



“We Envision Lives and Lifestyles”

ZISHEL GROUP

1F A, PAX Tower, 609 Eonju-Ro, Gangnam-Gu, Seoul, South Korea
| ZISHEL GROUP | www.zishel.com | T. +82.070.4121.4480



ZISHEL COSMETICS

Company profile

| PHILOSOPHY

Medical aesthetics expert ZISHEL GROUP

Based on a deep medical and scientific understanding of skin, ZISHEL creates high-efficacy solutions to skin problems. The company looks deeper than the visual to develop products that ensure safe, long-term effects for users.



Global medical aesthetic expert

ZISHEL pursues research and development of innovative and valuable technologies and products to help achieve flawless beauty and a healthy lifestyle.



“We Envision Lives and Lifestyles”



PHILOSOPHY

ZISHEL GROUP is committed to ceaseless research in its pursuit of genuine skin health and beauty.

Pursues genuine beauty and endeavors to accomplish our social responsibilities.



Strives to find new strategies and possibilities, and proactively responds to changes

Aims to provide the highest satisfaction in safety and quality services based on versatile quality inspections of in-depth research.

RESEARCH STAFF

CEO

Kim Jong-woo / Jimmy JW Kim

B.S degree in Biomedical Engineering from Georgia Institute of Technology
- Patent registration of 9 medical devices
> Wound closure, surgical staples, endoscopic equipment, etc.
> Patent application in 48 countries
2012-2016 Harvard-MIT Biomimetic Research Lab researcher
2014-2016 Harvard Medical Hydrogel Rheology Institute researcher
2013-2015 Georgia Institute of Technology Nano-Biomodeling Research Institute researcher
Member of Yale Biotechnology Pharmacy Society
Member of U.S. BMS (Biomedical Engineering Society)
Member and presenter of U.S. AICHE
(American Institute of Chemical Engineers)
Member of Tissue Engineering and Regenerative Medicine

Researcher

Dr. James Kim

Former director of Saerom Hospital
American Society of Breast Surgery KOL
Silhouette Lift (Sinclair) / Daewoong Pharmaceutical / Hugel / Tess Lift KOL
Yale University Anti-aging Research Center researcher
Member of the American society for Aesthetic Plastic Surgery
The American Society of Cosmetic Breast Surgery
30 years of experience in the American plastic surgery industry
James Kim is a senior medical advisor to the ZISHEL Group.
He participates in R&D activities, e.g. conferences, live surgery, and product development.

Dr. Insoo Kang

R&D Auditor
Outside Director of ZISHEL Group
Professor at University Medical
Senior investigator at Yale
Immunology Institute

I HISTORY

2016

- Founded MJ R&D Co., Ltd.
- Began as a beauty and pharmaceutical trade business
- Established Enterprise Annex Lab
- Registered as a medical equipment manufacturer
- Acquired TESSLIFT Co., Ltd.
- Retitled to ZISEHL Group (10.2 billion capital)
- Established implant and cosmetic preparations brands
- Contract signed with over 25 countries
- Established a branch in France
- Registered as a venture company (Korea Technology Credit Guarantee Fund)
- Registered as INNO-Biz (Class A, Korea Technology Credit Guarantee Fund)

2017-2018

- Established an investment corporation in Shanghai, China(20 billion capital)
- Signed additional contracts with six countries for medical devices and cosmetics
- Completed an establishment of four overseas subsidiaries
- Six overseas subsidiaries will be added by 2020.

2019

- ZISHEL Cosmetic Business Division
- Registered as a cosmetics manufacturer
- Founded ZISHEL Bio
- Applied for and registered additional trademark patents
- Signed an agreement with a government affiliated research institute
- 2019 Brand Excellence Award
- 2019 Korean Wave Prize

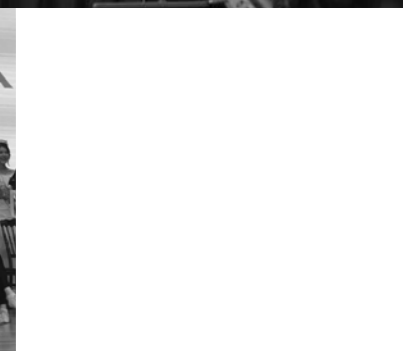
2020

- Established the ZISHEL Philippines branch
- Initiated move to Lazada, Shopee, and Southeast Asia's leading e-commerce platforms
- Acquired European Certification (CPNP)
- Registered with the FDA
- Chinese Sanitary Permission certification pending
- Selected as an official sponsor of the 2020 MISS KOREA
- Boosted brand awareness through diversification of domestic and global sales channels

I ACTIVITIES

ZISHEL Group's superb products are promoted through various activities at home and abroad.

- World beauty exhibition
- Medical beauty conference and seminar
- Medical device exhibition
- Hands-on training
- Seminar and workshop
- Collaboration with global influencers
- Domestic/overseas TV broadcasting



STRUCTURE

ZISHEL Cosmetics' professional staff are responsible for brand development, sales, exports, certification, etc.



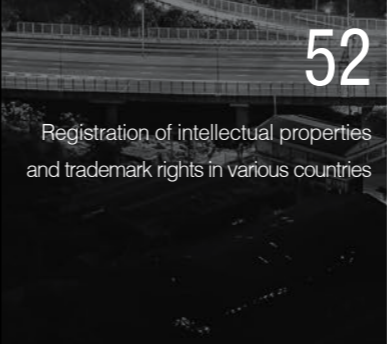
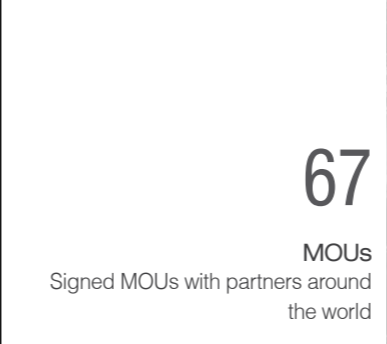
VISION

Vision of ZISHEL seen through figures.

“YOU NEVER WALK ALONE”

ZISHEL Group collaborates in the fields of formulation research, marketing, distribution, and logistics with verified and trusted partners worldwide.

These are ZISHEL's core strategy and corporate assets to succeed as a global company.



STRATEGY

ZISHEL cosmetics are developed by medical / beauty experts.



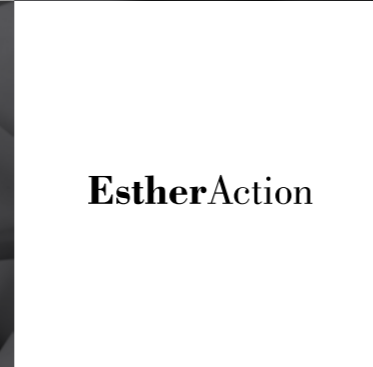
**ZISHEL Clinic
Research Institute**

Anti-aging and skin
treatment research



**CHAMEDITECH
Research Institute**

Developed materials and
formulations as an affiliated
organization of Cha Hospital



EstherAction



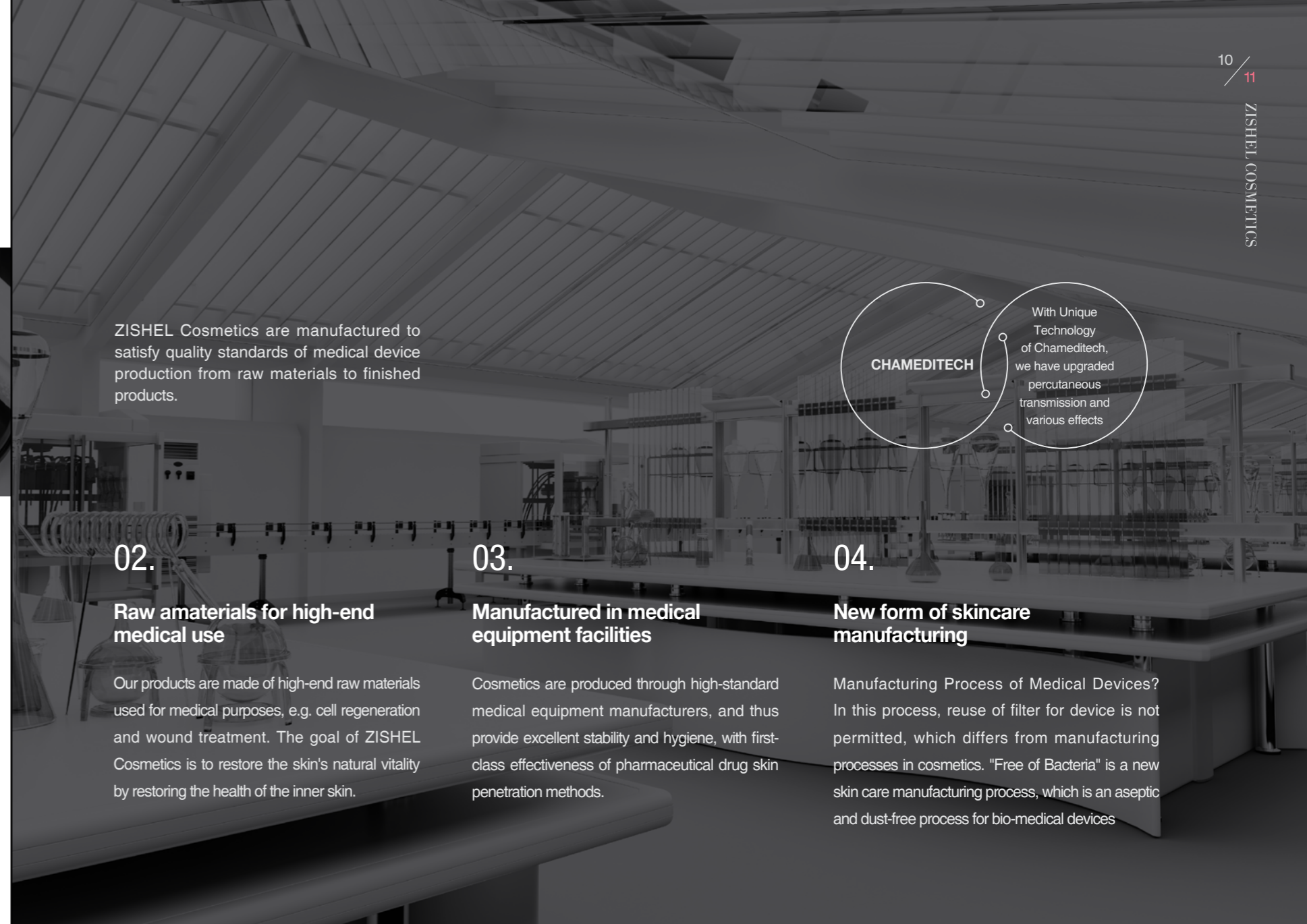
**ZISHEL
France Beauty
Research Institute**

Cosmetics, skin research,
and certification



**ZISHEL BIO
Research Institute**

Regenerative anti-aging cell
science research and education



02.

Raw amaterials for high-end medical use

Our products are made of high-end raw materials used for medical purposes, e.g. cell regeneration and wound treatment. The goal of ZISHEL Cosmetics is to restore the skin's natural vitality by restoring the health of the inner skin.

03.

Manufactured in medical equipment facilities

Cosmetics are produced through high-standard medical equipment manufacturers, and thus provide excellent stability and hygiene, with first-class effectiveness of pharmaceutical drug skin penetration methods.

04.

New form of skincare manufacturing

Manufacturing Process of Medical Devices? In this process, reuse of filter for device is not permitted, which differs from manufacturing processes in cosmetics. "Free of Bacteria" is a new skin care manufacturing process, which is an aseptic and dust-free process for bio-medical devices

CHAMEDITECH

With Unique
Technology
of Chameditech,
we have upgraded
percutaneous
transmission and
various effects

I DOMESTIC OPERATION

We promote collaborations with domestic high-end brands and manage sales through a variety of distribution channels, e.g. hotels, duty-free shops, and travel agencies.



- Selected as an official sponsor of the 2020 MISS KOREA
- Entered BANYAN TREE HOTEL in October, one of the largest hotels in Korea
- Collaboration with 'GEMBROS', a high-end Korean jewelry brand
- Scheduled to enter online and in-flight duty-free shops
- Joint purchases and promotions of influencers
- Set to collaborate with C-Trip travel agency
- Set to enter online malls of major department stores, e.g. CHICOR, SHINSEGAE, Lotte, Hyundai, and Galleria
- Set to enter online select shops, e.g. Musinsa and 29cm

I OVERSEAS OPERATION

Our products are set to be distributed in overseas markets through various channels, online and offline, with overseas subsidiaries and professional distribution partners.



ZISHEL
COSMETIC



Celeb's Secret
by Gyuri Han



RISING
STAR

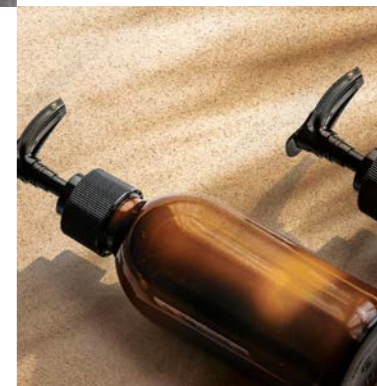


Pinka

AVLOVA



NANALUXI



EstherAction



BRANDS

We have launched various "medical luxury" brands in the cosmetics market with exclusive technologies and branding on a different level.

ZISHEL
COSMETICS



— EstherAction

Self-medical skin care at home every day,
with the experience and effectiveness equivalent to
those of dermatologist or spa treatments.

“Medical Luxury Skincare” brand developed by the
renowned anti-aging researcher and plastic surgeon
Dr. James Kim. The main materials are high-quality
medical ingredients for skin regeneration, which
activate regeneration of skin cells, quickly and
effectively generate anti-aging effects and reduce
the signs of aging.



— Pinka

Soft vegetable stem cell cosmetics
for women with sensitive skin

Soft vegetable stem cell skin
care brand developed by a stem
cell researcher. Pinka focuses on
purity and delicacy. The brand
offers gentle but effective anti-
aging effects without irritation
even for sensitive skin.



“Bring esthetic and therapeutic solutions into your daily life”

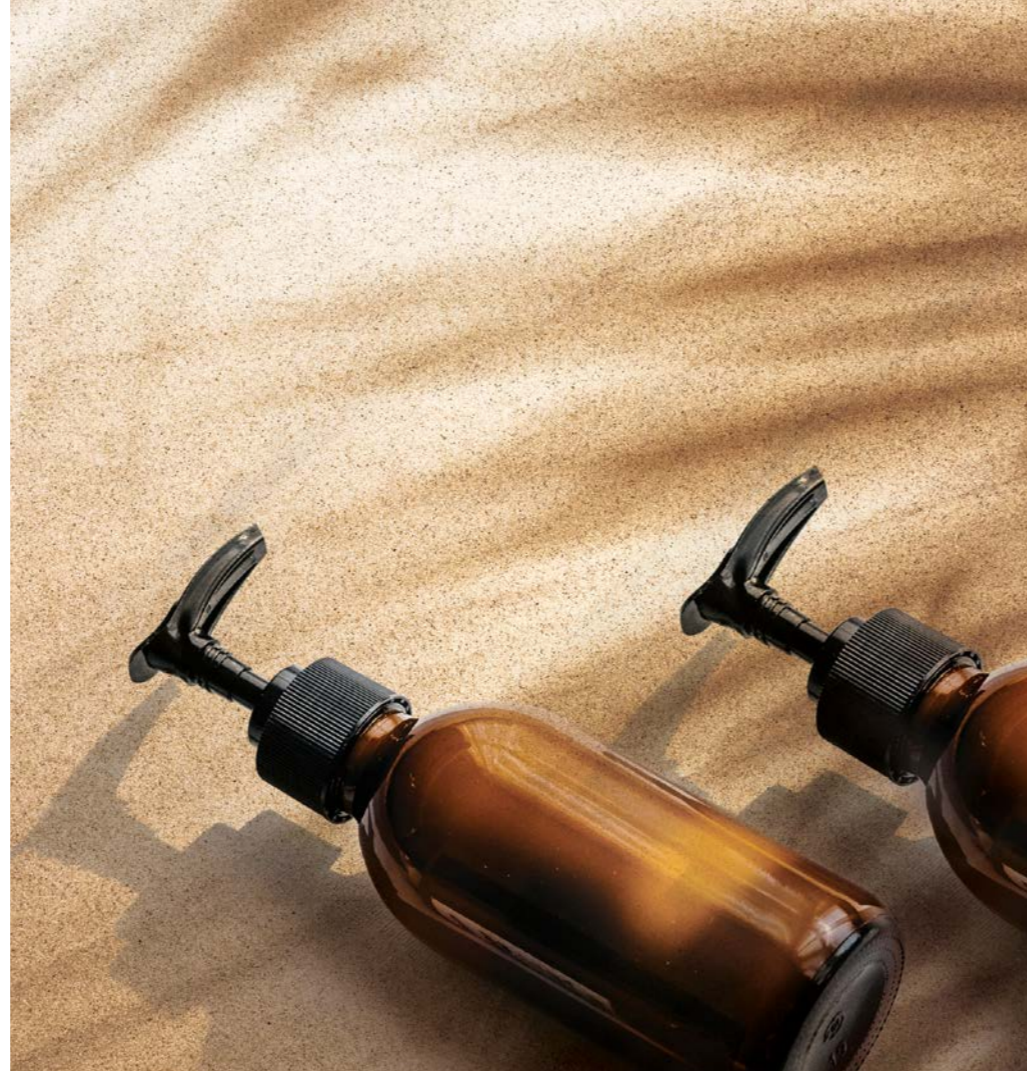




—
AVLOVA

Skincare for Scalp
Your scalp is also skin

AVLOVA's scalp care contains various growth factors that effectively nourishes the scalp and prevents hair loss.



—
NANALUXI

A modern and popular perfume brand developed in collaboration with Zishel Lavorato from France, the country of perfume.





Product Line: 3 Types of Cleansing, 2 Types of Skin Toner, 2 Types of serum, 4 Types of Cream, 1 Types of BB Cushion



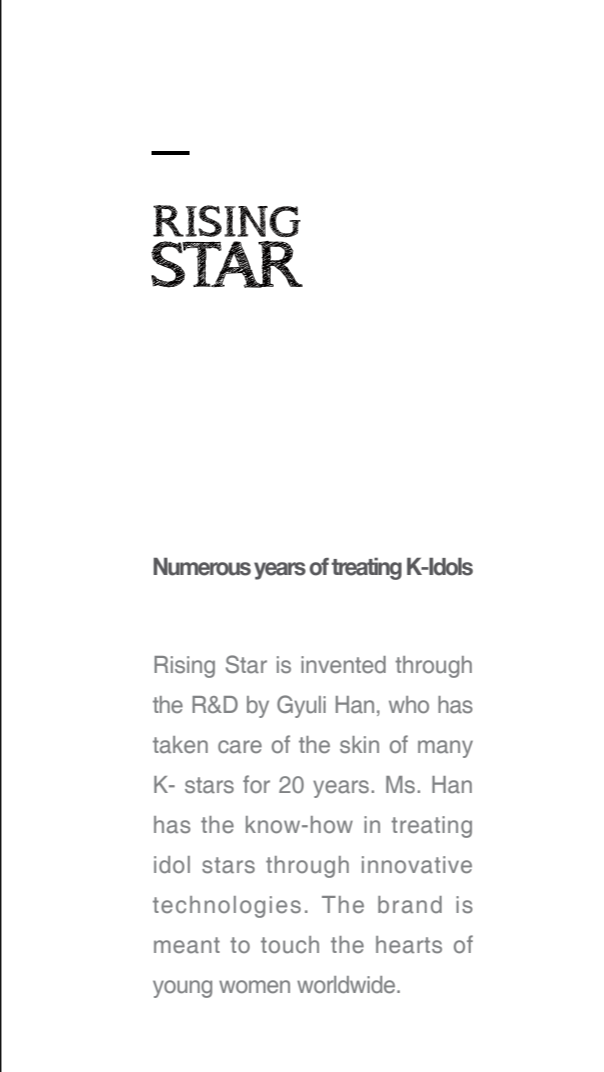
Celeb's Secret

by Gyuri Han

Cultivating famous Korean Stars through Skin Training Programs

The secret to luminous and transparent skin is to make skin healthy and youthful via adequate skin training routines. Celeb's Secret is a hypoallergenic moisturizing line that provides step-by-step skin training routines for your skin condition and calms down skin troubles.

The Celeb's secret is a medical aesthetic skincare brand, known as "Dream Hills" for celebrities.



RISING STAR

Numerous years of treating K-Idols

Rising Star is invented through the R&D by Gyuli Han, who has taken care of the skin of many K- stars for 20 years. Ms. Han has the know-how in treating idol stars through innovative technologies. The brand is meant to touch the hearts of young women worldwide.



Product Line: Skin Mist Spary, White Tomato V-Cream, Angel Tone-up Cream, Real-Zero Remover Pad

I DEVELOPING OEM/ODM

Promotes OEM/ODM through ZISHEL Bio and develops various product lines.



• Cleansing

- + Milk
- + Oil
- + Cream
- + Foam



• Basic care

- + Toner
- + Emulsion
- + Cream



• Color

- + BB cream
- + Foundation



• By formulation/efficacy

- + Gel cream
- + Day cream
- + Night cream
- + Eye cream
- + Balm cream
- + Sun block



• Special care



- + Mask pack
- Hydrogel type
- Sheet type



- + Mist



- + Bubble hand cleanser

I CERTIFICATION

Safety and efficacy of our products are recognized globally through rigorous domestic and overseas certifications.



Acquired CFDA Europe certification and clinical test data

Registered with the US FDA

KFDA certified whitening, wrinkle enhancement functional cosmetics

Chinese Sanitary Permission certification pending

Certification by country pending

Partners



MANUFACTURING FACILITY CERTIFICATION

All products of ZISHEL Cosmetics are manufactured in the safest environment through medical equipment licensed manufacturers.



AWARDS

The growth potential and value of EstherAction and ZISHEL Group as a medical luxury brand have been recognized.



2019 Korean-Chinese Brand Grand Award



2019 Korean Wave, Culture and Tourism Award



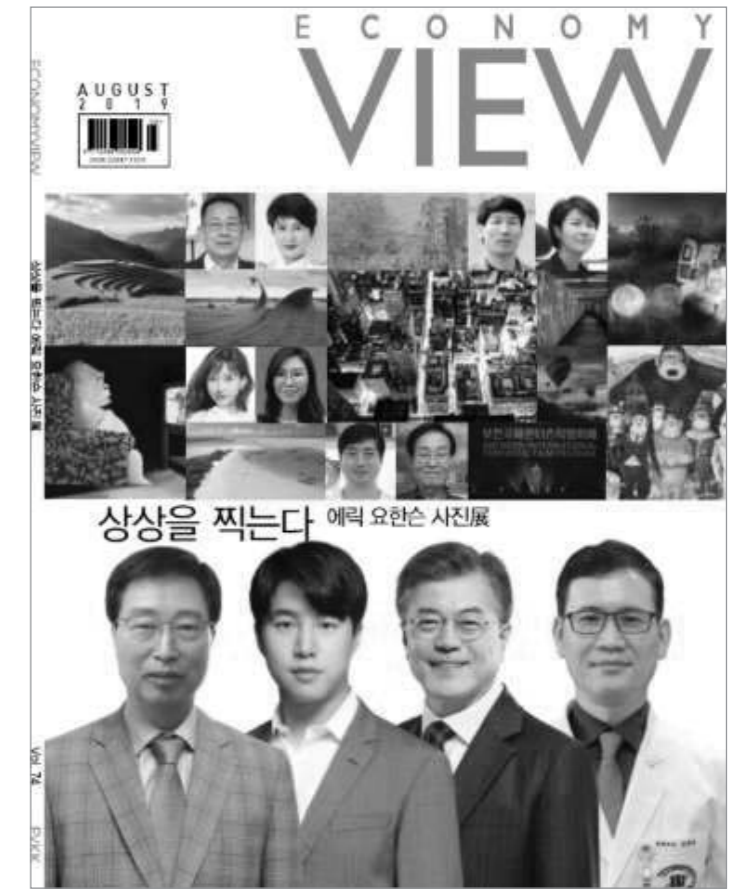
2019 Consumer Satisfaction Brand Excellence Award



- GRAND AWARD
Korea-China FTA Commissions
- THE POWER CEO AWARD
Sports Seoul Newspaper
- THE MOST INNOCATIVE CEO
Economy View Magazine
- 104 BEST COMPANIES TO WORK FOR
S&M Enterprise Association
- CONSUMERS' BEST BRANDS AWARD
National Foundation for Social Welfare, USA
- The Most Disruptive CEO of the year in
Medical Devices and Cosmetics.
Korea Economy Seoul Times

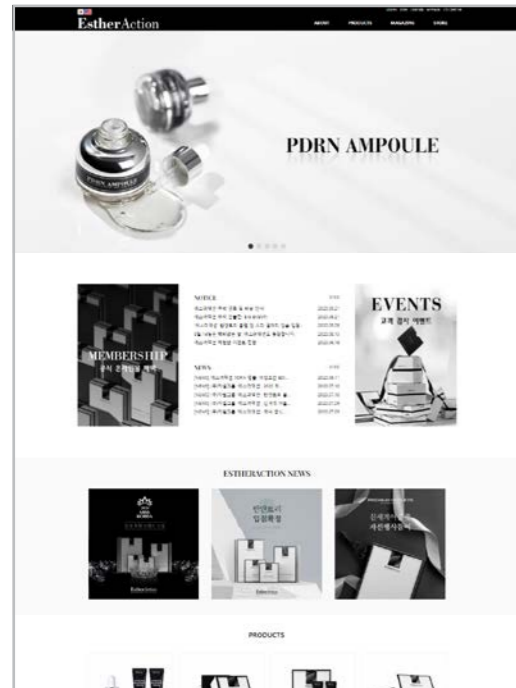
MEDIA

ZISHEL Group CEO Jongwoo Kim featured on the cover of a Korean Economic Magazine

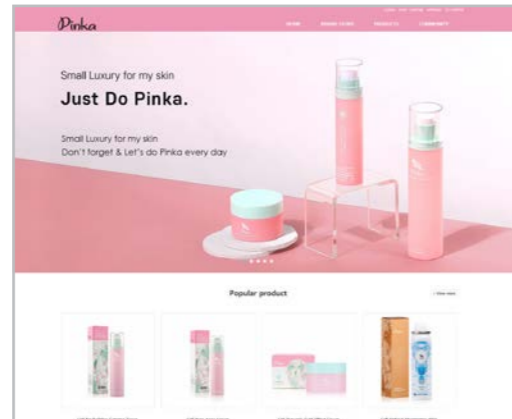


MEDIA

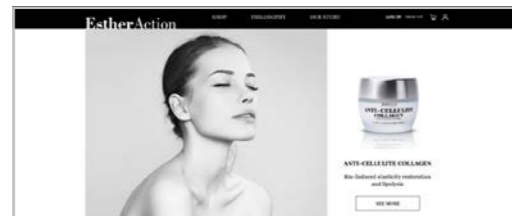
ZISHEL COSMETIC has each brand's official online mall and YouTube channel. You can check our promotional videos, news, and events.



www.estheraction.co.kr



<http://www.pinkashop.com>

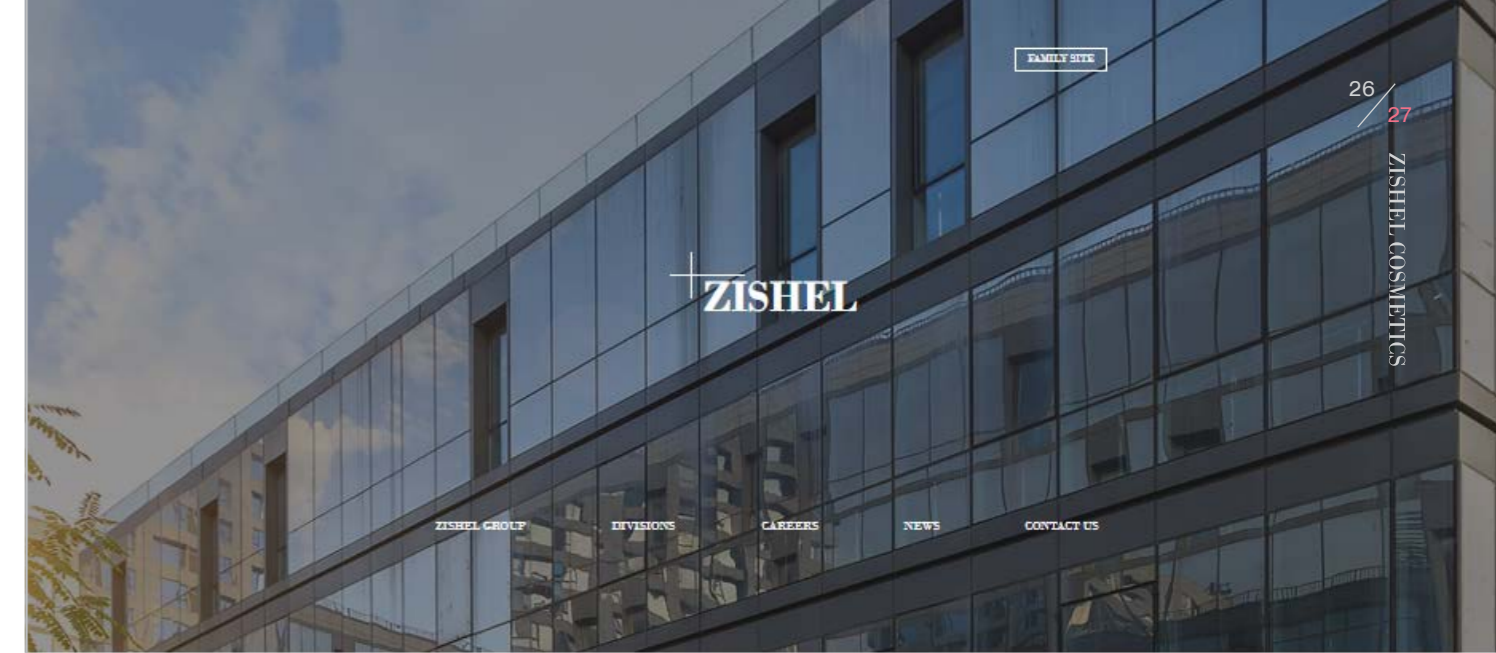


www.estheraction.com



youtube - EstherAction

www.zishel.com



MAIN BUSINESS AREAS

ALL AFFILIATED UNITS OF ZISHEL PUT THE UTMOST EFFORT TO EVOLVE.

BIOTECHNOLOGY & MEDICAL DEVICES

Focused Therapeutics to Save lives and Improve Lifestyles.

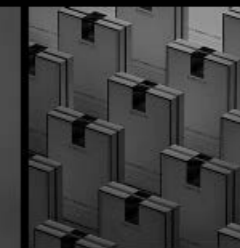


LIFE-SCIENCE AND RETAIL

Establishing the Environment for Nutrition and Living Care Supplements.

SKINCARE & COSMETICS

Advanced Cosmetic Solutions to Elegant Lifestyles.



INVESTMENT & FOUNDATION

Strategic Investments to Technology and Platform to Creating Entrepreneurs and Researchers.

CLINIC & TRAINING

Licensing In-Out of Premium Clinics and Maintain Training Facilities in Global Locations.



F-RAY

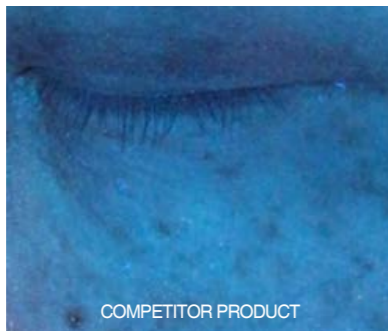
World's first facial analyzer using moire ray.



MODE 1. Portrait

Equal quality and even beyond naked eyes photoshoot

Portrait capture mode without fisheye effect can take image of the closest facial figure with naked eye. Zoom and check the clear and vivid 18.0 mega pixel and high-resolution image without distortion to your patient.

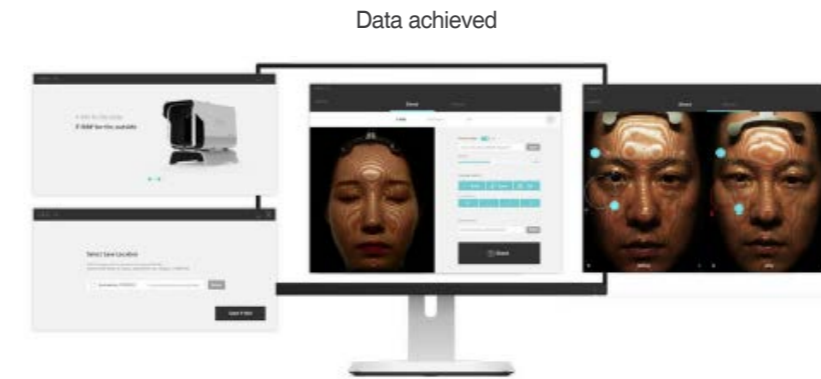


MODE 2. UV

UV Mode to check invisible blemishes.

F-RAY UV Mode installed special LED make doctors and patients feel more confidence for their surgical result with lighter and more vivid image than any other diagnostic equipment.

Customized model through F-RAY



Customized Solutions

