



# HnB9

BEYOND BEAUTY  
AND HEALTH  
FOR PEOPLE

# BEYOND HEALTHY AND ELEGANT LIFE, WE PURSUE THE GLOBAL VALUE OF PEOPLE AND LIFE

To achieve the goal of naturally blending health and beauty into people's lives, we make products with carefully selected ingredients, high-level standards and rigid quality management.

## HnB9 makes best efforts to protect our initial belief in order to pursue the completeness that number 9 symbolizes.

Since its foundation in 2015, HnB9 Co., Ltd has been carrying through growth as a total bio company offering comprehensive solutions from professional planning, trademark and brand design in the cosmetic field. With advanced technologies, HnB9 has been expanding its specialty into the fields such as cosmetics, quasi-medicine, medical devices and medicine, and its employees all promise to keep on with the bio revolution of environment-friendly products.

## ABOUT US

Company Name	HnB9, Co., Ltd.
CEO	Jaeduck Ryoo
Date of Foundation	March 2, 2015
HQ Location	125 Osongsaengmyeong 2-ro, Osong-eup, Heungdeok-gu, Cheongju-si, Chungcheongbuk-do Rm. 501~505, 510~512, Korea University Medical & Biotechnology Engineering
Factory Location	9 Oksansandan 2-ro, Oksan-myeon, Heungdeok-gu, Cheongju-si, Chungcheongbuk-do
Key Business	Bio material research and development, cosmetic production and sales Brand design, planning and cosmetic OEM and ODM
Website	www.hnb9.com

## PRODUCT INTRODUCTION

04 History	08 PURIPIA ERASER LINE	20 De Navi Sea Caviar Moisture Whitening Mask Pack
05 Certificates / Awards	11 PURIPIA SNOWFLAKE LINE	22 3Steps Choosing Egg Pack
06 Research on Patent and Formulation Technology	14 PURIPIA BUHWALCHO LINE	24 ITPRE Delicious Pudding Mist
06 OEM / ODM	16 I.DA.HWA	26 PURIPIA SLIMMING LINE
07 Brand Introduction	19 VIVID-Y	27 MIEMORE

## History

### 2015

- / 03 Foundation of HnB9 Co., Ltd.
- / 07 Establishment of Thailand branch and launched esthetic brand within Thailand
- / 08 Set up the research department
- / 11 Inauguration of CEO Jaeduck Ryoo
- / 12 Launched overseas European premium brand in Korea (Hormeta, Saturinia, Blencreme, Sans Ceuticals, Gourmandes)

### 2016

- / 06 New technology standardization business and registration of patented ingredient
- / 12 Launched V-line brand within Thailand

### 2017

- / 01 Launched Gourmandes within Home & Shopping
- / 07 Acquisition of overseas business department
- / 08 Launched Hormeta Gold Line within CJ O'shopping  
Introduction to airliner duty free shop, Shilla Hotel duty free shop, DOOTA duty free shop
- / 10 Introduction to Busan Centum City
- / 11 Launched Hormeta Soothing Serum within Shinsegye T-Commerce
- / 12 Launched Hormeta Signature Gold Cream within CJ O'shopping(quickest 1 billion products sold out)

### 2018

- / 06 Launched Hormeta Soothing Serum within Hyundai Home Shopping
- / 12 Launched Hormeta Asian Signature Gold Serum within CJ O'shopping

### 2019

- / 02 Registration of HnB9 Co., Ltd. cosmetic production factory
- / 03 Establishment of new material development center, cosmetic innovation R&D center
- / 04 Establishment of stem cell clinical center

## Certificates / Awards

### 2017

- / 06 Patent registration for cosmetic composition including fermentation product of coffee ground

### 2018

- / 02 Trademark registration of skincare brand PURIPIA within Korea
- / 03 Trademark registration of skin and body care brand De Navi within Korea  
Trademark registration of skincare brand PURIPIA and Onalt within China
- / 07 Acquisition of business innovation MAINBIZ
- / 09 Trademark registration of HnB9 Co., Ltd. logo, HnB9 and 株式会社靚安9, within Korea and China  
Trademark registration of color cosmetic brand "Tiny Fun" and "VIVID-Y" and beverage brand "Hwanggeumsu" within Korea
- / 10 Acquisition of ISO9001  
Acquisition of technology innovation INNOBIZ  
Received 2018 Small and Medium Business Technology Management Award(Economy Focus)
- / 11 Patent registration of whitening composition including extracted product of ashwaganda callus
- / 12 Acquisition of family friendly company certification  
Trademark registration of skincare brand Miemore and Itpre within Korea

### 2019

- / 02 Patent applied for metabolic disease prevention or treatment composition including NADH
- / 03 Trademark registration of skin and body care brand Adobely and I.DA.HWA within Korea  
Patent applied for dead skin peeling cosmetic composition including spicule clathrate powder using super high-pressure process as active ingredient
- / 04 Initiation of cell movement and proliferation for mycoplasma evasion of immune cells (presented through the international academic journal, BMB Reports)  
Patent applied for inflammatory skin disease prevention or treatment composition  
Patent applied for anti-age composition including stem cell originated mitochondria  
Patent applied for anti-cancer composition including mycoplasma suppressor and its production method  
Patent applied for anti-age or skin improvement composition including simulated stem cell culture medium  
Acquisition of ISO22716
- / 05 Acquisition of performance sharing company certification
- / 07 Designated as small and medium business with promising export
- / 08 Patent registration of whitening composition including ashwaganda callus
- / 09 Patent registration of cosmetic composition for skin desquamation comprising powder of captured spicule using ultra high pressure as effective component

## Research on Patent and Formulation Technology

- 1 Company Research Institute**
  - ▶ Development of cosmetic ingredient and formulation
  - ▶ Product test request and review report
- 2 New Material Development Center**
  - ▶ Cosmetic and medical material research and development using peptide
  - ▶ Medical material research and development based on computer simulation
- 3 Cosmetic Innovation R&D Center**
  - ▶ Effect analysis and ingredient preparation of body originated bio substances
  - ▶ Establishment of effect assessment system for anti-aging and whitening
  - ▶ Research on bio material penetration of sclerite improvement through spicule
  - ▶ R&D support project management
- 4 Stem Cell Clinical Center**
  - ▶ Cosmetic and medical material research and development based on stem cells
  - ▶ Medical device and medical material research and development based on natural peptide
  - ▶ R&D research task management

## OEM / ODM

### ODM Development Process



### OEM Development Process



#### ODM

- Lluvia Gold Capsule Serum/Cream(Japan)
- Rincare Skin Care/Make Up 21-piece set (Myanmar)
- Riahn(Black) skin care 5-piece + skin care and CC cushion 7-piece
- Cutie Cats Moisture Hand Mask(Vietnam)

#### OEM

- V-line Whitening Lifting Stick(Thailand)

## Brand Introduction

HnB9 brands continuously pioneered the range of beauty in order to satisfy the expectations and affection as a total bio company offering comprehensive cosmetic solutions, and it is solidifying its position as a symbol of health beyond being the icon of beauty in outside the limitation of Asia, but to the world.



### PURIPIA

As a compound combining two words "Pure" and "Utopia" for the meaning of offering a pure utopia to the skin, it is the brand name that contains the meaning of offering ideal skin environment similar to the utopia you dreamed of.

Eraser Line | Snowflake Line  
Buhwalcho Line | Slimming Line



### I.DA.HWA

It is the abbreviation "there is no better cosmetic than this" in Korean, and as its name suggests, it is a brand name that contains the meaning of pursuing better value beyond simple beauty by producing with valuable ingredients.



### VIVID-Y

It is the compound combining both "Vivid" and "Young" and it is the colorful cosmetic brand which offers vivid colors, minimal design, reliability quality and fair price that can satisfy the style of various customers.



### ONALT

ONALT is stands for 'Organic Natural Anti-pollution'. It is an organic, pristine brand that introduces customers to environmentally friendly products that help them regain skin health stimulated by modern, polluted urban environments.

Natural Line | Anti-pollution Line



### ITPRE

As a compound combining "It" and "Precious", it is the brand that contains the meaning of being the cosmetic for "myself" which has more value and importance than anything else.



### MIEMORE

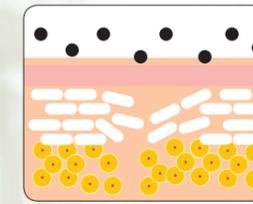
As a compound combining the Chinese character "beautiful" and "more", it is the premium cosmetic brand that offers "more beauty" based on continuous research and reliable expertise.

# PURIPIA

## PURIPIA ERASER LINE

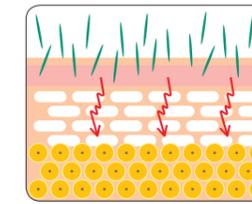


### Difference between general cosmetic ingredients



Even if you use high-quality ingredients, it cannot be absorbed properly when they are round-shaped.

General cosmetic : round-shaped ingredient



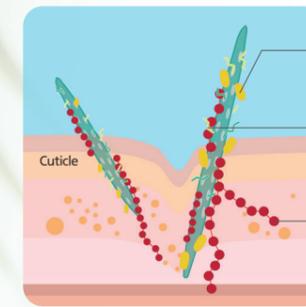
However, the fine needle shape spicule ingredient of PURIPIA Reborn Cream penetrates the skin, and delivers effective components to the skin contributing to make your skin look healthier and cleaner.

Spicule : thin and long needle shaped ingredient

### Features of Sponge Spicule Ingredient

It is a natural ingredient of fine-needle shaped crystal collected from freshwater needle sponge body. It is mainly composed of calcium carbonate or silica and collagen

- Penetrates deeply within the skin vitalizing skin circulation and removing aged dead skin cells
- Treats various skin trouble, particularly effective on thin skin, and relieves pimple inflammation and atopy



- **Vitamin C**  
Brighter skin tone
- **Elastin**  
Greater skin elasticity
- **Collagen**  
Simultaneous moisturizing and wrinkle care

**Major components are filled within the spicule with the unique technology of PURIPIA**

### Clinical trial on human application complete



### HOW TO USE

Wipe the application area cleanly, pour out sufficient amount of the product and spread it gently across the skin surface with a massaging motion. In order to activate the spicule components, avoid using other products for approximately 24 hours, and apply the product approximately 48 hours later, when dead skin cells are removed and skin is vitalized, and then apply additional amount of the product around areas of concern.



### PURIPIA ERASER LINE - Reborn Cream

50ml

- Dual effects of wrinkle improvement and whitening
- Removes old dead skin cells effectively making it effective in reducing skin disease but also in skin tone improvement and anti-aging. It is a natural ingredient of a fine-needle shaped crystal collected from natural sponges. Effective components on the spicule penetrates deeply within the skin, helping its absorption.
- Through clinical trials, it has been confirmed that dead skin cell and skin pore improved noticeably.



UV block  
Whitening  
Skin barrier reinforcement



Moisturizing  
Skin soothing effect  
Cooling effect



Rejuvenation  
Inflammation improvement  
Skin soothing effect



Skin brightness improvement  
Moisturizing lasting  
Clinical confirmation

### PURIPIA ERASER LINE - Whitening Cream

50ml

- Dual effects of wrinkle improvement and whitening
- Contains large amounts of ashwaganda (winter cherry) and Thanakha extracts which are excellent whitening agents that help to brighten dark as well as uneven skin tone.
- Clinical trials confirm skin brightness improvement and moisture retention effectiveness.



### PURIPIA ERASER LINE - BB Cream

30ml

- UV block SPF 50+ PA+++
- Protects skin with old dead skin cells removed against external environment and prevent skin damage by UV light.
- Soothes sensitive skin and helps natural skin expression, and the close cover maintains bright and transparent skin for an extended time without collapsing.



### PURIPIA ERASER LINE - Lockup Pore Pack

30ml

- It is the ample type wash-off pack that improves wrinkles through the 3 peptides which fill fatigued skin which lost vitality.

PURIPIA

## PURIPIA SNOWFLAKE LINE





Natural brightening through application at any area from face, hand, foot or armpit

Use of various natural ingredient for brighter tone improvement

Reduces inflammation by detoxifying harmful substances absorbed by the skin such as particulate matter



Snowy Lotion is different from general tone up creams that only whiten

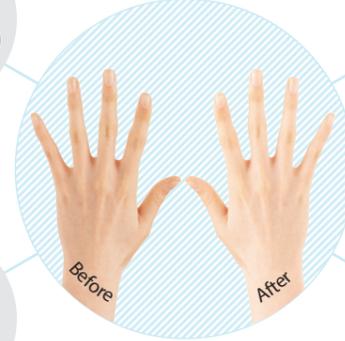
Natural, bright skin expression



Cream-type soft application



Moist and clean finish



Continuous whitening effect lasting up to 8-10 hours on average



**PURIPIA SNOWFLAKE LINE - Snowy Tone Up Cream**  
50ml

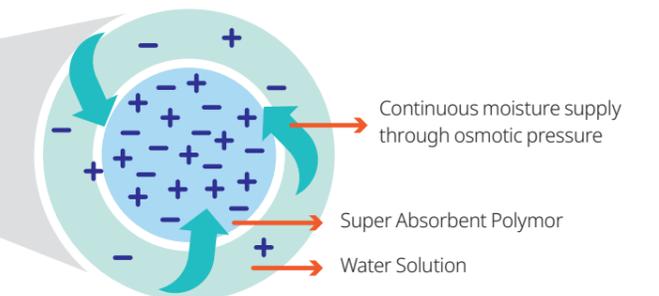
- Dual effects of wrinkle improvement and whitening
- Natural ingredients brighten your skin tone evenly, and it protects the skin against harmful substances such as particulate matter.
- It allows natural tone up effects on any area from the face, hand and foot, to armpits.

The secret of rich moisture filling from inside, **MICRO AQUA CAPSULE**

Micro aqua capsule existing as single particle state features a thin ice-like sherbet texture which offers a unique, zero-sticking sensation unlike traditional creams.



This is an actual image of PURIPIA Snow Blossom Cream formula in a container



+ Positive Icon  
- Negative Icon

Continuously fills the skin with moisture



1 Immediate cooling effect on heated skin



2 Excellent moisture supply to fatigued skin resulted from heat



3 Soothing of sensitive skin due to UV



**PURIPIA SNOWFLAKE LINE - Snow Blossom Cream**  
50ml

- Dual effects of wrinkle improvement and whitening
- Immediately cools down skin temperature heated by sunlight, and supplies rich amounts of moisture to soothe the sensitive skin.

**Component Effect**

- Aqua oil ..... Reduces skin temperature
- Micro aqua capsule ..... Supplies moisture
- Purslane extract ..... Whitening, anti-aging

PURIPPIA

PURIPIA BUHWALCHO LINE



Collaboration of high moisture serum and high concentration capsule!

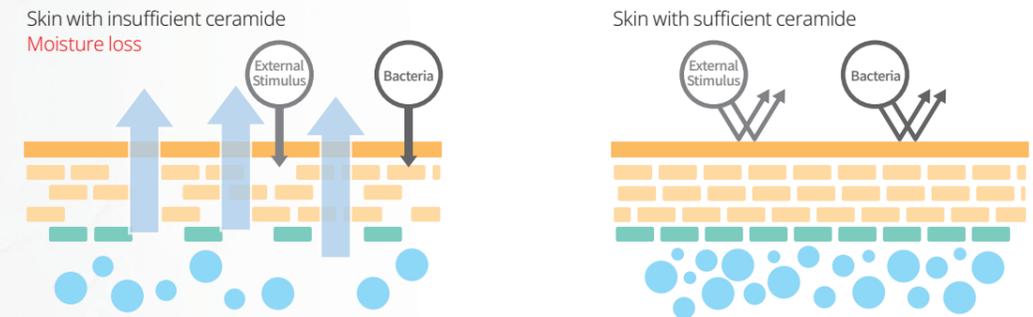
## Awakening power energy within the skin for water shine skincare

### Rose of Jericho extract from Buwalcho

Only plants with special features can survive moisture deficiency in extreme environment conditions such as deserts. Applying proteins that resist stress such as dehydrins extracted from Buwalcho helps resist stress caused by external environments, particularly cells becoming hydrated due to low or high temperature conditions. Skin protected through such maintains great balance and elasticity, and effectively prevents aging.

### Ceramide

Once the skin barrier collapses, moisture loss causes the skin to become dry and sensitive or trouble-prone atopy begins. Skin barrier consisting of ceramide and fatty acid acts as skin protection blocking off external harmful substances and preventing moisture vaporization.



#### PURIPIA BUHWALCHO LINE - Moisture Capsule Serum 30ml

- Dual effects of wrinkle improvement and whitening
- Extracts from Buwalcho which survives extreme environments such as deserts due to its moisture retention ability and ceramide in capsule form helps create a healthy skin barrier which contribute in maintaining soft, smooth skin by supplying rich amounts of moisture.
- Recommended for oily and complex skin types.



#### PURIPIA BUHWALCHO LINE - Prism Oil Drop Capsule Serum 30ml

- Dual effects of wrinkle improvement and whitening
- Extracts from Buwalcho which survives extreme environments such as deserts due to its moisture retention ability and prism oil in capsule form helps create a healthy skin barrier which contribute in maintaining soft, smooth skin by supplying rich amounts of moisture.
- Recommended for dry and complex skin types.

이.다.화



## There is no better cosmetic than this

I.DA.HWA has the meaning of “there is no better cosmetic than this” in Korean, and it aims to improve the quality of life with products commonly used in aged groups beyond the conventional concept of beauty cosmetics.

1

### DEODORIZATION

Vegetable dextrin | Yucca extract  
Functional cosmetic with highly functional ingredients which remove odor and adjust skin balance

2

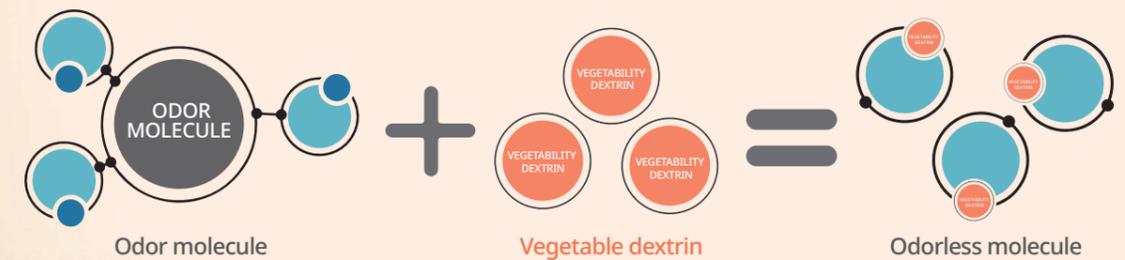
### POWERFUL SKIN HYDRATION

Ample moisturizing  
Rich moisturizing and moisture loss prevention through creating a moisture barrier on aged, dry skin

### Technology of I.DA.HWA

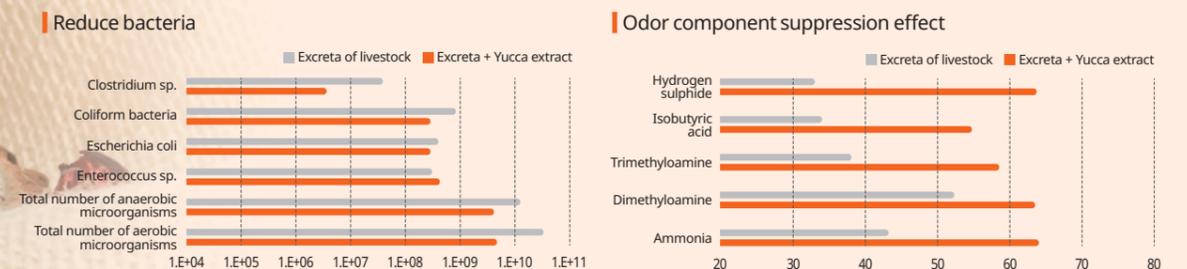
Deodorization of I.Da.Hwa Elderly Cosmetics Line

Deodorization effect through the collection and clathrate of odor causing substances using vegetable dextrin



Anti-bacteria and odor suppression effects of yucca extract

Yucca extract is confirmed to be effective in bacteria reduction and odor suppression.



1 Ginseng Extract



Perennation plant of the ginseng family Donguibogam (Principles and Practice of Eastern Medicine) – Controls recovery, heart diseases and stomach problems, and reinforces vitality (immunization). Cell lipod component ceramide synthesis promotion effect reinforces skin moisturization and skin barrier

3 Tremella Fuciformis Extract



Tremellaceae mushroom belonging to the Basidiomycota, Tremellales, Tremella The famous beauty, Yang Guifei, made cosmetic water using tremella fuciformis Empress Dowager Cixi never consumed one food more than 3 times, but she took tremella fuciformis porridge every morning for skin care. It is known to have large quantities of colloid.

2 Lingzhi Mushroom Extract



G. lucidum mushroom belonging to the Basidiomycota, Polyporales, Ganodermataceae It is a mushroom of the genus Ganoderma, known for its unique exterior features. Ganoderma means “shiny” and its skin “lucidum” means “illuminating.” It is known as elixir plant or herb of eternal youth, which is a rare oriental medicine ingredient. It contains various terpenoids and polysaccharide. Qin Shi Huang is said to have searched for longevity.

4 Cordyceps Militaris Extract



Small mushroom belonging to the Sordariomycetes, Hypocreales, Cordycipitaceae It is considered as a secret ingredient for vitality of longevity It is the secret of the youth and beauty of the Chinese beauty, Yang Guifei, and cordyceps militaris used in oriental medicine has various medicinal properties Anti-inflammatory effect, kidney improvement, immunization improvement, anti-bacteria and anti-cancer effect and anti-oxidation effects are confirmed



I.DA.HWA All In One Moisture Lotion 300ml

- Dual effects of wrinkle improvement and whitening
- Deodorizing ingredients remove unpleasant odors and supplies moisture to the skin helping the formation of moist and clean skin.



I.DA.HWA Moisture Hair Tonic 80ml

- Deodorizing ingredients remove unpleasant odors and supplies moisture to the scalp helping the retention of moist and clean scalp.



I.DA.HWA Multi Massage Lotion 100ml

- Deodorizing ingredients remove unpleasant odors and help massage.



I.DA.HWA Ginseng Washing Powder 65g



- Fine cleansing powder particles remove excessive sebum and body wastes without offering the dry sensation. It is a deep cleansing face wash offering clean sensation that helps skin purification.
- Gently removes dead skin cells allowing light peeling face wash, which contains ginseng powder that supplies nutrients to the skin helping the retaining of a clean and healthy skin.

# VIVID-Y



VIVID-Y Pocket Color Lipstick Kit

1.4g\*5units

- The mini lipstick kit with 5 vivid colors generated from the silky texture forms a strong adhesion for an extended time to finalize the makeup



#01 FLAT PINK

Cheerfully attractive pink color breathing life into dull faces



#02 MULE PINK BEIGE

Toned down coral color with delicate, calm atmosphere



#03 MERRY JANE CORAL

Pink based beige color that emphasizes the gentle feministic charm



#04 STILETTO RED

Seductive and striking deep red color



#05 LOAFER RED BROWN

Red brown color combining striking red color with dense MLBB

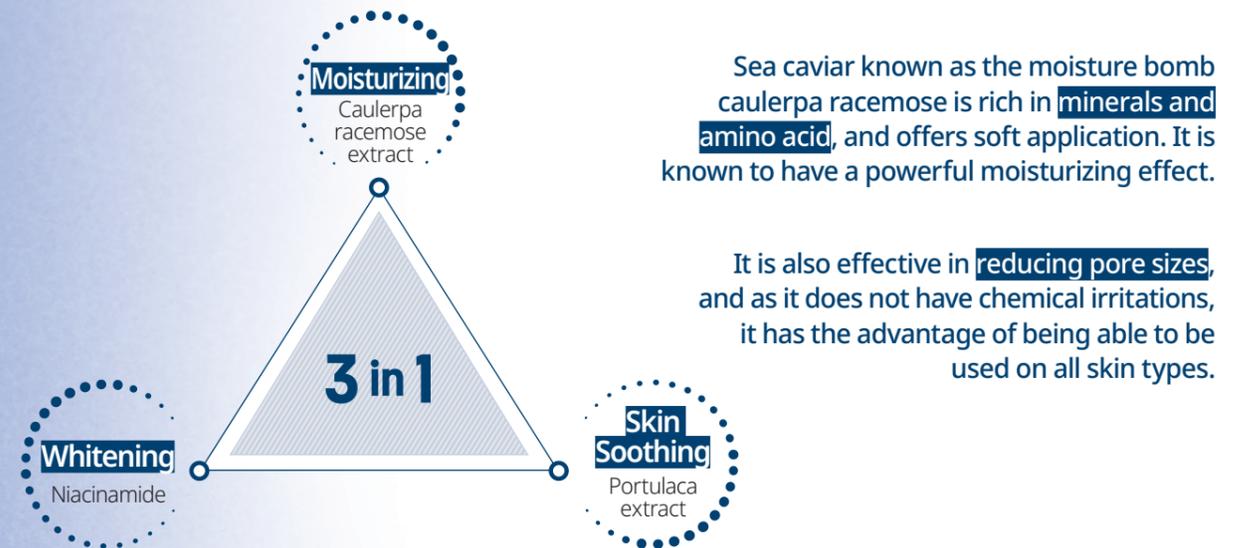
# De Navi

## De Navi Sea Caviar Moisture Whitening Mask Pack



## De Navi Mask Pack only focuses on skincare **WHITER, MORE MOIST**

- POINT 1** **Perfect Whitening**  
Contains FDA approved whitening functional ingredient, niacinamide
- POINT 2** **Irritation Block**  
Utilizes the mixture with low-irritating natural ingredients
- POINT 3** **Moisture Wall**  
Uses sea water rich in minerals attracting and retaining moisture
- POINT 4** **Skin Soothing**  
Contains portulaca extract which heals wounds and soothes the skin



### De Navi Sea Caviar Moisture Whitening Mask Pack 28g

It is a mask pack with moisture and nutrition supply from sea caviar extracts, whitening from niacinamide, and skin soothing from portulaca extract brightens dull skin and supplies energy.

#### HOW TO USE

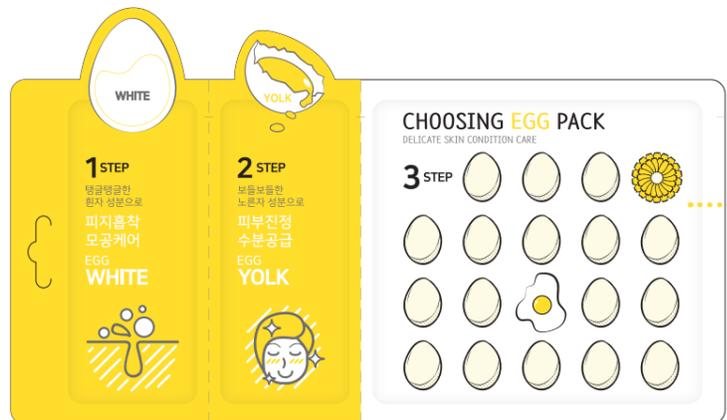
- ① Organize the skin texture using cosmetic water after face washing.
- ② Pull out a mask and place it on your face.
- ③ Remove the mask 10-20 minutes later and gently pat the remaining essence for absorption.



# CHOOSING EGG PACK

## DELICATE SKIN CONDITION CARE

It is a 3 Step Multi Mask Pack allowing personalized skin care according to one's skin condition that change everyday and areas of concern using egg white and yolk ingredients.



Formula 1

T zone area

- ▶ Sebum, black head absorption + Pore care + Dead skin cell care

Formula 2

U zone area

- ▶ Nutrient supply + Moisture care + Skin texture improvement

Sheet

Full face with formulas applied

- ▶ Solidification of formula and skin astringency



Egg White

Contains albumin which vitalizes skin contraction and improves skin elasticity



Yolk

Contains Egg yolk extract which has moisture control effect



Rayon

Low irritation, skin astringency vitalization

### HOW TO USE

If formula residues are present even after the included sheet is used, apply the formula on desired areas. Residues will form an independent film 20-30 minutes later which can be utilized as a peel off pack or wash off pack.



STEP 1

Apply formula A and B according to the area of concern.



STEP 2

Place the sheet included in the pouch before the formula solidifies.

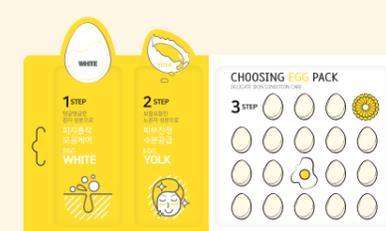


STEP 3

Remove the sheet holding the edge of the sheet 10-20 minutes later.

STEP 4

Use a skin or toner to organize one's skin texture



### 3STEPS Choosing Egg Pack

COMING UP

- It is the mask pack that allows effective multi care with the ability to be applied on various areas according to the customer's preference.
- The pack consists of formula 1 for T zone care, formula 2 for U zone care and dry mask sheet which can be used easily and conveniently.

ITPRE ITPRE



- 1 **Low viscosity spraying** which creates fine particles from the pudding-like gel type solid essence formula
- 2 **Immediate moisture supply** due to adhesion without flowing upon contacting the skin
- 3 **Reinforced skin barrier** with natural ingredients including Jeju cherry blossom and hyaluronic acid

## Why Itpre Delicious Pudding Mist is exceptional Combination of high-quality ingredients!

From anti-aging to elasticity retainment, **finest formula of vegetable ingredients**

### Botanic Aroma Complex



Adds clean and moist sensation along with anti-oxidation, anti-inflammatory and moisture care effects

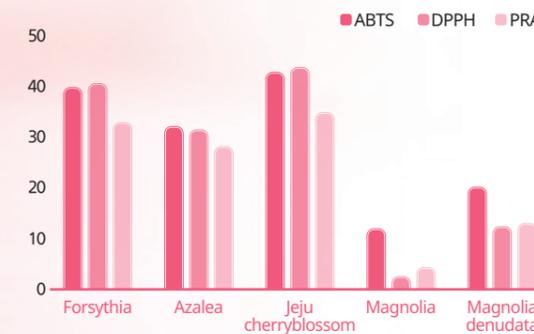
### Powerful moisture supply, hyaluronic acid

Key ingredient in moisture care breathing life into dry, dull skin

Hyaluronic acid makes everything better

✓  
No  
Combination of hyaluronic acid and ingredients is important

✓  
Itpre moisture combination of less stickiness and greater absorption!



### Confirmation of anti-oxidation effects of Jeju cherryblossom extract!

Soothing of irritated skin resulted from external environment and stress  
Creating transparent, bright skin tone through forming stable skin conditions

### HOW TO USE

Lightly spray the product 3-4 times on the face whenever the skin feels dry. Close one's eyes and spray it at a distance of 20cm. It can be used at any time before or after face washing.



### ITPRE Delicious Pudding Mist

100ml / 60ml / 20ml

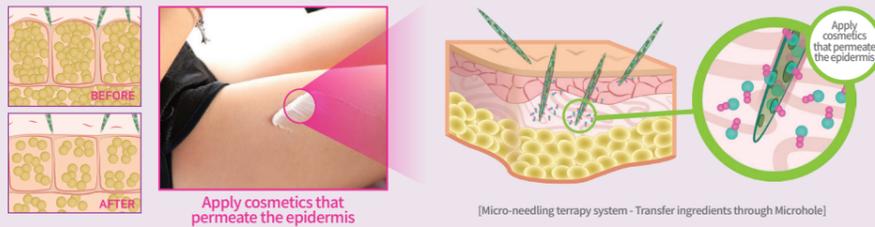
- Unlike other mist products, it is a pudding like formula developed as a moisture supply mist.
- The pudding formula is evenly sprayed on to the skin as liquid, and unlike other mist products, it is also a multi mist product with great adhesion allowing it to be used as a sleeping pack before sleep.

# PURIPIA



## PURIPIA Stinger Spicule Control Cream 100ml

- It is a slimming care product which contains spicule ingredient which penetrates deeply within the skin, and active ingredients that help lipolysis remove cellulite in subcutaneous fat.
- Unlike other slimming products which generate heat on the skin with epidermis care, active ingredients penetrate into the subcutaneous layers contributing in effective body care.



## PURIPIA Shielder Cooling Control Cream 100ml

- It is a slimming care product which help lower the temperature of the skin heated up due to Spicule Cellulite Control Cream and offers refreshing sensation removing swells and helps to care edema.
- On the next day after using Stinger Spicule Cellulite Control Cream, use the two products in turn for more effective body care.

COMING UP

# MIEMORE

It is the high functional cosmetic lineup made with Peptox (PEPTIDE TOXin), an alternative Botox ingredient developed with the independent technology from HnB9 Stem Cell Clinical Center.

With natural peptide ingredients with better safety and effect, collagen is filled from within your skin, allowing continuous elasticity improvement and skin regeneration effects.

