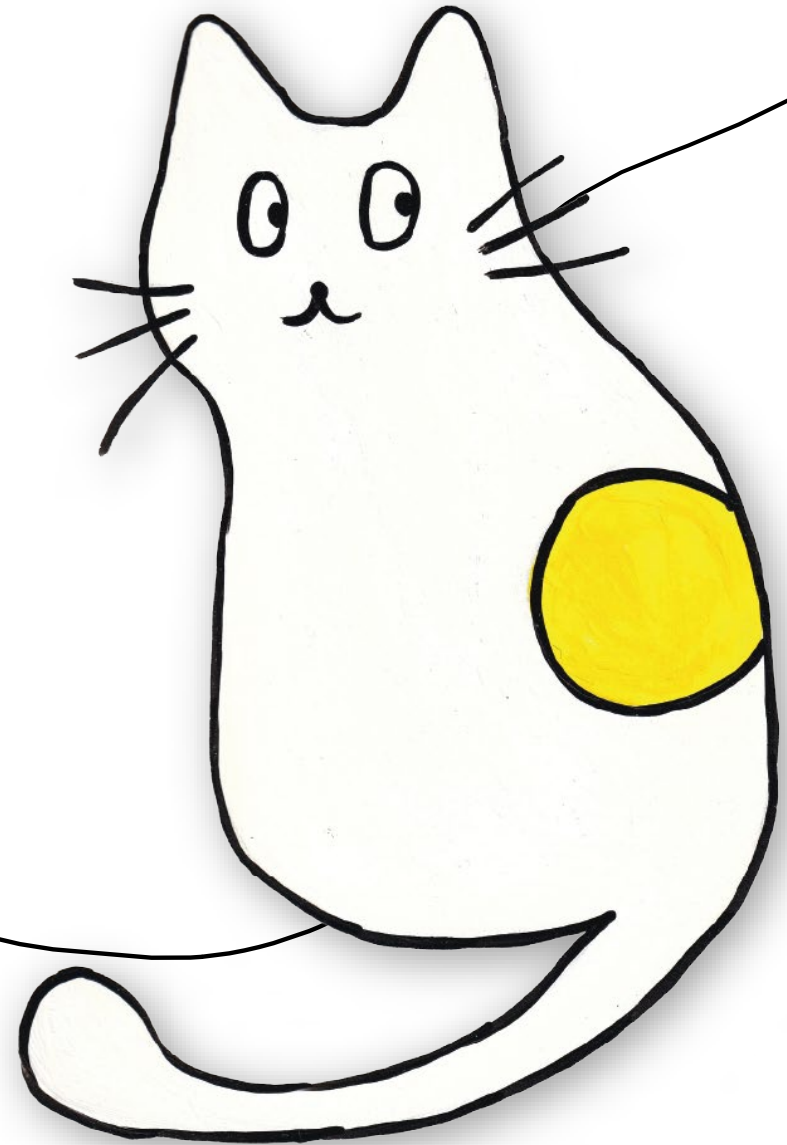


SSLP! Avril
CEO

THE SUNNIEST COMPANY ON EARTH FOR ANIMALS

CEO / AVRIL HAN



SUNNYSIDEUP

The Sunniest company on earth for animals

CEO / AVRIL HAN



About Company

Company name	Sunny side up
Founder	Avril Han
Establishment	2020.06.23
No. employees	7

Click and read more
about Avril here:

[BeautyMatter](#)



Our mission

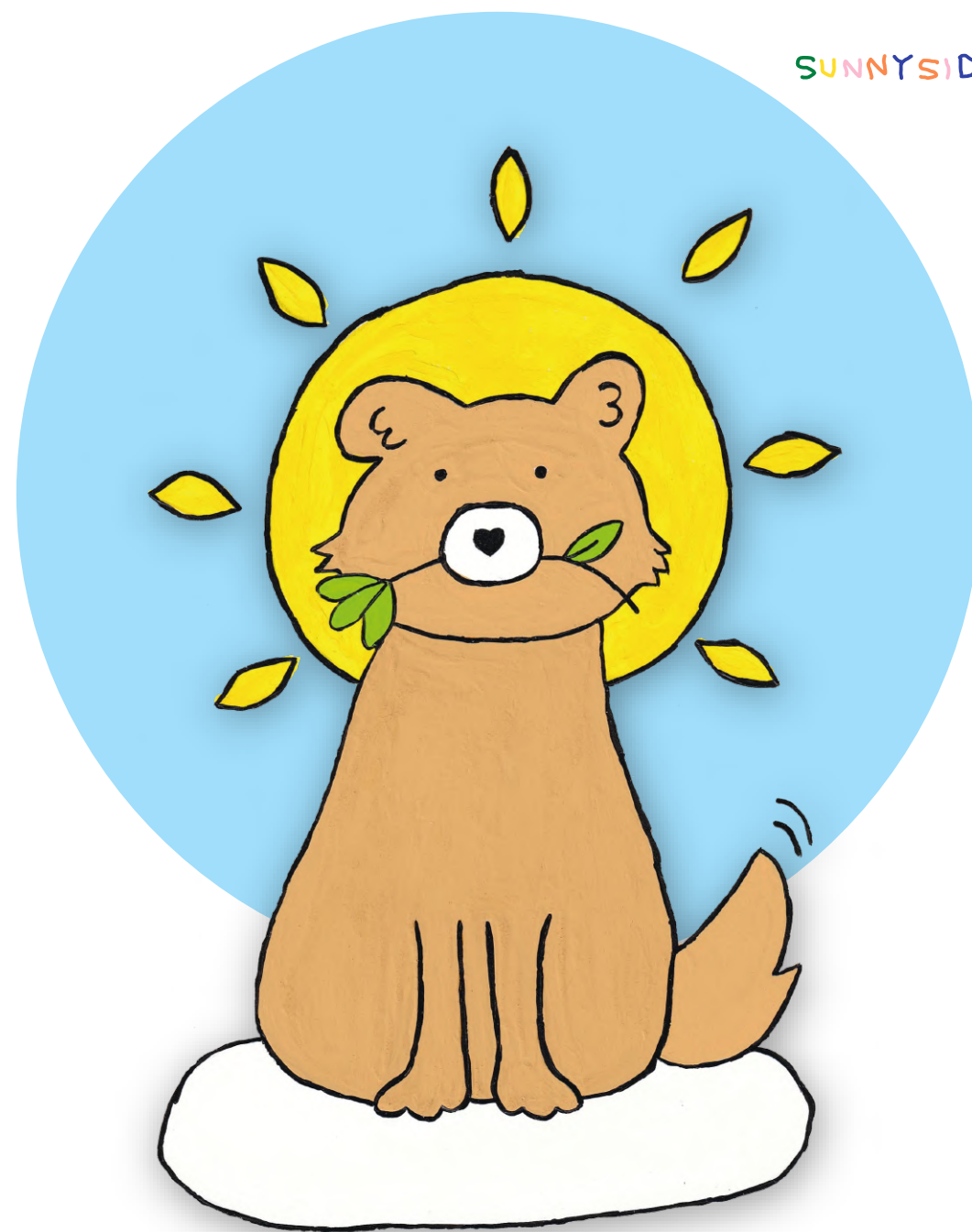
Activate the brand via an “animal skincare zone” that sits alongside the skincare brands in Sephora



Make something equally good for animals because their skin matters as well



- Avril Han



Reasons behind our mission

Type of animals that are used in cosmetic goods

Snail



Alligator



Shark



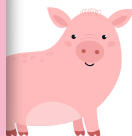
Whale



Horse



Pig



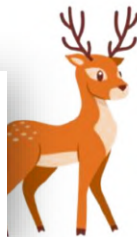
Sheep



Bear



Deer



Badger



Swallow



Bird nest mask

100_{mill}
in sets

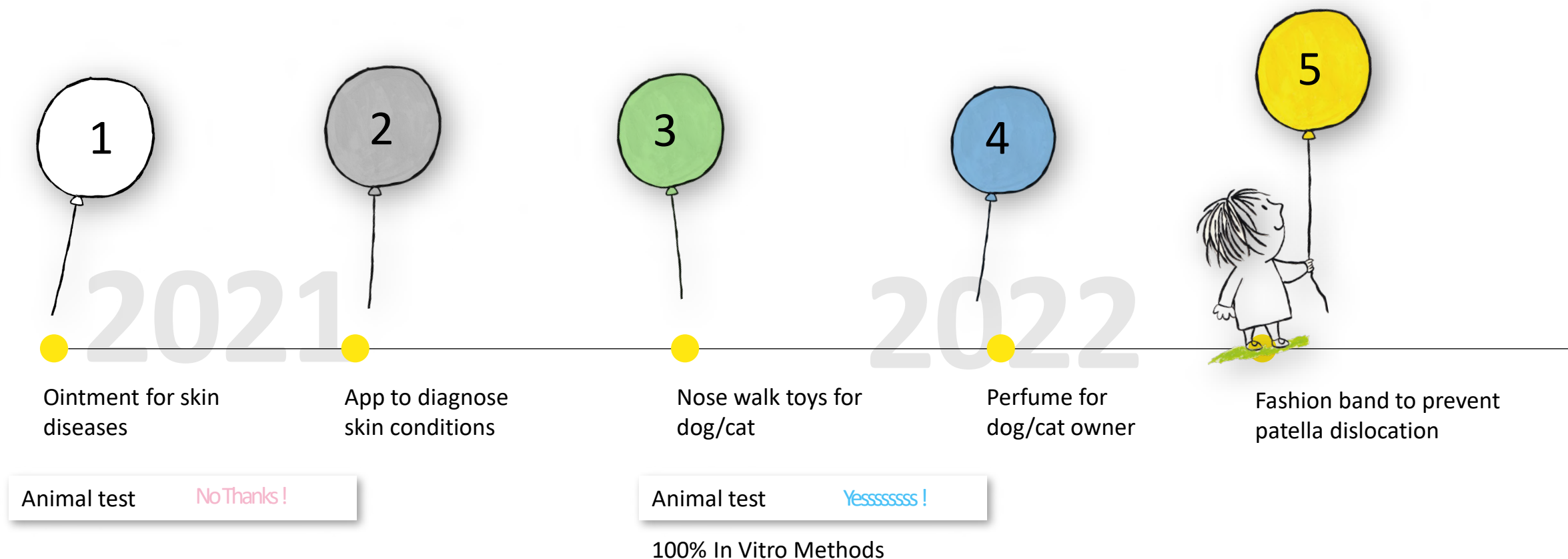
30
million pcs

Horse oil cream

SOLD

Launching Process

Position product / service lineup under
Trendy X Veterinary medicine



ANIMARK Yellow Centella Salve



- **Type** : Quasi Drug
- **Approved by** : KAHPA
- **Clinical test (KR)** : Anti-inflammation/Moisturizing/Skin barrier
- **Clinical test (US)** : Toxicological Risk Assessment by CPT
- **Test method** : NON Animal testing (100% vitro methods)
- **Purpose** : Protects and fast healing from cuts, scratches etc
- **Patent** : 10-2021-0161551 pending
- **KR Trademark rights** : ANIMARK registered
- **Global Trademark rights** : US/DE/CN/JP pending

Clinical Test

x19 Increase in moisture cell

Up to 54% Inhibition
of inflammatory reactions

x2.8 Increase in protein expression

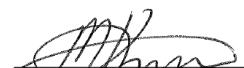
Toxicity:

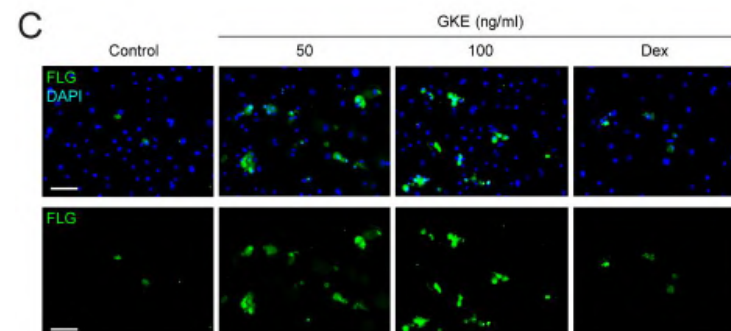
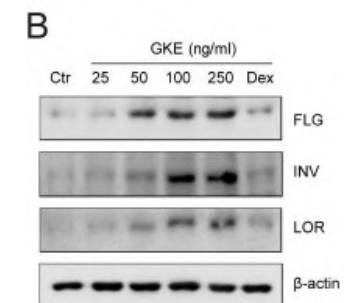
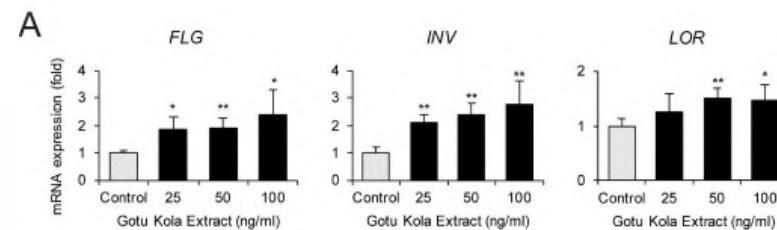
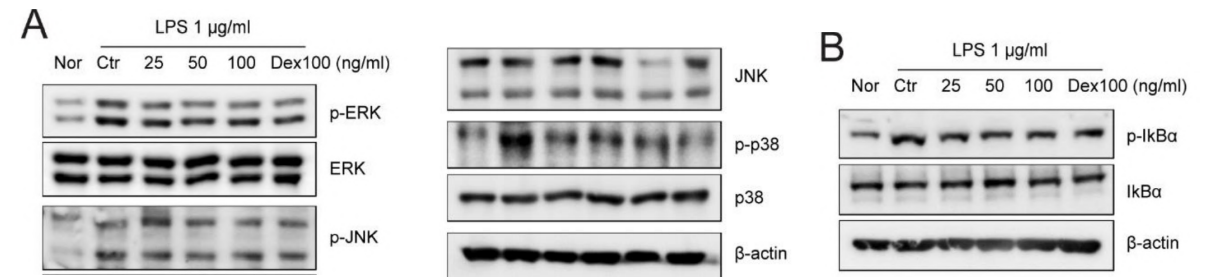
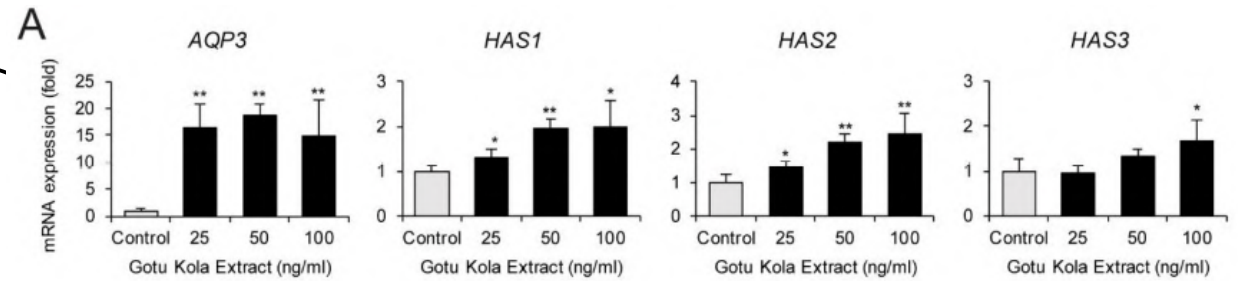
Not harmful even when ingested

SERVICE: Toxicological Safety Assessment

TEST ARTICLE: Animark Yellow Centella Salve

**EXPERIMENT
REFERENCE NO.:** V21-6196


Marvin Kaplinsky, Ph.D., D.A.B.T., F.R.S.C.
Safety Assessor



AI APP to Diagnose Animal Skin Conditions (Launching Q2 2022)

**Purpose**

Help save time & money by giving consumers direct access to vet's diagnosis and advice so they can make more informed decision about the next step to treatment.

Note

Not intended to be a substitute for medical advice.
Seven vets participated in this 'Deep learning' in animal skin disease image recognition project

Progress

Secured 10K animal skin disease images, machine learning on process

Patent

Pending

- 1) Take a photo of your companion animal's skin condition
- 2) Upload it on our APP for free
- 3) AI will help you figure out whether you should either, visit Vet or Apply ANIMARK ointment

ANIMARK Party Animal (Launching Q2 2022)



For	Dog / Cat (2 in 1)
Status	Prototyping with 3D modeling
Structure	Two sided. Put a cookie in the device (for dog) or catnip (for cat)
Purpose of development	It takes approx. 30 mins for ANIMARK ointment to be absorbed into the skin. Therefore, this device is designed to distract the animal's attention during the application by giving them a lot of fun!

- 1) After applying ANIMARK ointment, give your dog/cat hell lot of a fun to prevent them from licking off the ointment!
- 2) For cats : Put catnip pouch into the bottom part of the device with smaller holes
- 3) For dogs : Put a 4mm sized cookie into the upper part of the device with one larger hole
- 4) Close the lid, let them roll the egg around and enjoy the treats

Schniff Snoff & Purr-fect (Launching Q3 2022)

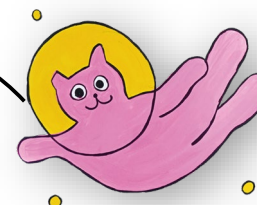
**Type**

Schniff Snoff (For dog owners)
Purr-fect (For cat owners)

Efficacy

Each fragrance's base note consists of scents that dogs or/and cats loves. For dogs, its vanilla + coconut, and for cats it's catnip oil extract. See if they snuggle around after using the fragrance!

- 1) Apply the fragrance 3 hrs before you get home (e.g. approx. 4pm)
- 2) On your way home, the top/middle note will evaporate
- 3) Step on your doorstep, see if your furry friend happily sniff around!



Fashion Bandage for Dogs with Luxating Patella (Launching Q3 2022)



Size	S/M/L
Type	Chest / Front leg / Hind leg
Efficacy	Prevent patellar luxation
Special Feature	SUNNY SIDE UP fashion patch for your animals that you can't resist

INSTRUCTION FOR USE :

- 1) Wrap the fashion bandage around the luxating patella
- 2) Attach the cute SUNNY SIDE UP patches and wish them well

Partners we want to work with

North America	EU	Asia
Sephora	A.S.Watsons	Sephora
ULTA	Boots	A.S.Watsons
Costco	Super Drug	Guardians
CVS	DM	Local Drug stores
Target	El corte ingles	Parksons Dpt

Not in the Pet Store! Better be H&B Stores

Why?

NOT influential marketing – usually placed next to dog poop bags

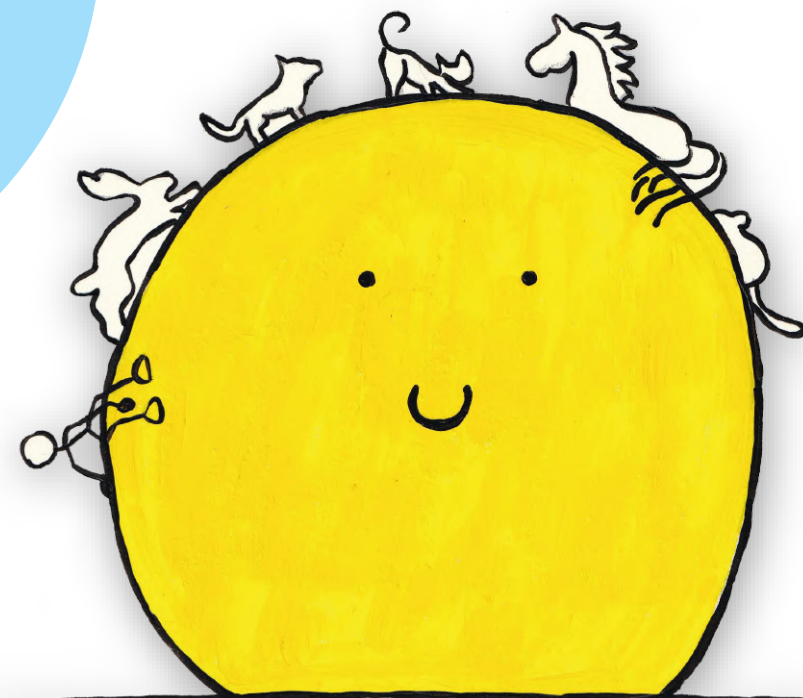
What then?

Establish a separate “Animal skincare zone” in H&B to deliver an important message about animal health.

What Msg?

All Skins Matter.
Even your Animal's.

Distribution



today is a good day

Social media activities

We build the brand together,
communicating via social
media platforms



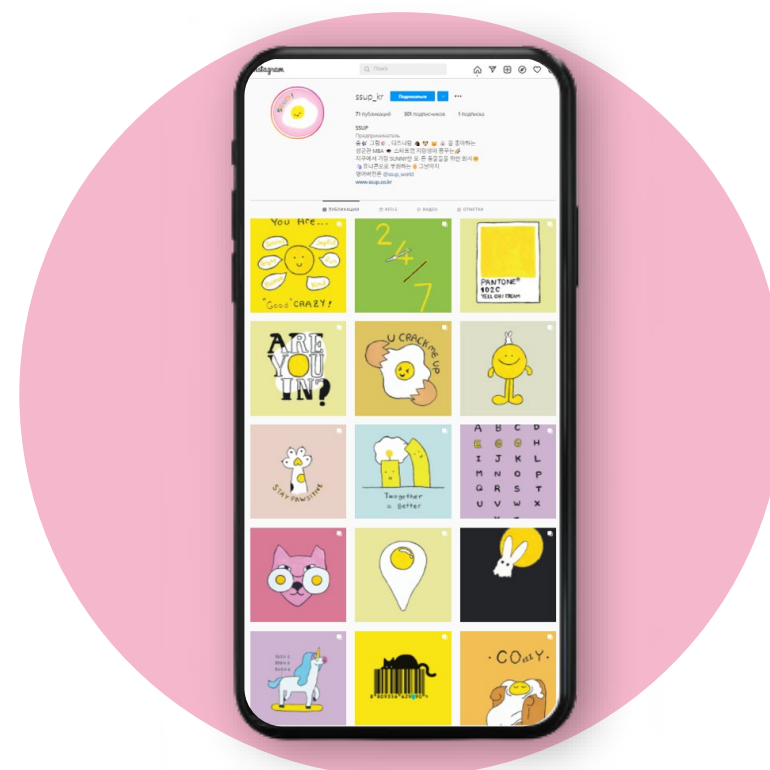
YouTube Channel	Avrilhan
For	B2B partners around the globe
Established	2020.03
Subscribers	1.74K (Most of them are H&B partners)
Use	Newsletter twice a month (Share brand updates/product testing results etc.)

Online footprints

We build the brand identity and make it very sunny!



www.ssup.co.kr



@ssup_world (ENG ver.)
@ssup_kr (KOR ver.)

Team Avengers

KOREA

Avril		CEO
Brian	Online Marketing	
Cho		Design
Helen		Logistics
Miin	APP Developer	



**Thank
you!**



Create
Your
Own
Sunshine
WHAT'S UR COLOR?