



CELL29 Brand/ Product Catalogue_240626

CELL:29⁺

[CELL29 BRAND STORY]

CELL29 focuses on 'solving problems'
rather than 'concepts that appear good on the surface'.

The core focus of CELL29 is the '**skin barrier**'.

The skin barrier is an indicator of healthy skin and regulates cell division and differentiation.

1. It **protects the skin from harmful external substances** such as bacteria and viruses, and
2. **Prevents the leakage of internal substances** including nutrients and moisture.

Because of these crucial functions, it is a primary subject of intensive research.

This **skin barrier** begins to deteriorate rapidly around the age of 29 due to a decrease in **epidermal growth factors**.



Once the skin barrier **is compromised**,
it can lead to wrinkles, spots, blemishes, loss of elasticity, and
become a major cause of various skin conditions and aging.

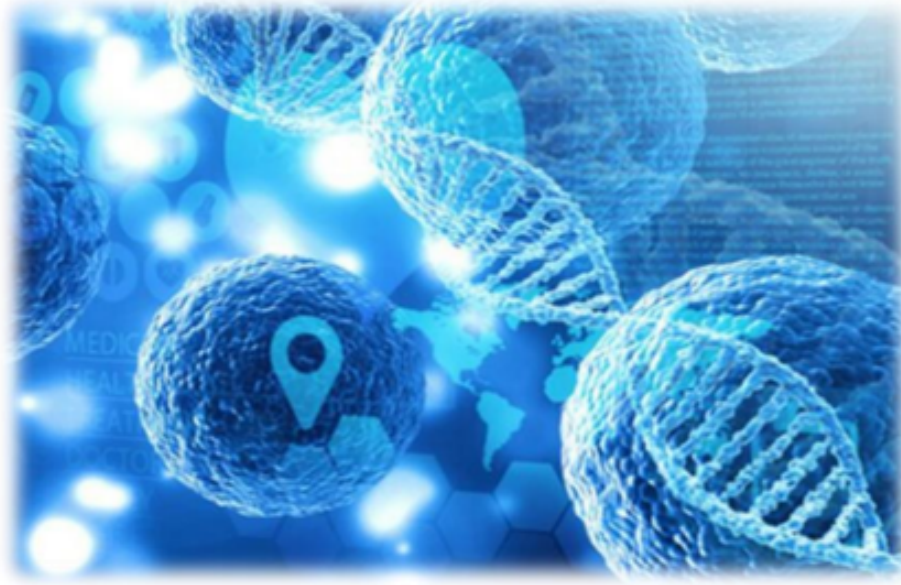
Therefore, **our goals** are as follows:

First, to adequately supply the **necessary nutrients for each skincare purpose.**

Second, to **help maintain and strengthen the skin barrier.**

CELL29 strives to find the most effective

ingredients and their combinations to achieve these two goals.



Therefore, from the product planning stage,
ingredient listing-selection-combination and interaction-testing-incorporating feedback-reverification,

the most important question throughout the process is
"So, does it actually work when used?"

Depending on the **selection and combination of ingredients,**
a product with an endless spectrum can be created.

Just as there is compatibility between people and with food,
the selection, quantity, and combination of product ingredients must also be compatible.

We aim to create not just a simple product, but a **masterpiece.**



And our masterpiece becomes an **excellent alternative** for dermatology and aesthetic partners who provide **professional skincare services**.

[CELL29 RIVERFILL REPAIR CREAM]



The CELL29 Riverfill Repair Cream is a dual-functional cream for wrinkle improvement and whitening, featuring a 3GF + Guaiazulene base.

Developed to provide rich nutrition and moisture/maintenance (oil-water balance), it addresses dry facial wrinkles.

Additionally, due to its ingredients, it has received positive feedback for use in 'post-dermatological procedure recovery care.'

✅ Completed Skin Hypoallergenic Test

💧 'Guaiazulene' base

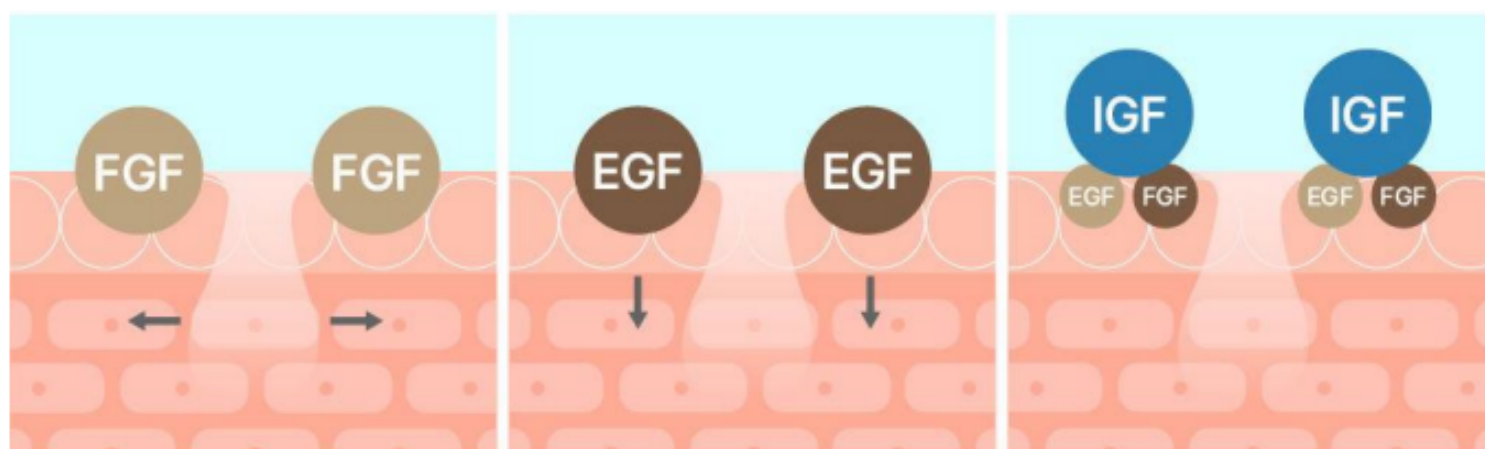
💧 'ALL EGF+IGF+FGF' ingredient combination

💧 Optimized ingredients for 'wrinkle improvement and recovery care'

I. Blue Azulene and Glutathione

- Azulene, widely used in dermatology, is known for its skin-soothing effects due to the high-cost chamomile extract used.
- Glutathione, well-known from whitening injections, helps brighten skin tone, and improve moisture and elasticity.

II. ALL EGF+IGF+FGF Combination



- EGF, FGF, and IGF are premium cosmetic ingredients known for their anti-aging, wrinkle improvement, skin regeneration, antioxidant, and acne improvement properties, which are crucial for overall skin condition enhancement.
- High EGF content alone is not inherently beneficial. Rather, the composition of EGF+IGF+FGF is crucial for efficacy:
 - FGF: Opens pathways for skin absorption (Fibroblast Growth Factor; sh-Polypeptide-1)
 - EGF: Effective for improving elasticity (Epidermal Growth Factor; rh-Oligopeptide-1)
 - IGF: Maximizes the effects of EGF and FGF (Insulin-like Growth Factor; sh-Oligopeptide-2)

III. Care for Dry Wrinkles, Not Just Ordinary Wrinkles

- This cream is designed specifically for preventing dry fine lines, not just ordinary wrinkles.
- Contains adenosine, which aids collagen synthesis and promotes skin elasticity.
- Replaces retinol with the premium ingredient adenosine to avoid common side effects of retinol.

◆ Recommended for:

- Those with dull, lackluster skin
- Those concerned about skin wrinkles
- Those troubled by spots, blemishes, and pigmentation
- Those suffering from inner dryness
- Those needing recovery care after dermatological procedures

[CELL29 EXORECURE AMPOULE]



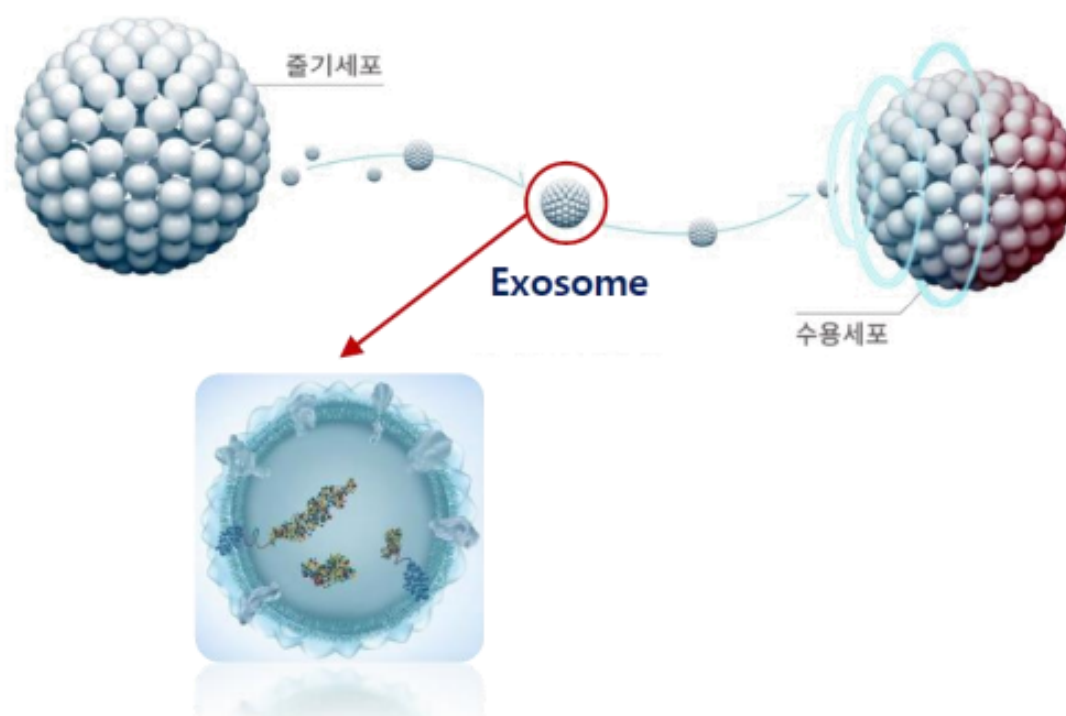
CELL29 EXO-RECURE(50ml) Ampoule is an anti-wrinkle functional ampoule based on exosomes and hydrolyzed collagen.

It focuses not merely on superficial moisturizing factors or hydration, but also addresses underlying dryness and nutrition.

✔ **Completed Skin Hypoallergenic Test**

- 💧 'CICA-EXOSOME' 10,000ppm
- 💧 'COLLAGEN WATER BASE' 830,000ppm
- 💧 'EGF+FGF+IGF' combinations.

I. Exosome(Derived from Centella Asiatica)

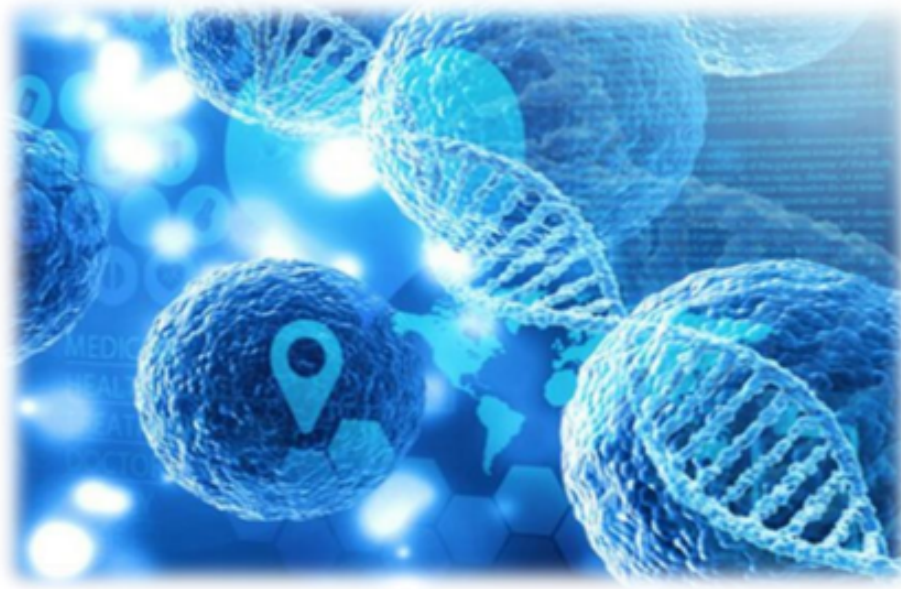


- Exosomes, purified from stem cell cultures at high purity, are known to effectively care for damaged skin. However, it is illegal to administer them directly through injections in Korea, and excessive amounts of exosomes can cause side effects and may not be absorbed properly.
 - We have made efforts from research and development to testing to create the best usability by mixing the right amount of exosomes with other ingredients.
- OURS use Cica exosomes derived from Centella Asiatica, known for its efficacy in wound healing.
- Aims for proper absorption and nutritional supply, adjusting ingredient concentrations for routine use.
 - ExoCure is suitable as the first step in skincare routines or for post-treatment care.

II. Not purified water, but 830,000ppm of Collagen Water

- Collagen rapidly decreases after the age of 29, leading to aging, and this is a solution to prevent it.
- As a major component of the skin barrier, cosmetics containing actual collagen have been extensively researched and shown to supply sufficient nutrients and moisture, helping to improve sensitive skin conditions and enhance the skin barrier.
 - By incorporating 83% Collagen Water instead of the purified water commonly used in other cosmetics, it enhances the moisturizing effect of the Cica exosomes.
 - It provides nutrients even when applied as the first step of the skincare routine and is also skin-friendly.

III. ALL EGF++ Formula



- (EGF: Epidermal Growth Factor), (IGF: Insulin-like Growth Factor 1), (FGF: Fibroblast Growth Factor)
- Epidermal Growth Factor (EGF) is known as a substance that heals wounds.
 - Instead of just EGF, the formula uses ALL EGF++ (a combination of EGF, IGF, and FGF) to enhance usability. (*ALL EGF++ is the optimal blend found through skin absorption activation tests)
 - 1) FGF creates pathways that enhance skin absorption, 2) EGF, effective for elasticity, is applied to the skin, and 3) the effects of EGF and FGF are maximized to enhance their activity.

◆ Recommended for:

- Those looking to improve skin elasticity
- Those desiring a clear and bright skin tone
- Those concerned about skin wrinkles
- Those who feel their skin barrier has weakened

[CELL29 GEN-3 TONER]

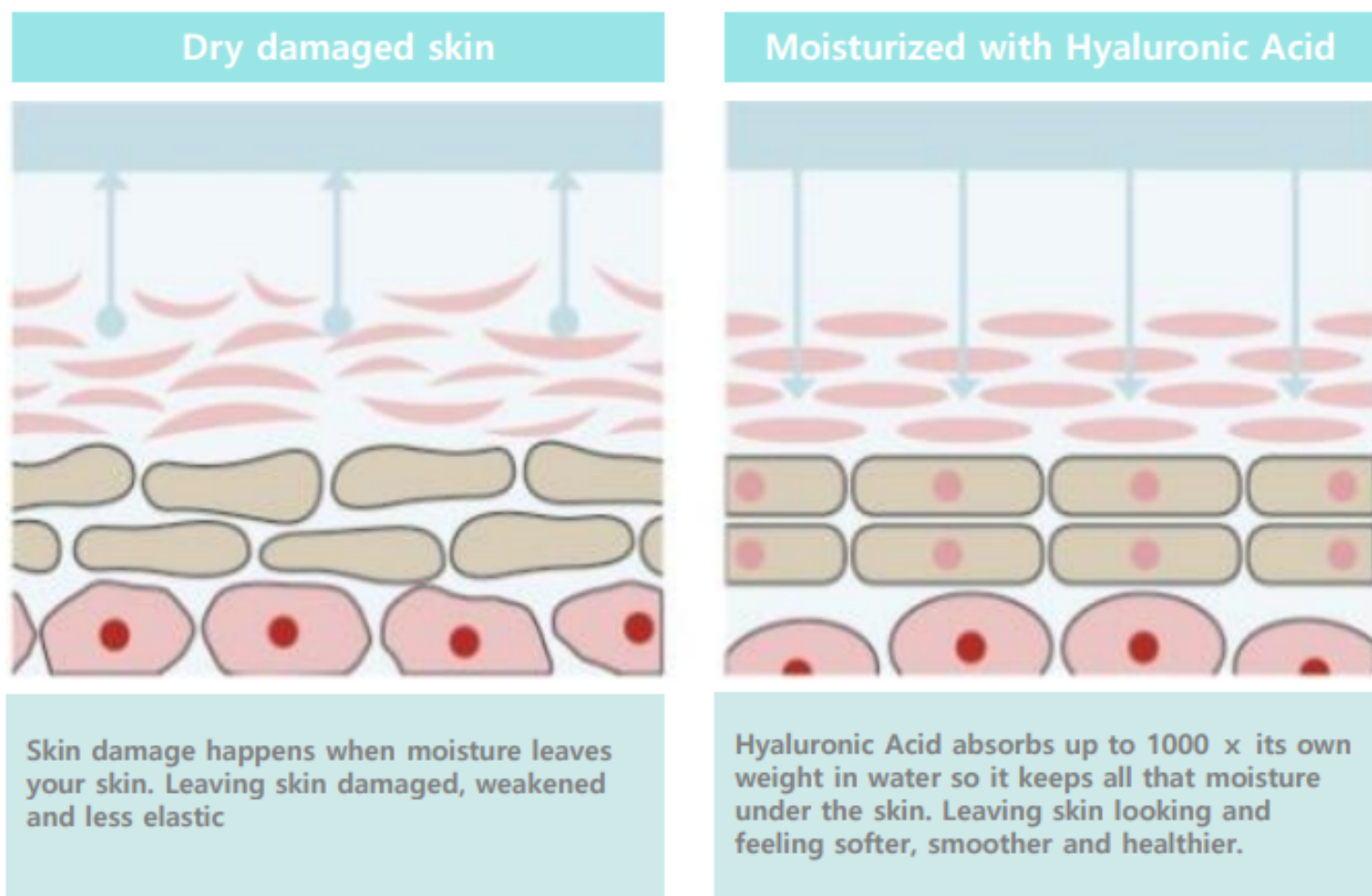


The CELL29 Gen-3 Toner is a water-type toner developed to address the problem of increasingly dry skin over time, based on a collagen water and hyaluronic acid complex.

✔ Completed Skin Hypoallergenic Test

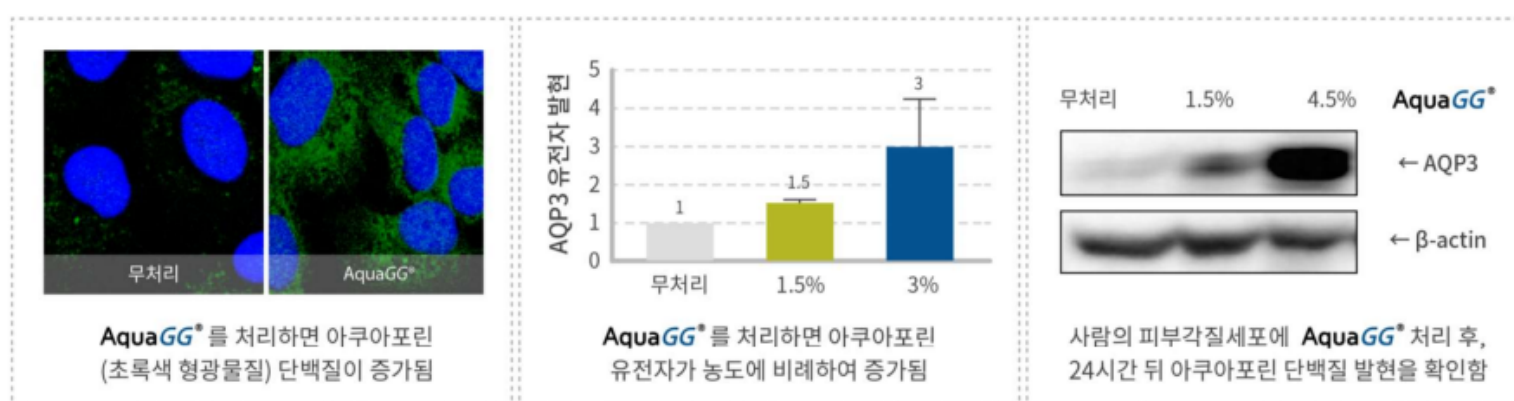
- 💧 '10 types of hyaluronic acid' absorbed in three layers**
- 💧 Patented ingredient for the skin barrier that activates 'Aquaporin'**
- 💧 'Collagen water' base with 700,000ppm**

I. 3-Layer Absorption System of 10 Types of Hyaluronic Acid Complex

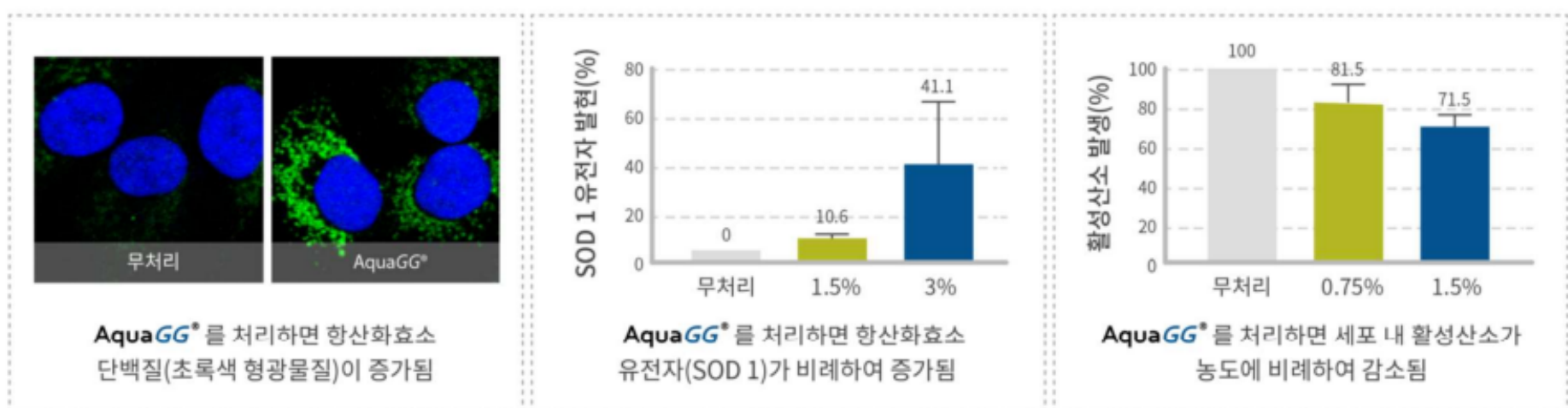


- The 3-layer hyaluronic acid system, with high, medium, and low molecular weights, absorbs deeply into the skin, providing better moisture delivery and retention compared to conventional single-layer hyaluronic acid.

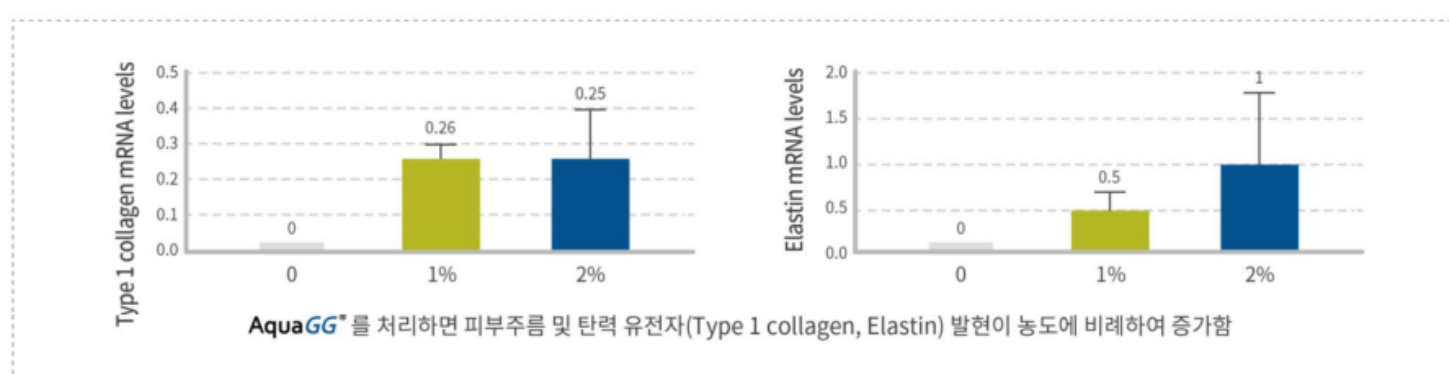
II. AquaGG Patented Ingredient that activates aquaporin specifically for the skin barrier.



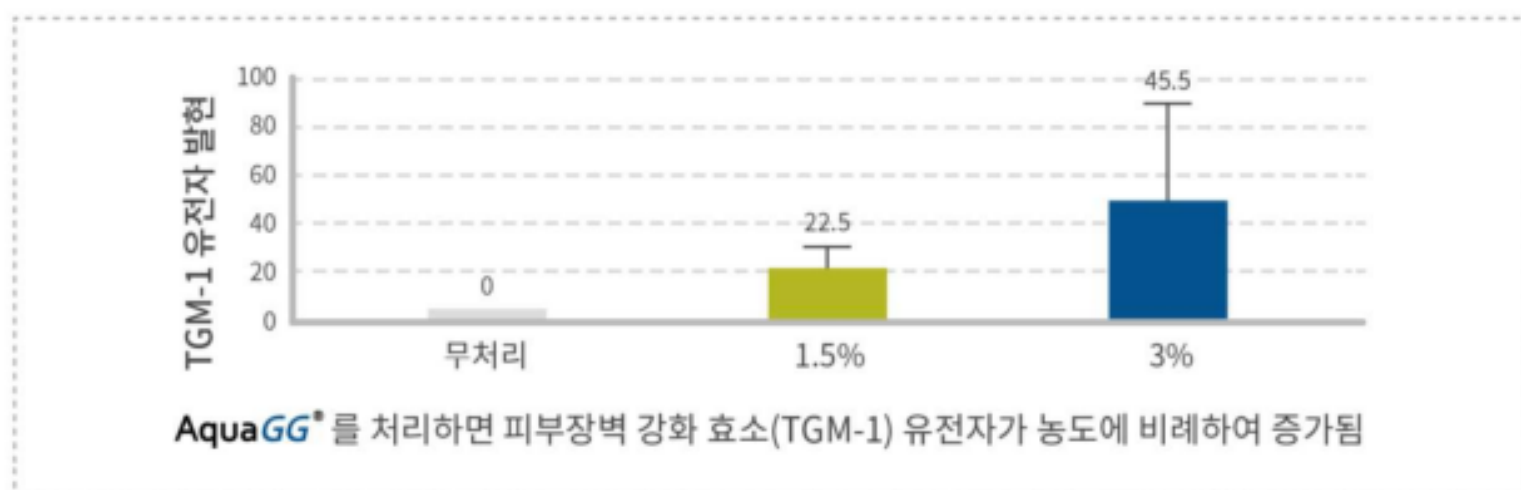
from the aspect of skin hydration.



for preventing skin cell damage and aging.



for maintaining skin elasticity and preventing wrinkles.



for strengthening the skin barrier.

- (Aquaporin) Resurrection plant extract is a natural substance with the primary functions of delivering and retaining moisture, rated EWG Green.
- (Aquaporin) Possesses moisturizing power as strong as hyaluronic acid, but with a much smaller molecular weight, offering a lighter feel.
 - Aquaporin provides six times the hydration of hyaluronic acid, making it a toner specifically for the skin barrier.
 - Contains over 65% pure 2-GG, which activates the moisture channels known as aquaporins.

III. Collagen Water Base

- Contains 700,000 ppm of collagen water, breaking the perception that "toner is just like water," making it suitable for professional skincare routines or as a toner pack (for nutrition/moisture).

◆ Recommended for:

- Those who frequently experience inner dryness
- Those who want to achieve dewy, glowing skin
- Those who feel their skin barrier is compromised
- Those who want a proper toner rather than just a watery one

[CELL29 ILLUNA-EX BOOSTER]



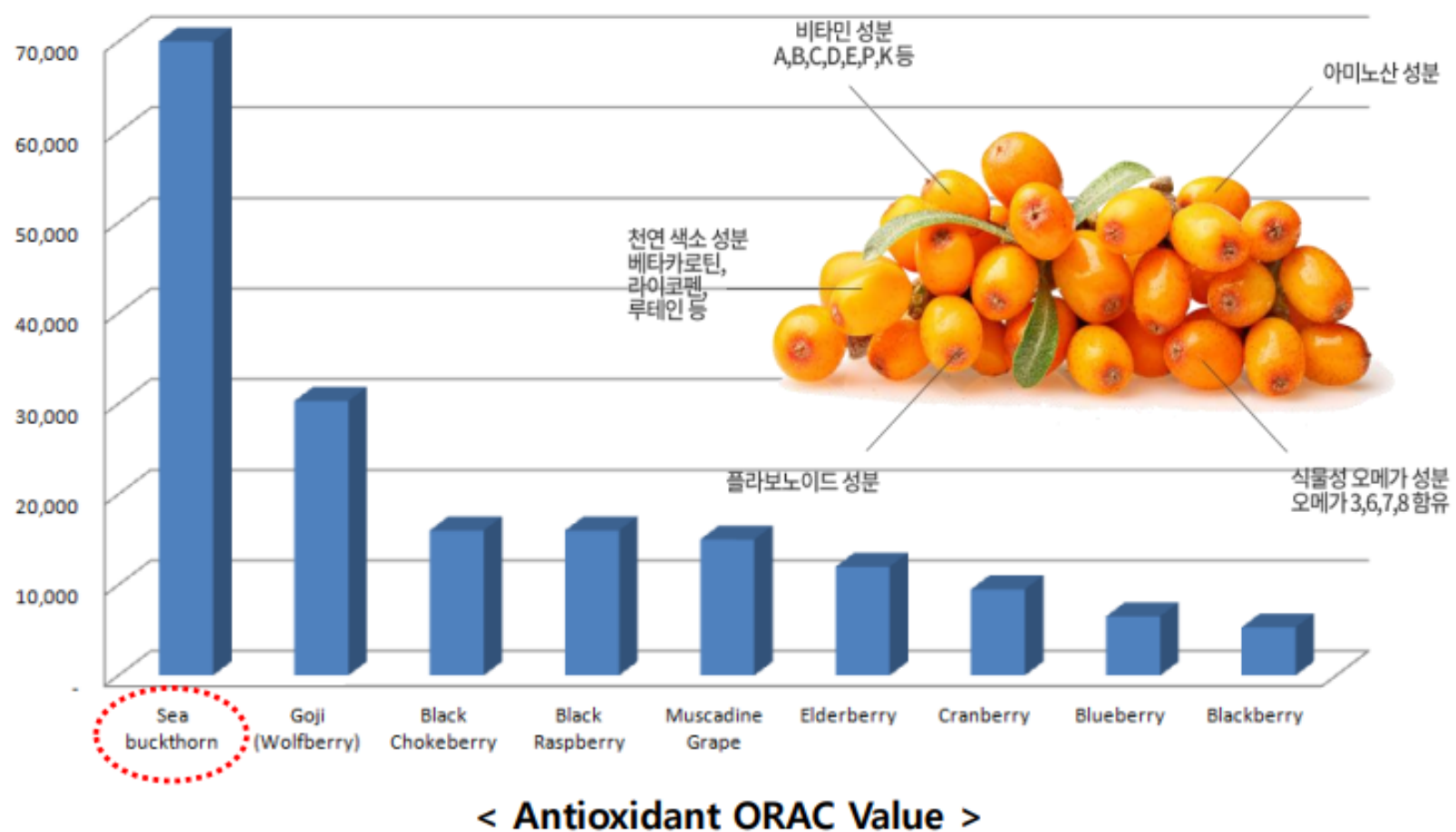
CELL29 IllunaEX Booster is a vial-type booster developed to address dull and dark skin concerns, based on sea buckthorn fruit water combined with bakuchiol, alpha-arbutin, and a complex of five vitamins.

✓ Completed Skin Hypoallergenic Test

- 💧 'Bearberry Extract' with core alpha-arbutin
- 💧 'Whitening Care' with a complex of five vitamins
- 💧 'Bakuchiol/Panthenol/Arginine' barrier blend

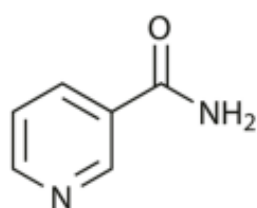
I. Vitamin Tree Fruit Water Base 780,000 ppm

- Instead of regular purified water, it contains 780,000 ppm of vitamin tree fruit water to enhance usability for the same volume used.
- vitamin tree fruit water is rich in vitamins as well as flavonoids, carotenoids, amino acids, and minerals, providing abundant nutrition.

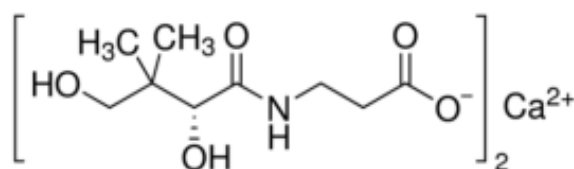


II. Optimal Combination for Intensive 'Whitening Care'

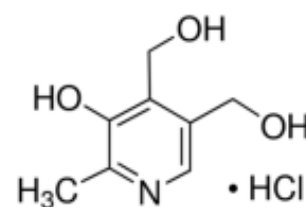
- Alpha-Arbutin:** A natural plant extract from bearberry, an active ingredient for skin whitening. Alpha-arbutin can be used both day and night, overcoming the vulnerability of beta-arbutin to light and heat. It helps maintain an even and bright skin tone.
- Bakuchiol:** Known as a natural alternative to retinol, it is not sensitive to UV light and can be used during the day. This antioxidant ingredient is found in the leaves and seeds of the Psoraleae Semen.
- Vitamin 5 Complex:** An all-in-one complex containing Vitamins B3, B5, B6, C, and E. It provides a radiant and vibrant skin tone.
- Niacinamide:** A whitening ingredient approved by the Korean Ministry of Food and Drug Safety. It helps prevent pigmentation such as freckles by acting on the skin's basal membrane.



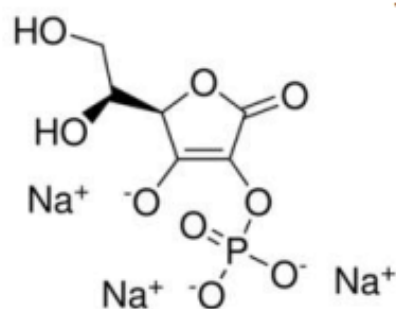
Niacinamide
나이아신아마이드
비타민B3
피부장벽강화/미백



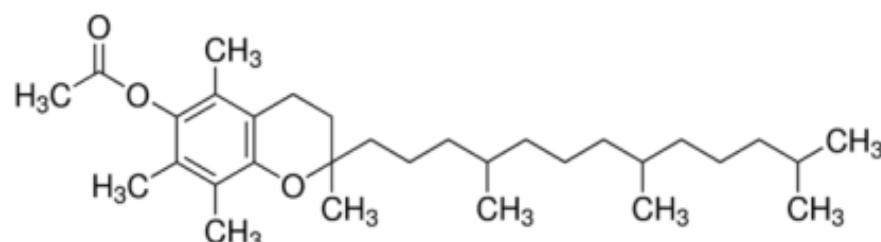
Calcium Pantothenate
칼슘판토텐네이트
비타민B5
피부진정/보습



Pyridoxine HCl
피리독신에이치씨엘
비타민B6
피지조절/피부활력



Sodium Ascorbyl Phosphate
소듐아스코빌포스페이트
비타민C
브라이트닝/항산화



Tocopheryl Acetate
토코페릴아세테이트
비타민E
피부보습/피부탄력

- These elements have been included, and extensive formulation and concentration tests have been conducted over a long period.
- Numerous rounds of feedback have been improved upon to achieve optimal usability.

III. 'Panthenol/Arginine' Barrier Blend

- Many other whitening ampoules and creams on the market were often criticized for being ineffective despite prolonged use, as they were only whitening in concept.
 - In addition to the formulation for whitening care, we also included elements like panthenol and arginine for skin barrier regeneration care in product development.

◆ Recommended for:

- Those who are concerned about dull skin
- Those who are worried about freckles, spots, and blemishes
- Those who feel their skin barrier is compromised
- Those who want to care healthy skin from the inside of the skin

[CELL29 REPASIVE BLEMISH BALM]



CELL29 REPASIVE Blemish Balm focuses on the primary role of BB cream. It is a refreshing type of cream that included Panthenol, Allantoin, and Hyaluronic Acid based on a Centella Asiatica extract complex to enhance usability.

✔ Completed Skin Hypoallergenic Test

- 💧 'Extracted from Centella Asiatica' 7 key CICA complex ingredients
- 💧 'Formulated considering the skin barrier' to enhance usability
- 💧 'Contains Hyaluronic Acid' to induce hydration and moisture balance

I. Ingredients based on 7 Centella Asiatica Complex

- The initial BB cream was developed to 1) help skin regeneration, 2) soothe irritated skin, and 3) protect the skin after dermatological procedures. While it also aimed to make post-dermatological skin look even and natural, the importance gradually shifted towards makeup (naturally, the original purpose gradually disappeared).

→ Selection of ingredients true to the essence of Blemish Balm (BB) and optimized formulation for usability

- **NCK-CICA 7 COMPLEX:** Centella Asiatica Root Extract, Centella Asiatica Extract, Centella Asiatica Leaf Extract, Madecassoside, Asiatic Acid, Asiaticoside, Madecassic Acid

- Research on ingredients derived from Centella Asiatica (characteristics of raw materials)

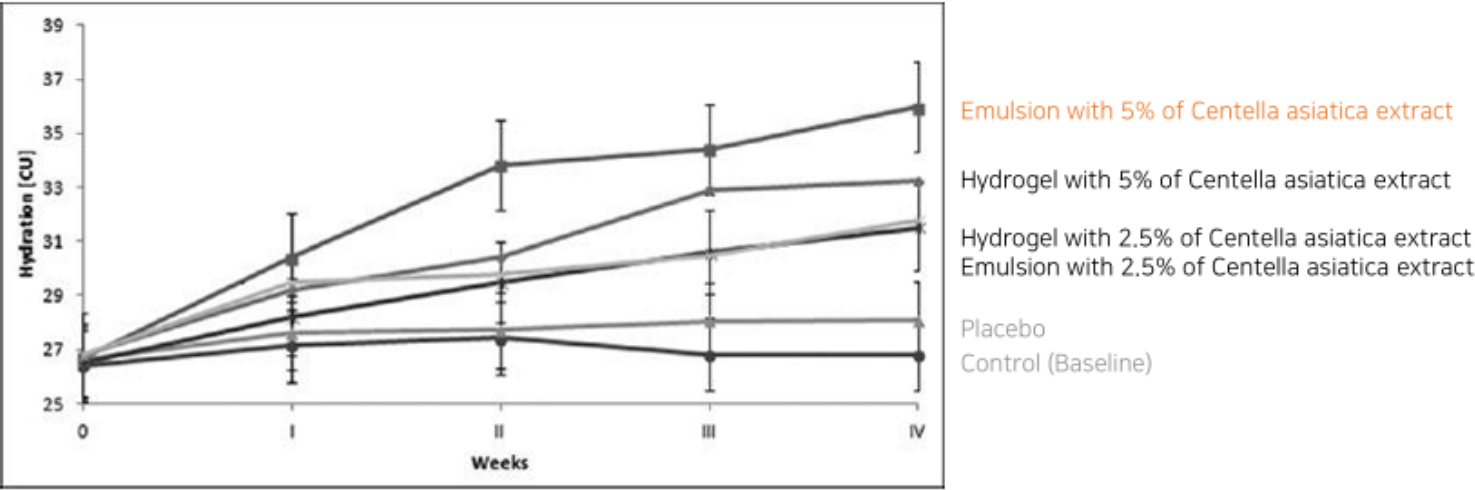
→ **Madecassoside:** The most prominent active ingredient in Centella Asiatica. Anti-inflammatory and anti-swelling effects. Softens the skin and relieves itching, widely used for sensitive and atopic skin. Highly purified.

→ **Madecassic Acid:** Extracted from the leaves and stems of Centella Asiatica. Known for its properties in reducing inflammation and healing wounds such as ulcers and tumors, widely used as an ingredient in

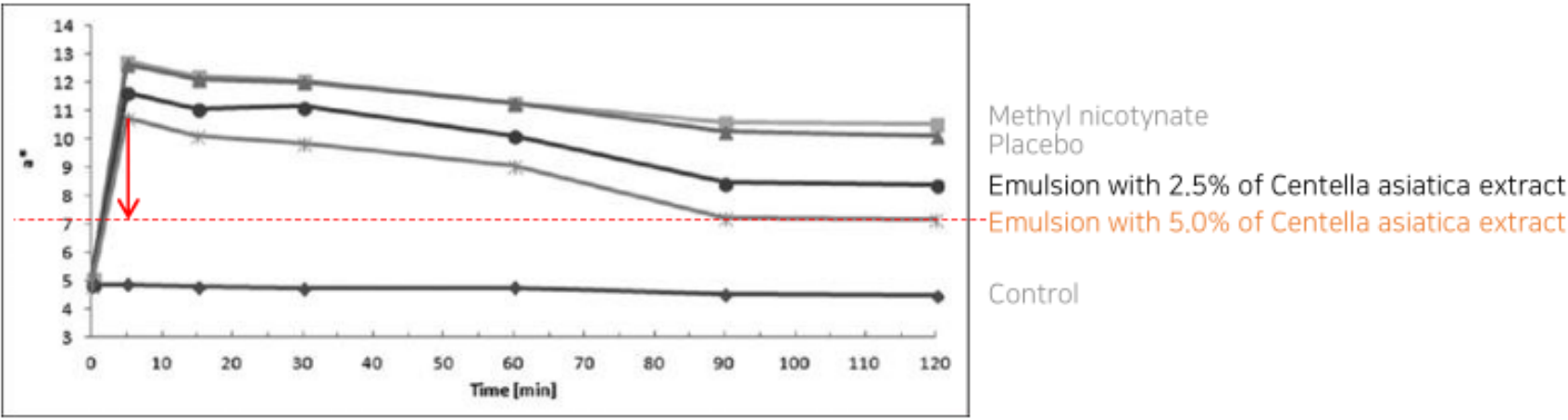
ointments.

→ **Asiaticoside**: A natural organic compound, also known as saponin, which alleviates skin irritation and enhances skin regeneration. Improves skin elasticity and has antioxidant effects.

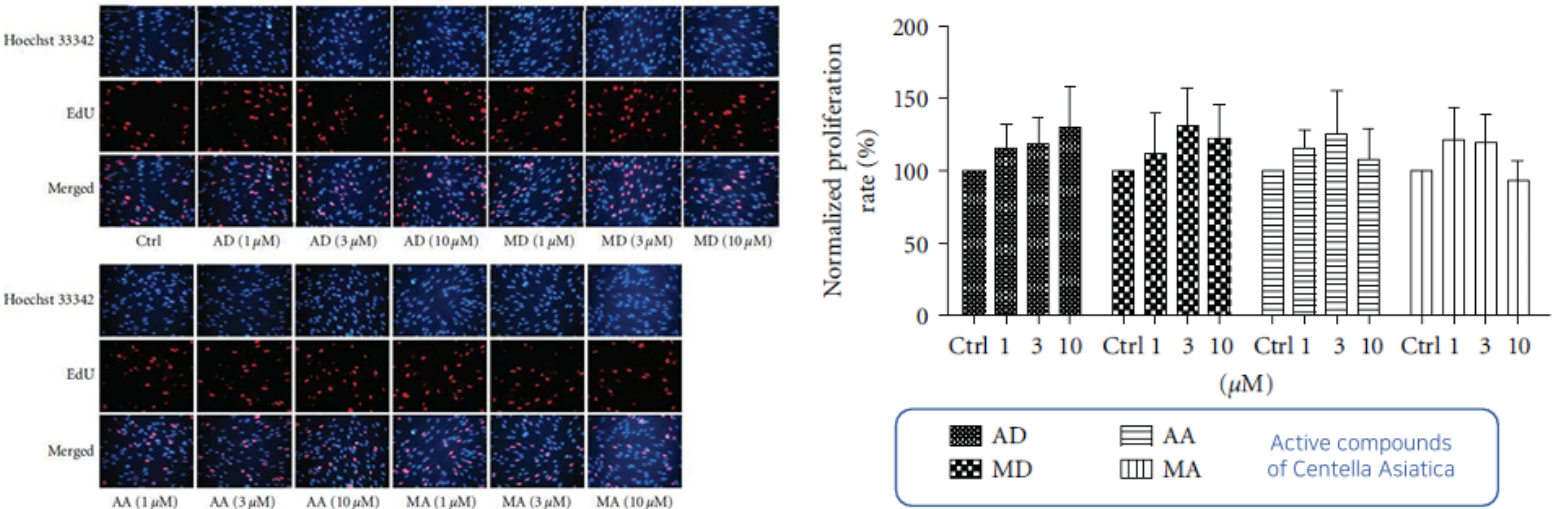
→ **Asiatic Acid**: Known for its healing, protective, and anti-inflammatory effects on the skin. Used in skincare formulations for its anti-aging and antifungal properties.



for skin hydration



for skin relieving



for wound healing

Table 2: DPPH scavenging assay for aqueous extracts of *C. crista* and *C. asiatica**

Extract/standard	IC ₅₀ (µg/mL)
<i>C. crista</i>	24.35±1.1
<i>C. asiatica</i>	139.5±2.01
Ascorbic acid	14.75±0.72

*The inhibition by these two extracts was compared with standard ascorbic acid. *C. asiatica*: *Centella asiatica*, *C. crista*: *Caesalpinia crista*, DPPH: 1,1-Diphenyl-2-picrylhydrazyl

Table 3: Inhibition of 5-lipoxygenase activity by *C. crista* and *C. asiatica* extract

Extract/standard	IC ₅₀ (µg/mL)
<i>C. crista</i>	23±1.1
<i>C. asiatica</i>	250±2.8
NDGA	8.6±0.52

*The IC₅₀ of two extracts was compared with standard NDGA. *C. asiatica*: *Centella asiatica*, *C. crista*: *Caesalpinia crista*, NDGA: Nordihydroguaiaretic acid

for antioxidant, anti-inflammatory

II. Formulation considering the skin barrier

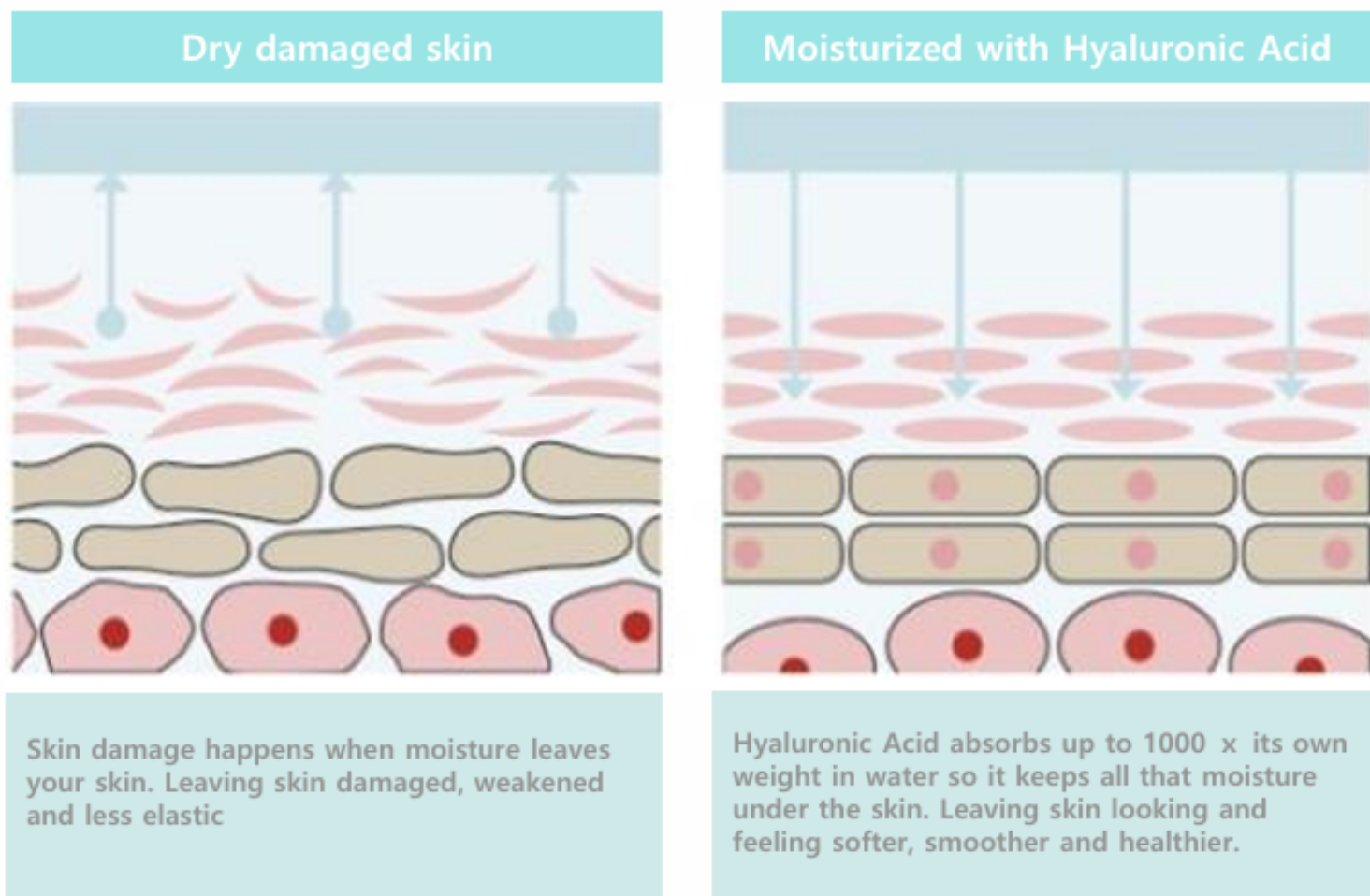
1. **Panthenol**: An alcohol derivative of pantothenic acid (Vitamin B5), promotes the regeneration of the skin barrier, protecting the skin from external irritants. Known for its good absorption and moisturizing properties.
2. **Allantoin**: An ingredient extracted from the Comfrey plant, which has been used medicinally. Soothes and protects irritated skin, strengthening the skin barrier.
3. **Yeast Extract**: A nutrient-rich ingredient containing proteins, minerals, and beta-glucan. Known to improve rough skin, enhance skin tone and moisture, and provide a glow.

→ Repeated formulation and content testing, and re-verification process to enhance usability, including the above elements

→ Final raw material formulation selection and product development

III. Inducing moisture and hydration balance

- To prevent drying and cracking over time, Hyaluronic Acid is included in the BB cream. The characteristic of Hyaluronic Acid as a moisturizing agent helps maintain moisture balance and homeostasis in the skin.



◆ Recommended for:

- Post-procedure skin regeneration care
- Those who feel their skin barrier is compromised
- Those who need protection from external irritants

[CELL29 LUONLIGHT POTENCY CREAM]



CELL29 Luonlight Potency Cream is based on a multi-hydro brightening complex that includes Tranexamic Acid. Although it has a rich and sticky texture, it provides a light finish, making it effective for daily routines to manage dull and dark skin concerns.

✓ Completed Skin Hypoallergenic Test

- 💧 **'Tranexamic Acid + Niacinamide'** Whitening synergy
- 💧 **'Based on a complex dedicated to the skin barrier'** including Alpha-Arbutin
- 💧 **'Triple combination of Hyaluronic Acid'** for deep and lasting hydration

I. Tranexamic Acid + Niacinamide Whitening Synergy

- **Tranexamic Acid:** An internationally recognized skin whitening ingredient. 1) Inhibits the stimulation of melanocytes, 2) Provides anti-inflammatory and anti-allergic effects to eliminate the causes of melasma.
- **Niacinamide:** A whitening ingredient approved by the Korean FDA, reduces the production and movement of tyrosinase, an enzyme that activates melanin in the basal layer of the skin, helping to prevent pigmentation such as melasma and freckles.
- Studies report that it generally provides greater inhibition of melanin production when used with other tyrosinase-inhibiting ingredients.



II. Complex dedicated to the skin barrier including Alpha-Arbutin

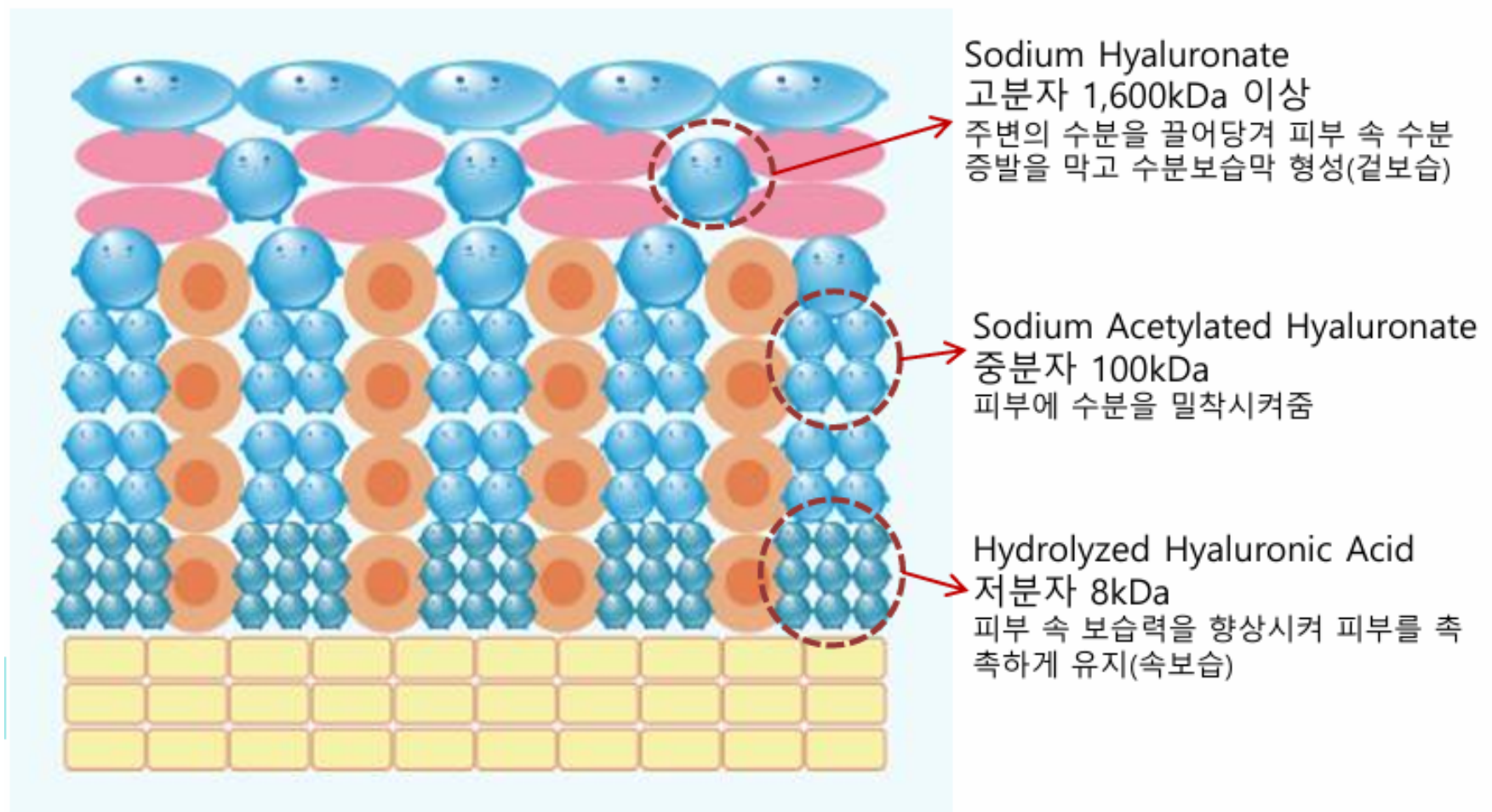
1. **Alpha-Arbutin:** Arbutin is classified into alpha and beta forms based on its structure. It inhibits the action of tyrosinase involved in the melanin synthesis process, thereby preventing excessive melanin accumulation, which helps 1) prevent the formation of melasma and freckles, 2) brighten the skin and reduce dark spots, and 3) even out skin tone.

→ However, Beta-Arbutin is vulnerable to light and heat. Alpha-Arbutin overcomes these critical disadvantages and can be used day and night.

2. **Bakuchiol:** An antioxidant found in the leaves and seeds of the Psoralea corylifolia plant, known as a natural alternative to retinol. It is not sensitive to UV light, so it can be used during the day and helps 1) improve pigmentation and wrinkles, 2) soothe irritated skin, and 3) improve pigmentation and wrinkles.
3. **VITA 5 CPX + Sea Buckthorn Fruit Extract:** An all-in-one vitamin complex containing Vitamin B3, B5, B6, Vitamin C, and Vitamin E, combined with Sea Buckthorn Fruit Extract to improve usability for intensive skin nutrition and care.

III. Triple combination of Hyaluronic Acid for deep hydration and lasting moisture

- Enhanced hydration and lasting moisture with a triple combination of Hyaluronic Acid (Sodium Hyaluronate), Ultra-Low Molecular Weight Hyaluronic Acid (Hydrolyzed Hyaluronic Acid), and Super Hyaluronic Acid (Sodium Acetylated Hyaluronate).



◆ Recommended for:

- Those who are concerned about dull skin
- Those who are worried about freckles, spots, and blemishes
- Those who feel their skin barrier is compromised
- Those who want to care healthy skin from the inside of the skin

VISIT [HTTPS://CELL29.COM](https://cell29.com) FOR MORE INFO

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