

EASTEND COSMETIC DIVISION **BRAND BOOK**

Elevating K-Beauty, Inspiring Tomorrow

B'note

Early Care For Timeless Skin, B'note

B'note is a slow-aging care brand that helps manage the passage of time beautifully and effectively. More than skincare, B'note's philosophy is to build a confident daily life.

We focus solely on ingredients, carefully selecting raw materials with sincerity. The efficacy and quality we confidently deliver are values B'note never compromises.

Through persistent efforts, B'note's exclusive "Multox Complex" was created by combining patented hyaluronic acid and patented botulinum.

It delivers deep and long-lasting hydration, with patented technology enabling active ingredients to penetrate deeply and improve skin to a firm, glass-like glow.

Experience a skin transformation like never before—without professional help, just consistent care with B'note.

Mission

A slow-aging care brand that empowers a confident life beyond skincare

B'note goes beyond basic skincare by offering confidence-boosting care with highly effective ingredients.

Key Point

World's first exclusive "Multox Complex" – a blend of patented hyaluronic acid and botulinum

Deeper, Longer

The only patented botulinum ingredient in Korea delivers a clear, firm "skin botox" effect with continued use. Combined with 10-layer patented hyaluronic acid for deep, long-lasting hydration, it provides an unmatched at-home skin botox effect.

Target

Customers beginning to consider dermatological procedures and in need of early anti-aging care

Skincare for those noticing subtle signs of aging and starting to consider cosmetic treatments.

Developed for those seeking gentle yet effective slow-aging skincare.





Beyond

All ingredients are
rated EWG 1–3



New

New and innovative formula



Only

World's first and exclusive
patented Multox ingredient



Top

Manufactured by world's No.1
beauty manufacturer, Kolmar



Effective

We speak through results



Ms. A | Dermatology Clinic Manager

32-year-old woman who notices signs of aging and feels the need for special care

Skincare Interest (Philosophy)

One day, she realized she didn't look like before in the mirror. She started dermatological treatments like botox, fillers, and lifting lasers. Also highly interested in effective ingredients for home care.

Shopping Behavior

Primarily researches online reviews and word-of-mouth before purchasing. Has favorite beauty influencers and is greatly influenced by them.

Core Values (Brand Fit)

Prefers not cheap and large-quantity products but valuable and effective ones. Interested in aging gracefully and slowly compared to others.

A daily botox routine that replenishes moisture when subtle aging signs appear

Moisture + Botox = "Multox"

Experience our daily skin botox that offers both hydration and wrinkle care.
Long-lasting essential hydration with botox-inspired anti-aging care.

**World's first and only patented
hyaluronic acid + botulinum ingredients.**

Deep hydration and firming effect that lasts until the next day.
A safe home-care formula gentle enough for daily use.
The world's first and only patented "Multox" complex formula.



If it's your first time, do it right. For aging care, choose B'note Multox.

The world's first and only patented "Multox" complex formula

Deeper, Longer

With patented technology, it forms a thin moisture barrier lasting 24 hours, delivering a clear and firm skin botox effect.



Patented Hyaluronic Acid

A patented ingredient that forms a thin moisturizing layer, allowing long-lasting hydration and addressing inner dryness



The world's first

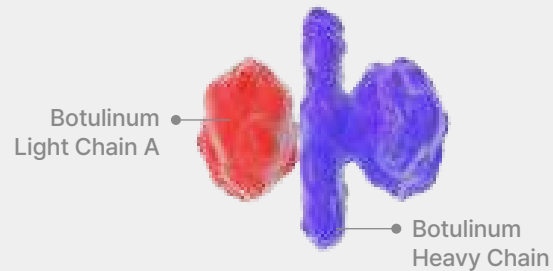


Patented Botulinum

A safe and resistance-free delivery technology that deeply penetrates the skin, improving fine lines with a firming skin booster effect

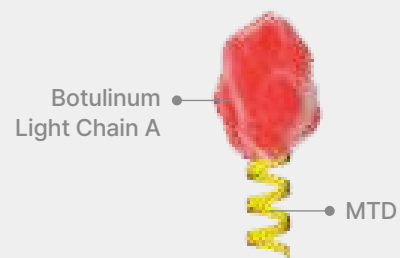
This is how our patented botulinum ingredient is different.

Pure Toxin used in medical botox injections



Composition
Heavy chain - penetrates neural cells
Light chain - responsible for the botox effect

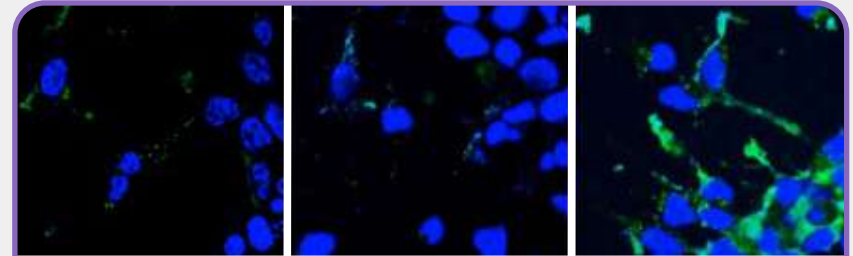
Our Ingredient BPMed_BoLCA



Composition
Light chain - responsible for the botox effect
MTD - Macromolecule transduction domain (penetrates skin & neural cells)

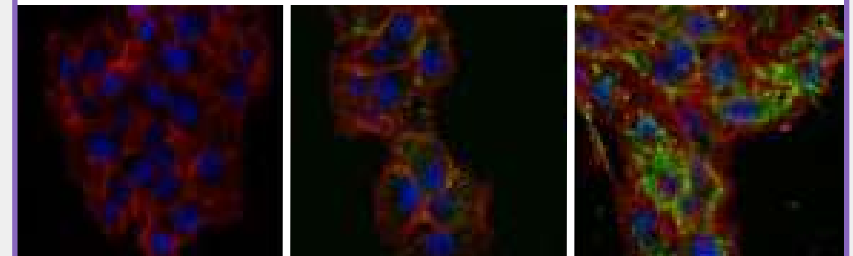
No resistance, deeply penetrates the skin

The first botulinum ingredient registered in the International Cosmetic Ingredient Dictionary



Cell penetration test

botulinum confirmed inside cells after 3 hours
(fluorescent area)



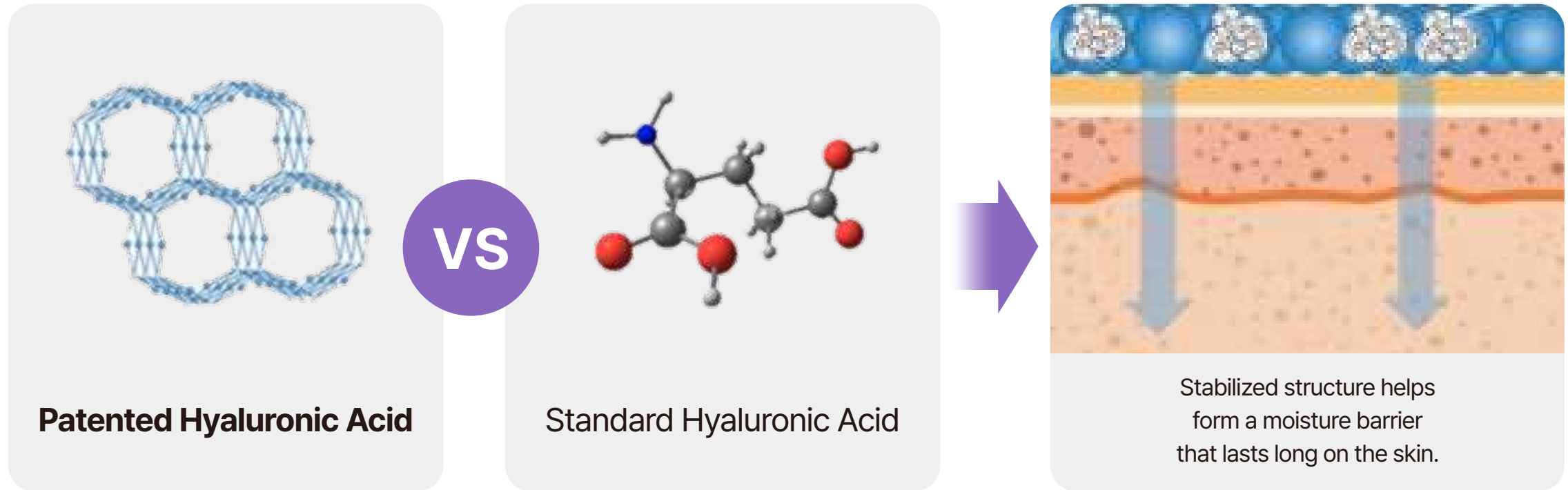
Stratum corneum penetration test

botulinum detected inside cells 1-6 hours later
(fluorescent area)

How patented hyaluronic acid differs VS standard hyaluronic acid

Patented stabilization technology enhances moisture retention and forms a new barrier.

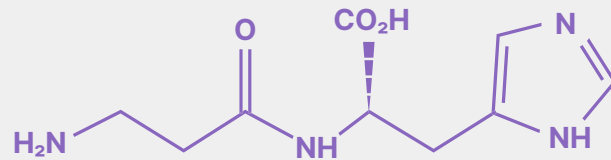
Next-generation stabilization technology more advanced than liposomes.



A unique structure unlike general hyaluronic acid, patented to deliver longer hydration and combat inner dryness

Carnosine: Anti-glycation ingredient for early anti-aging

Carnosine



Inhibits both oxidation and glycation, the key causes of skin aging. A natural peptide found in muscle cells that promotes collagen synthesis.

*Glycation: The process of sugars binding with proteins, causing stiffening and damage. Simply put, it hardens skin proteins (like collagen, elastin), accelerating aging

Includes 3 moisturizing patents + 1 elasticity patent

Four patented ingredients that deliver a differentiated skin-touch sensation



- **[Moisture Patent] RUBYNIN**
High-flavonoid extract from acacia flowers, proven for moisture and barrier function
- **[Moisture Patent] AVO-PLUMP**
Highly pure avocado peptide for plumping and hydration
- **[Moisture Patent] FRUCTAN**
Derived from barley and wheat; enhances elasticity and calms irritation
- **[Elasticity Patent] SymMATRIX**
GMO-free strawberry leaf extract that prevents collagen breakdown and boosts synthesis

MULTOX BOOSTER AMPOULE

Same ampoule sold at Cheongdam dermatology clinics

Multox booster ampoule

#SkinBotoxEffekt
#TightMoistGlowSkin

Contains exclusive patented Multox Complex that delivers immediate hydration and fine wrinkle improvement, similar to botox and moisture injections. Home care recommended by professionals.

SKIN TYPE | All skin types showing early signs of aging or needing moisture



launching June 2025

30ml

44,900 KRW

- 1 A botox patent that penetrates deeper into the skin.**
Contains patented botulinum ingredient optimized for deep penetration, eliminating resistance to botox.
- 2 A patented hyaluronic acid for longer-lasting hydration.**
The patented hyaluronic acid ingredient developed by world's top manufacturer, Kolmar, provides an instant burst of hydration and long-lasting moisture upon application.
- 3 Smooth skin texture felt immediately upon application.**
Instantly smooths and improves fine lines for polished skin texture. A texture that delivers deep hydration without stickiness.

Clinically proven effects through human application tests

- ✓ Even a single use provides a radiant glow that lasts 24 hours after stopping use.
- ✓ Even a single use delivers a smooth glow effect that continues for 24 hours after discontinuation.
- ✓ Improves skin texture to be smoother with just one use.
- ✓ Helps improve fine lines in key concern areas. (forehead, eyes, nasolabial folds)
- ✓ Completed low-irritation dermatological testing.

With one use

- Immediate (temporary) dewy glow (hydration & radiance) lasting 24 hours.
- Immediate (temporary) texture glow (smoothness & shine) lasting 24 hours.
- Helps improve moisture levels instantly and maintain for 24 hours.
- Instantly enhances radiance and keeps it for 24 hours.
- Instantly smooths skin texture and maintains for 24 hours.

With 4 weeks of use

- Improves forehead, eye area, and nasolabial folds.

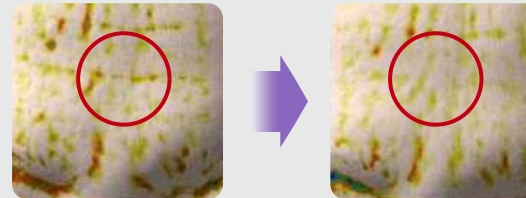
Improves nasolabial folds

*4 weeks of use



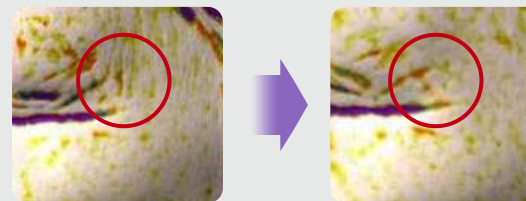
Improves forehead

*4 weeks of use



Improves eye area

*4 weeks of use



MULTOX BOOSTER AMPOULE

If you want to start with
a smaller size

Multox Booster Ampoule Beginner Set

#SkinBotoxEffect
#TightMoistGlowSkin

Contains exclusive patented Multox Complex that delivers immediate hydration and fine wrinkle improvement, similar to botox and moisture injections. Home care recommended by professionals.

SKIN TYPE | All skin types showing early signs of aging or needing moisture



launching June 2025

2ml × 4EA

20,000 KRW

- 1 A convenient small-sized set for effortless use.
- 2 Easy to carry and store — perfect for travel!
- 3 Reusable airtight cap for multiple uses.
- 4 Usable 2–3 times per vial.

MULTOX BOOSTER HYDROGEL MASK

Full-face
skin botox effect

Multox Booster Hydrogel Mask

#SkinBotoxMask
#FlawlessGlassSkin

Delivers more than a bottle's worth of ampoule in one hour —
experience the full power of patented Multox Complex.
A skin botox effect that tightens the entire face.
Hydrogel wrapping effect keeps skin hydrated until the next day.

SKIN TYPE | For all skin types needing intensive hydration
+ lifting



launching July 2025

32g × 4 sheets

39,000 KRW

- 1 Botox patent that penetrates more deeply.**
Contains patented botulinum optimized for deeper penetration and eliminating botox resistance.
- 2 Long-lasting hydration hyaluronic acid patent.**
The patented hyaluronic acid ingredient developed by world's top manufacturer, Kolmar, provides an instant burst of hydration and long-lasting moisture upon application.
- 3 Achieve skin botox effect in just 1 hour.**
Delivers botulinum ingredients deeply across the entire face — feel the full effect of skin botox + booster.

MULTOX WRINKLE CARE CREAM

Fine wrinkles visibly smoothed and well-treated

Multox wrinkle care cream

#SkinBotoxEffekt
#TightMoistGlowSkin

Contains exclusive patented Multox Complex that delivers immediate hydration and fine wrinkle improvement, similar to botox and moisture injections. Home care recommended by professionals.

SKIN TYPE | For all skin types seeking glow and deep hydration



launching August 2025

50ml

45,000 KRW

1

Botox that penetrates even deeper.

Contains a patented botulinum ingredient optimized for deeper penetration and designed to overcome resistance to botox.

2

Long-lasting hydration hyaluronic acid patent.




The patented hyaluronic acid ingredient developed by world's top manufacturer, Kolmar, provides an instant burst of hydration and long-lasting moisture upon application.

3

A targeted formula that effectively addresses fine wrinkles.

A lightweight, hydrating cream that forms a thin moisture barrier to strengthen the skin barrier and improve fine wrinkles.

Sales Channels

| Musinsa Beauty | 29CM | NAVER Smart Store | Olive Young | CJ OnStyle | YouTube / Instagram |
|---|--------------------------------|---|---|--------------------------------|---|
| MUSINSA BEAUTY | 29CM |  | OLIVE YOUNG | CJ ONSTYLE |   |
| Selected as Musinsa's strategic brand confirmed launch in June 2025 | Confirmed to be listed on 29CM | Operating our official online store | Own online store and Olive Young online entry planned | CJ OnStyle mobile live planned | Collaboration with mega beauty influencers |

End of Document

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B'note