



## Company Profile

**ljh LJH Bío**

(주)엘제이에이치바이오

Partners I 803, Beobwonro92,  
Songpa-gu, Seoul, Korea  
Tel.+82-2-406-3556  
LJH Bio co.,Ltd.  
[dermamagic@outlook.kr](mailto:dermamagic@outlook.kr)  
[www.derma-magic.com](http://www.derma-magic.com)



# Company History

**2016** - Establishment of company.

**2017** - DERMAMAGIC - Product with international patent application.

Trademark patent registered in Korea.

Zhengzhou B2B meeting in China.

**2018** - Guangzhou B2B meeting in China.

Moscow & Saint Petersburg B2B meeting in Russia.

Medica 2018 in Dusseldorf.

Trademark patent registered in Japan.

**2019** - CE certified, ISO13485 certified.

Arab Health 2019 in Dubai.

CMEF 2019 In Shanghai.

Malaysia & Indonesia B2B meeting.

**2020** - Arab Health 2020 in Dubai.

Trademark patent registered in China.

**2021** - Certificate of patent in Korea.

# Mission & Vision



## Being the market leader

(Silicone scar gel & Wound Dressing)

Improving Quality of Life of Patients by Innovative Products

Excellent strategic management  
Focus on Marketing & Sales

Good products that meets customer needs  
Patent and certification

Excellent R & D ability  
Collaboration with medical doctors at university hospitals in Korea

# DERMAMAGIC

We have developed the world's first silicone scar gel with foundation to effectively manage hypertrophic or keloid scars resulting from surgery, trauma and cosmetic surgery and to improve the patients' quality of life.



Before

After





## Solution/Product

✓ The world's first color silicone scar gel.

|   |  |
|---|--|
| Primary Tech                            | Reduce scar , Cover Scar , Scar management   |
| Industry Sector                         | Medical device / Cosmetic  |
| Problem                                 | <p>After surgery, patients are worried about their scars.<br/>Other silicone scar gels are transparent color, so they cannot cover the scar.<br/>Even ordinary people want to cover up their scars.</p>  |
| Solution                                | <p>DERMAMAGIC has many good effects on the skin.</p> <ol style="list-style-type: none"> <li>1. Silicone scar gel effect to reduce scar after surgery.</li> <li>2. Foundation effect that scar covers during scar treatment.</li> <li>3. UV protection effect.</li> <li>4. Anti aging effect.</li> </ol> <p>DERMAMAGIC is the world's first color silicone scar gel.</p>                      |
| Traction<br>(Revenue,<br>Clients, Etc.) | <p>DERMAMAGIC is used in plastic surgery, dermatology, thyroid surgery, orthopedics, obstetrics and gynecology, burn surgery and general surgery at university hospitals in Korea.<br/>Patients who want to reduce scar after surgery.<br/>Consumers who want to cover trouble skin and scars.<br/>The revenue is high.<br/>DERMAMAGIC is product with international patent application.</p> |

# DERMAMAGIC Slogan

The best choice for a better life  
Improving quality of life of scar patients



Customer Satisfaction

Customer Happiness

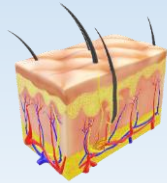




# DERMAMAGIC Targeting

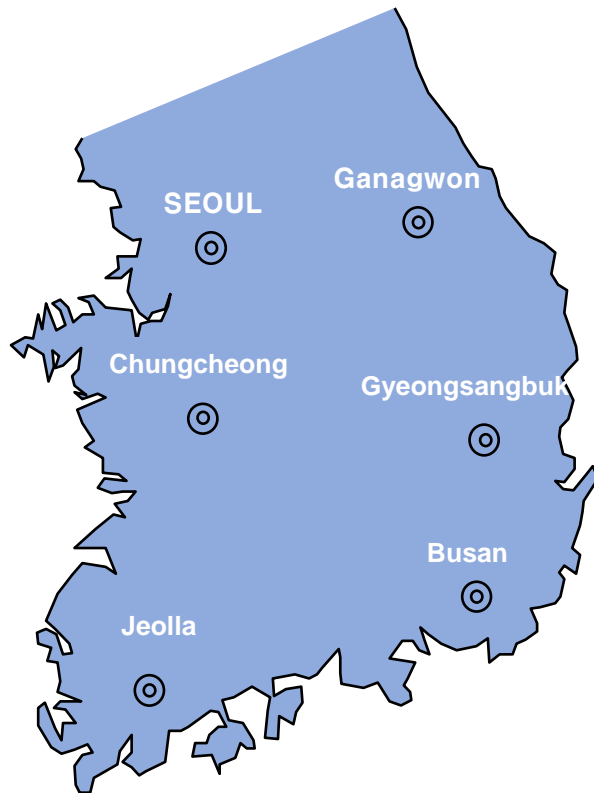


Scar management & cover  
Various races and age groups  
Product Diversification



# Distribution Channels in Korea

General Hospitals, Private hospitals, Clinics, wholesalers.





# Distribution Channels

## DERMAMAGIC license registration

### China



### Indonesia



### Vietnam



# Distribution Channels Plan in Worldwide

## ❖ Short term plan

Europe, America, Japan, GCC (Saudi Arabia, Oman, Qatar, Iran...),  
Southeast Asia (Malaysia, Singapore ,Thailand, Philippines...),  
Uzbekistan, Australia, South Africa.

## ❖ Mid term Plan

Russia, South America , India, Canada.

