

we 위메디밤

Medi-Balm®

Patented technology preventing
Atopic dermatitis & Skin troubles

**There has never been
a multi-care balm like this before!**

Antioxidant effect 6,000 times more powerful than vitamin-C!

Four research papers from world-class academic journals,
empirically tested!



***A multi-care balm with allergen-free ingredients for
pregnant women/infants/sensitive skin!***

Over 6 years of empirical research at the National College of Pharmacy



wemedibalm.com

Wow 01 Transform Sensitive skin into Healthy skin

Wow 02 Rapid skin soothing, Moist skin hydration, Strong skin barrier



National College of Pharmacy
Prof. HP Lee/Ph.D.

Professor HP Lee, a specialist in drug toxicology at the pharmacy school, has conducted extensive research in the fields of cancer, inflammatory diseases, and dementia. He has published more than four papers in prestigious journals focusing on atopic dermatitis, an immune-inflammatory condition, utilizing advanced natural antioxidant technologies. Additionally, Dr. Lee holds a patent for innovative methods in the prevention / treatment of atopic dermatitis and related skin disorders. His commitment to advancing skincare is further exemplified by the development of **weMedi-Balm**, an allergen free multi-care cosmetic line, resulting from his in-depth research in formulation research.

Colorstory / School of Pharmacy Partners

Colorstory is a small and medium-sized specialized company in Korea that produces and supplies only lip balm-style cosmetics that can be conveniently applied anywhere and at any time, having received prevention / treatment technology for atopic dermatitis, an inflammatory immune system disease, from the National College of Pharmacy. Through joint commercialization research with the University, we have successfully commercialized **weMedi-Balm**, a multi-care balm that promotes overall skin health and proudly export our products to hospitals and pharmacies across a diverse range of countries worldwide.

Published research papers in world-class academic journals more than 6 years at the National College of Pharmacy Acquired patent for prevention/treatment of atopic dermatitis and skin troubles!

Accepted: 29 August 2017
DOI: 10.1111/wad.12427

ORIGINAL ARTICLE

WILEY *Journal of Dermatological Medicine and Surgery*

Anti-inflammatory effect of astaxanthin in phthalic anhydride-induced atopic dermatitis animal model

marine drugs

Published in a Swiss academic journal

Article

Astaxanthin Ameliorates Lipopolysaccharide-Induced Neuroinflammation, Oxidative Stress and Memory Dysfunction through Inactivation of the Signal Transducer and Activator of Transcription 3 Pathway

Wiley InterScience
https://doi.org/10.1002/jbm.b.13408
e13408, Wiley InterScience, 2019

Published in an Australian academic journal

Original Article

Combination Effect of Titrated Extract of *Centella asiatica* and Astaxanthin in a Mouse Model of Phthalic Anhydride-Induced Atopic Dermatitis

frontiers
in Immunology

Published in a Swiss academic journal

Improved Anti-Inflammatory Effects of Liposomal Astaxanthin on a Phthalic Anhydride-Induced Atopic Dermatitis Model

Research papers on the anti-inflammatory effects of astaxanthin on atopic skin and skin troubles, published in international academic journals

특허증
CERTIFICATE OF PATENT

특허
Patent Number: 제 10-2172763 호
발명명
Invention Name: 화장품 조성물
(Cosmetic Composition)
출원번호
Application Number: 제 10-2020-0119009 호
출원일
Filing Date: 2020년 09월 16일
등록일
Registration Date: 2020년 10월 27일

발명의 명칭: "화장품 조성물"
리포솜화한 아스타잔틴을 유효성분으로 하는 여포적 및 피부 트러블 예방 및 치료용 조성물
(Composition for prevention or treatment of atopic dermatitis and skin trouble care comprising Astaxanthin Liposome as effective component)

출원인: Colorstory
등록사: Colorstory

위의 발명은 「특허법」에 따라 특허등록원부에 등록되었음을 증명합니다.
This is to certify that, in accordance with the Patent Act, a patent for the invention has been registered at the Korean Intellectual Property Office.

2020년 10월 27일

특허청장
COMMISSIONER
KOREAN INTELLECTUAL PROPERTY OFFICE
김용래

A composition for the prevention and treatment of atopic dermatitis and skin troubles, containing liposomal astaxanthin as an active ingredient (Patent No.10-2172763)

Proven amazing antioxidant effect
that suppresses inflammation

6,000 times more powerful than
vitamin-C / Astaxanthin

vitamin-E
x 550

vitamin-C
x 6,000

EGCG
x 560

Astaxanthin is a natural substance extracted from marine organisms
and freshwater algae *Haematococcus pluvialis*.

It has an antioxidant effect that is 6,000 times more powerful than vitamin-C.

It prevents collagen destruction, melanin production, skin damage,
and aging caused by active oxygen, and is known as an antioxidant
that improves skin health by strengthening the skin barrier,
improving wrinkles, brightening, and increasing elasticity.

(doi: 10.1016/j.phrs.2021.105479.)

Try multi-care ^{we} Medi-Balm®
your entire body skin!



Beauty care

Beauty care

Facial dark circles,
Eye area wrinkles,
Nasolabial folds,
Skin brightening,
Nail Nourishment



Var. troubles

Var. troubles

Atopic dermatitis,
Eczema on hands/feet,
Psoriasis,
Insect bites,
Sensitive skin



Skin care

Skin care

Cracked/dry lips,
Baby skin troubles
(Saliva/Diaper rashes),
Special cares (Cuticle/
Waxing/Shave/Hand &
Foot Callus)



Skin health

Skin health

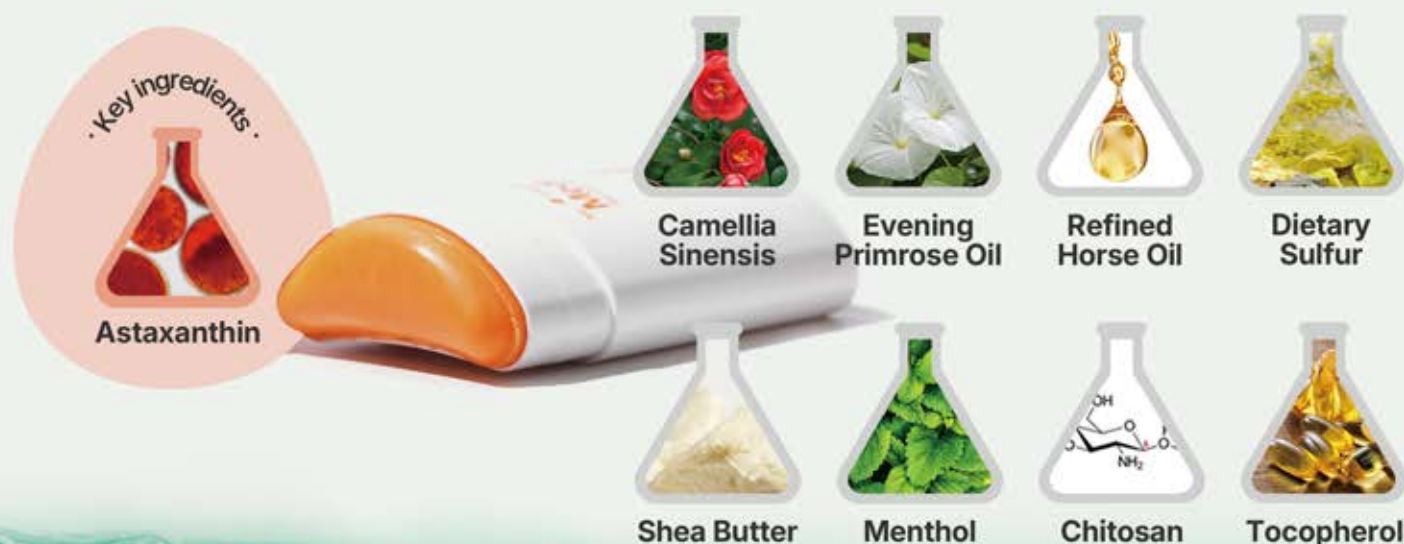
Regeneration cream
after plastic surgery,
Stretch marks on
abdomen/thighs,
Rash spots

Born from pharmaceutical research, we Medi-Balm is crafted as a cosmetic, offering accessible skincare solutions.
However, there may be restrictions on the expression of the above indications in each country.

Moisturizing, Improving Skin Barrier

Thousands of Formulation Tests

Natural Ingredients Skincare



we 
Medi-Balm's endeavor
to be the *Best* in the world!



Intensive antioxidant care for troubled areas

Easy-to-carry container

Portable ergonomic container convenient for applying to troubled areas
Double lids to prevent oxidation and contamination
Astaxanthin, an antioxidant 6,000 times more powerful than vitamin-C, Sulfur, Chitosan, Menthol and other ingredients to quickly soothe troubled areas and normalize the skin.



6 moisturizing ingredients

13 nutrients / useful substances

A variety of safe natural ingredients enhance skin hydration, and human-like phospholipid components and substances with useful functions remove dead skin cells and provide nutrition.



Moisturizing and improving skin barrier

by ingredients from Nature

Natural ingredients such as evening primrose oil, camellia seed oil, shea butter, and tocopherol provide long-lasting moisture and hydration to the skin, and phospholipid ingredients such as lecithin, triolein, and refined horse oil provide nutrition to the skin, helping regeneration and strengthening the barrier function.



Harmless and allergen-free ingredients

Excludes allergy-causing/harmful ingredients such as steroids, mineral oil, coloring agents, limonene, linalool, citral, geraniol, and salicylic acid so that infants, pregnant women, and adults with sensitive skin can use it with confidence.

we 

A multi-care Medi-Balm[®]

trusted and used overseas



Rough, dry skin

You probably won't believe it!

"As a carpenter, my hands were always rough, and I used to feel self-conscious whenever I shook hands. But now, I love the look of surprise on people's faces when they feel how smooth my hands have become. **weMedi-Balm**, the best!"



Severely irritated skin

This is truly a miracle!

"As a mother, there's nothing more comforting than watching my child sleep soundly, undisturbed... and I have **weMedi-Balm** to thank for that peace."



Sensitive fragile skin

This is a must-have item when going to a nursing home!

"I applied **weMedi-Balm** to my elderly father's sore back after a long stay in the nursing home. He smiled and said, 'It's not itchy at all, and it feels wonderful!' His happiness moved me to tears, filling me with gratitude as I continued to care for him."



Safety ingredients for pregnant women

I have no worries about the safety of my unborn baby!

"What truly touched my heart was the thoughtful decision to exclude allergen-inducing ingredients from the initial research design of **weMedi-Balm**, ensuring that it is safe for use by pregnant women. This commitment to safety resonates deeply with me."



Really ate it all?

Since it's something we put on our lips, it has to be at least this level!

"My curious puppy ate an entire container of **weMedi-Balm**, and my parents were so worried! But to our surprise, he was perfectly fine—his fur looked shinier, and he had more energy than ever. We're so grateful for a product that's as safe as it is effective."

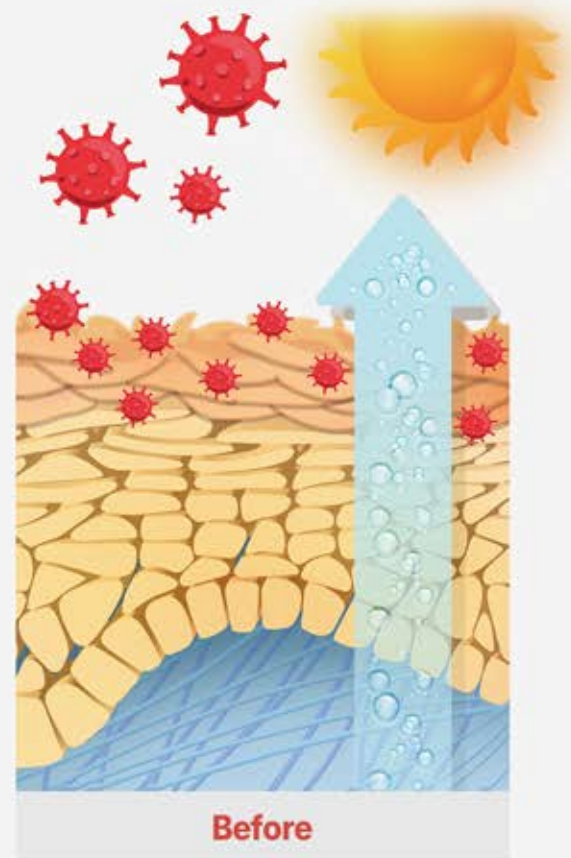
Thounds of formulation tests for improvement.

*There has never been
a multi-care balm like this before.*

The secret to skin trouble that no one has ever taught you

Skin trouble is closely related to the condition in which the skin barrier function is damaged and becomes dry due to 1) aging, 2) weakening of the individual immune system, and 3) stimulation by external harmful substances. Dryness of the skin is a situation in which **the supply of moisture within the skin is greatly reduced, and this occurs when the lack of moisturizing factors within the skin changes the skin lipid membrane into an abnormal structure**, causing continuous loss of moisture.

The barrier of human skin is composed of **15 to 20 layers of keratinocytes arranged in regular columns embedded in the lipophilic intercellular substance under the hydrolipid membrane.** **In order for the moisture content of the skin to be sufficiently maintained at 10 to 20%,** the intercellular lipid bilayers must be properly arranged and function normally with corneocytes containing an appropriate amount of natural moisturizing factor (NMF), but abnormal skin structure causes trouble due to moisture loss.



Applying Medi-Balm

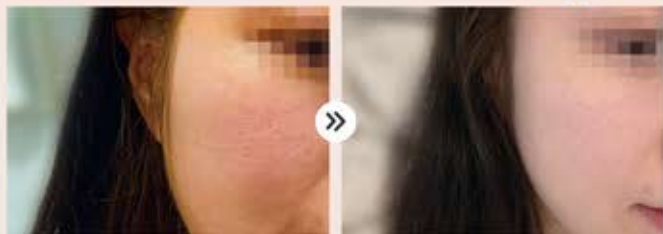


Why is weMedi-Balm so effective in solving skin problems?

To improve breakouts, which often start from dry skin, the goal is to help restore the skin's barrier function so that it can better hydrate itself. To do this, **it is important to choose skin care products that contain scientifically proven, beneficial ingredients.**

weMedi-Balm is the perfect balm for maintaining normal skin because it contains natural ingredients such as tocopherol, evening primrose oil, camellia seed oil, and shea butter to help moisturize, as well as refined horse oil, lecithin, and triolein to support the skin's phospholipid barrier function, and the useful ingredients menthol, dietary sulfur, chitosan, and Astaxanthin, a patented antioxidant that has been proven to reduce the appearance of blemishes.

Authentic review photos submitted by customers who have experienced ^{we} **Medi-Balm®**



1 week after applying to adult rosacea.



3 hours after applying to drug allergy on adult thigh.



1 week after applying to an adult's neck with atopic dermatitis.



1 month after applying to adult arm scars.



1 week after applying to the baby's belly with atopic dermatitis.



3 days after applying to adult heel calluses.



1 week after applying to psoriasis on adult feet.



3 days post-application for neck itching from adult skin surgery.



1 month after applying to boy's hand eczema.



14 days after laser plastic surgery for keloid facial scars.



3 hours after applying to an adult's leg bitten by mountain mosquitoes.

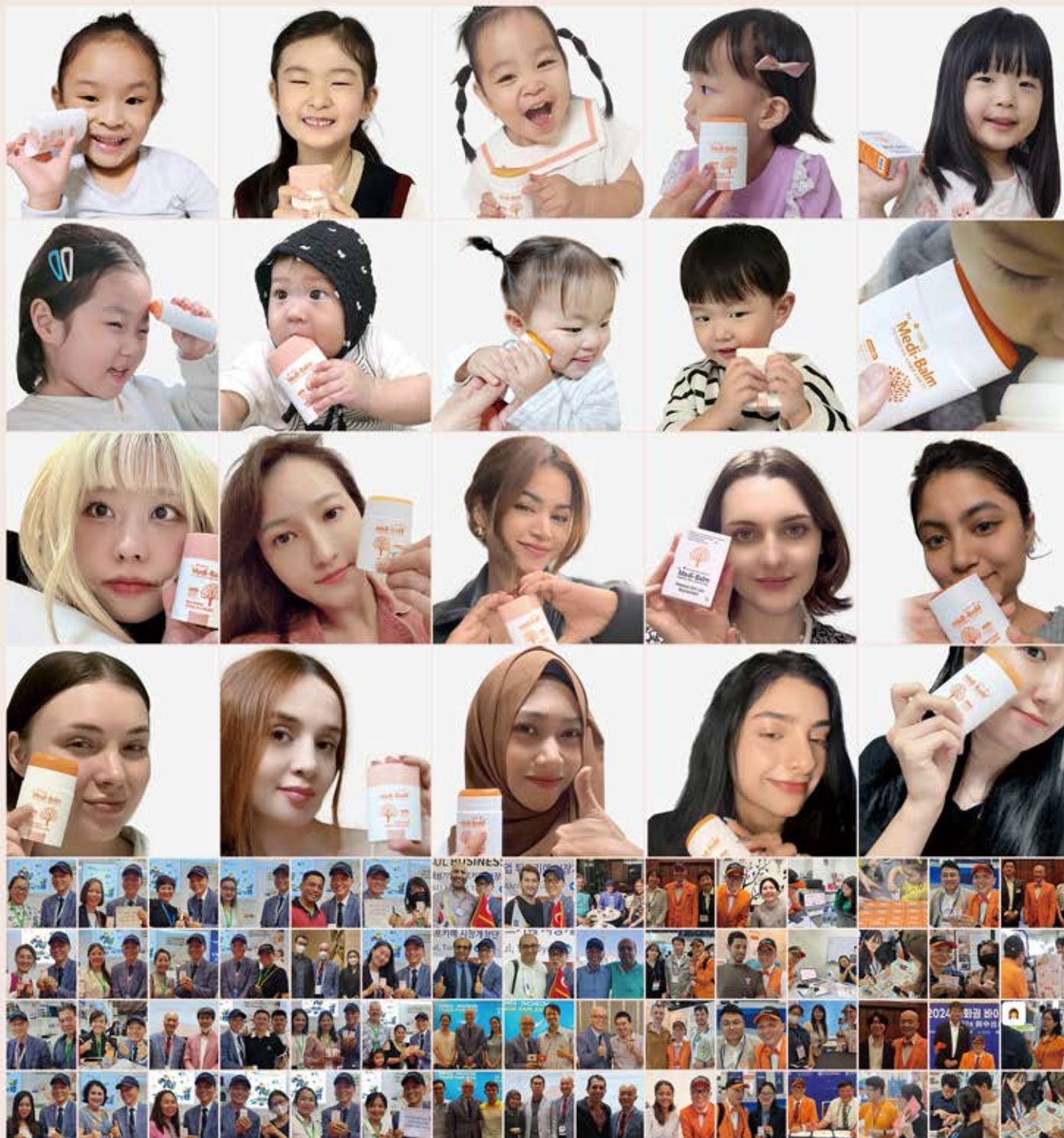


Extract acne from the skin and apply as a regeneration cream.

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precautions



Do not remove the transparent inner lid and put it back in its original position After use.