



Herb-Anesthe HA-1™

60 secs. Allergy, Itch, Pain Relief.

So stinging! So itchy! So painful!

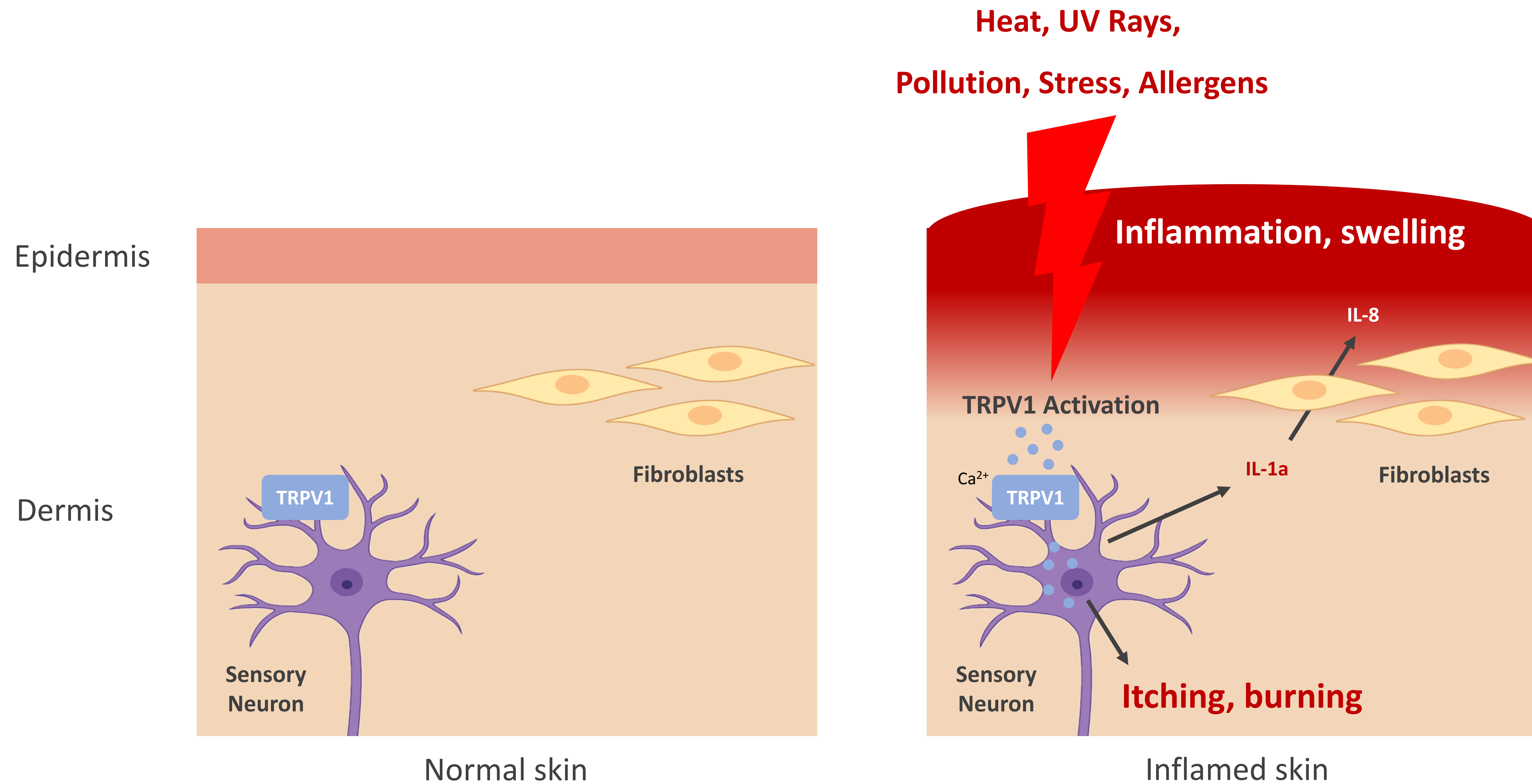
Global Warming & Skin Sensitivities



As global warming becomes more and more serious. Global warming brings more high temperature, humidity, UV rays and air pollution, which makes the skin more vulnerable and leads to more sensitive skin causing symptoms such as **Pain, Burning** and **Itching**.

Global warming impacts make skin more sensitive and fragile

Allergic & Itchy Mechanisms



TRPV1 channels express on sensory neurons and keratinocytes which play a key role in allergic reactions

Receptors for Heat and Pain

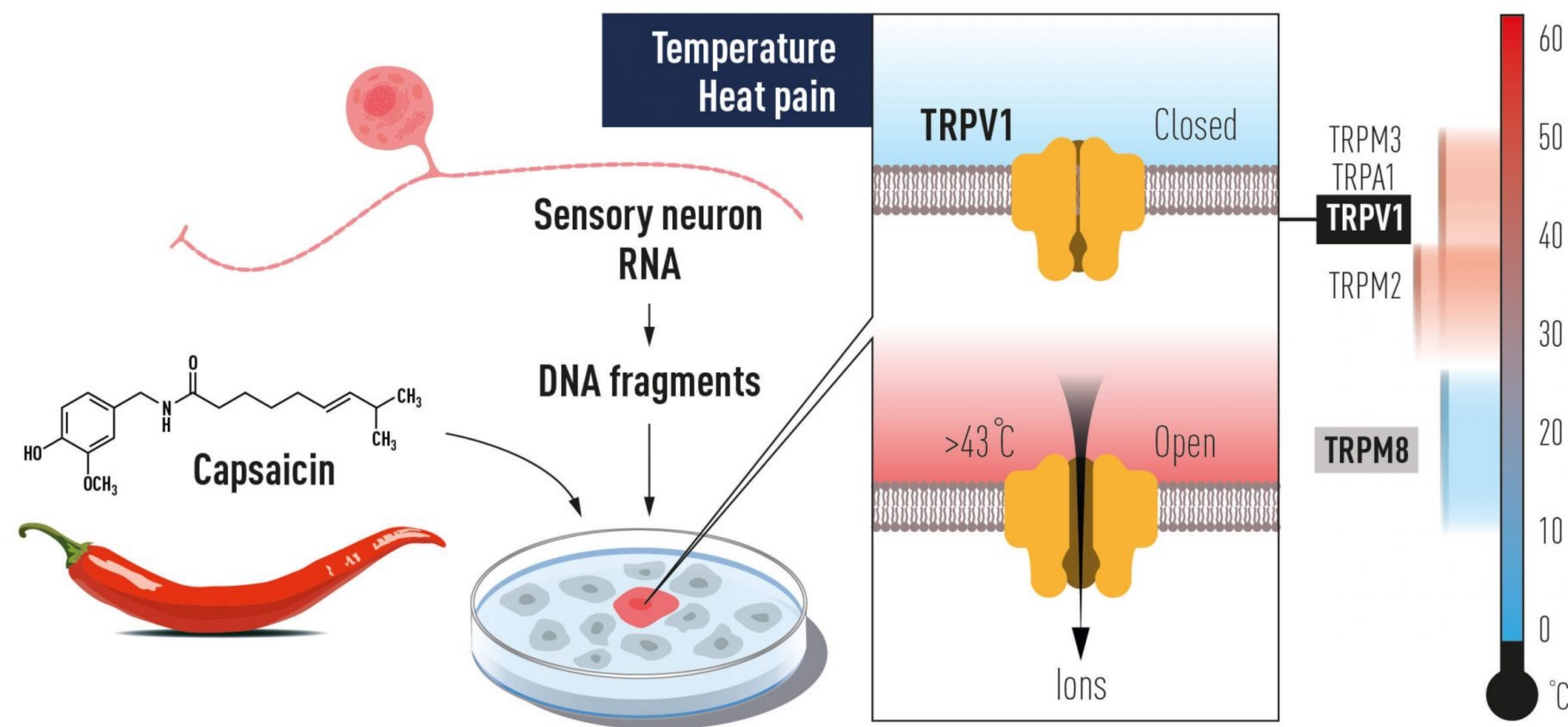


The 2021 Nobel Prize in Physiology or Medicine jointly to David Julius and Ardem Patapoutian for their discoveries of receptors for temperature and touch.

Julius and his co-workers created a library of millions of DNA fragments corresponding to genes that are expressed in the sensory neurons which can react to pain, heat, and touch.

From : The Nobel Prize in Physiology or Medicine 2021

TRPV1 channels



Julius used capsaicin from chili peppers to identify TRPV1, an ion channel triggered by heat

From : The Nobel Prize in Physiology or Medicine 2021

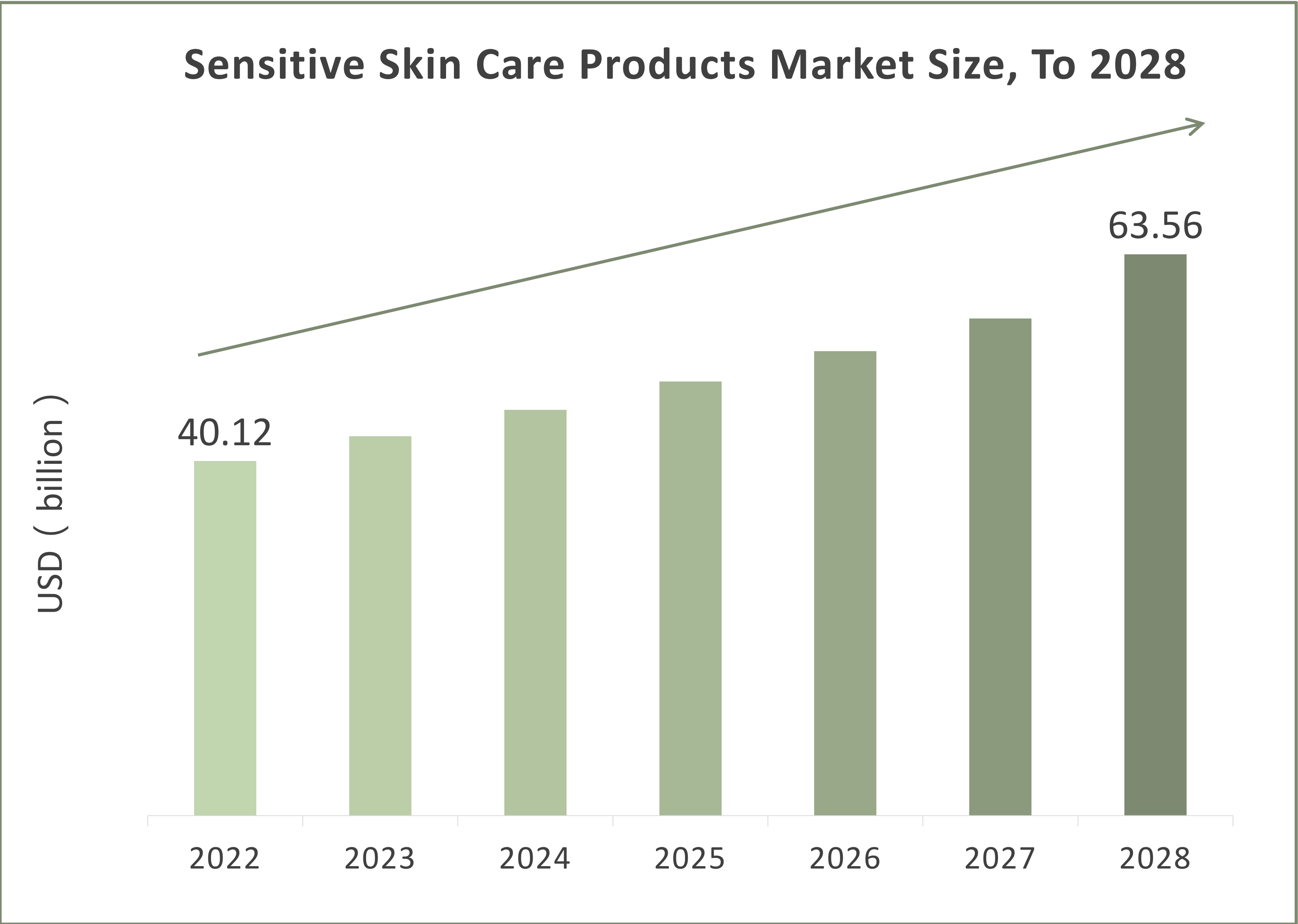
TRPV1 channels :

Julius discovered that TRPV1, a heat-sensitive channel can trigger pain sensations at specific temperatures, which is triggered above 43 °C, this discovery is a major breakthrough in the study of temperature-sensitive receptors.

TRPM8 channels :

After TRPV1 was discovered, Julius and Patapoutian independently studied menthol and found that TRPM8 channels could be triggered by cold.

Global Sensitive Skin Care Products Market Outlook



From : Global Sensitive Skin Care Products Market- Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product, By Sales Channel, By Region, By Competition Forecast & Opportunities, 2018-2028F

40.12 billion

Market size by 2022



63.56 billion

Market Size Prediction by 2028

As health awareness and concern for skin sensitivities rise, consumer demand for effective and gentle skincare solutions continues to grow, it is expected that the sensitive skin market will continue to grow in the future, and the trend for safer, low irritation natural ingredients will increase dramatically.

Sensitive skin care products market size would continue to expand, market potential is huge.

What is the consumer looking for in anti-allergy products?



Over **92%**

Key Factors in Buying

Efficacy And Ingredients

69%

Key Barriers to Buying

Product isn't effective.

Consumers are most interested in the **Effectiveness** of anti-allergy products!

Herb-Anesthe HA-1™

Ancient Oriental Herbal Therapy - Instant Soothing Solution



Sandalwood



Mountain pepper



Mint



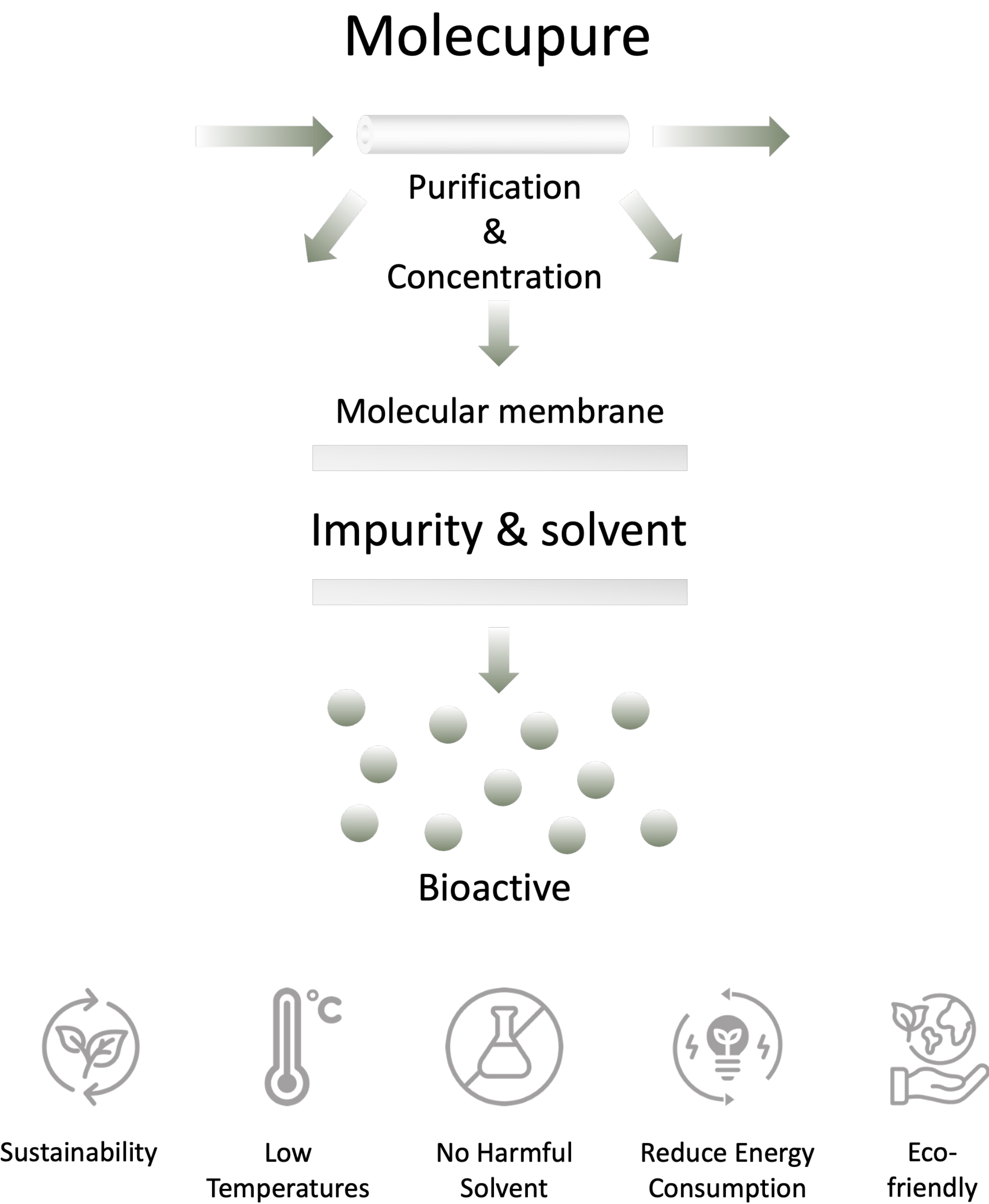
Sichuan pepper



Clove

- ✓ All Natural Botanical Origin
- ✓ 60 Seconds Instant Effect
- ✓ Effectively relieve **Pain** and **Itching** caused by allergies.

NEOPURE™ Technology



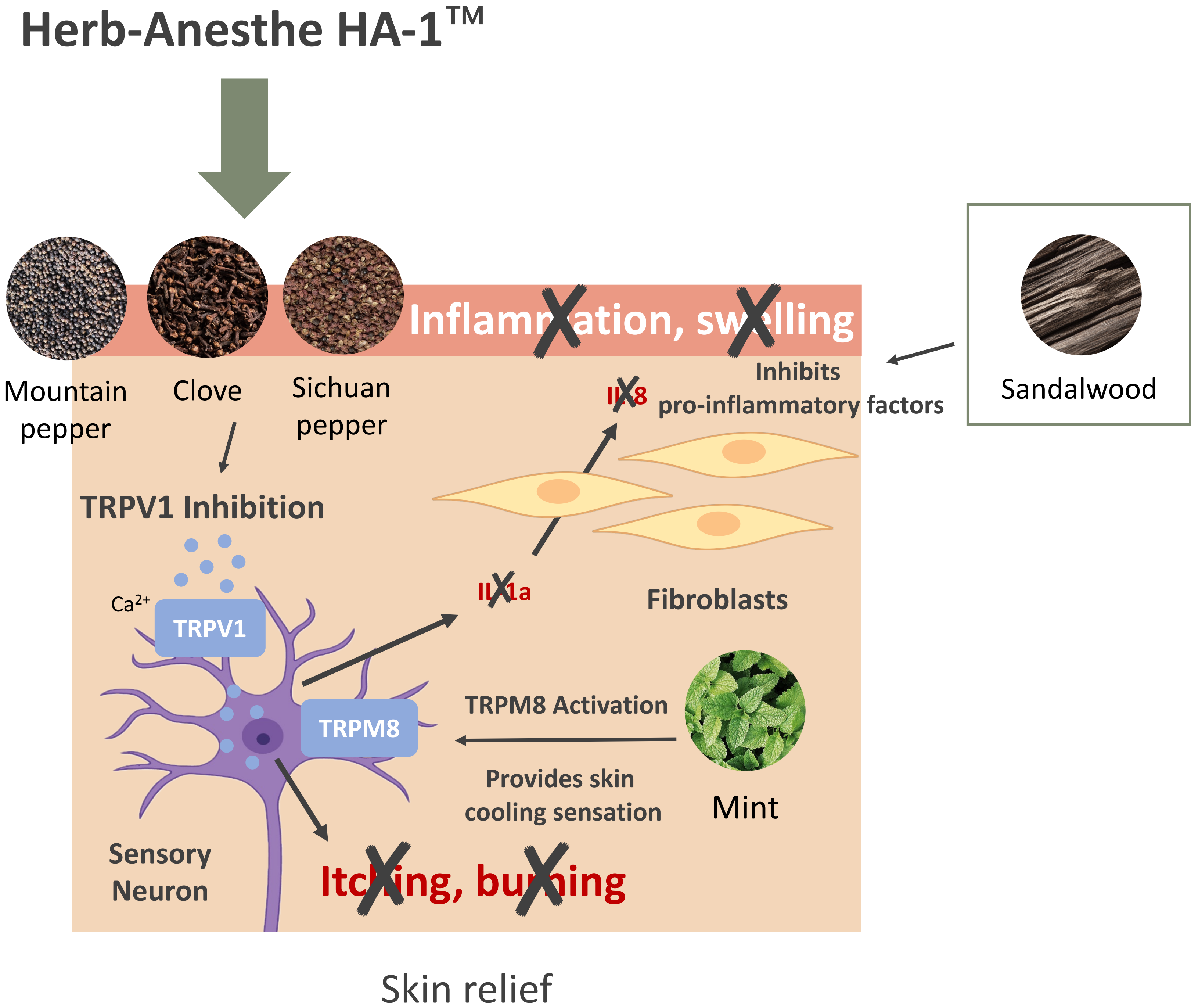
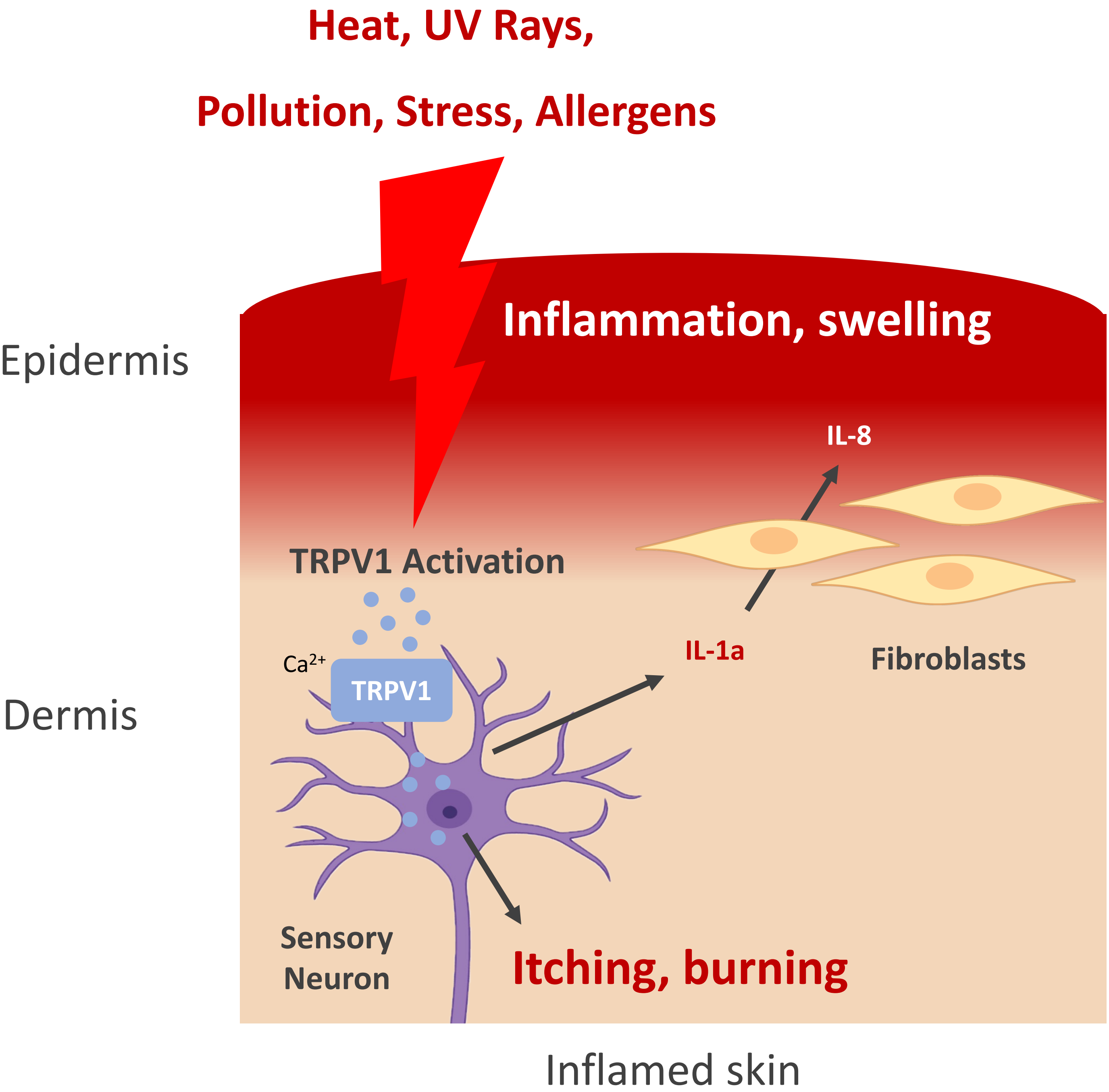
Comparison of Extraction Techniques

NEOPURE™ Technology	Traditional Extraction
High Efficiency	Low Efficiency
High Concentration Active	Low Concentration Active
Low Temperature, Don't Destructive Activity	High Temperature, Destructive Activity
No Solvents	Use Solvents
Safe And Non-irritant	Skin Irritation Concerns

Unique low-temperature purification & extraction technology effectively preserves the extract's activity

Herb-Anesthe HA-1™ - Instant Soothing Solution

We create solution



By targeting the TRPV1 channel, Herb-Anesthe HA-1™ can effectively reduce skin pain, burning and itching.

Mountain pepper “ Formosa Green Pearls.”



From : Immunosuppressive Effect of Litsea cubeba L. Essential Oil on Dendritic Cell and Contact Hypersensitivity Responses (2016)

Binomial name :

Tasmannia lanceolata

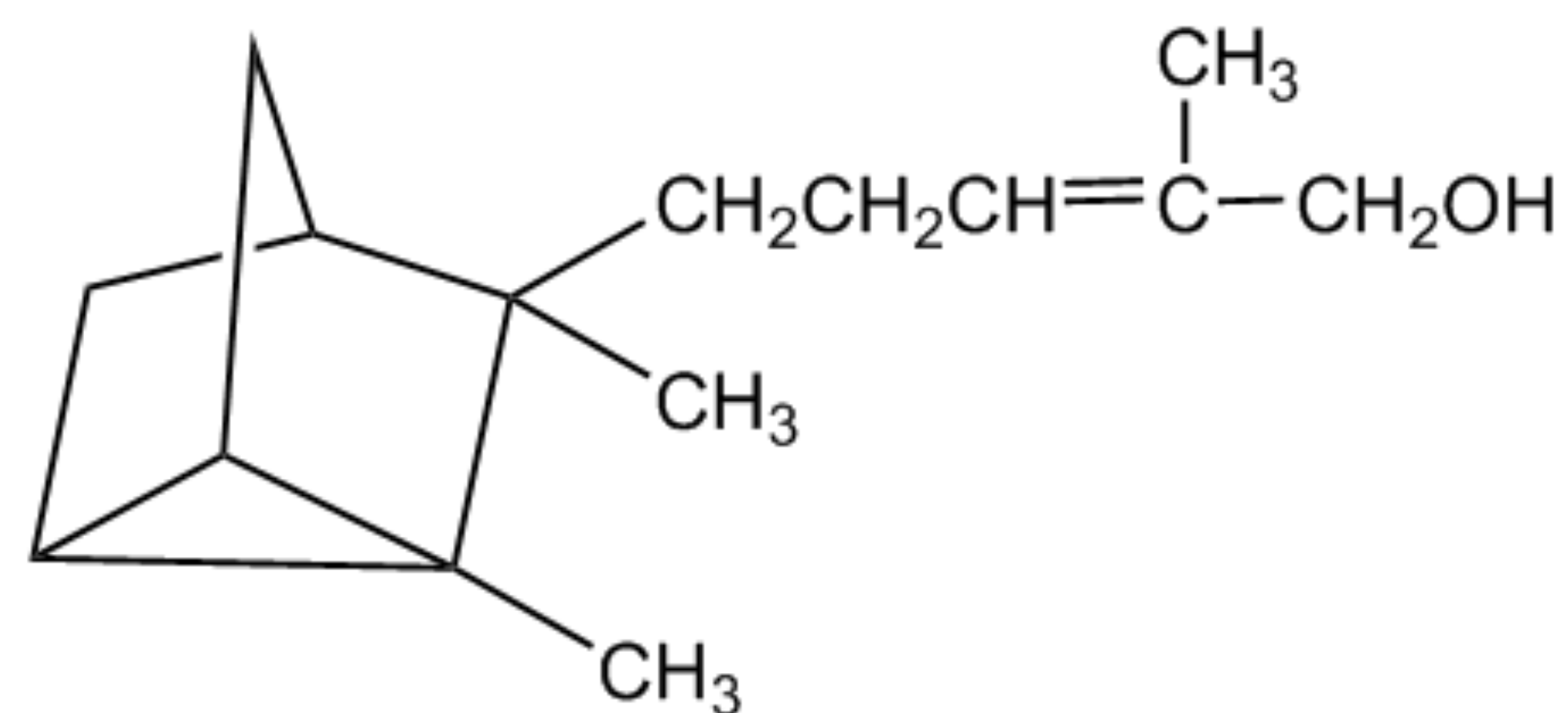
Origin :

Taiwan 100 m to 1500 m mountains.

Effect :

- ✓ In traditional Chinese medicine, it is used to reduce swelling and relieve pain.
- ✓ Taiwan's native people would crush the fruit and brew it into water as a drink to relieve hangovers and headaches.
- ✓ Proven by modern medicine to inhibit inflammation.

Sandalwood



α -santalol

Sandalwood is recognized in traditional Chinese medicine as a soothing natural ingredient with powerful anti-inflammatory and antioxidant effect.

Effect :

- ✓ Contains rich natural α -santalol.
- ✓ Inhibits the oxidase 5-lipoxygenase and has DPPH radical scavenging activity.
- ✓ Inhibition of pro-inflammatory cytokine IL-1b expression in keratinocytes
- ✓ Effectively inhibits inflammation and reduces symptoms such as redness and pain

From : Sandalwood Album Oil as a Botanical Therapeutic in Dermatology. .(2017).

Clove “Natural Skin Anesthetic”



Binomial name :

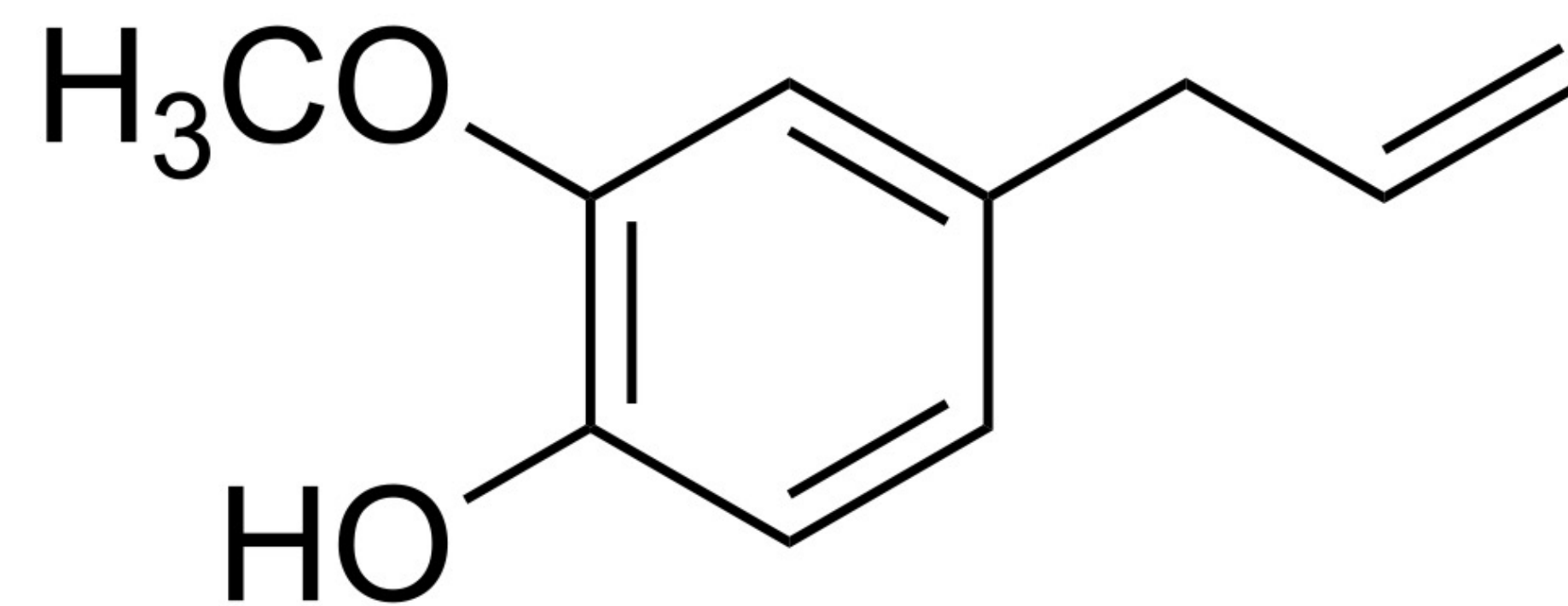
Syzygium aromaticum

Origin :

Indonesia

Effect :

- ✓ Main ingredient “Eugenol”, in the TRPV1 channel, the effect is similar to a local anesthetic, effective in inhibiting skin itching.

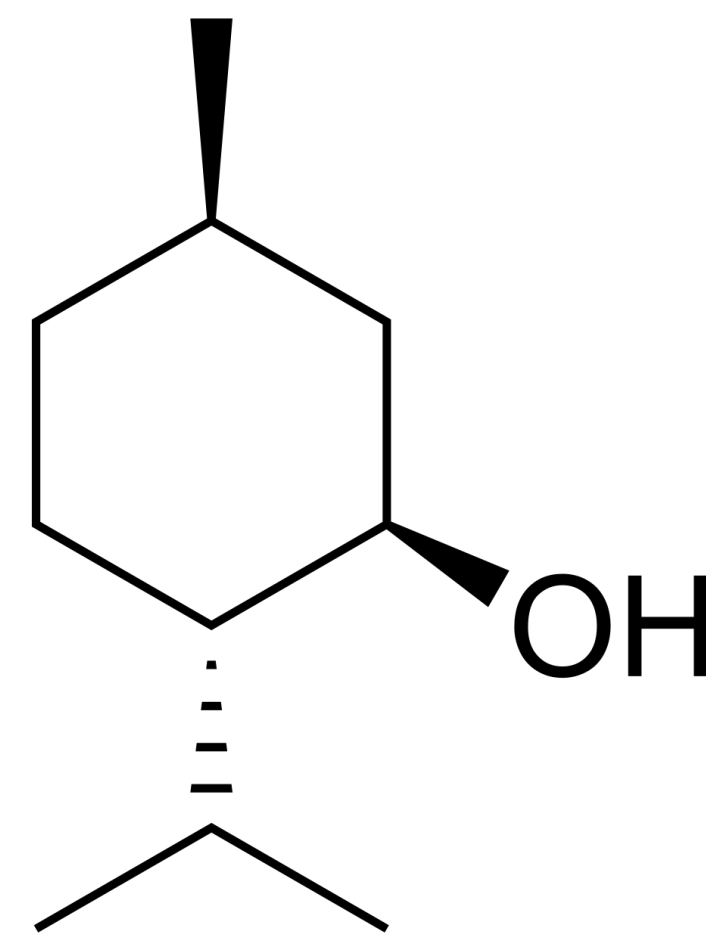


Eugenol

From :

1. Microbicide activity of clove essential oil (*Eugenia caryophyllata*) (2012)
2. Biological Properties and Prospects for the Application of Eugenol (2021)

Mint



Menthol

Effect :

- ✓ Contains natural cooling ingredient “Menthol”.
- ✓ Menthol can stimulate the activation of the TRPM8 channel to achieve a cooling effect on the skin, and can effectively inhibit skin redness and painful reactions.

Sichuan pepper



From :
Evaluation of Ethnopharmacological and Antioxidant Potential of Zanthoxylum armatum.(2015).

Effect :

- ✓ Anti-allergic, antibacterial and anti-inflammatory effects.
- ✓ Rich in polyphenol and monoterpenes, can inhibits inflammation, itching and reduces symptoms such as redness and swelling.
- ✓ With antioxidant effect, it can effectively resist free radicals and protect the skin from environmental pollution and UV damage.

Herb-Anesthe HA-1™ Instant Anti-itching Tests

Purpose	Evaluate 5% Herb-Anesthe HA-1™ Soothing Cream Instant Anti-itching Effect
Condition	20 females, aged 25-65
Samples	5% Herb-Anesthe HA-1™ Soothing Cream
Time	2 test points (before, after 3 minutes)
Method	1. Apply 1% capsaicin solution to the sides of the cheeks to trigger an itching reaction, and then subjects were requested to score the itchiness on 4-point clinical scale. 2. After applied capsaicin to the cheeks, apply 5% Herb-Anesthe HA-1™ Soothing Cream or placebo. 3. After applying the product for 3 minutes, record the subject's response to the relief of itching sensation on both sides (test group and placebo).

Herb-Anesthe HA-1™ Instant Anti-itching Tests

We create solution



Itching 4-points Clinical Scale	Score
No reaction	1
Mild reaction	2
Moderate reaction	3
Serious reaction	4

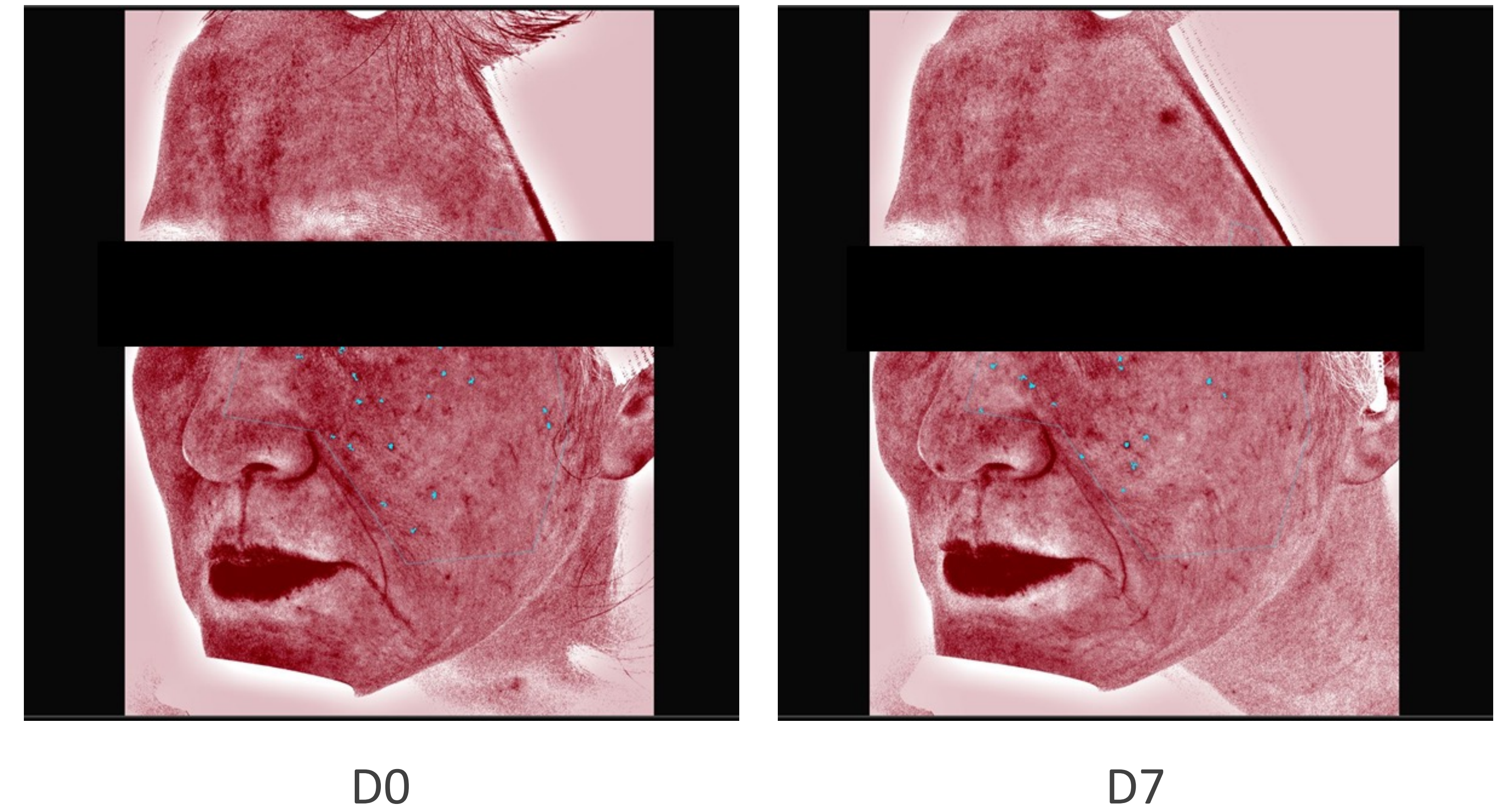
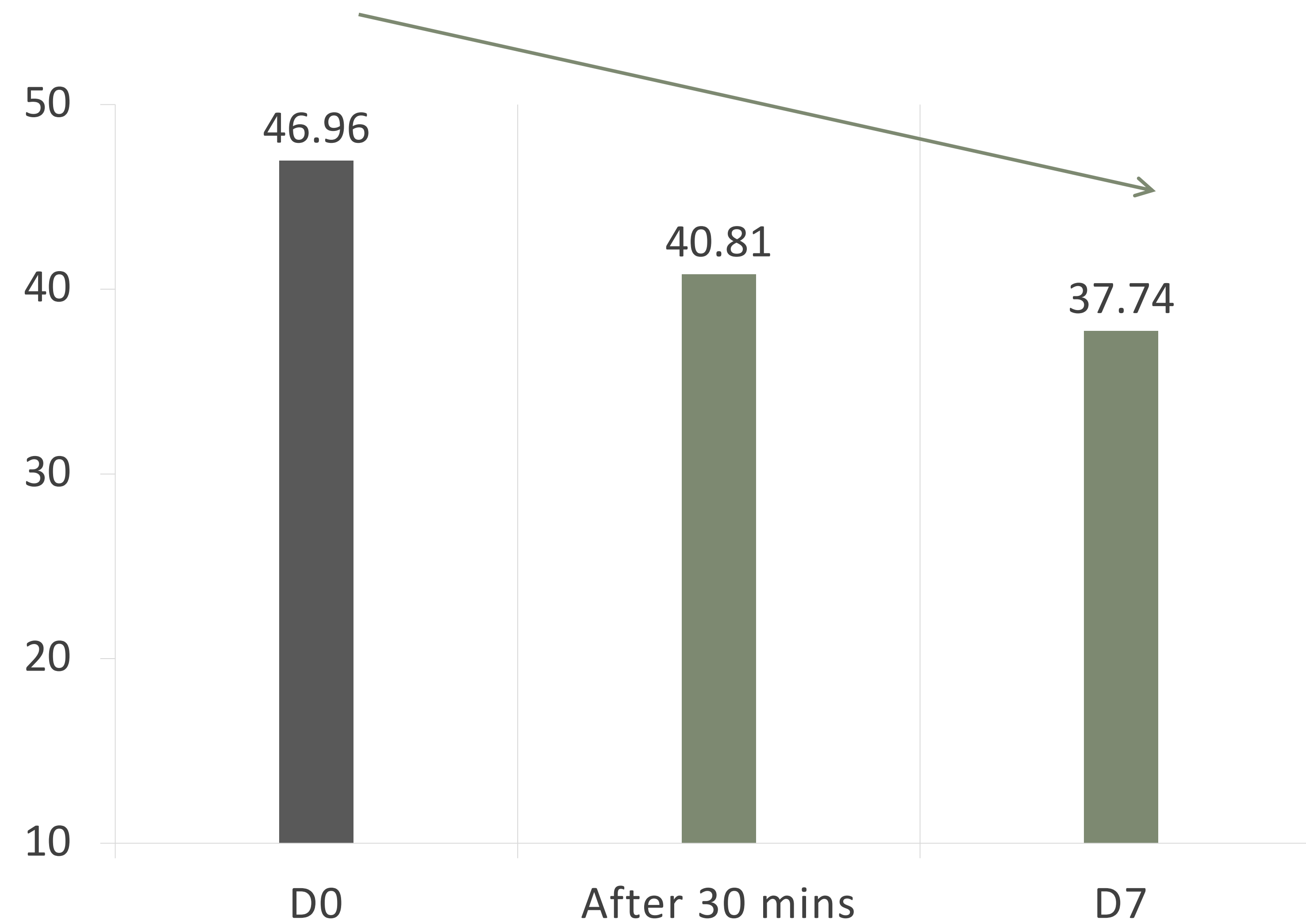
5% Herb-Anesthe HA-1™ can decrease skin itching by 65% after 3 mins of use



Herb-Anesthe HA-1™ Clinical Tests

Purpose	Evaluate 5% Herb-Anesthe HA-1™ Soothing Cream Anti-inflammation Effect
Condition	20 females, aged 25-65
Samples	5% Herb-Anesthe HA-1™ Soothing Cream
Time	3 test points (D0, after 30 minutes, D7)
Method	Apply 5% Herb-Anesthe HA-1™ Soothing Cream twice a day, morning and evening, to the entire face.

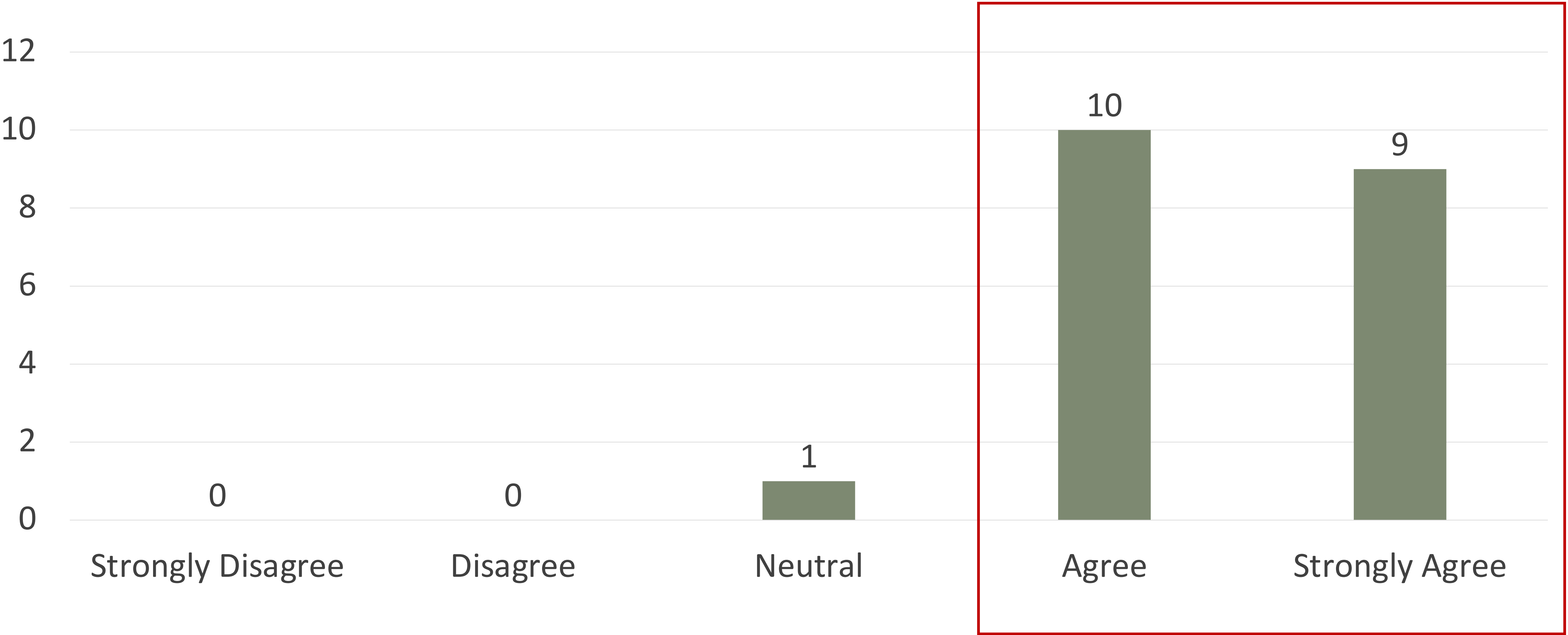
Herb-Anesthe HA-1™ Clinical Tests - Skin Redness



5% Herb-Anesthe HA-1™ can decrease skin redness area by **13.1%** after 30 mins, and **19.6%** after 7 days

Herb-Anesthe HA-1™ Sensory Test

Can the product reduce itching and stinging?



95% subjects agreed that Herb-Anesthe HA-1™ Soothing Cream can reduce itching and stinging

Herb-Anesthe HA-1™ Product Applications



Sensitive skin



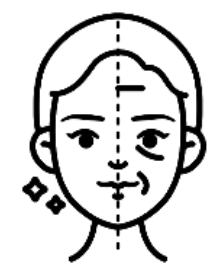
Shaving & post-shave care



Acne-prone skin



Sun protection & after sun care



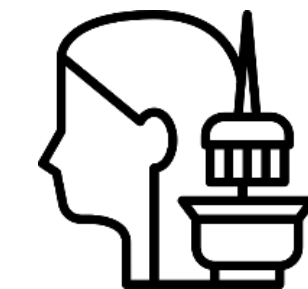
Medical treatment products



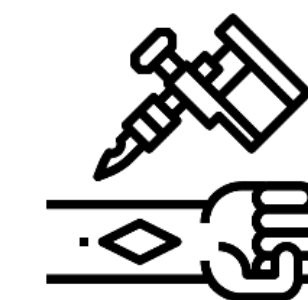
Facial mask products



Various skincare product bases
(Reduces allergy complaints)



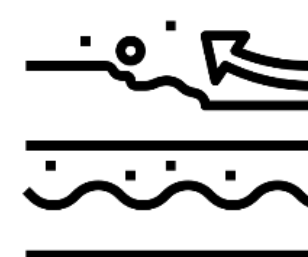
Scalp protector



Tattoo aftercare products



Mosquito repellent



Exfoliate Products



Fall/Winter Dry Itch Protection

Herb-Anesthe HA-1™ can be used in a variety of anti-allergy and soothing products.



Technical information

Properties	Description
Function	Anti-inflammation, anti-itching, anti-allergy, anti-red spots
Origin	Taiwan
Dosage	Preventive action:0.1-1% Instant Protection:3-5%
Appearance	Light yellow to brown oil
Shelf life	24 months
INCI	Litsea Cubeba Fruit Oil, Santalum Album (Sandalwood) Oil, Eugenia Caryophyllus (Clove) Flower Extract, Zanthoxylum Alatum Fruit Extract, Mentha Piperita (Peppermint) Oil