



makucell™

Signaling a skin care revolution

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makucell™

RENEWNT™

Revolutionary skin care with a novel, proprietary approach to cellular aging.

Makucell introduces Renewnt™ (pronounced "Re-NEW-int"), non-prescription topical products formulated to address the challenges of aging and sun-damaged skin. Not a retinoid, nor a botanical. Not a growth media protein, biologic or antioxidant. The Renewnt brand proprietary molecule, Asymmtrate™, is an original technology platform never before offered in the cosmeceutical market. The non-greasy, cream base contains all of the most effective ingredients available for skin care today.

STEM CELL SCIENCE

NOVEL CELL ANTI-AGING TECHNOLOGY

RENEWNT PRODUCTS

RESTORES YOUTHFUL LOOKING SKIN

ABOUT US

Makucell is a life science company dedicated to the development, manufacture and distribution of non-prescription topical products formulated to address aging and photo-damaged skin, hair and nails. The company is one of the first life-science technology transfer start-ups to incorporate patented regenerative medicine technology into one of the best anti aging skin care line of products in the health and beauty space.

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RENEWNT SKIN CARE

Renewnt™ skin care products contain the high-end ingredients available today for cosmeceuticals, but also have an entirely new technology, Asymmtrate. Unlike many cosmetic agents, Asymmtrate has been clinically proven to penetrate through the epidermis into the dermis. Makucell currently offers four targeted skin care products.

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STEM CELL TECHNOLOGY

The body's signals govern skin stem cells, controlling the decision to remain dormant, divide or differentiate (become normal, active tissue cells). Signals flow in pathways and multiple paths funnel into the common Wnt signaling pathway. Signaling stimulates skin stem cells to begin the process leading to fibroblasts, keratinocytes and other dermal/epidermal cells.

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MEET OUR TEAM



KEVIN J. SCANLON, PHD
Chief Executive Officer

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RENEWNT. REVOLUTIONARY REGENERATIVE POWER.



Asymmtrate™ Awakens Skin's Stem Cells

Asymmtrate™ is a small molecule that optimizes signaling in the Wnt Pathway and was developed by a team of researchers led by Dr. Michael Kahn of the Eli and Edythe Broad Center for Regenerative Medicine at the Keck School of Medicine of the University of Southern California.

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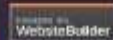


RENEWNT'S PROVEN BENEFITS

- ▶ Anti-aging technology signals skin's stem cells to encourage differentiation
- ▶ Clinically proven safe, non-irritating, non-sensitizing
- ▶ Formulated with the most current high-end cosmeceutical ingredients
- ▶ Provides nutrients for healthy skin
- ▶ Silky, smooth, not tacky, non-greasy feel
- ▶ Stem cells begin the process to produce components of skin matrix
- ▶ Works to strengthen the skin's matrix for a smoother, firmer appearance
- ▶ Helps skin appear more plump, younger-looking
- ▶ Assists the rejuvenation of the skin

MAKUCELL @ 2013

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MAKUCELL, INC.

Makucell, Inc. is a pioneering life science company dedicated to the development, manufacture and distribution of non-prescription topical products formulated to address the challenges of aging and sun-damaged skin. Based on scientific research developed by Dr. Michael Kahn, now at the Eli & Edythe Broad Center for Regenerative Medicine and Stem Cell Research at the Keck School of Medicine of the University of Southern California, Makucell's Renewnt skin care products are formulated to enhance the skin's appearance by helping make it stronger and more youthful-looking.

MAKUCELL'S MISSION

To create value by transferring safe and effective world-class science to skin, hair and nail care products for consumers worldwide.

Makucell is one of the first life-science technology transfer start-ups, which incorporates patented regenerative medicine technology in an elite line of skin health products, available worldwide without a prescription. The Makucell ScienceThe body's signals govern skin stem cells, controlling the decision to remain dormant, divide or differentiate (become normal, active tissue cells). Signals flow in pathways and multiple paths funnel into the common Wnt signaling pathway. Makucell's proprietary molecule Asymmtrate™, is a part of the Wnt signaling pathway and encourages optimal signaling. Optimal signaling stimulates the skin stem cells to begin the process leading to keratinocytes, fibroblasts and other dermal cells, which produce collagen, elastic tissue, and substances in the supporting skin matrix.

This essential regenerative process is the key differentiator in Makucell's Renewnt skin care products, a unique attribute for a superior and sustainable competitive advantage.

This world-class, novel technology is the foundation of the company, the basis of the Renewnt brand difference, and truly a revolutionary approach to skin care and cellular aging, developed to combat the visible signs of aging by prompting the body to better regulate its skin stem cells.

"I believe that the mechanism we found and the ability to control it pharmacologically is fundamental and can make a huge impact in health care overall."

Michael Kahn, PhD, Inventor and Co-Founder of Makucell, Inc.



MEET OUR TEAM



KEVIN J. SCANLON, PHD
CHIEF EXECUTIVE OFFICER

Dr. Kevin J. Scanton's background includes academic medicine, senior management in the pharmaceutical industry, CEO of start-up biotechnology companies and an angel investor. Representative examples of his extensive experience include:

- ▶ Chairman of Pasadena Angels Investment Group (2012-2014) and an executive member of the Los Angeles network of the Tech Coast Angels.
- ▶ Faculty Adviser for graduate business students involved in the life science industry at the UCLA FEMBA Global Access Program.
- ▶ Worked with entrepreneurs, the investment community and international governments in Ireland, China and New Zealand to create an innovative culture around intellectual property from their respective academic institutions.
- ▶ Vice President in the pharmaceutical industry at Berlex-Schering AG (Berlin, Germany), where he was responsible for the company's international cancer program in the US, Europe and Asia.
- ▶ TechWeek100 is honoring Dr. Scanton for his contribution in 2013 as a member of the Los Angeles community who is impacting the business and technology landscape on a significant scale.

He was the past President of the International Society of Cell and Cancer Gene Therapy (England), and a participant at 400th Anniversary of Uppsala University in Sweden. In addition, Dr. Scanton is an advisor for the National Institute for Cellular Biotechnology in Ireland, and was the co-editor and co-founder of the nature journal "Cancer Gene Therapy". He has co-authored over 135 original scientific articles, edited nine medical books and has seven issued patents.

Dr. Scanton received his Ph.D. degree from the University of London in Molecular Biology and trained in Cancer Research at Yale Medical School. He was a Leukemia Society Scholar, and awarded the Paul Marini Medical Research Prize in Cancer (Germany).





RENEWNT™

Revive. Regenerate. Rejuvenate.

Join the Renewnt revolution. Recent clinical studies have shown that results may be seen in as little as 4 weeks after beginning the daily Renewnt application. Subjects reported that skin feels and looks more plump with fine lines and wrinkles softened. Overall, skin has a younger appearance.



All of the Renewnt products are formulated with Asymmtrate™ to encourage stem cell differentiative divisions, awakening the stem cells so they behave the way they did when they were younger. Awakened, energized skin stem cells begin the processes leading to the production of the skin matrix components including keratinocytes, collagen and elastin. This helps strengthen the skin as well as restores and maintains skin health so it appears rejuvenated, more luminous.



Formulated by leading dermatologists, each product is designed for a different type of skin, corresponding to specific areas on the body. The individual product targets the particular challenges of that area of the body and contains the most effective ingredients to address those issues. All Renewnt products are 100% PABA and fragrance free.

HYDRATION

Hydration is the 24-hour, day and night cream that is specifically formulated for the face to restore a plump, nourished, moisturized, and more youthful appearance. Along with Makucell's proprietary technology, Asymmtrate, key ingredients include:

- ▶ Hyaluronic acid, an excellent moisturizer, binds water, acts as a lubricant between collagen and elastic fiber networks of the dermis, and provides filler to volumize the dermis as well as act as a shock absorber. Adding volume reduces the appearance of wrinkles.
- ▶ Glycerin and other humectants hold moisture.
- ▶ Dimethaconone promotes smoothness.



- ▶ Shea butter enhances surface characteristics-smooths skin and enhances brightness
- ▶ Phytosphingosine provides a mortar ingredient precursor (phospholipid).
- ▶ Ceramides, naturally occurring skin lipids (fats) that are major structural components of the skin's outer structure. Ceramides are necessary for the skin's water-retention capacity as well as for cell regulation and help to restore the skin's barrier system. They provide a mortar ingredient for intercellular stratum corneum lipids, along with cholesterol.

FIRMNESS

Firmness is specifically for the skin on the neck and decolletage, a rich cream designed to hydrate and improve elasticity, decrease roughness, reduce wrinkles and firm this delicate area which is prone to sagging and creases. Effective ingredients are:

- ▶ Hyaluronic Acid attracts and retains moisture keeping skin soft. It is a ground substance, a component of the extracellular matrix of the dermis.
- ▶ Hydrolyzed Manihot Esculenta Tuber Extract acts as a tightening agent and skin tensor.
- ▶ As with all Renewnt products, Firmness includes Makucell's proprietary small molecule technology, Asymmtrate.



BRIGHTNESS

Renewnt for Brightness is Makucell's serum formulated to address areas of irregular skin pigmentation including dark spots from sun damage. This intense serum helps to rejuvenate, brighten and produce a more even skin tone. Active ingredients include:

- ▶ Alpha-hydroxy Acid (Lactic Acid) has a special ability to penetrate the skin and works mainly as an exfoliant, causing the cells of the epidermis to become "unglued" allowing dead skin cells to slough off to make room for new skin. Helps improve roughness, the appearance of wrinkles and mottled pigmentation.
- ▶ Azelaic acid to fade the appearance of spots.
- ▶ Makucell's core technology, Asymmtrate.



STRENGTH

Strength is formulated for the dry, thinning skin of the hands and forearms. It soothes and seals-in moisture to help repair the signs of aging and restore the essential skin barrier. Strength is excellent for fragile elderly skin and for expanding bellies of women who are pregnant. The product's key ingredients are:

- ▶ Niacinamide, a potent antioxidant that improves texture.
- ▶ Sodium Lactate, a buffered form of alpha hydroxy acid, a premium moisturizer.
- ▶ Asymmtrate to help build and strengthen the skin matrix.

