



- Natural Mineral & Herb -

# Mineralhouse Co., Ltd. Company profile

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- III \_ Product Postscript

# Mineralhouse Co., Ltd. \_ Company Profile

Mineralhouse Co., Ltd.			
Trademark	Dr.Deep	CEO	Hur, Mi young
Sector	Manufacturing business, selling business		
Adress	Youngsung Bldg. 5F, 3417, Taepyeong-dong, Sujeong-gu, Seongnam city, Gyeonggi-do, Korea		
A foundation day	2010. 01.		
Sale circulation	Online Shopping malls & Open Market		
Career	<ul style="list-style-type: none"> <li>• <b>CEO Miyoung Hur</b> <ul style="list-style-type: none"> <li>- NCH(U.S.A corporation) Marketing Department (20 years)</li> <li>- 2010 : Mineral House CEO</li> </ul> </li> </ul>		
	<ul style="list-style-type: none"> <li>• <b>Vice Chairman Naiha Jung</b> <ul style="list-style-type: none"> <li>- 1983 : oversea sales dept Goldstar Electronic Inc. (old name of LG Electronic)&amp;Marketing</li> <li>- 1992 : DODO Cosmetics inc. foundation member, chairman of board.</li> <li>- 2003 : Vice chairman of MBC Academy Beauty School</li> <li>- 2009 : Researched &amp; developed mineral product</li> <li>- 2010 : Standing director &amp; Vice president of Mineralhouse Inc.</li> </ul> </li> </ul>		

■ Selling in Online Shopping mall (Dr.Deep) & Hospital, Pharmacy (Dr.Ciel)

■ Registration of Incorporation in China (2013. 07.)

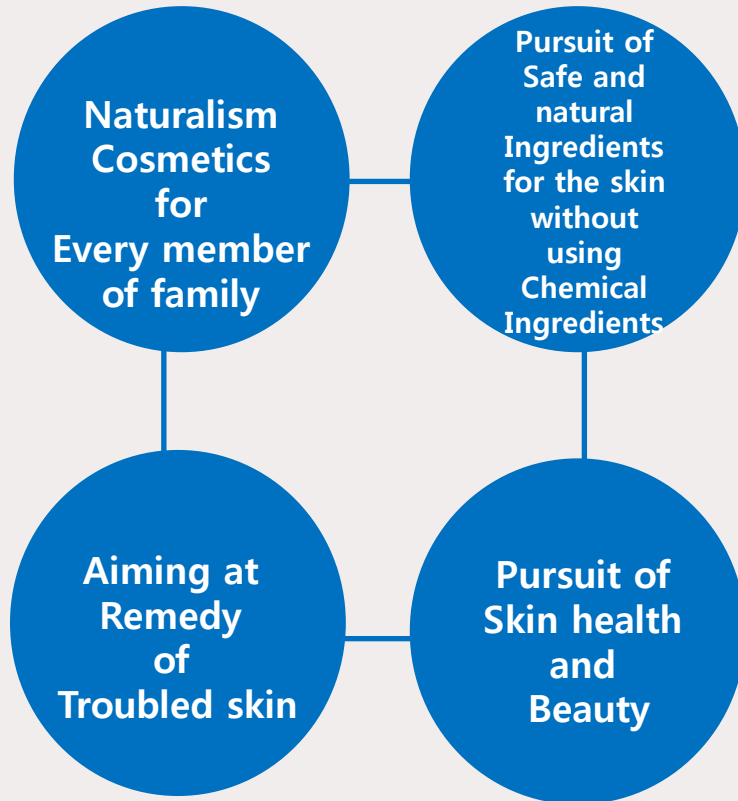
■ Registration of Incorporation in U.S.A (2013. 07.)

■ Export to China, U.S.A. Kazakhstan, Vietnam, Hawaii.

➡ **Record 25% yearly sales growth**

# Mineralhouse Co., Ltd. \_ Core Value & Vision

## Core Value



## Vision



## Corporation History

- 2010. launch a first product : Skin Toner,  
Multi Emulsion  
Online Shopping mall  
([www.minehouse.co.kr](http://www.minehouse.co.kr))  
Open Color Cosmetics Entry in
- 2011. Dongwha Duty Free Shop, Lotte  
Duty Free Shop  
U.S.A FDA-NDC No. acquisition
- 2012. Sanitary aid Approval: Atodeep Soap  
· ACPA Cleansing Foam
- 2013. ShangHai, China Corporation  
Establishment: Dr Deep.cn  
LA, U.S.A Corporation  
Establishment : Mineralhouse USA  
Co.,Ltd ([www.drdeepusa.com](http://www.drdeepusa.com))
- 2014. Built R&D Department  
ISO9001 Product Management

- 2015. System acquired  
Kazakhstan, Vietnam, Hawaii Export Shipment  
Hyundai Hmall, CJ Mall, GS Shop Entry
- 2016. Launched on AMAZON.com  
Launched in Sinsegae Mall  
U.S.A HRIPT Test Complete  
Oversea Market exploitation team  
Sinsegae Duty-free shop entry  
EWG Skindeep register
- 2017. Seoul National University Atopy (Eczema)  
clinical test completed  
2017 Korea Consumer Brand Grand Prize Award  
Korea Excellence Brand 1st in “Natural  
Cosmetics” field  
Signed export contract with Thailand & Malaysia  
Europe CPNP Register
- 2018. France Paris Branch open  
Non- comedogenicity clinical test (Tea tree  
lotion)

## Media

<TV Dong-A, beauty tag, 2015.08.07>



<The Kukmin Ilbo news, 2015.04.27>



<Baby News Mom' review Broadcast 2016.11.16>



<2017Korea Consumer Award>  
Consumer Brand Part  
Grand Award

<Beautylife, 2015. 08.>



<ChanWoo Jung and Sean's Giboos Broadcast 2016.10.19 >

<Newstown news, 2017.03.22>



# Mineralhouse Co., Ltd. Certificate

Dr.  
*Deep*

<Patent>  
-of cosmetic composit

<U.S.A FDA certificate>

<U.S.A  
CTFA (now) PCPC  
Certificate>

<U.S.A HRIPT>  
-Tested none stimulating

<Dermatology test>  
-Skin Stimulation Test complete

<KTR Examination>

-Steroids  
-Heavy Metals  
-Paraben  
-Tricloric Acid  
-PHATHALATE  
"none existing"

<Chinese Food and Drug Administration  
Certificate>

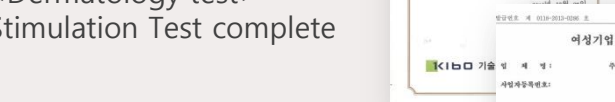
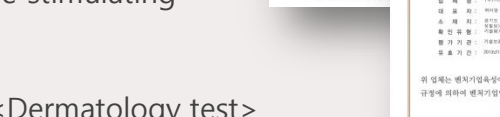
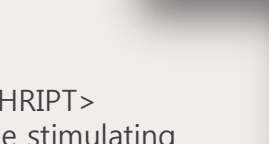
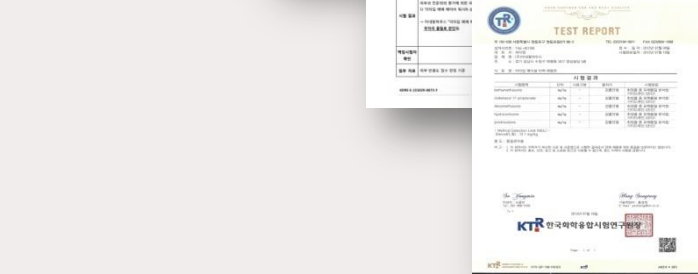
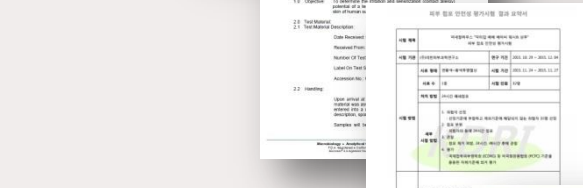
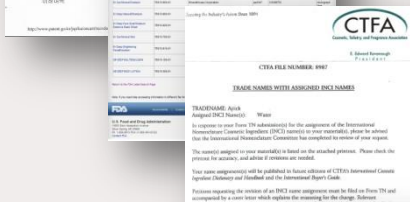
<ISO 9001 Certificate>

<R&D Center Certificate>

<Confirmation of  
Venture Business>

<Confirmation of  
Female owned  
Business>

<Europe Cosmetic  
Certification CPNP>



## Clinical Study about Atopy's moisturizer– Multi Emulsion, Atodeep Soap

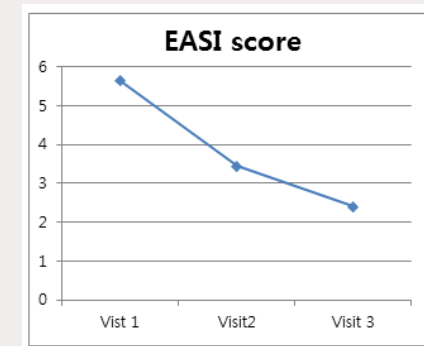
Page1  
<연구 결과 보고서>

미네랄워터를 함유한 보습제 및 세정제의  
아토피피부염에 대한 효과

시험기관: 분당서울대학교병원 피부과  
의뢰기관: ㈜미네랄하우스

Page2  
연구 결과보고서 (요약문)

시험 제목	(국문) 미네랄워터를 함유한 보습제 및 세정제의 아토피피부염에 대한 효과 (영문) Effects of Mineral Water Containing Moisturizer and Soap on Atopic dermatitis
기관명	분당서울대학교병원
소재지	경기도 성남시 분당구 구미로 173번길 82
연구 기관	주 시험기관 분당서울대학교병원 피부과 전화) 031-787-2628 팩스) 031-718-2628 * 시험 시설 및 기기 <별첨 1 참조>
책임자	신 정 원 교수
연구 책임자	소속 분당서울대학교병원 피부과 주소 경기도 성남시 분당구 구미로 173 번길 82
연구 수행자	연구인력의 구성 및 시험자의 연구 경력 참조
연구 기간	2015년 9월 30일 ~ 2017년 4월 4일
시험 방법	본 임상시험은 단말기관, 단순 전 후 비교 임상시험으로 자발적으로 임상시험에 참여할 것을 서면으로 동의하고 스크리닝 에서 적합하다고 판정된 연구대상자에게 시험제품을 지급하였다. 0 주, 4 주, 8 주에 방문하여 안전성과 효능 평가를 실시하였다.
유효성 평가	방문 1 (0 주) 방문 2 (4 주±1 주) 방문 3 (8 주±1 주) 스크리닝 및 기기 지급 중간방문 종료방문
유효성 평가	1) 1차 유효성 평가 변수 : - 아토피염의 임상적 호전정도 : EASI score 2) 2차 유효성 평가 변수 : - 피부수분 보유도 변화 : Corneometer - 연구대상자 주관적 만족도 : 가려움증 VAS 평가 - 연구자 평가 : IGA
시험 결과	㈜미네랄하우스에서 제공하여 시험한 "시험제품: 미네랄워터 함유 보습제(닥터딥 멀티 에멀션)과 미네랄워터 함유 비누(아토티딥 비누)"는 1차 유효성 평가인 EASI score에서 유의하게 호전된 결과를 보여주었으며, 2차 유효성 평가 중 객관적 평가인 Corneometer에서도 유의하게 호전되는 효과를 보였으며, 2차 유효성 평가 중 주관적 평가인 IGA와 가려움증 VAS에서도 통계적으로 유의한 값을 나타내었다. 임상시험 중 자극반응이 일부에서 있었으나 경미하였으며 일시적인 반응을 보였다.



<Atopy seriousness>  
Atopy's seriousness alleviated



<Score on itchiness>  
Itchiness alleviated

## Study Result

In this clinical study on the "investigational products: mineral water containing moisturizer (Dr. Deep Multi Emulsion) and mineral water containing soap (Atodeep soap)" provided by Mineral House Co., Ltd., the subjects showed statistically significant improvements in EASI score from the first assessment of effectiveness and also in the objective measurements with a corneometer from the second assessment of effectiveness. Furthermore, the subjective assessments of IGA and pruritus VAS from the second assessment of effectiveness showed statistically significant improvements. Even though some subjects showed irritation reactions during the clinical study, they were mild and temporary.

<Clinical center: Bundang Seoul  
National University Dermatology>

# Mineralhouse Co., Ltd.\_Entry





## II \_ Product Introduction

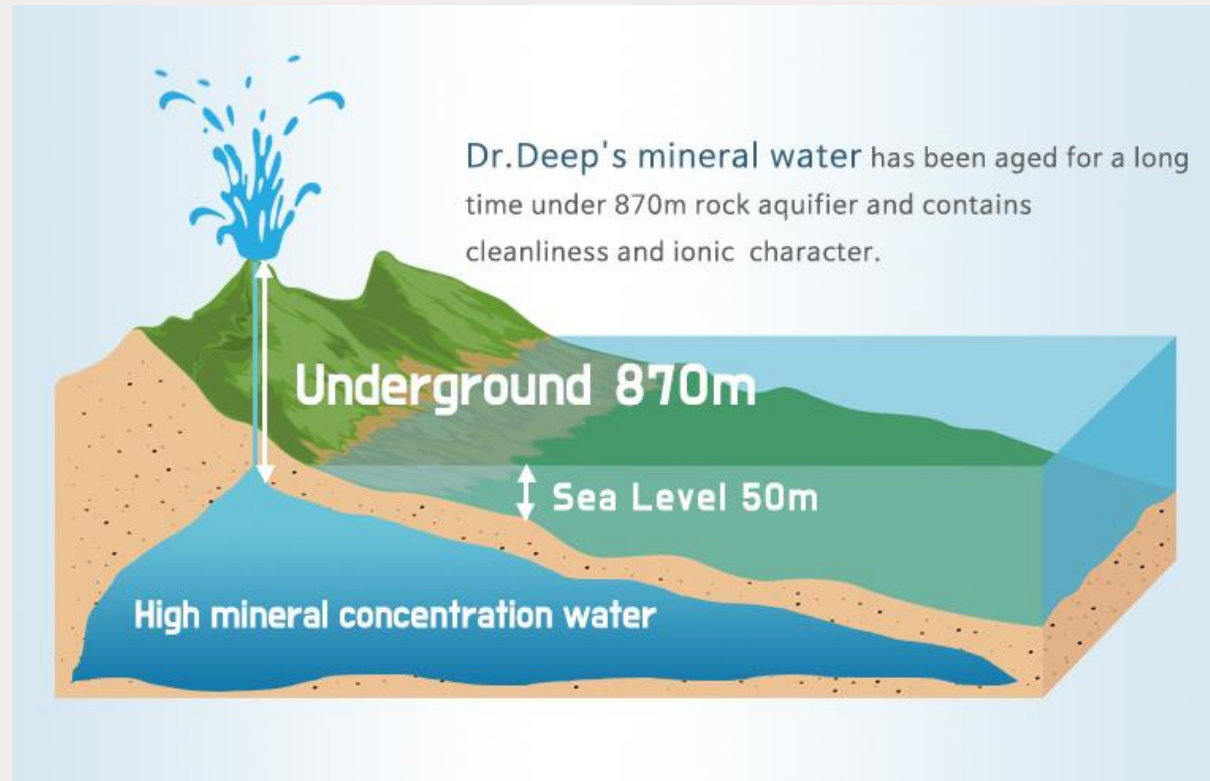
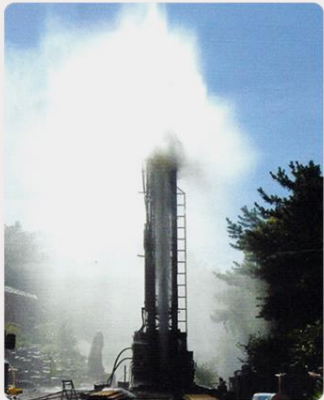
# Dr.Deep \_ Product feature

## Mineral

High concentration ionic mineral water from under the earth's 870M  
- No.1 Mineral Water in the World, It has 150 times more calcium than Evian.

### Strengths of Dr.Deep's natural mineral water

- Dr.Deep mineral water which contains 5 times more calcium amount than milk (mg/L 5,048)
- SOD(Super Oxide Dismutase) abundant enzyme: Ca, Mg, Si, sulfur etc, about over 30 vital minerals
- Clean, Mature
- The Mineral water is registered in PCPC(U.S.A Cosmetic Association) as cosmetic ingredient.

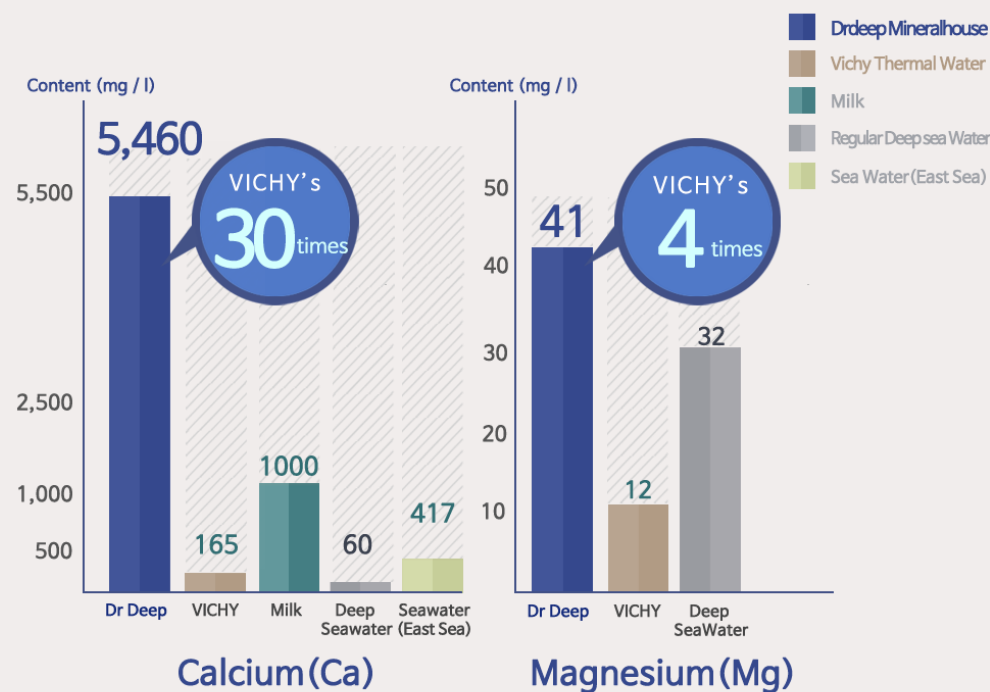


# Dr.Deep \_ Product feature

## Mineral

### What is Mineral?

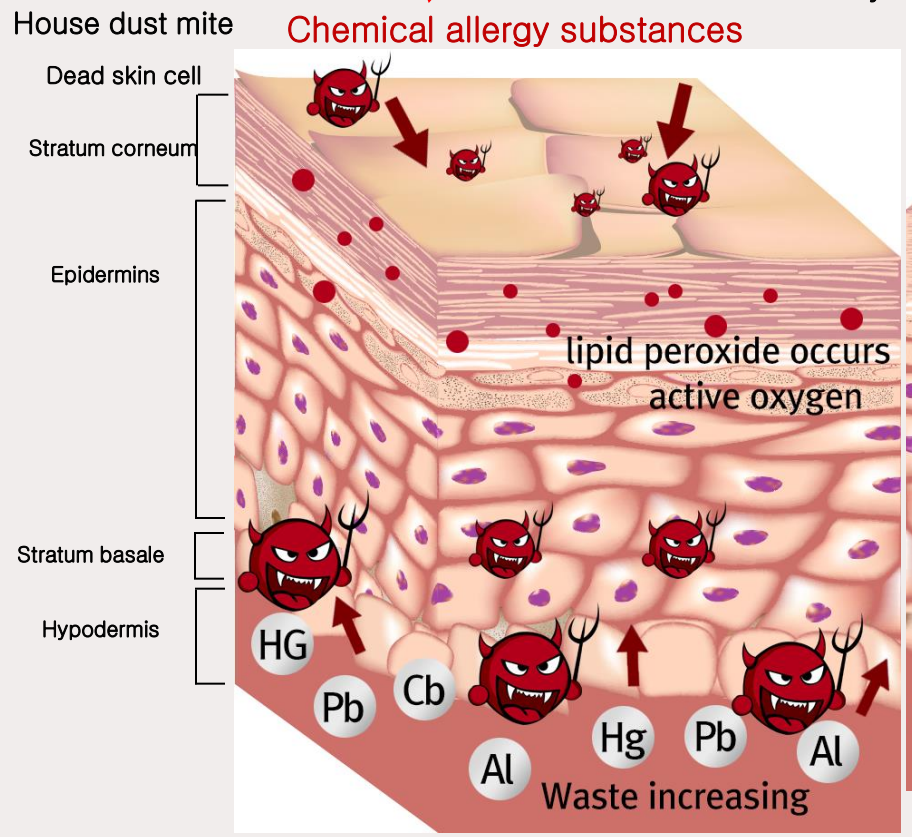
- Mineral plays an important role in enhancing the activity of the skin, emitting toxins such as heavy metals accumulated in the human body.
- The ions in the state of mineral protects the skin's moisture by strengthening natural moisturizing factor of the skin (NMF).



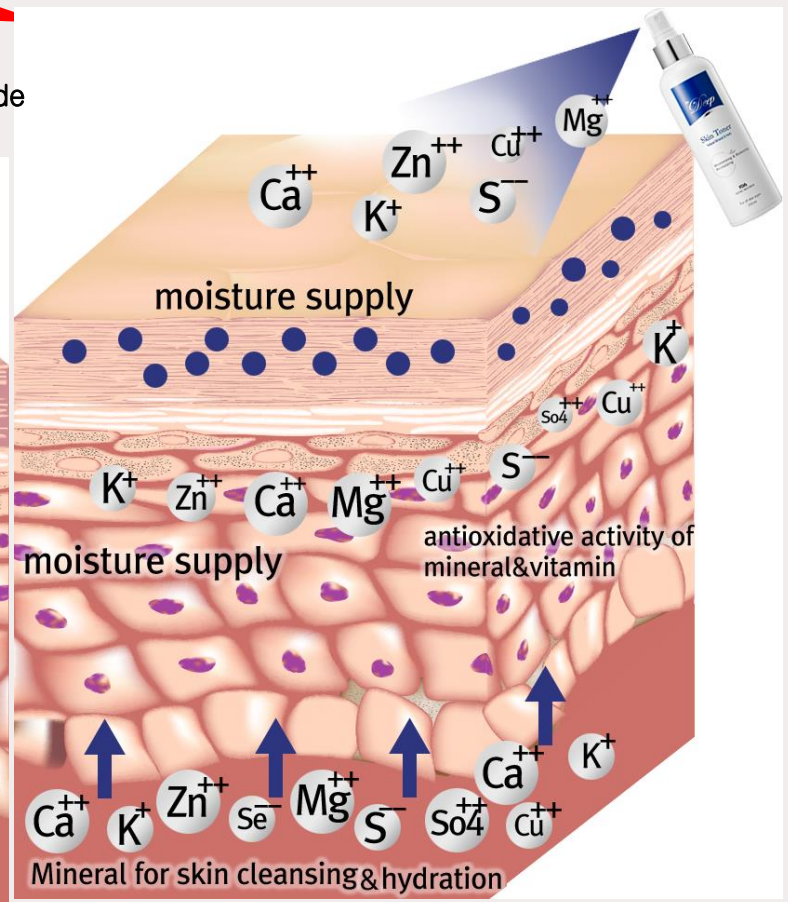
<Mineral Content Comparison>

Calcium	Ca	Strengthens the skin barrier and activates skin moisturizing factor
Magnesium	Mg	Enhances the skin barrier by involving in skin regeneration and soothes trouble by regulating sebum secretion in alliance with calcium
Potassium	K	Controls water balance and ph in the body and affects toxic waste emissions
Copper	Cu	Affects the skin elasticity with zinc and vitamin C
Sulfur	S	Helps delay cell aging due to its contribution to Nature's 'Beauty Mineral', collagen formation
Zinc	Zn	Helps to prevent acne, and promotes skin elasticity and wards off hair loss by aiding protein synthesis and collagen formation
Manganese	Mn	Involves in skin regeneration and helps to increase skin immunity

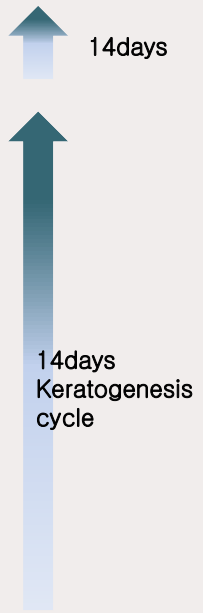
# Dr.Deep \_ The effect of Ion Minerals



Dry and very dry skin trouble structure



Mineral hydration and skin barrier enhancement



# Dr. Deep \_ Product feature

## Herb

### Dr. Deep's Herb: Natural cosmetics uses natural ingredients

Greatly working with natural mineral, Herb not only makes the body and mind comfortable and clear but also supplies vitamins to the skin and serves as moisturizing and soothing function.



#### Lavender

Calms down feeling by releasing tension and unpleasant feeling, and works as sterilization and anti-virus function.



#### Chamomile

Makes the skin soft and elastic and is helpful to allergic skin.



#### Calendula

Heals and protects damaged skin or mucous membrane, and is good for sensitive skin.



#### Orange

Relieves fatigue and tension and makes to change into clear and refreshing mood. Is good for Detoxification of the skin, dry moisturizer and wrinkle improvement.



#### Rosemary

Herbs of youth that rejuvenates the skin is good for both the Dry skin and oily skin and is also helpful to hair loss or dandruff.



#### Evening primrose oil

Is helpful to atopic dermatitis because it is excellent for skin moisture and soothes inflammation.



#### Jojoba oil

Its chemical structure is similar to human skin component and is well absorbed into the skin and can be used without stickiness. It well works for Acne, eczema, hair nutrition, oily or dry skin.

# Dr.Deep's Product \_ SKIN TONER



[ Just spray, Resolve skin trouble! ]

## For all family's healthy skin

- Supplies multiple moisture and improves sebum.
- Prevents and improves the skin damage.
- Helps strengthen the skin barrier.

## Dr.Deep Known oversea consumers

- U.S. FDA NDC NO. Acquisition
- The Mineral water is registered in CPCP as cosmetic ingredient.
- CFDA(China) Acquisition
- CPNP(Europe) Registered



## Masterpiece that uses natural ingredients

**5 No!**

- No Steroid
- No Paraben
- No Artificial alcohol
- No Artificial flavor
- No Chemical surfactants

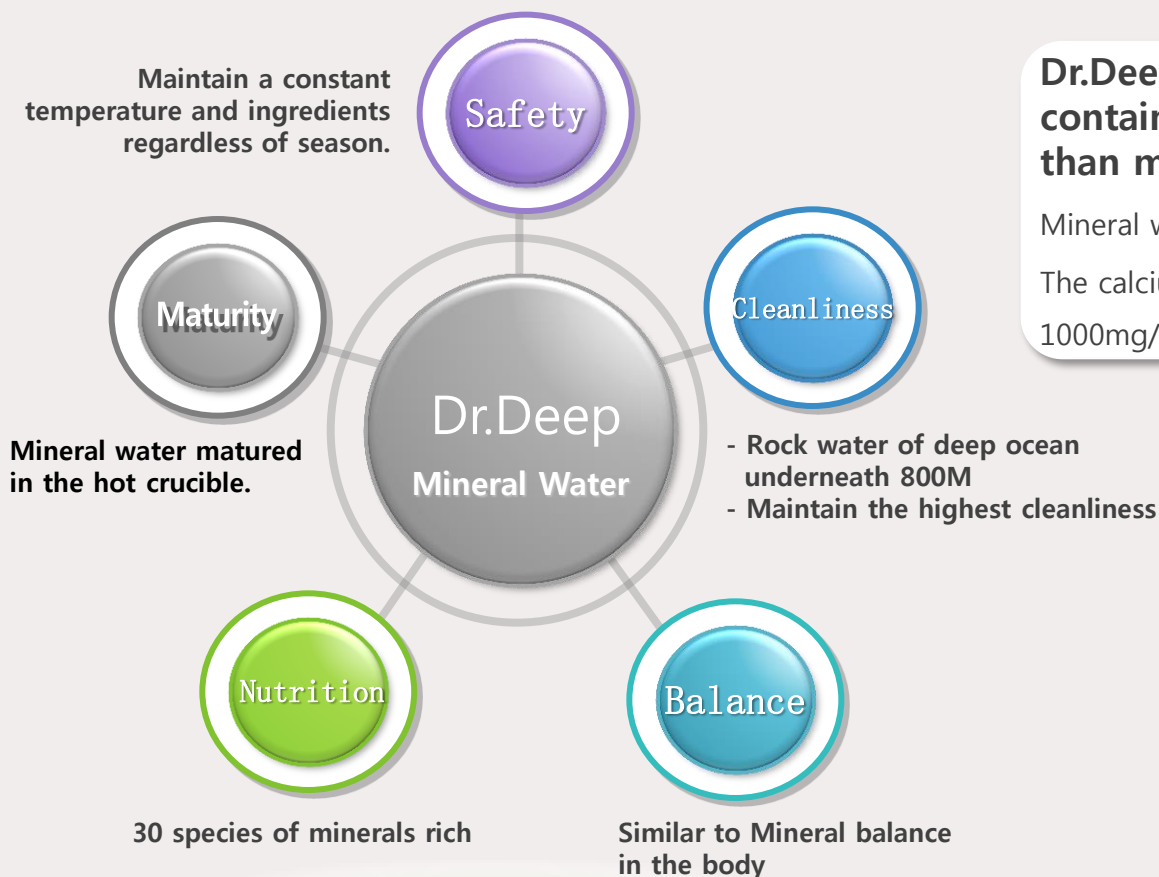
## Uses natural minerals and herbal ingredient only

- 30 different kinds of natural minerals such as calcium, magnesium, potassium, zinc, sulfate ion and Manganese, etc.
- Natural herb extracts such like Aloe, grapefruit seed extract, Zanthoxylum piperitum, pasqueflower, Usnea Barbata (Lichen) Extract, etc.
- Natural preservatives

# Dr.Deep's Product \_ SKIN TONER



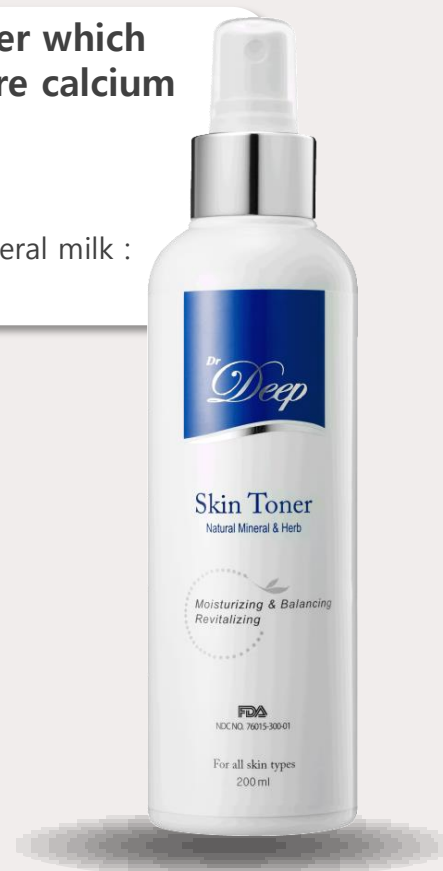
[ More mineral than thermal water!]



**Dr.Deep mineral water which contains 5 times more calcium than milk**

Mineral water : 5048mg/1L

The calcium amount of general milk : 1000mg/1L



# Dr.Deep's Product \_ Multi Emulsion



## [ Multi Emulsion for the whole family.]

### Anyone can use it safely

Uses it from children to adults  
Is for all skin type(dry, oily, sensitive)  
Natural cosmetics

### Masterpiece that uses natural ingredients

**5 No!**

No Steroid  
No Paraben  
No Artificial alcohol  
No Artificial flavor  
No Chemical surfactants

### Dr.Deep Known oversea consumers

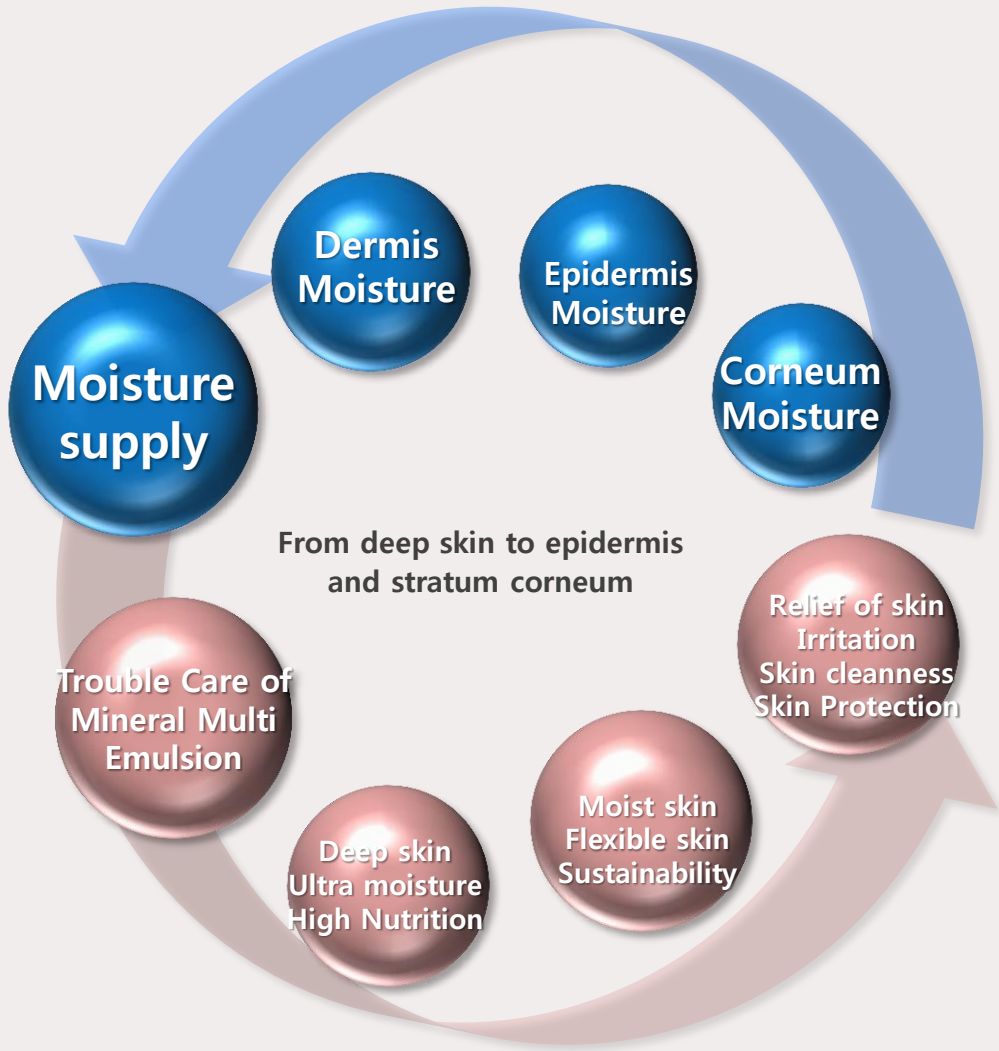
- U.S. FDA NDC NO. Acquisition
- The Mineral water is registered in PCPC as cosmetic ingredient.
- CFDA(China) Acquisition
- CPNP(Europe) Registered



### Uses natural minerals and herbal ingredient only

- 30 Kinds of natural minerals such as calcium, magnesium, potassium, zinc, sulfate ion and Manganese, etc.
- Natural Oil such as Simmondsia Chinensis(Jojoba) Seed Oil, Oenothera Biennis(Evening Primrose) Oil, Ormenis Multicaulis Oil, Olea Europaea(Olive) Fruit Oil, etc.
- 8 Kinds of natural herb-extracted preservative such as Camellia Sinensis Leaf Extract and Chamomilla Recutita(Matricaria) Flower/Leaf/Stem herb extract, etc.

# Dr.Deep's Product \_ Multi Emulsion



# Dr.Deep's Product \_ Real Body Lotion



[ Real Body Lotion for the whole family. ]

## Main Ingredients

Shea Butter, Mineral Water, Ceramide,  
BSASM, Jojoba Seed Oil

## Masterpiece that uses natural ingredients

**5 No!**

No Steroid  
No Paraben  
No Artificial alcohol  
No Artificial flavor  
No Chemical surfactants



## BSASM (Natural composite ingredients) soothing sensitive skin

Quickly soothes sensitive skin with new conceptual natural composite ingredients consisting of green tea, chamomile, Centella Asiatica, rosemary, licorice and polygonum cuspidatum ingredients.

## Maintaining moist skin barrier all day long

Protects the barrier and making the skin moist all day long with ingredients containing Shea Butter and Ceramide.

## Supply moisture and nutrition to the deep skin

Over 30 Types of ionized minerals of supplying hydration and nutrients deeply through the skin are helpful for skin health.

## Natural fragrance without irritation

Containing natural fragrance makes you feel irritation-free natural scent instead of artificial fragrance made of the chemical composition..



Natural Mineral Water  
U.S.A PCPC Mineral Water certification

# Dr.Deep's Product \_ Aqua Wrinkle Cream



[Face sensitive to the change of seasons]



Masterpiece that uses natural ingredients

**4 No!**

No Steroid  
No Paraben  
No Artificial flavor  
No Chemical surfactants

Major using Areas

- Apply to reddish area of face
- Apply to the sensitive skin areas of flushing cheeks
- Anti-wrinkle function
- Also used for eye cream and neck cream


8 Functions in one product

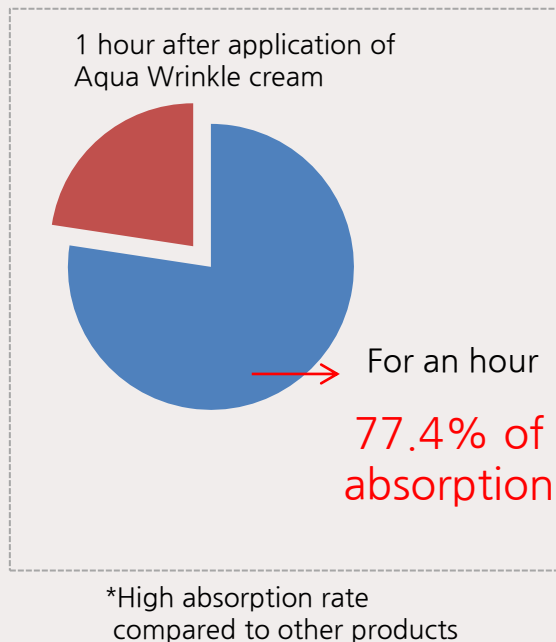
- Moisture Mask Effect
- Anti-wrinkle function
- Continuous moisture retention
- Control of pores and excessive sebum
- Function of soothing reddish face
- Substitute of Eye Cream
- Cooling Effect.
- Skin cleanness and convergence Effect.



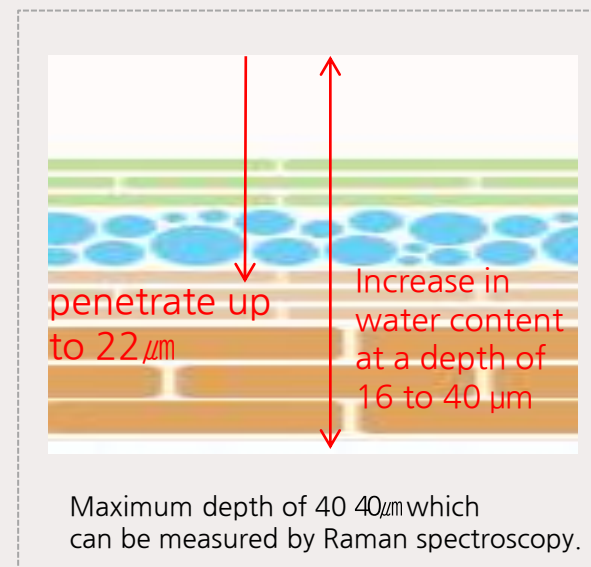


Human penetration test Absorption rate and skin moisture retention  
-Kyung Hee University

C-102-3-KHUSC 2017-012R		 <b>KSC</b> 경찰청과 국립과학수사연구원 (신입생실용교육) 지적재산교육센터	
요약문			
시행명	화장품 1종에 대한 인쇄적위 부하 표상 및 피부 수분량 변화 평가		
시행번호	KHUSC2017-012R		
시행기간/도너	2017.07.17~2017.07.19		
시행수행기관/시행담당자	경희대학교 피부병변정확률센터 / 이 시 내 연구원		
시행 제목	다타입 수분밀광촬영		
시행방법	1) 시험대상자 36~43세의 여성 5명 (평균연령 나이 39.2±2.3 세) 평가시간: 시험대상자 도포 전, 도포 직후(20 분간 도포 후), 도포 1 시간 후 제품도포: 왼쪽 눈꺼귀 내측에 시험대상자(다타입) 수분밀광촬영 200 µl 을 도포하고 20 분간 충분히 흡수 시킨 뒤 피부 표면에서 남았는 시료를 티슈로 제거 측정부위: 전하 내측(각측 또는 우측, Randomization으로 결정), 2×3 cm <sup>2</sup> 의 Window 에 집중하여 측정.		
	2) 측정방법 - 피부부하: Raman fingerprint spectra (785nm, 400~1800cm <sup>-1</sup> )를 이용하여 피아의 피하조직으로부터 2 µm 의 단계를 총 24µm 의 깊이까지 각 5 회씩 측정. - 피부수분량: Raman high-wave spectra (671nm, 2500~4000cm <sup>-1</sup> )를 이용하여 피아의 피하조직으로부터 4 µm 의 단계를 총 40 µm 의 깊이까지 각 5 회씩 측정. - 평가항목: 기기정확도(피부 부하 측정, 피부 수분량 측정) 및 피부 이상반응 평가		
	1) 기기정확도 분석 결과 a) 시험제품들의 Raman spectrum 측정 화장품 formula 의 피부부하와 분석을 위해 시험제품들의 Raman spectrum 을 측정하여 reference 로 사용하였다.		
	2) 피부 부하 측정 a) Formula 의 피부 부하 깊이 분석 결과, 도포 전과 비교하여 도포 직후에는 깊이 14µm 까지, 도포 1 시간 후 시험에는 깊이 22µm 까지 측정깊이 차이가 증가하였다( $p < 0.001$ ). 따라서 formula 가 투과되는 최고 깊이는 22µm 을 판단하였다.		
	b) 시험제품들 도포 후 1 시간 동안의 formula 함소(含量)를 분석 결과, 77.4% 가 감소되었고 이를 흡수한 것으로 판단하였다.		
시험결과	3) 피부 수분량 측정 a) 시험제품들 도포 전과 비교하여 도포 직후 시험에 피부 표면층(0~4µm)에서, 도포 1 시간 후 시험에는 16~40µm 깊이에서 피부 수분량이 유의하게 증가하였다( $p < 0.05$ ). 2) 이상반응 보고 본 시험기간 동안 피부 이상반응이 관찰 또는 보고되지 않았다.		
결 론	본 시험 결과, 시험제품들 [다타입 수분밀광촬영]이 투과되는 피부 최고깊이는 22µm 로 나타났다으며, 피부 40µm 깊이 내의 수분량 증가에 도움을 주는 것으로 판단된다.		



### Permeation efficacy and skin moisture change after 1 hour



As a result of this test, the maximum depth of the skin penetrated by the test product (moisture cream) was 22  $\mu\text{m}$ , which is considered to help increase the water content in the depth of the skin 40  $\mu\text{m}$ .

# Dr.Deep's Product \_ Whitening Facial Emulsion



## [Manage Stains and Freckles!]

### Masterpiece that uses natural ingredients

# 4 No!

No Steroid  
No Paraben  
No Artificial flavor  
No Chemical surfactants

### Triple high moisture nutrition program

#### 1 Natural ionic minerals

High hydrated nutrition of high concentrated Mineral Water listed formally on the CTFA(Cosmetic, Toiletry & Fragrance Association) prevents skin lesion, relieves it and maintains skin health.

#### 2 Functional ingredients of Whitening/Arbutin

Arbutin inhibits melanin pigment, helps to whiten and formulates water light.

#### 3 Herbal ingredient based nutrition supply

Natural ingredients such as Aloe Ferox Leaf Extract, Chamomilla Recutita(Matricaria) Leaf Extract, Citrus Grandis(Grapefruit) Fruit Extract, etc. soothe the skin, prevent skin lesion or improve it.



### Recommend to the following people!

- Those bothered by whitening problem such as freckles and dark spot mark.
- Those who want quick whitening effect for the wedding and so on.
- Those who desire to prevent freckles and blemishes caused by the sunlight in advance.
- Those who make up floating or spreading faces caused by excess sebum.
- Lack of moisture of glossy outer skin, dry and pulled inner skin caused by the insufficient moisture typed oily.
- Those always worried about greasy oily troubled skin.
- Those who want clear and transparent skin and water light makeup.

### Approval from authorized organization

- KFDA-certified Whitening Function
- Mineral water is duly registered in the international cosmetic ingredient dictionary of United States Cosmetic Association (CTFA)

# Dr.Deep's Product \_ Acer Mono Sap Essential Skin

Dr.  
*Deep*

[ Acer Mono Sap keep hydrated and healthy! ]

## Natural Mineral and Acer Mono Sap

- Acer Mono Sap is rich Ca, Mg, amino acid, vitamin.
- Natural mineral water strong skin barrier!

## Masterpiece that uses natural ingredients

**5 No!**

- No Steroid
- No Paraben
- No Artificial alcohol
- No Artificial flavor
- No Chemical surfactants



## $\beta$ -glucan

- Vegetable active ingredient
- Improve skin elasticity

## Plant Extract

- Aloe vera extracts soothes and moisturizes
- Baobab Seed extracts supply nutrition and Moisturizing

## Sodium Hyaluronate

- Natural Moisturizing Factor of Sodium Hyaluronate  
moisturize improves skin elasticity

## No Chemical preservatives

- No Chemical preservatives and keep Acer Mono Sap clean in a particular way

# Dr.Deep's Product \_ ACPA Tea Tree Lotion

[ For sensitive, oily skin ]

## Masterpiece that uses natural ingredients



Tea Tree  
Leaf Extract



Cryptomeria Japonica  
Leaf Extract



Nelumbo Nucifera  
Leaf Extract



Propolis  
Extract



Camellia Sinensis  
Leaf Extract



Centella Asiatica  
Extract

**5 No!**

No Steroid

No Paraben

No Artificial alcohol

No Artificial flavor

No Chemical surfactants



## Recommend to the following people!

- Excessive sebum
- Oily skin
- Sensitive skin

## Efficient care for sensitive skin

- Excess sebum care
- Calms sensitive skin

## Efficient care for oily skin

- Fast absorption
- Keeps skin balances

## Sensitive skin calming ingredients

Melaleuca Alternifolia (Tea Tree) Leaf Extract (45%)  
Propolis Extract  
Camellia Sinensis (Green Tea) Leaf Extract  
Centella Asiatica Extract  
Cryptomeria Japonica Leaf Extract  
Nelumbo Nucifera Leaf Extract  
4-Terpineol

# Dr.Deep's Product\_ ACPA Tea Tree Lotion



## Non- Comedogenicity clinical test - Kyung Hee University

### Acne severity (Reduce severity rate)

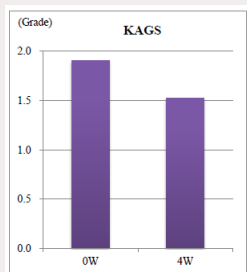


그림 6. 제품사용 전, 후 평가 등급 변화

### Sebum Control(reduced)

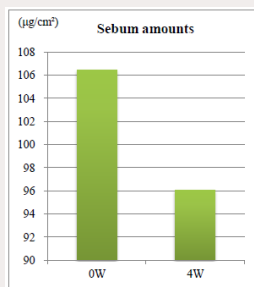


그림 8. 제품사용 전, 후 피지량 변화

### Customer Evaluation

(100% of suitability / 91 % of cosmetic effect)

#### 4.3.1. 시험대상자의 최종 유효성 평가 설문

시험책임자가 제품 4 주 사용 후에 시험대상자들에게 제품의 피부 적합성과 화장품으로서의 효과에 대해 설문하여 본 제품의 유효성을 평가하였다. 그 결과, 전체 시험대상자의 100%가 피부 적합성에 대해 긍정적으로 답변하였으며, 90.5%가 화장품으로서의 효과에 대해 긍정적으로 답변하였다(표 12, 그림 9, 별첨 6.6).

표 12. 피부 적합성과 화장품으로서의 효과에 대한 시험대상자 설문 결과 (n=21)

Total	Cutaneous acceptability					Efficacy as cosmetics				
	very good	good	fairly good	moderate	nil	very good	good	fairly good	moderate	nil
n	14	6	1	0	0	10	8	1	2	0
%	100.0			0.0	0.0	90.5			9.5	0.0

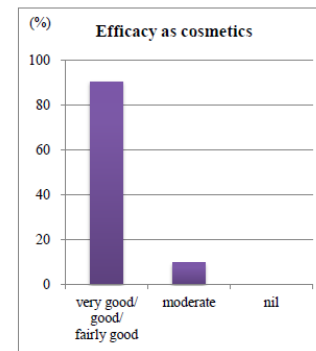
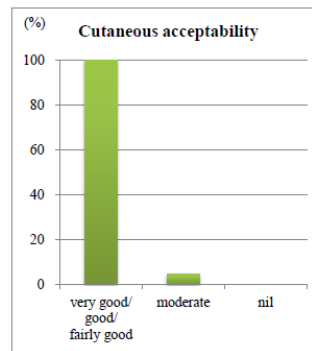


그림 9. 피부 적합성과 화장품으로서의 효과에 대한 시험대상자 설문 결과

요약문	
시험명	화장품 1종의 여드름성 피부에 대한 사용 적합성(Non-comedogenicity) 평가
시험번호	KHUSBC 2017-030
시험기간	2017.12.14 ~ 2018.01.11 (4주)
시험기관/모니터	㈜이데일하우스/ 김 벨 레
시험주행기관/시험일정	경희대학교 피부성형공학과/ 양 해 미
시험제품	닥터딥 아크나 티트리 로션
시험방법	<ul style="list-style-type: none"> <li>- 시험대상자: 만 14-50세의 여드름성 피부(민포)를 가진 청소년 및 성인 남녀 21명 (단, 미성년자의 경우 부모의 동의서 필요)</li> <li>- 평가 시점: 시험제품 사용 전, 시험제품 4주 사용 후</li> <li>- 시험 부위: 얼굴 전체, 이마, 뺨 부위</li> <li>- 평가 항목: 여드름 상태 정도 평가, 여드름성 병변 축적평가 및 여드름 중증도 등급 평가, 안면 피지계수 측정, 피지량 측정, 안면성 평가, 설문 평가</li> </ul>
시험결과	<ul style="list-style-type: none"> <li>- 시험제품의 여드름성 피부에 대한 사용 적합성 평가를 위해, 시험제품 사용 전과 시험제품 4주 사용 후 피부과전문의를 시험대상자의 피부 상태 및 여드름 병변을 육안 평가하고, 기기측정과 설문 평가한 결과는 다음과 같다.</li> <li>- 피부과전문의를 의한 피부상태 축적평가 결과, 모든 시험대상자 (21명)에서 시험제품 4주 사용 후 피부상태의 악화가 관찰되지 않았다.</li> <li>- 피부과전문의를 의한 여드름성 병변의 축적평가 결과, 시험제품 4주 사용 후 Papules 이 유의하게 감소하였으며, 다른 병변은 유의한 변화가 없었다.</li> <li>- 한국형 여드름 중증도 등급 평가 시스템(KAGS)에 따라 여드름 등급을 평가한 결과, 시험제품 사용 전에 비하여 4주 사용 후 여드름 등급이 통계적으로 유의하게 감소하였다.</li> <li>- 피지 면적과 계수에 대한 기기평가 결과, 시험제품 4주 사용 후 유의한 변화가 나타나지 않았다.</li> <li>- 피지량에 대한 기기평가 결과, 시험제품 4주 사용 후 유의한 변화가 나타나지 않았다.</li> <li>- 최종 유효성 설문 결과, 시험대상자의 100%가 피부 적합성에 대해 긍정적으로 답변하였으며, 90.5%가 화장품으로서의 효과에 대해 긍정적으로 답변하였다.</li> <li>- 본 시험기간 4주 동안 모든 시험대상자에게서 피부 이상반응이 관찰 또는 보고되지 않았다.</li> </ul>
결론	이데일하우스에서 의뢰한 화장품(닥터딥 아크나 티트리 로션)을 평가한 결과, 여드름성 피부에 사용 적합한 것으로 판단된다.

The result of evaluating the cosmetics commissioned by the Mineral House (Dr.Deep Acpa Tea Tree Lotion), it's judged suitable for use on Acne skin

# Dr. Deep's Product \_ ALL in ONE Cleansing



[ With Naturalism All in One Cleansing,  
Solve the troubled skin at a time.]

## Anyone use it safely

For mother as well as for baby !  
Natural Cleansing for the whole family !

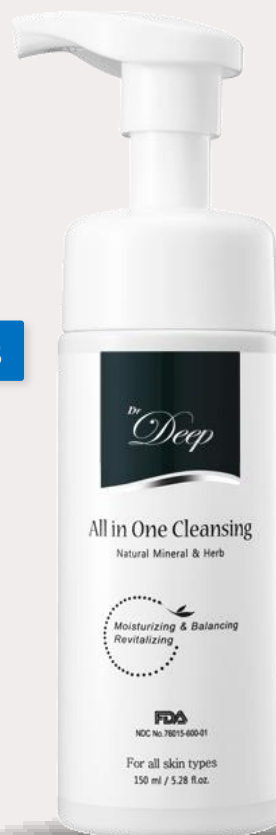
## Masterpiece that uses natural ingredients

**5 No!**

No Steroid  
No Paraben  
No Artificial alcohol  
No Artificial flavor  
No Chemical surfactants

## Luxury that only use natural ingredients

- Abundance of natural minerals and coco betaine foam!
- Natural moisturizing ingredient (8 Kinds of moisturizing ingredient such as chamomile, green tea extract and etc.,) make the skin moisturizing and smooth!



## Makeup Deep Cleansing

Cleansing of natural ingredients which has great detergency and foamy power is applied to Foundation, Sun Cream, BB Cream and tint makeup cleansing.

## Cleanness Care

Keratin care without scrubbing , Removal of pore wastes, sebum and blackhead care.

## Sensitive skin care

Relief of itching caused by skin dryness, Severe pulling and sensitive skin. Prevention or Improvement of damage of troubled oily sin.

## Fresh gel type without stickiness

There is no stickiness but there is slick feeling after use without rough sense caused by the chemical ingredients.

## The easy-to-use mousse Type

More convenient and efficient because foam comes out like mousse when pressing All in One than the style of rubbing cleansing into water to make the foam when washing the face and bathing.

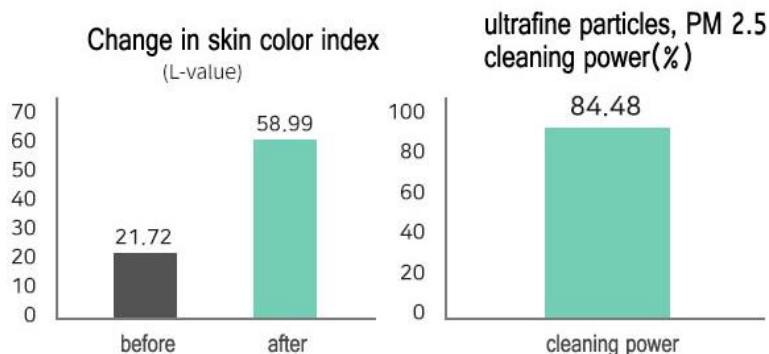
# Dr.Deep's Product \_ ALL in ONE Cleansing

["ultrafine particles, PM 2.5" prove cleaning effectiveness"]

#sebum #blackhead #"ultrafine particles, PM 2.5" #Fine particulate matter



## Ultrafine particles, PM 2.5 cleaning test completed



\*평균피부색지수: 65.88

시험기관: (주)대한피부과학연구소    연구기간: 2018년 11월 14일~2018년 12월 11일  
시험대상: 성인 여성 22명 대상    시험기간: 2018년 11월 29일

## Find Dust vs Ultrafine Particles, PM 2.5

	입자의 크기(μm)	사람 머리카락 지름 대비
미세먼지	10	$\frac{1}{5} \sim \frac{1}{7}$
초미세먼지	0.25	$\frac{1}{200}$

It is judged to have cleaning power against  
ultrafine particles, PM 2.5.



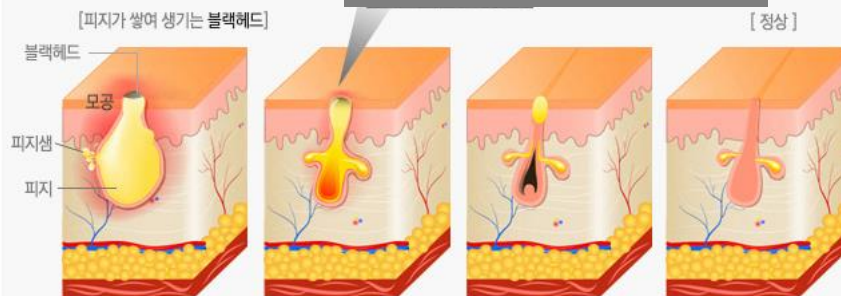
초미세먼지 모사체 도포 후

\*입자경 0.25μm의 초미세먼지 대체제 사용



올인원클렌징 사용 후

## Dr.Deep All in One Cleansing



# Dr. Deep's Product \_ ACPA Cleansing Foam

[ Adjuvant therapy Cleanser of minor skin ailment  
such as acne (**Acne Cleanser**) ]

**Masterpiece that uses natural ingredients**



Camellia Sinensis  
Leaf Extract



Aloe vera gel



Rosemary Extract



Calendula  
Officinalis Extract



Anthemis Nobilis  
Flower Extract



Salvia Officinalis  
(Sage) Extract

**5 No!**

No Steroid

No Paraben

No Artificial alcohol

No Artificial flavor

No Chemical surfactants



**Recommend to the following people!**

- Excessive sebum secretion
- Youth acne, Adult acne
- Whiteheads, Purulent Acne caused by stress
- Sensitive troubled skin
- Blackhead and whitehead in large pores or around the nose
- Whitehead around the eyes and under the eyes
- Sticky sebum and reddish Seborrheic couperose skin

**Efficient Trouble Care for sensitive skin**

Prevention and Relief of skin trouble by removing sebum and old keratin with Salicylic acid ingredient good for

**Make every nook and corner of skin clean,  
soft and cozy.**

Skin Care for removing blackhead and whitehead in large pores or around the nose and making the face lean.

**Rich foam and moisturizing without pulling**

Containing Glutamate, nature-derived amino acid surfactant makes the skin moisturizing without skin pulling.



## Acne skin product clinical test– Wash off product with 0.5% Salicylic Acid

(Research Project Report)

**Research Project: Clinical Trial of a Quasi-drug for Acne Skin**

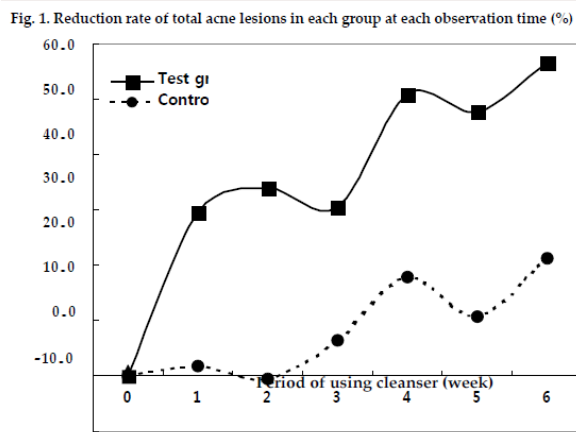
Commissioning agency: Moon-Sam Shin, Professor, Eulji University  
Address: Eulji University, 212, Yangji-dong, Sujeong-gu, Seongnam-si, Gyeonggi-do

Test product: A cleanser formulation containing 0.5% salicylic acid  
Clinical trial cost: 20 million KRW  
No. of subjects: 84  
Trial period: September 16, 2010 - November 15, 2010 (2 months)  
Institution: Department of Dermatology, Yonsei University Wonju Hospital

Summary of results: The total acne lesions decreased statistically significantly compared to the control group at 2, 4, and 6 weeks after use based on objective evaluation.

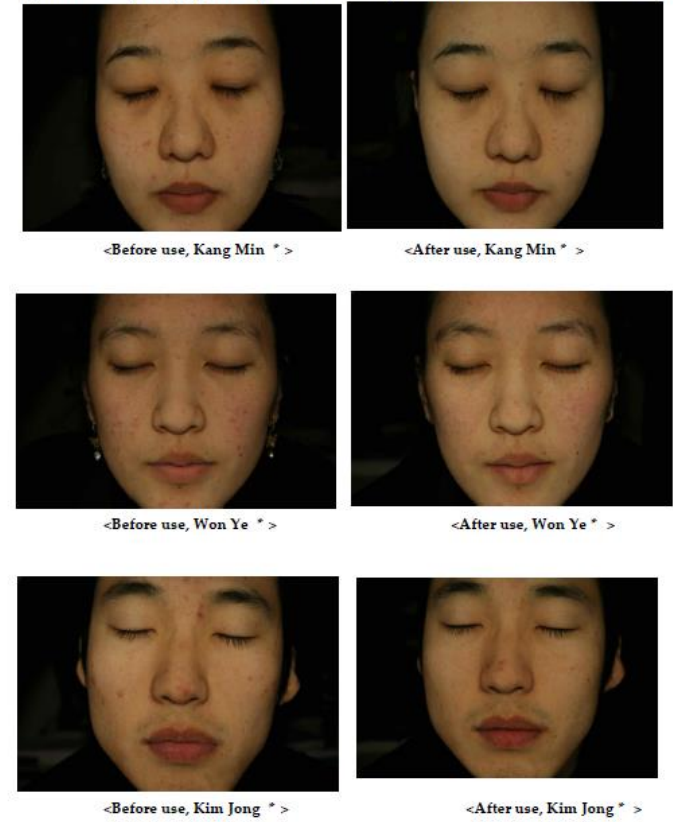
November 24, 2010

Head of Institution: President of Industry Foundation, Yonsei University



<Acne Lesion Reduction>  
Reduction at each observation time

Fig. 6. Clinical photograph of representative subjects at each observation time (after 6 weeks)



<Change of acne  
Clinical test photos>

Summary of results: The total acne lesions decreased statistically significantly compared to the control group at 2, 4, and 6 weeks after use based on objective evaluation.

# Dr. Deep's Product \_ Atodeep Soap

## [ Atodeep soap of blowing up skin problems]



### Enhancement of skin barrier function

It enhances the skin barrier function by preventing or improving and soothing the skin damage because it contains natural raw materials such as Green tea extract, Aloe Vera gel, Ceramide, Phytoncide scent, etc.

### Use of Atopy clinically-tested natural raw material

Using raw material of Atopy clinically tested and finished peanut oil relieves the itching of atopic dermatitis and enhances skin hydration..

### Even safe use of the infant's skin

It can be used for from young children to the senile pruritus as well as sensitive skin without irritation.

### Co-Research with Seoul National University Thermophysical Properties Laboratory in Korea

Completion of supercritical Nano structure which is called dream technology with Bio-Nano fusion technology based on eco-friendly supercritical method

Hydration for Atopic, Ichthyosis, Psoriasis skin, Hydration quasi-drugs  
for Itching skin certified by the Korea Food and Drug Administration.

# Dr.Deep's Product \_ Propolis Synergy Serum

[ **DRY SKIN**  
**Oily skin** Be born again glossy skin ! ]

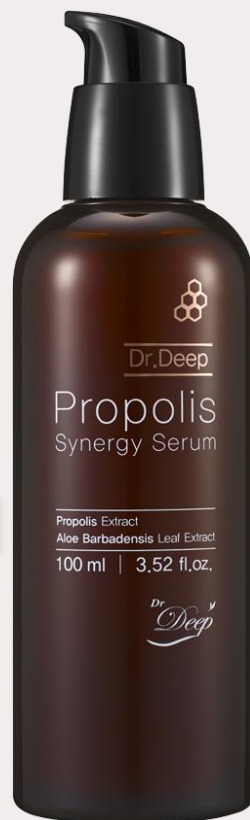
with 70 percent of Propolis extract

extracts prevent or improve skin damage.  
Strong skin barrier.

Masterpiece that uses natural ingredients

**5 No!**

No Steroid  
No Paraben  
No Artificial alcohol  
No Artificial flavor  
No Chemical surfactants



Nature-friendly new conceptual technology

**Dark Complex**  
(Cuscuta Australis Seed Extract, Rehmannia Chinensis Root Extract, Cercis Chinensis)

The original material all use organic products as the mixed and extracted ingredients admix-extracted by natural products which softens the skin by increasing skin flexibility and which relieves skin irritation

Natural Protector

Rehmannia Chinensis Root Extract, Origanum vulgare leaf extract, Willow bark extract, Chamaecyparis Obtusa Leaf Extract, Scutellaria Baicalensis Root Extract, Cinnamomum Cassia Bark Extract, Soybean Ferment Extract

- **Excellent resistance**

Newly conceptual natural ingredients of defending external hazardous cause and eliminating it.

- **Skin defense**

Enhancement of the skin barrier by preventing or improving the skin damage.

- **Safety**

Safe raw materials without thermal denaturalization and denaturation due to pH changes.

- **Natural ingredients**

Seven kinds of natural extracted raw materials rich in ingredients of Omega-3, fatty acids, vitamins, mineral, etc.

# Dr.Deep's Product \_ Enrich Nourishing Cream



## [Nutrition + Whitening + Wrinkle Improvement]

### Natural Ingredient and Arbutin, Adenosine



Mineral Water



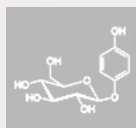
Propolis Extract



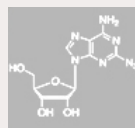
Royal Jelly  
Extract



Sunflower  
Seed Oil



Arbutin for whitening



Adenosine for wrinkle improvement

### nourishing cream of excluding ingredients bad for skin

**5 No!**

- No Steroid
- No Paraben
- No Artificial alcohol
- No Artificial flavor
- No Chemical surfactants

Whitening and Wrinkle Improvement at the same time. Dual functional Cosmetic.

High functional ingredient: Arbutin

Natural mineral and ingredient strong skin barrier!

High Moisture Cream moisturize skin.



Natural oily ingredient :  
keep skin balanced.

Moisture dry skin.

Natural Protector :  
Patent ingredient of 7 natural ingredients

Greenol : Patent ingredient  
as a composition of Various herb extract

# Dr.Deep's Product \_ Natural Oil

## [ Natural Oil makes skin smooth! ]

**This natural oil is made of ONLY! Natural Ingredients.**



Almond sweet Oil



Jojoba seed Oil



Lavender flower oil



Orange sweet oil



Geranium flower oil



Chamomile flower oil



Mandarin oil

**Prevents and improves the skin damage!  
keep skin balanced!**

**Dry, oily, Sensitive, Combination Skin etc.  
All of skin type**

**Natural ingredients strong skin barrier.**

**From baby to mom,  
from head to body**

- Relief of itching caused by skin dryness!
- Solution for Exfoliation
- crumbly skin
- Pulling face without oil!
- usually turn red face!
- Baby massage
- Lip&eye remover
- Face massage
- Make up
- Hair treatment
- Hair essence



**Make skin moist and smooth  
Keep moisturized long time**

**Jojoba seed Oil and Almond sweet Oil  
forms a shield of moisture**

**Fresh natural scent of lavender flower oil**

# Dr.Deep's Product \_ Propolis&Adlay Mask Sheet



## [ Control of pores and excessive sebum ]

### Mask Sheet of containing natural ingredients



Propolis Extract



Adly



Mineral water

### Mask Sheet of excluding ingredients bad for skin

**5 No!**

- No Steroid
- No Paraben
- No Artificial alcohol
- No Artificial flavor
- No Chemical surfactants

Smooth and Glossy Skin

Control of pores (pore tightening)

Strong skin barrier

25ml Pure Essence nutrition into Mask



For sensitive-skin

Frequent trouble baby skin

prevent sebum greasiness.

Skin elasticity, Nutrition supply.

# Dr.Deep's Product \_ Moisture Essence Mask Sheet



## [ Skin Remodeling for two weeks ! ]

### Mask Sheet of containing natural ingredients



Olive  
Fruit Oil



Pulsatilla  
Koreana  
Extract



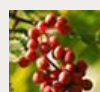
Jojoba  
seed Oil



Lichen  
Extract



Aloe Ferox  
Leaf Extract



Zanthoxylum  
Fruit Extract

### Mask Sheet of excluding ingredients bad for skin

# 5 No!

No Steroid

No Paraben

No Artificial alcohol

No Artificial flavor

No Chemical surfactants

Mask the skin clean and clear!

Multi Essence containing  
natural minerals

Snail mucus-filtrated substance  
and collagen ingredient

25ml Pure Essence nutrition into Mask



For both Eye patch and Eye Mask

Solution for Dry,  
Pulling and Exfoliation

Soothing skin and relieving  
troubled skin

Skin elasticity, Nutrition supply.  
control of Lifting

# Dr. Deep's Product\_ Real Body Wash

[ For soft and moisturized skin]

## Mild and moist natural foaming agent

- Use in sensitive and dry skin without irritation
- Strong detergency from natural foaming agent extracted from coconut
- Softens skin by anion foaming agent

## Use natural mineral water and natural moisture element

- Natural mineral and natural moisture elements supply moisture and nourishment
- Strengthens skin barrier and makes it smooth and moist
- Creates skin protection and moisturizes dry and sensitive skin

## Human skin compatibility evaluation test

- Korea Dermatology Research Institute(KDRI)
- Used mild vegetable natural foaming agent compatible even for facial wash

## Delicate and Aromatic fragrance

- Added natural essential oil and not irritating fragrance so that the scent lasts after shower

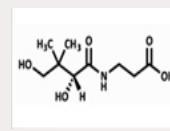
## Main ingredients of Real Body Wash



LPB



Coco-glucoside



Disodium  
Cocoamphodiacetate



Mineral Ionized  
Water



Aloe Vera Leaf  
Juice Extract



Chamomile Flower  
Extract



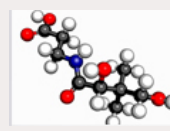
Heartleaf  
Houttuynia Extract



Euro NApré



Sodium Hyaluronate



Panthenol

## Used safe ingredients

- Used EWG's Skin Deep grade 1~2 ingredients  
(Grade 1 : 18, Grade 2 : 1)



# Dr. Deep's Product \_ Natural Shampoo



[ Do you still use artificial scented shampoo?  
I wash my hair with natural herb essences.]

## Scalp Soothing and Moisturizing

- Soothes scalp ruined by chemical contents with **BSASM**(Bio Spectrum Atopy Soothing Max), naturally complex extracted ingredients, and seaweed extract compound ingredients.

## Scalp Keratin and Sebum Care

- The multi-layer liposome- encapsulated natural complex compound, Sebocure helps sebum care.

## Elastic feeling rise and gloss enhancement

- To complement stiffness-the weakness of the natural ingredients, added are Hizikia fusiforme extracts, etc., which make your hair elastic and glossy.

## Less irritation. Clean detergency

- Using natural surfactant makes the scalp healthy and fresh by less stimulating rinse.

## Faint natural aroma

- Using rosemary leaf oil, Lavender oil, Jasmine oil instead of strong artificial fragrance makes faint aroma lasting.

### ◆ What kind of ingredients are contained in Dr. Deep Natural Shampoo?

Wild yam root extracts, soy isoflavones  
Undaria Pinnatifida Extracts, Hizikia Fusiforme Extracts, seanol, Sargassum fulvellum extracts, Pterocladia Tenuis Extracts

- Soothing sensitive scalp and sebum care because of BSASM(Bio Spectrum Atopy Soothing Max), naturally complex extracts and Sebocure.
- Complex ingredients of natural alga extracts for scalp and hair protection.
- For both oily, dry and sensitive skin.



NDC No. 76015-900-01



# Dr. Deep's Product \_ Natural Conditioner

## [ No silicone, Aroma therapy through natural oils]

### No silicone

- Silicone can block pores when not washed properly and lead to loss of hair.
- Dr.Deep has replaced silicone with luxurious conditioning ingredient

### Natural oils

- Camellia Oil, Macadamia seed oil, Argan Tricernel oil, Meadowfoam seed oil

### Safe ingredients

- Saccharide Isomerase, Stearamidopropyl Dimethylamine , Behenyl Alcohol and Squalane protects and moisturizes hair

### Fragrance

- Sweet floral fruit scent

### Safe to use

- Safe for mothers and fetus!

◆ Gives nutrition like  
**HAIR TREATMENT**

◆ Protects hair like  
**HAIR OIL**

•Natural conditioner needed for!

- Hair which is unhealthy because of frequent perms and dyes
- No moisture, no nutrition hair
- Drooping hair
- Hair that suffers from frequent statics



# Dr.Deep's Product \_ Scalp Tonic



[No more nutrition to the scalp and hair  
Natural mineral scalp tonic the scalp absorbs.]

## Masterpiece that uses natural ingredients

**5 No!**

No Steroid  
No Paraben  
No Artificial alcohol  
No Artificial flavor  
No Chemical surfactants



## Dr.Deep Known oversea consumers

- Mineral water is duly registered in the international cosmetic ingredient dictionary of United States Cosmetic Association (CTFA)

## Scalp tonic of helping to solve troubled scalp

- Scalp itching.
- Scalp keratin.
- Troubled scalp.  
(severe dry scalp / exfoliating scalp)
- Damaged hair / crumbly hair.
- Sticky hair

- Protection of damaged hair.
- Cleansing role in Oily Scalp.
- Supplying moisture to the dry scalp.

# Dr.Deep's Product \_ Mineral Handcream

[ Rough and dry hands are healthy! ]

## Masterpiece that uses natural ingredients

**5 No!**

NO Mineral Oil  
No Artificial pigment  
No Artificial flavor  
No Chemical surfactants  
No Artificial preservative

## Dr.Deep Known oversea consumers

- The Mineral water is registered in PCPC as cosmetic ingredient.



## Hand cream with abundant nutrition

- Supply nutrition+moisture+skin protection+ Relief of itching caused by skin dryness
- Mango seed butter etc. natural oil forms moisture
- Delicate natural essence scent



Mineral water



Mango seed butter



Argan oil

- Rough and dry hands
- Abundant moisture and nutrition
- Keep soft skin

# Dr.Deep's Product \_ Natural Lip balm

[ 99.9% Natural ingredient! ]

## 6 Natural ingredient protect skin

- From baby to adult, use safely
- feel moist long time
- fresh and healthy lips
- Prevent rough hand in cold weather



Jojoba seed Oil



Tocopherol



Shea butter



Castor oil



olive oil



Chamomile flower oil



## Features of Natural Lip balm

- Put on smoothly and softly,
- maintain moisturizing long time
- Delicate natural Chamomile scent
- Transparent color shine lips
- Balm type doesn't allow to soften

The thinnest and most sensitive skin, lips  
is protected healthily by natural ingredients!

# Dr. Deep's Product\_ ALOE Soothing Gel

## [Aloe leaf juice moisturizes the skin from inside out]

### Differentiated ingredient

- Thick aloe leaf juice 45%: from Jeju Island moisturizes the skin from inside out and good for relieving skin
- Grain fermented ingredient: rich vitamin that helps provide nutrition for skin that is stimulated by strong sunlight
- Floral ingredient: flower extract like lavender and chamomile that relieves sensitive skin
- CeramideNP: builds skin barrier by strong moisturizing factor

### Must have item for summer skin care

- Relieves skin irritated by sun as after sun care
- Relieves skin like cooling pack
- Easy moisture care day and night
- Care for acne in summer
- Mild and soft for fragile baby skin



- Mild skin relief
- Moisturizes skin
- Refreshing apply without stickiness

### Why aloe leaf juice?

- Aloe extract: Uses solvent to extract aloe aloe and additives are contained together so it is unlikely that aloe is added as said in the content
- Aloe leaf juice: Liquid aloe vera within the leaf so that there is the most aloe skin, can say that aloe content is high

### Grain fermented ingredient



쌀발효물



콩발효추출물



인삼발효 여과물



의이인 발효여과물



감자추출물 발효여과물

# Dr. Deep's Product\_ Sun Cream

## [ Mild for skin, tough for UV rays]

### Mild sunscreen for anyone to use

- Can be used for delicate baby skin and sensitive pregnant women's skin
- Comforts sensitive skin

### Strong blocking of UV rays

- SPF 50+ / PA+++ strong UV ray block
- Protects skin from UV-A and UV-B

### Natural moisture ingredient

- Natural moisture ingredient: propolis extract, green tea extract
- Mineral water helps build strong skin barrier

### Sunscreen with good apply

- No stickiness and oiliness
- Soft and smooth apply



- Protects skin from sunlight
- Bright skin, natural skin tone
- Soft and smooth apply

### Whitening functionality

- Uses "Arbutin" with high quality whitening function
- Helps alleviating freckles
- Brightens dark skin

### Creates natural skin tone

- Balance between organic and inorganic block ingredient tones up the skin

### Main ingredients of Sunscreen



Pascueflower  
extract



Zanthoxylum  
piperitum extract



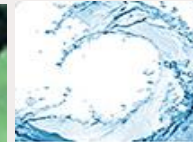
Green tea  
extract



Propolis extract



Usnea extract



Mineral Water



Chamomile flower  
and stem extract

# Dr.Deep's Product\_ Sun Stick

## Mild sunscreen for the whole family

Portable face and body sun stick to protect skin from UV with light texture.

### High Grade UV Block

- UVB : SPF50+
- UVA : PA++++
- Protection from sun damage

### Mild Ingredients

- EWG Green Grade – Mild ingredients
- Skin irritation tested "No irritation"



Sun protection - functional cosmetics  
SPF 50+ / PA++++

### Easy to carry and use

- Suitable for travel, exercise, and outdoor activities (compact size)
- Compact safeguard

### Light texture

- Light texture and clear finishing without white cast
- Lightweight sunscreen glides on easily

### Main ingredients of Sun Stick



Glycyrrhiza  
Uralensis Root  
Extract



Centella Asiatica  
Extract



Scutellaria  
Baicalensis Root  
Extract



Camellia  
Sinensis Leaf  
Extract



Chamomilla  
Recutita Leaf  
Extract



Polygonum  
Cuspidatum  
Root Extract