



Derm'al matrix
SKIN FOR SKIN

Brand Concept



A brand that makes healthy changes in the skin and beautiful life by nurturing the natural power of cells with only the components of the dermis layer.

Derm'ah matrix
SKIN FOR SKIN

The core value promised by Dermal Matrix



**Unremitting efforts
towards innovative technology**

Rich know-how and technology accumulated through years of research on artificial skin



Not a temporary effect but a fundamental improvement

Proposes a fundamental solution to improve skin health with our own material that restores the original strength of skin cells



Not an exaggerated effect, but a proof with results

Concentrates on the skin itself proven by results, and proves by clinical results, not exaggeration



quality and safety as the top priority

Uses safe and stable bio-friendly materials



Premium home care at home

Suggests premium home care in busy daily life



Changes that even make the heart beautiful

Acts to increase customer self-esteem and share values with more people beyond simple skin care

Beginning of Dermal Matrix and ECM

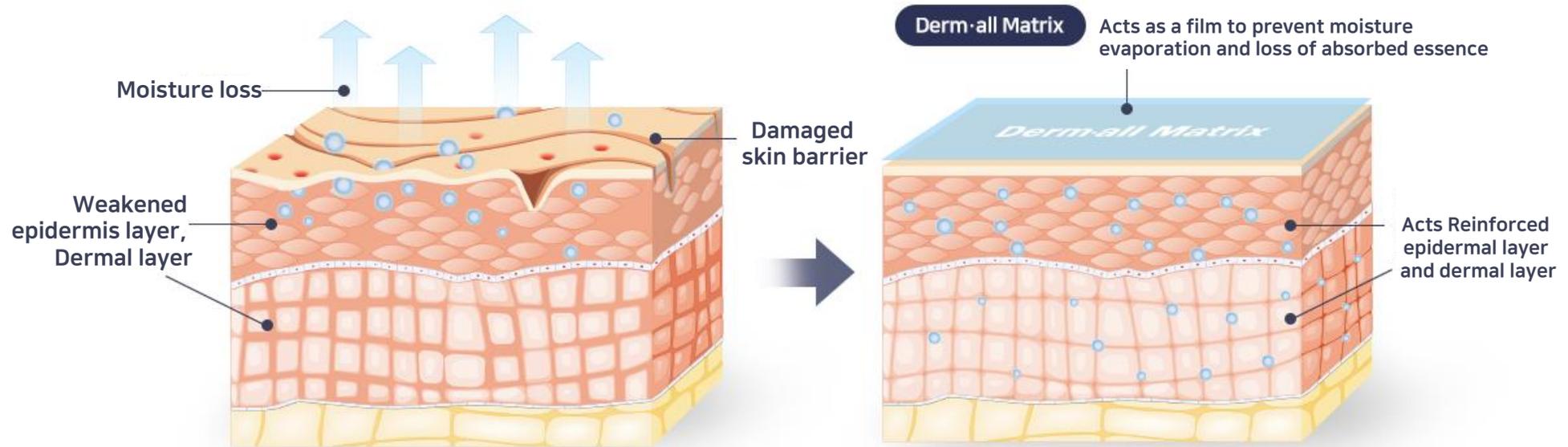
Dermal Matrix was created based on artificial skin materials for burn treatment developed by experts in biomaterials for transplantation. Dermal Matrix is a high-end skin care brand that builds an environment in which cells can grow healthy based on ECM (Extra Cellular Matrix), a major component of the dermal layer, and helps to fundamentally improve the skin.

Collagen Fiber + Elastin + Hyaluronic Acid + Glycosaminoglycan

ECM

A diagram illustrating the components of the Extracellular Matrix (ECM). The text 'Collagen Fiber + Elastin + Hyaluronic Acid + Glycosaminoglycan' is positioned at the top. Below this text, a white rectangular box contains the acronym 'ECM'. Two thin white lines extend from the bottom of the text area, one to the left and one to the right, meeting the top corners of the 'ECM' box. From the bottom corners of the 'ECM' box, two thin white lines extend outwards and then turn upwards, connecting to the bottom corners of the text area above.

Brand Story



Collagen, Elastin, and Polysaccharides contained in ECM correct the balance of the collapsed dermis and create a normal growth environment for cells.

ECM is a key material for special skincare solutions that can only be found in Dermall Matrix, developed for true moisturization.



About Dermall Matrix product

Product Introduction

Facial Dermal-care Mask



1. Sheet using ECM, the exclusive material of Dermall Matrix
2. Moisture delivery control technology, long-term moisture supply without dryness is possible, so that it can be attached more than 2 hours or utilized as a pack for sleeping.
3. It's a multi-care mask packs that hydrates and exfoliates at once.
4. A highly-adhesive sheet that does not flow with essence for daily life care

[Changes in mask packs over time]

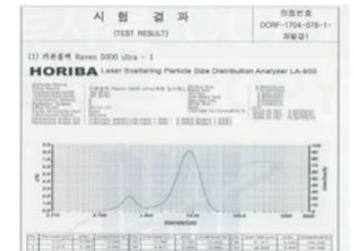
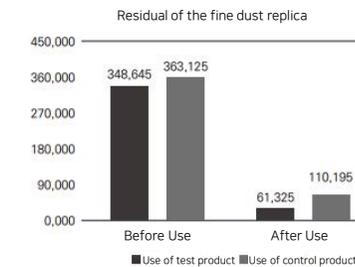
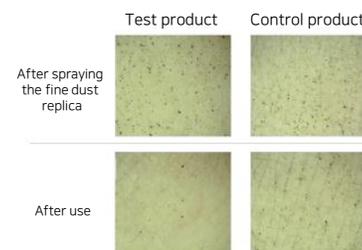


Epidermal Detoxifying Mask



1. You can use it freshly by mixing the essence on the sheet just before use.
2. Effective in adsorption of fine dust and makeup residues as the liquid essence meets the sheet to form a gel.
3. Used a sheet made of the same material as the hemostatic gauze

[Clinical test results for adsorption of fine dust]



Product Introduction

Quick Vitalizing Patch



1. A patch with a shape that considers the facial curvature and has excellent adhesion.
2. Can be conveniently attached anywhere that feels dry, such as cheeks and forehead, etc.
3. Contains GAG, one of the ingredients of ECM and the exclusive ingredient of Dermall Matrix, which penetrates deep into the skin to provide moisture and soothe the skin.

[How to use our Quick Vitalizing Patch]



When you need light home care



When you need to tidy up your skin before makeup



When you need simple skin care before going out

Product Introduction

Quick Vitalizing Patch



Moisturizing

Skin-soothing

Vitalizing effect

‘Use it when you want simple but proper skincare in your busy life’



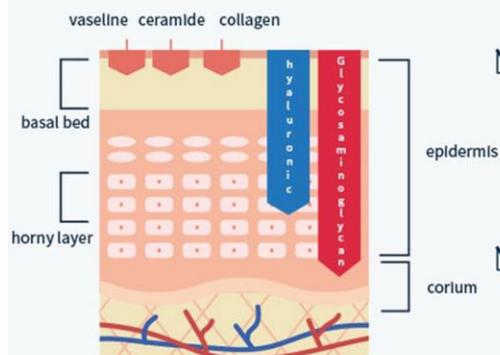
It adheres very well since it has considered the curves of the face.

It can quickly hydrate the areas that need soothing.

Quick Vitalizing Patch

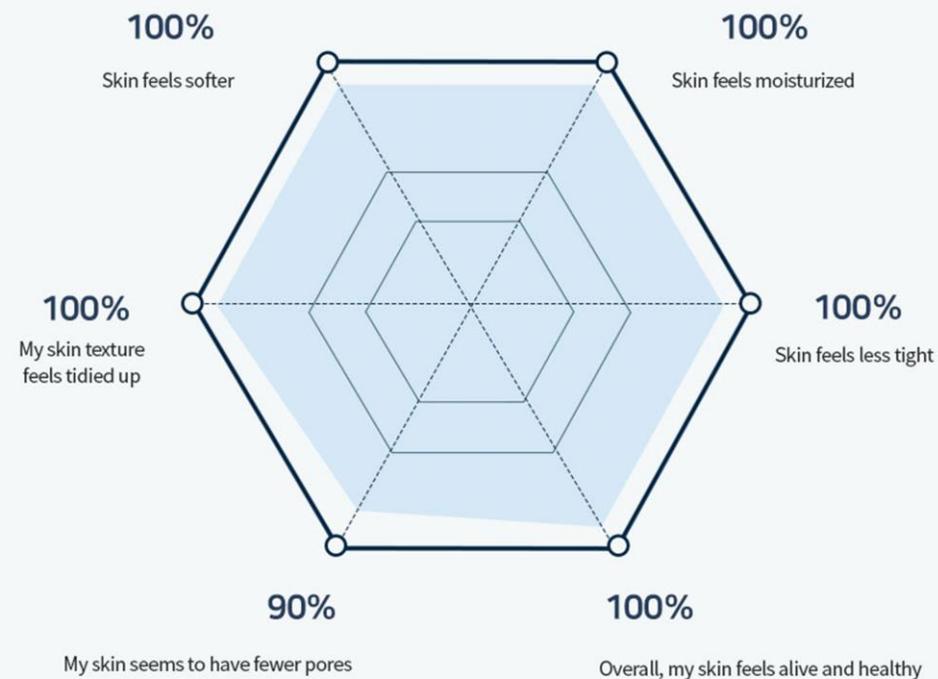
What is GAG?

Glycosaminoglycan, one of the main components of ECM (ExtraCellular Matrix), is a vital component that helps skin cells to move and proliferate.



- ✓ GAG reinforces the skin's unique function by recovering it from damage to the epidermis and basal layer of the epidermis and makes the moisturizing ingredients in the skin healthy
- ✓ GAG ingredients penetrate deep into the skin to help moisturize and soothe the skin.

Effect of quick vitalizing patch verified by clinical application test



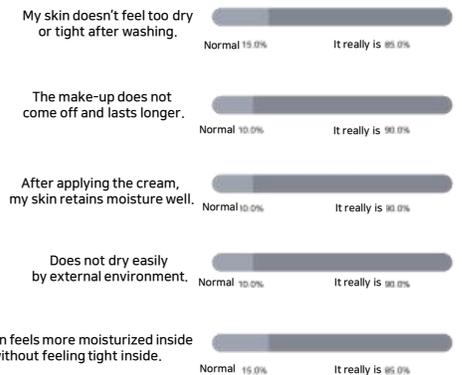
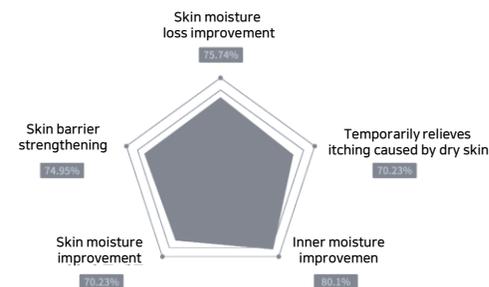
Product Introduction

Stratum Basale Restoring Cream



1. Contains GAG (glycosaminoglycan), one of Dermal Matrix's unique ECM components, to strengthen the skin's inherent barrier function by recovering the epidermal basal layer from damage
2. Passed clinical test on itching improvement due to dryness, completed skin irritation test
3. A cream focused on restoring the skin's fundamental functions while preventing moisture loss
4. Can be used on all skin types without irritation as all ingredients are EWG grade 1 and 2

[Clinical trial results]



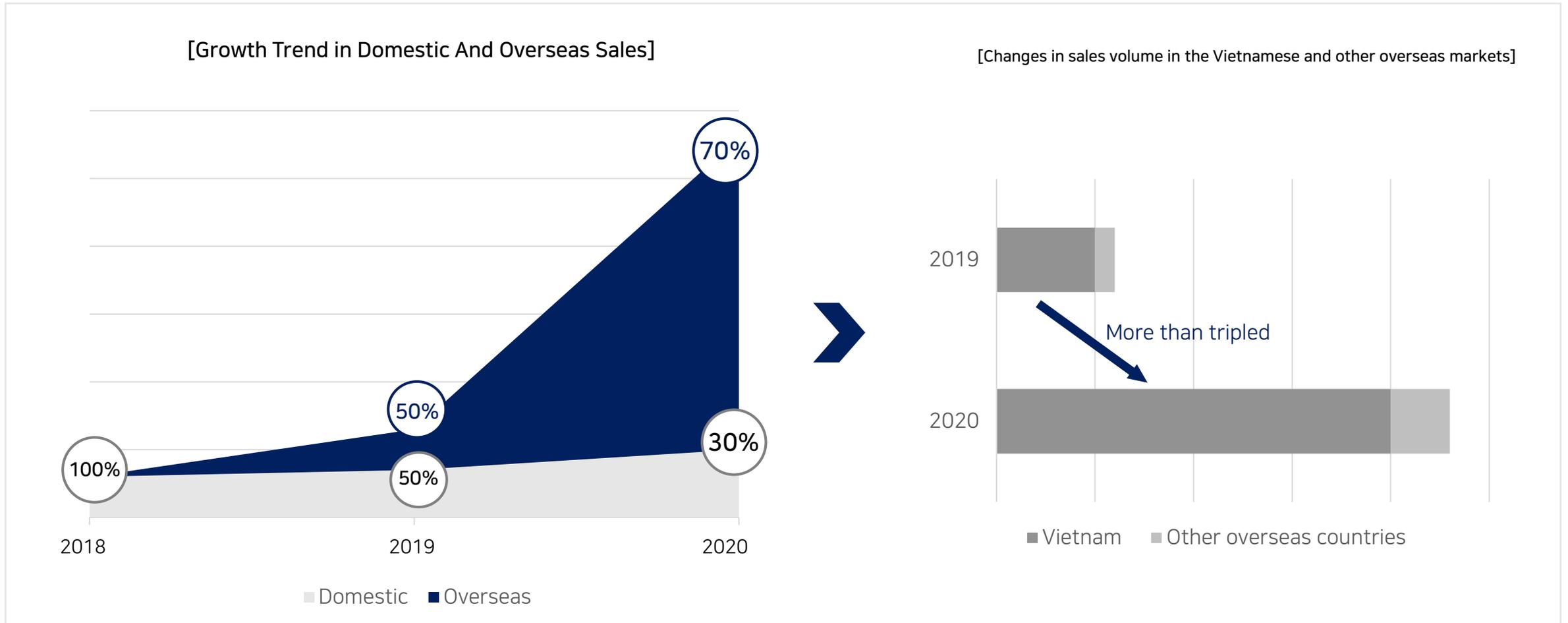


Domestic and Overseas Sales Status of Dermall Matrix

3 Years' Domestic and Overseas Sales Trend of Dermal Matrix

Sales volume has been steadily increasing both domestically and abroad since 2019, especially in overseas exports.

Exports to Vietnam more than tripled in 2020 compared to the previous year, and exports to other countries are also increasing gradually.



Domestic and Overseas Sales Status of Dermall Matrix

Overseas



Currently exported to 5 countries

Sales have been increasing thanks to Japanese and Singaporean consumers' word-of-mouth

Domestic market

OLIVE YOUNG

MARKET Kurly



LOTTE DUTY FREE 롯데면세점

Entered retailers such as Olive Young and Market Kurly

Joint purchases by social media influencers

1. Overseas Sales Status

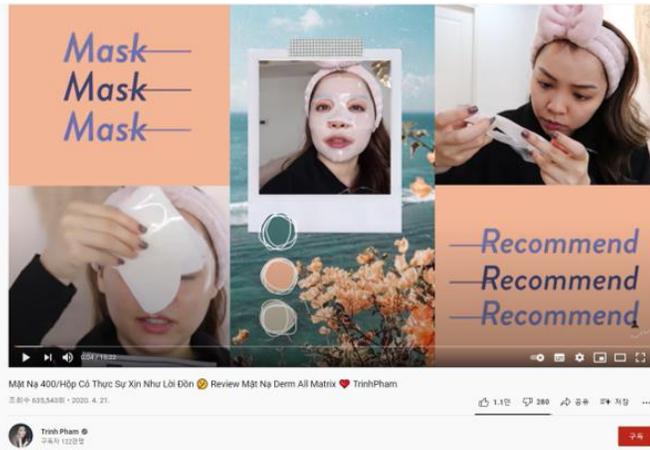
Vietnam

- Recognized as a premium pack in Vietnam and gaining popularity as various influencers produce their own content.
- Participated in the Ho Chi Minh K-Beauty Expo and drew huge attention from the local area, leading to continuous export.

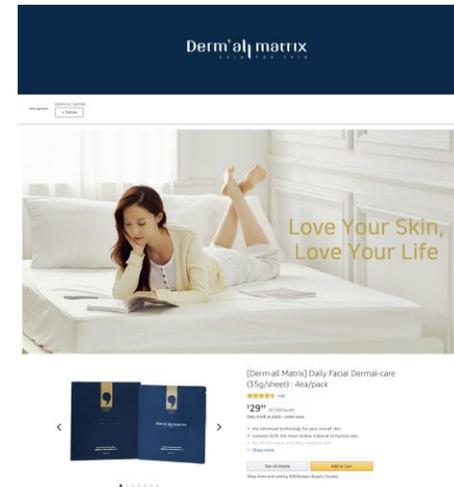
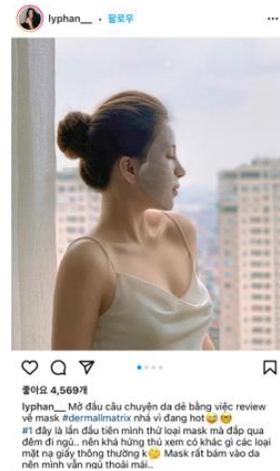
USA, Japan, and Singapore

- Entered Amazon in the US, leading to a high purchase rate by local Koreans
- Entry to Japan Rakuten and Amazon in progress / Product inquiries are on the rise due to word-of-mouth on social media
- Entered Shopee in Singapore and operating a brand pavilion

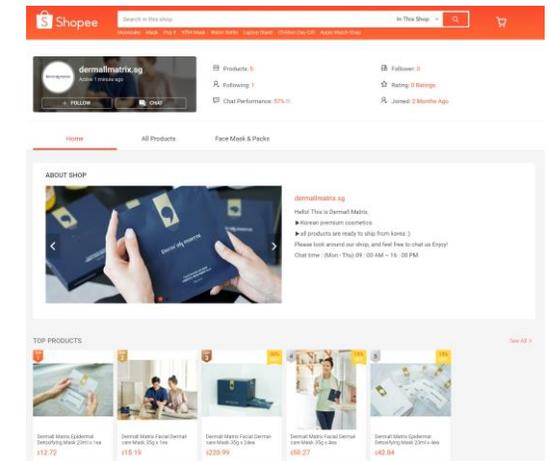
Vietnamese beauty YouTuber with 1.22 million subscribers



Vietnamese influence with 175,000 followers



U.S. Amazon Brand Pavilion



Singapore Shopee Brand Pavilion

2. Domestic Sales - Duty Free



[Currently sold in Lotte Duty Free Shop]



더멀매트릭스
8주프로그램 페이스 더멀케어마스크 (24매)

\$120.6

★★★★★ (41)

8-Week Program Facial Dermal Care Mask (24 sheets)



더멀매트릭스
[3+1] 페이스 더멀케어 마스크 (4매*4)

\$81.9

★★★★★ (509)

[3+1] Facial Dermal Care Mask 4 sheets * 4

[Lotte Duty Free Shop Product Review]



pur***** | 2020.12.13

실구매자

여

30대

It's not a very cheap product, I always buy it in bulk in duty-free shops.



ele*** | 2020.03.31

실구매자

여

30대

I always buy this product every time I travel. If I put it on my face at night and go to sleep, my skin is completely shiny the next morning. It's a pack I cherish the most and I can use it freely since I bought it on duty free. I also gave many of this product to my friends as a gift.



yy****@*****.com | 2020.06.24

실구매자

여

20대

I learned about it on Instagram but couldn't even afford to buy it because it was so expensive, but I recently bought it through duty-free. It's worth the price.

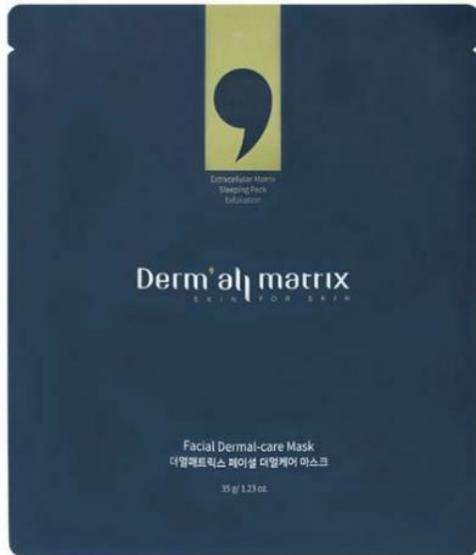
The 3+1 product only available on duty-free shops was very popular and recorded an average monthly sale of 150 million won or more.

Customers who found it too expensive bought the product at a reasonable price at duty-free stores, and the sales volume and reviews at the duty-free store were very positive.

2. Domestic Sales - Olive Young



[Olive Young Online Mall]



더멀매트릭스 >

더멀매트릭스 페이스얼 더멀케어 마스크

9,000원

오늘드림

배송정보

일반배송 2,500원 (20,000 원 이상 무료배송)
올리브영 배송 | 평균 3일 이내 배송

오늘드림 2,500원 또는 5,000원 ⓘ

결제혜택

THE CJ 카드 추가 10%할인 ⓘ

CJ ONE 포인트 최대 2% 적립 예상 ⓘ

구매수량

- 1 +

[Olive Young Offline Mall]



Have been receiving steady attention since entering Olive Young online malls and offline stores, maintaining a positive evaluation with a rating of 4.7

Located at the top of the mask pack category and is recognized for its value as a premium pack in offline stores.

2. Domestic Sales - Market Kurly



[더멀매트릭스] 마켓컬리x더멀매트릭스 스킨컬리 프로그램

ECM시트가 전하는 풍부한 수분

회원할인가

36,000원 **20%**

45,000원

로그인 후, 회원할인가와 적립혜택이 제공됩니다.

판매단위 1개

배송구분 셋별배송/택배배송

포장타입 상온/중이포장
택배배송은 예코포장이 스티로폼으로 대체됩니다.

구매수량

총 상품금액: **45,000** 원



Composed Market Kurly's own program to sell in a single package (4 Facial Dermal-care Mask + 1 Epidermal Detoxifying Mask).

Receiving steady attention on the platform frequently used by customers in their late 20s to 40s, the main customer base of Derm'all Matrix.

2. Domestic Sales – SNS Joint Purchase

OFFICIAL INFLUENCER

Derm-all Matrix COMMUNITY

Derm-all Matrix와 함께하는
공식 인플루언서를 소개합니다



포니앤가리비



아이돌담



빨강-히얼세이



여자이야기



그레이스유



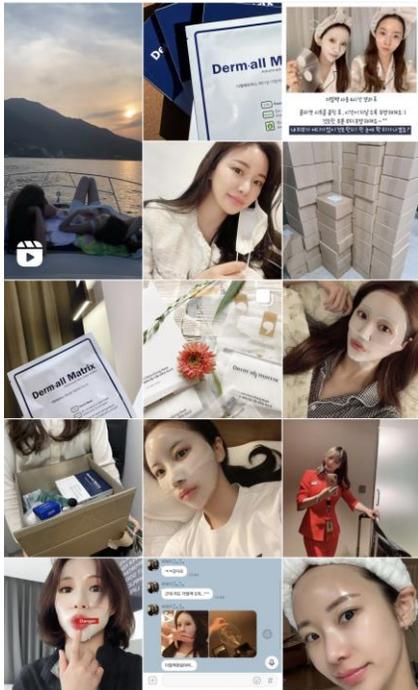
제이팜



헤세드



바이슈니



Social media influencers introduce Dermall Matrix product to suit their lifestyles and carry out joint purchases.

Currently collaborating with 8 official influencers, promoting and selling Dermall Matrix in various ways.

Word-of-mouth for Dermal Matrix product is spreading not only in Korea but also abroad through influencers' own SNS content production.



Derm'al matrix
SKIN FOR SKIN

Thank you