



***BIA-Effect***  
FROM 17 TO 70



Global Factory Beauty in Asia Co., Ltd.(BIA), under the motto “From the age of 17 to 70,” is a high-end esthetic brand specializing in ultra-moisturizing, soothing care and trouble care, **[BIA Effect]**, a health care brand **[Body Elixir]**, gel nail stickers product line **[BIA Effect Aloha]**, and so on.  
We present **ETERNITY & PURITY** solutions through various life-care goods lines.

# 1. HISTORY

We have been a factory group in Korea and China since 2013. We have produced nonwoven and finished products with several hundred kinds of nonwoven and have done OEM/ODM for many global companies and hospitals, aesthetic shops for a long time. [BIA Effect], which has been supplied to beauty salons and famous brands around the world, is a premium brand of BIA, a global factory that produces premium raw materials and products. [BIA Effect] is our own brand that was started in 2021 and so popular in Korea & Japan now. We make our products by the best quality with the best ingredients that we have used for other big brands or that we have developed newly for only for us. We have very deep and long big data that were taken from our OEM experience through the worlds. We have also done OEM for big medical groups with English Vitamin C and France Collagen etc, so we use these very high quality material for our own brand products by the best recipe. We have very deep experience of cosmetics and medical care products, so at once the consumers use our products, the repurchase rate of them is about 98~99% now. Our products are occupying high ranking at Korean markets rapidly, too.

## 2. THE ORIGINS AND PHILOSOPHY OF [BIA Effect]

Before creating our own brand, the mother of the owner of this company got chemotherapy and saw that the skin became too weak and dry, so we communicated a lot with cancer patients and prepared big data about weak and dry skin. , the brand that was born after such research is [BIA Effect]. In fact, many long-term patients in nursing hospitals are using our products. We will always create only honest products of good quality for our own use, based on the needs of our families, essential for the whole family. "NOW IS ALL WE HAVE", This is the philosophy and belief of [BIA Effect].

## 3. CHARACTERISTICS

While most cosmetic brands have a limited main user base, our products are characterized by a wide variety of use, from young students to the elderly over 70 years of age. About half of our consumers are in their teens to 30s, and the other half are in their 40s to 70s or older.

The main customers in Korea were originally B2B-oriented such as beauty salons and beauty groups, but now we are supplying B2C methods directly to communicate with many consumers in a short time.

## 4. FOCUS OF RECIPE

✓ **From the age of 17 to 70, we specialize in skin troubles by big data analysis.**

From acne troubles of 17-year-old boys and girls to daily cleansing concerns, fine wrinkles on the rise in the 30s and 40s, skin troubles due to childbirth, and various troubles caused by aging in the 50s and 70s, we are always dealing with skin problems. In order to achieve the desire to maintain the 17-year-old skin even at the age of 70, it is necessary to exclude undesirable ingredients from your daily habits, mix only the most effective ingredients, and use essential products with safe ingredients. We promise to present the know-how that [BIA Effect] has been in charge of for a long time in global brands' products directly to consumers.

✓ **We steer premium fragrances with global perfumers.**

With our know-how in OEM of famous brands' fragrance-related products, we put effort into each and every fragrance to steer. We want to provide consumers with peace of mind through fragrance therapy.

✓ **We select the best combination of materials developed by us.**

Because the material is different, the product is different. BIA Effect, which has been investing generously in R&D in the development of new materials, is in charge of global consumers' health care from A to Z as a one-stop shop. Skin troubles, please be with [BIA Effect].

✓ **We provide premium aesthetic care that is not limited by time and space.**

There is no need to worry if you are at the beauty salon, at home, anytime, anywhere with [BIA Effect]'s products. If the esthetic salons you are going to take care of are not using [BIA Effect] yet, you can proudly ask the shop to use [BIA Effect].

## 5. THE FUTURE PROSPECTS

Using collagen as a base material and blending collagen into the sheet itself, we launched a mask pack that was specially developed from each fabric, and a variety of products, including an ampoule massage face pack that finish in 1 minute, were launched sequentially, gaining popularity. This year, various skin care products and gel nail stickers are scheduled to be released, and types of packs will be added.