

***EpigenCare provides personalized skincare solutions via individual epigenetic analysis of DNA and scientific matching algorithm in a blockchain-based ecosystem.***

## **EpigenCare Objectives**

- To provide consumers with a regularly updated skincare profile and suggested personalized skincare routines and/or products.
- To increase revenue of skincare solution providers, retailers, and manufacturers by delivering smart, scalable data of consumer skincare profiles and predictive consumer purchase intentions.
- To create an economy of constantly updated skincare profile data through cryptographic smart contract blockchain technology.
- To enable transparency of usage of consumer data without revealing identifiable information through the blockchain in order to eliminate perceived intrusiveness of privacy from personalization.
- To become a point of authority for desirable market data pertaining to skincare and other epigenetically measurable factors.

## **Market Landscape**

The 2016 global skincare industry revenue was \$130 billion USD. By 2023, the industry is expected to grow to over \$180 billion [1]. As biotechnology and big data computing continue to advance, there is a noticeable trend of increasing demand and consumer willingness to pay a premium for personalized skincare products. In a 2014 survey[2], at least 45% of adults expressed interest in a scientific-based test for personalized skincare and would even prefer this option versus traditional pseudo-personalization such as from online questionnaires or recommendations by department store salespersons. Skincare retailers and manufacturers are keen to leverage personalized data to increase revenue by delivering targeted products in a cost effective and scalable manner.

### *Sources*

1. Cosmetic Skin Care Market: Global Industry Analysis, Trends, Market Size & Forecasts to 2023." Infinium Global Research, Sep 2017.
2. "Skin Care Made in the Lab Just for You: The Future of Personalization." Canadean, 2014.

## **Epigenetics and the EpigenCare Skin Test (Part 1)**

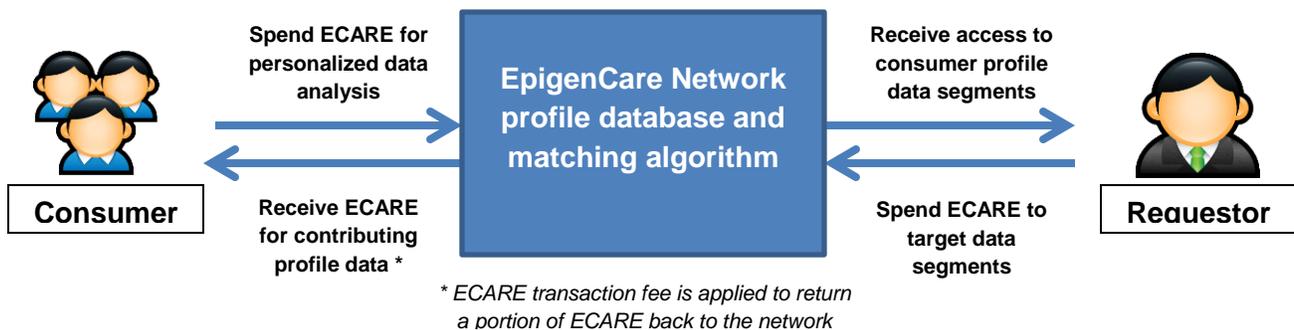
The quality of one's skin is primarily determined by epigenetics, a biological mechanism that regulates gene expression and inherently controls the skin's age, quality, and aesthetics, which makes skin quality dynamic and reversible. The proprietary, non-invasive EpigenCare Skin Test is a scientifically grounded assay to accurately detect the epigenetic states of one's skin. The at-home DNA test allows for true optimization of skincare products for the consumer based on the unique epigenetic profile of one's skin as well as the active and functional ingredients of popular skincare products that could epigenetically impact him or her. Key

indicators that are epigenetically tested for include aging, elasticity, moisture, DNA damage, cell regeneration, sensitivity, oxidation, and pigmentation. Using next-generation sequencing against a proprietary panel of genes, a report is generated with smart recommendations of products that are matched to the unique epigenetic profile of the consumer based on the products' ingredients and their impact to the tested skin quality indicators.



## **The EpigenCare Network (Part 2)**

Individuals (“Consumers”) can purchase the EpigenCare Skin Test via traditional payment such as by credit card, or alternatively with loyalty points in the form of ECARE tokens. Accumulated data of individuals generated by the test will be securely stored on the EpigenCare Network, a data infrastructure that allows skincare companies including retailers and manufacturers (“Requestors”) to access it through ECARE in order to target Consumers with new or existing products as a personalized solution through our epigenetic matching algorithm. No personally identifiable information is stored, except by association of an alphanumeric transaction hash ID using blockchain technology, creating “anonymous transparency” for data provenance so that Consumers know that their data is being used/sold directly for their own benefit. Requestors can buy customized user data that fulfills their desired skin segment (e.g., aging, firmness & elasticity, moisture retention, DNA damage & repair, cell regeneration, sensitivity response, oxidation & antioxidation, and pigmentation) and general segment (e.g., age, ethnicity, geographical location, dietary habits, lifestyle activeness, etc.). Price of the data is automatically calculated based on supply and demand of the requested segment. Consumers that fall within the segments are automatically compensated in ECARE through token association of the ID, which can be used to subsidize future tests since skin is epigenetically dynamic. In the future, Consumers can choose to regularly pay with ECARE and access updated personalized data analysis via smart imaging of the consumer’s skin by a mobile app that correlates with a profile survey and big data/AI algorithm, further contributing data to the network database.



## **Investment Offering:**

50,000,000 security tokens "EPIC" at \$0.40 each with revenue sharing and equity conversion rights

EPIC is an investible security token that is available as an investment offering under Regulation D 506(c) and Regulation S exemptions. Subsequently, EPIC should be qualified to be traded on an SEC-compliant exchange (e.g., registered Alternate Trading System, or ATS) by mid 2019, subject to the regulatory landscape at that time. EPIC holders also obtain the following rights:

- **Conversion to Equity Option.** After an approximate 1-year holding period from the closing of this offering, 5 EPIC can be converted into 1 Common Stock. 48,000,000 shares have been so far issued, out of 80,000,000 authorized. This is a non-reversible option and the EPIC along with any other token rights will no longer be in the investor's possession.
- **Revenue Sharing.** 5% revenue of ECARE purchases by consumers and companies (including aforementioned seamless purchases) is paid to all EPIC wallets proportionally, in the form of ETH (Ethereum) as US Dollar equivalent. As an added benefit, the revenue sharing in the first two years of operation after closing of this offering is distributed as an additional 10% and 5%, respectively (15% and 10% total). Each investor payout is based on the fixed proportion of 60,000,000 total EPIC, irrespective of how many tokens are sold in the investment offering.