

☐ 5type Calming Skin Care Solution

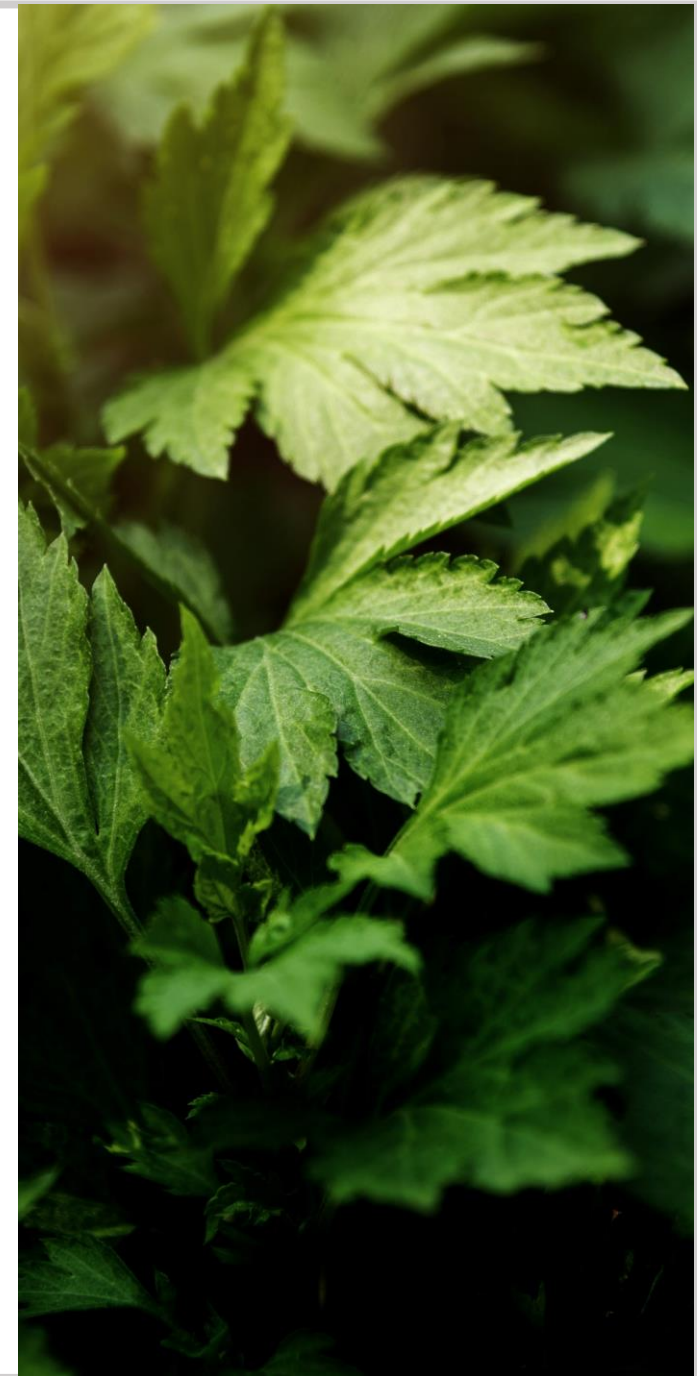
■ Clean Beauty

■ K-Beauty

SELENUS ARTEMISIA CALMING US

The Brand New Skincare Solution

that SELENUS gladly offers with Ganghwa Artemisia





Selenus Artemisia Calming Us 5 Types

4 Key Points



Ganghwa Artemisia X Calming Your Skin

Korean natural ingredients in Korea that help calming your skin



Functional Ingredients by Time-Drop Extraction

Maximized extraction of functional ingredients in Artemisia by the time-drop extraction method



Free of Harmful Ingredients for Skin

Unnecessary chemical ingredients are reduced for health of your skin



Non Toxic Skincare

Low-acidified formula with ph 5.5 to prevent skin irritation



Main Ingredient

Main Ingredient

Ganghwa Artemisia

Ganghwa Artemisia is the main ingredient grown up in Ganghwado Island and only collected in May and June. Ganghwa Artemisia, a traditional medical herb is highly effective in antibacterial, anti-inflammatory, soothing, purification and regeneration.

☐ Main Ingredient

artemisia Ganghwa Artemisia, SELENUS's Choice

Why has SELENUS chosen Ganghwa Artemisia?



Ganghwa Artemisia, the finest Artemisia in Korea for medical use

Ganghwa Island is well known as an uncontaminated area where the soil, sun, sea breeze and water suitable for the cultivation and growth of Artemisia. Korean traditional medicine publications has described Ganghwa Artemisia as the best Artemisia.

Ganghwa Artemisia has a sage-like smell and slightly bitter taste, free of toxic and special antibacterial properties even at low concentrations.



Functional ingredients are extracted by the time-drop extraction

The amounts of functional ingredients in natural medicines are always fairly low, and the functional ingredients in Artemisia (Cineole, Sesquiter, Eupatillin) are volatile and difficult to extract precisely with ordinary extraction method. SELENUS uses the time-drop method for extracting high purity concentration to make products for sensitive and acne-prone skins.

- Time-drop extraction is similar to the method of extracting Dutch coffee. It only uses gravity at a high temperature to extract natural and functional ingredients without artificial power or heat. By controlling the speed of a solvent falling, the undiluted solution is extracted at a high content to minimize the destruction of the functional ingredients. There is no unnecessary waste of solvent or any concentration process.



Special Properties of Ganghwa Artemisia

Ganghwa Artemisia has warm properties that can penetrate deeper into the skin, enabling rapid skin soothing.



Time-Drop extraction Patent

- Low Temperature Extraction Method
- Ganghwa Artemisia

Feature

The Skincare Solution of SELENUS

Keyword; CALMING

- ✔ These days, our skins are exposed to fine dust, smoke, heat and skin irritation by wearing masks all day long.
- ✔ People are paying attention to ethical consumption as well as health, safety and environmental issues.



The awareness on anti-pollution, sustainable environment and naturalism beauty are rising

4-POINT

Calming+Moisturizing +Anti-aging

Artemisia has been a medicinal plant found in Korea for medical use for a long time ago. It helps soothing, Moisturizing and anti-aging.

Non Toxic Formula

Low-acidified formula with pH 5.5 to prevent skin irritation and best for sensitive skin

Time-Drop Extraction

The solution for sensitive and irritated skins with the functional ingredients of Ganghwa Artemisia that are contained in the product made by time-drop extraction.

Zero Synthetic Colors/Fragrances

Contains natural ingredients without synthetic colors or fragrances

□ Target Consumers

Certain effectiveness without irritation!

SELENUS Artemisia Calming Us skincare line surely treats impurities

such as pores, acne, blemishes from your skin as well as soothes the irritation

Skincare Concerns

01

Sensitive skin



02

Acne and blemishes



03

Clogged pores
and blackheads



04

Dullness
and uneven skins



□ Product Name

Main Ingredient
[Ganghwa Artemisia]

Brand Name
[Selenus]



#CALMING
It helps calm your skin

Key Function
[Calming Us]

US
SELENUS's intention to promote
clean beauty for US and EARTH
to coexist

Product Type

□ 5 products



For your daily routine from cleansing to the skincare **ONE STOP 5-STEP CALMING SOLUTION**

STEP 1

Cleansing Foam

- ✓ For all skin type
- ✓ For all seasons



STEP 2

Toner

- ✓ For all skin type
- ✓ For all seasons



STEP 3

Ampoule

- ✓ For all skin type
- ✓ For all seasons



STEP 4

Water Cream

- ✓ For Oily, Combination, Sensitive skins
- ✓ Best for S/S



STEP 5

Repair Balm

- ✓ For Dry, Combination, Sensitive skins
- ✓ Best for F/W





Product Information

Cleansing and Moisturizing your Skin, Softly and Perfectly

Selenus Artemisia Calming Us Cleansing Foam

Category	Content
Formulation	Foam type / Contains Artemisia powder ingredients
Feature	Contains micro Artemisia powder with soft foam that enables cleansing without irritation
Volume	150ml / 5.07 fl.oz.
Size	55*45*176mm / 195g
Container	Tube type container

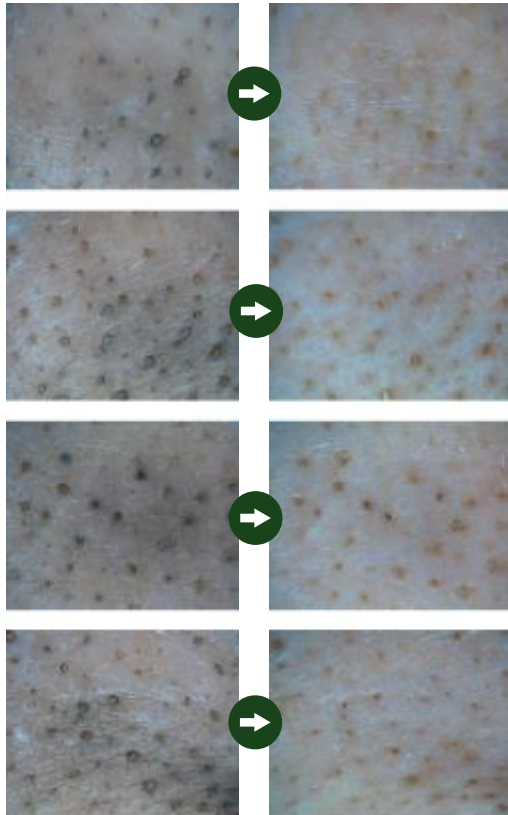
[Ingredients] Water, Sodium Cocoyl Isethionate, Glycerin, Lauryl Betaine, Sodium Methyl Cocoyl Taurate, Sodium Chloride, Panthenol, Potassium Cocoyl Glycinate, Polyglyceryl-3 Methylglucose Distearate, Cetearyl Alcohol, Glycol Distearate, Alcohol, Potassium Benzoate, Glyceryl Stearate, Beeswax, Sorbitan Olivatate, Citric Acid, Caprylyl Glycol, Coconut Acid, Artemisia Princeps Leaf Extract, Artemisia Capillaris Powder, Polyquaternium-67, Disodium EDTA, Sodium Methyltaurate, Melia Azadirachta Leaf Extract, Melia Azadirachta Flower Extract, Butylene Glycol, 1,2-Hexanediol, Betaine Salicylate, Gluconolactone, Capryloyl Salicylic Acid

□ Evaluation the cleansing effect of pore waste and the make-up (Cleansing Foam)

The cleansing effect of pore waste

Before

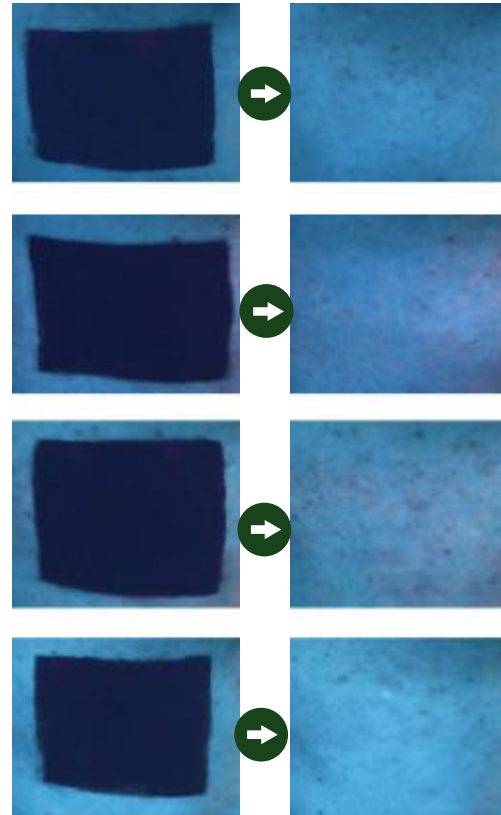
After



The cleansing effect of make-up

Before

After



Cleansing rate (pore waste) : 99.78%

Cleansing rate (make-up): 96.92%

Research Institution : OATC Skin Clinical Trial Center

Research Period : 13 Oct. 2021

Subject : Korean adult female aged from 20 to 60 years, who met the selection criteria and did not meet the exclusion criteria.

Conclusion : The 'Selenus Artemisia Calming Us Cleansing Foam' commissioned by the SELENUS Corp. is considered to help for cleansing of the pore waste and the make-up by single use.

Product Information

Prep Up Your Skin For Your Routine

Selenus Artemisia Calming Us Toner

Category	Content
Formulation	Water-type / non-sticky and silky smooth liquid
Feature	After cleansing, nourishes the layers of your skin for the next step of your routine as a booster
Volume	155ml / 5.24 fl.oz
Size	48*47*171mm / 265g
Container	Plastic tube-type container

[Ingredients] Water, Butylene Glycol, 1,2-Hexanediol, Propanediol, Glycerin, Panthenol, Sodium Citrate, Artemisia Princeps Leaf Extract, Allantoin, Xanthan Gum, Disodium EDTA, Betaine Salicylate, Capryloyl Salicylic Acid, Gluconolactone, Citric Acid, Cynanchum Atratum Extract





☐ Product Information

Soothing and Moisturizing

Selenus Artemisia Calming Us Ampoule

Category	Content
Formulation	Formulation Water-type / non-sticky and silky smooth liquid
Feature	Helps calm without irritation and provides moisture leaving your skin feeling soft and refreshed
Volume	50ml / 1.69 fl.oz.
Size	42*42*105mm / 115g
Container	Plastic tube-type ampoule container

[Ingredients] Artemisia Princeps Leaf Extract, Water, Glycerin, Glycereth-26, Butylene Glycol, 1,2-Hexanediol, Dipropylene Glycol, Propanediol, Glyceryl Acrylate/Acrylic Acid Copolymer, Xanthan Gum, Panthenol, Disodium EDTA, Capryloyl Salicylic Acid, Gluconolactone, Betaine Salicylate, Melaleuca Alternifolia (Tea Tree) Extract, Sodium Hyaluronate, Rosmarinus Officinalis (Rosemary) Extract, Lavandula Angustifolia (Lavender) Extract, Ocimum Basilicum (Basil) Leaf Extract, Pyrus Malus (Apple) Fruit Water, Anthemis Nobilis Flower Extract, Houttuynia Cordata Extract, Foeniculum Vulgare (Fennel) Seed Extract, Cynanchum Atratum Extract



Product Information

Lightweight and Soothing Cream For the Summer

Selenus Artemisia Calming Us Water Cream

Category	Content
Formulation	Lightweight and moisturizing aqua cream
Feature	Layered with lightweight moisture barrier, best for oily skin and acne-prone skins in the Summer
Volume	50ml / 1.69 fl.oz.
Size	67*67*49mm / 140g
Container	Plastic-type cream container

[Ingredients] Water, Glycerin, Dipropylene Glycol, Propanediol, 1,2-Hexanediol, 2,3-Butanediol, Hydrogenated Polydecene, Polymethylsilsesquioxane, Caprylic/Capric Triglyceride, Artemisia Princeps Leaf Extract, Tromethamine, Carbomer, Cetearyl Oliviate, Sorbitan Oliviate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Panthenol, Sodium Polyacryloyldimethyl Taurate, Disodium EDTA, Butylene Glycol, Melia Azadirachta Leaf Extract, Melia Azadirachta Flower Extract, Gluconolactone, Betaine Salicylate, Capryloyl Salicylic Acid, Cynanchum Atratum Extract

Product Information

Hydrating and Soothing Your Skin

Selenus Artemisia Calming Us Repair Balm

Category	Content
Formulation	Firming and moisturizing cream
Feature	A fast-absorbing, rich moisturizer that provides instant and long-term hydration for dry, distressed skin. Best for the last step in your skincare routine
Volume	50ml / 1.69 fl.oz.
Size	67*67*49mm / 140g
Container	Plastic-type cream container

[Ingredients] Water, 2,3-Butanediol, Glycerin, Phenyl Trimethicone, 1,2-Hexanediol, Hydrogenated Polydecene, Cetearyl Alcohol, Butyrospermum Parkii (Shea) Butter, Trehalose, Ethylhexyl Oliviate, Cetearyl Oliviate, Cetyl Ethylhexanoate, Sorbitan Stearate, Sorbitan Oliviate, Sodium Acrylates Copolymer, Polyglyceryl-4 Oleate, Tromethamine, Theobroma Cacao (Cocoa) Seed Butter, Mangifera Indica (Mango) Seed Butter, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Astrocaryum Murumuru Seed Butter, Theobroma Grandiflorum Seed Butter, Panax Ginseng Extract, Artemisia Princeps Leaf Extract, Cetearyl Glucoside, Disodium EDTA, Hydrogenated Polyisobutene, Capryloyl Salicylic Acid, Betaine Salicylate, Gluconolactone, Hydrogenated Lecithin, Butylene Glycol, Sodium Palmitoyl Sarcosinate, Glucose, Tocopherol, Anemarrhena Asphodeloides Root Extract





□ Product Information

You can enjoy 5 types of CELENUS Calming Us

Selenus Artemisia Calming Us Mini Kit

Category	Content				
product configuration	Artemisia Calming Us Mini kit (Cleansing Foam, Toner, Ampoule, Water Cream, Repair Balm)				
Volume	Cleansing Foam	Toner	Ampoule	Water Cream	Repair Balm
	30ml / 1.01 fl.oz.	20ml / 0.67 fl.oz.	5ml / 0.17 fl.oz.	15g / 0.52 fl.oz.	15g / 0.52 fl.oz.
Size	235*155*30mm / 200g				

□ Mini Kit



It is loved in various countries such as the United States and Vietnam for various usage methods such as gifts and travel.



□ Primary patch test

Primary patch test : Low irritation range

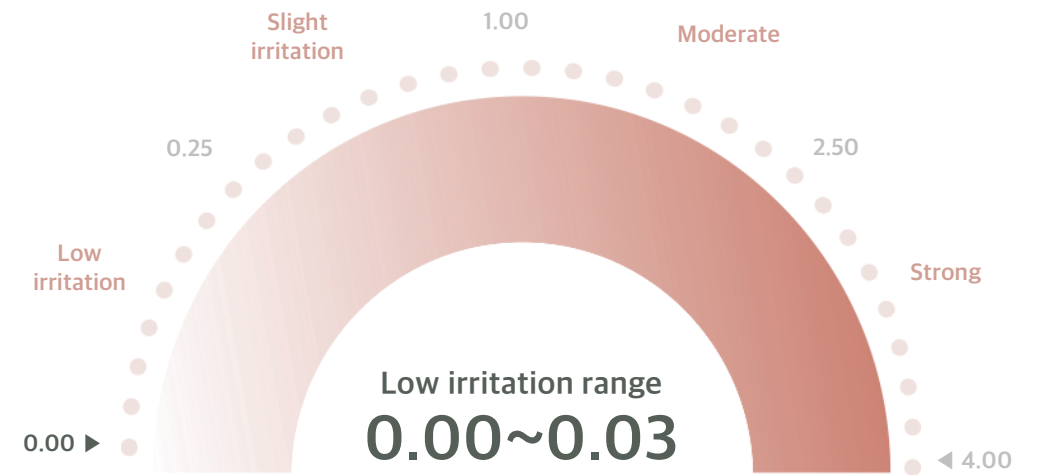
Research Institution : OATC Skin Clinical Trial Center

Research period : 2021.09.01 ~ 2021.09.03

Research subject : 33 Korean men and women aged 20 to 60 years

Research Results : 'SELENUS ARTEMISIA CALMING US 5 types' determined that it is a product lies within a low irritation range.

Product name	Skin irritation index	Skin irritation detected
Selenus Artemisia Calming Us Cleansing Foam	0.00	Low irritation range
Product name	Skin irritation index	Skin irritation detected
Selenus Artemisia Calming Us Toner	0.00	Low irritation range
Product name	Skin irritation index	Skin irritation detected
Selenus Artemisia Calming Us Ampoule	0.00	Low irritation range
Product name	Skin irritation index	Skin irritation detected
Selenus Artemisia Calming Us Water Cream	0.03	Low irritation range
Product name	Skin irritation index	Skin irritation detected
Selenus Artemisia Calming Us Repair Balm	0.00	Low irritation range



Selenus Artemisia Calming Us is a non-irritating product that has been tested for five primary irritation parts, and it can be used safely even for sensitive skin.

☐ Moisture calming test

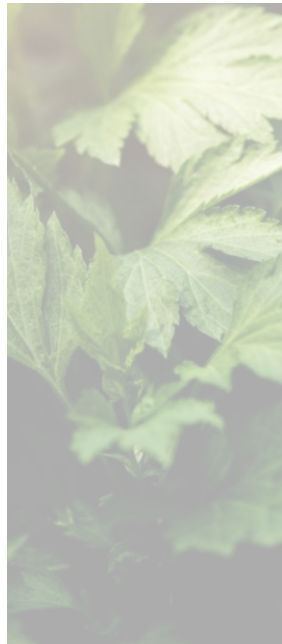
Evaluation in the skin soothing effect and improvement of skin hydration

Research Institution : OATC Skin Clinical Trial Center

Research period : 2021.10.05 ~ 2021.11.02

Research subject : A Korean Adult female aged between 20 to 60 years old

Research Results : Considered to help for skin soothing effect and improvement of skin hydration

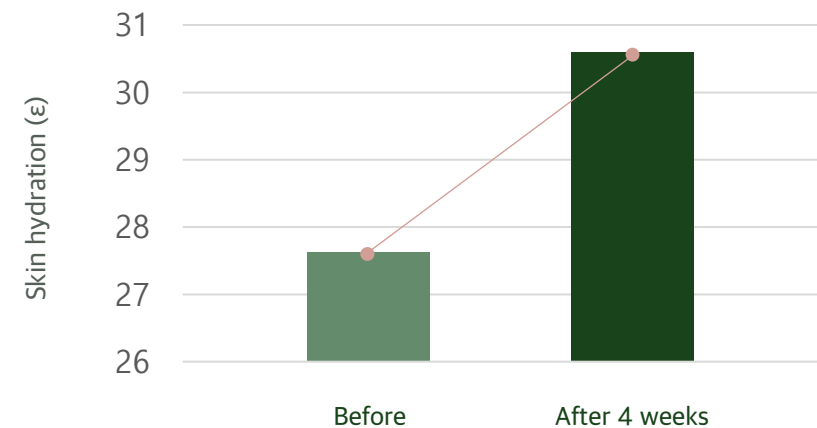
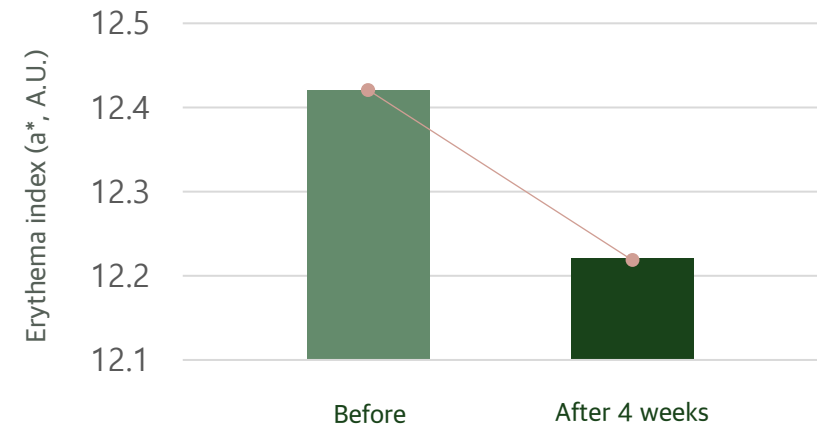


Investigational product	Soothing effect	Moisturizing
Selenus Artemisia Calming Us Toner	Erythema index ↓	Skin hydration ↑

Investigational product	Soothing effect	Moisturizing
Selenus Artemisia Calming Us Ampoule	Erythema index ↓	Skin hydration ↑

Investigational product	Soothing effect	Moisturizing
Selenus Artemisia Calming Us Water Cream	Erythema index ↓	Skin hydration ↑

Investigational product	Soothing effect	Moisturizing
Selenus Artemisia Calming Us Repair Balm	Erythema index ↓	Skin hydration ↑



Export

Distribution Status

Entered 13 Platforms in 9 Countries

Korea

selenus

Official online Shopping Mall



NAVER

Smart Store



Beauty Play



TJ MART

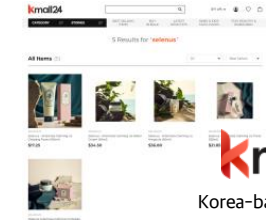
U.S.A



amazon



ebay



kmall24

Korea-based online store

Vietnam

Shopee

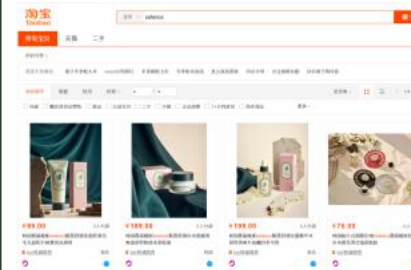


PROMK



China

淘宝网
Taobao.com



Singapore



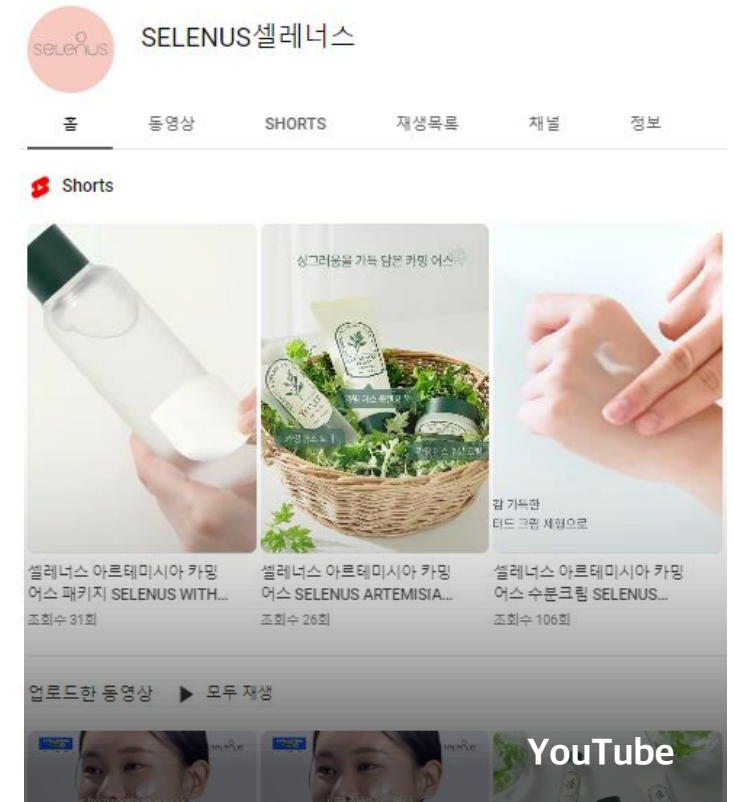
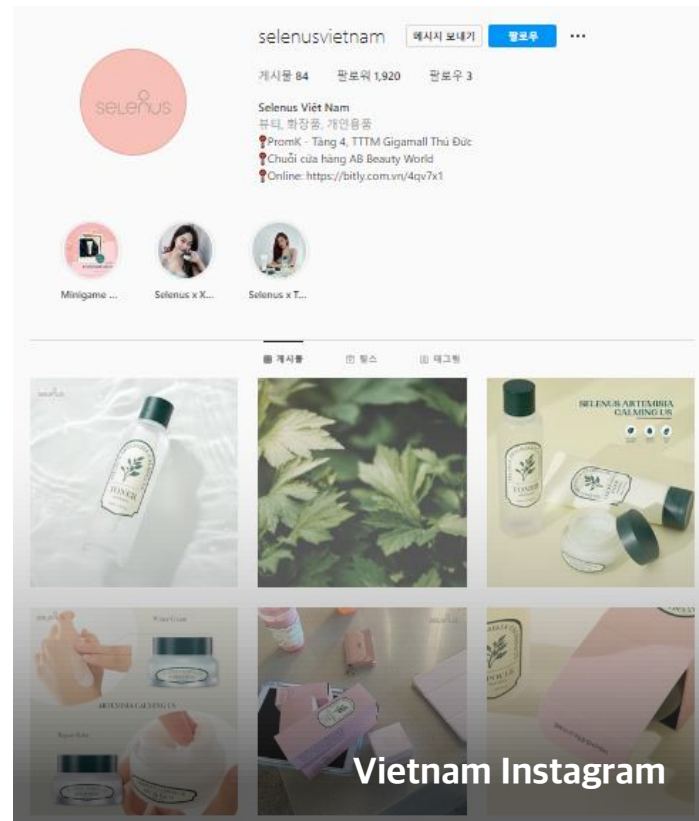
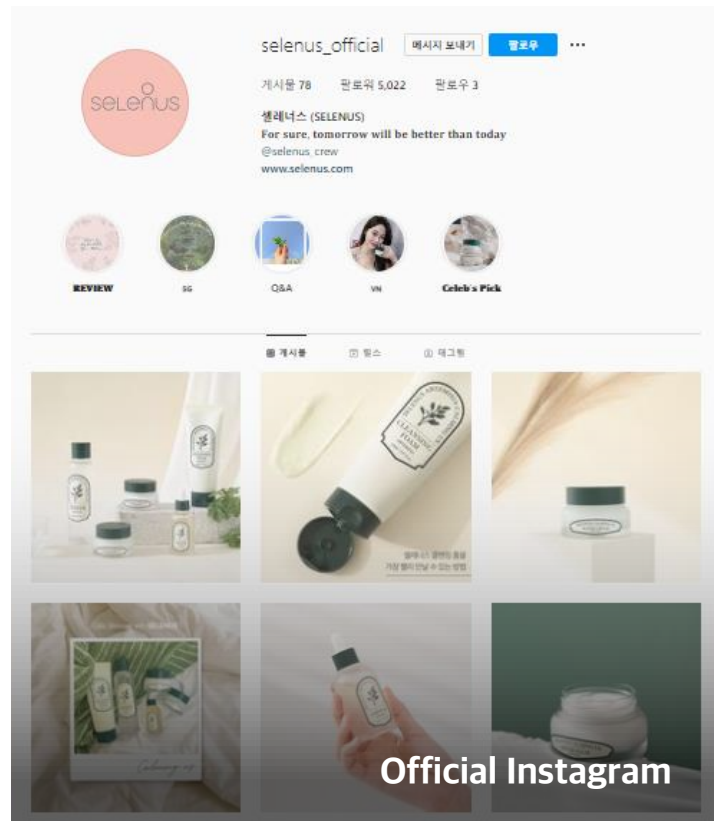
ABX Online Shopping Mall



□ SNS channel

Continuous communication with consumers through SNS

Selenus has an Instagram account and a YouTube channel. Through this, we build a brand image by continuously communicating with consumers, receiving feedback, striving for product development, further uploading posts and introducing products.



□ Company Certificate

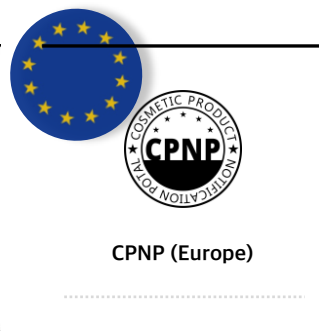
Certificate



FDA (USA)



VFDA (Vietnam)



CPNP (Europe)



Germany DermaTest



EAC (Russia)



BPOM (Indonesia)



IOS 9001

In progress



NMPA (China)



IOR / ACP (Japan)



Vegan Society

Intellectual property



Patent Registration

Manufacturing method of compressed mask packs with improved moisture



Patent Registration

Manufacturing method of Cosmetics components containing Illite extracts as valid ingredients

Madrid trademark registration



□ Package Design



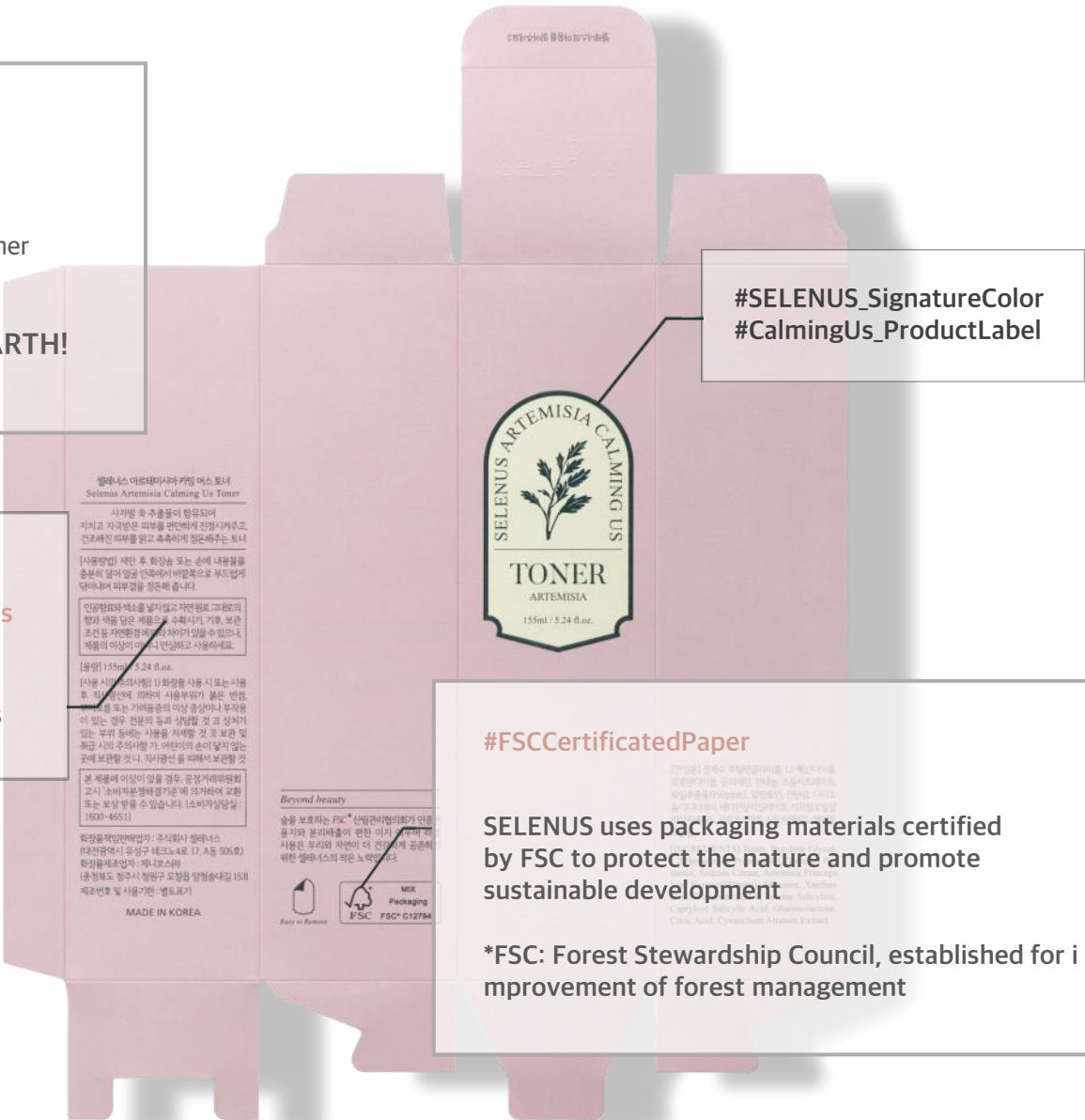
#EasyToDetachLabel
#Container_Simplifying

Detach the label and wash the container when separating the waste

Let's take action to save the EARTH!

#ZEROSyntheticColors
#ZEROSyntheticFragrances

Contains only natural ingredients for all skin types



#SELENUS_SignatureColor
#CalmingUs_ProductLabel

#FSCCertificatedPaper

SELENUS uses packaging materials certified by FSC to protect the nature and promote sustainable development

*FSC: Forest Stewardship Council, established for improvement of forest management

□ Package Design



Please find SELENUS's warm regards with the image of Artemisia

#BrandStory

#Basic

SELENUS sticks to the basic, seeking better ingredients from the nature itself

#Beyond

SELENUS realizes the value beyond beauty
SELENUS moves forward to make sustainable environment

Cut along the lines and open the package, you can see how much SELENUS cares about the package design from inside out

#MainIngredient

#Artemisia

#GanghwaArtemisia

SELENUS sends the message to introduce Artemisia, the main ingredient chosen by SELENUS

Price List(\$)

Exchange Rate : 1,100 KRW / 1 USD

	HS CODE	Size	Consumer Price(\$)	Supply Price(FOB)(\$)	Expiration Date	Code number
Selenus Artemisia Calming Us Cleansing Foam	3304.99.1000	55*45*176mm 195g	\$13.00	\$5.20	2021-08-09 / 2024-02-08 (30 months)	8809819030008
Selenus Artemisia Calming Us Toner	3304.99.1000	48*47*171mm 265g	\$17.00	\$6.80	2021-06-25 / 2023-12-24 (30 months)	8809990188161
Selenus Artemisia Calming Us Ampoule	3304.99.1000	42*42*105mm 115g	\$30.00	\$12.00	2021-07-02 / 2024-01-01 (30 months)	8809990188192
Selenus Artemisia Calming Us Water Cream	3304.99.1000	67*67*49mm 140g	\$29.00	\$11.60	2021-07-02 / 2024-01-01 (30 months)	8809990188178
Selenus Artemisia Calming Us Repair Balm	3304.99.1000	67*67*49mm 140g	\$32.00	\$12.80	2021-07-02 / 2024-01-01 (30 months)	8809990188185
Selenus Artemisia Calming Us Mini Kit	3304.99.1000	235*155*30mm 200g	\$17.00	\$6.80	2022-08-05 / 2025-02-04 (30months)	8809819030015

Packing Size

mm / ea / inbox / outbox / kg

	Inbox Size	Inbox Qty	Outbox Size	Outbox Qty	Outbox Wt.
Selenus Artemisia Calming Us Cleansing Foam	235*235*186	20ea/inbox	490*490*210	4inbox/outbox 80ea/outbox	17.00kg/outbox
Selenus Artemisia Calming Us Toner	260*210*181	20ea/inbox	440*280*385	4inbox/outbox 80ea/outbox	22.50kg/outbox
Selenus Artemisia Calming Us Ampoule	225*182*116	20ea/inbox	470*385*225	8inbox/outbox 160ea/outbox	20.10kg/outbox
Selenus Artemisia Calming Us Water Cream	350*210*110	30ea/inbox	440*370*245	4inbox/outbox 120ea/outbox	18.40kg/outbox
Selenus Artemisia Calming Us Repair Balm	350*210*110	30ea/inbox	440*370*245	4inbox/outbox 120ea/outbox	18.40kg/outbox

□ Ingredients

Ingredients

Selenus Artemisia Calming Us Cleansing Foam

Water, Sodium Cocoyl Isethionate, Glycerin, Lauryl Betaine, Sodium Methyl Cocoyl Taurate, Sodium Chloride, Panthenol, Potassium Cocoyl Glycinate, Polyglyceryl-3 Methylglucose Distearate, Cetearyl Alcohol, Glycol Distearate, Alcohol, Potassium Benzoate, Glyceryl Stearate, Beeswax, Sorbitan Oliviate, Citric Acid, Caprylyl Glycol, Coconut Acid, Artemisia Princeps Leaf Extract, Artemisia Capillaris Powder, Polyquaternium-67, Disodium EDTA, Sodium Methyltaurate, Melia Azadirachta Leaf Extract, Melia Azadirachta Flower Extract, Butylene Glycol, 1,2-Hexanediol, Betaine Salicylate, Gluconolactone, Capryloyl Salicylic Acid

Selenus Artemisia Calming Us Toner

Water, Butylene Glycol, 1,2-Hexanediol, Propanediol, Glycerin, Panthenol, Sodium Citrate, Artemisia Princeps Leaf Extract, Allantoin, Xanthan Gum, Disodium EDTA, Betaine Salicylate, Capryloyl Salicylic Acid, Gluconolactone, Citric Acid, Cynanchum Atratum Extract

Selenus Artemisia Calming Us Ampoule

Artemisia Princeps Leaf Extract, Water, Glycerin, Glycereth-26, Butylene Glycol, 1,2-Hexanediol, Dipropylene Glycol, Propanediol, Glyceryl Acrylate/Acrylic Acid Copolymer, Xanthan Gum, Panthenol, Disodium EDTA, Capryloyl Salicylic Acid, Gluconolactone, Betaine Salicylate, Melaleuca Alternifolia (Tea Tree) Extract, Sodium Hyaluronate, Rosmarinus Officinalis (Rosemary) Extract, Lavandula Angustifolia (Lavender) Extract, Ocimum Basilicum (Basil) Leaf Extract, Pyrus Malus (Apple) Fruit Water, Anthemis Nobilis Flower Extract, Houttuynia Cordata Extract, Foeniculum Vulgare (Fennel) Seed Extract, Cynanchum Atratum Extract

Selenus Artemisia Calming Us Water Cream

Water, Glycerin, Dipropylene Glycol, Propanediol, 1,2-Hexanediol, 2,3-Butanediol, Hydrogenated Polydecene, Polymethylsilsesquioxane, Caprylic/Capric Triglyceride, Artemisia Princeps Leaf Extract, Tromethamine, Carbomer, Cetearyl Oliviate, Sorbitan Oliviate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Panthenol, Sodium Polyacryloyldimethyl Taurate, Disodium EDTA, Butylene Glycol, Melia Azadirachta Leaf Extract, Melia Azadirachta Flower Extract, Gluconolactone, Betaine Salicylate, Capryloyl Salicylic Acid, Cynanchum Atratum Extract

Selenus Artemisia Calming Us Repair Balm

Water, 2,3-Butanediol, Glycerin, Phenyl Trimethicone, 1,2-Hexanediol, Hydrogenated Polydecene, Cetearyl Alcohol, Butyrospermum Parkii (Shea) Butter, Trehalose, Ethylhexyl Oliviate, Cetearyl Oliviate, Cetyl Ethylhexanoate, Sorbitan Stearate, Sorbitan Oliviate, Sodium Acrylates Copolymer, Polyglyceryl-4 Oleate, Tromethamine, Theobroma Cacao (Cocoa) Seed Butter, Mangifera Indica (Mango) Seed Butter, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Astrocaryum Murumuru Seed Butter, Theobroma Grandiflorum Seed Butter, Panax Ginseng Extract, Artemisia Princeps Leaf Extract, Cetearyl Glucoside, Disodium EDTA, Hydrogenated Polyisobutene, Capryloyl Salicylic Acid, Betaine Salicylate, Gluconolactone, Hydrogenated Lecithin, Butylene Glycol, Sodium Palmitoyl Sarcosinate, Glucose, Tocopherol, Anemarrhena Asphodeloides Root Extract



SELENUS ARTEMISIA CALMING US

|
For sure, tomorrow will be better than today :)

