

식물유래추출물 & 엑소좀

# Plant Callus Extract & Exosome

**Fishwort**



# Nature's shield – Amazing skin defense power of "Fishwort"

- It forms a barrier on the skin to prevent irritation from the external environment.
- It prevents dryness by preventing moisture from escaping from skin surface.
- It traps moisture deep into the skin, making it moisturized.
- It makes the skin clear and clean.

- Scientific name : *Houttuynia cordata*
- Export information : Available for export to China and Japan
- Package size : 1kg

## KEY POINT

#Skin barrier formation #Moisturizing #Whitening

**Vitality that can withstand radiation, a strong skin protection layer made of Fishwort**

The powerful cell-protective ingredients of Fishwort, which have amazing resilience and bloom again even in radiation-damaged areas, protect the skin from the external environment like a natural shield.

**Complete moist skin with deep moisturizing from Fishwort**

The amazing moisture retention ability of Fishwort, which survives even in dry environments, keeps the skin moisturized all day and protects moisture from evaporation.

**Whitening effect of Fishwort provides transparent and bright skin.**

It brightens and cleans dark and dull skin, giving you clear, glass-like skin.

# Nature's shield – Amazing skin defense power of "Fishwort"

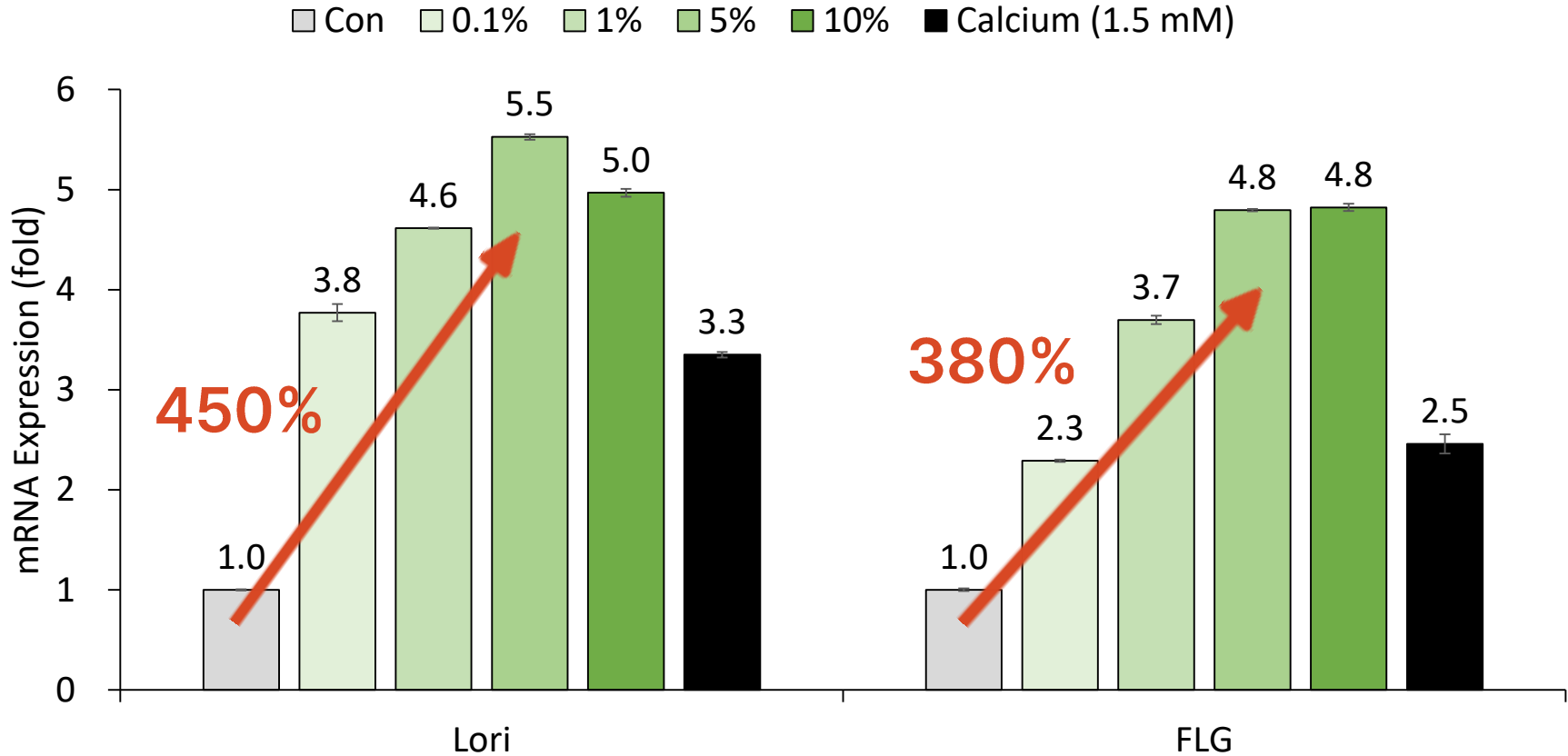
INCI : Houttuynia Cordata Extract

## Cellular efficacy of Fishwort Extract

- Skin barrier reinforcement, Moisturizing, Whitening -

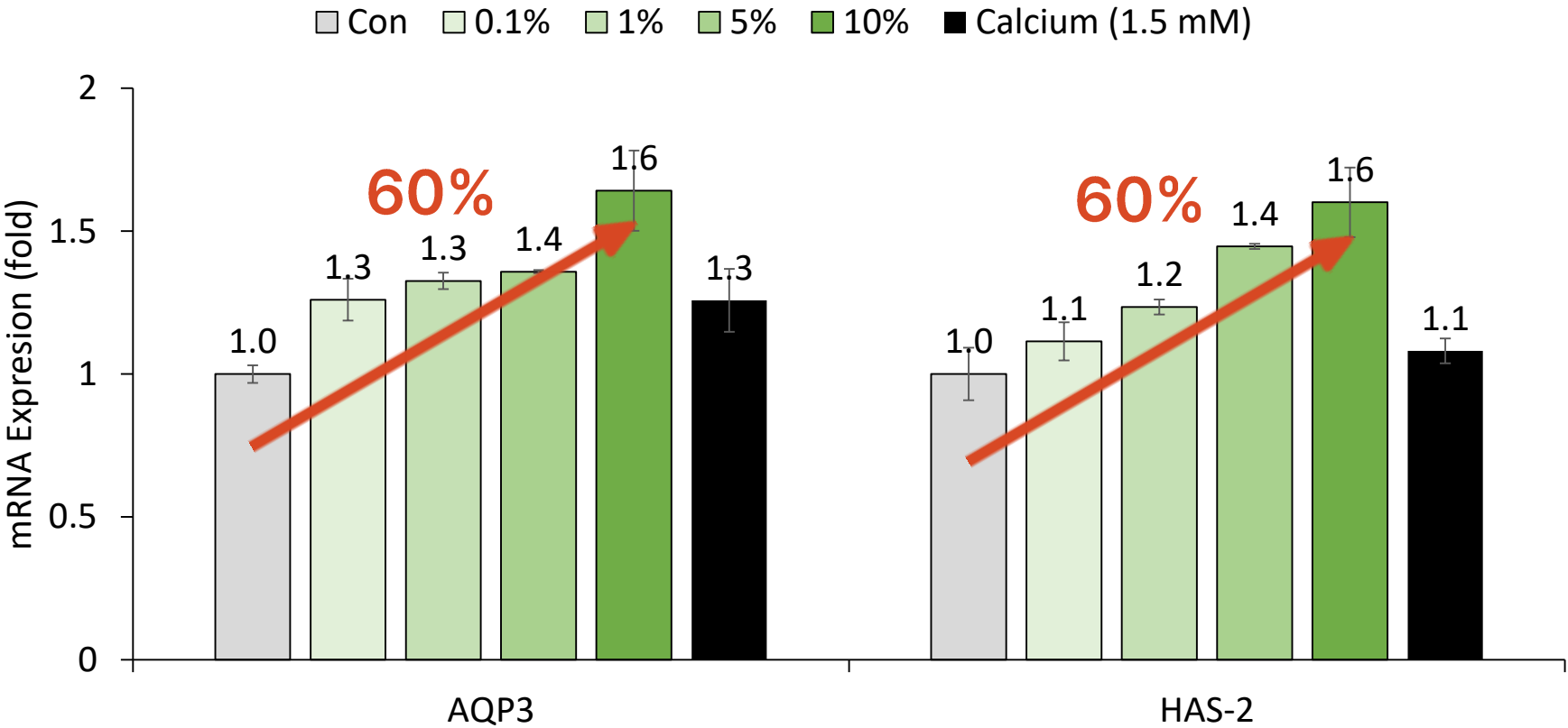
### ■ Skin barrier reinforcement

Fishwort extract increases the expression of skin barrier genes (Lori, FLG) by up to 450%, protecting the skin and preventing moisture loss.



### ■ Moisturizing

Fishwort extract increases the expression of genes (AQP3, HAS-2) involved in skin moisturizing by up to 60%, facilitating the absorption of moisture from the outside of cells into the inside or preserving moisture.



# Nature's shield – Amazing skin defense power of "Fishwort"

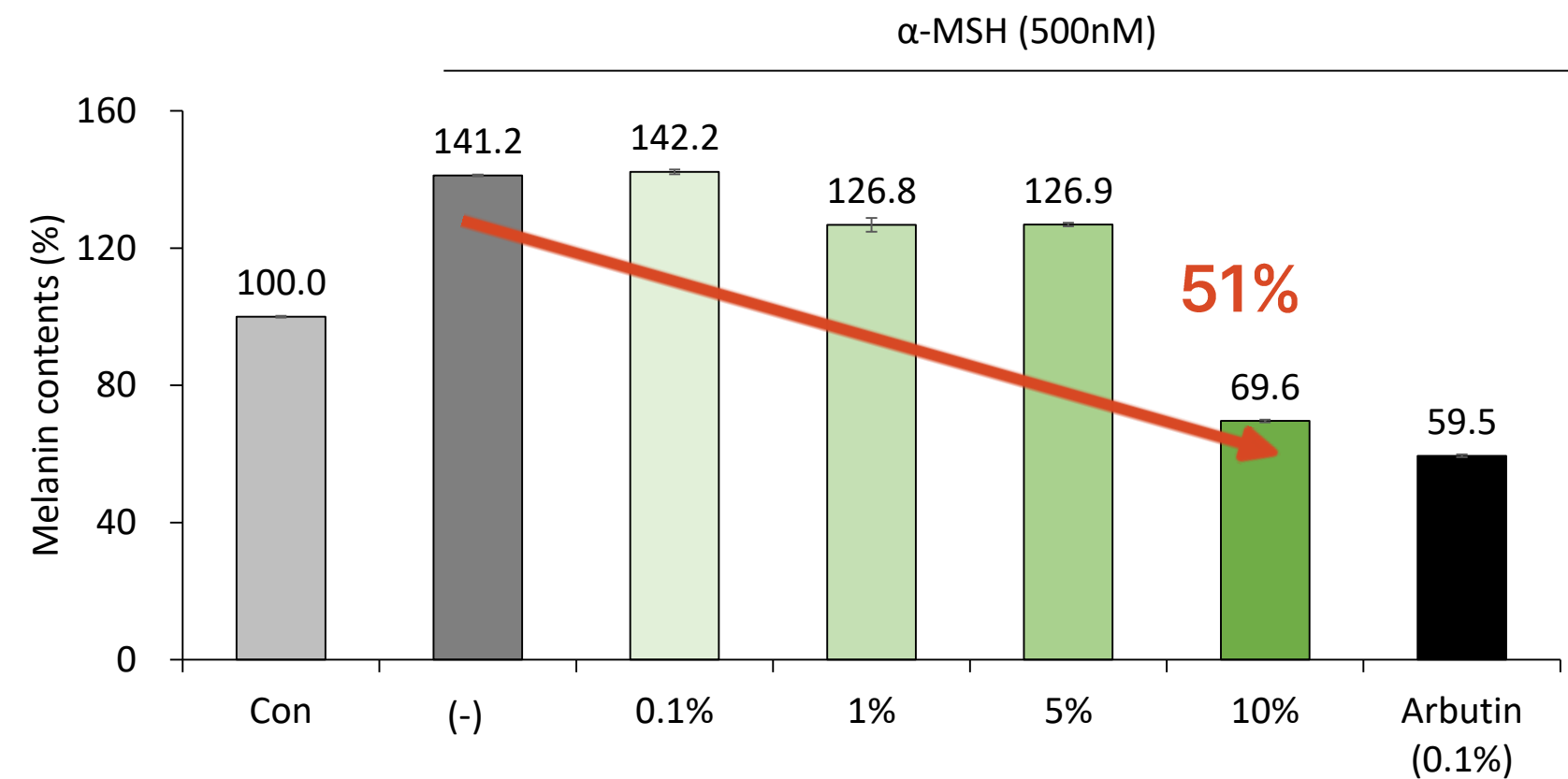
INCI : Houttuynia Cordata Extract

## Cellular efficacy of Fishwort Extract

- Skin barrier reinforcement, Moisturizing, Whitening -

### ■ Whitening

Fishwort extract reduces the synthesis of melanin, the primary cause of pigmentation, by 51%, resulting in brighter and cleaner skin.

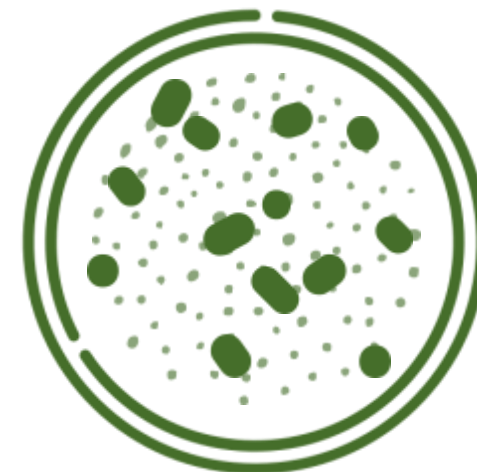


DASAN C&Tech's upgraded natural origin and skin-friendly technology

## "Plant-derived Exosome"

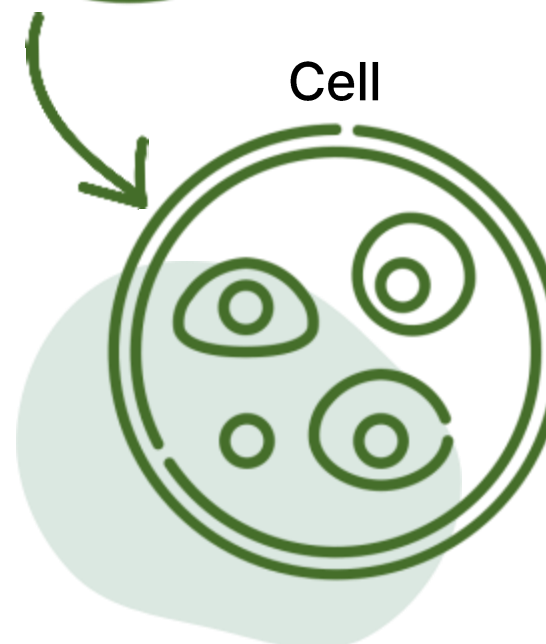
### Reasons for using plant-derived exosomes

Plant-derived exosome



#### ■ Raw materials with intact nutritional content

Unlike existing plant extracts that are extracted by applying heat, exosomes are made by processing the raw material as is, so the various nutrients are preserved without being destroyed and work on the skin.



Cell

#### ■ Increased absorption as a skin-friendly raw materials

Unlike traditional raw materials that struggle to pass through cell membranes and act on them, exosomes have a phospholipid bilayer structure similar to cell membranes, enhancing their penetration and absorption capabilities.

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**"Fishwort Exosome"**

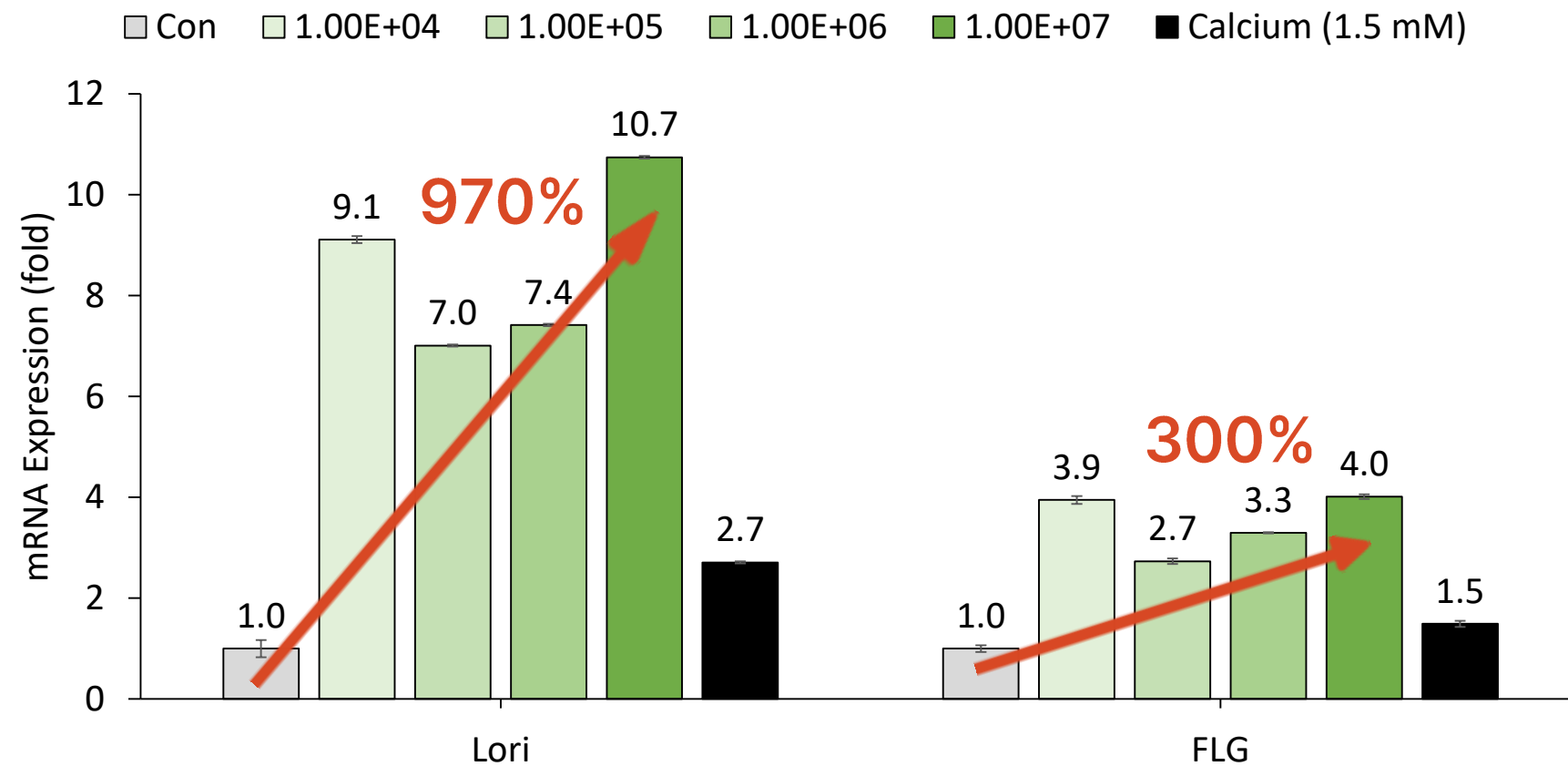
INCI : Houttuynia Cordata Extract

**Cellular efficacy of Fishwort Exosome**

- Skin barrier reinforcement, Moisturizing, Hair loss prevention -

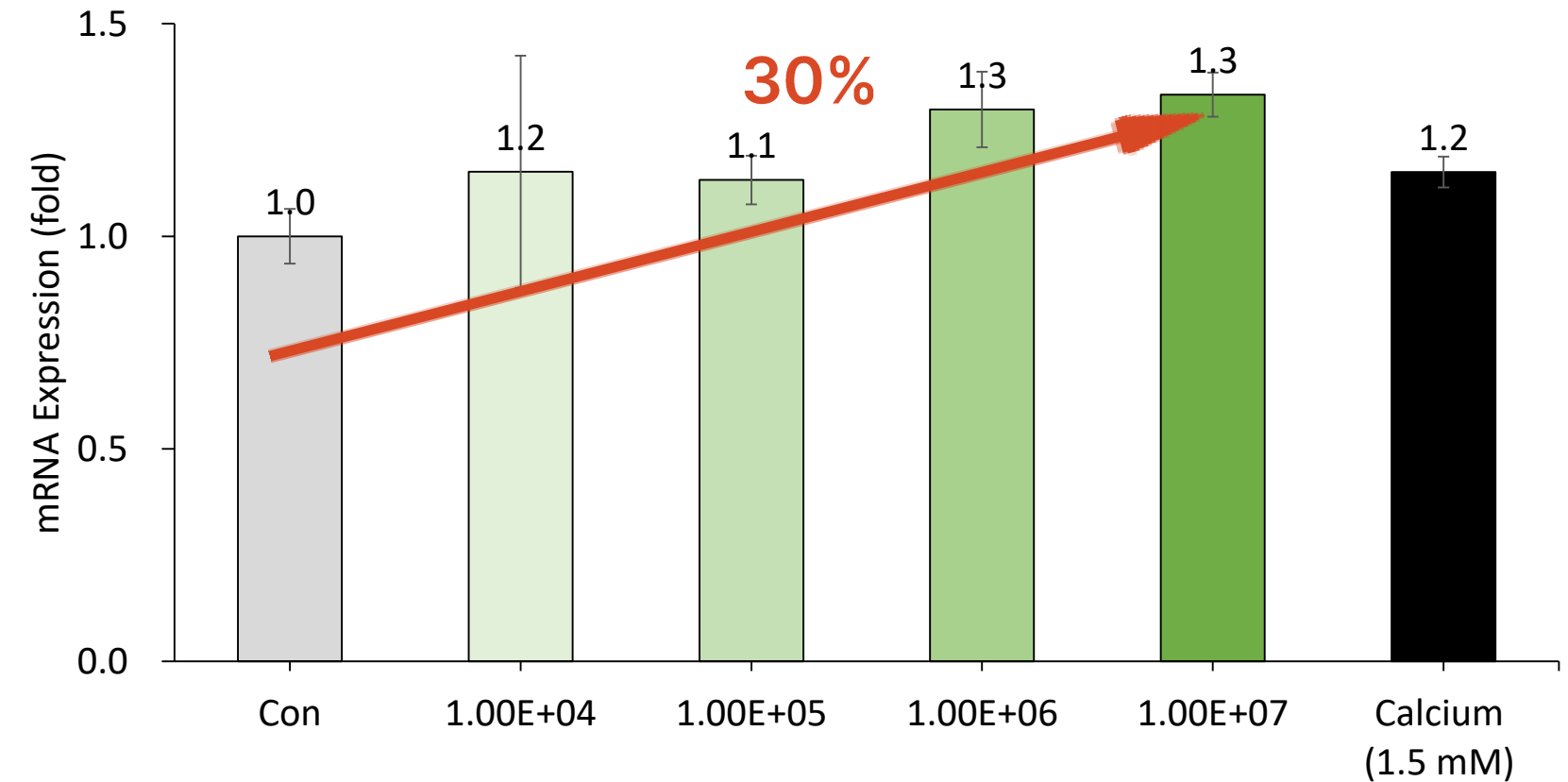
■ Skin barrier reinforcement

Fishwort exosomes increase the expression of skin barrier genes (Lori, FLG) by up to 970%, protecting the skin and preventing moisture loss.



■ Moisturizing

Fishwort exosomes increase the expression of gene (AQP3) for skin moisturizing by up to 30%, helping to absorb moisture from the outside of cells into the inside or preserve moisture.



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# "Fishwort Exosome"

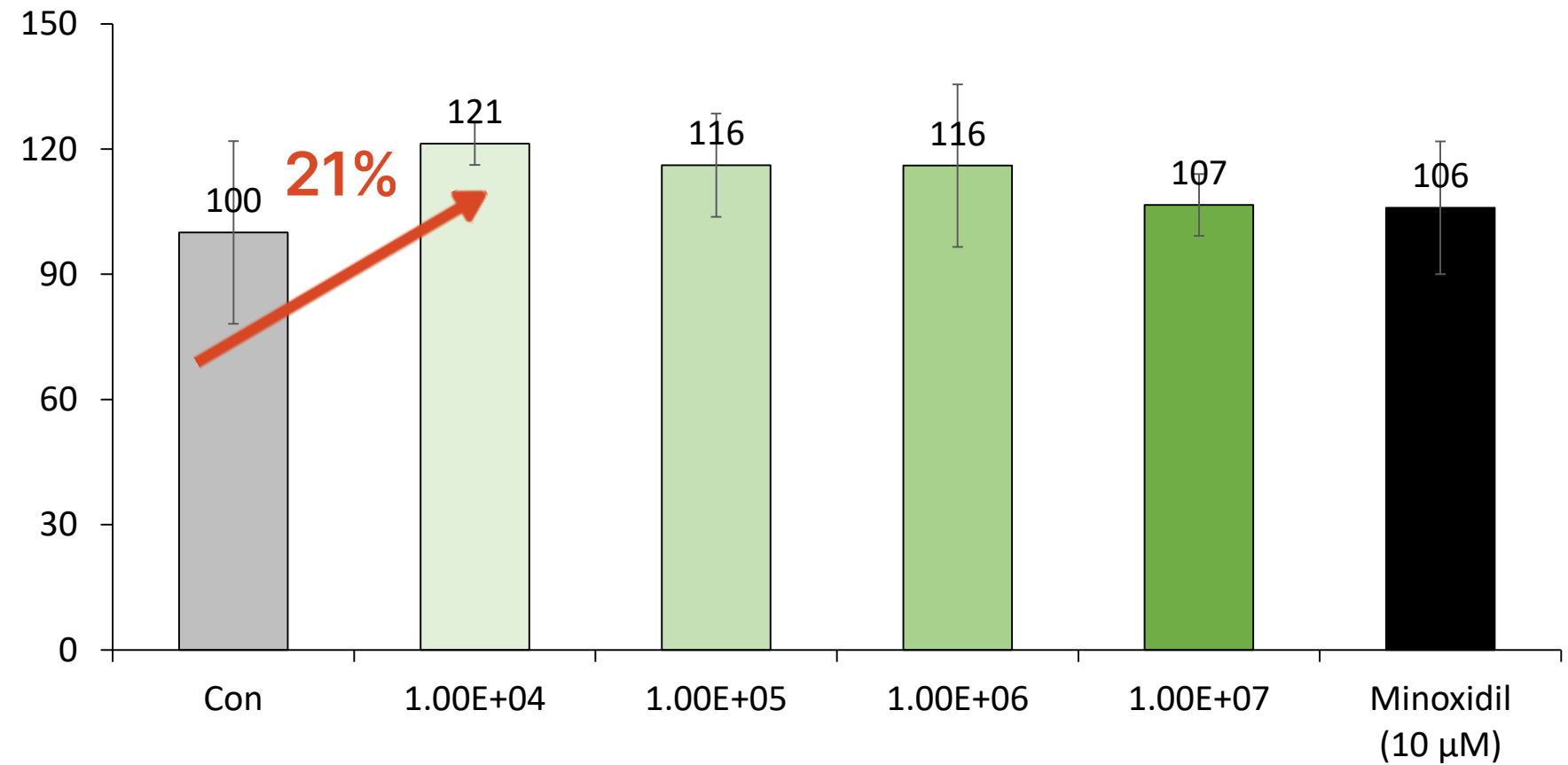
INCI : Houttuynia Cordata Extract

## Cellular efficacy of Fishwort Exosome

- Skin barrier reinforcement, Moisturizing, Hair loss prevention -

### ■ Protection of dermal papilla cells

Fishwort exosomes protect the hair by increasing the proliferation of dermal papilla cells by 21%.



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## CONTACT US

