

# CareCella

## CARECELLA FACIAL LINE UP LIFTING GEL CLEANSER 16EA

\*This material is based on the standards of the Ministry of Food and Drug Safety (MFDS) of Korea.  
Please note that regulations and legal standards may vary by country.

\*This material is for internal training purposes only.  
Please do not distribute it externally.



# REGULATIONS ON FALSE OR MISLEADING ADVERTISING OF COSMETICS

GCOOP is committed to promoting a responsible advertising culture to ensure that none of our members are harmed by false or misleading claims. We kindly ask for your cooperation in adhering to the relevant regulations below to prevent any instances of exaggerated or deceptive advertising.



1. Do not include any content that could lead to the product being mistaken for a pharmaceutical, or make claims about the product's name, efficacy, or effects.
2. Comparative advertising must clearly state the comparison target and criteria, and only include verifiable, objective facts. Avoid using exclusive or absolute terms like "best" or "top."
3. Do not use statements or advertisements that are false, misleading, or may cause consumers to misunderstand the product—even if only part of the content is inaccurate or potentially deceptive.
4. Do not make claims about quality or efficacy that cannot be objectively verified, nor include any statements or advertisements that fall outside the legal definition of cosmetics as specified in Article 2, Paragraph 1 of the relevant law.
5. Avoid using vulgar, offensive, or disturbing expressions, designs, or images in advertising.
6. Do not suggest or imply that the cosmetic product contains derivatives of internationally endangered species.
7. Regardless of factual basis, do not include statements that defame, disparage, or appear to disparage other products.

[Excerpt] Article 22 of the Enforcement Rule of the Cosmetics Act (Scope of Labeling and Advertising, etc.)

[Effective April 19, 2018] [Prime Ministerial Decree No. 1454, April 11, 2018, Partial Amendment of Other Laws]

[Attached Table 5] <Revised January 12, 2017> Scope and Compliance Requirements for Cosmetic Labeling and Advertising



# CareCella

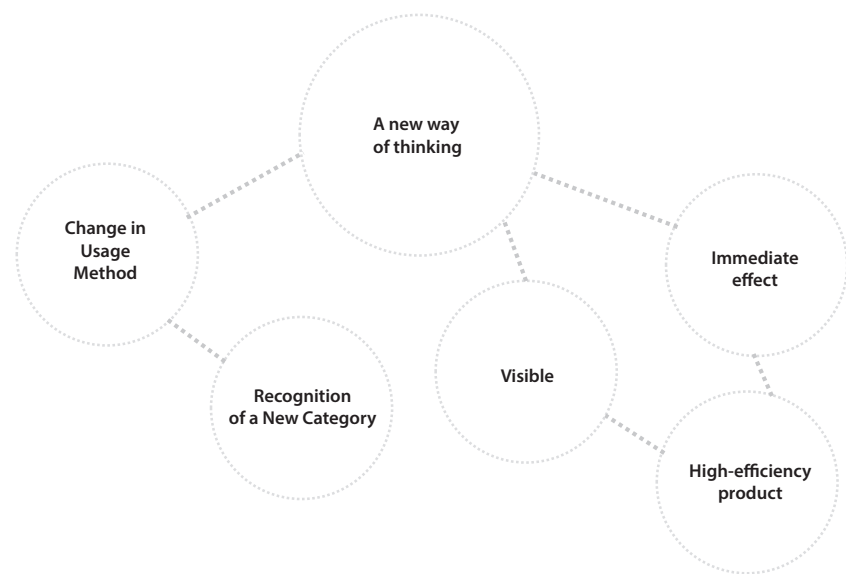
## CareCella Facial Line Up Lifting Gel Cleanser 16EA

1. BACKGROUND OF DEVELOPMENT
2. TARGET CUSTOMERS
3. PRODUCT SPECIFICATIONS
4. HOW TO USE
5. MECHANISM OF ACTION
6. LIFTING VIDEO & CLINICAL RESULTS
7. KEY INGREDIENTS

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# 1. BACKGROUND OF DEVELOPMENT

Lifting care you can wash off—with a mask pack?



Developing a product that addresses consumers’ needs for treating localized wrinkles —difficult to manage with regular cosmetics—through at-home self-care, rather than relying on clinical procedures or aesthetic treatments.

By introducing a wash-off gel-type facial pack for lifting care, we appeal to consumers with a high-efficiency product that delivers visibly immediate results.





## 2. RECOMMENDED TARGET CUSTOMERS

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- 1) THOSE WHO NEED WRINKLE IMPROVEMENT
- 2) THOSE CONCERNED ABOUT FINE LINES IN LOCALIZED AREAS
- 3) THOSE WHO PREFER HOME CARE OVER DERMATOLOGY OR AESTHETIC TREATMENTS
- 4) THOSE LOOKING FOR GENTLE YET FUNCTIONAL SKINCARE



### 3. PRODUCT SPECIFICATIONS

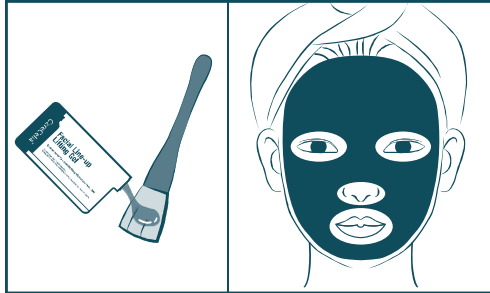
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- + **Volume:**  $(9\text{ml} \times 4 \text{ ea}) \times 4 \text{ sets} = 16 \text{ ea}$
- + **Product Type:** General cosmetic
- + **Key Benefits:** “Monster Effect”, Skin tightening, Improves skin elasticity, Enhances skin clarity and tone
- + **Key Ingredients :**
  - Dragon’s Blood Resin Extract
  - Fullerenes
  - Soy Phyto Placenta Extract
  - Eleutherococcus Senticosus (Siberian Ginseng) Fruit Extract
  - European Raspberry (Rubus Idaeus) Extract
  - Açaí Palm Fruit Extract
  - Lowbush Blueberry Extract
  - Raspberry Extract
  - Cranberry Extract
  - Hibiscus Flower Extract
  - Copper Tripeptide-1

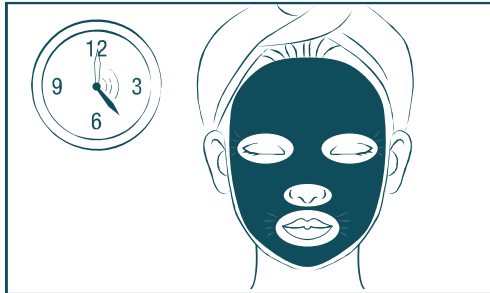


## 4. HOW TO USE

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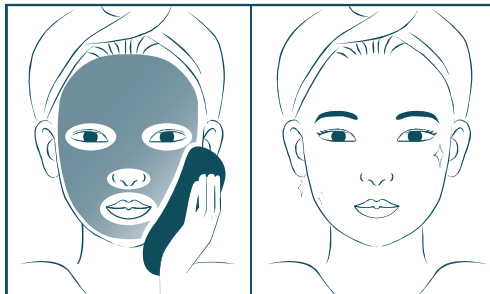


1. Open one pouch of the lifting gel and use your hand or a brush to evenly apply an appropriate amount to the desired area.



2. After about 20 to 30 minutes, once the lifting gel has fully hardened, rinse it off thoroughly with lukewarm water.  
Drying time may vary depending on the individual.  
Once the gel has hardened, please rinse it off immediately.

**\*Caution: Leaving the gel on for too long after it has hardened may cause temporary redness of the skin.**



3. Finish with your skincare routine after rinsing.  
(Hydration Balance Toner Intensive Serum Deep Emulsion)

## 4. MECHANISM OF ACTION

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### + RAPID HARDENING UPON AIR CONTACT

The polymer ingredients react with moisture in the air, quickly increasing in viscosity and creating a powerful tightening effect as the gel sets.

### + SKIN FIRMING & ELASTICITY IMPROVEMENT

Clinical tests conducted by the Korea Dermatology Research Institute showed visible improvements in facial contour, skin tightening, facial lifting, jawline firmness, and reduced wrinkles around the neck, forehead, eyes, and mouth. Skin tone also appeared clearer and more radiant.

### + SKIN TONE ENHANCEMENT

By effectively removing impurities and managing pores, the product helps clarify and brighten the skin tone.



# 6. LIFTING FOOTAGE & CLINICAL RESULTS

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## + FOREHEAD CLOSE-UP



## + EYE CORNER CLOSE-UP



## 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

**CLINICAL INSTITUTION:** Korea Institute of Dermatological Sciences

**CLINICAL PARAMETERS:** Facial lifting, Neck wrinkles, Nasolabial folds, Smile lines (marionette lines), Forehead wrinkles, row's feet (eye wrinkles), Skin tone improvement, Jawline firmness, Pore tightening

### 1. Basic Information of Test Subjects

The information of the participants in this study is summarized below (Table 1).  
Table 1. Basic Information of Test Subjects

Enrolled Subjects	23 Participants
Final Completed Subjects	23 Participants
Gender	Female
Average Age	46.43 Years
Standard Deviation	6.28

The age distribution of the participants in this study is shown in Figure 7  
(For detailed data, see Appendix 1).

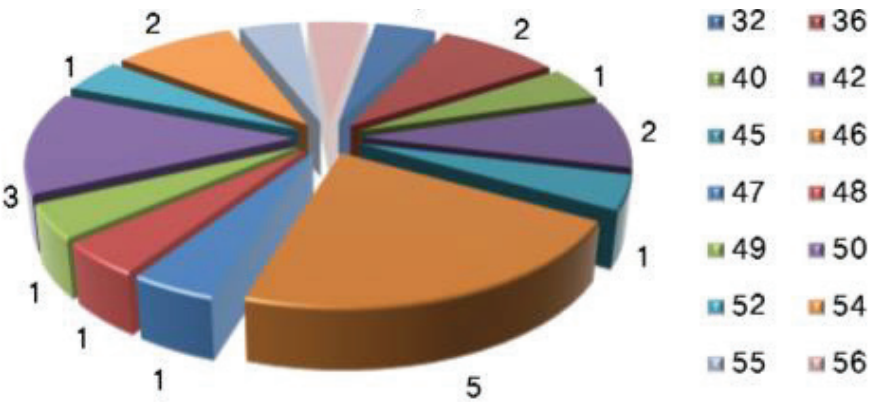


Figure 7. Age Distribution of Test Subjects

# 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

## + FACIAL LIFTING IMPROVEMENT EVALUATION

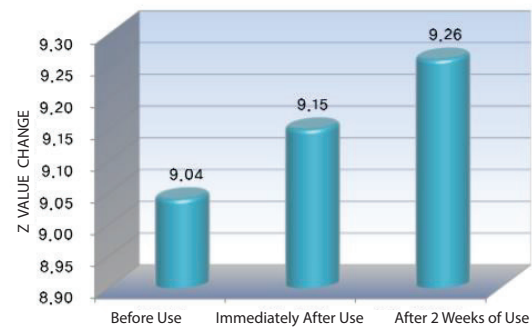


Figure 8. Z-Value Changes

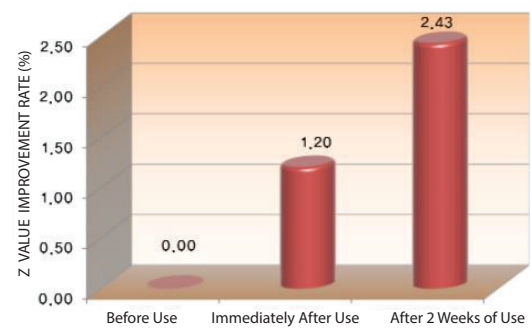
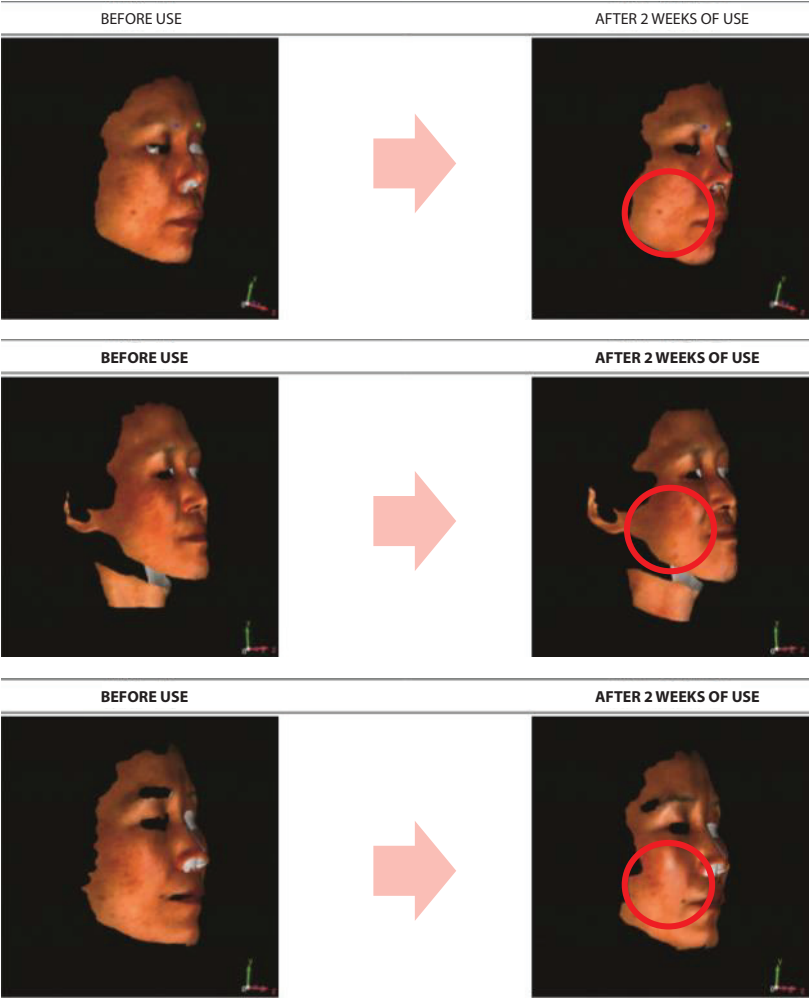


Figure 9. Z-Value Improvement Rate (%)

The z-value, which indicates skin elevation, increased by 1.20% immediately after use and by 2.43% after 2 weeks, compared to before use of the test product. In comparison to pre-application data, the z-value increased significantly after 2 weeks of use ( $p < 0.05$ ), indicating that the test product contributes to facial lifting improvement.



It was confirmed that the product helps increase skin elevation and supports facial lifting effects.



# 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

## APPLICATION OF ANTERA 3D

### + NECK WRINKLE IMPROVEMENT EVALUATION

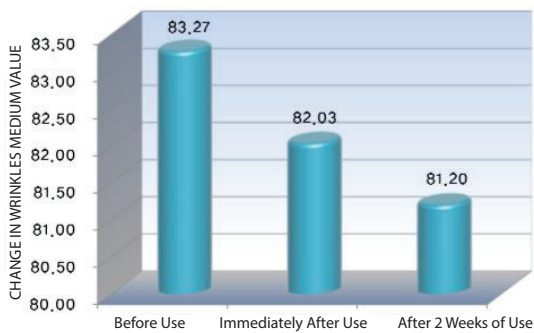


Figure 10. Change in Wrinkles Medium Value

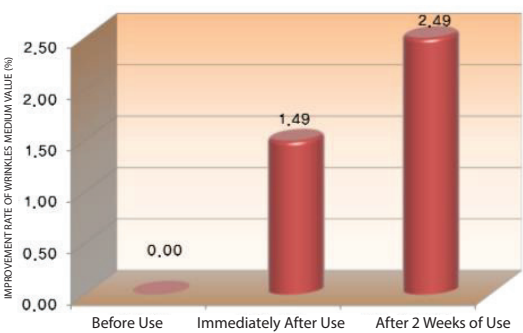


Figure 11. Improvement Rate (%) of Wrinkles Medium Value

The wrinkles medium value showed a reduction of 1.49% immediately after use and 2.49% after 2 weeks, compared to before product application. Statistical analysis revealed that this reduction was significant ( $p < 0.05$ ), indicating that the test product helps improve neck wrinkles.



BEFORE USE



AFTER 2 WEEKS OF USE



It was confirmed that the product helps improve neck wrinkles, showing visible improvement through usage.

## 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

### + NASOLABIAL FOLD IMPROVEMENT EVALUATION

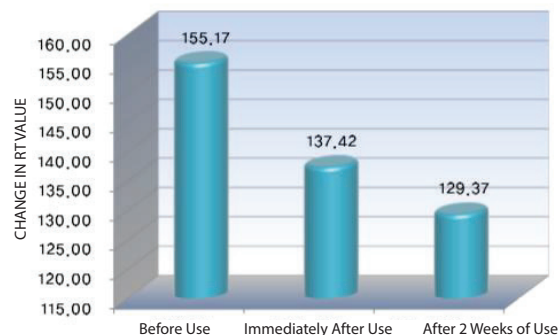


Figure 12. Change in Rt Value

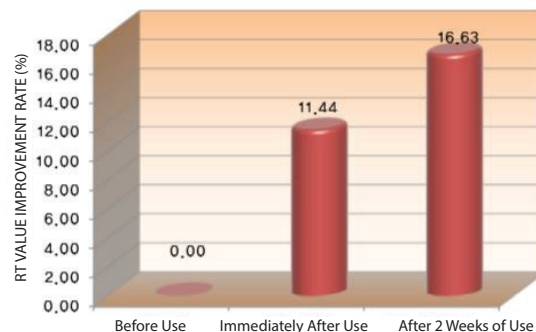
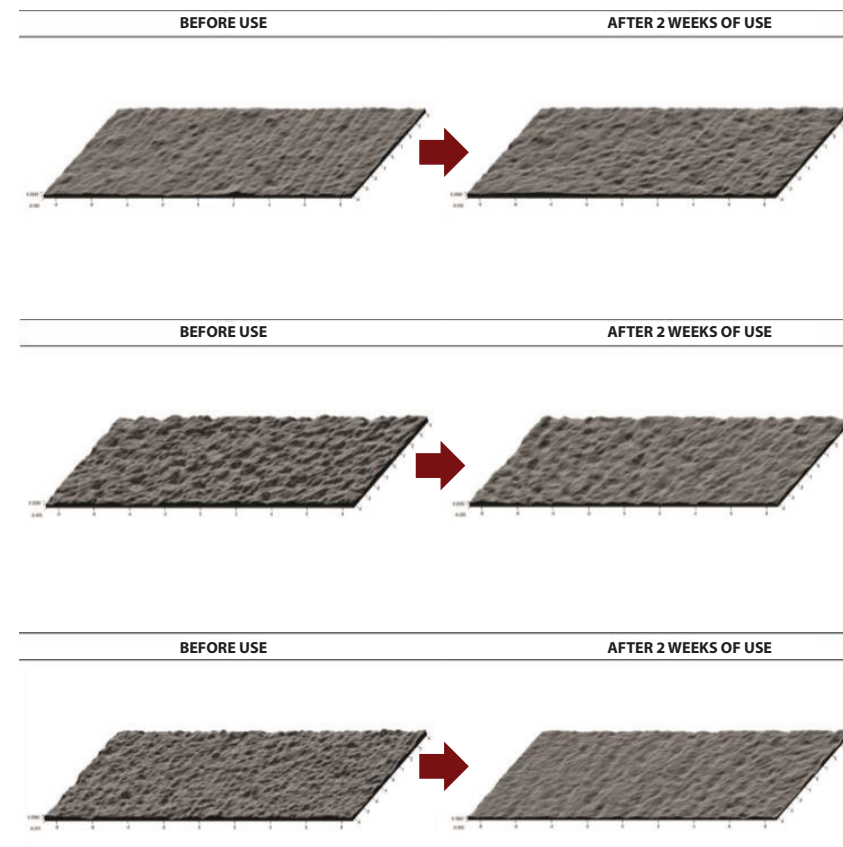


Figure 13. Rt Value Improvement Rate (%)

The Rt value, which represents skin roughness and wrinkle depth, showed a reduction of 11.44% immediately after use, and a 16.63% reduction after 2 weeks, compared to before product application.

These changes were statistically significant ( $p < 0.01$ ), confirming that the test product helps improve nasolabial fold wrinkles.



It was confirmed that use of the product improved the appearance of nasolabial folds, and that the product contributed to wrinkle reduction in this area.

# 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

## + FOREHEAD WRINKLE IMPROVEMENT EVALUATION

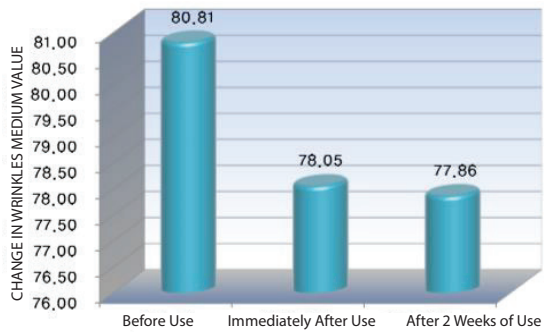


Figure 16. Change in Wrinkles Medium Value

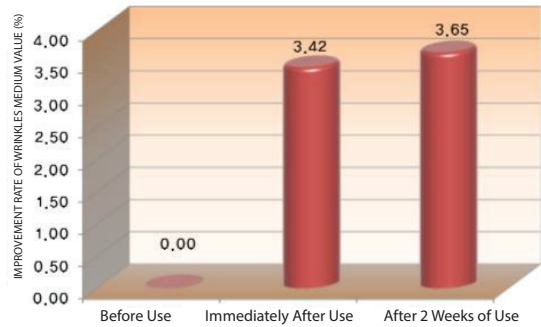


Figure 17. Improvement Rate (%) of Wrinkles Medium Value

The wrinkles medium value, which indicates the depth of wrinkles, showed a 3.42% reduction immediately after use and a 3.65% reduction after 2 weeks, compared to before using the test product. This decrease was statistically significant ( $p < 0.01$ ), confirming that the test product is effective in improving forehead wrinkles.



It was confirmed that the product helps reduce forehead wrinkles and contributes to visible improvement after use.



# 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

## + SMILE LINE WRINKLE (MARIONETTE LINE) IMPROVEMENT EVALUATION

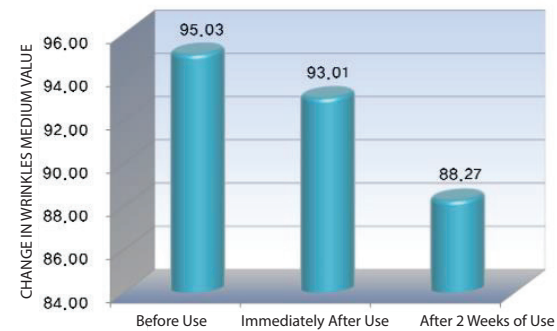


Figure 14. Change in Wrinkles Medium Value

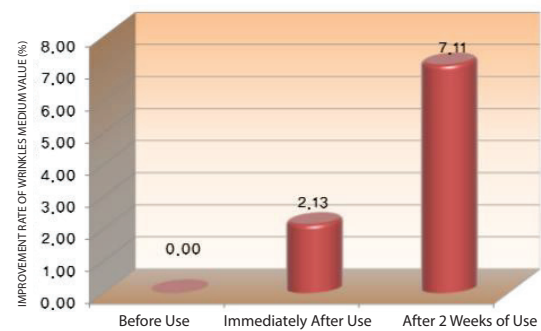


Figure 15. Improvement Rate (%) of Wrinkles Medium Value

The wrinkles medium value showed a 2.13% reduction immediately after use and a 7.11% reduction after 2 weeks, compared to before using the test product. This reduction was statistically significant ( $p < 0.05$ ), indicating that the test product helps improve smile lines (marionette lines).



It was confirmed that the product helps improve marionette lines, showing noticeable wrinkle reduction after use.

# 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

## + CROW'S FEET WRINKLE IMPROVEMENT EVALUATION

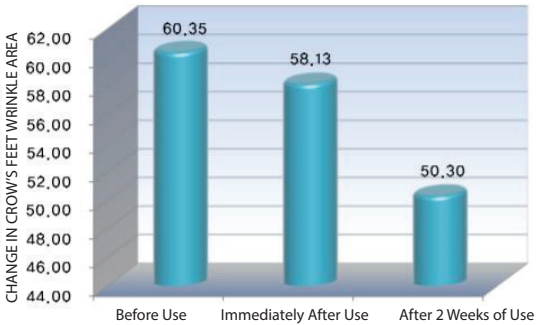


Figure 18. Change in Wrinkle Area (Crow's Feet)

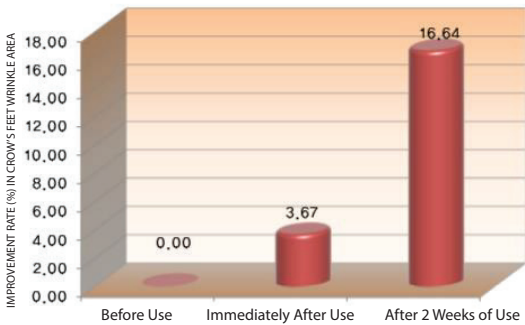
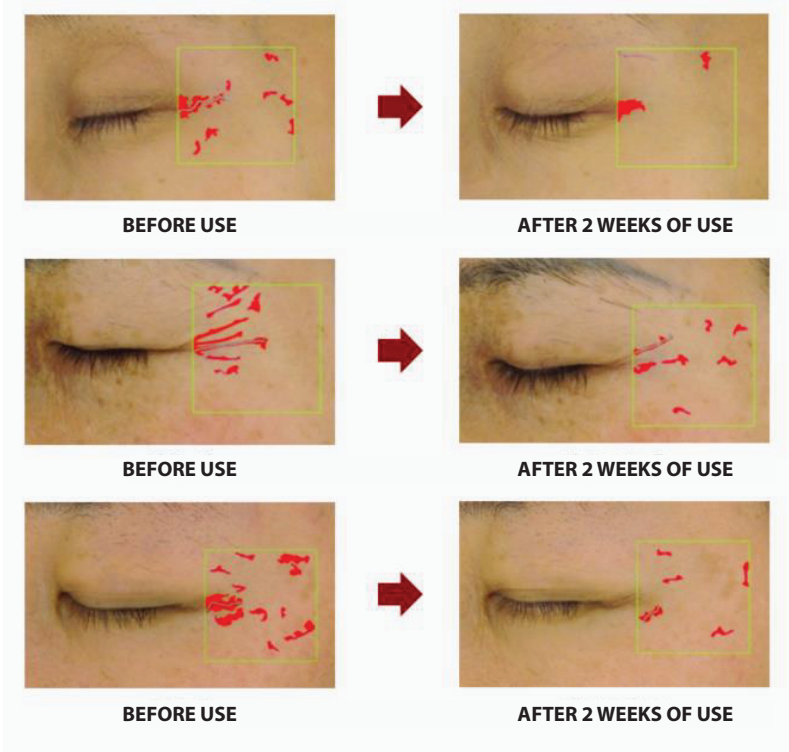


Figure 19. Improvement Rate (%) in Wrinkle Area (Crow's Feet)

The wrinkle area of crow's feet showed a 3.67% reduction immediately after use and a 16.64% reduction after 2 weeks, compared to before using the test product. This reduction was statistically significant ( $p < 0.05$ ), confirming that the test product is effective in improving crow's feet wrinkles.



It was confirmed that the product helps reduce crow's feet wrinkles and contributes to visible skin improvement after continued use.

## 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

### + SKIN TONE IMPROVEMENT EVALUATION

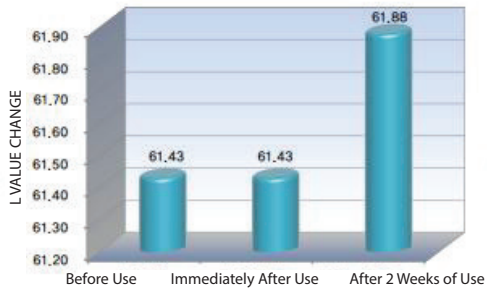


Figure 22. Change in L Value\*

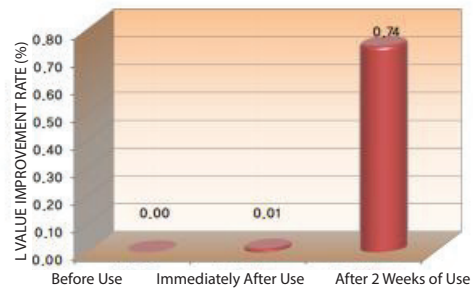


Figure 23. L Value Improvement Rate (%)\*

The L value\*, which indicates skin brightness, increased by 0.01% immediately after use and 0.74% after 2 weeks, compared to before applying the test product. This increase was statistically significant ( $p < 0.05$ ), indicating that the test product helps improve skin tone.



Application of Spectrophotometer and Full-Face Imaging System

It was confirmed that the product contributes to improving skin tone, with visible brightening observed after use.



# 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

## + PORE TIGHTENING IMPROVEMENT EVALUATION

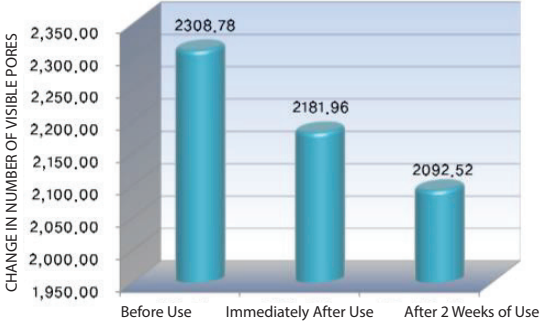


Figure 26. Change in Number of Visible Pores Around the Eyes

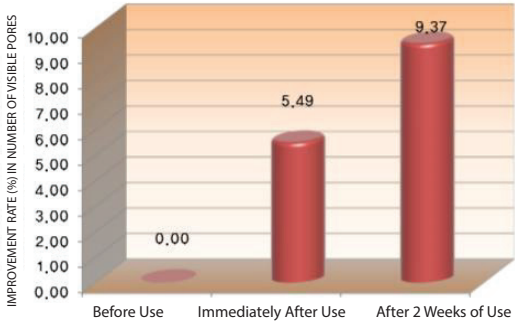


Figure 27. Improvement Rate (%) in Number of Visible Pores

Using a full-face imaging system to analyze pore tightening in the facial area, the number of visible pores around the eyes decreased by 5.49% immediately after use and by 9.37% after 2 weeks, compared to before using the test product. This decrease was statistically significant ( $p < 0.05$ ), indicating that the test product helps improve pore tightening.



It was confirmed that the product contributes to pore tightening, showing visible improvement with continued use.

# 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

## + JAWLINE FIRMNESS IMPROVEMENT EVALUATION

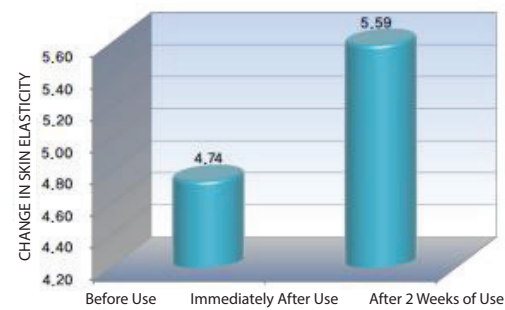


Figure 24. Change in Skin Firmness

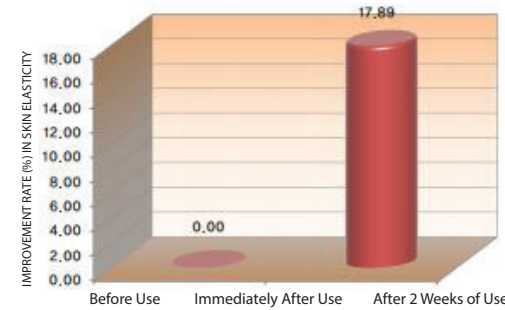


Figure 25. Improvement Rate (%) in Skin Firmness

An analysis of firmness improvement in the central jawline area showed that skin firmness increased by 17.89% after 2 weeks of use compared to before using the test product. This change was statistically significant ( $p < 0.05$ ), indicating that the test product helps improve jawline skin firmness.



It was confirmed that the product contributes to improving jawline firmness and provides visible lifting benefits.

## 6. LIFTING DEMONSTRATION VIDEO & CLINICAL RESULTS

### + SKIN ADVERSE REACTIONS

**Table 33.** Reported Skin Reactions by Participants (N = 23)

ADVERSE REACTION	AFTER 2 WEEKS	ADVERSE REACTION	AFTER 2 WEEKS
1. Redness (Flushing)	0	5. Stinging (Pain)	0
2. Swelling (Edema)	0	6. Burning Sensation	0
3. Flakiness (Scaling)	0	7. Tightness	0
4. Itchiness (Pruritus)	0	8. Tingling Sensation	0

0: None, 1: Mild, 2: Moderate, 3: Severe

#### 1) Skin Reaction Assessment by Clinical Investigator

No allergic contact dermatitis or irritant contact dermatitis was observed after use of the test product.

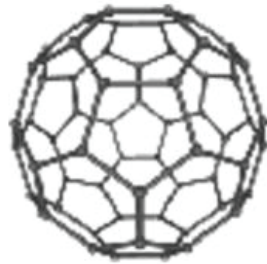
#### 2) Skin Reaction Reports via Participant Survey

In addition to the clinical assessment, a survey was conducted with the participants.  
No significant adverse skin reactions were reported by participants.



## 7. KEY INGREDIENTS

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**FULLERENE**

An award-winning ingredient recognized with the Nobel Prize in Chemistry for its breakthrough in nanotechnology.

Known for its powerful antioxidant properties, 172 times stronger than Vitamin C, it helps suppress melanin production and reduce the formation of dark spots.

As an anti-aging ingredient, it aids in improving troubled skin conditions and helps keep the skin smooth, firm, youthful, and healthy.



## 7. KEY INGREDIENTS

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### SOY PHYTO PLACENTA

The soy phyto placenta is the nutrient-rich part of the plant that supports growth by supplying essential nutrients to developing seeds. Extracted from germinated soybeans using a low-temperature extraction and separation process, it helps strengthen the skin barrier.



### DRAGON'S BLOOD RESIN EXTRACT

Sourced from trees native to the Amazon rainforest and the Andean regions of Peru and Ecuador, this extract is known to help prevent skin damage, soothe irritation, and strengthen the skin barrier.



### HIBISCUS FLOWER EXTRACT

Contains pyruvic acid, which provides excellent exfoliating effects. It helps brighten and even out skin tone, leaving the skin looking younger, smoother, and more radiant.

