

eZn

Dr. BokGoo

1 What is eZn?



eZn is an innovative D-I-Y hair brand that aims to “Bring quality salon care experience to you home”

2 What is Dr. BokGoo

The only solution for damaged hair



BokGoo means “Recovery” in Korean. Thus, Dr. Recovery product is developed to offer excellent care for damaged hair.

eZn Dr. BokGoo

Features



	Dr. BokGoo Rx-Plex No.1: Damage Prevention Ampoule	Dr. BokGoo Rx-Plex No.2: Damage After-Care Treatment	Dr. BokGoo Magnetic Color Shampoo
Volume (Weight)	24ml	50ml, 250ml	350g
Effects	provides shine and softness to your hair even after hair coloring/bleaching	When hair dying/bleaching, use with RX-Plex No. 1 and it will result in great synergy that treats your hair damage.	With Rx-Plex No.1 technology, it connects the broken bond in hair and replenishes the lost protein on the surface of hair to restore healthy hair
Uniqueness	New type of ampoule that you mix with hair dye and hair bleach.	Provided lipid (18-MEA) to the damaged, hair and promotes overall wellness of your hair condition.	Cystine Bis-Sebum-Propylsilanetriol, 18-MEA, Moringa seed extract, 17 hair-like amino acids, 10 vegetable oils

eZn Dr.BokGoo Rx-Plex

No. 1, No. 2, and Perfect Set



Dr. BokGoo Rx-Plex No.1

Dr. BokGoo Rx-Plex No.2

Dr. BokGoo Rx-Plex Perfect Set



How to use (mix with hair dye/bleach)

Dr. BokGoo RX-Plex No.1 Damage Prevention

STEP 1



Take the Dr. BokGoo Rx Plex No.1 on the side of the container, there is a volume metrics (4ml, 8ml, 12ml, 16ml, and 20 ml)

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STEP 2



If you wish to mix with 1 box of hair dye/bleach, squeeze out 4ml of Rx Plex into the hair dye and mix the solution together before hair coloring!

How to use

Dr. BokGoo RX-Plex No.2 Damage After Care

STEP 1



After hair coloring bleaching, Rinse the hair with water Then dry your hair.

>>

STEP 2



Apply Rx-Plex No.2 on your hair and leave it on for 10 minutes.
*Make sure put on the hair cap from the inside of box.

>>

STEP 3



Rinse off Rx-Plex No.2, then use shampoo and conditioner to finish!
YOU ALL SET!



Magnetic Shampoo

3 Types of Magnetic Shampoo

Depends on purpose

Yellow Out >>



Complementing care: When you want to remove the yellowish shade after bleaching, it helps keep your hair stylish

Rose Care >>



Complementing care: It restores the stylish grayish color in hair that's colored gray, ash blue, and beige by killing the greenish shade.

Color care: Helps keep high-maintenance colors such as ash rose and ash pink for a long time

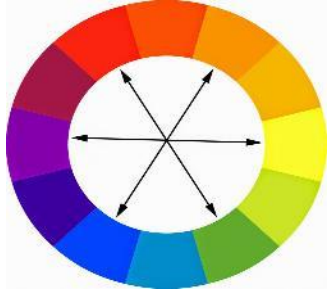
Gray Care >>



Helps keep high-maintenance colors such as gray shades for a long time

Key Features of Magnetic Shampoo

Hair caring and coloring at the same time



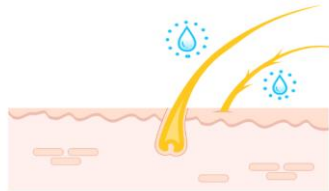
> Complementary Color Care

>

Dr. BokGoo is the solution of hair care after hair-dyeing and bleaching. Since they have opposite characteristics, mixing them will create an ash gray color

컬러와 모발케어를 한 번에!

시스틴비스-피지 프로필실란트리올
모발 건강 개선에 도움



> Coloring and hair care at once

>

Cystine Bis-Sebum Propylsilanetriol helps improve the health of hair



> No stain on skin

>

It has considerably less staining under the nail and skin compared to other shampoos

How to use

Dr. BokGoo RX-Plex No.2 Damage After Care

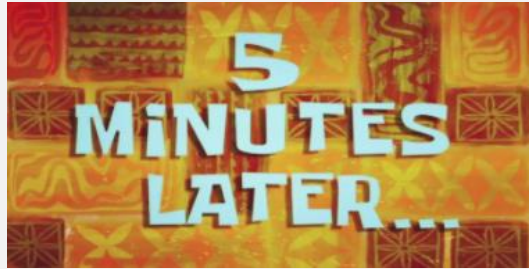
STEP 1



After thoroughly wetting hair with water, apply from the roots to the tips.

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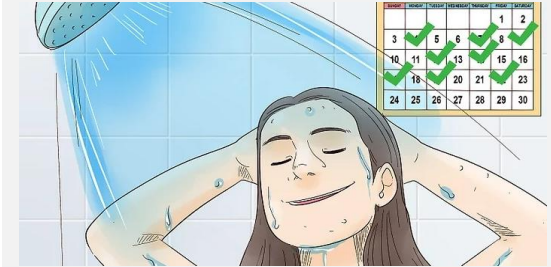
STEP 2



After lathering sufficiently, leave it on for 5 minutes and rinse thoroughly with lukewarm water

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STEP 3



Use 2-3 times a week for effective purple/color care

4 Competitors

"Dr. BokGoo"

VS.

"Competitor"

Dr. BokGoo Magnetic Color Shampoo

Silver care shampoo ingredients

Premium ingredients: Dr. BokGoo selected only the premium ingredients for the best gray hair care shampoo

What shampoo ingredients are best for gray hair?

Research has long indicated that certain nutritional deficiencies, including copper, can lead to weakened gray hair.

Aside from treating gray hair from the inside out, you also need to look for gentle shampoo ingredients that are most appropriate for this hair type, including:

- violet and blue-violet undertones to help prevent yellowish tones
- silver tone deposits to enhance gray colors
- amino acids to strengthen your hair strands
- plant-based oils for nourishment, such as coconut and argan

- 17 different kinds of amino-acids
- Coconut oil
- Argan tree kernel oil

Especially, amino acids, coconut and Argan oil demonstrate as the best ingredients of silver care shampoo.

Hair Affinity

17 hair-like amino acids and 10 vegetable oils

Amino acids and Natural Ingredients : Dr. BokGoo is high hair affinity product & rich with natural ingredients.

17 hair-like amino acids:
Contains 17 out of 18 amino acids that make up hair

아미노산	사람 모발	양모	사람 피부
Glycine	9.5	5.2	6.0
Alanine	4.0	3.7	-
Valine	4.7	5.0	4.2
Leucine	9.1	7.6	8.3
Isoleucin	2.2	3.1	6.8
Phenylalanine	2.7	3.4	2.8
Proline	3.7	7.3	3.2
Serine	7.6	9.0	16.5
Threonine	7.2	6.6	3.4
Throsine	3.1	6.4	3.4
Aspartic Acid	8.0	6.7	7.2
Glutamic Acid	14.8	15.0	12.3
Arginine	9.6	10.5	8.8
Lysine	2.6	2.8	5.1
Histidine	0.9	0.9	1.2
Tryptophan	0.7	2.1	1.1
Cysteine	16.0	11.3	3.1
Methionine	1.0	0.7	1.8

10 vegetable oils: Supplies nutrition, shine, and protection to hair



Jojoba seed oil



Olive oil



Avocado oil



Camellia seed oil



Perilla oil



Meadowfoam seed oil



Coconut palm oil



Sweet almond oil



Rice germ oil



Argan tree kernel oil

Magnetic color shampoo competitors

Silver care shampoo from the Netherland



- Andrelon Zilver Care Shampoo



- Dove Silver care Shampoo



- Maria nila Silver care shampoo

- 'Andreton' is leading brand on hair care products in Netherland
- 'Dove' is one of the global companies at personal care.
- 'Maria nila' is 100% vegan haircare brand that produced in Sweden.

Competitor Chart

Silver care shampoo from the Netherland

	Dr. BokGoo Magnetic Color Shampoo	Andreton zilver Care Shampoo	Dove Silver care shampoo	Maria nila Silver care shampoo
Volume	350g	400g	250g	560g
Country of Manufacture	Republic of Korea	Netherland	United States	Sweden
Company	‘Dongsung pharmaceutical company’ is leading D-I-Y hair dyeing in Korean market.	‘Andreton’ is a leading brand on hair care products in Netherland	‘Dove’ is one of the global brand at personal care products	‘Maria nila’ deal with vegan products.
Uniqueness	Magnetic shampoo included premium ingredients such as amino acids or vegetable oils for hair care.	Since the company is leading brand in Netherland, demand from their country is higher than other products.	They are selling with cheaper price than others silver care shampoo.	Vegan and cruelty free haircare products. Therefore, price is more expensive than other brands.

I heard that Color Shampoo provides complementary care, what complementary color is it?

Because complementary colors have opposite properties, mixing the two colors makes it an ash gray.
 (e.g. Questionable color - shampoo to use)
 Rude Yellow - Yellowout Shampoo
 Deteriorated Green Glow - Rose Care Shampoo

Can I use color shampoo only for bleached hair?

Color shampoo only applies to bleached hair and dyed hair. After dyeing the color what you want, use it for complementary work or for color maintenance

Can I use color shampoo every day?

If you use it every day, the color of your original hair can be darker because it is colored every day. Therefore, I recommend you to use it 2~3 times a week with regular shampoo and if you think the color is too dark, reduce the frequency of use to 1~2 times a week to help you maintain your original hair color.

Can I use a conditioner or treatment after using the color shampoo?

eZn recommend using a shampoo, conditioner, and treatment for eZn Magnetic Color Shampoo.
 In particular, 'eZn Rx-Plex No.2 Treatment' is a special prescription treatment for hair dyeing and bleaching hair, which provides keratin protein and hair-like lipids to make your hair healthy."

Please recommend me which shampoo I should use for each hair color.

"Information on shampoo for each color you want to maintain
 *() ratio of parentheses"
 Ash blue, ash gray. - Grey care shampoo.
 Ash Beige - Gray Care Shampoo
 Ash Rose, Damask Rose - Rose Care Shampoo
 Ash Lavender - Rose Care Shampoo: Gray Care Shampoo (1:1)
 Truffle Mushroom Blonde - Rose Care Shampoo: Gray Care Shampoo (1:1)"



Thanks!

**For further brand inquiries,
please contact njs28@ds-pharm.co.kr**