



KINOHIMITSU

FREEDOM TO LIVE

OUTLET OPERATIONS MANUAL

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I. About the Kinohimitsu Outlet Operations Manual

The retail outlet is a place where customers form their perception of our Brand and Products. As critical factors to customers' shopping experience, outlets must be managed well in order to achieve the highest level of efficiency, customer satisfaction, while attaining sales targets set.

The Kinohimitsu Outlet Operations Manual is created to enable Boutique and Beauty Bar Managers and Supervisors to run the outlet effectively and deliver the required standards expected by Kinohimitsu.

Operationally, this Manual will cover in detail, each policy and procedure to ensure that Outlet Managers and Supervisors are able to manage an effective, professional Kinohimitsu retail outlet.

This Manual comprises all operational matters that have to be taken care of in the course of running a Kinohimitsu Boutique. It begins with an introduction to Kinohimitsu, including:

- Orientation to the Kinohimitsu outlet
- Inventory Management
- Outlet Operations
- Outlet Management

The contents of this Manual have been structured based on a full-scale Kinohimitsu Boutique and Beauty Bar that deals with all the issues involved on the broadest basis.

II. Usage of the Manual

This Manual constitutes an extension of the provisions in the Distribution Agreement; each Distributor is under the obligation to adhere to the operational policies and guidelines as depicted in this manual throughout the Distribution tenure.

The Distributor is expected to be familiar with the instructions and requirements set forth in this manual and ensure that all employees apply likewise. Upon expiration, non-renewal or termination of the distribution relationship, this full set of manual must be returned to **KINO BIOTECH PTE LTD**.

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Upon receipt of such amendment(s), the Distributor is required to update the Manual immediately. These amendments must be properly inserted into the existing copy of the manual and the superseded page(s) duly removed and returned to **KINO BIOTECH PTE LTD** or its appointed representative(s).

V. Any Other Enquiries

Please direct any questions regarding the use of the manual to the Distribution Department of **KINO BIOTECH PTE LTD**:

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Enrich your body's ability to feel great everyday through natural, scientifically proven and refreshing solutions

ABOUT KINOHIMITSU



A-1 About the Brand

A team of scientists and passionate botanic health activists ventured into the rainforest in search of new plants and herbs and discovered a new network of positive energy and healing properties of plants that could benefit mankind. In the pursuit of a lifestyle inspired by the goodness of nature, this team successfully uncovered the secret of plant life and established Kinohimitsu.

All Kinohimitsu products possess nature-based extracts that is vital to nature's self-regulating system. Focusing on Detox, Health and Beauty on the principal of holistic approach to improve human well-being, Kinohimitsu offers safe and effective consumption of natural products. Kinohimitsu improves your life without making any demands and intrusions on your time and energy, giving you the freedom to live a better life.

A-1-1 Our Beliefs

We believe in using the best of nature for the most effective healing through a liberating process. Thus, all our offerings seek to improve the quality of life using only natural ingredients. Without any demands or intrusions on your time and energy, Kinohimitsu gives all the freedom to live a better life.

True to our promise, our products carry the following attributes:

All our products are 100% natural

- We use natural active plant-extracted ingredients such as royal jelly, perilla seed extract and many other natural goodness.

There are no added sugar, preservatives, artificial colouring, flavouring, chemicals and no hormones as tested by SGS

We use the best in technology and ingredients

- Our products are effective, our proprietary liquid formula supports high absorption and our pads make use of both advanced technology and renowned methods for healing

We believe in quality, brought forth by expertise and supported by certification

- All our products are safe for consumption. We have achieved various compliances and accreditations including CE Mark, USA FDA certification for medical device and GMP (Good Manufacturing Practice), Halal Certification and HAACP

We offer convenience to cater to everyone's beauty, health and detox needs

- With a wide spectrum of product offerings from instant functional drinks to applications, Kinohimitsu's offerings are perfect for enjoying the best of health without inhibitions

A-1-2 Our Brand Platform

In all media channels regarding Kinohimitsu, the tone of voice used to communicate the message is critical. The 4 main tones that should be employed are:

- **Assured:** It must be communicated that our products contain ingredients that are rigorously tested and that it safely and effectively extends the consumers' wellness threshold

- **Natural:** Kinohimitsu constantly finds the best ingredients that nature has to offer and uses responsibly sourced ingredients
- **Uplifting:** Consumers should feel that they will be motivated, encouraged and rewarded whenever they take control of their wellness
- **Progressive:** Consumers should know that Kinohimitsu is passionately committed to pursue continuous improvement in our products and services



When using photos, there are several guidelines:

- Hair must be neat, with vibrant eyes and radiant skin
- Models must portray that they are motivated, positive and in control of their lives
- Their attire must be simple, modest and neutral
- The photo composition and feel must be bold and proud
- Celebrities endorsing the product must be confident and happy

In essence, Kinohimitsu must convince consumers that it sets out to help people feel happier, healthier and more confident in their bodies and in their lives every day. By expanding the offerings from just beauty to holistic well-being, and placing the brand as a functional and nutraceutical drink, it persuades consumers that Kinohimitsu is more lifestyle-oriented and less clinical, and that they can use to elevate their well-being.

A-1-3 Our Products

Kinohimitsu's complete range of products offers something for everyone, anytime anywhere!

Our all-natural health drinks and pads provide thorough, quick and effective remedies for your detox, health and beauty needs.

Start by purging yourself of toxins with our **Detox** range. Then begin an effective healing process by addressing your health issues with our **Health** range. Finally, shine with confidence with our **Beauty** range that helps you regain a radiant and youthful appearance.

Detox (清)

Our bodies have a natural detoxification system, expelling toxins via perspiration, bowel movement and breathing. However external factors such as environmental pollution, stress, unhealthy diets, processed food, inactive lifestyle, overuse of medication and even home furniture, can poison our cells. These toxins constantly bombard our immune system while accumulated toxins are re-circulated to our organs. Over time, the toxins become a burden our bodies cannot handle. Affecting our normal bodily functions, this gives rise to a variety of diseases including heart attack, stroke and diabetes. Detoxification therefore is very important to safeguard our health.

Kinohimitsu carries innovative yet powerful products such as the Kinohimitsu D'tox Juice which is a 100% natural concentrated fruit juice that helps clear mucoid plague. It is best suited for those who experience constipation. The Kinohimitsu Health Pad has more than 1000 c.c. of negative ions, working through sole reflex points to expel the toxins from our organs. Feel your body lighten and increase in energy after detoxification.



Kinohimitsu D'tox Plum Juice



Kinohimitsu Health Pad

Health (調)

Health is an integral part of beauty. If you are stressed and are unwell physically, even the most deluxe beauty treatment can never convince you to feel beautiful. With good health, everything is possible. We can savour the joys of ordinary everyday activities, and also go out there into the world and make our dreams happen. Good health also adds a healthy glow to our countenance, making us look beautiful in a natural and wholesome way. Harnessing nature's secret, our scientists and medical researchers in Japan have created **Kinohimitsu HEALTH products** that bring you closer to a balanced and harmonious state of wellness.



Eyebright



Collagen Diamond Nite

Beauty (補)

Physical beauty is admired through the ages and aspired for universally. The image that pleases the eye is actually a reflection of our state of inner health. Radiance shines through when our body function is at its optimum. Dedicated to fulfil this desire for beauty that comes from inside out, Kinohimitsu taps on the centuries-old secrets of nature, perfecting it through medical science. By unifying beauty and health, **Kinohimitsu BEAUTY products** bring you closer to true wellness.



Collagen Diamond 5300



ProWhite