

EXODERM[®]

Pure hydrogel mask



PURE:
(Nothing else added)Pure
(Not polluted)Clean

Recovering pure natural skin through intensive calming cure

EXODERM PURE HYDROGEL MASK

2021.12

Manufactured by the Cosmetics Division

EXODERM®

Pure hydrogel mask

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EXODERM[®]

Exoderm means the outer skin in plant science, and it implies to the role of protecting the root by means of the cell layers that are observed in areas such as the aerial root of an orchid. This plays a central role in protecting the root which is essential for the growth of the plant. Skin specialist KL has continuously researched on the prescription of skin science solutions using extracts of natural origins. KL has released the Exoderm line to develop the solutions on skin problems, namely the outer skin.

EXODERM LINE



Exoderm Bio-cellulose Mask
(Double anti-aging effect of wrinkle and whitening improvement)

Exoderm Bio-cellulose Mask with Bio-cellulose sheet is consisted of a cell structure like that of the skin. It is greatly effective in adhesion and delivering active ingredients. It also has gives great moisturizing effect.



Exoderm Ultra-calming Sun Cream(SPF50+ PA+++)

Exoderm Ultra-calming Sun Cream calms down skin stimulations through patented ingredients. It is a mixture of Inorganic sunblock and Chemical sunscreen, a type that is softly dabbed on with ample moisture. It is a sun cream that protects the skin.



Exoderm Pure Hydrogel Mask

Exoderm Pure Hydrogel Mask calms down the skin with calming cure ingredients. It is a hypoallergenic hydrogel mask, which supplies moisture and nutrition to the skin without causing any stimulation.

The Origins of Skin Problems

Our skin has self-purification abilities and recovers naturally. Our skin tries to achieve a state of balance, and through an adequate oil and moisture balance, tries to find an optimal system.

However, as time goes by, the provocative outer environment breaks the balance. By attempting a human powered recovery, we lose the foundational power.

Stimulations from the outer environment leads to many skin problems. Many people suffer from many skin problems including redness of skin, dryness of skin, excessive pores, etc.

To provide a fundamental solution to this problem, skin specialist KL Global started off to solve many people's skin problems from the foundation through recovering the skin's self-purification ability.



Our Original Skin is Healthy

To nurture the fundamental power of the skin, KL Global focused on recovering the skin's self-purification ability.

To achieve this, we eliminated unnecessary factors to the maximum level and left only the most important factors, to research with the goal of achieving recovery to the pure skin at its original state.

Based on the understanding of the skin mechanism, skin specialists eliminated provocative factors and left only differentiated formula and technology to complete the solution.

EXODERM PURE HYDROGEL MASK
Starting point_Philosophy

Elimination

We eliminated provocative and unnecessary factors to the skin to the maximum level. We also analyzed what our consumers dislike and promoted improvement.



Preservation

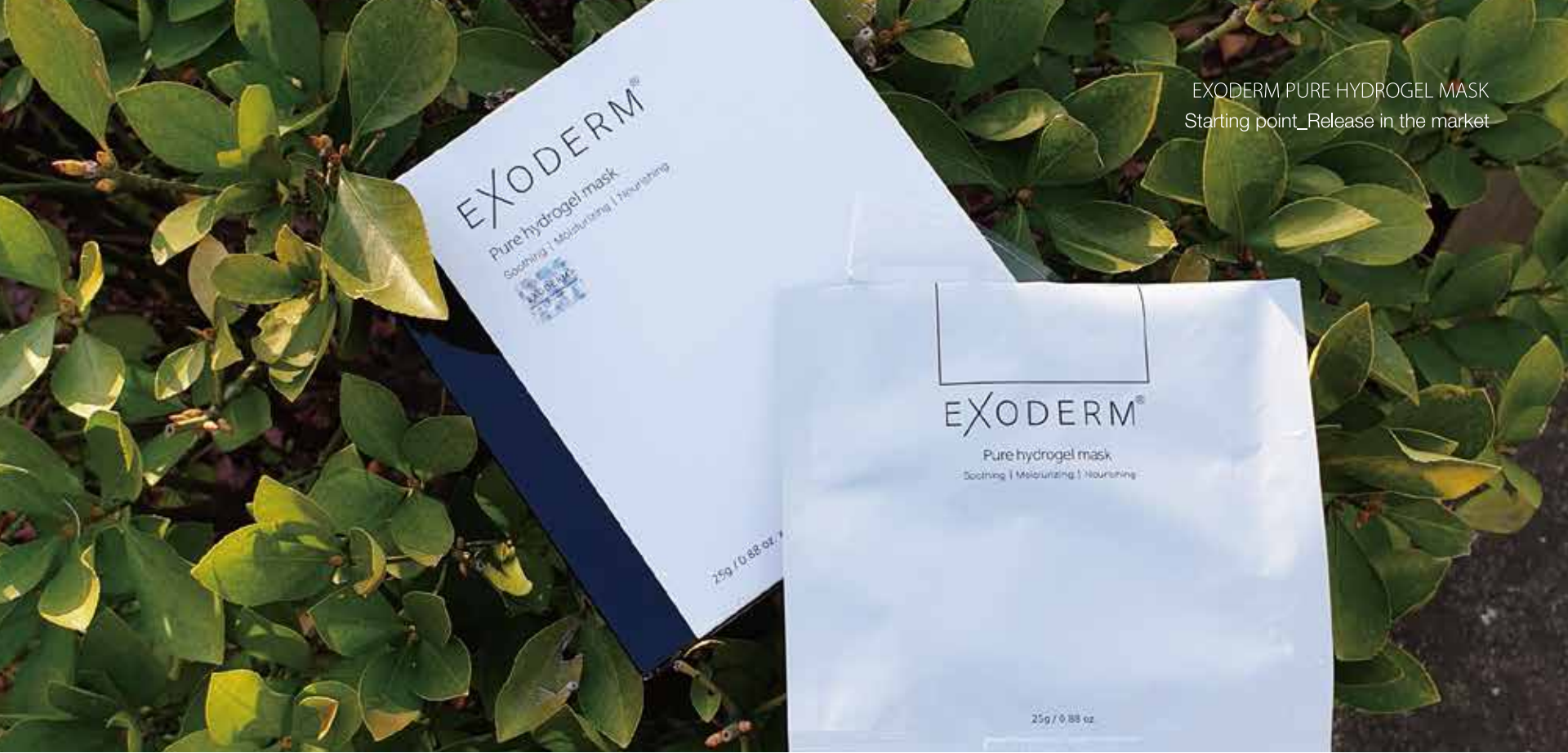
For a fundamental solution, we included only the differentiated active ingredients and focused on the technology to deliver these effectively.



Recovery

We recovered the skin to the healthy skin it was before the balance was broken, and before it was provoked, to the skin of its purest original strengths.





EXODERM PURE HYDROGEL MASK
Starting point_Release in the market

EXODERM Pure Hydrogel Mask

EXODERM Pure Hydrogel Mask eliminates provocative factors, and focuses on skin calming ingredients to nurture the skin to its original pure state.

- No-mesh type, hypoallergenic raw material, convenient usability
- Skin calming care, active ingredient delivery technology
- Cooling care with a transparent hydrogel

#Mask equipped with 3-nones
#Let's recover to pure skin
#Calming cure mask
#It is true, I'm beautiful
#Go back Mask

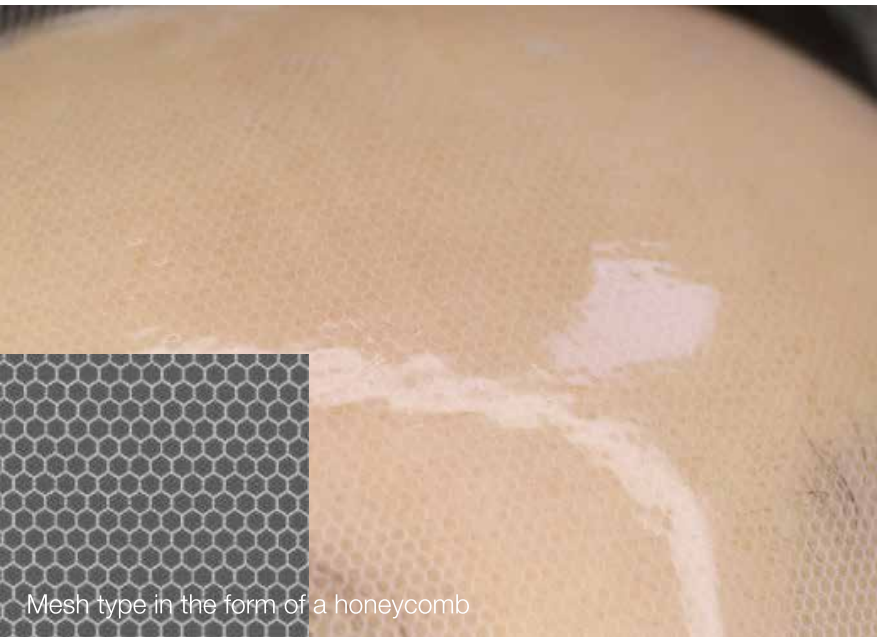
EXODERM Pure Hydrogel Mask eliminated a total of 3 things, including unnecessary ingredients, provocative factors, and onerous usability.

KL'S researchers eliminated ingredients that could be of a burden to the skin and yet a developed a safety tested formula.

Mesh, which could lead to skin trouble, and ingredients leading to skin stimulation were eliminated to prove the product as a hypoallergenic mask. Based on market analysis, we improved the onerous usability customers experienced when using the mask to complete the product.

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Mesh type in the form of a honeycomb

Elimination of Mesh

Hydrogel mask, compared to the previous non-woven mask, has excellent moisture content and adhesion, to be treated as a high-priced mask.

However, the mesh used to maintain the outer appearance of the previous hydrogel mask has been one of the main factors leading to skin trouble from time to time.

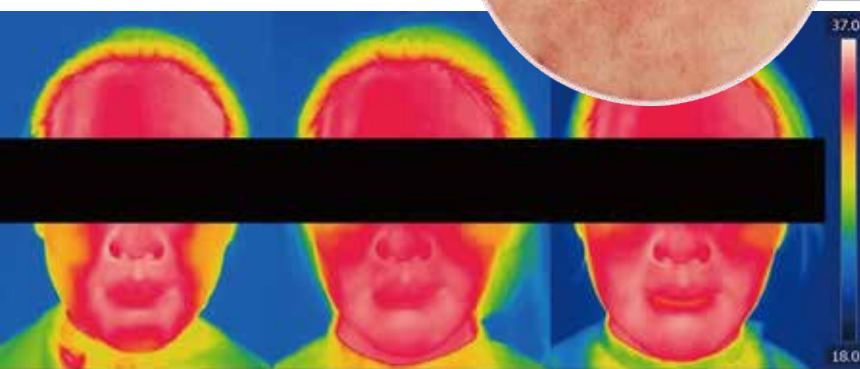
Generally, the support structure is included in the middle of the gel layer to maintain the hydrogel's power of tension and support. This support structure is inserted in the form of mesh, consisting of material such as nylon, polyester, etc.



Pure Hydrogel Mask is a no-mesh type with the mesh eliminated which could provoke the skin. At the same time, we have supplemented the safety of the hydrogel formulation.

The product is consisted of pure hydrogel without any support structure. It is thin, but at the same time, usable without worries of ripping it.

The strength of pure hydrogel is that it maintains the gel's strength and at the same time provides ample solution.



© Amore Pacific proves 'skin change after wearing mask' – Bzzworld

EXODERM PURE HYDROGEL MASK
 ②Elimination_Stimulation

Summary of Clinical test	
Title	"EXODERM PURE HYDROGEL MASK" Skin Provocative Test of Human
Principal Investigator	AMOREPACIFIC
Test Institution	Global Medical Research Center Co., Ltd. 100, Seongnam, Research Center 17th Floor, 307, Daejeon-daero, Gangseo-gu, Seoul, Republic of Korea Global Medical Research Center 1st Floor, 7, Cheongwon-ro, Seodong-gu, Seoul, Republic of Korea Global Medical Research Center 1st Floor, 307, Daejeon-daero, Gangseo-gu, Seoul, Republic of Korea Global Medical Research Center 1st Floor, 41, Yuseong-daero, Yuseong-gu, Seoul, Republic of Korea
Client	AMOREPACIFIC Address: 100, Seongnam, Research Center 17th Floor, 307, Daejeon-daero, Gangseo-gu, Seoul, Republic of Korea
Start period	Started 04. 2022 - Ended 05. 2022
Completed	Completed 05. 2022 - Approved 04. 2022
Period of usage	20 Days (Skin Temperature)
Name of test product	EXODERM PURE HYDROGEL MASK
Participants	10 Healthy men and women 10 Participants completed the test
Method	Procedure: 10 Healthy men/women use the upper face. Apply and wear the mask. To compare the skin results, we measured the skin after 24 hours. The skin results are classified according to the scale.
Conclusion	- The reaction score of "EXODERM PURE HYDROGEL MASK" is 0.02, which is considered to be a non-irritating product.

EXODERM PURE HYDROGEL MASK 18 Harmful Ingredients: FREE

- Triethanolamine
- Trisopropanolamin-e
- Synthetic pigment
- Imidazolidinyl urea
- Isopropyl alcohol
- Sorbic Acid
- Sodium Laureth Sulfate
- BHT
- BHA
- Butyl Methoxydibenzoylmethane
- Benzophenone-3
- Mineral oil
- DMDM Hydantoin
- Diazolidinyl Urea
- Isopropyl Methylphenol
- Triclosan
- Thymol
- Paraben



Reflecting this trend, EXODERM PURE HYDROGEL MASK has eliminated ingredients that lead to skin stimulation to the maximum level.

PURE HYDROGEL MASK completed by using raw material tested for its safety and effectiveness has recently proven itself to be a non-irritant product through a first round of skin stimulation test held by the Global Medical Research enter.

Test institution: Global Medical Research Center, Co., Ltd

Number of people tested: About 30 adults

Test result: EXODERM PURE HYDROGEL MASK, judged to be a non-irritant product

In addition, we eliminated 18 harmful ingredients in cosmetics, so even customers with sensitive skin can use it reassured.

Elimination of Stimulation

According to the thesis 'Effect of face mask on skin characteristics changes during the COVID-19 pandemic' written by the researchers of Amore Pacific recently, it has been confirmed that after wearing the mask, skin temperature goes up, and the U-zone skin area becomes dry with the influence of breathing inside the airtight mask.

Such inducement of skin provocations after wearing the mask has led to an increase in the demand for hypoallergenic cosmetics in the cosmetics market.



Sticky mask with excessive residual feeling

시트마스크의 불편한점은 무엇인가요?

1위	끈적이는 사용감	52.3%
2위	탈락하여 부주에 흘러내림	38.7%
3위	너무 많은 에센스나 열	35.2%
4위	시트지 건조속도가 빨가 들림	27.7%
5위	낮은 흡수력	26.9%
6위	내용분 또는 시트지 성분 때문 피부	15.0%
7위	부적합 대안스시 열	12.8%
8위	기타	1.2%



EXODERM PURE HYDROGEL with excellent adhesion and clean feeling upon usage!



EXODERM PURE HYDROGEL MASK
③ Elimination_Hassle

© AHC Clinic Center announces 'Mask Pack Trend' report – CMN

Elimination of Hassle

However great the cosmetic product may be, if the feedback of customers is not reflected in it and it is too inconvenient for overall usage, leading to discomfort, it is of no great use.

KL improved to the maximum level the factors that customers disliked the most when using the previous mask.

A mask where the essence keeps dripping upon usage, A sticky and burdensome mask where the active ingredients are not absorbed, an uncomfortable mask that keeps slipping down throughout usage, a mask with a thin gel that is ripped easily, etc.....

EXODERM PURE HYDROGEL MASK reflected on these points, and received opinions from the multitude that it absorbs active ingredients well and the residual feeling is clean without any stickiness.

In addition, the gel is thin and flexible, so there is tight adhesion to the facial curve. Since you can't rip it, it is convenient for usage.

EXODERM PURE HYDROGEL MASK
has been eliminated of provocative and unnecessary factors,
to be completed into the optimal hydrogel.

We minimized unnecessary points and left
only the safe ingredients that help the recovery
into a healthy skin, where the researchers' know-how
in the long run are centered upon.

We focused on ingredients helpful for various
skin problems such as dryness, aging, trouble, etc.

We also focused on technology so that
these active ingredients can be delivered
effectively into the insides of the skin

PRESERVATION
a c t i v e



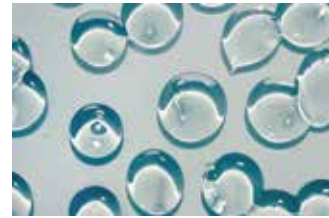
Preservation of active ingredients

In the EXODERM PURE HYDROGEL MASK, active ingredients such as hyaluronic acid, collagen, etc., are included, to restore the skin to a skin full of moisture and strength.

In addition, we help the recovery into the original healthy skin from a skin that became sensitive from outer stimulations by using plant-derived ingredients that help the calming cure.

EXODERM PURE HYDROGEL MASK

① Preservation_Active ingredients



Hyaluronic Acid - Moisturizing

The well-known skin moisturizer hyaluronic acid, based on its ability to draw in moisture more than 1000 times its weight, maintains outer moisturization at the surface of the skin, to protect the skin from outer stimulations.



Hydrolyzed Collagen - Vitality

Hydrolyzed collagen, derived from fish, is absorbed into the skin quickly, to help recover the skin into an ample and powerful skin.



3 types of calming cure - Calming down

Through plant-derived ingredients that help calm down the skin, we care the skin that became sensitive from outer stimulations.

Thus, we calm down the skin that became sensitive from provocations from the outer environment.



EXODERM PURE HYDROGEL MASK

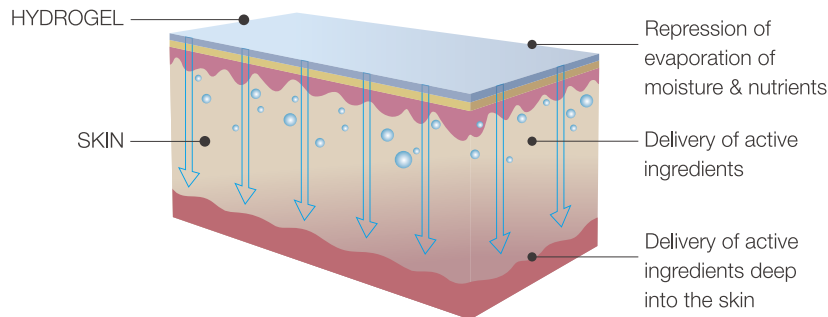
②Preservation_Technology



Preservation of Delivering Technology of Active Ingredients

The central point of cosmetics is to deliver good ingredients with the maximum effectiveness.

Generally, hydrogel mask has an adequate curvature compared to the previous non-woven mask, and the adhesion is evaluated to be more excellent.



Our company's researchers continued to research to deliver the active ingredients into the skin with the maximum effectiveness, and obtained the technology.

EXODERM PURE HYDROGEL MASK is a mask that responds to the skin temperature. It only responds to the skin temperature(36.5) to deliver the active ingredients deep inside the skin.

Pure hydrogel that is based on water-soluble raw material responds to the skin temperature and sticks accordingly to the skin curve to deliver the active ingredients deep inside the skin.

By continuously researching the hydrogel's trait of being torn if too thin and being less adhesive if too thick, we completed the gel of the ideal thickness that is both flexible and excellently adhesive.

By eliminating unnecessary factors,
and through core ingredients and technology,
The completed bio-gel achieves recovery into the balanced original skin.

Children have balanced oil and moisture level and boast a clean and
transparent skin even though they do not use any cosmetic products.

However, the outer environment such as
ultraviolet rays, mask, fine dust, etc., destroys the balance of the skin and
deprives the skin of its self-purification ability.

In order to achieve recovery, the hydrogel, only with the central points
remaining without any unnecessary points, calms down the skin with
focused ingredients on calming cure, and through an excellent cooling system,
recovers the skin's self-purification ability.

RECOVERY
P U R E
S K I N



Recovery with Intensive Calming Cure Ingredients



Calming cure ingredients help calm down the skin which has lost its original power due to the outer environment.

It helps treat problematic skin such as troubled skin, reddened skin, dry skin that does not shine, etc.

Calming cure ingredients are delivered effectively inside the skin to complete a balanced skin system.

1

Centella Asiatica Extract

›Is dubbed tiger grass, and is the ingredient used for treating skin illnesses.

›Calms down the skin that became sensitive and delicate due to outer environment.



1

Houttuynia Cordata Extract

›Soothes skin stimulation to nurture the skin to a clean one.

›Helpful for trouble caring and eases the oily level of the skin.



1

Elm Bark Extract

›Calms down the skin that became sensitive. Helps boost the skin vitality.

›Nurtures the skin to a shiny skin.



***We did not examine the content on the above-mentioned effects due to cosmetics law.



EXODERM PURE HYDROGEL MASK

②Recovery_Heated skin

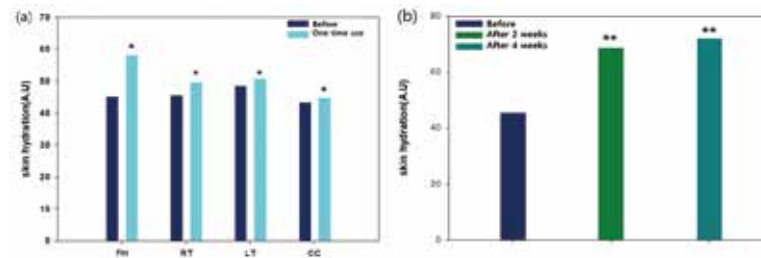


Fig. 1. Skin hydration (a)after one time application (b)after 4 weeks application, (* indicates $p < 0.05$, ** indicates $p < 0.01$)

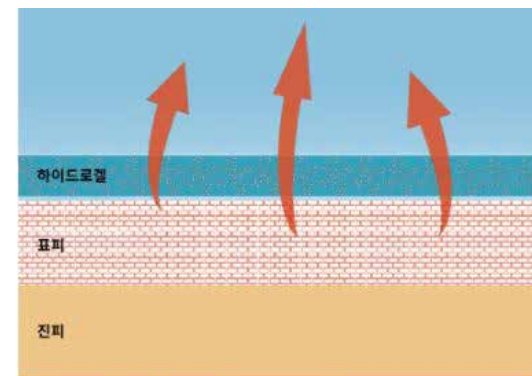


Table 2. Comparison of change in skin tone

Division		Before		after 4 weeks		changes		t	p
		M	SD	M	SD	M	SD		
L*	RT	58.39	1.41	59.64	1.42	1.25	0.85	3.504	0.0006**
	LT	59.44	1.53	60.49	1.56	1.05	0.75	2.961	0.011*

* $p < 0.05$, ** $p < 0.01$

Recovery of Heated Skin

Hydrogel mask, regarding its physical trait, has a flexible and yet soft touch, along with a sense of cooling.

The hydrogel with the sense of cooling, when attached, takes away the heat from the skin surface, to give a skin calming effect and a caring effect for the pore.

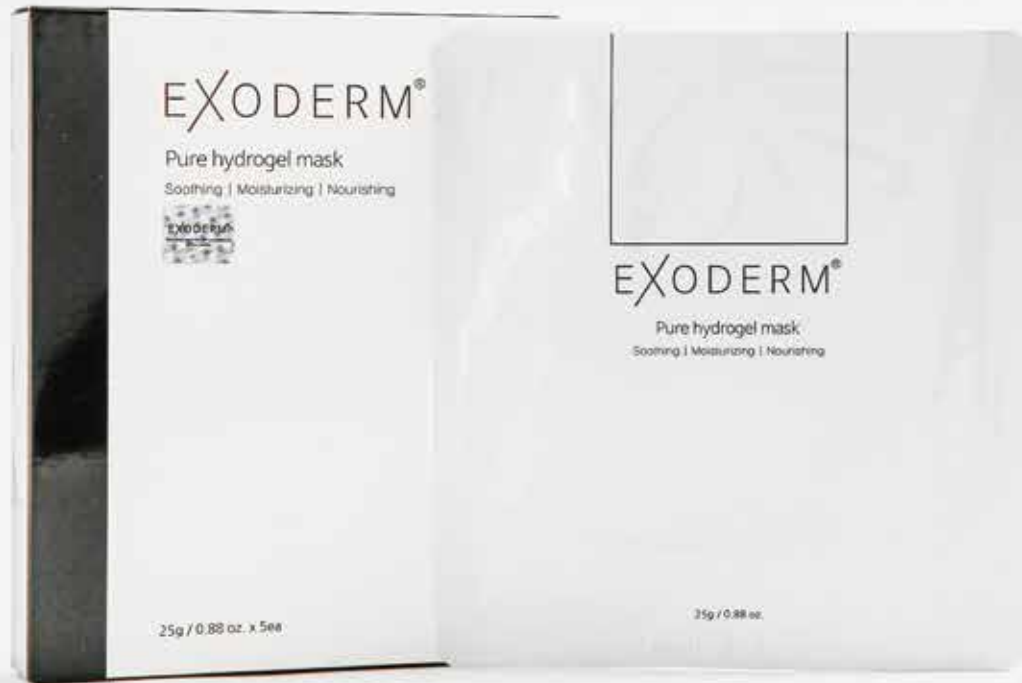
According to the thesis of Soongsil University published in 2020, as a result of examining the skin tone of the left and right cheek after using the hydrogel mask pack for 4 weeks, it was checked that in all cases the skin tone increased.

In this research we conducted final evaluation with the brightness of $L^*a^*b^*$ (L of CIE Lab), the L^* value. The more the L^* value displays the + value, it represents a brighter skin,

Hydrogel has a high level of moisture content, and once attached to the skin, with its sense of cooling, it calms down the heat and provides the moisture essential for recovery, thus allowing the recovery to a healthy skin.

According to the thesis, The hydrogel mask showed very high rate of increase in moisture; 11.3% after its first application and 58.36% after its 4 weeks of application.

© Kwon Hae-jin, Evaluation of Skin Improvement Effect and Usability using the Hydrogel Pack (Professor of Soongsil University Department of Chemical Engineering.)



Name of product: EXODERM PURE HYDROGEL MASK

Capacity: 25g*5EA/1 Box

Date of usage: 3 years from manufactured date(Separately marked on product)

Inquiries: KL Global

Manager phone number: +82-10-9463-4978 / sales@klglobal.co.kr

Customer service center: +82-2-3437-8106

Matters of caution when usage: 1. In case of having side effects such as red rash, swollenness, or itching while using this cosmetic, or in case such symptoms appear by direct sunlight after using it, consult a dermatologist immediately.

2. Do not apply it on the part where you have a scar, eczema or dermatitis.

3. Precautions for treatment and storage

- a) Keep it out of the reach of children
- b) Avoid the place where the direct sunlight is

17 4. Around the eyes, you should avoid the usage of this cosmetic.



HOW TO USE EXODERM PURE HYDROGEL MASK

Unwrap the product, and peel off the film on one side of the mask pack.



Avoid the eyes and the mouth when sticking the upper and lower part of the mask to the entire face, and discard the leftover film.



After about 20-30 minutes, discard the mask sheet.



Sensitive skin caused by mask!
Calm down the skin right away with pure mask!

Redness, acne, pimple!
Skin troubles caused by masks!

Solve this problem with EXODERM PURE HYDROGEL MASK.

This pure hydrogel mask with skin irritation index of 0 calms down the skin with pure calming ingredients and with its excellent sense of cooling, soothes heated skin.



EXODERM PURE HYDROGEL MASK
Conclusion_Photo

