



Global Skin Curation Community

Healthy youth as the most important value



Philosophy

SKINCHAIN



SKINCHAIN

makes staying young and healthy a top priority



SKINCHAIN

pursue the fundamental of beauty via human skin health



SKINCHAIN

maintain service and operational policies with the goal of realizing user-centered justice.



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1 Executive Summary

2019: Significant turning point for the blockchain industry

Since Ethereum was listed on the market in 2015, it started off at less than \$ 1 and reached beyond \$ 12. The phenomenon fueled many other projects to raise funds for the platform. As a result, eleven platform coins (ADA, QTUM, EOS, TRX, XTZ, NEM, ICX, WAVES, ZILLIQA (2018), NEO) were listed in the second half of 2017. At the time, in order to draw large-scale fundraising, everyone wanted to own the mainnet and concentrated on growing the scale of the platform, on offering more features and support. However, we no longer see or hear about new projects that are aimed at the platform, and there are still a lot of discussions about when to call it the third generation of blockchain.

The next step the market pursues is throughput. In the situation of not having commercialized what can be actively circulated in the actual market, the market began to compare it with the existing financial system. We've never questioned a speed issue with banks or credit cards, but any new entries is required to face the challenge.

Although insufficient compared to 10,000 TPS of Visa card, EOS competed with 1,000 TPS and XRP, 1,500 TPS. There were even ventures including Korea outwardly marketing the rate of 1 million TPS. What about 2019? The most noticeable change was that Nasdaq in the US began to post up coin-related indices like other financial indices, and the blockchain technology has become more universal. Now anyone can create a token and shop the platform on which it will be created.



The eleven platforms that have been in commercial use since 2017 are in full swing securing more customers. Now, communities are making various attempts to create their own but not exclusive ecosystems on the existing platform.

Human Dreams, Staying Young and Healthy: Global Skin Curation Community

The SKINCHAIN Community is based on participatory medicine, the most eye-catching topic in the medical and health-related industries recent years. Participatory medicine means that users are more and more becoming active beings; they are actively participating in what they need, and patients or users are integrating and analyzing their data online and as in many cases they do realize innovative results in the end. This phenomenon is spreading to various fields in numerous ways.

For example, the 2008 National Academy of Sciences (PNAS) published clinical findings that a discovered substance could slow down the progression rate of Lou Gehrig's disease. Upon hearing, 350 patients with Lou Gehrig's disease demonstrated the substance not clinically effective. In another case, real-time glucose measuring devices developed by numerous companies including Dexcom had a limitation. Then parents, who had to go to work leaving children with pediatric diabetes at home, collaborated to hack, modify and share the source code so that they could monitor their children from work places. Another instance reports that, because the result of clinical demonstration proving artificial pancreatic technology became delayed, users co-developed a DIY as open source and assisted many patients in dire need.

The chronic challenge in the cosmetic product distribution market

The cosmetics distribution market resorts to a degree of exaggeration when marketing on product functions and effectiveness, and is reluctant to verifying their ingredients. The front and rear markets alike are part of a complex problem chain, and although various regulations and surveillances are carried out, reports on damage cases have persisted. Therefore **there is already a consensus in the market that the industry should place actual users in the center bringing improvements to real products.** At present, however, user involvements are limited to on-the-spot experience such as in the H & B Shop and the department store for promotion and immediate sales.



From user participation to user-driven environment

SKINCHAIN Community aims to build a user-driven distribution structure that goes beyond user engagement.

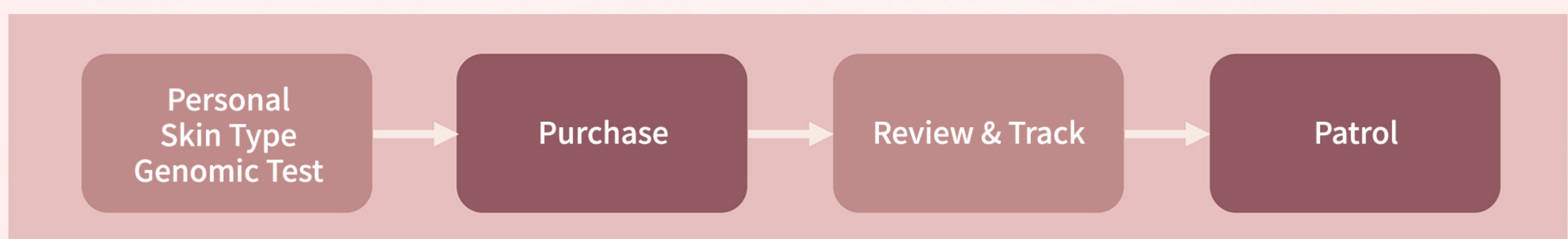
SKINCHAIN is a project in which community participants actively participate in the use, improvement and development of products, maximizing the overall effectiveness and sharing its value. SKINCHAIN community members share product usage and side effect based on their skin type test data.

SKINCHAIN ALGORITHM analyzes integrated curates data, thus contributing to eliminating unnecessary advertisements and helping to avoid any failure cost due to unideal usage of the products.

By seeking innovation of distribution structure, SKINCHAIN Community is to establish an ecosystem that produces, distributes and consumes high quality products.

Reference: C.E.P Customer Experience & Patrol

Reference: **C.E.P Customer Experience & Patrol**



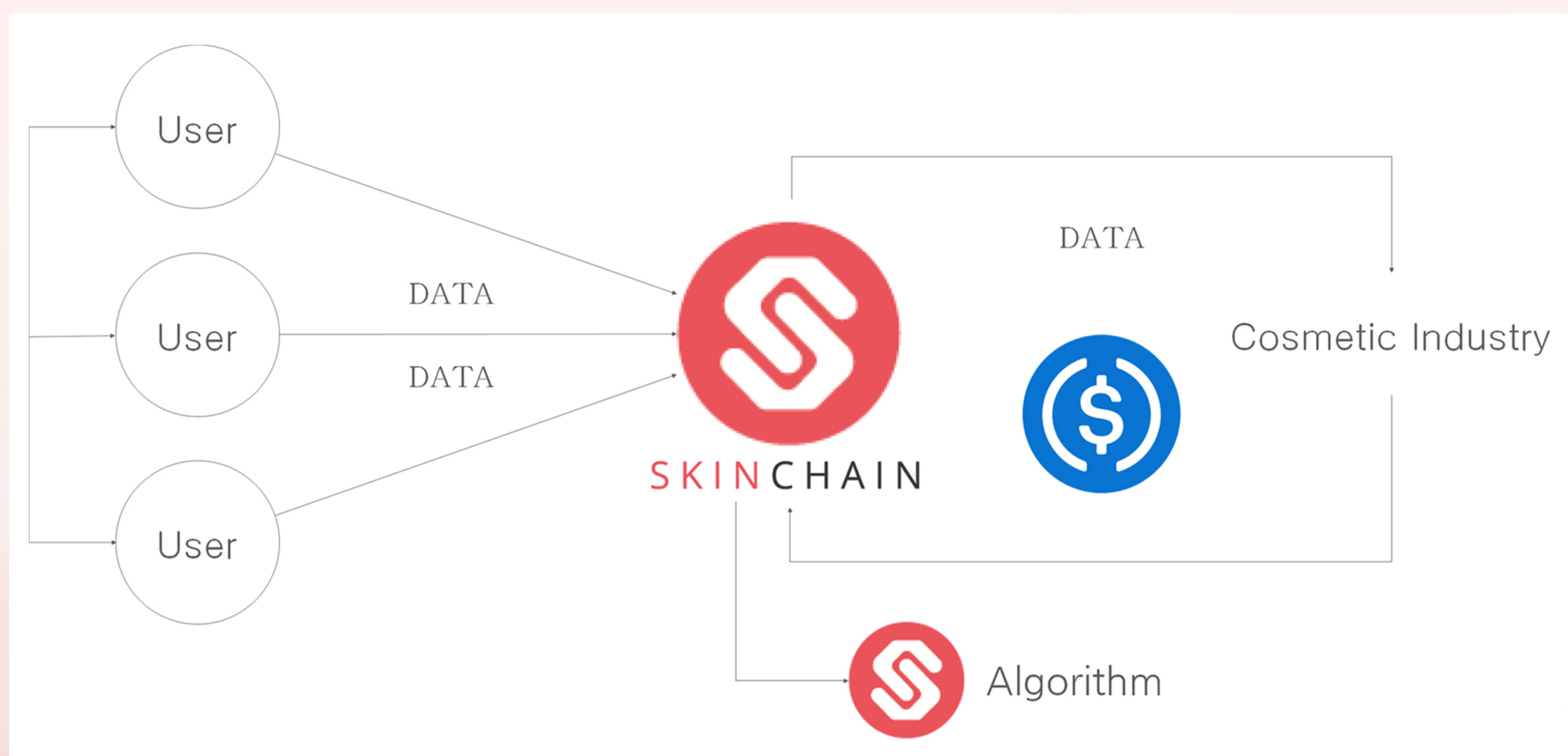
2 VISION of SKINCHAIN

Global Skin Curation Community SKINCHAIN builds a user-driven production / improvement / distribution / consumption community network used by 100 million people worldwide.

SKINCHAIN Algorithm will analyze 100 million skin type test / survey data and genetic data to provide **optimized, individualized product curation for each community member**. All products in circulation must pass through development and certification audits. Although they were effective in the experimental stage, the actual end user must determine the truthfulness of specified effects and possible exaggeration of advertisement. Then, the user community would share such feedbacks and purchase only the products verified for best fit to individual needs or characteristics.

In the SKINCHAIN community, products that promote exaggerated effectiveness shall be unlisted immediately, and better products will be distributed more quickly, leading to an environment that **protects users' right to stay young and healthy, and that saves their valuable time**.

In 2020, the cosmetics market is expected to be about 651 trillion won, and the top 20 countries' market size is about 508 trillion won, accounting for 80%. The total population of the top 20 countries is 46.73 billion, with each person showing a yearly average of \$ 116.7 spent on cosmetics purchases. If narrowed down to the actual purchasing population, per capita purchasing power is expected to be ten times higher. An ecosystem of 100 million people will realize a market cap of more than \$ 10 bi.





3 Background

Since the emergence of the blockchain, there used to be times when projects of building mainnets such as Ethereum were the mainstream focusing on technology. To date, **there have been reportedly no examples of blockchain projects evolving or advancing toward academic or industrial achievement.** Current technologies and improvements are only limited to keeping the existing advantages of blockchain. Users were first enthusiastic about this new technology, and now they as a community are faced with trials and errors in creating or reflecting new demands for another evolutionary stage.

Competition shift from develop-first to real-life-realization

Users are now looking forward to a community that tastes actual benefit from its real life usage rather than that only addressing its technological superiority. Consumer demands to experience practical utility by seeing the technology applied to existing services or activities in our daily economic, social sectors. Inevitably, **this demand leads to questioning validity of the value of numerous coins listed on the exchange markets.**

Consumer experience desires to see conceptual keywords such as decentralization, dispersion, and user-centeredness being literally realized, and to feel their practical values. This is the main, irresistible flow.

From one-way buyers to communicating and regulating buyers

By early 2019, the concept of a consumer becoming a marketer was one of the major trends in the blockchain community. Prior to that, in 2018, a project attempted to move beyond simple viral marketing scope and to help its participant act as an advertising agent in his own social network. In recent years, users have evolved into a self-driven principal agent that not only participates by passively purchasing commercially-available products, but also tries to actively suggest improvements as to any shortcoming. We as a consumer have already acquired a high level of reasoning power that no longer naively responds to the unilateral value defined by a product or service provider. Now, any newer technology should offer directly to its users the data fit to satisfy 'For me' or 'For my own needs' demand. Then the shared data should shift from a consumer-centric platform to that where both buyers and producers can secure profits. The essential element to realize the goal is to encourage producers / distributors to build a system in which they can collaborate to pursue a common value.

Community demands for consistency in purchase, experience, and usage records

SKINCHAIN will realize its vision by building a worldwide network of consumers, producers and suppliers.

PatientLikeMe is a social networking service that "SKINCHAIN" benchmarks. The members consist of patients, and the participants all record the entire history of medications in-takes, surgery and clinical treatments. In addition, they share any results including side effect. After applying to oneself products that do work for a specific patient, they further write and share their benefits along with their own physical condition. **This allows another patient with the same physical characteristics or background to fully confirm the effectiveness of the product before purchasing it.**

Just a Paradigm Shift, not a New Service

This paradigm shift will apply to all sectors.

Not to mention the hospitals and pharmaceutical companies, skin care fields will also no longer finalize their product development in their research center, but go further validating both its positive and negative effects with the participants. Producers and distributors of OEM / ODM Products have mainly appealed to publics by brand and marketing and now should change their stance to their development process. It will be difficult to remain successful in the market by simply classifying skin types into three to four kinds and by offering stereotype recipes claiming its effectiveness for each type.

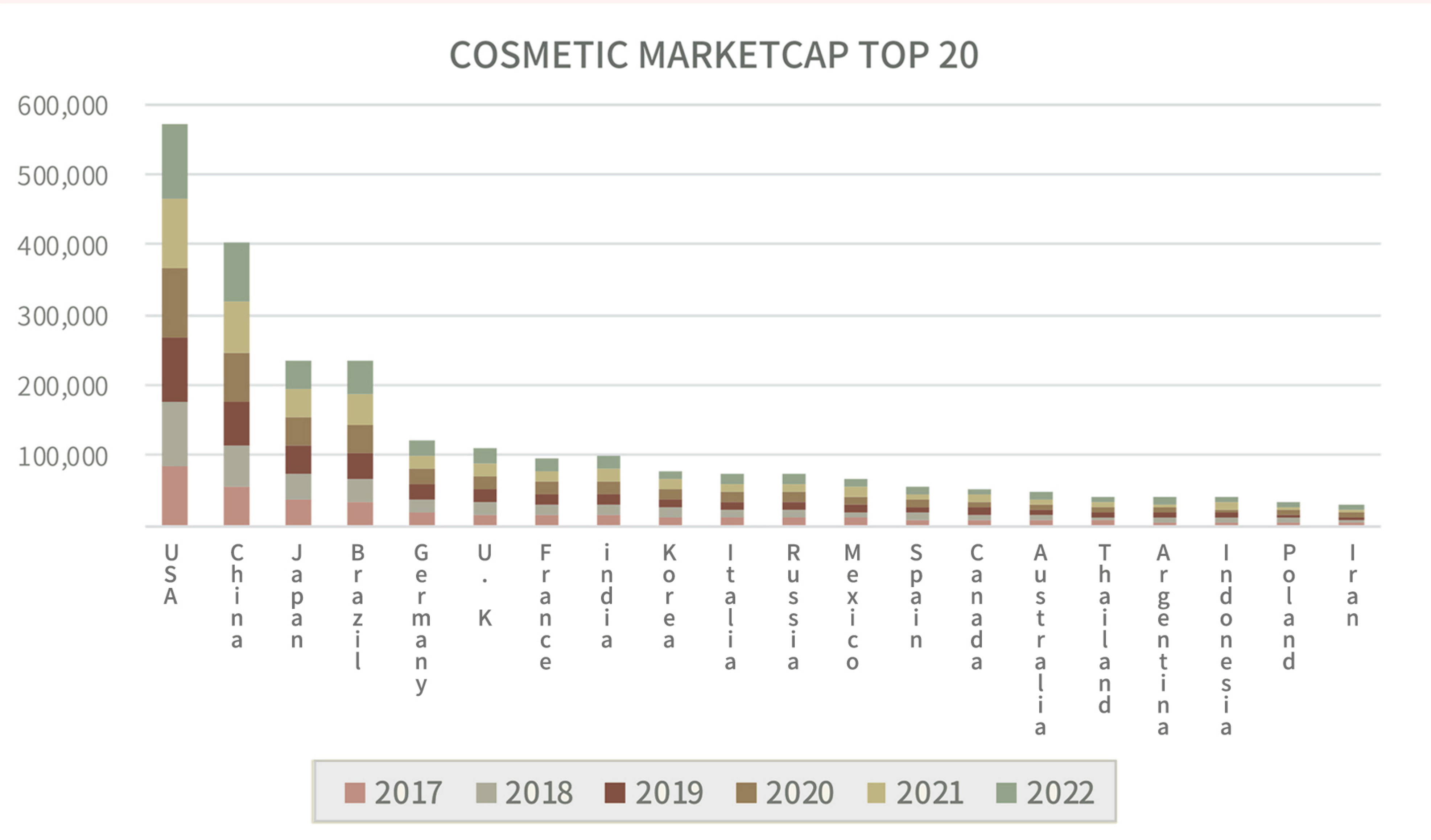
'SKINCHAIN' is to build **a community and an ecosystem optimized to confront with these market changes.**



4 Cosmetic Market Insight

4.1 Background and Direction of Sustainable Growth

Sustained Market Growth of Over 5% Annual Average	
Emerging markets	Growth of the middle class led to more consumers and purchasing power.
Advanced markets	Consumption of cosmetics expanded to younger ages, men and elderly.
Well-being	Herbal Ingredients, Cosmeceutical.
Metro-Sexual	Esthetic, For men : market expansion



Annual average growth rate of about 5% by 2022

The global cosmetics industry had continued to expand its market until 2016, but in recent years the European financial crisis and the devaluation of currencies in emerging economies caused it to gain a relatively low growth.

However, thanks to the expansion of the middle class in advanced markets, the emergence of new consumption trends, the rising incomes in emerging markets, and the demand increase by men, the market size is expected to rise rapidly by an annual average growth rate of more than 5% by 2022.

As a significant contributor to the current market and a major trend in the global cosmetics industry, natural ingredients and premium products will fuel more explosive growth in the coming years. Market analysis tells us that the eco-friendly, natural raw materials-based premium skin care market is leading cosmetics industry growth and the largest in size, followed by hair care products the second, and by decorative cosmetics the third. Items for men, infants, perfumes and deodorants are also contributing to the growth, too.



Markets in Developed Countries – Cosmetics consumer market expanding to younger ones, men and elderly

Europe and North America account for 43% of the global market, especially the growth rate of the cosmetics industry in North America is relatively higher.

The demand for natural ingredients, **eco-friendly and organic products is increasing**. Furthermore, demand for functional products utilizing natural elements and biotechnology counteracting wrinkles is remarkably on the rise. The influential factors that determines consumer purchase more and more have to do with sustainable social impacts; implement natural raw materials and environment-friendly manufacturing processes.

Emerging Markets: Market Expansion driven by Asia

With its sharp increase in middle class, Asia including China and India will lead the market. China has grown at an annual average of 6.3% over the past five years, which is the main driver of the global cosmetics industry's growth. The region is currently observing elevated income levels, need for better hygiene along and boosted interest in appearance. With the economic growth of emerging economies such as China, ASEAN, Vietnam and Southwest Asia, the purchasing demand for various types of cosmetics is exploding, further fueled by the growing middle class and more social involvement by women.

Emerging markets are seeing more demand for daily necessities such as bathing and perfumes as more attention given to better hygiene standards in overall society. **Also as general public more commonly wears makeup and uses skin care, once used-to-be luxury goods now has become a necessity**

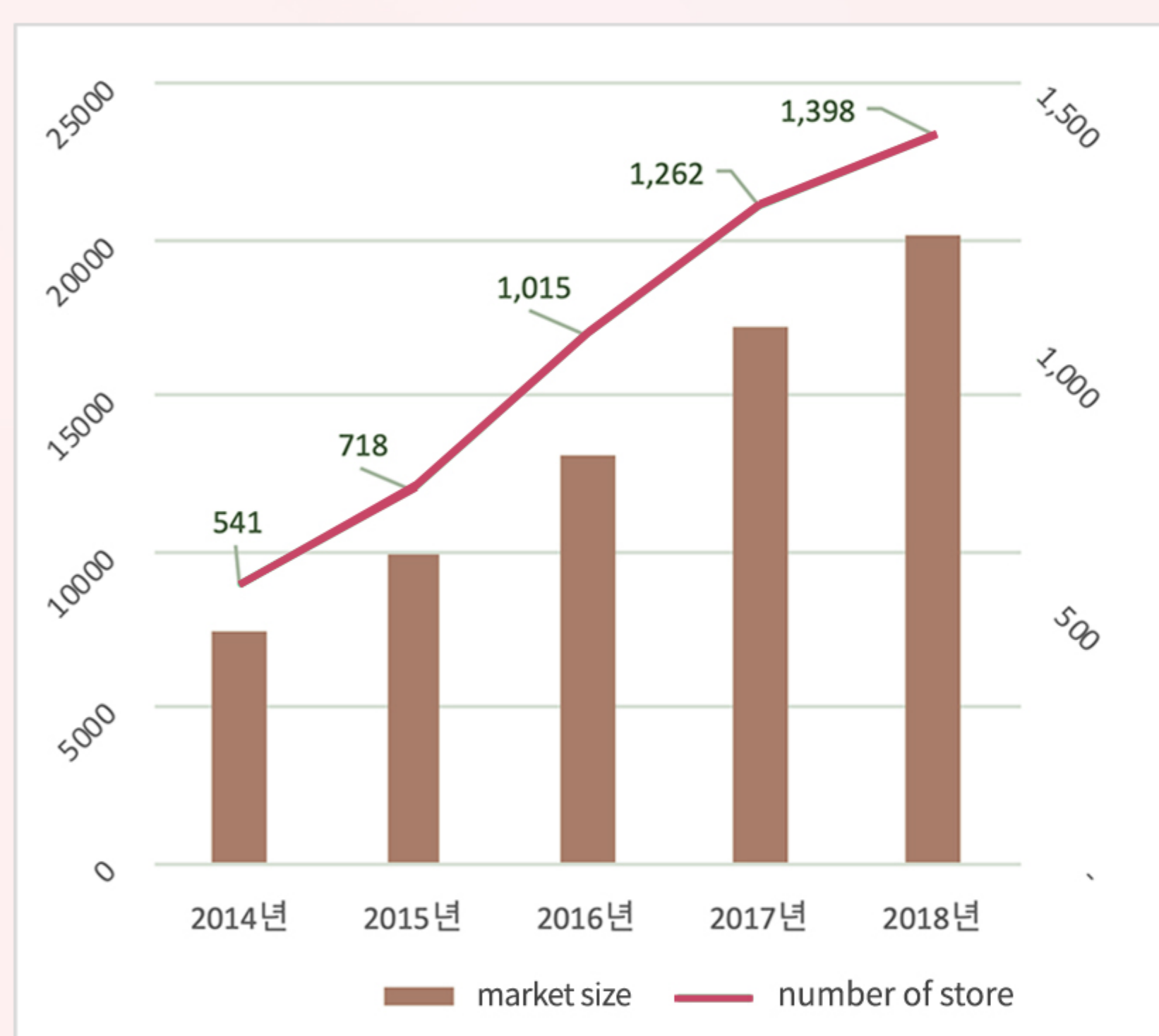
Rapid increase in Metrosexual population

Metrosexual is defined as a modern man sensitive about fashion and hairstyle. They positively accept and enjoy femininity as inside person. In 1994, a British cultural critic, Mark Simpson, began to describe men displaying feminine taste as such term on his column in the Independent Magazine. **These appearance-oriented men live in metropolitan, actively paying attention to the feminine lifestyles that range from fashion, beauty, interior to cooking.** They boast a solid body shape with a well-maintained face.

They mostly own purchasing power, are in their 20s and 40s, and enjoy high-quality shopping. Family and friendship mark their top priority, with giving less importance to social rank.

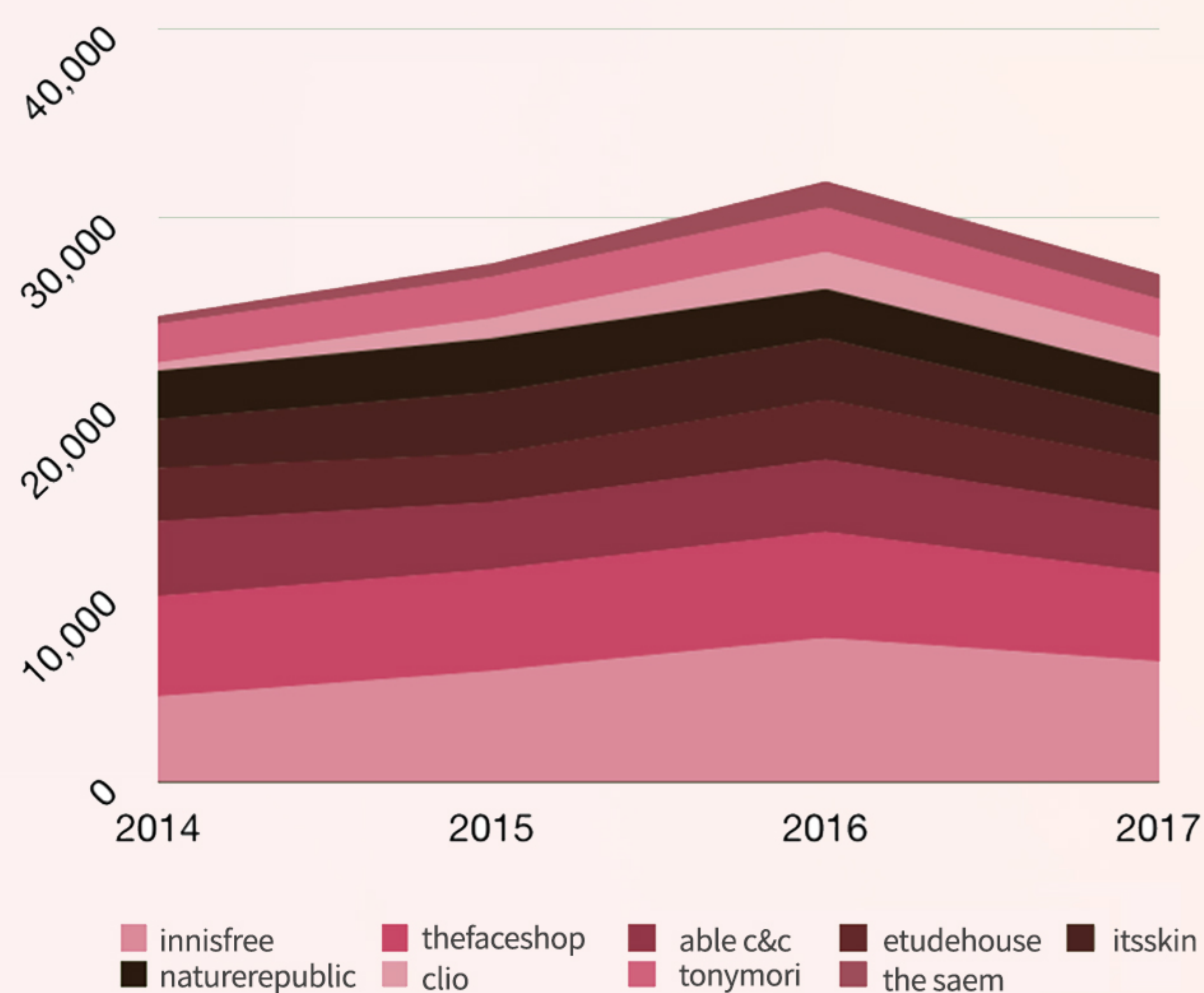
The Metrosexual reflects a changing social trend where the role boundary between men and women is gradually blurred, and show how they are not free from appearance-first culture. Well-being trends also characterizes this generation. The Metrosexual phenomenon has newly introduced a purchasing class on cosmetic products, that is men. The target market for them centers on skincare products rather than those promoting cleanliness or brightness

Customization Shop rather than Brand Shop Domestic H & B Shop Market Size / Number of Stores



Reference: Invest Chosun

Market expands more with experience-oriented than simple purchase Major brand sales are down



Reference: Hana Financial Invest

Purchase more influenced by on-site comparison rather than by brand-image

Stores are usually divided into brand shops and customization shops. A brand shop usually refers to a store where a single brand enters, such as MISSHA, Innisfree, THE FACESHOP, ETUDE, and Nature Republic. A customization shop means a multi-brand shop with various brands such as Health & Beauty Shop, House shops, cosmetics company shops, and department store shops. Recently, H & B Shop is expanding its franchises with a steep rise and is characterized as a store where various brands from health care, personal care, and health foods are served together along with cosmetics. Olive Young(CJ), Watsons(GS), L0HB(Lotte), Boots(E-Mart) are such.

Aritaum (Amore), Nature Collection (LG Life), and Beaute (LG Life), which are directly operated by their brand owner cosmetic companies, initially exhibited their own brands only, but are more increasingly allowing other brands to take up part of the shop place. As for department stores, the proportion of high-end brands such as La cosmietique (Lotte), at Beauty (Hyundai), Chicor (Shinsegae), and Tag on (AK) is high.

Recent trends have shown the slowing growth of single brand shops and, as mentioned above, the number of H & B shop-type customized shops is on rapid increase, making most products available in stores. The next step is to share an iterative and exhaustive comparison experience.

4.2 Target Market Analysis

Cosmetics with healthy atheleisure target (Atheleisure = Athletics + Leisure)

The launch of a variety of cosmetics products is expanding that increasingly reflect the lifestyle or behavior of consumers engaging in considerable outdoor activities.

Consumption of outdoor skin protection products, including sunscreen products, yellow dust and fine dust products, and mosquito repellent ingredients, is on the rise.

A growing number of brands are dedicated to meet the very need of athletes and leisure-seekers. Such products as sweat-proof makeup products, deodorant for removing odor or tint maximize lasting and cooling effect. Thus products with specific function are gaining more popularity, which explains why brands launched by sports-celebrity CEO's are growing in number.

Portability has also become a major issue in cosmetics, and more and more products are shipped in such packaging materials that are easy to carry and store, some use even shock resistant materials.

Brands such as AMOREPACIFIC and INICIS are using plant-derived containers and upgrading container designs. Some such improvements help reduce the amount of waste due to incomplete use in complex-looking containers. Some incorporate biodegradable materials to reduce environmental pollution.

Yet, these function-oriented products are often exaggerated than the actual effect, and the consumer response varies from individual to individual, repeatedly reporting damage or complaints.



Example of function-oriented marketing products

Flower-by Kenzo Performed Deodorant Spray: Suppresses sweat and gives off a subtle scent. Emphasis upon essential etiquette

Sugar Lip Treatment. FRESH: Emphasis on tonal cosmetics that are retained during exercise.

Miledhum Cleansing Water. Derma Lift: Easy-to-use pumped container, Emphasizes better skin protection by moist finishes than cleansing oil or cream. Also dries easily after exercise.

Gingerbread Hand Lotion. Duck Jeans: pumped, easy to use without squeeze, not sticky, no discomfort when touching exercise equipment

Obitamine Body Mist. Biotherm: Used when you sweat a lot or when you need a refreshing scent. Traditional perfumes may produce a foul smell when mixed with sweat, but this products maintains a cool aroma during exercise.

Cosmeceutical Increase - utilizing Bio, natural raw materials, gene information

The recent trend, by means of labeling and naming, emphasizes functionality of products; terms include Bio, Cell, Derma, Medi, and Dr. , which all imply biotechnology.

Targeting those dermatologic patients who are sensitive to air pollution, a market is promoting products with raw natural materials, organic and herbal ingredients.

Furthermore, the number of cases of eco-friendly product position itself as premium products and thus draws welcome as its producers restrict animal from being used in clinical trials during cosmetic manufacturing process / distribution process / research and development. It is analyzed that drawbacks are a lack of continuous utilization and weak motivation.

Examples of Cosmeceutical Products

- SKINCEUTICALS in the United States: Contains high concentrations of hyaluronic acid, proxilin, and blackrice extract. Help revitalize facial skin, prevent wrinkles around eyes or mouth
- Celltrion Cellcure: Develops new functional materials and active ingredient delivery technique based on bio-technology industry
- FUJIFILM ASTALIFT: Achieves cosmetic development based on film-related collagen, antioxidant and nano-dispersion technology

Creative packaging implementing smart devices and IT

Newly introduced in recent years are the mobile skin care systems analyzing measurement data according customer-specific skin type. Now commercially available are interlocking skin analyzer and mobile app, and make-up experience program using skin care system and VR.

Analysis of market appeal points by major products

- Skin Scanner: Analyze skin pores, oil / moisture, wrinkle condition, and provide customized solution
- VR: Knicks and Samsung collaborate on makeup using Instore VR program enabling hand-on makeup experience

Creative packaging by product concept and functionality

Brands such as AMOREPACIFIC and INICIS are encouraging the use of plant-derived containers, and improving the container designs to reduce the amount of unused. They participate in reducing environmental pollution by using biodegradable materials.

Skin Care and IT Implementation Example

Neutrogena Skin360 & Skin Scanner

A clinic product able to measure hair loss, moisture and wrinkles.

What makes entering into market difficult is the disloyalty towards the same product and the lack of motivation.





[Market response after launch]

Market judges that separable hardware type and weak portability lead to less product attractiveness.

You can record data in conjunction with the app, but there is a lack of motivation for storing and re-accessing the data, and for continuous measurements.

Minimalism & Skin Protection, Eco-Friendly

Cosmetics market expand to reducing skin burden and to pursuing eco-friendliness. The “Less is Better” strategy is a very important marketing point, which takes advantage of consumer behavior patterns to reduce the variability of cosmetics, thus to relieve the skin burden.

Preferring cosmetics with small capacity that focus on environmental protection during packaging.

Examples of increasing natural, skin-healthy products

With more emphasis on naturalism rather than colorful make-up, beauty minimalism for skin is drawing more attention than ever. Recent public consensus focuses on natural beauty and simplicity rather than artificial glamor, thus leads ‘the organic trend’.

Expansion of men's product market

Satisfying two types of demand; for 'Daily Small Extravagance' and for luxury goods. Increasing purchases of products with luxury images, small in size and excellent quality. Increasing purchases of products such as highly functional and personalized cosmetics for specific skin.

Market Trend Example

The growth of the Grooming Tribe (men who spend extravagantly on fashion and beauty) also turns men's appearances into a competitive advantage, and accordingly the men's cosmetics market expands significantly.

Men's makeup products are available from global brands such as Calvin Klein, Yves Saint Laurent, and Chanel. The number of gender-neutral makeup brands is on the rise.

Men's face and appearance became accepted in China as social competitiveness, thus Men's cosmetic market expands rapidly.

Soldier: AP launched camouflage cream (green charcoal as raw material) to reduce skin irritation for soldiers.



5 Why & How



SKINCARE products account for 31% of the total market



Expansion of functional product market (Cosmeceutical)



Increasing sales with on-site experience



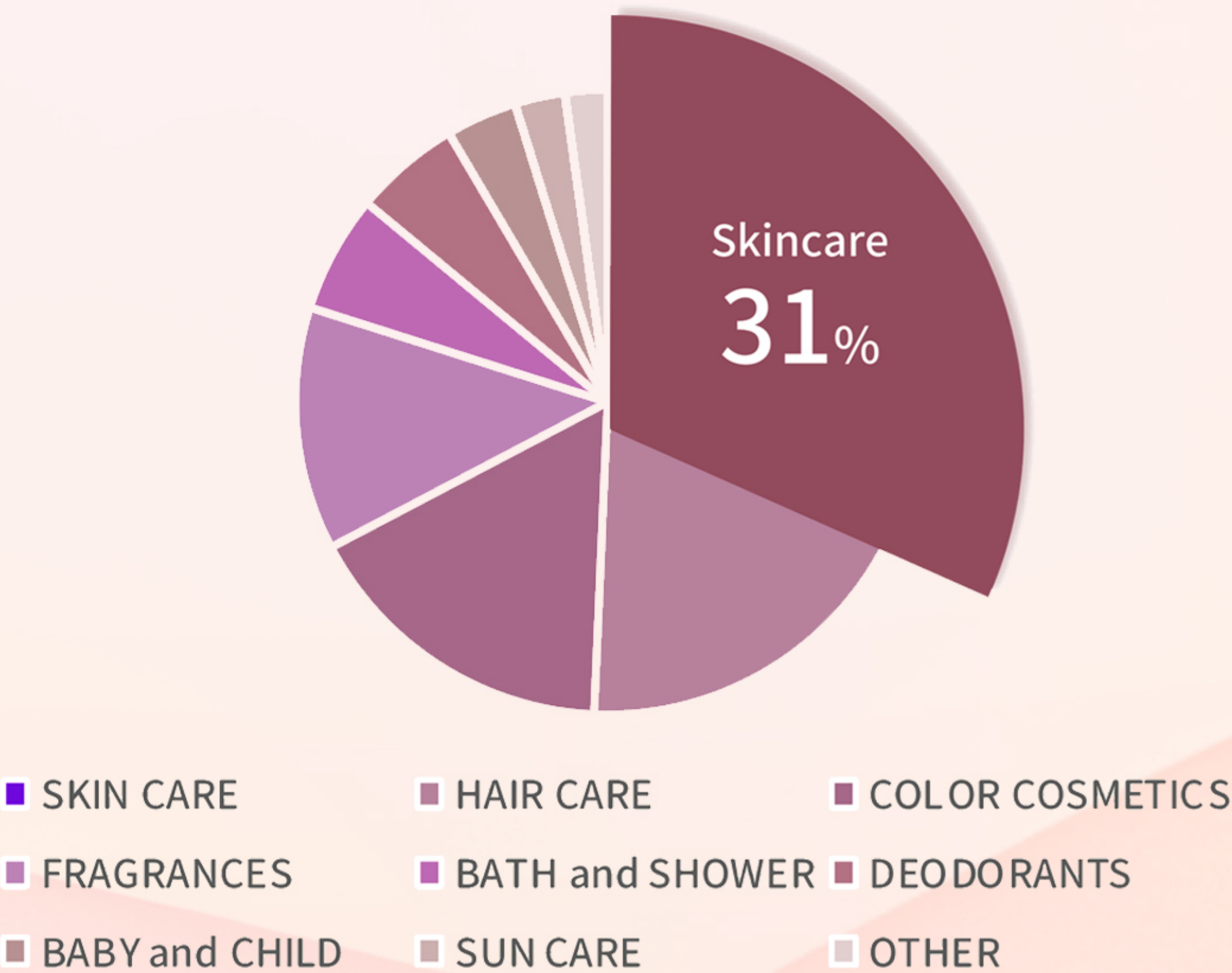
Ever increasing demand for consumer verification based on social networking



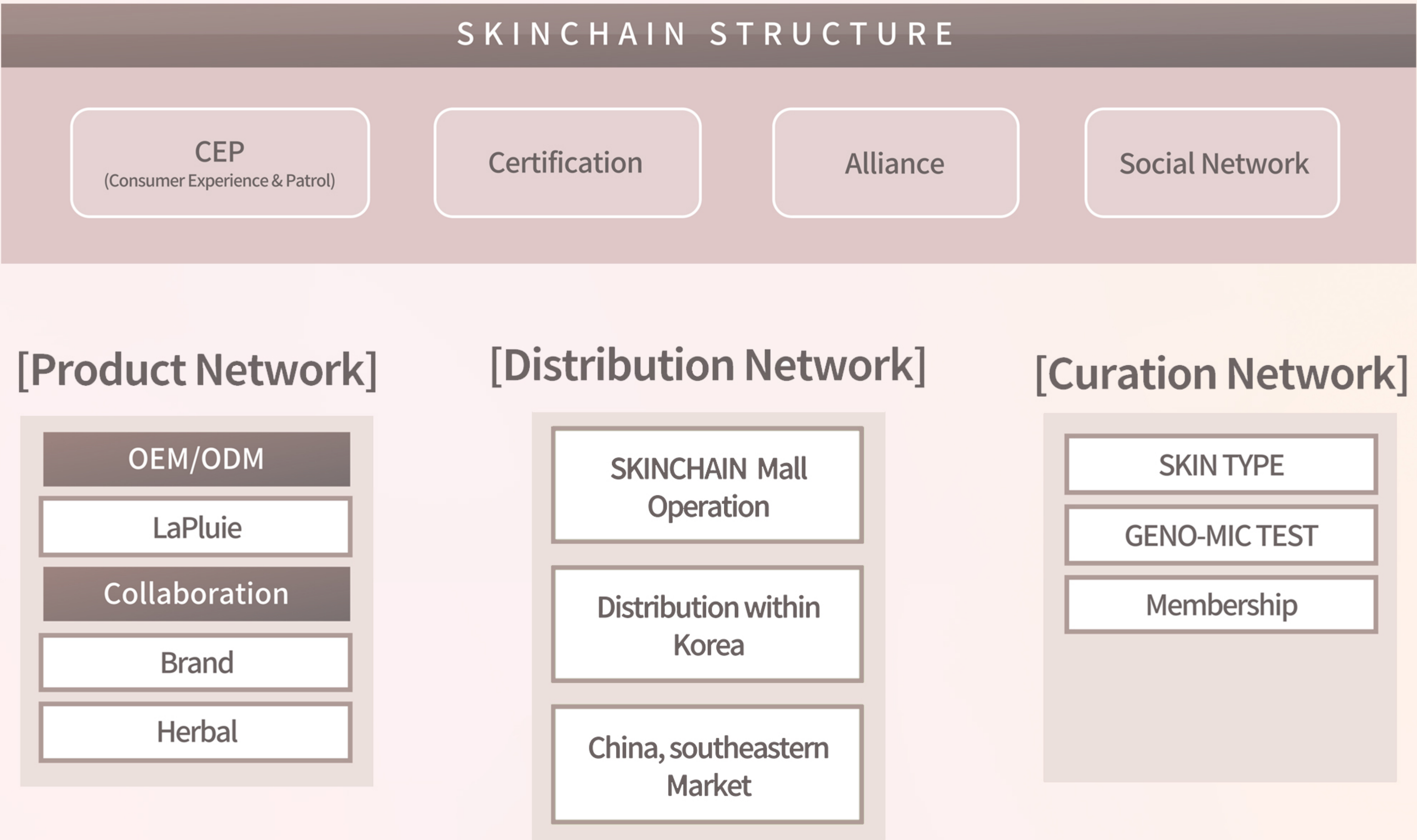
SKINCHAIN

When a consumer selects a product, the data reflecting their personally experience, functional and environmental factors, individual skin health is the determining factor. SKINCHAIN, thus, targets this important product line.

MARKET RATIO BY ITEMS



6 SKINCHAIN NETWORK



6.1 Product Network

The corporate network that joins SKINCHAIN Enterprise M are from the world's best front and rear business line. They are cosmetics manufacturing companies with researchers, container industries and producers of various brands. Participating companies work with data analysis experts to advance SKINCHAIN ALGORITHM. It will be an opportunity for venture firms to make proposals to the best companies, while companies that have already developed products or services will be able to target their consumer precisely, therefore reducing marketing costs. All take advantage of SKINCHAIN's distribution platform without additional costs. Even those products that have already been proven in the market will establish a long-term vision through SKINCHAIN. The implementation will be simple and straightforward, and the resulting process remain accessible to all SKINCHAIN members.



6.2 Distribution Network

Since 2017, the largest proportion of cosmetics exports from Korea has been China (66.7%), ASEAN (10.9%), and North America (9.6%). Viettel participating in the SKINCHAIN network and StarLily in China will play a major role in the successful realization of SKINCHAIN COMMUNITY's offline customer contacts and online co-marketing. In order to maximize the Korean Wave contents, L&P COSMETIC (BTS Boys Collaboration Mask-Pack Manufacturing) will participate in establishing a network that can successfully distribute once-local Korean brands and adds more value to them.

6.3 Curation Network

SKINCHAIN Algorithm, which plays an important role in the SKINCHAIN Community, collects, analyzes and reflects the following three types of data:

Product: Ingredients / Contents

Sales: Product Sales Place / Date / Volume

User: Purchasing Information / User Skin Information / Effectiveness / Side Effects / User Genetic Characteristic Information

The analyzed information encourages a user with the same or similar skin types to share after-usage experience along with side effects, and recommend that same user any need-fit products right away.

SKINCHAIN Algorithm also provides companies with the opportunity to reduce development, marketing and distribution costs. It allows them to predict any demand for the required product line and provides them with possible, yet reliable requirements for new products.



6.4 Example of displaying the user skin type information

* 16 skin types classified by Leslie Baumann

Skin care targets are divided into 16 different types based on the level of dry / oily, sensitive / insensitive, pigmented / non-pigmented, wrinkled / hard degree



6. 5 Examples of skin test items and information through genome test

TEST ITEMS



Skin Aging




Skin Elasticity



Pigmentation



Hair Loss



Hair Thickness



Vitamin C

CHAPTER



Skin Aging

One of the causes of skin aging is glycation. Glycation is a phenomenon in which the protein having to do with maintaining the elasticity of skin combines with sugar. It results in reducing the skin elasticity eventually causing the skin to turn dark yellow.


CHAPTER



Skin Elasticity

The most important factor helping maintain the skin elasticity is a fiber called collagen. Collagen supports the dermal layer in the skin. Reportedly, the level of collagen lowers as aging progresses, thus causing wrinkles and weakened elasticity.

CHAPTER



Pigmentation

Pigmentation is caused primarily by environmental factors such as ultraviolet light, but if the melanin pigments remain genetically active and the genotypes of generating pigments are dominant, then pigmentation is likely to last longer than others.


CHAPTER



Hair Loss

Hair Loss ranging from 50 to 100 naturally takes place every day. But if you lose more than that, it may need clinical attention. Hair loss can occur due to a variety of factors such as heredity, hormones, stress, nutritional imbalances, and extreme body weight change.

CHAPTER



Hair Thickness

Hair grows thinner when the amount of protein constituting them gets insufficient, oxygen supply is disturbed, or when pores are blocked by keratin or sebum.

CHAPTER



Vitamin C

Vitamin C is highly water-soluble and has its chemical name, ascorbic acid. Vitamin C acts as an essential sub-enzyme in the energy metabolism of organisms and also involves in antioxidant activity.

Global Skin Curation Community
SKINCHAIN



7 SKINCHAIN Shopping Mall(on-line)

Provide SKC Coin in line with distribution margin of famous brand products



SKINCHAIN

Shopping Mall

Sulwhasoo 설화수	HERA 헤라	LANEIGE 라네즈	IOPE 아이오페
Mamonde 마몽드	innisfree 이니스프리	the saem 더샘	+ ETUDE HOUSE + 에뛰드
It's skin 잇츠스킨	TONYMOLY 토니모리	NATURE REPUBLIC 네이처리퍼블릭	SKINFOOD 스킨푸드
Fasey 파시	MEDIHEAL 메디힐	LEADERS 리더스	SNP SNP
DEWYTREE 듀이트리	VDL VDL	Holika Holika 홀리카홀리카	THEFACESHOP 더페이스샵
banila co. 바닐라코	Coréana 코리아나	Elizavecca 엘리자베카	Cloud 클라우드9
A.H.C AHC	berrisom 베리썸	CLIO 클리오	secretKey 시크릿키

All



SKC Coin
10% Payback

SKC Coin
15~20% Payback

The brand is not currently in consultation with SkinChain Mall and the brand is subject to variability.
In the future, we will notify you about the exact location brand when we build the SkinChain Mall.



SKINCHAIN Shopping Mall upholds the policy of returning profits to customers, otherwise belonging to distributors. This discount rate is made feasible because SKINCHAIN owns the copyrights related to manufacturing of products and thus receives 30% of the profits as copyright royalty from the manufacturing / production companies.



Most domestic online shopping malls return 3% of the purchase price as saving credit. Unlike other products, cosmetic products inherently have higher advertising and intermediate distribution cost. Thus offsetting those leaves room for providing more discounts and savings. Products with no-brand or small brand value likewise can enjoy high discount rates by means of maintaining distribution relationship with Skinchains

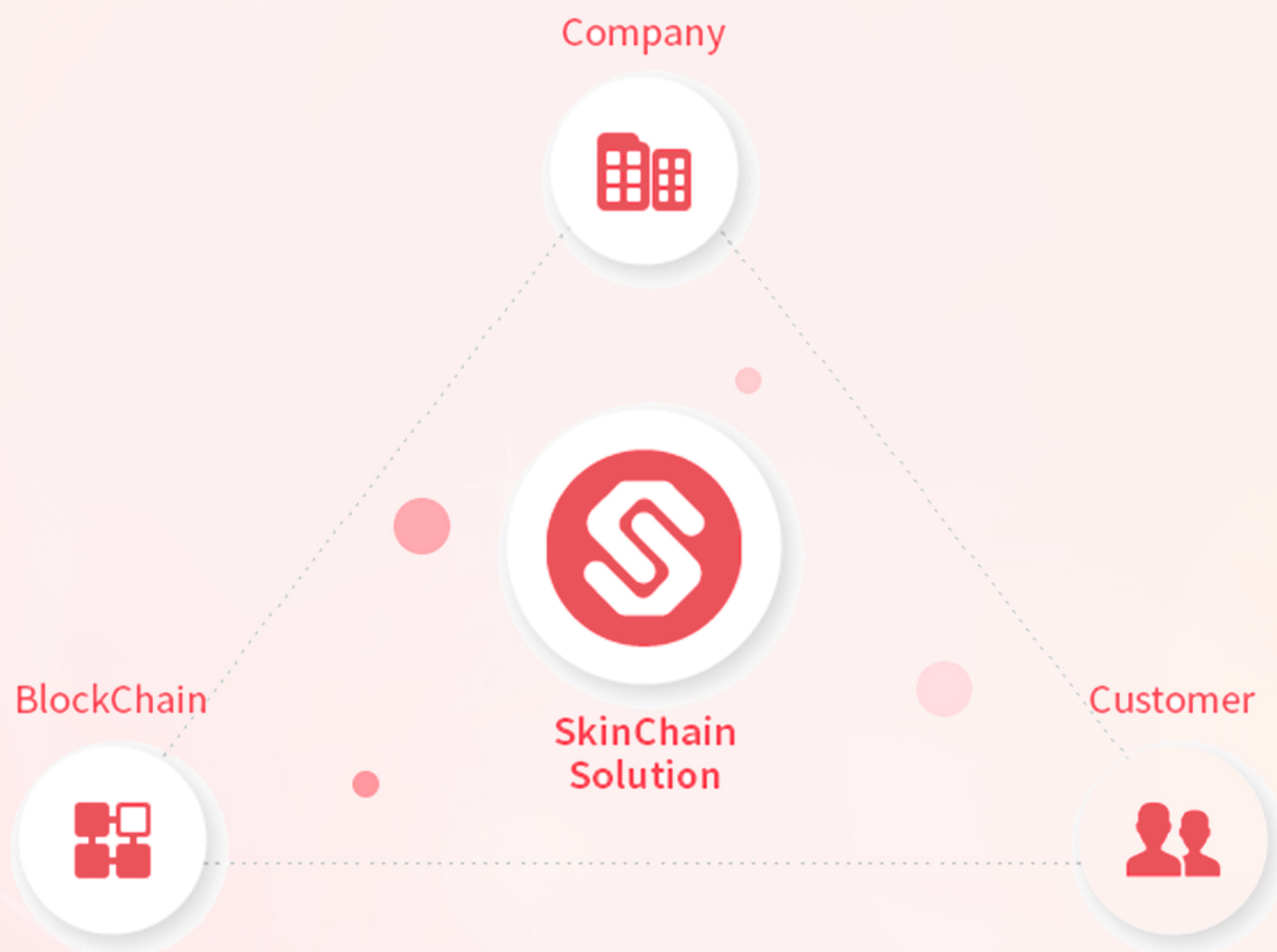
Savings and Discounts available only with SKINCHAIN, fueled by self- production and by distribution performed together with community members.

SKINCHAIN distributes products at a minimized price via strategic relationships with producers / distributors

SKINCHAIN receives a royalty accounting for 50% of total profit from producer.

SKINCHAIN uses all remaining resources to repurchase SKINCHAIN after first spending on maintenance of the chain.

How SKINCHAIN could do ?



BlockChain

SkinChain's skin type test results, genome scan results, and any changes after purchase are stored and managed in the blockchain based on DID.

Company

By means of active and controlled access to our customer data, participants contribute to the stable operation of SkinChain.

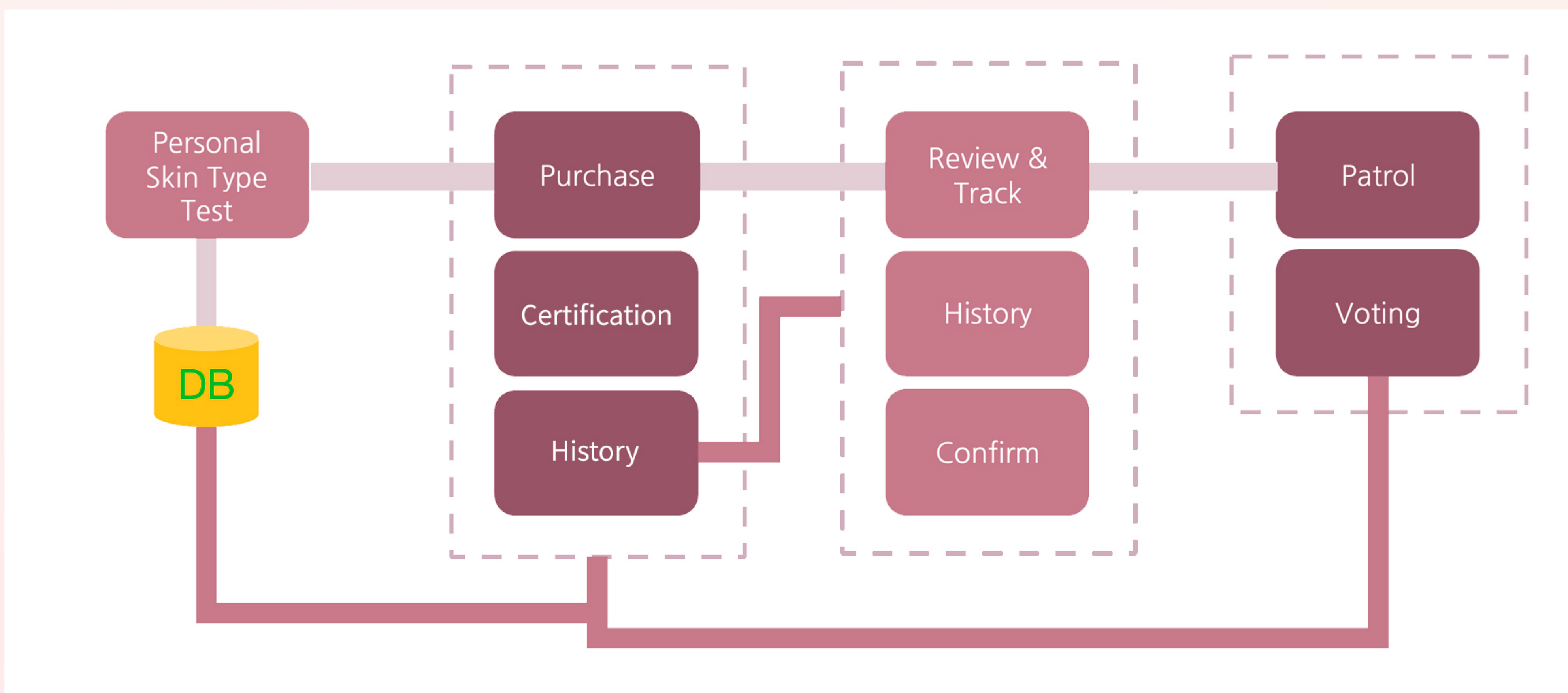
Customer

When using information created or provided by customers, the information provider will be rewarded to a scrupulously fair degree thanks to blockchain technology.

8 SKINCHAIN C.E.P

CEP

is a key policy for verifying and maintaining effectiveness and quality in the SKINCHAIN community.



Members: Share your skin type and genome test data with the Community

Experience: Purchase and use a product certified by SKINCHAIN

Record & Tracking: Take and share photoshoots of before & after skin condition

Patrol: Vote rights are granted only to those who meet all above three criteria.

Users may disqualify listing of a product by proposing vote.

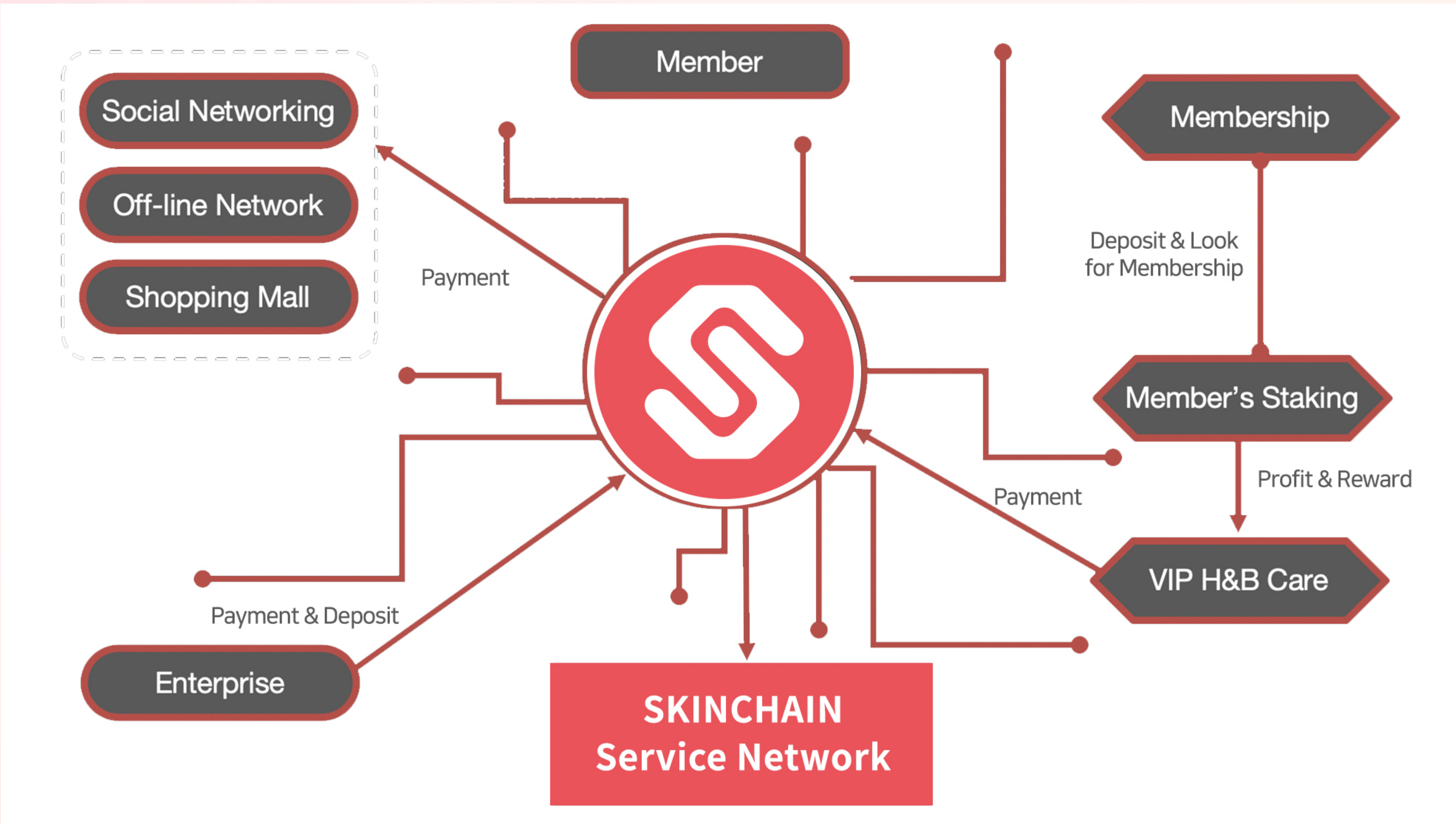
9 USER & ENTERPRISE PROGRAM

	VIP Class A	VIP Class B	Enterprise M
Qualification	SkinType/Genomic Data Provider Product Usage History Sharer 1,000,000 SKC holders, participants w/ more than 0.5 ETH	SkinType/Genomic Data Provider Product Usage History Sharer 500,000 SKC holders, participants w/ more than 0.5 ETH	Strategic Cooperation Partner Selected by SKC 100,000,000 SKC holders
Benefits	10% off Skin Check 1 time free/Year Genomic test free 1 time Subscription Box	10% off Skin Check 1 time free/Year Genomic test free	Priority Right over product distribution Support for new item launching

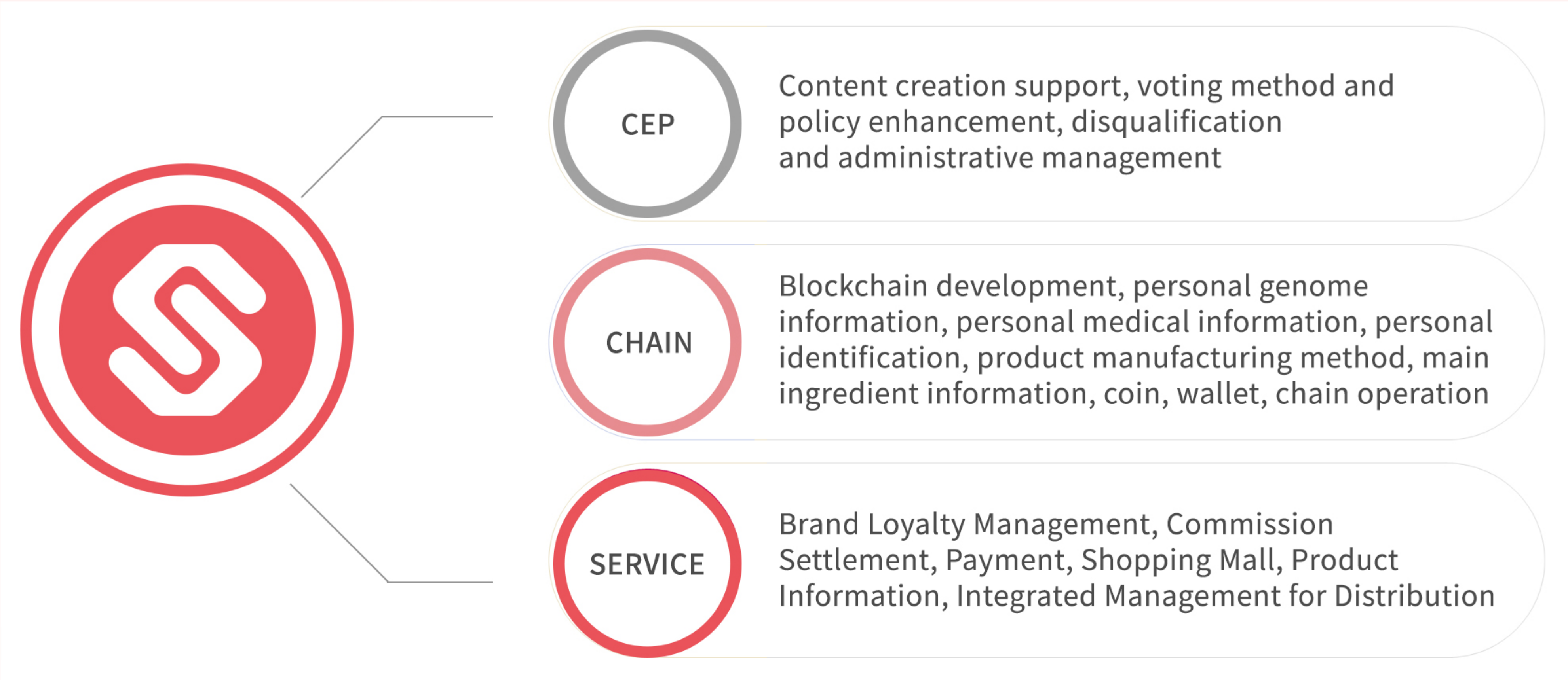
10 TOKEN CIRCULATION

Manufacturing companies pay 30% of their profits to SKINCHAIN Community as royalty SKINCHAIN will use all excess profit to purchase back COIN and ensure sustainable community.

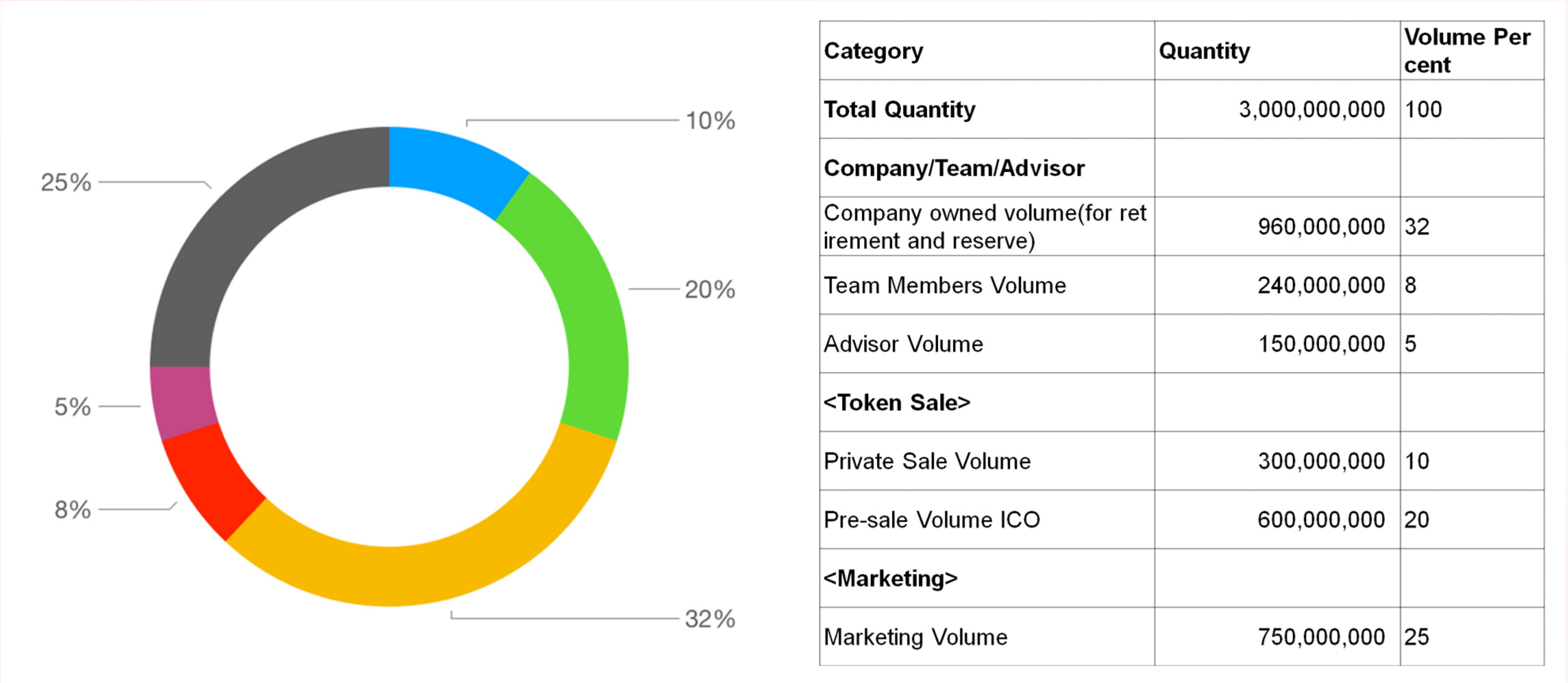
Product Distribution Rights Priority / Commercialization of New Launch Products



11 SKINCHAIN GOVERNANCE



12 ALLOCATION



13 ROADMAP



2 PARTNER IN DISCUSSION



3 TEAM



Kang Tae-woo, CEO
· KAIST Graduate School of Intellectual Property
· Registered Director of Customs Corporation
· Korea Customs Service FTA Consultant / Trade Association FTA Consultant
· Consultant, KOTRA and the Cosmetics Industry, Trade Association
· Global Cosmetic famous brand screening and consulting



Minha Sin, CS
· Rutgers University Pharmacy
· Pharm technician (SBOP)
· Johnson & Johnson Pharmacist



Sungwoo Kim, CFO
· Cheongju University English Department
· Haeop Edu Chungcheong Branch
· S-tech CEO

2 ADVISOR



FAME
· CEO, STARLILY (China)
· #1 Dermatology & Plastic Surgery Place selected by Chinese celebrities
· Awarded Dermatology Brand Prize, recognized by Chinese Consumers
· Signed MOU with many Korean plastic surgeons



Jin Yong Kim
· Director of Ilyun industry
· Cosmetic Container Manufacturing Master
· Owns eight manufacturing lines of automatic drilling and vacuum forming
· Dedicated producer for SPC container in Korea
· Fully automatic extruder
· Design Registration No.0262562 and many other patents



17 DISCLAIMER

As to participating in SkinChain (all activities including purchase and sale, transaction and possession),

I agree to the following.

1. I am responsible for all transactions, including the purchase or sale of the SKINCHAIN.

The information provided on the white paper and website is for reference only and does not include advice on purchasing the SKINCHAIN.

2. SKINCHAIN is a cryptocurrency used on the SkinChain Mall platform and is different from a security asset.

3. All risks arising from the trading activities of SKINCHAIN are taken under the responsibility of the trading parties and include the following.

1) Financial loss due to personal misunderstanding

2) Financial loss caused by misinformation or misjudgment of any information;

3) Financial Loss caused by the exchange value of SKINCHAIN

4) Financial Loss caused by transactions in SKINCHAIN between participants

5) Loss of account information, private key, password, or any necessary information required to possess skinchain. Or loss of information to any third parties

6) All Financial losses incurred from the trading of SKINCHAIN or else

4. The skinchain is not a stock, and the holding of the skinchain has nothing to do with decision-making rights on the skinchain platform.

5. SKINCHAIN is a Malta-based corporation, and any legal disputes against SKINCHAIN are handled by the Korean court.



17 DISCLAIMER

6. No legal dispute may be raised against any provision set out in this disclaimer.

7. The future business partnership featured on the roadmap is currently on working-stages with no signed contract yet and may be canceled or changed due to the circumstances of the SKINCHAIN mall and other reasons. Please note that the contracts are not finalized.

Disclaimer

SKINCHAIN's past, present and future employees, directors, contractors, advisors, ownership holders, suppliers, sellers, service providers, parent companies, subsidiaries, affiliates, agents, representatives, predecessors, and successors are not responsible for the following:

- 1) Purchase or use of coins
- 2) Violation of Terms by User
- 3) Disclaimer of matters arising out of or related to infringement of the rights of other individuals or organizations.

All costs including all claims, compensation, losses and attorneys' fees



Referance

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- * KITA (MTI2273)
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- * iResearch, WellBridge
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