

Company: BioBeauty Engineering

Project: Development of skin care products for treatment of wound healing or natural skin aging

Overview: In 2017, the global cosmetic industry was valued at \$532.43 billion and was estimated to reach a value of \$805.61 billion by 2023, providing an estimated 51% in overall market increase¹. In 2016, the revenue registered for the cosmetic industry within the US was \$62.46 billion, with a notable sector of the industry being focused on skin care products². The skin care category is forecasted to remain the most profitable category as its market value is projected to grow by \$20.1 billion between 2014 and 2019.

Product Break Down for the Global Cosmetic Market for 2016^{1,2}

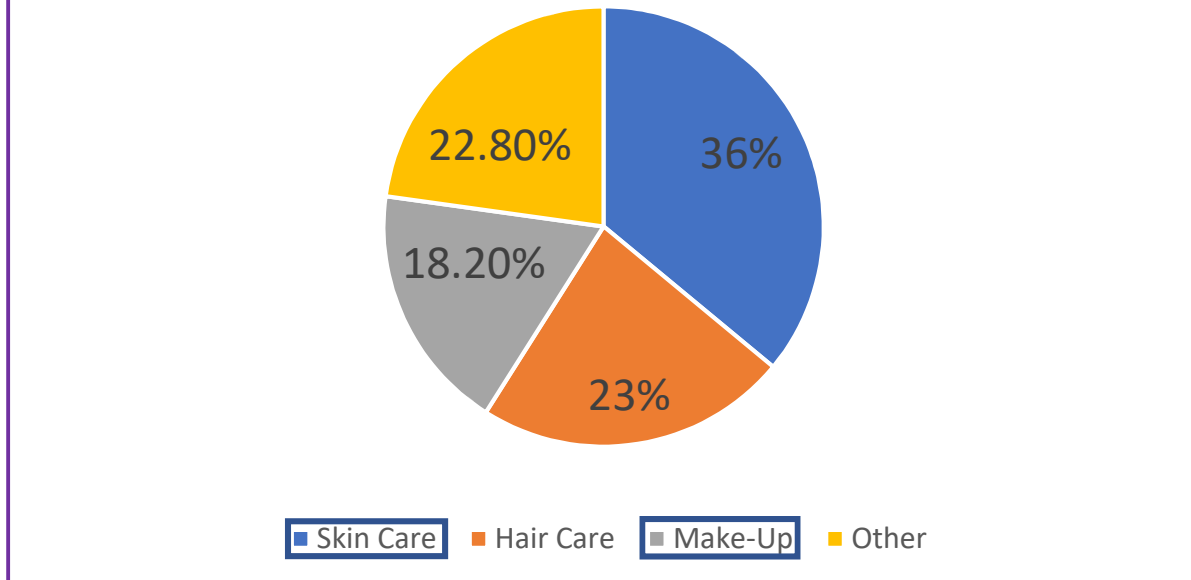


FIGURE 1 - PRODUCT BREAK DOWN FOR THE GLOBAL COSMETIC MARKET FOR 2016

A second large category of interest is in make-up, which is approximately 18.2% of the cosmetic market pie. As noted in Figure 1 above, the skin care and make-up categories correspond to over half of the entire global cosmetic market. The types of products that fall within these categories include creams, serums and cover up makeup with some indicating intent to reduce scars, wrinkles and blemishes. Many of these indications and claims of these skin care products have proven to be false or work less than favorably, however the market and demand for these types of products have continued to increase. BioBeauty Engineering was developed in response to the demand for skin care products that have bioactivity and can address the needs of customers.

Scar removal and wrinkle formation are due to biological processes either influenced by the wound healing cascade or from natural skin aging. Many biological factors, such as Hyaluronic Acid (HA), have been incorporated into current skin care products in an attempt to address and reverse these biological processes. Although it is well established the HA plays a significant role in maintaining rejuvenated skin as well as playing a role in wound healing, the topical applications of this and other biological factors fail to improve wound healing and wrinkle formation significantly. However, there is one type of a naturally occurring, biological active component that has been consistently shown to have significant effects with wounds and scar remediation for over a century. This magical component is derived from amniotic tissue and fluid found in placental material. The main mission and vision for BioBeauty Engineering is to incorporate amniotic components into skin care products with the intention to make these products bioactive and effective for addressing the market's need.

1. <https://www.reuters.com/brandfeatures/venture-capital/article?id=30351>
2. <http://orbisresearch.com/reports/index/global-cosmetics-products-market-analysis-of-growth-trends-and-forecasts-2018-2023>