



October 2, 2013

Ms. Janet Taake
Senior Vice President, Merchandising
Ulta Beauty
1000 Remington Boulevard, Suite 120
Bolingbrook, Illinois 60440

Dear Ms. Taake,

This letter and product samples are to introduce you and the Ulta Beauty team to Makucell's Renewnt™, (pronounced "Re-ne'w-int") line of skin care products, with innovative patent-pending stem cell molecular technology, Asymmtrate™.

Renewnt skin care is an excellent fit for Ulta Beauty's target customer — someone who values newness, embraces technology, researches products prior to purchase, and is looking for a prestigious product at a reasonable price. Makucell senior management is confident Renewnt can help Ulta meet its aggressive growth goals for 2013-14, expanding your loyal customer base. Once your customers try Renewnt, after a few weeks, they will note the difference in the texture and appearance of their skin, smoother and younger-looking, and clamor for more, just as our loyal Renewnt clients have.

Developed by Michael Kahn, PhD., the Provost's Professor of Medicine and Pharmacy at the University of Southern California's Broad Center for Regenerative Medicine and Stem Cell Research of the Keck School of Medicine, no other product contains this technology, a novel approach to the cellular aging process. Makucell applied Dr. Kahn's regenerative molecular technology to skin care products to create a cosmeceutical unlike any other, and we have seen dramatic results. Not a retinoid, nor a botanical, not a growth media protein, biologic, vitamin or antioxidant, the Renewnt brand proprietary molecule, Asymmtrate, is an original technology platform never before offered in the cosmeceutical market.

With direct input from leading dermatologists including Dr. Mark Dahl, Makucell's Chief Medical Officer and a past president of the American Academy of Dermatology and Professor and Chairman of the Departments of Dermatology at the University of Minnesota and Mayo Clinic College of Medicine (Arizona), Makucell developed the formulations with the most advanced, proven ingredients available today for high-end cosmeceuticals including: Ceramides, Caprylic/Capric Triglycerides, Azelaic, Oleic, and Linolenic Acids. Each Renewnt product specifically addresses a particular skin issue and is formulated to target that issue and skin zone on the body. However, Renewnt has MORE than other cosmeceuticals — our products contain Asymmtrate.

The Cellular Science of Asymmtrate

Why does it work? Because the skin is energized from within, at the cellular level, to behave the way it did when it was young. In order to function properly, skin cells must continuously replace themselves. These replacement skin cells arise from *skin stem cells*. The number of stem cells remains relatively constant throughout our life. However, as we age, stem cell *divisions* become sluggish and occur less frequently, slowing the activities that make skin youthful looking.

The decision of the skin stem cells to remain dormant, divide or differentiate (become normal, active tissue cells) is critical, and determined by the body's signal pathways. Multiple paths funnel into a common signaling pathway called "Wnt" (pronounced "wint"). Asymmtrate, is a selective modulator of the Wnt signaling pathway and **encourages optimal signaling**. Optimal signaling stimulates the skin

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stem cells to begin the process leading to keratinocytes, fibroblasts and other skin cells, which produce collagen, elastic tissue, and substances in the supporting skin matrix. The end result is skin that is tighter, more luminous and younger-looking. ***This essential regenerative process is the key differentiator in Makucell's Renewnt™ skin care products.***

We know anecdotally from approximately 2,000 Renewnt users, that the products are remarkable. More importantly, in the more than 18 months since Makucell launched Renewnt at the American Academy of Dermatology Annual Meeting, the company has not had one complaint regarding the performance or any form of reported irritancy or allergic reactions to any of the products.

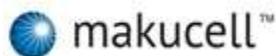
Enclosed please find the following:

- Makucell Company Information Sheet
- Renewnt Product Information Brochure
- Price List and Order Form
- **Samples:** Renewnt Hydration, Brightener, Strength, Firming
- **Press Kit:** press releases including Senior Management Team, Launch of Renewnt, Kevin Scanlon, PhD Joins the Board, Renewnt Available via Dermatologists, Makucell Selected as a Cool Company
- Summary of Clinical Trials
- "Stem Cells and the Skin" by Dr. Mark V. Dahl
- *Modern Aesthetics* Article by Vivian W. Bucay, MD, FAAD, Medical and Cosmetic Dermatologist

Makucell would be delighted train Ulta Beauty's personnel on the technology within this revolutionary brand to ensure the highest level of customer support, in-store experience, and long-term product satisfaction. If you or anyone evaluating Makucell as a supplier or our products has any questions regarding Makucell's technology and the science behind it, do not hesitate to call me personally at: 760-877-5385. I look forward to continuing a dialogue about how Makucell can help Ulta Beauty be the premier retail provider of our extraordinary line of skin care products.

Sincerely yours,

Lawrence A. Rheins, PhD
Chief Operating Officer



Business Technology Center
2400 North Lincoln Ave.
Altadena, CA. 91001
Cell: 760-877-5385
lrheins@makucellinc.com
www.makucell.com