

Lip Care Duo

PLUM-PINK LIP SHOT & PLUM-PINK LIP SERUM

CELLMULA 

INDEX

1. Product

Development

Background

2. Product Features

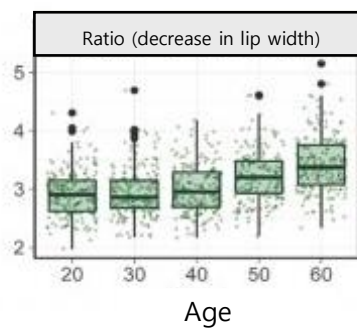
3. Main Ingredients

4. Selling Point

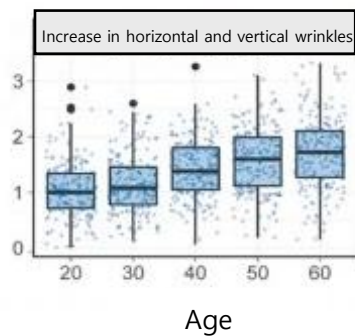


1. Product Development Background

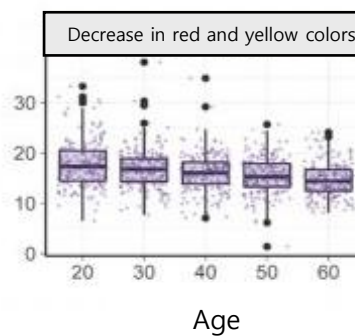
Twenties



Forties



Sixties



Lips:

The area of the face that ages the fastest.

- The lips have a thin stratum corneum and a low amount of melanin, which helps protect the skin from UV rays, making them age more quickly.

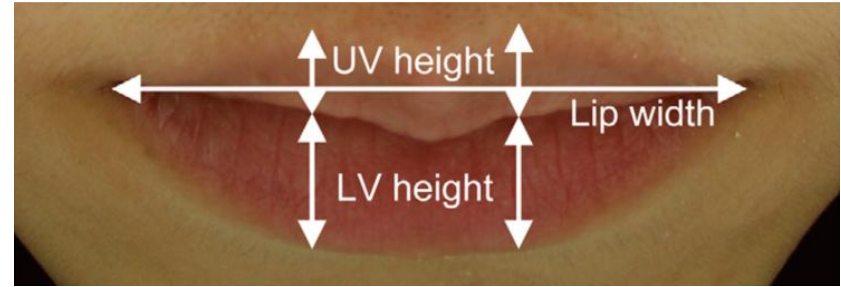
- Recent domestic research has confirmed that as the lips age, a mesh-like pattern of wrinkles develops.

1. Product Development Background

Changes in Lip Shape Due to Aging

*1,000 women aged 20s to 60s

	Twenties	Thirties	Forties	Fifties	Sixties
 Upper Lip thickness	0.6 (cm)	0.61	0.61	0.57	0.52
 Lower lip thickness	1.03	1.02	1.00	0.96	0.91
 Lip length	4.66	4.70	4.74	4.84	4.82
 Lip ratio	2.91	2.94	3.00	3.21	3.42



■ Analysis of Lip Changes According to Age Using Artificial Intelligence Technology

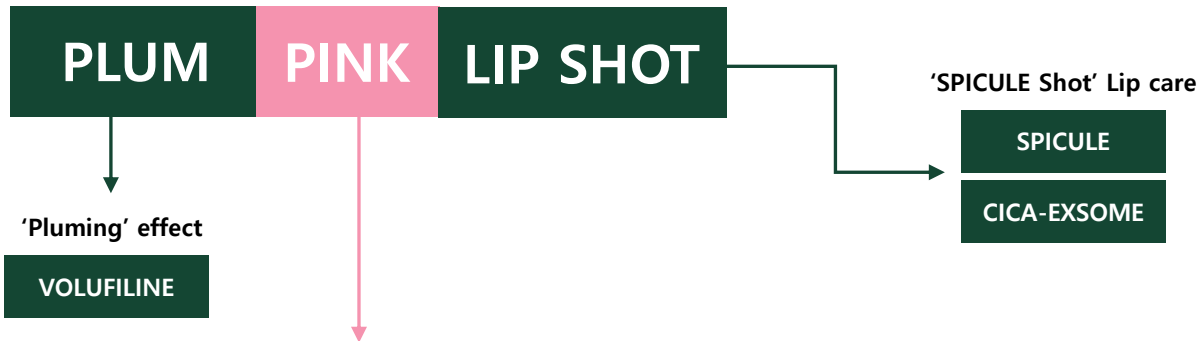
High-resolution photos of the lips of 1,000 South Korean women aged 20 to 69 were used to analyze changes in lip shape, wrinkles, and color according to age.

■ Thinning Lips and Elongated Corners of the Mouth

As age increases, the average thickness of both the upper and lower lips decreases, and the lip length becomes longer (though the range of change is not significant since these are average values). This is due to the fact that, with age, the lips become thinner and longer, and it is believed to be the result of the weakening of the muscles around the lips and the loss of skin elasticity caused by skin aging.

2. Product Features

CELLMULA PLUM-PINK LIP SHOT 10g



'Pink color'

Low-irritation formula with natural pigments
(Eclipta prostrata/ Melia Azadirachta Leaf Extract, Moringa Oleifera Seed Oil)



GlossPlumping #MeltingExosomeLipBalm #SpiculeShot #WrinkleCoverLipBalm #LipTherapy #PinkLipBalm #VolumeLipCare #NightLipCare

► **Concept:** All-Day Lip Balm with multiple functions for healthy lips that define your lip tone
A lip care line from CELLMULA brand that also treats lip aging.

► **Target:** For all ages and genders / Can be used anytime when feeling dryness on the lips, regardless of the season.

► **Main Ingredient :** Spicule (Rejuvenation), Volufiline (Pluming), CICA-Exsome (Treatment), Sunflower Seed Oil(Moisturizer)

► Features

- 1) Contains 'Spicule' with natural regenerative ability to gently exfoliate and smooth the lips.
- 2) Exosomes, the key ingredient in stem cell culture fluid, help heal and maintain healthy lips!
- 3) Contain low-irritation formula: natural pigment, Sunflower Seed Oil * Natural pigment: Eclipta Prostrata Leaf Extract, Melia Azadirachta Leaf Extract, Moringa Oleifera Seed Oil
- 4) A formula with a firm texture adheres closely to the lips, allowing for a delicate and luxurious lip expression.

► **How to use:** Please provide daily nourishment and moisture to your lips. Apply it frequently whenever your lips feel dry. TIP) Before bed, apply a generous amount to your lips, and you'll experience soft and moisturized lips the next day.

2. Product Features CELLMULA PLUM-PINK LIP SERUM 4g

PLUM PINK LIP SERUM

'Pluming' effect

VOLUFLINE

'Unique design'



'SPICULE Shot' Lip care

SPICULE

CICA-EXSOME

#PlumpingLipSerum #LipNutritionsupply #GLOWCARE #LipMoisturizing #LipTreatment #JellyLipGlow #CleanGlow

► **Concept:** A high-performance lip serum that deeply nourishes from the inside, not just a glossy exterior. A lip serum that can even treat lip aging, from the Cellmula brand.

► **Target :** For all ages and genders / Can be used anytime when feeling dryness on the lips, regardless of the season.

► **Main Ingerdient :** Voluflin (Pluming) , CICA-Exsome (Treatment) , Collagen Oil (Moisturizing), Camellia Oil (Nutrition supply)

► Features

- 1) With the VOLUFLINE ingredient that helps improve lip volume, it is excellent for managing lip wrinkles.
- 2) Contains 'Exosome,' the key ingredient from stem cell culture extract, to heal and nourish the lips healthily
- 3) Provides instant elasticity to sagging and thin lips, enhancing the natural beauty of your lips.
- 4) With a smooth, firm texture that adheres tightly to the lips, it provides long-lasting moisture and shine without any stickiness, keeping your lips hydrated and glossy all day.
- 5) A lip serum that nourishes the lips with ingredients like collagen and camellia oil, leaving them healthy and glossy.

► **How to use:** Please provide daily nourishment and moisture to your lips. Apply it frequently whenever your lips feel dry.

3. Main Ingredients



SPICULE

INCI name : Hydrolyzed Sponge



The trending beauty care ingredient, “Natural micro-needles from the sea.”

: A substance made from freshwater sponges harvested from the clear and pristine waters of the Volga River in Russia.

+ Contains specific functional ingredients.

: Zinc Lactate (Anti-inflammatory.), Salicylic Acid (Exfoliating ingredients.)

Effectively reduces the skin's turnover cycle.

1. It has a fine needle-like structure that, when applied to the skin, creates micro-injuries.
2. The micro-injuries stimulate the skin to trigger its natural healing response.
3. New cells are generated, and the production of collagen and elastin is stimulated.
4. It shortens the skin's turnover cycle and improves various skin issues.

It activates metabolism to replenish skin radiance, while the collagen content provides moisturizing and skin elasticity benefits.

- It manages the skin's turnover cycle, promoting exfoliation to improve skin tone and enhance the skin barrier.

3. Main Ingredients



SPICULE

INCI name : Hydrolyzed Sponge

[Main Effect]

1) Inducing skin cell regeneration

The principle of promoting the regeneration of skin cells, which causes the cells to push up the keratin and shed it

2) Exfoliation

Penetrating the dermis layer of the skin to stimulate and enhance microcirculation, promoting skin regeneration and the removal of dead cells and keratin.

3) Improvement of skin texture

Evenly enhancing the skin tone to achieve a uniform complexion.

4) Wrinkle Improvement

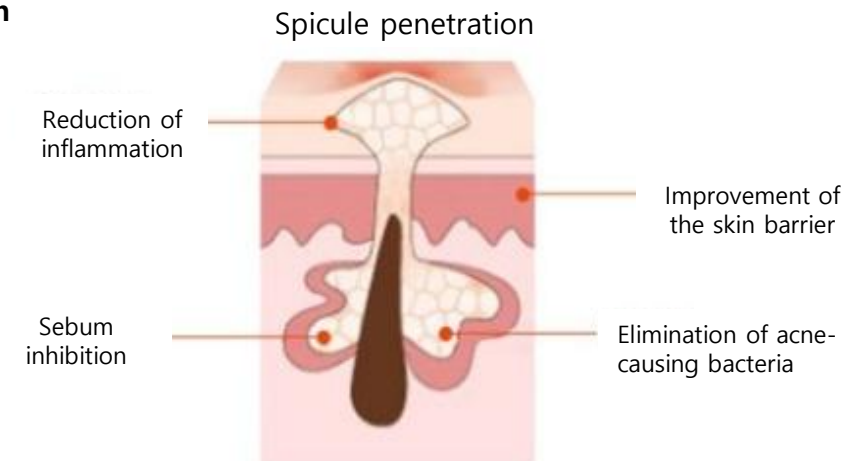
Improving wrinkles by stimulating collagen production through fine stimulation.

5) Sebum control / Improving the causes of acne

Treating the causes of acne to quickly alleviate acne

6) Anti-inflammatory action

Improving blocked capillaries to ensure smooth oxygen supply to the cells



3. Main Ingredients



COLLAGEN

INCI name : Caprylic / Capric Triglyceride
/ Collagen Extract

Essential elements that compose the human body "COLLAGEN "

- Collagen is a fibrous protein that is abundant in connective tissues such as animal bones, cartilage, tendons, ligaments, and skin.

Collagen that helps with skin aging

- Three collagen molecules twist together to form collagen fibers, which bind together to create a strong and resilient skin structure.
- Maintaining skin elasticity and preventing fine lines to care for radiant, youthful skin.
- It has moisturizing effects, preventing dryness and caring for skin to keep it hydrated and radiant.

3. Main Ingredients



Camellia Japonica Seed Oil



Supplying rich nutrients for radiant, glowing skin

- Extracted from the seeds of camellia flowers, this oil is rich in oleic acid, linoleic acid, and palmitic acid, helping to make the skin soft and smooth.

Moisturizing and protecting the skin

- Contains a large amount of oleic acid triglyceride, which is similar to the composition of skin and hair, helping to protect the skin and form a barrier on the surface, improving smooth and glossy skin.

3. Main Ingredients

CICA-Exosome

INCI name : Centella asiatica extract, Butylene Glycol



*Exosome is a key substance (vesicle) secreted by cells, playing a role in delivering beneficial components to other cells in the body.

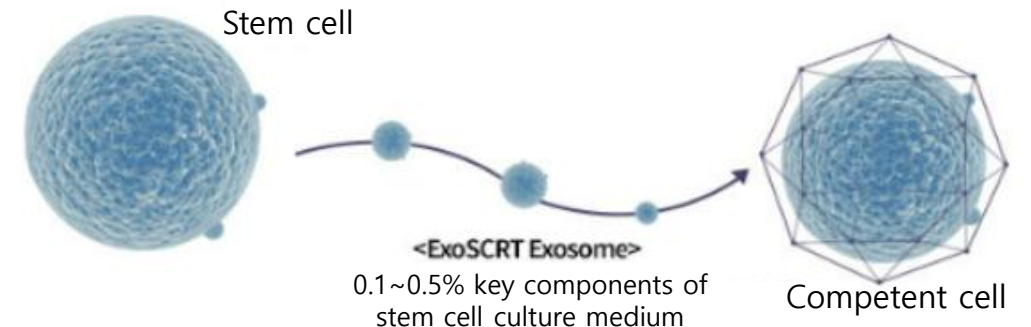
Exosomes, smaller in size than pores, are quickly and easily absorbed

- The size of exosomes is 184-462 times smaller than the size of skin pores, allowing for excellent membrane penetration and enabling easy and rapid absorption.

Delivering the inherent strength of skin cells to promote soothing and skin recovery

- Contains over 70 types of growth factors (EGF, LGF, etc.), coenzymes, proteins, nucleic acids (DNA, mRNA), lipids, vitamins, minerals, and more.

: Transmits information between stem cells and recipient cells, activating cells and promoting collagen formation



3. Main Ingredients



CICA-Exosome

INCI name : Centella asiatica extract, Butylene Glycol

CICA-Exosome

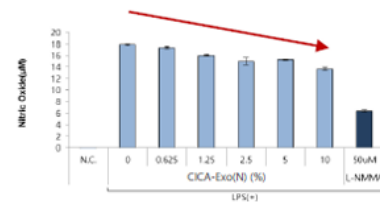
: It provides soothing effects on the skin with anti-inflammatory properties and promotes cell proliferation to aid in skin regeneration.

- It has the feature of reducing inflammation and promoting regeneration, while effectively delivering active ingredients deep into the skin.

- **Brightening and moisturizing**

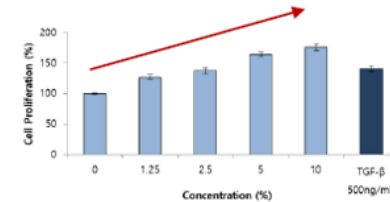
- **Skin regeneration and wrinkle improvement: Promotes skin regeneration and reduces wrinkles by stimulating the production of collagen and elastin.**

Anti-inflammatory, Soothing

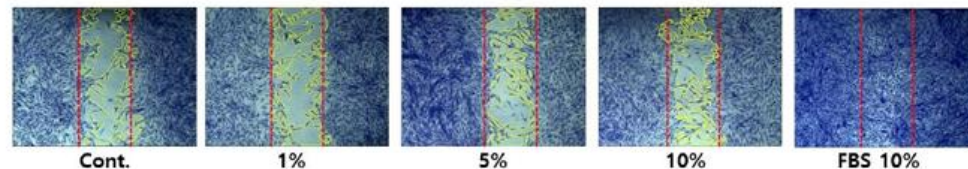


Nitric Oxide inhibition of generation

Cell proliferation



Cell Proliferation promotion of generation



Wound healing process

3. Main Ingredients



VOLUFILINE

INCI name : Anemarrhena Asphodeloides Root Extract,
Hydrogenated Polyisobutene



The remarkable fat-activating effect, often referred to as "Botox applied to the skin"

- A substance extracted from the root of the plant **Anemarrhena Asphodeloides Root Extract**, a non-hormonal ingredient that does not affect hormone balance, making it a fat cell-activating ingredient without side effects.

Powerful full lip care for improving wrinkle areas.

- Derived from plant extracts, it is highly safe and helps promote fat cell proliferation and volume increase.
- It can be applied to various areas such as the breasts, hips, and cheeks, not only filling in sunken lines but also helping to effectively improve deepened wrinkles caused by the atrophy of fat layers.

+ Moisturizing effect :
The effect of promoting skin tissue regeneration and cellular function, helping to improve overall skin health.

4. Selling Point

Clinical Trial Data



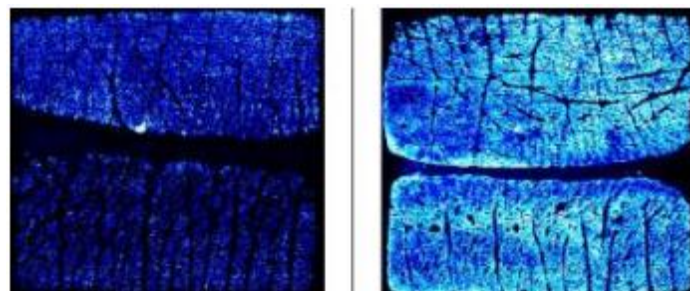
Lip moisturizing / exfoliation / gloss / elasticity / roughness improvement

Improvement in lip skin moisture loss

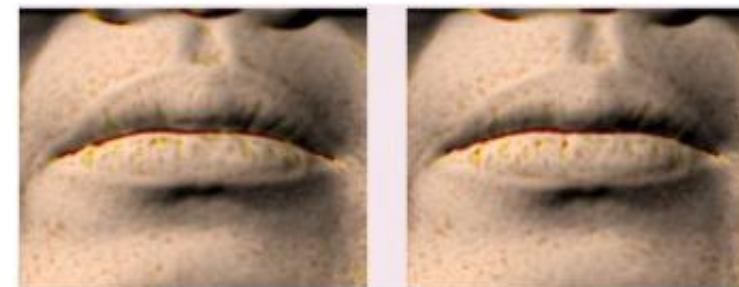
8-hour lip wrinkle coverage / lip volume / long-lasting lip moisture retention

Skin irritation tested

Improvement in lip skin moisture



8-hour lip wrinkle coverage



4. Selling Point

Recommend to

A synergistic lip care completed with the nourishment of exosomes and the delicacy of spicules

A premium lip duo treatment that adds a pinkish vitality with a plumping effect.

A lip care solution that restores the natural color of the lips

A low-irritation premium lip care with 8-hour long-lasting effects, safe for sensitive lips

A plumping effect that provides elasticity to lips that have become wrinkled and thin due to aging

A plumping effect that boosts lip volume, completing a full lip look

CELLMULA

Since 1995 Derma Cosmetic Brand