

# All Natural Blooming Line



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NATURE'S FRIEND  
자연의벗

# 1. All Natural Brand Story



Nature's Friend with the 20-year history of the development of natural cosmetics!

With the natural functional brand 'All Natural', the company grows further.

'All Natural' is a natural functional cosmetic brand developed on the basis of technology and know-how of natural cosmetics in order for consumers who are eager to use functional products.



### Use of natural ingredients

Natural ingredients with skin affinity make skin comfort.



### Functional Cosmetic Product

We develop the products with more practical and powerful functions.



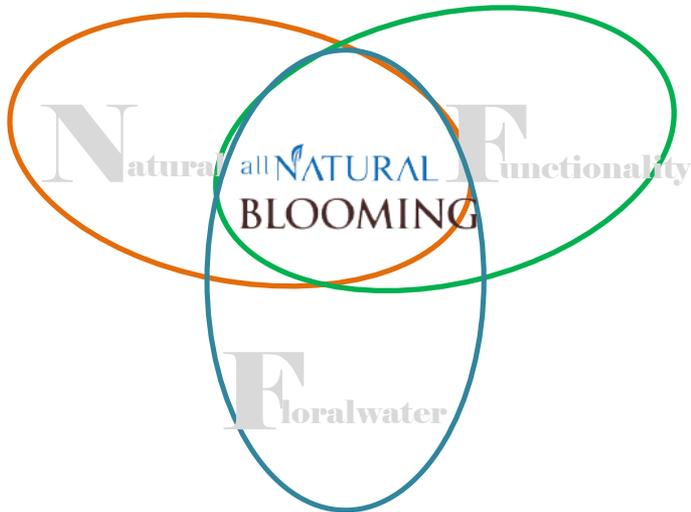
### Against Animal Testing

We respect precious life, rather than plentiful life. We are opposed to animal testing.



# I All Natural Blooming Lifting Line

## 2. All Natural Blooming Brand Concept



### 1 Blooming Lifting Line with plenty of flower water



Unlike most other cosmetic products with purified water, this product contains of Centaurea Cyanus Flower Water called the sea in the fields

### 2 Wrinkle-care functional and moisturizing cosmetic with plenty of flower water



To give her the first experience of wrinkle-care functional cosmetic product

To enable her to forget the bad experience of oily product

### 3 Mild natural functional cosmetic providing vitality for skin



Use of natural ingredients



Skin Irritation Test completed by official testing organization

### 3. All Natural Blooming Floral Water



## **Centaurea Cyanus Flower, the flower of emperor, showing force in its tender flower**

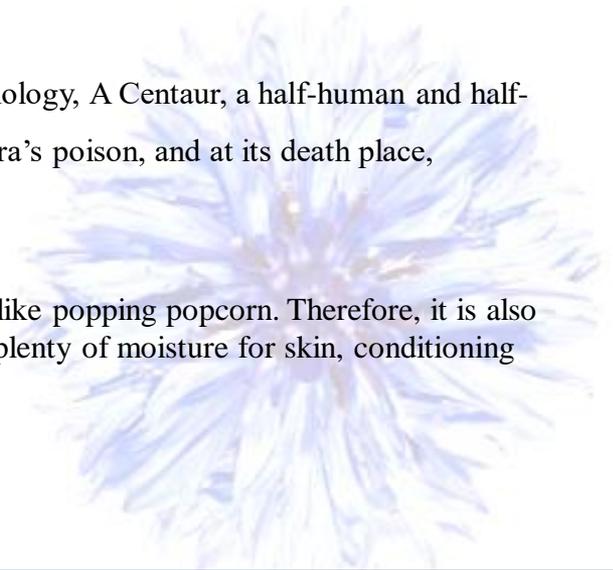
### **[Centaurea Cyanus Flower Water, rather than purified water]**

\* Centaurea Cyanus Flower is German national flower, meaning 'happiness' in the language of flowers.

\* Centaurea Cyanus Flower was used to make garlands for princes who had fear at war during the age of William III. Since then, it has been called 'the flower of Emperor', showing dignity in its tender figure.

\* The flower's genus is centaurea In Greek mythology, A Centaur, a half-human and half-horse creature, was killed by an arrow with Hydra's poison, and at its death place, Centaurea Cyanus flower bloomed.

\* Centaurea Cyanus Flower in full bloom looks like popping popcorn. Therefore, it is also called corn flower. The flower helps to provide plenty of moisture for skin, conditioning effect, and makes skin healthy and beautiful.



# 3. All Natural Blooming Floral Water



## Article

### Anti-inflammatory and immunological effects of *Centaurea cyanus* flower-heads.



Laboratoire de Pharmacognosie, Institut de Pharmacie, CHU, Université de Liège, Sart Tilman, Belgium.

Journal of Ethnopharmacology (Impact Factor: 2.76). 01/2000; 68(1-3):235-41.

DOI: 10.1016/S0378-8741(99)00112-9

Source: PubMed

**ABSTRACT** *Centaurea cyanus* flower-heads are used in European phytotherapy for the treatment of minor ocular inflammations. Different pharmacological experiments (inhibition of carrageenan, zymosan and croton oil-induced oedemas, inhibition of plasma haemolytic

## Centaurea cyanus flower extract



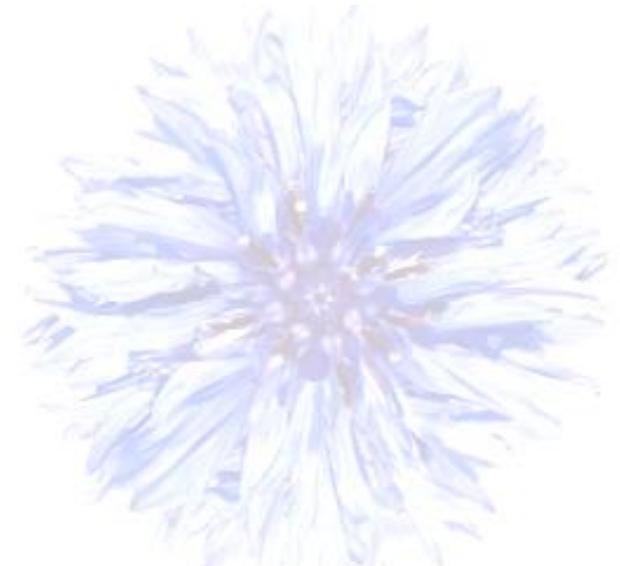
\* Botanical Ingredient \*

\* An extract of the flowers from the plant annual plant (meaning it dies each year) *centaurea cyanus*. It's native to Europe and produces bright blue flowers. Also known as cornflower extract.

**Functions:**

While a great deal of folklore and literary allusions surround this herbal ingredient, medicinally speaking, it is most commonly associated with eye care and as a treatment for conjunctivitis due to its anti-inflammatory properties.

In cosmetics, it mainly works as an anti-inflammatory, skin conditioning agent and astringent. It's rich in polyphenols, specifically flavonoids and anthocyanins. Because it is a rather expensive ingredient, it is not used as often as many other botanical ingredients, and when it is, it's most often for an eye related product (i.e. eye cream). You may find *centaurea cyanus* extract in personal care products such as foundation, sunscreen, blush, facial moisturizer/lotion, eye shadow, facial powder, eye cream, anti-aging treatment and mascara.



## Floral Markers of Cornflower (*Centaurea cyanus*) Honey and Its Peroxide Antibacterial Activity for an Alternative Treatment of Digital Dermatitis

Stefanie Oelschlaegel \*†, Laura Pieper §, Rudolf Staufenbiel #, Margit Gruner ‡, Linda Zeippert †, Bernd Pieper †, Isabelle Koelling-Speer †, and Karl Speer \*†

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§ Department of Population Medicine, Ontario Veterinary College, University of Guelph, 50 Stone Road East, Guelph, Ontario, Canada N1G 2W1

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† Technologie- und Produktentwicklung GmbH, Dorfstrasse 34, 16818 Wuthenow, Germany

J. Agric. Food Chem., 2012, 60 (47), pp 11811–11820

Brand Story

Brand Concept

Floral Water

Feature

Product

# 4. All Natural Blooming Feature



## Strong force obtained from red fruits. All Natural Red Complex.

Unique Red Complex of All Natural

In harmony with five red fruit extracts, the product provides nutrients and moisture for skin.

- 【Cornus Officinalis Fruit Extract】** Resilience improvement
- 【Ficus Carica Fruit Extract】** Nutrifying, Vitalization
- 【Raspberry Fruit Extract】** Skin defence system reinforcement
- 【Punica Granatum Extract】** Resilience improvement
- 【Rosa Canina Fruit Extract】** Nutrifying, Vitalization

# 4. All Natural Blooming Feature



Glycyrrhiza  
Glabra  
(Licorice) Root  
Extract



Cimicifuga  
Dahurica Root  
Extract



Polygonum  
Multiflorum  
Root Extract



Sesamum  
Indicum  
(Sesame)  
Seed Extract



Phellinus  
Linteus  
Extract



Angelica  
Gigas Root  
Extract



Morus Alba  
Bark Extract



Paeonia  
Lactiflora  
Root Extract



Sophora  
Angustifolia  
Root Extract



Scutellaria  
Baicalensis  
Root Extract

## Efficacy of patented natural mixed ingredients **Botaniceutal Plus-10**

Patented natural mixed ingredients (Patent number: 10-0966835)  
Ten natural ingredients help to make skin healthy.



## 4. All Natural Blooming Feature



### Wrinkle-Care Functional Cosmetic Product

- \* All Natural Blooming Lifting Toner
- \* All Natural Blooming Lifting Emulsion
- \* All Natural Blooming Lifting Essence
- \* All Natural Blooming Lifting Cream

보 고 사 항				
제 품 명	다자연블루밍리프팅토너	다자연블루밍리프팅에멀전	다자연블루밍리프팅에센스	다자연블루밍리프팅크림
효 능 · 효 과	별첨	별첨	별첨	별첨
용 법 · 용 량	별첨	별첨	별첨	별첨
사 용 상 주의 사 항	별첨	별첨	별첨	별첨
효능·효과를 나타내는 원료의 종류 및 제형	아데노신 액제	아데노신 로션제	아데노신 액제	아데노신 크림제

### Whitening & Wrinkle-care Functional Cosmetic Product

- \* All Natural Blooming Lifting Eye Cream

보 고 사 항	
제 품 명	다자연블루밍리프팅아이크림
효 능 · 효 과	별첨
용 법 · 용 량	별첨
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효능·효과를 나타내는 원료의 종류 및 제형	나이아신아마이드·아데노신 크림

## 4. All Natural Blooming Feature



# Skin Irritation Test completed by official testing organization

## Dermatologist Test Completed

서 자극이 관찰되지 않았다. 평균 피부반응도는 0.00으로 피부 철폘시험(Patch Test)의

판정기준에 따라 “다자연 블루밍 리프팅 토너”는 무자극으로 판정하였다.

에서 자극이 관찰되지 않았다. 평균 피부반응도는 0.00으로 피부 철폘시험(Patch Test)의

의 판정기준에 따라 “다자연 블루밍 리프팅 에멀전”은 무자극으로 판정하였다.

거르며, 해의 해기 수 21인일, 2016년 1월 18일부터 21일까지 4일간 실시되었다. 평균 피부반응도는

0.37로 피부 철폘시험(Patch Test)의 판정기준에 따라 “다자연 블루밍 리프팅 에센스”는 무자극으로 판정하였다.

서 자극이 관찰되지 않았다. 평균 피부반응도는 0.00으로 피부 철폘시험(Patch Test)의

판정기준에 따라 “다자연 블루밍 리프팅 크림”은 무자극으로 판정하였다.

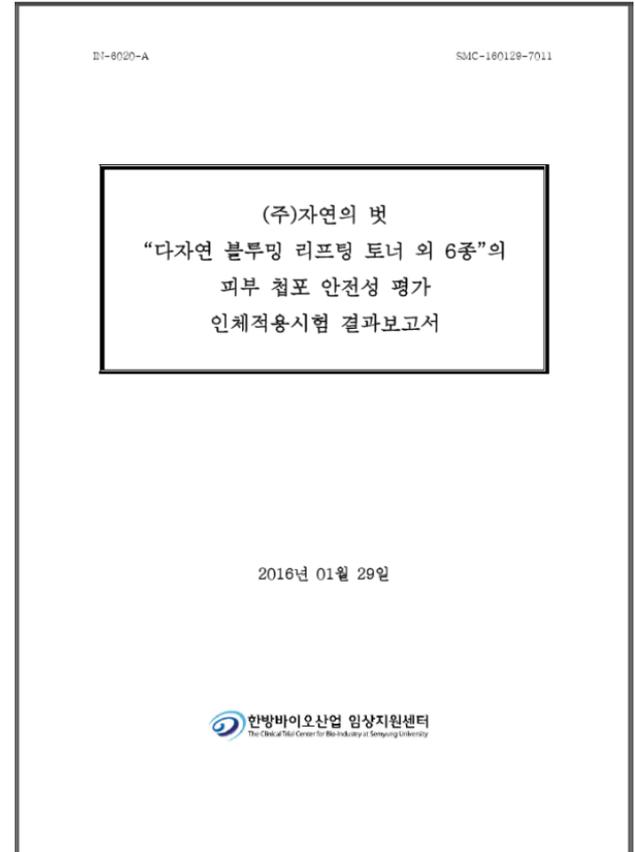
누에서 자극이 관찰되지 않았다. 평균 피부반응도는 0.00으로 피부 철폘시험(Patch Test)의

의 판정기준에 따라 “다자연 블루밍 리프팅 아이크림”은 무자극으로 판정하였다.

[Test organization] Clinical Trial Center for Bio-Industry  
at Semyung University

[Test Period] Jan. 18 to Jan. 21, 2016

[No. of Testers] 30



## 5. All Natural Blooming Line Product



### All Natural Blooming Lifting Toner

Wrinkle-care functional flower water toner  
with plenty of moisture



Volume  
130ml



Centaurea  
Cyanus Flower  
Water 82%



Wrinkle-Care  
Functional  
Cosmetic



Viscous  
type

The cosmetic product is a viscous toner developed with Centaurea Cyanus Flower Water 82%, rather than purified water.

As a natural functional toner, it generates soft application, provides moisture for moisturizing skin, and produces wrinkle-care effect.

[Directions]

After facial wash, put as needed on the palm, apply and tap the face lightly along the skin texture.

Brand Story

Brand Concept

Floral Water

Feature

Product

# 5. All Natural Blooming Line Product



## All Natural Blooming Lifting Emulsion

Wrinkle-care Functional Flower Water Emulsion for Refreshing Skin



Volume  
130ml



Centaurea  
Cyanus Flower  
Water 76%



Wrinkle-Care  
Functional  
Cosmetic



Soft  
type

The emulsion with Centaurea Cyanus Flower 76%, rather than purified water, provides moisture and nutrients to make skin moisturized and tightened. Therefore, the natural functional emulsion is effective at wrinkle care.

[Directions]

After the use of Essence, put as needed on the palm and apply along the skin texture softly.

# 5. All Natural Blooming Line Product



## All Natural Blooming Lifting Essence

Wrinkle-care Functional Flower Water Essence for Moisturizing

Volume 40ml	Centaurea Cyanus Flower Water 67%	Wrinkle-Care Functional Cosmetic	Moisturizing type

The essence with Centaurea Cyanus Flower 67%, rather than purified water, controls balance of oil and moisture and make skin sleek.

Therefore, the natural functional essence is effective at wrinkle care.

[Directions]  
After the use of toner, put as needed on the palm and apply along the skin texture softly.

# 5. All Natural Blooming Line Product

## All Natural Blooming Lifting Cream

Soft, Highly-Moisturizing, and Wrinkle-care Functional Flower Water Cream



Volume  
50g



Centaurea  
Cyanus Flower  
Water 60%



Wrinkle-Care  
Functional  
Cosmetic



Soft  
type

The moisturizing cream with Centaurea Cyanus Flower 60%, rather than purified water, has its light texture closely adhere to skin so as to provide moisture and nutrient.

The natural functional cream is effective at wrinkle care.

[Directions]

In the last step of skin-care, put as needed with the spatula included and apply on the whole face for absorption.

# 5. All Natural Blooming Line Product

## All Natural Blooming Lifting Eye Cream

Highly-Intensive Whitening & Wrinkle-care Functional Flower Water Eye Cream



Volume 30g	Centaurea Cyanus Flower Water 52%	Whitening Functional Cosmetic	Wrinkle-Care Functional Cosmetic	Soft type

The eye cream with Centaurea Cyanus Flower 52%, rather than purified water, provides plenty of moisture and tightening for soft eye rims.

The natural functional eye cream is effective at whitening and wrinkle care.

[Directions]

After the use of emulsion, apply as needed with the spatula included around the eyes and tap the region lightly for absorption.



## II All Natural Blooming Cleansing Foam

# 1. All Natural Blooming Floral Water



**Calendula, Sun flower**, blooming along the sun

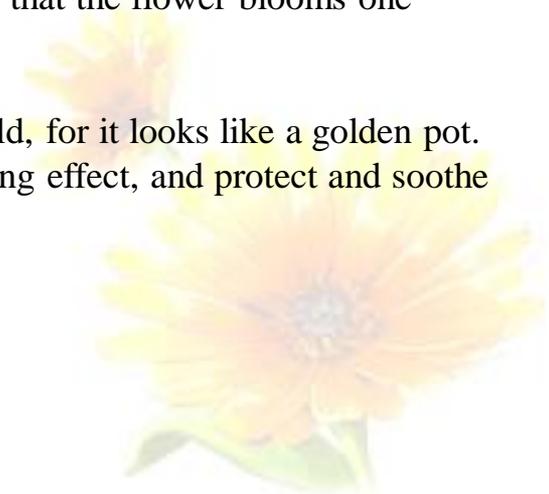
**[44% of Calendula Officinalis Flower Water, rather than purified water]**



\* Calendula Officinalis Flower is also known as pot marigold, meaning ‘endurance and humility’ in the language of flowers.

\* The Romans called the first day of a month ‘calendae’. Based on that, Calendula is originated from the point that the flower blooms one month.

\* The flower is also called pot marigold, for it looks like a golden pot. Calendula helps to produce conditioning effect, and protect and soothe skin for health.



**Brand Story**

**Brand Concept**

**Floral Water**

**Feature**

**Product**

## 2. All Natural Blooming Feature



### Strong force obtained from red fruits. All Natural Red Complex.

Unique Red Complex of All Natural

In harmony with five red fruit extracts, the product provides nutrients and moisture for skin.

- 【Cornus Officinalis Fruit Extract】** Resilience improvement
- 【Ficus Carica Fruit Extract】** Nitrifying, Vitalization
- 【Raspberry Fruit Extract】** Skin defence system reinforcement
- 【Punica Granatum Extract】** Resilience improvement
- 【Rosa Canina Fruit Extract】** Nitrifying, Vitalization

### 3. All Natural Blooming Cleansing Foam



## All Natural Blooming Cleansing Foam

Facial Cleansing Foam with clear and transparent flower water



Volume  
30g



Centaurea  
Cyanus Flower  
Water 52%



Moisturizing and  
soft foam

The soft cleansing foam with with Centaurea Cyanus Flower, rather than purified water, removes skin wastes. The natural plant extracts of the cleansing foam give a refreshing feeling to rough skin after facial washing without any skin pulling.

[Directions]

Put as needed on the hand, make plenty of foam with water, and lightly apply on the whole face as though massaging, and then wash enough the face with lukewarm water.

Brand Story

Brand Concept

Floral Water

Feature

Product