

# PLAGENTRA

## ▪ Definition of Stretch-mark

In medical terminology, Stretch-marks are known as `striae distensae`. the skin becomes wrinkled and cracked as a result of destroying the collagen fibers of the corium or losing elastine fibers caused by physiological or physical facts

## ▪ Cause of Stretch-mark

1. Physiological facts (Internal) : Increasing adrenocortical hormone of the body
2. Physical facts (External) : Sudden weight gain or loss, Strength in adulthood etc

## ▪ Type of Stretch-mark

1. Stretch-mark of pregnant women
2. Stretch-mark of **growing adolescents**
3. Stretch-mark **due to a diet or a drastic weight change of heavy exercise**
4. Endocrinology diseases, Chronic wasting disease, Taking steroids for a long
5. Heavy exercise to strengthen the muscles or Stretching etc.

## ▪ Mainly occur Stretch-marks on the area of skin

1. Pregnant women : Belly > Breast > Thigh > Waist > Hip
2. Teenager : Calf > Thigh > Hip

# PLAGENTRA

▪ **Launching date** Aug. 2001

▪ **Effectiveness of areas** Anti Stretch-mark for pregnant women, growing adolescents, a diet or a drastic weight change due to heavy exercise, etc.

▪ **Overalls Products**

Soap	80g	Natural Soap – Deep cleansing
Cream	50g	For dry & sensitive skin (extensive management)
	130g	
	30g	For pharmacy
Lotion	150ml	For all skin type – general purpose, prevention
Oil	110ml	For dry skin & massage
Hands clean gel	70ml	99% sterilization & moisturizing effect



▪ **Sales points**

❖ No.1 Brand in Korea for stretch marks

– The cumulative sales volume has exceeded 2 million, Occupying a market share of 40% in Korea

❖ Not only can certainly help prevents stretch marks, but improves stretch marks have been created as well

❖ The first in Korea, prescribed EGF & FGF and contained CoQ10 for stretch marks product

❖ Awarded the grand prize ‘Premium Brand 2009’

❖ Awarded the golden and WIPO prize from the SIIF(Seoul International Invention Fair)

# PLAGENTRA

## ▪ Main sales points

### 1. PLAGENTRA : The professional skin care products vary in depending on your skin type

- PLAGENTRA Cream (Blue) : For dry & sensitive skin / Intensive care
- Bio PLAGENTRA Cream (Green) : For oily & normal skin / Intensive care
- PLAGENTRA Lotion : For all skin type/general purpose, prevention
- PLAGENTRA Oil : Especially dry skin (Autumn/Winter), For belly massage of pregnancy women

### 2. Not only can certainly help prevents stretch marks, but improves stretch marks have been created as well

- EGF(epidermal growth factor) and FGF(Fibroblast Growth Factor) – Skin regeneration / Promoting healthy collagen
- CoenzymeQ10 – Antioxidant, Preventing aging skin

### 3. PLAGENTRA : It grows more effective the more you use like those Cream, Lotion and Oil also we can continue to use

- There is nothing else for Stretch-mark Product only except PLAGENTRA : If you use it only lightly moisten and apply it like an ointment
- In case of intensive care, you'd better use and apply 'Cream' more effectively, but in case of wide skin area and less intensive care, you'd better use and apply 'Lotion' and 'Oil'

# PLAGENTRA - An example of Clinical trials

Belly



Hips



Calf



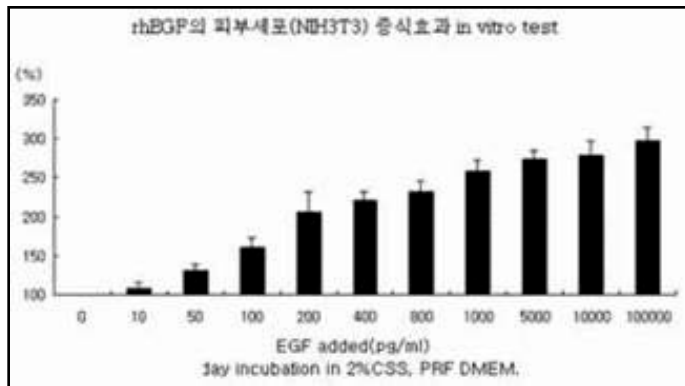
# PLAGENTRA - An example of Clinical trials



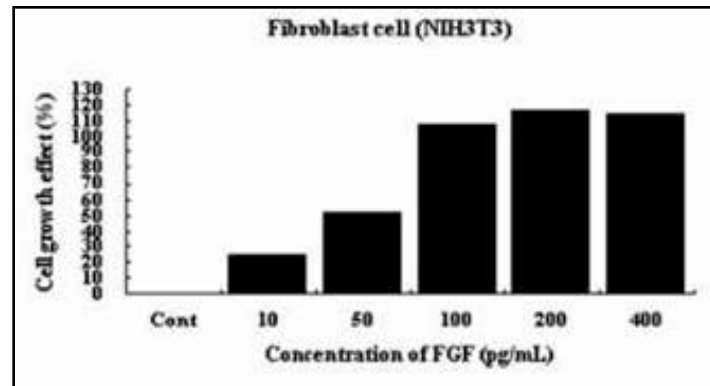
# Main ingredient – EGF&FGF

## EGF & FGF – Cell growth factor

- EGF (Epidermal Growth Factor) & FGF (Fibroblast Growth Factor)
- It is growth factor is very significant new substance of genetic engineering for the cracked skin, whitening, and atopy which acts as core functioning to maintain beautiful, live and bouncing skin by facilitation of Skin Regeneration, and Collagen and Elastin generation.
- It is extracted by mass production of culturing bacteria E.coli or Yeast



The epithelial cell – growth effect, It shows the effect which is excellent promotes the growth of 50% degree by the EGF 100pg/ml(0.1ppm)



The fiber cell- growth effect, It shows the effect which is excellent promotes the growth of 50% degree by the FGF 50pg/ml (0.05ppm)

# Main ingredient

## Hydrolyzed Soy Protein – Vegetable amino acid

- Soybean's placenta extracts: It means 'Phyto placenta' or 'Vegetable placenta'
  - It is the Hydrolyzed Soy Protein, and contained abundant natural amino acid
- Cell-growth, cellular renewal accelerator, increased synthesis of protein, especially quantity have Alanine, Proline
- Increased collagen, elastin regenerateness.
- Increased cell turn-over 26%

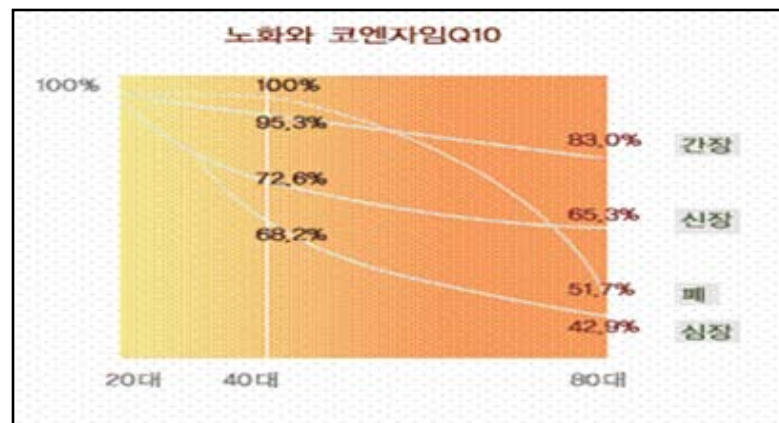
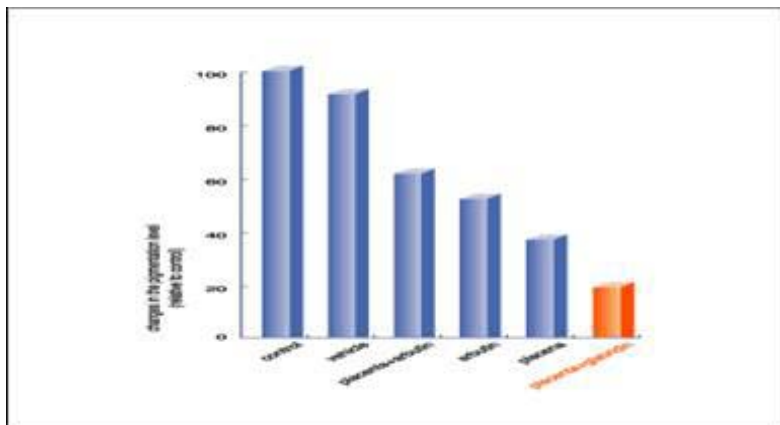
# Main ingredient

## Glabridine – second-generation Whitening ingredient

- A utility glycyrrhizin
- Anti-melanin effects/Anti-oxidation effects/ antibiosis effects
- Inhibitive action of melanin coloring matter's creation
  - It is powerful Tyrosinase enzyme of obstruction action
  - twice more than Albutine, the quantity more than Ascorbic acid about 642
- There is no skin stimulus, chemical stabilization

## CoenzymeQ10 – anti-oxidant agent

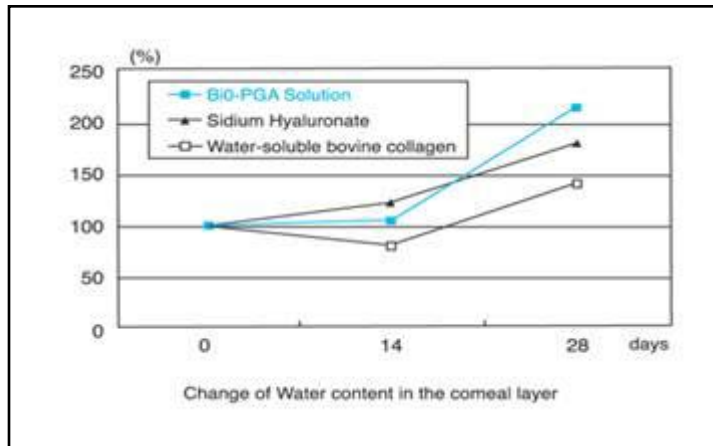
- Other names are Ubidecarenone or Ubiquinone.
- Vitalization of skin cell – Most strong anti-oxidant element.
- Delay the skin aging by suppressing active oxygen.
- Help the anti-oxidation function of vitamin E



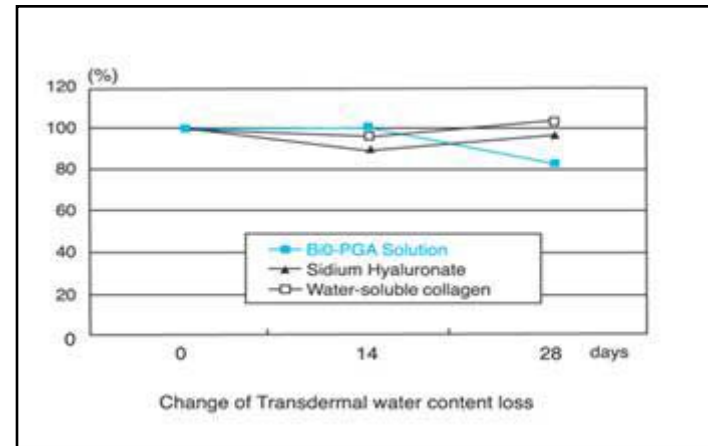
# Main ingredient

## PGA (Polyglutamic acid) – Moisturizing component

- The first in Korea, application of atopy skin care and high-moisture component
- It is extracted from echo bio germs of soybean sticky material of fermented soybean (chung gook jang)
- PGA in 1 element is contained 5000 hydrone ( Hyaluronic acid's 50 times, Collagen's 100 times )



Change of Water content in the corneal layer



Change of Transdermal water content loss