

EXPERIENCE

# SF10™ *with* Penellagen

**LIPOSOME** best load and transport

Hydrolyzed Starfish Extract

Stevia Leaf Extract

Viola Odorata Leaf Extract

Chlorella Vulgaris Extract



25ml / 0.85 fl.oz.



EXPERIENCE

# SF10™ *with* Penellagen

▶ Size: 25ml / 0.85 fl.oz.

▶ 53 Ingredients

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Water, Glycerin, Propanediol, Butylene Glyco, 1, 2-Hexanediol, Betaine, Phosphatidylcholine, Alcohol, Polymethylsilsesquioxane, Hydroxyethyl Urea, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Panthenol, Polyglyceryl-10 Laurate, Chlorella Vulgaris Extract, Glucose, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Hydrogenated Lecithin, Allantoin, Dipotassium Glycyrrhizate, Fructooligosaccharides, Fructose, Squalane, Tromethamine, Cetearyl Glucoside, Hydrolyzed Starfish Extract, Ethylhexylglycerin, Diphenyl Dimethicone, Triethylhexanoil, Glyceryl Acrylate/Acrylic Acid Copolymer, Juniperus Virginiana Oil, Sodium Hyaluronate, Sodium Phytate, Ricinus Communis (Castor) Seed Oil, Copaifera Officinalis (Balsam Copaiba) Resin, Pancratium Maritimum Extract, Beta-Glucan, Pogostemon Cablin Oil, Protease, Viola Odorata Leaf Extract, Hydrolyzed Elastin, Anthemis Nobilis Flower Oil, Tocopherol, Biotin, Cetearyl Alcohol, Stearic Acid, Stevia Rebaudiana Leaf/Stem Extract, Ceramide NP, Ceramide NS, Cholesterol, Phytosphingosine, Ceramide AP, Ceramide AS, Ceramide EOP

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# Our Aim is to use Biotechnology to Enhance the Quality of Life

We know our purpose is to make life better and  
we hold to our basic creed:  
look better, feel better, and live better.

Our products reflect the scientific advancements of today.  
We work to achieve freedom of time and finances.  
We serve our communities, we respect our environment,  
and we place our families first.

We strive to be loving, caring human beings,  
and we teach what we've learned to anyone who is open to it.  
We believe in Richway, we believe in what we offer,  
and we believe in our purpose.

Warmest regards,



**Jeanna Kim**  
Chairman of Richway Group



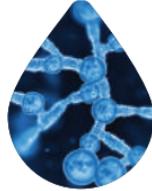


RICHWAY  
**SF10™  
PREMIUM  
SERUM**  
*with Penellagen*



## Future

Our aim is to use technology to enhance the quality of life for people and strive for a greater future. We are now in the age of experiencing high quality biotechnology, and a better life is at our footsteps.



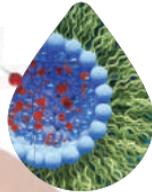
## Biotechnology

Biotechnology is used to understand and manipulate the structure and functions of living organisms, creating innovative solutions in various life-related fields.



## Science

Science is a discipline that seeks to pursue a more advanced life by logically organizing natural phenomena. The essence of science lies in the ability to replicate natural phenomena under specific conditions. Life science aims to make humans younger, healthier, and lead happier lives.



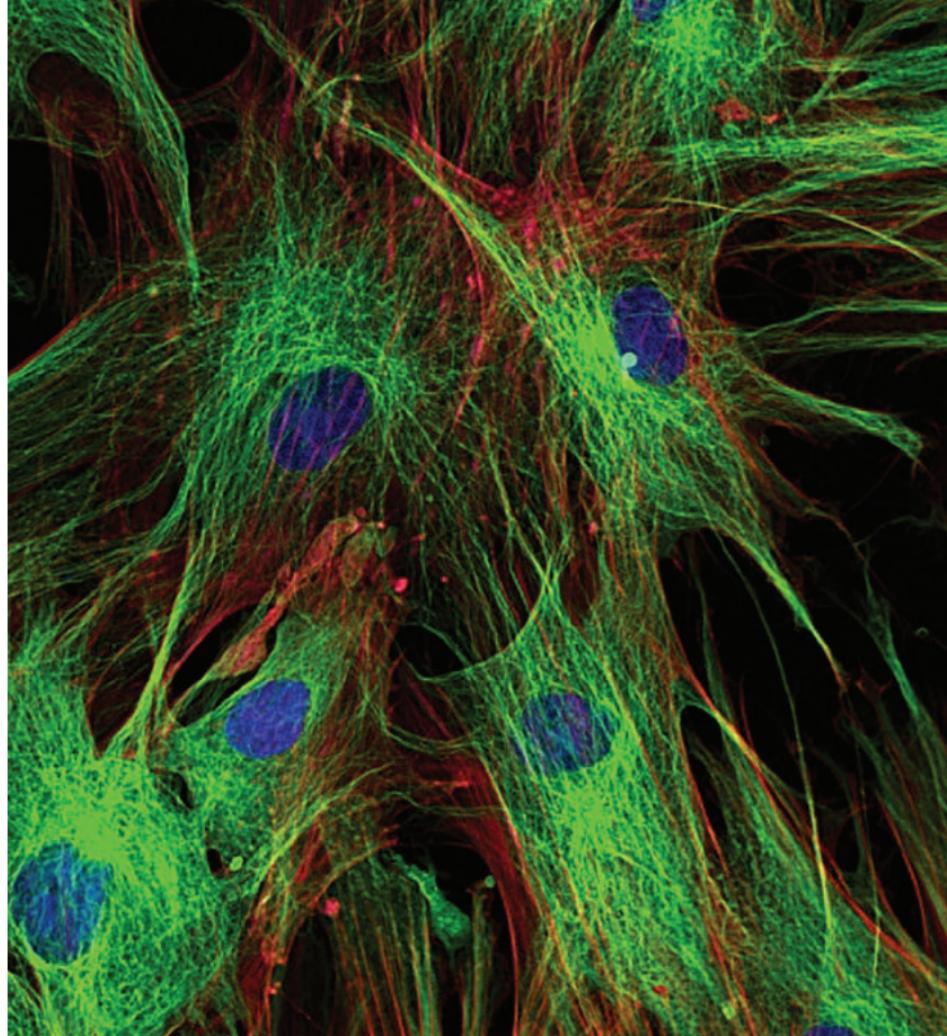
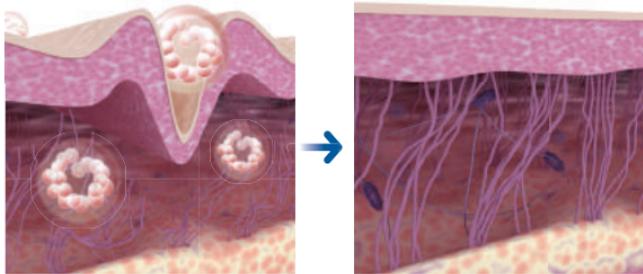
## Liposome

Liposomes are artificial lipid bilayer structures that closely resemble the structure of human cells. Liposomes are used to encapsulate and transport microsubstances to specific locations in the body. When microsubstances are encapsulated in liposomes, they can be delivered more efficiently and with increased stability.

# How is collagen in the dermal layer regenerated?

Self-Assembly into Supramolecular Structures at Body Temperature.

The collagen triple helix is essentially a one-dimensional molecule, with its near-constant axial separation between amino acid residues throughout the triplehelical domain. This has permitted a direct correlation of structural data obtained by electron microscopy with chemical sequence data. Lateral association of 1 collagenous triple-helical domains, to form fibrils, is a common feature of the collagen family.



# SF10™ with Penellagen Liposome

Liposomes are microscopic vesicles composed of a lipid bilayer, similar to the structure of cell membranes.

They are used in various fields, including skincare, due to their ability to deliver active ingredients efficiently to the deeper layers of the skin, including the dermis. Liposomes act as a carrier system that encapsulates and protects active compounds, allowing them to penetrate the skin more effectively.

## ► Enhanced Penetration:

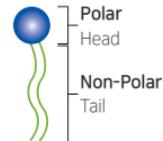
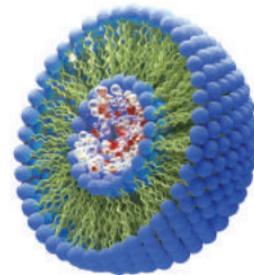
Liposomes are small in size, typically ranging from 50 to 200 nanometers. This small size allows them to penetrate the skin's outermost layer, the stratum corneum, more easily. They can pass through the lipid-rich intercellular spaces and reach the deeper layers of the skin.

## ► Encapsulation of Large Molecules:

Liposomes have a unique structure that allows them to encapsulate both water-soluble and lipid-soluble molecules. This characteristic is particularly beneficial when delivering large-sized nutrients, such as proteins, peptides, and other complex molecules, which may otherwise have difficulty penetrating the skin barrier on their own.

## ► Targeted Delivery:

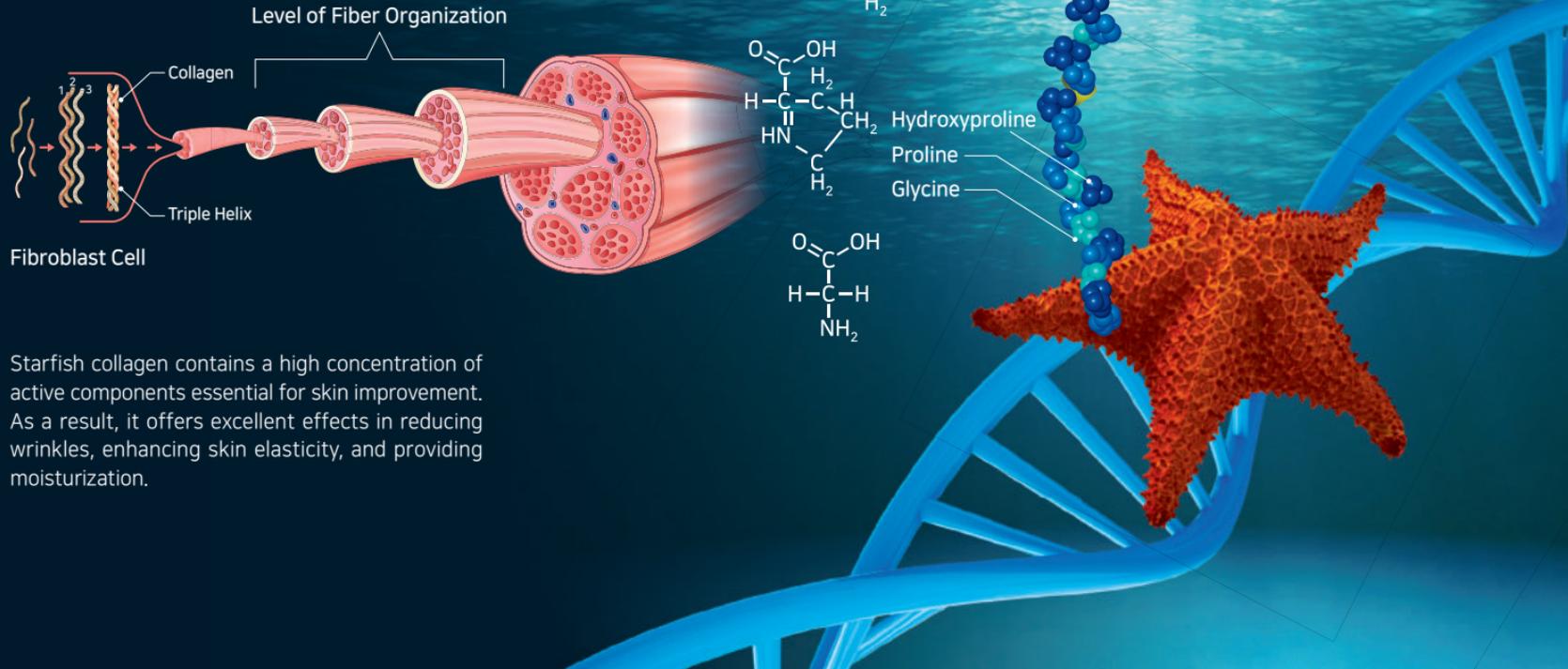
Liposomes can be designed to target specific skin layers or cell types, enhancing the precision of nutrient delivery. This targeted delivery ensures that the nutrients reach the desired area within the dermis where they can exert their effects more effectively.



Phospholipid

# Starfish Collagen

Spontaneous Self-Assembly into Supramolecular Structures at Body Temperature

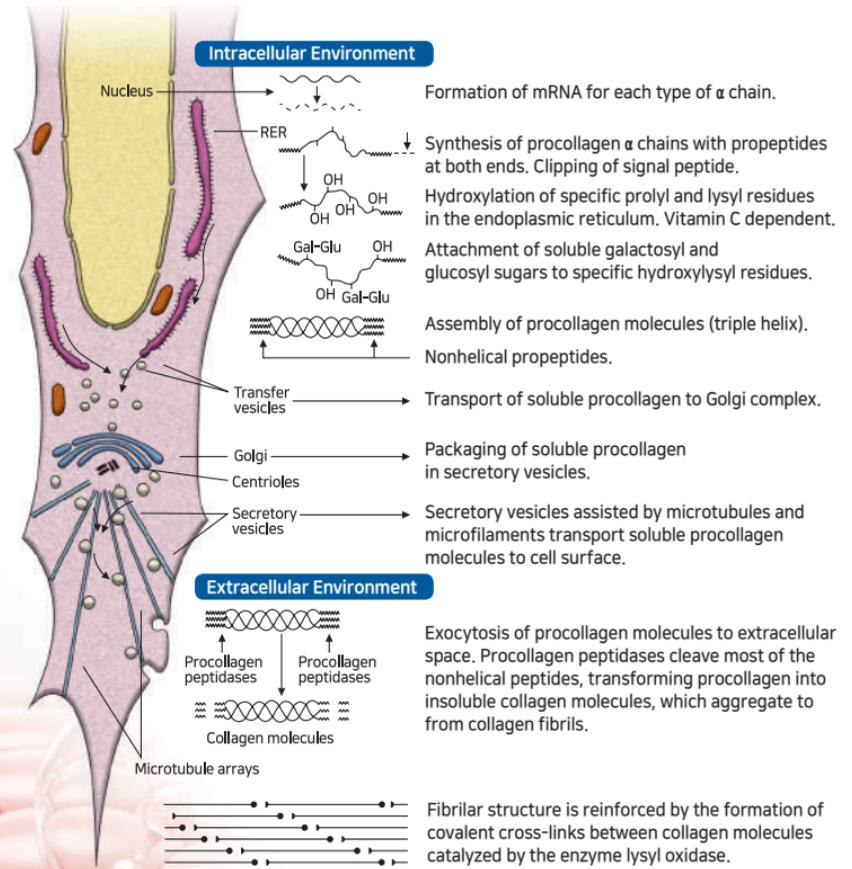


Starfish collagen contains a high concentration of active components essential for skin improvement. As a result, it offers excellent effects in reducing wrinkles, enhancing skin elasticity, and providing moisturization.

# How does the introduced collagen survive in the dermal layer?

Lateral association of triple-helical domains. At physiological temperature such as 37°C, water molecules on the hydrophobic domains will be dehydrated.

Collagen molecules accomp lateral association of the triple-helical domains through the exposed hydrophobic regions. It makes Spontaneous Self-Assembly into Supramolecular Structures at Body Temperature.



# SF10™ *with* Elastin

## What is Elastin?

It is a protein found in the skin's connective tissues, and it plays a crucial role in maintaining skin elasticity and firmness. Here are some reasons why Elastin is considered beneficial for the skin:

### Collagen Support:

Elastin and collagen work together in the skin to provide structural support. Collagen provides tensile strength to the skin, while elastin allows the skin to stretch and retract. When used in combination, they help maintain the skin's structure and integrity.



### Skin Elasticity:

Elastin is responsible for providing the skin with its elasticity. It allows the skin to stretch and bounce back to its original shape after being stretched or compressed. As we age, the natural production of elastin decreases, leading to the loss of skin elasticity, which can contribute to sagging and wrinkles. Using

skincare products with elastin may help support the skin's elasticity and firmness.

### Anti-Aging Properties:

Elastin helps the skin resist the formation of fine lines and wrinkles. By maintaining skin elasticity, it can contribute to a more youthful and smoother appearance, reducing the signs of aging.

### Skin Texture:

Elastin contributes to a smoother skin texture by promoting tightness and resilience. It gives the skin a plump and supple feel, enhancing overall skin quality and feel. Skincare products that contain elastin, along with other beneficial ingredients like collagen, antioxidants, and moisturizers, can contribute to improved skin health and appearance.





# SF10™ *with* Stevia Leaf Extract

## What is Stevia Leaf Extract?

Known as *Stevia rebaudiana*, is a natural sweetener derived from the leaves of the Stevia plant. It also offers some potential benefits for the skin:

### Antimicrobial effects:

Some studies suggest that certain compounds in Stevia have antimicrobial properties. These properties may help combat bacteria and other microorganisms on the skin's surface, making it potentially useful for acne-prone skin or as a natural ingredient in cleansing products.

### Antioxidant activity:

Stevia leaf contains antioxidants, such as polyphenols, which help neutralize free radicals and protect the skin from oxidative stress. This may contribute to maintaining a youthful appearance and reducing the signs of premature aging caused by environmental factors.



### Moisturizing:

Stevia leaf extract may possess humectant properties, meaning it can help retain moisture and hydrate the skin. This can be especially beneficial for dry or dehydrated skin types.

### Potential skin lightening:

There is some research suggesting that Stevia may have skinlightening effects due to its ability to inhibit the enzyme tyrosinase, which is involved in melanin production. As a result, Stevia extract might be used in skincare products targeting hyperpigmentation or dark spots.

# SF10™ *with* Viola Odorata Leaf Extract

## What is Viola Odorata Leaf Extract?

Commonly known as Sweet Violet, has several properties that make it beneficial for the skin:

### Anti-inflammatory:

Sweet Violet contains compounds with anti-inflammatory properties, which can help soothe and calm irritated or inflamed skin. This makes it beneficial for those with sensitive or reactive skin.

### Moisturizing:

The flowers of Sweet Violet are rich in mucilage, a gel-like substance that helps retain moisture. This natural moisturizing property can help keep the skin hydrated and supple.

### Soothing:

The fragrant aroma of Sweet Violet is believed to have a calming effect on the skin and

mind, making it suitable for relaxation and stress relief.

### Astringent:

Sweet Violet contains astringent compounds that can help tighten and tone the skin, reducing the appearance of enlarged pores and promoting a smoother complexion.

### Mildly Exfoliating:

The leaves of Sweet Violet contain small amounts of salicylic acid, a gentle exfoliant. This can help remove dead skin cells, promoting a brighter and more radiant complexion. It's important to note that individual skin reactions can vary.



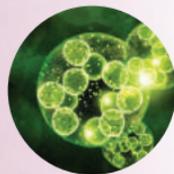


# SF10™ *with* Chlorella Vulgaris Extract

## What is Chlorella Vulgaris Extract?

It is derived from a type of freshwater green algae called Chlorella Vulgaris. This natural extract has gained popularity in skincare products due to its potential benefits for the skin:

### Rich in nutrients:



Chlorella Vulgaris Extract is packed with essential nutrients, including vitamins (such as vitamin C, E, and B-complex), minerals (such as iron, magnesium, and zinc), amino acids, and antioxidants. These nutrients help nourish the skin, promote cellular regeneration, and maintain a healthy skin barrier.

### Moisturizing and hydrating:

Chlorella Vulgaris Extract has humectant properties, meaning it helps retain moisture in the skin. This can provide hydration to dry skin and improve overall skin texture and suppleness.

### Promotes collagen synthesis:

Some studies suggest that Chlorella Vulgaris Extract may stimulate collagen production in the skin. Collagen is essential for maintaining skin elasticity and firmness, which helps reduce the appearance of fine lines and wrinkles.

### Supports skin regeneration:

The extract contains growth factors that may support skin regeneration and repair, helping to improve the overall health and appearance of the skin. Incorporating products with this extract into a well-rounded skincare routine may complement overall skin health and contribute to a more radiant and youthful complexion.



# SF10™ with Squalene

## What is Squalene?

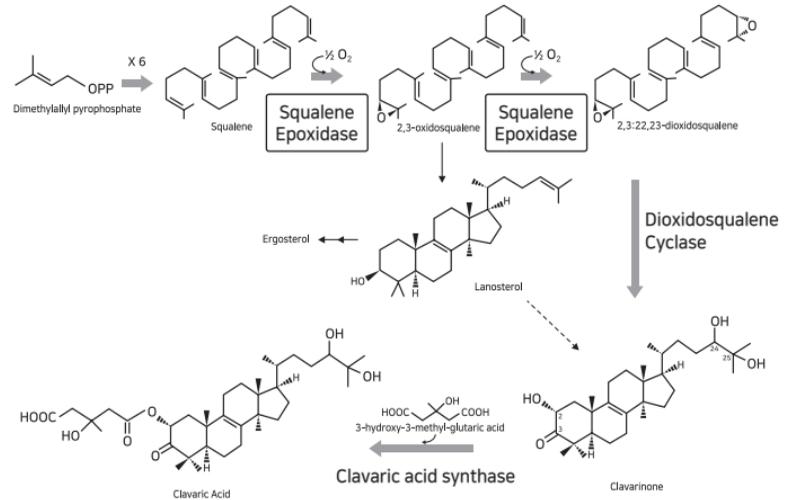
Squalene is a natural organic compound found in various plant and animal sources, including shark liver oil, olive oil, and other vegetable oils. It is a highly beneficial ingredient for the skin due to its unique properties and potential skincare benefits. Here are some reasons why squalene is good for the skin:

## Excellent Moisturization:

Squalene is a potent emollient that can deeply hydrate the skin. It has a lightweight and non-greasy texture, making it easy to apply and quickly absorbed by the skin. By forming a protective barrier on the skin's surface, squalene helps to prevent moisture loss, keeping the skin well-hydrated and supple.

## Skin Repair and Regeneration:

Squalene has skin regenerative properties, supporting the natural repair processes of the skin. It can help improve the appearance of scars, fine lines,



and wrinkles, promoting a more even and smoother skin texture. Squalene reinforces the skin's natural barrier function.

## Compatibility with Skin Lipids:

Squalene is a component of the skin's natural lipid barrier. As such, it is well-tolerated and compatible with the skin's composition. When applied topically, squalene integrates seamlessly with the skin, supporting its natural functions. Its ability to moisturize, protect, and nourish the skin makes it a valuable ingredient for maintaining overall skin health and promoting a smooth, radiant complexion.



## SF3 Facial Mask

When collagen is introduced into the dermis for skin rejuvenation, it requires a considerable amount of water and Bio current to stabilize and settle into the skin.

With a sufficient supply of moisture and a stable biological electrical stimulation on the skin, collagen exhibits higher survivability in the dermal layer and contributes to faster skin improvement. SF3 Facial Mask aims to achieve skin rejuvenation by providing microcurrent stimulation, which promotes essence absorption and enhances blood circulation. Additionally, the gentle electric stimulation can induce voluntary movements in facial muscles.

Sending microcurrent to the facial muscle tissue has been shown to stimulate the production of ATP. This way, the biological current promotes facial muscle vitality and collagen and elastin production. Under normal circumstances, individuals using SF3 Facial Mask will not feel the current entering their body.

For those who are new to using SF10 Face Serum, we recommend using SF3 Facial Mask together for at least three months. Although starfish collagen is encapsulated in liposomes to reach the dermal layer, for more effective skin improvement, a substantial supply of moisture and Bioelectrical stimulation are necessary.



**Using the Bio Light for 20 minutes and then applying the SF3 Facial Mask can lead to favorable results.**

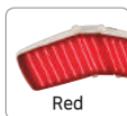




 **biolight** 7000sc  
Experience with  
**Advanced  
LED Technology**

# BIOLIGHT 7000sc FEATURES

LED light therapy is based on the principle of photobiomodulation, where weak energy LED light is applied to induce specific cellular responses without causing tissue damage.



Red

The interaction between the emitted light and cells occurs through photobiological modulation. When the LED light is absorbed by chromophores within the cells, it triggers a series of biological reactions. One crucial chromophore involved is cytochrome c oxidase, a part of the mitochondrial respiratory chain.



Blue

The absorbed light energy stimulates cytochrome c oxidase, increasing the production of adenosine triphosphate (ATP) - the cellular energy form. This enhanced ATP production provides the cells with the energy needed for various functions, such as cell recovery, growth, and regeneration.



Yellow

For example, fibroblasts responsible for collagen and elastin production in the skin can be activated by specific wavelengths of LED light. This activation promotes collagen synthesis and strengthens tissue recovery, improving skin elasticity and texture. After using SF10 Penellagen, it is recommended to use pulse 90, intensity 10, and light selection 7 for 20 minutes. Light therapy, when received once a week, can significantly assist collagen in establishing itself in the dermal layer.



Green

It is recommended to use the Bio Light for 20 minutes after applying the SF10 serum.