

# Sofcle Co.,Ltd

Sofcle was born from the realization that many health issues start with poor hydration. We are an eco-friendly company dedicated to wellness, crafting everyday products infused with natural minerals to bring the healing power of nature into your home.



# Sofcle

# SOFT CYCLE Sofcle



Sofcle is a blend of "Soft" and "Cycle," symbolizing the circulation of soft, pure water. Inspired by the sustainable life cycle of cockle shells, we bridge the gap between a Soft Life (comfort) and a Cycle Life (sustainability). Our brand captures the vitality of a healthy life cycle, transforming your lifestyle through the pure power of hydration.

While many emphasize the quantity of water, we focus on the **quality**. Recognizing that true wellness starts with "good water" we developed Sofcle to make clean, mineral-rich water accessible to everyone. Through our unique technology and natural mineral balls, we invite you to experience a gentle change that begins with every drop.



## 2019

- Began research and development of natural cockle calcium balls
- Registered the design of the mineral generator

## 2020

- Registered the Sofcle trademark
- Entered the U.S. market and obtained FDA certification
- Launched key products: Mineral Generator, Filtamin Shower Head, and Sink Faucet

## 2021

- Signed multiple supply contracts with major online and offline retailers in Korea, including Naver Store, Coupang, and Lotte Mall

## 2022

- Established Sofcle Co., Ltd.
- Began exports to the United States and France

## 2023

- Acquired patents, trademarks, and factory registration
- Filed international patent (PCT) and certified as a Venture Business
- Selected for the KSC (Korea SMEs and Startups Agency) Program
- Joined Station F in Paris, the world's largest startup campus

## 2024

- Selected for the Export Voucher Program
- Participated in the Poland and Bulgaria Trade Mission and the Dubai World Beauty Exhibition
- Registered trademarks in the United States, China, and Europe
- Participated in VivaTech, France's leading global innovation exhibition

## 2025

- Acquired U.S. FDA and European CE certifications
- Establishing a dedicated R&D department
- Acquired ISO 9001 / 10004 / 14001 / 45001 certification
- Selected by ECRM USA for global market expansion
- Participated in the Australia and New Zealand Trade Mission

# Technical Excellence : Natural Cockle Calcium Ball

When our natural mineral balls interact with water, they release an abundance of essential minerals that strengthen immunity and support the prevention of chronic illnesses.



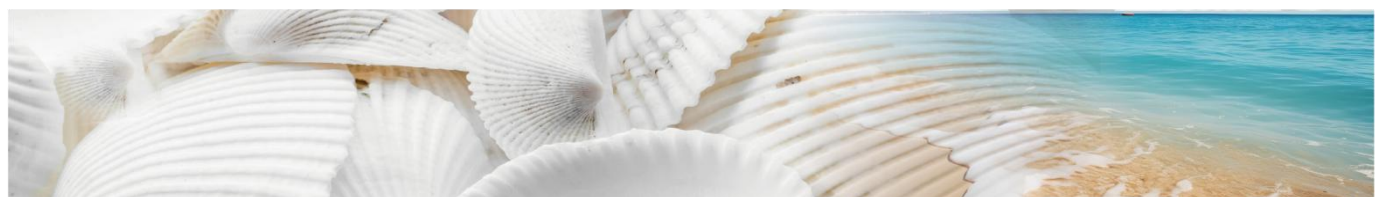
## Functions of Calcium

- **Physiological Balance:** Supports blood clotting and aids in smooth muscle contraction and relaxation.
- **Vital Systems:** Regulates cardiac rhythms and activates neurotransmitters and enzyme functions.
- **Metabolic Support:** Promotes digestive enzyme secretion, enhances bone density, and regulates hormone levels.

When natural minerals like Magnesium (Mg) react with water (H<sub>2</sub>O), they produce natural hydrogen water. This process effectively neutralizes and removes harmful free radicals (active oxygen) from the body through a clean chemical reaction:  $H^+ + OH^- \rightarrow H_2O$  (Neutralization)

## Why Cockle Calcium Balls?

Harvested from Korea's pristine, nutrient-rich coastal waters, cockles naturally absorb a diverse spectrum of ocean minerals. Using our patented technology, we transform these sustainable shells into high-purity calcium balls that release bio-available minerals upon contact with water.



\* Sofcle's natural mineral balls are not medical products.

# Mineral Generator

When your water changes,  
your body changes too.

## Sofcle's signature product

It restores the body's natural alkaline balance,  
neutralizing acidity caused by coffee, alcohol,  
and other daily beverages.  
By maintaining this healthy alkaline state,  
it helps prevent chronic diseases  
and slows the aging process.



With its portable design, you can enjoy natural mineral  
water anytime, anywhere—just add water.

No detergent is needed.  
Cleaning is simple with just a  
spoonful of vinegar and water.  
Using warm water makes the  
process even faster.



Wasted Bottle **1,460 bottles** / year  
General Water 2L US\$ 7.2 / day x 365 day  
Price **US\$ 2,628** / year

**KRW 3,547,800 / year**



Wasted Bottle **None** / year  
Sofcle Infinite water refill  
**Alkaline Hydrogen Water**

**KRW 340,000 / year**

## Water That Meets the Aquaporin Permeability Standard

Sofcle's mineral generator utilizes proprietary technology to  
convert water into alkaline hydrogen water with an ultra-fine  
cluster structure of 53.7 Hz. This design maximizes absorption  
efficiency to support immune function and skin health.  
The water is structurally engineered to stay below 60 Hz, the  
threshold for smooth passage through **Aquaporins**—the natural  
channels responsible for intracellular hydration.

Tap / Bottled Water: approx. 120–150 Hz  
Conventional Alkaline Water: approx. 80–90 Hz  
**Sofcle Alkaline Water: 53.7 Hz**



# Mineral Cartridge

It is the essential replacement filter for the Mineral Generator and the core component that enriches water with natural minerals. The cartridge can also be placed directly into any water container to produce fresh mineral water on the go.



## Natural Cockle Calcium Balls

Our patented calcium balls promote water ionization, supporting bone health and balancing body acidity. They provide a safe and consistent way to generate high-quality alkaline ionized water.



## Magnesium Balls

By generating hydrogen, these balls deliver powerful antioxidant effects. They neutralize harmful free radicals to protect cellular health, improve blood circulation, and accelerate recovery from fatigue.



## Mineral Balls

Rich in calcium, magnesium, and other essential trace minerals, these balls strengthen the immune system and boost metabolic functions.



Minerals being released



In Austria, it is even used in some restaurants to reduce bottled water costs.

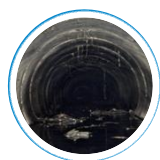
| Sofcle                | Electric Hydrogen Generator | Reverse Osmosis Filter    | Alkaline Ionizer           |
|-----------------------|-----------------------------|---------------------------|----------------------------|
| Natural Mineral Balls | Electrolysis                | Uses filter               | Electrolysis               |
| Portable              | Not portable                | Not portable              | Not portable               |
| Low Maintenance Cost  | High maintenance cost       | Moderate maintenance cost | Very high maintenance cost |
| Sustainable           | Temporary                   | Mineral loss              | Limited                    |

# Straight Type Antibacterial Filter LED Faucet Head

The tap water you trust takes a long journey before reaching your kitchen. Along the way, it can easily become contaminated as it passes through aging pipes and plumbing systems.



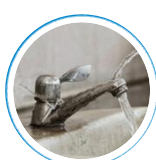
Healthy water for a healthy family



**Aging Water Treatment Plant**



**Corroded Water Pipes**



**Faucet Contaminated with Residue and Impurities**

Our natural cockle calcium balls provide robust antibacterial protection while enriching your water with beneficial minerals.



**Rust Filter**

**2nd Filter**

**Cockle Calcium Filter**

Removes germs and bacteria

**1st Filter**

**Sediment Filter**

Removes rust and impurities



## Precision-Engineered Stainless Steel Plate

- The dense, precision-cut holes create a water flow that is gentle yet powerful.
- Saves Cleaning Time: High-pressure streams quickly remove grease and food residue.
- Water-Saving Efficiency: Significantly reduces water consumption while maintaining superior pressure.

**The LED color changes depending on the water temperature.**

**Blue Light:** Cold Water

**Green Light:** Lukewarm Water

**Red Light:** Hot Water

Water-powered LED | No batteries



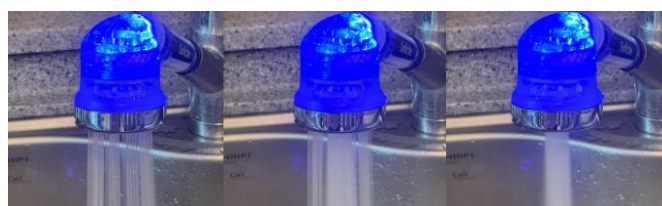
## Powerful cleaning with less detergent.

The precision-engineered stainless steel spray plate generates dense, high-pressure water streams. This powerful flow effectively removes oil and residues, helping you save both water and precious time.



# Flexible Neck Antibacterial Filter Faucet Head

No straight faucet at home? No worries!  
Our Flexible Neck model is specially designed for curved gooseneck faucets.



Both the Straight Type and Flexible Neck faucet heads are equipped with a 3-stage spray function.

This high-density polypropylene filter ( $\leq 5$  microns) effectively removes not only rust-contaminated "red water," but also fine particles such as dust, heavy metals, and other impurities—delivering superior purification performance.

- Proven 99% Bacteria Reduction
- Eliminates Drain Odors
- Prevents Bacterial Growth

| 시험성적서        |       |        |                                             |      |
|--------------|-------|--------|---------------------------------------------|------|
| 시험일자         | 시험장소  | 시험대상   | 시험결과                                        | 시험비고 |
| 2018. 10. 10 | 서울특별시 | 대형관    | 4.3 × 10 <sup>4</sup> 7.5 × 10 <sup>5</sup> | —    |
| 2018. 10. 10 | 서울특별시 | 고액 환출물 | 4.3 × 10 <sup>4</sup> < 10                  | 99.9 |
| 2018. 10. 10 | 서울특별시 | 대형관    | 4.7 × 10 <sup>4</sup> 4.2 × 10 <sup>5</sup> | —    |
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| 2018. 10. 10 | 서울특별시 | 대형관    | 3.3 × 10 <sup>4</sup> 9.4 × 10 <sup>5</sup> | —    |
| 2018. 10. 10 | 서울특별시 | 고액 환출물 | 3.3 × 10 <sup>4</sup> < 10                  | 99.9 |

## Q. What's the difference between the Straight Type model and the Flexible Neck model?

**A.** The Flexible Neck model does not include an LED feature, but it delivers the same premium functionality—including high-performance rust and bacteria removal via the Cockle Shell Calcium Vitamin Shower Filter, powerful water pressure, water-saving efficiency, and a 3-mode spray function. For straight faucets, choose the Straight Type model; for curved gooseneck faucets, choose the Flexible Neck model.



# Cockle Shell Calcium & Vitamin 3-Stage Filter Shower Head



Recognized for Atopy Quality and Environmental Excellence by WAA & KFDPA.



## 3-Step Filtration for Healthier Skin

### 1. Sediment Filter

Removes rust and fine impurities using a high-density polypropylene filter.

### 2. Cockle Calcium Filter

Enriches water with natural minerals, provides antibacterial benefits, and helps soothe and protect the skin.

### 3. Vitamin C Gel

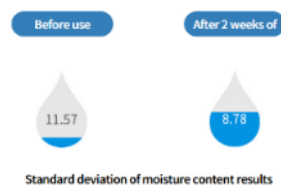
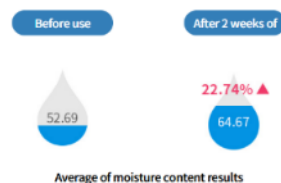
Delivers potent antioxidant and antibacterial care for fresher, healthier skin.

### Test 1. Skin Hydration Test

After two weeks of using this shower head, skin moisture levels increased by 22%, demonstrating a significant moisturizing effect.

#### Moisture content results

|                     | Before use | After 1 week of use | After 2 week of use |
|---------------------|------------|---------------------|---------------------|
| Mean                | 52.69      | 62.38               | 64.67               |
| Standard deviation  | 11.57      | 123.36              | 8.78                |
| Improvement rate(%) |            | 18.69               | 22.74               |

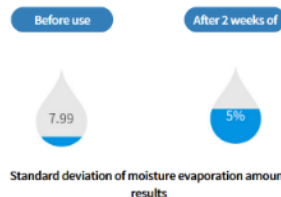
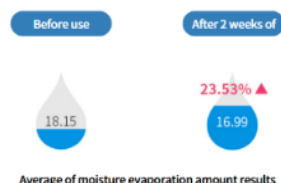


### Test 2. Moisture Retention Test

After two weeks of use, the rate of moisture evaporation decreased by 23%, indicating enhanced moisture retention.

#### Transepidermal part loss amount results

|                     | Before use | After 1 week of use | After 2 week of use |
|---------------------|------------|---------------------|---------------------|
| Mean                | 18.15      | 16.99               | 13.88               |
| Standard deviation  | 7.99       | 5.44                | 5                   |
| Improvement rate(%) |            | 6.38                | 23.53               |

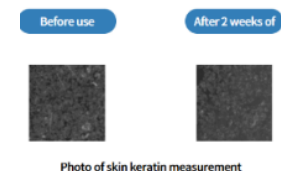
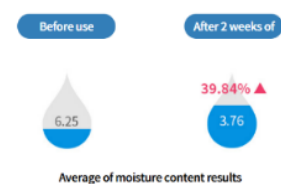


### Test 3. Skin Texture (Keratin) Test

After two weeks of use, skin keratin levels improved by 39%, resulting in smoother and healthier skin.

#### Results of keratin change rate

|                     | Before use | After 1 week of use | After 2 week of use |
|---------------------|------------|---------------------|---------------------|
| Mean                | 6.25       | 62.38               | 3.76                |
| Standard deviation  | 1.25       | 1.46                | 1.36                |
| Improvement rate(%) |            | 23.84               | 39.84               |



Results may vary depending on individual skin types and environmental factors.

## Customer Review



★★★★★ 5  
Kim\*\*

This product is so impressive that I'm actually planning to import it to Lebanon.



★★★★★ 5  
semi\*\*\*\*

I take it to the office every day. It's so convenient to have clean, mineral-rich water whenever I want.



★★★★★ 5  
suga\*\*\*\*\*

I once had magnesium IV therapy for migraines, and it really helped relax my tense blood vessels. Drinking water from this Mineral Generator gives me a very similar sense of relief. I'm definitely sticking with it.



★★★★★ 5  
Yoon\*\*

The water feels remarkably softer now. When I use it for tea, that usual bitter aftertaste is completely gone.



★★★★★ 5  
Kim\*\*

The drain stays much cleaner, and grease washes away effortlessly. It even brightens up the overall look of my kitchen!



★★★★★ 5  
bemy\*\*\*\*\*

I bought this as an alternative to a bulky water purifier, and I'm beyond satisfied. It's so easy to maintain and works like a charm.



★★★★★ 5  
Bosong\*\*

Watching the filter change color made me realize the quality of water I was using before. I feel so much more reassured now with this faucet filter.



★★★★★ 5  
7920\*\*\*

Since it's made with natural minerals, I feel completely safe drinking it. Even my kids love the taste!



★★★★★ 5  
Chanran\*\*

I've been using it for three months now and couldn't be happier. The filtration is excellent, and it feels great to wash my food with such clean water. Highly recommended!



★★★★★ 5  
Kim\*\*

It filters out rust far better than other brands and feels very durable. My mother especially loves the refreshing vitamin scent.



★★★★★ 5  
Kim\*\*

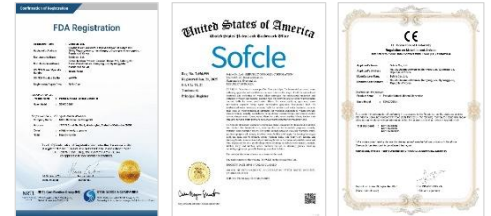
Seeing all the impurities being filtered out makes me wish I had started using this sooner. Showering with this head feels incredibly refreshing.



Sofcle is committed to the highest standards of reliability and quality, backed by numerous domestic and international certifications, patents, and safety verifications. Our products undergo rigorous testing by globally accredited institutions to ensure superior performance and consumer safety.

## International Certifications

- U.S. FDA Registered
- European CE Certified
- Korea KC Certified (Drinking water safety standards)
- NSF International Standards Compliant (Water safety and quality verification)
- SGS Tested (Global safety and performance inspections)
- ISO 9001 / ISO 10004 / ISO 14001 / ISO 45001



## Patents & Trademarks

- Registered Trademarks: Secured in the U.S. and Korea
- Extensive Portfolio: 11 Trademark Registrations and 21 Design Registrations
- Utility Patents: Advanced water filtration technologies
- Design Patents: Specialized tumbler and ball filter systems
- Copyright Registrations: Proprietary product and content designs



## Performance & Safety Test Reports

- ORP Performance: Measures antioxidant reduction potential
- Micro-Cluster Technology: Verifies optimized water molecule size for superior absorption
- Mineral Enrichment: Confirms high concentrations of essential calcium and magnesium
- 99.9% Antibacterial Efficacy: Proven protection against harmful bacteria

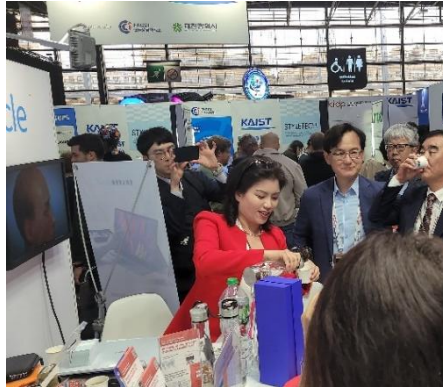




## Sofcle's Global Expansion Overseas Activities Selected for Government Projects



Beautyworld Middle East



Viva Technology exhibition



VC networking event at VivaTech



Austrian buyer Meeting



ECRM U.S. Retailer Meeting



STATION F (France, Paris)



Chosen for the KSC Initiative by the  
Korea Startup Promotion Agency



New Zealand MOU Agreement  
Australia Trade Delegation



Poland · Bulgaria  
Trade Mission 2024

# Sofcle



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