

ATOMY  
ABSOLUTE

Stop the time of your skin with CellActive™ Absolute  
**Atomy Absolute CellActive™ Skincare**



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Absolute Story

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## The core essence of Evolutionary dermatology Science on Absolute

Absolute is 'The core essence of evolutionary dermatology science' brought on by Atomy with years of additional research on top of skincare 6 system that revolutionized the history of skin care.

## **Absolute dermatology science proclaims 'the era of younger looking skin'**

Makes skin more beautiful and gives vitality and elasticity

### **The core essence of revolutionary derma-science**

Absolute is 'the core essence of evolutionary derma-science' brought on by Atomy with years of additional research on top of skincare 6 system that revolutionized the history of skin care

### **The 6 key technologies of Absolute dermatology science**

Absolute was created with 4 upgrades from existing key pieces of Atomy skincare technology, in addition to 2 more outstanding technologies

### **Absolute dermatology science starts from the base**

Absolute dermatology science added 'tocopherol' and 'catechin' to moisturizing green tea water to get premium 'green tea essential water'

### **Dignified fragrance of tuberose**

Absolute is accompanied by the mysterious fragrance of tuberose



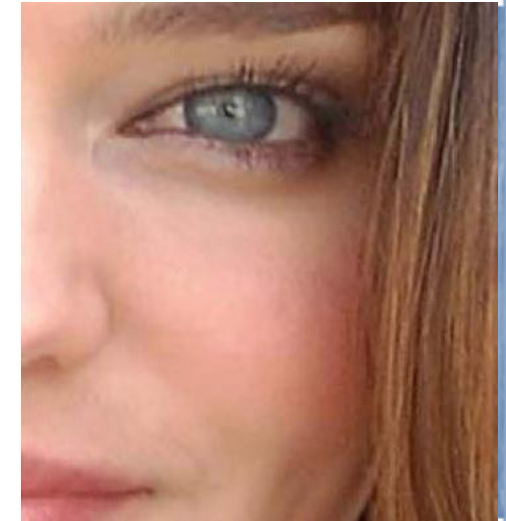
## NEW-AGING TREND

## Goal of De-aging



- 1. Stop the time of the skin**
- 2. Take care of already aged skin**

“How to maintain youthful skin and how to take care of already aged skin are the points!”

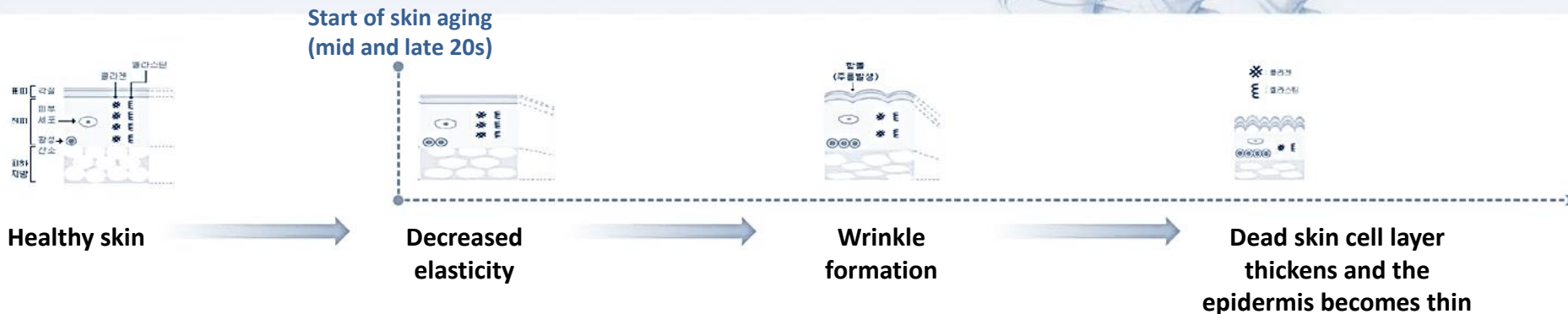


## NEW-AGING TREND

# Prevent aging of skin: Early de-aging is important

Prevention is better than waiting for wrinkles to form.

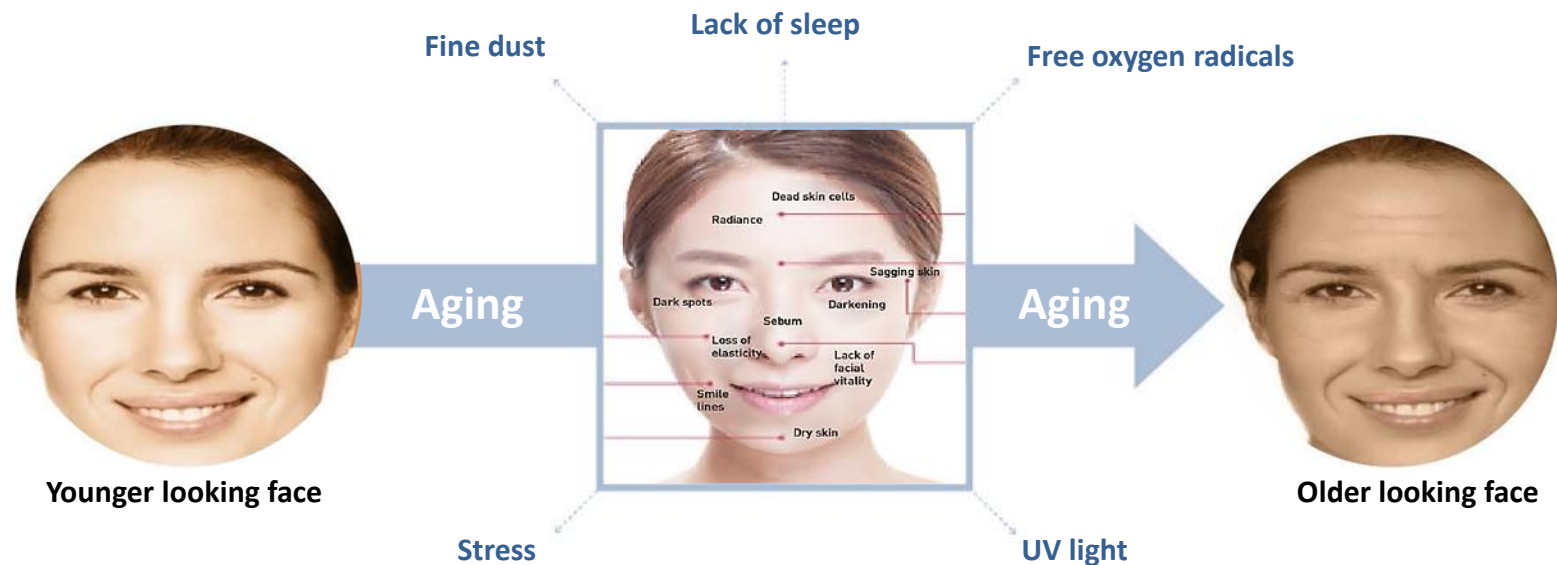
Proactive action must be taken against aging by starting anti-aging care from mid-late 20s when skin starts to age, because once wrinkles form it is very hard to recover



## NEW-AGING TREND

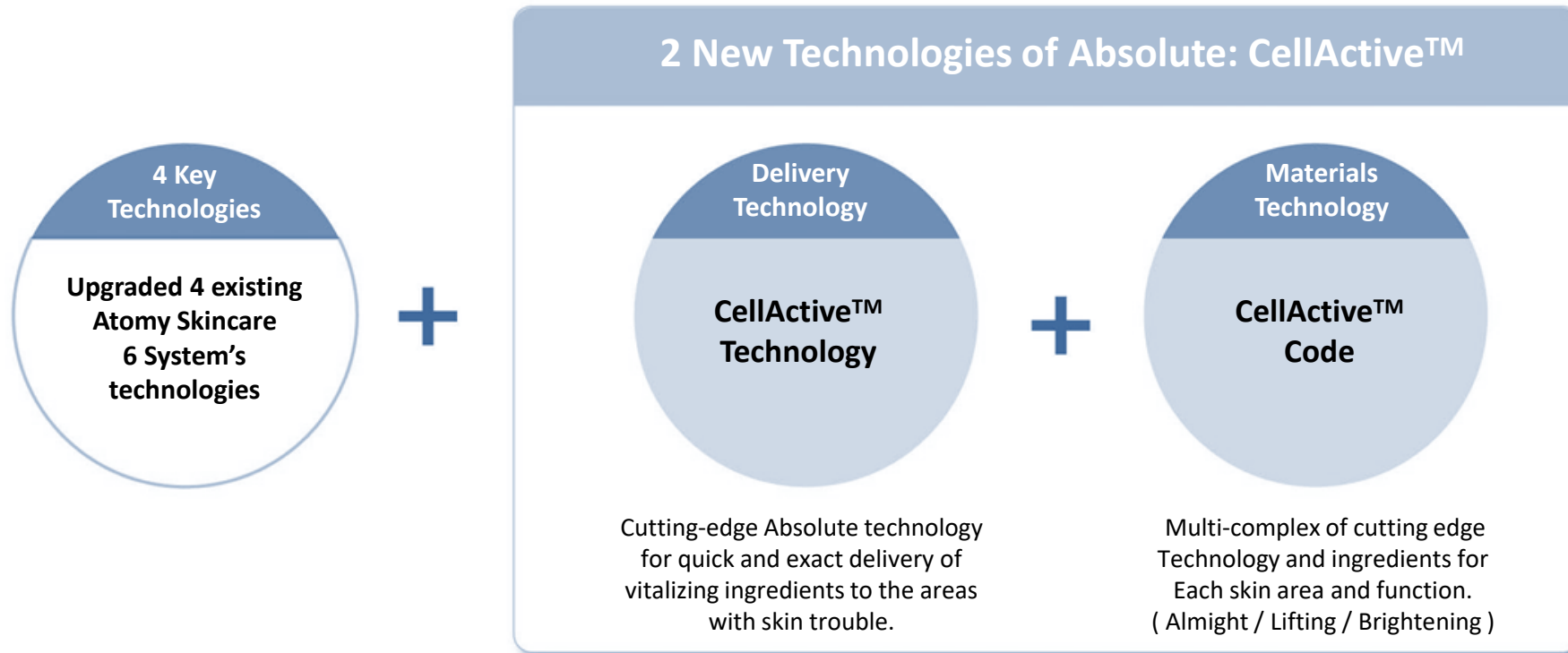
### Treatment for aged skin: **Intensive de-aging**

As time goes, deepening wrinkles, decreasing elasticity,  
And so many factors contributing to darkening...  
Just using an 'anti-wrinkle, whitening' product is not enough.



## Atomy Absolute CellActive™ Skincare Set

# How to achieve de-aging? Perfection with 6 Key Technologies of Absolute!



# Atomy Absolute CellActive™ Skincare Set

## 'Atomy 6 System' 4 Key Technologies

### 1. High Purity Refinement Technology

녹차 건조 잎 (Dried green tea leaves) → 녹차 생잎 (Fresh green tea leaves) → 색도 개선 전 (건조잎을 추출한 갈색 액상) (Before color improvement: brown liquid extracted from dried leaves) → 색도 개선 후 (고순도 정제 기술을 적용한 맑은 액상) (After color improvement: clear liquid using high-purity purification technology)

색도 개선 전제품 (Before color improvement product) → 색도 개선 후제품 (After color improvement product)

Technology to reduce Green tea oxidants and Concentrate active ingredients

### 2. Fresh Biotechnology

State before extraction (Before extraction) → State after extraction (After extraction) → Extracted state (Extracted state) → Extracted state (Extracted state)

Unique technology to extract active ingredients from fresh herbs. High-concentrated, high-content active ingredients are extracted by picking and processing fresh herbs on the same day.

### 3. Fermentation Technology

등롱이쥬 (Donglongiju) + 상황버섯 (Shanghuangbeshi) > 상황등롱이쥬 (Shanghuangdonglongiju)

현미잡쌀 (Hyunmijapsal) + 상황버섯 (Shanghuangbeshi) > 상황잡쌀 (Shanghuangjapsal)

Fine decomposition of active ingredients using enzymes  
From microorganisms: Improved Skin Absorption.

### 4. Multi-Liquid-Crystal Capsule Technology Upgrade ↑

Lipid stabilization  
Soothing actives  
Oil-soluble actives

Composition & Structure

- ceramide
- cholesterol
- fatty acid
- phospholipid

Similar-to-phospholipids ingredients for stable collection of active ingredients. Improved delivery power of active ingredients.

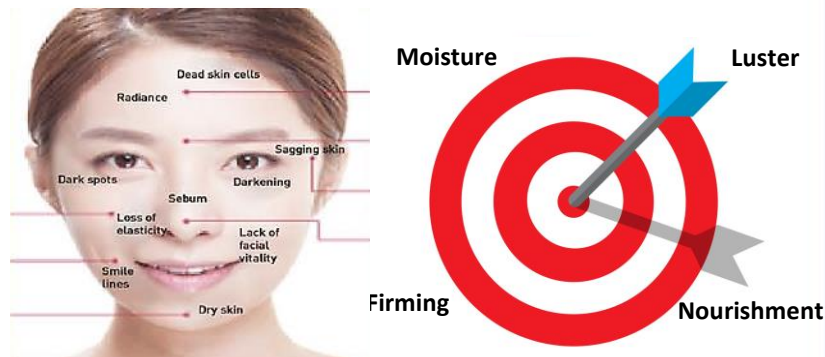
Formulation Technology Upgrade for Premium Products

## Atomy Absolute CellActive™ Skincare Set: Core Technology - CellActive™

# Core Technology of Absolute Dermatology Science CellActive™

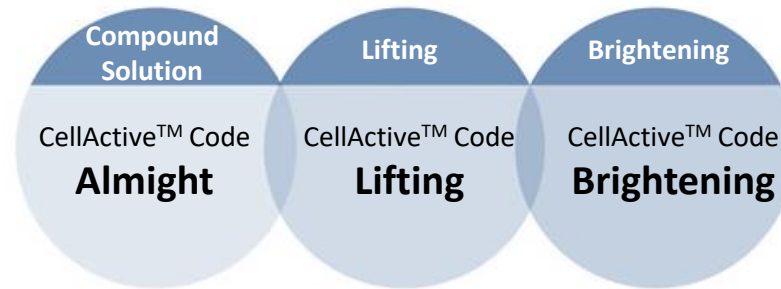
### 1. CellActive™ Technology

Cutting-edge technology for quick and exact delivery of vitalizing active ingredients to the area with skin trouble



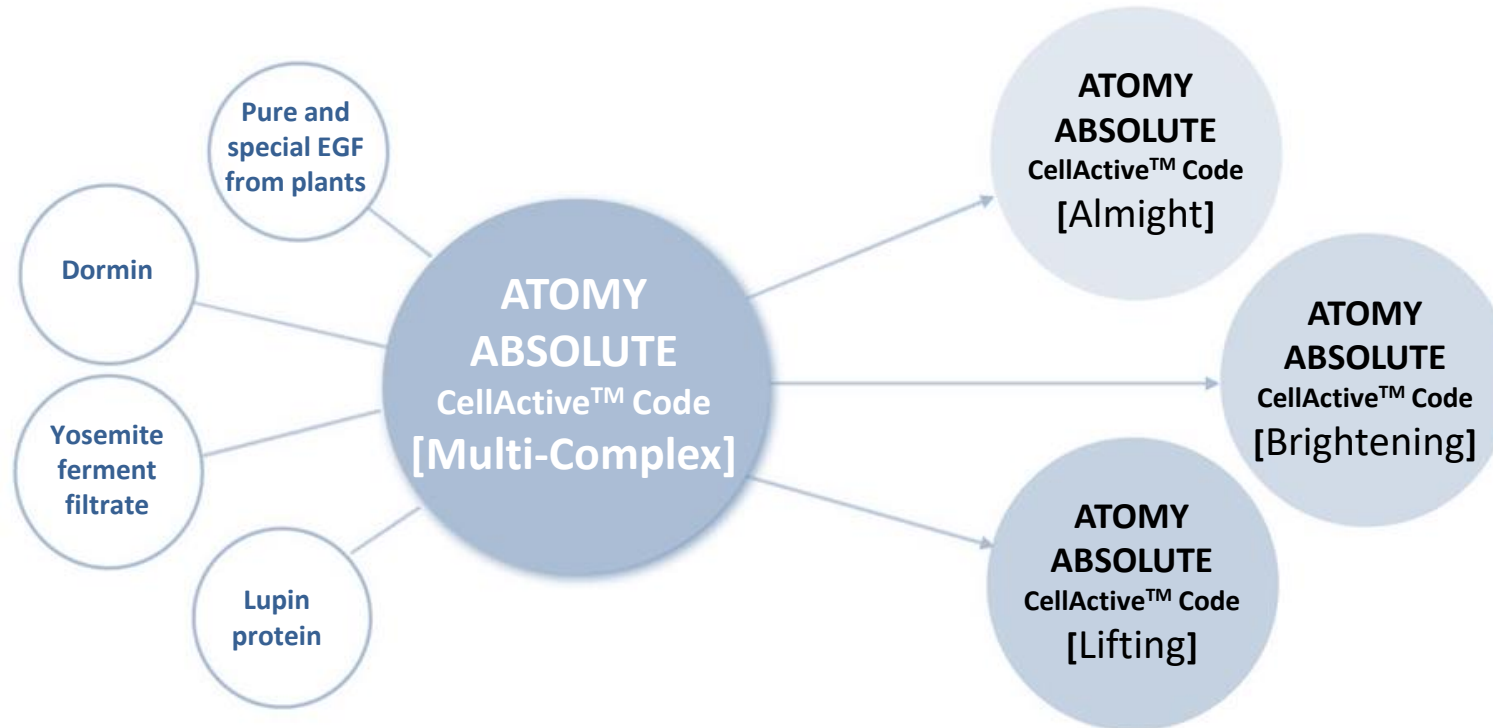
### 2. CellActive™ Code

Atomy's material technology that mixes precious ingredients at the optimal ratio to maximize effectiveness



## Atomy Absolute CellActive™ Skincare Set: Core Technology - CellActive™

# Atomy Absolute CellActive™ Code



## Atomy Absolute CellActive™ Skincare Set: Core Technology - CellActive™

### Atomy Absolute CellActive™ Code – Core Complex Spec

#### Pure and special EGF from plants

Pure and special EGF [epidermal growth factor] from plants using wild plant system



#### Yosemite Ferment Filtrate

Inspired by the mystery of plants' longevity gene



#### Dormin

Dormin technology that stops the time of the skin using cells' dormancy period



#### Lupin Protein

Protecting bridge DEJ [dermal-epidermal junction], which is the most important in the skin structure

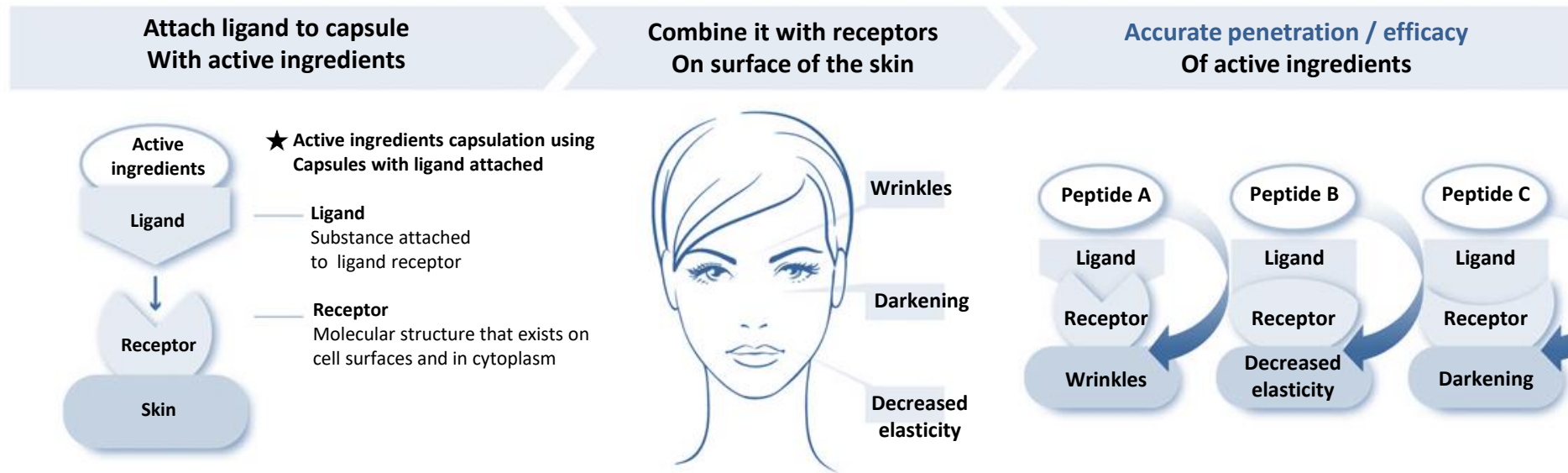


## Atomy Absolute CellActive™ Skincare Set: Core Technology - CellActive™

# CellActive™ Technology

Ligand attached to capsules with active ingredients, leading them to find the area of skin trouble.  
Core technology of CellActive™ for effective skin care by exact and fast delivery and absorption of active ingredients.

### Smart Capsulation Mechanism



# Absolute CellActive™ - Core Technology



CellActive™ Technology

+

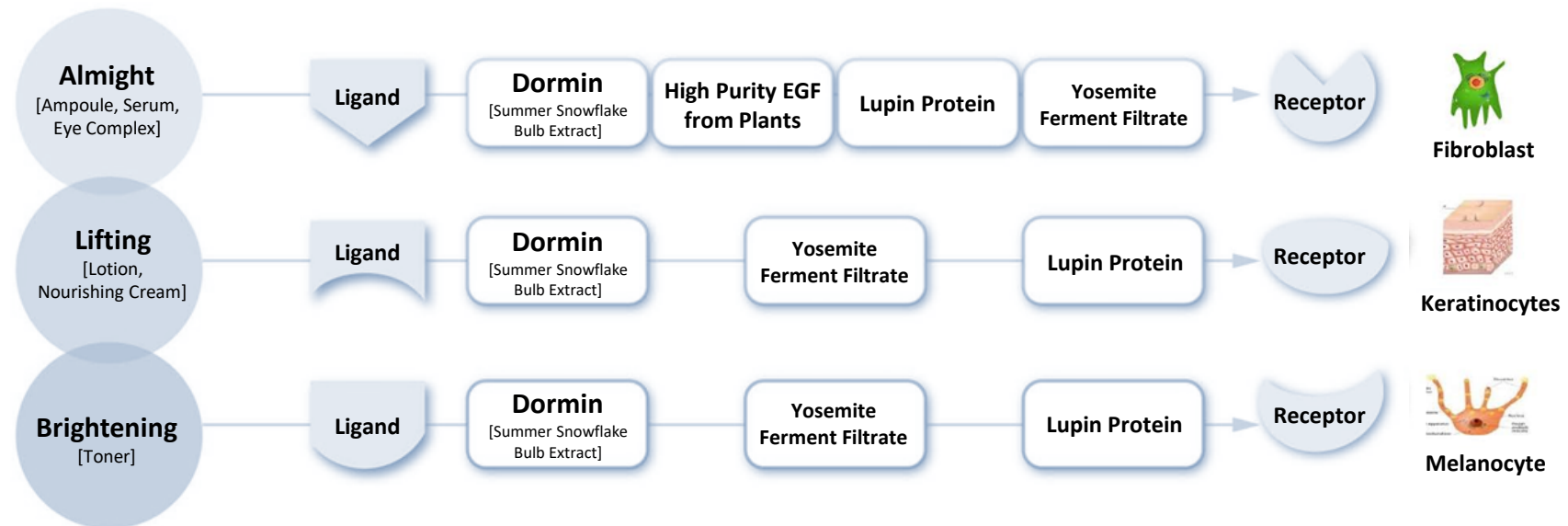
CellActive™ Code

## Atomy Absolute CellActive™ Skincare Set: Core Technology - CellActive™

# CellActive™ Technology + CellActive™ Code

Absolute enables exact delivery of CellActive™ Code, which is the optimal ratio of active ingredients for each skin trouble, using CellActive™ Technology so it can arrive at the problematic cell quickly and effectively.

### CellActive™ Core Technology



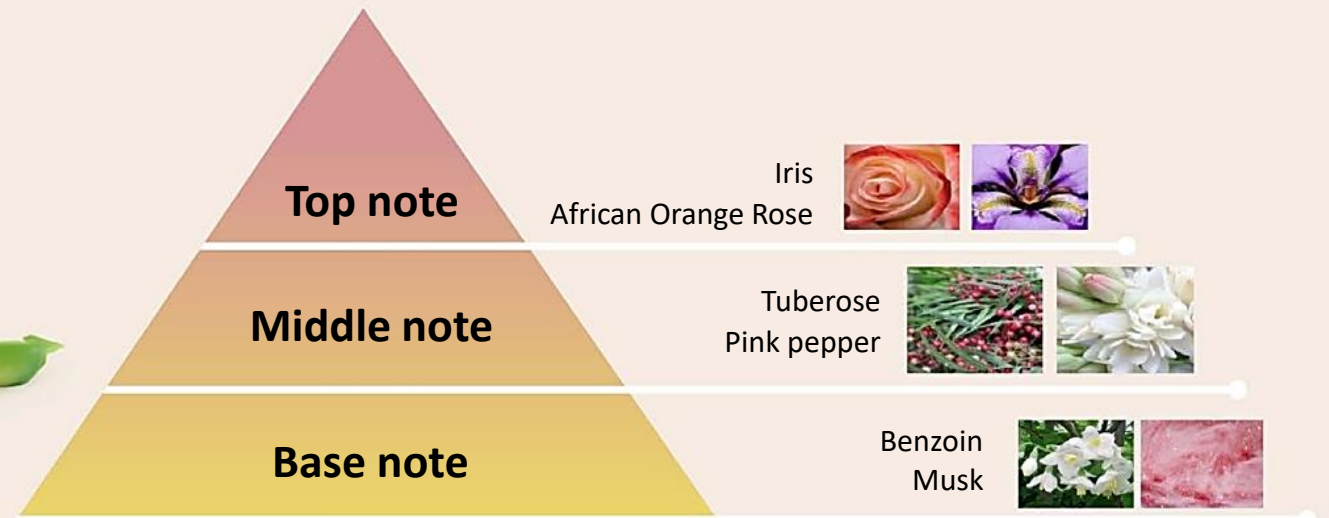
Fragrance

# Fragrance

## Olfactive Family : FLORAL

### Fragrance of Tuberose Symbolizing Fatal Beauty and Sweet Turkish Rose

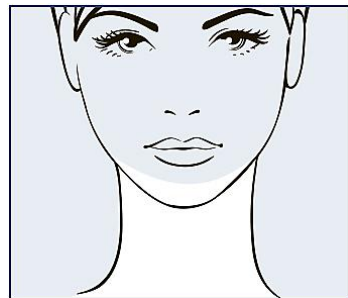
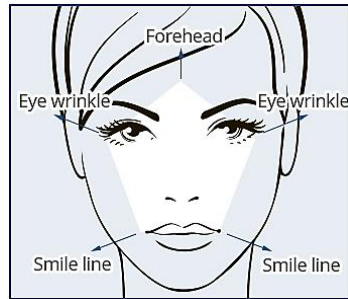
Tuberose and rose bouquet gives off Sweet and refreshing scent as well as That of vanilla and gives the feeling of Musk and powdery iris.



\*The fragrance description is not related to the actual ingredients and only describes the feelings of the fragrance.

## Absolute Zone Care

Intensive skin care zone to reduce visible signs of aging



- Cares the areas that signs of aging appear on
  - Forehead/ Eye wrinkle/ Smile line
  - Makes youthful skin
- 
- Facial skin elasticity starts from the jaw and neck line
  - The elasticity of the neck skin acts as a support that affects the entire facial skin

DERMATEST



Received “Excellent”  
grade from Dermatest, the  
world-renowned German  
Dermatology research  
institute



# Atomy Absolute CellActive™ Skincare

## 6 Product Description

## How to Use: Sequence



# Atomy Absolute CellActive™ Toner

Premium boosting toner that tidies the basics of skin and  
Helps absorption of the next product

**15% Absolute code - BR**

## Directions



**Apply to the palm of your  
hand, gently spread outward  
and tap to enhance  
absorption**



**When using cotton pads,  
sweep over the face and  
neck, avoiding the eye area**



150mL

# Atomy Absolute CellActive™ Ampoule

High-efficacy all-round ampoule that helps lessen the signs of skin aging by way of focusing the CellActive™ Code for premium de-aging

30% Absolute code - AL

## Directions



Take an appropriate amount with a dropper to the back of your hand or palm



Apply evenly to the face and neck, avoiding the eye area



Use your palm to wrap your face and let it absorb

**Tip: Experience the maximum benefit by using one bottle intensely for one month, the skin's natural turn-over cycle**



Intensive use for 4 weeks adjusting for morning and evening skin turnover cycle!

# Atomy Absolute CellActive™ Ampoule

High-efficacy all-round ampoule that helps lessen the signs of skin aging by way of focusing the CellActive™ Code for premium de-aging

30% Absolute code - AL

## How to use dropper

1



Open it

2



Push the top button to drop the product

3



Push again to absorb the left drops

4



Close

**Caution: Avoid direct contact of the dropper as it may cause contamination**

Intensive use for 4 weeks adjusting for morning and evening skin turnover cycle!



40mL

# Atomy Absolute CellActive™ Serum

Premium concentrated serum that cares for inner elasticity of the skin through micro-emulsion technology

20% Absolute code - AL

## Directions



**Take an appropriate amount to the back of your hand or palm**



**Apply evenly to the face and neck avoiding the eye area**



50mL

# Atomy Absolute CellActive™ Lotion

Awakens the natural strength of the skin with soft adherence

10% Absolute code - LI

## Directions



**Apply evenly to the face and neck**



**When the lotion is almost soaked in, gently pat to enhance absorption**



135mL

# Atomy Absolute CellActive™ Eye-complex

High concentration eye cream that intensively cares for wrinkles and elasticity of the drooping eye area

20% Absolute code - AL

## Directions



Use for the eye area



Apply and dab around the eye area



Use your finger tips to massage gently as you draw circles around the eye area



40mL

# Atomy Absolute CellActive™ Nutrition Cream

Premium nutrition cream that firms up the drooping skin lines from whole face

20% Absolute code - LI

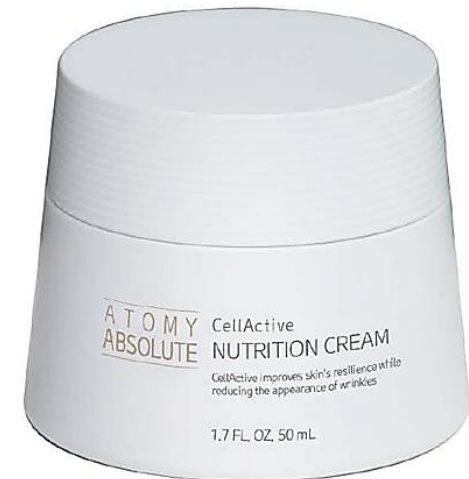
## Directions



**Apply to cheek, chin and forehead and gently spread outward from the center of the face**



**Refer to the Absolute Special Care for massage directions**



50mL

Extraordinary active ingredients with remarkably effective technology!  
The core essence of evolutionary dermatology science!

# Atomy Absolute CellActive™ Skincare

