

CareCella

CareCella
EYE PUFF CREAM



Laws on Exaggerated Advertising of Cosmetics

General Bio Co., Ltd. is committed to fostering a responsible advertising culture to prevent any harm caused by exaggerated advertisements.

Please refer to the relevant laws below and cooperate to ensure that false or exaggerated advertising does not occur.

1. Do not include any descriptions, product names, or advertisements that may be mistaken for pharmaceutical products or that misrepresent the product's efficacy and effects.
2. When comparing with competing products, clearly specify the comparison target and criteria, and only include verifiable, objective information in advertisements. Avoid using exclusive and absolute expressions such as "best" or "top."
3. Do not use advertisements that are false or, even if partially true, may mislead consumers when viewed as a whole. Additionally, avoid any advertisements that deceive or have the potential to deceive consumers.
4. Do not advertise claims about quality or efficacy that cannot be objectively verified or have not been confirmed. Additionally, avoid any advertisements that exceed the scope of cosmetics as defined in Article 2, Paragraph 1 of the law.
5. Do not use advertisements that contain vulgar expressions, offensive imagery, designs, or photos.
6. Do not include any advertisements that state or imply that the cosmetics contain processed materials from internationally endangered species.
7. Do not include advertisements that disparage other products or could be suspected of doing so, regardless of whether the claims are true.

[Excerpt] Enforcement Rules of the Cosmetics Act, Article 22 (Scope of Labeling and Advertising, etc.)[Effective July 9, 2024] [Prime Ministerial Decree No. 1970, Partial Amendment on July 9, 2024][Annex 5]

<Amended on July 9, 2024> Scope and Compliance Requirements for Cosmetics Labeling and Advertising (Related to Article 22)

CareCella

CareCella EYE PUFF CREAM



- 1. Development story**
- 2. Product composition**
- 3. Product Specifications**
- 4. Product Features**
- 5. Product Information**
- 6. How to use & Precautions**
- 7. Recommended For**

1. Development story

The beginning of aging starts with eye bags.

The **eye area** is a highly specialized part of the skin that is vulnerable to various changes affecting appearance and different biological systems. Since the skin around the eyes is thinner and more sensitive than other facial areas, it is more prone to irritation. Additionally, the eye area naturally has fewer sebaceous glands, making it more susceptible to moisture loss.

Moreover, because this area is frequently in motion, wrinkles tend to form easily. These changes in the eye area are inevitable as we age.

Using an eye-specific cream, such as CareCella EYE PUFF CREAM, can provide the following benefits:

- Designed as a gentle, non-irritating formula specifically for the delicate eye area.
- Delivers a lifting effect in a short time, enhancing skin elasticity and improving sagging around the eyes.
- Specifically formulated as a lifting cream for the eye area, CareCella EYE PUFF CREAM helps reduce puffiness in eye bags and effectively addresses age-related festoons, providing targeted care for aging concerns.

All EYE BAG
care

Can use all day
long

Reduce
white cast

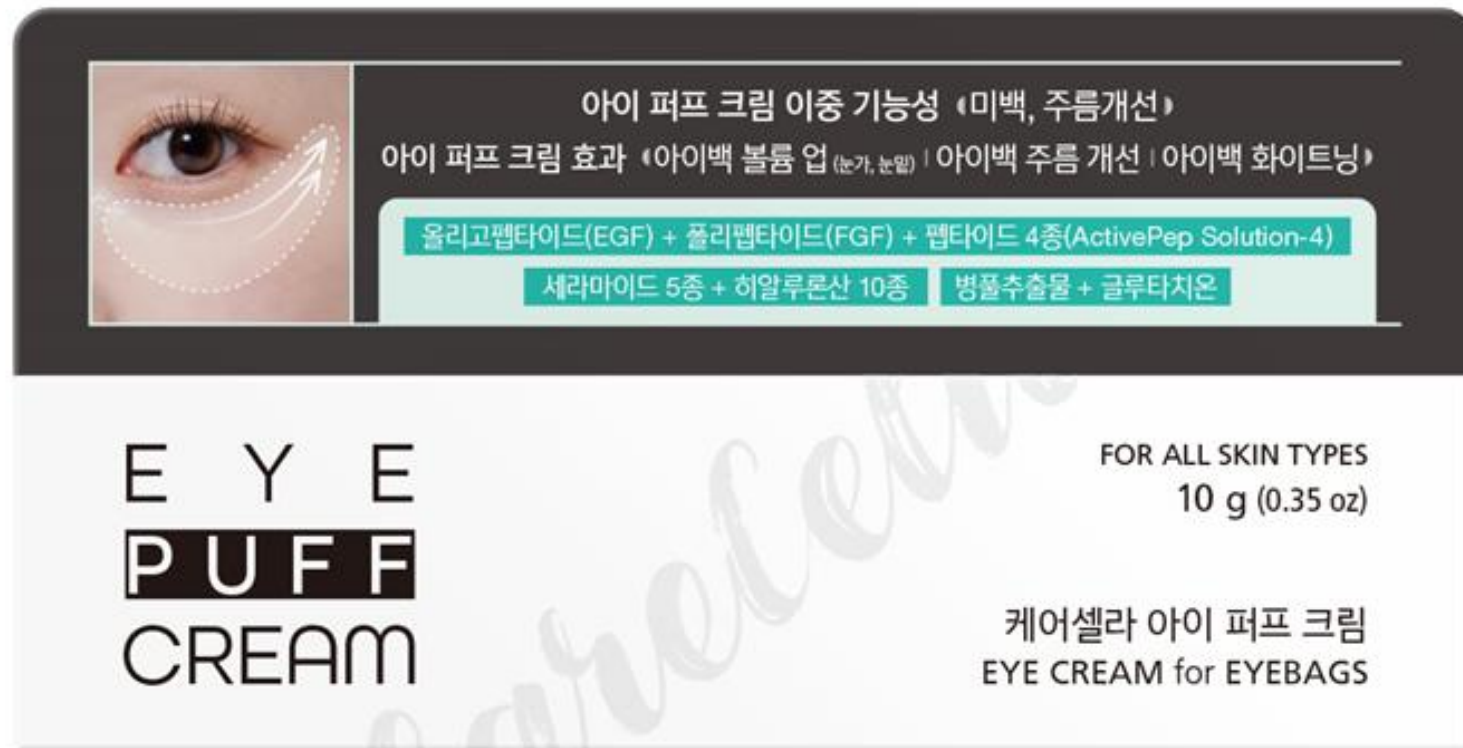
Minimizes skin
irritation
(Non-irritating)

*Festoons refer to pouch-like swelling that forms under the eyes. This condition occurs when excessive skin or tissue accumulates in specific areas around the eyes, or when lymphatic fluid builds up. It can worsen due to sun exposure or aging.

Festoons typically develop from under the eyes to the surrounding eye area, causing skin sagging and making the face appear tired and aged.



2. Product composition



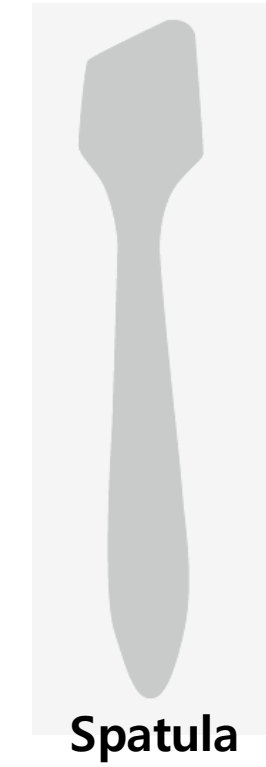
E Y E PUFF CREAM

FOR ALL SKIN TYPES
10 g (0.35 oz)

케어셀라 아이 퍼프 크림
EYE CREAM for EYEBAGS

아이 퍼프 크림 이중 기능성 (미백, 주름개선)
아이 퍼프 크림 효과 (아이백 볼륨 업 (눈가, 눈밑) | 아이백 주름 개선 | 아이백 화이트닝)

올리고펩타이드(EGF) + 풀리펩타이드(FGF) + 펩타이드 4종(ActivePep Solution-4)
세라마이드 5종 + 히알루론산 10종 | 병풀추출물 + 글루타치온



3. Product Specifications

+ **Product Name : CareCella EYE PUFF CREAM**

+ **Contents : 10g x 1ea (Includes spatula)**

+ **Functionality : Dual-Function Whitening & Anti-Wrinkle Cosmetic (Contains Niacinamide & Adenosine)**

+ **Certifications : Skin Irritation Test Completed (Non-irritating)**

Human Application Test Completed (Improves Eye Area Volume, Reduces Under-Eye Puffiness, Diminishes Wrinkles Around the Eyes)

+ **Key Ingredients : Magnesium Aluminum Silicate**

Aqua Cera5 (Ceramide-based formula with 5 types of ceramides, NO PEG)

Growth Factor Peptide Solution (EGF, FGF) + 4 Peptides (ActivePep Solution-4)

10-Complex Hyaluronic Acid (High, Medium, and Low Molecular Weights)

Centella Asiatica Extract

Glutathione



4. Product Features

1. EYE Volume Lifting – 1-Minute Upgrade

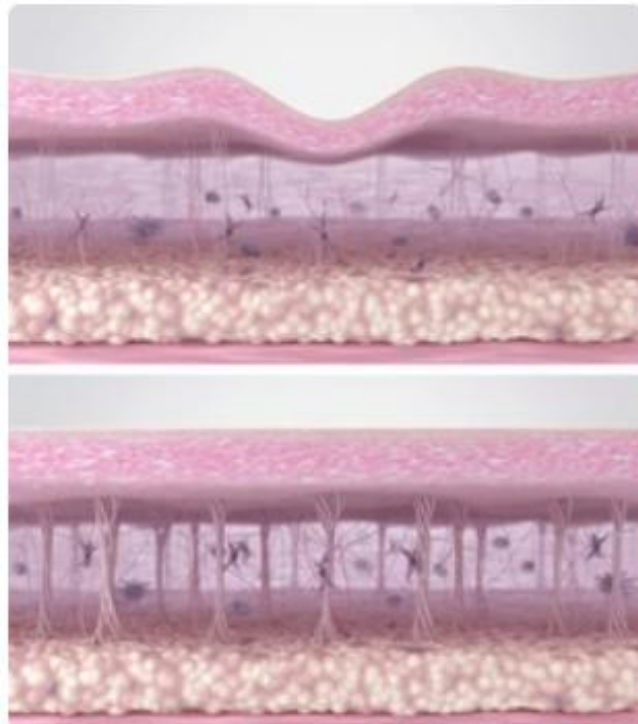
1-Minute Upgrade Effect to Restore Sagging **EYE BAGS**

2 HGH-Like Ingredients (EGF, FGF) + 4 Peptides (ActivePep Solution-4)

+ 5 types of ceramide + 10 complex hyaluronic acid+ Centella Asiatica extract

Boosts collagen and elastin production within the skin with growth factor peptides and key active ingredients

Instant Lifting Effect & EYE BAG Layer-Up



4. Product Features

2. EYE Regeneration Lifting

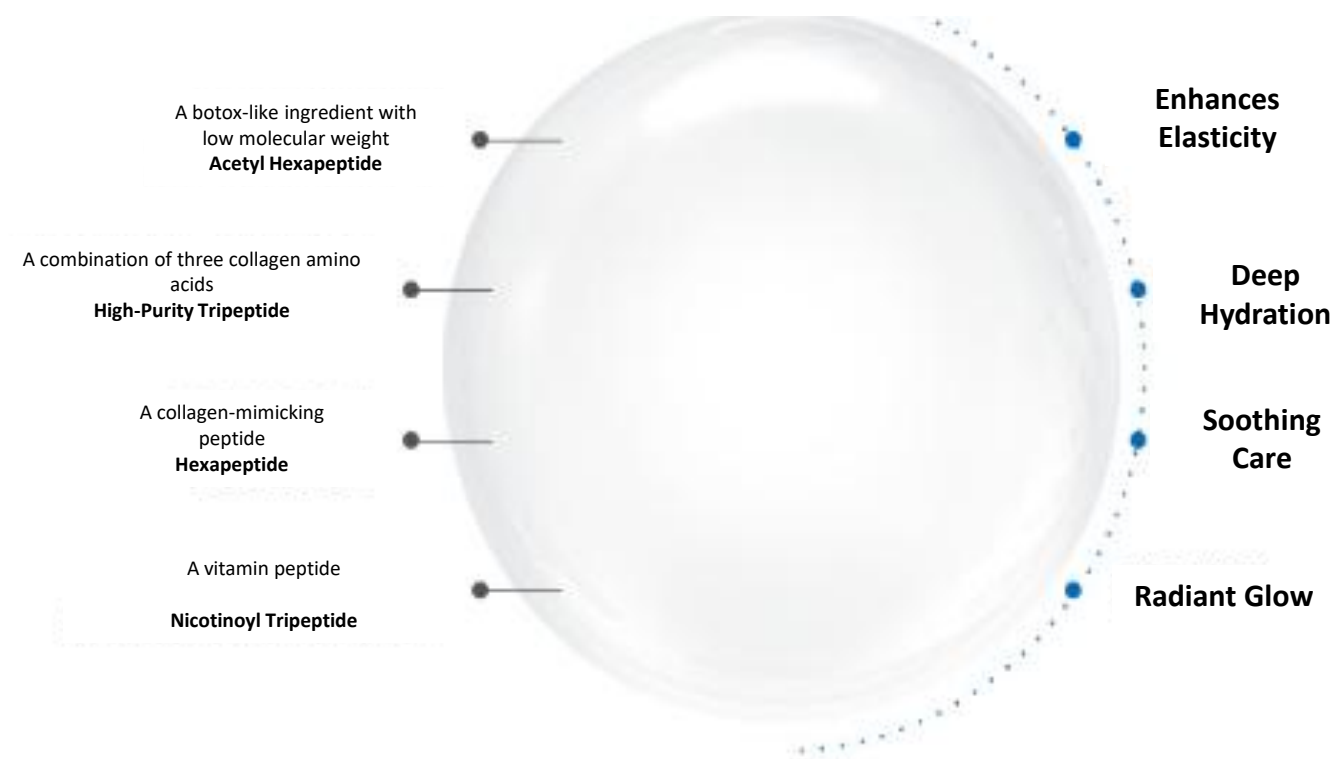
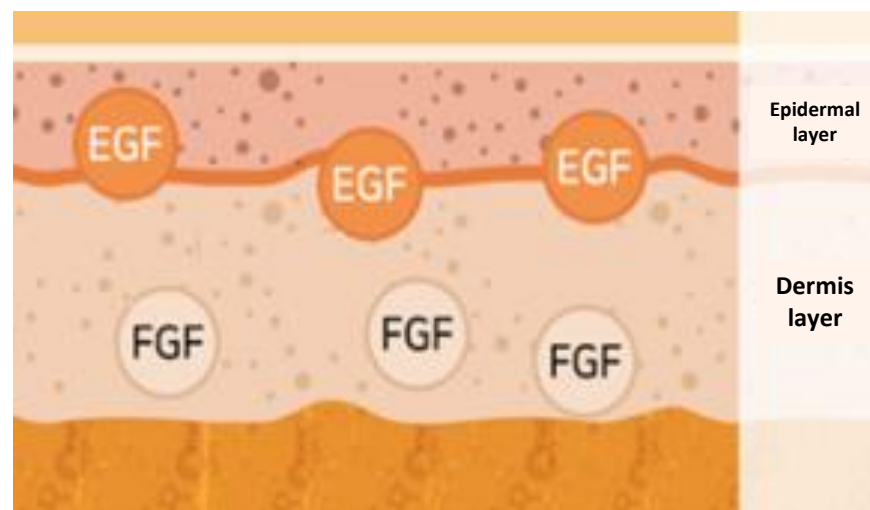
1-Minute Upgrade Effect for EYE BAG Regeneration

2 HGH-Like Ingredients (EGF, FGF) + 4 Peptides (ActivePep Solution-4)

Through HGH-like ingredients, EGF (epidermal regeneration) + FGF (dermal regeneration) + Four Peptides (ActivePep Solution-4) help restore elasticity and rejuvenate EYE BAGS

#Instant Firming Effect #Elasticity Lifting #Regeneration Lifting #Deep Hydration #Soothing Care

4 Peptides (ActivePep Solution-4) – Ingredients for Plump and Firm Skin



*Limited to the characteristics of the raw ingredients

4. Product Features

3. Dark Circle Care (Brightening Solution)

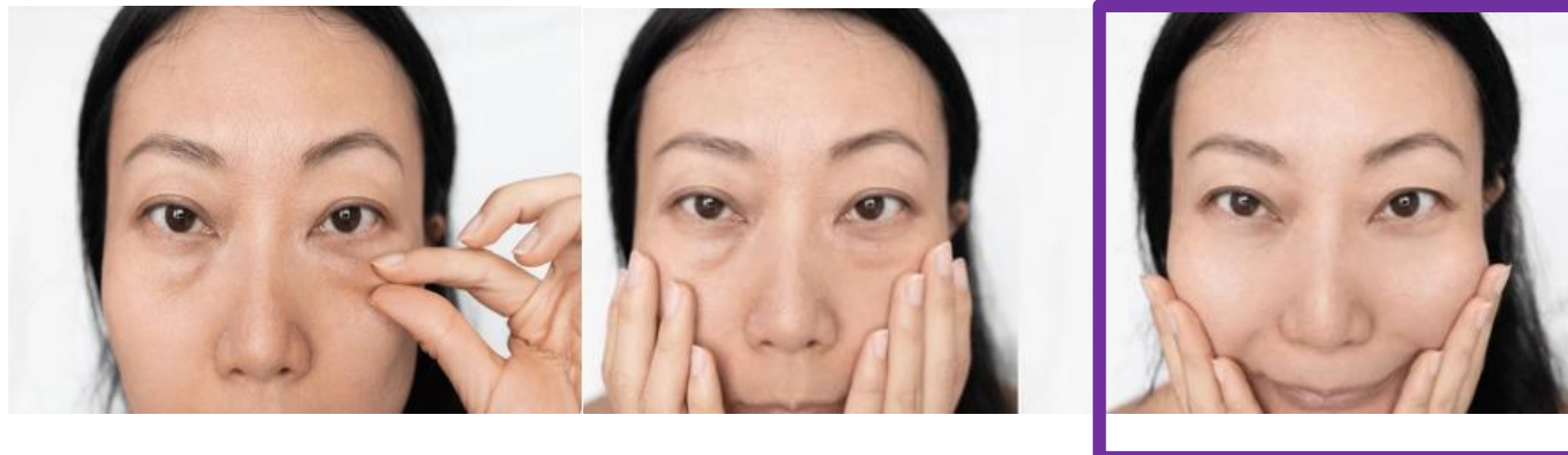
Niacinamide + Glutathione

Whitening functional ingredient Niacinamide + Powerful antioxidant Glutathione

Intensive care for dark circles and dull eye areas caused by various factors

#Whitening Brightening Solution #Whitening Function #Antioxidant #Prevents

Pigmentation #Dark Circle Care



*Limited to the characteristics of the raw ingredients

4. Product Features

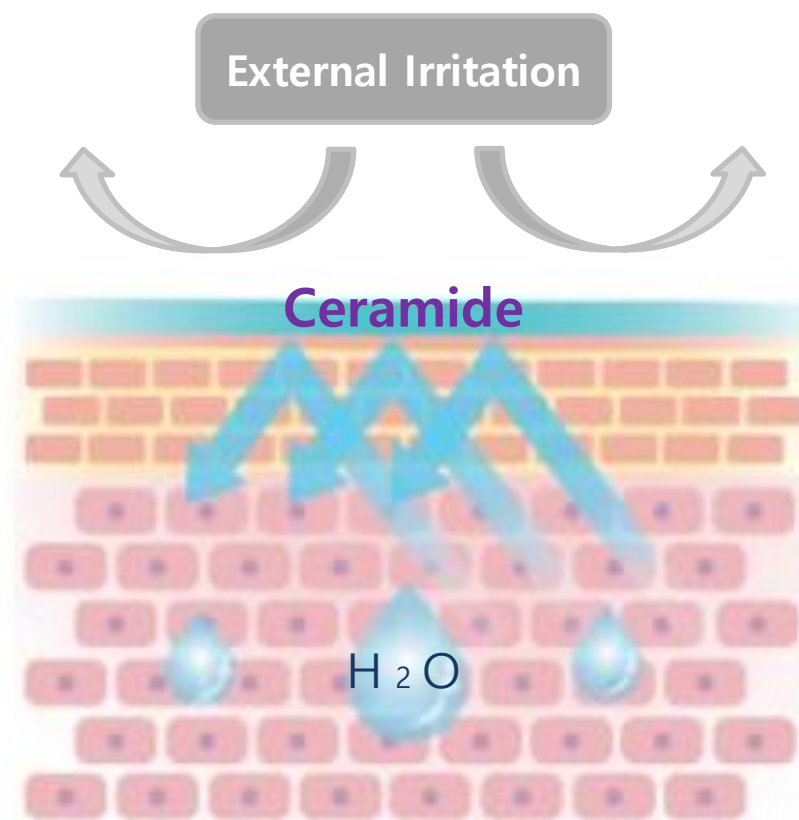
4. EYE BAG Skin Moisture Barrier Care

Ceramide Complex Ceracare AC-1 (EOP, NS, NP, AS, AP) + Aqua Cera5 (NP)

Powerful hydration and skin barrier restoration through the complementary action of five ceramide types

#Strengthens Inner Skin Moisture Barrier, Enhanced Absorption with NP Complex

Intensive Hydration Care



A Strong Skin Barrier Coated with Ceramide



*Limited to the characteristics of the raw ingredients

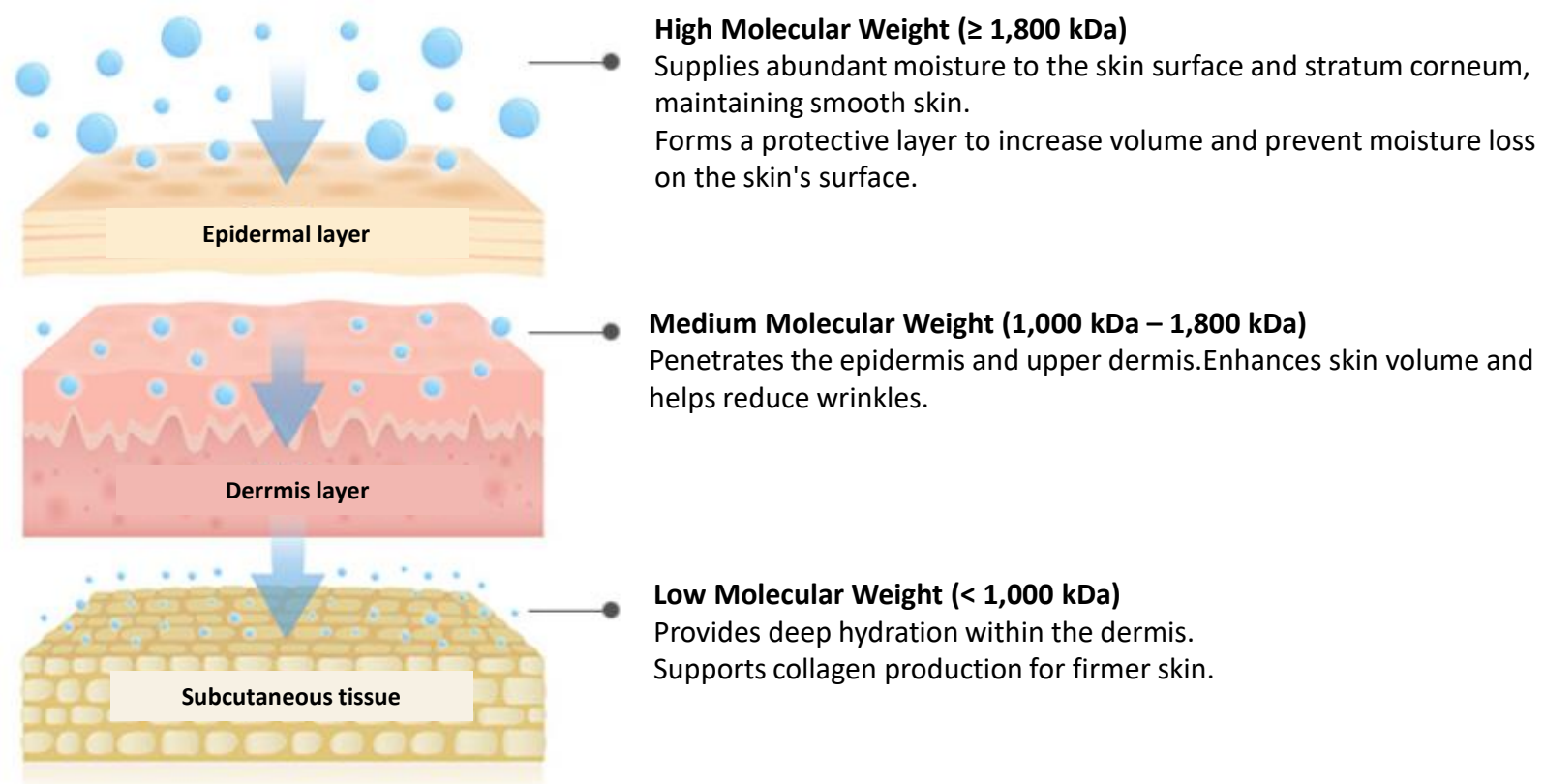
4. Product Features

5. 10-Complex Hyaluronic Acid

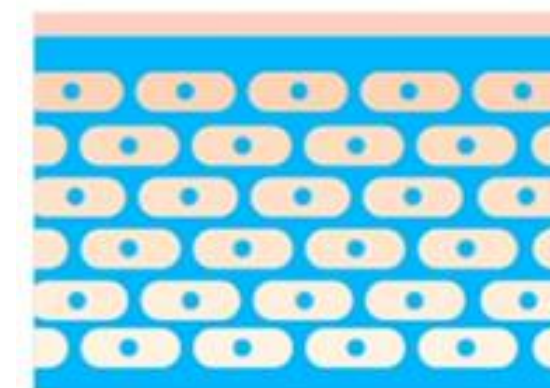
10-Complex Hyaluronic Acid (High, Medium, and Low Molecular Weights)

A three-tiered **10-complex hyaluronic acid** system that deeply hydrates from the outer to inner layers of the skin, creating a radiant, dewy glow.

EYE BAG Skin Hydration Solution



High molecular hyaluronic acid



Ultra-Low Molecular Hyaluronic Acid



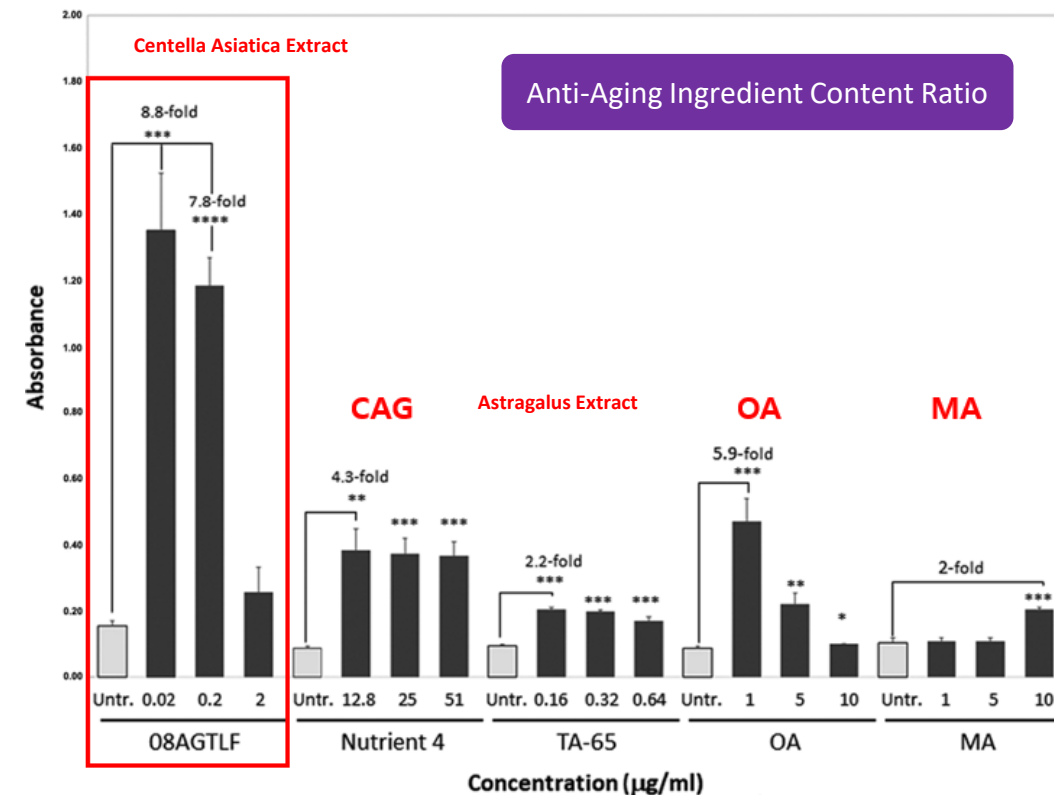
4. Product Features

5. Contains Centella Asiatica Extract

Telomerase Anti-Aging Effect Found in Centella Asiatica

Centella Asiatica Extract (08AGTLF) increases telomerase activity by 8.8 times compared to the control group.

Prevents Skin Aging Even for Sensitive Skin



Telomerase Activation

The Nobel Prize-winning secret to longevity – "Telomeres"

"Telomeres govern human lifespan."

Increasing **anti-aging compounds** such as **NMN, NR, and NAD+** helps counteract aging caused by cell division.

Genetic variation in human telomerase is associated with telomere length in Ashkenazi centenarians

- November 13, 2009 | 107 (suppl_1) | <https://doi.org/10.1073/pnas.0906191106>

*Limited to the characteristics of the raw ingredients



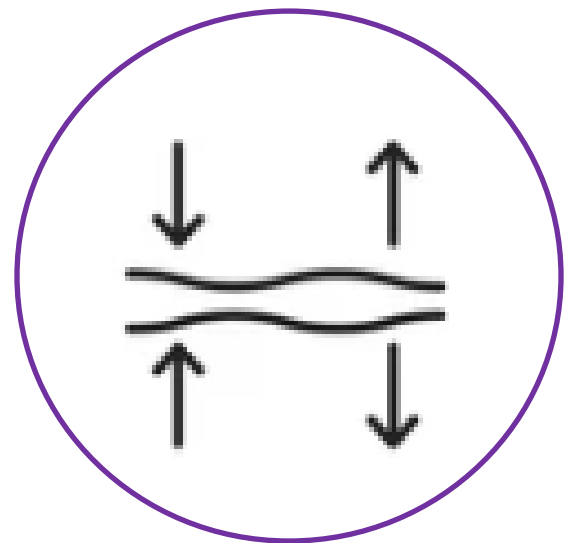
4. Product Features

7. Dual-Function Whitening & Anti-Wrinkle Cosmetic

Niacinamide (Whitening) + Adenosine (Anti-Wrinkle)

KFDA-approved ingredients for a brighter, firmer EYE BAG

#Enhances Deep Wrinkles with Firmness & Brightness



Anti-Wrinkle
Functionality



Whitening
Functionality



4. Product Features

8. Boosted Effects in 1 Minute, Lasting ALL DAY – Non-Irritating

1-Minute Effect (White Cast Reduction + Non-Irritating = ALL DAY)

Safer for Your Skin – Free from Fragrance, Mineral Oil, and Artificial Coloring

Less Irritation Compared to Our Previous Products (Non-Irritating)

No White Cast, No Eye Stinging, No Irritation

Non-Irritating # 1-Minute Effect # White Cast Reduction



00:01:00



5. Product Information

Clinical Trials & Certifications



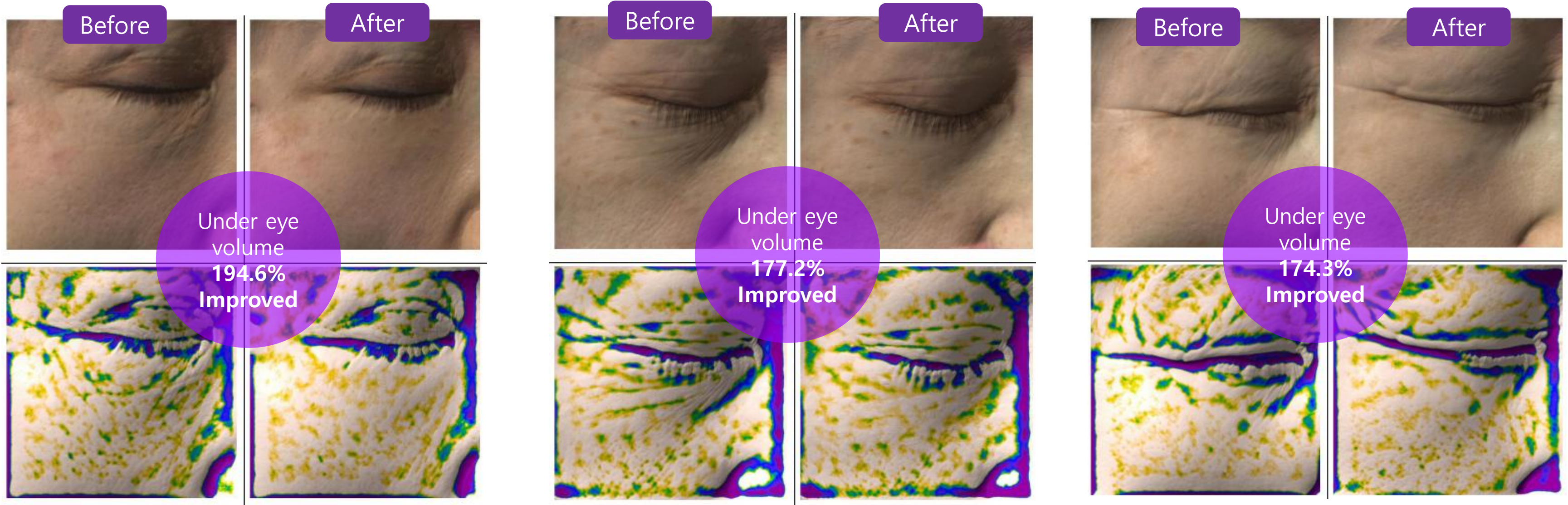
5. Product Information

Clinical Trials & Certifications- Under-Eye Volume (Immediate Effect)

Improves Under-Eye Volume with Just One Use of Eye Puff Cream

Immediate Effect

Max **194.6%** Improvement



"Clinical Study on the Effects of CareCella Eye Puff Cream for Under-Eye Volume, Eye Area Volume, and Wrinkle Improvement" **Conducted by:** SMCTC (Semyung University Skin & Cosmetic Clinical Center)

Study Period: November 25, 2024 – December 20, 2024 **Participants:** 20 adult women **Evaluation Points:** Before use, immediately after use **Note:** Results may vary by individual **Baseline Measurement:** (%) Before Use

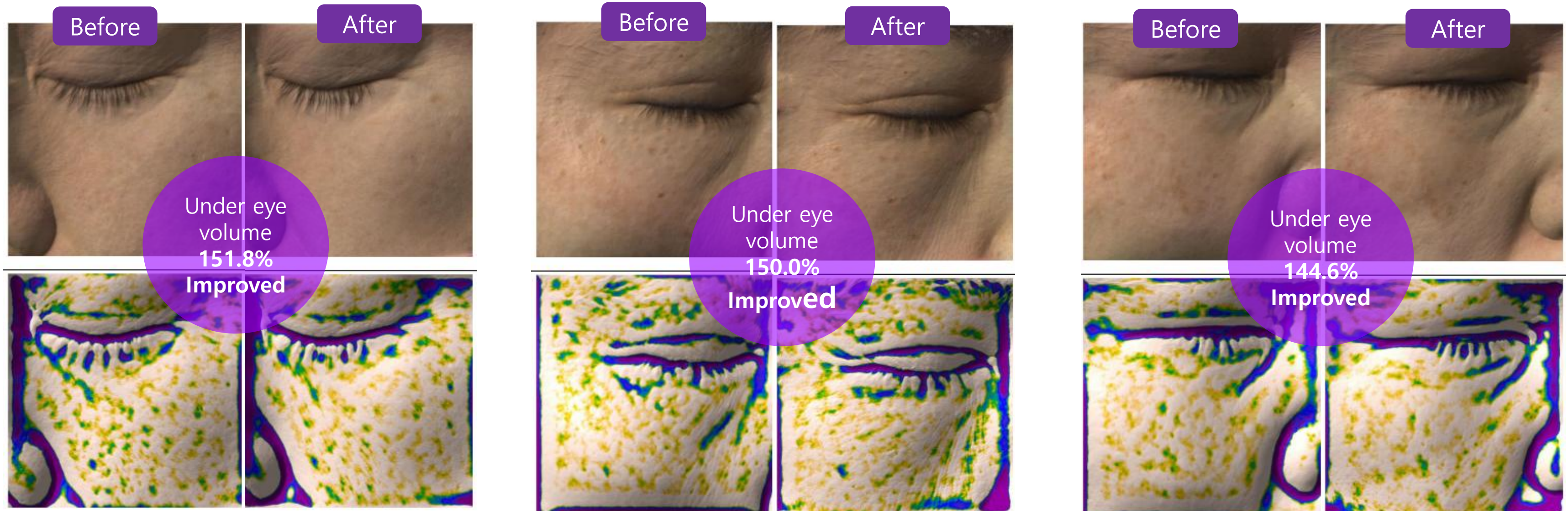
5. Product Information

Clinical Trials & Certifications- Under-Eye Volume (Effect After 4 Weeks)

Improves Under-Eye Volume with Just One Use of Eye Puff Cream

4 Weeks Effect

Max **151.8%** Improvement



"Clinical Study on the Effects of CareCella Eye Puff Cream for Under-Eye Volume, Eye Area Volume, and Wrinkle Improvement" **Conducted by:** SMCTC (Semyung University Skin & Cosmetic Clinical Center)

Study Period: November 25, 2024 – December 20, 2024 **Participants:** 20 adult women **Evaluation Points:** Before use, immediately after use **Note:** Results may vary by individual **Baseline Measurement:** (%) Before Use

5. Product Information

Clinical Trials & Certifications- Under-Eye Volume (Immediate Effect)

Improves Under-Eye Volume with Just One Use of Eye Puff Cream

Immediate Effect

Max **189.0%** Improvement



"Clinical Study on the Effects of CareCella Eye Puff Cream for Under-Eye Volume, Eye Area Volume, and Wrinkle Improvement" **Conducted by:** SMCTC (Semyung University Skin & Cosmetic Clinical Center)

Study Period: November 25, 2024 – December 20, 2024 **Participants:** 20 adult women **Evaluation Points:** Before use, immediately after use **Note:** Results may vary by individual **Baseline Measurement:** (%) Before Use

5. Product Information

Clinical Trials & Certifications- Under-Eye Volume (Effect After 4 Weeks)

Improves Under-Eye Volume with Just One Use of Eye Puff Cream

4 Weeks Effect

Max **154.1%** Improvement



"Clinical Study on the Effects of CareCella Eye Puff Cream for Under-Eye Volume, Eye Area Volume, and Wrinkle Improvement" **Conducted by:** SMCTC (Semyung University Skin & Cosmetic Clinical Center)

Study Period: November 25, 2024 – December 20, 2024 **Participants:** 20 adult women **Evaluation Points:** Before use, immediately after use **Note:** Results may vary by individual **Baseline Measurement:** (%) Before Use

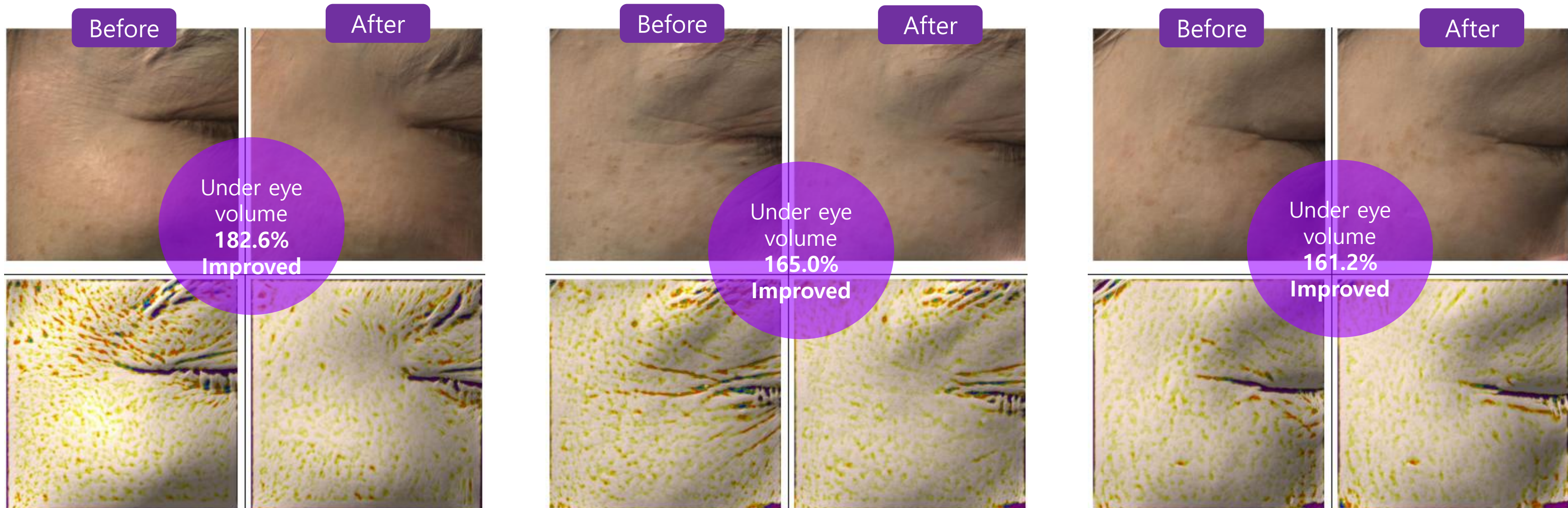
5. Product Information

Clinical Trials & Certifications- Under-Eye Volume (Immediate Effect)

Improves Under-Eye Volume with Just One Use of Eye Puff Cream

Immediate Effect

Max **182.6%** Improvement



"Clinical Study on the Effects of CareCella Eye Puff Cream for Under-Eye Volume, Eye Area Volume, and Wrinkle Improvement" **Conducted by:** SMCTC (Semyung University Skin & Cosmetic Clinical Center)

Study Period: November 25, 2024 – December 20, 2024 **Participants:** 20 adult women **Evaluation Points:** Before use, immediately after use **Note:** Results may vary by individual **Baseline Measurement:** (%) Before Use

5. Product Information

Clinical Trials & Certifications- Under-Eye Volume (Effect After 4 Weeks)

Improves Under-Eye Volume with Just One Use of Eye Puff Cream

4 Weeks Effect

Max **132.1%** Improvement

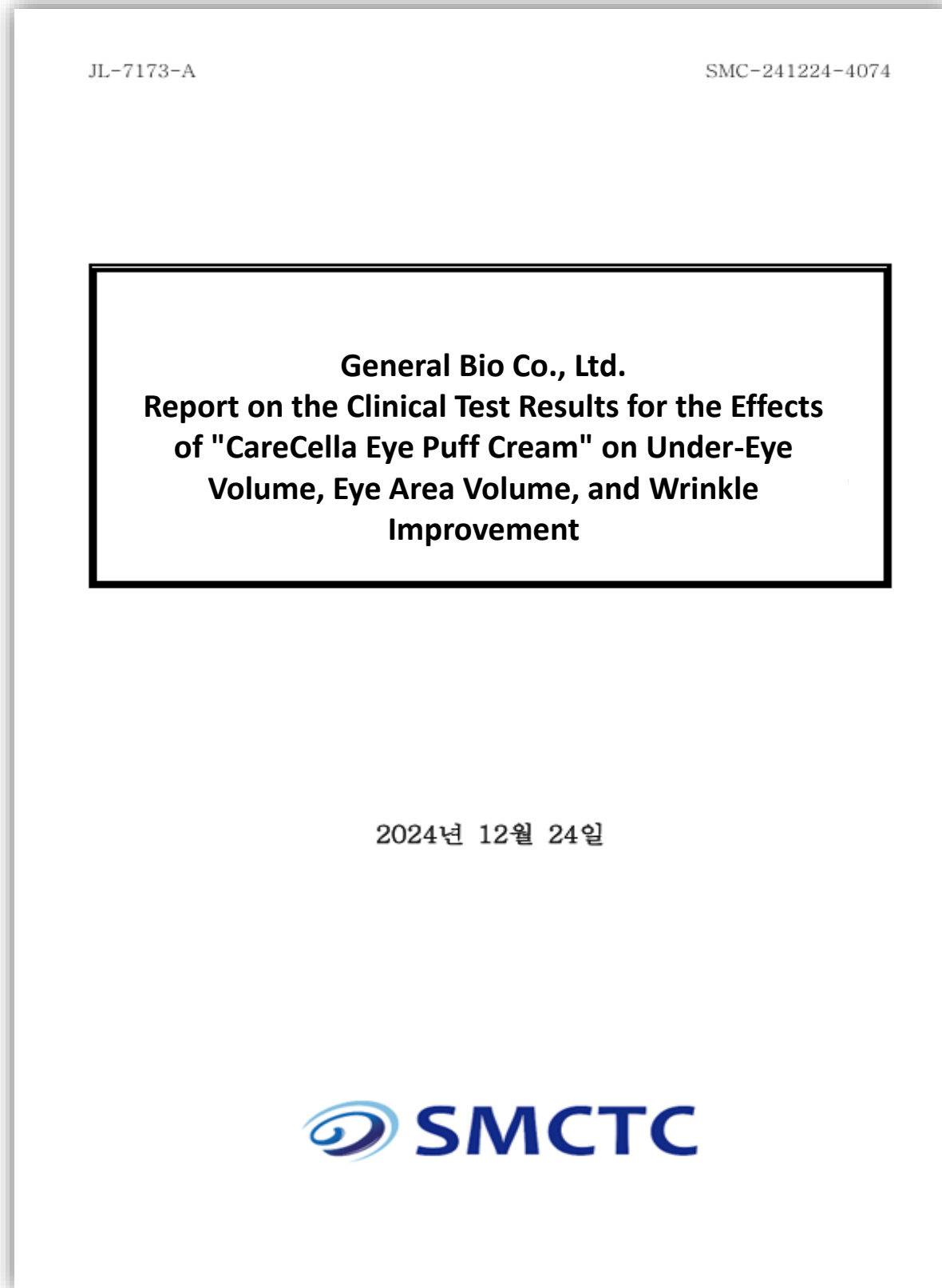


"Clinical Study on the Effects of CareCella Eye Puff Cream for Under-Eye Volume, Eye Area Volume, and Wrinkle Improvement" **Conducted by:** SMCTC (Semyung University Skin & Cosmetic Clinical Center)

Study Period: November 25, 2024 – December 20, 2024 **Participants:** 20 adult women **Evaluation Points:** Before use, immediately after use **Note:** Results may vary by individual **Baseline Measurement:** (%) Before Use

5. Product Information

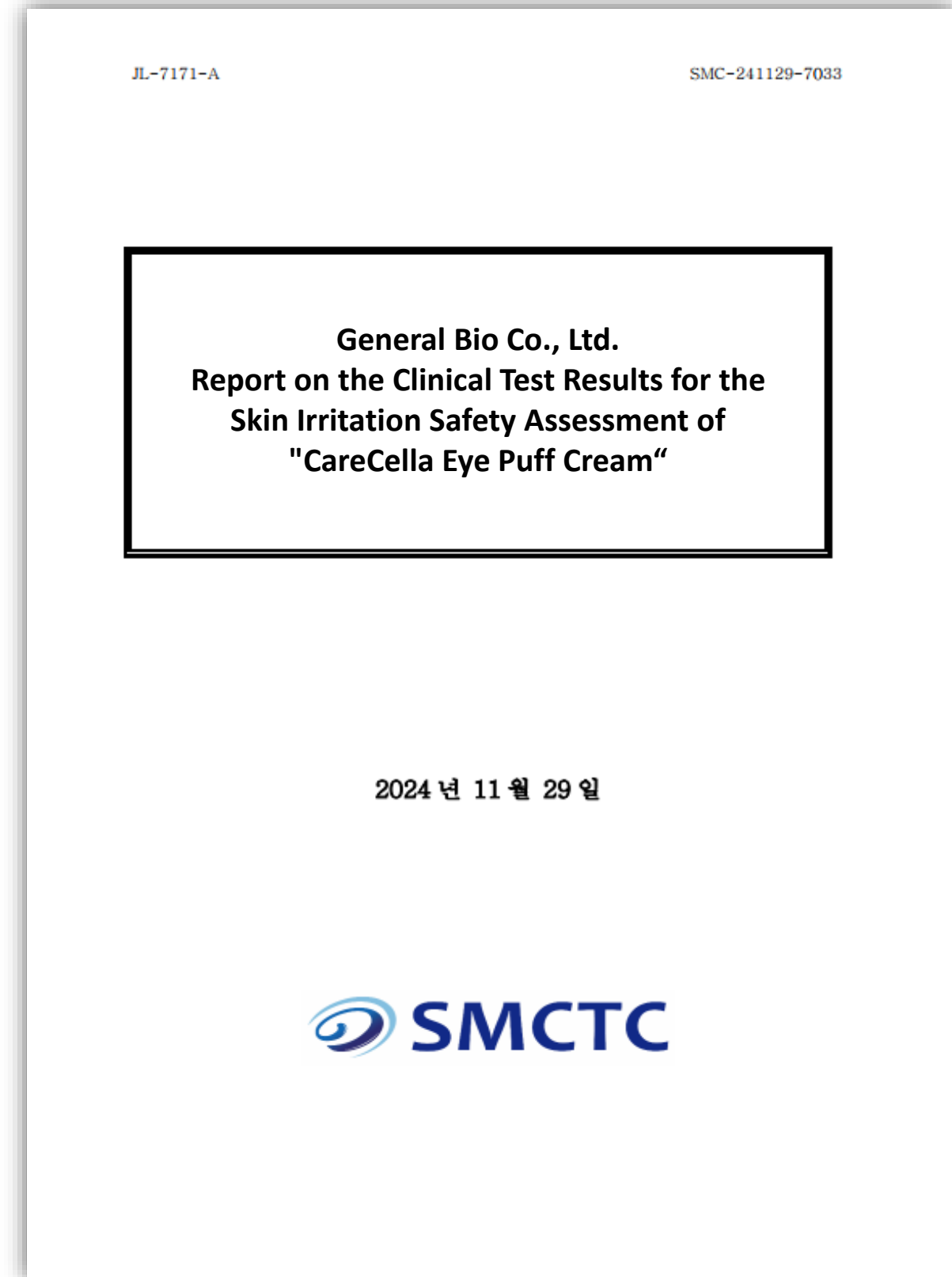
Clinical Trials & Certifications



"Clinical Study on the Effects of CareCella Eye Puff Cream for Under-Eye Volume, Eye Area Volume, and Wrinkle Improvement"

Conducted by: SMCTC (Semyung University Skin & Cosmetic Clinical Center)

2024.11.25~2024.12.20 / 20 adult women / Before use, immediately after use / Results may vary by individual



Skin Irritation Test (Non-Irritating) Conducted by: SMCTC (Semyung University Skin & Cosmetic Clinical Center)

6. How to use & Precautions

1. How to use & Precautions

TIP

1. It is recommended to use the cream once a day as part of your night care routine.
2. For day care, apply according to the usage instructions, and after the cream has fully absorbed, apply makeup or other products.
3. Squeeze an appropriate amount of cream, about the size of a grain of rice, onto the spatula.
4. Apply smoothly from the inner to the outer under-eye area.
5. If too much cream is used or if the skin does not fully absorb the product, or if the skin is too dry, white residue may appear. Be sure to apply only the appropriate amount, roughly the size of a grain of rice.
6. After applying, you can feel a tightening effect around the eye area after about 2 minutes. (Be careful not to frown or move your face at this time.)
7. Avoid rubbing too hard with your hands, as this may cause the product to pill.
8. Avoid using products with oil content. (If you apply oil products to the eye bag area, gently tap the area with your fingers.)



7. Recommended For

Recommended For

1. If you're concerned about wrinkles around the eyes

If fine lines or deeper wrinkles have appeared around the eyes, Eye Puff Cream, known for its excellent wrinkle improvement effects, will help.

2. If you have severe dark circles

If your under-eye area is darkened or pigmented due to fatigue or stress, Eye Puff Cream, which contains brightening ingredients, will help lighten the area.

3. If your eye area is dry

Dry skin around the eyes can cause more fine lines, so a highly moisturizing product like Eye Puff Cream is necessary.

4. If you've lost elasticity

If the skin around the eyes is thin and sagging due to a loss of elasticity, Eye Puff Cream with collagen-boosting ingredients will help.

5. If you experience frequent puffiness

Eye Puff Cream containing ingredients that reduce puffiness will be beneficial.

6. If you're worried about skin aging

To prevent eye aging, which typically begins in the mid-30s, Eye Puff Cream with anti-aging effects will help.

