



DOCTORS COIN
The Technology Behind Your Beauty



DOCTORS COIN

BEAUTY INFLUENCERS BEYOND BORDERS

Whitepaper Version 1.5

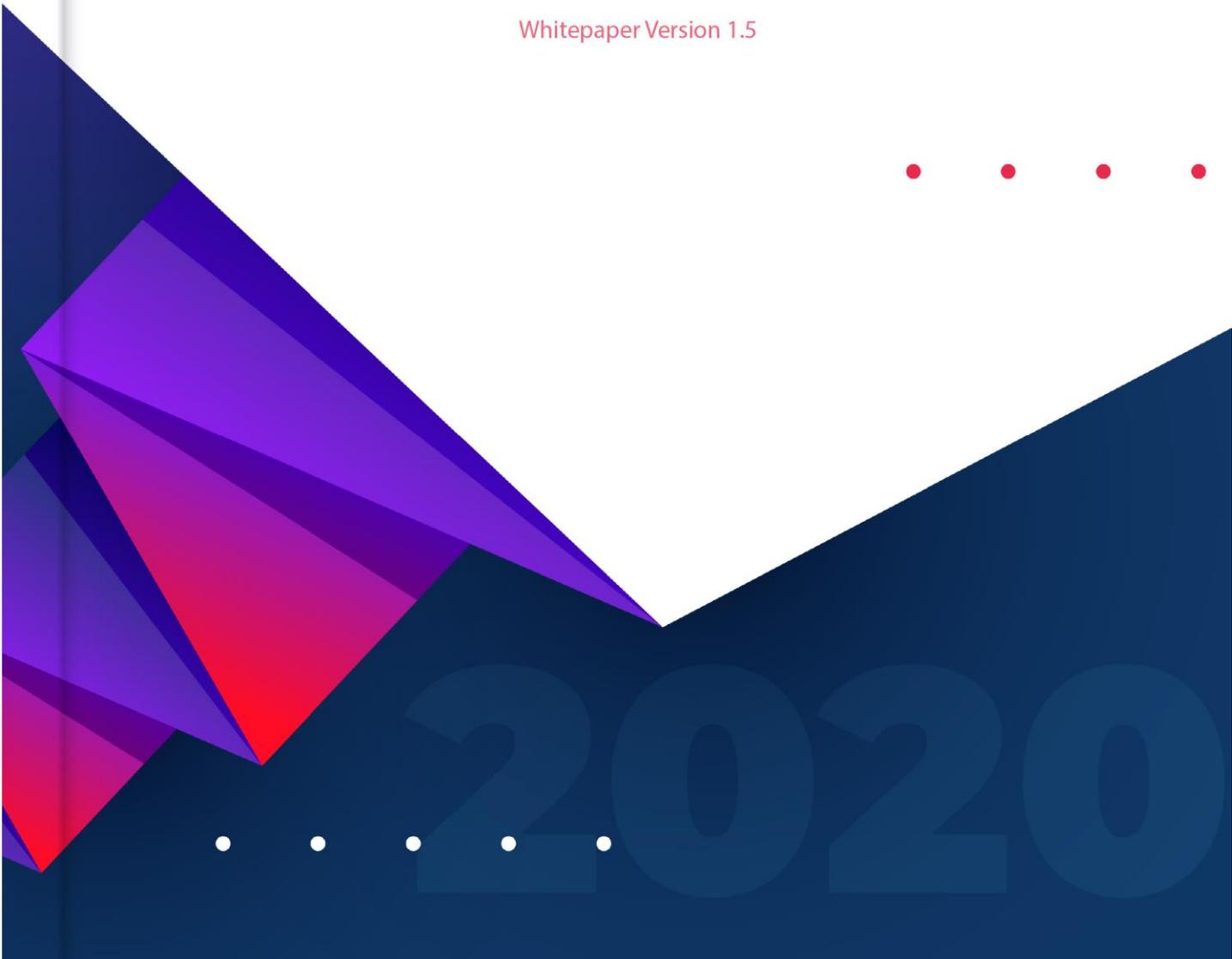


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This document can be amended on a regular basis. The strategies and ideas you will read will continue to be added to, revised, and improved as we move forward with the project. You are advised to check the whitepaper regularly for any updates or additions of information.



Executive Summary

This document presents the idea, technology, use cases and roadmap of Doctors Coin (DRS) and its blockchain-based video commerce platform, BeauBang.

DRS is the native digital asset of the BeauBang platform. BeauBang depends mainly on Doctors Coin (DRS) to fund its economy, secure stability of operations, and compensate all ecosystem participants for their contributions. DRS will initially be an ERC20 token, being built on top of the Ethereum blockchain and functioning as a utility asset and a store of value. It can be traded and exchanged with other cryptocurrencies.

BeauBang has implemented a number of standard and novel protocols to ensure platform efficiency. This document will illustrate how influencers, brands, beauty enthusiasts, and business partners can take advantage of the DRS technology. In a nutshell, BeauBang will be a social video network where influencers and beauty enthusiasts can promote and create bonds among brands and consumers. The platform will allow DRS to be utilized in payments and other premium offers found in the BeauBang platform. This opens up great opportunities for influencers and business partners to increase their followers and buyers in the network.

In the final part of the document, the roadmap is stated. This will provide a comprehensive direction of what DRS is set to achieve and how it will provide benefits to all its platform users and business partners.

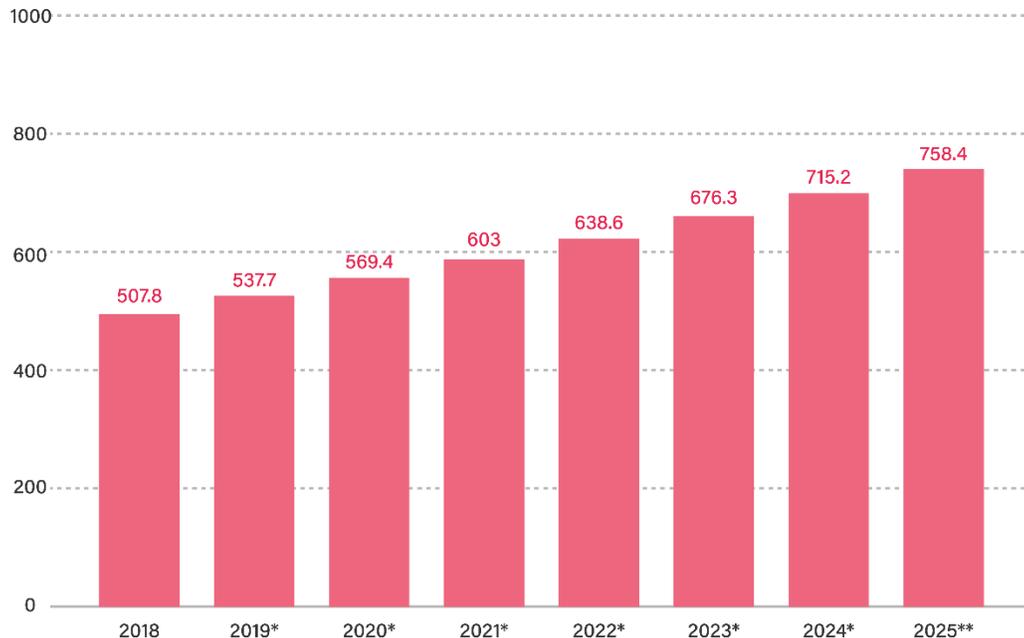
Market Overview

Beauty Industry: Market Value and Use Cases

The beauty industry is growing faster than ever before. According to Statista, the global value of the cosmetic market reached \$537.7 billion in 2019 and forecasted to grow \$758.4 billion by 2025. With a projected growth of more than \$200 billion in 6 years, the beauty industry is expected to drive more demand in the future.¹²

Moreover, based on a survey conducted by the retail analytics firm Edited uncovered that the beauty industry is becoming increasingly dominated by millennials who are willing to spend on good quality products. The purchases are mainly affected by good product reviews and endorsements by social media influencers and beauty enthusiasts.

Value of the cosmetics market worldwide from 2018 to 2025
(in billion U.S. dollars)

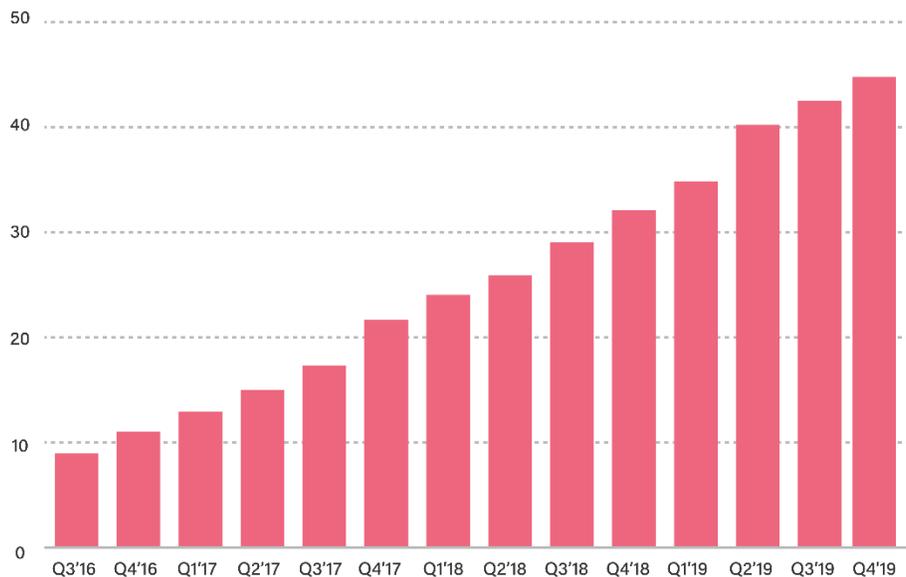


(Source: Statista)

Blockchain Wallet: Global Users and Payments

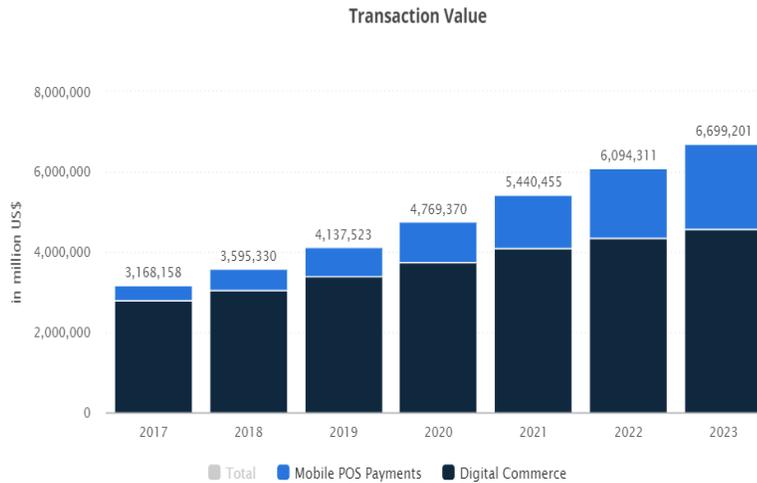
Statista also revealed in 2019 that the number of blockchain wallets reached over 42 million. This study indicates that the number of people using these blockchain wallets has been rapidly growing and shows no sign of stopping. Furthermore, blockchain technology has the potential to securely transmit payments that resulted in increasing the number of digital wallet users.

Number of Blockchain wallet users worldwide from 3rd quarter 2016 to 4th quarter 2019



In line with the blockchain wallet usage, selling and making a purchase online is also in excellent standing. Statistica found out that the total transaction value in the digital payments segment estimates to \$5,440,455 in 2021. The said sector is expected to show an annual rate (CAGR from 2020 to 2023) of 12 percent, which is about \$6,699,201 by 2023.

Online payments integrated with blockchain technology provide greater security and permit anyone globally to send and receive payments in a matter of minutes at lower transaction costs. What is more, blockchain protects all transactors from double-spending since all transaction details are stored in a decentralized ledger protected by advanced cryptography.



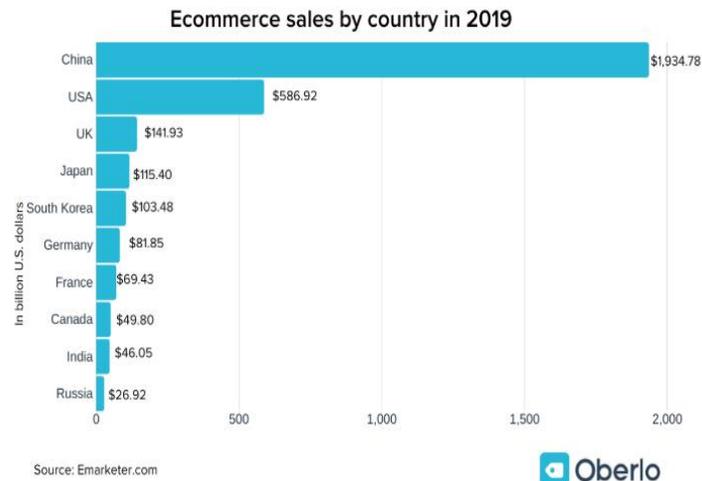
Transactions in the Digital Payments Sector from 2017-2023 (Source: Statista)

Social Video: Global E-commerce Size and Sales

Over the years, technology has modernized our world and the way we live our daily lives. Technology has created great tools and resources, putting all useful information at our fingertips. With all these revolutions, technology has made our lives easier, faster, and better. E-commerce is probably one of the industries where this has been most noticeable.

In line with the e-commerce revolution, social video is one of the things that change the way people market their products. People nowadays can easily sell and promote things like beauty products, brands, and other stuff via social media and conveniently buy items online.

Based on the survey conducted by Oberlo in 2019, the global e-commerce size is forecasted to reach \$3.535 trillion, marking a 20.7 percent increase from the previous year. China, as the world's largest e-commerce market, continues to hold more than half of the e-commerce sales worldwide. Its \$1.934-trillion e-commerce market value represents a whopping 54.7 percent of the total global e-commerce sales.¹³



In conclusion, worldwide e-commerce is making billions of dollars every year. People nowadays can easily buy and sell items online at the tip of their fingers, thanks to technology.

With technological advancements that we have now, sales can happen anytime, anywhere, and in the fastest way possible. According to a research conducted by Harvard MBA graduate Alessia Vettese, out of 520 women who are specifically big fans of beauty products, 62 percent follow beauty influencers in social media, while 44 percent follow company reviews.¹⁴

Doctors Coin integrates blockchain technology in its system that makes the promotion and selling of products secure and easy for influencers and beauty enthusiasts. It also breaks the limitations of selling and buying of products locally and overseas with the help of DRS. This can mean a significant improvement in the quality of promotion, selling and buying of products online for the different beauty companies in the e-commerce industry.

Technology

This section explains the technology used for Doctors Coin (DRS) and its underlying BeauBang platform. Each aspect will be discussed separately in their respective sections.

Platform Overview

Doctors Coin (DRS) is a cryptocurrency developed for the beauty industry. Created via Ethereum smart contracts, DRS is an ERC20 token that functions as a utility asset. It is used for different purposes, which include beauty product purchases, transaction fee payments, advertisement viewership rewards, and more.

DRS was developed with the BeauBang platform in mind.

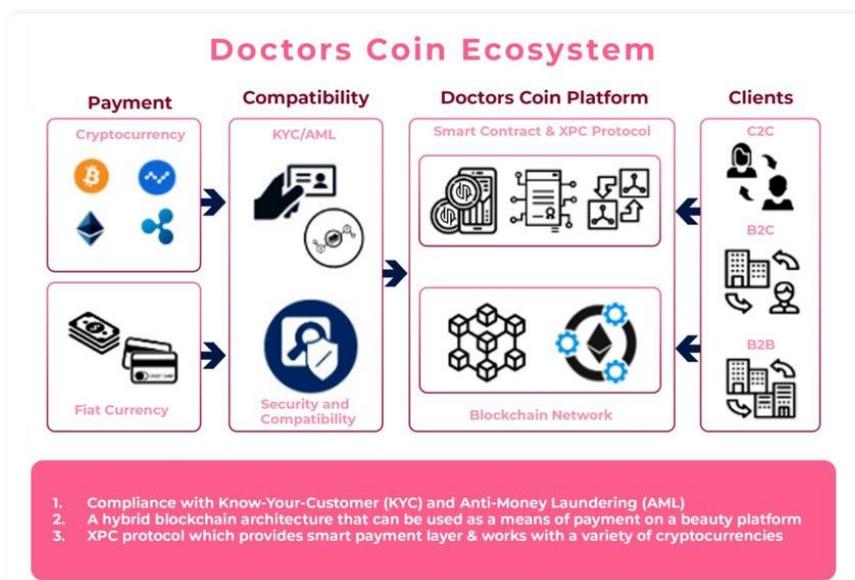
BeauBang is an innovative social media platform that is dedicated to beauty products. Brands and shops can utilize the platform to sell their products, while beauty enthusiasts can buy their beauty necessities through the platform. Influencers can also create live videos to advertise certain beauty products.

BeauBang was developed for the purpose of eliminating unreasonable fees for beauty product purchases. For this reason, it is promoting a zero-fee system for transactions that use DRS token as payment. Platform creators also believe that this new social media platform will expedite seller and user interaction and transaction.



Doctors Coin (DRS)

Doctors Coin (DRS) was created via an Ethereum smart contract. It follows the ERC20 token standard. All information are stored on a public blockchain for transaction stability and transparency.



The diagram above shows how transactions will be carried out with Doctors Coin. Alongside DRS, which is the platform's recommended payment option, beauty enthusiasts can pay for products through fiat money and major cryptocurrencies like BTC and ETH, with more to be added in the future. These payments undergo Know-Your-Customer (KYC) and Anti-Money Laundering (AML) procedures to ensure compliance with applicable laws.

Instead of going to a centralized server or through a middleman, Doctors Coin allows the processing of payments through its decentralized server in the BeauBang platform.

Doctors Coin is also designed to support transactions that happen between customer-to-customer (C2C), business-to-customer (B2C) and business-to-business (B2B) interactions.

Doctors Coin Architecture

As stated above, Doctors Coin is an ERC20 token that functions as a utility asset and a store of value. It is used to improve the structure of P2P transactions, whether it be B2C, B2B, or C2C. It will usher in an improved beauty e-commerce culture due to decentralized advertising through social interactions and influencer videos.

There are 1 billion DRS in total supply, all of which have already been premined. The DRS team will be conducting a private sale and a public sale of the token, which will happen on separate dates. More information about this can be found in the succeeding section.

As an ERC20 token, DRS has similar specifications as other tokens that fall under the said category. Currently, the DRS team has decided to use the Ethereum blockchain and make modifications to accommodate the BeauBang platform and DRS blockchain requirements. When the need for a mainnet creation arises in the future, the DRS team will be moving the DRS token to its own mainnet.

The ERC20 token standard enables DRS token to function just as any conventional cryptocurrency. With the functions given above, DRS can be effectively used as a means of payment for P2P beauty product purchases.

Doctors Coin Features

Doctors Coin has a number of features that will help users make fast P2P transactions for beauty product purchases. It can also be preferred for other beauty-related activities of beauty shoppers, online sellers, influencers, or simply beauty enthusiasts.

Social Video E-Commerce

Doctors Coin will be used for BeauBang, which is being developed as the world's first social video e-commerce platform. Beauty shoppers, popular and emerging brands, beauty shops, and influencers can benefit from live streams and video advertisements.



Doctors Payment Gateway

Doctors Coin will be integrated into Beauty Wallet, the recommended payment platform for fiat and cryptocurrency. Beauty Wallet is being developed as a cryptocurrency storage platform for DRS. This will empower beauty brands and boutiques to sell their products. They can also convert a portion of their revenues to reward influencers who will promote their brands.

BeauBang

BeauBang is the ecosystem's flagship platform. It functions as a social video e-commerce platform wherein sellers, advertisers, and buyers come together for the purpose of buying the best beauty products at affordable prices.

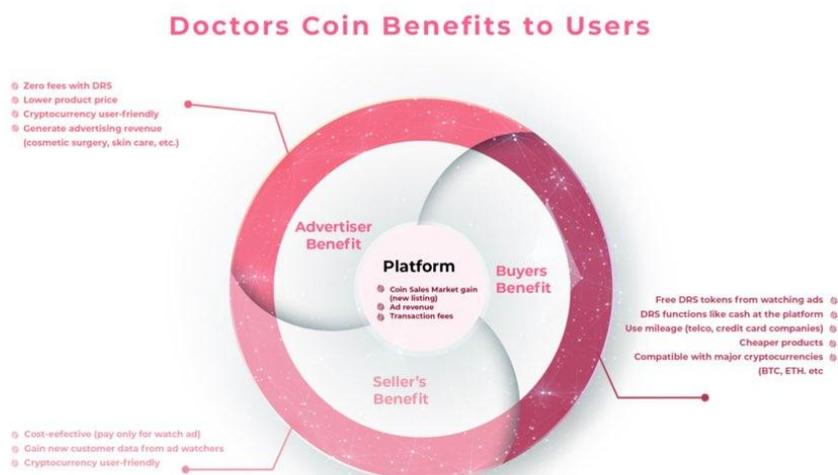
Buyers may use BeauBang for purchasing beauty products. As the platform accepts DRS token for transactions, buyers can receive the said asset in exchange for their fiat money or other major cryptocurrencies. This is processed on the DRS blockchain via smart contracts. On the other hand, sellers can advertise and sell their products through the platform. They can make live video streams and upload video advertisements with cheap fees.

Due to BeauBang's versatility, all platform users can conduct various transaction types, including C2C, B2C and B2B. Buyers can interact with the sellers and advertisers through the platform without any middlemen. Influencers can also use the platform to grow their fanbase and earn commissions from sales of their partner brands and shops.

Based from Ethereum, BeauBang has modified a number of functionalities for its blockchain. These will help it prevent any server overload in case of many transactions that occur at the same time. All transaction information will be stored in DRS's public blockchain that is linked to the BeauBang platform for real-time transmission and smart contract processing. This will ensure transparency and stability for all transactions that will be happening within the platform.

Ecosystem

Every platform needs to have a profitable means for it to thrive and sustain its operations. The same can be said about Doctors Coin. Its ecosystem is composed of various players, even though they can be grouped into three major parts: sellers, buyers, and advertisers. All can reap benefits from Doctors Coin and its underlying BeauBang platform as they contribute to the life of its ecosystem.



The diagram above shows the benefits of Doctors Coin for all ecosystem participants. Doctors Coin will be the oil to keep its platform's engines running through coin sales, market gain, ad revenues, and transaction fees.

Sellers that accept DRS for payments can enjoy zero fees for their transactions. With the absence of middlemen, they can offer their beauty products at a lower price. Given that the platform is versatile, they can serve cryptocurrency users as well as fiat customers. Moreover, they can utilize the platform to advertise their products for inexpensive fees.

Doctors Coin offers a number of benefits to users who will buy beauty products through its platform.

- First, DRS functions just like cash within the ecosystem. It can be a cheaper alternative for making online purchases for beauty products.
- Second, users can watch video advertisements and earn DRS as rewards.

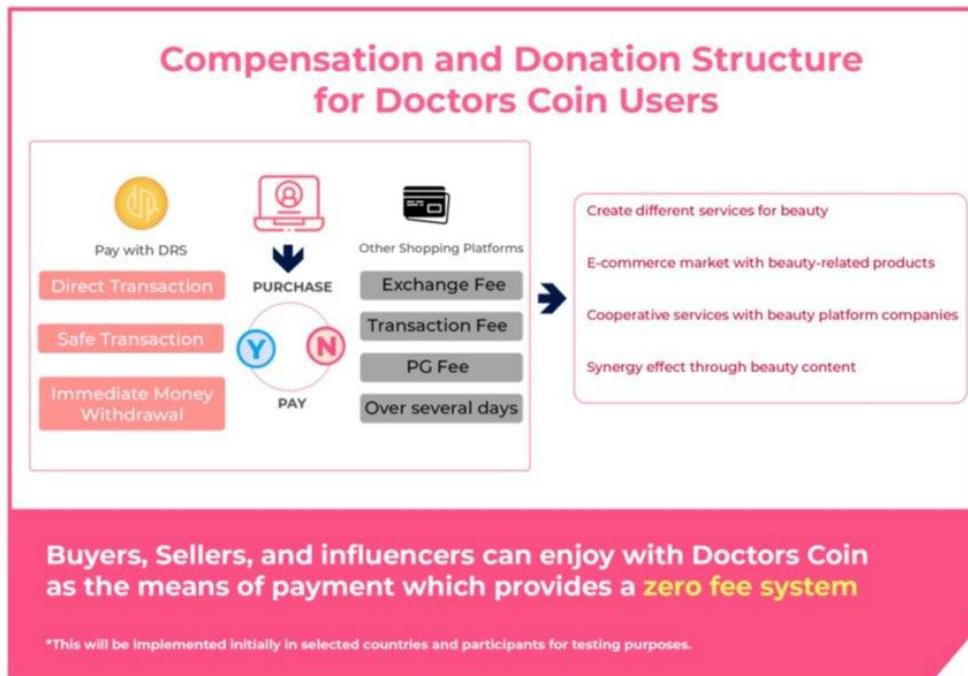
c. Third, the platform enables users to store and use other cryptocurrencies aside from DRS.

Advertisers can also see BeauBang as the new medium for promoting product brands and beauty shops. Ads they run on the BeauBang platform will be cost-efficient, as they will only be charged based solely on the ad views. They can also benefit in terms of market research because of new user information from users who watch their ads.

Token Economy

As stated in the previous section, Doctors Coin (DRS) is the chief asset used to fund its platform's economy and compensate all ecosystem participants for their contributions. It can also be used by advertisers as reward for users who will be viewing their video advertisements.

While the platform allows the use of fiat money and other cryptocurrencies, DRS is highly endorsed as the priority asset. Please check the graph on the next page to see how DRS users can enjoy the benefits of the platform's native asset.



This diagram compares payments made through DRS and through other shopping platforms. Users that pay with fiat money on traditional payment gateways will have to deal with other cumbersome factors that can be eliminated if they pay with DRS through the BeauBang platform.

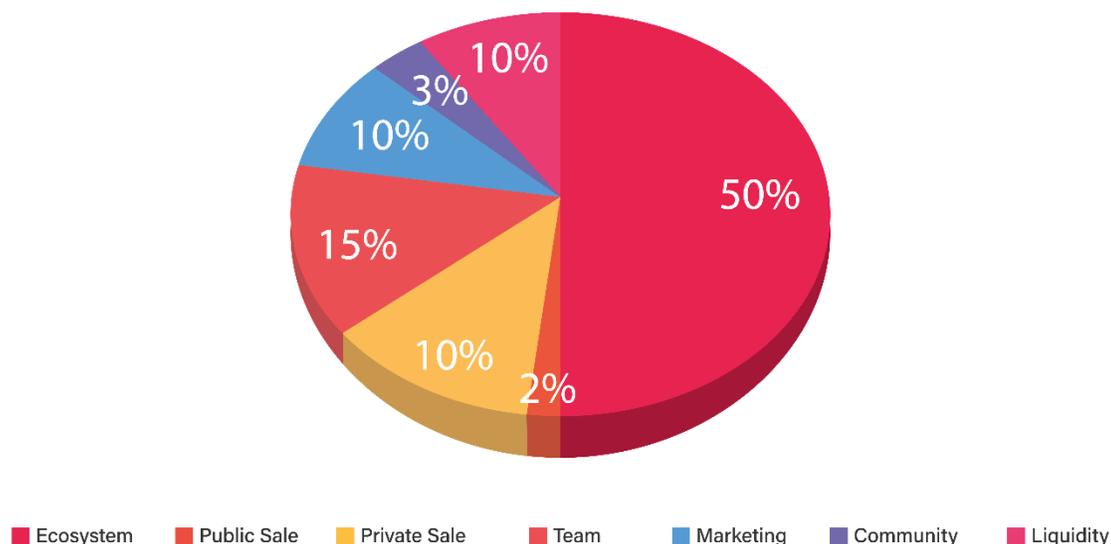
One example is that they have to pay for exchange fees and other transaction fees required by other payment portals, especially for overseas payments. As there will be a number of intermediaries that facilitate the transaction, users can expect more fees.

DRS eliminates the need for intermediaries because payments will be completely done in a peer-to-peer (P2P) manner. Buyers can approach the sellers directly and transfer payments from wallet to wallet, thus enabling cheaper prices and payments due to fewer people taking their share in the transaction.

Aside from transaction fees, there can also be overhead expenses which may be inevitable especially for overseas purchases. This can be mitigated by blockchain technology. Supply chain management can become easier as blockchain can allow seamless and decentralized item tracking.

Finally, DRS can allow immediate and borderless payments. Unlike traditional payment portals, blockchain uses a decentralized database, guaranteeing transaction data integrity

DRS Token Allocation



Of the 1 billion total supply of DRS 500,000,000 (50%) will be allocated to maintain the ecosystem.

A total of 20,000,000 DRS (2%) will be made available for purchase via public sale. The team encourages all interested individuals to take advantage of this opportunity to get DRS tokens as it is expected to increase in price once it has been listed on exchanges and when the BeauBang platform has been launched. DRS will announce the date for the public sale through its official social media accounts.

Doctors Coin will also offer 100,000,000 DRS (10%) exclusively to selected individuals and companies through a private sale. These entities are specifically chosen by the DRS team for their valuable connections to the beauty industry.

To compensate the founders for their contributions to the DRS ecosystem, they will be rewarded with 150,000,000 DRS (15%) for their pioneering efforts.

The remaining 100,000,000 DRS (10%) will be used for the marketing efforts of the DRS team to ensure the mass adoption of the token as soon as it is launched.



DRS Fund Allocation

The below describes how the DRS team will allocate the funds that it will receive from sales or investments. These funds are different from the token allocation above.

Funds raised by the DRS team through sales and investments will be appropriated for the following: **Reserve** (30%), making sure that the token economy will remain afloat regardless of any market changes in the future; **Development** expenses (25%), for the creation of the BeauBang platform; **Marketing** (20%), to get people to know Doctors Coin and its partner beauty and tech companies; **Operations** (15%), to ensure the team will be able to sustain its operations and other possible overhead expenses; and the remaining 10% for **Business Partnerships**.

Consensus Protocol

Doctors Coin will implement the Proof-of-Work (PoW) protocol for consensus.

Although it is considered obsolete by some, PoW still does a better job of maintaining blockchain data security compared to other popular alternatives. The team believes that PoW will not make the blockchain struggle in terms of scalability as of this moment. In the future, if the DRS community grows even further and if the need arises, the team will look for a way to handle the transaction load.

The DRS team believes that PoW is the best option for ecosystem security. It solves the Byzantine Generals' Problem with ease, which it has already proven for over a decade. Because of this, major cryptocurrency-based blockchains like Bitcoin and Litecoin do not have to worry about malicious attacks such as 51% attack and distributed denial-of-service (DDoS) attack.

PoW can also be beneficial for early supporters of DRS, especially those who will be helping to secure the network against the aforementioned attacks and create a profitable system. DRS places a high value on those who are willing to invest in the project in its early stages, that is why the team is pushing through with PoW.

Aside from those mentioned above, the DRS team believes that PoW will offer objectivity and clarity to all participants in case that the DRS ecosystem grows exponentially in users and participants. For challenges in consensus, members can objectively follow the proper chain without having to ask for the opinion of any third party. Furthermore, those nodes that have strayed can easily return to the proper chain.

Roadmap

2020

June – Doctors Coin Development

Doctors Coin introduces its blockchain platform, website, whitepaper and other information regarding its token architecture.

October – Doctors Coin Integrates with BeauBang

Doctors Coin will run pilots, evaluate key features of its beauty platform, BeauBang and integrate its token system to BeauBang. In order to improve the services and increase the number of users for BeauBang, Doctors Coin will strategically cooperate with several leading beauty institutes in South Korea including Korean Academy of Aesthetic Medicine and Korean Society of Aesthetic Surgery (KSAS).

November - Total Beauty Platform, BeauBang Officially Debuts

Doctors Coin officially launches its beauty platform, BeauBang in South Korea. To enlarge the usage scope of Doctors Coin tokens and BeauBang services, Doctors Coin will work together with Cryptoss Platform, a company that specializes in developing a new Total Payment System.

December - Feature Updates for BeauBang

In order to create stronger bonds among brands and consumers, Doctors Coin continues to enhance the key features of BeauBang.

2021

1Q

Doctors Coin is to cooperate with the largest beauty platform in China called 'SoYoung' and attracts more of Chinese customers. This will allow these customers to enjoy top-notch K-Beauty services/products provided in BeauBang at reasonable prices.

2Q

Doctors Coin adds new product lines and services for BeauBang and it expands BeauBang's services to Southeast Asian countries such as Vietnam and Thailand.

3Q

Doctors Coin attracts prospective influencers and optimizes BeauBang's contents.

4Q

Doctors Coin incorporate non-medical products as BeauBang's new product categories. These new products include skin care products, medical devices, hair products and etc.

2022

First Half

Doctors Coin expands BeauBang's services to other international markets and invests more time in strengthening BeauBang's presence in the foreign markets. Furthermore, in order to maximize the efficiency for the transactions and other services within BeauBang, it begins to develop its own mainnet.

Second Half

Doctors Coin finishes developing its mainnet and connects with Doctors Coin and BeauBang.

Partnerships

Doctors Coin has established partnerships and alliances with notable companies and startups both locally and internationally. These companies benefit from DRS's blockchain implementation to help them provide better products and services to their customers.

Vands Clinic

Vands Clinic is a medical beauty clinic based in South Korea. The clinic is dedicated to providing cutting-edge beauty and cosmetic procedures for their patients. Specifically, the company offers dermatological services and procedures. These include medical treatments such as botox, filler, lifting, and more. Their services also include laser, skin injections, and solutions for obesity. The clinic aims to provide the best to their clients, and they believe that partnering with DRS is an amazing opportunity to utilize blockchain for the beauty industry.

Dr.JANGSKIN

Dr. Jangskin is a South Korean medical company that explores the potential of stem cells for various cosmetic treatments. Specifically, it focuses on stem cell treatment development, clinical experiments, and stem cell-based cosmetics manufacturing and distribution. It partners with various universities such as Konkuk University, Sookmyung University, and Busan University. DRS will provide a cryptocurrency-based payment process to assist the company in its sales.

Alongside this, DRS will make Dr. Jangskin's products and services available via the BeauBang platform, along with shopping mall integration, to promote sales.

The Coder

The Coder is a South Korean software startup that specializes in data insertion on any surface, be it an object or even sounds. These data are invisible to the naked eye and can only be scanned using a

mobile app to reveal the content. Users can be assured of data privacy and protection while using The Coder's unique Image Coding and Sound Coding technologies.

Code X

Code X is a tech development company that focuses on application, web, and blockchain. Its team is composed of innovation-savvy individuals that have years of experience developing platforms in the said areas. They are one of the valued partners of DRS in terms of blockchain and cryptocurrency integration for the beauty industry

Team

Executive Board



Jung Il Moon
Chairman

Jung Il held many leadership positions within the creative industries. First, he served as Director at Cheil Worldwide, Samsung's marketing agency and was in charge of diverse marketing projects including Michael Jackson Concert in Korea. Later, he was an Executive Director at KTB Network and was responsible for specific projects including coordinating Pyeongyang Art Performance Group Show and investing in successful films such as the Joint Security Area. He was also a professor for the department of advertising at Hong-Ik University, Korea and had many other chief roles for film, book, animation and event projects. One of his most well-known works is popular educational cartoon series known as Greek and Roman Myth.



Jiyeon Jang
COO

Mr. Jang is a Ph.D. graduate from the Kyung Hee University who currently serves as Chairman for Vands Clinic. He is also the Founder/Chairman of International Society of Stem Cell and Aesthetic Medicine and an Honorary Chairman of the Korea Academy of Aesthetic Medicine. Previously, Mr. Jang held diverse leadership positions at The All Medical Hub and The All Medibio and as an expert on the topic of aesthetics, he also wrote numerous

articles and his most known publications are 'Face and Body Contouring Using Liposuction' and 'Making Perfect S Line.'



Hanbyul Lee
CTO

Hanbyul Lee is a seasoned IT professional with extensive experience in the gaming industry. He has successfully launched PC/mobile games in Korea as well as in China, Hong Kong and Taiwan. Previously, he developed 3D game engine for Sun Online at WEBZEN, was a programmer at netmarble, led ThreeSky Kingdoms project at HanbitSoft as project manager, and was a cofounder/CTO for NX3GAMES which later published a popular game also known as ROHAN M. Currently, he now ventures on blockchain-based projects.



Kimok Park
Director

Kimok Park is a C-level executive with over 5 years of professional experience. First, after obtaining his MBA degree at University of Illinois, he as international business director helped WEBZEN to be listed at NASDAQ and KOSDAQ. In prior to his career in DRS, he was the COO of Chari Tech Sdn. Bhd, KMJ Tech, and Pinnacle Soft. He was also a trading expert from LG investment.



Eungsuk Lee
General Manager

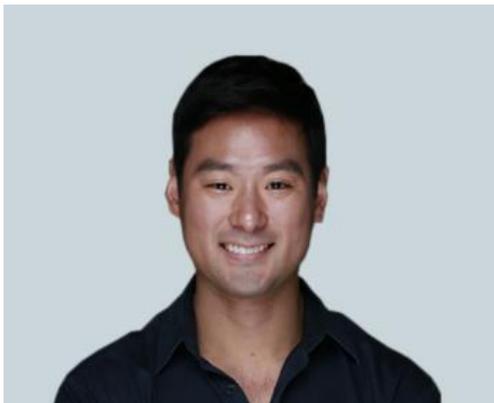
Eungsuk Lee is an expert in business strategy, earning him the role of General Manager in DRS. Prior to this position, he was the General Manager of Chari Tech Sdn. Bhd, Director of Blocktroopers, CEO of NHN Entertainment Singapore and Director of NAVER.



Bongryong Cho
Senior Manager

Bongryong has over 5 years of experience in the blockchain industry. He has held C-level positions at different firms such as Code X, PlayerOne, Earthian, and Second Autumn. All these business experiences prove his capability as Senior Manager for DRS.

Advisors



Kyu C. Lee
Advisor

Mr. Lee is a CEO and Producer at Kino33 Entertainment, based in the US and Korea. He also holds a C-level position at SONICTIER. He is an International Marketing and Production Executive, with a decade of experience with Sony Pictures Entertainment.



Yeon Ju Lee
Advisor

With a Ph.D. degree from the Graduate School of Medicine at KeiMyung University, Dr. Lee is the Director of Vands Clinic, a beauty and healthcare provider. She is also the Academic Planning Director at the Korean Society of Beauty and Science.



Hae Young Lee
Advisor

Graduated from Catholic Medical University, Dr. Lee is the Chief Doctor of IAN Cosmetic Clinic. With his expertise in healthcare, anti-aging, and plastic surgery, he holds the position of President at the Korean Society of Aesthetic Surgery (KSAS).

Privacy Policy

CHARI TECH SDN. BHD ("Us", "We", or "Our") operates the Doctors Coin website and the BeauBang platform ("Services").

The details below will inform you of our policies regarding the use, collection, and disclosure of personal details when you use our Services.

We will protect your data privacy, and we will not share your personal details with any third-party agency unless compelled to do so, and if deemed necessary by law.

Should you not agree with our policy, we highly suggest that you refrain from using our Services. Otherwise, supplying your personal details means that you agree and comply with our privacy policy entirely.

For the benefit of those who are living in countries that are under the European Economic Area (EEA), we made our policy agreeing with the provisions in the General Data Protection Regulation (GDPR).

Data Collection

We will collect data pertaining to your usage of our Services. Data collected is used for administrative purposes, to operate the platform effectively, and to provide you with the best experiences on our website. We will take the responsibility of protecting your personal data seriously. We will never use your data to make a profit in any way by giving or sharing it with third party organizations and companies affiliated with our Services.

Service Providers

We may hire third-party companies and individuals to perform services or assist us in analyzing how our Services are used. These third-party hired by our team may be granted access to your accounts only to perform duties on our behalf and are compelled not to disclose or use it for any other purpose.



General Data Protection Regulation

If you are living in a country located within the European Economic Area (EEA), we respect your right for the following, as specified in the General Data Protection Regulation:

- the right to be informed;
- the right to access;
- the right to rectification;
- the right to restrict processing;
- the right to data portability;
- the right to object; and,
- the rights in relation to automated decision making and profiling

Cookies

We use cookies to improve, analyze, and keep track of our Services. You can either select to remove or reject cookies; however, some Services may become dysfunctional if you do so.

Children's' Privacy

Our Services are not recommended to be utilized by any person who is below 18 years of age. If you know someone who uses our Services below the age of 18, please let us know so that we may perform appropriate actions.

Amendments to This Privacy Policy

The privacy policy is subject to amendments at any given time without prior notice. We advise that you regularly visit our page and read the privacy policy regularly for any changes. Changes are immediately effective once posted.



Contact Us

For any questions and concerns regarding this privacy policy, please contact us.

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