



BAEKOKSAENG
hanbang cosmetics



BAEKOKSAENG SHAMS

Baeokksaeng Royal Shams Product Introduction

[Korea First Oriental Medicine Women's Cleaner SINCE 1980]

[Korea 2018 Hit Brand Award]

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What about our B.O.S cosmetics company?



BAEKOKSAENG
hanbang cosmetics

Baekoksaeng Co., Ltd. introduced the world's first cosmetic brand "Baekoksaeng" that introduced oriental medicine technology in 1980, and created the realm of oriental medicine cosmetics by scientificizing authentic oriental medicine technology for more than 40 years.

Baekoksaeng Oriental Medicine Cosmetics is an authentic herbal cosmetic product that boasts a differentiated manufacturing method that combines healthy and edible herbal medicines with skin. It is a supplement to skin that strengthens skin protection by activating skin physiology and metabolism by manufacturing 30 to 40 herbal medicines with unique oriental medicine methods according to the combined prescription standards..

Baekoksaeng Co., Ltd. develops high-tech products such as health drinks and health functional products by applying orthodox oriental medicine technology as well as oriental medicine cosmetics, and all production products are specialized in oriental medicine.

“40년 전통한방화장품의 노하우와 기술을 담아!”



- 한방화장품 부문
"2013, 2014 대한민국 대표 브랜드 대상"
- KSA 한국표준협회 "名品 브랜드 선정"
"2008, 2009 명품브랜드 선정"
- 한국능률협회인증원 주최
"2013 하반기 이노스타 혁신상품으로 선정"

BAEKOKSAENG HISTORY

since1980

- 80.01 • Start-up of Settlement Industry (Shams, Patent No. 7908)
- 89. • Success in developing Baekoksaeng Oriental Medicine Cosmetics (Creating Shear Material)
 - Ewha Womans University, Chung-Ang University, Wonkwang University, Chonnam National University and Korea University 1981–1989 Joint Study
 - Received requests for technology partnerships from world-famous companies

since1990

- 90. 03 • Participate in the Paris Fair
- 90. 03 • U.S. Luxury Department Store Socks Exports to Henry Vendell
- 90. 04 • Establishment of Central Institute for Settlement
- 90. 05 • Export to Harrods Department Store in England
- 91. 06 • UK Stability Assessment Passed
 - BBC TV in the UK "The Fourth Generation to Find Beauty in Pure Nature"
a good reputation for cosmetics
 - Popularity of many famous places, including the UK's Esprit
- 91. 06 • Participation in the London Fair
- 96. 03 • Pure health in the U.S. "World Health Products Exhibition" Selected as Cosmetics
- 96. 03 • FDA Safety Certification
- 96. 08 • Attending the Atlanta Culture Olympics
 - Participation in regional fairs in North America
- 96. • For six months on the radio show 'Here is To Your Health' broadcasting throughout North America (the efficacy, effectiveness, manufacturing process of Baekoksaeng Oriental Medicine Cosmetics); Experts, doctors, consumers, and FDA researchers on safety, etc. In-depth discussion program)
 - Popularity of major beauty and medical journals in North America
 - CATV home shopping sales in Florida, U.S.
- 99. 05 • Participate in the World Cosmetics Fair in Bologna,

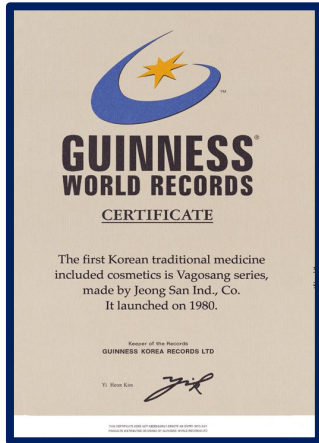
Since 2000

- 01. 06 • "First herbal cosmetics" listed in the Guinness Book of World Records
- 01. 10 • Mutual change to Settlement Biotechnology Co., Ltd.
- 03. 07 • Completion of Asan Industrial Complex, Jeongsan Biotechnology Co., Ltd.
- 05. 01 • ICA CO. Founding
- 06. 09 • KSA "selected the quality name of Baek Ok-saeng's well-informed korea-medicine cosmetics"
- 08. 07 • Opening of the Human Resources Development Institute for Settlement
- 08. 09 • Grand Prize in Management of the 14th South Chungcheong Businessmen's Congress

Since 2010

- 10. 01 • Corporate separation (Research and Manufacturing Specialized Settlement Biotechnology Co., Ltd.) /Development and Distribution Specialist Baekoksaeng Co., Ltd.
- 13. 04 • 2013 Korea's representative brand award (Korean traditional cosmetics)
- 13. 08 • 2013 INNO STAR Product Recognition
- 16. 08 • Renewal of Shams Distribution Structure (Home Shopping Broadcasting)
- 18. 03 • E-Mart Sugar Cup Entry

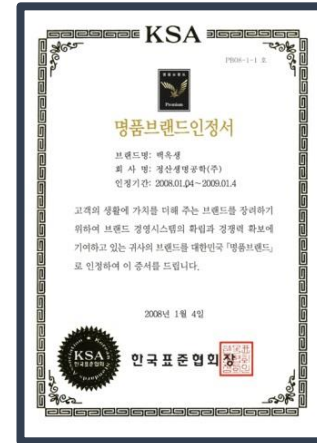
BAEKOKSAENG Certificate and Patent Certificate



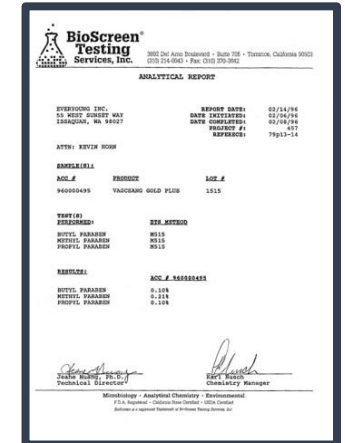
The first oriental medical cosmetic to be recorded in Guinness Book of Records.



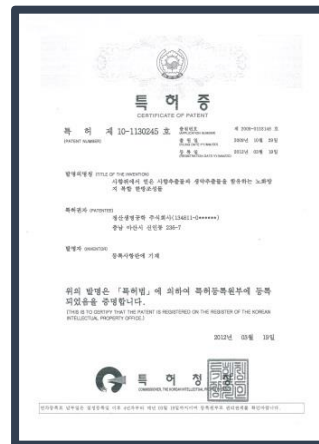
2013 and 2014 Oriental Medicine Cosmetics Division Korea's leading brand Grand Prize



KSA Korea Standards Association "Value Brand" Selection



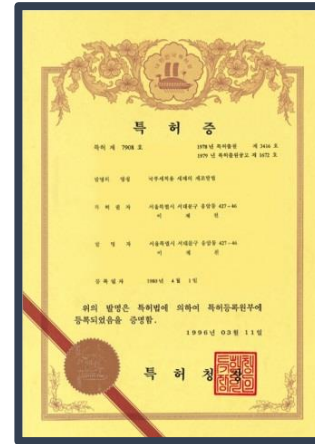
FDA



Patent No. 10-1130245 anti-aging compound herbal medicine containing musk extract and biologic extract



Patent No. 10-1125758 Women's National Bureau of Cleanliness Use cleaning agent composition



Patent No. 7908 For cleaning women's national department manufacturing method of detergent

인체적용시험 결과 요약서	
시험제목	(주)백옥생 「진모나 샴스 용한제」 기부 물자 적합 시험
시험기관	(주)대한피부과학연구소 연구 기간 2016. 07. 11 ~ 2016. 08. 19
시험 형태	노란색의 용수용한 제형 시험 기간 2016. 08. 09 ~ 2016. 08. 12
시험 수	1주 시험 인원 31명
처리 방법	24시간 폐쇄질화
시험방법	1. 피험자 선정 : 실험기관에 부합하고 제외기준에 해당되지 않는 피험자 31명 선정 2. 드루 방법 : 시험자의 눈에 24시간 건조 3. 관찰 : 피부 적기 30분, 24시간, 48시간 후에 관찰 4. 평가 : 인체적용시험부속항목 (ICDRA) 기준 및 미국화장품협회 (PCPC) 기준에 의거해 평가
시험결과	(주)백옥생 「진모나 샴스 용한제」 시험은 필적기준 측면에서 문자근, 문길호, 문길호 로 양호
첨상자료	시험 결과 자료

shams human skin irritation test certificate

BAEKOKSAENG SHAMS (FEMININE CLEANSER)



Name of the product

Baekoksaeng royal shams. 220ml

Product name: Baekoksaeng Royal Shams 220ml

Term of use: separately marked distribution period: 36 months (6 months after opening)

ingredient: purified water, pentylene glycol, ethanol, guagum, zantangum, dysodium coyleglutamate, clophenesine, menthol, phythic acid, butylene glycol, pyridoxin HCl, cornmint oil, sulfur root extract, sulfur root extract, sansu hot-leaf extract,



Name of the product

Baekoksaeng royal shams. 100ml

Product name: Baekoksaeng Royal Shams 100ml

Term of use: separately marked distribution period: 36 months (6 months after opening)

ingredient: purified water, pentylene glycol, ethanol, guagum, zantangum, dysodium coyleglutamate, clophenesine, menthol, phythic acid, butylene glycol, pyridoxin HCl, cornmint oil, sulfur root extract, sulfur root extract, sansu hot-leaf extract,

BAEKOKSAENG SHAMS (FEMININE CLEANSER)



Name of the product

Baekoksaeng royal shams. 5ml*10ea

Product name: Baekoksaeng Royal Shams pouch 5*10ea

Term of use: separately marked distribution period: 36 months (6 months after opening)

ingredient: purified water, pentylene glycol, ethanol, guagum, zantangum, dysodium coyleglutamate, clophenesine, menthol, phythic acid, butylene glycol, pyridoxin HCl, cornmint oil, sulfur root extract, sulfur root extract, sansu hot-leaf extract,



Name of the product

Baekoksaeng royal shams. 220ml

Product name: Baekoksaeng Royal Shams gift set

Term of use: separately marked distribution period: 36 months (6 months after opening)

ingredient: purified water, pentylene glycol, ethanol, guagum, zantangum, dysodium coyleglutamate, clophenesine, menthol, phythic acid, butylene glycol, pyridoxin HCl, cornmint oil, sulfur root extract, sulfur root extract, sansu hot-leaf extract,

BAEKOKSAENG SHAMS (FEMININE CLEANSER)



 BAEKOKSAENG
hanbang cosmetics

40 years of tradition, the first herbal
FEMININE WASH in Korea

ROYAL SHAMS

Royal Shams is
herbal cleanser used with family members

SHAMS Feminine Hygiene Wash
SHAMS



Patent Registry No. 10-1125758 of Korea

BAEKOKSAENG SHAMS (FEMININE CLEANSER)

Royal Shams Feminine Wash

Royal Shams Feminine Wash

Soft freshness of hypoallergenic soft freshness of hypoallergenic

sensitive to compound herbal ingredients.
It helps to safely clean the weak skin

sensitive to compound herbal ingredients.
It helps to safely clean the weak skin

IN HERBAL INGREDIENTS PATENTED FEMININE WASH

EWG GREEN GRADE INGREDIENTS SAFE USE

SINCE 1980 'SINCE 40 YEARS' IS THE FIRST TIME IN KOREA.

Royal Shams Feminine Wash

All Ingredient EWG rating table

What is EWG rating?

The EWG rating is the 'safety level of ingredient' studied by EWG.

The EWG is rated by an American non-profit environmental civic group called the Environmental Working Group (EWG).

This is the component safety rating presented by the component safety assessment database (Skin Deep).

Baekoksaeng marks EWG grade according to EWG Skin Deep notation.

[Safety evaluation of cosmetics raw materials 1-10]

Safety [Low Risk] Medium Risk High Risk



Mild and clean Y-zone management



containing royal jelly/propolis



patented compound herbal ingredients



soft gel type



fresh feeling



BAEKOKSAENG SHAMS (FEMININE CLEANSER)

ROYAL SHAMS MAIN INGREDIENTS





<p>ROYALL JELLY</p> <p><i>vitamins, minerals, amino acids, etc The ingredients make your skin bright and healthy. Royal jelly</i></p> 	<p>PEARL EXTRACT</p> <p><i>The pearl ingredient soothes the skin. Helps with skin elasticity and whitening</i></p> 	<p>PROPOLIS</p> <p><i>Propolis is good for moisturizing skin.</i></p> 
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***IT'S A MILD NATURAL INGREDIENT,
SO IT'S A PRECIOUS "Y ZONE".
TAKE CARE OF YOURSELF CLEAN AND HEALTHY.***

BAEKOKSAENG SHAMS (FEMININE CLEANSER)

Royal Shams Feminine Wash

We Recommend

-  When looking for hypoallergenic feminine wash,
-  When you're bothered by an unpleasant smell
-  When life is inconvenient due to frequent secretions
-  When the Y zone is dry and itching is frequent.



Used to shower every day



Use before and after menstruation



Used before and after sexual



Use after sitting for a long time

BAEKOKSAENG SHAMS PRODUCT DESCRIPTION

16 NATURAL INGREDIENTS FOR HEALTHY MANAGEMENT 'Y Zone'



JAPANESE CORNELIAN CHERRY,



OPHIPOGON JAPONICUS,



SHRUBBY SOPHORA,



KNEELING ANGELICA.



ROYAL JELLY



PROPOLIS



PEARL



RED GINSENG



AVARBERRY ROOT



PERSIMMON



CORN MINT OIL



MENTHOIL



MUGWORT



HONEY



MILK VETCH ROOT



THE FOXGLOVE



Don't worry about preservatives!

Use of natural preservatives

Use of natural preservatives extracted from plants such as fermented corn or sugarcane.

Do not use chemical preservatives such as paraben.

Do not use phenoxyethanol to irritate sensitive skin.

BAEKOKSAENG ROYAL SHAMS

ROYAL SHAMS for use with family

PATENTED WOMEN'S CLEANER
USE AS A STABLE MIND.



40-year-old herbal medicine feminine cleanser

Differentiated manufacturing method

BAEKOKSAENG SHAMS
'JUENEUM CHILBODAN'

What is "JUENEUM CHILBODAN"?
Compound herbal medicine ingredients carefully seasoned with seven medicinal herbs protecting [previous order of female] That's right.

 **STEP-One**
Clean the 7 medicinal ingredients with purified water.

 **STEP-second**
Use purified water to learn the heat extract.

Step 3
 Heat and distill the hot water extract, Allow to cool to obtain mixed distillate.

Extract
 The raw material obtained from the above steps is technical skills. The cleanser we made is the best technology.

[Patent 10-1125758]
containing sophora, alveoli, peony, and red ginseng.
Patents for Women's feminine Cleaner

- Sophorae Radix [苦參]
- Red ginseng [紅蔘]
- Artemisia Folium et Cacumen [艾葉]
- apricot seed [杏仁]
- the foxglove [地黃]
- mint [薄荷]
- a peony [芍藥]
- Chuanxiong [川芎]

BAEKOKSAENG ROYAL SHAMS

Baekoksaeng Royal Shams

DETAIL PHOTO



HOW TO USE

Wash your hands clean and massage them gently with an appropriate amount.

Rinse with lukewarm water without leaving any residue.



BAEKOKSAENG SHAMS STATUS OF ENTRY

Drugstore entry

- 15,000 stores nationwide
- Entry through pharmacy offline store B2B
- Increasing the number of stores

Online Shopping Mall Entry

- Social commerce entry (Coupang, We Make Price, Tmon, etc.)
- Home Shopping Online Mall (Hyundai H mall, CJ O Shopping, GSSHOP, SSG, LOTTE)
- Other shopping malls (11st Street, Auction, Inter park, G market, etc.)

Export Trade

- the supply of goods through traders such as China, Vietnam, United States.
- In the process of trademark registration, sanitary permits, and other clearance for overseas customs clearance



End of Document

Thank you



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