

Preservation of Biodiversity

1. Restoration of rare native plant species

□ Restoration of rare native plant species (*Chrysanthemum indicum* var. *albescens*) for the first time in the world

AmorePacific restored a rare native plant species (*Chrysanthemum indicum* var. *albescens*) through more than ten years' of Joint restoration work and research with Kugya Farm to add value to the species.

The company developed the new varieties "kugyaseolhwa" and "kugyasooyul" and secured the breeder's proprietary rights to the varieties in 2012.

Chrysanthemum indicum is the only *Chrysanthemum* species that is edible and can be used for medical purposes among the more than 500 varieties in the world, and *Chrysanthemum indicum* var. *albescens* in particular has been touted to have the strongest efficacy in ancient Korean texts such as Donguibogam. However, as it is difficult to find *Chrysanthemum indicum* var. *albescens* these days because the species is on the verge of extinction, chrysanthemum research has been limited to *Chrysanthemum coronarium* and thus studies on *Chrysanthemum indicum* var. *albescens* have been rare.

AmorePacific collected rare native *Chrysanthemum indicum* var. *albescens* at Kugya Farm and throughout Gangwon Province in Korea and initiated the restoration project by planting seeds of the collected species. By examining growth conditions of the species and cross-breeding, the company finally developed two new species that have distinct scent, shape, color, and stability. After more than ten years' of restoration efforts, AMOREPACIFIC jointly acquired proprietary rights to the new species ("kugyaseolhwa" and "kugyasooyul") with Kugya Farm from the Korea Seed & Variety Service in 2012 and applied for essential patents for them.



Kugyaseolhwa



Kugyasooyul



*Exploration of the efficacy values of *Chrysanthemum indicum* var. *albescens*

(See 2. Sustainable utilization of biological resources- study on turning biodiversity into assets)

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1. Restoration of rare native plant species

□ Restoration and proliferation of rare native bean varieties

AMOREPACIFIC conducted work to restore more than 140 rare indigenous bean varieties, which have been quickly disappearing, in order to strengthen the competitiveness of beans, one of the three heritage materials, and to protect their biodiversity and explore the value of Korea's indigenous resources. It succeeded in securing seeds and mass-producing rare native bean varieties.

Beans in Korea originated from Manchuria and the Korean Peninsula and have been cultivated and consumed for generation, as proven by the fact they have been found in excavated artifacts from 3000 B.C.

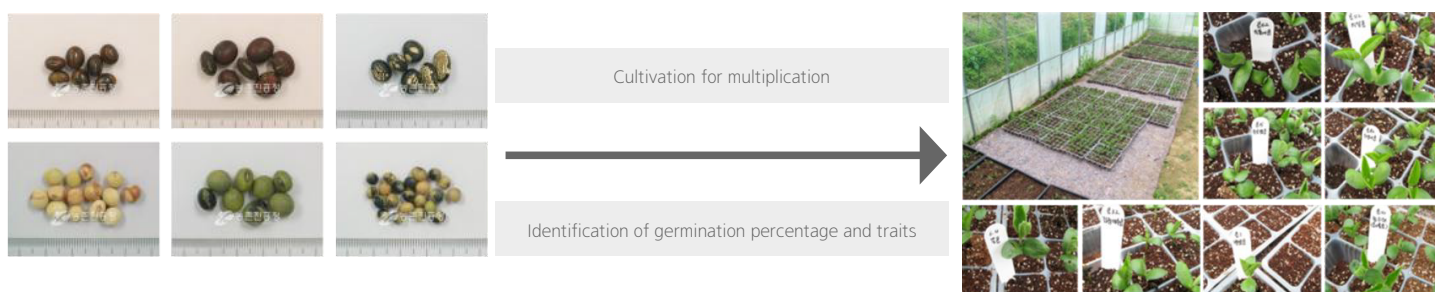
There are diverse types of wild and cultivated beans, but indigenous bean varieties have been disappearing recently due to the emergence of GMO (genetically modified organism) beans.

AMOREPACIFIC embarked on the project to restore indigenous bean varieties to strengthen the competitiveness of the bean, one of the world's three major heritage materials, and to preserve their biodiversity.

AMOREPACIFIC received 140 or more varieties of rare indigenous beans from Korea's Rural Development Administration in 2011 and cultivated them for their reproduction and proliferation and identified the germination percentage and traits of each variety.

After completing basic preparations, the company built a cultivation complex in Paju, Gyeonggi Province, comprised of a farmland and green houses, and conducted work for seed multiplication. During this process, AMOREPACIFIC identified growth characteristics and productivity for the purpose of variety classification based on their growth characteristics and productivity.

This project made it possible to mass produce 140 or more varieties of rare indigenous beans and paved the way for discovering their efficacies.



*Explored the efficacy values of rare and indigenous bean varieties

(See 2. Sustainable utilization of biological resources- study on turning biodiversity into asset)

Preservation of Biodiversity

2. Examination of whether raw materials' biodiversity is undermined

AmorePacific examined whether raw materials' biodiversity has been undermined and managed accordingly.

The non- use of endangered species is the principal method of biodiversity conservation that must be followed. In order to adhere to biodiversity preservation principles and enhance raw materials' eco- friendliness, AMOREPACIFIC has reflected international principles including the International Union for Conservation of Nature and Natural Resources (IUCN) 1) into its raw materials management system and continuously managed the endangered status level of raw materials used by the company.

In addition, AMOREPACIFIC abides by the Enforcement Decree of the Act on Wildlife Conservation and Management (Ministry of Environment No. 491) and the International Endangered Species List (Ministry of Environment's notification No. 2009-227).

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3. Strengthening Jeju's biodiversity

AmorePacific has been striving to explore and utilize the bio assets of Jeju Island, a treasure trove of biodiversity.

□ Release of a book entitled “A Story of Beautiful Jeju Plants”

AmorePacific published a book entitled “A Story of Beautiful Jeju Plants” which contains traditional knowledge on plants native to Jeju Island (clean zone) in order to help reader understand the indigenous plants of Jeju and contribute to conservation activities.

The book contains information on 20 varieties of indigenous plants found near Halla Mountain, including eight (camellia and nutmeg tree, etc), that are used by AmorePacific as ingredients as well as their scientific efficacy and traditional knowledge of Jeju Island.

The book allowed AmorePacific to secure a foothold to explore and utilize Jeju's bio resources, while helping it discover the efficacy of indigenous plants there, which are currently being used, and gain traditional knowledge of the region.

< Contents of the book >

1. Information on plants

Basic information on plants

- their scientific names, distribution, and physical descriptions

2. Detailed information

Plant images

- plants' beauty and the company's philosophy on beauty

3. Scientific efficacy for the skin

Effective elements good for the skin

- AmorePacific's research on plants and the values of Jeju plants

4. Traditional knowledge of Jeju Island

Stories of plants native to Jeju

- Region-based uniqueness, stories passed on throughout the island

