

**12 Week
Clinical Trial
Beginning
October, 2013**

Constructs:

- ▶ Double Blind Study
- ▶ 40 Subjects
- ▶ Renewnt Hydration
- ▶ Asymmtrate Efficacy
- ▶ Anti-aging impact



makucellTM

**Makucell Tests Asymmtrate,TM
a Proprietary Ingredient**

Makucell currently has a double-blind, randomized, 12-week clinical trial underway to evaluate facial anti-aging effects (e.g. reduction in fine lines/wrinkles, reduction in UV (sun) damage, decreased sallowness) of the company's Day & Night-Hydration product.

The trial empaneled 40 subjects (27 women, 13 men) at International Research Services, Inc. clinical facility in Port Chester, New York.

Subjects were assigned to the current Renewnt® product (treatment) or (control), the Renewnt® product minus the Asymmtrate proprietary ingredient.

Trial

Monthly

Results

ABOUT US

Makucell, Inc. is a pioneering regenerative biotechnology company dedicated to the development, manufacture and distribution of non-prescription skin, hair and nail products formulated to reduce the impact of aging and the sun's photo-damage on the skin's appearance. The company launched a new proprietary technology, AsymmtrateTM, within its line of skin care products, the Renewnt brand. The technology works with an individual's own skin stem cells to maintain cellular differentiation as we age, energizing the stem cells to behave the way they did when we were young.

RENEWNT PRODUCTS

RenewntTM skin care products are new non-prescription, topical cosmetic agents formulated to address the challenges of aging skin. Pronounced "Re-new-int", this revolutionary new skin care uses a patented technology, a novel approach to cellular aging. Not a retinoid, nor a botanic. Not a growth media protein or antioxidant, Renewnt's proprietary molecule, Asymmtrate, is an original technology platform never before offered in the cosmeceutical market. Clinically tested for safety and efficacy, product formulations reduce the appearance of fine lines, wrinkles, roughness, thinning skin and pigment irregularities.

2011 & 2012 CLINICAL TRIALS

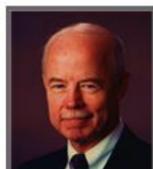
During this time period, Makucell conducted six clinical trials to test the safety and efficacy of its proprietary technology, Asymmtrate, a small molecule developed by Dr. Michael Kahn of the Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research at the Keck School of Medicine of USC. The technology is a new cosmetic agent intended to improve the skin's appearance and texture by normalizing stem cell differentiation. The completed clinical studies suggest that Asymmtrate is safe for use as intended, penetrates into and through human epidermis and dermis. Asymmtrate in its cream vehicles is nonmutagenic, nonirritating, and nonsensitizing.

MEET OUR TEAM



KEVIN J. SCANLON, PHD
Chief Executive Officer

MORE



MARK V. DAHL, MD
Chief Medical Officer
VP of Science & Medical Affairs

MORE



LAWRENCE A. RHEINS, PHD
Chief Operating Officer

MORE

RENEWNT. REVOLUTIONARY REGENERATIVE POWER.



Asymmtrate Awakens Skin's Stem Cells

Asymmtrate, Makucell's proprietary technology, is a small molecule that optimizes the body's signals in the Wnt (pronounced "wint") pathway. Those signals govern skin stem cells, controlling the decision to remain dormant, divide or differentiate (become normal, active tissue cells).

MORE

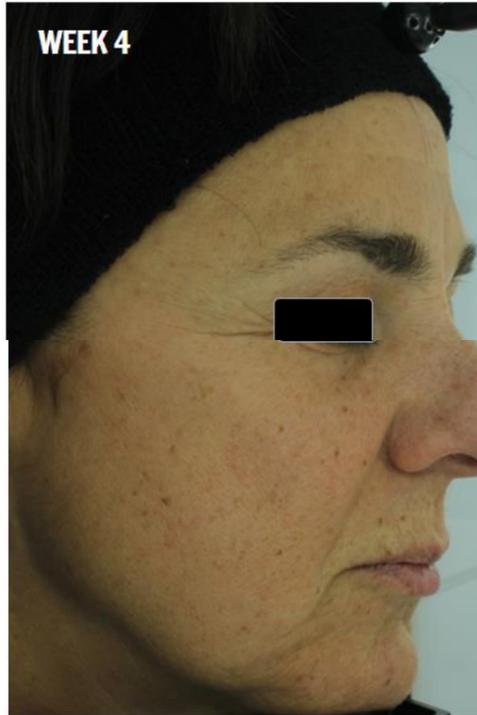
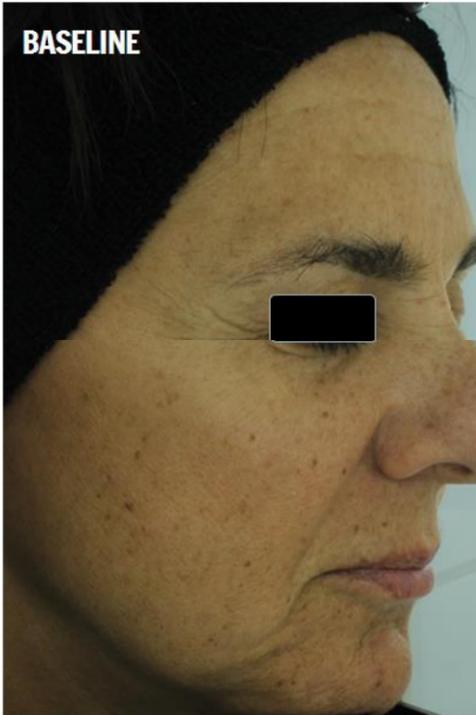
Signals flow in pathways and multiple paths funnel into the common Wnt signaling pathway. Optimal signaling stimulates the skin stem cells to begin the process leading to keratinocytes, fibroblasts and other dermal cells, which produce collagen, elastic tissue, and substances in the supporting skin matrix.

PROVEN BENEFITS OF RENEWNT SKIN CARE

- ▶ Cellular anti-aging technology signals skin's stem cells, encouraging differentiation
- ▶ Clinically proven safe and non-irritating
- ▶ Formulated with the most current high-end cosmeceutical ingredients
- ▶ Provides nutrients for healthy skin
- ▶ Silky, smooth, non-greasy feel
- ▶ Skin stem cells wake up, begin the process to produce components of skin matrix
- ▶ Works to strengthen the skin's supporting matrix for a smoother, firmer, appearance
- ▶ Helps skin appear more plump, younger-looking
- ▶ Assists the rejuvenation of skin

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SUBJECT 1



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SUBJECT 2



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PRODUCTS

Makucell, Inc., a pioneering regenerative biotechnology company dedicated to the development, manufacture and distribution of non-prescription products formulated to address the impact of aging and photo-damaged skin unveils the RenewntTM, (pronounced "Re-new-int") brand, a revolutionary science-driven product line. Renewnt'sTM proprietary ingredient, AsymmtrateTM, is a new approach to cellular aging, optimizing signals in the Wnt (pronounced "wint") pathway to energize the skin's stem cells, encouraging youthful cell behavior. The result is younger-looking skin which appears firmer and smoother.

This molecular process is the key to our proprietary technology developed at USC's Keck School of Medicine and transferred to Makucell's RenewntTM skin care line. 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 converge into one - the Wnt pathway. Makucell's proprietary molecule AsymmtrateTM, encourages optimal signaling in the Wnt pathway. 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 science-derived, Renewnt skin care products.

Michael Kahn, Ph.D. and his team of gifted research scientists at the Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research of the Keck School of Medicine at the University of Southern California developed the revolutionary ingredient, AsymmtrateTM, Makucell's core technology. Dr. Mark V. Dahl, Makucell Chief Medical Officer and former President of the American Academy of Dermatology as well as Professor Emeritus at the Mayo Clinic in Arizona, developed the formulations with industry leading specialists. Each product is designed to target a specific skin type on a particular area of the body. Makucell has tested all the RenewntTM products for safety and efficacy.



RENEWNT PRODUCTS

- ▶ Penetrate into viable skin.
- ▶ Are not irritating or sensitizing.
- ▶ Show measurable up-regulation of genes that express skin structural proteins with simultaneous down-regulation of inflammatory genes in gene expression analysis.
- ▶ Perform well in clinical studies. Skin shows smoothing, plumping and an improvement in texture after as little as four weeks.

"Makucell is committed to supporting our claims with results from controlled, blinded studies," explains Dr. Dahl. "We conducted standard industry safety tests, and the results were universally positive; RenewntTM products were well tolerated with no adverse effects or safety issues. A combination of clinical trials and in vitro gene expression studies from treated biopsied skin continues to corroborate the aesthetic effects noted in the clinic." Dr. Lawrence Rheins, Chief Operating Officer of Makucell commented, "RenewntTM delivers extraordinary regenerative ability in a hydrating cream, providing an advanced anti-aging option. AsymmtrateTM in RenewntTM wakes-up the skin's stem cells which have become sluggish with age, to begin rebuilding the underlying supporting skin matrix. As a result, skin looks plumper and has a rejuvenated, youthful appearance."

Makucell's current Renewnt skin care product line includes:

Renewnt for Hydration, a day and night facial moisturizer for a more youthful-looking appearance.

Renewnt for Strength, for the dry, thinning skin on hands and forearms to seal in moisture, repair the signs of aging and restore the essential skin barrier.

Renewnt for Firmness, a neck and décolletage cream hydrates and improves elasticity, reduces wrinkles and roughness, and visibly increases firmness.

Renewnt for Brightness, a serum to address irregular skin pigmentation and sun damage to lighten and even skin color.

Initially, Makucell is offering the Renewnt products exclusively through aesthetic skincare professionals and directly from Makucell by calling the toll free number 855-MAKUCELL. Makucell has a full portfolio of products in its pipeline directed toward improving the appearance of skin, hair and nails which use the AsymmtrateTM core technology.

MAKUCELL, INC.

Makucell Inc. is a life science company dedicated to the development, manufacture and distribution of non-prescription topical products formulated to address the challenges of aging and photo-damaged skin. Based on scientific research 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 products are formulated to enhance the skin's appearance, making it stronger and more youthful-looking.

The company's new proprietary core technology, AsymmtrateTM, works with an individual's own skin stem cells to maintain cellular differentiation which decreases as we age.

THE TEAM



KEVIN J. SCANLON, PHD
CHIEF EXECUTIVE OFFICER

Dr. Kevin J. Scanlon's background includes academic medicine, senior management in the pharmaceutical industry, CEO of start-up biotechnology companies and acting as an angel investor.

Examples of his experience include:

- ▶ Dr. Kevin Scanlon is the Chairman of the Pasadena Angels Investment Group (2012-2014) and is also an executive member of the Los Angeles network of the Tech Coast Angels.
- ▶ For 2013, TechWeek100 has honored Dr. Scanlon as a leader who is making an impact on the technology community in Los Angeles.
- ▶ He is a faculty advisor for graduate business students involved in the life science industry at the UCLA FEMBA Global Access Program at the Anderson School of Business.
- ▶ Dr. Scanlon has worked with entrepreneurs, the investment communities and international governments of Ireland, China and New Zealand to create an innovative culture around the intellectual property from their academic institutions.
- ▶ In the pharmaceutical industry, Dr. Scanlon was a Vice President at Berlex-Schering AG (Berlin, Germany), where he was responsible for the company's international cancer program in the US, Europe and Asia.

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. Scanlon 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. Scanlon 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 Martini Medical Research Prize in Cancer (Germany).

Throughout his extensive and highly distinguished career, Dr. Dahl actively provided patient care along with acting as scientist and professor. Most recently, Dr. Dahl was Professor and Chairman of the Departments of Dermatology at the University of Minnesota and the Mayo Clinic College of Medicine in Arizona.



MARK V. DAHL, MD
CHIEF MEDICAL OFFICER
VICE PRESIDENT OF SCIENCE
AND MEDICAL AFFAIRS

He has served as President of the American Academy of Dermatology and was awarded the title of Master Dermatologist by that esteemed organization. As Vice President of the Society of Investigative Dermatology, his laboratory work focused on inflammation, immunology and infectious diseases of the skin. When conducting clinical trials, he has acted as primary investigator and co-investigator.

He has consulted for numerous companies and was the Chief Medical Consultant to Capstone Therapeutics.

Dr. Dahl is also an honorary member of the British Academy of Dermatology and the National Dermatological Societies of South Africa, Chile, Mexico and Canada. He is listed in both the "Who's Who in America" as well as "Who's Who in the World".



LAWRENCE A. RHEINS, PHD
CHIEF OPERATING OFFICER

Dr. Lawrence Rheins is a highly accomplished senior executive, research scientist, published academic, and successful entrepreneur. He brings a unique set of skills to Makucell, acquired throughout his exceptional and varied 25-year career which spans all of the key areas required for success – significant positions in over-the-counter and prescription dermatology, cosmetic, consumer and personal care product development as well as contract research industries. Most recently, he was the Co-Founder and President of Aria Aesthetics Inc., a wholly-owned skin care subsidiary of the Kimberly-Clark Corporation. Prior to Aria, Dr. Rheins served as President of Histogen Aesthetics, a regenerative medicine company, and before Histogen, he held the position of Vice President of Science and Technology at Floratech International which supplied botanically-derived ingredients for the cosmetics and personal care industries. In 1996,

Dr. Rheins began his entrepreneurial career, founding a biotechnology company specializing in the development and validation of molecular tests using specimens derived from the skin —DermTech International. Not only was he the founder but also the company's CEO, and under his leadership, the technology centered on cosmetics and dermatologic oncology diagnostics.

Before becoming an entrepreneur, Dr. Rheins was the Executive Director at Advanced Tissue Sciences, a tissue engineering, biotechnology company with an emphasis on various tissue and human skin growth. Prior to his tenure at Advanced Tissue Sciences, he held the position of Director of Pre-clinical/Clinical Services at Hill Top Research, a leading contract research organization focused specifically on the dermatologic and efficacy testing of consumer products.

In 1988, Dr. Rheins joined Procter & Gamble as a divisional toxicologist and Manager of the Skin Laboratory, leaving academia to begin his corporate career, to pursue his passion for improving skin diagnostic techniques and innovative technologies to transfer to skin care products.

dermatology, immunology, toxicology and in vitro alternatives. He serves as an Associate Editor for the Journal of Cosmetic Dermatology.

Dr. Rheins received his Master of Science and Ph.D. in immunology degrees from the University of Cincinnati, and from 1986 to 1988, was an Assistant Professor of Dermatology at that university.

SUMMARY OF 2011 - 2012 CLINICAL TRIALS

Makucell developed the Renewnt® product line to improve the appearance of skin. Each product contains the cosmetic ingredient Asymmtrate™, and was specially formulated to meet skin needs at various anatomic areas. In addition to Asymmtrate, each cream contains other established cosmetic ingredients to help provide a more rapid visible change and to ensure consumer satisfaction. The four Renewnt products have been sold for close to two years. Both consumers and sellers have been excited by the products and pleased with the results leading to ongoing consumer acceptance.

OPEN LABEL (USER) STUDY

4-Week User Study	
Participants/Consumers	57
Dermatologists	7
Use of Other Skin Moisturizers	100%
Product Tested	Renewnt Hydration
Asymmtrate Concentration	0.075%
Improvements Reported Week 2	
Firmness, tightness & elasticity	87.7%
Improvements Reported Week 4	
Firmness, tightness & elasticity	66%
Roughness	75%
Fine lines and wrinkles	50%
Overall Improved Appearance	66%
Irritation	0 Participants
Compatible with other products	100% Compatibility
Professional Assessment	
14 Macroscopic Skin Parameters	Confirmed the trend for smoother, firmer skin

In a short 4-week user study of 57 consumers, most of whom were using facial moisturizers, nearly 100% of subjects reported the Asymmtrate 0.075% w/w containing Renewnt™ for Hydration was compatible with their other skin care products.

Over 50 of subjects reported improvement in their skin's firmness, tightness and elasticity by week 2 and two-thirds of subjects reported improvement by week 4. Roughness improved in 75% of users. Nearly 50% reported improvement in the appearance of fine lines and wrinkles.

Overall appearance was self-reported as improved in nearly two thirds of subjects. No subjects reported irritation. Professional assessments by the 7 dermatologists who participated in the study took place before and after the 28 day study. Their observations of 14 macroscopic skin parameters confirmed the trend for smoother, firmer skin. Additional effects might be expected over more time.

SAFETY AND IRRITANCY TESTS

In the various safety and irritancy tests Asymmtrate was non-mutagenic in the Ames Test, showed the lowest grade corneal irritancy in the Bovine Cornea Opacity Test, and in the 21-day Cumulative Irritancy Test, Asymmtrate appeared non-irritating on six skin sites on the backs of 28 subjects and did not sensitize as verified by allergic patch tests.

AMES TEST

Ames Test for Mutagenicity: Histidine-requiring Salmonella typhimurium bacteria were spread onto an agar plate containing a small amount of histidine. Only mutant strains can continue to grow after the histidine supply is exhausted. Asymmtrate was incubated with bacteria before plating, and the number of mutant strains was noted after 48 hours. No mutagenic strains of S. typhimurium were detected. Asymmtrate as a cosmetic ingredient appears to be safe. An independent contract laboratory conducted standard tests to see if Asymmtrate would cause mutations, irritation, or allergy. No subjects developed allergy or significant irritation after testing under extreme conditions.

BOVINE CORNEA OPACITY TEST

Five bovine corneas were dosed with 0.75 mL each of 4 topical formulations of Asymmtrate (Renewnt brand). Corneas in holders were incubated at 32°C for 2 hours. Opacity testing was done after washing off test material. Then the anterior chamber was filled with 1.0 mL of 0.4% fluorescein solution and incubated for 90 minutes. The amount of fluorescein that passed through the cornea was measured by spectrophotometry at 490 nm. The Mean Optical Density Score was calculated. The scores of each formulation were less than 7, with a range from 1.7 to 6.7. An in vitro score of 0-25 = mild irritant, 25-55 = moderate irritant, 55+ = severe irritant. 21-day

CUMULATIVE IRRITATION TEST

Six skin sites on the scapular back of 28 subjects were selected for testing. Five sites were treated with test products and 1 site was treated with sodium laurel sulfate as a positive control. Approximately 0.025 mL of each of the 4 product formulations was placed on 8-mm Finn chambers, applied to its test site, and secured with adhesive tapes. Daily reapplications (Monday-Friday) of the same test materials were made on the same test site for 21 days, or until irritation scores of 3+ or greater for the area were observed.

Patches were removed 24 hours after each application, except on weekend days. None of the 4 products elicited reactions during the 21-day test period.

ALLERGY INDUCTION (SENSITIZATION)

After completing 21-day cumulative irritation testing and undergoing a 14-day rest period, all subjects were patch tested with the appropriate Asymmtrate cream formulation 0.075% by occluding it on the skin of subjects for 48 hours and assessing for inflammation and induration. No subject became sensitized under conditions of the 21-day cumulative irritancy testing.

PERCUTANEOUS ABSORPTION

Franz cells were filled with phosphate-buffered saline containing 10% ethoxydiglycol. Normal human skin was defatted and cut into square sections and mounted between the upper and lower reservoirs. Each Asymmtrate cream formulation 0.075% was applied to each section of skin in its chamber in quadruplicate assays. After 4, 8, 12, and 24 hours, fluid from the lower reservoir was removed for analysis. Quantity of drug in each sample was determined by the ability of Asymmtrate to inhibit lithium chloride-stimulated Wnt activity in stably transfected Hek-293 cells. Asymmtrate was absorbed and penetrated into and through human epidermis and dermis from all 4 preparations and activity was preserved.

DISCUSSION AND CONCLUSION

Asymmtrate is a new cosmetic agent intended to improve the appearance and texture of skin by normalizing stem cell differentiation. Studies herein suggest that the drug is safe for use as intended. Asymmtrate penetrates into and through human epidermis and dermis and remains active. Asymmtrate in its cream vehicles is nonmutagenic, nonirritating, and nonsensitizing. The safety of use as intended over long periods was not tested in these studies.

The novel Renewnt line of skin care products with the cosmetic ingredient Asymmtrate appears to be safe and effective at reducing roughness, tightening and firming skin, reducing the appearance of fine lines and wrinkles and improving the overall look of the skin. Consumers and suppliers generally welcomed the products. More than 2,000 consumers have used the Renewnt products for the past 20 months. During this time, Makucell has not received any complaints with respect to the effectiveness of the products or any of issues surrounding safety or irritancy. This confirms the results of Makucell's formal clinical tests described above.