



WOO&JOO

DONKEY MILK & DKMEX

2024 WOOANDJOO Inc / www.skymilk.co.kr

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DONKEY MILK & DKMEX

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COMPANY HISTORY

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COMPANY HISTORY

Introducing the SKYMILK and WOO&JOO, along with a Team Overview

2013

MAY 8th The trademark 'SKYMILK' registered in Korea

* Homepage : <https://www.dkskymilk.com>
* Address : 2F 7-19, Seohui-ro, Icheon-si, Gyeonggi-do, Korea

2014

JAN 10th WOO&JOO INC Corporation Established

NOV 1st Launched SKYMILK Baby Classic Line of Skin Care

2015

MAR 17th The trademark 'SKYMILK' Registered in China

2019

FEB 1st Launched a New Brand, LaitCeleste, for the Adult Skin Care Line

MAY 24th Selected as the Main-Biz (Management Innovation Business) in Korea

DEC 15th Launched SKYMILK Baby Skin Care Millennial Line

DEC 19th SKYMILK Worldwide Trademark Application (registered in 13 countries including Australia, Japan, Taiwan)

2020

JUL 3rd The SKYMILK Donkey Experience Farm opened in Icheon-si Korea

OCT 15th The SKYMILK Farm Visitor Count Exceeds 10,000

* SKYMILK Farm Address :154, Dongsan-ro, Hobeop-myeon, Icheon-si, Gyeonggi-do Korea

2021

MAY Passed DKMEX Patent Application

JUNE 29th Won Official Commendation from President of Main-Biz (Management Innovation Business) Association

NOV Developed "SWEET DREAM Scent" through the in-house research

COMPANY HISTORY

Introducing the SKYMILK and WOO&JOO, along with a Team Overview



Main-Biz Certificated Company

Selected as Main-Biz enterprise
(Management, Innovation, Business)



Cosmetic Composition Patent Registration

Donkey Milk contained
Cosmetic composition for skin



Global Trademark Application

SKYMILK, Dear Ohneul
Trademark
Application Globally



1st Place in Contentment Consumer Index

1st Place in Consumer Satisfaction
KCCI (Korea Contentment
Consumer Index) in 2019



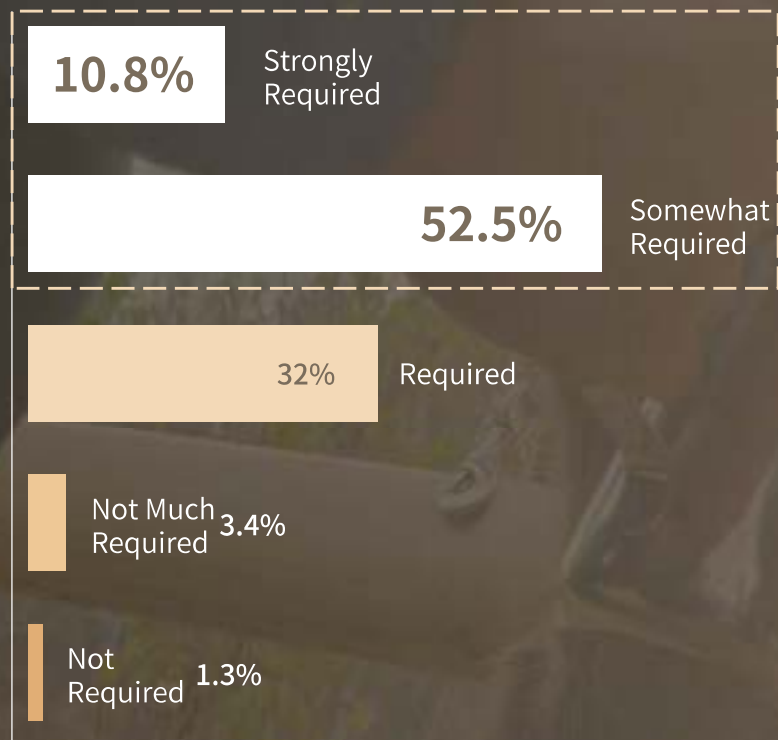
OUR VISION

We value 'Coexistence'

OUR VISION

We value 'Coexistence'

Farm Animal Welfare Survey



Value of Coexistence is Important

The survey on Farm Animal Welfare shows that 63.3% of the respondents answered that Welfare needs to improve.

This represents a 5% increase compared to the last year.

This indicates that attention to Farm Animal Welfare is continuously increasing.

Now, it is necessary to have the value of 'Coexistence', not just being 'Good'

Ref. Report from Korean Agency of Education, Promotion, and Information Service in Food, Agriculture, Forestry and Fisheries (2020.12)

OUR VISION

We value 'Coexistence'

Leading 'Coexistence' With Donkey

WOO&JOO Inc. is a pioneering leader in the domestic donkey business.

We are actively expanding into new markets, including food, cosmetics, health food, experience farms, and the pet industry.

We manage the entire value chain from manufacturing to distribution and sales.

Our overarching goal is to pursue peaceful 'coexistence' with humans, nature, and donkeys.



OUR VISION

We value 'Coexistence'



PEOPLE OF SKYMILK

We take care of 300 donkeys with great attention on fertile land under clear skies.

We collect donkey milk for ingredients use through a humane harvest system which involves collecting leftover milk after the feeding of baby donkeys.

OUR VISION

We value 'Coexistence'

Care with Humane System

We prioritize donkey's health and ingredient quality

To ensure the health of both mother and baby donkeys and to produce the highest quality donkey milk, we are committed to implementing a humane harvest system. This system includes programs focused on **nutrition**, **exercise** and **play** during the one month before birth, six months of nursing, and one month after nursing.



Hard-earned precious ingredients

We harvest the precious donkey milk, which yields approximately 0.5 liters per day during the brief nursing period, to be used as a raw ingredient in cosmetics



Pasteurization and Cold Storage

To minimize nutrient loss, we store the milk in pasteurized and refrigerated conditions, and process it into raw material within 7 days of harvesting to preserve its freshness and quality.



WHY DONKEY?

Endless Story and Great Potential

WHY DONKEY?

Endless Story and Great Potential

The story of **Cleopatra** bathing in donkey milk while travelling with over a thousand donkeys to maintain her youthful skin and beauty is a famous tale

The first animal to witness the **birth of Jesus** and to carry him into Jerusalem was a donkey

Donkeys, symbolizing resilience and diligence, traverse extremes from -50°C in Siberia to 50°C in the Sahara and scale the Himalayas over 5000m. They are the **mascot of the US Democratic Party**

Pope Francis grew up drinking fresh donkey milk to supplement his inadequate breast milk during his childhood. Since 2016, donkeys have been raised for the Pope at a farm located in Castel Gandolfo.

Donkeys, unlike horses, are known for their strong bond with humans, affection for physical contact, and suitability for healing-farm operations. With a lifespan of 40-50 years, they are cherished as **lifelong companion pets**

From global classics like Bremen Town Musicians to modern hits like Shrek, and including Korean cultural treasures like Kim Hong-do's paintings, there's a **diverse and rich array of source content** spanning the globe



WHY DONKEY?

Endless Story and Great Potential

Kind Milk Easing Allergy Concerns

Donkey milk contains very little casein (protein), which is known to trigger milk allergies, and its composition ratio of lactose is similar to human breast milk and recognized as a breast milk substitute.

Furthermore, donkey milk is being researched as a promising alternative for children with milk allergies. In the West, it is even prescribed for children allergic to cow's milk.





ADVANTAGES

Donkey Milk, precious ingredient

ADVANTAGES

Donkey Milk, Mild for Skin

Baby-like Skin Made with Rich EGF

Smooth Troubled Skin with Skin Regenerating Ingredient EGF

Donkey milk contains skin regenerating ingredients that aid in promoting wound healing and normalizing skin barrier function. It contains approximately **four times more EGF** components compared to regular cow's or sheep's milk.

Epidermal Growth Factor is one of the peptides that promote the proliferation of epithelial cells as an epidermal growth factor. EGF is used for skin transplantation and promoting wound healing.

EGF Contents (pg/mL)



*Component Analysis Test Report from Institute of Animal Life Science,
Kangwon National University

ADVANTAGES

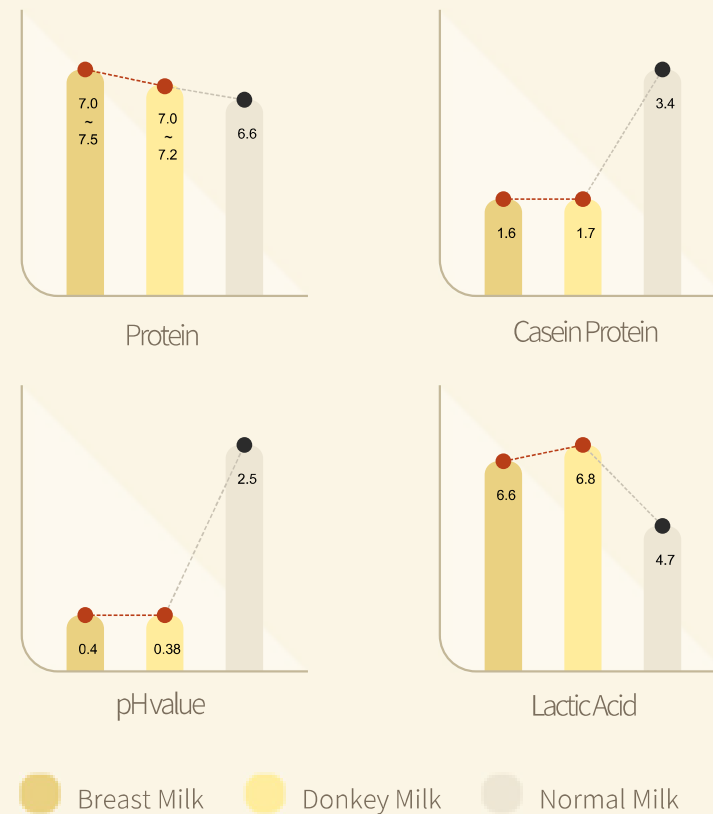
Donkey Milk, Mild for Skin

Mild for Skin Like Soft Touch—

Free from Skin Irritation With a Composition Similar to Breast Milk

Donkey milk, with a protein composition similar to breast milk, is gentler on the skin and quickly penetrates, delivering nutrients deep into the skin.

* The above information pertains to the characteristics of the raw materials



ADVANTAGES

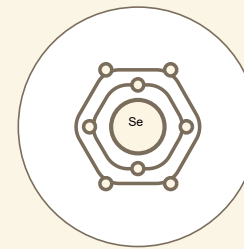
Donkey Milk, Mild for Skin

Rich Nutrients that Penetrate Deeply

Various Nutrients for Healthy Skin

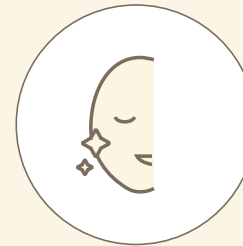
Donkey milk's rich nutrients, like those in breast milk and fat components, are naturally absorbed deep into the skin. Additionally, it is abundant in powerful antioxidants like selenium, which help prevent aging.

* The above information pertains to the characteristics of the raw materials



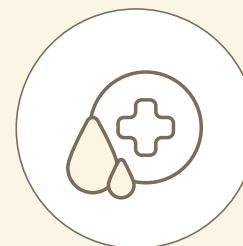
Selenium

Having strong antioxidant properties, it prevents skin aging and damage



Vitamin A,C,E

It helps to revitalize the skin, leaving it clear and clean, improving skin tone



Omega 6

It helps to form a moisturizing barrier, protecting the skin from irritation

ADVANTAGES

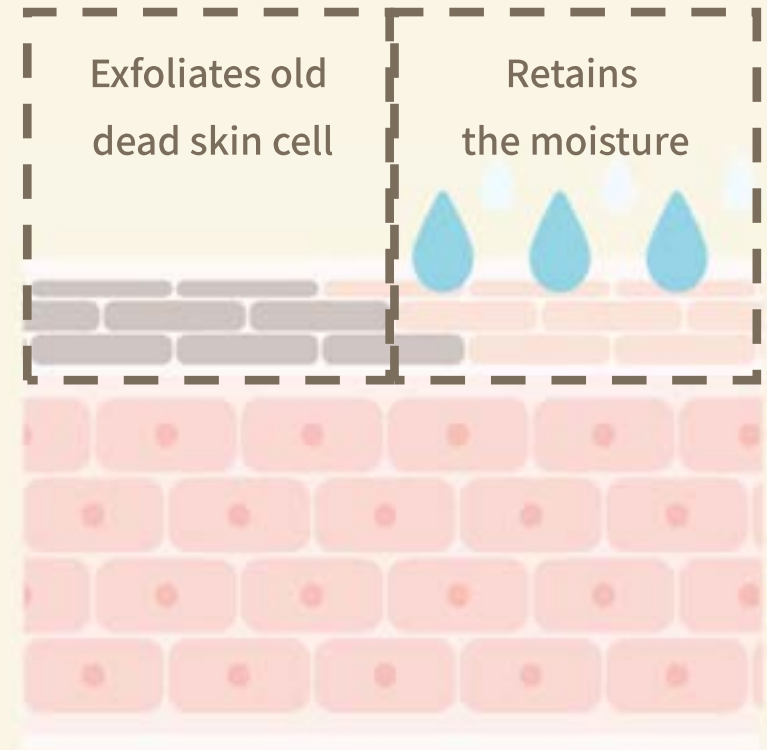
피부에 순한 당나귀 milk

The More you apply, The More moisturizing it becomes
Natural Moisturizing Ingredients

Promote Healthy and Moist Skin with Lactic Acid

Donkey milk's natural moisturizing ingredient, lactic acid, gently exfoliates dead skin cells, promotes the generation of healthy skin cells, brightens skin tone, and helps improve skin health and moisture levels

* The above information pertains to the characteristics of the raw materials





DKMEX

Secret Recipe with Pride

Secret Recipe with Pride

Developed with the Differentiated
Secret Ingredient DKMEX

Antioxidant

Anti-inflammatory

Whitening



DKMEX

Secret Recipe with Pride

Attain Baby-like Skin with DKMEX

With excellent ingredients, it offers anti-inflammatory, whitening, and antioxidant effects

Made with Europe's White Gold, donkey milk, and four plant-derived ingredients (green tea, quince, heal-all plant leaf, and black hoof mushroom), it provides clean and clear skin while helping to maintain a healthy skin environment



DKMEX

Secret Recipe with Pride

1

DONKEY MILK

Referred to as White Gold in Europe

Each female donkey typically produces between 0.2 to 0.5 liters of donkey milk per day. Due to its scarcity, donkey milk, known as a precious ingredient, is also renowned as a skincare secret of the Egyptian queen Cleopatra.





2. Self-heal leaves Extract

Also known as **Prunella Vulgaris leaf Extract**, it generates heat, clears the liver, and has diuretic and anti-inflammatory effects.



3. Green Tea Extract

Also known as **Camellia Sinensis Leaf Extract**, the flavanol components in green tea extract are reported to have high efficacy in antioxidant, anticancer, anti-obesity, and whitening effects.



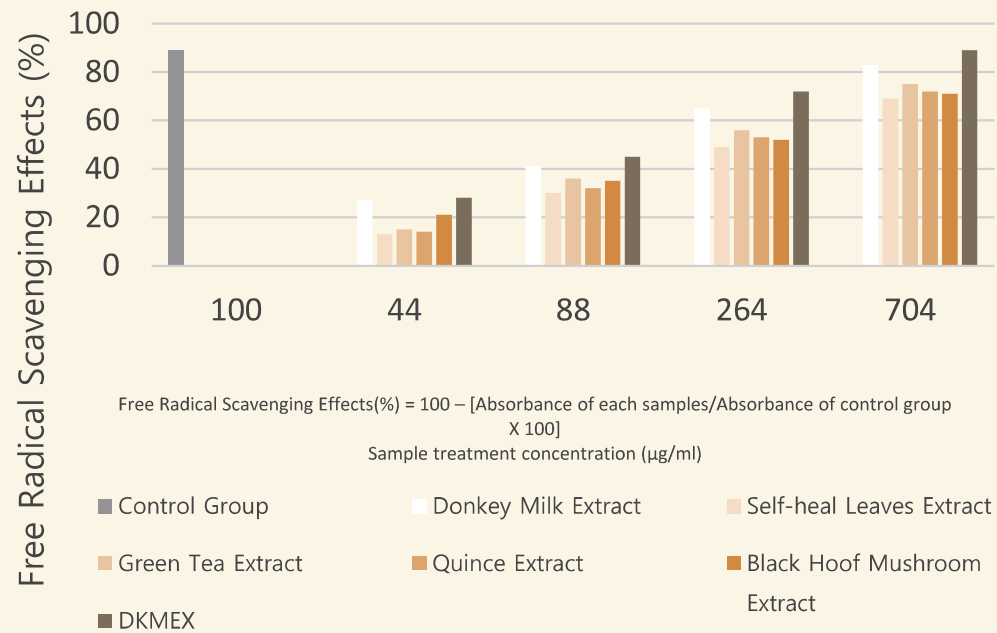
4. Quince Extract

Also known as **Chaenomeles Sinensis Fruit Extract**, derived from the fruit of the quince tree, it is widely used as a folk remedy for ailments such as coughs, colds, bronchitis, and phlegm relief.



5. Black Hoof Mushroom Extract

Also known as **Phellinus Linteus Extract**, it is known to exhibit anticancer activity through the enhancement of immune activity.

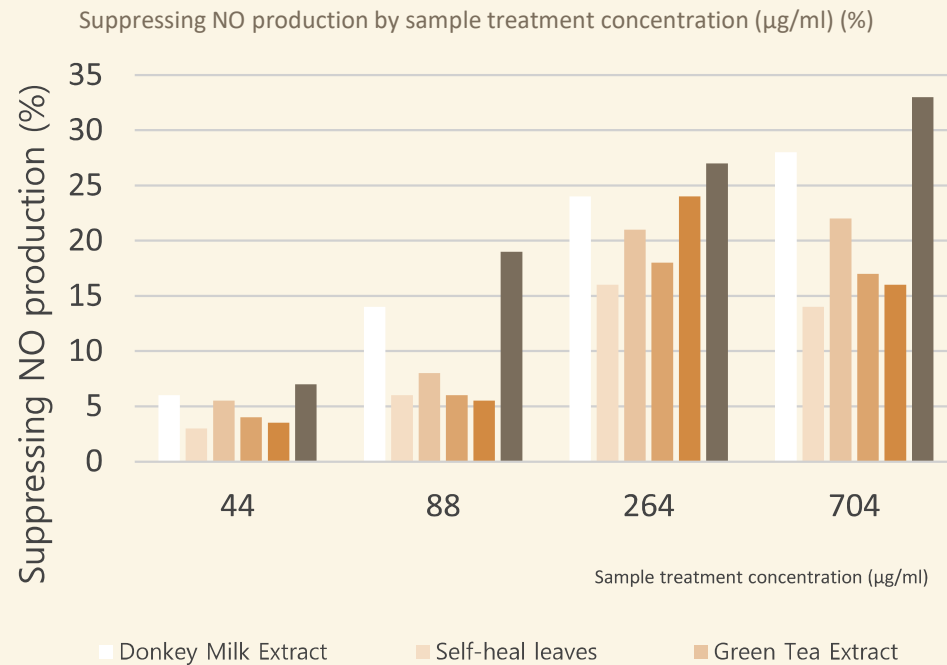


Antioxidant

DKMEX EFFECT 1

Antioxidation effect

In the case of donkey milk extract and DKMEX, it has been confirmed that they exhibit exceptionally high antioxidant effects, with DKMEX demonstrating superior efficacy.

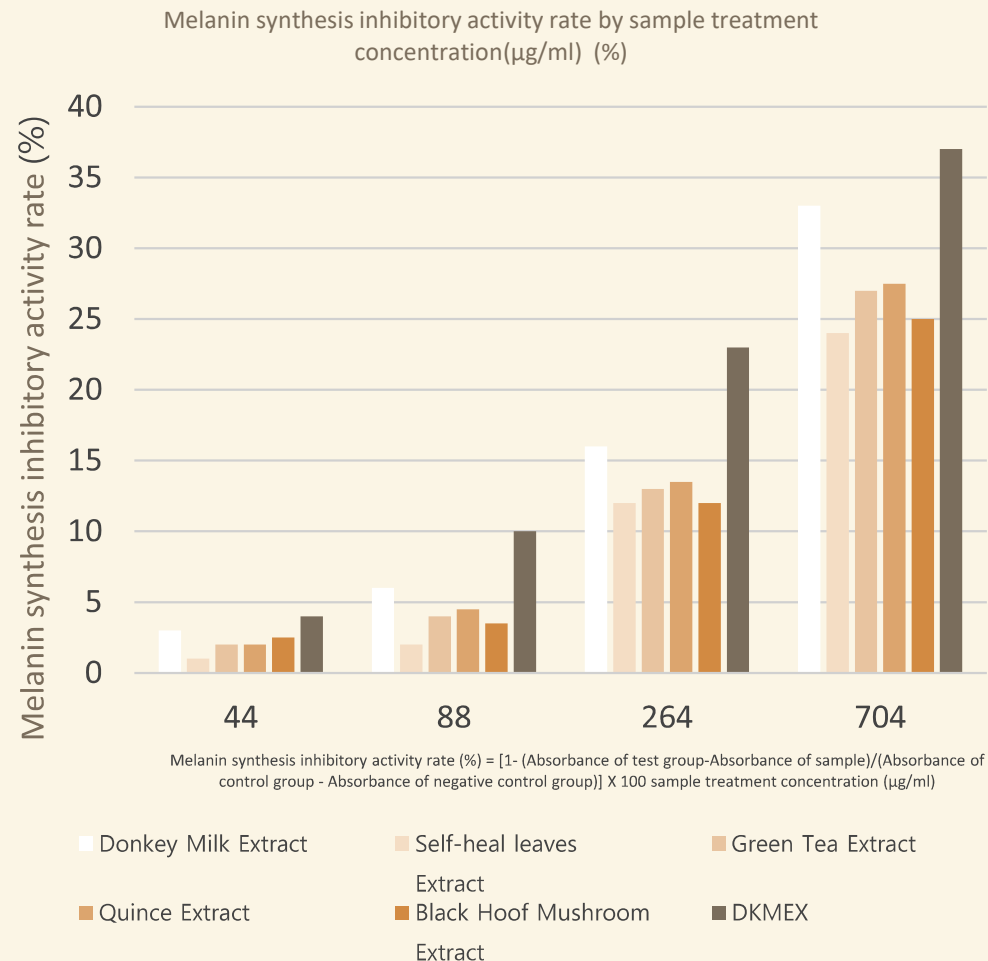


Anti -inflammation

DKMEX EFFECT 2

Anti-inflammation effect

It has been confirmed that both donkey milk extract and DKMEX possess efficacy in inhibiting nitric oxide production, which is concentration-dependent. DKMEX exhibited the highest efficacy in inhibiting NO production.



Whitening

DKMEX EFFECT 3

Skin whitening effect

It was observed that both donkey milk extract and DKMEX exhibited inhibitory effects that increased in a concentration-dependent manner. Furthermore, when DKMEX was combined, a synergistic effect was observed, indicating that it is the most effective in enzyme activity inhibition.

DKMEX

Secret Recipe with Pride

Clean and Healthy

Antioxidant Effects Preventing Aging

By eliminating reactive oxygen species generated during the aging process, it helps maintain skin elasticity, thus preventing aging.

Anti-Inflammatory Action Calming the Skin

It has excellent effects in quickly alleviating skin inflammation, providing skin calming and protection.

Whitening Action for Brightening the Skin

By inhibiting the synthesis of tyrosinase, a key factor in melanin and melanin synthesis, it creates a bright and clean skin tone.





BRAND

Introducing WOO&JOO Brand

BRAND

WOO&JOO Brand and Business

Gentle Family Skincare SKYMILK

Soft Skin care with High Repurchase Rate and Ratings

SKYMILK is a specialized skincare brand for all family, focusing on donkey milk and plant-derived ingredients. With gentle formulations, it is suitable for sensitive newborns and can be used by pregnant women, offering skincare for the whole family.



BRAND

WOO&JOO Brand and Business

Daily Adult Skin Care DEAR OHNEUL

Convenient Skin Aesthetics On-the-Go

DEAR OHNEUL is a daily skincare brand focused on addressing skin concerns and achieving healthy, radiant skin. Catering to busy modern women, it provides the appearance of well-maintained skin without the need for separate treatments, assisting in achieving dramatic skin results in a short amount of time.





PATENT

Introduction to a Patent and a Certificate

PATENT

Patent and Certificate

Patented Formulations Utilizing Donkey Milk from Company-Owned Farms

DKMEX formulated with donkey milk and plant-derived ingredients

DKMEX is formulated with donkey milk, self-heal leaves, green tea, quince, and black hoof mushroom extracts. It serves as a patented ingredient known for its whitening, antioxidant, and anti-inflammatory effects. This ingredient is a key component of SKYMILK, the main brand of Woo&Joo, and it also features in adult skincare products like DEAR OHNEUL and ENA DONKEY.



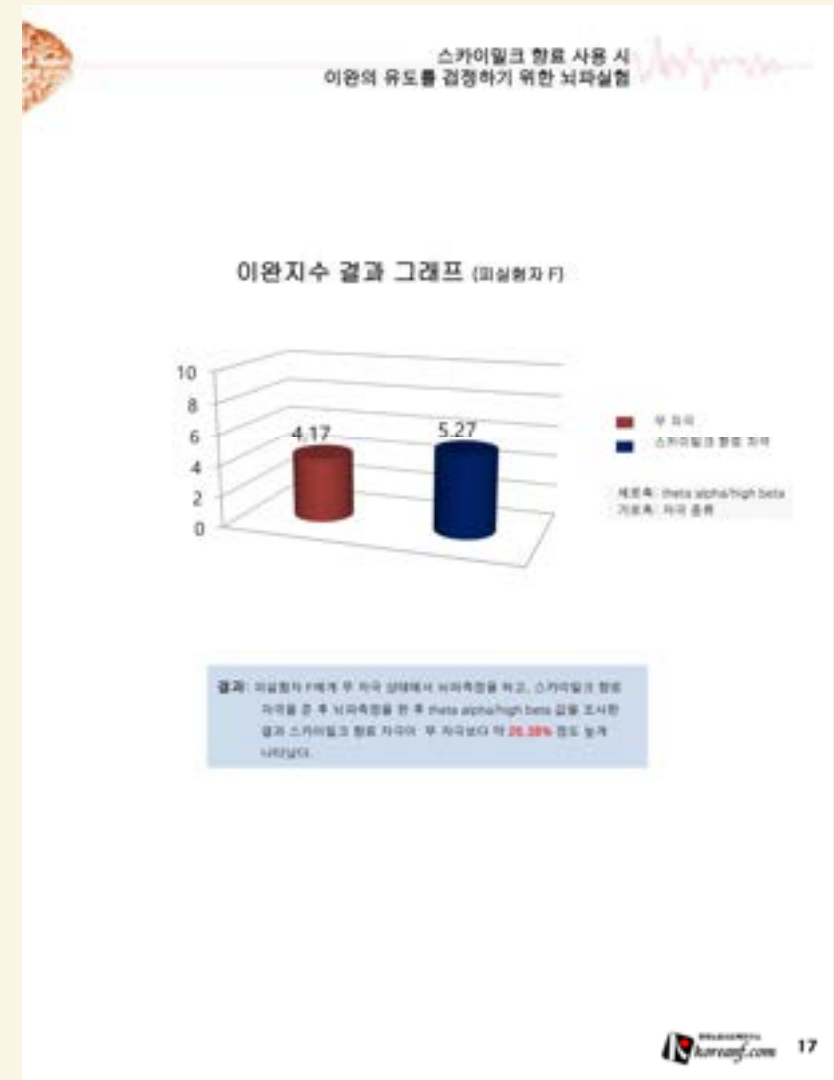
PATENT

Patent and Certificate

Allergen Tested Self-Developed “Sweet Dream Scent”

Comfort Scent Verified to Increase relaxation index in Brainwave test

The 'Sweet Dream Scent' is a refreshing yet subtly sweet and cozy fragrance with berry and floral notes, designed to be comforting even for those sensitive to scents, especially children. It is prominently featured in most products of Woo&Joo's main brand, SKYMILK. Moreover, it has passed allergen tests, ensuring its safety for use. Clinical trials for both skincare and laundry detergent applications have been successfully completed.



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THANK YOU

DONKEY MILK & DKMEX

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SKYMILK

SKYMILK is a gentle baby and family cosmetics and lifestyle brand that utilizes Donkey Milk sourced from a privately-managed farm as its primary ingredient.

Our products provide comfortable moisturization for all, boasting the allergen-free Sweet Dream Scent and DKMEX, a patented Donkey Milk ingredient we continuously research and develop.

SKIN CARE LINE

WEB dkskymilk.com TEL +82 70 4800 2904



LOTION 200ml

A skin barrier-improving ceramide lotion that delivers silky moisture, leaving a smooth finish.



CREAM 120ml

A rich cream that applies smoothly to the skin without clumping or leaving a white cast, providing itch relief with panthenol.



SOOTHING SERUM 100ml

A soothing serum that immediately calms skin temperature and helps maintain hydration balance to alleviate irritated skin.



OINTMENT 15g

A highly concentrated botanical oil balm in a non-sticky sherbet formula that helps with skin hydration and repair



SUN BLOCK 50ml

A sunblock formulated with gentle non-nano minerals, ideal for sensitive skin. This product delivers a moisturizing finish without causing stinging

※ Not yet available in the U.S. market



BODY WASH 300ml

A body wash that lathers easily and leaves the skin moisturized, helping to cleanse away fine dust



SHAMPOO 300ml

A silicone-free shampoo, crafted to be gentle on sensitive scalps, promoting scalp health while effectively removing scalp odor

LIVING CARE LINE



HAND WASH 300ml

Just one pump releases rich flower-shaped foam, leaving your skin moisturized with a delightful scent



CAPSULE DETERGENT 30ea

The premium capsule detergent, with a neutral pH level gentle on the skin and powered by 7 clean enzymes, requires no measuring—just one capsule for a single wash



FABRIC SOFTENER 1L

This fabric softener delivers a cozy and sweet scent, with berry and floral notes enhanced by sandalwood, preventing static and gentle on the skin



FABRIC REFRESHER 200ml

A gentle fabric deodorizer that has passed laboratory tests, leaving fabrics smelling fresh and reducing static electricity, all while being hypoallergenic



DRYER SHEET 40ea

Packaged in pouches for easy individual use, these dryer sheets in a dreamy scent won't dissipate quickly, ensuring a long-lasting fragrance without triggering allergies



Dear Ohneul

Dear Ohneul is a functional skincare brand designed for modern women who want to enjoy professional aesthetic care from the comfort of their homes.

Our skincare line features deeply hydrating formulas that enhance the skin's natural glow. Clinically tested for wrinkle improvement and skin texture refinement, it helps achieve a smoother, more radiant complexion.

SKIN CARE LINE

WEB dearohneul.com TEL +82 70 4800 2904



ELIXIER DONKEY CREAM

200ml

The ultra-low molecular fish collagen and patented donkey milk ingredient absorb quickly, giving skin a bouncy, firm texture.



DKMEX AMPOULE

30ml

The powerful synergy of donkey milk and niacinamide helps achieve firmer, smoother skin in just two weeks, visibly reducing wrinkles and minimizing pores for a refined complexion.



DONKEY TONER PAD

60 Pads / 200g

With AHA, BHA, and PHA from Singreen Essence, these snowflake-embossed pads gently exfoliate and refine pores for smooth, hydrated skin.



MUD CLEANSER

150ml

This hydrating dual-function cleanser removes impurities and excess sebum while doubling as a nourishing mask pack, helping to soothe and balance the skin.

COMING SOON

Donkey Milk Hydrating Mist

Launching in September 2025

Donkey Milk Nourishing Sheet Mask

Launching in October 2025