

Jeju Lava Mineral Rice Bioactive System

Minerice

RESILIENCE REFINED

From Volcanic Fields to Skin Vitality

Unlike common rice sheltered in aquatic stability, Jeju upland rice is tempered by arid volcanic terrain and relentless winds.

To harness this resilience, we transcend traditional extraction —synergizing the grain with mineral-dense lava seawater through specialized fermentation. This process activates a high-performance bioactive system engineered to restore skin vitality and renewal for brightening effect.

KEY EFFECT



Minerice inhibits melanin **18.6%** more effectively than standard Rice Extract.

INGREDIENT COMPOSITION SYSTEM



Jeju Upland Rice
(Strong & Resilient)



Lava Seawater Minerals
(Rich in Natural Minerals)



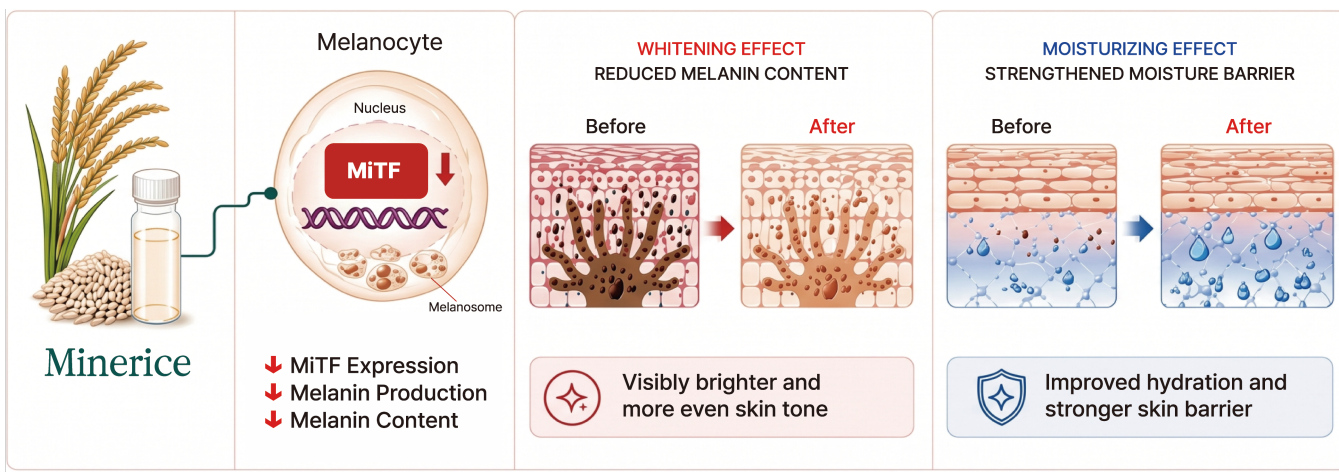
Traditional Fermentation
(Korean Heritage Technology)



MINERICE

Next-Generation
Bioactive Mineral Complex

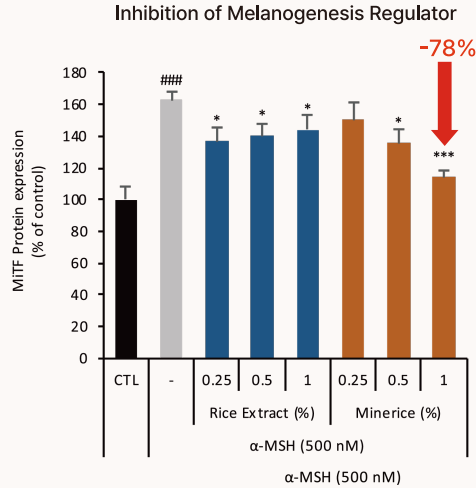
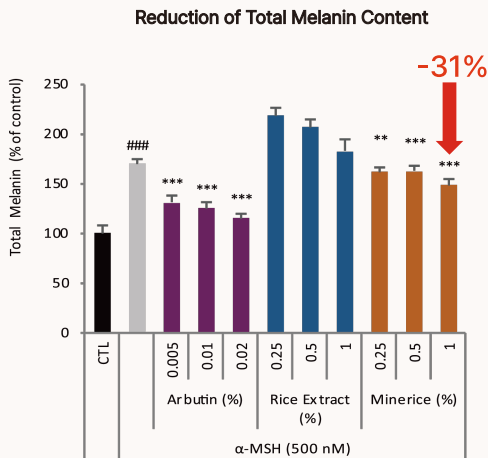
ACTIVATE SKIN MECHANISM



SCIENCE-BACKED DATA

To Support Proven Efficacy

1 SKIN BRIGHTENING



Multi-Pathway Brightening Efficacy

- **Melanin Content:** 31% Reduction in α -MSH-induced melanin synthesis.
- **MITF Expression:** 78% Inhibition of the master regulator MITF mRNA.

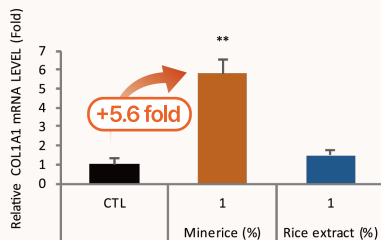
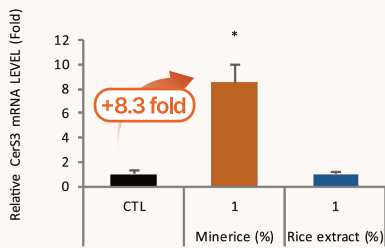


✓ In melanocytes, UV exposure elevates α -MSH (alpha-melanocyte-stimulating hormone) levels, triggering melanin synthesis as a photoprotective response. While this is a natural defense mechanism, chronic or excessive stimulation can result in uneven pigmentation and skin discoloration. At the transcriptional level, MITF (Microphthalmia-associated transcription factor) serves as the master regulator of melanogenesis, controlling the expression of key melanin-synthesizing enzymes. To assess the brightening efficacy of Minerice, melanin production was induced by α -MSH, with arbutin included as a positive control and an in-house rice extract as a comparator.

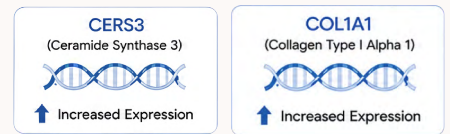
2 BARRIER & SKIN STRUCTURE-RELATED GENE EXPRESSION (qPCR)

Skin Barrier Reinforcement: Cers3 Up-regulation

Anti-aging & Elasticity: COL1A1 Up-regulation



UPREGULATION OF MOISTURE BARRIER-RELATED GENES



• Minerice showed potential to support barrier care and skin structure integrity by increasing Cers3 and COL1A1 expression.

KEY BENEFITS

DEFEND
Protection from Environmental Stress

ENERGIZE
Protection from Environmental Stress

HYDRATE
Mineral-based Moisture System

SOOTHE & RECOVER
Calms irritation & supports skin repair

BRIGHTEN & RENEW
Supports clarity, elasticity, and youthful skin

CLEAN & RESPONSIBLE



GLOBAL AVAILABILITY



CERTIFICATIONS



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