



# PITTAN

Sweat amino-acid analysis  
for personalized inner-care

Emi Maeda



**Almost everyone experience  
skin trouble**

**And majority of people use outer  
care to improve the skin  
condition, however many people  
feel that the solutions don't work  
well,,,,,**

**Do you know why?**

**Skin**  
is  
**the largest organ**  
**in the body**

Therefore **inner condition**  
**care** is the most important to  
***improve your skin***



# Skin problems are

To decrease  
self confidence

**280 M**

Number of patients with  
depression(2022)

Sign of inner  
health problems

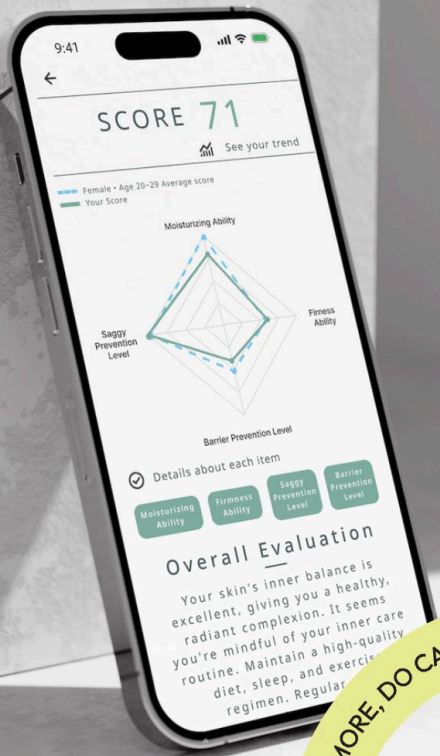
**4255.1 B  
USD**

Health care cost in the US  
(2021)

To increase cosmetic  
surgery cost

**48.37 B  
USD**

Cosmetic market size  
worldwide (2023)



YOURSELF MORE, DO CARE MORE. BE

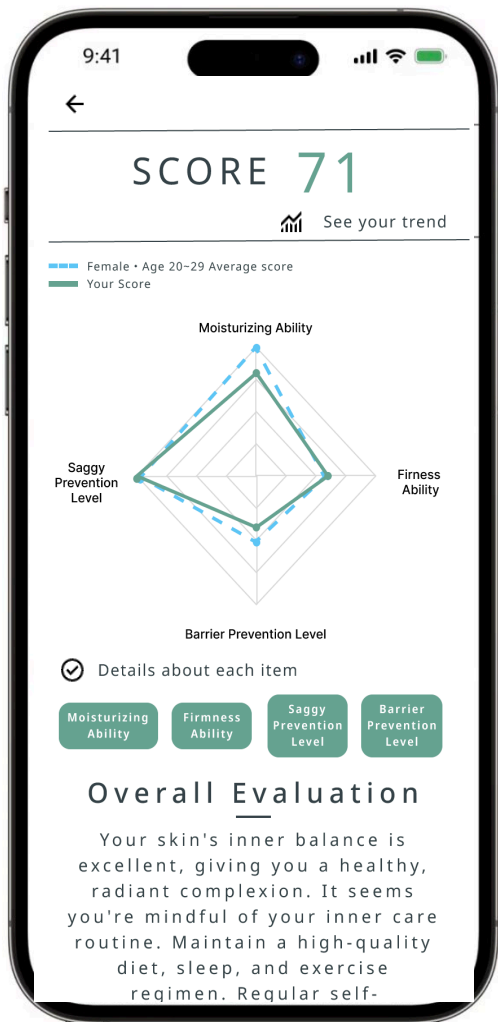
**PITTAN** is  
the cutting edge service  
to improve your skin  
*with inner condition*  
*tracking*

**-3 steps solution**



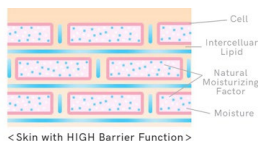
# 1, Know yourself now

## Sweat amino acids reflect 4 inner potentials for your skin



### Firmness Ability

Calculated by amino acids composing **NMF(Natural Moisture Factor)**



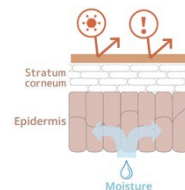
### Moisturizing Ability

Calculated by amino acids composing **collagen** structure



### Barrier Level

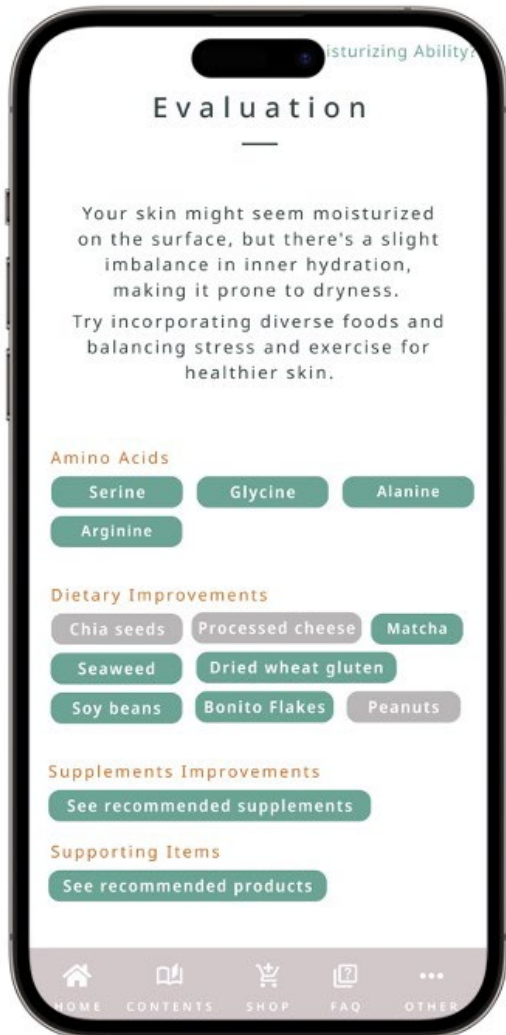
Calculated by amino acids related to **UV absorbance** and protection of **stratum corneum epidermidis**



### Saggy Prevention Level

Calculated by amino acids synthesizing **muscle**





## 2, Improve daily action

### Amino acids

which it's effected

### Ingredients

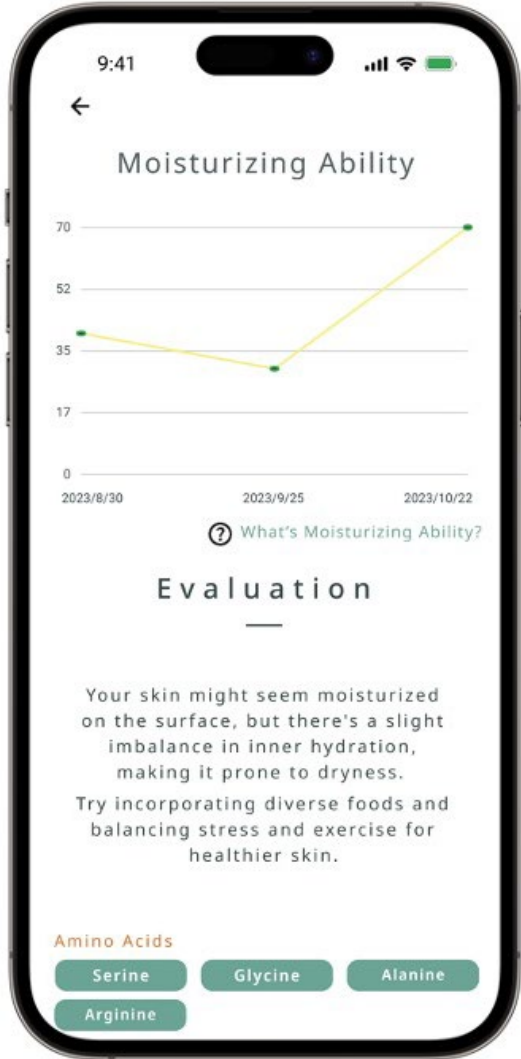
which contains the amino amino acid & the recipe

### Supplements

Which contains amino acids

### Support goods

For outside care, like toners, creams etc



# 3, Track and transform!

## Compare to your historical data

You can check your change and consider what kind of activities you've done affect the result.

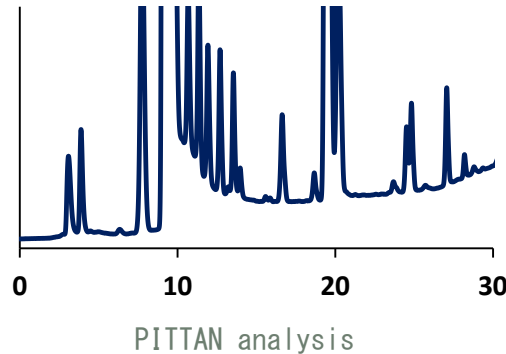
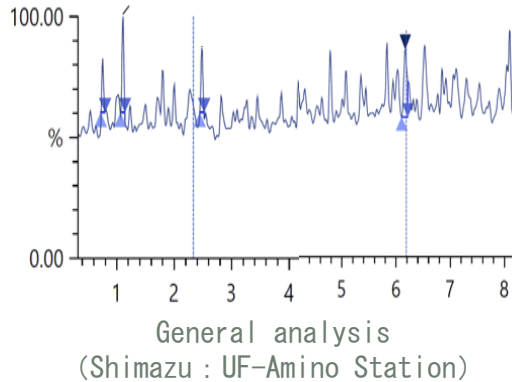


# IP - PITTAN's black box

Why PITTAN can check inner condition for skin?

- Amino-acid is key indicator

PITTAN has know-how to analyze amino-acid from sweat



High sensitivity

S/N 50 times more

AND

Low cost

lower than 1/10



# PITTAN Service flow



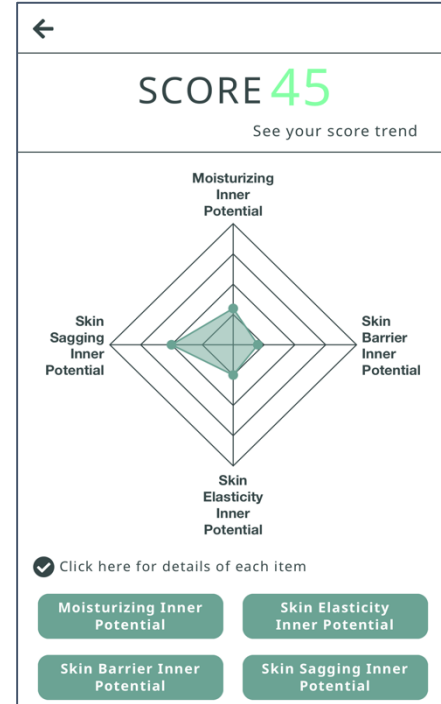
Mailing



Sending  
Data



Analysis  
at PITTAN Lab JP  
(~2023)  
+ SG/US/AUS(2024~)



# Leadership

## Business development



**Kazuya Tsujimoto**  
Ph.D(eng)  
Co founder, CEO

- researcher in semiconductor company( Tokyo Electron, Rohm)
- strategy consultant in Accenture
- venture capitalist

## Marketing & Sales



**Emi Maeda**  
MS  
Co founder, CMO

- Digital marketer in several global SaaS startups and VC

## Science



**Makoto Tsunoda**  
Ph.D(pharma)  
Co founder, CSO  
Prof. of University of Tokyo

- more than 20 years research about analytical chemistry by liquid chromatography

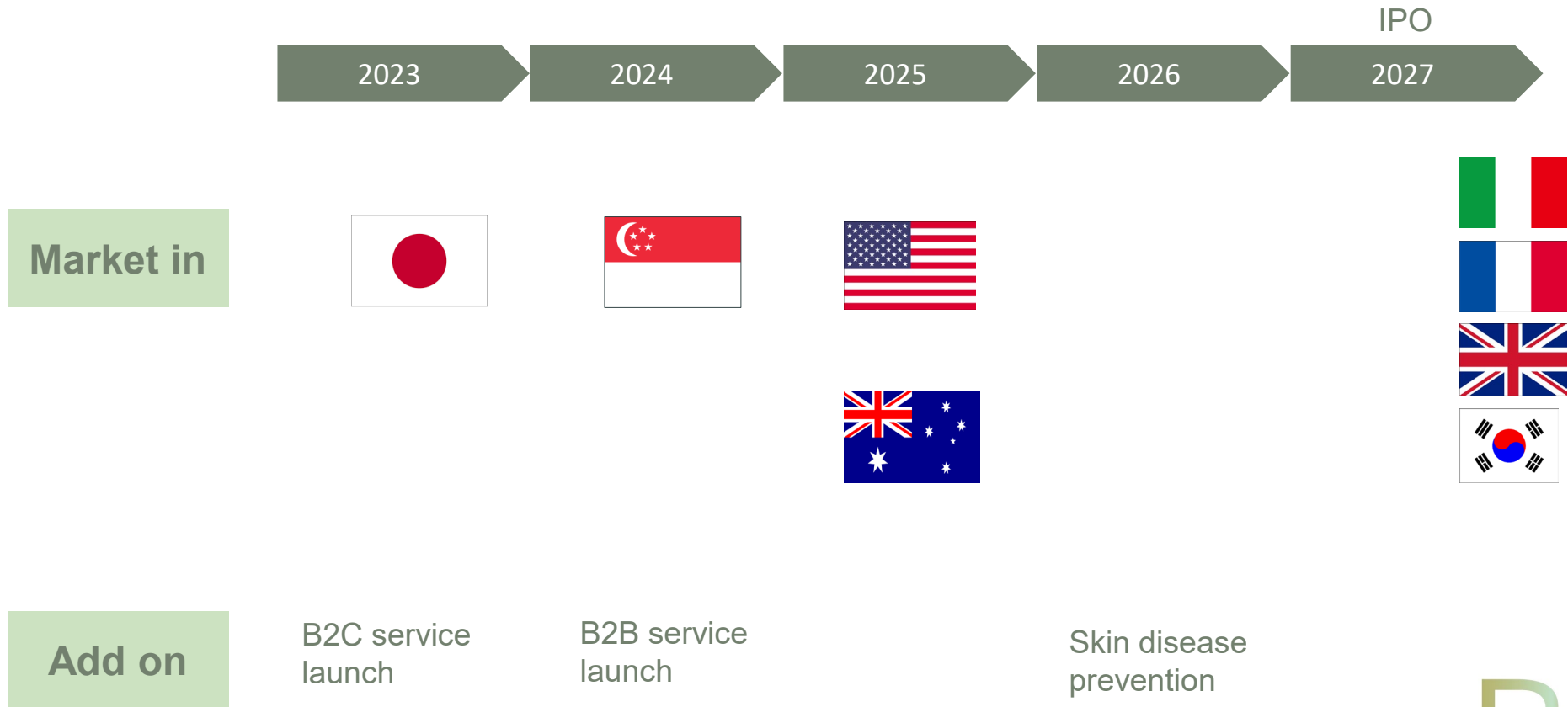
## Engineering



**Hirotaka Koyama**  
MS  
Co founder, CTO

- Mechatronics and analytical chemistry engineering in Shimadzu corp

# Milestone



# Ask

## Finance

2024.1~

Pre Series A

**Pre Val:** \$4M

**Amount:** \$1.5M

Preferred stock

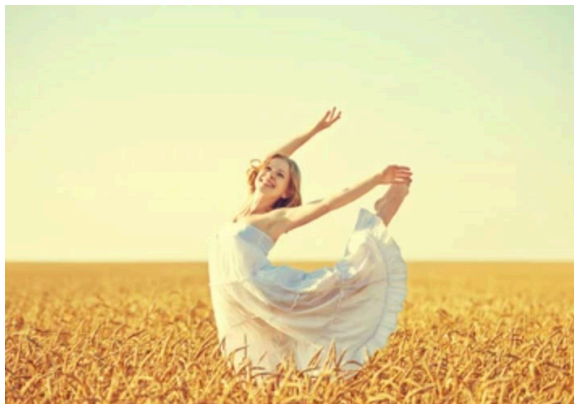
Ticket size: >\$100K

## Seek for

- Investors (incl Angel investors)
- B2B partner (Beauty clinic, fitness gym, cosmetic salon)
- Collaboration research for skin science



# Health care solution to enjoy your life



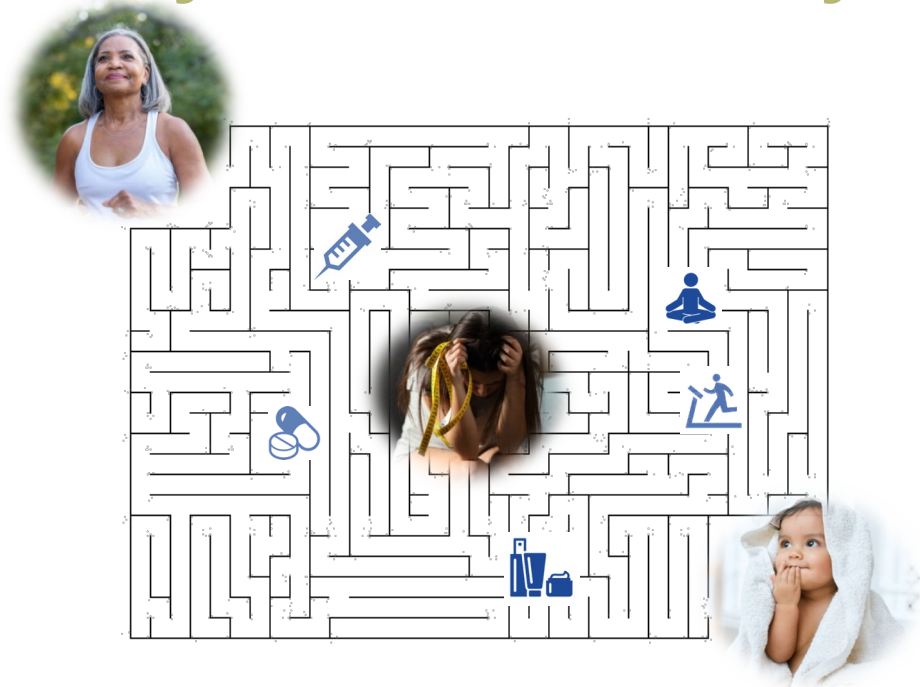
**Thank you!**

Emi Maeda

Email : [emi.maeda@pittan.co.jp](mailto:emi.maeda@pittan.co.jp)

# Life is maze

~ too many trouble, too many solution ~



Especially, for your inner condition



# How do you know the way to check inner-condition for SKIN?



Body weight and fat



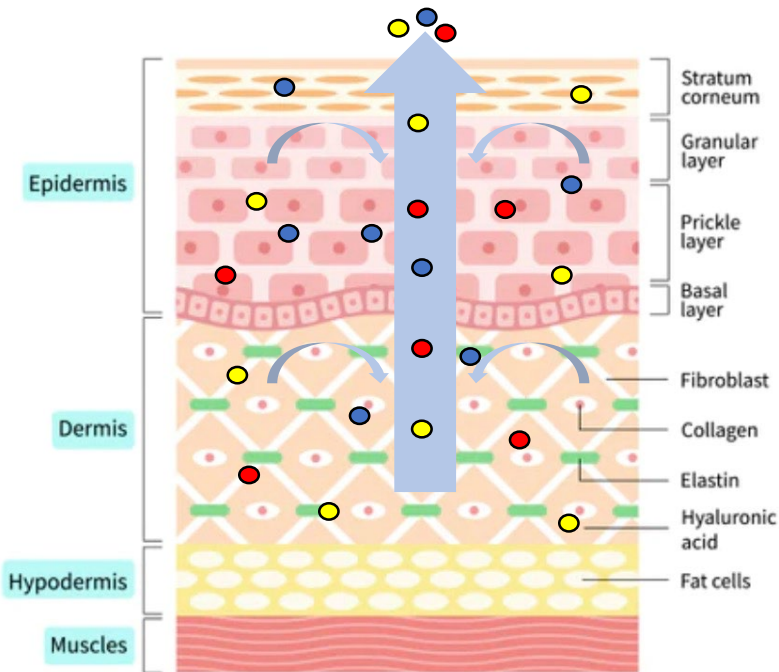
Inner wellness  
(nutrition)



Calorie intake



# Using Sweat – That's why PITTAN can analyse inner condition for skin



1. Reflect chronic condition
2. Exempted from infectious body fluid
3. Non-invasive
4. Related with skin condition