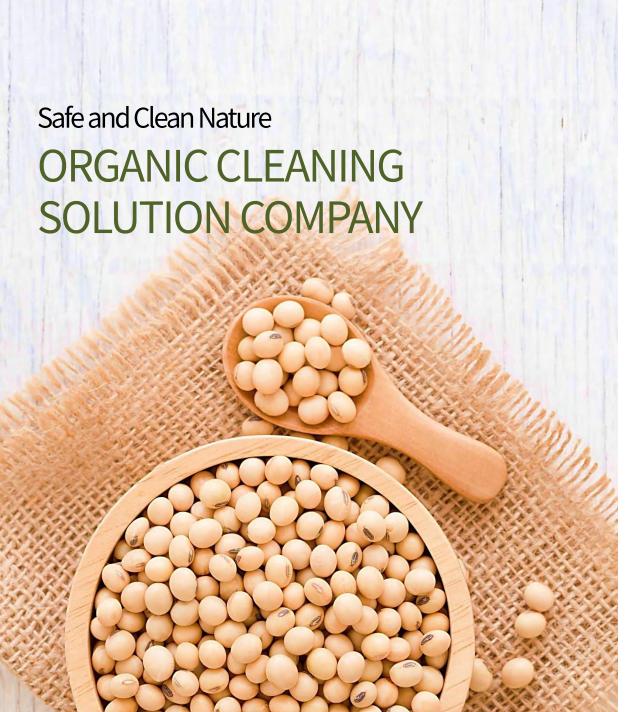
Natural Cleanser Research Institute Co., Ltd





I. Company Profile



company

Natural Cleanser Research Institute Co., Ltd

CEO

Mijong Yeo

Establishment date

DEC. 2018

Business registration number

136-88-01155

Main Services

Cosmetics, soap, and sales, detergent manufacturing

**Contact Details** 

Unit 445 B, 140, Tongil-ro, Deogyang-gu, Goyangsi, Gyeonggi-do, S. Korea TEL 02-381-8683 FAX 02-381-8692

website

http://www.soybrown.com

# Company History

# Caring about Nature & People Eco-friendly Company





# Republic of Korea Specializing in All-about Organic Detergents 특허증 7 10-0717328 D

#### **Patents**

- The technique of extracting organic cleaning compound from vegetable fatty acids and manufacturing it as detergent (Num. 10-0717328)
- 2. International carbon credit investment management system through financial and distribution transaction reward points (Num. 10-1709761)
- 3. Card-related planting management system (Num. 10-1635159)



도착하다 1940년 등록사람만에 기적

워의 발명은 「특허법」에 따라 특허등록원부에 등록되었음을 증명합니다.



#### Zero Waste, Save the Planet

Developing detergent brand to ensure our life & environment sustainable

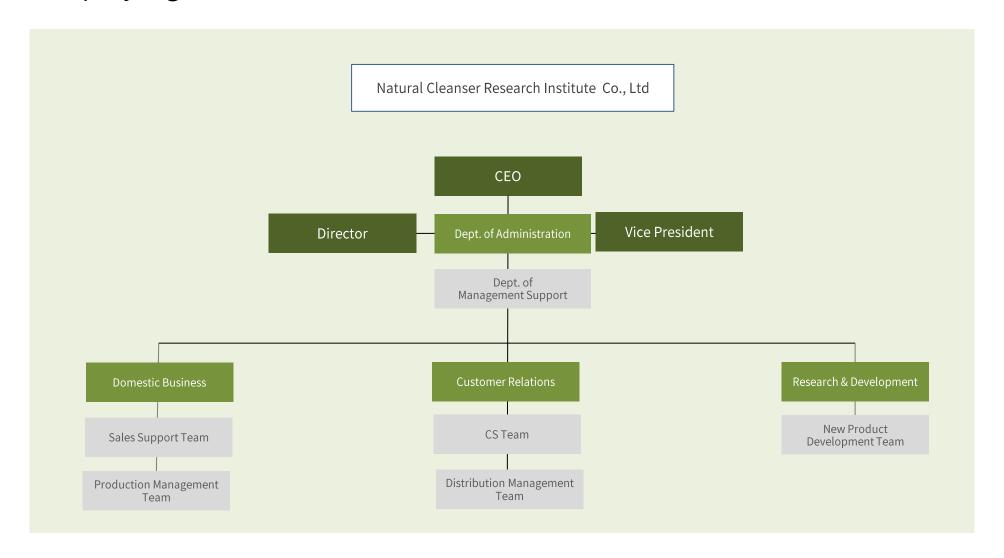


#### CEO profile

- Graduated from Korea University majoring in Education
- Merchandising manager, Korea A&A(radio shack)
- PB Manager, City bank SALES &MARKETING GAT
- CEO, Former Date Zone Co., Ltd.
- Former vice chairman and director, Venture Business Association
- Completed financial expert course, Graduate School of International Studies, Korea University
- Completed the 39th CEO course, Federation of Korean Industries
- Completed the 23<sup>rd</sup> CEO course, Sogang University

- Completed business CEO course, Graduate School of Labor Studies, Korea University
- Completed business CEO course, Korea Aerospace University
- Current CEO, DM Plus Co., Ltd.
- Current CEO, Natural Cleanser Research Institute Co., Ltd

# **Company Organization**



# Factory



# II. Our Business



Safe natural detergent made from soybeans



#### **OUR BRAND**

# Eco-friendly and Quality of Life - Soy Brown

Essential for healthy life, Essential detergent for our nature, Soy Brown.

Soy Brown is a premium detergent brand developed, distributed, and sold by Natural Cleanser Research Institute Co., Ltd

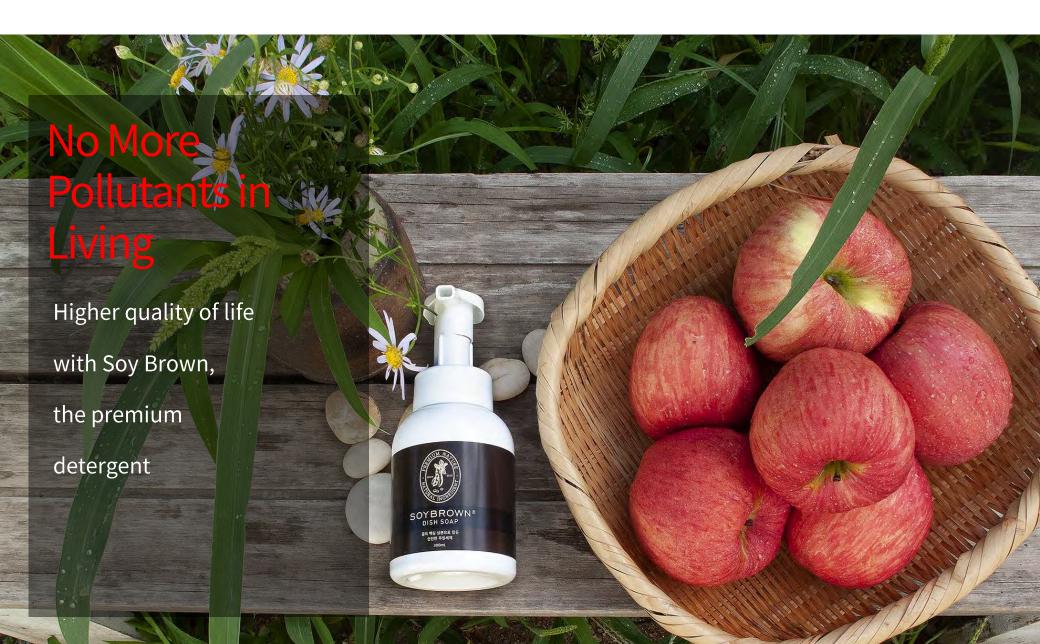
Launched in 2015, Soy Brown had come from the heart of a mother who was concerned about the health of her family. By using soybean's core ingredient she has been developing natural detergents that are not only harmless but also have high cleaning power.

A premium natural detergent born from years of researches and studies – Soy Brown

Always with concern about nature and people, our brand takes the lead in replacing the harmful synthetic detergents with a variety of high-quality, safe organic products in the eco-friendly detergent industry.



# **BRAND CONCEPT**





# From Nature Premium Organic Detergent SOYBROWN

Chemical Surfactant

NO

Pollution, Allergy

#### Organic Ingredient

Made with activated fatty acids of soybeans, coconuts, olives and etc., Soy Brown with this "Brown Effect" removes with high cleaning power oil, grease, protein stains, and other contaminating dirt.

# YES

#### Eco-friendly&HealthyLiving

The organic detergent extracted from and neutralized fatty acids has high biodegradability protecting our health and environment.



# Soy Brown / Product List

Product Name	Image	Contents	Note
DISH SOAP	SOYBROWN*	Premium organic dishwashing detergent	
FRUIT&VEGETABLE WASH	SOYBROWN Fruit& Vegetable WASH	Premium organic cleaner for fruits & vegetables	
HAND WASH	SOYBROWN HAND WASH	Premium organic hand wash	
LAUNDRY DETERGENT	SOYBROWN = Laundry Overgent	Premium organic laundry detergent from underwear to outerwear	
MULTIPURPOSE CLEANER	SOY BROWN MULTIPURPOSE CLEANER	Premium organic multi-purpose cleaner for bathroom and kitchen	
WASHER FOR CAR WINDOW	SOYBROWN* WASHER FOR CAN WINDOW	Premium organic cleaner for car window	
SOLAR PANNEL & GLASS CLEANER	SOYBROWN® GARS GEARES	Premium organic cleaner for windows & glass	

# Soy Brown / Product list

Product Name	Image	Contents	Note
PREMIUM HAIR SHAMPOO	SOYBROWN PREMIAN LARGE SHAMPO	Premium organic shampoo	
BODY WASH(For MEN)	SOYBROWN*	Premium organic body wash for men's hair to body	
BODY WASH(For WOMEN)	SOY BROWN BOOT WASH BY WHATH	Premium organic body wash for women's hair to body	
BABY WASH (Hair to Body)	SOYEROWN BARY WASGI 1 Nor to Body	Premium organic body wash for babies' hair to body	
FACIAL CLEANSER	SOY BROWN FOAM CLEANGING	Premium organic facial cleanser	
Product Name	Image	Contents	Note
PET SHAMPOO	SOYBROWN* PET SILLAPPOO	Premium organic pet shampoo for both long & short furred dogs & cats	

# Soy Brown / Product Images



Dish Soap 500ml



Multi Purpose cleaner 300ml



Hand Wash 300ml



Laundry Detergent 500ml

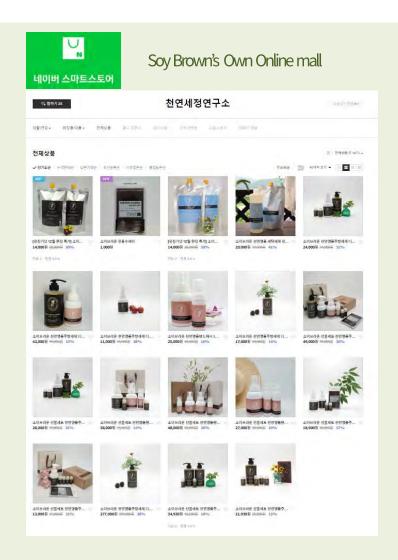


Fruit &Vegetable Wash 300ml



Product lines

## Soy Brown / Online Sales Channels (As of Dec., 2021)





# Soy Brown / Offline Sales at Major Department Stores in Seoul



Galleria Department Store



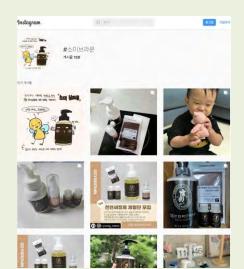
Hyundai Department Store

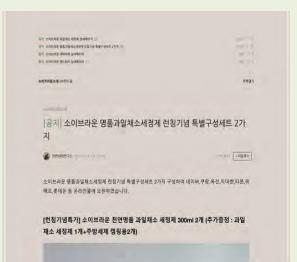
## Soy Brown / SNS Marketing (Blog & Instagram)













## Soy Brown / Dish Soap Test Report from Korea Analysis Test Researcher





# Soy Brown/Dish Soap Test Report from Korea Conformity Laboratories

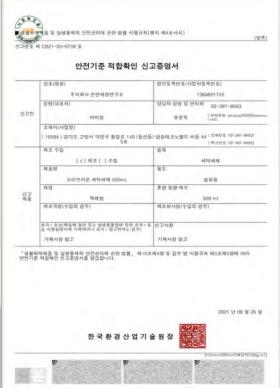




#### Soy Brown/Laundry detergent

Safety confirmation result of household chemical products & Certificate of conformity with safety standards from Korea Conformity Laboratories

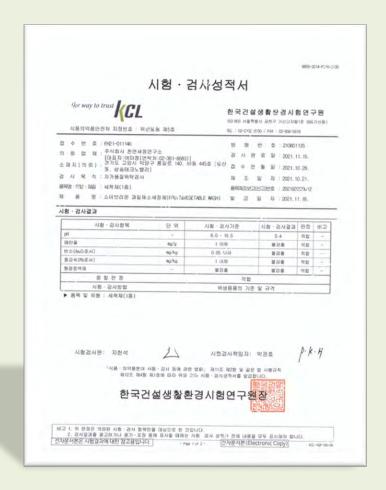






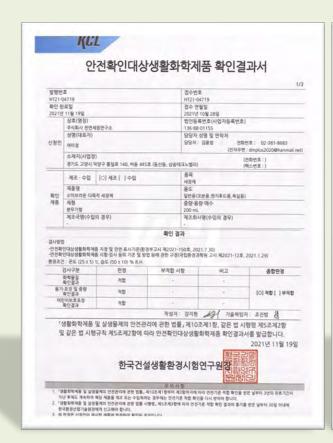
#### Soy Brown/Fruit & Vegetable Wash

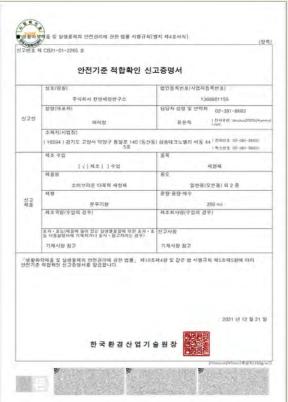
### Test Report from Korea Conformity Laboratories Korea Conformity Laboratories





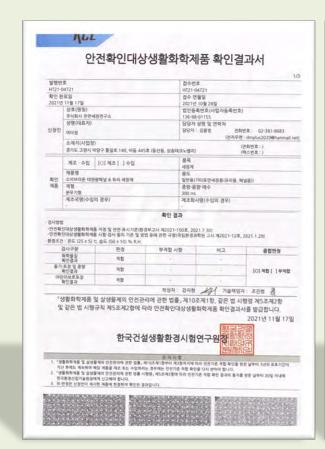
# Soy Brown/Multipurpose Cleaner Safety confirmation result of household chemical product & Certificate of conformity with safety standards from Korea Conformity Laboratories







#### Soy Brown/Solar Panels & Glass Cleaner Safety confirmation result of household chemical product & Certificate of conformity with safety standards from Korea Conformity Laboratories

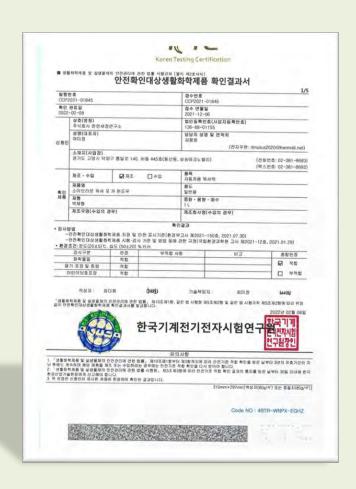






#### Soy Brown Washer for Car Window

Safety confirmation result of household chemical product from Korea Conformity Laboratories





#### Soy Brown / Licenses and Certificates



Registration of cosmetics sales business



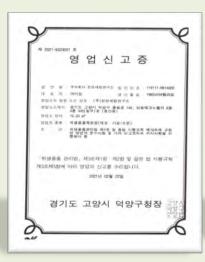
Certificate of Trade Business Code



R&D department recognition certificate



**Factory Registration** 



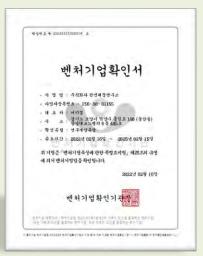
License to manufacture sanitary products



Small and medium Enterprise certificate



Women's Enterprise certificate



Confirmation of Venture Company

## Soy Brown / Patents & Awards





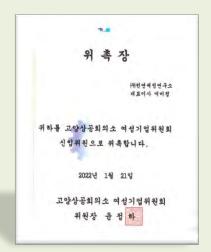




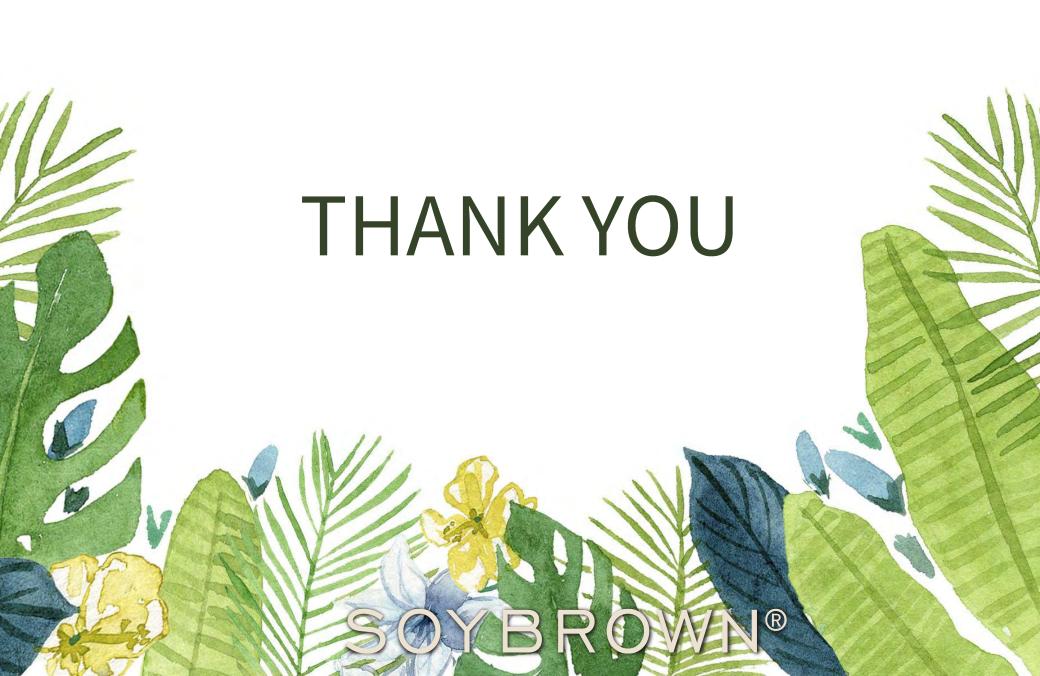
Korea International Women's Invention Exposition(Gold Prize)



Gyeonggi Credit Guarantee Foundation Commendation



Appointment of the Gyeonggi Chamber of Commerce



# SOYBROWN® DISH SOAP 콩의 핵심 성분으로 만든 안전한 주방 세제 위생용품 500mL

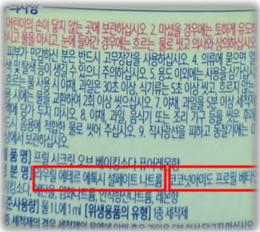
Dish Soap 500ml

# **Anion Surfactant** (Harmless)

The un-polluting reaction process between fatty acids (coconut and oleic acid) and alkaline substance (caustic soda) produces

liquid detergent that has excellent dissolving bubbles.





(Pril, Henkel Corporation, Germany)

# **Anion Surfactant** (Toxic Ingredients)

- Sodium lauryl ether ethoxy sulfate
- Sodium lauryl ethoxy sulfate(SLES)
- Polyoxyethylenealkylether

**Sodiumsulfate** is a highly irritable substance that can cause skin problems.

# 0 Nai

#### Ethyleneoxide

is classified by the WHO as a Category 1 carcinogen.







(Frosch, Frosch Corporation, Germany)

# **Anion Surfactant** (Toxic Ingredients)

- Sodium lauryl ether ethoxy sulfate
- Sodium lauryl ethoxy sulfate(SLES)
- Polyoxyethylenealkylether

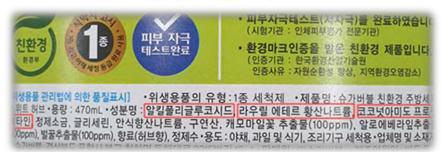
**Sodiumsulfate** is a highly irritable substance that can cause skin problems.

#### **Ethyleneoxide**

is classified by the WHO as a Category 1 carcinogen.



# 



(Eco-friendly Dish Detergent, Sugar Bubble)

## **Nonionic Surfactant** (Harmless)

#### **Glucoside-based**

Decylglucoside, Cocoglucoside, Caprilglucoside, Laurylglucoside

It is made through the condensation reaction process between higher(fatty) alcohol (decyl alcohol) and the glucose from sugar cane, coconut, palm, and etc.

The detergent is made with safe substances, but the dissolving capacity of its bubbles is so low that a lot of water is needed for several rinsing.

# Amphiprotic Surfactant (Harmful)



(Eco-friendly Dish Detergent, Sugar Bubble)

Coconut amidopropyl betaine (= Cocamidopropyl betaine)
Lauramidopropyl betaine

It is a typical product advertised as organic but also contains a harmful surfactant **acrylonitrile**, a Category 2B carcinogen by the WHO.

**Cocamidopropylbetaine = Lauric acid + Dimethylaminopropylamine** 

Dimethylaminopropylamine is made with acrylonitrile, a Category 2B carcinogen, and diethylamine.





# **Soy Brown Solar Panel & Glass Cleaner, Where to Use?**



#### **Car Windows**

It cleans out fast & safely dirt on car windows & lights and keeps them clean for long.



#### **Household Glass Products**

It removes effectively set minerals such as the glass of shower booth and other glass products.



#### **Solar Panels**

It cleans effectively all sorts of birds' excrement and dust.



#### **Other Glass Products**

It can be used for cleaning dirt on any kinds of glass surfaces such as cell phones and computers.

# Three Reasons Why Soy Brown Organic Cleaners Are So Special. Please Check Right Now!

#### POINT 1

#### 100% Natural Ingredients

Soy Brown Solar Panel & Glass Cleaner is made from only organic substances.

#### POINT 2

#### **No Harmful Substances**

All family can use it without worrying about the harmful ingredients causing irritation to skin and respiratory organs.

#### POINT 3

#### **Excellent Biodegradability**

The biodegradability of natural surfactant in all of Soy Brown cleaners is so high that it is eco-friendly and protects nature.



#### SOYBROWN®



# **Healthily with Natural Ingredients**

SOLAR PANEL & GLASS CLEANER



All Ingredients: Purified water, soybean oil, rice bran oil, coconut fatty acid, oleic acid, glycerin, sodium hydroxide, edible ethanol, lecithin, sodium hydrogen carbonate, sodium citrate, citric acid, decyl glucoside, natural lemon aroma





# product description washer for car window



#### HOW TO USE WASHER FOR CAR WINDOW

- ☐ For the best cleaning, wipe windows with a microfiber rag right after spraying the washer evenly onto the car window.
- ☐ When cleaning interior windows, don't spray directly onto them but use a microfiber rag coated with the washer.
- ☐ If windows are hot, clean after they cool down. Otherwise, it may leave stains.
- ☐ If window tinting is worn out or has coming-off parts, spray a little amount onto such part and rub it. After checking if it is ok, clean it.

## Main Ingredients of WASHER FOR CAR WINDOW



#### Select Soybeans Soybean oil extracted from select soybean



Natural Sterilizer Natural lemon aroma extracted from lemons





Coconut Acid
Coconut acid extracted from
actual coconuts known for
having moisturizing effect

Rice Bran Oil
Containing a lot of antioxidant,
It is good for skin health.



All Ingredients: Purified water, edible ethanol, oleic acid, sodium citrate, citric acid, lecithin, coconut fatty acid, sodium hydrogen carbonate, decyl glucoside, glycerin, sodium hydroxide, soybean oil, rice bran oil, natural lemon aroma, natural gardenia yellow