

ICURE PHARMACEUTICAL INC.

PROJECT NAME (Ingredient Trade Name): LUMINEE TEETH WHITENING STRIP

Active Ingredient Scientific Name: HYDROGEN PEROXIDE

Description of Product:

LUMINEE is a thin, flexible and pleasantly flavored teeth whitening aid, containing hydrogen peroxide solution that has been broadly used by dental professionals to bleach yellow teeth to white teeth in clinical settings. LUMINEE provides natural white color to the yellowed teeth and is intended to be used at users' convenience and privacy at home.

Based on the proprietary patented technology, a translucent LUMINEE strip gently dissolves itself contouring teeth while its adhesive strength is much improved. Instead of bad odor of existing hydrogen peroxide home care products that gives unpleasant feeling, LUMINEE smells light mint flavor. By applying twice morning and evening for 30 minutes a day for 5-7 days, users can experience teeth whitening effect. LUMINEE has a US Patent (US 7,323,161 B2).



1. Supporting Evidence (Efficacy/Functionality):

Provide all supporting literature and research studies, publications, protocols, and analytical assessment.

Please separate data into:

- Mechanism of Action/s (MOA) : **Hydrogen Peroxide solution 35%**
- Chemistry/Characterization data
- *In vitro* bioassay data
- *In vivo* testing (Laboratory, Animal, and Human Clinical Studies)
- *In vivo* testing
- Clinically tested
 - Provide studies done by Company on the ingredient.
 - Total number of clinical studies completed?
 - Study design? (number of subjects, duration of the study/ies, double-blinded, placebo-controlled, case controlled, etc.)
 - Percent response rate?

- Dose and delivery form used in the study/ies
- Published or not published, and in which journal/s?
- Recommended Delivery form/s?
- Recommended dose/s? (mg per day) : **Hydrogen Peroxide 35% solution(KPC)**
- Collaborating Organizations, professors or University Affiliations
- Conclusions from the studies

2. Intellectual Property / Exclusivity

Provide an IP Portfolio summary to include:

- Provide patent information
 - Provisional/non-provisional/PCT/
 - How is the patent unique, compared to competition?
: **The strip gently dissolves itself contouring teeth while its adhesive strength is much improved.**
 - Number of patents?
: **2(Two) Patents**
 - Patent Type? (Process, Application, Combination, Composition, or other)
 - Patent Number/s, title, abstract, claims and application/issue dates
 - **Korea Patent No. 0440241**
 - **US Patent No. 7,323,161 B2**
(Patch for Tooth Whitening / Jan. 29, 2008)
- Describe exclusivity options (MLM, all markets, global, etc.)
 - **Korea : N/A**
 - **Global : Exclusivity to Taiwan & China**