

# ELEGADOLL SERIES

Adjusting your skin texture (texture), aiming for porcelain skin, we are ELEGADOLL. Together with being amazed that nature's blessings will regenerate out skin, we will continue our work with a sense of wonder.



## ■ GREETING



Stem cell cosmetics are effective for improving wrinkles skin firmness and for hair growth and gloss. Now that regenerative medicine and cellular research have made such remarkable progress, a time of major change has come to the world of cosmetics. From cosmetics supplemented by nutrition, things are moving towards regeneration of the original vitality of the skin. By activating epidermal stem cells, it promotes normal turnover, to skin without wrinkles, stains, or dullness! By activating the true stem cells, collagen and elastin are produced by the body itself, leading to elasticity and elastic skin. While taking full advantage of the moisturizing effect, we have adopted a mechanism that acts as a long term barrier, eliminates dirt with the force of an electric field, and also uses reduced ionized water to increase penetration of active ingredients. Please feel this regeneration of your cells, which is nothing less than new generation cosmetics and stem cell cosmetics.

CEO Hisako Itoi

## ■ MANAGEMENT PHILOSOPHY

Taking party in the worldwide revolution in longevity rejuvenation, we will actively incorporate the results of research in the evolutionary life science field and give priority to high demand feasible product development. As examples, we incorporate Cordyceps summer leaves, which are said to be the king of "Chinese Traditional Medicine" together with "advanced ingredients" such as stem cells, NMN, NAD, AGE, HSP, nano-technology, telomeres, astaxanthin acid, and we will incorporate these into the development of products that combine "Future" and "Ancient". In the future, we will continue to press the market constantly forward with worldwide patent applications, press releases, etc. for the global market, and will persevere an online company



Marunouchi Trust Tower

## ■ CONTENT OF OUR BUSINESS

- Cosmetics Research and Development
- Cosmetics Manufacture and Sales
- Operation of Beauty Salons/Opening Chain Stores
- Import and sale of beauty products, beauty devices,
- Work systems for Internet and the like
- Internet business
- Advertising Agency Business



## ■ COMPANY OVERVIEW

Company Name:	Camellia.net Incorporated
Representative	Hisako Itoi
CEO:	
Director	Koichi Itoi
Address:	Marunouchi Trust Tower 20F, 1-8-3 Marunouchi, Chiyoda-ku Tokyo 100-0005
TEL	03-5288-3147
Beauty Salons	323-1 Kasaki, Mobara, Chiba
Head Office	Prefecture
Mail Order	☎ 0120-833-345
Division	
Tel/Fax	0475-26-3147 / 0475-24-3006
Url	<a href="http://www.elgadoll.jp">http://www.elgadoll.jp</a>
Established	27 October 2000
No. of Employees:	60
Main Customers:	Laox, Matsumoto Kiyoshi, Don Quixote, [Chinese Name] (China, Taiwan) Royal Cosmetics Company, Ltd. (Russia)

## ■ HISTORY

2000	Establishment of Camellia.net Incorporated
2000	Establishment of 11 Directly Operated Beauty Salons in Chiba Prefecture
2003	Establishment of 4 companies as Japanese beauty salons in Dalian, Shenyang, Isetan [Japanese Department Store name] and [Chinese Characters "Man" something]
2013	Start of sale of reduction type stem cell cosmetics. The brand name Elgadoll was given to these products. The \$100 reduction water used at this time received very good evaluations in Europe.
2014	We began to sell high quality, dense foam carbonation packs designed to be authentic carbonate packs (First phytozell soda packs) We received a carbonation pack ranking of No. 1 during this year.
2015	We introduced Elegadoll "Droplets of the Goddess" containing the first use of rejuvenating ingredient NMN. We were awarded an award for excellence from an American Foundation.
2016	The carbonation packs were improved and introduced as "Phytozell soda pack plus" Rejuvenation jelly NMN Activator was introduced. We are now working on an improved version.
2017	We started selling in Taiwan, China, the Philippines and Russia.
2017	We set up an office in Trust tower in Marunouchi next to Tokyo Station as our international cosmetics outlet.
2018	We have begun application research into adipose cell derived human stem cells and marrow derived human stem cells.
2018	Starting with Spain we are focusing on selling in all countries in Europe.