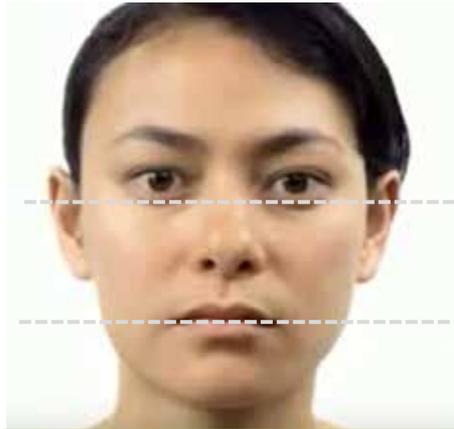


Self-confidence that lasts!

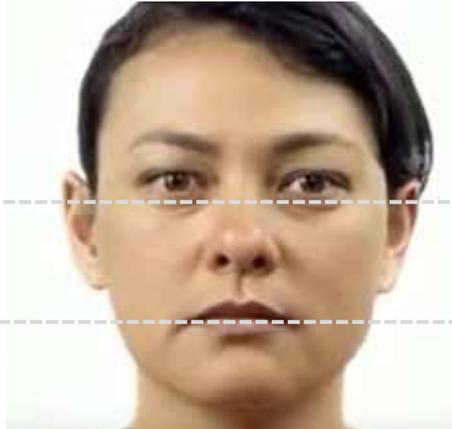
A new anti-aging lifting stick
MAXCLINIC Cirmage Lifting Stick



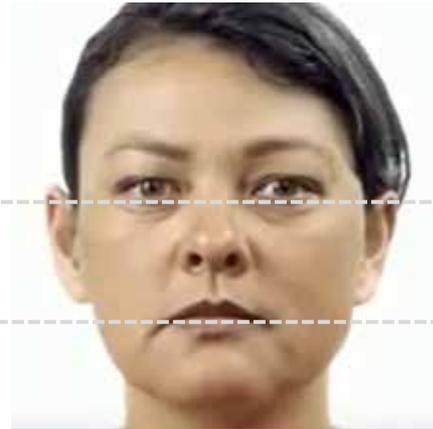
How old does your face look now?



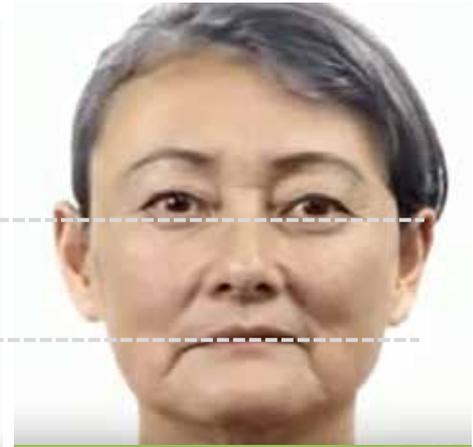
20s



30s



40s



50s

With your skin lifted just **1** mm,
you look **10** years younger!

Development background



Bulldog jowls / Eye bags



Sagging under the jaw



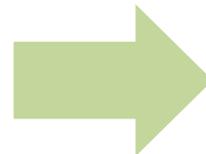
Facial asymmetry



Loose face

- ✓ Sagging skin that comes with aging!
- ✓ Sagging jawline, double chins
- ✓ Eye bags
- ✓ Bulldog jowls, weight gain with age
- ✓ Jaw fat, neck wrinkles
- ✓ Facial asymmetry

Q. "How can I solve skin problems that come with age and gravity? "

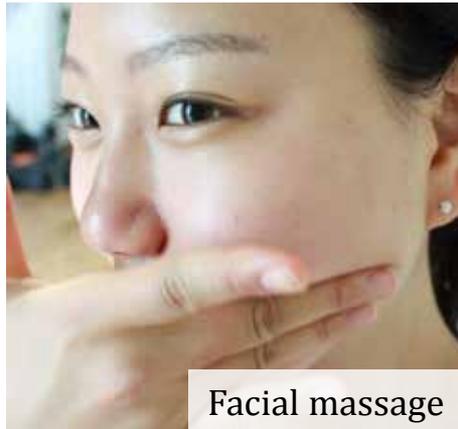


A. "Esthetic shops, dermatology treatment, expensive devices... But...!"

Development background

If one-dimensional lifting care just isn't working for you...

If you'd like to have esthetic lifting care...



**Complicated / Annoying /
Expensive / Abandoned**

Painful, ineffective beauty devices,
Mask sheets without immediate effect,
Expensive esthetic care, hard to schedule



**One night/ One step/ One stick
Done in one
Lifting care!**

Product Characteristics

Korea's first 3-in-1 Gua Sha type

Maxclinic Cirmage Lifting Stick!

Cirmage = Circulation + Massage 'Circulation through massage'

“Gua Sha massage + Ionizer + anti-aging cream” all in one!



Gua Sha massage



Ionizer

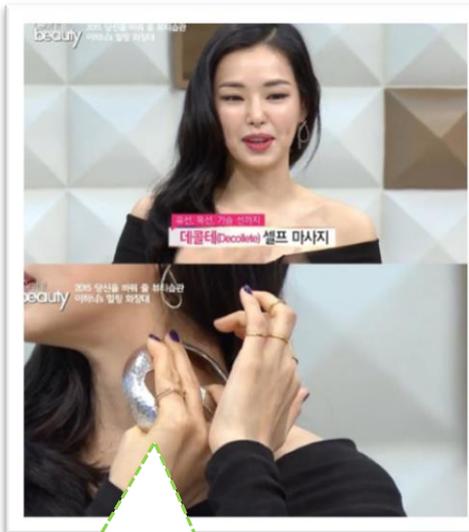


Anti-aging



Cirmage Lifting Stick

The secret of Korean beauty stars, the Gua Sha massage



When filming historical dramas, **Lee Ha-nui** gets Gua Sha care for her forehead and scalp, irritated by heavy hair decoration!



Lee Bon reveals Gua Sha acupressure as the secret to her looks - she looks 20, not 40!



Famous Japanese star **Namie Amuro's** skin care secret - Gua Sha!



Tiffany of Girls' Generation has skin with a great shine and confides that she gets regular Gua Sha facial care...

• What is Gua Sha?

Gua Sha is a combination of "gua", meaning "to scratch", and "sha", meaning "disease". It's a technique with 2000 years of history. By scratching or tapping your skin and muscles with a tool with rounded edges, you can promote circulation and waste removal and increase your body's natural healing ability with this safe technique

Myrthen by Hyejung's Gua Sha lifting massage for entertainers, now as home care!



President Hyejung Park

Experience Myrthen by Hyejung, located in Cheongdam-dong, Korea's beauty industry mecca
An expert therapist with 15 years of experience in face-shrinking lifting lymph node massage

Celebrities Jung Ryeo-won, Jang Yoon-ju, Park Hae-jin, SHINee, Key, EXO, Bae Doona, Oh Yeon-seo, Kim Na-young, Kim Seok-hun, So Yi-hyun, Kim Yeong-cheol, Kim Sook, etc.

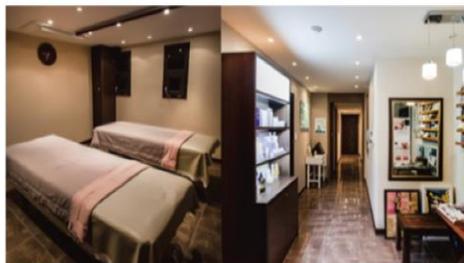
Broadcasts: Get It Beauty, King of Thumbs, SBS Good Morning, I Live Alone, magazines, and plenty more

Q: Why is a facial lifting massage important?

"Massages can stimulate the metabolism because of the physical force used. When we think of massages, we think of flashy expert techniques, **but with daily, simple, consistent self-massages, skin metabolism increases, pulling asymmetrical faces into shape for effective contour care, shrinking the face and making the skin look younger.**"

Q: Why are Gua Sha and lymph node massages important?

Many blood vessels between the muscles and skin are intertwined like a net. **Oxygen and nutrients are supplied through the blood vessels and waste is gathered to be sent to the lymphatic vessels for cleaning, so if circulation isn't smooth, skin becomes dark and lines sag.** I developed my own lifting Gua Sha massage program as home care to lift sagging skin, improve circulation and replenish nutrients, and it contains the know-how of all women concerned about aging to make them look young."



New bonding and lifting to tighten your skin!

1 Gua Sha massage

The firm Gua Sha tool stick adheres to the skin to lift it the instant it's rubbed on. Pressure on the facial muscles helps circulation and removes waste accumulated in the lymphatic glands

2 Absorbent treatment

The esthetic penetrating device and active ingredients maximize quick, in-depth effects. Special care from the end of the forehead to the sagging jaw line and even the difficult neck area.

3 Anti-aging

50 active ingredients including Petit Collagen Complex™, developed independently, Power Bonding Complex™, 17 peptide complexes and collagen ingredients supply special nutrients to skin and help with elasticity, whitening and anti-wrinkle effects as dual functional product



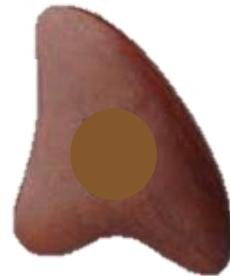
Massage with the Gua Sha shape to exercise your muscles!

The melting Gua Sha stick has a Gua Sha tool's same strength and shape!



- ✓ Korea's first Gua Sha stick design physically lifts while automatically massaging!
** Korea design patent

- ✓ The Gua Sha tool shape stimulates major skin points and lymph nodes for the feeling of a Gua Sha massage
Reaching the maximum



Why have a Gua Sha massage?

With aging, the collagen and elastic fibers responsible for skin elasticity decompose, leaving wrinkles and a sagging face. The Gua Sha tool steadily massages the face and body to prevent this aging to improve skin circulation and remove waste, repairing the lines of sagging skin and helping you look younger.

Just turn and lift! Skin lifting begins!

A strong form for nutrient replenishing and Gua Sha massage effects!

Collagen, peptides, and patented ingredients melt the second they touch your skin

With this turn-to-use stick, you won't get your hands messy!

Easily portable pocket size so you can use it whenever you feel dry!



1 A special shape to fix skin

A simple strong, cohesive form with 50 highly-concentrated active ingredients!



A cluster of nutrients



Adheres to skin and melts for deep absorption



Sets in the direction it's lifted to repair and lift

Gua Sha pulls to fix in place with this shape!

2 Contains special pulling and fixing ingredients!

Lifts and repairs with its ingredients!



Ingredients that tighten and pull sagging skin!

Petit Collagen Complex™

Collagen thread, spider peptide, spiderweb extract

Fixing ingredients! Power Bonding Complex™

Argereline, Syn-Ake, gellan gum

Core ingredients that pull and repair!

17 peptides

(Pepta-Rich Complex™)

Pulling thread and fixing ingredients make healthy, elastic skin

Argeline from Spain's Lipotec
Syncole and Papatymph from Swiss DSM
Borpirin from French Sederma, currently a hot issue

15 patented ingredients

Includes patented ingredients such as cocoon extract, xylitol, noni leaf cell extract for replenishing, skin protection, and collagen

Niacinamide

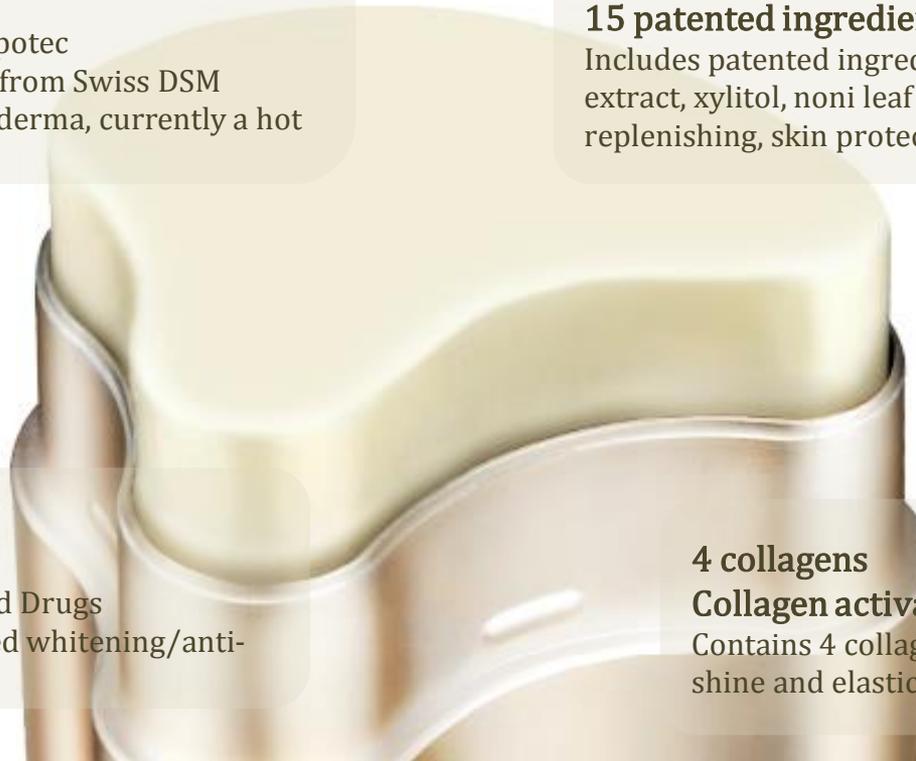
Adenosine

Dual functional Food and Drugs Administration-approved whitening/anti-wrinkle

4 collagens

Collagen activated vitamins

Contains 4 collagens to help restore shine and elasticity within your skin



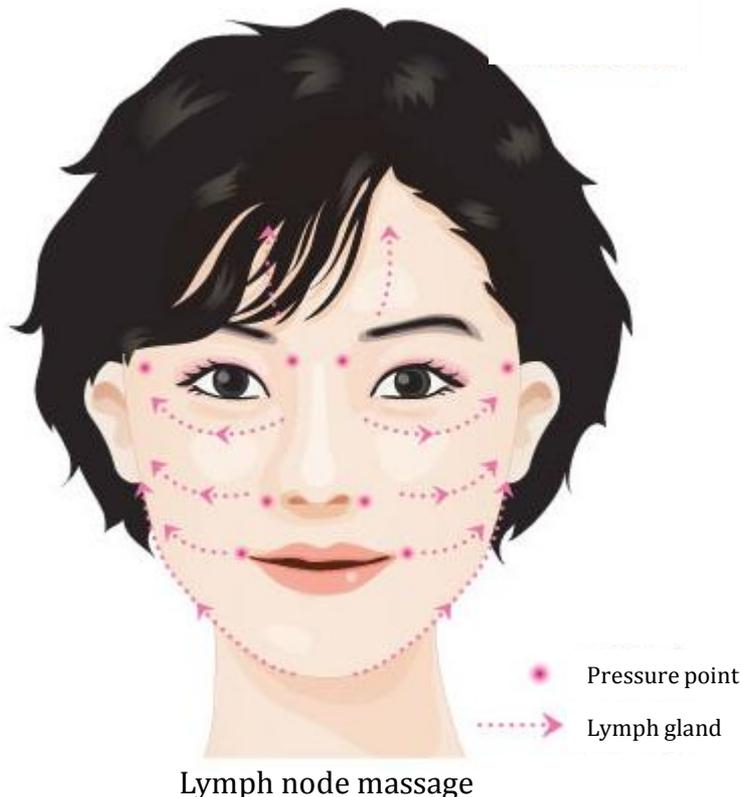
Product Characteristics

Highly-concentrated peptide and collagen ingredients equivalent to 7 bottles of Cirmage anti-aging cream!

**Nutrients from 7 bottles of top-quality anti-aging cream
all in one Cirmage stick!**



Apply light pressure for waste cleansing and facial repair deep into your skin!



01

Acupuncture + lymph node massage effects

Simultaneous massage and nutrient supply with Gua Sha acupuncture and lymph node massage effects for nutrients and better circulation all at once!

02

Gua Sha massage with no separate tool needed

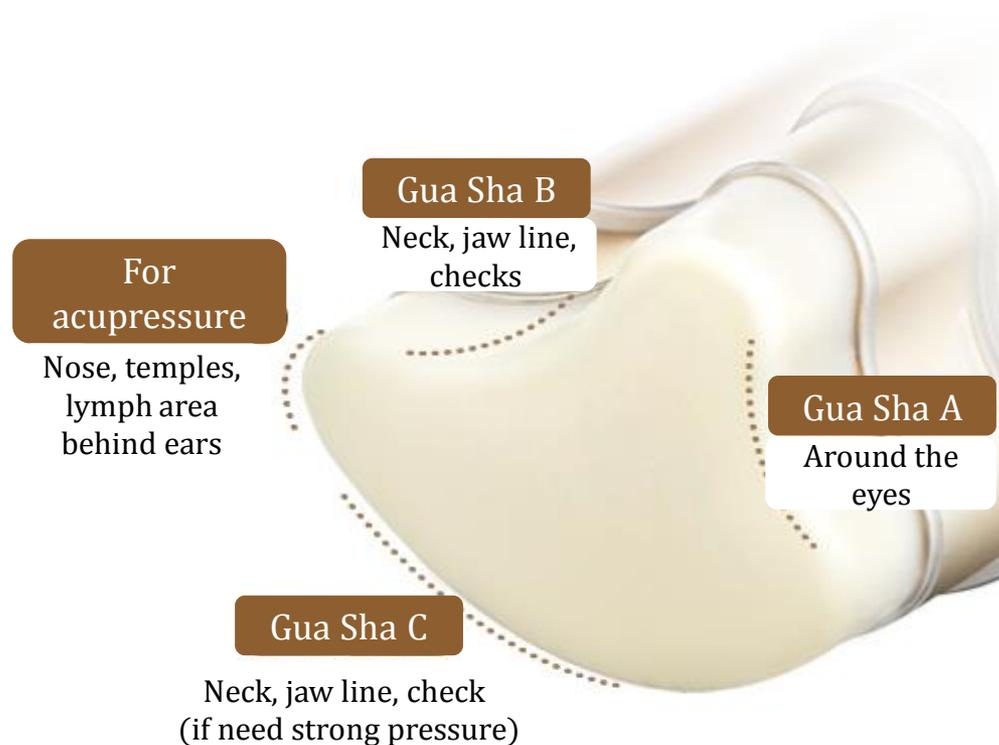
A stick shape with the feeling of acupuncture. Gua Sha massage care that lifts and presses your skin without separate tools or devices.

03

Care for neck wrinkles and face fixing

Easy, convenient care even for difficult neck wrinkles!
Fix facial asymmetry by stimulating points and fascias!
Try for a small face with the golden ratio!

The secret of facial muscle exercise that improves circulation and removes waste!



After arranging your skin's texture, Put the stick's curved surface to your skin to use.

Use B and C for your neck, under your jaw, and cheek areas, and use A for around your eyes and your forehead for greater effects.

The best way to use the stick is to turn it within 1 cm to use.

An easy Gua Sha lifting massage technique with the Cirmage Lifting Stick



Touch B (C) to your skin to lift from under your neck upward and rub on 2-3 times, then press the stick gently on the lymph nodes behind your ears.

Touch B (C) to your skin to lift thick areas under your jaw and follow your jawline to under your ears, rubbing 1-2 times.

Touch B (C) to your skin to lift from the end of your jaw to your temples and rub 1-2 times.

Touch B (C) to your skin to lift from the corner of your mouth to your temples and rub 1-2 times.



Touch B (C) to your skin to lift from the tip of your nose to your temples and rub 1-2 times

Use the edge of A and rub from the front of your eyebrows to your temples and rub 1-2 times.

Touch B (C) to your skin as if flattening the bulges under your eyes on the skin under your eyes and rub 1-2 times.

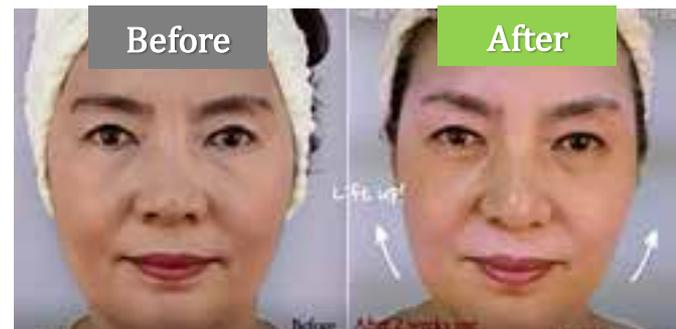
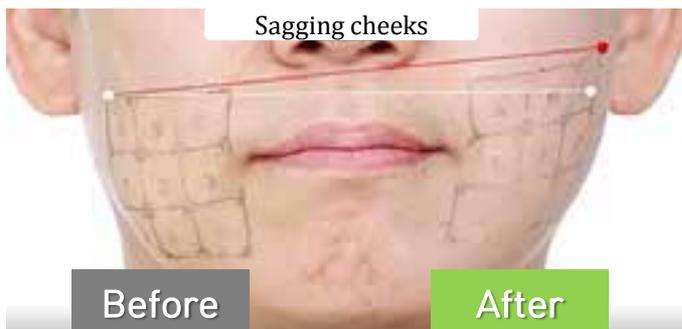
Touch A or use the edge to lift upward from above your eyebrows to your hairline and rub 2-3 times.

Touch A to your skin and smooth from the middle of your hairline to your temples and then gently press on your temples to finish.

Results of Use

Lifting like magic that defies gravity

- ✓ Lifting effects you can immediately see
- ✓ Clinical trials with 8 hours of facial lifting
- ✓ Lift anywhere - your jaw, the middle of your face, or around your eyes



The Cirmage lifting Facebook clip 'A global hot topic in just one week!'

Corporate Facebook

- ✓ 11.3 million searches
- ✓ 70,000 likes, 78,000 comments
- ✓ Our Facebook page got 25,000 likes in just one day! And 70,000 in a week!

Brand shopping mall

- ✓ Our shopping mall, brand site, and English site page servers have gone down 3 times!
- ✓ 700 regular visitors per day → maximum 140,000 in one day
- ✓ Daily inquiries from 46 countries!
- ✓ A hot discussion topic in Thai and Taiwanese broadcast reports

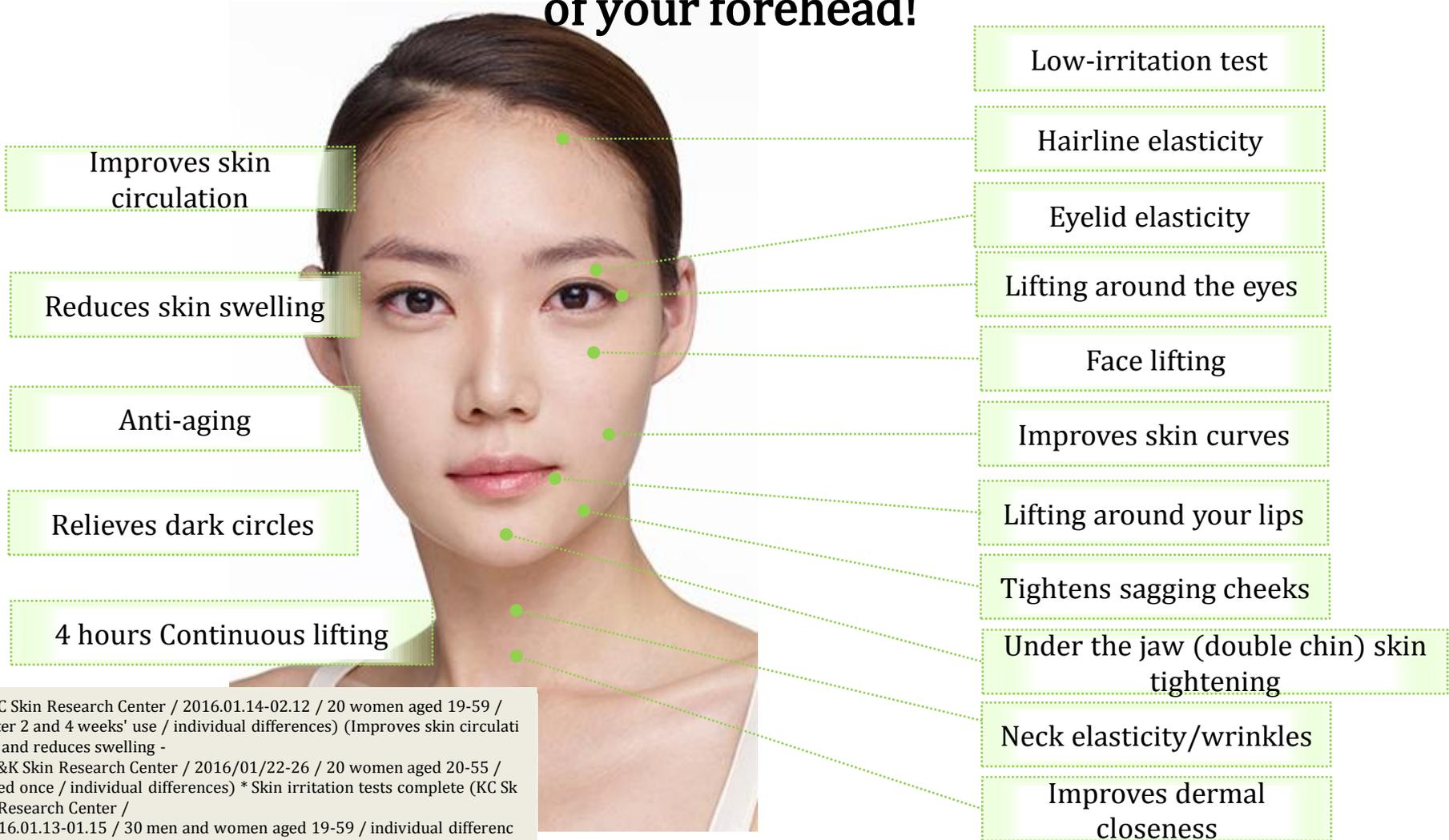
Sales

- ✓ 8000 sets sold in one Hyundai Shopping Mall broadcast - 7 sales per second!
- ✓ 7000 units sold from our online mall in one week after video upload



Facebook Video clip

16 clinically-proven effects from your neck to the top of your forehead!



(KC Skin Research Center / 2016.01.14-02.12 / 20 women aged 19-59 / After 2 and 4 weeks' use / individual differences) (Improves skin circulation and reduces swelling - (P&K Skin Research Center / 2016/01/22-26 / 20 women aged 20-55 / Used once / individual differences) * Skin irritation tests complete (KC Skin Research Center / 2016.01.13-01.15 / 30 men and women aged 19-59 / individual differences)

<p>Dual whitening+wrinkle-alleviating cosmetic</p> 	<p>■ Info</p> <ul style="list-style-type: none"> • Item name Maxclinic Cirmage Lifting Stick • Weight 23g • Sales price 55,000 won • Factory Hankook Cosmetics • Launch date March, 2016 Hyundai Home Shopping 	<p>■ Key message A Gua Sha spa massage and special nutrient care all in one stick! Spa lifting know-how at home!</p> <p>■ Product concept</p> <ol style="list-style-type: none"> 1. A product with a new concept that makes up for the shortcomings of beauty devices that are difficult to manage, not often used, or expensive This all-in-one beauty stick with nutrient/replenishing ingredients presses skin to lift it. 2. The principles of a spa Gua Sha massage in a stick. Allows daily lifting care even at home 3. Use consistently to balance an asymmetric face. 4. Just use the stick with no separate essences or creams after washing your face for massage + skin care effects. Ultra-fast lifting care in just 30 seconds. 5. Each time you apply it, gentle acupressure smoothly removes waste and toxins accumulated in your skin. <p>■ Target customers</p> <ul style="list-style-type: none"> • Women 20 and up worried about skin aging • Women who want a simple beauty device with elasticity • People who don't like using the Lipa Carat or Merbe because of inconvenience <p>■ Specification</p> <ol style="list-style-type: none"> 1) Shape: hard stick 2) Concept ingredients: 15 types of peptides, collagen, at least 10 types of patented ingredients Dual whitening/wrinkle-alleviating cosmetic
<p>■ Key Success Factors</p> <ol style="list-style-type: none"> 1. New melting massage tool! Massage bunched up, sagging muscles to improve circulation from your hairline to your neck A Gua Sha spa massage and special nutrient care with no annoying extra steps, all in one stick! Spa lifting know-how at home! 2. A strong, concentrated shape physically pulls to fix → thread ingredients fill and lift while fixing ingredients fix again → fixing and lifting effects 3. Nutrients + elasticity + reinvigoration + lifting + meridian with no separate beauty devices - all in one simple tool 		

This was a spa care secret just for her A hotel spa private care product for celebrities and VVIPs! Available in Galleria and Lotte Department Store!



Cheongdam Myrten by Hyejung, Q Spa private care program



Hotel spas
Private care, very high prices
Gua Sha beauty stick care!

Hotel spa treatment menu

Instagram

인스타그램 잇아이템!
써마지 리프팅 스틱 구매 인증샷!

마사지와 동시에 고영양 성분이 피부 깊숙이 침투하여
올라내리고 무너진 페이스라인을 끌어올려주는 순간 정착효과!

Woman Chosun, May 2016

비타민 C가 들어 있는 100% 천연의 천연 효능을 가진
페이스라인 케어 스틱

안티에이징과 리프팅 케어를 한 번에

비타민 C가 들어 있는 100% 천연의 천연 효능을 가진
페이스라인 케어 스틱

1. 피부 탄력 증진
2. 피부 보습
3. 피부 미백

Blogger reviews

바이츄 님 <http://blog.naver.com/bychu3174/220707416937> [비로그가기](#)

Before After

제가 비포사진이 없어서 뒤적거리던 중에 몇주전에 피부관련 포스팅하려고
찍어둔거 보고 비교해봤는데 솔직히 저는 맨날 거울 보니까 효과가 있구나라고
뭏느꼈었는데 비포 애프터 사진보니까 미세하게 리프팅된게 보여서 신기했어요!
확실히 뭔가 탄력있어 보이네요!! 사진은 밝기 조정 빼곤 보정 안한건데 이 리프팅
마사지를 진짜 꾸준히 하면 효과 짱일듯해요!

노디에 님 <http://blog.naver.com/bychu3174/220707416937> [비로그가기](#)

Before After

샵에서 마사지 받는건 안감생심인데 집에서
편하게 관리받은 느낌 날 수 있다는게 신기할
따름 입니다. 써마지 리프팅 스틱으로 증착을
거스리는 여자로 거듭나겠습니다^^

낭만소녀 님 <http://blog.naver.com/bychu3174/220707416937> [비로그가기](#)

피부탄력이 떨어지고 있다는 게 느껴지고 있어서인지 크림
하나를 바를 때라도 끌어올려듯 아래에서 위로 바르는 습관을
들이는 중인데요. 사실 그것만으로는 뭔가 부족하다는 느낌이
왔었어요. 그런데 엑스콜라네 써마지 리프팅 스틱은 바로면서
마사지도 되기 때문에 훨씬 더 페이스라인이 정돈된 걸 느낄 수
있었어요. 더 꾸준히 사용하면 효과는 더 좋겠죠. 탄력이
떨어지니 주름도 생기고 페이스라인도 울퉁불퉁해지는건데요~
이렇게 매일매일 집에서 관리해준다면 나이 역주행하는 거
문제 없답니다!

Before After

Appendix

Proven functions

[별지 제10호서식] (양본)

기능성화장품 심사 제외 품목 보고서 [제조]

제조업체 업자	상 호 (주)연연비화	제조업체등록번호	1084	
	상 명	화관석	생년월일	1962.09.20
제조소(장)	소재지	서울특별시 서초구 남부순환로 2453, 3층 (서초동, 연연비화)	전화번호	(02) 526-3240
	제조회사명	(주)한국화장품제조	제조국	대한민국
소재지				충북 음성군 상양면 대성로 547번길 74
보 고 사 항				
제 품 명				락스클러네비화자민프랑스화
효능·효과				별첨
용법·용량				별첨
사용상 주의사항				별첨
효능·효과를 나타내는 원료의 종류 및 재원				별첨
효능·효과를 나타내게 하는 원료의 함량 (약제상대인 경우에는 별도)				별첨
제 품 의 pH				6.5
「화장품법 시행규칙」 제10조제1항 제1호의 기능성화장품	고시한 기준 및 시험방법			
	효능·효과를 나타내게 하는 원료의 규격			
「화장품법 시행규칙」 제10조제1항 제2호의 기능성화장품	이대 심사받은 품목의 제품명	전수연미백주름방		
	이대 심사받은 품목의 심사번호	438	자외선차단지수(SPF)	
「화장품법 시행규칙」 제10조제1항 제2호의 기능성화장품	이대 심사받은 품목의 심사결과 일자일	2015.09.30	자외선차단지수(PA)	
	활성물질공양	해당사항없음		

「화장품법」 제4조 및 같은 법 시행규칙 제10조제2항에 따라 위와 같이 보고합니다.
2016년 02월 22일

보 고 인 안태애 (서명·인·직)

식품의약품안전처장 귀하

첨부서류 : 없음 수 수 료
없음

보고번호 : 2016002453 보고일자 : 2016/02/22

BEYOND ASIAN HUB, TOWARD GLOBAL WORLD

TEST REPORT

주소: 경기도 과천시 과학원로 96 (중랑동)
TEL: 02(2194-0011)
FAX: 02(2654-1006)

신청서번호: TAK-00249 접수 일자: 2016년 02월 15일
 대 표 자: 황관석 시험완료일자: 2016년 02월 20일
 업 계 명: (주)연연비화
 주 소: 서울특별시 서초구 남부순환로 2453, 3층(서초동, 연연비화)

시 료 명: 락스클러네비화자민프랑스화

시험결과

시험항목	단위	시험구분	결과치	시험방법
항산화력 무용성금추출물(갈라부리 인두로서)	%	-	-	0.02: 식품의약품안전처고시 제2015-15호
확인시험	-	-	-	확인됨: 식품의약품안전처고시 제2015-15호
무용성금추출물(갈라부리 인두로서)	%	-	-	0.036: 식품의약품안전처고시 제2015-15호
확인시험	-	-	-	확인됨: 식품의약품안전처고시 제2015-15호

* 용 도 : 계측용(DIOSA형)

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