

INTRODUCTION



 spaklean

AMAZING

5

SCALP & HAIR SOLUTIONS

By Sooho Global

WHO WE ARE

“Introducing **Sooho Global**: Elevating Scalp and Hair Care Worldwide”

At **Sooho Global**, we specialize in creating premium scalp and hair care cosmetics. Our unwavering commitment lies in simplifying the maintenance of these essential aspects, even for individuals with demanding schedules. Through our distinguished brand, Spaklean, we strive to provide a convenient and enjoyable experience for our cherished customers.

Our Journey:

•Established in 2017, **Sooho Global** proudly launched **SPAKLEAN**—a brand that embodies healing and safety in scalp and hair care. Our all-time bestsellers from the Amazing Series include the Amazing Collagen Scalp Shampoo, Amazing Collagen Treatment Plus, Amazing Collagen Hair Essence Oil, Amazing Collagen Scalp Massage Tonic, Amazing Flex Brush, and Amazing Collagen Aqua Treatment.

Global Reach:

•As **SPAKLEAN** continues to flourish as a global brand, **Sooho Global** is actively expanding its market presence. We began in Malaysia and other Southeast Asian countries, and today, we proudly serve Northern Asia, Europe, the Middle East, and the United States.

Our Vision:

•At **Sooho Global**, we aspire to lead the hair and beauty industry by providing high-quality products and exceptional services. We are dedicated to promoting self-care and empowerment through beauty, contributing to the well-being and healthy lifestyles of people worldwide.

CONTACT US



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OUR BRAND

Spaklean is a brand that prioritizes the healing and safety of hair and scalp by being free from harmful ingredients commonly found in beauty products



+

spa

+

klean

A logo in the shape of hair inspired by the **cool breeze** blowing through the trees in the forest

Peace of mind and **healing** that you can feel at a **spa**

Combination of K for **Korea** and Clean for **cleanliness**



With Spaklean, you will feel **refreshed, clean** and **healed** like you are at a spa

Brand Philosophy:

The name "SPAKLEAN" reflects our philosophy: "SPA" symbolizes peace and healing, while "KLEAN" emphasizes cleanliness and purity, highlighting our Korean roots.

Pronounced similarly to "sparkling," SPAKLEAN signifies shining brightly with flashes of light. Like its meaning, we strive to shine brightly in the hair and beauty industry. Through our commitment to quality and customer satisfaction, we aim to enhance the well-being of hair and scalp worldwide.

OUR PROMISE

Spaklean: Elevating Self-Care with Professional-Quality Product

In the fast-changing hair and beauty industry, consumers often find themselves overwhelmed by numerous choices. In this crowded marketplace, **Spaklean** distinguishes itself by offering a unique spa-like experience that you can enjoy in the comfort of your **home**.

From the very beginning, **Spaklean** has been thoughtfully designed to provide you with the ultimate **'CARE'**. We understand that hair and skin care play a vital role in overall well-being and healthy living. Engaging in self-care positively impacts our emotional state, helping us feel valued, loved, and nurtured. When we look our best, we feel our best, which empowers us to confidently engage with the world and extend our care to others. This profound effect is what we refer to as "beauty therapy."

Our products are infused with natural ingredients, carefully formulated to ensure safety and freedom from harmful substances. Each use delivers a soothing spa-like experience that promotes relaxation and healing.

Caring for your hair and scalp is a deeply personal journey. Consumers are seeking tailored solutions that cater to their individual needs. We are committed to innovation, continuously adapting to meet the evolving demands of our customers—whether it's enhancing usability, improving ingredient effectiveness, or keeping up with emerging trends.

At **Spaklean**, we believe in the transformative power of self-care. What does 'self-care' mean to you? We invite you to experience the essence of CARE through **Spaklean**. Feel free to modify any part further if needed!

OUR CONCEPTS

COLLAGEN
콜라겐

No.5
숫자 5

FLEX
플렉스

COLLAGEN Hair-Building Proteins

Collagen is the most abundant proteins in the human body and around 30% of all the proteins in human body is collagen.

It is fibrous protein mainly found in skin, hair, nails and connective cells. It is essential for these components.

These protein helps to regenerate cells in our skin and hair, and our body uses amino acids found in collagen, which are the hair building proteins.

No.5 5 Unique Feature

In **Spaklean**, we proudly and confidently present each of our product with **5 Unique Features**, that purposely design for the needs of our consumer.

FLEX Flexibility & Expandability

Spaklean always prioritize consumer needs. It means we keep evolving from time to time, to suit our consumer needs in every aspect such as usability, ingredients effectiveness and trends.

Meet The AMAZING SERIES



Spa-Like Experience with AMAZING COLLAGEN SCALP SHAMPOO

A functional and hypoallergenic scalp shampoo which relieves the symptoms of hair loss.

Contains hydrolyzed collagen, organic raw materials and patented natural ingredients for scalp care.

20 ingredients free such as silicon and paraben.

We Recommend You

AMAZING COLLAGEN SCALP SHAMPOO

If you:

Worry about hair loss

Care for cleaning scalp

Have oily scalp

Have dandruff

Have thinner hair

Have dye or perm hair

Look for a shampoo for family

Look for a mild and good shampoo



500ml



10g x 10ea

The infographic is titled "THE 5 BASIC PRINCIPLES OF SCALP CARE" in a large, white, serif font. To the right of the title is the "spaklean" logo, which consists of three vertical bars of increasing height followed by the brand name in a sans-serif font. Below the logo is the website "Myspaklean.com.my". The five principles are listed in a white box on the left side of the image. Each principle is numbered and has a brief description. To the right of the text box is a bottle of "spaklean 5 AMAZING COLLAGEN SCALP SHAMPOO". The bottle is white with a teal pump dispenser and a teal band around the middle. The text on the bottle includes "Myspaklean.com.my", "spaklean", "5", "BENEFITS", "AMAZING COLLAGEN SCALP SHAMPOO", and "ANTI-HAIR LOSS SILICON & PARABEN FREE". The background of the entire image is a close-up of green leaves with water droplets.

WHY You should use **AMAZING COLLAGEN SCALP SHAMPOO**

Fulfills the basic principles of scalp care with these 5 Amazing Features

AMAZING

5

FEATURES

01 HYPOALLERGENIC DEEP CLEANSING FUNCTION

The mild ingredients and the abundant bubble of Amazing collagen scalp shampoo adheres to the scalp and hair, reduce irritation, cleanse deeply and help to prevent hair loss.



Before



After

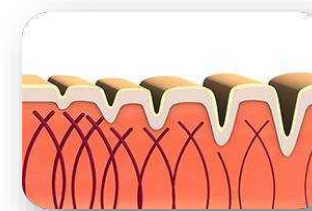
02 SLIGHTLY ACIDIC SHAMPOO

Reduces hair damage and scalp problems by maintaining the scalp in a slightly acidic condition (PH5.5 ~ 6.5) that is the optimal percentage of oil and water.



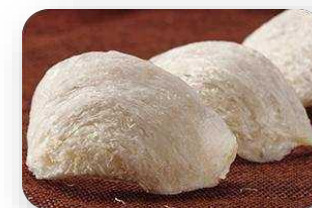
03 GOOD NUTRITION SUPPLY

Made with the key ingredients good for the scalp and hair.



Hydrolyzed Collagen and 14 Amino Acid Complexes

Low-molecular collagen with excellent absorption provides sufficient nutrition and moisture to the scalp and hair, and soothes the irritation of the scalp due to external stimuli.



Mushroom Mycelium Fermenting Swallow Extract

An effective ingredient to improve skin wrinkles, moisturize skin, relieve inflammation, proliferate skin cells and alleviate skin irritation.



Pure Medi

A mixture with the effects of promoting the production of collagen and anti-aging.

04 SOOTHING EFFECT FOR SENSITIVE SCALP

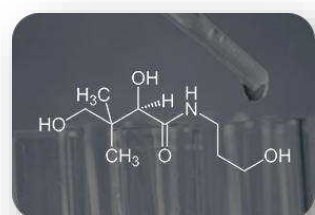
Helps soothe the symptoms of scalp problems that can cause hair loss such as inflammation, dandruff and seborrheic dermatitis.



Cypress Water and Oil



Cypress water and oil are full of phytoncide of cypress tree which are effective for anti-bacteria and deodorization.



Dexpanthenol

Dexpanthenol is quickly absorbed into the scalp, promotes the regeneration of damaged skin tissue, relieves dermatitis symptoms and retains moisture



Natural Protectors

Herbal mixture extracts which control activities of antifungal, antiacne, skin calmings, moisturizing and sebum controlling activities.

05 SAFE INGREDIENTS

Eliminates harmful ingredients, and uses key ingredients to relieve hair loss symptoms and natural ingredients to maintain a healthy scalp

Amazing Collagen Scalp Shampoo is a Functional Shampoo notified by Korea Food and Drug Administration (KFDA) with ingredients for prevention of hair loss.



FREE from these 20 harmful ingredients!

Butyl		Imidazolidinyl Urea
Methoxydibenzoylmethane:	Isopropyl Cresols	
Avobenzone: Parsol1789	Isopropyl Crezol	Thymol
Isopropyl Alcohol	o-Cymen-5-ol	Triisopropanolamine
Methylparaben: Methyl	Sorbic Acid	Mineral Oil: Paraffinum Liquidum
Parahydroxybenzoate, Ethylparaben: Ethyl	Triclosan	Phenoxyethanol
Paradroxybenzoate	BHT : Dibutyl Hydroxy Toluene, Butylated Hydroxytoluene	MIT:Methyisothiazolinone
Sodium Lauryl Sulfate, Sodium Laureth Sulfate		Colorant
Polyethylene Glycol	BHA	Artificial Fragrance: Parfum
Triethanolamine	Oxybenzone: Benzophenone-3	
Isopropyl Methylphenol		

Free from dandruff with

AMAZING COLLAGEN REBALANCING SHAMPOO

Achieves effective dandruff management with climbazole, which soothes and hydrates the scalp to alleviate irritation and itchiness.

We Recommend You
AMAZING COLLAGEN REBALANCING SHAMPOO
If you:

- Have dandruff
- Have dry scalp
- Have itching scalp
- Want a gentle conditioning shampoo to soften my hair



500ml



10g x 10ea



No more flakes and dryness

Indulge your hair with a shampoo that not only cleanses but also nourishes and protects. A gentle shampoo which helps relieve dandruff, dryness and itchiness, while a blend of patented ingredients complex conditions hair and provides antibacterial and soothing properties to the scalp.

WHY You should use AMAZING COLLAGEN REBALANCING SHAMPOO

5 Unique Features

01 Anti dandruff

Dandruff control with climbazole



02 Soothing

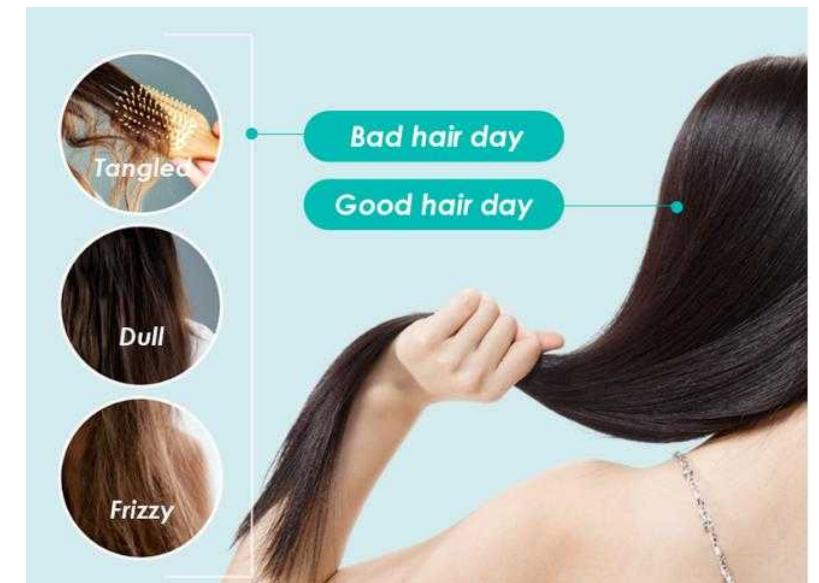
The effect of moisturizing and soothing the scalp, reducing irritation and itchiness

03 pH Balancing

Optimal scalp pH restoration and revitalization

04 Manageability

Enhanced hair manageability through frizz and tangle reduction



05 Gentle Cleansing

Removes dirt and oil without stripping the natural oils on the hair

Enjoy Salon Hair Treatment at Home with
AMAZING COLLAGEN TREATMENT PLUS

For dry and dull hair.

The Pracaxi oil, called natural silicon, and the hydrolyzed collagen give gloss and moisture to the hair.

The Plant-based surfactant helps improve the absorption of various nutrients.

We Recommend You
AMAZING COLLAGEN TREATMENT PLUS
If you:

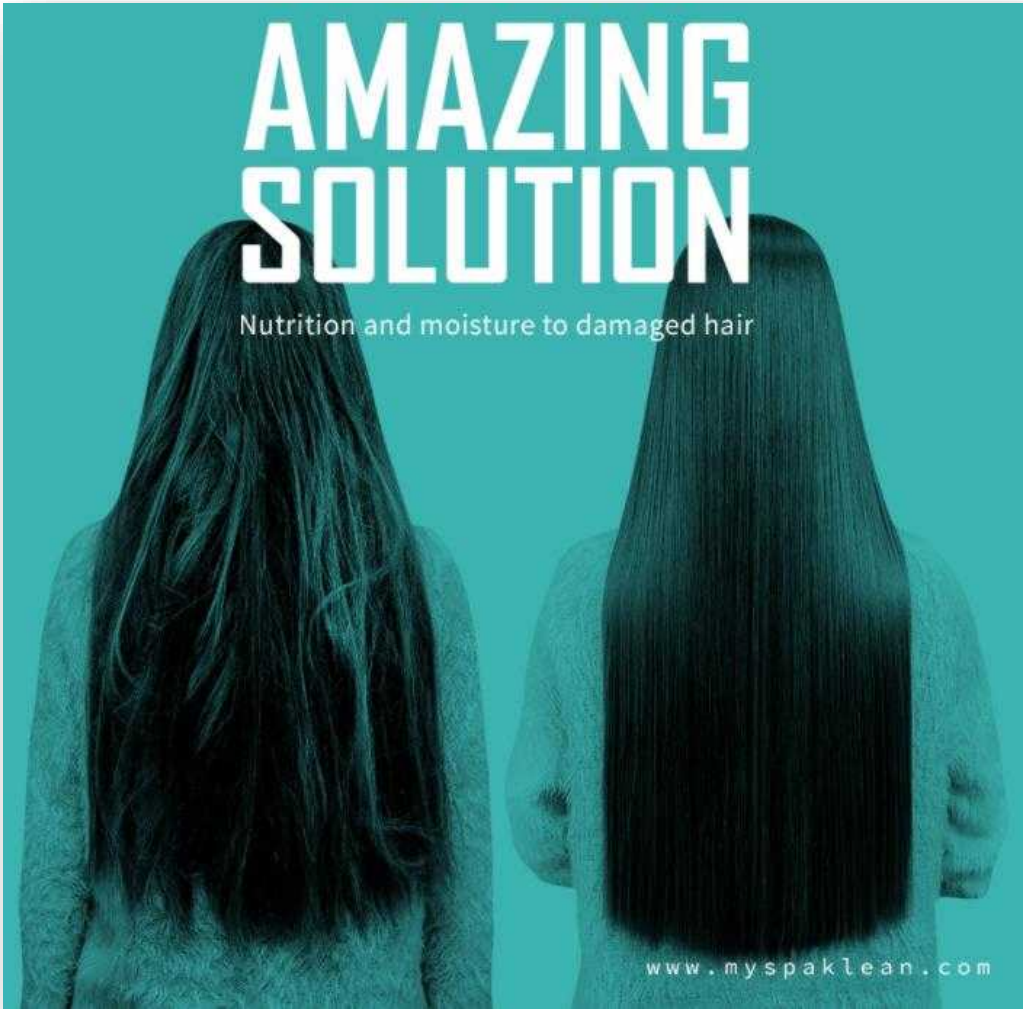
- Use heat styling tools such as hair dryer & iron
- Have dry, dull & frizzy hair problem
- Frequently use chemical treatment (e.g. coloring, perming & re-bonding)
- Have an easily tangled and breaks hair
- Experience no elasticity on hair
- Have a hard time to manage the hair



500ml



10g x 10ea



Save Time for Salon-Worthy Hair

Hair treatment can be just handy and you can enjoy it at home.

Amazing Collagen Treatment contains hydrolyzed collagen which absorbs faster deep inside your skin/scalp. Collagen is an amino acid, needed by hair follicle cells to produce keratin protein, which promotes hair growth, strength, and elasticity.

Pracaxi oil is called a natural silicone, used by native Amazonians for hair care. Pracaxi oil helps keep the hair smooth and glossy which makes detangling and combing easier, minimizing knots and hair breakage. The rich fatty acids found in Pracaxi oil offers intense hydration make it beneficial for those who have curly, dry, coarse, and low porosity hair.

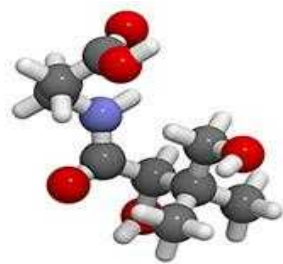
WHY You should use **AMAZING COLLAGEN TREATMENT PLUS**

You can enjoy amazing effects in just 5 seconds with these 5 Unique Features

5 Unique Features

01 Double Effect Of Moisture & Nutrition

Panthenol, hydrolyzed keratin and 18 different amino acid ingredients moisturize and nourish damaged hair while a hair nourishment, acai oil, provides additional nutrition and shine.



Panthenol

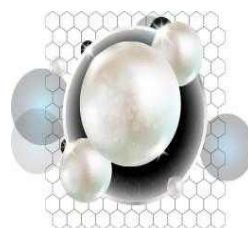


Acai Oil

02 Fast Absorption

Enjoy a 5 seconds treatment and say "Goodbye" to the hair treatment which is greasy, thick and heavy.

The low molecular weight hydrolyzed collagen which quickly absorbs and the conditioning effect of vegetable olive surfactant give an immediate softness on the hair.



Collagen



Olive

03 Light & Voluminous Finish

Keeps hair lighter and maintains a rich volume of hair.

The Pracaxi oil absorbs quickly into hair without weighing hair strands down and does not leave stickiness on the hair surface.



04 Essence Formulation

Gives easy and smooth application with the essence formulation.



05 A Vivid Hair Experience

You can find the differences on the hair in terms of elasticity, lightness, shine and volume after using it.



Manageable, Shiny and Soft Hair with AMAZING COLLAGEN HAIR ESSENCE OIL

Rich in Pracaxi seed oil that deeply hydrates and nourishes hair to instantly improve the manageability, shine and softness

We Confidently Recommend You
AMAZING COLLAGEN HAIR ESSENCE OIL
If you:

Care about the volume
due to thin, fine &
vulnerable hair

Experience flyaway
hair from combing or
styling

Have dull and dry hair

Are worried about hair
damage due to
frequent chemical
treatments

Frequently use hair
dryers and flat irons



120ml



Hydration for Hair

Pracaxi seed oil is a natural hair nutrition with a unique and pleasant scent.

It contains one of the highest concentrations of behenic acid (6 times more than that of peanut oil) which creates a protective barrier like natural silicon for hair and scalp.

Referred as a natural silicon or conditioner extracted from the seed of the Pentaclethra macroloba tree.

Amazon-indigenous used it as a healing treatment for bacterial diseases, scars and burns.

WHY you should use AMAZING COLLAGEN HAIR ESSENCE OIL

A quick and easy way to improve your lifeless, sad-looking hair with these 5 Unique Features.

5 Unique Features

01 VOLUMIZING

Maintains a rich volume of hair without being flat & clumpy



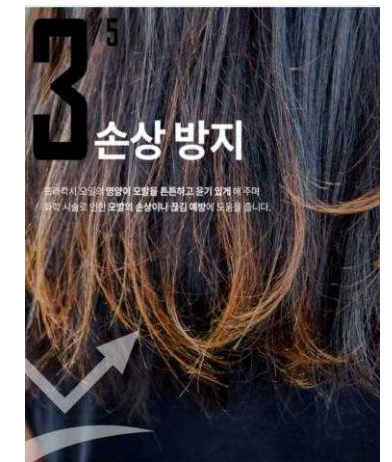
02 HYDRATION

Contains behenic fatty acids (in the Pracaxi seed oil) that keep the hair moisturized and soft



03 DAMAGE PROTECTION

The nutrition of Pracaxi seed oil makes the hair strong and shiny, which helps prevent damage or breakage of hair caused by chemical treatment



04 THERMAL PROTECTION

Protects hair against UV rays and heat damage from the hair dryer or curling iron



05 FOR PRE/POST TREATMENT

A multi-purpose oil that can be used as a pre or post treatment for chemical procedures such as perming or dyeing



AMAZING COLLAGEN AQUA TREATMENT

A vegan scalp and hair treatment with two formulations in one.

The highly absorbent liquid formulation transforms into a cream formulation when mixed with water to create a coat on the hair.

Hydrates and nourishes dry, damaged hair and helps relieve hair loss symptoms.

We Recommend You

AMAZING COLLAGEN AQUA TREATMENT

If you:

Have dry, dull & frizzy hair problem

Frequently use chemical treatment (e.g. coloring, perming & re-bonding)

Worry about hair loss

Have a hard time to manage the hair



300ml



WHY You should use **AMAZING COLLAGEN AQUA TREATMENT**

Scalp and hair care at the same time

Unique Features

5

01 Vegan Certified

Started with a love for animals and certified vegan, with no animal ingredients. It's kinder to your scalp, your hair, and the planet.



02 Plant-Based Collagen

Contains high amounts of protein and many essential fatty acids



03 Hydration

Formulated with 'Tremella Fuciformis (Mushroom) Extract', which boasts an exceptional water retention capacity of around 500 times its own weight. This is a naturally occurring plant-based hyaluronic acid that provides deeper moisturization



04 Water-To-Cream formulation

This is a treatment where the liquid formulation transforms into a cream when it comes into contact with damp hair. The resulting heat sensation helps the hair absorb it immediately and forms a strong coating to prevent hair damage. Liquid formulations have good absorption and cream formulations have good coating power.



05 Functional cosmetics

If hair loss is a concern for you, our products are packed with functional ingredients to help alleviate hair loss symptoms and naturally derived ingredients to improve scalp condition. Black food ingredients including keratin, 17 naturally derived ingredients, and a patented natural complex extract help improve hair and scalp condition



Quick and Easy Daily Scalp Treatment with AMAZING COLLAGEN SCALP MASSAGE TONIC

Massage & nourish scalp with the silicone brush head at the same time.

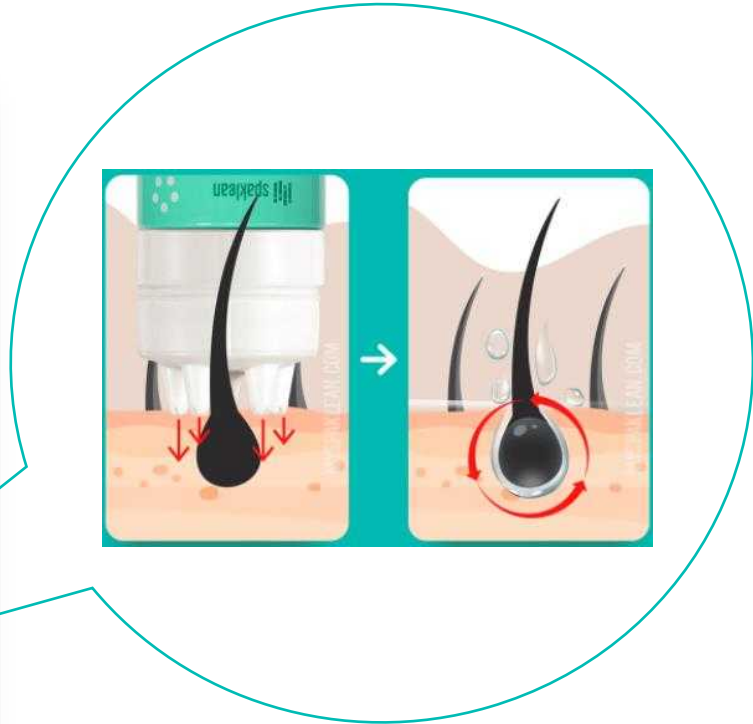
The protein & patent natural ingredients help alleviate the symptoms of hair loss.

We Recommend You
AMAZING COLLAGEN SCALP MASSAGE TONIC
If you:

- Concern about your hair loss
- Have hair thinning problem
- Have dandruff
- Have severe scalp fever, scalp odor or itchy scalp



Tap **30 seconds** a day. Easy and quick!



Convenient and Unique Design



Light & Handy



Non-spill

WHY

AMAZING COLLAGEN SCALP MASSAGE TONIC

Tap for **30 seconds** a day for healthier scalp with these 5 Unique Features

Unique Features

5

01 Scalp Massage

The soft silicone massage head helps the blood circulation of the scalp and massages the scalp coolly



02 Scalp Nourishment

Dexpanthenol, 6 complex proteins, and 5 peptide improve the condition of the scalp and hair roots making hair healthy.



Dexpanthenol

6 Complex Proteins

5 Peptides

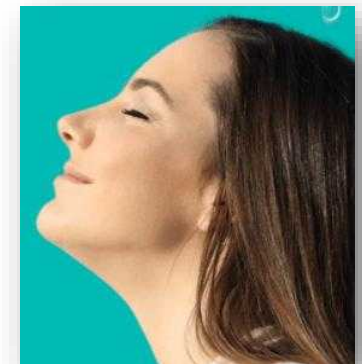
03 Cooling Feel

Menthol ingredient, which helps relieve hair loss symptoms, gives a refreshing feeling to the scalp with heat.



04 Soothing Effect

The ingredients which give moisture and elasticity to the skin and those which help with antibacterial and deodorizing action soothe the sensitive scalp caused by external stimuli



05 Water & Oil Balance

Maintains the pH of scalp around 5.5, an ideal state, and creates an optimal water and oil balance on the scalp.



AMAZING FLEX BRUSH

is a redefinition of a 'brush'

A multi-functional brush for scalp and hair care.

Massages the scalp and brush the hair safely without damage.

We Confidently Recommend You

AMAZING FLEX BRUSH

If you are:

Having too much hair
strand on your current hair
brush

Looking for a flexible brush
for your family

Looking to minimizing hair
damage

It's flexible and vented!

The curved and vented design of the brush bends to help the contour of the head to massage the scalp and helps to brush the hair safely when it is wet or dry without damage.



WHY You should use
AMAZING FLEX BRUSH
designed with these 5 Unique Features

5 Unique Features

01 Scalp Massage

The flexible brush body and nylon pins with rounded tips meet the contour of the scalp and gently stimulate and massage the scalp.



02 Detangler

Glides through the hair smoothly, removing tangles and knots, minimizing hair damage.



03 Fast Dry

The vented design of brush body accelerates the blow drying time.

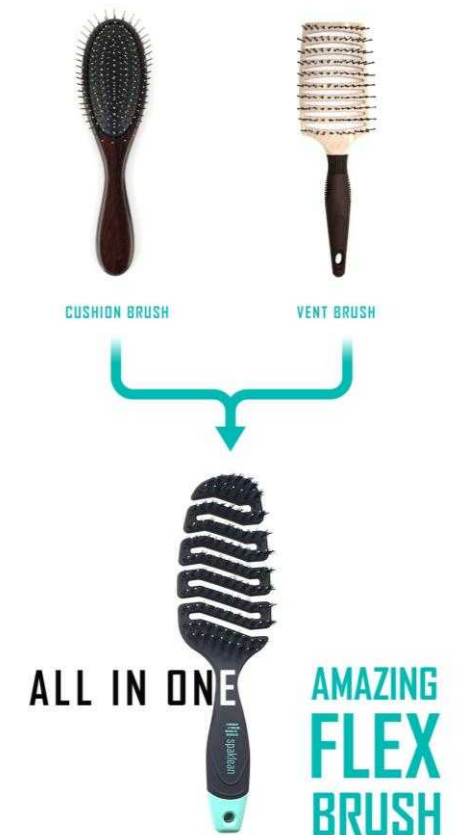
04 Glossy Hair

The mix of premium boar and nylon bristles help to pull dust or dirt off the hair and flatten the hair cuticles as well as making the hair shiny



05 2 in 1 Brush

The combination of a cushion and vent brush.



MARKETING



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<https://www.instagram.com/spaklean/>



<https://www.facebook.com/myspaklean/>



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