



GENOSYS

Korean Microneedling Science



GENOSYS



Contents

- Company Introduction
- Brand
- Key Ingredients
- Professional Treatments
- Homecare Products
- Before & After Photos

Company Introduction

GENOSYS



From Engineer's View and Approach



Mr. Kisoo Han

The company's founder Mr. Kisoo Han, who is a mechanical engineer, while serving as a medic, he encountered many burn patients whom he could not forget for a long time... By chance, he came across a video demonstrating a treatment of permanent burn scars using a microneedle roller, which sparked his interest as an inventor in microneedling. But microneedle rollers of that time had many inconveniences.

After extensive research from 2008, he developed a unique technique and created the disk needle roller – the genuine “540 roller” which is a distinctive microneedle roller.

The rollers were very successful but he recognized a significant issue in the market: the absence of suitable cosmetics for use with the rollers.

It was the starting point of GENOSYS. To develop safe and effective cosmetics to use with microneedle rollers, the process of envisioning potential solutions and formulating the 5 no-additions concept posed a substantial challenge for cosmetics experts.

Through numerous trials and experiments, we managed to create essential products and continually refine and enhance them.

Scientific Advisor

▪ Educational & Professional Experience

- Ph.D. Department of Biomedical Sciences, Seoul National University (2017)
- Researcher Department of Dermatology, Seoul National University (2017-2018)
- Professor Department of Cosmetic Science, Kwangju Women's University (2018-2020)
- Professor Department of Pharmaceutical Engineering, Kyungnam University (2020-).

▪ Patents

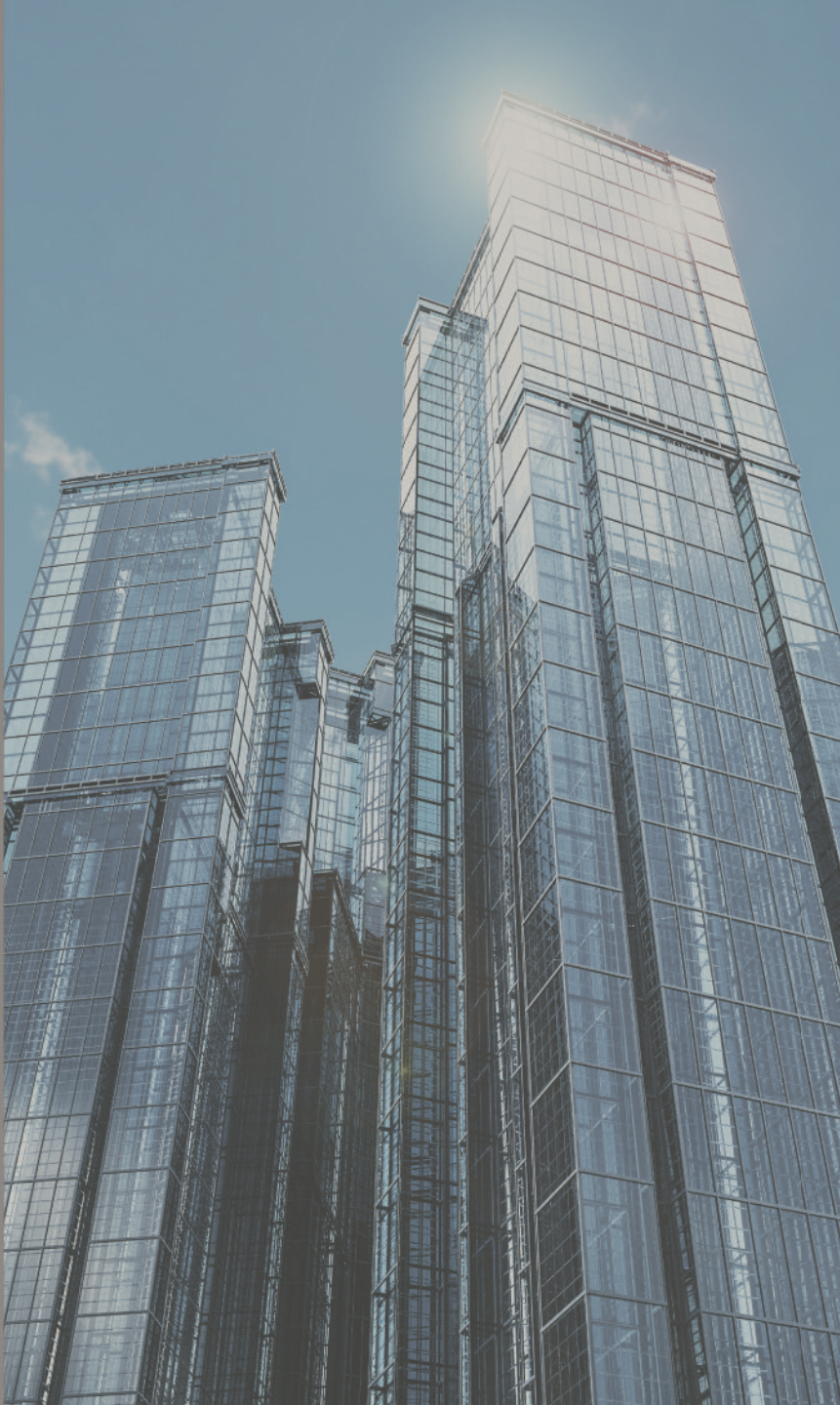
- Cosmetic Composition for Anti-Alopecia (Application 1020210030489)
- Stamp Type Fluid Delivery Container with Microneedle (102428027)
- The Automatic Operating Device for the Stamp Type Fluid Injector for Hair Loss Care (102494951)
- Stamp Type Apparatus for Injecting Fluid (101993706)

▪ Publications

Published over 15 papers as the first or corresponding author in journals such as the Journal of Applied Cosmetology, Applied Sciences, Journal of Investigative Dermatology, Dermatologic Surgery, and Journal of Dermatological Science.



Prof. Sangbum Han



History

- | | |
|----------------|---|
| 2009 | DTS MG. was founded in Seoul, Korea |
| 2010 | GENOSYS Brand launched |
| 2011 | Participated into WCD(World Congress of Dermatology) in Seoul |
| 2012 | Power Solutions with sh-polypeptide 7 launched |
| 2017 | Export Meeting in Seoul |
| 2022 | Bronze Prize with Hair Gentron
at Korea Invention Patent Competition |
| 2021 | Hairgen Booster launched |
| Present | GENOSYS is available in 50 countries in the world |



01 Brand

“The World’s First and Best
Microneedling-Dedicated Brand”



Brand Concept

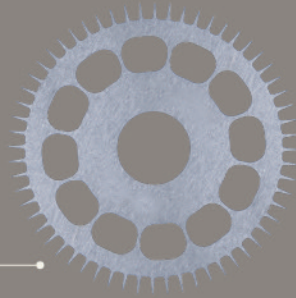
GENOSYS combines microneedle rollers and specially formulated cosmeceuticals to optimize the treatment effect. Differently from conventional cosmetics, we can do an inner skin care. Products have very skin-friendly formulations which prevent any undesirable side effects during/post treatment. Minimizing inflammation is very important to lead to a regenerative healing.

Awaken your natural beauty —————

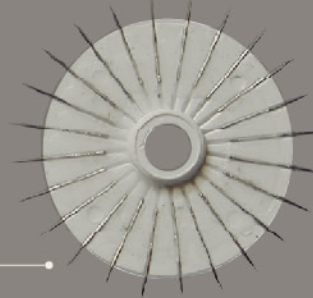
Excellence of GENOSYS Microneedle Rollers

Cross section of Needles

GENOSYS
Disk Needle



Conventional
Microneedle



Cutting Shape of Needles

GENOSYS
Disk Needle



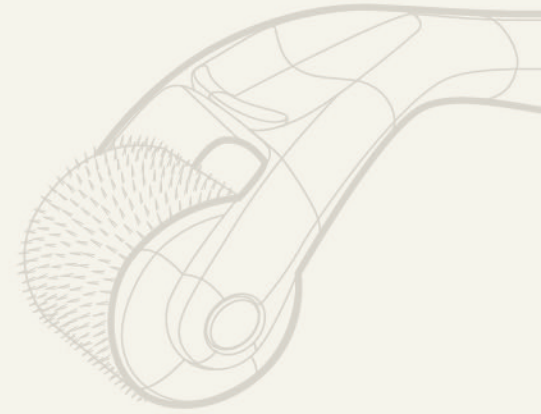
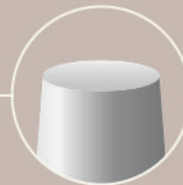
Hexagon
(Diamond-shaped)



Conventional
Microneedle



Circle



- SAFETY

Safety! Safety! Safety!

Needles are not independent and
there is no risk of pin falling during the treatment!

- LESS PAIN

GENOSYS Roller needles touch less skin
than conventional rollers when perforating into
the skin and it causes less pain

Intellectual Properties of GENOSYS Roller

GENOSYS



Korean Patent



USA Patent



Russian Patent



Registered design in the EU

Key Features of GENOSYS

- 5 No additions concept to avoid harmful ingredients on the skin
- Combination of the best microneedling rollers and specially formulated cosmeceuticals
- Making a system which is ideal for before/during/after microneedling treatment
- Using skin caring ingredients in every product
- Post care products are suitable for any types of medical aesthetic procedure
- Homecare products enhance the professional treatment effect



Our Promise



Your skin is cared with the safe and effective tools and matching cosmetic products to make it naturally glow and regenerate by itself day by day for anti-aging.



02 Key Ingredients

“GENOSYS’s
High Performing Ingredients”

Uniqueness of GENOSYS Formulation

– Skin Friendly

GENOSYS



Artificial
Fragrance
-Free

Artificial
Pigment
-Free



Ethanol
-Free

Paraben
-Free

Sulfate
-Free



Skin-Friendly Formulation not containing harmful additives considering the fact the ingredients can be penetrated deep into skin through microneedling.

Whenever possible, we avoid using ingredients considered harmful in the formulations of all our products.

This is our philosophy.

Synergy of Stemcell Activators & Stemcells

Stem cell Activators

Stem cell activators (Sh-Poly peptide -7, Palmitoyl Tripeptide-1, Palmitoyl Hexapeptide-12) focus on enhancing the skin's natural repair and regeneration mechanisms, providing potent anti-aging and skin-renewing effects.

Stem cells

Plant stem cells(Rosa Damascena Callus Culture Extract, Grape(Vitis Vinifera) Callus Culture Extract) offer antioxidant protection, hydration, and soothing properties, supporting overall skin health.

Using a combination



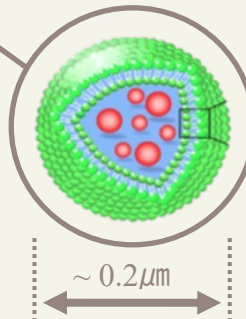
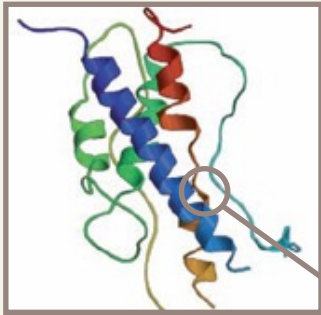
More effective
skincare solutions

Stemcell Activator Sh-Polypeptide-7

■ Stem Cell Activator

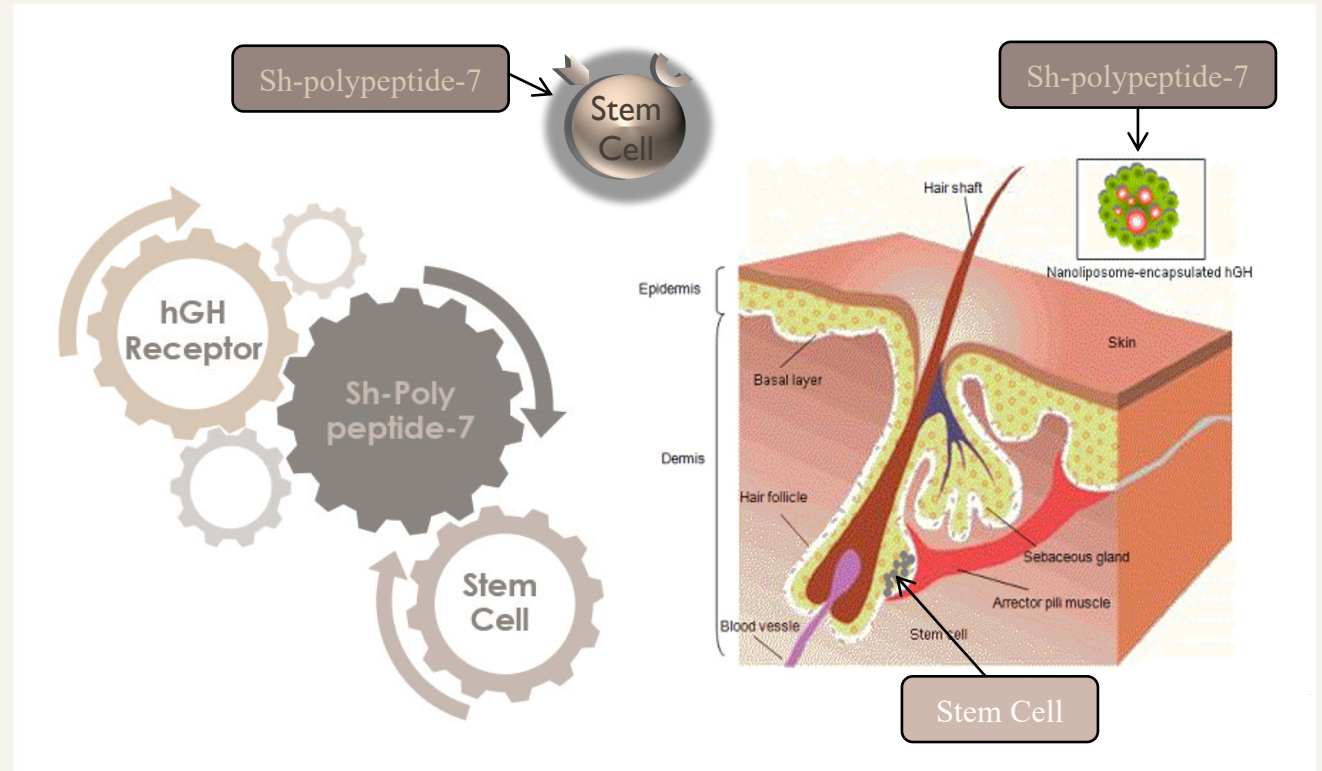
Sh-Polypeptide-7

Sh-Polypeptide-7 is a recombinant protein which has the same structure as human growth hormone and is produced through microbial fermentation



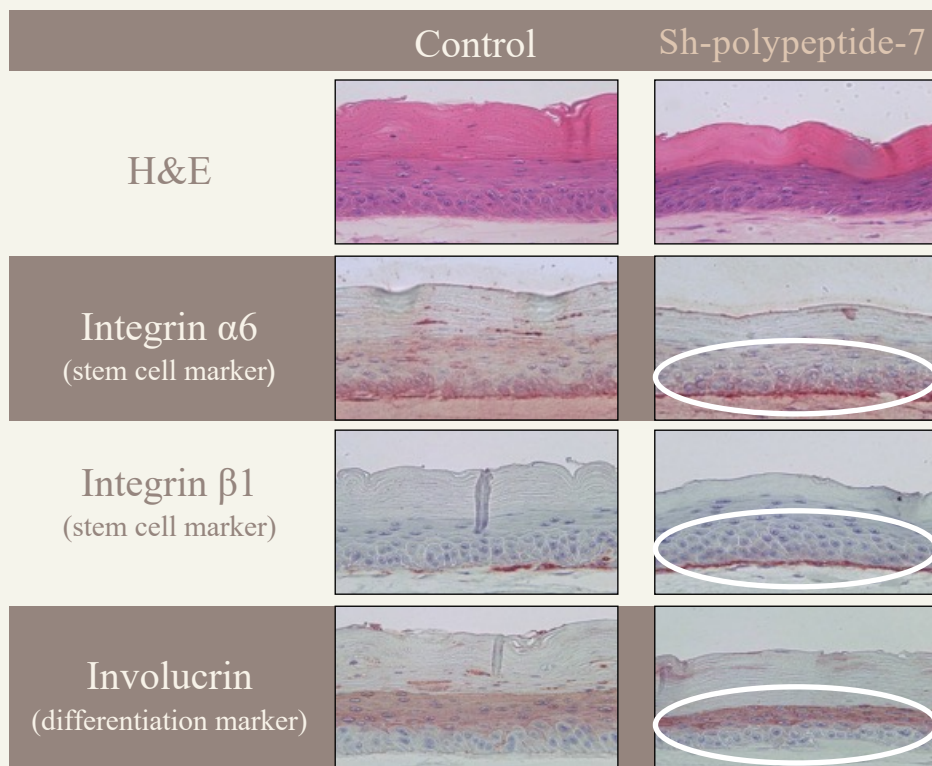
Bio-membrane
(Liposome)

■ Delivery System

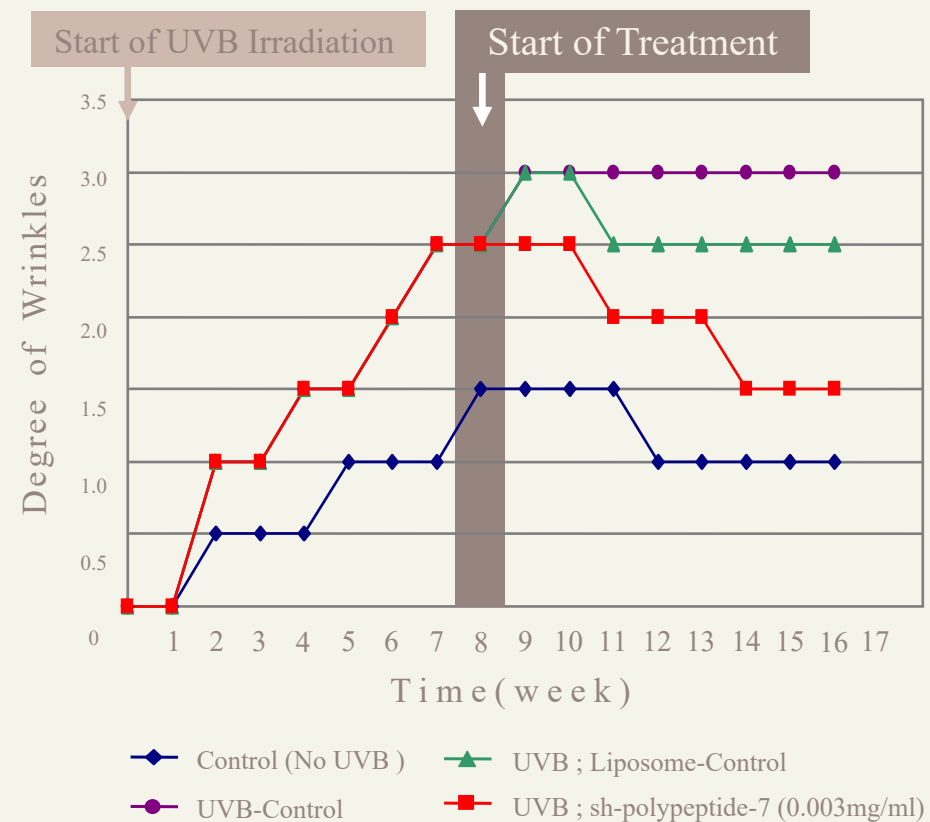


Stemcell Activator Sh-Polypeptide-7

■ Effect on Stem Cell Activation



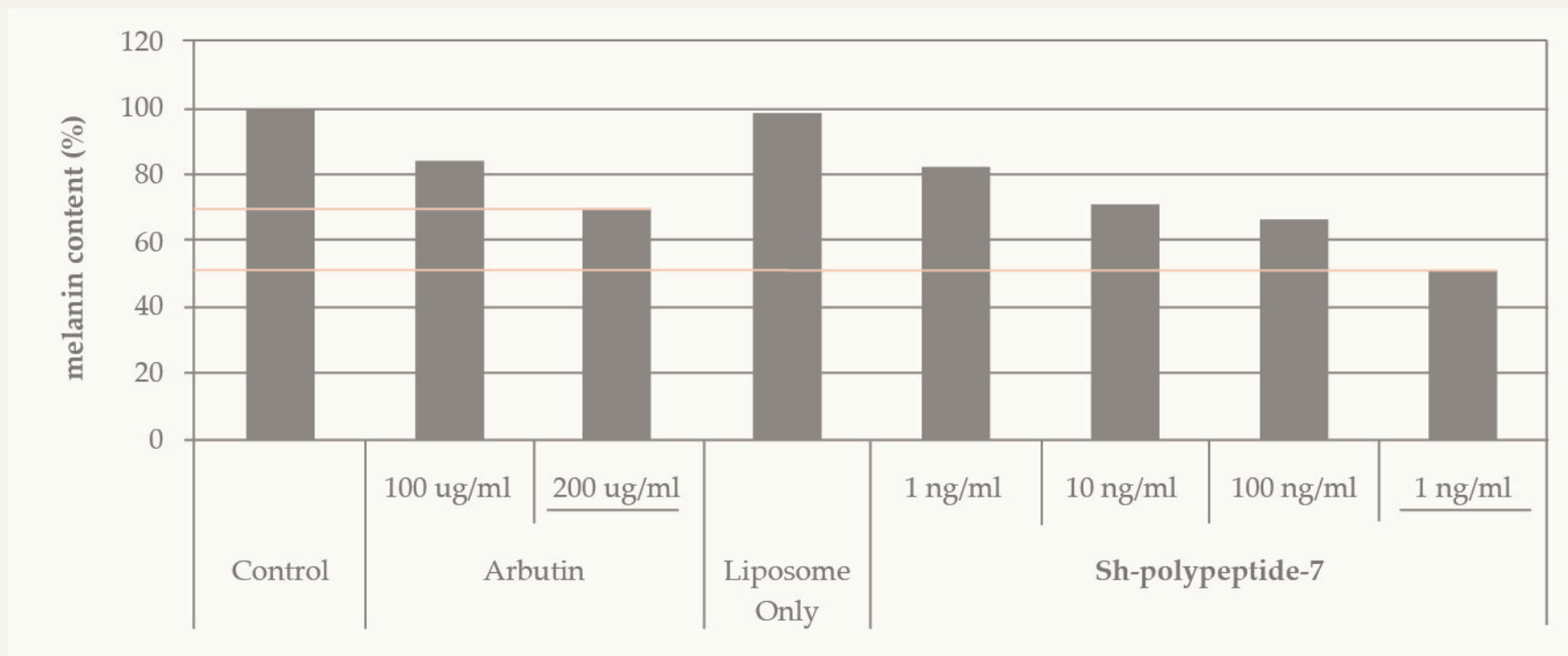
■ Effect on Wrinkle



Stemcell Activator Sh-Polypeptide-7

■ Effect on Skin Whitening

Effect of Sh-Polypeptide-7 solution on melanin production of mouse B16 melanoma cell line



Uniqueness of Ingredients

– Fermented Korean Plants

■ Natural Fermented Extract

Minimizes inflammatory reaction

- By harmful environment
- By rolling action



Red ginseng



Pumpkin



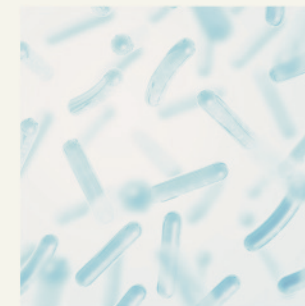
Licorice



Soymilk



Radish root

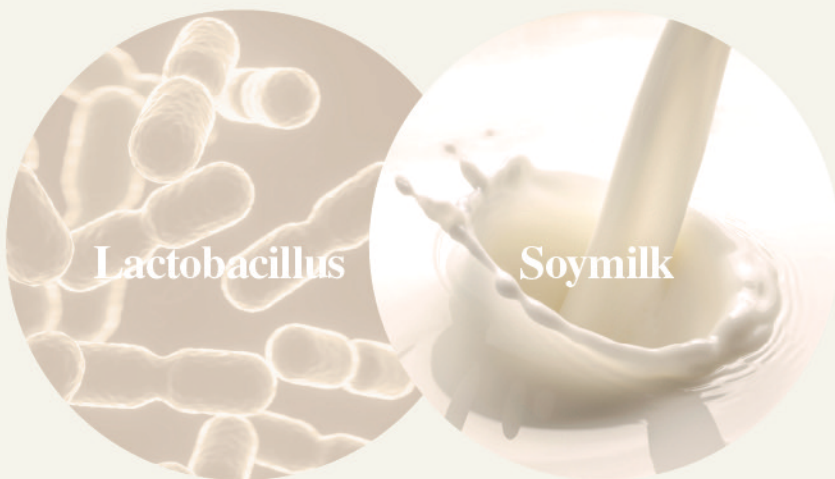


Lactobacillus ferments

The fermentation process in cosmetics leverages the power of natural biochemical reactions to enhance the effectiveness and safety. It transforms raw ingredients into more potent and skin-friendly forms, offering a wide range of benefits that can address various skin concerns.

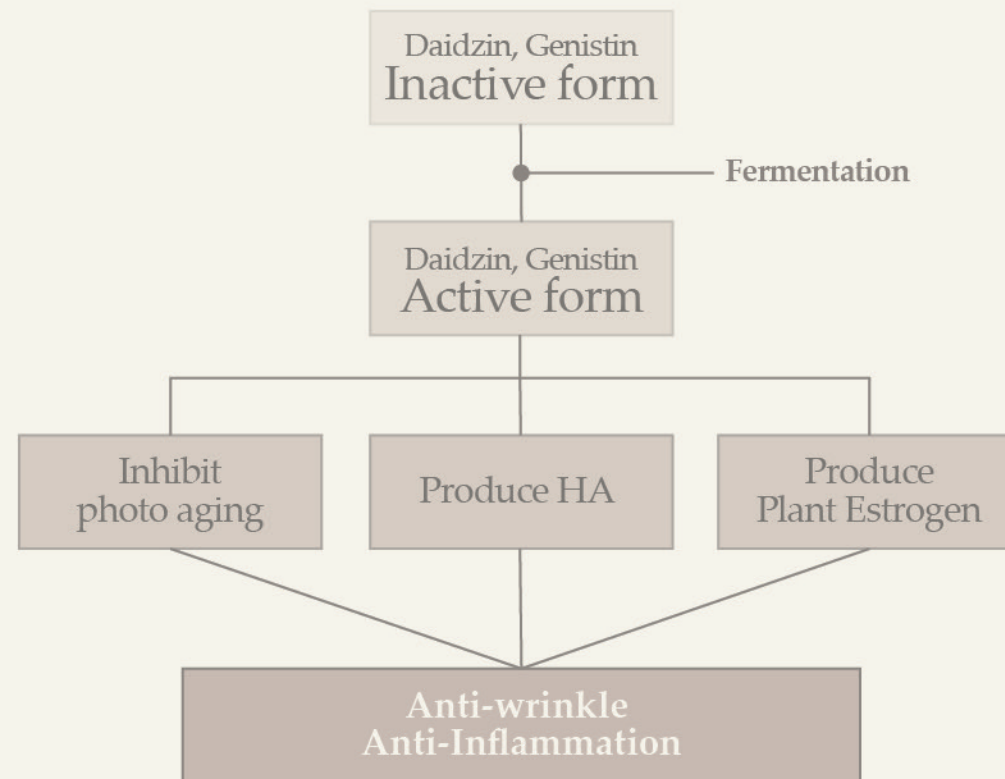
Fermented Extract from Korea

▪ Lactobacillus/Soy milk Ferment Filtrate



Effect of Fermentation

- Protein, Lecithin, Amino acid, Isoflavone, GABA,
- Anti Bacteria effect
- Anti- inflammatory effect



Fermented Extract from Korea

▪ Lactobacillus/Panax Ginseng Root Ferment Filtrate



Ginseng Root Contain Saponin and many types of ginsenosides. Saponin large-metabolite, C-K(compound K), PPD(Protopanaxdiol), PPT(Protopanaxtriol), and saponin middle-metabolite Rh1, Rh2, Rg2, and Rg3

Effect

- Give energy to your body
- Promote and protects cell differentiation
- Decrease levels of damage by chemical substance
- Arrest the aging process by elevating the anti-oxidation system
- Prevent contraction of blood vessel and promoting blood circulation

Unlocking the Potential of Antioxidant Ingredients

- Antioxidants

■ Astaxanthin

- A type of carotenoid
- The most powerful antioxidant
 - Prevents melanin synthesis by inhibiting the oxidation process where tyrosine is oxidized to melanin.
- Acts as an internal sunscreen – It assists the skin in protecting itself against sun-related damage.
(It does not replace sunblock but it provides the extra protection)



Antioxidant Power of Astaxanthin

6,000 times stronger than Vitamin C

8,000 times stronger than Coenzyme Q10









550 times stronger than Green Tea Catechins

75 times stronger than Alpha Lipoic Acid

Antioxidants

▪ Vitamins

Skin requires vitamins to function at its peak level and each vitamin provides specific care.

 A	<ul style="list-style-type: none">▪ Antioxidant▪ Boosting cell turnover
 B	<ul style="list-style-type: none">▪ Antioxidant▪ Brightening▪ Soothing▪ Moisturizing
 C	<ul style="list-style-type: none">▪ Antioxidant▪ Collagen booster▪ Brightening
 E	<ul style="list-style-type: none">▪ Antioxidant▪ Anti-inflammatory▪ Hydrating
 F	<ul style="list-style-type: none">▪ Antioxidant▪ Soothing▪ Supporting skin barrier
 G	<ul style="list-style-type: none">▪ Antioxidant▪ Anti-inflammatory
 H	<ul style="list-style-type: none">▪ Antioxidant▪ Involved in many cellular metabolic processes
 K	<ul style="list-style-type: none">▪ Antioxidant▪ Wound healing▪ Brightening

Antioxidants

■ Bakuchiol

Bakuchiol is a natural ingredient derived from the seeds of the babchi plant, also known as *Psoralea corylifolia* traditionally used in Indian ayurvedic and Oriental medicine.



Effect

- Natural alternative to retinol that manages to have retinol functionality through "retinol-like regulation of gene expression"
- Safe plant derived ingredient without side effects
- Unlike retinol, it is photostable and can be used during the day.
- It firms skin and improves wrinkles by promoting collagen production.
- It promotes cell turnover.
- It is a potent antioxidant.
- It normalizes sebum levels by downregulating 5- α -reductase, an enzyme that triggers excessive oil production.
- It prevents acne with excellent anti-inflammatory and antibacterial properties.

BJD

Bakuchiol was shown in a recent study published in British J Dermatology to match the established benefits of retinol, with a better skin tolerance

Further to this publication, there has been a strong emphasis on Bakuchiol from key opinion leaders



GENOSYS

03

Professional Treatments

“GENOSYS professional cosmeceuticals are based on advanced research, development, and clinical expertise”

We provide a *system*!

1. Before Needling

- Prepare the skin prior to damage
- Do not increase infection risk

2. During Needling

- Avoid ingredients which are not meant to be penetrated into the skin

3. After Needling








- Prevent excessive inflammation
 - Moisturize to prevent TEWL
- Nourish the skin to help healing
 - Prevent bruising

“Needling can be replaced by other skin resurfacing techniques like laser or chemical peel.”

Pre Needling Products

				
DMR	SOC	SBT	PCT	EZ CO ₂ GEL & MASK

Products for Needling

						
SRS	AWS	CTS	CVS	HES	PCS	SWS

Post Needling Products

			
PGM	SAM	CMM	SRP

Special Treatment Products

		
Eye Cell Kit	Snow Cell Kit	HR ³ Matrix Kit



04

Homecare Products

“GENOSYS homecare products
further enhance the effects
of professional treatments.”

Uniqueness of GENOSYS Homecare

- 5 No additions(paraben, ethanol, artificial pigment, artificial fragrance, sulfate) concept to avoid harmful ingredients on the skin
- Using skin caring ingredients in every product which touches the skin – even in cleanser and sunscreen
- Focusing on hydration, regeneration, protection and skin health enhancement
- Homecare products are suitable to use after any type of medical aesthetic procedure

Skincare cosmetics are not Perfume.

Don't judge cosmetics by its fragrance anymore!


Perfumes are not to apply on the skin.



Cleansing & Peeling

				
DMR	SOC	SBT	PCT	EPG

Treatment Program - Serum & Cream

				
Anti-Wrinkle	Skin Depigmenting	Hydrating	Calming & Nourishing	Anti acne & Combination skin

Special Eyecare

		
ECS	ECC	EGP

Sunscreen & Coverage

			
MSC	USC	BBC	CBC

Hair & Scalp

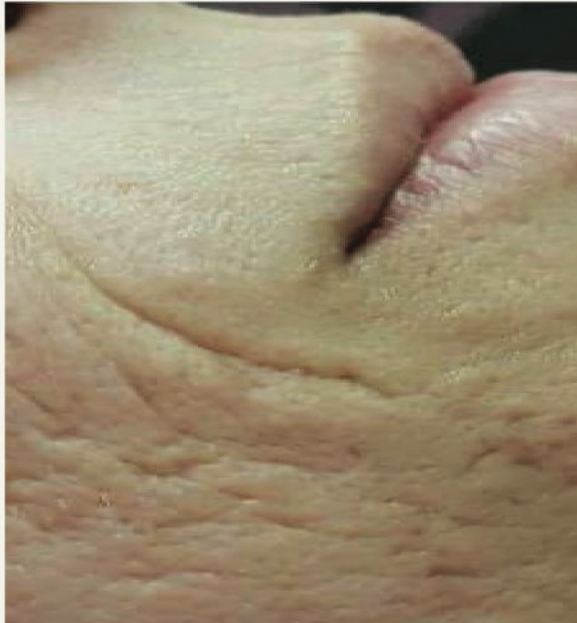
		
CSS	CHT	CHS_Homecare

05 Before & After Photos

“GENOSYS Professional & Homecare treatments bring noticeable changes to the skin condition and health with a long-lasting effect”

Professional Treatment

- Roller + Solution



Before



After

Roller + Power Solution

- **Number of treatment** 7 sessions
- **Needle length** 1.5mm
- **Used products**



GENOSYS Roller,
Power Solution AWS,
Power Solution CTS,
Skin Renewal Peeling System

Professional Treatment

- Eye Cell



Eye Cell Kit

- **Number of treatment** 4 sessions
- **Interval** 7 days
- **Used products**



Professional Treatment

- Anti-Hair Loss



Before



After

Hairgen Booster + HR³ Hair Solution

- **Number of treatment** 12 sessions
- **Interval** 7 days
- **Used products**



Hairgen Booster (MTS+LED),
HR3 Matrix Hair Solution α

Homecare - Anti-Blemishes



Before



After



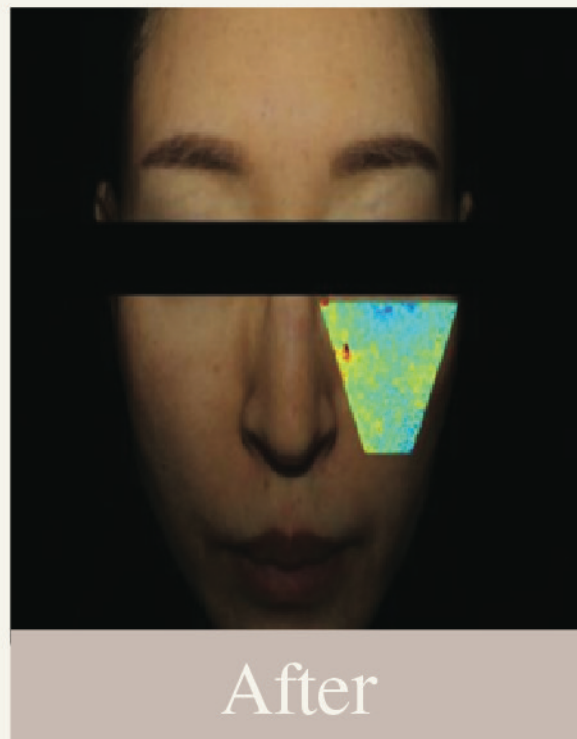
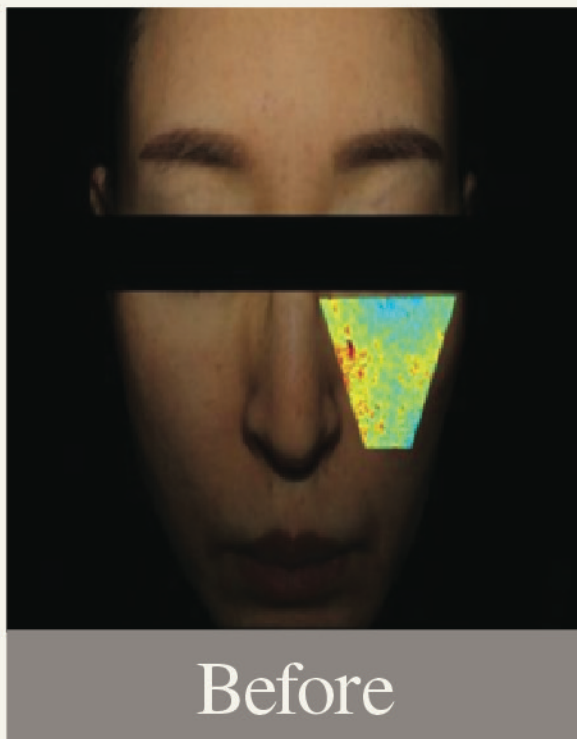
Intensive Problem
Control Toner

Sebum improvement rate

“93.8%”

Homecare

- Anti-Hyperpigmentation



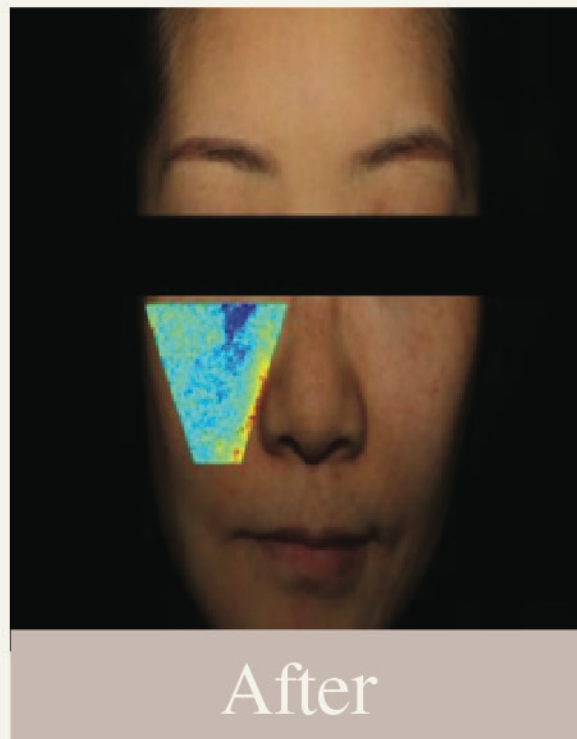
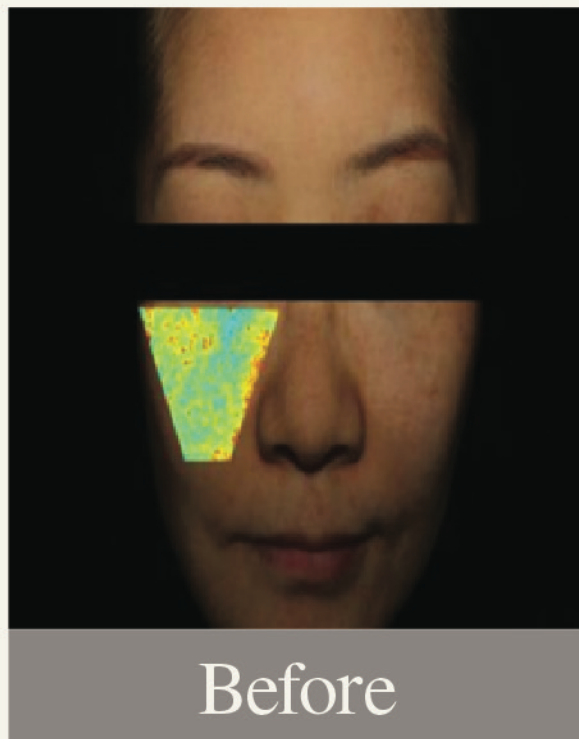
Multi Vita
Radiance Serum

Improvement rate
"42.3%"

- ◀ Red - high pigmentation
Yellow - medium pigmentation
Blue - low pigmentation

Homecare

- Anti-Hyperpigmentation

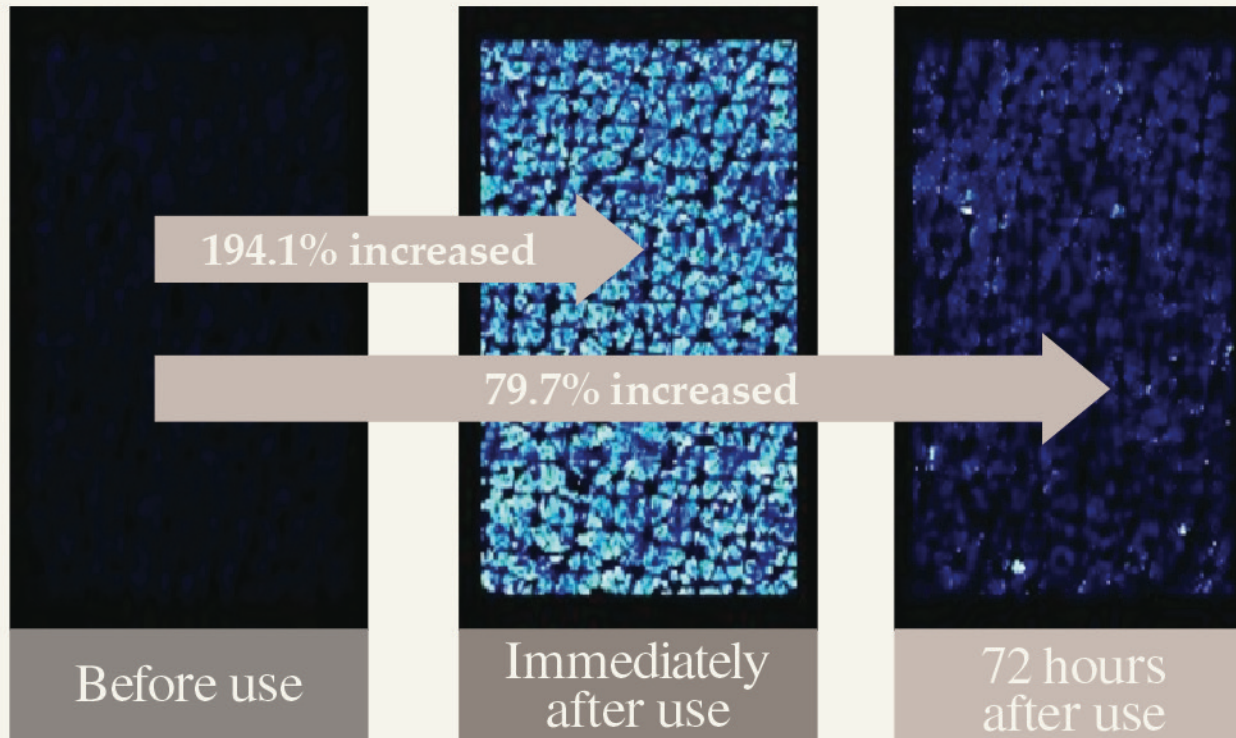


Multi Vita
Radiance Cream

Improvement rate
"36.7%"

- ◀ Red - high pigmentation
Yellow - medium pigmentation
Blue - low pigmentation

Homecare -Long Lasting Hydration


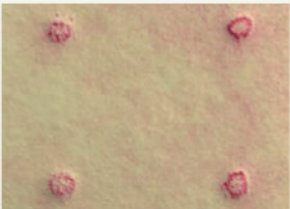






Moisture
Replenishing
Hyaluron Cream

“72-hour”
hydration effect

◀ The brighter the blue color,
the higher the moisture content.

Homecare -Skin Protection

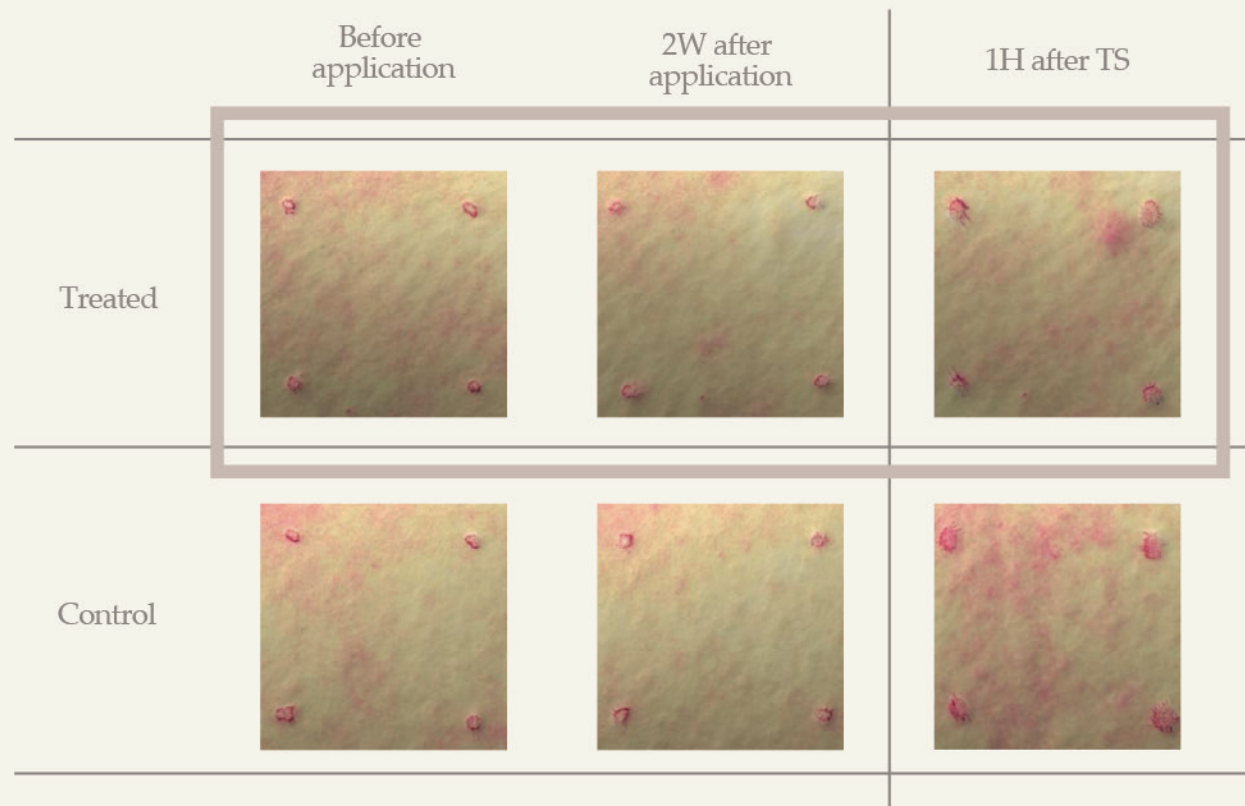
	Skin that has used the product for 2 weeks	Control (Skin without the product)
Before stimuli		
24 hours after stimuli		
72 hours after stimuli		



Skin Barrier Protecting Cream

Protection of the skin
against damage induced
by chemical stimuli

Homecare - Skin Protection



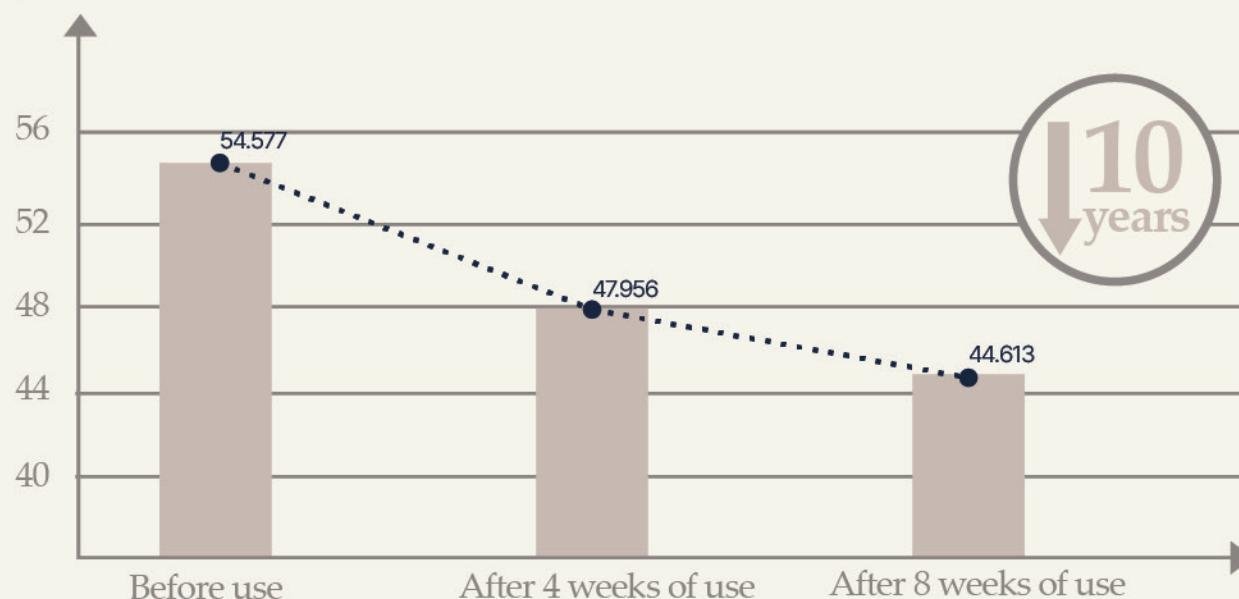
Soothing Repair Postcream

Protection of the skin
against damage induced
by chemical stimuli

Homecare - Anti-Wrinkle

■ Evaluation of skin age index

$$\text{Skin age index(2)} = 47.370 - 113.289 \times (\text{Elasticity around the eye R7}) + 1.87 \times (\text{Crow's feet Ra}) + 0.321 \times (\text{Sagging R})$$



Multi Functional
Anti-Wrinkle
Serum & Cream

“10 years younger”
after two months application

◀ Based on the assess results of lifting around the mouth, skin firmness, crow's feet

Thank you!

