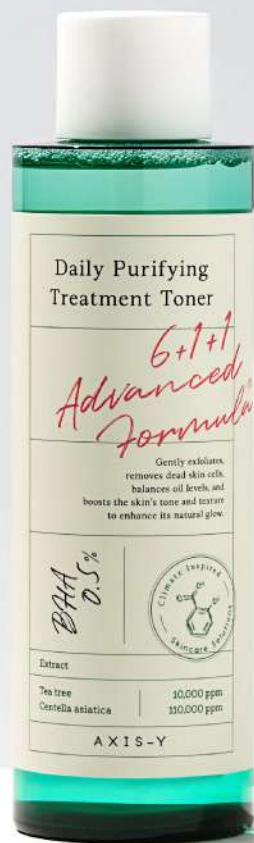
Before



After

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## 6 Natural Ingredients

### Tea Tree -10,000ppm

Soothes painful irritations using its anti-inflammatory properties.

### Centella Asiatica -110,000ppm

Boosts skin's natural healing process to prevent acne scars.

### Sugarcane

Removes persistent debris with alpha-hydroxy acid (AHA).

### Lotus

Reduces skin's production of sebum.

### Houttuynia Cordata

Detoxes skin to speed up healing of acne and irritation from eczema.

### Narrowleaf Hawkweed

Soothes skin irritation and inflammation.

## 1 Core Ingredient

### Salicylic Acid 0.5%

- \_Breaks apart persistent dead skin cells.
- \_Treats pityrosporum folliculitis (fungal acne) without causing sun sensitivity.

## 1 Skincare Technology

### Patented Skincare Technology

- \_Helps deliver the highest quality nutrients for healthy, clear skin.
- \_Frees skin from irritations caused by other manufacturing processes.

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# Artichoke Intensive Skin Barrier Ampoule

"Minimizes pores and heals" | All skin types

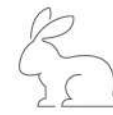
With skin clean and pores treated, this step focuses on aiding the recovery of damaged skin barriers due to environmental stressors.

## Skincare benefits

- \_Increases and sustains skin hydration
- \_Reduces the size of enlarged pores and wrinkles
- \_Balances skin's production of oil



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Before



After



AXIS-Y



## 6 Natural Ingredients

### Tea Tree -10,000ppm

Soothes painful irritations using its anti-inflammatory properties.

### Centella Asiatica -110,000ppm

Boosts skin's natural healing process to prevent acne scars.

### Burdock Root

Removes harmful skin cells.

### Aloe Vera

Helps soothe skin and act as an anti-inflammatory agent.

### Licorice

Calms inflammation on sensitive skin caused by pollutants and rosacea.

### Okra

Deeply hydrates to support the development of healthy skin cells.

## 1 Core Ingredient

### Artichoke

Helps skin retain moisture and build up cell wall density for tight and tiny pores.

## 1 Skincare Technology

### LTR Technology

It locks in moisture and keeps skin hydrated more than 6 hours, easily and quickly absorbed into your skin within 3 seconds. This Artichoke ampoule soothes cracked skin and leaves skin feeling smooth after every application.

AXIS-Y





# Dark Spot Correcting Glow Serum

"Reduces dark spots and brightens" | All skin types

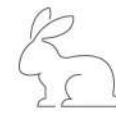
Our glow serum takes recovery one step further by reducing the appearance of scars and dark spots.

## Skincare benefits

- \_Corrects uneven skin tone
- \_Reduces sun spots, dark spots, and acne scars
- \_Smooths and brightens skin



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Before



After

AXIS-Y



## 6 Natural Ingredients



### Papaya

Brightens sun damaged skin and dark eye circles.



### Squalane

Keeps skin young by fighting off free radicals.



### Calendula

Speeds healing of blemishes and acne scars in tropical climates.



### Sea Buckthorn

Brighten skin and reduces spots.



### Allantoin

Stimulates cell proliferation and encourages new tissue growth.



### Oryza Sativa Bran

Smooths and brightens skin.

## 1 Core Ingredient

### Niacinamide (5%)

A water soluble vitamin that works with the natural substances of the skin to help improve uneven skin tone, dullness, and weakened skin barrier.

## 1 Skincare Technology

### EN Natural Fermentation

Fermentation of our natural ingredients with Lactobacillus to boost anti-oxidant and anti-inflammatory properties with a soothing application.

AXIS-Y



## Cera-Heart My Type Duo Cream

"Tends to your skin" | Combination skin type

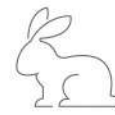
Up next is our "U Zone" and "T Zone" based cream (the first ever) that tends to the ever-changing needs of sensitive skin.

### Skincare benefits

- \_ Refreshingly hydrates oily skin
- \_ Richly nourishes dry skin
- \_ Tends to any moisturizing need



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## 6 Natural Ingredients

### Sage (T zone)

Soothes irritation, defends against bacteria and fungi, regulates sebum production.

### Centella Asiatica (T&U zone)

Improves skin's moisture levels, fights premature aging, rich in natural antioxidants.

### Purslane (U zone)

Gentle for sensitive skin, stimulates production of collagen, defends against free-radicals.

### Sorghum (T&U zone)

Skin brightening effect, reduces appearance of wrinkles, supports development of new skin.

### Oryza Sativa Bran (T zone)

Smooths and brightens skin.

### Allantoin (T&U zone)

Stimulates cell proliferation and encourages new tissue growth.

## 1 Core Ingredient

### Heartleaf (T zone)

Helps control excessive oil production, defends against bacteria and fungi, prevents sun damage.

### Ceramide (U zone)

Locks in moisture and protects skin from environmental stressors.

## 1 Skincare Technology

### Pure Medi (U zone)

Enhances the production of collagen, reduces collagenase (an inhibitor of collagen production), reduces wrinkles.



# Complete No-Stress Physical Sunscreen

"The holy grail sunscreen" | Oily skin type

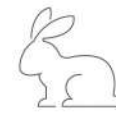
This complete physical sunscreen brings together the best of best, all without any of the stress.

## Skincare benefits

- \_ No whitecast, flaking, drying, or pore-clogging effect
- \_ Safe for sensitive skin
- \_ UVA and UVB protection



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COLORS



Before



Applying



After

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## 6 Natural Ingredients

### Calendula

Relieves sunburn, itchiness, and eczema caused by sunlight.

### Green Tea

Conditions for supple skin.

### Grape

Forms a protective film on skin.

### Chamomile

Soothes skin sensitivities caused by sun exposure.

### Squalane

Keeps skin young by fighting off free radicals.

### Oryza Sativa Bran

Smooths and brightens skin.

## 1 Core Ingredient

### Mugwort

Lowers the heat of the skin and clears the blood to help skin elasticity and radiance.

## 1 Skincare Technology

### Syn-coll

Promotes collagen-1 synthesis (+76%, in vitro), protects collagen disintegrated by stress (in vitro), promotes hyaluronic acid synthesis in aged fibroblasts(+600%, in vitro), promotes Laminin V synthesis involved in skin adhesion (50%). Fast effects in 4 weeks: skin repair (wrinkles and roughness due to photoaging), skin elasticity and firmness, and pore reduction.

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# Mugwort Pore Clarifying Wash Off Pack

"Cleanses and heals" | All skin types

With a base of 61% Mugwort extract, this wash off pack clears the pores of impurities, soothes inflamed and irritated skin, and gently exfoliates dead skin to reveal a bright and healthy complexion.

## Skincare benefits

- \_Unclogs pores and improves appearance of pores
- \_Calms inflammation and irritation
- \_Exfoliates the skin with Adzuki Bean granules



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Before



After

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## 6 Natural Ingredients



### Adzuki Bean

Gently removes dead skin cells.



### Kelp

Revitalizes and nourishes rough and irritated skin, keeping it clear.



### Artichoke

Prevents skin aging through its antioxidant properties



### Mung Bean

Moisturizes and brightens the skin, improves texture, and strengthens the skin barrier to help the skin regenerate its elasticity.



### Heartleaf

Regenerates skin and controls sebum. It helps to remove free radicals that encourage skin aging, making dull skin clear and bright.



### Lotus

Increases promotion and regeneration of skin cells.

## 1 Core Ingredient

### Mugwort (61%)

Protects the skin from harmful oxygen, revitalizes it from damage, and soothes and cleanses the skin.

## 1 Skincare Technology

### Dermatic AC 3

Acne improvement and immunity enhancement cosmetic composition that contains cedar and lotus leaf complex fermentation extract as an active ingredient  
(Saccharomyces ferment filtrate + Cryptomeria japonica leaf extract + Nelumbo nucifera leaf extract)

AXIS-Y



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## Recommended Order of Our 611 Skincare Line

2-3 times  
a week



Mugwort Pore Clarifying  
Wash Off Pack



or



Sunday Morning  
Refreshing  
Cleansing Foam

Quinoa One-Step  
Balanced  
Gel Cleanser

Daily Purifying  
Treatment  
Toner

Artichoke Intensive  
Skin Barrier  
Ampoule

Dark Spot  
Correcting  
Glow Serum

Cera-Heart My Type  
Duo Cream

Complete No-Stress  
Physical  
Sunscreen



# Marketing

# Brand Exposure on Social Media

## Youtube

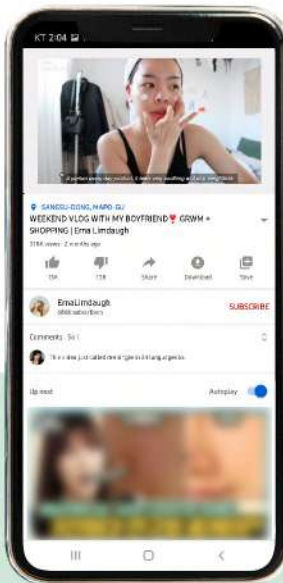
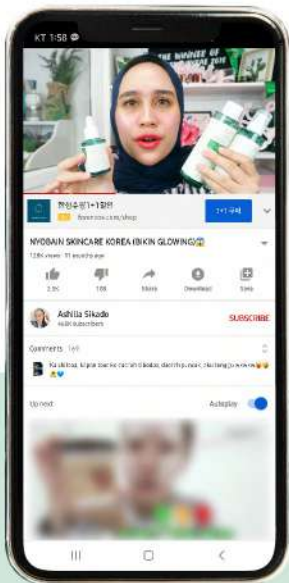
We partnered with **leading beauty** and lifestyle influencers to solidify our brand in the **global market**.

## Instagram

Through **trendy and engaging** content, our online community **grew** by the **thousands** on our Instagram.

## Tiktok

Our **viral videos** headlined the main page which **drove sales and hype** of our bestsellers and pushed our brand into the **social media spotlight** across various platforms.





## Tiktok Case Study

For the launch of our Mugwort Pore Clarifying Wash Off Pack, we wanted to expand our reach to the global online community.

Our partnership with an Indonesian TikTok influencer became a viral sensation - hitting the front page of TikTok which propelled sales of 20,000 pcs of our wash off pack in Indonesia.

**4.7 million views**

**614.8k likes**

**7,214 comments**

**9,740 shares**



# Our Key Influencers



Erna Limdaugh

▶ 686k subscribers

📷 113k followers



Ashilla Sikado

▶ 468k subscribers

📷 266k followers



Pauline Wahyuni

▶ 728k subscribers

📷 42.8k followers



Hương Witch

▶ 812k subscribers

📷 222k followers



Kasper

▶ 87k subscribers

📷 121k followers



EuniUnni

▶ 179k subscribers

📷 42.2k followers



Quin

▶ 267k subscribers

📷 19.8k followers



LA's Little Castle

▶ 224k subscribers

📷 28.5k followers



Trinh Meow

▶ 123k subscribers

📷 10.3k followers



Navi

▶ 86.1k subscribers

📷 24.6k followers

# Our Key Influencers



TTL

▶ 58.1k subscribers

📷 63.7k followers



Noel Faizal

▶ 206k subscribers

📷 73.9k followers



abelsoe

🎵 284.3k subscribers



er\_bee26

🎵 778.8k subscribers



steylland

🎵 198.6k subscribers



gladisalexandria

🎵 46.1k subscribers



nigitaulfa

🎵 37.2k subscribers



Danang Wisnuwardhana

▶ 93.4k subscribers

📷 53.8k followers



Gel angelicca

▶ 402k subscribers

📷 213k followers



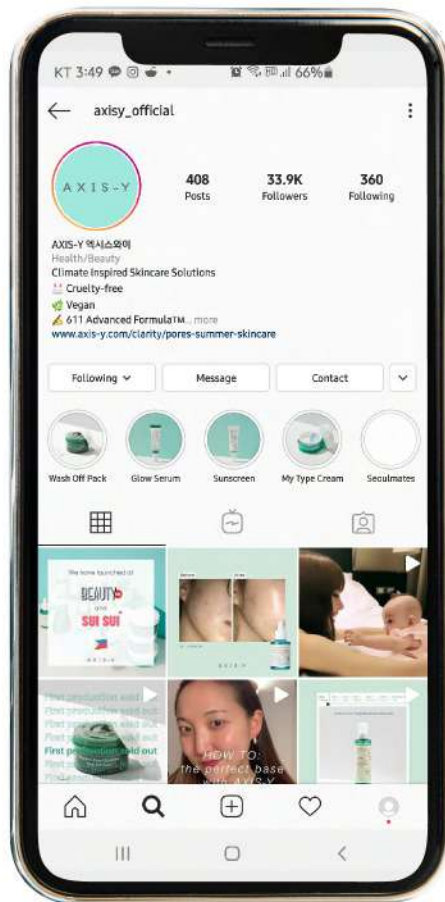
natyashina

▶ 503k subscribers

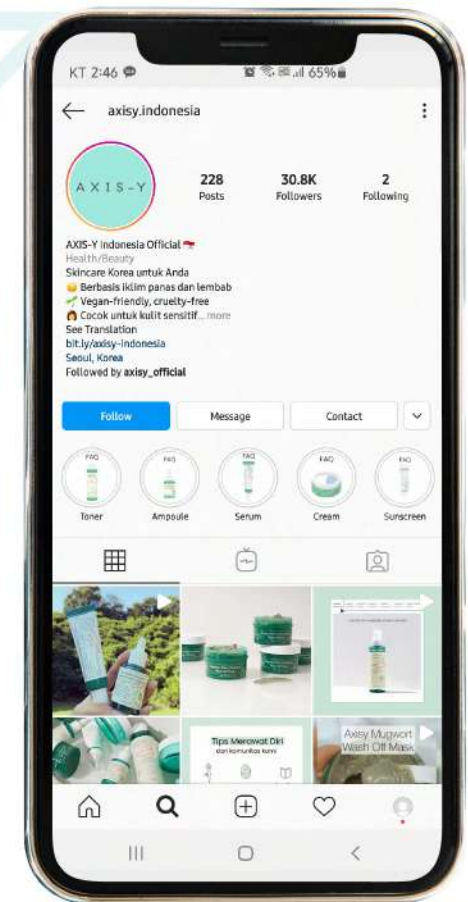
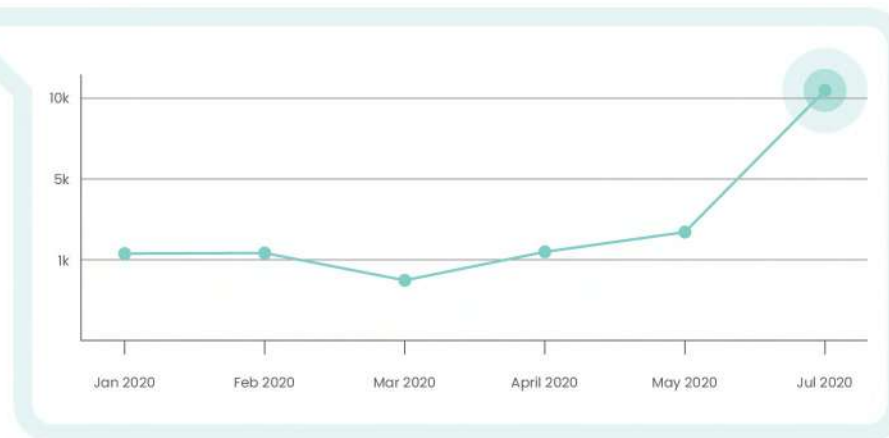
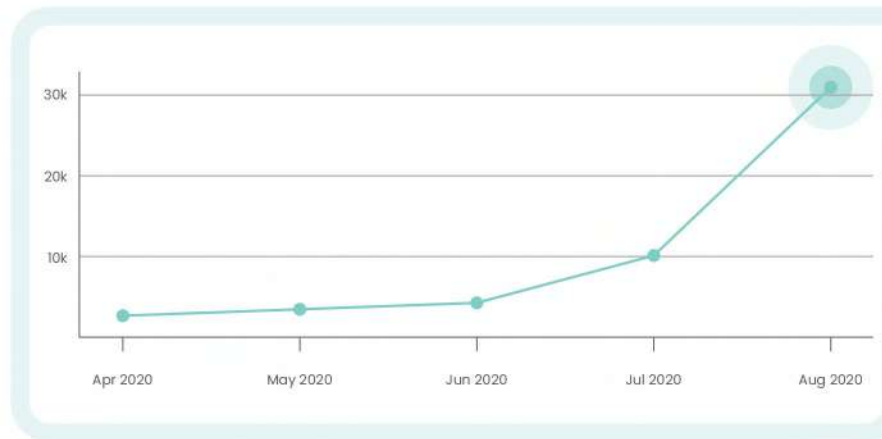
📷 451k followers

# Our Global Community

We are steadily growing our online community at a pace of 2,800 followers per month.



@axisy\_official



@axisy.indonesia

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# Distribution Channels

cosmobeauté  
19th Vietnam/Malaysia International Exhibition on  
Aesthetic Beauty, Cosmetic, Hair, Nail, Spa & Wellness  
Malaysia 2019



COSMOPROF  
ASIA HONG KONG  
亞太區美容展

COSMOBEAUTY  
SEOUL



## Offline Experiences

### Skincare, Beauty Conventions

With our efforts, we introduced our brand and skincare across the globe in large, well-known conventions since 2019.

### Pop-Up Experiences

With the partners we made in 2019 and the first half of 2020, we have brought together our online community and the local community to experience the beauty of skincare made personal. We will host more pop-up events locally and internationally to connect with our community worldwide.

### Retail Availability

From 2019, our skincare was available to the general public on an ongoing basis in select retailers, thus introducing our skincare to local communities. We will be opening our first brick-and-mortar in Seoul, South Korea to commence domestic offline sales.

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# Expanding and Enriching Our Community Offline + Online

We introduced ourselves to the global community since 2019, and we are amazed by our successes thus far.

Korea  
Indonesia  
Malaysia  
Singapore  
Taiwan

Hong Kong  
UAE  
UK  
Vietnam  
South Africa

Philippines  
USA  
Mongolia  
Cambodia  
Kazakhstan

In 2021, we plan to expand our global community and provide even more meaningful + memorable experiences for our fans.



AXIS-Y  
CLIMATE INSPIRED SKINCARE SOLUTIONS

IS-Y

## Skincare is personal.

That's why in all we do, whether it's skincare or replying to customer's DM, we provide thoughtful care to each and every person.

Why? Because we believe that each person regardless of age, location, or identity is irreplaceable.

Thank you for joining us  
in this presentation to learn about us.

AXIS-Y  
Feel free to send us any questions, we'll be there.

AXIS-Y  
*The more you glow, the more you glow.*



**You are beautiful.**

With everything going on,

It can be hard to remember  
that you are precious

You, as you are and  
as you are becoming  
are worth your dreams and more.

*Sincerely yours,*

**A X I S - Y**

