

CELL IN SHOT
BRAND INTRODUCTION

CELL IN SHOT

CELL ORIGIN SKINCARE

KICK THE HURDLE

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876, Skincare products nowadays

Why are we always switching up our skincare products?



Had an unhappy experience after purchasing a product



Didn't get what was expected



Switched to another brand after an unsatisfied experience

Source: OpenSurvey. (2024). Beauty Trend Report 2024.

KICK THE HURDLE

Only 1% of skincare active ingredients are absorbed by the skin

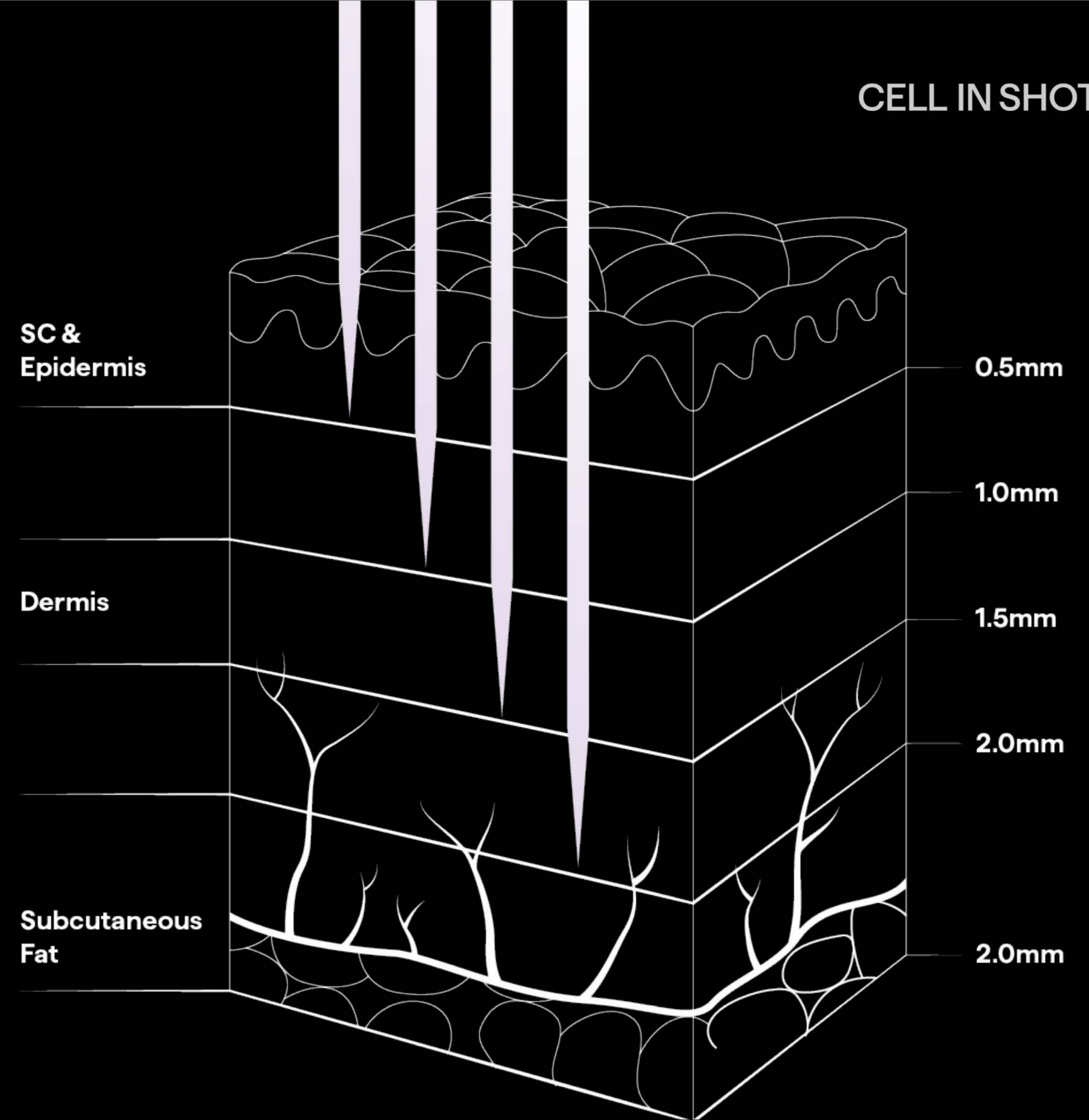
TRUTH

Only 1% of skincare active ingredients are absorbed by the skin

The skin is composed of 0.1 millimeters of epidermis and 1 to 2 millimeters of dermis.

Most skincare active ingredients on the market are 10 times bigger than the size of the skin's pores and stay in the epidermal layer, unable to penetrate the dermis, the core of the skin.

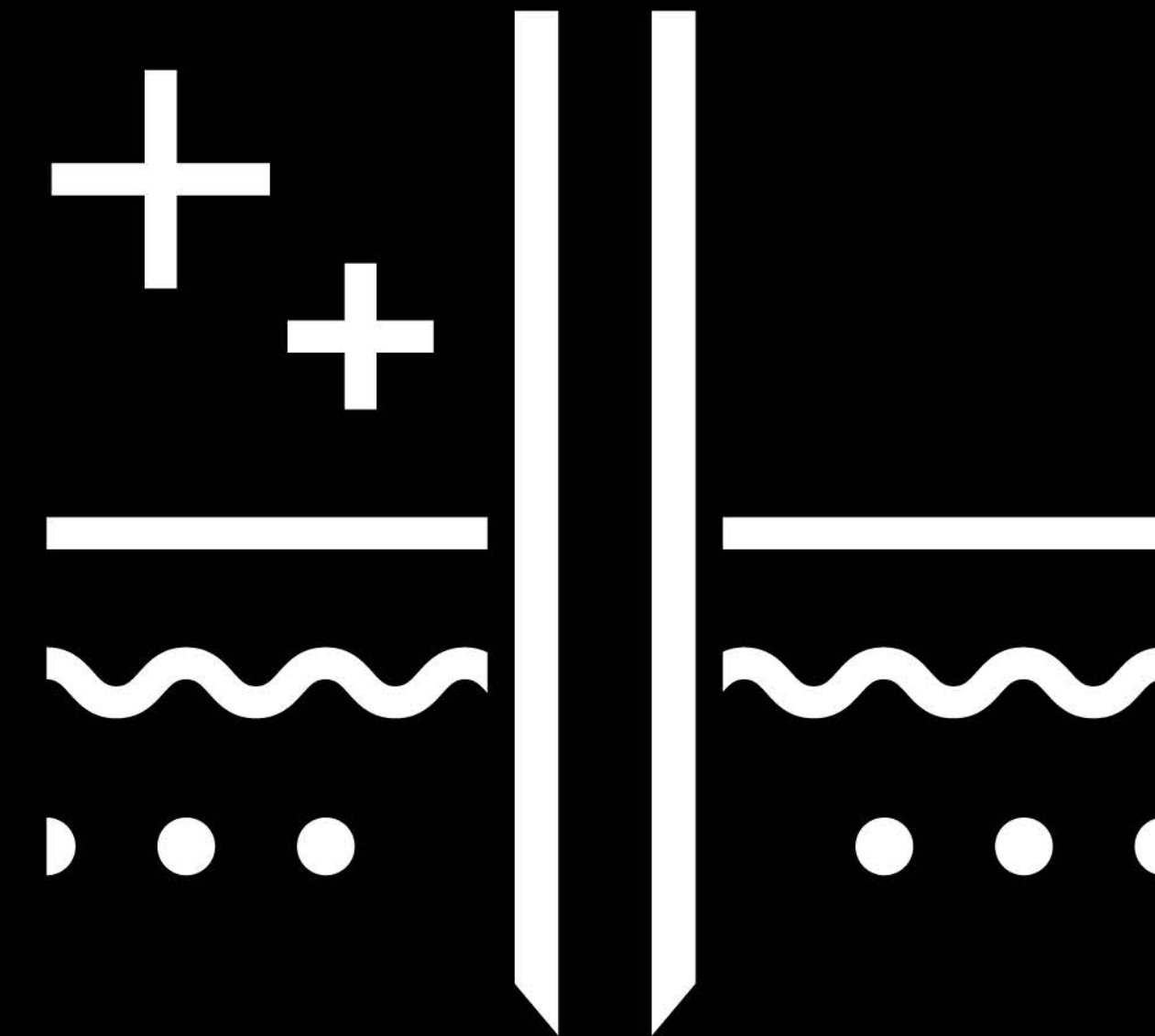
Therefore, measures to increase the absorption of active ingredients are necessary.



PENETRATION

So, CELL IN SHOT studied how active ingredients can penetrate the core layer of the skin.

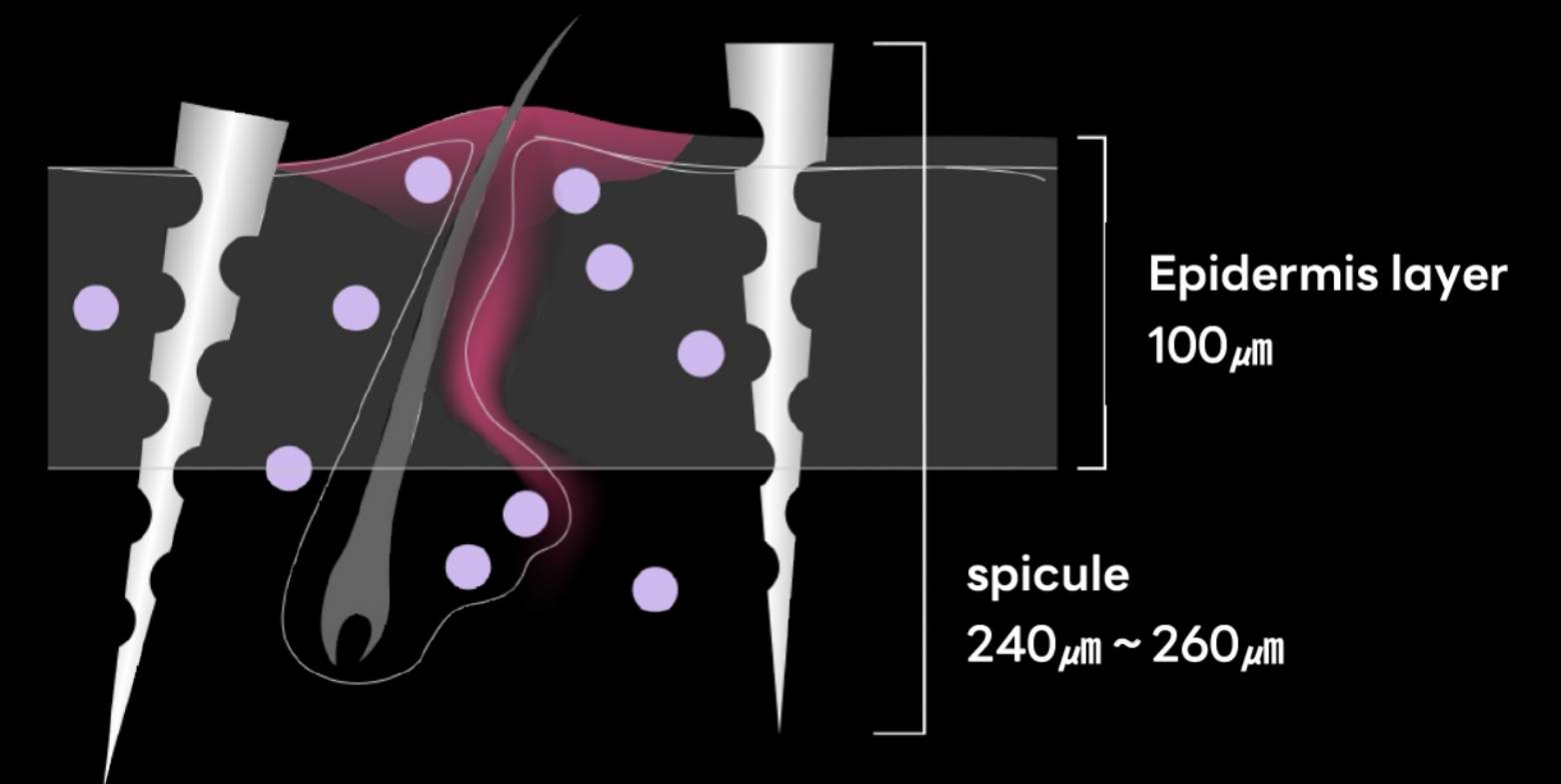
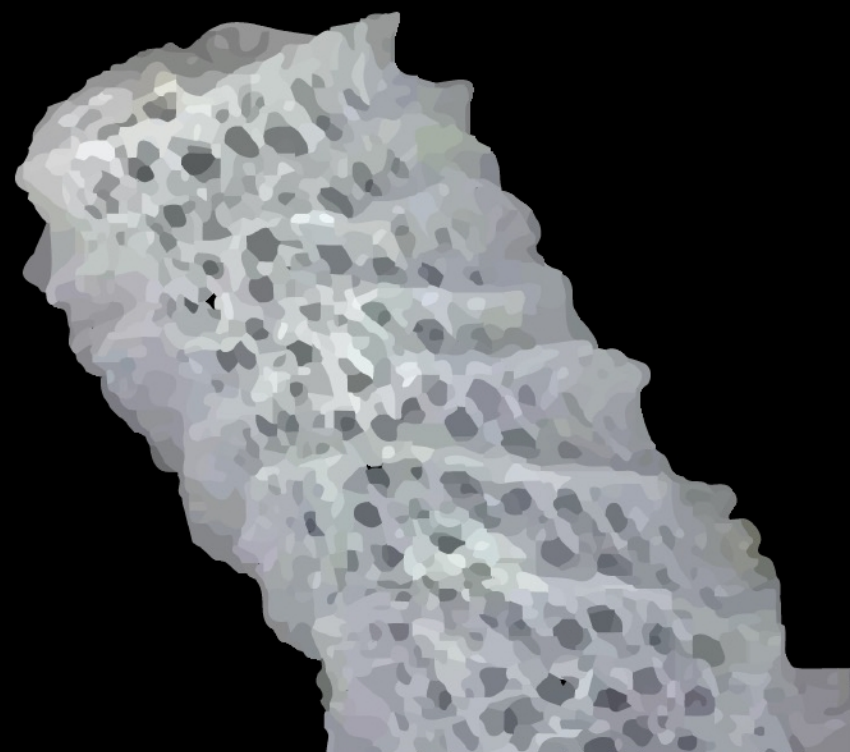
Cell In Core Delivery™ SYSTEM



Cell In Core Delivery™ SYSTEM

Fundamental improvements that start at the core

Cell in shot's original technology that delivers nano-sized liposomized active ingredients to the core layer by filling natural micro-needles called 'spicules' that are smaller than the size of pores. After penetrating the core layer, the active ingredients are dispersed from the core of the skin, leading to fundamental improvement.



SPICULE

Microneedles from Spongila Lacustris, a sponge found in clean oceans, **are 14-16 μ m in size and smaller than pores,** allowing for easy penetration of core species.

CHARGE

Spicules are hollow, porous structured spheres that contain nanoscale liposomalized active substances in their interior space.

DELIVERY

The active ingredient-filled spicule is 240 μ m to 260 μ m long and penetrates the epidermis at a depth of 100 μ m.

The active ingredients diffuse into the core layer through the tip of the spicule needle, causing fundamental skin changes from deep within.

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BRAND ESSENCE

Easy Dermatology for Everyone

TARGET

Women in 2030 who are financially independent and interested in beauty and procedures that go beyond routine skincare

USP

CELL IN SHOT's exclusive original technology, which replaces dermatological treatments

EXPERIENCE

Highly accessible, highly functional, slow-aging solution that delivers a cellular, fundamental skincare experience

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BOTUL SHOT

Botox for daily skin

BOTUL SHOT is the main product of CELL IN SHOT with Cell In Core Delivery™ SYSTEM.

It liposomizes real botulinum-derived peptides with high molecular weight, changes them to nano-size, and fills them into naturally occurring micro-needles to maximize skin firming, lifting, and wrinkle reduction efficacy from the core layer.

Line-up BOTUL SHOT 100 / BOTUL SHOT 300 / BOTUL SHOT 700

Keywords Skin Firming, Pore Shrinking, Anti-Wrinkle, Skin Turn-over

Key ingredients BOP SOME (botulinum-derived peptides)
Adenosine
Niacinamide
Cica (Centella Asiatica Extract)
8 kinds of Hyaluronic Acid

Size 50ml / 30ml



BOTUL SHOT

Botox for daily skin

Product name	BOTUL SHOT 100	BOTUL SHOT 300	BOTUL SHOT 700
Number of needles	112,500 shot	225,000 shot	675,000 shot
Clinical trial results	<p>[Immediately after one usage]</p> <ul style="list-style-type: none"> - The absorption rate rose by 38.99% - Absorption rate and depth increased by 113.35% <p>[After two weeks of usage]</p> <ul style="list-style-type: none"> - Hypoallergenic Tested - Suitable for sensitive skin - Double elasticity enhancement (superficial elasticity 2.52%, deep elasticity 3.69%) - Facial (cheek) lifting has improved by 6.9% - Improved skin texture - Pore area improved by 14.73% - Vertical pores improved by 6.85% - Dead skin cell turn-over improved by 14.22% 	<p>[Immediately after one usage]</p> <ul style="list-style-type: none"> - The absorption rate rose by 70% - Absorption rate and depth increased by 157.14% <p>[After two weeks of usage]</p> <ul style="list-style-type: none"> - Hypoallergenic Tested - Double elasticity enhancement (superficial elasticity 3.13%, deep elasticity 4.66%) - Facial (cheek) lifting has improved by 7.11% - Improved skin texture - Pore area improved by 16.05% - Vertical pores improved by 8.34% - Reduce dark spots and pigmentation by 23.42% 	<p>[Immediately after one usage]</p> <ul style="list-style-type: none"> - The absorption rate rose by 38.99% - Absorption rate and depth increased by 113.35% <p>[After two weeks of usage]</p> <ul style="list-style-type: none"> - Hypoallergenic Tested - Double elasticity enhancement (superficial elasticity 2.52%, deep elasticity 3.69%) - Facial (cheek) lifting has improved by 7.11% - Improved skin texture - Dead skin cell turn-over improved by 17.56% - Wrinkle reduction (glabellar, crow's feet, under-eye, nasolabial folds)

TX GLUTA SHOT

Daily White Jade Injections

TX GLUTA SHOT uses the Cell In Core Delivery™ SYSTEM to liposome TRANECGLUTA, a combination of whitening ingredients Tranexamic Acid and Glutathione, into nano-sized particles and charge them into naturally derived micro-needles. This improves melanin reduction and strengthens the skin's natural exfoliation power, resulting in rapid reduction of all dark spots from deep to dark spots for brighter skin.

Keywords Antioxidant, whitening, improvement of melasma, improvement of dark spots.

Key ingredients TRANECGLUTA (Tranexamic Acid + Glutathione)
Adenosine
Niacinamide
Cica (Centella Asiatica Extract)
8 kinds of Hyaluronic Acid
Ceramide

Size 50ml



TX GLUTA SHOT

Daily White Jade Injections

Product name TX GLUTA SHOT

Number of needles 112,500 shot

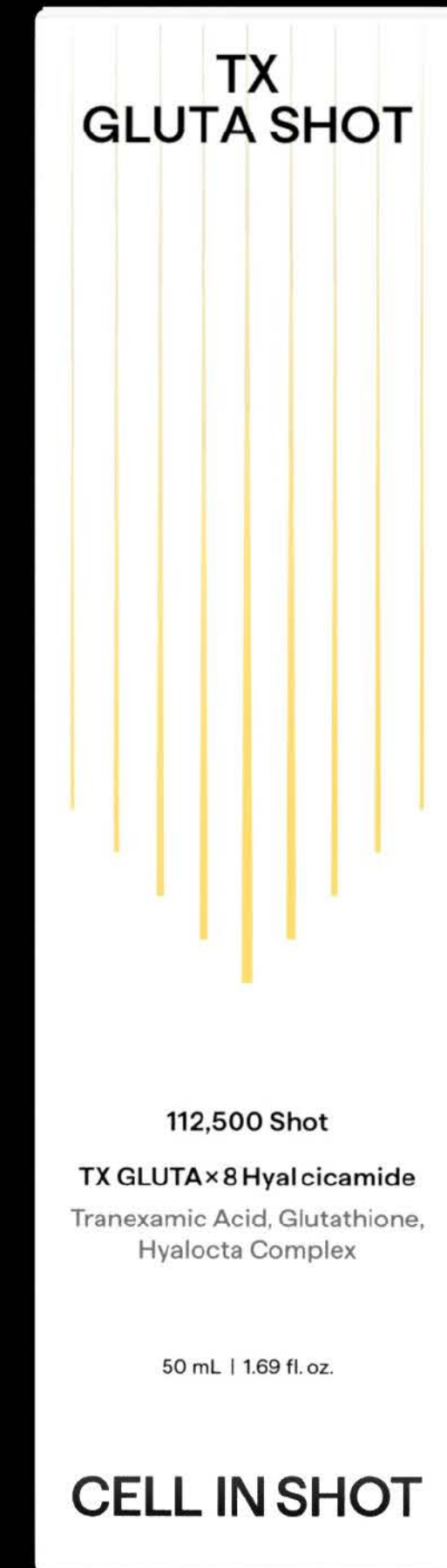
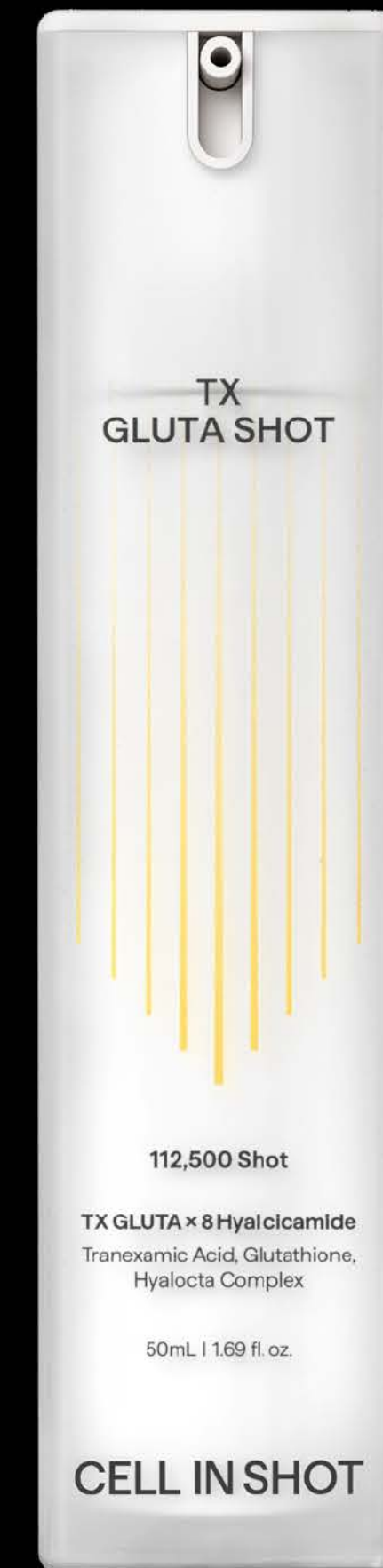
Clinical trial results

[Immediately after one usage]

- The absorption rate rose by 70%
- Absorption rate and depth increased by 149.31%

[After two weeks of usage]

- Tested for hypoallergenic and sensitive skin usage
- **57.3% improvement in deep and dark melasma**
- 28.2% drop in melanin in the skin.
- **Dead skin cell turn-over improved by 24%**
- **Reduce dark spots and pigmentation by 47%**
- 5% enhancement of skin brightness (tone)



MUMAK STEM SHOT

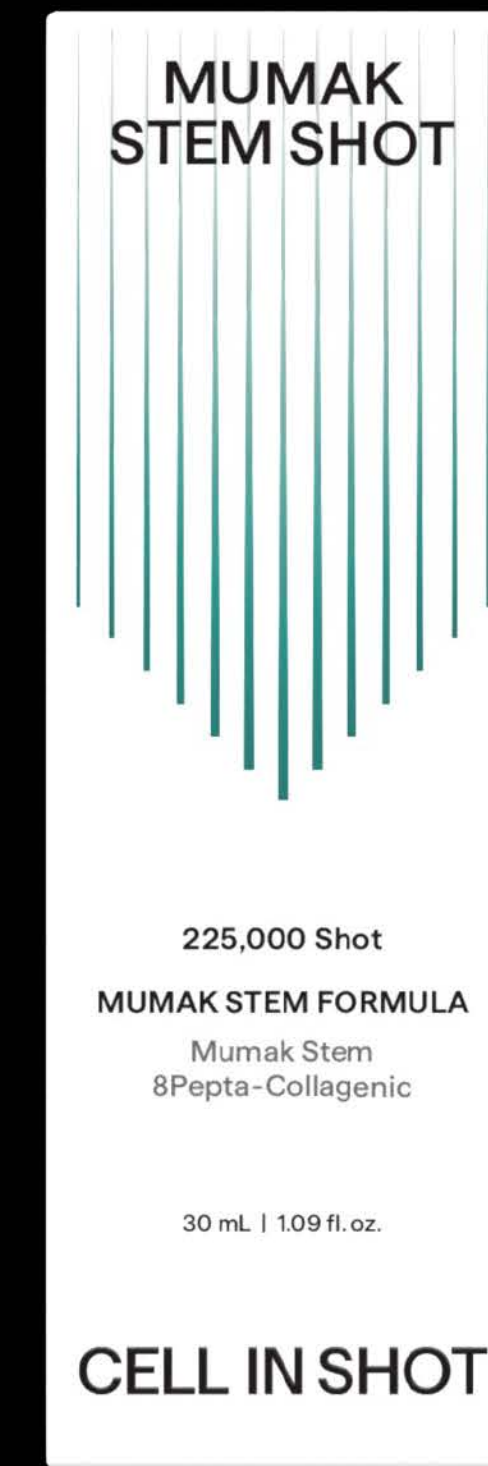
Repair skin elasticity

Mumak Stem Shot contains a culture of Mumak stem cells, a third-generation stem cell that eliminates the cell membrane of stem cells that might cause an immune response, a drawback of traditional stem cells, and isolates just 252-peptide, which has anti-inflammatory and self-renewal effects. It helps to repair skin elasticity and elastic bands while also firming the skin by increasing its essential self-regenerative power.

Keywords Improving skin elasticity and resilience, lifting care

Key ingredients Mumak Stem Cell Culture Medium
Adenosine
Niacinamide
8 kinds of peptide Complex
Naticol Collagen

Size 30ml



MUMAK STEM SHOT

Repair skin elasticity

Product name MUMAK STEM SHOT

Number of needles 225,000 shot

Clinical trial results

[Immediately after one usage]

- Under eye (eye bags) improved by 52.5%
- Cheek Sagging improved by 17.8%
- Double chin improved by 31.8 %

[After two weeks of usage]

- **Under eye (eye bags) improved by 75.3%**
- Cheek Sagging improved by 26.2%
- **Double chin improved by 64.7%**
- **Skin elasticity improved by 21.7%**
- Skin density improved by 41.8%



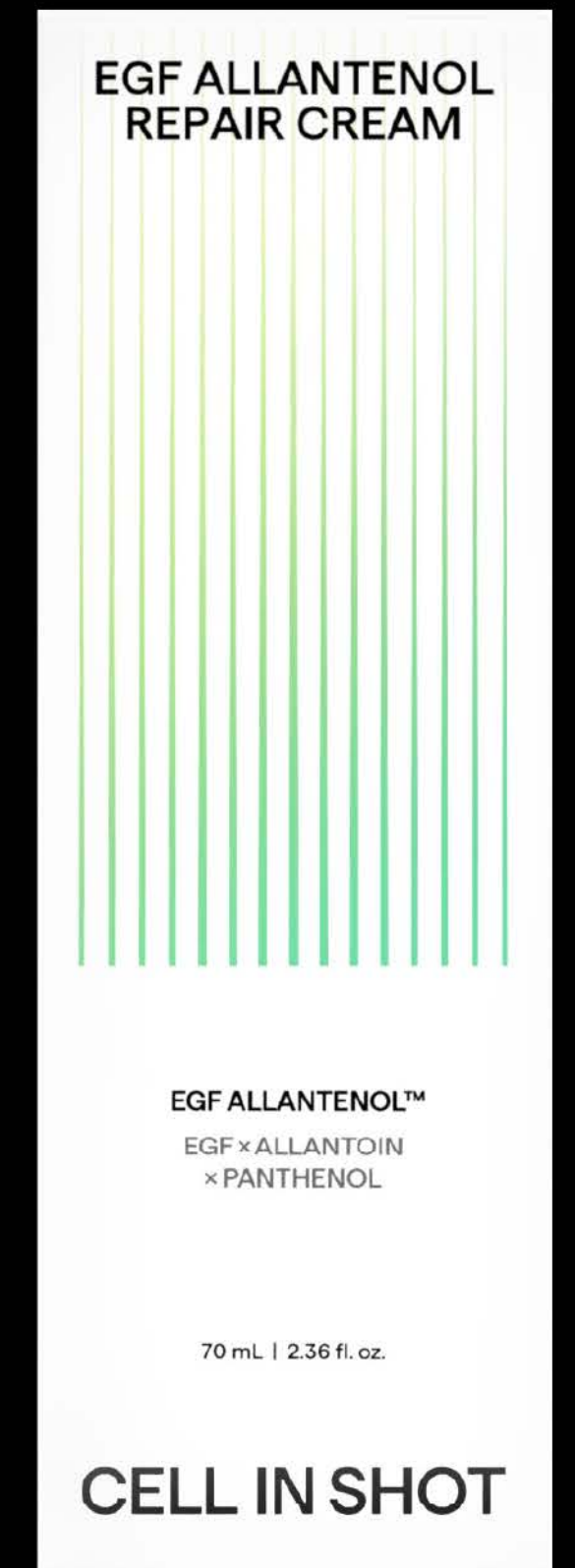
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EGF ALLANTENOL REPAIR CREAM

"Allantenol," a proprietary ingredient of Cell-in-Shot, enhances the skin's fundamental self-recovery ability. This helps not only to calm troubled skin but also to transform it into stronger, more resilient skin that can better withstand external irritants.

When used with BOTUL SHOT 100, it enhances skin's self-recovery ability by 154% compared to using the product alone.

Keywords	Improves skin's self-recovery ability, long-lasting hydration, and soothes skin irritation.	
Key ingredients	EGF Allantanol (Allantoin + Panthenol) Cica (Centella Asiatica)	8 types of Hyaluronic Acid Ceramide
Clinical trial results	<p>[Immediately after one usage]</p> <ul style="list-style-type: none"> - Soothing effect on skin irritated by high - Temperature environments improved by 416% - Improved skin's self-recovery ability by 144.5% - Reduced trans-epidermal water loss by 126.8% <p>[After two weeks of usage]</p> <ul style="list-style-type: none"> - Completed low-irritation and sensitive skin testing - Suitable for acne-prone skin (reduced sebum by 44.5%)Reduced trans - Epidermal water loss by 126.8% 	
Size	70ml	

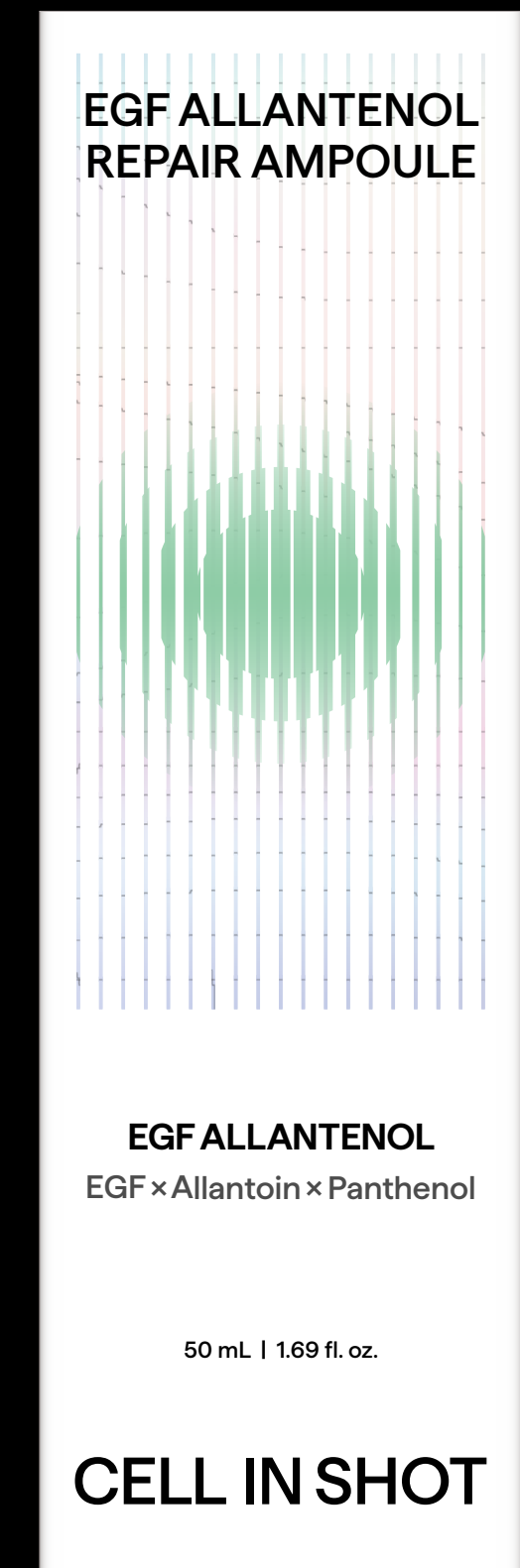


EGF ALLANTENOL REPAIR AMPOULE

Facial capsule ampoule to soothe irritations caused by external factors

"Allantenol," a proprietary ingredient of CELL IN SHOT, enhances the skin's fundamental self-recovery ability. This helps not only to calm troubled skin but also to transform it into stronger, more resilient skin that can better withstand external irritants.

Product name	EGF ALLANTENOL REPAIR AMPOULE		
Size	50ml (36.5*36.5*119mm)		
Q'ty per Box	Inner Box : 8ea / Outer Box : 32ea		
Keywords	Improves skin's self-recovery ability, long-lasting hydration, and soothes skin irritation.		
Key ingredients	EGF Allantanol (Allantoin + Panthenol) Cica (Centella Asiatica)	Niacinamide Hyaluronic Acid Ceramide	Adenosine
Key features	<ul style="list-style-type: none"> - Non-comedogenic and hypoallergenic tested, suitable for all skin type - Soothes sensitive skin - Reduces blemish spot (pigmentation) - Capsules with EGF, Allantoin, and Panthenol help sensitive skin become healthy. 		



EGF ALLANTENOL REPAIR AMPOULE

Facial capsule ampoule to soothe irritations caused by external factors

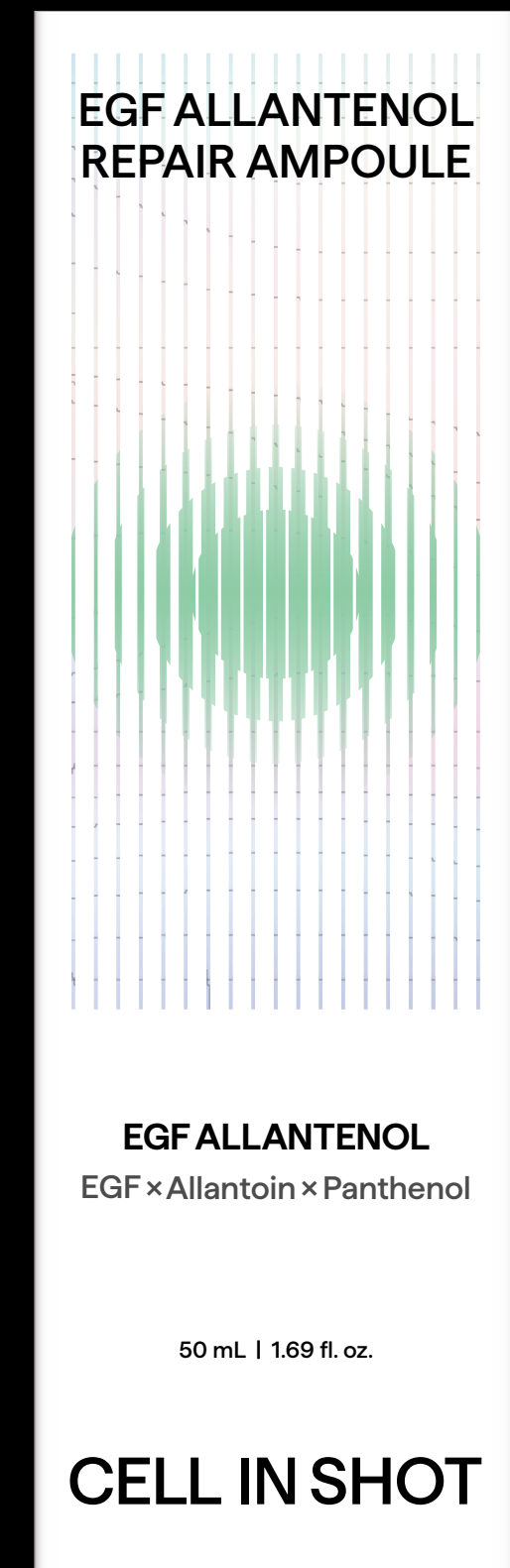
"Allantenol," a proprietary ingredient of CELL IN SHOT, enhances the skin's fundamental self-recovery ability. This helps not only to calm troubled skin but also to transform it into stronger, more resilient skin that can better withstand external irritants.

Recommendations

- Those who want to improve their overall skin condition
- Those who have sensitive skin
- Those who want to care blemish marks (pigmentation)

Clinical trial results

- [Immediately after one usage]
- Improved skin barrier to external irritation (physical) by 672.1%
 - Soothing effect on damaged skin by external irritation (physical) improved by 136.1%
 - Soothing effect on skin irritated by high temperature environments improved by 547.5%
 - Reduced trans-epidermal water loss by 225%
- [After two weeks of usage]
- Completed low-irritation and sensitive skin testing
 - Suitable for acne-prone skin (Non-comedogenic)
 - Reduced blemish marks (pigmentation) by 102.6%
 - Reduced skin redness by 126.5%
 - Reduced trans-epidermal water loss by 250.7%



MUMAK STEM AZULENE CREAM

Skin barrier enhancer

MUMAK STEM AZULENE CREAM is formulated with Membrane-Free Stem Cell media, a third-generation stem cell media, and Guaiazulene, a botanical skin soothing ingredient, to moisturize, soothe and improve the barrier. This product is effective in improving flaky, dry, itchy skin.

Product name	MUMAK STEM AZULENE CREAM	
Size	55g	
Keywords	Moisturizing cream to help relieve temporary skin itching caused by dryness	
Key ingredients	Mumak Stem Cell media (Membrane-Free Stem Cell media)	Guaiazulene
Key features	<ul style="list-style-type: none"> - Improve itchy skin caused by dryness - Soothes sensitive skin - Enhances skin barrier - Improves dry patches 	



MUMAK STEM AZULENE CREAM

Skin barrier enhancer

MUMAK STEM AZULENE CREAM is formulated with Membrane-Free Stem Cell media, a third-generation stem cell media, and Guaiazulene, a botanical skin soothing ingredient, to moisturize, soothe and improve the barrier.

This product is effective in improving flaky, dry, itchy skin.

Recommendations

- Those who suffer from easily dry and itchy skin
- Those who want to improve their overall skin condition
- Those who are concerned about flaky and dry skin

Clinical trial results

- [Immediately after one usage]
- Soothing effect on damaged skin by external irritation (physical) improved by 111.51%
- [After two weeks of usage]
- Completed low-irritation and sensitive skin testing
 - Skin itching due to dryness improved by 386.36%
 - Dead skin cell area (pixel) significantly decreased by 135.33%
 - Surface skin moisturization improved by 116.9%
 - Deep skin moisturization improved by 106.38%

About Mumak Stem Cell

Mumak Stem Cell is a third-generation stem cell that has been cleared of cell membranes containing antigens that cause immune rejection. It is an ingredient that anyone can use without side effects and is effective for regeneration and anti- inflammation.



EYEBANDING PDRN SHOT

Synergy Effect of PDRN Eye Cream and EMS Device

EYEBANDING PDRN SHOT is an eye cream that contains PDRN, 7-Hyalulan, the special ingredient of CELL IN SHOT, and an EMS device to treat eye bags and crow's feet.

Product name	EYEBANDING PDRN SHOT		
Size	70ml		
Keywords	PDRN eye creams and EMS devices to help firm skin around the eye area		
Key ingredients	PDRN 7-Hyaluronic Acid	Pullulan	
Key features	<ul style="list-style-type: none"> - The synergy effect of EMS technology and salmon-derived PDRN - Improve eye bags, wrinkles around the eyes - Only 5 minutes of device use per day for visible improvement - Convenience without charging with built-in battery - Light weight to minimize fatigue during use 		



EYEBANDING PDRN SHOT

Synergy Effect of PDRN Eye Cream and EMS Device

EYEBANDING PDRN SHOT is an eye cream that contains PDRN, 7-Hyalulan, the special ingredient of CELL IN SHOT, and an EMS device to treat eye bags and crow's feet.

Recommendations

- Those who are concerned about under eye bags
- Those who are concerned about crow's feet when smiling
- Those who are worried about the cost and side effects of Botox around the eyes

Clinical trial results

- { After two weeks of usage }
- Completed low-irritation and sensitive skin testing
 - Eye bags improved by 115.42%
 - Crow's feet wrinkle count improved by 122.22%
 - Crow's feet length improved by 109.03%
 - Crow's feet area improved by 103.68%
 - Crow's feet depth improved by 108.97%
 - Skin elasticity resilience improved by 105.23%
 - Skin density improved by 108.27%

About EMS Device & PDRN

The EMS device uses ultra-fine electrical currents optimized for thin, sensitive skin to gently vibrate without irritation for focused treatment of the eye area and under-eye skin. It helps high-purity salmon PDRN to be quickly absorbed into the skin, which is effective for improving the skin around the eyes.



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- 05 **SUNCARE PROJECT**

EGF ALLANTENOL SUN SERUM

The Ideal Sun Serum for Sensitive Skin that Soothes Skin and Reduces Its Temperature

CELL IN SHOT's exclusive ingredient, "Allantenol," soothes skin and lowers its temperature, making this sun serum suitable for all skin types. It works well as a makeup base because it hydrates the skin instantly without leaving a white cast. Even without makeup, the lightweight texture absorbs quickly and leaves the skin feeling comfortable.

Product name	EGF ALLANTENOL SUN SERUM		
Size	50ml (35*35*146mm)		
Q'ty per Box	Inner Box : 8ea / Outer Box : 32ea		
Keywords	Calming Sun Serum that is Non-Greasy and Moisturizing for All Seasons		
Key ingredients	EGF Allantanol (Allantoin + Panthenol) Centella Asiatica Leaf Extract	Niacinamide Adenosine Ceramide NP	Madecassoside
Key features	<ul style="list-style-type: none"> - Calming Sun Serum that is Non-Greasy and Moisturizing for All Seasons - Soothes and Cools the Skin Simultaneously, Making It Appropriate for Sensitive Skin - Moisturizing Without White Cast, No Need for Using Makeup Base If Used Before Makeup - Absorbs Quickly, Making It Suitable For Makeup-free Days 		



EGF ALLANTENOL SUN SERUM

The Ideal Sun Serum for Sensitive Skin that Soothes Skin and Reduces Its Temperature

CELL IN SHOT's exclusive ingredient, "Allantenol," soothes skin and lowers its temperature, making this sun serum suitable for all skin types. It works well as a makeup base because it hydrates the skin instantly without leaving a white cast. Even without makeup, the lightweight texture absorbs quickly and leaves the skin feeling comfortable.

Recommendations

- Those who want a sunscreen that can be used as an alternative to a makeup base before makeup
- Those looking for a moisturizing, non-greasy sunscreen
- Those who want a comfortable sunscreen when not wearing makeup

Clinical trial results

- { Immediately after one usage }
 - Improved skin barrier to external irritation (physical) by 396.5%
 - Soothing effect on damaged skin by external irritation (physical) improved by 128.17%
 - Reduced skin temperature heated by thermal (infrared) by 119.7%
- { After two weeks of usage }
 - Completed low-irritation and sensitive skin testing
 - Suitable for acne-prone skin (Non-comedogenic)
 - Soothes skin irritation caused by UV exposure by 137.7%
 - Reduced skin redness by 122.6%
 - Reduced trans-epidermal water loss by 177.8%



TX GLUTA SUN MELASTICK

Non-sticky Sun Stick for Blemishes and Pigmentation Care

“TX GLUTA”, a combination of whitening ingredients Tranexamic Acid and Glutathione, is CELL IN SHOT's exclusive ingredient. It reduces melanin and boosts the skin's natural exfoliation ability. It quickly reduces all dark spots, from deep to dark, resulting in brighter skin. It's a Lightweight, Non-Greasy Sun Stick that helps care for Melasma and Pigmentation on the Face and Body.

Product name	TX GLUTA SUN MELASTICK	
Size	23g (52*22.5*93mm)	
Q'ty per Box	Inner Box : 10ea / Outer Box : 40ea	
Keywords	Non-sticky Sun Stick for Melasma and Pigmentation Care of Face and Body	
Key ingredients	Tranexamic Acid Glutathione Niacinamide	Adenosine Centella Asiatica Extract Madecassoside
Key features	<ul style="list-style-type: none"> - All-in-One Sun Protection, Melasma, and Pigmentation Care Sun Stick for Face and Body - Use as a Primer Before Makeup and as Loose Powder After Makeup - Non-Sticky, Weightless Texture, Ideal for Summertime Outdoor Activities - Suitable for Both Genders With No White Cast 	



TX GLUTA SUN MELASTICK

Non-sticky Sun Stick for Blemishes and Pigmentation Care

“TX GLUTA”, a combination of whitening ingredients Tranexamic Acid and Glutathione, is CELL IN SHOT's exclusive ingredient. It reduces melanin and boosts the skin's natural exfoliation ability. It quickly reduces all dark spots, from deep to dark, resulting in brighter skin. It's a Lightweight, Non-Greasy Sun Stick that helps care for Melasma and Pigmentation on the Face and Body.

Recommendations

- Those concerned about body and facial melasma caused by frequent outdoor activities.
- Those with oily skin who want a sunscreen with airy matte finish
- Those looking for a non-sticky sunscreen that is good for body and face
- Those who want to use a sun stick instead of primer and powder

Clinical trial results

- { Immediately after one usage }
- UV Protection Factor Tested : SPF 50+ PA++++
 - Reduce melasma and pigmentation by 222.6%
- [After two weeks of usage]
- Hypoallergenic tested
 - Reduce melanin in the skin by 229.5%
 - Reduce deep melasma by 236.8%
 - Reduce dark melasma by 349.9%
 - Improve skin brightness (tone) by 102.85%
 - Dead skin cell turn-over improved by 124.3%



CELL IN SHOT
BRAND INTRODUCTION

CELL ORIGIN SKINCARE



www.kthd.co.kr
www.cellinshot.com



www.instagram.com/cellinshot_official
www.instagram.com/cellinshot_jp
www.instagram.com/cellinshot_global

KICK THE HURDLE, HEADQUARTERS

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CELL IN SHOT