



# YOUR HAIR

Humans have approximately 5 million hair follicles on their body, except for specific locations, like the palms and soles of the feet. While it plays a large role in cosmetic and aesthetic appearance, hair also provides additional benefits, like thermoregulation and protection against the external elements.

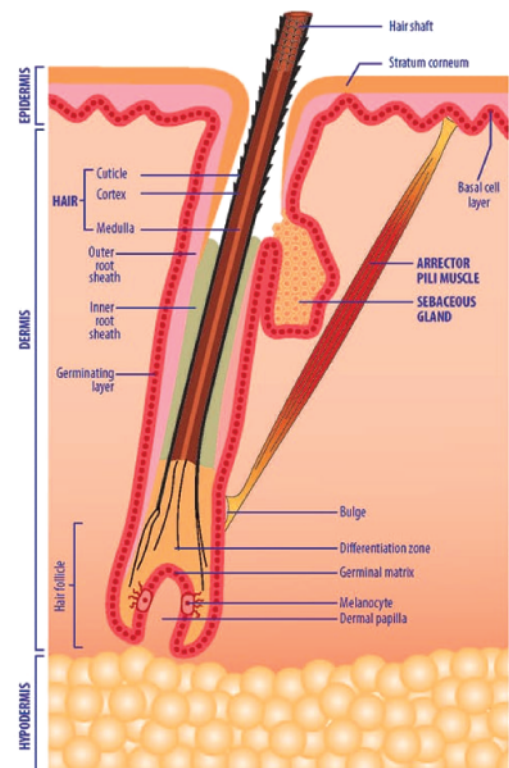
## THE HAIR FOLLICLE

Your hair follicle, located within the dermis, is the “living” part of your hair. While its location is deep within the dermal structure, it is surrounded by epidermal layers, extending down from the top layer of the skin.

At its base is a **bulb**, where the hair is produced and anchored to the skin. It contains several types of stem cells that develop and renew to produce hair throughout one’s lifetime. This bulb is situated by the **dermal papilla**, a structure of nerve fibers and capillaries that supply nutrients to the bulb.

**Melanocytes** positioned at the base of the bulge determine the hair color of the growing strand.

**Sebaceous glands** near the hair sheath produce oil to condition the hair as it grows.





# THE HAIR SHAFT

The hair shaft is the visible, “dead” part of hair, made of compact **keratin** (a hardening protein).

There are three regions that make up the hair shaft:

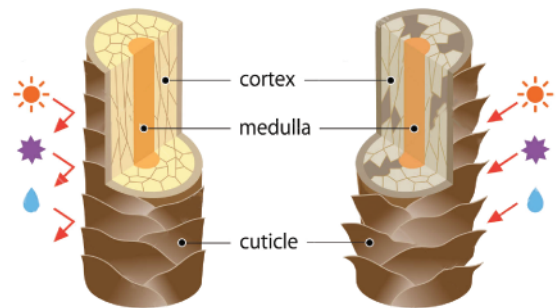
**The Medulla** – The innermost region – some hair types lack a medulla entirely, but scientists do not know the exact role of it other than to exist as the “marrow” of the hair.

**The Cortex** – The cortex makes up the bulk of the hair shaft and contains the pigmenting cells responsible for hair color. It also provides strength, texture, and flexibility.

The cortex has a variety of chemical bonds, such as hydrogen bonds, disulfide bonds, and salt bonds.

Hydrogen bonds and salt bonds can be broken and rearranged for temporary styles, such as curling or straightening, but the stronger disulfide bonds must be broken with chemical treatments, like bleaching or permanent blow-outs.

**The Cuticle** – This is the outermost layer of keratin on the hair, which is composed of tightly layered scales of keratin, like shingles on a roof. A functioning cuticle layer protects the cortex and provides a slight hydrophobicity to the hair.



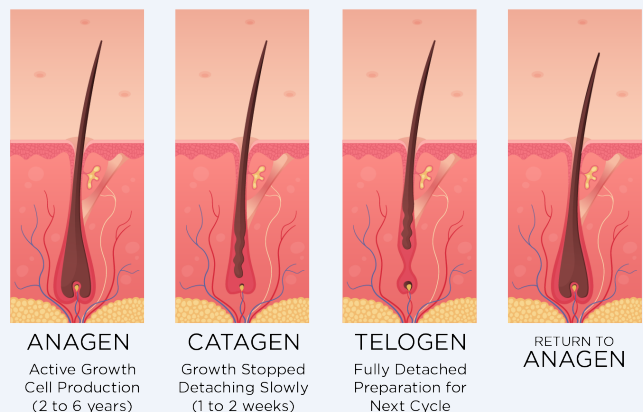
# HAIR CYCLE

Hair grows less than half a millimeter a day, but there are three growth stages that hair can be in at any given time.

**Anagen Phase** – The “growth” phase. Hair can spend several years in this phase, in which new hair slowly pushes old hair that has stopped growing up and out of the follicle.

**Catagen Phase** – Transitional stage that lasts a few weeks – the surrounding tissue that has been supplying the follicle with stem cells and melanin shrinks and attaches to the root of the hair, ceasing further growth.

**Telogen Phase** – The “resting” phase, which lasts for about three months. During this time, the hair follicle is at rest and the hair strand is fully detached from the follicle.





## HAIR TYPES

There are many categories to classify hair types, such as color, curl pattern, and density.

### TYPE BY DENSITY

- **Coarse Hair** – Thickest.
- **Medium Hair** – Considered to be the standard hair density.
- **Fine Hair** – Thinnest density of hair, often more fragile and susceptible to damage.

### TYPE BY COLOR

Natural hair color is the result of the melanin present in the cortex. Eumelanin provides dark brown and black hair color, and pheomelanin provides red and blonde tones.

### TYPE BY CURL PATTERN

**TYPE 1: Straight** – Hair grows straight up from the follicle and the hair strand has a perfectly circular cross-section.

**TYPE 2: Wavy** – The hair follicle is at a slight angle, and the cross-section of hair appears to be more oval.

**TYPE 3: Curly** – The angle of the hair follicle is greater, and again the cross section of hair takes on an elliptical shape.

**TYPE 4: Coily** – Coily hair has the most dramatic follicular angle, and the cross section is much more elliptical.



**STRAIGHT  
HAIR**



**WAVY  
HAIR**



**CURVY  
HAIR**



**COILY  
HAIR**

## YOUR SCALP

The scalp is an extension of your facial skin and contains the same structure of skin layers and functions.

A healthy scalp is hydrated, nourished, and cells are properly aligned, and the health of the scalp can affect the perceived health of hair growth.



The scalp also has a microbiome in which beneficial bacteria protect the skin, and harmful bacteria can cause skin disturbances, such as dandruff.

## COMMON HAIR CONCERNS

While there are many different hair and scalp concerns, we chose to focus on the most common issues that can easily be addressed with the right ingredients.

- **Dryness** – Hair follicles aren't producing the necessary amount of sebum to coat the scalp and hair shaft.
- **Dandruff** – Microbiome imbalance or there is intense dryness.
- **Oiliness** – Hair follicle is producing too much sebum, either due to hormonal regulation or over-washing.
- **Cuticle Damage** – Hair shaft is either missing cuticles or they are not properly aligned, leading to a decrease in hydrophobicity and weakened strands – may appear as frizz or breakage.



### HAIR+RIMAN

Our botalab haircare products prioritize a patented hero ingredient, **Deserticola™**. This microalgae, native to desert biomes, was extensively studied by Dr. Heesik Kim of the Korea Research Institute of Bioscience and Biotechnology, in collaboration with RIMAN's ASK Labs. Through his studies, Dr. Heesik Kim was able to multiply the concentration of a specific metabolite, **loliolide**, to **12x greater than traditional algal resources**.

This loliolide offers many benefits for the hair, such as follicular nourishment and anti-oxidative properties.

Additional natural extracts, like nettle and camellia seed oil, are grown and produced at RIMAN's ASK Base plant on Jeju Island for scalp and hair strand nourishment, moisturization, and vitality.



### HAIR+RIMAN: The Deserticola Line

The three hair care products in the botalab line work to not only improve hair density, but scalp health and overall aesthetic appearance.

#### Certified EVE Vegan



EVE, which stands for Expertise Vegan Europe, is an internationally recognized organization known for its high standards in the analysis and ultimate certification of vegan products and manufacturers in the personal care, food, and textile industries. Their certification of the botalab line enforces that both the formulation and production of these products are cruelty free and free from any animal-derived ingredients; with botalab, love your hair, skin, AND the planet.



**Deserticola Shampoo** – This product cleanses scalp and strands without stripping natural oils, promoting healthier scalp function and balanced strands while also improving hair density.



**Deserticola Water Treatment** – This conditioning treatment reinforces damaged cuticles for a healthier shine and strength post-wash. The unique formula thickens in contact with water and provides a slight warming sensation, creating a truly therapeutic experience.



**Deserticola Hair Oil Serum** – This 5-in-1 finishing product boasts a variety of benefits for freshly washed, air-dried, or styled hair. The addition of Giant BYoungPool and 5 Botanical Oils allows this serum to truly nourish hair throughout the day without being heavy or greasy.

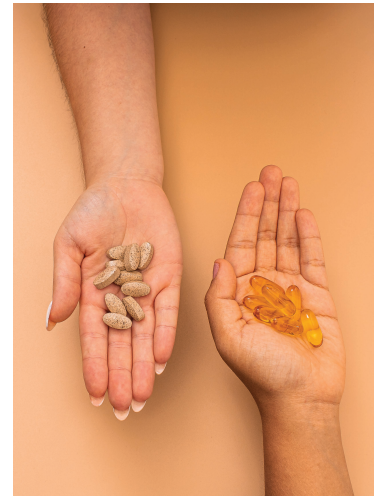




## SUPPLEMENTING HEALTH

Current oral supplement offerings are diverse and complex, offering support for healthy bodily functions and filling in gaps due to deficiencies. Vitamins, minerals, and complexes in various forms of pills and powders are available as means of “supplementing” the nutrients you don’t get from your typical diet.

To understand the role of certain supplements in overall health, it is important to first look at the gut microbiome, and how the processing of these supplements may benefit not just a deficiency, but your overall health and wellbeing.

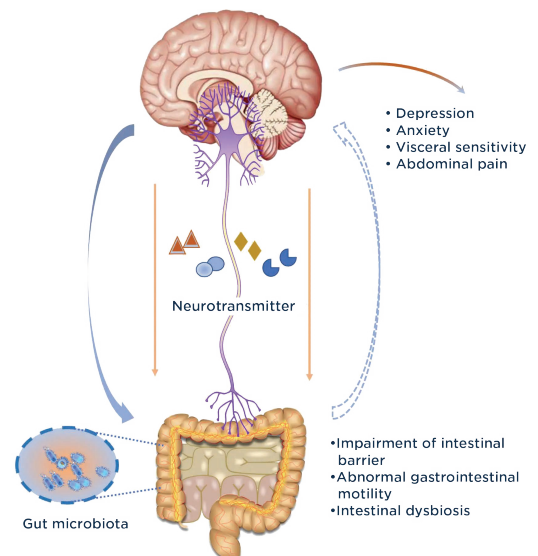


## GUT MICROBIOME

Your gut microbiome, like that of your skin, is composed of 1,000 different species of bacteria, fungi, and viruses that maintain regularity, nutrient absorption, and digestive comfort. An imbalance in this microbiota, in which harmful species proliferate, is known as **gut dysbiosis**. Interestingly, an imbalance in your gut can have a powerful effect on both your mental health and the perceived health of your skin.

## GUT-BRAIN AXIS

Your gut-brain axis is the direct connection between your gut microbiota and your brain. This bidirectional interaction allows for microbiome health to affect your mood, and your mood to affect your microbiome balance. One of the most notable instances of the gut-brain axis is the relationship between dysbiosis/IBS (irritable bowel syndrome) and autism spectrum disorders.

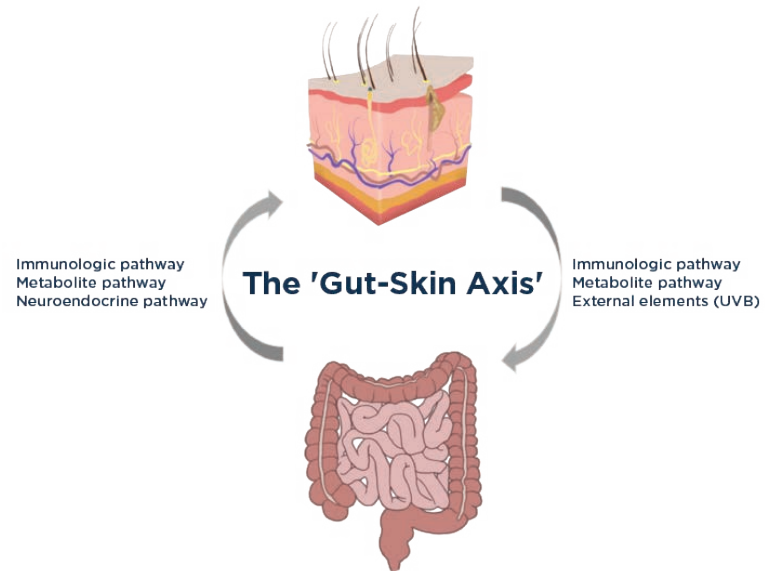




## GUT-SKIN AXIS

Your gut-skin axis is the bidirectional connection between your microbiome and skin health. Important players in this connection are your intestinal barrier, inflammatory mediators, and metabolites. Skin is most often affected by gut health or dysbiosis via immunity responses – inflammatory diseases, such as psoriasis for example, often have a coinciding dysbiosis of the microbiome.

One of the greatest ways to maintain gut health via your microbiome is through the consumption or supplementation of probiotics, whole foods, and **prebiotic fiber**.



## FIBER

Fiber is found naturally in fruits, vegetables, whole grains, and legumes, and is the part of plant foods your body cannot digest or absorb. **Insoluble fiber** promotes the movement of material through your digestive system for enhanced nutrient absorption, and **soluble fiber** dissolves in water to create a gel-like material for smoother bowel movements.

### Fiber benefits include:

- Normalizing bowel movements
- Maintaining gut health
- Lowering cholesterol levels
- Controlling blood sugar levels
- Imparting a feeling of satiety to maintain weight.



## PREBIOTIC FIBER

Many soluble fibers are known as prebiotics, in which they act as food for the beneficial bacteria in our gut. Bacteria ferment these prebiotics to stay alive, but the byproducts they produce are also beneficial to our gut health.

### Benefits of prebiotics:

- Regulate bowel movements.
- Produce neurotransmitters to trigger mood changes and other processes.
- Stimulate hormone production that aids in appetite.
- Improve immune system.
- Enhance anti-inflammatory response.



## SUPPLEMENTING BEAUTY: **DEEP TALK PLUS**

Our Deep Talk Plus supplement prioritizes **psyllium husk**, a soluble, prebiotic fiber derived from psyllium seeds, to not only regulate digestion, but to detoxify the body.

Its unique, pellet-like appearance allows for the psyllium to not absorb water and gelatinize until it reaches the digestive tract, absorbing excess water along with existing impurities – this promotes beneficial detoxification benefits.

Psyllium does not cause gut contractions, like stimulant laxatives, nor does it draw excess water to soften stools, like osmotic laxatives – it is applicable to nearly everyone, whether you're regular or experience diarrhea OR constipation.

The addition of zinc in Deep Talk Plus offers further immune support upon consumption.







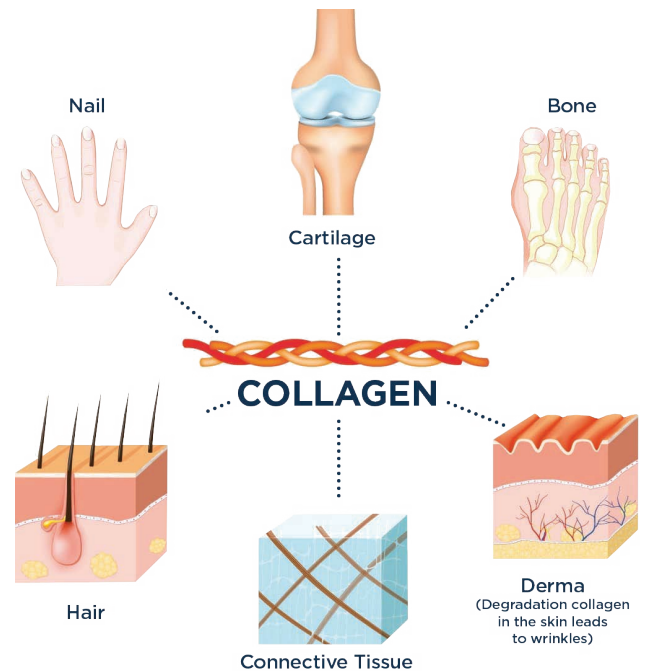
# BEAUTY SUPPLEMENTS

**Beauty supplements**, supplements with specific goals of improving the look and health of hair, skin, and nails, offer additional forms of self-care, from the inside, to supplement your personal care routines. One of the most supplemented nutrients for aesthetic wellness is **collagen**.

## COLLAGEN SUPPLEMENTATION

There are 28 different types of collagens in the body, with Type I being the most prevalent at nearly 90% of our collagen stores. The 5 most common types of collagens are:

- **TYPE I:** Found in skin, tendons, ligaments, bones, teeth, and between organs.
- **TYPE II:** Predominantly located in cartilage.
- **TYPE III:** Skin, muscles, and blood vessels.
- **TYPE IV:** Found in the basal membranes of the skin.
- **TYPE V:** Eyes, skin, and hair.



You can naturally get collagen from the foods you eat, such as bone broth or fish skin, or you can consume foods rich in specific amino acids, vitamins, and minerals that are known parts of the collagen synthesis pathway. Such components include proline, glycine, Vitamin C, Zinc, and Copper.

Beyond the various administration forms (pills, powders, drinks), collagen supplements have various sources, such as bovine, chicken, and marine, each with their own balance of collagen types. In supplements, the collagen will either be present as an amino acid mix or hydrolyzed peptides, to ensure bioavailability, which means that the body can readily uptake the molecules and use it for various biological processes.



## SUPPLEMENTING BEAUTY: **BEAUTY COLLAGEN AMPOULE**

Our Beauty Collagen Ampoule contains Type I, marine-derived collagen. It has been hydrolyzed into low molecular weight peptides for enhanced absorption and metabolism by the body. Along with this collagen, additional skin-loving ingredients support your skin from within.

**Hyaluronic Acid** – A well-known hydrating ingredient, the consumption of oral hyaluronic acid aids in skin hydration and joint lubrication.

**Wheat Ceramides** – As ceramides are a natural part of our skin barrier, plant-based ceramides work to support the skin's function and moisture maintenance.

**Biotin** – Biotin supplementation alleviates the typical signs of biotin deficiency, such as brittle hair and nails and skin inflammation.



**At RIMAN, we believe health is beauty, and beauty is a total body experience.**





In Chariman Ahn's creation of the INCELLDERM skincare line, his main focuses were **efficacy** and **safety**. Each product delivers nourishment and balance to the skin, without compromise, for that total RIMAN glow. But how do you decide which products are best for you?

## YOUR SKIN TYPE

The first step in determining which ritual to embrace is understanding your skin type and what products are most beneficial. The different types of skin revolve around the amount of sebum (oil) your skin produces, which can change depending on genetics, hormones, age, and even stress.



To evaluate your skin, wash your face, apply no products, and examine it within one hour.

**OILY:** Skin appears shiny or greasy, and excess sebum can be felt when the face is touched.

**WHAT YOU NEED:** Efficacious cleansers that dissolve excess sebum from the pores. Hydrating ingredients, which replenish water stores without modulating the lipid balance.

**DRY:** Skin is lacking sebum (oil), and may feel tight after cleansing, with visible dullness and even dry patches.

**WHAT YOU NEED:** Gentle cleansing that is non-stripping and hydrating, and moisturizing product types that replenish oil stores and reinforce the skin barrier.

**DEHYDRATED:** While not a "skin type" in consideration of oil balances, dehydrated skin is lacking water content. It may also appear tight, dull, and flaky.

**WHAT YOU NEED:** Gentle cleansing that is non-stripping and hydrating, moisturizing products that reinforce your skin barrier to limit water evaporation, hydrating products to replenish dermal water stores.

**COMBINATION:** Skin is oily in the T-zone (forehead and nose), but dry or normal on the surrounding areas.

**WHAT YOU NEED:** Proper cleansing and moisturization is crucial – selecting a cleanser that is efficacious enough to remove oil but gentle enough to leave your drier areas alone is an important choice. Moisturizers or serums should be lightweight but well formulated to deliver oil to the areas that need it while not oversaturating the areas that don't.

**NORMAL:** Lucky you! Your skin is comfortable throughout the day, with no obvious areas of dryness or oiliness.

**WHAT YOU NEED:** Generally gentle products that maintain your natural balance – effective cleansers that clean AND hydrate, moisturizing and hydrating products that compliment your skin barrier and innate hydration levels.

**SENSITIVE:** Sensitive skin is easily inflamed, often with visible redness or rash formation. Incorporating new products can be a guessing game on whether or not they will cause flare-ups or discomfort.

**WHAT YOU NEED:** GENTLE! Gentle formulations with sensitivity testing and low concentrations of harsher actives. Cleansing products should be efficacious but non-stripping, and hydration products should focus on restoring barrier strength while also calming the skin.



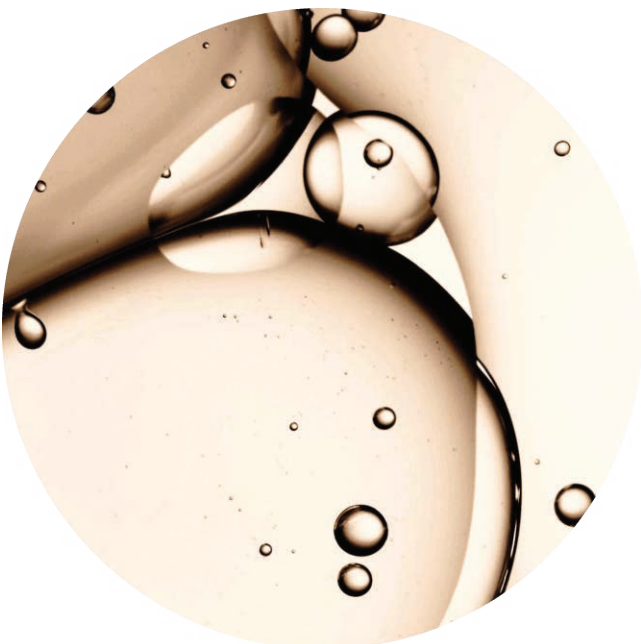
### DERMATOLOGY EX

Our Dermatology EX line, featuring a booster, serum, and active cream, offers water-rich, soothing products for many skin types.

The Dermatology EX line has the highest concentrations of our hero ingredient, Giant BYoungPool, which is revered for its applicability to sensitive skin. The **Dermatology Booster EX** contains **88%** BYoungPool Leaf Water, the **Dermatology Serum EX** contains **81%**, and the **Active Cream EX** contains **57%**. As such, the EX line is a great starting point for anyone new to RIMAN.

Products are quick absorbing and focus on intense hydration as a means of obtaining skin radiance. Additional ingredients, such as niacinamide, camellia seed extract, and patented complexes ensure total support of the skin.

**Skin types to benefit:** Oily, Dehydrated, Sensitive, Combination, Normal



### RADIANSOME™100

Our Radiansome™100 line is composed entirely of nanoliposomes for an advanced way to care for your skin.

**Liposomes** are spherical molecules that contain both polar(water) and non-polar(oil) areas for enhanced delivery of active ingredients to the skin. Your skin's barrier limits absorption of certain actives due to ingredient size and polarity, so liposomes ensure more accurate deposition of key ingredients to target areas, for maximum efficacy.

RIMAN's exclusive Microfluidizer Processor creates nanoliposomes of entire formulas – an extensive amount of money, time, and quality testing allowed us to create formulas completely enhanced for absorption.



The Radiansome™100 line is more oil-rich, to accommodate the stability of the liposomes. Products are slower to absorb and more emollient upon application, which lends to a luxurious sensory experience.

Those who benefit from the Radiansome™100 line tend to have more mature skin, dry skin, or more identifiable skin issues, such as fine lines, wrinkles, and hyperpigmentation. The **Radiansome™100 Microfluidizer Toner, Ampoule, and Cream** feature 5 main ingredients for enhanced skin vitality.

**RK-Snowflake:** Maintains skin vitality.

**Vita-Complex:** 5-vitamin complex for skin radiance.

**Collageneer:** Maintains skin elasticity and dermal support.

**Pancreatium Maritimum Extract:** Brightening agent that reduces hyperpigmentation.

**Sunflower Extract:** Rich in Vitamin E for antioxidant benefits.

**Skin types to benefit:** Mature, Combination, Dry, Normal



## RADIANSOME™100 & DERMATOLOGY EX

If you're a RIMAN Ritualist who wants to incorporate BOTH routines into your day-to-day, here's how!



### DERMATOLOGY EX in the morning:

We suggest the use of EX in the morning - the lightweight and fast absorbing nature of the EX-line allows for quick application and lays well beneath coverage products.



### RADIANSOME™100 at night:

The emollient, slower absorbing nature of the Radiansome™100 line allows your skin to reap all the benefits of the key ingredients as you rest.



## SELF-CARE WITH RIMAN

RIMAN's mission is to shift the modern view of skin care, which often becomes an afterthought or an obligation – using heritage ingredients and holistic formulations, each RIMAN Ritual aims to **transform skincare into self-care**, and obligation, into inspiration, and ultimately, transformation.

## WHY RITUALS?

At its core, RIMAN is a K-beauty brand, and many aspects of skin treatment center around multi-step routines with gentle ingredients and formulas.

- The main goal of RIMAN products is to work with your skin to promote balance and health, not *against* skin issues.
- Treatments focus on **prevention** and **protection** rather than problem solving.
- Routines require **consistency** to see results, since actives are more gentle in nature.



## SIMPLE & HOLISTIC

Each RIMAN product, from the skin care to even the supplements, fulfills one of three tenants of K-beauty:

**CLEANSE:** Remove impurities that hinder the healthy function of biological processes while also prepping the skin, hair, and body for future nourishment.

**HYDRATE:** Replenish water stores in the skin, scalp, and body to encourage not only cellular function, but that RIMAN glow.

**PROTECT:** Equip your body with the necessary antioxidants, filters, and shields to fight off daily onslaughts of external aggressors.

With self-care, the products you use and the routine you follow should be unique to YOU! Embrace the possibility of personalization in every product interaction.





## RIMAN SKINCARE

Each INCELLDERM product can be appreciated within a ritual that not only delivers hydration and nourishment, but one that can be designed based on your daily habits and lifestyle.



The **EXPERT RIMAN Ritual** is an 8 product, 9-step routine for skincare savants and RIMAN ritualists.



The **ADVANCED RIMAN Ritual** is a 6 product, 6-step routine featuring our Radiansome™100 line for that luxurious sensory and aesthetic appreciation of self-care.



The **ESSENTIAL RIMAN Ritual** is a 5 product, 6-step routine for the on-the-go busy-body that still acknowledges the importance of routine.



## HOW TO TRANSFORM SKINCARE INTO SELF-CARE

The first step towards appreciating your routine as MORE than a necessity is **romanticizing your ritual**.

- **Enjoy the social connection within the RIMAN rituals** – Share your experience with others.
- **Incorporate tools and relaxation habits to associate skincare with self-kindness** – Incorporate beauty tools, like facial rollers and gua shas, to become more involved in the application of formulations.
- **Associate your routine with relaxation by modulating the environment around you** – In the morning, appreciate natural lighting and a hot cup of tea or coffee, and in the evening, light a candle or take a hot shower to prep your psyche for success.
- **Embrace personalization** – Experiment with different rituals to find the one that's right for you, and find excitement in discovering your total RIMAN glow.

## RIMAN