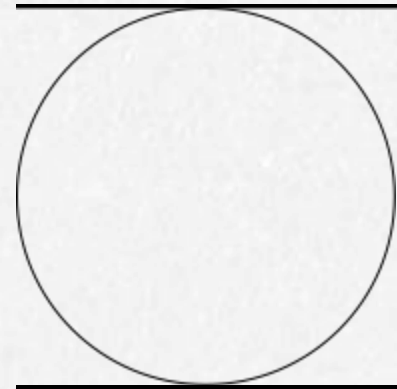
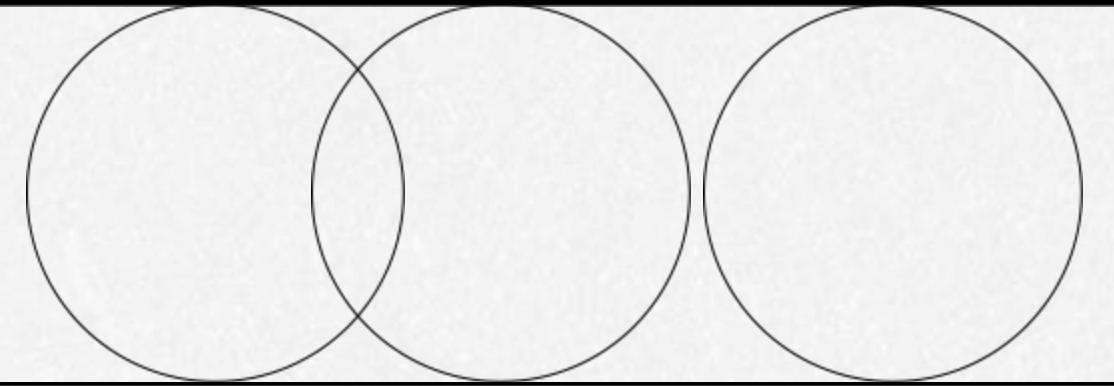


PRODUCT CODE : M102644

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**BRITGHT**

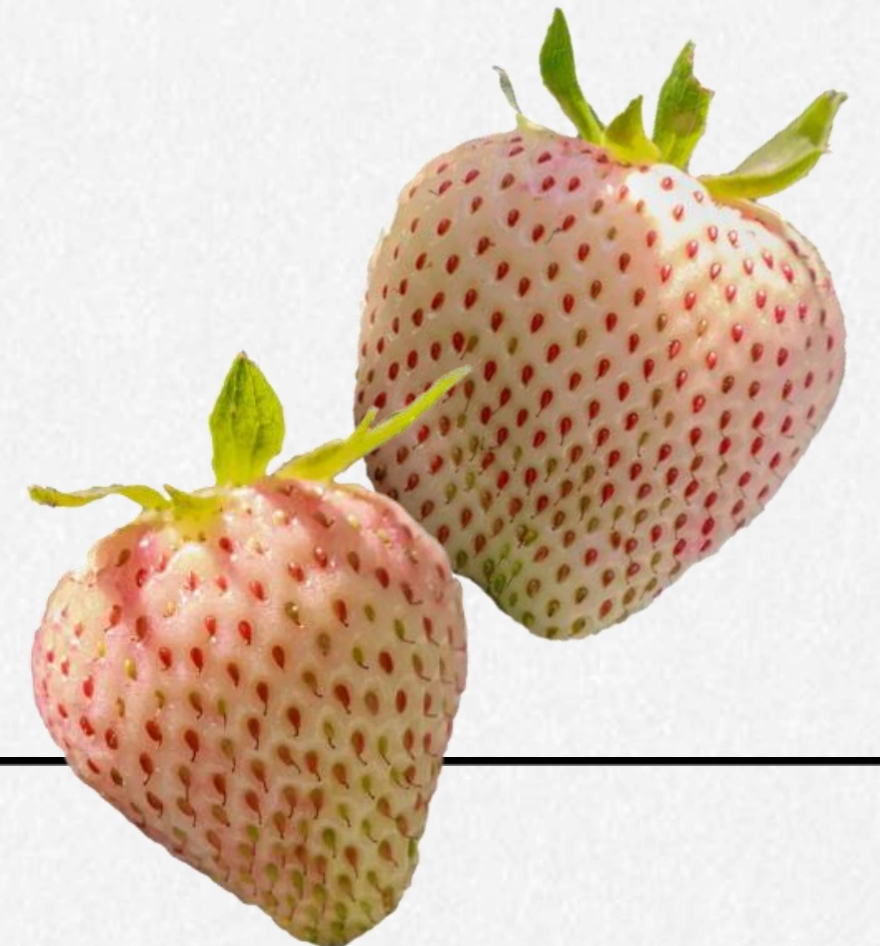


**SNOWBERRY™**

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Brightening Skin with White polyphenols extracted from white strawberries.

 **MORECHEM**



# Contents ✨



**01** — Concepts

**02** — Raw Material

**03** — Active Ingredient

**04** — Technology

**05** — Information

**06** — Test Data



## Bright Snowberry™

We harvest the white color “Snow Strawberry” in February and immediately freeze it to preserve the freshness of the raw fruit. The white polyphenols in Snow Strawberry help brighten the skin, leaving it clear and radiant.

### Snow Strawberry

Korea’s first native variety, brightening effect with its naturally pure white color.

### Brightening

Rich in ellagic acid, a powerful brightening ingredient for radiant.

### White Polyphenol

A clear and stable polyphenol, unlike conventional types.

### Freeze-ion Technology

Extracted from fresh raw fruit using a patented method.

# Snow Strawberry ✨

## 01 Unique Fruit

Korea's first native variety.  
A white strawberry without red color.

- 🍓 First white strawberry registered with the National Seed Authority

## 03 Fresh Raw Material

Harvested in February and rapidly frozen to preserve active ingredients

- 🍓 Harvested when active ingredients are at their highest – Spring Season Strawberry

## 02 Rich in Actives

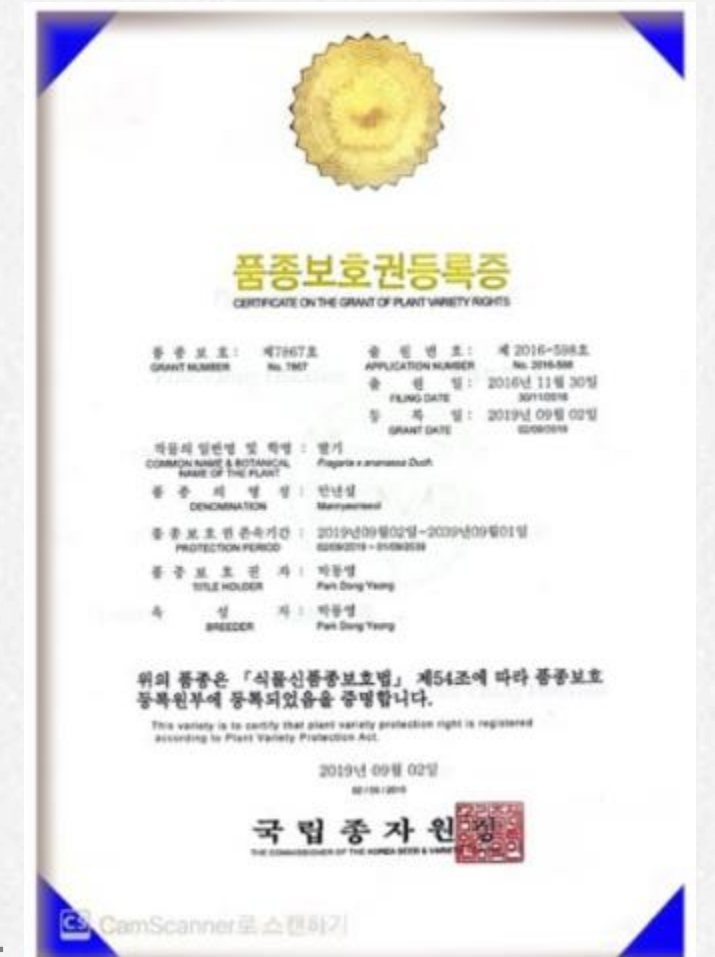
Contains higher levels of active ingredients than red strawberries

- 🍓 Higher sugar content for better moisturizing
- 🍓 Higher ellagic acid content for brightening

## 04 Eco-Friendly Farming

Direct trade with farmers who grow the variety exclusively, ensuring quality

- 🍓 A premium fruit available only from a single farm in Korea



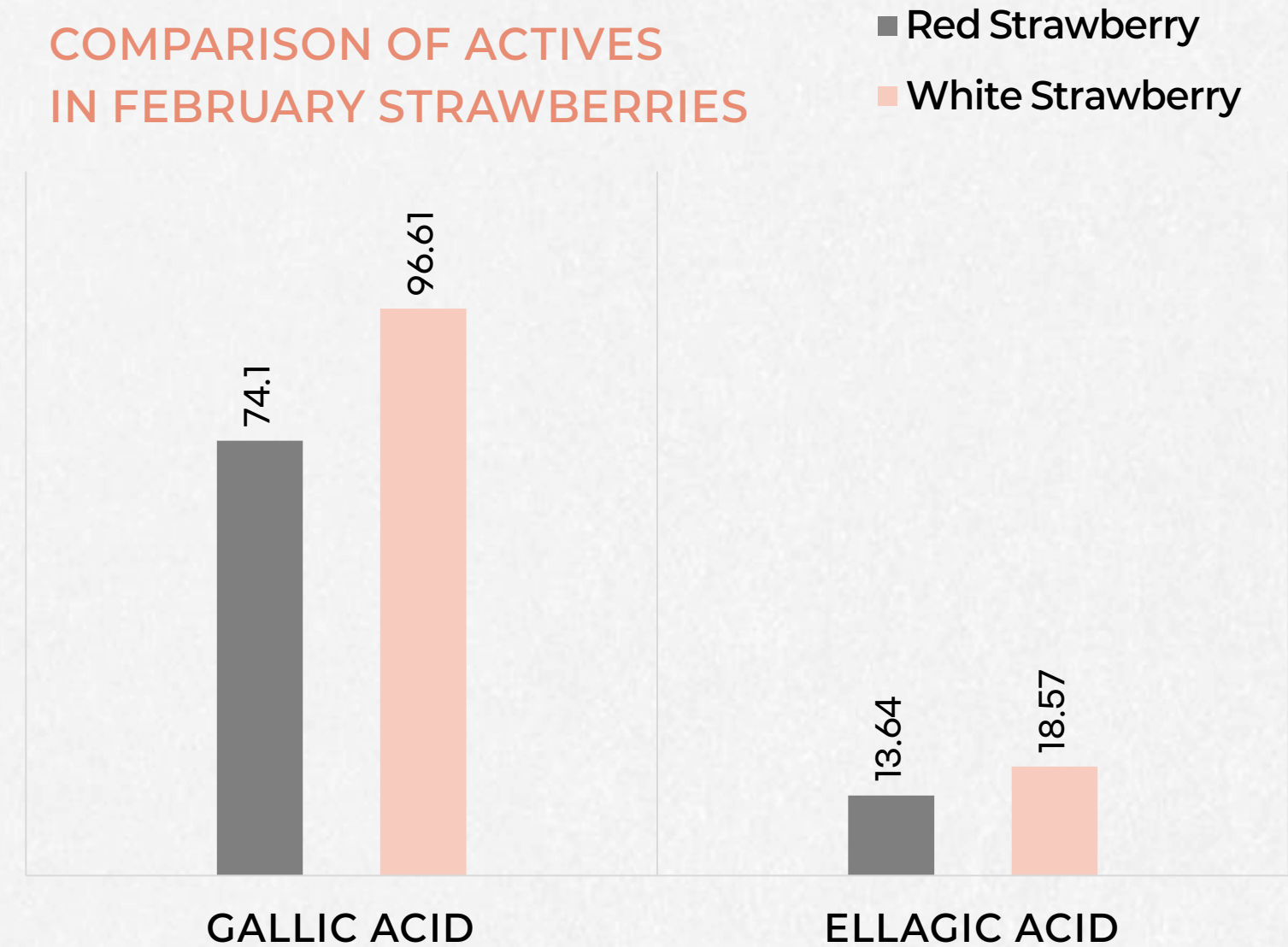
# February Strawberry ✨

We focused on the timing when strawberries have the highest active ingredient content.

According to a Study\*, white strawberries harvested in February contain higher levels of ellagic acid and gallic acid, key brightening ingredients, than red strawberries.

Therefore, Morechem selected only white strawberries harvested in February to develop Bright Snowberry™.

COMPARISON OF ACTIVES  
IN FEBRUARY STRAWBERRIES



\* Physicochemical Quality, Polyphenol Profiles, and Postharvest Performance of Florida Pearl® 'FL 16.78-109' White Strawberries Compared to the Red Cultivar 'Florida Brilliance'

# White Polyphenol<sup>☆</sup>

## Common Polyphenols

**Colored antioxidants ingredients derived from various plants**

**The deep color and oxidation sensitivity make it difficult to use**

**Contain Yellow to Brown pigment**

**Contain unstable Anthocyanins**

**Easily oxidized by UV, heat, and oxygen**

**The deep color limits in clear and white formula**

## White Polyphenols

**A colorless polyphenol that shows almost no color**

**Stable and Suitable for clear formulations**

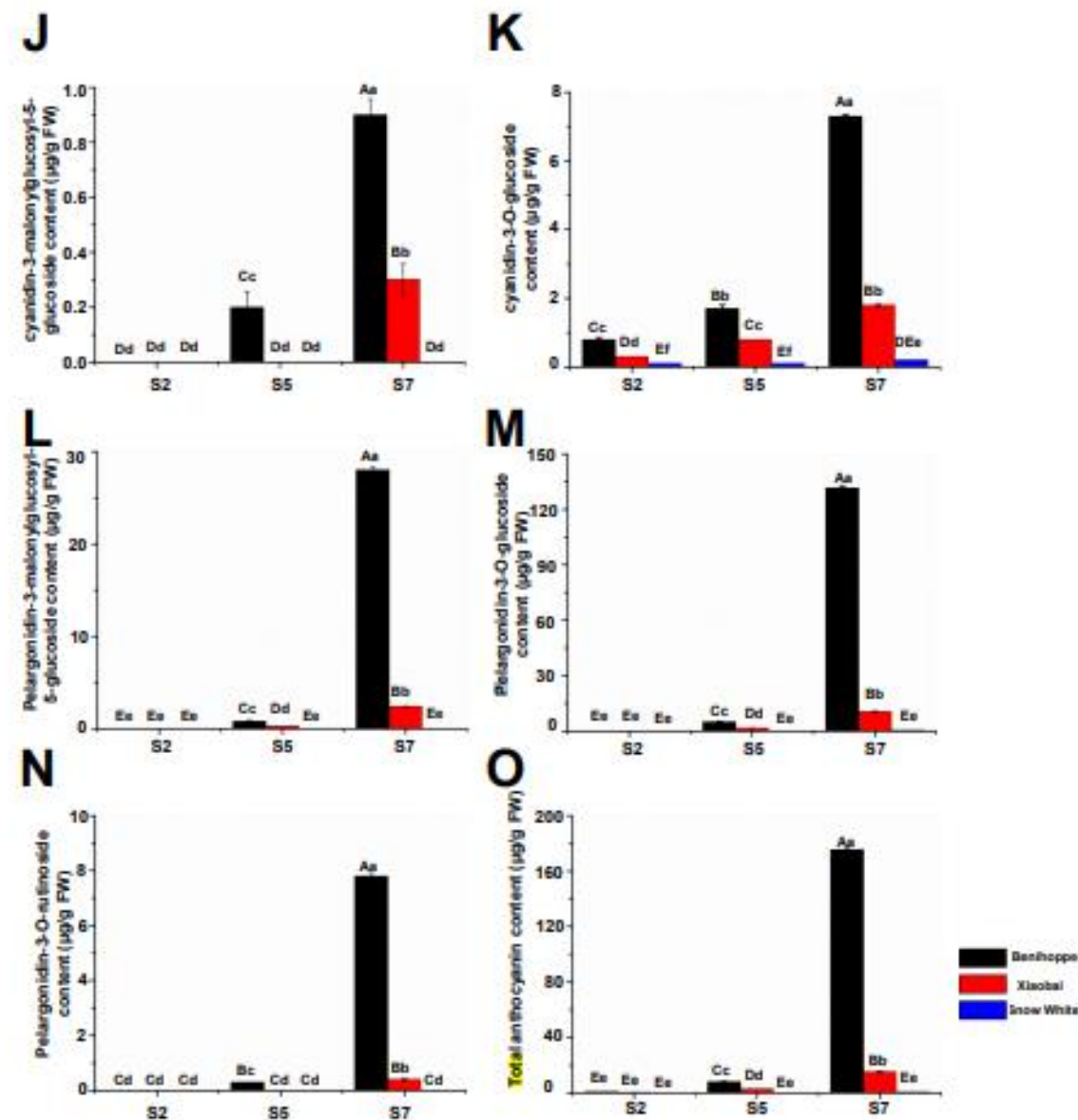
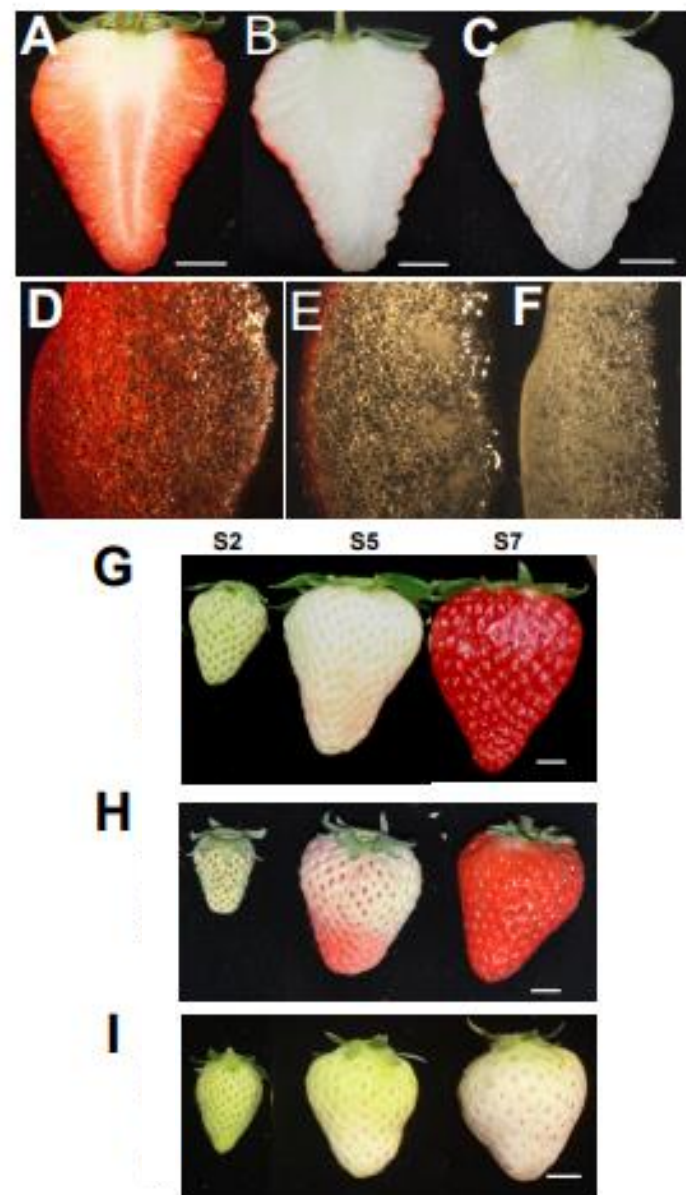
**Nearly colorless and transparent raw material**

**Contains higher levels of brightening actives**

**Standardized for white polyphenols in the SPEC**

**Stable against oxidation**

# White Polyphenol ✨



## What makes white polyphenols different in color from typical polyphenols?

The reason why white polyphenols are nearly colorless is related to the white color of Snow Strawberry.

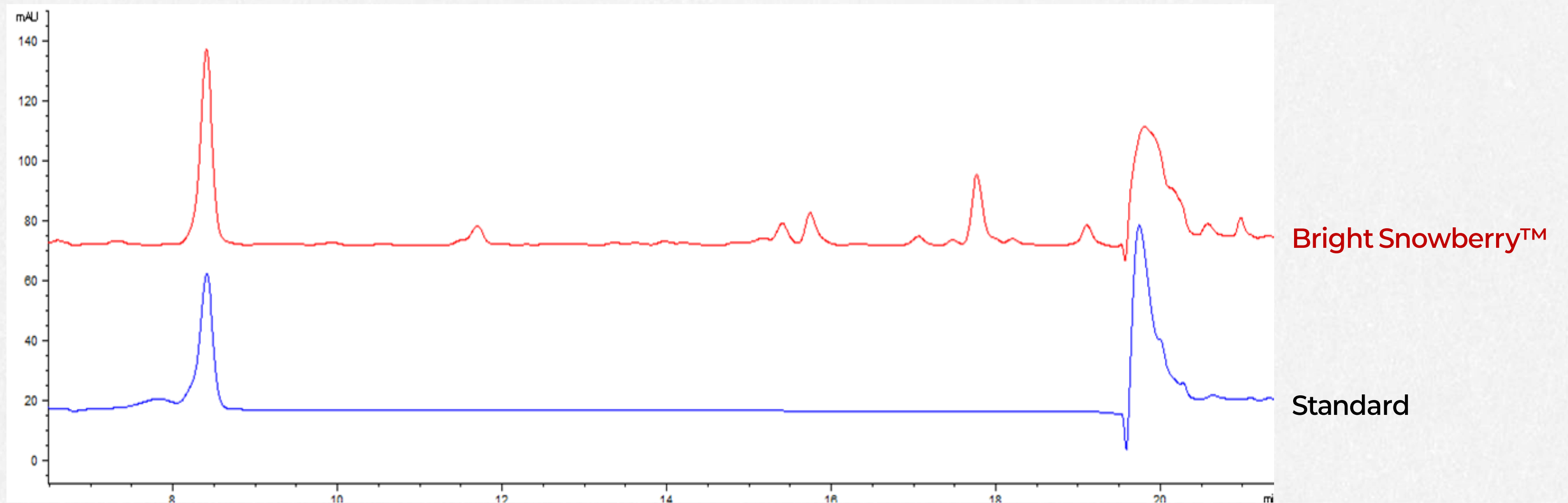
Snow Strawberry has almost no anthocyanin, the compound that gives strawberries their red color. The extracted white polyphenols also remain clear and colorless.

White polyphenols are very stable because they do not contain anthocyanins, which are highly sensitive to oxidation.

\* Identification of candidate genes influencing anthocyanin biosynthesis during the development and ripening of red and white strawberry fruits via comparative transcriptome analysis

# Ellagic Acid Content

We analyzed Bright Snowberry™ using HPLC and confirmed peaks at the same retention times as standard ellagic acid and gallic acid, verifying that Bright Snowberry™ contains a high amount of brightening actives.



# Freeze-Ion Technology<sup>✦</sup>



**STEP 01.**  
Rapid Freezing

Rapidly frozen after harvest to preserve active ingredients.

**STEP 02.**  
Raw Temp. Thawing

Slowly thawed at low temperature to prevent active ingredient damage

**STEP 03.**  
Ion Extraction<sup>TM</sup>

Selective extraction of active ingredients using potassium and sodium ions

(Patent application completed : 10-2025-0086291)

**STEP 04.**  
Analysis

Analysis of product ingredients and quality

Softening the plant cell walls through three cycles to make extraction easier

# Bright Snowberry™

## Basic Information

Trade Name	M102644_Bright Snowberry™
Product Type	Active Ingredients from Natural Source
Origin	Korea
Active Ingredient	White Polyphenols (Ellagic Acid + Galic Acid)
Expected Efficacy	Brightening
Patent	Application 10-2025-0086291

## Regulatory Information

NMPA	VEGAN	HALAL	CMR	SVHC
○	○	○	○	○
Non-GMO	BSE/TSE	Non-Animal Test	Palm Free	Prop 65
○	○	○	○	○
CMIT	MIT	Gluten-FREE	Paraben-Free	Nano Material
○	○	○	○	○
Allergen	REACH	Ethanol	Microplastic	
○	○	○	○	

## Specification

Appearance	Transparent Colorless ~ Pale Yellow Liquid
Odour	Characteristic
pH	3.5 – 6.5
Used Level	1 ~ 5%
Soluble	Water Soluble
Application	Skin Care Cosmetics

## Composition

	INCI	Content(%)
Main Active	(PCPC)Fragaria Ananassa (Strawberry) Fruit Extract (NMPA) Fragaria Ananassa (Strawberry) Fruit Extract	0.3
Preservative	Propylene Glycol	24
	Water	75.7

Bright Snowberry™ TEST DATA

# Brightening\_ Melanin synthesis inhibitory effect

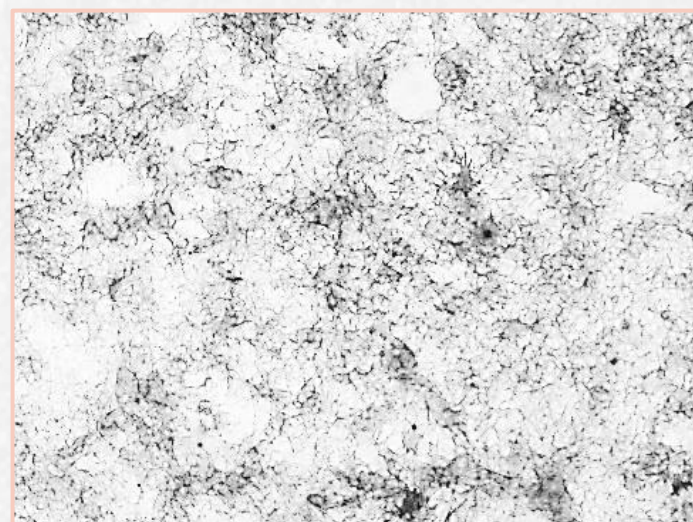
We confirmed that treating with 5% Bright Snowberry™ shows a stronger melanin production inhibitory effect than 50 ppm Arbutin.



Untreated



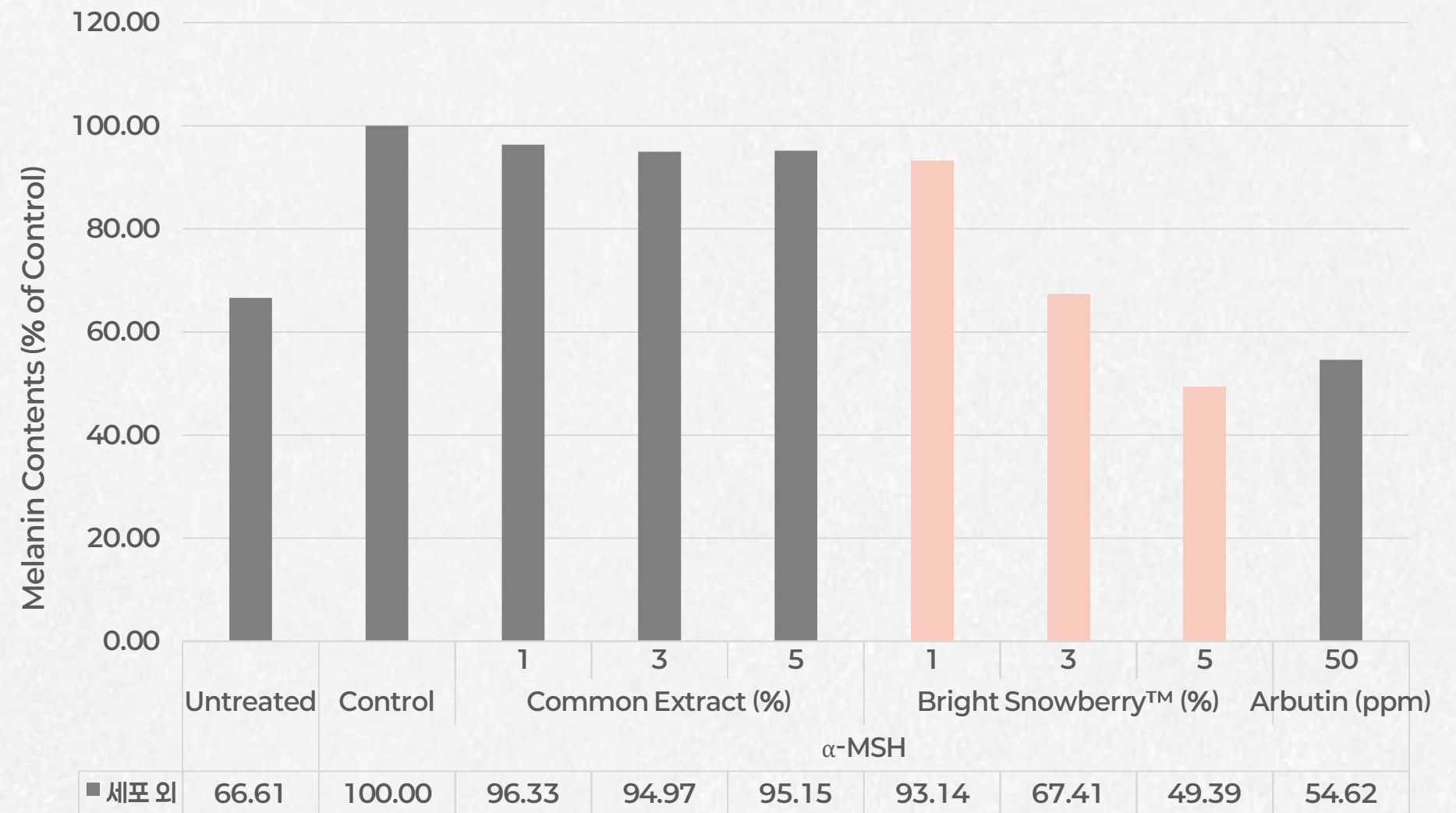
Arbutin (50ppm)



Common Extract (5%)



**Bright Snowberry™ (5%)**



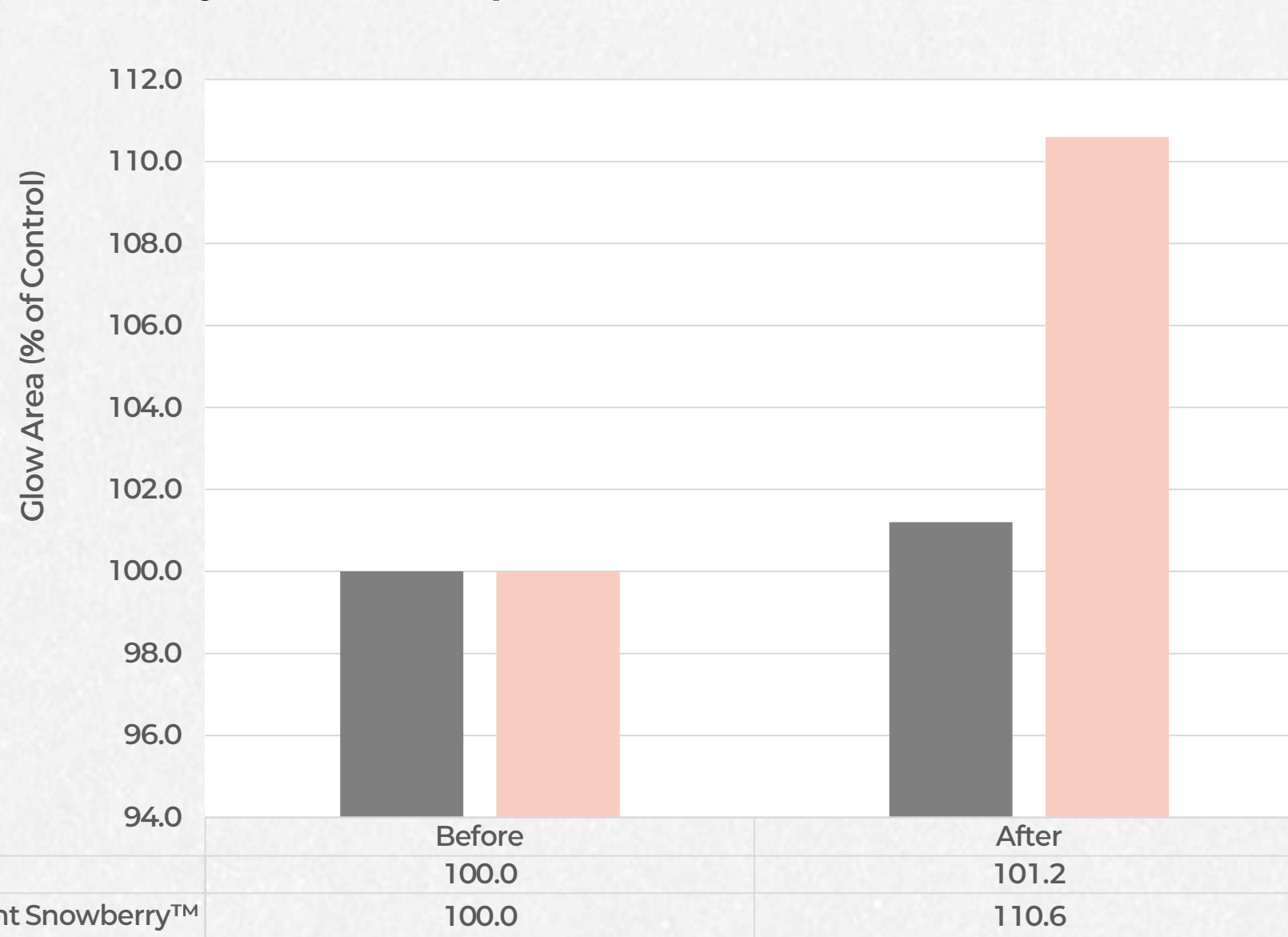
\* Cell: B16F10(Melanoma cell)

\* Positive control: Arbutin

Bright Snowberry™ TEST DATA

# Brightening\_ Short term Clinical Test

We confirmed that immediately after applying Bright Snowberry™ 5% cream, the skin radiance area increased by 9.4% compared to the base.



- Subject : 4 people / Application area: face
- Method : Apply each 5% cream formulation and measure immediately after application using the Mark Vu.

Bright Snowberry™ TEST DATA

# Brightening\_ Short term Clinical Test

We confirmed an immediate tone-up effect right after applying Bright Snowberry™ 5% cream.

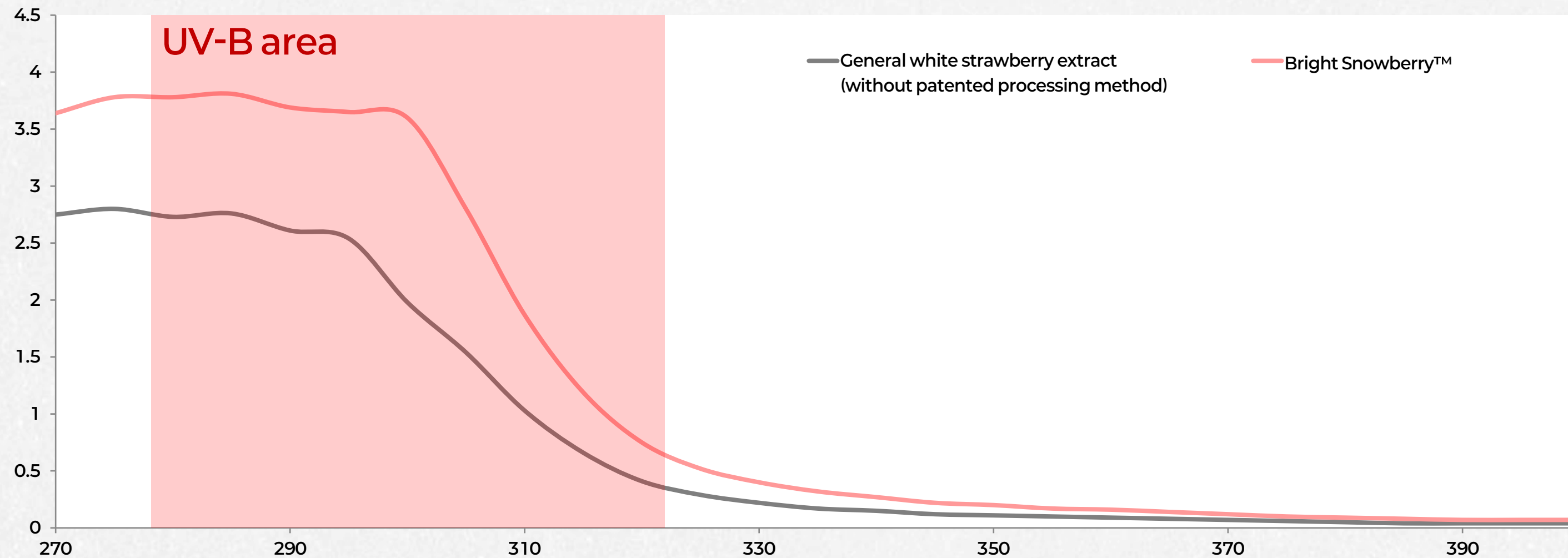


- Subject : 4 people / Application area: face
- Method : Apply each 5% cream formulation and measure immediately after application using the Mark Vu.

Bright Snowberry™ TEST DATA

# Brightening\_ UV-B Protection

Ultraviolet rays stimulate melanosomes and increase melanin synthesis. Bright Snowberry™ has a high UV-B absorption ability, which helps block ultraviolet rays and reduce melanin synthesis.

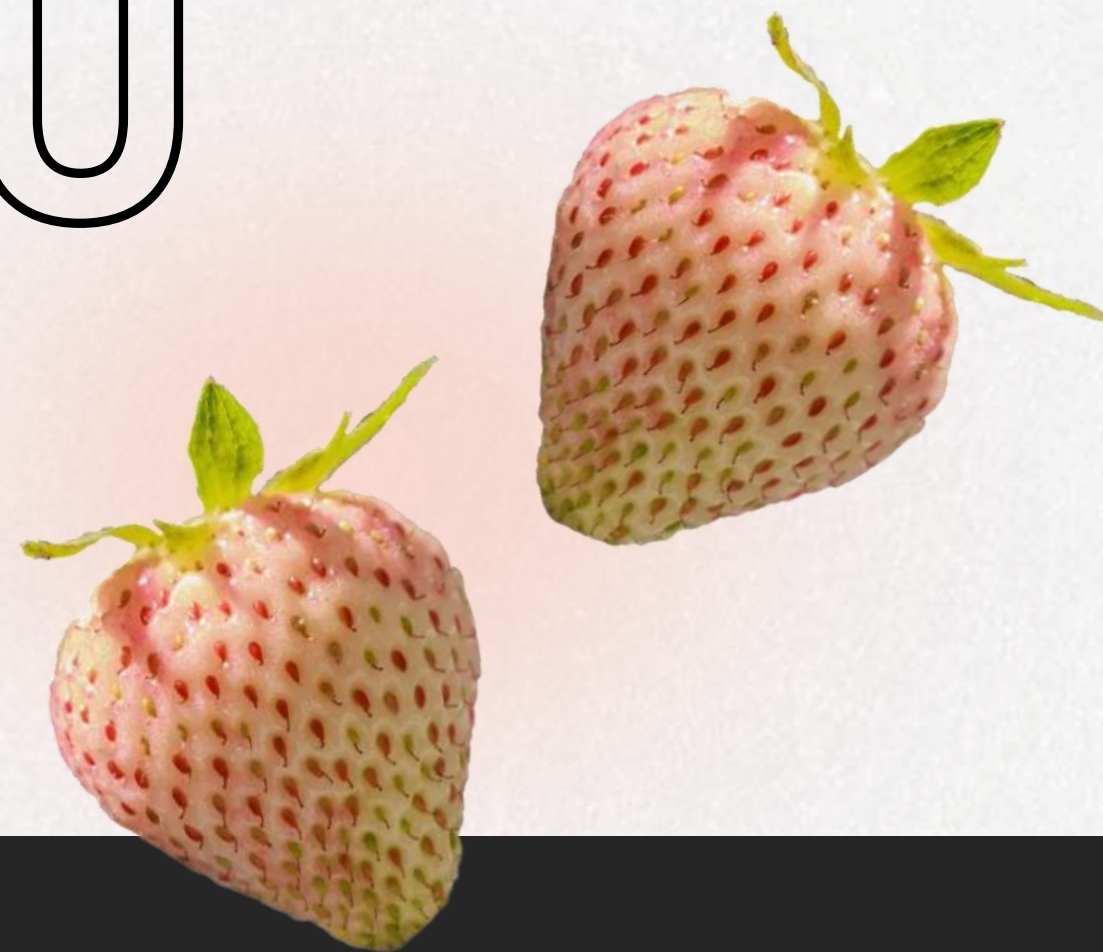


- UV-B : 280 ~ 320nm
- UV-A : 320 ~ 400nm



# THANK YOU

**Bright Snowberry™**



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