



WOO&JOO

DONKEY MILK & DKMEX

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CONTENS

DONKEY MILK & DKMEX

01. COMPANY HISTORY

Introduction of SKYMILK and WOO&JOO History and Value

02. OUR VISION

‘Coexistence’ is corporate philosophy of WOO&JOO, leading company of donkey business.

03. WHY DONKEY?

Donkey products have an endless story and a market with great potential.

04. ADVANTAGES OF DONKEY MILK

Introduce donkey milk advantage, which is similar with breast milk

05. THE EFFICACY OF DKMEX

DKMEX helps to maintain healthy and clean skin.

06. BRAND

Introduction of WOO&JOO Brand

07. PATENT

Introduction of patent and certification



COMPANY HISTORY

To Make a Leading Company of Donkey Business

COMPANY HISTORY

Introduce SKY MILK and WOO&JOO History and Team

2013

8th MAY Registered the trademark 'SKY MILK' in Korea

* Homepage : <https://www.dkskymilk.com>
* Address : 2F 7-19, Seohui-ro, Icheon-si, Gyeonggi-do, Korea

2014

10th JAN WOO&JOO INC Corporation Establishment

1st NOV Launching SKY MILK Baby Classic Line of Skin Care

2015

17th MAR Registered the trademark 'SKY MILK' in China

2019

1st FEB Launching New Brand LaitCeleste for Skin Care Line

24th MAY Selected Main-Biz (Management Innovation Business) in Korea

15th DEC Launching SKYMILK Baby Skin Care Millennial Line

19th DEC SKYMILK Trademark Application Globally (13 country including Australia, Japan, Taiwan)

2020

3rd JUL Open the SKY MILK Farm, experience Donkey, in Icheon-si Korea

15th OCT Over 10,000 Visitors to SKY MILK Farm
* SKY MILK Farm Address :154, Dongsan-ro, Hobeop-myeon, Icheon-si, Gyeonggi-do Korea

2021

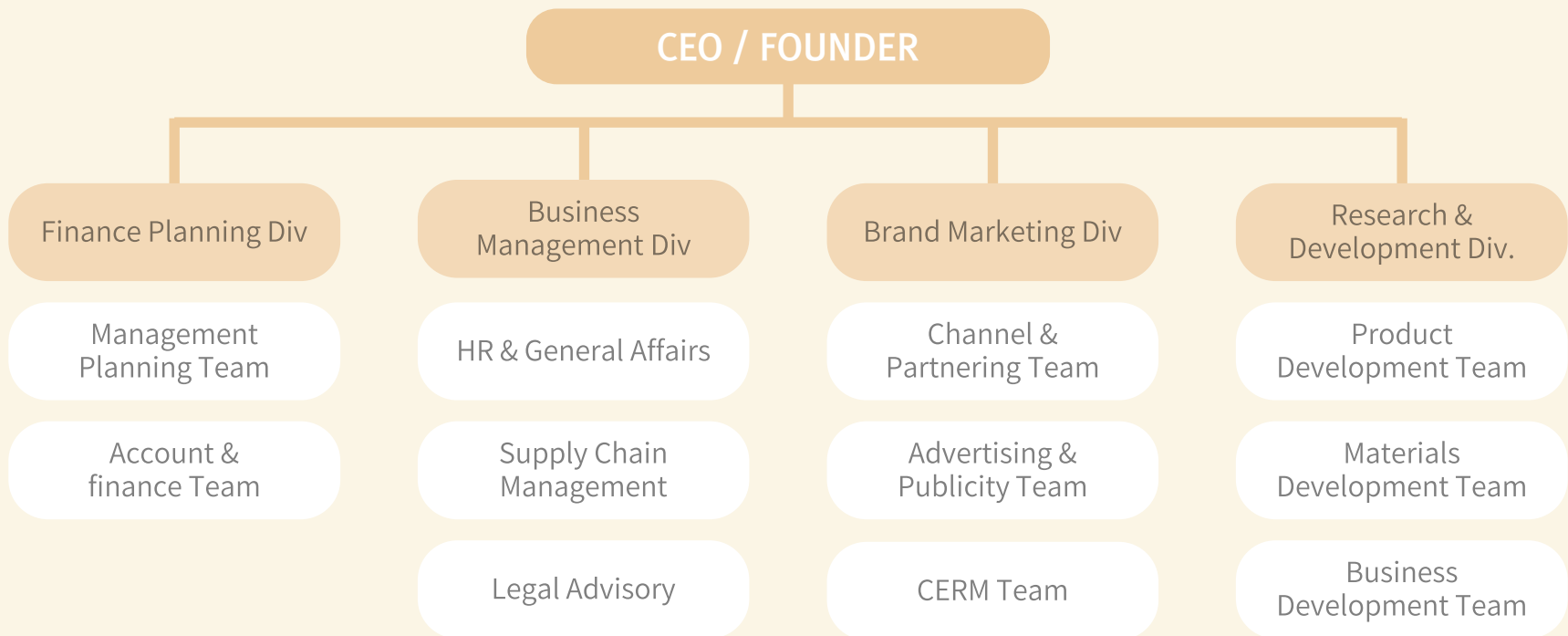
MAY DKMEX Patent Application

29th JUN Won Official Commendation from President of Main-Biz (Management Innovation Business) Association

NOV Developed "SWEET DREAM Scent"

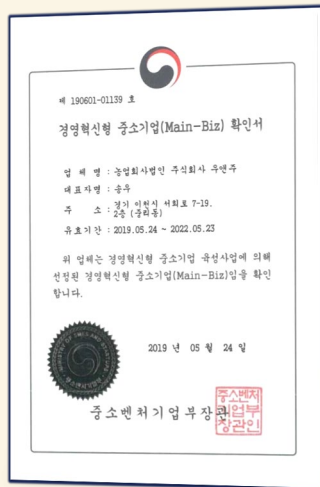
COMPANY HISTORY

Introduce SKY MILK and WOO&JOO History and Team



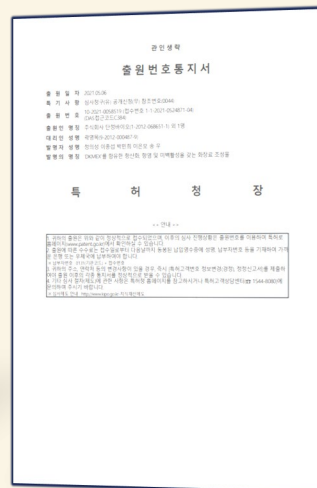
COMPANY HISTORY

Introduce SKY MILK and WOO&JOO History and Team



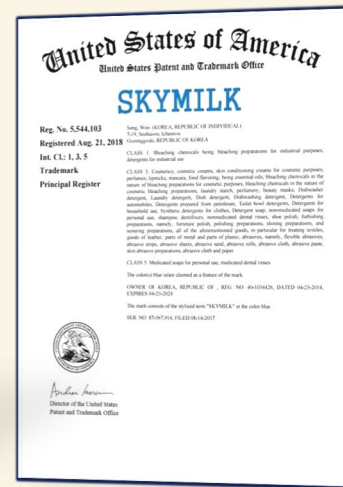
Main-Biz Certificated Company

Selected as Main-Biz
(Management Innovation Business)
rearing enterprise



Patent Registration Cosmetic Composition

Cosmetic composition
Contained Donkey Oil for skin



Trademark Application Globally

SKY MILK Trademark
Application Globally



1st GR Contentment Consumer Index

1st GR KCCI (Korea Contentment
Consumer Index) in 2019

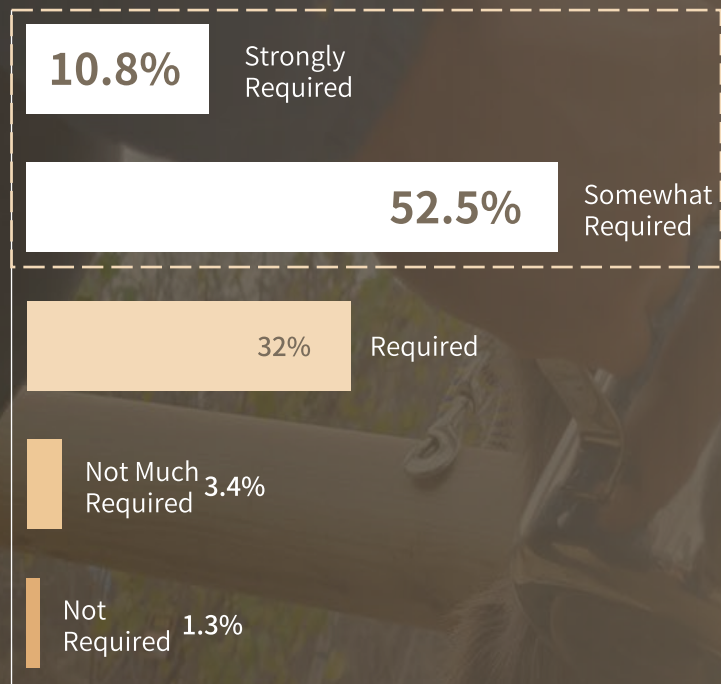


OUR VISION

We value 'Coexistence'

OUR VISION

We value 'Coexistence'



Value of Coexistence is Important

The survey about Farm Animal Welfare shows that 63.3% answered Farm Animal Welfare needs to improve.

This is increased about 5% compared to last year.

This refers that attention of Farm Animal Welfare is continuously raised.

For now, we need value of 'Coexistence' not only good.

Ref. Report from Korea Agency of Education, Promotion and Information Service in Food, Agriculture, Forestry and Fisheries (2020.12)

OUR VISION

We value 'Coexistence'

Lead 'Coexistence' With Donkey

WOO&JOO LLC is a pioneering leader company of donkey business in domestic.

We are actively expanding into new markets including food, cosmetics, health food, experience farms, and pet products, and we manage the entire value chain from manufacturing to distribution and sales.

We pursue the 'coexistence' with human, natural and donkey peacefully.



OUR VISION

We value 'Coexistence'



PEOPLE OF SKYMILK

We take care of about 300 donkeys with great care in fertile land with clear sky.

We milk donkey milk which is used for ingredients with a 6+2 system

OUR VISION

We value 'Coexistence'

Care with 6+2 System

Care about donkey health and ingredient quality

To care about mother donkey and foal health and to manufacture donkey milk at the best quality, we run the **6+2 system**, which consists of **programs including meal, exercise, play, and meditation** during the one month before birth, six months of nursing, and one month after nursing.



Precious ingredient hard to get

We milk and use precious donkey milk as ingredient which can obtain only about 0.5L per day during short nursing period.



Pasteurization and Cold Storage

To minimize loss of nutrition, it's pasteurized and stored in cold. Within 7 days after milk, we make it as ingredient.



WHY DONKEY?

Endless Story and Great Potential

WHY DONKEY?

Endless Story and Great Potential

Cleopatra take her around about 1,000 donkey and take a bath with donkey milk to maintain young skin and beauty.

Donkey is witness of **Jesus birth**, and Jesus took entered Jerusalem with donkey

Donkey can carry a load on harms' way of Himalaya where is Siberia at -50°C and Sahara Desert at 50°C . It **represents USA Democratic party** as strong vitality and diligent.

The Pope, Francisco, was raised on the fresh milk of donkey, and since 2016, farm for the pope in Castel, Gandolfo, has raised donkey for Pope

As donkey like people and touch unlike the horse, it's used in care farming business. It's spotlighted as **pet for lifetime** for its long lifespan, 40-50.

Donkey is **various and plenty original source** for all times and places from Gwarodogido by Kim Hongdo, Town Musicians of Bremen, Korea children's song Mam Mam, Animal Farm by George Orwell to Movie Sherek



WHY DONKEY?

Endless Story and Great Potential

Good Milk relieving allergic worry

Donkey milk has an exceedingly low amount of casein (protein) like human breast milk, and its composition ratio is very close to that of breast milk, with a similar lactose component ratio. For this reason, it's recognized as an alternative to breast milk.

Also, Donkey milk is prescribed to children with milk allergy as it's researched as milk for those children.





ADVANTAGES

Donkey Milk, precious ingredient

ADVANTAGES

Donkey Milk, Mild for Skin

Make Skin as Baby With Rich EGF

Make Rough and Dry Skin as Silk with Skin Recovery Ingredient EGF

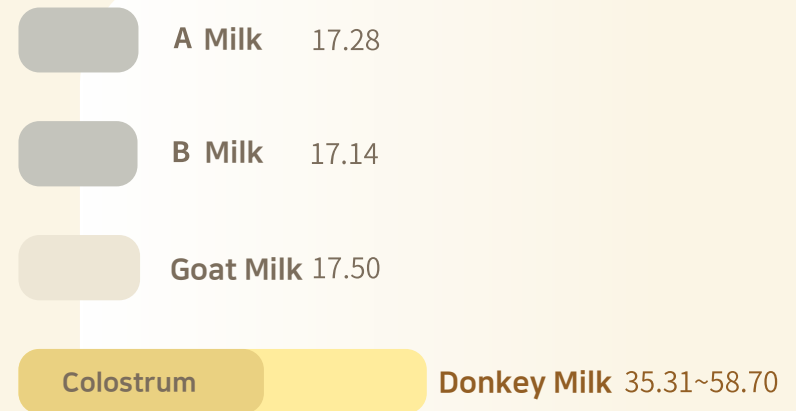
Donkey Milk **contains EGF**, which can help to promote repairing wound and normalizing skin barrier function, **4times** higher than normal milk and goat milk.

* EGF?

Epidermal Growth Factor.

It's a protein that stimulates cell growth and used in skin graft and promotion of recovery on wound.

EGF Contents (pg/mL)



*Component Analysis Test Report from Institute of Animal Life Science,
Kangwon National University

ADVANTAGES

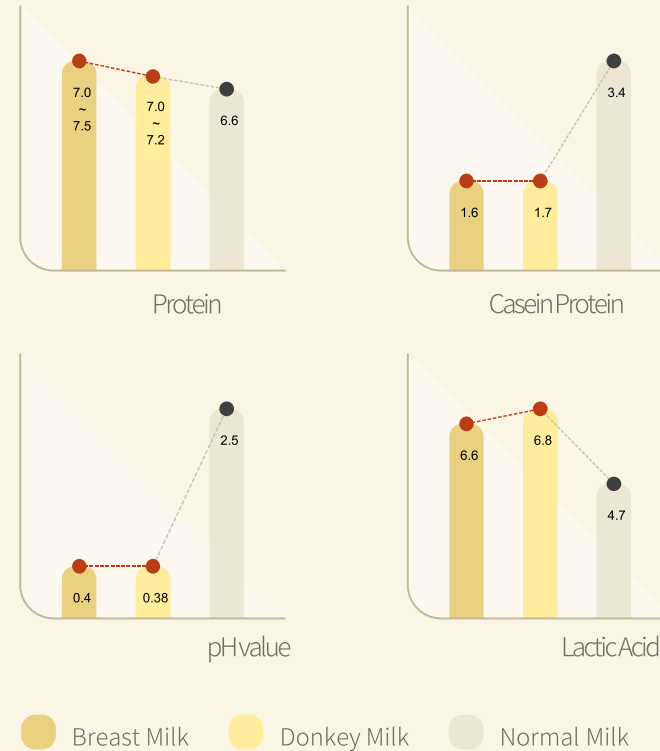
Donkey Milk, Mild for Skin

Mild for Skin Like Soft Touch—

**Free from Skin Irritation
with a composition similar
to breast milk.**

Donkey milk is similar to breast milk protein composition,
and it enables rapid and smooth delivery of nutrition deep into the skin.

* The above refers to the raw ingredients' characteristics only.



ADVANTAGES

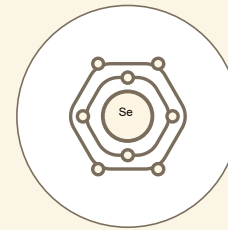
Donkey Milk, Mild for Skin

Absorbing Rich Nutrition into deep

Various Nutrition Making Health Skin

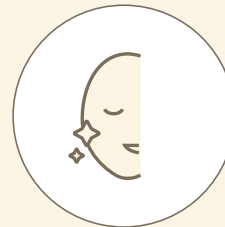
With rich nutrition with similar fat components to breast milk, donkey milk can be naturally absorbed deep into the skin. Additionally, it contains lots of ingredients like powerful antioxidant ingredients selenium.

* The above refers to the raw ingredients' characteristics only.



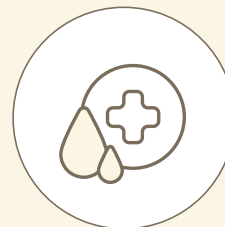
Selenium

With powerful antioxidant effect, can prevent aging and damaging



Vitamin A,C,E

Helps achieve a clean and vibrant skin
Tone by revitalizing the skin.



Omega 6

Helps to protect skin by making
moisture layer

ADVANTAGES

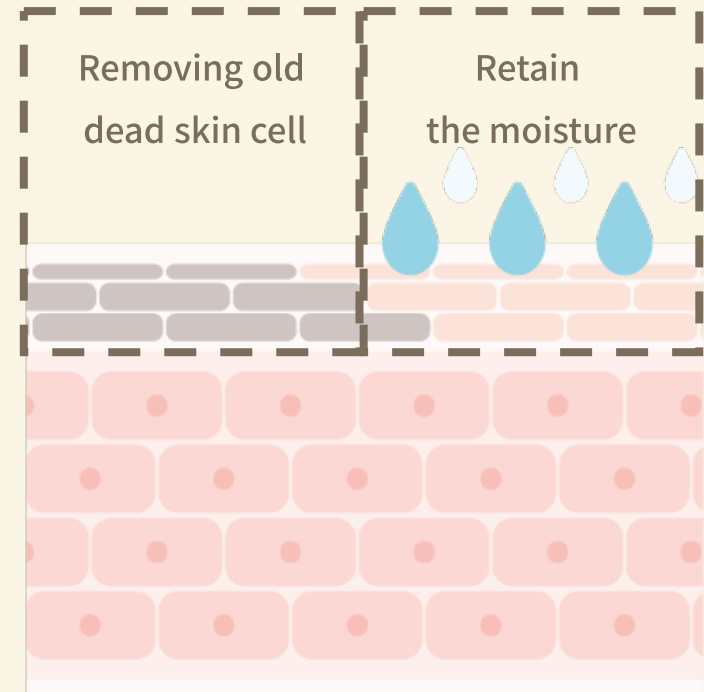
피부에 순한 당나귀 밀크

The more apply, The more moist Nature Moisturizing Fact

Make Healthy and Moist Skin with Lactic Acid

Lactic Acid, a natural moisturizing factor in donkey milk, helps improve skin health and moisture, promoting a brighter skin tone by gently exfoliating old dead skin cells and encouraging the growth of healthy skin cells.

* The above refers to the raw ingredients' characteristics only.





Secret Recipe with Pride

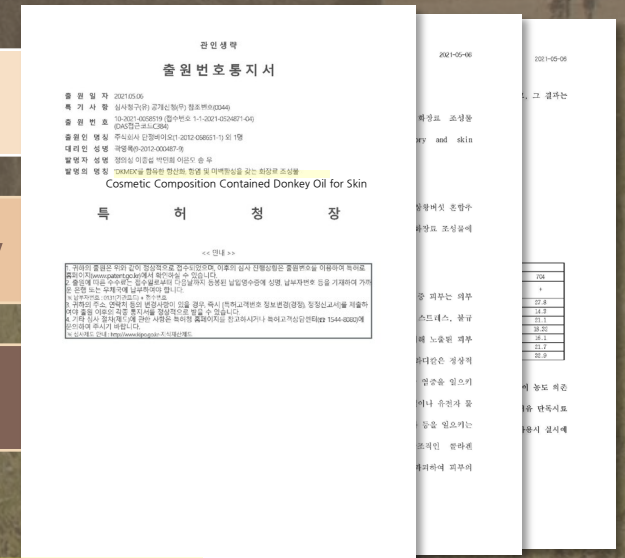
Secret Recipe with Pride

Developed DKMEX
with differentiated Selected ingredient

We developed through extensive research to maximize the strong points of donkey milk, which include excellent active efficacy for antioxidants, anti-aging, and anti-bacterial properties.

Anti-inflammatory

Whitening



DKMEX

Secret Recipe with Pride

Make Skin as Baby With DKMEX

**Anti-inflammatory, Whitening, Antioxidant
Comes with excellent ingredients.**

Donkey milk, often referred to as "white gold" in Europe, along with four types of plant-derived ingredients (green tea, quince, self-heal leaves, black hoof mushroom), helps to make clean skin and maintain a healthy skin environment.



DKMEX

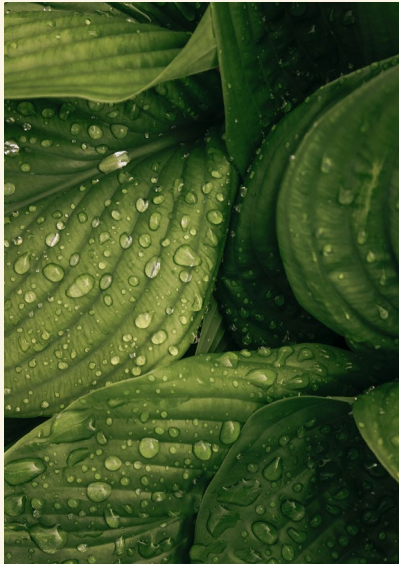
Secret Recipe with Pride

1

White Gold in Europe, DONKEY MILK

Donkey milk is considered a precious ingredient because only 1 female donkey can produce between 0.2~0.5L per day. Additionally, it is well-known for being used in the secret key to skin care of Cleopatra, the queen of Egypt.





2. Self-heal leaves Extract

Effects such as fever reduction, liver detoxification, diuretic properties, and anti-inflammation.



3. Green Tea Extract

Flavanols in green tea leaves are reported to have high effects on antioxidants, anticancer, anti-obesity, and whitening, among others.



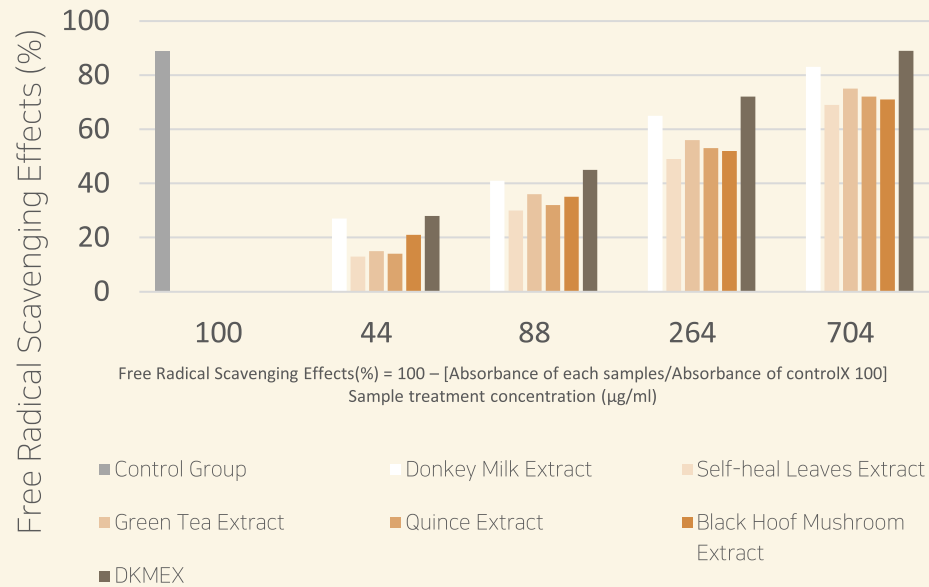
4. Quince Extract

It's fruit of quince tree and is widely used in folk medicine for treating colds and relieving sputum and cough associated with bronchitis



5. Black Hoof Mushroom Extract

It's known to exhibit Anticancer properties by enhancing immune activity

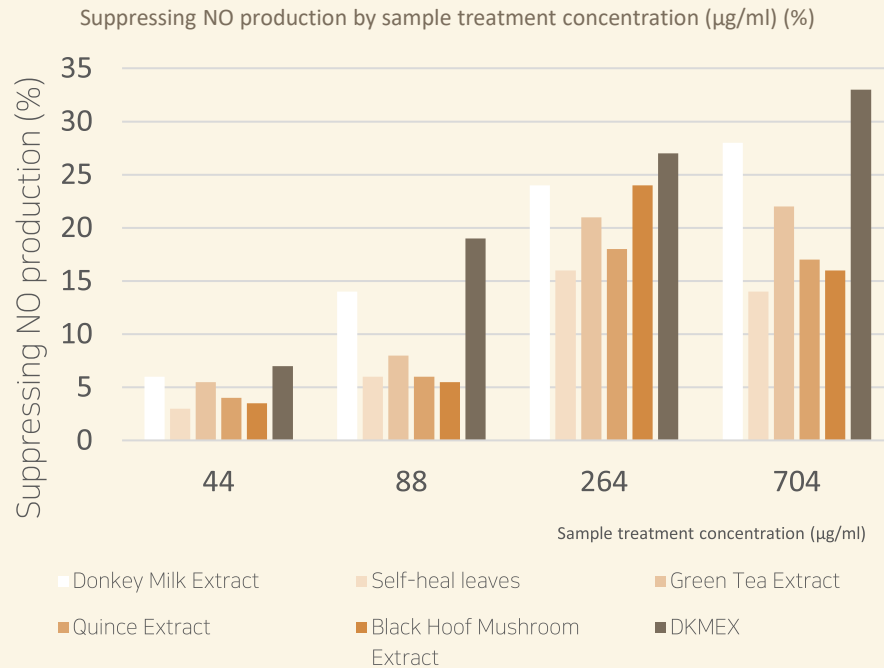


Antioxidant

DKMEX EFFECT 1

Antioxidation effect

Testing shows Donkey milk extract and DKMEX have superior antioxidant effects, with DKMEX being the most effective among them.



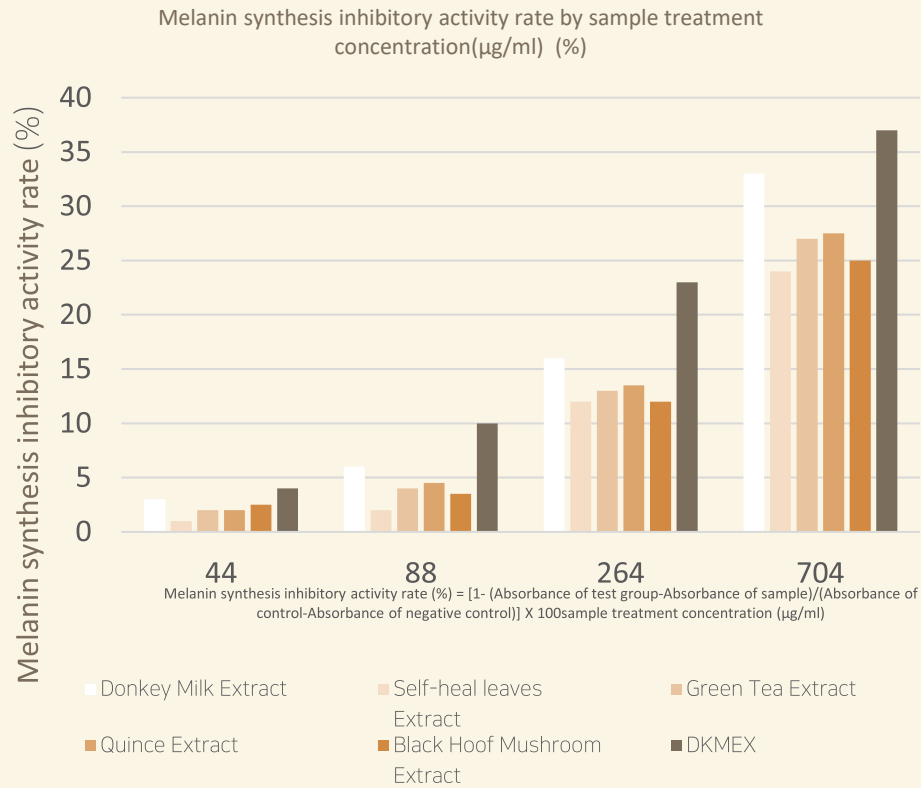
Anti -inflammation

DKMEX EFFECT 2

Anti-inflammation effect

Testing shows donkey milk extract and DKMEX have a concentration-dependent effect of suppressing NO production.

It has been confirmed that DKMEX has an excellent effect of suppressing NO production.



Whitening

DKMEX EFFECT 3

Skin whitening effect

Chart shows that the inhibitory activity rate of both donkey milk extract and DKMEX is gradually increased in a concentration-dependent manner.

Mixing DKMEX with the extract shows a synergistic effect, increasing its overall effectiveness and making it the most potent in inhibiting enzyme activity.

DKMEX

Secret Recipe with Pride

Clean and Healthy

Antioxidant Effect preventing aging

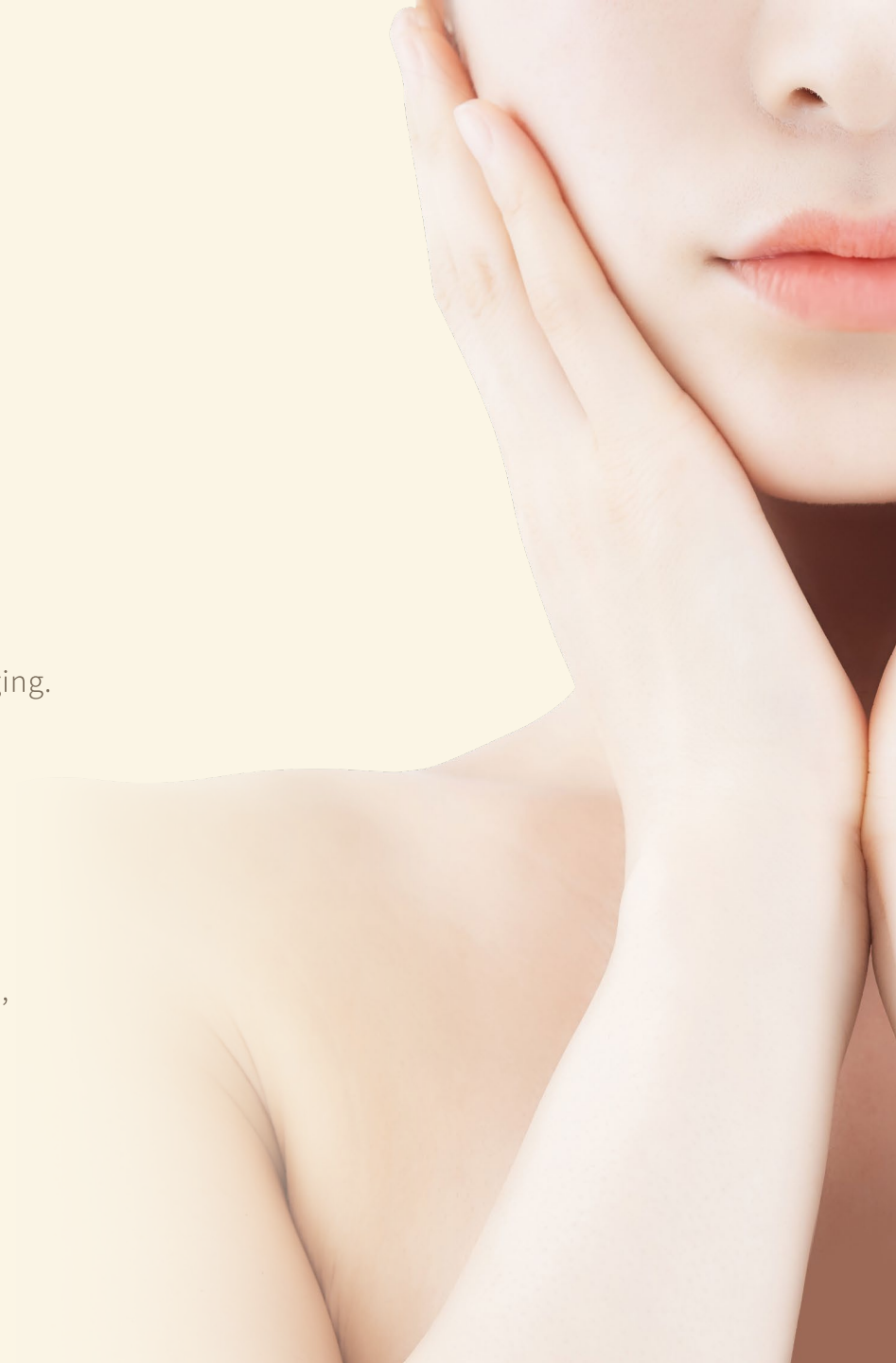
To prevent aging and maintain skin elasticity
by effectively removing active oxygen, which occurs during cell aging.

Anti-inflammation Effect calming skin

To protect and calm skin by reducing inflammation

Whitening Effect making bright skin

To achieve a bright and clean skin tone by suppressing tyrosinase,
the main enzyme involved in melanin synthesis.





BRAND

Introduction WOO&JOO Brand

BRAND

WOO&JOO Brand and Business

Mild Baby Skincare SKYMILK

Milk Skin care with High Repurchase Rate and High Rating

SKYMILK is baby skin care brand that primarily using plant-derived ingredients. With its mild formulation, it can be safely used by the entire family, including babies with sensitive skin and pregnant women.

DKMEX Line – Lotion, Cream, Wash, Sunblock, Ointment

Cleansing Line – Cleansing Tissue



BRAND

WOO&JOO Brand and Business

Daily Skin Care for Adults _DEAR OHNEUL

Small Beauty Salon in Bag

DEAR OHNEUL is a daily skin care brand that targets skin troubles and aims to achieve a healthy and radiant complexion. It provides the skin with a treatment-like texture, catering to the needs of busy modern women who may not have the time for regular treatments.

With DEAR OHNEUL, you can achieve dramatic and silky skin in a short amount of time.

Elixir Donkey Cream



BRAND

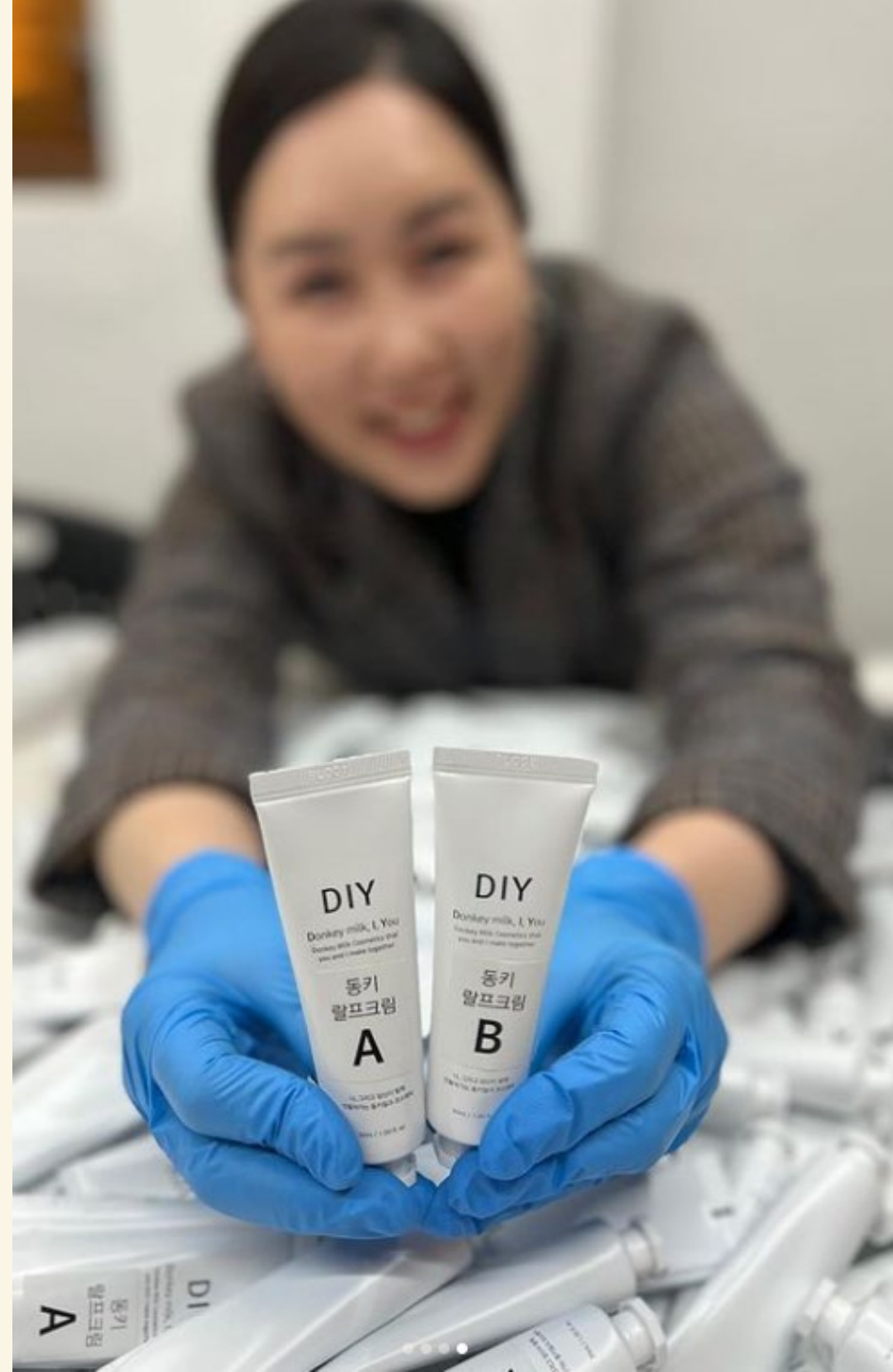
WOO&JOO Brand and Business

Collaboration with Famous Influencer _ENA DONKEY

Communicative Brand through Social Media

ENADONKEY has partnered with the influencer
“Hwang Shinyoung (ENA School)”, who has 52.5 million followers on Instagram.
Through this collaboration, ENA DONKEY is leveraging her strengths in
Communication and capturing attention to lead in select and
communication-based marketing strategies.

ENADONKEY Moisturizing Cream



BRAND

WOO&JOO Brand and Business

SKYMILK FARM _nature friendly farm

Interaction with donkey under the clear sky

With various Experiential Space and friendly donkeys in SKYMILK Farm,
You can feel interaction with nature. Experienced animal keeper manages
the farm and milk donkey in a healthy way..





PATENT

Introduction Patent and Certificate of Woo&Joo

PATENT

Patent and Certificate

Patented Ingredient Using Donkey Milk From Direct Farm

DKMEX utilized Donkey milk and Plant derived ingredient

DKMEX is consist of donkey milk, extracts of self-heal leaves, black hoof mushroom, and green tea, and quince. It's an identity ingredient and signature ingredient in Woo&Joo's main brand, SKYMILK.

DKMEX holds a patent for its whitening, anti-oxidant, and anti-inflammatory effects.

Additionally, DKMEX is also used in DEAROHNEUL and ENA DONKEY products.



PATENT

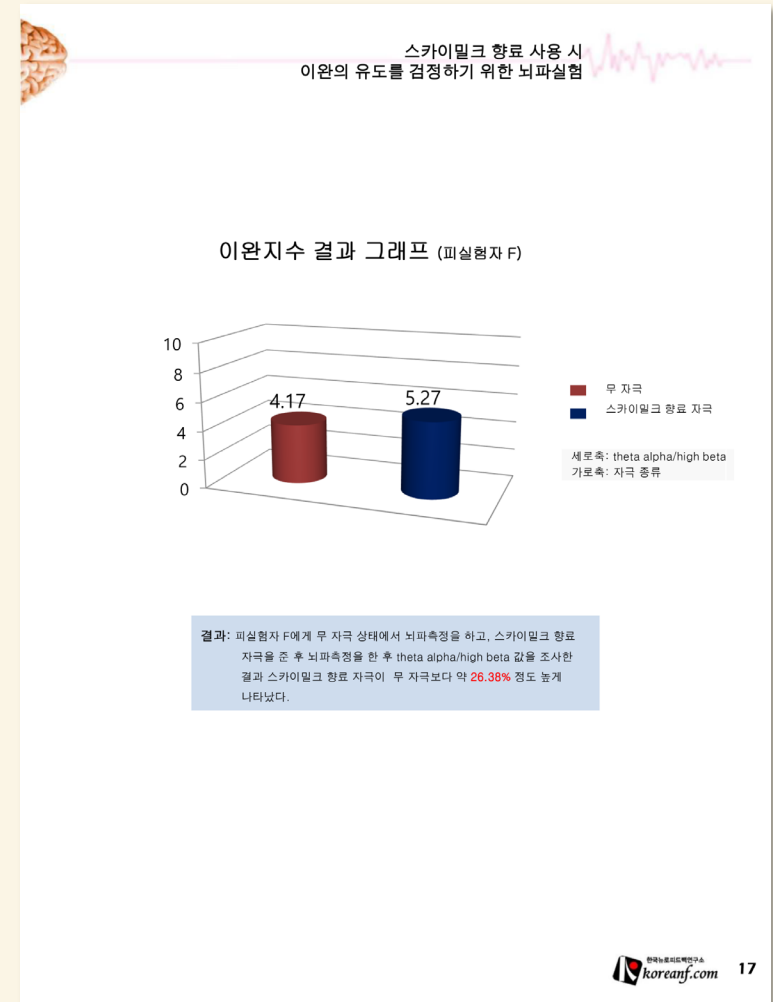
Patent and Certificate

Allergen Tested Self-Development “Sweet Dream Scent”

Comfort Scent

_Increase relaxation index in Brainwave test

The 'Sweet Dream' scent is a comforting fragrance with berry and flower notes, providing a fresh and sweet ambiance. It is widely used in most products within SKY MILK, the main brand of Woo&Joo. Furthermore, the scent has been thoroughly tested and proven safe, with no detection of allergens. The fragrance has also undergone clinical testing for both skin care and cleaning products, ensuring its safety and efficacy.



Reference.

18page ~ 35page

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THANK YOU

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