



MAGICDERM

A breakthrough in Atopic Dermatitis care

ATOPIC DERMATITIS

Millions around the world struggle with Atopic Dermatitis (AD), a chronic skin condition causing intense itching, dry, cracked skin, significantly impacting quality of life.





PREVALENCE

- AD affects millions of people around the world.
Up to 30% of children and 10% of adults in developed countries suffer from AD
- In the United States alone, AD affects 9.6 million children and 16.5 million adults

Source: <https://nationaleczema.org/eczema/types-of-eczema/atopic-dermatitis>
Atopic Dermatitis by Logan Kolb; Sarah J. Ferrer-Bruker, StatPearls Publishing, 2014
<https://www.ncbi.nlm.nih.gov/books/NBK448071>

CURE AND TREATMENT

THERE IS NO KNOWN CURE FOR AD



The common medical treatments often rely on corticosteroid which is not safe to use in high doses, on large areas, or for long periods.

MAGICDERM'S FORMULA

MAGICDERM offers a revolutionary approach for managing AD symptoms.

An innovative formula optimally combines natural ingredients with a micro-dose of an anti-inflammatory steroid agent.



ADVANTAGES OF MAGICDERM'S FORMULA

Highly affective >

Rapid relief >

No side effects >

No rebound effect >

Minimal absorption >

Hypoallergenic and
Parabens-free >

Fragrance-free >



- < Does not enter the bloodstream
- < Safe for long-term use
- < Over-The-Counter (OTC) in many states
- < Suitable for sensitive skin
- < Does not harm the immune system
- < Safe on large body areas
- < Cruelty-free
- < Cost-effective

HOW DOES IT WORK?



The formula yields a topical cream or lotion which mitigates the overreaction of the immune system to allergens or bacteria, thereby effectively eliminating the symptoms of AD without the side effects of steroid agent or affecting the epidermis.

KEY INGREDIENTS

- Olea Europaea (Olive) Oil
- Cocos Nucifera (Coconut) Oil
- Phoenix Dactylifera (Date) Honey
- 7 ppm (0.0007%) Steroid Anti-Inflammatory agent



MAGICDERM'S T32 AND T48

The first non-medicated products that are based on the formula, T32 cream and T48 lotion, are already available for purchase, having been widely praised for their exceptional moisturizing properties. Both products are licensed as cosmetics by the Israeli Ministry of Health.



CLINICAL SURVEYS

T48

A study conducted by Complife Italia confirmed the formula's safety and effectiveness, even for sensitive skin, resulted zero instances of edema or erythema reactions.



The Formula

Two Clinical Surveys demonstrated significant improvement in AD symptoms. All participants (30) experienced relief within four days, with complete resolution within a week. There were no recurrences of AD symptoms during the follow-up period.

INTELLECTUAL PROPERTY PROTECTION

Application in Canada
76744-264

Application in USA
DHW-298856-00736

Application in Brazil
BR 112024012980-2

Application in EU
PEPQG204

Registered in Israel
289401

The formula is protected by patents granted and pending in various countries
International Confirmation No. PCT/IL2022/051371

**Calcineurin inhibitors (CNIs),
Immunomodulators (DMARDs)
or Biologic (Dupilumab)
treatments (taken orally or
intravenously)***

Are expensive and reserved for
severe cases with potential
side effects.

**Topical corticosteroids,
immunosuppressant
and phosphodiesterase
(PDE4) inhibitors****

Are slow-acting, have
side effects, and are not
suitable for long-term
use or sensitive skin.

COMPETITION ANALYSIS

**Natural products
and phototherapy**

Often have very
low efficacy.

*Prograf, Imuran, Gengraf, Neoral, Plaquenil, Arava, Rheumatrex, Trexall, Azulfidine, Dupixent

**Hydrocortisone, Dioderm, Mildison, Synalar, Canesten, Daktacort, Econacort, Fucidin, Terra-Cortril, Timodine, Betnovate, Eumovate, Haelan, Modrasone, Ultralanum, Trimovate, Alphaderm, Beclometasone, Betamethasone, Betacap, Betesil, Bettamousse, Betnovate, Cutivate, Diprosone, Elocon, Locoid, Metosyn, Mometasone, Dioderm, Mildison, Daktacort, Econacort, Fucidin, Timodine, Trimovate, Alphaderm, Aureocort, Fucibet, Lotriderm, Diprosalic, Clarelux, Dermovate, Etrivex, CellCept, Tacrolimus, Everolimus, Sirolimus, Azathioprine, Cyclosporine, Golimumab, Belatacept, Certolizumab pegol, Leflunomide, Prednisone, Abatacept, Etanercept, Fingolimod, Muromonab, Infliximab, Roflumilast, Apremilast, Crisaborole, Ibudilust, Lotamilast, Protopic, Elidel

Diverse Application

Potential for treating various skin and tissue dehydration conditions, including Xeroderma, Xerosis, Cheilitis, and Atrophic Vaginitis.

Rapidly Growing Market

\$4 billion today, projected to reach \$7.7 billion by 2030

THE OPPORTUNITY



Streamlined

Commercialization

OTC potential in many states simplifies compliance, regulations, marketing and distribution.

Significant Market Share

The micro-dose steroid approach can capture 2-5% within 3 years



Dr. Aryeh Veldman

A medical researcher with dual degrees in microbiology and immunology, is the inventor of the formula. With over 30 years of experience as a specialist dermatologist, Dr. Veldman brings a unique blend of clinical expertise and scientific knowledge to the development of this groundbreaking formula. As Chief Technology Officer of the venture, he oversees all technological and innovative aspects of the project



Asher Waldman

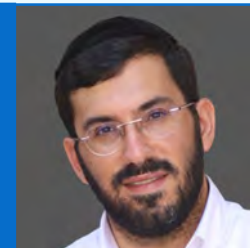
a seasoned R&D manager with managing experience in general and professional medicine institutions, has a deep understanding of the current market for AD treatments. His expertise in both medical research and community management allows him to effectively bridge the gap between patient needs and clinical applications. As a medical guidance consultant, Mr. Waldman can contribute valuable insights to the development formula

THE
TEAM



Shmuel Lavi

A legal consultant with a focus on administrative, labor, contract, and tender law, contributes significantly to product development. His role encompasses ensuring legal compliance, managing contracts, safeguarding intellectual property, and addressing legal issues critical to the product's market success.



Yehuda Elek

Oversees the regulatory and business aspects of the product. His experience in investor relations, financial consulting, advanced financing, and regulatory management ensures the project is managed professionally and in compliance with all requirements.

THE TEAM

Leveraging their combined professional and medical expertise in AD, the team has a deep understanding of current market offerings and their limitations. This knowledge allows them to identify unmet needs and develop a comprehensive solution that effectively addresses the challenges faced by patients suffering from this condition



MAGICDERM

Partner with us to be part of a ground-breaking solution that will transform the lives of millions suffering from Atopic Dermatitis

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