

PULICARIS LTD

SKIN LINE

A DESSERT PLANT WITH ANTI-INFLAMMATORY AND ANTIOXIDANT BENEFIT.

WILL BE USED FIRST, FOR COSMETIC LINE TO REJUVENATE SKIN FROM SUN AND ENVIRONMENTAL DAMAGE.

WILL BE USED SECOND, AS A DERMA LINE TO HEAL SKIN DISEASES SUCH AS DERMATITIS AND PSORIASIS.

KEY PEOPLE ON OUR TEAM

- Israel Kezra MBA, founder, 972-585-110212
- Agriculture Research Organization (ARO) of Israel, Vullcani Center
- Shibolet Law firm, Tel Aviv
- Lead researcher. Dr. Anat Elmann. A cell biologist.
- Food Supplement specialist; professor Betty Shwartz. Head of school of nutritional science, the Hebrew University of Jerusalem.
- Agronomist, Mr. Moti Harrari, expert in dessert plants.


THE DISCOVERY

- The beneficial activity of Pi212 observed in our studies is a combination of its anti-inflammatory and antioxidant activity. Our research showed that Pi212 prevented 89% of skin oxidative stress (ROS). Immune cell infiltration of atopic dermatitis is characterized by the release of (ROS) reactive oxygen species H₂O₂. Subcutaneous administration of Pi212 to skin oxazolone treated mice caused a marked reduction (99%) in the induced activity. Our findings suggest that Pi212 is a potential agent for the treatment of skin disease such as atopic dermatitis and psoriasis, it can also be used to help repair skin from sun damage and environmental toxicity.

PLANS FOR A LINE OF COSMETIC PRODUCTS

- Face creams, body creams, others, based on our plant will Improve skin condition and will act as anti-aging by reducing skin sun damage and environmental damage.
- World cosmetic market is approaching the \$200 Billion, face creams cover 30% of that.
- Skin health studies suggest that phytosterols benefit skin health. Sun exposure and environmental exposure create oxidation and inflammation on the skin.
- Reducing free radicals (ROS) rejuvenate and heal the skin.
- Pi212 possesses anti-inflammatory and anti-oxidant capabilities that can heal the skin.

OXIDATIVE STRESS AND IT'S ROLE IN SKIN DISEASES.

- Skin antioxidant network protects cells against oxidative injury and prevent the production of oxidation products,
 - When oxidative stress overwhelms the skin antioxidant capacity the subsequent modification of cellular redox apparatus leads to an alteration of cell homeostasis and a generation of degenerative processes.
 - Prevention of the ROS can be used as therapeutic treatment for Dermatitis, Psoriasis.
 - Topical application administration of antioxidants has been recently suggested as preventive therapy for skin photoaging and UV-induced cancer.
- 

STEPS TAKEN FOR COSMETIC LINE

- We are currently growing several tons of the plant, to be ready end of February 2018.
- From the plant we know how to extract essential oil.
- From the plant we will also create powder for mixing with products.
- ARO research have identified and patented a Chalcone B molecule from the plant.
- We are negotiating a strategic partnership with several cosmetic companies.
- The researchers on our team have completed in vitro and in vivo studies relating to the benefits of the plant on skin. The results are patented.

PLANS FOR A LINE OF DERMA SKIN PRODUCTS

- Dermatitis is a chronic and recurring inflammatory disease of the skin. Other skin diseases includes Psoriasis, Eczema, Atopic and chronic dermatitis.
- Stoppage of the ROS can be used as therapeutic treatment for Dermatitis, Psoriasis. Pi212 is rich in polyphenols, especially chlorogenic acids and ferulic acids
- As of today, there is no cure for this family of diseases.
- The world market for skin diseases cover 3% of the population and surpass the \$10 billion.
- We plan to produce a derma skin cream that will help heal skin disorders.

CHEMICAL CONSTITUENTS AND BENEFITS OF PI212

- Our plant includes: Phytosterols, phenolic derivatives, monoterpene derivatives, sesquiterpenes, diterpenes, flavonoids triterpenes, natural steroids, essential oils, chalcones.
- Chalcones are a group of phenolic compounds which possess a wide variety of cytoprotective functions. They possess antioxidant, free radical scavenging and anti-inflammatory properties.
- Topical application of antioxidants has been recently suggested as preventive therapy for skin photoaging and UV induced cancer.

KEY PLAYERS IN THE COSMETIC SKIN CARE MARKET:

- L'Oreal
- Avon Products
- Estee Lauder
- Unilever PLC
- Proctor and Gamble
- Colgate Palmolive
- Shiseido

LEADING MARKETS BY SIZE FOR COSMETICS PERSONAL CARE IN BILLIONS US \$

- US 60
- Germany 13
- France 11
- UK 11
- Italy 10
- Spain 6.5
- Rest of Europe 12

SUMMARY OF THE OPPORTUNITY

- We are raising money from investors selling up for 35% equity
- We have a world wide exclusive right to market products that derived from Pi212
- The researchers on our team are world class.
- ARO is a leading agriculture facility respected around the world.
- Our investors will enjoy a plant that has been studied for years and shows excellent scientific results.
- We have the know-how to grow the plant. We will use an extract oil from it, as well as a chalcone B molecule and a powder. Each can be used separately or together.

CONTINUATION, OPPORTUNITY

- Our research is protected by strong patent
- Our solutions will help improve people's life
- We work with nature and promote natural solutions
- Our discovery is a game changing opportunity
- The cosmetic market and the derma market are worldwide and growing
- We have scalability and can grow lots of product
- Capturing even a small percentage of the market can be an amazing financial success

