

MOKSHA GROUP

Intelligent Beauty Emhence Brands to Upgrade Product Power
 Share Beauty with Technology & Validate Strength with Efficacy



01 ABOUT US

02 R&D ADVANTAGES

03 PRODUCTION CAPACITY

04 COOPERATIVE PARTNER

01

ABOUT US





Founder



Group Founder: Li Yuwu

- Co-founder of Moksha Group
- Committee of Qingcheng District Political Consultative Conference, Qingyuan City
- Vice Presidnt of Guangdong Cosmetic Quality Management Association
- Founder of QIERS Brand

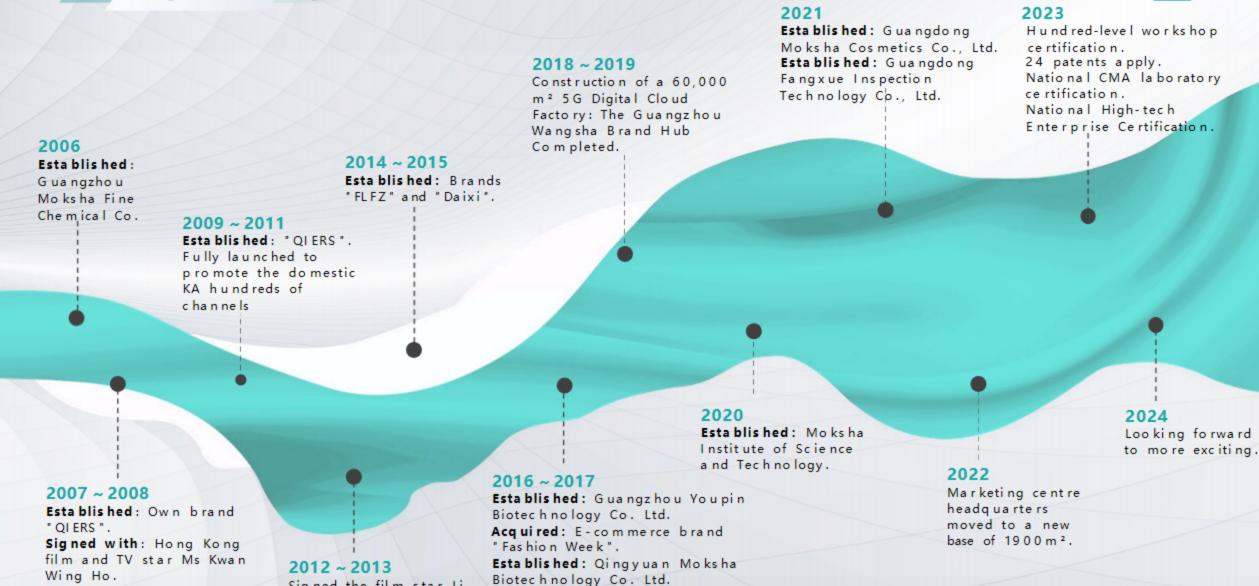
Over 24 years in the beauty industry

Mr Li Yuwu entered the cosmetic industry since 2000, 24 years, the courage to try new things, and continue to explore the accumulation of the industry's intellectual direction, always adhere to the "use of science and technology to create beauty", to help the growth of national brands, and actively promote China's beauty brands to the world!

Group Development Milestones

Signed the film star Li Xiang as the image

spokesperson of "QIERS".



QUALIFICATION

- National High-tech
 Enterprise Certification.
- Hundred-level purification workshop certification.
- CMA inspection and testing institution qualification certificate.
- Executive director unit of Guangdong Cosmetic Society.











Moksha Group

Was founded in 2006. Headquartered in Huadu Airport International Centre, Guangzhou, China.

It is a cosmetic manufacturing enterprise integrating Advance product planning, raw material development, research and development, efficacy testing, cosmetic production and sales. The company adheres to the values of integrity, responsibility, gratitude, progress and struggle. Committed to helping domestic cosmetics brands to achieve brand growth. With the advantages of raw material development, brand scenario-based research and development, customized efficacy evaluation services, cutting-edge product technology innovation, high-quality product manufacturing, we can help brands enhance product competitiveness, help brands break through market barriers, and consolidate the vitality of the brand.

Group Companies

- Moksha Technology Research Institute.
- Qingyuan Moksha Biotechnology Co.
- · Guangdong Fangxue Testing Technology Co.
- · Wansha (Guangzhou) Biotechnology Co.
- Guangzhou Yuduo/Youpin Biotechnology Co.

Vision

Become a beauty
benchmarking enterprise
based on China to the
world.

Mission

Use technology to share beauty and create first-class products

Values

- Integrity
- · Responsibility
- Gratitude
- Progress
- Struggle

Philosophy

- Product oriented, quality
 innovation
- · Customer-centric, service first
- Team oriented, sincere
 cooperation

Service

Create value for customers.

Create opportunities for employees.

Make contributions to the society.



R&D ADVANTAGES





INSTITUTE OF SCIENCE AND TECHNOLOGY -



Moksha Research Institute consists of four centres.

- Cosmetic Formulation Technology R&D Centre.
- · Bioengineering Application Research Centre.
- Cosmetic Safety Evaluation Centre.
- Cosmetic Efficacy Testing Centre.

Scientific and Technical Research Team

Composed of doctors, masters, senior engineers, etc., the team is more than 80 people. Gathering high-end talents in botany, molecular biology, microbiology, dermatological medicine, fine chemicals and other disciplines.

DIRECTOR OF THE INSTITUTE



Xie Yunbo

Director of Moksha Institute of Science and Technology.

- Director Xie, with 20 years of experience in skincare product development, specialises in high-end efficacy skincare product development.
- Established Sino-Japanese and Sino-South Korean joint experimental institutions, and has many years of experience in operation and management of large-scale cosmetics research and development institutions.
- Presided over the development of more than 3,000 product formulations, and the total sales of all products exceeded 10 billion.

PhDs Team (Out of order)



Li Haihang
PhD (Phytochemistry and
Molecular Biology)

Professor, PhD supervisor, School of Life Sciences, South China Normal University

Director of Guangdong Botanical Society

Pharmaceutical Engineering Committee of Guangdong Pharmaceutical Society Deputy Chairman of the targeted drug research group

Research direction: Natural and biochemical drugs

He has published dozens of Chinese and English papers and applied for 6 patents



Wang Hao
Postdoctoral Fellow
(Active Peptide Research)

PhD in chemistry from Nankai University, Postdoctoral fellow, University of California

"Thousand Talents Plan" of Zhejiang Province.

"Academics at the University of Hamburg", Germany

National outstanding young people, young and middle-aged scientific and technological innovation leaders Chinese Academy of Sciences "100 people program" researcher

He has published more than 100 papers 3 U.S. patents and 15 Chinese patents



Mao Yongjin
PhD (Natural Surfactants)

Ph.D. in Biochemistry and Molecular Biology, Chinese Academy of Sciences Guangdong Cosmetic Science and Technology Research Association -Senior engineer

Director of Guangdong Cosmetic Society

Vice Chairman of the formulation

Committee of Guangdong Cosmetic
Society

He has served as technical director and director of research department of many companies' R & D center



Meihua Tao
PhD (Microbiology Research)

PhD, South China Institute of Botany,
Doctor, South China Institute of Botany,
Chinese Academy of Sciences
Visiting scholar, University of North
Carolina, USA

Guangdong Institute of Microbiology engaged in research for 10 years,

Presided over and participated in more than 10 national fund, provincial science and technology plan projects, published 23 papers, applied for 8 national invention patents

He was the technical consultant of Guangzhou Marubi Biotechnology Co.,Ltd



Wu Jiang
PhD (Microbiology Research)

Doctor of Organic Medicinal Chemistry, Georgia State University, USA

Associate Researcher, School of Life Sciences, University of Science and Technology of China

The second Industrial Peptide

Conference won the Scientific and Technological Innovation Award.

Qinghai Thousand Talents Programme, Gansu Baiyin Science and Technology Talents, Zhejiang Jinhua Shuanglong Programme



Liu Lei
PhD (Phytochemistry and Molecular Biology)

Top Ten Outstanding Young Scientists in National Agricultural Products Processing Industry.

Hundred Innovative Figures of Postdoctoral Fellowships in Guangdong Province.

Guangzhou Zhujiang Rising Stars of Science and Technology.

Jiangmen High-level Talents.

Guangdong Enterprise Science and Technology Specialist.

Won the Second Prize of National

Scientific and Technological Progress and the Gold Prize of National Invention Exhibition.

JOINT R&D



Guangdong Pharmaceutical University

Industry-Academia-Research Base for Universities



Jinan University

Industry-Academia-Research Base for Universities



Zhongkai Agricultural Engineering College

Industry-Academia-Research Base for Universities



Royal DSM Group

Strategic Research Co-operation



Lonza Group (Switzerland)

Strategic Research Co-operation



Zhejiang Peptide Biological Co.

Bioactive Peptide Research Centre



Group (France)

Marine Biology Application Research Institute



Chongqing xiaowan Biotechnology Co.

Microencapsulation Technology Application Development Laboratory GREAF®

Shanghai Jiakai Biotechnology Co.

Integrated Plant Application Research Institute

INNOVATIVE INDUSTRIES -



Bioengineering Applied Research Center

Strategic cooperation with famous scientific research teams and major universities, the use of advanced technology to develop unique and high-quality raw materials, through material innovation to enable enterprises to achieve breakthroughs in formula, efficacy and use experience.

3 major technology

- Plant Extraction Technology
- Genetic engineering technology
- Biological fermentation technology

PLANT EXTRACTION TECHNOLOGY

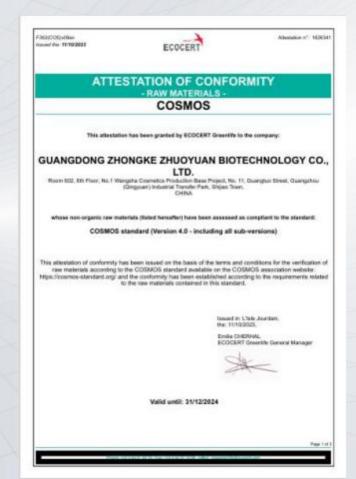


Extraction and purification of active ingredients from various plants

Guided by innovation, high efficiency and cost performance, we provide the most valuable plant extract solutions, extract active substances through multi-stage centrifugal filtration precipitation, multi-stage separation and purification, and increase the efficacy of product formulation.

ACHIEVEMENTS IN SCIENTIFIC RESEARCH





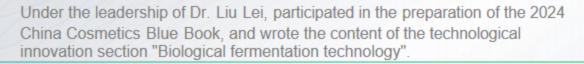
- Self-developed plant extraction of raw materials
 200+
- 50+ unique origin raw materials
- 20+ organic certified raw materials
- Self-developed plant extraction raw material patents 9
- 2 new ingredients (lignin, blueberry anthocyanins)

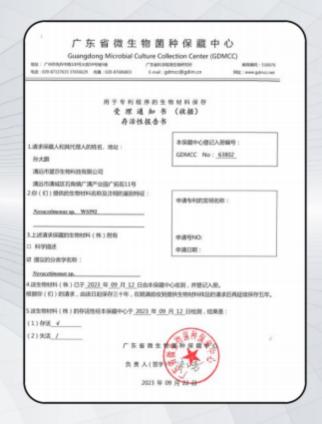
BIOFERMENTATION TECHNOLOGY



Combined with modern microbial engineering, bioreactor is used to strictly control the dissolved oxygen parameters, thermal parameters, pH, REDOX potential and other important parameters in the fermentation process, and to produce the high-tech new technology of active preparation from the perspective of skin science.

SCIENTIFIC RESEARCH RESULTS







蓝皮书 |清远市望莎生物科技有限公司剖析化妆品生物发酵技术

广东省化牧品学会 广东省化牧品学会 2024年02月26日 18:00 广东

蓝皮书(2024)编撰工作全面开启

广东省化收品学会《化牧品产业蓝皮书-中国化牧 品产业研究报告(2024)》编委会组建工作正积极进 行中,如有参编意向,欢迎联系蓝皮书编委会彭老师: 15622132648(徵信同号)。

由社会科学文献出版社出版的化妆品产业蓝皮书, 准入要求高,具备权威性,是政府决策、企业战略规划 的重要参考书题。作为行业专业权威的蓝皮书,《中国 化妆品产业研究报告 (2023)》和《中国化妆品产业 研究报告 (2022)》的编撰与发行顺应了化妆品行业 高质量发展的要求,受到了政府和广大行业人士的认 可。

目前,清远市望莎生物科技有限公司参与《化妆品 产业蓝皮书-中国化妆品产业研究报告(2024)》技术 创新篇"生物发酵技术"编撰工作。 More than 50+ fermented ingredients have been successfully developed and applied.

• 6 patents for fermentation ingredients

Two exclusive strains were excavated and preserved in the Guangdong Microbial Strain Preservation Centre.

GENETIC ENGINEERING TECHNOLOGY



Genetic engineering technology

Design protein structure and amino acid sequence according to product performance requirements



The recombinant plasmid was introduced into host bacteria and became genetically engineered bacteria.



Design target gene sequence according to protein information



Genetically engineered bacteria ferment to express recombinant protein



Target gene and plasmid synthesis



Isolation and purification of recombinant proteins

Based on the theory of molecular genetics and modern methods of molecular biology and microbiology, **DNA molecules from different sources are constructed in vitro** according to predesigned blueprints and introduced into living cells to change the original genetic characteristics of organisms, obtain new varieties, and produce new products.

COSMETIC FORMULATION TECHNOLOGY R&D CENTER —



Cosmetics formula technology R&D center

Scenario-based research and development based on brand tonality and product needs, application of cutting-edge formulation technology and raw materials, to create highly recognizable, pleasant skin experience, innovative products.

- Microencapsulation technology
- Lyophilised lock fresh technology
- Liquid crystal nanoemulsification technology

MICROENCAPSULATION TECHNOLOGY



Microencapsulation

Leading industry microencapsulation
technology, each microcapsule is an independent
"lock fresh warehouse", the internal formation of a
close blockade of fresh space, isolation of external
light oxygen impact, locking ingredient activity.
Innovative product appearance, breakthrough lock
fresh technology, unique skin experience, give
products more creative space.

FREEZE-DRYING TECHNOLOGY



Advantages of Lyophilised Category

- Built in strict accordance with pharmaceutical standards, tens of millions of dollars to build independent aseptic 100-level workshop, injection grade standard heavy distilled water.
- Obtained "ISO", "GMPC" double international certification,
 equipped with international advanced freeze drying, automatic filling and testing and analysis equipment.
- Product types include: freeze-dried ball, freeze-dried powder, twocolor freeze-dried powder, etc., to provide one-stop customized processing services.

-49c vacuum sublimation freeze-drying technology, through the three stages of pre-

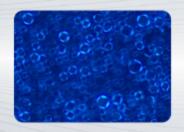
freezing, sublimation and refreeze-drying, quickly remove the water of the product, so that the active substance in a waterless freeze-drying state.

Reduce the influence of water, microorganisms and chemical reactions, so that high-active ingredients are always in a high fresh state.

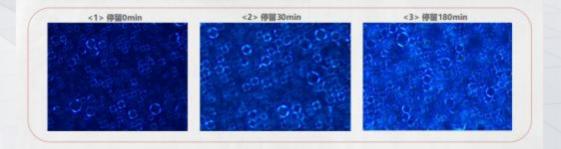


LIQUID CRYSTAL NANOEMULSION TECHNOLOGY -

The layered liquid crystal structure of the liquid crystal emulsion system is similar to the lipid structure between keratinocytes, "bionic" second skin protection, and has the characteristics of slow release of active ingredients and reduce product irritation.



Liquid crystal structure under polarized light microscope (concentric layered liquid crystal)



- The liquid crystal structure of the samples scraped from the skin test site at different times can be observed under a polarizing microscope.
- . After 3 hours *, the liquid crystal structure can still remain intact and can remain intact on the skin surface for a long time

Patented technology



TECHNICAL ACHIEVEMENTS

Authorised Patents

+ Effective Formulas

H Mature Formulas



















TESTING CENTER

CLUB

- efficacy evaluation laboratory
- human safety evaluation laboratory
- sensory evaluation laboratory
- > chicken embryo laboratory
- > zebrafish laboratory

- cell laboratory
- chemical analysis laboratory
 - microbiology laboratory
- physical and chemical laboratory
- packaging material testing laboratory

Fangxue Testing Center

- National CMA laboratory certification
- Total area of 423.8 square metres in the Fangxue testing laboratory
- Qualified as a third party for the record
- 10 laboratories of efficacy
- Can issue impartial data, results and test reports for the society.





SAFETY EVALUATION CENTER



Product safety evaluation:

Human skin patch test. Chick embryo chorionic villus allantoic membrane test. Zebrafish embryo swing count.



Anti-corrosion challenge testing:

Tests the preservative capacity of formulations to ensure the safety and stability of the product during shelf-life and open-cap use.



Prohibited substances and ingredients testing:

Testing of antibiotics, hormones, heavy metals and other prohibited substances, as well as sunscreen agents, efficacy of active ingredients, conventional physical and chemical indicators of cosmetics, etc., to ensure the safety and effectiveness of raw materials and products.



Legal services registration and filing services:

Test Reports
Audit of formula ingredients
Product Labeling Audit
Product filing service
Enterprise standardization
Regulatory Consulting
Services
Regulatory training services

SAFETY EVALUATION CENTER



Sensory evaluation:

Establishment of a cosmetic sensory evaluation system for formulation development testing, batch quality uniformity assurance, competitive analysis and comparative evaluation, and product functionality testing.



Cellular & microbiological efficacy testing:

Anti-wrinkle lab test Firming lab test Soothing lab test Oil control lab test Hair Care lab tests



Human efficacy evaluation tests:

Moisturizing, anti-wrinkle, firming, soothing, oil control, anti-dandruff, Anti-Acne, Repair, Nourish Body Efficacy Ratings Mild and non-irritating Consumer self-assessment Exfoliating Sensitive Skin Consumer Ratings



Extreme Efficacy Database:

Screening out the optimal data model and corresponding formulas for different efficacies, building a database of efficacies, which can be quickly matched to the needs of brand efficacy formulas.



PART THREE PRODUCTION CAPACITY





TWO MAJOR PRODUCTION BASES



Qingyuan Moksha Biotechnology Co., Ltd.

Qingyuan Moksha Bio-technology Co., Ltd. is located in Guangqing Industrial Park of Guangqing Economic Special Co-operation Zone, which mainly produces skincare and toiletry products.

- 60,000m² standardized production base
- Equipment and machinery with an annual output value of 1 billion products GMPC and ISO22716 qualification certification
- Standardised 100,000-grade purified production workshop Standardised 100-grade aseptic production workshop 17 intelligent production lines

Guangzhou Yuduo/Youpin Biotechnology Co., Ltd.

Guangzhou Yuduo/Yupin Biotechnology Co., Ltd. was established in 2012, located in Guangzhou Huadu Yimei Industrial Park, with 13 production lines, explosion-proof workshop and the most advanced automatic lipstick production line, the product production of lip, eye and face make-up categories.



INTERNATIONAL CERTIFICATION



INTERNATIONAL PRODUCTION STANDARDS CERTIFICATION

G MPC Certification Certificate G MPC Good Manufacturing Practice Certification for Cosmetics in Europe and the United States;

ISO 22716 Certification Certificate International Organisation for Standardisation (ISO) Good Practice in Quality Management Certification.

PRODUCTION CAPACITY OF QINGYUAN BASE

sets of advanced vacuum homogenising kettles

tonnes per day emulsification capacity

set of pharmaceutical injection grade water purification system

sets of water purification system



Adopting error correction system, the formula is first audited and stored in the computer system, the weighing personnel find out the production formula in the system → scanning the barcode of raw materials → weighing on the scale according to the regulations → automatically marking after passing the error correction system → pasting on the raw material package → the central quality control checking the raw material's colour, form, quantity, etc. → emulsification personnel according to the process requirements of the temperature, homogenization time and speed, solubility, feeding order, scanning the barcode gun with the anti-error correction system. Scanning and feeding → emulsification is completed according to the specified requirements → the central quality control takes samples to do physical and chemical tests \rightarrow qualified \rightarrow out of the pot \rightarrow the central quality control labels to be checked → microbiological quality control takes samples to be micro-checked → qualified → labeled qualified → to be used.

INTELLIGENT PRODUCTION WORKSHOP -







Moksha Intelligent Production Workshop

With modern, intelligent and automated production equipment, the production and management are upgraded with comprehensive data, creating a high-quality and high-efficiency production system, and responding quickly to brand delivery needs.

Daily production capacity:

Intelligent production lines

500,000b oxes

Fully automated production lines

400,000 Bags

300,000 pieces

1000 000 Pi

Facial mask

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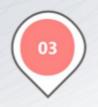
QUALITY CONTROL -



QUALITY CONTROL











Prenatal Stage

Physical and chemica testing

Package testing

Production inspection

Inspection of shipping process

- Air detection weekly
- Pure water is tested daily
- Raw material inspection - per batch
- Water quality using reverse osmosis
 water treatment
 equipment to achieve
 high quality pure
 water requirements

- Sanitary index detection of semifinished products
- Pre-filling inspection, sample matching,
- Physical, chemical and sensory indexes were examined
- Microbial detection
- Do not accept unqualified materials

- Sampling inspection before warehouse entry
- Full inspection before production
- Strict implementation of cleaning,
 disinfection, sterilization
 production
 procedures

- Monitor the emulsification process throughout
- Filling, packaging first sample confirmation
- Whole process of bottle washing, filling and packaging
- Sufficient safety and efficacy testing for mass production

- Do not produce unqualified finished products
- On-site inspection
- Product warehousing
- Inspection of finished product
- Do not discharge unqualified products

QUALITY CONTROL



prenatal stage

Weekly air tests
Pure water Daily testing
Raw materials Tested every batch
Water quality Reverse osmosis water
treatment equipment to achieve high
quality pure water requirements



Physical and chemical testing

- Semi-finished products hygiene index testing and prefilling testing, sample, physical and chemical, sensory indexes of the whole inspection
- Microbiological testing (in strict compliance with GMPC standards)
- Production compliance: do not receive unqualified raw materials



Package testing

- Sampling before entering the warehouse, full inspection before production
- Strict implementation of cleaning, disinfection, sterilisation production procedures



Production inspection

- Production site, engineers monitor the whole emulsification process
- Quality inspector to confirm the first piece of filling and packaging, and monitor the whole process of bottle washing, filling and packaging.
- Adequate safety and efficacy tests are carried out for batch production



Inspection of shipping process

On-site quality inspection, product warehousing, finished product inspection Shipments follow: do not flow out of unqualified products

ADVANTAGEOUS CATEGORY



Advantages:

6000+ mature formulations 500+ efficacy formulations

Production capacity:

40+ tonnes per day of emulsification



Advantages:

Independent R&D team 450+ mature formulations

Production capacity:

Daily capacity: 1+ million tablets



Advantages:

8 major microencapsulation series

Flexible production customisation

Production capacity:

Emulsification daily capacity: 8+ tonnes



Advantages:

Pharmaceutical grade production standards Polymorphic lyophilisation technology

Production capacity:

Daily capacity: 300,000 pairs

ADVANTAGEOUS CATEGORY



Advantages:

Independent R&D team 800+ mature formulas

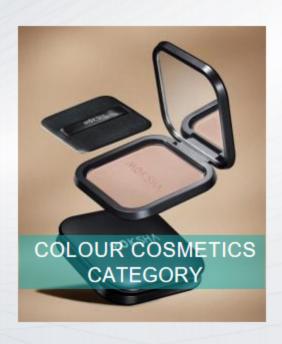
Emulsification daily capacity: 12+ tonnes



Advantages:

1400+ mature formulas Automatic canning line

Daily capacity: 200,000 sticks



Advantages:

Independent production base Complete range of products

Production daily capacity: 300,000 sets



Advantages:

Efficacy wash and care formulations
Reserve supply chain integration cost-effective

Emulsification daily capacity: 25+ tonnes



COOPERATIVE PARTNER





RAW MATERIAL SUPPLIER PARTNERS-

(THE FOLLOWING ARE SOME OF THE RAW MATERIAL SUPPLIERS, IN NO PARTICULAR ORDER)

































COOPERATIVE BRAND

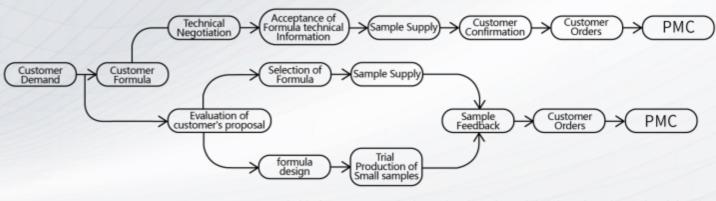
(THE FOLLOWING ARE SOME OF THE PARTNER BRANDS, IN NO PARTICULAR ORDER)



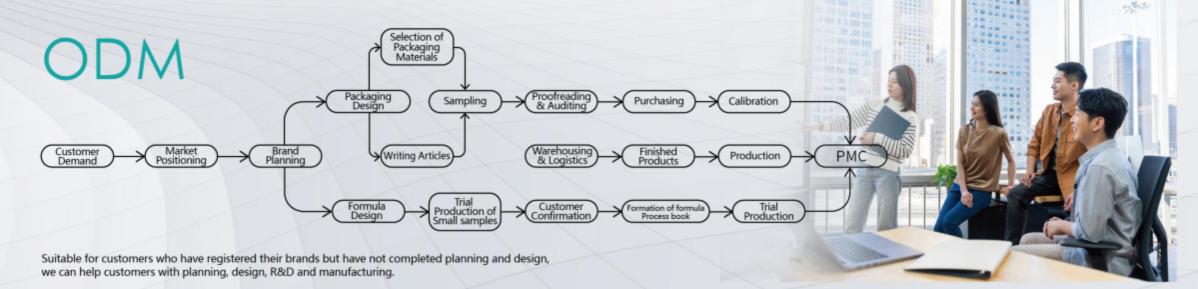
ENTIRE CASE SERVICES



OEM



Suitable for customers who have already registered their brands and completed the planning and design.



MOKSHA望莎

Share Beauty with Technology & Validate Strength with Efficacy





