Rezuve Matrix Innovation
BioCollagen & PhytoStem

Regenplasty of SERAZENA
Regenerative Medical System
SERAZENA

Vitalization  ·  Regeneration  ·  Nutrition  ·  Hydration  ·  Protection  ·  Securement
THE SERAZENA STORY • • •

The concept of SERAZENA was created by Dr. Chang and his colleagues. Since 1996, our creative research team has developed innovative and valuable products of stem cell therapies and medical therapeutics in the field of Regenerative Medicine. SERAZENA team has researched and carried out comprehensive projects to identify major factors of the skin rejuvenation and anti-aging, especially on optimizing vitalization, regeneration, nutrition, hydration, protection and securement.

With the cutting-edge technologies, SERAZENA team established the principle of ‘Rezuve Matrix Innovation (RMI)’ which includes ‘BioCollagen Innovation’ and ‘PhytoStem Innovation’. SERAZENA has applied the proprietary ‘RMI’ technologies to their bio-cosmeceutical lines of Regenplasty, Stem Code and Rezuve.
BioCollagen Innovation
- skin cell rejuvenation and vitalization
- skin tissue augmentation with frame restructuring
- protecting skin and hydration
- securing biomolecules of skin for tissue integrities
- skin cell scaffolding and recruitments

PhytoStem Innovation
- skin cell rejuvenation and vitalization
- epidermal cell renewal with the nature of 'totipotent'
- anti-oxidant effects by slowing down the aging process
- immune system promotion while reducing inflammation
- skin nutrition with valuable peptides and amino acids

Rezuve Matrix Innovation
- Rezuve Layer Formation: BioCollagen and PhytoStem

RMI Index
- VITALIZATION: cell activation, cell revitalization, optimal cell cycle, cell renewal, cell recruitment
- REGENERATION: guided skin regeneration, restructuring, reorganization, skin frame supplement
- NUTRITION: nutrients balancing, soothing, anti-oxidants, anti-wrinkle, anti-aging, immune promoter
- HYDRATION: forming surface hydrofilm, deep moisturizing, instant and long-lasting moisturizing, cell refreshment
- PROTECTION: stable skin protection against UV, contaminants, harmful factors and environmental stressor
- SECUREMENT: securing skin membrane, securing internal biomolecules in the skin, delivering vital factors into skin
BioCollagen Innovation

- Skin Vitalization
- Protection & Securement
- Structure Organization
- Cell Recruitment & Scaffolding

PhytoStem Innovation

- Skin Rejuvenation
- Epidermal Cell Renewal
- Anti-Oxidant Effects
- Immune System Promotion
- Skin Nutrition
SERAZENA BioCollagen is the ‘biocompatible atelocollagen’ of RMS proprietary technologies. The ideal biocompatibilities are optimized with its genuine triple-helix structure, and the least immunogenicity is ensured due to the complete removal of antigen at the terminal telopeptide. *Difference of Hydrolyzed Collagen, Gelatin, Acellular Matrix, DBM: non-purified, no intact triple helix, inadequate removal of antigenicity.*

BioCollagen leads vital role as an extracellular matrix cues for tissue regeneration mechanism through ‘collagen-MSC (cell) interaction’. BioCollagen is a ubiquitous biomolecule with the valuable characteristics: Tissue Structure Organization, Guided Tissue Regeneration, Cell (MSC) Vitalization and Growth Factor Production.

Collagen is a basic structural protein of human tissue. In the skin and dermis, collagen makes up to 56% to 70% of the tissue biomolecules. For successful skin regeneration, the viable accumulation of collagen in the repair domain is an absolute and indispensable condition required. The lack or deficiency of collagen in the skin will cause serious ‘COLLAGEN DEFICIENCY SIGNS OF SKIN’ aggravating wrinkle, line, spot, dryness, toughness, lower elasticity and aging. With these vital features of BioCollagen, SERAZENA has applied the proprietary ‘BioCollagen Innovation’ of ‘Rezuve Matrix Innovation’ to their bio-cosmeceutical lines of Regenplasty, Stem Code and Rezuve.
BioCollagen scaffold provides cell migration, cell attachment and recruitment.

After 2 weeks in collagen membrane

BioCollagen scaffold provides cell migration, cell attachment and recruitment.

After 2 weeks in collagen gel

Cell proliferation and differentiation are enhanced by Collagen-MSC interaction (CMI).

Collagen-MSC interaction (0 day) Collagen-MSC interaction (3 weeks)

Collegen is the basic structural protein that organizes internal frame and membrane of the tissue and organ.

BioCollagen activates platelets optimally and consistently for releasing growth factors (VEGF, etc.) and inducing angiogenesis.

Cell proliferation and differentiation are enhanced by Collagen-MSC interaction (CMI).

BioCollagen Innovation

I. Tissue Structure Organization

Membrane Structure

Tissue Internal Structure

II. Guided Tissue Regeneration

III. Cell (MSC) Vitalization

Collagen-MSC interaction (0 day) Collagen-MSC interaction (3 weeks)

IV. Growth Factor Release

VEGF Release

Angiogenesis

BioCollagen Innovation

Skin Rejuvenation

BioCollagen Innovation

Skin Rejuvenation

BioCollagen Innovation

Skin Rejuvenation

BioCollagen Innovation

Skin Rejuvenation
Advantages of PhytoStem Innovation

- Originality: Patented processes of PhytoStem ensure valuable ingredients and nutrients for skin health.
- Bio-affinity: Natural ingredients have a better biocompatibility and safety than synthetic raw materials.
- Diversity: SERAZENA PhytoStem has diverse kinds of resources of the plant stem cell with a high purity substance.
- Safety: PhytoStem cells are cultured, processed and produced under aseptic conditions.
- Qualification: Ideal qualities are maintained by standardized process without restriction of external factors.
- Eco-friendly: Large amounts of the substance can be produced without nature destruction.

SERAZENA PhytoStem was successfully developed through patented technologies of stem cell culture. Designed to ensure valuable benefits for skin aesthetic formulation, SERAZENA PhytoStem’s quality, purity and potency well exceed those of standard botanical extractions; PhytoStem delivers precious bioactive molecules including powerful anti-oxidants, immune promoters, amino acids, peptides and cell regenerating ingredients.

PhytoStem cells with its natural "totipotent" can regenerate all cell types of skin tissue. PhytoStem cells can work as anti-oxidant on the human skin by slowing down the aging process. PhytoStem cells protect skin damage against sun exposure, UV rays and other external factors. PhytoStem cells provide building blocks with amino acids and peptides for healthy and firm skin. PhytoStem cells help activating the skin’s immune system to reduce inflammation and allergy.
PhytoStem Innovation

- **PhytoStem Solanum lycopersicum**
  - Regeneration & Hydration
  - Lycopene · β-carotene · α-Tocopherol

- **PhytoStem Camellia sinensis**
  - Vitalization & Protection
  - Catechin · Theanine · Tannin

- **PhytoStem Youngia sonchifolia**
  - Protection & Soothing
  - Saponin · Inulin · Vitamin

- **PhytoStem Camellia sinensis**
  - Vitalization & Protection
  - Catechin · Theanine · Tannin

- **PhytoStem Codonopsis lanceolata**
  - Whitening & Soothing
  - Saponin · Polyphenol · Arginine

- **PhytoStem Panax ginseng**
  - Anti-aging & Regeneration
  - Ginsenoside · Polyphenol · Panaxadiol

- **PhytoStem Curcuma longa**
  - Soothing & Hydration
  - Curcumin · Sesquiterpenoid · Monoterpenoid

- **PhytoStem Coriandrum sativum**
  - Nutrition & Vitalization
  - GABA · Linalool · Terpene

- **PhytoStem Luffa cylindrica**
  - Hydration & Nutrition
  - Saponin · Carotene · Galactose

- **PhytoStem Youngia sonchifolia**
  - Protection & Soothing
  - Saponin · Inulin · Vitamin

- **PhytoStem Panax ginseng**
  - Anti-aging & Regeneration
  - Ginsenoside · Polyphenol · Panaxadiol
# The Regenplasty Line of Serazena

The Regenplasty Line realizes the genuine Skin Rejuvenation based on the RMI index
Vitalization • Regeneration • Nutrition • Hydration • Protection • Securement

## The Regenplasty of Serazena

The Regenplasty Line features the following products:

### NOVOFILL • MASK

- +++ Vitalization • Regeneration
- ++ Nutrition • Hydration
- + Protection • Securement

### PRIME GEL

- + Vitalization • Regeneration
- + Nutrition • Hydration
- + Protection • Securement

### ESSENCE • SERUM

- ++ Vitalization • Regeneration
- +++ Nutrition • Hydration
- + Protection • Securement

### EMULSION • PACK

- + Vitalization • Regeneration
- ++ Nutrition • Hydration
- +++ Protection • Securement

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BIOCOLLAGEN LUCID GEL
Prime Gel of Rezuve Matrix Innovation
BioCollagen Lucid Gel is the Prime Gel of SERAZENA’s signature product: the most-loved and the fundamental skincare step for all age group. By forming a breathable bio-skin layer, Lucid Gel improves the six elements of the beauty: skin becomes breathtakingly crystal clear, radiance is beautifully elevated, skin texture is more refined, firmness is improved, skin spots become less visible, and the appearance of wrinkles is reduced.

RMI index: +Vitalization · Regeneration, + Nutrition · Hydration, + Protection · Securement

- Vitalization & Regeneration: cell revitalization, guided skin regeneration, restructuring, reorganization
- Nutrition & Hydration: skin frame supplement, cell refreshment, forming surface hydrofilm, deep moisturizing
- Protection & Securement: stable skin protection, securing skin membrane, securing internal biomolecules

[INGREDIENTS]

BioCollagen-Hyaluronate Complex

The complex provides an ideal biomimetic skin with well-organized network of tissue structure. BioCollagen effectively stabilizes the hydration of hyaluronate; hyaluronate supports the elasticity of BioCollagen. Synergy effects of these outstanding biomolecules strengthen the rezuve layer formation: vitalization, regeneration, nutrition, hydration, protection and securement.

[TEXTURE]

This pure and lubricating miracle gel is quickly absorbed and sealed into the skin.

[HOW TO USE]

Gently massage and pat onto your face. Apply every morning and night after cleansing or toning.
NOVOFILL
The Original BioCollagen Concentrate
NovoFill is the sterilized pure BioCollagen concentrate, which has been used in dermal filler and diverse medical therapeutics in the fields of the regenerative medicine. The aseptic NovoFill is uniquely designed for reinforcing the cell vitalization: cell activation, cell renewal and cell ingrowth. By gently spreading onto the face, it delivers an exceptional revitalizing transparency, an age-defying performance and complete respect for the delicate beauty.

**RMI index:** +++ Vitalization • Regeneration, ++ Nutrition • Hydration, + Protection • Securement

- Vitalization & Regeneration: cell revitalization, cell recruitment, guided skin regeneration, reorganization
- Nutrition & Hydration: skin frame supplement, cell refreshment, forming surface hydrofilm, deep moisturizing
- Protection & Securement: stable skin protection, securing skin membrane, securing internal biomolecules

**[INGREDIENTS]**
Aseptic BioCollagen

NovoFill is completely processed under the aseptic condition to reinforce cell compatibilities.

**[TEXTURE]**
A rich, translucent, luxurious filler is perfectly absorbed, sealed and coated onto the facial skin for revitalization.

**[HOW TO USE]**
Remove the rubber cap from the Luer-Lock adapter of the syringe container. Evenly spread a thin layer of NovoFill across your face and gently massage the skin for full absorption. Add a few extra drops to concerned area and blend it into your skin. Use it both in the morning and/or just at night.

* NovoFill is used as a potent revitalizer for various skin rejuvenation programs: Radiofrequency, Ultrasound, Laser Treatment, Peeling, Iontophoresis, Meso-Lifting and MTS (Micro-needle Therapy System)
BIOCOLLAGEN HYDROGEL MASK
Revitalizing Anti-aging Mask
This innovative stretch mask is drenched with a blend of potent revitalizers, including BioCollagen and PhytoStem, and the miraculous ingredients, which are exclusively designed to correct all signs of aging by restoring vitality, elasticity and moisture. It gives more refined contour facial lines on the forehead, sides of your nose, cheek, jawline and corners of the mouth. Recharged with the immediate appearance-lifting strength, the skin reveals its delicate beauty and experiences the extreme transparency.

RMI index: +++ Vitalization • Regeneration, ++ Nutrition • Hydration, + Protection • Securement

- Vitalization & Regeneration: cell activation, cell revitalization, optimal cell cycle, cell renewal, cell recruitment
- Nutrition & Hydration: nutrients balancing, soothing, anti-wrinkle, anti-aging, forming surface hydrofilm, deep moisturizing
- Protection & Securement: stable skin protection, securing internal biomolecules, delivering vital factors

[TEXTURE]
A two-piece stretchable mask that fits your face like a second skin.

[HOW TO USE]
Place the upper mask on your forehead and nose area, and gently stretch sideways. Position the lower mask over the mouth area. Gently stretch the mask upwards from your chin and jawline towards the sides of your face. Gently press the mask so that it fits perfectly on your facial contours. Leave it on for 15 minutes. After removal of mask, apply and massage your daily skin care onto your skin. Use it at least twice a week for skin revitalization effects.
NOVOSTRATA balances the daily skin care by harmonizing rejuvenation process. For ideal skin health and beauty, NOVOSTRATA focuses on optimizing the turnover of cell cycle and metabolic cascade in the skin tissue with the proprietary 'Rezuve Matrix Innovation' technologies: toner refreshes the skin by promoting circulation and providing aqueousness; essence nourishes valuable nutrients and hydration while promoting vitalization and regeneration; emulsion stabilizes the skin membrane for protection and securement; and specialized cream potentiates the delivery of vital factors into the skin.

NOVOSTRATA PREMIUM TONER

130ML

RMI: +VR, +NH, +PS  Highly refreshing premium toner diminishes skin roughness and provides aqueousness. Skin refreshment is enhanced with resurrection of skin organization and circulation.

NOVOSTRATA PREMIUM ESSENCE

50ML

RMI: ++VR, ++NH, +PS  The premium essence nourishes valuable nutrients deeply into your skin to make the skin healthy and elastic. Optimal nutrition and hydration are supplemented with BioCollagen, amino acids, peptides, antioxidants, immune promoter and stem cells.

NOVOSTRATA PREMIUM EYE CREAM

30ML

RMI: ++VR, ++NH, +PS  The resilience-conditioning eye cream provides vivid texture around sensitive and fragile eye contour. Eye cream delivers the viable factors of immediate lifting effects ensuring elasticity, resilience and firmness.

NOVOSTRATA PREMIUM EMULSION

130ML

RMI: +VR, ++NH, +++PS  The premium emulsion maintains moist and stable texture by regulating skin metabolic balance for glossy skin. Ideal skin protection and securement are strengthened with skin layer components, BioCollagen, anti-oxidants and hydrating ingredients.

NOVOSTRATA PREMIUM CREAM

50ML

RMI: ++VR, +++NH, +PS  The premium cream ensures intensive firming effect that helps wrinkle reduction and continuously restores elasticity while defending against premature aging. Novostrata Cream delivers the viable factors for immediate lifting effects, ensuring elasticity, resilience and firmness.

NOVOSTRATA

Skin Rejuvenation Balanced by Rezuve Matrix Innovation

· Daily Skin Rejuvenation Care
· Optimal Cell Cycle
· Ideal Balanced Metabolism
· Vital Factor Delivering System
· Skin Protection & Securement

NOVOSTRATA PREMIUM TONER

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50ML

RMI: ++VR, +++NH, +PS  The premium cream ensures intensive firming effect that helps wrinkle reduction and continuously restores elasticity while defending against premature aging. Novostrata Cream delivers the viable factors for immediate lifting effects, ensuring elasticity, resilience and firmness.
Night Regenplasty dramatically reduces all key signs of aging with state-of-the-art overnight skin care. It maximizes the power of skin’s natural overnight renewal process by optimizing the turnover of cell cycle, stabilizing metabolic cascade and delivering vital molecules. Gel and Serum augment the effectiveness of vitalization, regeneration, nutrition and hydration. Overnight sleeping pack protects the skin against unsuspected factors during sleep while securing the biomolecules stably within the skin for the balancing of the night repair.

**SERAZENA Regenplasty Gel**
- **RMI:** +VR, +NH, +PS
- Regenplasty Gel is the Prime Gel for a breathable bio-skin layer, especially at the night skin care, improving the six elements of beauty: crystal clear, radiance, refined texture, firmness, less visible spots and reduced wrinkle. Regenplasty Gel is the fundamental solution for the night-time regenplasty.

**SERAZENA Regenplasty Serum**
- **RMI:** +VR, +NH, +PS
- A rich nutritive serum nourishes concentrated nutritional ingredients for an instant toning effect. It corrects even the deepest wrinkles by intensely smoothing the skin. It rebalances skin metabolism for night repair and promotes fast absorption and soft texture without oiliness. Optimal nutrition and hydration are potentiated with BioCollagen, amino acids, peptides, anti-oxidants, immune promoter and stem cells.

**SERAZENA Over Night Sleeping Pack**
- **RMI:** +VR, ++NH, +++PS
- Over Night Sleeping Pack protects skin from unsuspected stimuli and external stress during sleep while securing the biomolecules stably within the skin for the night repair. Ideal skin protection and securement are enhanced with skin layer components, BioCollagen, anti-oxidants and hydrating ingredients.

**REGENPLASTY 21DAYS SUPREME SET**
- Wake up to more beautiful skin every day - a smoother, more radiant, younger look.

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<thead>
<tr>
<th>1 day</th>
<th>2 day</th>
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**Magical Night Therapy Programmed by Rezuve Matrix Innovation**
- Natural Overnight Renewal
- Optimal Cell Cycle
- Ideal Balanced Metabolism
- Vital Factor Delivering System
- Night Protection & Securement

**SERAZENA Regenplasty of SERAZENA**
- BioCollagen & PhytoStem
- Regenerative Medical System
STEM CODE SECRETS, guided by ingenuity of RMI technologies, are brand-new formulations inspired from variable needs of skin care according to the aging process or natural healing process. Each of STEM CODE line is exclusively designed to meet the unique skin needs and to solve individual skin trouble with cutting-edge ingredients: BioCollagen, PhytoStem, hyaluronate, peptides, essential oils, herbs, vitamins, sea minerals, healing agents and retinol liposome with specialized delivery system.

### Stem Code Essence

<table>
<thead>
<tr>
<th>Essence Name</th>
<th>Description</th>
<th>RMI: VR, ++ NH, PS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stem Code 1 - Snow White</td>
<td>Pure Whitening</td>
<td>Snow White Essence remarkably brightens the skin color and tone by boosting microcirculation with the unique whiteners.</td>
</tr>
<tr>
<td>Stem Code 2 - Aqua Blue</td>
<td>Natural Moisturization</td>
<td>Aqua Blue Essence instantly hydrates dried skin by restoring it to the optimal moisture level with the vital water formula.</td>
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<tr>
<td>Stem Code 3 - Fresh Green</td>
<td>Refresh Soothing</td>
<td>Fresh Green Essence safely improves skin to become supple, clear and fresh by nourishing skin with viable soothing and calming ingredients.</td>
</tr>
<tr>
<td>Stem Code 4 - Bloom Pink</td>
<td>Prime Anti-Wrinkle</td>
<td>Bloom Pink Essence constantly prevents skin aging signs by nourishing the veritable wrinkle care and moisturizers.</td>
</tr>
<tr>
<td>Stem Code 5 - Shine Ruby</td>
<td>White Resilience</td>
<td>Shine Ruby Essence distinctively ensures silky and velvet skin through a dual care of anti-wrinkle and unique whiteners.</td>
</tr>
<tr>
<td>Stem Code 6 - Magic Orchid</td>
<td>Vital Anti-Aging</td>
<td>Magic Orchid Essence actively restores resilience, firmness and radiance face with the unique anti-aging formula.</td>
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<tr>
<td>Stem Code 7 - Royal Purple</td>
<td>Revital Herb</td>
<td>Royal Purple Essence is the genuine revitalizer of RMI coupled with traditional Korean medical herb combination.</td>
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<tr>
<td>Stem Code 8 - Regen Gold</td>
<td>Bio Regeneration</td>
<td>Regen Gold Essence is the highly concentrated rejuvenating formula with RMI to dramatically reduce skin age.</td>
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<td>Stem Code 9 - Dandy Black</td>
<td>Charming Balance</td>
<td>Dandy black Essence is specially designed for attractive men to gain luminous, vital, elastic skin tone and texture.</td>
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SERAZENA’s Special Collection utilizes state-of-the-art skin care technologies to make a visible difference to your well-being and beauty perfection by eliminating the visible dysfunctions of the skin: wrinkle, dark tone, pore and skin trouble. To achieve an immediate, lasting and natural beauty result, Special Collection focuses on boosting unique effectiveness to improve skin conditions: keep a balanced metabolism, adapt perfectly to its environment and eliminate dysfunctions.

**Wrinkle Care (Lines and Wrinkles)**
SERAZENA Wrinkle Care is the exceptionally complete skin care product specifically formulated to restore the skin’s power to continually recreate youthful skin. Highly concentrated serum effectively reduces visible signs of aging (lines and wrinkles) by augmenting skin’s firmness and elasticity and providing vitalization around eyes and face.

- Serum 30 ML
- Eye Serum 20 ML

**Whitening Care**
Whitening Special Skin Care Serum is a unique whitening-specific formula for immediate and durable whitening results while intensively improving dark spots and dull skin tones.

- Serum 35 ML
- Eye Serum 20 ML

**Trouble Care**
Specially designed solutions of Trouble Care correct red spots and other skin troubles with the viable soothing and calming formula. Trouble Care boosts clean, clear and transparent texture by reducing secretion of sebum and adjusting the expanded pores.

- Foam cleanser 80 ML
- Soothing gel 130 ML
- Spot treatment powder 30 ML
- Spot treatment gel 20 ML
- Spot treatment patch

**Pore Care**
Pore caring balm intensively clears blackheads and whiteheads of T-zone areas without irritation. Pore caring serum reduces the appearance of all types of pores. Specially designed serum actively delays the excessive secretion of sebum and increases skin’s firmness by tightening pores.

- Sherbet 40 ML
- Serum 35 ML