Angelina Troilo Explains the Science Behind ICD Signature Line! Transcript

(Transcripts are generated by AI and may contain errors)

Introduction to the Convention Recap

??? ?? ????? ? ? ? ???????, ?? ? ? ?????, for those of you who don't know me, my name is Angie.

I am the product training and development manager, and we just got out of a fantastic weekend. So many of your attended, but we had our 2025 Riemann Las Vegas Convention this past weekend, For those who did not attend, it was an information-packed weekend We had so many different announcements, so may different launches, and a lot of research that has been built up over the various years coming together and coming to fruition to showcase all new products.

So with that in mind, this call is huge. It's really an overview of all those new projects, what the reformulations entail, with the packaging entails as well.

And I really am excited to take you all on this journey because this is all-new content for me as We get to learn this together.

Brand Philosophy and Ingredient Standards

We Get to understand and talk about it together There's now going to be new product universities about It as well So with that in mind tradition meets innovation is a call We do on the third wednesday of each month if we do not have product university And so with this in Mind, we're really looking towards the perfect conceptualization of all of these reformulations throughout not only icd and of course the creation of an entirely new line which is ICD makeup so before we begin and for those of you who did not get to attend convention I wanted to show you all the fantastic video we put together to conceptualize all of these new launches so without further ado I'm going to play that video rooted in South Korea reimagining beauty worldwide hi Las Vegas ???????? ? ? ??? ? ? ? ? ???? ?? ? ??? ??? ???? ???? ? ? ? ? These botanical extracts and a variety of additional proprietary and exclusive complexes are processed through our specialized microfluidizer liposomal technology to maximize absorption, optimizing each formulation for bioavailability and aglow you can see.

??? ???? ????? ? ? ? ???? ? ? ? ? ?? ? ? ? A stroke of color A Stroke of genius The ingredients and technology you know and love from Riemann With a pop of colors to help you express yourself in brand new colorful ways An expression of you Your mood, your vibe, Your personality This is your beauty on display Enhanced and elevated by color Because makeup isn't just color It's a statement of YOU ??????? ????? ? ???? ? ? ? ? ??? ? ??????? ? ? ? ? ??, ????, it's the ability to create new things, new marketing materials, and new points of discussion.

So like that video you saw there, that's only the beginning of all the different things that my team, the marketing team can start putting out for you to continue to get excited about the Riemann difference.

But without further ado, we're going to finally get into the difference product reformulations and how you can discuss them ??? ?? ????? ? ? ? ??? ? ? ?????.

?? before we begin discussing the various different Riemann refreshes, I do want to bring back this slide. We are still ingredient obsessed, and we still avoid over 3,000 different ingredients that have been deemed harmful, toxic, or environmentally destructive, as decreed by various regulatory bodies worldwide.

Now, it's important again that we follow these regulations and these specific institutions because not only do they oversee the saleability of products within their respective borders, but they also have the professionals, the procedures, even just the money to fund the research into deeming an ingredient either harmful or beneficial.

And so we are always looking at these regulatory body to determine the salability not of only our products, but in innovation as well what we can create, and even in approaching reformulations.

This is something you'll always know is that we are married to the ingredients, or excuse me, to results, not to ingredients.

ICD Signature Line Reformulations

So we're not completely against making changes to ensure that you're getting the efficacy you want to see with the Remon products. And so in the remon refresh, We're going to break it down and we're gonna start first and foremost with what you've seen in the dermatology EX line.

This is now the ICD signature line, the I CD dermatologist line we dropped the EX and so I am still trying to get myself to say dermatologists say I see the skincare.

??? ???? ? ????? ? ? ? ????, ? ?? ? ??, but these products are now the signature ICD products that embody all of Chairman Ahn's research and innovation in creating a line that essentially helps you obtain that youthful glow.

And so with that, we begin with the inclusion into all three products, the giant Byung-Pool 3 solution. ???? ? ?????? ? ? ? ??? ???? ? ???? ? ? ? ?? ????, ???, and the active cream is now in there at an increased efficacy.

Specifically, we've increased its antioxidant efficacy by 34.5%. And if you'll remember, antioxidants are crucial to reverse so many different appearances of the signs of aging.

?????????, ? ? ? ? ? ?, and hyperpigmentation. But furthermore, within this improved extract, we now have twice the reduction in MMP1 activity.

M-M-P-1 stands for matrix metalloproteinase. This essentially is an enzyme that naturally exists in our bodies that breaks down collagen and elastin to help in restructuring of the skin.

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It can kick this MMP1 permanently on or on when it is not needed, and it's going to break down collagen and elastin that was otherwise providing structural support to your skin.

And so to have the twice reduction in MNP1 activity is a maintenance or protection of your innate collagen in elastic stores. This is huge. ??????? ? ? These are amino acids derived from our giant Byung-pul, but they specifically aid in maintaining skin's moisturization.

And again, this three solution is in all three products of the ICD signature line. But I want to take a moment to specifically reflect on this exosome because it is a hot topic in the personal care industry today.

We don't just call them exo-zomes, we call in cell-somes because they are derived form our Giant Byoung-Pul. ??? ???? ? ????? ? ? ? ? ????, ? ??? ?? ??, and naturally occurring vesicles or vehicles that are secreted by cells for inner cellular communication.

In skincare, specifically, they can actually help transfer bioactive molecules between those cells. So, in the utilization of exosomes, there's a couple of different sources.

You can have plant and mammalian exasomes. We specifically, of course, are using plant in the form of Centella asiatica. What's important is that specifically the incelsomes that we have derived from the Giant Bianco Pool have a phospholipid bilayer.

And so that's the structure you see here. Excuse me, I want to make sure I was showing my screen. So this structure, you'll see, here is the phospho lipid by layer.

You have your polar heads facing outwards and inwards to the environment. ??? ???? ? ? and accurately absorb them into the cellular environment.

This is all very complex science, but really the main message here is that they greatly enhance the absorption of targeted ingredients to the areas that matter most, exactly like the liposomes in the radiance of 100 line.

So now we have that. for the ICD signature line as well and as you can see here the booster has 1.3 billion exosomes or incelsomes per bottle the serum 450 million and the cream 500 million so they're all in there to enhance the absorption of these ingredients into your skin to really perceive that difference and these incel soms come after years of research by chairman on and his team to figure out how we can extrapolate on that giant Byungpool, as it is our own patented plant, only we could use it, so how can we maximize it?

And InsulSomes is an exact example of that. What's important furthermore beyond the Insulsomes, is that yes, we have that Giant Byoungpool 3 solution in all three products, but in three all products we also have a new and key player in the personal care industry, which is NMN.

NMN, or nicotinamide mononucleotide, is a derivative of niacinimide and a precursor to NAD+, which is thought to stimulate collagen production. Specifically, NAd+, is coenzyme involved in numerous cellular functions in the human body.

It is involved things such as energy metabolism, DNA repair, essentially This is a crucial molecule for various cellular processes in our day to day. However, we lose approximately 50% of our NAD plus every 20 years.

And this can be further exacerbated by external forces by overexposure to UV rays, pollution, smoking, alcohol consumption. The list truly goes on. But specifically within this cycle, it's the recycling process of N. A. D plus that breaks down in your bodies.

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????, the American Academy of Dermatology did clinical studies on NMN in skin care application. They found that it was not only able to improve fine lines and wrinkles, but it reduced areas of pepper pigmentation, improved skin hydration, and improved a skin clarity.

So, NMM is huge and it's still a well-researched molecule in the sense that its so new. There are many new research ???????? ? ? ? ? ? ?????? ? ???, ? ?? ? ? ?, but nmn in skincare and based on the current studies that do exist it is fantastic for anti-aging benefits and furthermore just for skin hydration and skin clarity so no matter what you're looking for in regards to your skin performances you'll be satisfied specifically because of not only now that giant gumball 3 solution but the nmn as well ?? ? ??? ??? ??? ? ? ???? ? ? ? ??? ?? ??? ?, ?, ???? ? ?????? ? ? ? ? ???????? ? ? ? ? ? ? ???? ? ? ? ????, ? ?? ?? ?, it's able to repair its DNA based on the exposures it gets from its environment.

With this in mind and in application to skincare, It actually can help us sustain our cellular health on a day-to-day exposure to a variety of different external forces, be it UV rays or be pollution.

This essentially allows our skin cells resilience, which is huge, especially in, you know, ???????? ? We have here not only the incorporation of the grain for the giant Byungpul, but if you look at the top of caps, which you can't see the view here, the reason that it's flat on this specific side is that we emulated the shape of giant byungpool leaf in the bottles of these products.

Furthermore, top part of cap is actually textured, it has a slightly rough texture to lend ???? ? ????? ? ? ? ??? ? ????? ? ? ???? and specifically the lava rocks that filter that Jeju lava energy water so all of this combined not only in the ingredients but in The packaging selection allows us to reintroduce these products as entirely refreshed and renewed ??? ? ?? ??? ????? ???? ? ? ? ??? ? ? ? ?? ??? ?????? ?? ? ? ? ? ??? ? ????? ???.

??? ? ???, ? ?, we're able to maintain the health of our microbiome and ultimately maintain. The innate health. Of our skin as well.

Last but not least, our dermatology cream. So this has two fantastic antioxidants added as key ingredients and

that's ergothionine and carnosine.

Boda Lab Hair and Body Refresh

???????? ? ? ? ? ? ? ???? ? ? ?? ?????? ? ? ? ?? ????? and specifically it protects our innate or endogenous antioxidants essentially what it can do is not only impart antioxidant care but protect the antioxidants our body has already produced which really allows for a robust protection of the skin carnosine is a dipeptide that is found in the connective tissues of humans it's not derived from humans we're not using human derived antioxidants in our products but specifically it plays a direct role in the strength of those connective tissues but also in antioxidant care as well so the ergothionine and the carnosine are very complementary to each other so to sum up the improvements within the dermatology ex line now the icd signature line we have that giant benpol 3 solution of our extract the exosomes and now amino acids the inclusion of NMN into all three products, and lastly, the INCLUSION OF A UNIQUE KEY INGREDIENT TO EACH PRODUCT.

FILLERSTIM IN THE SERUM, THE REJUVIUM R IN BOOSTER, AND ERGOTHIONIN AND CARNASINE IN DERM CREAM. And with that all in mind, I want to say something that I believe Katie said when we rolled out the Refreshed Beauty Collagen EX.

We didn't change these formulations because there was something wrong with the previous formulation. These are improvements. This is essentially years of research.

Years of iterations after iteration to find ways in which we can maximize the Riemann difference. And so that's exactly what you see here is a culmination of that research and it's a research that will just continue on and we'll continue to see what's next.

But with that, let's now transition to the remote refresh of Boda lab. ??????????? ? ? ? ? ? ? ? ? ??? ????.

And within our haircare line, we now have Deserty Cola Plus. If you remember, Deserty Cola was the main name for the three hair care products, and now we're employing Plus to each of those products.

It is specifically an enhanced form of Deserte Cola. We've optimized the microalgae culture conditions to enhance its application in specifically maintaining healthy hair density and scalp protection as well.

And again, this is carried throughout all three products alongside the next two ingredients. We have chlorella oil, which is rich in unsaturated fatty acids and beta-carotene, but it's also rich and biotin, in sulfur and in chlorophyll.

Now, bioten and sulfur are crucial for the strength of your strands, But chlorphyll is a powerful antioxidant And your hair needs antioxidant care as well.

Your hair too is exposed to UV rays. So this is fantastic in maintaining smoothness and shine for the whole hair. Lastly, we have wild olive stem cells and these stem cell do everything.

They protect, reinforce, and regenerate the full hair shaft for really maintaining luminous hair even just after cleansing the hair and again, These are all in each product of the Desert Eucala Plus line.

And when we come to appreciate each of products, you'll notice here, of course, the redesigned bottles. When we approach the redesign of these bottles, we specifically looked at the thought of an apothecary.

How these bottle not only show trust in their clarity, but also in the innovation in regards to the formula. You know how an Apothecarie has a mixture ??? ?????? ? ? ? ? ??? ? ?????? ? ???.

And that's exactly what we see here for the three products in the Desert E. Coli and in this one metal line is that apothecary denotation, so to speak.

Within the shampoo, specifically, we have that enhanced form of Desert Colo. We have the Corella oil and the wild

olive stem cells. ??? ??? ???? ? ? ????, ? ? ???? ? ?.

??? ? ?? ???? ?? some brown substrate in the old Bodo Lab formula, that was the desert E. coli, but now you can see it is completely clear and homogenous, so no more of that brown sub-street.

??? ?? ??????? ? ? ? ? ? ???? ??, ?? ?, we call it conditioner now, but it is still our water treatment in regards to its water thin nature.

So with the deserticola plus conditioner, We now have the inclusion of the nozzle already in the bottle. You don't have to untwist the cap and put on the Nozzle.

The Nozzles actually already built into the Cap. But specifically again here we're looking at that improved homogenous formula. and the water treatment is now cyclic silicone-free.

All right. And the last but not least in the Deserticova line is that hair oil serum. We have all those beautiful ingredients, but we also have the addition of C-Plex.

Now, C Plex was a raw material initially designed for bleach-damaged hair. ???? ? ???????? ? ? ? ? ?????, ? ? ? ? ?, it only further provides benefits to more robust hair types but specifically in cplex it's a seaweed derived ingredient that looks to prevent dryness frizz breakage porosity damage and erosion of the hair it does so much but in doing all of these things ??? ?? ????? ? ? ? ????? And that's a perfect instance in which we were monitoring the regulatory bodies to determine the saleability of our products.

We saw that the EU was pending a ban on cyclic silicones and took them out of out formulas so that we could proactively keep confidence in our product.

So that is mainly for the Desert E. Coli Plus system. When we shift over to these swamel body products, ??????? ? ? but now we have the inclusion of giant Byunpul amino acids.

Those same amino acid we had in the ICD signature line are now applied into the both body products and that's going to increase your skin moisture and your skins integrity as well.

Furthermore, these products, and the Deserty Cola products all have a new scent developed by Frederick Bertone who has worked with a variety of different luxury brands including, I believe, Givenchy.

???????? ? ? And last but not least, for the body cream, we still have those giant bienpo amino acids, still the suamel, but now we have the inclusion of okra maloika extract.

This specifically is abundant in polyphenols, which helps to restore your skin's moisture but also have antioxidant care for your body skin. Your body's skin needs antioxidate care as well, and that's the perfect extract to employ that.

???? ? ??? ????? ? ? ? ? ??? to really help maintain the nutrient density on your skin as well. So to sum up the reformulations in that regard, we now have that enhanced form of Deserticola being Desertycola Plus, maximized for healthy hair density.

We have the inclusion of chlorella oil and wild olive stem cells. in all three of the products in the Desert E. Colo line and we have the removal of cyclic silicones.

In terms of body care, the main feature of course beyond the packaging is that fragrance created with Frederick Bertone and the inclusion of okra maloika extract in body cream.

Okay, we will now finish off ???????????? ? ? ? ? ? ? ? And so the first product within that is our ICD Beauty Luminous Glow Cushion.

This is a play off of our 4D Luster Cusion, but an entirely improved formulation. So we developed this cushion to really in consideration of U. S. and Canada global consumers and their preferences, specifically in the texture and the finish.

There is now a more staying power with the system in that we've increased the micro powders in formula. This allows for a more even coverage and a dry touch feel.

So you get that luminosity, you got that skin look, but you don't have a formula that's going to move or is easily scratched or rubbed away. Even more importantly is the introduction of four other shades.

We now go from fair all the way to deep so that we can satisfy the diversity in the U. S., and this is only just the beginning.

ICD Makeup Launches

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To complement your use of the new ICD Beauty Luminous Glow Cushion, we now have the ICDD Beauty Set and Stay Makeup Spray. So we created this makeup spray not only to be a setting spray, but to continue the extension of skin care.

and that is true for all the products we're talking about now is not only are you getting aesthetic benefits from these products you're getting those skincare benefits of remon that you've already grown to love with this setting spray specifically we not Only have that hold for your makeup you can spray it before and after your make up application but there's also the inclusion of giant pyeongpul for anti-inflammatory care and radiance on your skin as well now The hot topic in the discussion for convention was the launch of our lip products.

And the first lip product was our ICD Glow Up Lip Oil. Now this lip oil offers a beautifully transparent and shimmering glow due to the inclusion of low viscosity and high refractive oils.

What we mean by that is these oils are very thin. They're not going to feel sticky or heavy on the lips. but their specific molecular makeup allows for light to easily reflect off it so that your lips look so luminous.

But what's key about this product is that it has dual use. You can use it as a daily gloss or you can apply it at night as lip sleeping mask. This is allowed because the flexible film former that we've included creates a nice barrier on the lips that doesn't crack or cake and just cares for the dryness of your lips.

This product itself, of course, still contains the giant pyeongpul, but it also has jojoba seed oil and ingredients that mimic the structure of our natural lipids in the skin to maintain your lip barrier.

Your lip skin is much thinner than your facial skin and needs that extra care and the extra moisturization. And this lip product does exactly that. So whether you're going out and need some gloss, ??? ?????? ?? ? ? ? ? ??? ? ?? ????? ??? ?.

And last but not least, the new ICD Butter Velvet Matte and Semi Matte Lip Tints. We have created revolutionary textures in both our velvet matte and semi matte formulations.

I'm actually wearing a semi-matte formulation today. ??? ????? ???? ? ? that or between a cup if you're drinking but you still feel that light layer of product which i love i prefer the semi mat has this somewhat sheer finish but u can build it up as well and then it also runs towards that nice dry down of that cloud like feeling ? ? ? And again, it's simultaneous skincare and makeup effects.

But you might be wondering, you didn't go super in detail on the actual ingredients of these products. What are they? What is performing? That is coming in another Tradition Meets Innovation call in the next coming weeks.

So stay tuned. We're going to put out a ton of communication on it. ??? ??????? ? ? ? ? ? ??? ? ????? ???.

But that was the overview of what it was discussed and what was launched at convention. There is so much new information, there's so many new informations even for me and I'm so excited to go through that science more in depth on future calls as well.

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So reminder that our convention Packs are available until March 23rd, which is this Sunday at 1159 p.m. PT. You can Experience these refresh formulations.

There are free products in these packages. And even better, there's access to exclusive products that you cannot yet buy. So at the base, we, of course, have our ICD Renew Pack.

This is going to have that basic set of renewed products. And what's important to note is that some of these products I didn't mention in the call. The calming balance gel, the two-phase oil mist, these just got package changes.

There really wasn't much change to their formulations. But you get to experience all of theses new packages and the new reformulations ???? ?????? ? ? ? ? ? ??? ? and that's for specifically the medium pack and then the large pack has everything and the exclusive products so with this specific pack this is the u.s.

Convention Packs and Exclusive Offers

and it's a value of almost two thousand dollars you get three of essentially everything plus some life-changing products and you can exclusive access to the refreshed collagen 100 melting mask and the set and stay makeup spray which you otherwise cannot buy until mid april so this ultimate renew pack is huge if you are wanting to try out these reformulations and again that was for us so i'm going to finish up with the the cad products so with this one same exact thing we're having all those different products the refreshed sheer glow bb which is our daily aqua b in a new package and with a ??? ?? ???? ? ? ??? ? ??? ??? ? ?? ? ???? ? ??? ? ? ?? ???.

??? ?? vl???, ? ?? ?? ????, ?? ????, and we finish off with those same benefits with the value of almost 27 or almost with a value 2,704 Canadian dollars, you can get all of these products.

And so to wrap up this call, but to also talk on how you can really maximize these offerings before they end on Sunday. I would love to invite up someone you know and someone who you absolutely love as I do, and that's our national director, Mr.

Timothy Herr. Wow, I'm over here right now taking notes. And I cannot believe what just happened. When I heard about… I thought it was all just being repackaged.

Remember when we were in the senior director meeting at HQ and Angie went over this stuff? I was like, oh my gosh. ???? ? ?????? ? ? ? ? ??? ???? ? ????? ? ? ??? She says you better get another one.

So I we just bought another One today get her she wanted to get the big of the cat kid But here's what I want to let everybody know is right now you want To make sure that you get your hands obviously not just you I mean, it's kind of a no-brainer, right?

We want, to make, sure we get our hands on these new products So we have them at obviously over pop-ups and we can do our demonstrations and our and are on our have the products in our Hands, you know, I it?s like can you believe how beautiful this looks?

Are you kidding me? ? ? ??? ? ?? ??? ?? ???? ?? ? ? ??? ? ? ?? ????. ?? ??? ? ?.

This is a time right now where you want to be making it happen like never before. A lot of you are running right for manager. You're running for senior manager right.

Now, if you get three senior managers and you do your 50,000 in volume, you're going to show up. April 1st is what a team leader. So everybody right? Now is running hard to rank advance before April first.

but you don't want to wait til the very end. You don' t want wait till Sunday. All the volume is going to be coming in the last 48 hours of the promotion.

Saturday, Sunday, there's going t be so much volume that's gonna be come in. you want t make sure you're a manager, a senior manager today. Right now, you do' n't wanna wait until the lats minute.

Y ou don t wanna be like, all right, I'm gonna get it done by Sunday I would encourage you to get to manager or senior manager right now. If you' re very close, get i done today and then tomorrow you'll start getting paid as a manag er.

so you don't want to hesitate, you want make sure you get yourself to these positions ASAP so all that business that comes in on the last 48 hours of this promotion we're going to be doing so much volume in the past 40 hours you wanna be in a position to benefit if you hit manager, senior manager say Sunday you're gonna start making money Monday as a manager senior, manager so want you to get your self in position of win this is the time right now where we wanna share these products with everybody ??? ? ??????? ? ? ? ? ??? ? ? ?????.

???? ? ? ???? ???, ?, and we've got Christie Bellison. Get that information from your sponsor. Make sure you get everybody on that call.

You don't want to let this moment in time slip through your fingertips. Having these products reformulated and really enhanced to be able to take what was already so amazing and be to add to it.

Timothy Herr Closing Motivation

I mean, how do you add perfection? How do you add to perfection? That's what AskLab is all about. That is what Riemann is about, man. Their research department is working around the clock.

Last time I was in Korea, stopped by the third floor and I looked around, there was like 60 people in there working. I said, this is unbelievable, I've never seen a company that puts so much into their products.

They put so love into the products, they put care into products to make sure they have the best products for us to go out and promote. To have best product to share.

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Get in touch with all of our customers. Make sure our customer are ordering right now. And getting all our costumers down in. Obviously, any of out planners, we don't want them to miss out.

we do not want to look back and be like, man, I wish I could have gotten my hands on one of those convention bags so I can be able to have the opportunity to experience these new products.

To be about to be experience what's happening. I'm getting myself downed in, to able have these products on and able use these product. ??? ? ??????? ? ? ? ? ?????? I'm telling you I use these I do so many presentations I just use this products all day long as I sit here and talk to people and I Just love having them in my hands to be able to show people so don't let this moment in time pass you by this was one of the most Amazing product trainings that we've had and and really this tradition meets innovation.

I always look forward to this I remember the first one I got on I said, whoa, this is unbelievable what we have so

what I am sharing with you right now is this ??? ? ?? ??? ? ?? ??? ? ????? ? ? ? ?? ???? ? ? ?????, ???? ??? and let's start sharing the products that we've got that are so amazing with the world.

So it's a bad day. Angie, before I hand it back to you, I'm just going to state it. It's bad to be a wrinkle with this group of people and the information that.

We got today on this call, so thank you Angie. I want to give it to close out. Appreciate your time. Thank you so much, Tim. I always love inviting him on when we have a new pack or we something exciting to talk about because he brings that excitement.

Not that I'm not excited, but I have little more reserve, so to speak. So thank you, tim. But yes, he's absolutely correct. These packages are huge for us as well.

And I was able to see some of the questions and comments in the chat. For anything I didn't get to answer, please e-mail me. Iím always open to e mailing and I know this is a lot of information.

Final Wrap-Up and Thanks

??? ???? ????? ??? ?????? ? and now even more than that is what we went over today but thank you so much for joining me on this call I know it's late for some of you and I'm so excited to continue on This journey of talking about this new science new remondes new product universities and all of that good stuff but without further ado I hope you have a fantastic Wednesday night and i'll talk to you next time