

NEOGEN

Brand  
Introduction

@NEOGEN\_US

[WWW.NEOGENLAB.US](http://WWW.NEOGENLAB.US)

[SUPPORT@NEOGENLAB.US](mailto:SUPPORT@NEOGENLAB.US)

# Our Founder

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With an extensive background in cosmetics product design, Mr. Youngwook Choi decided to use his acquired experience from one of Korea's biggest cosmetic giant, Amore Pacific, to create what he called and envisioned as Korea's first affordable and widely accessible skincare brand that is created to cater the Western audience.

While building Outin Future's first in-house brand; Neogen, Mr. Choi focused on bringing mass consumers the benefits of high-end cosmetics while keeping it within a minimal price point. With its D2C distribution network and all components and personnel in-house, this was achievable. Thus, solidifying Mr. Choi's core vision and belief: True Benefit.

Which is why at first glance, Neogen and its products look like a typical Western brand, but at closer look you'll realize that it has its roots and components of an advanced Korean formulation.

## Our Company

Name: Outin Futures

Founded: 2000

Core Businesses: ODM, Design, In-house Brands

Employees: 100+

No. of In-house Brands: 7+

Capital: 2.98 Billion won

Publicly traded on the KSE since 2019



CEO  
CHOI YOUNG WOOK



WE DESIGN

EVERYTHING

IN BEAUTY

# Our Philosophy

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With all the elements and expertise to build the perfect brand and products under one roof, Outin Futures created NEOGEN. Its first ever in-house beauty brand which embodies Mr. Choi's vision of affordable and effective skincare.

All of NEOGEN's products are built on one core principle; simple, but effective innovation. True Benefit.

Whether it's the product design or the ingredient, each and every product under NEOGEN's label has at least one key element which differentiates it from all the others on the market.

# Our Capabilities

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Dedicated Manufacturing Facility  
cGMP Certified in 2014

We hold production capacity of 200billion won worth of skincare products and 100 billion won work of make-up products annually and produce quality products based on cGMP standards. We also have dedicated formulation labs on site at the factory and also an in-city lab at our HQ.



Our Distribution Network & Channels

D2C

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NEOGENLAB



Retail Partners

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LOOKFANTASTIC

NORDSTROM

SkinStore



IPSY



StyleKorean

sociolla

fabfitfun



YESSTYLE

ADOREBEAUTY

SUPERBALIST

# Our Network

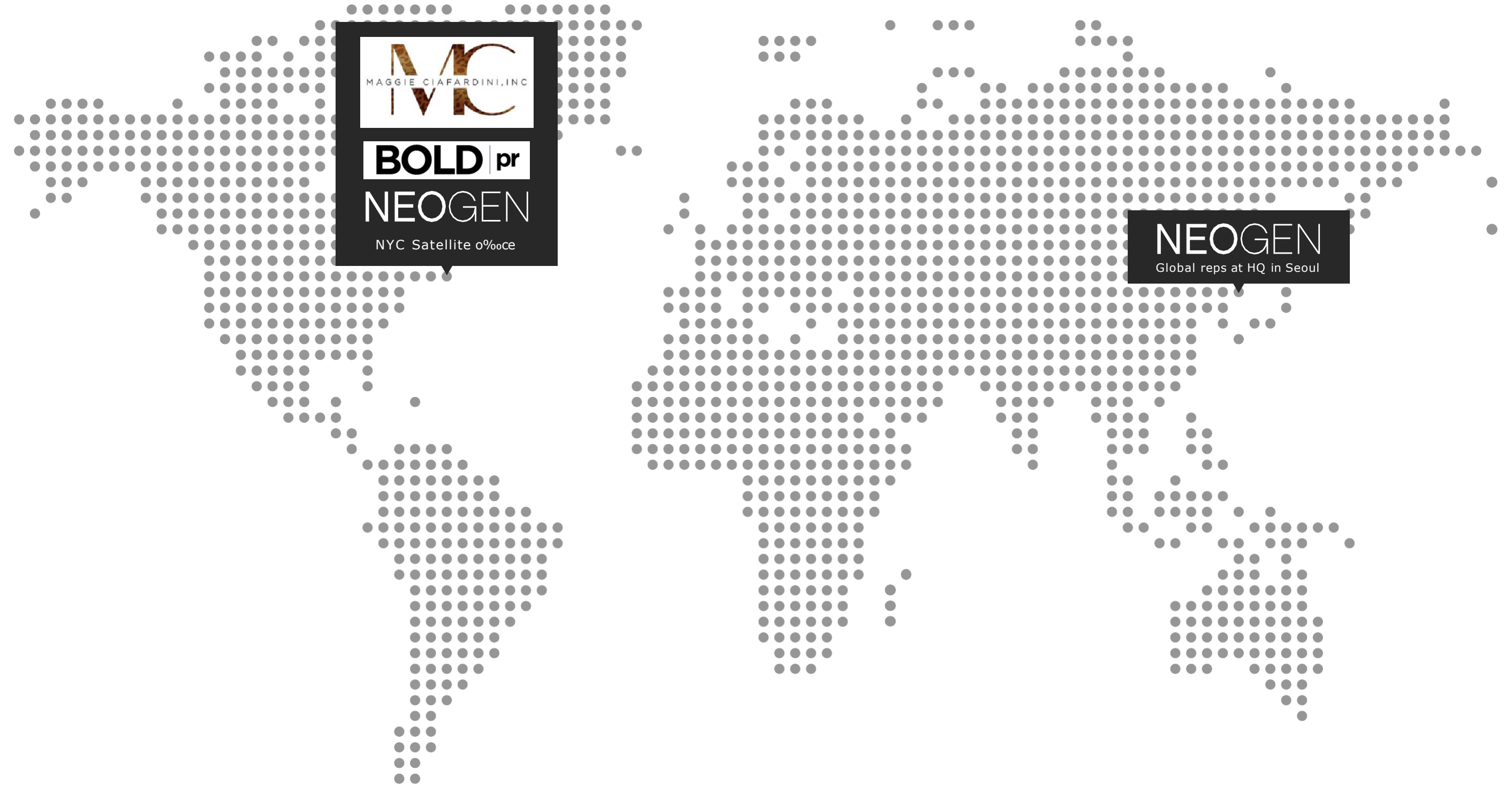
## NEOGEN

Global team with US focus

- Global reps at HQ in Seoul
- NYC Satellite office



US Reps: BOLD PR & Beauty Industry  
Expert Consultant



# Our D2C Platforms

NEOGENLAB



[www.neogenlab.us](http://www.neogenlab.us)

The screenshot shows the NeogenLab website homepage. At the top, there is a navigation bar with the NeogenLab logo and search, cart, and user icons. A promotional banner for Mother's Day features a pink background with various Neogen products and the text "Roses To Give Thanks". Below this, a "BEST PHOTO REVIEW" section displays three user-generated photos: a vanity table with products, a jar of Neogen Day Cream, and a woman's face. A "JUMBO SIZE 70% OFF SPECIAL OFFER ONLY AT NEOGENLAB!" is prominently displayed. A "FLASH SALE" for "NEOGEN PORE TIGHT PEELING MOUSSE 200ML" is featured with a price of \$16.80 and 3 reviews. A "VIEW THIS PRODUCT" button is located below the flash sale.

[www.amazon.com/stores/node/20081474011?ref\\_dp\\_csx\\_lgbl\\_n\\_luxury-beauty](https://www.amazon.com/stores/node/20081474011?ref_dp_csx_lgbl_n_luxury-beauty)

neogenlab.us

The screenshot shows the NeogenLab Amazon storefront. The top navigation bar includes the Amazon logo, delivery location (Republic of Korea), and account options. A large banner at the top features the Neogen logo and various product images. Below the banner, a "NEOGEN DERMALOGY" section displays a collection of skincare products. Two product cards are visible: "Real Ferment Micro Essence" and "Real Ferment Micro Serum". At the bottom, three jars of Neogen Dermatology products are shown in individual colored backgrounds: Green Tea, Wine, and Lemon.



# ALLURE STORE

191 Lafayette Street, New York City



Innovation  
with  
just one  
flip!



**#BIO PEEL GAUZE PEELING PAD GREEN TEA \$27**

Helps prevent premature aging and soothe irritated skin

With a powerful antioxidant which comes from green tea, this product helps prevent premature aging and is an anti-inflammatory that helps soothe irritated skin, leaving skin smoother and clear. Manual exfoliation pads combined with chemical peeling help remove dead skin cells, excess sebum, skin impurities, while purifying the skin.

**#BIO PEEL GAUZE PEELING PAD LEMON \$27**

Helps fade acne scars and deliver brightening benefit for more radiant skin

Enriched with Lemon extract and Vitamin C which help fade acne scars and deliver a brightening benefit of physical and chemical exfoliation in one gentle product, while perfectly clearing clogged pores for more radiant skin. Manual exfoliation pads combined with chemical peeling help remove dead skin cells, excess sebum, skin impurities, while purifying the skin.

**#BIO PEEL GAUZE PEELING PAD WINE \$27**



Delivers firming and tightening benefits

Naturally formulated with key ingredient, Resveratrol which is a powerful antioxidant, these pads deliver firming and tightening benefits for a healthier look, preventing free radicals from pigmenting or forming wrinkles on skin. Manual exfoliation pads combined with chemical peeling help remove dead skin cells, excess sebum, skin impurities, while purifying the skin.

**CALMING CICATREE PAD \$21**

**#CALMING PAD**

KEY POINTS

Calms irritated skin  
Contains non-irritating PHA, LHA for a gentle peel  
Hypoallergenic, microfiber material

MAIN INGREDIENTS

Cica (Centella Asiatica)  
Teatree

**GREEN TEA MOIST PHA GAUZE PEELING \$28**

**#SOOTHING PEEL**

KEY POINTS

Hydration  
Fresh & Soothing  
Contains PHA, AHA, BHA, LHA

MAIN INGREDIENTS

Green Tea, Hyaluronic Acid  
Green tea helps soothe and hydrate fatigued skin.

**CARROT DEEP CLEAR \$24**

**#REMOVER PAD**

KEY POINTS

Carrot seed oil, rich in beta-carotene, has powerful antioxidant effects to help remove bad toxins and skin impurities and clear dull skin.

MAIN INGREDIENTS

Carrot Seed Oil, Multi Vita 15, Moringa, PHA, LHA

A pad for every concern



**WINE LIFT PHA GAUZE PEELING \$28**

**#FIRMING PEEL**

KEY POINTS

Firms with healthy berries  
Contains PHA, AHA, BHA, LHA

MAIN INGREDIENTS

Wine, Peptide  
Polyphenols from wine revitalizes and Nourishes fatigued skin.

**REAL CHARCOAL PAD \$22**

**#PORE CARE**

KEY POINTS

100% environmentally free Cellulose material  
Helps balance the skin from harmful environments by emitting ions.  
Reduces stress and calms skin helping blood circulation and radiating far-infrared radiation.

MAIN INGREDIENTS

Charcoal, Canadian glacial soil, Hungarian moor mud, peat water

**LEMON BRIGHT PHA GAUZE PEELING \$28**

**#GLOWING PEEL**

KEY POINTS

Revitalizes dull skin  
Exfoliate dead skin cells  
Contains PHA, AHA, BHA, LHA

MAIN INGREDIENTS

Lemon, Glutathione  
Vitamin C helps revitalize, brighten skin and boost radiance with glow peeling.

# We proudly presents, the Power of "Nano capsule"

\*Neogen's patented innovation

NEW

## KEY INGREDIENTS VITAMIN + BIO LIPOSOME™

### NANO CAPSULE CONTAINS:

- Vitamin C :Premium Vitamin C made in theUK
- Blue Mallow Flower Extract (outer layer)
- Probiotics :Skin Immune Boosting Microbiome

## KEY TECHNOLOGY

### NEOGEN'S UNIQUE ENCAPSULATION TECHNOLOGY

Made with encapsulated nano-sized active ingredients that penetrates through the skin barrier and absorbs into the skin

### #V.BIOME FIRMING CREAM \$38

Includes 10% of V.BIOME LIPOSOME™ that reinforces the effect of collagen production and NaturalMoisturizing Factor (NMF), Neogen's exclusive nano capsule technology, to provide intense firming care and help slow signs of aging



### #V.BIOME SOOTHING CREAM \$38

A powerful antioxidant anti-aging vitamin serum that contains 5% of V.BIOME LIPOSOME™ and over 10types of vitamins, improving the skin's elasticity and providing a healthy, radiant skin complexion  
\*NON-COMEDOGENIC



### #V.BIOME INFUSION SERUM \$34

A high-performance antioxidant anti-aging vitamin serum that contains 5% V-Biome Liposome™ and over 10% of vitamins, providing a visible glow, brightening, and firm skin elasticity

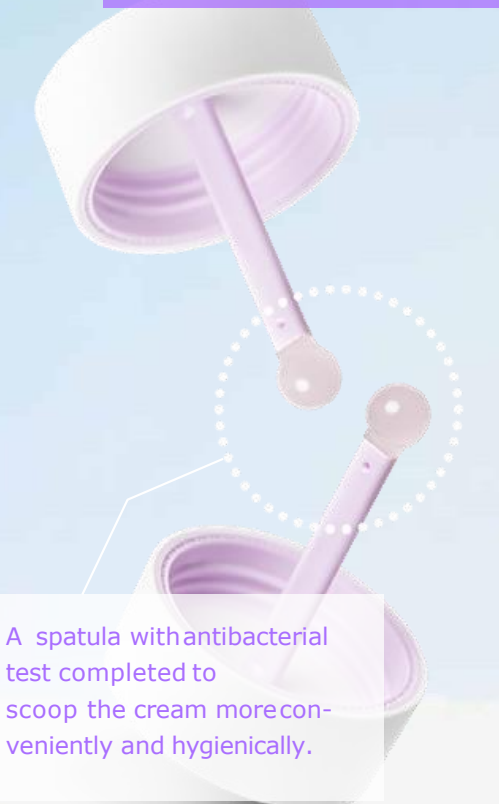


### #V.BIOME ADVANCED EYE CREAM \$38

Contains 10% of V.BIOME LIPOSOME™ and 11multivitamins, that includes peptides to help restore skin elasticity around the eyes



A smarter way to apply cream with our globe massager! No more dirty hands for a relaxing massage at home.



A spatula with antibacterial test completed to scoop the cream more conveniently and hygienically.



# Alternative To Retinol



## #BAKUCHIOL FIRMING SERUM \$38

NEW ANTI-AGING, BAKUCHIOL SERUM, AN ANTI-AGING INGREDIENT THAT REPLACES RETINOL

Formulated with Bakuchiol, a natural anti-aging ingredient, also known as an alternative for retinol. A collagen boosting serum that focuses on improving skin elasticity, brightening, soothing and slowing signs of aging. Not prone to sun, and may be used in the morning and night.

# Acne + Soothing + Firming What Else?

Cares for acne prone skin to acne scars. Includes 8 types of plant ingredients for mild, moderate, and severe acne care.

Includes up to 96% of snail mucin, and centella asiatic extract (also known as cica) to maximize the benefits for the skin, providing soothing & trouble care, and firm and youthful-looking skin.

## #CICA REPAIR SNAIL ESSENCE \$27

96% of Snail mucin extract, hyaluronic acid, antioxidants and AC-CICA PURE COMPLEX. Made from the healthiest snail ingredient. Regeneration & elasticity recovery.

## #CICA REPAIR SNAIL CREAM \$27

88% of Snail mucin extract, Niacinamide, hyaluronic acid, antioxidants and AC-CICA PURE COMPLEX that clears the skin tone from the inside.



# Have you met, our TikTok Famous Mascara yet?

A slim metal brush that is thin and delicate  
and can reach the root of the eyelashes!

#EXTRA SLIM METAL MAXICARA BLACK \$42

The ultra-precise slim metal brush of Neogen's new iconic defining mascara, creates even and detailed strokes for every application. The metal tip, featuring 50 degree angle dents with a constant depth of 0.42mm, helps coat and lift every single lash without smudging, clumping and smearing

### KEY TECHNOLOGY

Up to 99.9% hygienically clean metal brush!  
Designed with a gold-coated metal brush tip that is easy to clean with water or cleansing tissue




## Hard and powerful Metal Brush



Constant depth

# GLASS SKIN

**#Real Ferment Micro Essence \$38**  **BEST**  
Hydrating and brightening essence made with over 93%  
skin-compatible naturally fermented ingredients

**#Real Ferment Micro Serum \$38**

Micro Bio Ferment Complex, 61% of natural ferment components deliver a concentrated boost of nutrients and antioxidant benefits to skin







OH!  
The sun is  
NO JOKE

**NEW # DAY-LIGHT PROTECTION**  
**AIRY SUNSCREEN SPF 50/PA+++**

**\$32**

Sun protection as light as air  
Chemical Sunscreen

Actives  
Homosalate, Octocrylene, Avobenzene

Texture  
Light milky, non-oily, no white cast

# Beautiful

Due to popular demand, the Joan Day & Night Creams now come separated and refillable!



## # VITADUO DAY CREAM \$28 [REFILL \$22]

Joan Day Cream is formulated with Green tea and Vitamin C, two active ingredients that will revitalize skin for all-day moisture and brighten skin complexion.

### MAIN INGREDIENTS

Green Tea / Vitamin C

### TEXTURE

Mousse-like / Soothing and Clarifying

### SKIN BENEFITS

Fast absorption  
Perfect to apply before foundation  
Soothing & Hydrating  
No added scent



## # VITADUO NIGHT CREAM \$28 [REFILL \$22]

Joan Night Cream is formulated with Lavender and Vitamin E to help protect and improve the skin's strength. The relaxing scent and cooling texture delivers hydration all night long.



### KEY NUTRIENTS

Lavender & Vitamin E

### SKIN BENEFITS

Soft and smooth finish  
Cooling & Hydrating Natural lavender scent  
Other features Paraben Free, Sulfate free  
No Added Fragrance No Artificial Color  
For All Skin Type

# & REFILLABLE

Because  
some of us are

SENSITIVE



**#CALMING CICATREE MICELLAR  
CLEANSING WATER \$22**

Enriched with skin soothing ingredients, Centella Asiatica extract and Madecassoside, it gently finishes to a dewy and smooth skin with a moderate pH (5.5-6.5)

**#CALMING CICATREE MICELLAR  
CLEANSING FOAM \$17**

Enriched skin soothing ingredients, Centella Asiatica extract from Madecassoside, combined with formula with a moderate pH (5.5-6.5), help mildly finish to a dewy and smooth skin texture

**#CALMING CICATREE MICELLAR  
CLEANSING OIL \$29**

Formulated skin soothing ingredients, Centella Asiatica extract and Madecassoside, help pamper skin for a dewy and healthy finish

**#CALMING CICATREE PAD \$21**

Cica repair essence & PHA moisture peeling ingredient supplies skin-calming hydration while removing dead skin cells and excess sebum



# We just changed the Vitamin C game



#Real Vita C Serum \$38 **BEST**

Mixture of 12%of Vita C Acerola-plex and 10%of Sodium Ascorbyl Phosphate works as powerful reboot ingredients to help brighten up skin tone



#Real Vita C Powder \$20

A Vita C powder that can be used with all skin products Mix your toner, emulsion, or essence to maximize the benefits of your favorite skincare products for glowing skin



When  
we say  
real,

**#Real Fresh Foam Cranberry \$19**  
Powerful antioxidant benefits to prevent signs of premature aging



**#Real Fresh Foam Blueberry \$19**  
Earlier prevention of premature aging



NEW



**#REAL FRESH FOAM HEARTLEAF \$19**

A cleanser that makes the skin clear and clean while soothing trouble-prone skin with real Heartleaf



**#Real Fresh Foam Green Tea \$19**  
Brighten, calm, and hydrate skin



We mean  
"REAL"

# Our Social Influence



Instagram



@skincarebyhyram  
YT: 4.5M



@mixedmakeup  
YT: 1.36M



Chanel Iman  
US Top Model



@beautywithin  
YT: 2.43M



@joanday  
IG: 290K  
YT: 513K



@tinayong  
YT: 3.3M



Lily Aldridge  
VS Angel

\*Disclaimer: Confidential, for internal use only.  
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Many more!

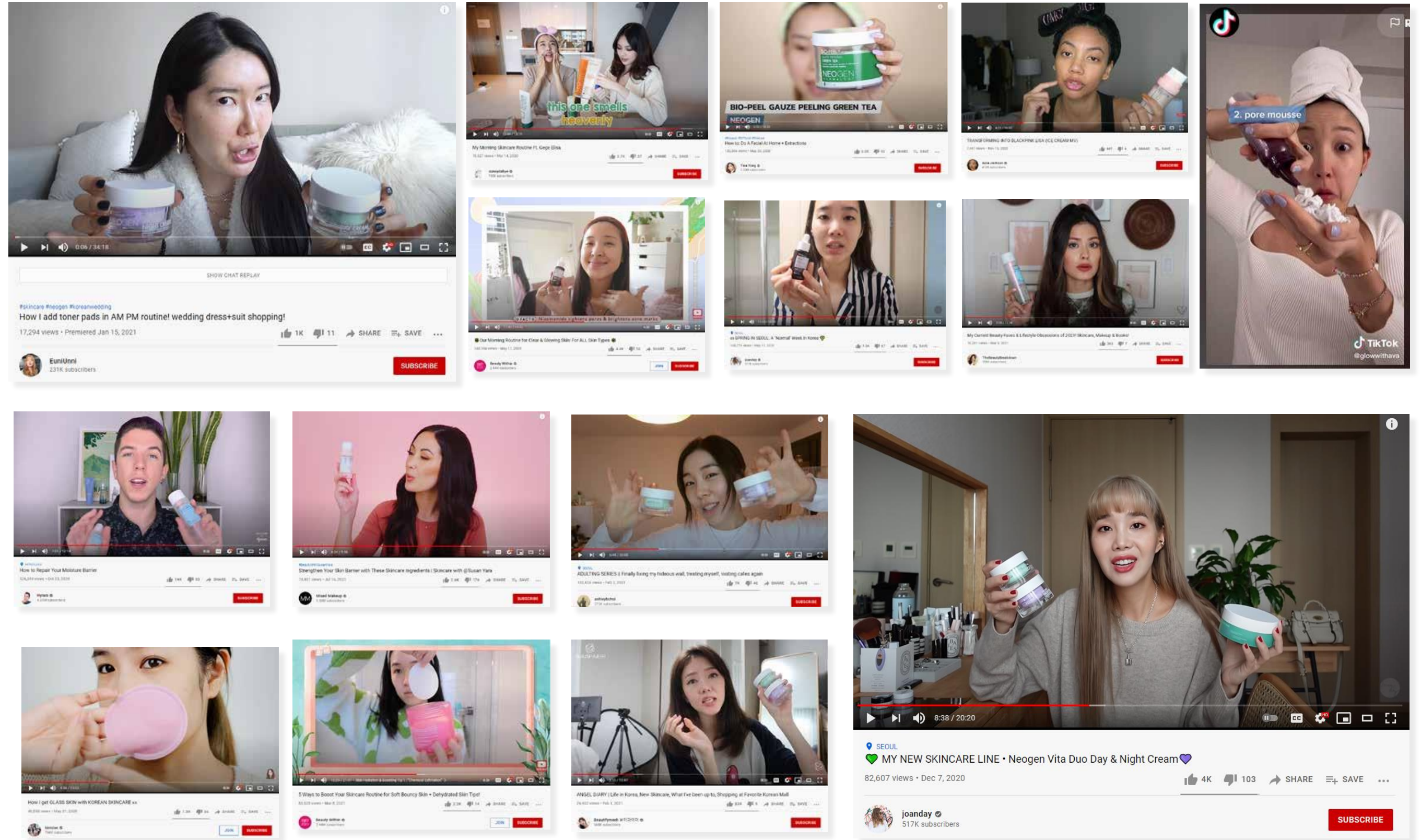
# The Neogen Family



Instagram



# The Neogen Family



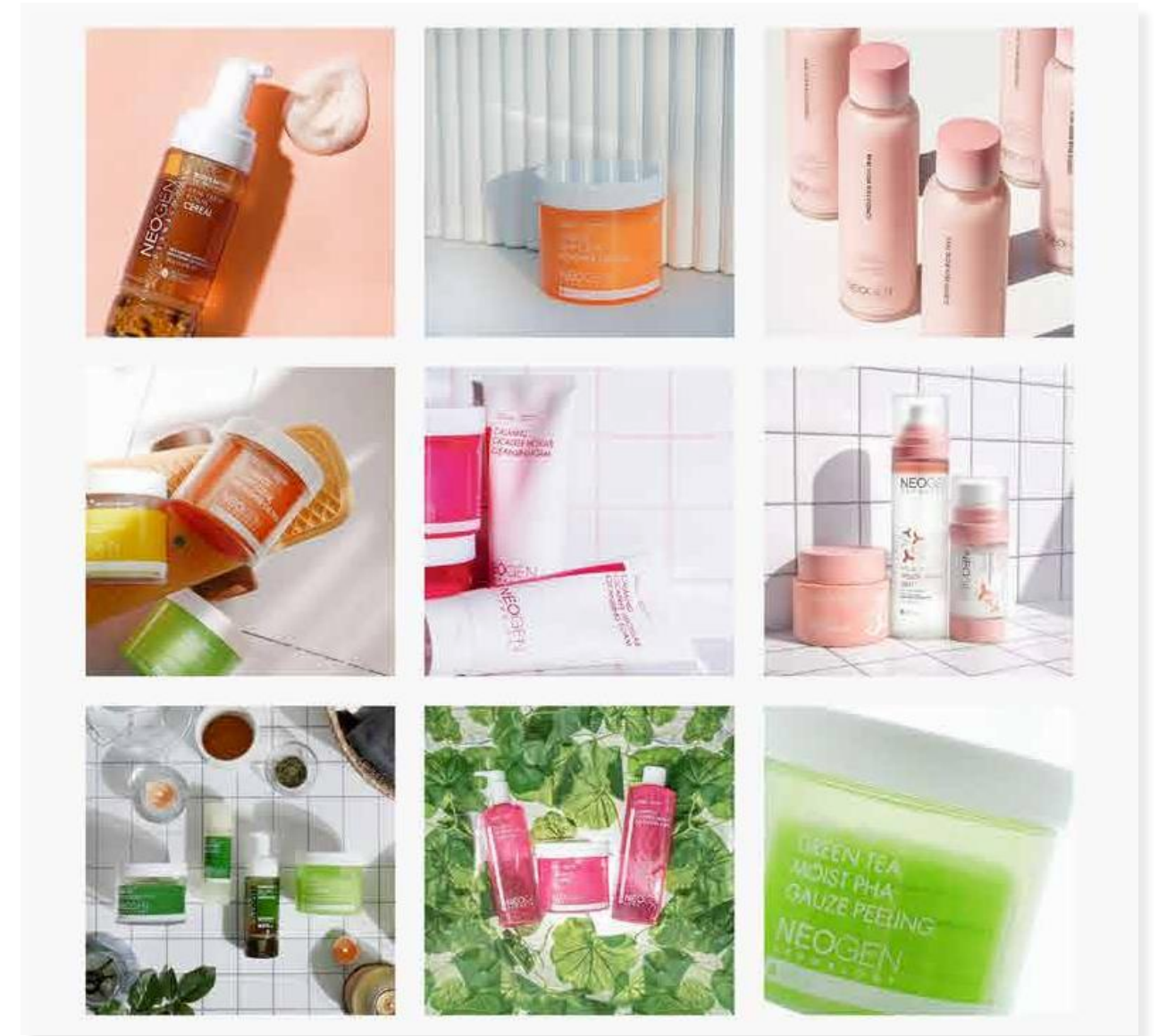
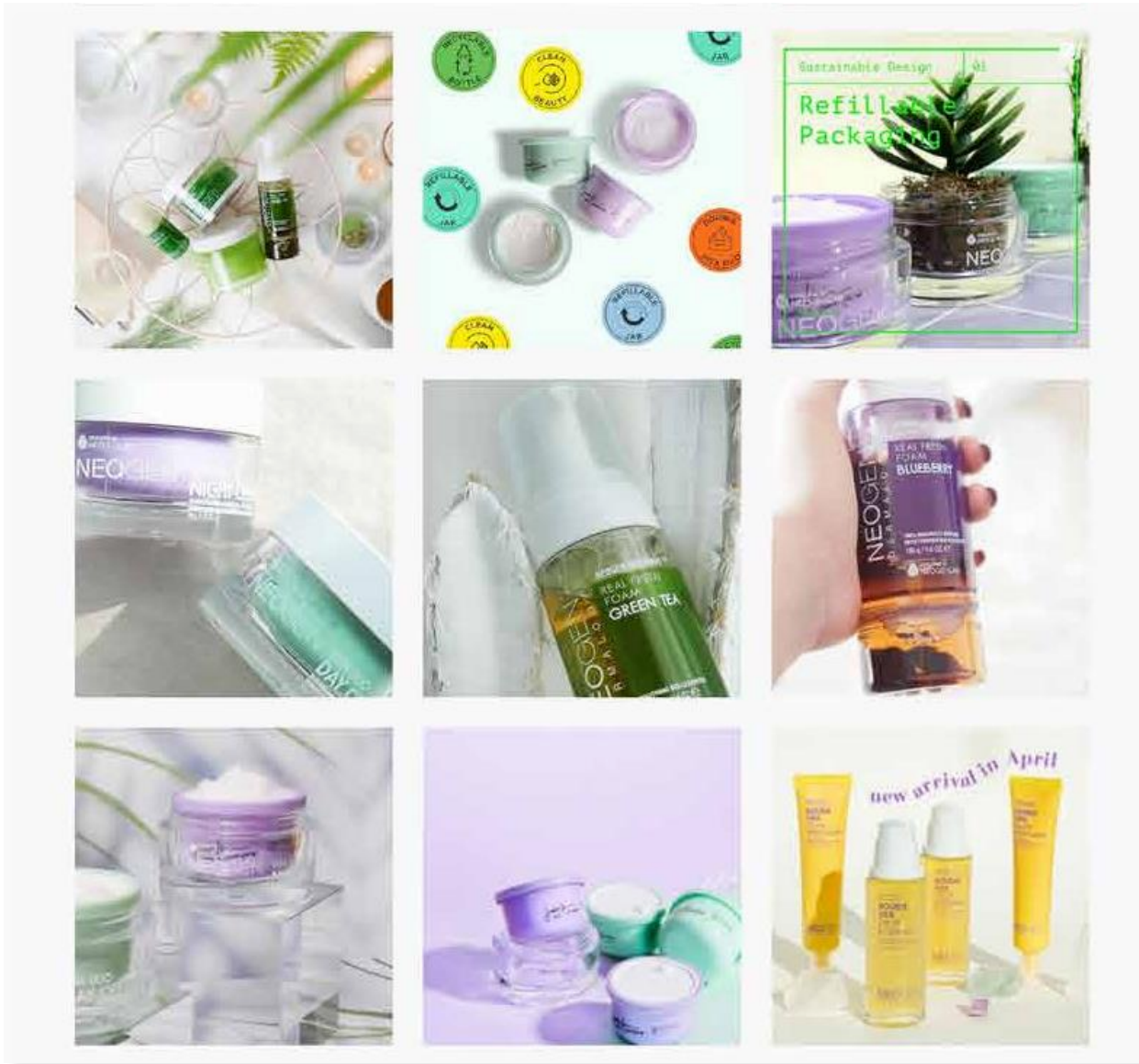
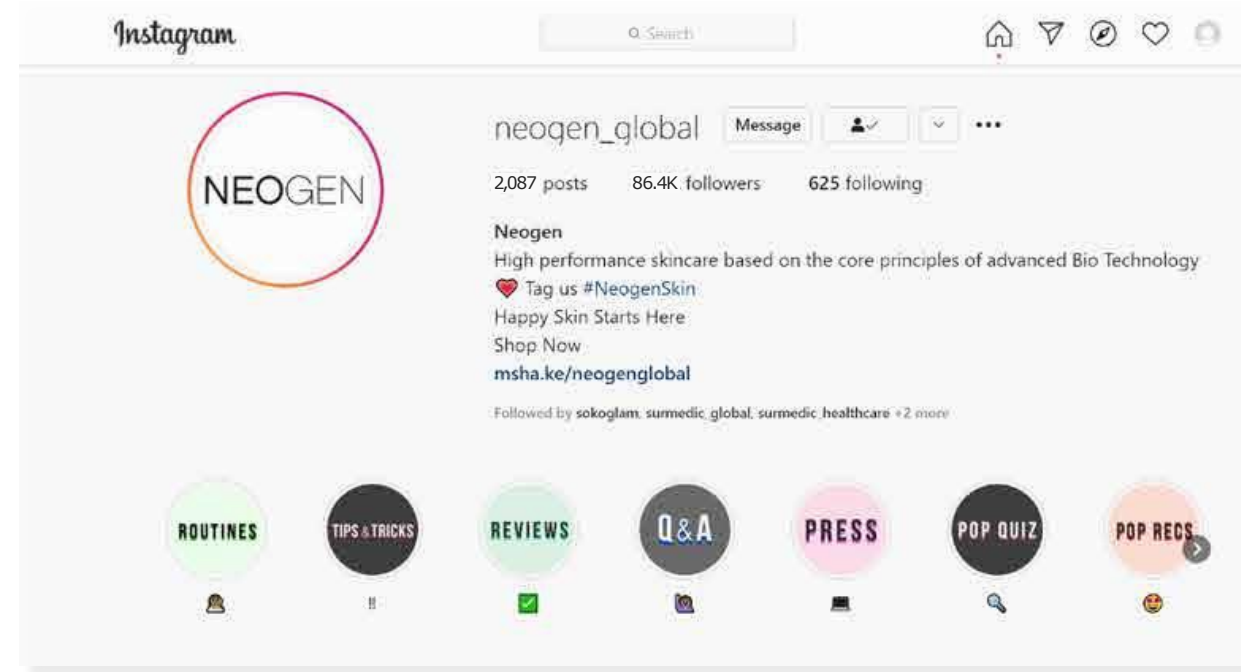
\*Disclaimer: Confidential, for internal use only. Not to be used for advertising.



# Our Social



86.4K followers



# Featured Mentions



Women's Health

VOGUE

BYRDIE

teenVOGUE

BuzzFeed

ELLE

BAZAAR

2020~2021

### INGREDIENT SPOTLIGHT CENTELLA ASIATICA

Although this herb is trending in skin care, it's actually been used for centuries and has a long list of healing benefits.

BY LISA DUBANTIS

**What is it?** Centella asiatica, cica, Brahmi, Indian pennywort, gotu kola, tiger grass—this antioxidant-rich, medicinal herb goes by many names and has long been used to treat illnesses and heal wounds. (Legend has it that after being injured, tigers would roll in the plants in order to heal themselves—that's where the name "tiger grass" comes from.) And it's still being used today, as a skin saver. "High concentrations of amino acids, beta-carotene, and fatty acids are what make the herb so beneficial," says Mona Gohara, MD, an associate clinical professor of dermatology at the Yale School of Medicine.

**What does it do?** "The anti-inflammatory properties increase hydration and help soothe and repair dry, red, irritated skin," explains Shari Marchbein, MD, a dermatologist in New York City. That's why it's recommended for treating various skin conditions, especially those with symptoms such as redness and roughness (think psoriasis and eczema). Chiara Butler, a chemist at Function of Beauty—the brand's new skin-care line utilizes the ingredient in some of its products—says two skin-beneficial compounds in the plant's chemical makeup are madecassoside and asiaticoside, both known for their soothing properties. "Cica also boosts circulation and has been shown to increase collagen production, improving skin firmness and elasticity," points out Dr. Marchbein.

**How do you use it?** You can work the plant extract into almost any step of your skin-care routine—it's incorporated into cleansers, toners, serums, and creams. "I like creams and serums because they sit on the skin for a long time for maximum efficacy," says Ni'kita Wilson, a cosmetic chemist in New York City. Butler agrees, adding that a cica cream can be used either morning or night, or both. (It's worth noting that Centella asiatica products are often spiked with a green tint to counteract the redness that comes with an inflamed complexion.) Dr. Gohara recommends applying a cica balm on top of your retinoid in the p.m. because while retinoids can aggravate skin, the cica will prevent irritation. ☺

**TO CLEANSE**  
Misha Cicadin pH Blemish Bubble Foam Cleanser (\$35, neogenlab.com) The lather leaves skin feeling clean, not stripped, and the hefty dose of madecassoside helps to strengthen skin.

**TO COLOR-CORRECT**  
Dr. Jart+ Cicapair Tiger Grass Calming Gel Cream (\$25, sephora.com) Smooths it on to lock in moisture and calm irritation. Bonus: It has the green tint that will neutralize redness.

**TO EXFOLIATE**  
Neogen Dermatology Calming Cicare Pad (\$21, neogenlab.us) Sensitive skin can benefit from gentle exfoliation too. These Centella asiatica-soaked pads soothe while they slough away dead skin.

**TO CALM**  
Kiehl's Centella Sensitive Cica-Cream (\$44, kiehls.com) It's highly moisturizing and can help lessen irritation for those with sensitive skin, in addition to smoothing fine lines and wrinkles in aging skin.

**Think of cica as a multitasking ingredient that belongs in at least one formula in your medicine cabinet. It repairs and regenerates like few other products do—from serapes to a more youthful face. It does the trick," says Dr. Gohara.**

### BYRDIE EDITORS' PICKS

BEAUTY PRODUCTS THAT MAKE US FEEL HAPPY

Whether you're suffering from irritation caused by wearing a mask all day or a mild breakout, Dr. Jart+ Cicapair Tiger Grass Calming Gel, an anti-inflammatory gel loaded with centella asiatica, helps to calm the complexion. \$21, sephora.com

Slip Sleep Mis' is a water-based eye cream that can lock in moisture and soothe irritation. It's also a great eye cream for those who wear contact lenses. \$24, sephora.com

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### W beauty Mist Opportunity

Try particles go deep to deliver skin-, hair- and mood-rejuvenating benefits big-time!

**STEP EASY** While the calming chamomile and lavender aroma of Sleep Mist by Slip (Kohary Tager sewers by its air) goes from skin to hair, it's also a great hair mist. \$22, sephora.com

**HAIR HACK** Beach party perfection. The airy hair glosses in Slip's Golden Hair + Body Shower Mist are made from ocean-friendly ingredients and are a very head-to-toe hair care. \$24, sephora.com

**NEW GLOW** The secret to a megawatt glow? The glow-giving Hydration Boost Face Mist from the makeup artist Patrick Ta's line. \$24, sephora.com

**SKIN CARE** Whether you're suffering from irritation caused by wearing a mask all day or a mild breakout, Dr. Jart+ Cicapair Tiger Grass Calming Gel, an anti-inflammatory gel loaded with centella asiatica, helps to calm the complexion. \$21, sephora.com

**HAIR CARE** Slip Sleep Mis' is a water-based eye cream that can lock in moisture and soothe irritation. It's also a great eye cream for those who wear contact lenses. \$24, sephora.com

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## ELLE Here Are The 100+ Best Black Friday Beauty Deals To Shop Right Now

— Get Chrissy Teigan's favorite makeup remover wipes for 30% off!

This year, the Black Friday and Cyber Monday deals are starting even earlier than ever (as in, some are live like a week before Thanksgiving). So instead of writing a long intro about how great sales are, we leave you with this: Put on your stretchy pants, pull out your credit card, and let's get shopping.

85 OF 101

DERMALOGY by NEOGENLAB Bio-Peel Gauze Peeling Pads, Wine, 30 Count

Bio-Peel Gauze Peeling Pads  
amazon.com  
\$27.00

SHOP NOW

Up to 80% off the entire Amazon store, including these 4.5 star reviewed Wine Peeling Pads.

## BYRDIE 11 Exfoliators That Are Gentle Enough for Sensitive Skin

If there's one step you shouldn't skip in your skincare routine, it's exfoliating. "By removing the outermost layer of dead skin cells, you can unclog pores, which, in turn, can improve and prevent acne," explains Dr. Peterman. "Exfoliation can make your skin softer and smoother while evening out your skin tone."

But if you have sensitive skin, you know that exfoliation can come with some pretty irritating side effects—namely, redness, itchiness, and tightness. The good news? You can totally exfoliate sensitive skin if you use the right product. According to Dr. Pierre, you're better off with a chemical one over a physical one. "The latter involves mechanical friction which can really irritate the skin and lead to redness," he says. "Chemical exfoliation breaks the bonds between the cells, which makes that dead skin layer easier to wash away."

Whoever exfoliator you choose, Dr. Pierre recommends starting off by exfoliating no more than once a week. "After several weeks, if your skin is tolerating it well, you can gradually progress to two or three times a week," he says. And of course, make to follow up with your favorite face cream.

Ready to enjoy a clearer, smoother complexion sans irritation? Below, we've rounded up the best exfoliators for sensitive skin.

**Best Exfoliating Pads: Neogen Dermalogy Real Cica Pad**

BUY ON SHOPCLAR.COM | \$20

It's time to say goodbye to unnecessary irritation caused by harsh exfoliation. These peel pads are formulated with a slew of gentle acids to get rid of dead skin cells as well as "cica" technology to calm sensitive skin. Cica stands for centella asiatica, a medicinal herb used to help improve skin barrier function and keep irritants out. Users note how smooth their skin feels after use, adding that the pads help them maintain clear skin without causing any redness.

### Introducing The Women's Health Best of Skincare Awards 2020 Winners

77 products hand-selected by dermatologists, estheticians, and many experts for every skin concern.

Just like our resident dermatologist, we've selected the best products for every skin concern. Our winners are a mix of tried-and-true favorites as well as brand new innovations, all handpicked by an expert panel (over three billion) made up of dermatologists, estheticians, a skin-obsessed makeup artist, and by us—your WH beauty team.

### SENSITIVE skin

Red blotches, burning, random rashes...sound familiar? If so, these soothing staples (plus a few extras) are the calm your high-maintenance skin is looking for.

**BEST GENTLE EXFOLIATOR FOR SENSITIVE SKIN**  
Neogen Real Cica Pad

amazon.com  
\$20.00

SHOP NOW

The gentle physical and chemical exfoliators soothe your skin with ease and brighten without any irritation. It's ideal with the same washing face ingredients and the gentlest of all polypeptides work—glycolic acid. The added fragrance makes it a perfect addition for sensitive skin types. —CC

### The 19 Best Facial Essences for Plump, Glowing Skin

Neogen Dermalogy Real Essence Skin Essence

amazon.com  
\$24.00

### The Best New Skin-Care Products Launching in August

Neogen Dermalogy Real Essence Skin Essence

amazon.com  
\$24.00

# What's Coming Up?

ALLURE STORE

Allure Beauty Box Features

IPSY Box Features

FabFitFun Box Features



NEOGEN

GET  
IN  
TOUCH



@NEOGEN\_US

[WWW.NEOGENLAB.US](http://WWW.NEOGENLAB.US)

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