



 **WELLKIN** 维尔沁
头皮管理健发中心

WELLKIN SCALP CLINIQUE

 웰킨 두피/탈모센터

WELLKIN Franchise Proposal

Ver. 2018.9.17



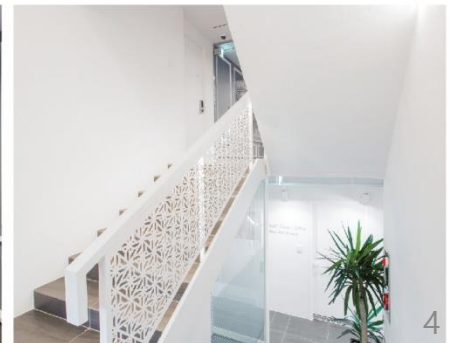
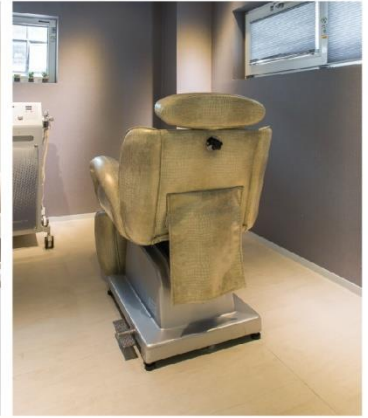
Kobizstar Co., Ltd. is established in 2005,
a Korean No.1 company that specializes in scalp care. We are beauty specialists
with 3 brands : Wellkin Scalp Clinique, Solep Scalp Cosmetics, and Bitiel Skin/ Body Center.

As a leader in the scalp care industry, we operate beauty academy and research lab to
possess all-round expertise in scalp care service, product, and education.

Kobizstar, Professional Scalp Care Group



Kobizstar, Professional Scalp Care Group



What We Do

KOREAN NO.1 PROFESSIONAL SCALP CARE SYSTEM
20 years of beauty research,
13 years of scalp care industry experience.



FRANCHISE

Beauty brand franchise business

- Korean No.1 Wellkin Scalp Clinique
- Bitiel Skin/ Diet Center



ACADEMY

A key component of raising the Wellkin's competitiveness

- Scalp care, skin care professional training system
- Franchisee workshop (domestic & overseas)



PRODUCT DISTRIBUTION



- Professional Range
 1. Wellkin
 2. Professional salon
 - Hair salon, clinic, spa, beauty center, pharmacy
- Retail Range
 - On/ offline channels



RESEARCH LAB

- R&D on products, scalp care devices, and tools
- Program development for scalp treatments
- Research and management of clinical data



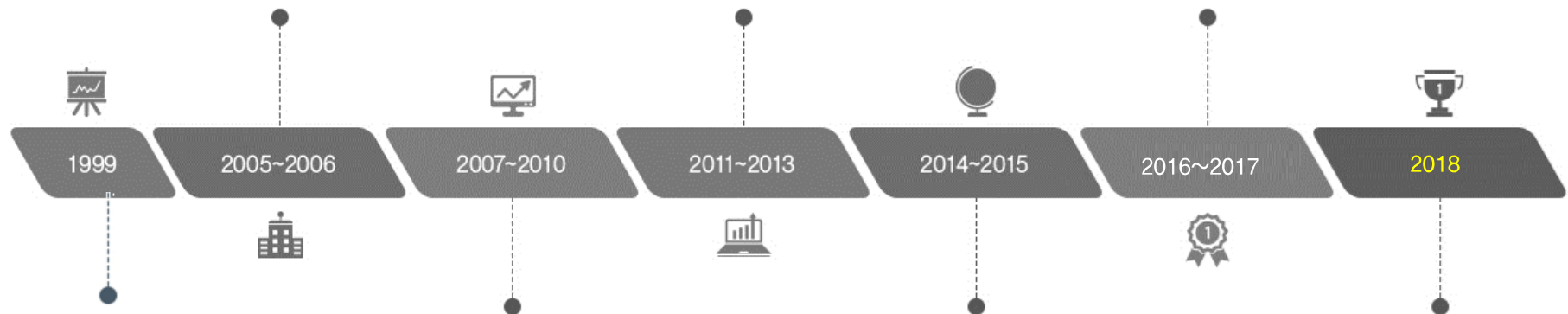
History

- 2005. Establish Kobizstar Co., Ltd.
- Launch the YvesKlein beauty center
- 2006. Launch the aesthetic cosmetics Derma Solution

2013

- Launch the Bitiel Smart Beauty Center
- Establish Kobizstar Co., Ltd. research institute
- Launch the Solep professional scalp cosmetics (for professional clinics/ retail sales)
- Develop scalp care devices
- No.1 web traffic in hair care category
- Wellkin – 2013 Customer Loving Brand Award
- Solep FDA, CFDA, KFDA Certified

- Open Wellkin in Cambodia
- Open 4 Wellkin in China
- Wellkin – Best Loved Brands of Korea (Awarded for 5 consecutive years)
- Solep – Best Brand Awards (Awarded for 2 consecutive years)
- President Kang, awards 2017 New Growth Companied Award
- Wellkin & Solep enters Australia market



Kobizstar Co., Ltd.
President Kang, starts
beauty business

- Kimsco Skin&Diet Center, Managing Director (former)
- AMC skin & Overweight Consulting, President (former)

- 2007. Launch the Wellkin Scalp Clinic (contributing popularization of scalp care)
- 2010. Wellkin Scalp Clinic becomes No.1 in the industry (No. of branches, sales revenue, No. of clients in three years)

- 100th franchise opens
- Wellkin – Best Service Quality Company Award
- Top Franchise Company Award by Korea government organization
- Korea Minister Award (Ministry of Unification)
- Korea Ministry of Food and Drug Safety Award

- Wellkin – Best Loved Brands of Korea (Awarded for 6 consecutive years)
- Solep – Best Brand Awards (Awarded for 3 consecutive years)
- Solep enters USA, Hong Kong, Russia, Ecuador markets
- Wellkin Japan master franchise contract

Brand

- **3 Beauty Brands** (Wellkin Scalp/ Hair Loss Center, Bitiel, Solep)
 - **100 Franchise** management know-how
 - Wellkin, **0% domestic closing down for 7 years** ~2015



 웰킨 두피/탈모센터



스마트 뷰티센터 





Brand

Wellkin Scalp Clinic

51 Outlets in Korea/ Japan/ China/
Australia/ Cambodia/

| Available in **5 Countries** ▼

Hong Kong—Master franchise agreement in progress



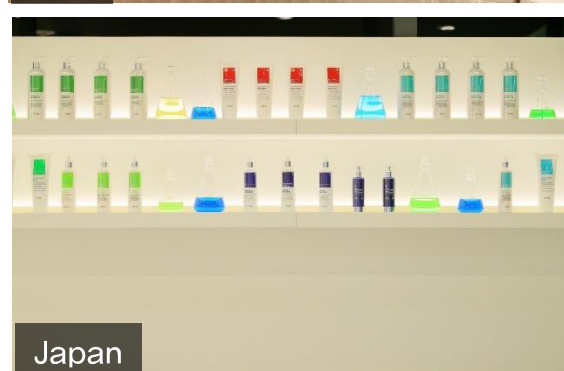
... and more coming up soon

Brand

Solep Scalp Cosmetics

Japan/China/Australia/Cambodia/
Russia/Ecuador/USA

Available in 8 Countries ▼



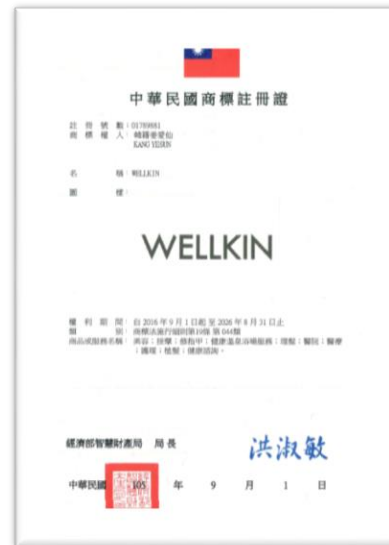
Wellkin



China



Hong Kong



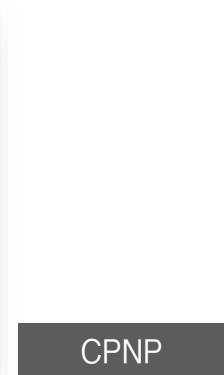
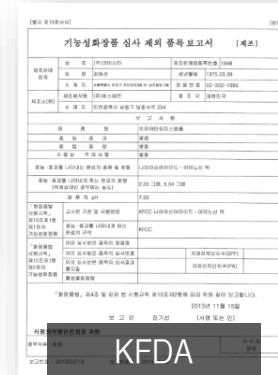
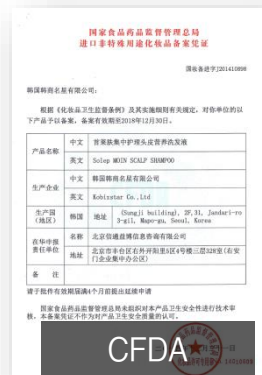
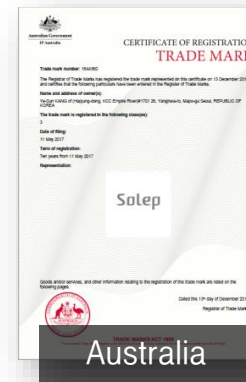
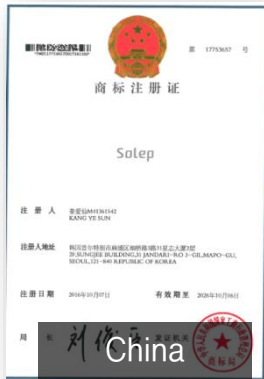
Taiwan



Australia

Solep Trademark & Certificates

Solep



21 products
(most approved in
scalp cosmetic industry)

safety approved in
143 testing criteria
3 Inpure range products

Hair loss cosmeceutical
(Moin shampoo, tonic)
Dual Functional
(Inpure, Hyper ampoules)

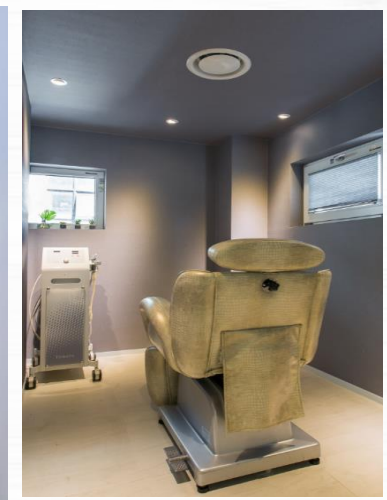
Inpure Scalp Shampoo



WELLKIN SCALP CLINIQUE

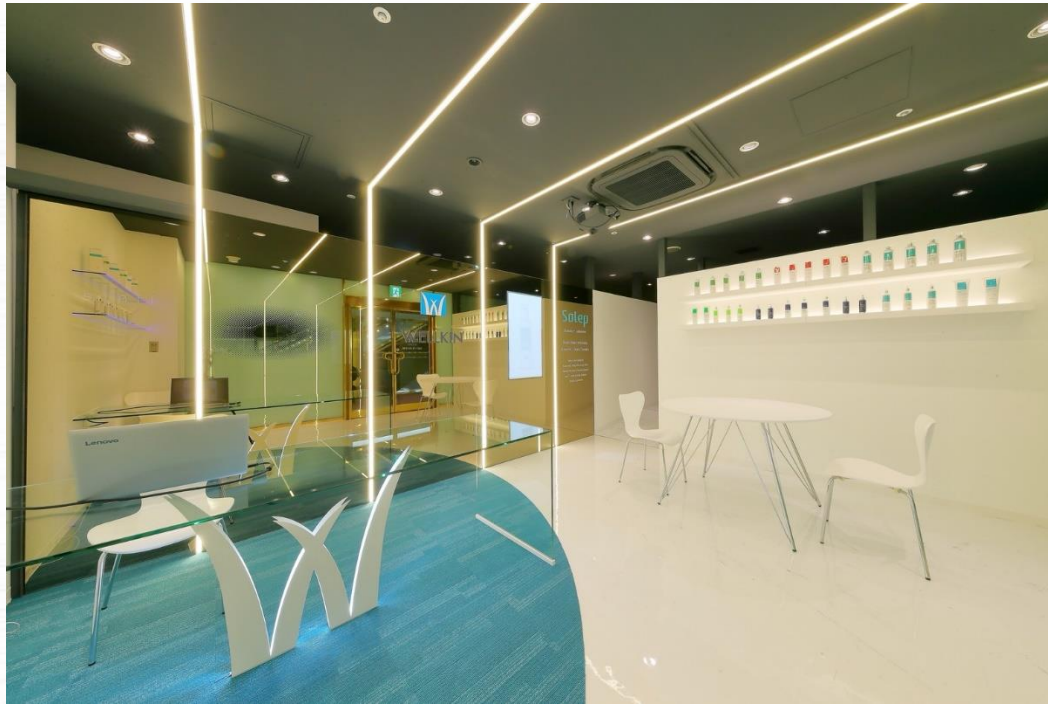
Wellkin is a Korea No.1 Scalp, Hair Loss clinic brand that leads the trend of global scalp market. Wellkin has built up high quality of treatment system by adopting needs of our global clients.

WELLKIN KOREA 51 OUTLETS



Global Wellkin

WELLKIN JAPAN



WELLKIN AUSTRALIA 2 OUTLETS



Global Wellkin

WELLKIN CHINA



Global Wellkin

WELLKIN CAMBODIA





Korean No.1 Professional Scalp/ Hair Loss Brand

(#1 brand awareness, sales,
branches)



2017, 2018 Best-Loved
Brands of Korea



2016 The Best Korea
Customer Satisfaction Award



2016 Customers' Most
Trusted Brand Award



2015 National Consumer
Driven Brand Award



2014 Korea's Service
Satisfaction Award



Ranky.com Most Visited Web
- Hair Care Category
2013-2014



2013 Government Supporting
Franchise Business



2013 Customer Love
Brand Award



Member of Korea Certified
Association of Trichology



2017 New Growth
Companied CEO Award



Research Institute
Approved by KOITA



2018 Best Brand Awards
: Scalp Cosmetic Category

Product, device, program



13 years of industry leading system

With 13 years of industry leading experience and accumulated global customer database, Wellkin provides tailored treatment for each client to achieve a successful result.



Advanced scalp care equipments

Smart digital system, equipments & tools, which are exclusively developed and **made in Korea** for Wellkin scalp treatments. (Please contact us for more information on Wellkin equipments)



Unique and innovative formulas and ingredients

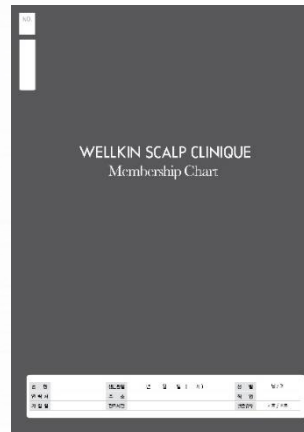
Solep professional scalp cosmetics are used during the treatment, which are developed through 13 years of scalp care know how, safety approved by FDA, KFDA, and CFDA.

Franchise system



Systematic client management, 20 years of beauty franchise experience

☞ Over 200,000 clients' database

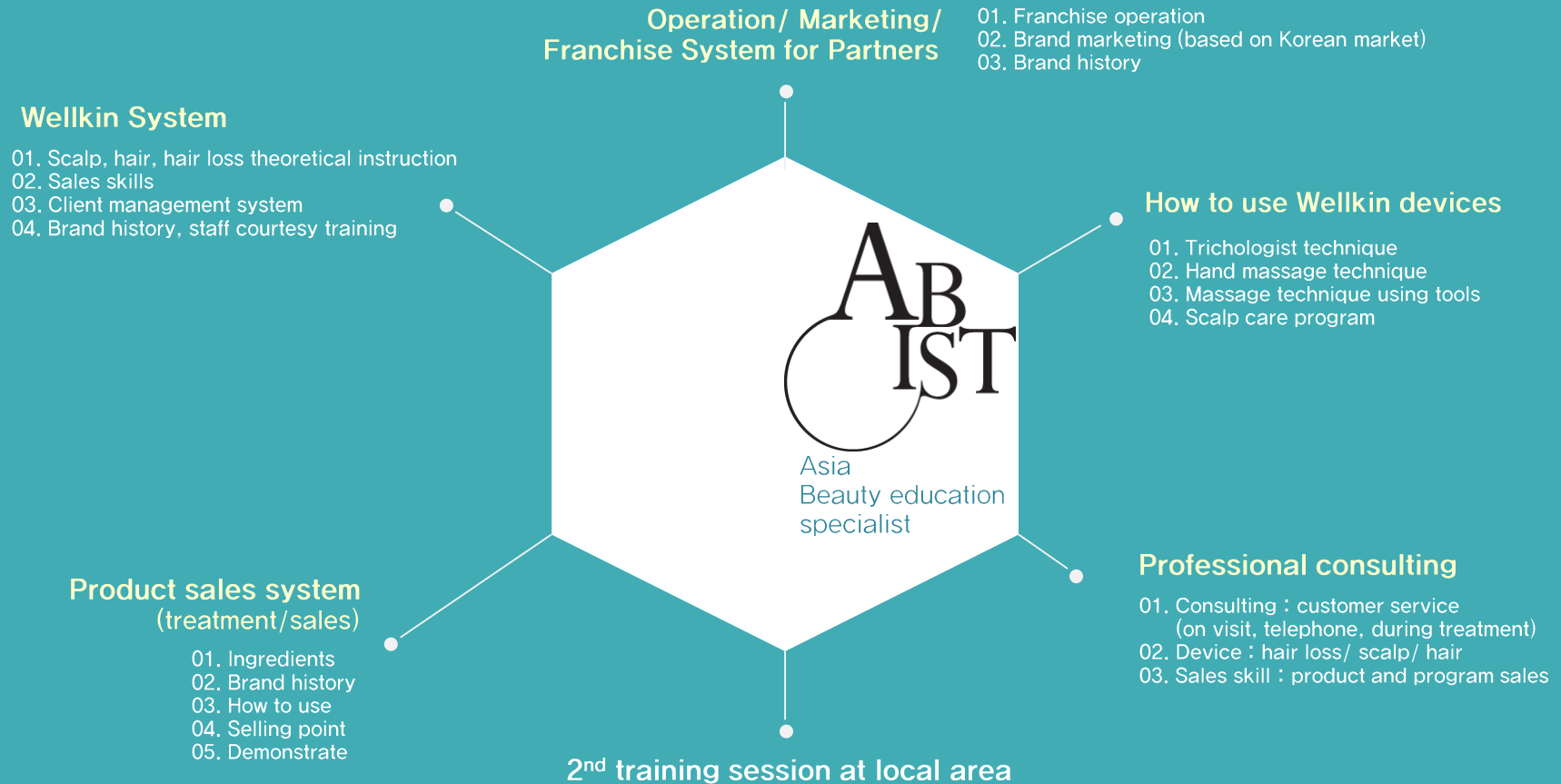


- Systematic management of over 200,000 clients' clinical database
- 20 years of beauty franchise business experience, sales techniques, and client management system
- Sales manual, consulting chart
- Training manual
- Store design and construction guidance
- Marketing plan, marketing materials
- Accumulated clinical data for 13 years
- Client management system (consulting chart, membership card, etc.)
- Scalp care training, manual, recruitment guidance

Training system

The key to Wellkin's competitiveness – experienced training team

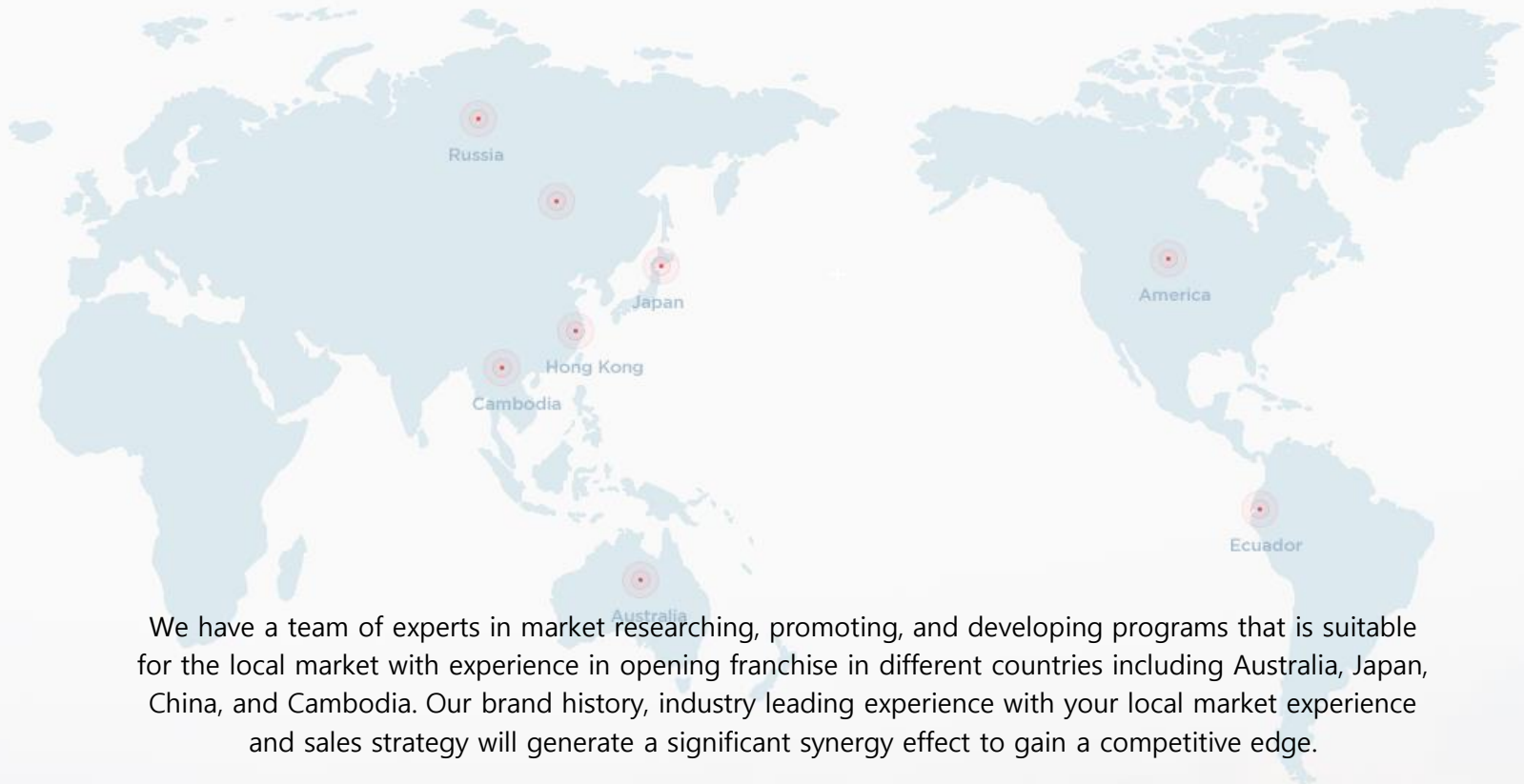
☞ Best solutions in the industry to handle daily operation of your business



KOREA. NO.1

PROFESSIONAL SCALP CARE SYSTEM

Team of experts to achieve your goals



We have a team of experts in market researching, promoting, and developing programs that is suitable for the local market with experience in opening franchise in different countries including Australia, Japan, China, and Cambodia. Our brand history, industry leading experience with your local market experience and sales strategy will generate a significant synergy effect to gain a competitive edge.

KOREA. NO.1

PROFESSIONAL SCALP CARE SYSTEM



Safe and effective ingredients!
Scalp care functional cosmetics.
Free from harsh chemicals,
formulated with natural
ingredients.

Received safety approvals of
FDA, KFDA, CFDA, and CPNP.



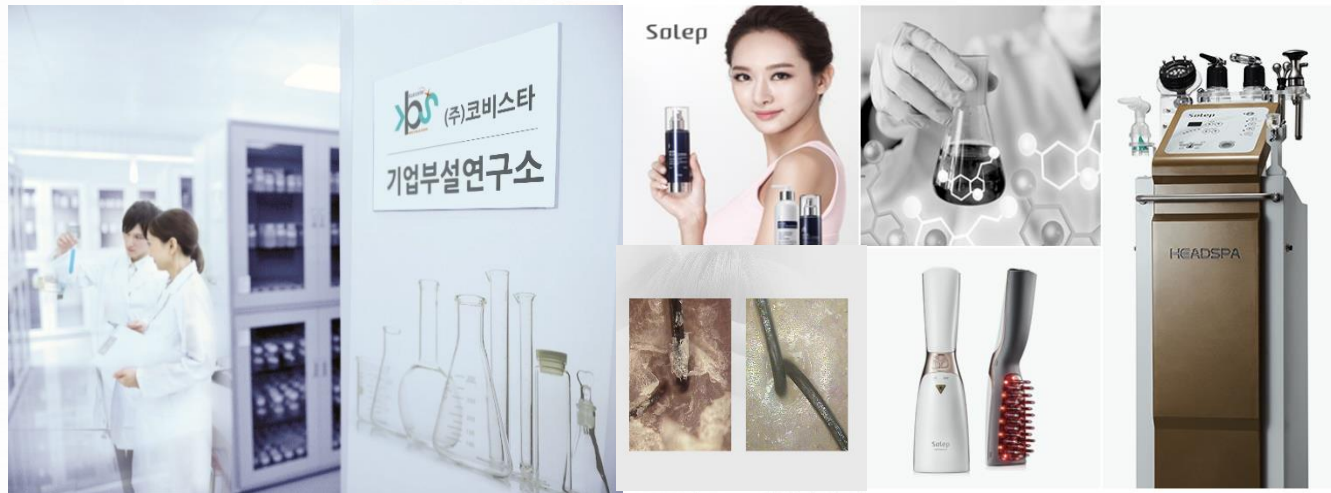
Developed by Korean No.1 scalp
professional company, with essence
of our 20 years of beauty research
and experience of managing
300,000 clients.

- Formulated with carefully selected natural and highly effective ingredients.
- Various techniques of derma technology are used, such as fermentation, molecular method, and low temperature extracting method.
- **Solep Patent Ingredient : Solep Alpha Complex -6**
(effectively Improves scalp condition and treats hair loss issues by the antioxidant properties)
- 22 products are China CFDA approved.
- Korea KFDA approved cosmeceutical in preventing hair loss and improving hair thickness.
- **US FDA approved.**
(safety approved in 143 testing criteria
- 3 products of Inpure range)
- **Europe CPNP approved.**
(Inpure Shampoo)
- Out of 100 products developed, **most effective products were selected and launched** as Solep.
- **11 years of accumulated cosmetic manufacturing experience.**
- The origin of Solep comes from hypo allergenic aesthetic cosmetic, Derma Solution, launched in 2006.



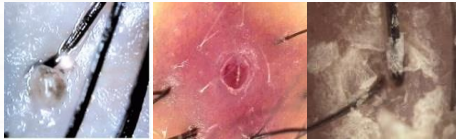
Research Lab

- Solep professional scalp cosmetics █
- Scalp/ Skin care devices and tools █
- Scalp/ Skin treatment programs █
- Clinical data and client service █



'WELLKIN CARE SYSTEM'

3 – effective systems of Wellkin: ingredient, digital device, and therapy will deliver a differentiated experience.



SCALP CARE

Intensive care for various scalp issues. Dandruff, seborrheic dermatitis, infection, itchiness, etc.



HAIR LOSS CARE

Intensive care programs for hair loss. Male/ female hair loss, alopecia areata, short-term intensive hair loss care.



HAIR CARE

Weak and thinning hair, dull and damaged hair repairing care.

Natural hair dye & grey hair care product development in progress.



SCALP HEALTH & SPA Care

Relaxing scalp care program for healthy scalp and hair.

'WELLKIN CARE SYSTEM'

3 – effective systems of Wellkin: ingredient, digital device, and therapy will deliver a differentiated experience.

※ Wellkin program details and prices may vary by country.

CATEGORY	PROGRAM	PRICE			DURATION
		KRW	USD	CNY	
Promotion	Healing Scalp Care	27,000	\$25		30 min.
Head Spa	Anti-aging Head Spa (jade)	59,000	\$54		65 min.
Scalp Scaling	Oxygen Scaling	52,000	\$47		60 min.
	Power Scaling	65,000	\$59		65 min.
	Scalp Detox Care	69,000	\$63		65 min.
Scalp Care	Oily Scalp Care	52,000	\$47		60 min.
	Dry Scalp Care	62,000	\$56		65 min.
	Sensitive Scalp Care	72,000	\$65		65 min.
Hair Loss Care	Hair Roots Strengthening	78,000	\$71		70 min.
	Early Stage Hair Loss (step 1)	97,000	\$88		75 min.
	Intensive Hair Loss (step 2)	120,000	\$109		75 min.
	Alopecia Areata	97,000	\$88		75 min.

Average product cost is 7~8% of program price, 10% max. / labor cost is about 20% of program price
 Labor cost per program goes down as there are more clients, vice versa. Hence, it is important to manage no. of clients per day.
 (Highly depend on the labor cost of the country, eg) China- salary is incentive base)

Wellkin Programs

3 – effective systems of Wellkin: ingredient, digital device, and therapy will deliver a differentiated experience.

Gender / Age : M / 29

Program : Detox + Hairloss care

Homecare: Moin shampoo , Moin tonic, Repairing booster

Symptom : Combined alopecia

Period of Symptom : 3 years

Before & After interval : 12 months

Management cycle: once or twice a week



Gender / Age : M / 27

Program : Detox + Speedperfect care

Homecare: Moin shampoo , Moin tonic, Repairing Booster

Symptom : the crown of the head - Hairloss

Period of Symptom : 3 years

Before & After interval : 10months

Management cycle: One time a week



Wellkin Programs

3 – effective systems of Wellkin: ingredient, digital device, and therapy will deliver a differentiated experience.

Gender / Age : M / 28

Program : perfecting care

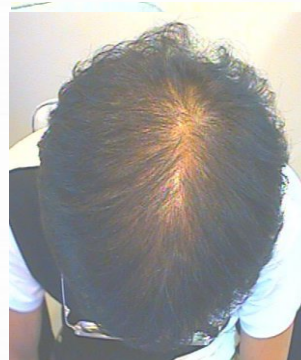
Homecare: Moin shampoo , Moin tonic, Repairing Booster

Symptom : the crown of the head – Hair loss

Period of Symptom : 4 years

Before & After interval : 7 months

Management cycle: One time a week



Gender / Age : M / 28

Program : defense hair loss care / scaling

Homecare: Moin shampoo , Moin tonic, Repairing Booster

Symptom : the crown of the head – Hair loss

Period of Symptom : 2 years

Before & After interval : 7 months

Management cycle: once or twice a week



Wellkin Programs

3 – effective systems of Wellkin: ingredient, digital device, and therapy will deliver a differentiated experience.

Gender / Age : M / 46

Program : power scaling

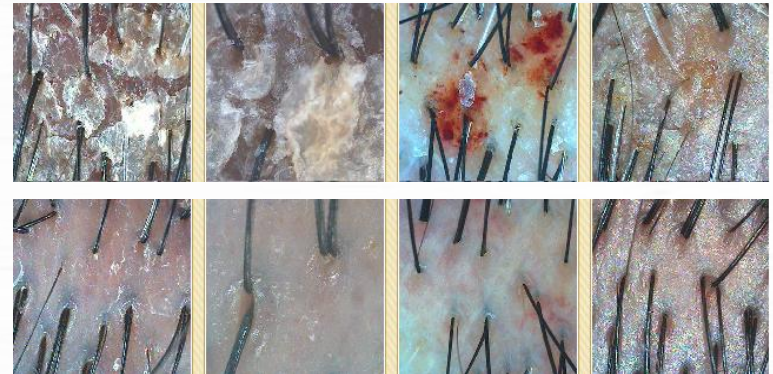
Homecare: Solep shampoo , Solep pack, Miracle Booster

Symptom : Seborrheic scalp

Period of Symptom : 3 years

Before & After interval : 3 months

Management cycle: twice a week



Gender / Age : F / 45

Program : scaling

Homecare: Solep shampoo , Solep pack, Miracle Booster

Symptom : Seborrheic scalp

Period of Symptom : 1 year 6 months

Before & After interval : 3 months

Management cycle: once a week



Wellkin Programs

3 – effective systems of Wellkin: ingredient, digital device, and therapy will deliver a differentiated experience.

Gender / Age : M / 27

Program : Sensitive care

Homecare: Solep shampoo , Solep pack, Miracle Booster

Symptom : Seborrheic and Inflammation scalp

Period of Symptom : 3 years

Before & After interval : 3 months

Management cycle: twice a week



Gender / Age : M / 38

Program : Sensitive care / scaling

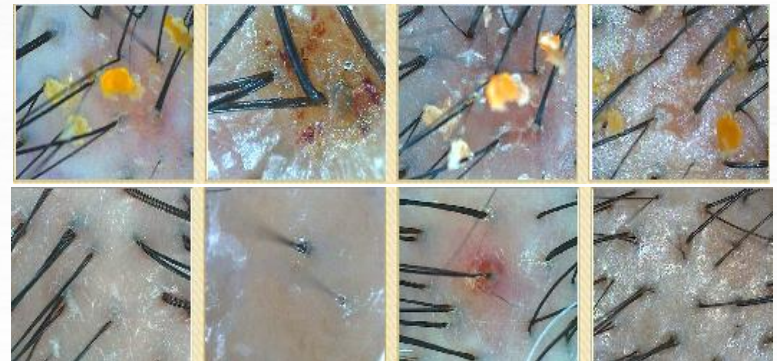
Homecare: Solep shampoo , Solep pack, Miracle Booster

Symptom : Inflammation scalp

Period of Symptom : 5 years

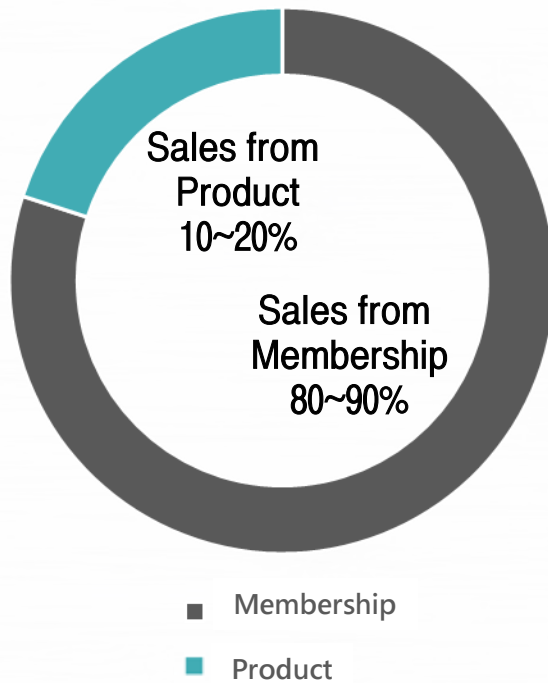
Before & After interval : 3 months

Management cycle: once a week



Sales from Membership

1. Membership Management business through treatment program, gaining clients' royalty and number of revisits.
 - Frequent visits (once or twice a week) with the characteristics of Scalp / Hair Loss treatment.
 - Sales synergy effect when planning on shop-in-shop format.
2. Membership cards range from \$500 ~ \$3,000
 - Able to promote various range of programs at different prices.
 - Selling points of membership cares will be given by headquarter.
3. Securing non-membership / Trial clients
 - Design trial programs for non peak times at a relatively low price.



Sales from Product

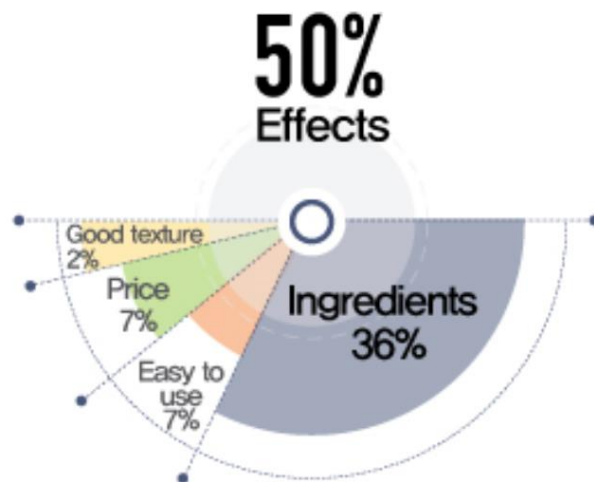
High product sales structure business

More than 80% of Wellkin clients purchased the product

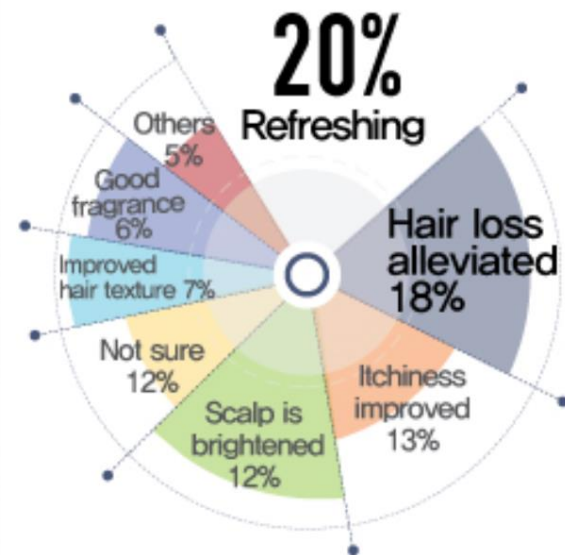
- Korea: 8 out of 10 customers purchased the product
 - China: 7 out of 10 customers purchased the product
3. One customer spends about \$80~\$200
 - Shampoo + Tonic or Shampoo + Pack or Shampoo + Tonic + Pack
 4. Cliniques on ground floor or in shopping mall has 30% higher sales
 - The product sales contribution differs depending on the location of the clinique
 - Possible to design as open-type shop

Wellkin – ‘Solep’ Preference Survey

What do you most like about Solep?



How do you feel after using Solep?



(Source : 353 clients of Wellkin clinics)



Wellkin Franchise Supports

for Wellkin scalp care programs

Wellkin Franchise Supports

for Wellkin scalp care programs

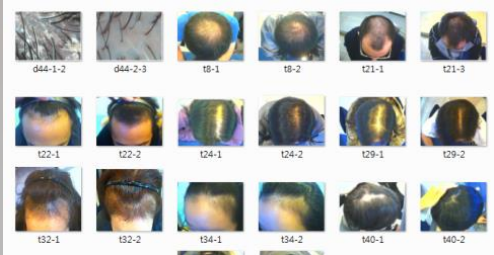
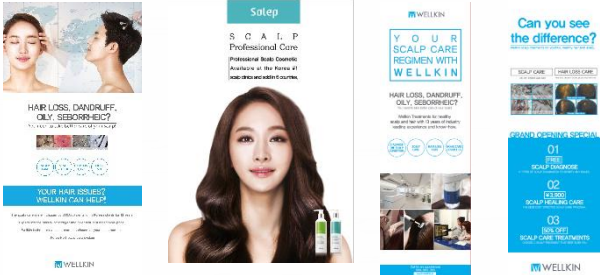

No.	List	Details
1	Trichologist uniform designs	Trichologist (male, female) / Consultant
2	Client treatment robe designs	Male, female
3	Towels	Head Towel, Bath Towel
4	Solep shopping bag	Paper bag, plastic bag
5	Client management system design	Chart, survey questionnaire, Wellkin homecare questionnaire, client card, membership card, customer satisfaction card, etc.
6	Training system manual	Consultation sheet Clinical data Sales book Trial coupon flyer (trifold) VIP invitation Entrance banner Billboard Signboard
7	On/off-line marketing designs (Brand poster, POP, marketing images, etc.)	External advertisement – Brand introduction External advertisement – Program information Wellkin marketing poster Wellkin marketing POP Solep marketing POP Clinical result POP Program flyer Event POP
8	Wellkin interior guide, design	Consulting room sign Treatment room sign Wall interior design Solep cosmetic showcase Consulting room POP Treatment POP Interior image Guidance on treatment program

* Above lists are subject to change depending on programs or due to upgrades.

Wellkin Franchise Supports

for Wellkin scalp care programs

Korean No.1 Wellkin Franchise with 13 years of industry leading expertise




CATEGORY	DETAILS	IMAGES
KOBIZSTAR CLINICAL DATA	<ul style="list-style-type: none"> Scalp, hair loss, hair care client data accumulated for 13 years 	
WELLKIN DESIGN MATERIALS	<ul style="list-style-type: none"> Shop POP <ul style="list-style-type: none"> – consultation room, client room, treatment room Event POP Product POP Other promotional materials, brochures 	
DOCUMENT FORMS	<ul style="list-style-type: none"> Sales manual book, client consulting chart Client management chart (cover, forms) Membership cards, survey form, etc. 	

* Item, design lists above are subject to change.

Wellkin Franchise Supports

for Wellkin scalp care programs

Korean No.1 Wellkin Franchise with 13 years of industry leading expertise

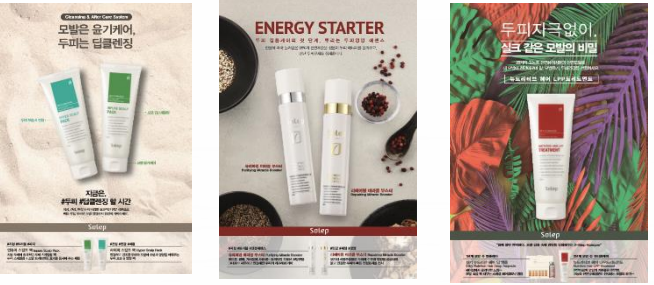
CATEGORY	DETAILS	IMAGES
BRAND APPROVALS	<ul style="list-style-type: none"> ▪ Cert. of Consumer satisfaction award (for 5 consecutive years) ▪ Solep approvals (KFDA, FDA, CFDA) ▪ Brand approvals 	
KOREAN EDUCATION, DIPLOMA SYSTEM	<ul style="list-style-type: none"> ▪ Korea professional training system, provide diploma certificate ▪ Standard sheet of employee promotion test, skill management 	
TRAINING MANUAL	<ul style="list-style-type: none"> ▪ Management/consulting training manual 	

* Above lists are subject to change depending on programs or due to upgrades.

Wellkin Franchise Supports

for Wellkin scalp care programs

Korean No.1 Wellkin Franchise with 13 years of industry leading expertise

CATEGORY	DETAILS	IMAGES
DEVELOPMENT OF PROGRAMS AND CLINICAL DATA	<ul style="list-style-type: none"> Continuous development of the program and clinical data by Kobizstar R&D lab 	
DEVELOPMENT AND UPGRADE OF SOLEP COSMETICS	<ul style="list-style-type: none"> Continuous development, upgrade on products 	



Solep

S C A L P
Professional Care

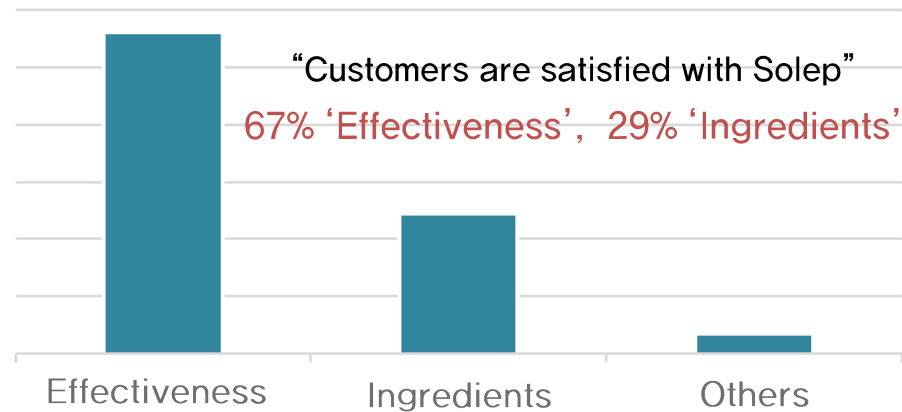
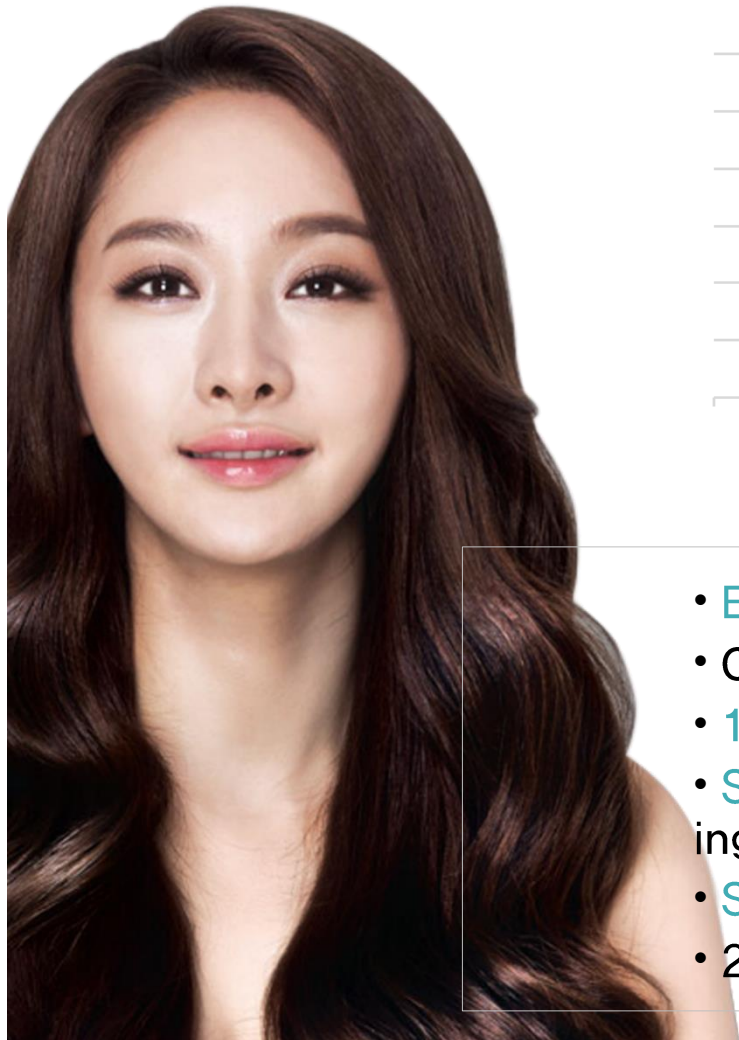
Available at the Korea No.1
Scalp clinics, sold in 6 countries.

Solep Professional Scalp Cosmetics

13 years history of Wellkin Scalp/Hair Loss Clinique,
Blossomed into Solep

Solep is used during professional scalp treatment programs at the 51 Wellkin Scalp Cliniques in Korea

What Makes Professional Scalp Cosmetic 'Solep' Special



- Effectiveness approved by 50 scalp clinics for 13 years
- Credited for its effectiveness by 300,000 clients
- 11 years of scalp cosmetic developing experience
- Scalp care cosmetic that is free from harsh chemical ingredients and formulated with natural ingredients
- Scalp care+ Skin care hybrid solution
- 2016–2018 Brand award for 3 consecutive years

Solep

Professional Range

Salon program can be designed upon the budget, target market, sales goal, etc.

Retail Range

for promotional purpose of Solep

Wellkin Clinique

Wellkin Scalp Clinique

► Special range for Wellkin

Professional Centers

Beauty salon, hair salon, spa, clinic

► Solep scalp treatment programs (7 types) (Solep products, devices)

- Add programs on to existing salon or clinic
- Add Korea scalp care system on a shoestring
- Accomplish increase in sales
(Scalp treatment + Home care product sale)

► Scalp + Hair styling program

- Add programs on to hair salon
- Add scalp treatment further on chemical treatments
such as hair dye, perm for a differentiated hair styling service

B2C Channels

Department store, duty free shop,
brand shop, online mall

► Solep Impure Scalp Shampoo (300ml)

What Makes Professional Scalp Cosmetic 'Solep' Special

Wellkin scalp care program data sheet



Wellkin client reviews on the website

전체	관리후기	방문후기	제품사용후기
구분	지점	제목	작성자
제품사용후기	서울 청량리점	괜찮은 제품도 너무 좋아요~	권지*
제품사용후기	서울 명동점	샴푸만 써봤는데요	노세*
제품사용후기	울산 삼산점	샴푸 맞았노?? 개운하고 촉촉한 느낌까지~ ㅎㅎ	박영*
제품사용후기	인천 부평점	멜킨 제품 좋네요	유지*
제품사용후기	서울 청량리점	샴푸 정말 좋은 거 같아요.	김종*
제품사용후기	서울 노원점	괜찮은 제품을 찾은 거 같아요~	한상*
제품사용후기	수원 평통점	샴푸가 넘넘 시원해요~	주하*

추천해주 샴푸 구매하길 잘했어요^^

출처: 멜킨 홈페이지 www.welkin.co.kr

글쓴이 : 이수* 조회수 : 116

시중에서 파는 샴푸보다는 용량 대비 조금 비싸서 사실 고민했었는데 2주정도 사용하고 있는데 확실히 일반 샴푸랑은 달라요~
피부처럼 두피도 타입에 맞게 사용하는게 중요하다고 한 게 맞는거 같아요~ 샴푸를 해도 뭔가 개운하지 않고 답답했는데 기러울도 많이 없어졌어요.
2가지 타입으로 하루하루 번갈아 사용하니까 정말 모발도 예전보다 덜 빠지는 것 같구요 ~
시간 내기가 어려워 관리는 아직 못하고 있지만 샴푸라도 전문제품으로 바꾸니 조금은 안심이 되는 듯한거 느껴요~^^

샴푸 맞았노?? 개운하고 촉촉한 느낌까지~ ㅎㅎ

글쓴이 : 박영* 조회수 : 124

예전에는 살짝 하얀게 보이는 정도였는데 이마 위까지 각질이 너무 신경하게 보여서 방문한 멜킨!!
생각 할 시간도 없이 무작정 관리를 진행했는데 이젠 진작에 왔어야했다는 생각이 났음
시원한 건 두말할 것 없고 집에서 쓰는 샴푸도 너무너무 시원하고 이제 한달밖에 안됐는데 각질이 완가음~~~~ ㅎㅎ
관리를 잘해주는 것도 있지만 저는 샴푸 너무 좋더라구요! 관리하면서든 아침/저녁으로 샴푸중인데, 저녁엔 너무 시원해서 잠이 잘오고 아침에는 촉촉한 느낌?
제 개인적인 느낌일 수도 있겠지만, 일단 눈에 보이는 큰 각질들이 다 사라지니 너무 기쁩니다!! 강력추천!!!

샴푸구매 !!!!!!!

글쓴이 : 정을* 조회수 : 142

제가 강남점에서 관리를 받고 있는데 집에서든 케어를 하고 싶어서 샴푸를 구매했습니다!
항상 관리 받을 때마다 시원하고 화~한 느낌이 좋았는데 집에서든 할 수 있다니 너무 좋아요!!
앞으로는 여기서만 샴푸사서 써야겠어요 ㅎㅎ 넘좋아요 ♥♥♥

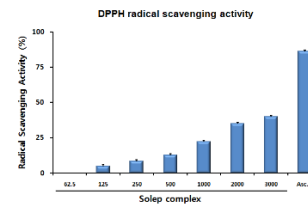
What Makes Professional Scalp Cosmetic 'Solep' Special

Solep Patent Ingredient

Solep Alpha Complex-6

We have developed Solep complex, effectively Improves scalp condition and treats hair loss issues by the antioxidant properties formulated with 6 carefully selected natural ingredients that are low temperature vacuum extracted.

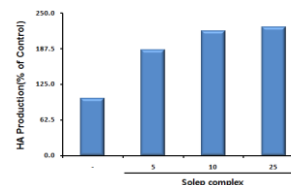
Patent application: Improve scalp condition and hair loss issues by the antioxidant properties



Antioxidant property
(DPPH radical scavenging assay)
Analysis of in vitro antioxidant properties of Solep complex showed that it improves removal activities relating to DPPH and Superoxide radical.



Anti-inflammatory
(inhibition of Nitro oxide(NO) formation)
Analysis showed that stimulating LPS created large amount of nitric oxide(NO), Application of Solep complex reduced creation of NO.



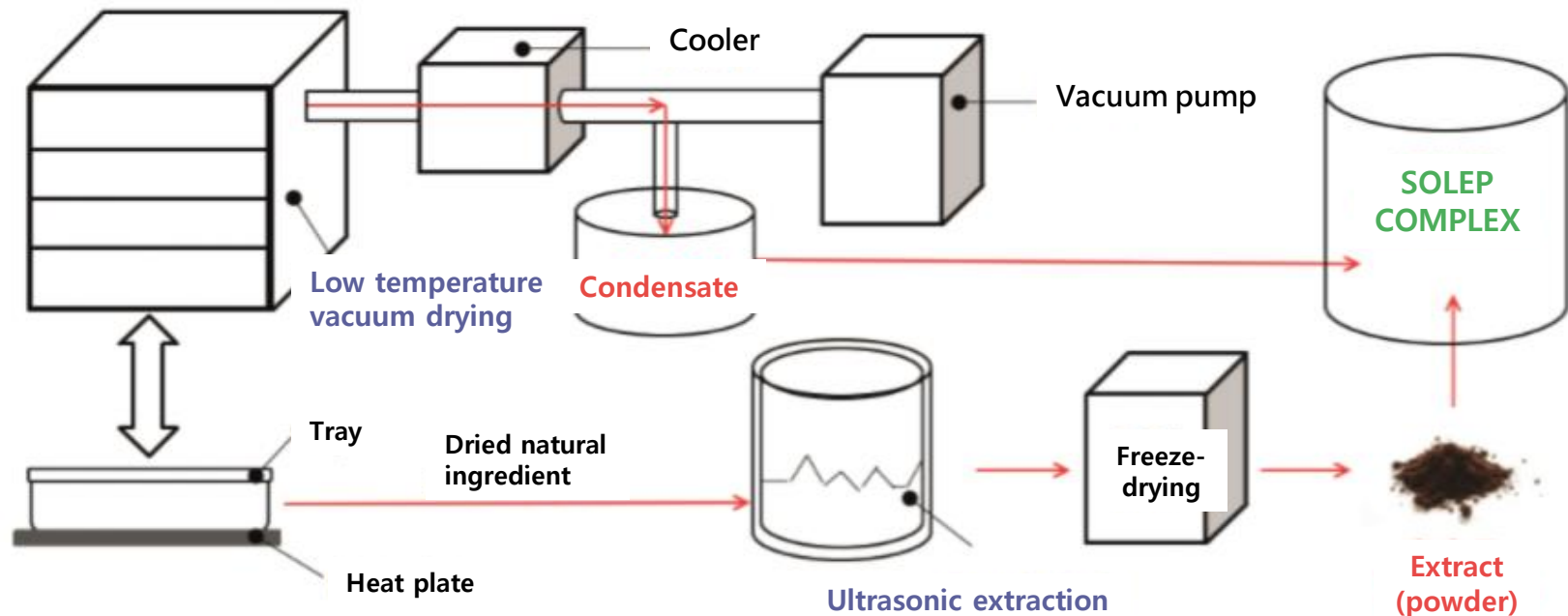
Creation of (HaCaT cell) Hyaluronic acid in keratin cells (moisturizing benefit)
Analysis showed that HA moisturizing factor doubled after application of Solep complex compared to control.

What Makes Professional Scalp Cosmetic 'Solep' Special

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PROFESSIONAL SCALP COSMETIC

SOLEP PRODUCT MAP

Shampoo

Scalp Scaling

Damaged Hair Intensive Solution

Galvanic/MTS

Booster | Ampoule

Moisturize/ Soothe/ Protection

Serum | Mask Pack | Cream

Therapy Solution

Oily/Trouble



인퓨어 샴푸
Inpure Shampoo



인퓨어 스칼프 팩
Inpure Scalp Pack



비타 샤이닝 필
Vita Shining Peel



뉴트리션 헤어 LPP 트리트먼트
Nutritive Hair LPP Treatment



퓨리파잉 미라클 부스터
Purifying Miracle Booster



인퓨어 타임리스 앰플
Inpure Timeless Ampoule



네추럴 하이드로 팩
Natural Hydro Pack



인퓨어 타임리스 크림
Inpure Timeless Cream



셰이프 힐링 솔루션
Shape Healing Solution



버닝 슬림 핏 솔루션
Burning Slim Fit Solution

Dry/Sensitive



하이퍼 샴푸
Hyper Shampoo



하이퍼 스칼프 팩
Hyper Scalp Pack



시크릿 클리어 오일
Secret Clear Oil



실키 뉴트리션 헤어 딥 앰플
Silky Nutrition Hair Deep Ampoule



리페어링 미라클 부스터
Repairing Miracle Booster



하이퍼 타임리스 앰플
Hyper Timeless Ampoule



CGF 셀룰러 하이드레이션 세럼
CGF Cellular Hydration Serum



허벌 수딩 솔루션
Herbal Soothing Solution



하이퍼 타임리스 크림
Hyper Timeless Cream



플로라 스위트 오일
Flora Sweet Oil

Hair Loss/Anti-aging



모인 스칼프 샴푸
Moin Scalp Shampoo



CGF 옥시젠 에너지 딥 마스크
GF Oxygen Energy Deep Mask



모인 스칼프 토닉
Moin Scalp Tonic



멀티 내추럴 액티베이션 오일
Multi-Natural Activation Oil



트리니티 프로텍션 크림
Trinity Protection Cream

Inpure Care (for oily, troubled scalp)

For scalp troubles, inflammatory, seborrheic dermatitis
Anti-inflammatory and antiseptic properties control sebum production,
relieve itchiness, soothe seborrheic scalp from flaking



Inpure Scalp Shampoo (EGF)

250ml / 500ml

US FDA

[Oily, troubled scalp shampoo]
Hypoallergenic shampoo helps balanced sebum care
with 5 types of ferment filtrates, 6 free harsh chemicals

[Main ingredients]

5 types of ferment filtrates, 5 types of plant extracts, bamboo water,
eucalyptus oil, natural surfactants



Inpure Scalp Pack (EGF)

230ml

US FDA

[Oily, troubled scalp pack]
pH-balanced formula that deeply cleanses and nourishes hair
to relieve itchiness, soothe flaky scalp

[Main ingredients]

Bentonite, eucalyptus oil, citric acid,
5 types of ferment filtrates, 5 types of plant extracts



Inpure Timeless Ampoule

30ml

US FDA

[Highly concentrated nutrition ampoule for oily, troubled scalp]
Centella asiatica ferment extract, 5 types of ferment filtrates,
and active ingredients nourish and hydrate to control sebum
production and address scalp issues

[Main ingredients]

Centella asiatica ferment extract, propolis extract,
5 types of ferment filtrate, adenosine, niacinamide



Purifying Miracle Booster

100ml

[Oily, troubled scalp soothing care]
Quickly calms inflammatory, rash, itchiness with Okyongsan
(oriental herb extracts)
98% of plant extracts with anti-inflammatory and antiseptic
properties soothe sensitive scalp

[Main ingredients]

6 type of extracts (based on the "Okyongsan" prescription from
traditional medical book *Dongibogam*), multi berry, aloe,
aroma extracts, etc.



Inpure Timeless Cream

50g

[Oily, troubled scalp nourishing cream]
Recovery & protecting agent after MTS care
Green tomato, 20 types of plant extracts work as
a protecting agent, soothes and restores inflamed, flaky scalp

[Main ingredients]

Green tomato extract, spirulina extract, honey extract,
oxygenated purified water, 13 natural ingredient extracts

Hyper Care (for dry, sensitive scalp)

For dry & sensitive scalp, dandruff and scalp anti aging
Deeply hydrates, soothes, and nourishes to support scalp elasticity



Hyper Scalp Shampoo (EGF)

250ml / 500ml

[Dry, sensitive scalp shampoo]

Gently cleanses dry and sensitive scalp without irritation
Scalp conditioning for freshness with natural ingredients

[Main ingredients]

5 types of ferment filtrates, 6 types of plant extracts, chamaecyparis obtusa water, rooibos leaf extract, natural surfactants



Hyper Scalp Pack (EGF)

230ml

[Dry, sensitive scalp pack]

Soothes and provides moisture to dry and flaky scalp
Gently removes impurities, dead skin cells without irritation

[Main ingredients]

Panthenol, Centella asiatica extract, 5 types of plant extracts, 5 types of ferment filtrates

Hyper Timeless Ampoule

30ml

[Highly concentrated nutrition ampoule for dry, sensitive scalp]
Builds scalp skin barriers to relieve itchiness caused by dry scalp, psoriasis and other scalp issues

[Main ingredients]

Galactomyces ferment filtrate, yeast/red ginseng ferment filtrates, adenosine, lactobacillus, niacinamide



Repairing Miracle Booster

100ml

[Dry, sensitive scalp soothing care]

18 types of plant extracts supply nutrition and moisture
Quickly soothes reddened and sensitive scalp.
Especially effective for atopic dermatitis, psoriasis

[Main ingredients]

7 type of extracts (from traditional medical book *Dongibogam*), multi berry, aloe vera, etc, contains 98% of 18 types of plant extracts



Hyper Timeless Cream

50g

[Dry, sensitive, aging scalp nourishing cream]

Recovery & protecting agent after MTS care
Scalp repairing solution for vibrant scalp

[Main ingredients]

South African resurrection plant extract, shea butter, caviar extract, 4 types of natural oils, 4 types of plant extracts

Hair Loss Care

Hair loss defense which improves hair thickness, strengthens hair roots



Moin Scalp Shampoo

250ml , 500ml

[Hair loss & repair]

Functional shampoo that helps combat hair loss. Helps in strengthening hair anchoring for healthier and fuller hair.

[Main ingredients]

Biotin, D-Panthenol, nicotinic acid amide, yeast extract, 11 types of natural extracts



CGF Oxygen Energy Deep Mask

120ml

[Oxygen deep scaling]

Natural chlorella and oxygen bubbles cleanse impurities and provide moisture without irritation.

Bubble scaling / brighten scalp tone / soothing care

[Main ingredients]

Chlorella, yeast filtrate, 8 types of multi amino acids, 10 types of natural extracts, 7 types of peptides



CGF Cellular Hydration Serum

120g

Natural chlorella soothe & moisturize dry and sensitive scalp.

For extremely dry / sensitive / flaky scalp

[Main ingredients]

Chlorella, hydrolyzed collagen, panthenol, chitosan, natural moisturizing factor SH



Moin Scalp Tonic

120ml

Developed with hair loss center's hair loss care know-how. Functional hair tonic that helps combat hair loss. Soothes scalp and stimulates follicle to regrow hair.

[Main ingredients]

D-Panthenol, arnica extract, yeast extract, 14 types of natural extracts



Reparative Timeless Ampoule

4ml x 12ea

Peptide complex-4 and Solep antioxidant patent ingredient regenerate cells to optimize scalp condition and hair growth cycle.

[Main ingredients]

Peptide complex-4, Solep α complex, flower complex, multi amino acids, 17 types of vitamins

Hair Care

(for damaged hair)



Natural ingredients protect your hair follicles while repairing damaged hair

Silky Nutrition Hair Deep Ampoule

10mlX6ea

7 types of peptides + 8 types of multi amino acids with low molecular system repairs and resurfaces hair from the inside out

[Main ingredients]

-Hydrolyzed keratin, hydrolyzed silk, hydrolyzed collagen, 7 types of peptides, 8 types of amino acids

Nutritive Hair LPP Treatment

230ml

Free from artificial fragrance, 100% blended with natural aroma 28 highly concentrated natural ingredients for healthy scalp and hair

[Main ingredients]

-Hydrolyzed keratin, 7 types of peptides, 8 types of amino acids, 7 types of special oils, 6 types of aroma extracts

Body Care

(body therapy, head spa)



Shape Healing Solution

200ml

[Instant cooling & healing effect]

Highly recommended when massaging tight muscles, swelling on legs or arms. The product used at professional massage centers for neck and shoulder therapy!

Cooling effect lasts 3 times longer compared to other similar products

[Main ingredients]

- 6 types of aroma extracts, menthol, peppermint extract, natural moisturizing factor S.H



Burning Slim Fit Solution

200ml

[Hot body slimming gel for well-toned body line]

Skin firming & toning solution reduce signs of cellulite
Cellulite defense with safe ingredients for your skin

[Main ingredients]

- Cinnamon, ginger, chili pepper, 5 types of aroma extracts, natural moisturizing factor S.H

Professional Solution

Energy solution for professional use

Secret Clear Oil 300ml

Effectively dissolves sebum,
used at the beginning stage of
care treatments



Herbal Soothing Solution 300ml

Scalp soothing herbal mist for dry,
sensitive, psoriasis, flaky, aging scalp



Vita Shining Peel 300ml

3-in-One peeling solution for seborrheic,
infected, flaky scalp



Flora Sweet Oil 500ml

Body therapy oil helps to moisturize
and strengthens the skin barrier



Natural Hydro Pack 300ml

Provides powerful moisture
and soothing effect



Trinity Protection Cream 500ml

Multi use solution for nourishment,
massage, body cream



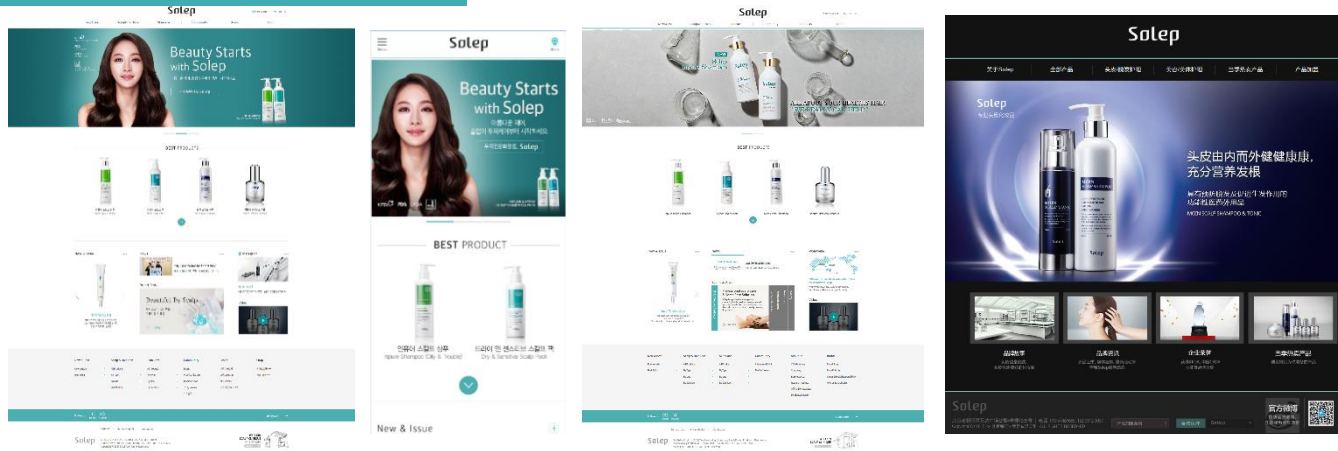
Multi-Natural Activation Oil 250ml

100% pure plant extracts controls
flaky skin, moisturizes, soothes

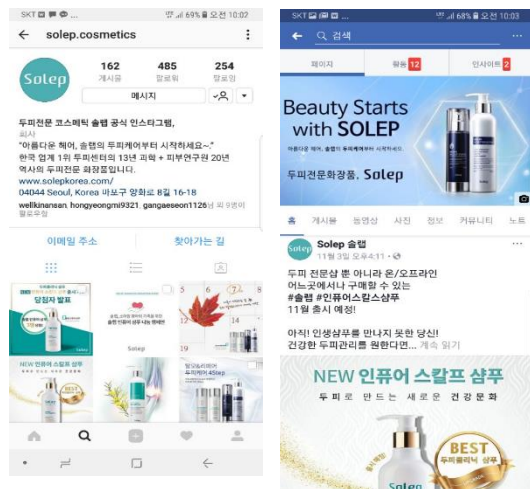


Solep Marketing History (official channels)

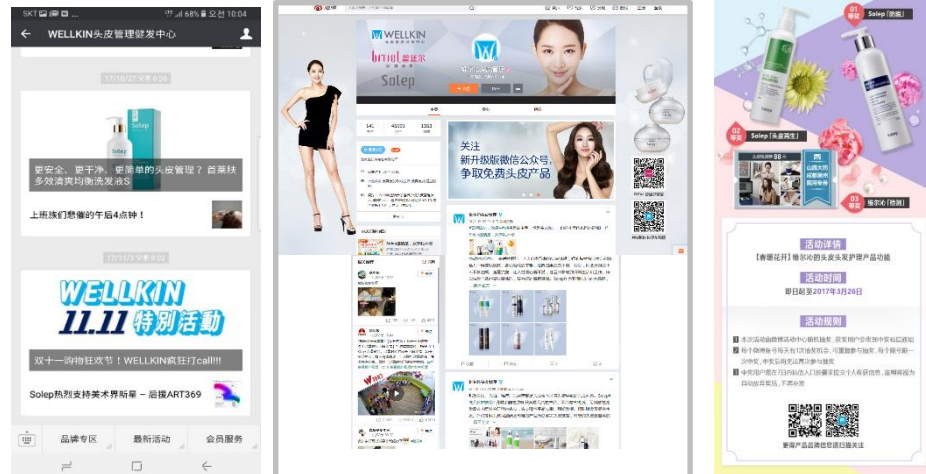
Website (Kor, Eng, Chi)



Instagram, Facebook



WeChat, Weibo



Solep Marketing History (on-line marketing, partnership)

Magazine



Online article (Korea, China)



Korea, China online articles, Baidu advertisements

Partnership with Major company, Credit card, online mall



Wellkin partnership with major companies such as SKT, KT
 Spending about \$300,000/ year
 Wellkin marketing amplify the synergy effect on Solep

Healthy Scalp & Sharing



Fund a wig for a children with cancer, portion of the proceeds will be donated, sponsor of Korean Association for Children with Leukemia and Cancer, and etc.

