



Deardot.
MORE THAN BEAUTY

Deardot.

Deardot is a Sustainable, Vegan Cosmetic Brand given to you by nature. We write stories that care about the environment and people in a letter.

MORE THAN BEAUTY

"I'll write you a letter."

If your heart beats when you hear this single word, meet Deardot. You are wise and considerate thinking about the future of the Earth as well as your present day. A bit deeper story about the beauty Deardot wants to share with you.

DESIGN CONCEPT



A vintage stamp

Hand-written letters

An inkwell

PHILOSOPHY

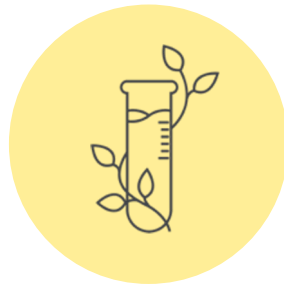
Deardot presents an eco-friendly lifestyle that cares for people and the Earth. We offer the pleasure of wise and ethical value-driven consumption with core raw materials discovered and developed by us, unique and convenient products, and sustainable materials to create virtuous cycle for the future.

Deardot.



Dear, Next Generation

Diversity
Regeneration
Flexibility



Dear, You

Safety
User-friendly



From, Deardot

One and only
Consideration
Sustainable design



OVERVIEW

Slogan Sustainable Beauty, More than Beauty

Target 20~30 women who are conscious on the environment

Keyword Sustainable, Zero-impact on the environment, Vegan, Biodiversity, Save the Seed, Saving Forest

Mood Modern-Classic, Sensible

Tag Sincerity, Sensitivity, Diversity

Color

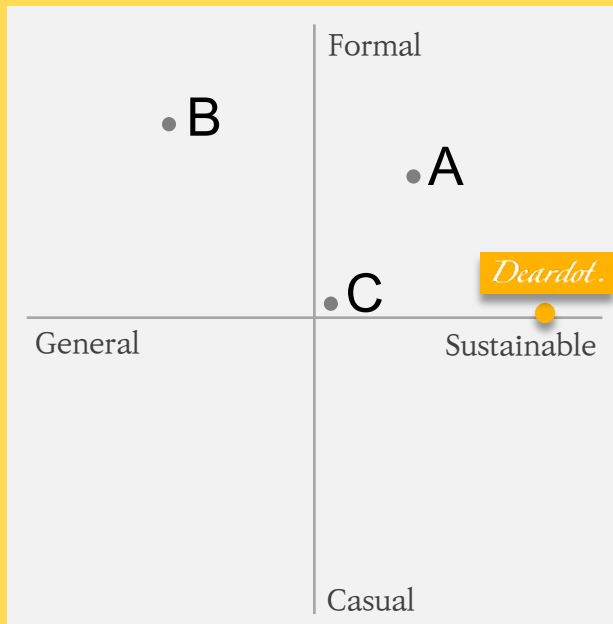


Deardot.



POSITIONING

- HIGHEST SUSTAINABILITY
- REASONABLE PRICE



	Price (Skincare)	Distribution channel	Sustainable points
<i>Deardot.</i>	US \$25 ~ \$50	Department Store, Cosmetic Retail Store, Clean beauty Retail platform	<ul style="list-style-type: none"> • Ingredients • Packaging • Formulation • Distribution (Reduction of CO2 emission)
A Brand	High US \$50 ~ \$150	Department Store, Cosmetic Retail Store	Packaging (Limit to less-plastic or reduced packaged volume)
B Brand	High US \$50 ~ \$150	Department Store, Cosmetic Retail Store	None
C Brand	Low ~ Medium US \$20 ~ \$50	Department Store, Cosmetic Retail Store	Packaging (Limit to less-plastic or reduced packaged volume)

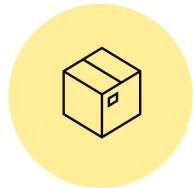
SUSTAINABLE BEAUTY for next generation

Deardot has been researching & developing cosmetic ingredients, packaging, formulation for sustainability.



INGREDIENT

Discover value of disappearing plants



PACKAGING

Zero impact on the nature



FORMULATION

New formula, Safe ingredients and Improve texture



INGREDIENTS PROBLEM

Earth's loss of biodiversity

571

Number of Extinct Species
(Since 1750)

40% of plant species are endangered
and species extinction is happening 500 times faster

INGREDIENTS SOLUTION

Mission

**Preservation of
Biodiversity**

→ Vital for our survival

Solution

**Discovery of
Values**

Key to save the endangered plants

INGREDIENTS SOLUTION

Deardot is researching, developing ingredients from the plants that we discovered.



1. Find Disappearing but Valuable Plants

We are finding native plants that are forgotten and disappearing but useful. If a value is given to species and their demand is generated, the environment for seed cultivation is naturally created, and a virtuous cycle that is beneficial to both nature and people begins.

2. Processed with our technologies

We prove the high functionality of those plants through clinical tests. We are using different parts of plants, controlling processed conditions, and processing them with different methods and mediums. To maximize its effects, we process our special ferment method on it.

3. Vary texture, properties and conditions

We have been dedicating ourselves to studying and experiencing ingredients from the plants that we discovered to customize and utilize the ingredient depending on cosmetic products.

PACKAGING AWARD

2022 COSMETIC 360 AWARD in Paris



2022 COSMETIC 360 AWARD in Paris “PACKAGING WINNER”

A new zero waste proposition:

Water-soluble packaging that disappears within 5 seconds without polluting residue.

FORMULATION STANDARD

1. SAFE and CLEAN

Only use vegan, no animal tested ingredients. Select raw materials with higher purity and high efficiency that are processed from honest and transparent manufacturers.

2. EXCLUDE WONDERING INGREDIENTS

We do not use ingredients that are toxic to environment and human body, wondering for allergies/sensitization, or hormone disruption

3. BETTER TEXTURE

We are improving texture that is applying gently, absorbing fast, and lasting longer.



FORMULATION STANDARD

DO-NOT-USE LIST

Deardot skincare products do not include any kind of ingredients that may be wondering to skin or the environment

* Danguyuja Firming Serum, Danguyuja Watery Essence and Danguyuja Inner Barrier Cream

⊘ No Ethoxylated Ingredients such as

- Cetareth-20, SLES, and most ingredients ending in "-th",
- Emulsifying Wax such as Cetearyl Alcohol, Polysorbate 60
- **PEGS** and Polyethylene Glycol
- Any Polysorbates

⊘ No EDTAs, ETA, DEA, TEA

⊘ No Cyclinic Silicone, Dimethicone and other linear silicones

⊘ No ingredients stated below

Mineral, Alcohol, Paraben, BHA, Phthalates, Paraffin, Colorants, Synthetic fragrance, Animal-derived ingredients, and any other ingredients that most vegan brands promote



COLLABORATION with Seed Vault

SEED VAULT

is a modern Noah's Ark developed to preserve genetic resources and to prevent the extinction plants.

MOU

to researching and developing native plants and cosmetic products,
"Baekdudaegan National Arboretum" has signed MOU with us.

SEED DONATION

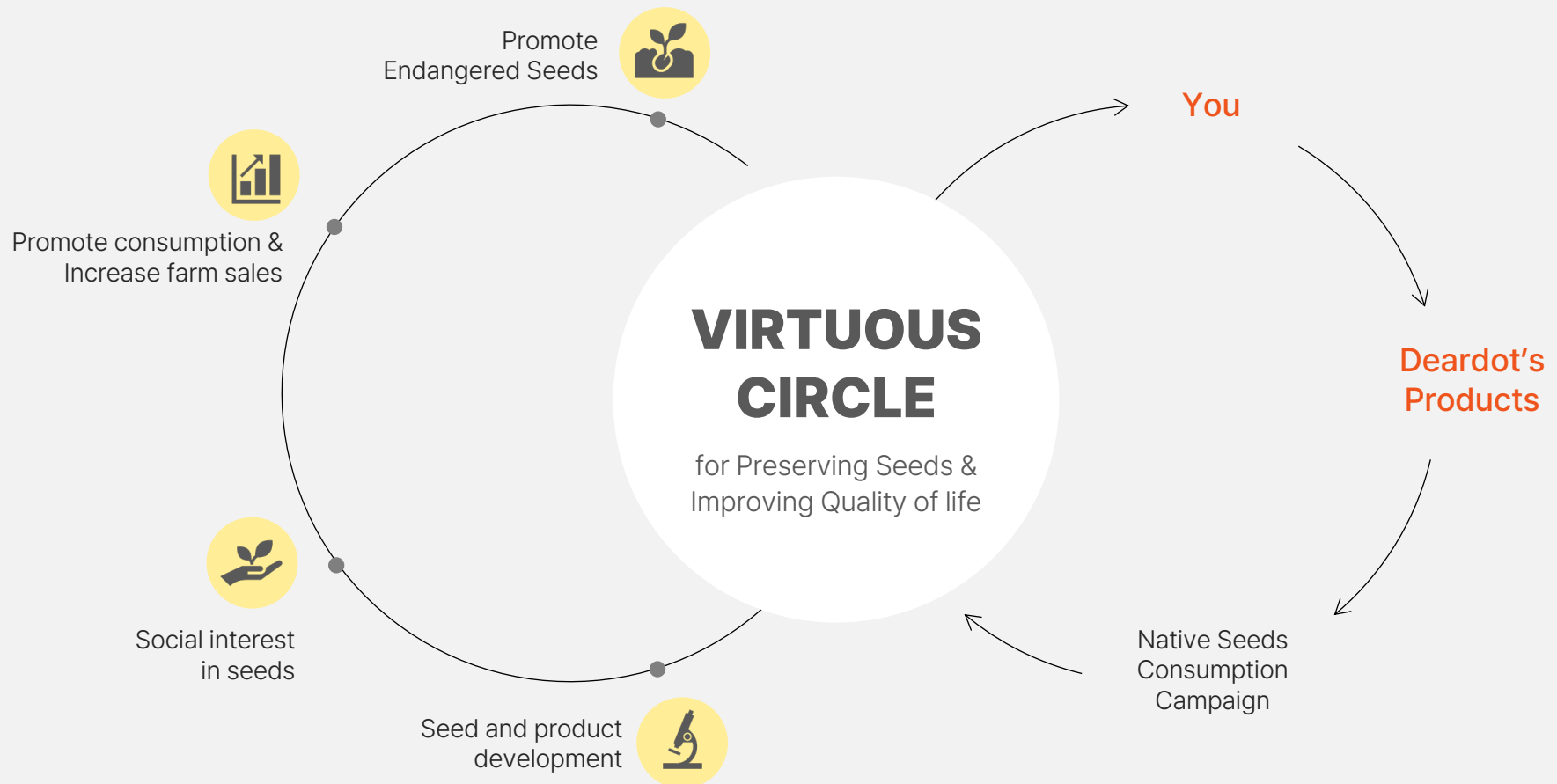
We donated Dangyuja seeds to Seed Vault in Korea on March 30, 2020 to permanently preserve the disappearing plant, Dangyuja from Jeju Island.



Seed Vault
Baekdudaegan National Arboretum

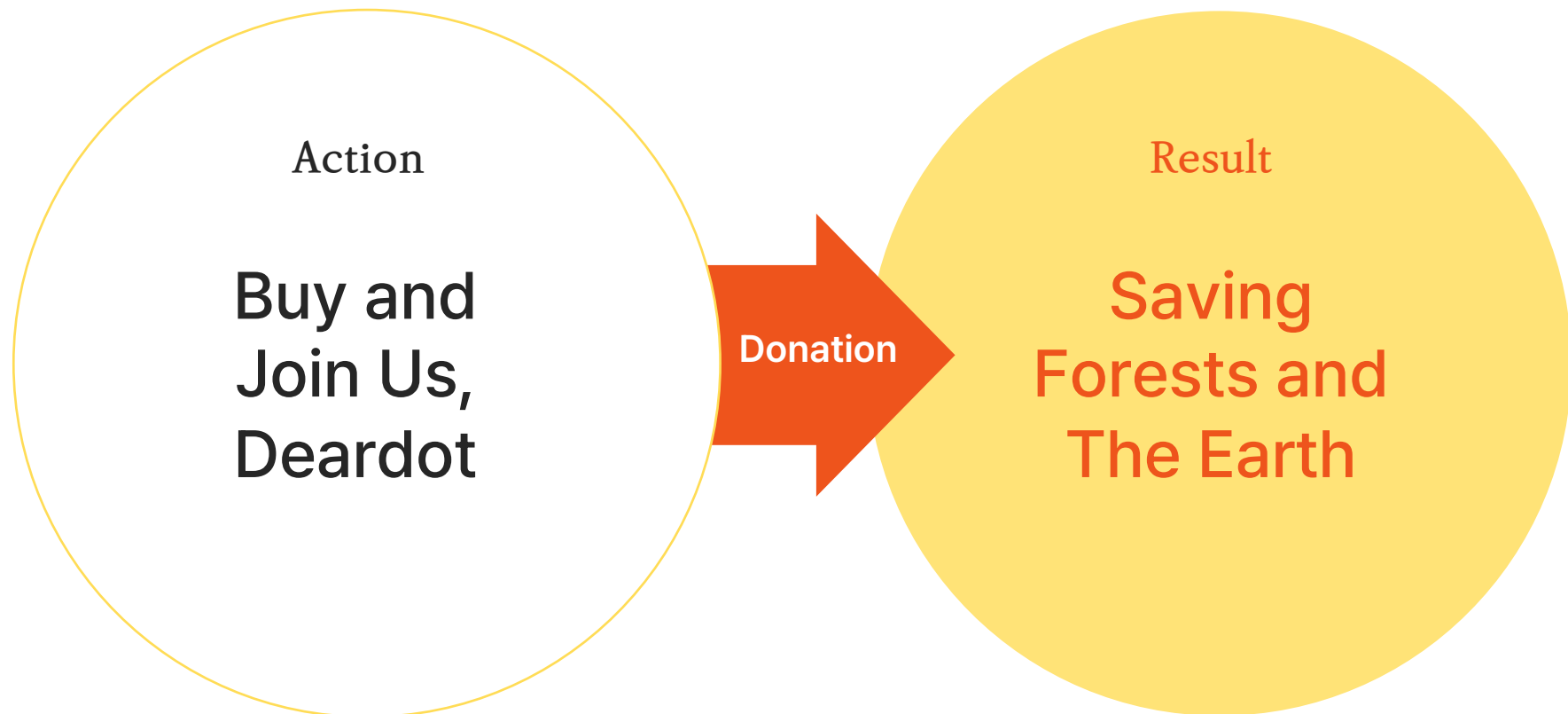
'SAVE THE SEED' CAMPAIGN with Seed Vault

To promote seeds becoming disappearing with Seed Vault facilities in Korea



JOIN DEARDOT, and SAVE FORESTS PROJECT

We are going to donate 1% of our profit to "SAVING NATURE" to plant more trees to restore the world's most diverse and threatened places.

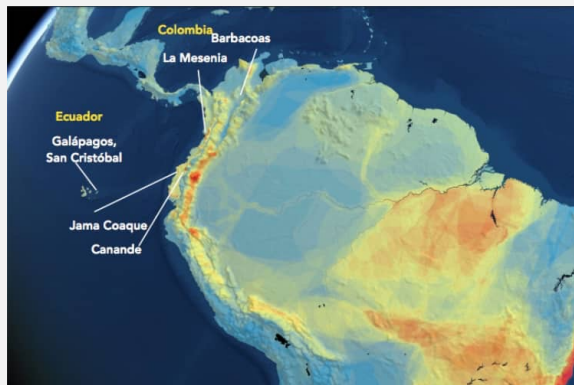


JOIN DEARDOT, and SAVE FORESTS PROJECT

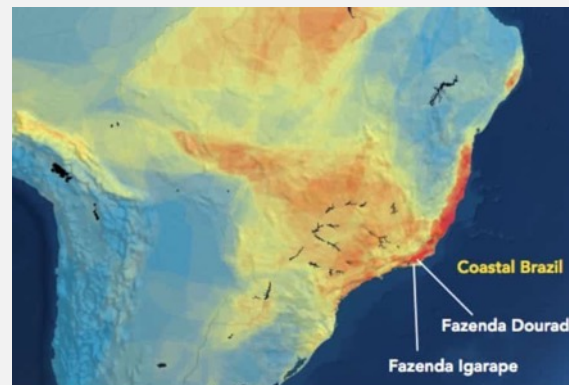


HELP CREATE A WILDLIFE CORRIDOR

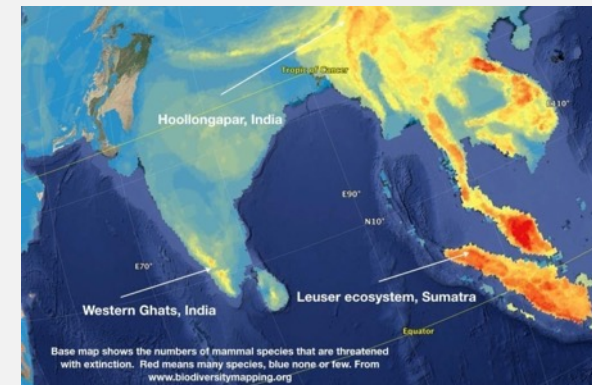
'Saving Nature' works in GLOBAL BIODIVERSITY HOTSPOTS to prevent extinctions and fight climate change. Guided by science, using annual surveys with drones and camera traps, we show donors where the forests and species are returning.



- **Columbia** (Magdalena Valley, Western Andes Cloud Forest)
- **Ecuador** (Pacific Lowland Forest, Galapagos)



- **Brazil** (Amazon)



- **India** (Hoollongaper Gibbon Sanctuary, Western Ghats)
- **Indonesia** (Sumatra)



The first story from Deardot,
“Dangyuja” in Jeju Island

DANGYUJA, an endangered species



Description

- Species : Citrus Grandis Osbeck, Citrus Maxima
- The evergreen broad-leaved tree, the fruit is genealogically a variety of pomelo.
- Classified as endangered heritage

Native and Ancient Plant

- Have been cultivated in Jeju since before 1st century B.C
- Given to the Kings as a special gift

Registered in

<p>Dangyuja Pomelo Ark of taste</p>  <p>Ark of Taste</p> <p>Source : https://www.fondazione Slow Food.com/en/ark-of-taste-slow-food/dangyuja-pomelo/</p>	<p>제주 도련동 굴나무류</p>  <p>National Natural Monument</p> <p>Source : Korea Cultural Heritage Administration Homepage https://m.cha.go.kr/public/commentary/culSelectDetail.do?VdkVgwKey=16,05230000,50&pageNo=77010000</p>
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National Natural Monument No. 523

당유자
Dangyuja



당유자는 당유지라고도 불리며 식용-약용-기념품 등으로 사용된다. 계절과 종에 따라 과실의 크기가 가장 크며 길이 10~12cm, 너비 9~10cm, 과실무게 250g 내외이다.

This tree is called a Dangyuja or Dangyuji. Its fruit is utilized for food, medicine and a memorial service. It is biggest of the native species of orange, and its size is 10-12cm in length, 9-10cm in diameter, and about 250g.



Jeju

문화재 보호와 쾌적한 환경을 위하여 금연을 실시하고 있습니다.

DANGYUJA, an endangered species


Medicinal use

Korean encyclopedic medical book published in 1613 writes the fruit helps detoxify and purify the stomach, treat alcohol intoxication

Natural Antioxidant

- Contains twice the organic acids and four times the vitamin C in lemon
- Effective Anti-inflammatory, Physiological activity and on Obesity and Blood lipid

Effects on skin (Clinical Test)



The image shows an Intertek Test Report for a sample of Dangyuja extract. The report includes the following details:

- Applicant:** Name: [REDACTED], Address: [REDACTED]
- Sample Description:** Sample No.: HSP-202010, Sample Name: Citrus grandis (Dangyuja) Extract, Sample Country: Korea, Test Category: [REDACTED], Sample Received Date: [REDACTED], Sample Test Date: [REDACTED]
- Test Evaluation:** Test according to Safety and Technical Standards for Cosmetics, Version 2019, Chapter 10. Hazardous substances and heavy metals are not detected.
- Test Results:** Hazardous Substances Test Results show that in the 10 subjects, 2 subjects had grade 1 skin reaction.
- Authorized Signatures:** [REDACTED] (Authorized Signatory) and [REDACTED] (Intertek Testing Services Ltd. Shanghai)

Below the report, five icons represent the skin benefits of Dangyuja:

- Moisturizing:** Represented by a water drop icon.
- Brightening:** Represented by a starburst icon.
- Regeneration:** Represented by a hexagonal cell structure icon.
- Wrinkle care:** Represented by a circular arrow icon.
- Acne care:** Represented by a shield icon.



