



SH&Co

queen**tox**

make beautiful easily- **Queentox**





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# SH&Co Introduction

Guided by a visionary commitment to K-beauty, K-culture, and K-healing since 2020, SH&Co has triumphantly pioneered the development of SEA POWER — a premium, high-concentration (25%) natural mineral sea powder. Elevating skincare innovation, we have significantly enhanced product performance and introduced a cutting-edge home care microneedle patch designed for skin anti-trouble, anti-aging, dark spot care and lip plumping care. This breakthrough, powered by our signature ingredient, is now proudly presented to discerning customers under the Queentox brand

2020

**2020.07**  
SH&Co Start Up

2022

**2022.08 ~2023.06**  
Development of soluble  
Micro-needle Patch equipped  
with natural mineral salt powder.

**2022.12**  
Launch Anti-trouble  
Micro Patch

2023

**2023.10**  
Launch kissTalk Lip  
plumping Micro Patch

**2023.11**  
Launch Anti-Wrinkle  
Micro Patch

2024

**2024.09**  
Launch Brightening  
Micro Patch

01

Company Introduction and Brand Story

# queentox

make beautiful easily- **Queentox**

Anti-Trouble Micro Patch



Brightening Micro Patch



Anti-Wrinkle Micro Patch



KissTalk, Lip Plumping Micro Patch





# QueenTox is different.



- **What Makes It Special**

Queentox uses high-concentration SEAPOWDER (under  $9\mu\text{m}$ ) to stand out. SEAPOWDER is a key ingredient in QueenTox skin care cosmetics

- **How It's Made**

Bullet-shaped microstructures with 80% or more active ingredient skin transfer rate.



Natural  
Ingredients

Mineral  
Seapowder

Skin  
Care

Home  
Cosmetics

02

Anti-Trouble Micro Patch

# Anti-Trouble Micro Patch

Beauty patch for improving skin trouble and acne

#Spot Care

#Calming

#Moisturizing

- Product name: QueenTox, Anti-Trouble Micro Patch
- Cosmetic patches for skin trouble and acne improvement
- Only 4 ingredients! Select only the ingredients you need
- 80% or more active ingredient skin transfer rate
- Application of approximately 200 bullet-shaped microstructures
- Easy and convenient use
- Moisture care (Hydrocolloid fabric is applied )
- 90% or more satisfaction with usability evaluation, 38.72% improvement in sebum content
- Packaging: 4mg x 12 packets / Pouch



02

Anti-Trouble Micro Patch



**Focus on skin delivery  
(more 80%) of cosmetic ingredients!**



**4 ingredients only**

**Hyaluronic acid**  
Moisturizing care

**Madesasoside**  
Soothing care

**Zinklactate**  
Sebum care

**Carnitine HCL**  
Sebum care

\*The above is limited to raw material characteristics

## 90% or more satisfaction with usability evaluation, 38.72% improvement in sebum content



Sence of Soothing 90%



Ease of use 90%

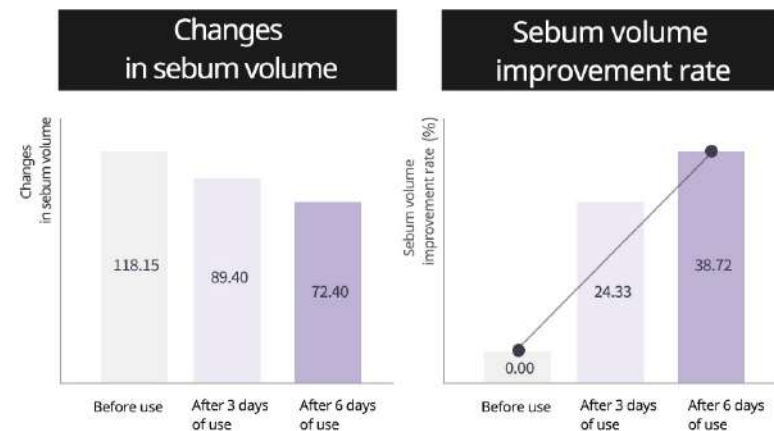


Overall satisfaction with the feeling of use 90%



### Sebum Volume Human Application Test Results

Ingredients to help soothe the skin.  
Delivered to the skin trouble area to help soothe the breakout.



\*Korea Skin Science Institute (2018.01.05-02.05) 20 people  
Queentox Anti-Trouble Micro Patch, No. 1 per day, 3 days before use/6 days after use, facial trouble area, There are individual differences.



# Brightening Micro Patch

Beauty patches for freckles and whitening

#Dark Spot

#Brightening

#Moisturizing

- Product Name: QueenTox, Brightening Micro Patch
- Dark Spot Intensive Care and Brightening Cosmetic Patch
- Use of active ingredients for freckles and Whitening controls
- Added high concentration mineral salt (Moisture UP)
- Active ingredient skin delivery rate 80%
- Approximately 350 bullet-shaped microstructures applied
- Easy and convenient home care
- Moisture care (Hydrocolloid fabric is applied )
- Skin irritation test completed
- Packaging: 7mg x 6 patches / pouch



03

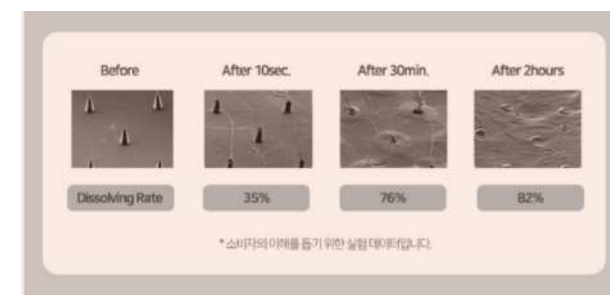
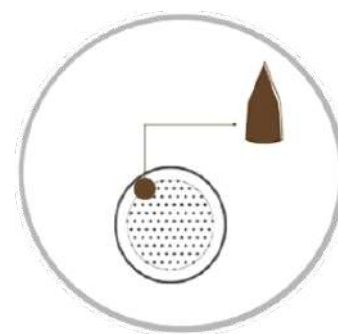
Brightening Micro Patch

## Brightly care for dark spots.

The active ingredients go deep into the skin



## Focus on skin delivery(more 80%)



Closer to the skin, 80% solubility bullet-shaped microstructure

03

Brightening Micro Patch

## Use intensive active ingredients



Eriobotrya japonica leaf extract



Spearment extract

Brightening **UP**



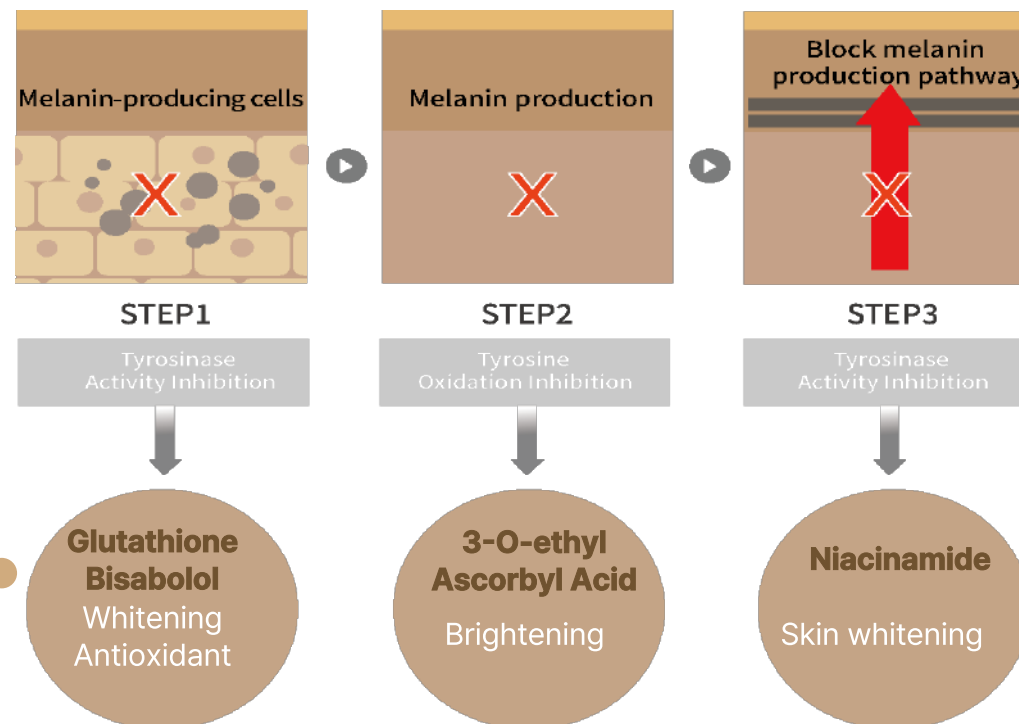
Mineral SeaSalt

Moistures **UP**



Ascorbic Acid  
Mineral SeaSalt

Collagen **Up**



# Anti-Wrinkle Micro Patch

Beauty patches for Wrinkle improvement (smile line, wrinkles under the eyes)

#wrinkles

#Brightening

#Moisturizing

- Product Name: Anti-Wrinkle Micro Patch
- Beauty patch dedicated to local areas for wrinkle improvement (smile line, wrinkles under the eyes)
- Contains high-concentration natural mineral salts in clean areas
- Use active ingredients to improve wrinkles, whitening, and soothing skin
- Patch types that are easy for everyone to use
- More than 830 bullet-shaped microstructures with dissolution rate of 80% or more into the skin.
- Increased collagen to close to twice as much
- Packaging: 3 set / box, 17 mg x 2 patches/pouch



Intensive Care



Whitening & Wrinkle Improvement



100% Active Ingredients



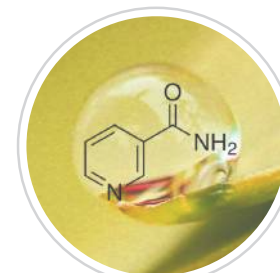
04

Anti-Wrinkle Micro Patch

## Use active ingredients for anti-wrinkle!



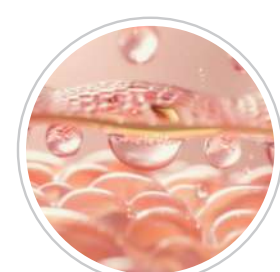
Adenosine  
Anti-Wrinkle, Skin Soothing



Niacinamide  
Anti-Wrinkle, Whitening

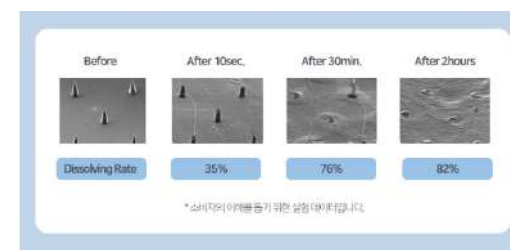


Madecassoside  
Skin Soothing, Elasticity



EGF  
Skin Regeneration

## Focus on skin delivery(more 80%)



Closer to the skin, 80% solubility bullet-shaped microstructure





04

Anti-Wrinkle Micro Patch

3 days of surprise!



Sense of Soothing 90%



Ease of use 90%



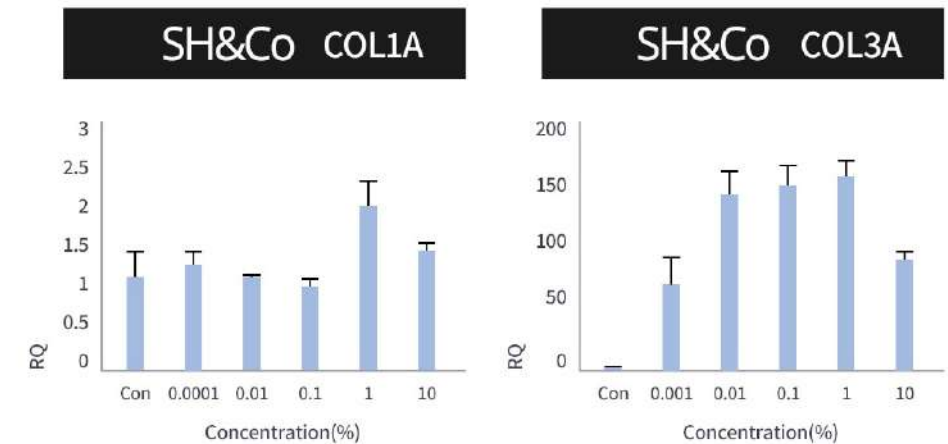
Overall satisfaction with the feeling of use 90%



## Increased collagen protein to nearly double the level (Wrinkle Improvement)

### Changes in Cell Protein Expression Test

Increased collagen protein to close to twice as much



\*OO University Hospital OOOO Demonstration Center

(The level of expression of the C-terminal Peptide protein of type I of human procollagen is measured by ELISA)

# Kiss Talk Micro Patch

Beauty Patches for Lip Plumping

#Plumping

#Moisturizing

- Product Name: KissTalk, Lip Plumping Micro Patch.
- A beauty patch dedicated to lip plumping & moisturizing.
- Contains high-concentration natural mineral salts in clean areas.
- Use active ingredients that help lip plumping & moisturizing(13mg).
- It's a patch type that's easy for everyone to use.
- More than 80% skin dissolution rate and more than 1200 bullet-shaped micro-structures.
- The moisture content improvement rate of the dermis is 311.30%, and the moisture content improvement rate of the lip surface is 40.62%
- Packaging: 3set / box, 13mg x 2 patches/pouch



Lip  
concentration  
care



Lip plumping &  
moisturizing  
cosmetics



100% active  
ingredients

05

KissTalk, Lip Plumping Micro Patch

## Use active ingredients for Lip Plumping!

(Ingredients listed in box packaging)



## Focus on skin delivery (more 80%)



- # Lip plumping
- # Improving wrinkles
- # Moisturizing
- # Lips Tone



Closer to the skin, 80% solubility bullet-shaped microstructure





05

KissTalk, Lip Plumping Micro Patch

Moisture improvement rate (plumping) 311.30% of dermis



Increased collagen 7.99%



Moisture improvement rate of 40.62%  
on the surface of the lips



Moisture density of 2.27%



Moisture improvement rate  
of dermis 311.30%

# Customer Satisfaction

The dermal moisture measurement value was 13.20 before using the test product and 54.31 after using it, and the improvement rate was 311.30%,

The collagen measurement was 30.05 before use of the test product and 32.45 after use, indicating an improvement rate of 7.99%,

The moisture measurement value of the lip surface was 66.33 before use of the test product and 93.28 after use, and the improvement rate was 40.62%.

The moisture density measurement value was 70.55 before the use of the test product and 72.15 after use, and the improvement rate was 2.27%.

Human Application Test for Usability Evaluation of "Kiss Talk Soluble Micro-Patch"

PROPER LIP PLUMPING  
MOISTURIZING & EXFOLIATING  
FREE FROM 3 ARTIFICIAL INGREDIENTS

ING MICRO PATCH

1set (13mg \* 2)

# QueenTox, Gum Toothpaste

Your Teeth White and Beautiful-QueenTox Toothpaste

#Healthy Gum Care

#Refreshing Feeling

- Product Name: Queentox Toothpaste
- Sinan Bigeumdo's 1% mineral salt.
- "Healthy Toothpaste" that prevent peridontal diseases
- Safety from natural Ingredients  
(Centella extract, Green tea X, A gardenia fruit pigment etc.)
- healthy gum care with free harmful ingredients.
- The subtle jasmine scent continues a refreshing day from mint
- To remove plaque
- Capacity : 120g





06

QueenTox, Gum Toothpaste

01

Sinan Bigeumdo's  
1% mineral salt.



#Refreshing Feeling

02

"Healthy  
Toothpaste" that  
prevent periodontal  
diseases



03

The subtle jasmine  
scent continues a  
refreshing day from  
mint

#Healthy Gum Care



04

Safety from natural  
Ingredients

# Thank you —●

**queentox**  
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