BEAUTYPAYCOIN
The Technology Behind Your Beauty

Beauty Pay Coin

BEAUTY INFLUENCERS BEYOND BORDERS

Whitepaper Version 1.0

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This document can be amended on a regular basis. The strategies and ideas you will read will continue to be added to, revised, and improved as we move forward with the project. You are advised to check the whitepaper regularly for any updates or additions of information.

Introduction

Blockchain-based payments

Blockchain technology has effectively been a solution for problems encountered within the society. It is an innovative technology that comes with fascinating components such as embedded cryptography, resilience, distributed data, and tamper-proof. With consumers constantly on the lookout for rapid processing, easy reconciliation, and transparency on payment transactions, blockchain is there to meet all those needs.

Blockchain technology was built around the concept of a public distributed ledger. The ledger makes it possible for the entire network to jointly create, evolve, and keep track of one immutable history of transactions or other successive events.[1] Blockchain can facilitate the movement of data and payments across the globe within seconds and at an affordable cost. The history of any digital asset on blockchain is transparent and unalterable.

Cryptocurrency payment gateways

Cryptocurrency payment gateways enhance payment systems by reducing the number of intermediaries involved in payment transactions. Using blockchain technology, all payments are highly encrypted, making them more secure than traditional online payments.

These payment gateways utilize smart contracts to negotiate and finalize payment agreements between transaction parties. Once an agreement has been established, smart contracts will verify the accuracy of a transaction and expedite it to the correct counterparty. This allows for a high degree of authenticity without the need for human intervention.

Beauty Industry

The cryptocurrency payment system has found its way in almost every industry and the beauty industry is not an exception. It has proven to be an innovative technology that is already reshaping the landscape of beauty product selling and distribution.

With such an increase in the manufacturing and sales of beauty products, traditional payment methods will not be able to sustain the growth and change in the industry. Cryptocurrency will function as a better payment method for users when purchasing beauty essentials and as rewards for those who sell the said products.

Beauty products were previously centered on women, but now the focus has shifted to target a wider audience including men. With the demand for beauty products rising to unprecedented levels, cryptocurrency offers opportunities to speed up payments, directly to the suppliers and reduce the costs associated with these transactions.

Advantages of paying using cryptocurrencies include:

- Borderless transactions. Clients can pay for beauty products in any part of the globe at any time.[2]

- Highly-secure payment transactions. Both merchants and customers are guaranteed safe payment transactions, avoiding any hacks and cybercrimes.

- Access to popular and legit beauty products. Many fake brands have emerged in the beauty industry. Through blockchain, consumers are connected to authentic, credible and certified products of popular products and boutiques.

- A true and fair payment system. Customers can easily pay for beauty products without the fear of additional fees on transaction and brand product prices.

- No middleman and instant transactions. Customers can easily purchase a product without the intervention of a middle man and payments can be done instantly.

Asian beauty market environment

The influence of Asia in the beauty industry worldwide has greatly improved sales after a period of low growth. Asian beauty industry has managed to attract an extremely wide clientele across the globe.

The Asia-Pacific beauty & personal care products market was valued to be at $143.64 billion in 2017. This market is likely to reach $199.14 billion by 2026, with an anticipated CAGR of 3.73 percent for the forecast period of 2018 to 2026.[3] The demand for certain skincare and haircare products continues to increase and crypto payments have become a secure way to purchase these beauty products.

According to market research firm Euromonitor International, South Korea's beauty and personal care market is worth 14.8 trillion Korean won, which makes it the world's 9th largest; the market size of health and beauty stores grew by an annual average 32.8 percent from 2013 to 2018.[4] Korean beauty products tend to use natural ingredients, making them a preferred and leading brand across the globe.

Many products have gained recognition through live online videos. This includes South Korean-branded cosmetics labels (K-beauty) which have earned popularity, with the rise of the country's cultural presence, which is termed "hallyu," a Chinese term (Korean wave when translated to English). The K-beauty wave continues to attract local and international consumers through various online platforms.

Social video e-commerce and influencer marketing

In 2019, an estimated 2.95 billion people were using social media worldwide, a number projected to increase to almost 3.43 billion in 2023. Social network penetration as of January 2020 stood at 49 percent.[5] Live videos can drive conversions and engagement on various platforms. They also help consumers with ideas and tutorials on how to perfect their makeup skills and improve their skincare routine. Customers are always up to date with latest beauty trends.

As e-commerce and social media converge, influencer marketing has become increasingly vital intermediaries in the beauty market. As a result, brands are set to spend up to $15 billion on influencer marketing by 2022, per Business Insider Intelligence estimates based on Mediakix data.[6] An influencer has the power to affect the purchasing decisions of viewers due to his or her authority, knowledge, position, or relationship with his or her audience.

Influencers typically have a well-curated network of followers that trust their opinions and relate to their stories. Every social platform attracts influencers to some degree, but Instagram takes the lead standard for the group. Nearly four in five (79 percent) brands predominantly tap Instagram for influencer campaigns, compared with Facebook (46 percent), YouTube (36 percent), Twitter (24 percent), and LinkedIn (12 percent), according to Influencer Marketing Hub.[7]

Existing platforms for social video e-commerce

South Korean technology startup **Grip** is a live commerce marketplace that allows sellers to livestream videos to interact with online customers. According to Grip CEO Kim Han-na "Live commerce is disrupting the traditional e-commerce industry and is blurring the line between marketing and distribution".[8] Live streaming of videos while marketing brands enhances engagement between seller and buyer, thereby increasing purchases and sales. Grip also caters to Chinese internet celebrities called Wang Hong. Influencer marketing has a significant impact on the beauty industry.

TikTok is a fast-growing iOS and Android media app that allows users to create and share short mobile videos. Users can upload and share videos up to 15 seconds in length. As of 2020 the platform has 800million active users worldwide.[9] TikTok is recorded to be in 150 markets and in 75 languages, reaching a wider demographic. Though active TikTok users range between 16-24 years of age, the older generation is also getting involved. TikTok influencer marketing campaign is centered around influencers making, sharing, and sometimes live streaming videos that will spread awareness about a product, make it attractive to their followers and increase its sales.[10] Influencers are able to livestream videos and sell products to their followers.

With more than 1 billion+ users and 500 million+ daily active users, **Instagram** is an American photo and video sharing social networking service. As of 2020, Instagram has more than 2 million monthly advertisers and 25 million business profiles.[11] Instagram allows people to live stream videos and promote their products. Instagram is a platform that has changed the way consumers interact with brands through influencer marketing. Consumers are able to buy products instantly while watching a live streaming video about the product. Customers feel that recommendations from influencers are more genuine as compared to celebrity advertisements which feel like a pure digital marketing tactic.

Beauty brands on popular social media platforms

Interactive social media sites like Instagram, Facebook, and Twitter have become a vital component of the beauty industry. Millions of consumers are following and purchasing from these brands daily on various social platforms.

Through these social platforms, users are able to access amounts of information on which beauty products to use, products for any skin type, costs of products, and much more. Furthermore, with social video e-commerce, viewers can even purchase products instantly while viewing the videos.

Here are a number of popular beauty brands that are making their presence known across a number of social media platforms:

Kaja is a K-Beauty brand that specializes in adorable, bite sized products. The brand is unique in that it offers its users a cheek stamp and it is suitable for all skin types and tones. The cheeky stamp is a cushion blush that imprints a pigmented heart on one's face. Kaja intends to make sure that their collection is really fun for any girl or guy on the go.

Glossier presents itself as a new approach to beauty. It is an online beauty startup with a fanatical following. The company makes intuitive and uncomplicated products designed to make one look and feel glowy before even applying makeup. Glossier allows women to look like the best version of themselves, not an aspirational version of someone else. The platform articulates that "In the age of online access and unending choice, customer engagement is something that Glossier has gotten right". Most customers for Glossier fall into the 18-35 age bracket.

Huda Beauty is a brand founded by Iraqi-American businesswoman and makeup artist Huda Kattan in 2013. Having been involved with the beauty industry for so long, Huda decided to launch her own cosmetics brand. Huda also started WISHFUL, a cruelty-free skincare line that has a clean, minimalist philosophy that is results-focused to grant all skincare wishes.

Tatcha is a beauty product developed by Victoria Tsai after learning classical Japanese beauty secrets passed down by generations that took a different approach to skincare, that less is more.

Headquartered in Los Angeles, California, **ColourPop Cosmetics** is a cosmetic brand founded by siblings Laura and John Nelson. The siblings were inspired by their father's makeup company Spatz Laboratories, which produced makeup products for other brands. ColourPop Cosmetics is a brand owned by its parent company Seed Beauty, which also owns Kylie Cosmetics and KKW Beauty. The brand mainly focuses on products for eye, lips, and face.

Based in New York City, **Milk Makeup** is a cosmetics and skin care company created by the founders of Milk Studios. The makeup brand is built for girls on the go. Their versatile range of multi-use makeup and skincare products are all 100% vegan, cruelty-free and paraben-free, making them super nourishing and brimming with skincare benefits. The beauty products by Milk makeup were designed to suit and be used by people of all ages.

Formally founded as Kylie Lip Sticks in 2013, the brand name was changed to **Kylie Cosmetics** in 2016. The American cosmetics company was founded by media personality Kylie Jenner. Over the years Kylie Jenner has partnered with her half-sisters Kim Kardashian-West (KKW cosmetics), Khloe Kardashian (Koko brands), and Kourtney Kardashian (Kourt cosmetics) for new cosmetic brands.

The popular cosmetic brand **KKW** was founded by media personality, model, businesswoman, socialite and actress Kim Kardashian-West along with her half-sister Kylie Jenner. The brand offers contour sticks and fragrances, lipsticks, concealers and even body make up.

Established in 1963, **Mary Kay** offers a variety of beauty products across the globe. Mary Kay operates based on its product promise which says "We always put you first". The brand aims to enrich the lives of women and their families across the globe. For more than 50 years the brand has empowered women while changing the world of business.

Tresemme is a renowned American brand of hair care products. It was founded in 1947 by the Godefroy manufacturing company in the United States. For more than 70 years, Tresemme has helped women express themselves confidently as they make their mark on the world. As for its social media marketing, it has utilized various social media sites and mobile marketing to stay on top of the competition.

Owned by Procter and Gamble, **Pantene** is a Swiss-created American brand for hair care products. The brand's products include shampoos, conditioners, styling products, and hair treatments that are designed to meet every hair's individual needs. Its social media marketing focuses on popular platforms such as Instagram and YouTube. It also partners with beauty influencers.

Existing Concepts

OpuCoin is the core utility token used to purchase various brand products and services provided by Opu Labs. Opu utilizes facial recognition technology to connect beauty consumers with dermatologists and, more notably, with beauty brands. Opu Labs bills itself as a skin-care start-up that focuses on analyzing different types of skin and pays clients in Bitcoin for the privilege. After the analysis users can buy their preferred beauty products using Opucoin.

In a bid to increase its efficiency and lower costs for salons and clients alike **JOLYY** has introduced crypto payment transactions for hair products and services. The new JOLYY platform allows clients to book beauty appointments, pay for products using its native currency and receive multiple rewards. They will be able to review and recommend products and salons, invite friends, and add new salons, which will give them a certain amount of bonus coins.

R+CO has integrated use of Bitcoin payments for their hair spray products. Founded by stylists Howard McLaren, Thom Priano, and Garren, the company enables clients to pay in bitcoin or bitcoin cash for their purchased products. R+CO president Dna Langer notes that blockchain technology "will allow consumers the ability to leverage their data and purchase behavior in all kinds of new shopping ways … from reviews to rewards to product benefits".

FoPay cryptocurrency payment gateway enables fast transactions which are much more affordable than the traditional ones. The payment system allows users to easily spend and store crypto funds, and a built-in exchange helps them to convert crypto to fiat. Customers can purchase goods and services directly from the merchant with no third party involved.

Executive Summary

This document presents the idea, technology, use cases and roadmap of Beauty Pay Coin (BPC) and its blockchain-based video commerce platform, Beauty Play.

BPC is the native digital asset of the Beauty Play platform. Beauty Play depends mainly on Beauty Pay Coin (BPC) to fund its economy, secure stability of operations, and compensate all ecosystem participants for their contributions. BPC will initially be an ERC20 token, being built on top of the Ethereum blockchain and functioning as a utility asset and a store of value. It can be traded and exchanged with other cryptocurrencies as soon as it's listed on crypto exchanges.

Beauty Play has implemented a number of standard and novel protocols to ensure platform efficiency. This document will illustrate how influencers, brands, beauty enthusiasts, and business partners can take advantage of the BPC technology. In a nutshell, Beauty Play will be a social video network where influencers and beauty enthusiasts can promote and create bonds among brands and consumers. The platform will allow BPC to be utilized in payments and other premium offers found in the Beauty Play platform. This opens up great opportunities for influencers and business partners to increase their followers and buyers in the network.

In the final part of the document, the roadmap is stated. This will provide a comprehensive direction of what BPC is set to achieve and how it will provide benefits to all its platform users and business partners.

Market Overview

Beauty Industry: Market Value and Use Cases

The beauty industry is growing faster than ever before. According to Statista, the global value of the cosmetic market reached $537.7 billion in 2019 and forecasted to grow $758.4 billion by 2025. With a projected growth of more than $200 billion in 6 years, the beauty industry is expected to drive more demand in the future.[12]

Moreover, based on a survey conducted by the retail analytics firm Edited uncovered that the beauty industry is becoming increasingly dominated by millennials who are willing to spend on good quality products. The purchases are mainly affected by good product reviews and endorsements by social media influencers and beauty enthusiasts.

Value of the cosmetics market worldwide from 2018 to 2025
(in billion U.S. dollars)
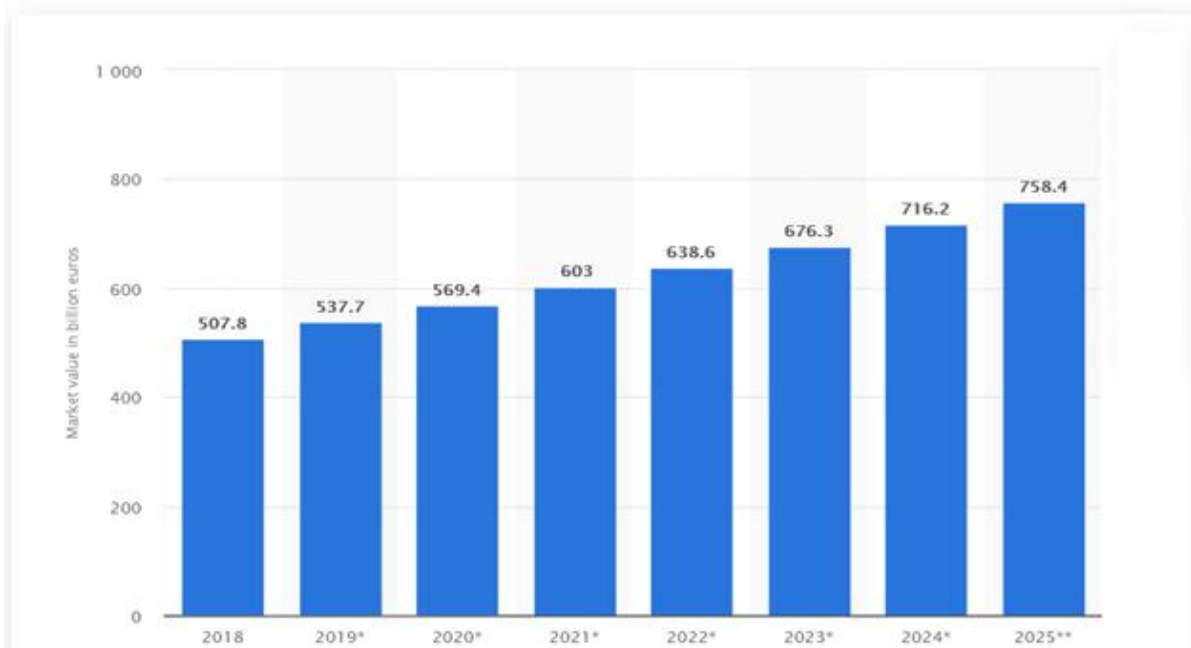
Blockchain Wallet: Global Users and Payments

Statista also revealed in 2019 that the number of blockchain wallets reached over 42 million. This study indicates that the number of people using these blockchain wallets has been rapidly growing and shows no sign of stopping. Furthermore, blockchain technology has the potential to securely transmit payments that resulted in increasing the number of digital wallet users.

Number of Blockchain wallet users worldwide from 3rd quarter 2016 to 4th quarter 2019
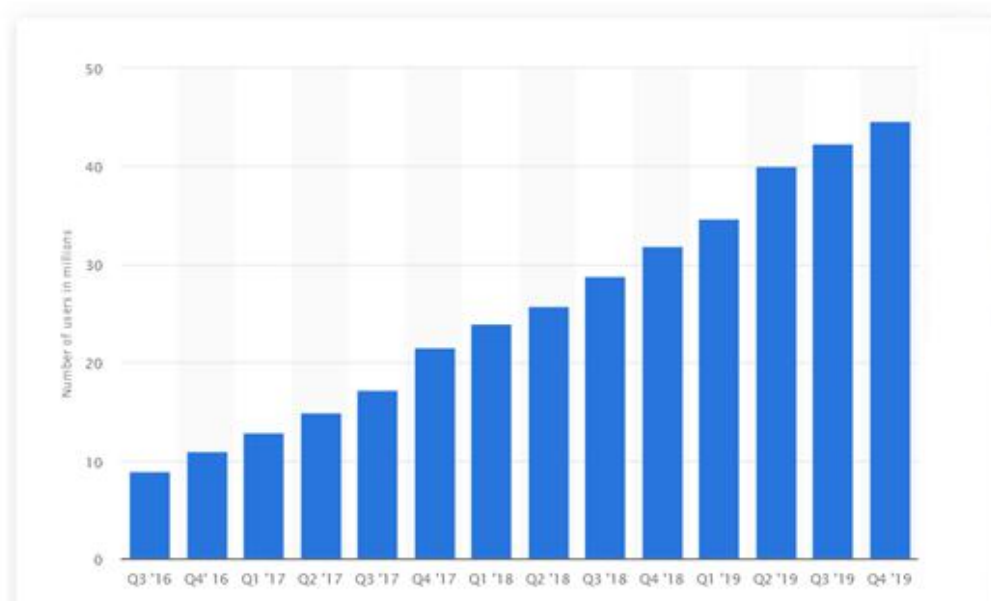
In line with the blockchain wallet usage, selling and making a purchase online is also in excellent standing. Statistica found out that the total transaction value in the digital payments segment estimates to $5,440,455 in 2021. The said sector is expected to show an annual rate (CAGR from 2020 to 2023) of 12 percent, which is about $6,699,201 by 2023.

Online payments integrated with blockchain technology provide greater security and permit anyone globally to send and receive payments in a matter of minutes at lower transaction costs. What is more, blockchain protects all transactors from double-spending since all transaction details are stored in a decentralized ledger protected by advanced cryptography.

Transaction Value

Transactions in the Digital Payments Sector from 2017-2023 (Source: Statista)

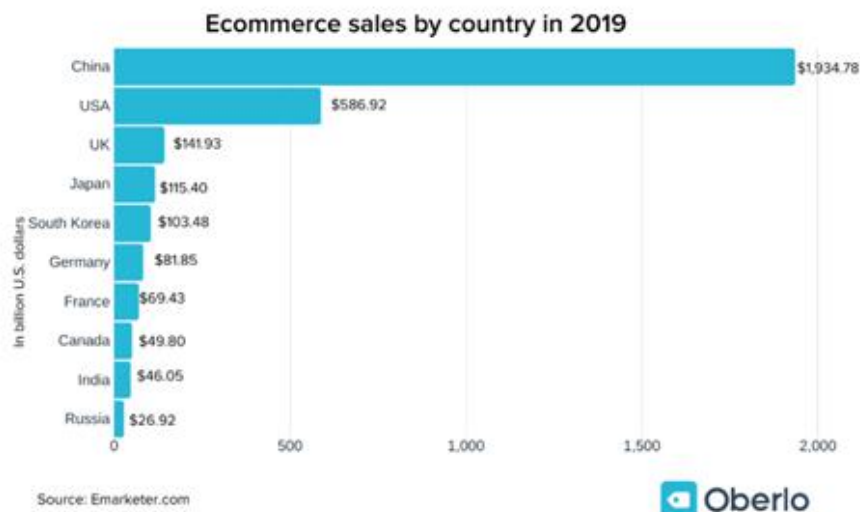## Social Video: Global E-commerce Size and Sales

Over the years, technology has modernized our world and the way we live our daily lives. Technology has created great tools and resources, putting all useful information at our fingertips. With all these revolutions, technology has made our lives easier, faster, and better. E-commerce is probably one of the industries where this has been most noticeable.

In line with the e-commerce revolution, social video is one of the things that change the way people market their products. People nowadays can easily sell and promote things like beauty products, brands, and other stuff via social media and conveniently buy items online.

Based on the survey conducted by Oberlo in 2019, the global e-commerce size is forecasted to reach $3.535 trillion, marking a 20.7 percent increase from the previous year. China, as the world's largest e-commerce market, continues to hold more than half of the e-commerce sales worldwide. Its $1.934-trillion e-commerce market value represents a whopping 54.7 per-cent of the total global e-commerce sales.[13]

Ecommerce sales by country in 2019

Country	Sales (in billion U.S. dollars)
China	$1,934.78
USA	$586.92
UK	$141.93
Japan	$115.40
South Korea	$103.48
Germany	$81.85
France	$69.43
Canada	$49.80
India	$46.05
Russia	$26.92

Source: Emarketer.com

Oberlo

In conclusion, worldwide e-commerce is making billions of dollars every year. People nowadays can easily buy and sell items online at the tip of their fingers, thanks to technology.

With technological advancements that we have now, sales can happen anytime, anywhere, and in the fastest way possible. According to a research conducted by Harvard MBA graduate Alessia Vettese, out of 520 women who are specifically big fans of beauty products, 62 percent follow beauty influencers in social media, while 44 percent follow company reviews.[14]

Beauty Pay Coin integrates blockchain technology in its system that makes the promotion and selling of products secure and easy for influencers and beauty enthusiasts. It also breaks the limitations of selling and buying of products locally and overseas with the help of BPC. This can mean a significant improvement in the quality of promotion, selling and buying of products online for the different beauty companies in the e-commerce industry.

Technology

This section explains the technology used for Beauty Pay Coin (BPC) and its underlying Beauty Play platform. Each aspect will be discussed separately in their respective sections.

Platform Overview

Beauty Pay Coin (BPC) is a cryptocurrency developed for the beauty industry. Created via Ethereum smart contracts, BPC is an ERC20 token that functions as a utility asset. It is used for different purposes, which include beauty product purchases, transaction fee payments, advertisement viewership rewards, and more.

BPC will have monetary value once it has been listed on cryptocurrency exchanges. Once this happens, it can be traded to different fiat and digital currencies.

BPC was developed with the Beauty Play platform in mind.

Beauty Play is an innovative social media platform that is dedicated to beauty products. Brands and shops can utilize the platform to sell their products, while beauty enthusiasts can buy their beauty necessities through the platform. Influencers can also create live videos to advertise certain beauty products.

Beauty Play was developed for the purpose of eliminating unreasonable fees for beauty product purchases. For this reason, it is promoting a zero-fee system for transactions that use BPC token as payment. Platform creators also believe that this new social media platform will expedite seller and user interaction and transaction.

Beauty Play uses blockchain technology, particularly smart contracts, cryptocurrency, and its novel XPC protocol to facilitate fiat and cryptocurrency for product purchases.

Beauty Pay Coin (BPC)

Beauty Pay Coin (BPC) was created via an Ethereum smart contract. It follows the ERC20 token standard. All information are stored on a public blockchain for transaction stability and transparency.

BPC uses the Keccak-256 algorithm, which will help keep BPC protected against brute force attacks. It also implements OpenSSL ecparam command to generate an elliptic curve private key. Following the Ethereum standard, BPC uses the Secp256k1 curve.
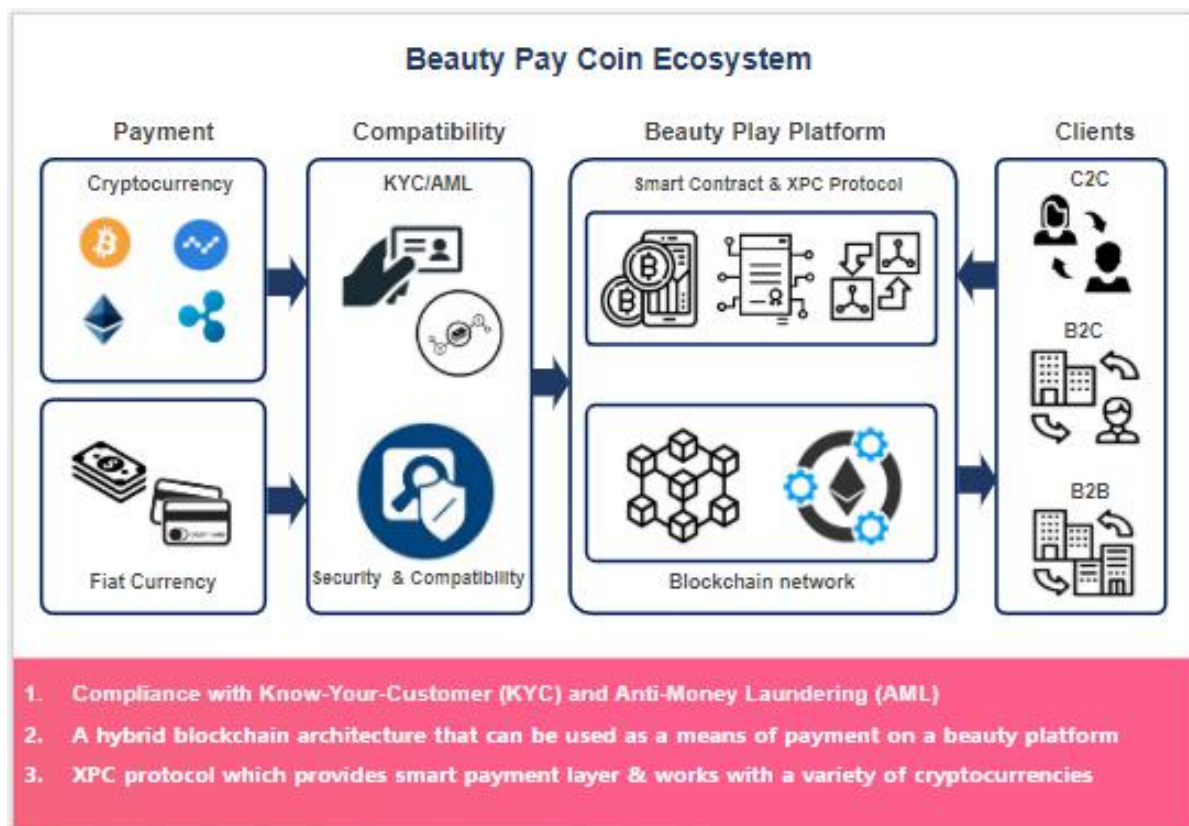
The diagram above shows how transactions will be carried out with Beauty Pay Coin. Alongside BPC, which is the platform's recommended payment option, beauty enthusiasts can pay for products through fiat money and major cryptocurrencies like BTC and ETH, with more to be added in the future. These payments undergo Know-Your-Customer (KYC) and Anti-Money Laundering (AML) procedures to ensure compliance with applicable laws.

Instead of going to a centralized server or through a middleman, Beauty Pay Coin allows the processing of payments through its decentralized server in the Beauty Play platform. This uses smart contracts and the novel XPC protocol designed by the BPC team.

Beauty Pay Coin is also designed to support transactions that happen between customer-to-customer (C2C), business-to-customer (B2C), and business-to-business (B2B) interactions.

Beauty Pay Coin Architecture

As stated above, Beauty Pay Coin is an ERC20 token that functions as a utility asset and a store of value. It is used to improve the structure of P2P transactions, whether it be B2C, B2B, or C2C. It will usher in an improved beauty e-commerce culture due to decentralized advertising through social interactions and influencer videos.

There are 10 billion BPC in total supply, all of which have already been premined. The BPC team will be conducting a private sale and a public sale of the token, which will happen on separate dates. More information about this can be found in the succeeding section.

The BPC team will be applying for token listing on selected cryptocurrency exchanges, and will apply for more in the future when the need arises. More information regarding the BPC token listing timeline can be found on the BPC Roadmap section, as well as on the BPC official website.

As an ERC20 token, BPC has similar specifications as other tokens that fall under the said category. Currently, the BPC team has decided to use the Ethereum blockchain and make modifications to accommodate the Beauty Play platform and BPC blockchain requirements. When the need for a mainnet creation arises in the future, the BPC team will be moving the BPC token to its own mainnet. As such, codes shown below will be changed.

In the meantime, please refer below for the smart contract codes behind the BPC token. Texts inside the brackets determine the functionality of each specification.

1. totalSupply() public view returns (uint256 totalSupply) [Get the total token supply]

2. balanceOf(address _owner) public view returns (uint256 balance) [Get the account balance of another account with address _owner]

3. transfer(address _to, uint256 _value) public returns (bool success) [Send _value amount of tokens to address _to]

4. transferFrom(address _from, address _to, uint256 _value) public returns (bool success)[Send _value amount of tokens from address _from to address _to]

5. approve(address _spender, uint256 _value) public returns (bool success) [Allow _spender to withdraw from your account, multiple times, up to the _value amount. If this function is called again it overwrites the current allowance with _value]

6. allowance(address _owner, address _spender) public view returns (uint256 remaining) [Returns the amount which _spender is still allowed to withdraw from _owner]

Moreover, BPC has additional functions for it to be feasible for peer-to-peer (P2P) transactions.

Please refer below for the specifics.

```
function Transfer(address indexed from, address indexed to, uint256 value);
function Burn(address indexed from, uint256 value);
function _approve(address owner, address _spender, uint256 amount)
function burnFrom(address Account, uint256 _value) public returns (bool success)
function transferFrom(address _from, address _to, uint256 _value) public returns (bool success)
function approve(address _spender, uint256 _value)
function approveAndCall(address _spender, uint256 _value, bytes memory _extraData)
function allowance(address _owner,address _spender)
function UserLock(address Account, bool mode)
function LockTokens(address Account, uint256 amount)
function UnLockTokens(address Account)
```

BPC also implements the Elliptic Curve Digital Signature Algorithm (ECDSA) for public key cryptography. This provides convenience due to smaller key lengths even though it provides roughly the same level of security. BPC users will not have to worry about giving away their private keys to others when their public keys are exposed because of this algorithm.

The ERC20 token standard enables BPC token to function just as any conventional cryptocurrency. With the functions given above, BPC can be effectively used as a means of payment for P2P beauty product purchases, especially once it has been listed on various cryptocurrency exchanges.

Beauty Pay Coin Features

Beauty Pay Coin has a number of features that will help users make fast P2P transactions for beauty product purchases. It can also be preferred for other beauty-related activities of beauty shoppers, online sellers, influencers, or simply beauty enthusiasts.

Social Video E-Commerce

Beauty Pay Coin will be used for Beauty Play, which is being developed as the world's first social video e-commerce platform. Beauty shoppers, popular and emerging brands, beauty shops, and influencers can benefit from live streams and video advertisements.

Fiat-to-Crypto Conversion

Beauty Pay Coin can be traded against fiat denominations and major cryptocurrencies like BTC and ETH. This will be made possible through cryptocurrency exchange listings on some of the most notable platforms today, which the BPC team expects to happen anytime soon. BPC will be continuously reaching out to exchanges for more token listings.

Beauty Payment Gateway

Beauty Pay Coin will be integrated into Beauty Wallet, the recommended payment platform for fiat and cryptocurrency. Beauty Wallet is being developed as a cryptocurrency storage platform for BPC. This will empower beauty brands and boutiques to sell their products. They can also convert a portion of their revenues to reward influencers who will promote their brands.

Beauty Pay Blockchain

Beauty Pay Coin uses blockchain technology, particularly smart contracts and its novel XPC protocol, to facilitate seamless peer-to-peer (P2P) beauty product purchases. Transactions that occur are stored via blockchain to maintain data immutability. BPC's blockchain is initially based on Ethereum.

Beauty Play

Beauty Play is the ecosystem's flagship platform. It functions as a social video e-commerce platform wherein sellers, advertisers, and buyers come together for the purpose of buying the best beauty products at affordable prices.
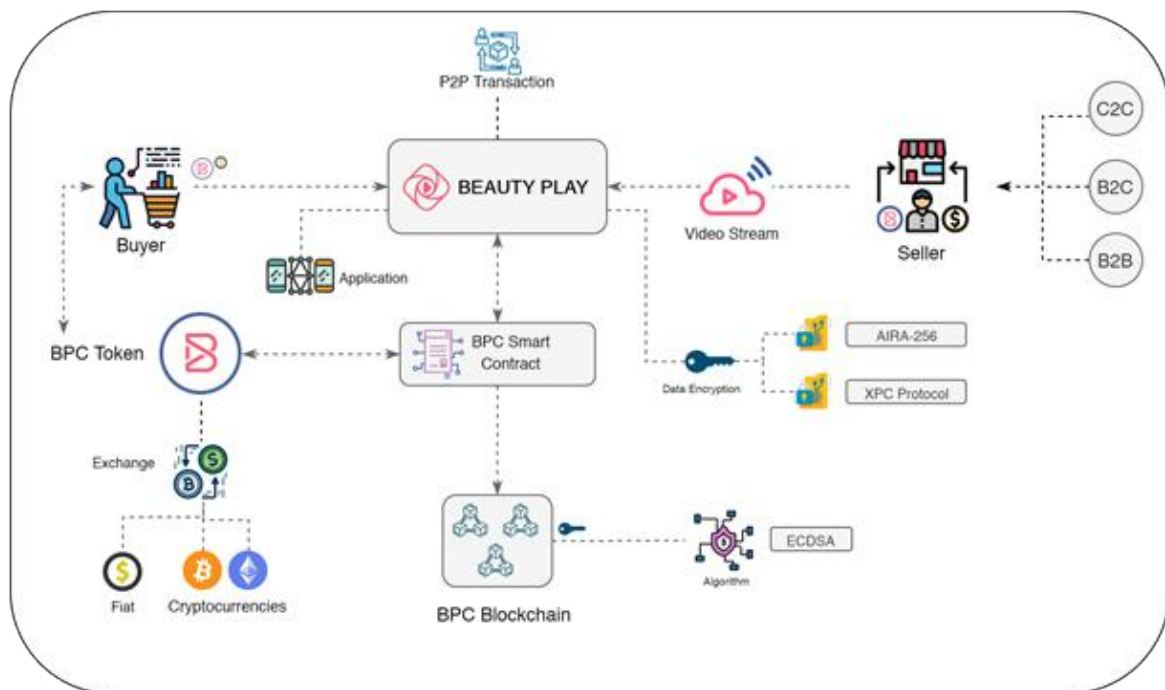
Beauty Play Technical Structure

The diagram above shows the technical structure of the Beauty Play platform. Buyers may use Beauty Play for purchasing beauty products. As the platform accepts BPC token for transactions, buyers can receive the said asset in exchange for their fiat money or other major cryptocurrencies. This is processed on the BPC blockchain via smart contracts. On the other hand, sellers can advertise and sell their products through the platform. They can make live video streams and upload video advertisements with cheap fees.

Due to Beauty Play's versatility, all platform users can conduct various transaction types, including C2C, B2C, and B2B. Buyers can interact with the sellers and advertisers through the platform without any middlemen. Influencers can also use the platform to grow their fanbase and earn commissions from sales of their partner brands and shops.

Based from Ethereum, Beauty Play has modified a number of functionalities for its blockchain. These will help it prevent any server overload in case of many transactions that occur at the same time. All transaction information will be stored in BPC's public blockchain that is linked to the Beauty Play platform for real-time transmission and smart contract processing. This will ensure transparency and stability for all transactions that will be happening within the platform.

Beauty Play uses the AIRA-256 algorithm, which is widely regarded as the South Korean public sector standard, and the AES-256 algorithm. These will be used for all encryption and decoding that occur within the platform. These algorithms will function alongside the XPC protocol.
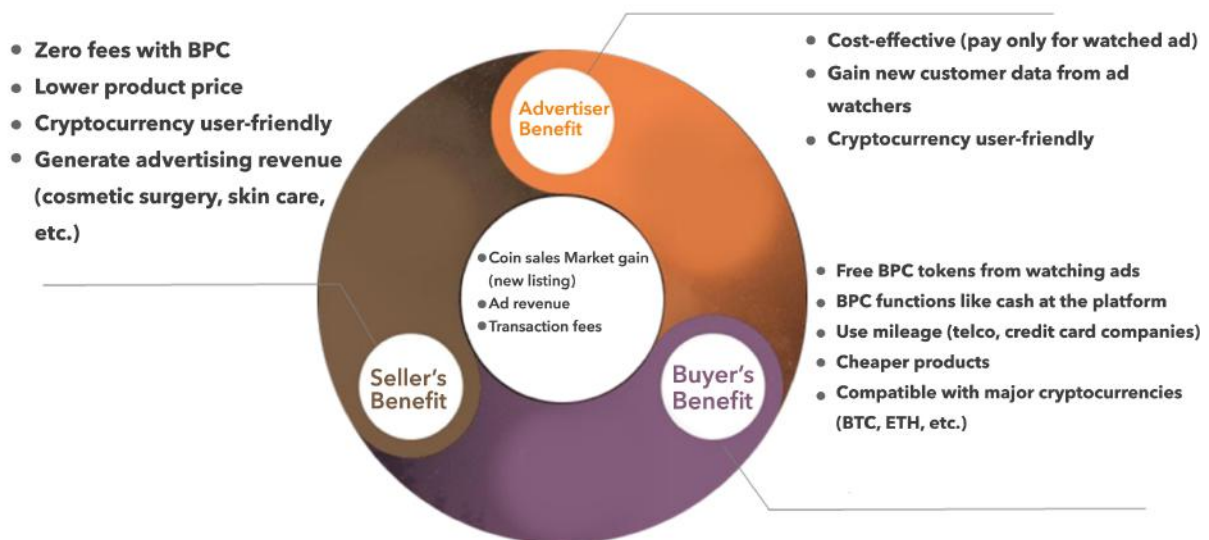
Ecosystem

Every platform needs to have a profitable means for it to thrive and sustain its operations. The same can be said about Beauty Pay Coin. Its ecosystem is composed of various players, even though they can be grouped into three major parts: sellers, buyers, and advertisers. All can reap benefits from Beauty Pay Coin and its underlying Beauty Play platform as they contribute to the life of its ecosystem.

Beauty Pay Coin Benefits to Users

- Zero fees with BPC
- Lower product price
- Cryptocurrency user-friendly
- Generate advertising revenue (cosmetic surgery, skin care, etc.)

Advertiser Benefit

- Cost-effective (pay only for watched ad)
- Gain new customer data from ad watchers
- Cryptocurrency user-friendly

- Coin sales Market gain (new listing)
- Ad revenue
- Transaction fees

Seller's Benefit

Buyer's Benefit

- Free BPC tokens from watching ads
- BPC functions like cash at the platform
- Use mileage (telco, credit card companies)
- Cheaper products
- Compatible with major cryptocurrencies (BTC, ETH, etc.)

The diagram above shows the benefits of Beauty Pay Coin for all ecosystem participants. Beauty Pay Coin will be the oil to keep its platform's engines running through coin sales, market gain after new exchange listings, ad revenues, and transaction fees.

Sellers that accept BPC for payments can enjoy zero fees for their transactions. With the absence of middlemen, they can offer their beauty products at a lower price.

Given that the platform is versatile, they can serve cryptocurrency users as well as fiat customers. Moreover, they can utilize the platform to advertise their products for inexpensive fees.

Beauty Pay Coin offers a number of benefits to users who will buy beauty products through its platform.

a. Firstly, BPC functions just like cash within the ecosystem. It can be a cheaper alternative for making online purchases for beauty products.

b. Secondly, BPC can be accumulated and used as mileage for telco and credit cards.

c. Thirdly, users can watch video advertisements and earn BPC as rewards. Fourthly, the platform enables users to store and use other cryptocurrencies aside from BPC.

e. Finally, because Beauty Play can allow middleman-free transactions, buyers can enjoy cheaper product and transaction prices, enabling them to get more for less.
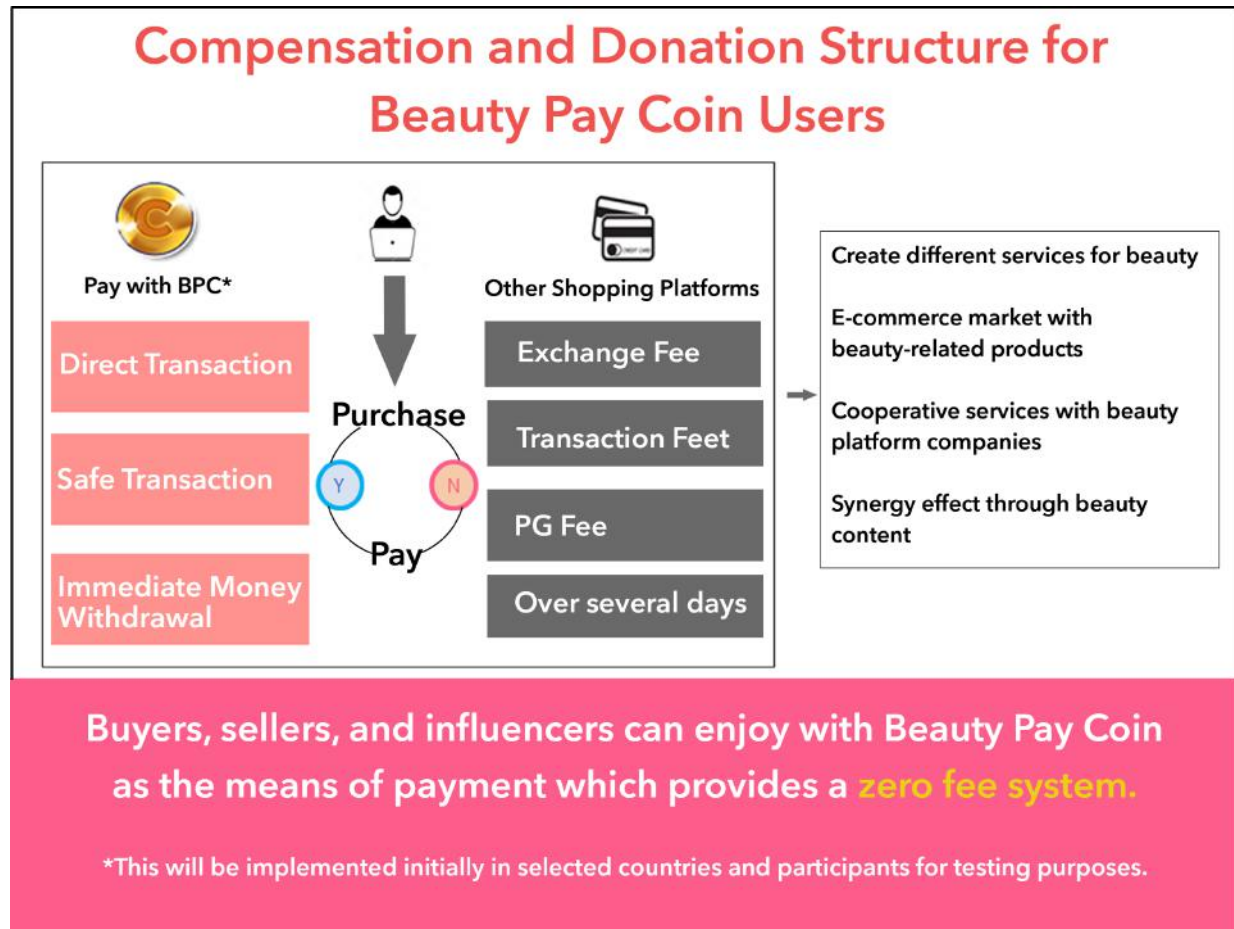
Advertisers can also see Beauty Play as the new medium for promoting product brands and beauty shops. Ads they run on the Beauty Play platform will be cost-efficient, as they will only be charged based solely on the ad views. They can also benefit in terms of market research because of new user information from users who watch their ads. Moreover, they can attract both fiat and cryptocurrency users since Beauty Play caters to both currency types.

Token Economy

As stated in the previous section, Beauty Pay Coin (BPC) is the chief asset used to fund its platform's economy and compensate all ecosystem participants for their contributions. It can also be used by advertisers as reward for users who will be viewing their video advertisements.

While the platform allows the use of fiat money and other cryptocurrencies, BPC is highly endorsed as the priority asset. Please check the graph on the next page to see how BPC users can enjoy the benefits of the platform's native asset.

Compensation and Donation Structure for Beauty Pay Coin Users

Pay with BPC*

Direct Transaction

Safe Transaction

Immediate Money Withdrawal

Purchase

Y   N

Pay

Other Shopping Platforms

Exchange Fee

Transaction Feet

PG Fee

Over several days

Create different services for beauty

E-commerce market with beauty-related products

Cooperative services with beauty platform companies

Synergy effect through beauty content

Buyers, sellers, and influencers can enjoy with Beauty Pay Coin as the means of payment which provides a zero fee system.

*This will be implemented initially in selected countries and participants for testing purposes.

This diagram compares payments made through BPC and through other shopping platforms. Users that pay with fiat money on traditional payment gateways will have to deal with other cumbersome factors that can be eliminated if they pay with BPC through the Beauty Play platform.

One example is that they have to pay for exchange fees and other transaction fees required by other payment portals, especially for overseas payments. As there will be a number of intermediaries that facilitate the transaction, users can expect more fees.

BPC eliminates the need for intermediaries because payments will be completely done in a peer-to-peer (P2P) manner. Buyers can approach the sellers directly and transfer payments from wallet to wallet, thus enabling cheaper prices and payments due to fewer people taking their share in the transaction.

Aside from transaction fees, there can also be overhead expenses which may be inevitable especially for overseas purchases. This can be mitigated – if not completely removed – by blockchain technology.

In parallel to this, supply chain management can become easier as blockchain can allow seamless and decentralized item tracking. Finally, BPC can allow immediate and borderless payments. Unlike traditional payment portals, blockchain uses a decentralized database, guaranteeing transaction data integrity.

BPC Token Allocation

BPC Token Allocation

Total Supply of BPC : 10, 000,000,000
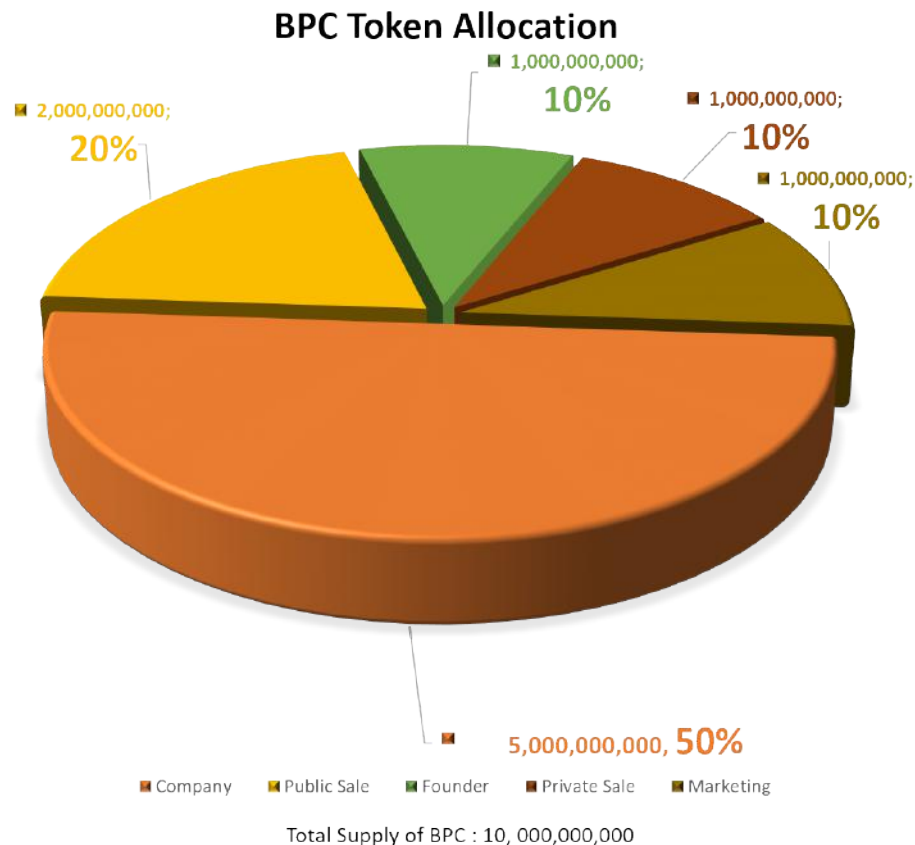
Of the 10 billion total supply of BPC, 5,000,000,000 (50%) will be allocated to the company. This is to make sure that the BPC team will be able to maintain consensus within the ecosystem. If more than 50% of the total supply falls to a malicious entity, this can have negative and possibly fatal consequences.

A total of 2,000,000,000 BPC (20%) will be made available for purchase via public sale. The team encourages all interested individuals to take advantage of this opportunity to get BPC tokens as it is expected to increase in price once it has been listed on exchanges and when the Beauty Play platform has been launched. BPC will announce the date for the public sale through its official social media accounts.

Beauty Pay Coin will also offer 1,000,000,000 BPC (10%) exclusively to selected individuals and companies through a private sale. These entities are specifically chosen by the BPC team for their valuable connections to the beauty industry.

To compensate the founders for their contributions to the BPC ecosystem, they will be rewarded with 1,000,000,000 BPC (10%) for their pioneering efforts.

The remaining 1,000,000,000 BPC (10%) will be used for the marketing efforts of the BPC team to ensure the mass adoption of the token as soon as it is launched.

BPC Fund Allocation

The chart below describes how the BPC team will allocate the funds that it will receive from sales or investments. These funds are different from the token allocation above.
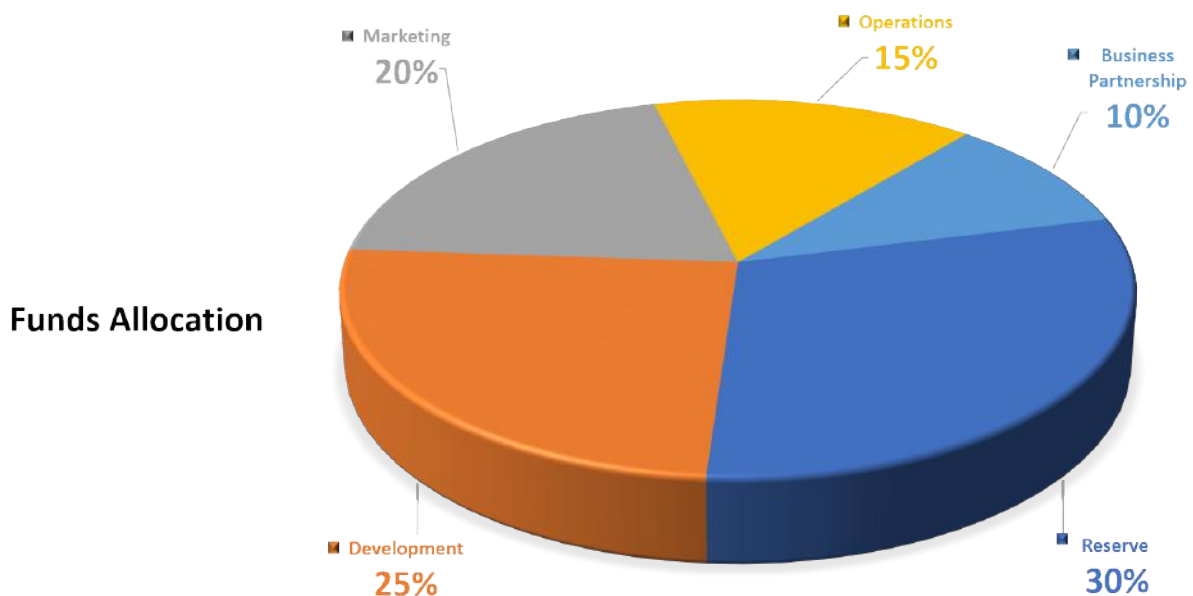
Funds raised by the BPC team through sales and investments will be appropriated for the following: Reserve (30%), making sure that the token economy will remain afloat regardless of any market changes in the future; Development expenses (25%), for the creation of the Beauty Play platform; Marketing (20%), to get people to know Beauty Pay Coin and its partner beauty and tech companies; Operations (15%), to ensure the team will be able to sustain

its operations and other possible overhead expenses; and the remaining 10% for Business Partnerships.

Consensus Protocol

Beauty Pay Coin will implement the Proof-of-Work (PoW) protocol for consensus.

Although it is considered obsolete by some, PoW still does a better job of maintaining blockchain data security compared to other popular alternatives. The team believes that PoW will not make the blockchain struggle in terms of scalability as of this moment. In the future, if the BPC community grows even further and if the need arises, the team will look for a way to handle the transaction load.

The BPC team believes that PoW is the best option for ecosystem security. It solves the Byzantine Generals' Problem with ease, which it has already proven for over a decade. Because of this, major cryptocurrency-based blockchains like Bitcoin and Litecoin do not have to worry about malicious attacks such as 51% attack and distributed denial-of-service (DDoS) attack.

PoW can also be beneficial for early supporters of BPC, especially those who will be helping to secure the network against the aforementioned attacks and create a profitable system. BPC places a high value on those who are willing to invest in the project in its early stages, that is why the team is pushing through with PoW.

Aside from those mentioned above, the BPC team believes that PoW will offer objectivity and clarity to all participants in case that the BPC ecosystem grows exponentially in users and participants. For challenges in consensus, members can objectively follow the proper chain without having to ask for the opinion of any third party. Furthermore, those nodes that have strayed can easily return to the proper chain.

Roadmap

2020

April - Beauty Pay Coin Development
Beauty Pay Coin introduces its blockchain platform, website, whitepaper, and other information regarding its token architecture.

June - BPC Listing and Media Partnerships
Beauty Pay Coin lists its token on multiple cryptocurrency exchanges and balances its trading volume in exchanges as it continues to improve its relationship with the media and its users.

July - Registration to Coinmarketcap
Beauty Pay Coin lists its token to Coinmarketcap to boost its reputation in the market and make it easier for the users to check its latest price.

October - BPC Listing in South Korea
Beauty Pay Coin lists on South Korean exchanges to boost its market value. It will start testing its Beauty Play platform.

December - Beauty Play Launching
Beauty Pay Coin officially launches its platform to different countries around the world. It aims to create bonds among brands and consumers.

Partnerships

Beauty Pay Coin has established partnerships and alliances with notable companies and startups both locally and internationally. These companies benefit from BPC's blockchain implementation to help them provide better products and services to their customers.

Allies

So Young International

So Young International is the biggest cosmetic surgery matching service in China. It focuses on offering reliable media content, a social community, and online reservations for cosmetic surgery. It has more than 25 million members that have reviews on cosmetic surgery. It also provides transparency on medical aesthetic treatment details, making it the best option in China. The company is listed on Nasdaq with a $1.5 billion market cap. So Young will work with BPC to promote the products and services of hospitals and medical companies.

Jingdong

Jingdong (JD.com) is one of the largest online retailers in China. It is listed at the NASDAQ100 and Fortune Global 500 companies. JD.com is known to be the second most popular online shopping site in China and the world's third-biggest internet company according to Forbes. It has a reported market revenue of $21 billion with over 320 million shoppers. As one of the massive B2C retailers in Asia, JD.com has also delved into technological advancements like AI. With BPC's partnership with Jingdong, the project can expand and benefit from the country's estimated $1.4 billion market value.

Elamachain

Elamachain Foundation Ltd. is a blockchain company that was launched in 2017. The organization grew as an official cooperation in 2018, expanding its services to China, Britain, and the United States. Elamachain's platform integrates blockchain and artificial intelligence (AI) together to meet the needs of users and businesses. With BPC's partnership with Elamachain, the project can deliver secure and fast transactions for users.

Partners

The All Medical Hub

The All Medical Hub is one of the medical partners of BPC. It focuses on laser liposuction and stem cell therapy surgeries. The partnership will enable the former to facilitate better payments. A blockchain database will also be built to enhance the cosmetic surgery procedures and manual creation. BPC holders can get a 20% discount for non-insurance items. BPC can also be used as payment for basic medical consultation and training. Later on, the partners will support stem cell banking development.

InnoMedicos

InnoMedicos is a South Korean medical company that explores the potential of stem cell for various cosmetic treatments. Specifically, it focuses on stem cell treatment development, clinical experiments, and stem cell-based cosmetics manufacturing and distribution. It partners with various universities such as Konkuk University, Sookmyung University, and Busan University.

BPC will provide a cryptocurrency-based payment process to assist the company in its sales. Alongside this, BPC will make InnoMedicos' products and services available via the Beauty Play platform, along with shopping mall integration, to promote sales.

The Coder

The Coder is a South Korean software startup that specializes in data insertion on any surface, be it an object or even sounds. These data are invisible to the naked eye, and can only be scanned using a mobile app to reveal the content. Users can be assured of data privacy and protection while using The Coder's unique Image Coding and Sound Coding technologies.

Aladdin MC

TAladdin is a fintech company that aims to deliver advanced, security-enhanced, and convenient digital wallets for cryptocurrencies. The company has developed a non-custodial wallet (Aladdin Wallet), a decentralized wallet with integrated custody control (Aladdin Pro), and a custom-built custodial wallet (Aladdin Plus). All wallets incorporate multi-asset support, top-level security layers, and high-throughput transactions.

TNC IT Group

TNC IT Group is an international blockchain development company that focuses on growing an extensive network of innovative partners and providing blockchain solutions and technical consultancy at an enterprise-level around the world. Led by CEO and Founder Ethan Lee, TNC's primary services include blockchain consulting, a pool of blockchain developers, and mergers and acquisitions (M&A) opportunities.

Tokenncoin

Tokenncoin is a one-stop cryptocurrency market portal that seeks to provide the latest cryptocurrency market performance. Live crypto and exchange rankings, crypto news, upcoming and ongoing ICOs, and international blockchain and crypto-related events can be accessed on this platform. It is also available for Android and Apple users for a more convenient and on-the-go crypto monitoring experience for all types of traders and enthusiasts.

Code X

Code X is a tech development company that focuses on application, web, and blockchain. Its team is composed of innovation-savvy individuals that have years of experience developing platforms in the said areas. They are one of the valued partners of BPC in terms of blockchain and cryptocurrency integration for the beauty industry.

Team

Executive Board

Jung Il Moon
Chairman

Jung Il is a PR professional who held several CEO positions within the creative field. He is known to be an avid investor for film, books, and animation projects. He also previously served as Director for Cheil Worldwide, Samsung's marketing agency.

Mark Son
CEO

Mark is a reputable C-level executive for a number of innovative tech companies in Korea. His notable achievements include the development of a blockchain-based online payment system for Samsung Life and an HR and online approval system for CJ Group.

Star Lee
CTO

Star is a seasoned IT professional with extensive experience in the gaming industry. He has successfully launched mobile games in Korea as well as online games in China, Hong Kong, and Taiwan. Currently, he now ventures on blockchain-based projects.

Leonard Park
COO

Leonard is a C-level executive with over 5 years of professional experience. Prior to his career in BPC, he is the COO of Chari Tech Sdn. Bhd, KMJ Tech, and Pinnacle Soft. He is also knowledgeable in LG investment and an expert in stock trading.

Eric Lee
General Manager

Eric is an expert in business strategy, earning him the role of General Manager in BPC. Prior to this position, he is the General Manager of Chari Tech Sdn. Bhd, Director of Blocktroopers, CEO of NHN Entertainment Singapore, and Director of NAVER.

Bryan Cho
Senior Manager

Bryan has over 5 years of experience in the blockchain industry. He holds C-level positions at different firms such as Code-X, PlayerOne, Earthian, and Second Autumn. All these business experiences prove his capability as Senior Manager for BPC.

Dimitri Lyah
Blockchain Developer

Dimitri is a tech-savvy blockchain developer that has extensive experience in handling decentralized projects. With a strong knowledge of cryptography, algorithms, and data structures, he is responsible for maintaining BPC's network operations.

Chuyen Nguyen
Staff

Chuyen is the Co-Founder of Moon E-Sports Franchise. He has hands-on work experience at various enterprises including Namu Accounting Corp and Viet Nam Lotte Department Store. As a tech enthusiast, he has an interest in blockchain and crypto projects.

Advisors

Kyu C. Lee
Advisor

Mr. Lee is a CEO and Producer at Kino33 Entertainment, based in the US and Korea. He also holds a C-level position at SONICTIER. He is an International Marketing and Production Executive, with a decade of experience with Sony Pictures Entertainment.

Jiyeon Jang
Advisor

A Ph.D. graduate from Kyung Hee University, Mr. Jang holds leadership positions at The All Medical Hub, The All Medibio, and Korea Academy of Aesthetic Medicine. He is also a board member at the Union of International Medicine Esthetique (U.I.M.E).

Yeon Ju Lee
Advisor

With a Ph.D. degree from the Graduate School of Medicine at KeiMyung University, Dr. Lee is the Director of The All Medical Hub, a beauty and healthcare provider. She is also the Academic Planning Director at the Korean Society of Beauty and Science.

Hae Young Lee
Advisor

Graduated from Catholic Medical University, Dr. Lee is the Chief Doctor of IAN Cosmetic Clinic. With his expertise in healthcare, anti-aging, and plastic surgery, he holds the position of President at the Korean Society of Aesthetic Surgery (KSAS).

Leo Lee
Advisor

Mr. Lee is the CEO of NewRank Korea and Chairman of the Korea Commerce Association. With his leadership and entrepreneurial prowess, he is also an esteemed Partner at NewRank Group as well as an Advisor to the 'Smart Plus' platform of China Telecom.

Privacy Policy

CHARI TECH SDN. BHD ("Us", "We", or "Our") operates the Beauty Pay Coin website and the Beauty Play platform ("Services").

The details below will inform you of our policies regarding the use, collection, and disclosure of personal details when you use our Services.

We will protect your data privacy, and we will not share your personal details with any third-party agency unless compelled to do so, and if deemed necessary by law.

Should you not agree with our policy, we highly suggest that you refrain from using our Services. Otherwise, supplying your personal details means that you agree and comply with our privacy policy entirely.

For the benefit of those who are living in countries that are under the European Economic Area (EEA), we made our policy agreeing with the provisions in the General Data Protection Regulation (GDPR).

Data Collection

We will collect data pertaining to your usage of our Services. Data collected is used for administrative purposes, to operate the platform effectively, and to provide you with the best experiences on our website. We will take the responsibility of protecting your personal data seriously. We will never use your data to make a profit in any way by giving or sharing it with third party organizations and companies affiliated with our Services.

Service Providers

We may hire third-party companies and individuals to perform services or assist us in analyzing how our Services are used. These third-party hired by our team may be granted access to your accounts only to perform duties on our behalf and are compelled not to disclose or use it for any other purpose.

General Data Protection Regulation

If you are living in a country located within the European Economic Area (EEA), we respect your right for the following, as specified in the General Data Protection Regulation:

- he right to be informed;

- the right to access;

- the right to rectification;

- the right to restrict processing;

- the right to data portability;

- the right to object; and,

- the rights in relation to automated decision making and profiling

Cookies

We use cookies to improve, analyze, and keep track of our Services. You can either select to remove or reject cookies; however, some Services may become dysfunctional if you do so.

Children's Privacy

Our Services are not recommended to be utilized by any person who is below 18 years of age. If you know someone who uses our Services below the age of 18, please let us know so that we may perform appropriate actions.

Amendments to This Privacy Policy

The privacy policy is subject to amendments at any given time without prior notice. We advise that you regularly visit our page and read the privacy policy regularly for any changes. Changes are immediately effective once posted.

Contact Us

For any questions and concerns regarding this privacy policy, please contact us.

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