



Herbal hair care formulated with Asian medicinal ingredients

Atomy Absolute Hair Care

Hair loss
treatment



Boost hair growth with herbs from
Korean medicine and
eliminate safety concerns with
assurance from natural ingredients!

Prevent hair loss, protect your locks, and achieve a
healthy scalp!

Formulated with ample natural ingredients from Chinese
medicine with outstanding benefits for healthy hair and
scalp.

Ultra nourishing formula for healthy, shiny hair!
Safe and gentle care based on natural ingredients!

Developed by combining the powerful effects of natural herbs with modern
science, “Absolute Hair Care” ensures your hair stays healthy while giving you a
boost of confidence!

Atomy Absolute Hair Care

- 1 Rich amount of complex herbal ingredients
- 2 A functional product for hair loss alleviation
- 3 Milder and safer ingredients
- 4 Upgraded for a luxurious texture & experiences

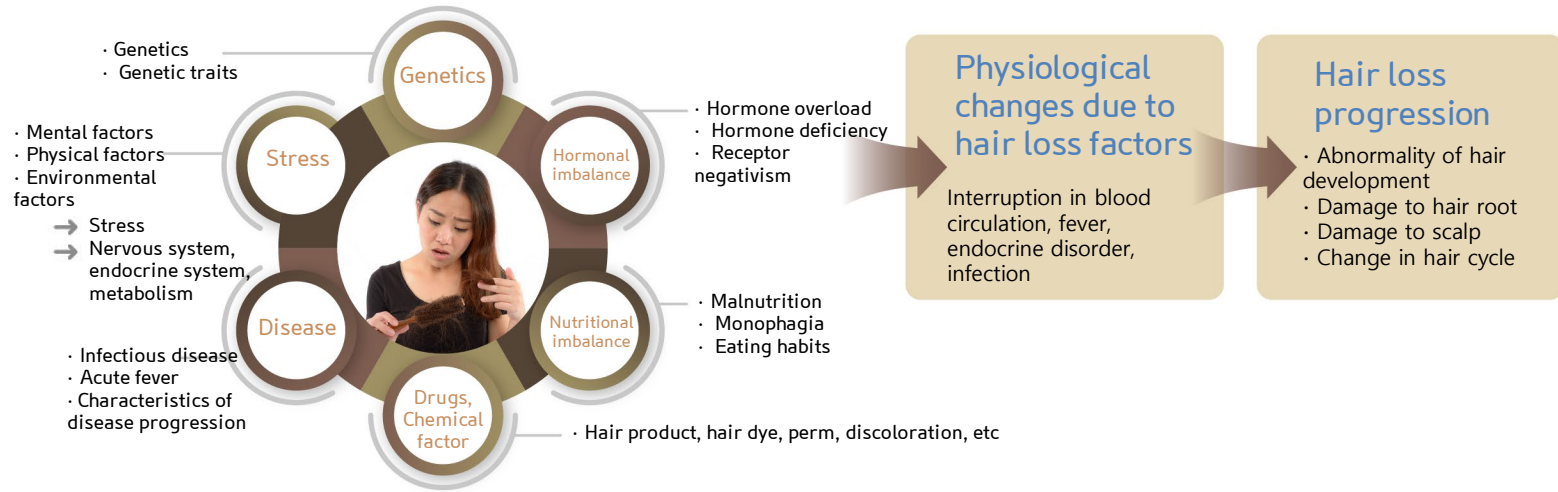
Absolute Hair Care contains ingredients passed down from generations of Chinese medicine to reduce hair loss and keep your locks in excellent condition



PRODUCT INFO

Product Name	Atomy Absolute Shampoo Atomy Absolute Treatment Atomy Absolute Conditioner
Contents (volume)	Shampoo (500ml), Treatment (200ml), Conditioner (500ml)
Key ingredients	Herbal nutrient water, Jinsengmodan, Chrysanthemum, Deep Sea Water(HC72+)
Good for	Hair loss care

“Hair loss in the modern age” is attributable to various causes such as genetic factors, individual lifestyle, external environment, and chemical factors



In order to prevent modern age hair loss and maintain healthy hair, it is important not only to keep your scalp clean, but also to give a daily supply of sufficient nutrients for your scalp and hair!

Prescription to treat hair loss! From natural and safe ingredients to texture and efficacy!

The newer and strengthened Atomy Absolute Hair Care

Previous hair line



Contains Atomy Saengmodan
HGSC Complex

Atomy Absolute Hair Care

- 1 A generous amount of complex herbal ingredients

Herbal nutrient water + Jinsaengmodan
+ Chrysanthemum + Deep Sea Water(HC72+)



- 2 A functional product for hair loss alleviation



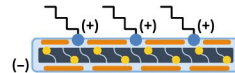
- 3 Milder and safer ingredients

- NO Silicone (Shampoo)



- 4 Upgraded for a luxurious texture

Upgraded texture with unique formative technology



* The contents have not been reviewed under the Cosmetic Act.

This material is intended for member training purposes only and not for advertisement.

More herbs

A generous amount of complex herbal ingredients



1 Herbal Nutrient Water

Herbal water made from condensed angelica roots, powdered cnidium, and peony

→ promote blood circulation and moisturizes the scalp for hair loss restoration effects



*The above information is limited to raw material characteristics.

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A generous amount of complex herbal ingredients

2 眞生毛丹 (Jinsaengmodan)

A substance that maximizes efficacy by applying a traditional method and unique fermentation method to 10 complex herbal ingredients

→ helps remove various harmful factors that cause scalp problems by blocking scalp pores



Hair care exclusive treatment made with 10 complex herbal ingredients extracted from high temperature using traditional herbal decoction methods and unique fermentation methods.



removes various harmful external factors that cause scalp problems by blocking the scalp pores

Hair Protection				
	Greater celandine	Tuber fleeceflower	Chrysanthemum	False daisy
Healthy Scalp				
	Mulberry root	Densefruit dittany	Swertia	
Scalp Care				
	Angelica gigas	Bai zhi	Chinese asparagus	

3 Chrysanthemum

8 kinds of herbal ingredient are extracted by high temperature using traditional herbal decoction method

→ Relieve one of the biggest causes of hair loss – stress! Helps maintain healthy scalp by spreading qi energy and blood to the scalp, which contains a lot of heat, and by improving blood circulation



Traditional prescription alleviates hair loss by the 8 herbal ingredients which were extracted from high temperature using a traditional herbal decoction method

Vitex, asaroum, angelica root, platycladus, false daisy, morus bark, angelica dahurica, chrysanthemum indicum



It has been recorded to treat hair loss symptoms and as a hair care prescription for Empress Dowager Cixi in <Principles and Practice of Eastern Medicine>

"Chrysanthemum is used on hair that is turning yellow and losing shine. It transforms dry and yellow hair to glossy and black hair"

More herbs

A generous amount of complex herbal ingredients

4 Deep Sea Water (HC72+)

An ingredient that strengthens scalp penetration by breaking down 7 medicinal herb ingredients is extracted at a pressure of 10,000 meters below sea level

→ helps prevent hair loss and promote hair growth by boosting blood circulation



False daisy

Hair loss prevention/
blood circulation boost



Back sesame
seed

Healthy scalp/Nutrition
supply for blood
circulation
boost/Healthy hair
growth



Mulberry

Healthy scalp/Scalp
elasticity and healthy
hair/antioxidant for
healthy hair growth



Shrubby sophora

Hair loss
prevention/hair
growth
nutrition/antibacterial



Wilfordi root

Healthy hair
growth/anti-aging hair
loss prevention/thermal
care



Ginger

Hair loss
prevention/
blood circulation
boost



Ginseng

Healthy scalp/Nutrition
supply for blood circulation
boost/Healthy hair growth

Deep sea
ultra high
pressure
extraction

Low molecular
weight



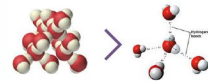
Nano
conversion
of nutrients

Improved skin
penetration



Scientific
experiment
certified

Hair loss prevention,
hair growth



The break of hydrogen bond

Deep Sea Water is an ingredient that strengthens scalp penetration by breaking down 7 medicinal herb ingredients extracted at a pressure of 10,000 meters below sea level

False daisy, back sesame seed, mulberry, shrubby sophora, wilfordi root, ginger, ginseng

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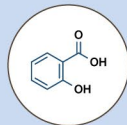
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Key ingredient

Functional ingredients

A combination of functional hair loss alleviation ingredients

Shampoo



SALICYLIC ACID

Deep cleansing, scalp health,
sebum/dead skin cell
exfoliation, antibacterial,
seborrheic trouble care

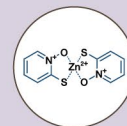
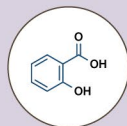
PANTHENOL

Scalp moisturizing,
Scalp relaxing,
Nutrient supplying

MENTHOL

Scalp thermal care,
Refreshing feeling,
Shrinks pores

Treatment, Conditioner



SALICYLIC ACID

Deep cleansing, scalp health,
sebum/dead skin cell
exfoliation, antibacterial,
seborrheic trouble care

PANTHENOL

Scalp moisturizing,
Scalp relaxing,
Nutrient supplying

ZINC PYRITHIONE

Reduces dandruff and
scalp itchiness

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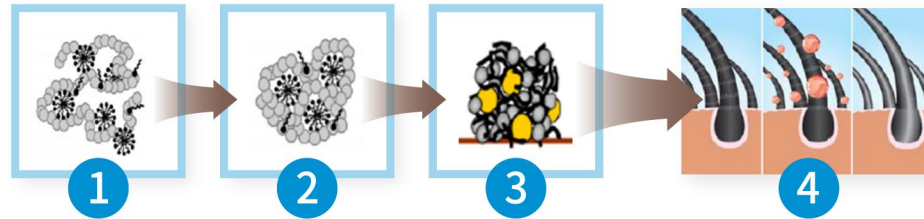
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1 Non-silicon prescription (shampoo)

Cationic polymer stabilization rather than silicone

→ The dilution-deposition system (coacervation) rather than silicon helps deliver nutrients to hair and scalp even after rinsing

COACERVATION (Dilution-Deposition System)



- 1** It combines a natural anion active agent (negative charge) and a cationic polymer (positive charge) to induce a formation of coacervate by electrostatic attraction.
- 2** It keeps the conditioning ingredients, herbal extracts, and functional ingredients for hair loss treatment effective for the scalp within the coacervate
- 3** When the complex (coacervate) is dissolved in the shampoo and diluted to an appropriate concentration, it will precipitate and deposit by the dilution-deposition system
- 4** Moisturizing, conditioning, and nourishing ingredients are absorbed into the hair instead of getting washed away, allowing nutrients to get effectively delivered to hair and scalp for soft, shiny, and beautiful locks without requiring the use of silicon or other harmful ingredients

2 No harmful ingredients (Shampoo/Treatment/Conditioner)

→ Aiming for a body- and eco-friendly product, we have removed harmful ingredients as much as possible such as paraben, MIT/CMIT, triclosan, PEG, and ethanol; safely prescribed under the EWG standard



Safe ingredients based on EWG database

Shampoo

- ✓ SLS and SLES completely removed from the formula.
A combination of natural cleaning ingredients based on ALS and ALES
- ✓ Maximum removal of harmful ingredients; manufactured using only EWG 4-grade safe ingredients

Treatment, Conditioner

- ✓ No SLS and SLES
- ✓ Maximum removal of harmful ingredients; manufactured using only EWG 4-grade safe ingredients



Natural herbal color from malt extract

Natural color from malt extract – safe for scalp and hair

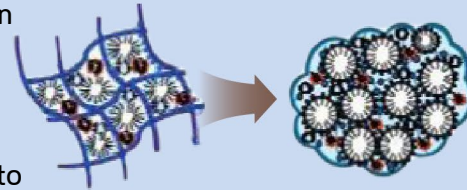


SHAMPOO

MIXED BUBBLE CLEANSING SYSTEM

Rich and dense foam formed by small and large bubbles

- ✓ The sizes of the bubbles are formed differently depending on the combination of the hydrophilic group and the hydrophobic group
- ✓ Large and small bubbles are formed to maintain a layer of rich and dense foam to clean every last strand of hair and scalp
- ✓ It eliminates the unwashed feeling caused by residual waste and prevents hair loss caused by pollutants



TREATMENT

Damaged hair care with natural proteins

- ✔ It includes natural proteins (wheat, corn, soy) and amino acids (baobab seed extract) to quickly repair damaged hair
- ✔ Enhances hair with cationic active agents

CONDITIONER

Perfect conditioning combination

- ✔ Glossy effect from functional silicone + polymer silicon
- ✔ A perfect conditioning with a complex combination of cationic active agents and cationic polymer

Oriental Spicy Balsamic Type Fragrance

Long lasting fragrance without harming the environment

Oriental Spicy Balsamic Type

- TOP : A fresh and refreshing scent of citrus and herbs with a natural charm that brings peace to mind.
- MIDDLE : A rich base Herbal Note carries the gentle scent of jasmine and rose
- BOTTOM : Spicy balsamic scent mixed with musk and a woody fragrance

Eco-friendly fragrance

- Fragrance suitable for the environment: [Environmental Certification Standard EL308:2014 Shampoo/Rinse] Suitable product
- Hazard-free fragrance
 - No new chemical substances used in accordance with the Chemical Substance Registration and Evaluation Act (Act No.13891)
 - C.M.R related substances are not used * Regulation (EC) No1272/2008_CLP Regulation standard
- Fragrance conforming to the 48th guideline of the International Fragrance Association (IFRA)

Long lasting scent

- The long lasting scent is attributed to the reverberation scent enhancement technology
 - Uses fragrance, which is slow to dissolve in water (high Clog P levels) and slow to evaporate (low vapor pressure)



Regular fragrance

Material Name	Clog P	증기압(mmHg 20°C)
Linalool	2.97	0.016

PERFUME COMPOUND SP-67607

Material Name	Clog P	증기압(mmHg 20°C)
Iso E super	4.71	0.001
Galaxolide	6.23	0.0003
Hindinol	4.65	0.032
Vertofix coeur	5.6	0.0029



Product features and positioning (Overview)

	SHAMPOO	TREATMENT	CONDITIONER
Total concept	" Herbal Science Hair Care" with enhanced herbal ingredients, safe prescription, improved texture for healthy scalp and beautiful hair		
Concept for each product	Healthy Scalp Healthy scalp for hair	Hair Care Damaged hair restoration	Beautiful Hair Silky and shiny hair
Good for	healthy scalp + alleviation of hair loss	Nutrition + alleviation of hair loss	Hair softening + alleviation of hair loss
Consumer End Benefit	Healthy Scalp + Full volume A clean and healthy scalp to relieve hair loss and keep your hair thick and voluminous	Health + Protection Restores damaged hair using powerful nutrients	Smooth + Luster Silky smooth and luxuriously shiny hair



Product features SHAMPOO

Absolute Shampoo

Traditional herbal remedy thoroughly cleanses clogged pores and helps hair grow!

More intense and enhanced complex herbal ingredients

- ✓ 10 kinds of herbal ingredients stabilized by fermentation method
- ✓ Herbal water containing condensed angelica roots, powdered cnidium, and peony
- ✓ Chrysanthemum made with 8 medicinal herbs effective for hair loss prevention
- ✓ Deep Sea Water (HC72+), a medicinal herb ingredient for hair loss treatment is made by extracting 7 herbal ingredients with patented technology

Rich bubbles from nature for enhanced cleansing

- ✓ A unique combination of plant-based active agents forms large and small bubbles to create rich and dense foam for enhanced cleansing

MIXED BUBBLE
CLEANSING SYSTEM





Product features SHAMPOO

Absolute Shampoo

Traditional herbal remedy thoroughly cleanses clogged pores and helps hair grow!

Hair loss treatment with ingredients officially approved by the Ministry of Food and Drug Safety

- ✓ Functional product that contains clinically proven effective ingredients for hair loss restoration: Contains salicylic acid, menthol, and panthenol

Milder and safer ingredients

- ✓ No silicon included through cationic polymer stabilization
- ✓ Developed using only safe ingredients with an EWG grade of 4 or lower while eliminating high and moderately hazardous ingredients.
- ✓ Safe with minimal preservative content
- ✓ Natural herbal color from malt extract

NO
SLS, SLES, Talc, ammonia,
Artificial coloring, CMIT, MIT
and etc.





Product features TREATMENT

Absolute Treatment

Quickly recover damaged hair with rich natural protein and reinforced herbal ingredients!



More intense and enhanced complex herbal ingredients

- ✓ 10 kinds of herbal ingredients stabilized by fermentation method
- ✓ Herbal water containing condensed angelica roots, powdered cnidium, and peony
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Valuable ingredients for damaged hair recovery

- ✓ Contains natural protein to quickly restore damaged hair
- ✓ Enhances hair with cationic active agents

Naturally occurring protein:

3 types protein (wheat/bean/corn) +
1 amino acid (Baobab seed extract)

Baobab seed extract :

Recovers damage, protects against UV and heat,
supplies nutrients, conditions, and strengthens hair



Product features TREATMENT

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Quickly recover damaged hair with rich natural protein and reinforced herbal ingredients!



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Product features CONDITIONER

Absolute Conditioner

Moist and shiny hair with highly concentrated herbal nutrient water!



More intense and enhanced complex herbal ingredients

- ✓ 10 kinds of herbal ingredients stabilized by fermentation method
- ✓ Herbal water containing condensed angelica roots, powdered cnidium, and peony
- ✓ Chrysanthemum made with 8 medicinal herbs effective for hair loss prevention
- ✓ Deep Sea Water (HC72+), a medicinal herb ingredient for hair loss treatment is made by extracting 7 herbal ingredients with patented technology

Shiny hair! Enhanced conditioning features

- ✓ Glossy effect from functional silicone + high molecular silicone
- ✓ A perfect conditioning with a complex combination of cationic active agents and cationic polymer



Product features CONDITIONER

Absolute Conditioner

Moist and shiny hair with highly concentrated herbal nutrient water!

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Artificial coloring, CMIT,
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atom美

The logo features the word "atom" in a lowercase, sans-serif font, followed by the Chinese character "美" (Mei). A blue, stylized orbital path with a small dot at its end loops around the text, suggesting a scientific or technological theme.