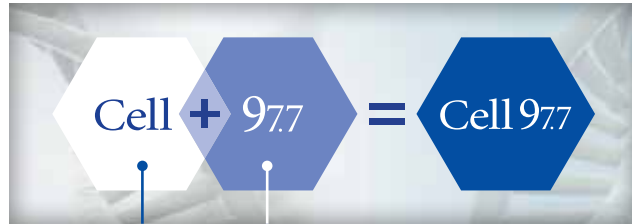


# Cell 97.7

CELL+97.7 (Human body temperature 36.5°C in farenheit)



Cell meaning  
living cells

97.7°F(36.5°C), the optimum skin  
temperature for skin care

## \* Cell communicating science to awaken and activate the cells from deep within.

Stem cells inside our body has the ability to direct itself towards the damaged or wounded area to help us regenerate or self-heal. Based on this 'homing' principle, it is believed that the cell communicating elements will direct itself towards the damaged skin cells to help its restoration.

## \* Different Ingredients, Super Technology.

As a life sciences pioneer, we continuously strive to make it different and we believe this will be the only means to come up with a meaningful innovation that affect our daily lives.

Human stem cell conditioned media (some 250 growth factors or polypeptides that promote cell division, growth and differentiation) used by STC as a cosmetics active ingredient has been registered in the ICID as STC-HSCM. STC-HSCM contains VEGF, HGF, KGF, TGF- $\beta$ 1, fibronectin, Type1 collagen as well as FGF.

STC-HSCM possesses higher concentration of 10 micro grams GF per every ml of conditioned media along with even composition of Growth Factors to optimize the mechanism in which the conditioned media works for human skin or hair.

Every STC products use ICID registered Energy Water or a functionally best optimized water to maintain life phenomenon, as base to help promote skin cell proliferation.

Benefits of Energy Water include revitalization of the immune system, promote growth, and relieving toxicity from hazardous materials.



# Cell 97.7

Cell 97.7 Online Official Shopping Mall  
[www.allthatskin.com](http://www.allthatskin.com)

Customer Service Center : 080-718-0120

# Cell 97.7



## STEM CELL DOUBLE ACTIVATED BLEMISH BALM

Wrinkle improvement + UV Barrier  
Double Function Cosmetic

# Cell 97.7

## STEM CELL DOUBLE ACTIVATED BLEMISH BALM

Wrinkle improvement + UV Barrier  
Double Function Cosmetic

Power of Cells to regenerate your skin,  
to give you a healthy glowing skin.  
Makeup trend shifts toward 'healing & regeneration'



### POINT 1

**Go for a Dual Functioning Smart BB for a natural healthy glow.**

- Dual certification for wrinkle improvement and whitening

### POINT 2

**Skincare & Makeup becomes inseparable with the Stem Cell Double Activated Blemish Balm**

- Perfect cover up with protective layers and superb moisturizing

### POINT 3

**Translucent & Natural Looking Skin.**

- Silky smooth and super-fit texture to add moisture and glow to your skin.

# Cell 97.7

## STEM CELL DOUBLE ACTIVATED BLEMISH BALM

Cell 97.7 brand & Open Survey([www.opensurvey.co.kr](http://www.opensurvey.co.kr)) conducted a study on makeup habits among 1,000 working women ages 30 years old and up.

### Q 01.

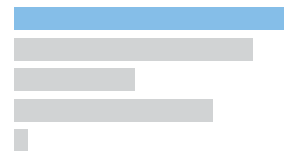
K-Beauty must be quick and easy but multi-functional for a healthy skincare from deep within.

# 88%

88% of women always puts on skincare makeup before going out.

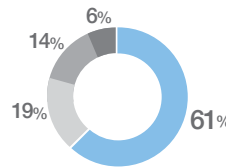
### Q 03.

K-Beauty has higher expectations on their BB products (Multiple answers)



### Q 02.

K-Beauty must be quick and easy but multi-functional for a healthy skincare from deep within.



\* 61% of women prefer all-in-one type of makeup (such as BB or CC).

\* Others 6%.

\* Foundation or Powder 14%.

\* Two-Way Cake 19%.

While fine skin expression was a pre-requisite, there were also rising expectations for healthier skincare expression (56%) and wrinkle improvement. (30%)

\* Sunblock Others

## Cell 97.7 STEM CELL DOUBLE ACTIVATED BLEMISH BALM

Wrinkle improvement + UV Barrier  
Double Function Cosmetic



### Features

Contains Human Stem Cell Conditioned Media, protects damaged and sensitive skin from harmful environment, and fresh and light-applied type so that makes natural skin tone and provides clear and vitalizing skin tone.

### Effect

Helps improving skin wrinkle. Protects skin from UV ray (SPF 50+, PA+++)

### Use & Capacity

Take moderate amount and apply on the facial area evenly.

### Instruction

On the last stage of foundation, take moderate amount, apply on the facial area thin and evenly, and then tap lightly.