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PUZHEN

A Testament to Strength and Experience

Spring 2025



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Industry Leader with Over 20 Years of Deep Cultivation

Since its founding in 1995, Puzhen has remained focused on the R&D and manufacturing of health and home products—particularly establishing itself as the global leader in aromatherapy diffusers.

With over 20 years of experience, Puzhen has accumulated a wealth of knowledge, mastered core technologies, and holds numerous patents, continuously driving innovation in the industry.

- **Annual Exports:** Peaked at over 3 million units per year and exceeded 6 million in 2020.
- **Market Share:** Once held 60% of China's aromatherapy diffuser export volume, with products sold globally across Europe, the U.S., Japan, and other major markets.





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Technological Innovation, Leading Industry Trends

Puzhen has always centered its growth on technological innovation, launching numerous industry-first products that solidified its leadership in the diffuser sector.

Ultrasonic Diffuser: The world's first Lotus Ultrasonic Diffuser seamlessly merged ultrasonic technology with aromatherapy atomization. Blending advanced technology with both modern and classical aesthetics, it opened a new chapter in the global diffuser market.

Micropore Technology: Precisely controls fragrance concentration, ensures even diffusion, operates silently, and is energy-efficient—offering an ultimate user experience.

Single-Pump Technology: Holds multiple technical patents; simple structure, easy maintenance, and widely used in diverse market applications.





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Five Senses Culture: A New Global Lifestyle Paradigm

Since pioneering the Five Senses Healing Framework in 2000, Puzhen has integrated five dimensions of healing to elevate the body, mind, and spirit—advocating a return to simple purity.

By 2003, it launched the world's first patented diffuser.

With “Five Senses” as the brand philosophy, Puzhen is not only a messenger of sensory healing, but also a standard-setter for the industry.

- 25 years of continuous innovation
- Imprinting “Five-Senses Integration” into every aromatic breath
- Holder of the world's only official Five-Sense® trademark
- Redefining the golden standard of sensory healing
- Home to the world's first diffuser designed for Five-Sense healing
- A pioneer of humanity's fifth-dimensional sensory experience



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Our Trademark *Five-Sense*[®] Diffusers

Awaken your five senses, discover simple purity



Aromatherapy to uplift the mind Smell



Soft music calms the heart Hearing



Gentle light soothes the soul Sight



Touch natural materials to control your experience Touch



Taste a moment of tranquility in your life Taste



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Trademark **Five-Sense**[®] Diffusers

Puzhen has trademarks in seven major countries

知識產權署註冊處
Trade Marks Registry
Intellectual Property Department

香港特別行政區政府
The Government of the Hong Kong
Special Administrative Region

註冊證明書
(《商標條例》(第 559 章))
CERTIFICATE OF REGISTRATION
Trade Marks Ordinance (Chapter 559)

茲證明下列商標之詳情於今日已記入註冊處之錄簿:
I hereby certify that the Trade Mark with the following particulars has been entered in the register today:

商標編號:
Trade Mark No.: 300806733

商標:
Mark:

商標種類:
Mark Type: Ordinary

商標描述:
Mark Description: N/A

一系列商標:
Series Mark: No

擁有人姓名/名稱、地址:
Owner(s)' Name, Address: Puzhen International Product Company Limited
Room 1201, 12/F, Hang Seng Tsimshatsui Building,
18 Canton Road, Tsim Sha Tsui, Kowloon,
Hong Kong.

擁有人之送達地址:
Owner(s)' Address for Service: Federation of Hong Kong Industries
4/F Hunkow Centre, 5-15 Hunkow Road,
Tsimshatsui, Kowloon,
Hong Kong.

類別及貨品/服務說明:
Class(es) & Specification(s): Class 21
household or kitchen utensils and containers (not of precious metal
or coated therewith); combs and sponges; brushes (except paint

300806733-11481003 Page 1 of 4

United States of America
United States Patent and Trademark Office

Five-Sense

Reg. No. 4,117,035
Registered Mar. 27, 2012

Int. Cl.: 11

TRADEMARK
PRINCIPAL REGISTER

PUZHEN LIFE CO., LIMITED (HONG KONG LIMITED COMPANY LTD.)
UNIT 1112-1116, DELTA HOUSE, 100 YU YE ST.
SHATIN NEW TERRITORIES, HONG KONG

FOR: AROMA DIFFUSERS; ESSENTIAL OIL DIFFUSERS; APPARATUS FOR THE EX-
CHANGE OF SUBSTANCES AND HEAT FOR USE IN THE PRODUCTION OF STEAM FOR
USE IN COOKING AND FOR USE IN REFRIGERATION; HEATING APPARATUS FOR USE
IN HEATING VENTILATION SYSTEMS; AIR CONDITIONING SYSTEMS AND REFRIGER-
ATION SYSTEMS; SANITIZING APPARATUS FOR LINDEN USING ULTRA-VIOLET LIGHT;
GEOCHEMICALIZATION AND LOW PRESSURE TECHNOLOGY; HOMEOPATHY; (OH) MMS;
SPRAYS; AROMA THERAPY APPARATUS FOR HOME AND PERSONAL USE; NAMELY:
ELECTRICALLY POWERED HANDHELD VAPORIZERS FOR VAPORIZING CONTENTS OF
HERBAL AND PLANT MATTER FOR CREATING AN AROMA; NET FOR MEDICAL
USE; WATER PURIFICATION AND FETTERATION APPARATUS; WATER PURIFICATION
INSTALLATIONS; AIR PURIFYING APPARATUS; IRRADIATION APPARATUS FOR THE
TREATMENT OF AIR; DISPENSERS FOR ROOM DEODORANTS; AIR FRESHENERS AND
AIR FRESHENING APPARATUS; NAMELY: DISPENSING UNITS FOR AIR FRESHENERS;
APPARATUS AND INSTALLATIONS FOR LIGHTING; ULTRA-VIOLET RAY LAMP;
SENSOR LIGHTING FIXTURES OTHER THAN FOR SECURITY PURPOSES; REPLAC-
EMENT PARTS AND FITTINGS FOR ALL THE ABOVE-RECORDED, IN CLASS 11 (U.S. CLS.
11, 21, 23, 31 AND 36).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 441(c) ON HONG KONG APPLICATION NO. 90179811,
FILED 12-26-2005, REG. NO. 90179811 DATED 12-26-2005, EXPIRES 12-26-2020.

SER. NO. 85-206326, FILED 12-26-2005.

CAROL SPILA, EXAMINING ATTORNEY

David J. Kaye
Attorney at Law

Int. Cl.: 11

Prior U.S. Cls: 13, 21, 23, 31 and 34

United States Patent and Trademark Office

Reg. No. 3,260,699
Registered July 15, 2007

TRADEMARK
PRINCIPAL REGISTER

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PUZHEN INTERNATIONAL PRODUCT CO.,
LTD. (HONG KONG LTD LEAK CO.)
ROOM 201, HANG SENG TSIMSHATSUI BLDG.
18 CANTON ROAD,
TSIMSHATSUI, KOWLOON, HONG KONG

OWNER OF HONG KONG REG. NO. 90130171,
DATED 1-5-2006, EXPIRES 1-4-2014.

SER. NO. 78-622408, FILED 7-5-2006.

FOR: ELECTRICAL DIFFUSERS FOR ESSEN-
TIAL OIL, AND PERFUMES FOR HOUSEHOLD
PURPOSES, IN CLASS 11 (U.S. CLS. 11, 21, 23, 31
AND 36).

KARANENDRA S. CHHINA, EXAMINING ATTOR-
NEY

From Concept to Product



From Concept to Product





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Professional Service

Puzhen provides comprehensive services including:

- Design
- Product development
- Molding
- Injection molding
- Electronic assembly
- Quality testing





Puzhen New York Head Office



Handles strategic planning and market expansion, radiating across global markets.



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Puzhen Shenzhen Factory

500 employees

Over 160,000 sq ft

Annual output: over 5 million units

In-house mold and silk screen printing workshops

Certified with ISO9001 and ISO14001





Quality and reputation, win the trust of the market

Puzhen insists on high standards, winning customer trust globally through premium products and sincere service.

- Defect Rate: Only 0.3% — stable quality control ensures every unit meets top standards
- Customer Satisfaction: Over 80% of revenue comes from large distributors in the U.S. and Europe; repeat purchase rates keep rising

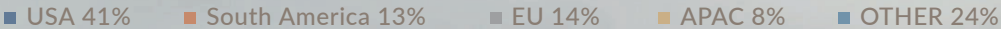


TARGET CUSTOMER GROUP

The company's primary customers are distributors in the U.S. and Europe.

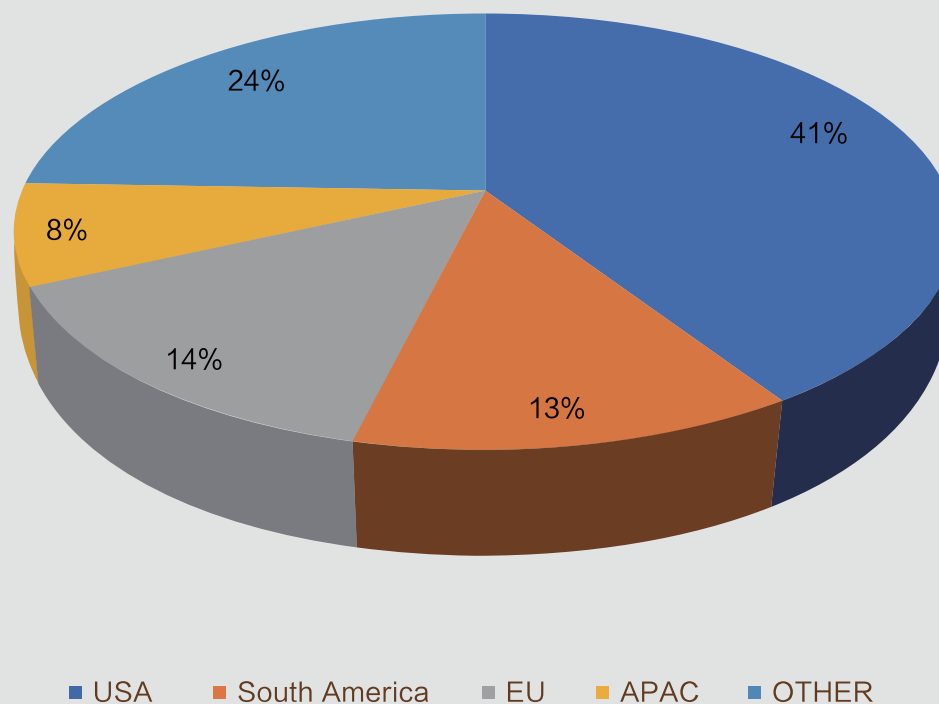
Over 80% of the company's revenue comes from major distribution channels specializing in essential oils and health supplements. The remaining 20% is generated through partnerships with luxury hotels (SPA services), home care products, and online wholesale channels.

We follow a diversification strategy and plan to introduce new products to new markets. Our goal is to develop a standalone retail brand, covering both offline and online sales.



Global Reach, Trusted by Top Clients

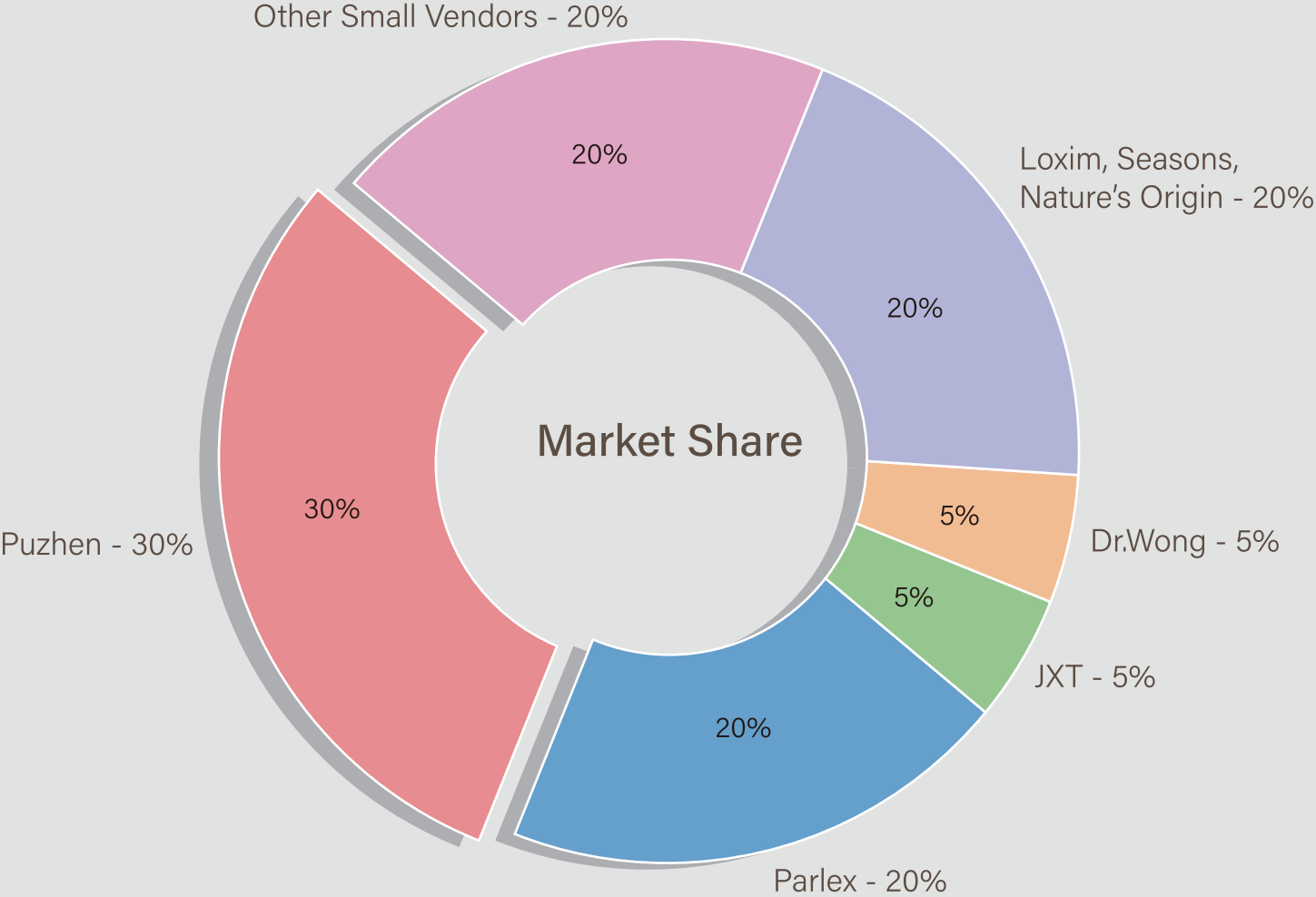
With global deployment and quality service, Puzhen has earned the trust of many top international clients.





Key Competitors and Market Share

Main diffuser suppliers include Parlex, JXT, Dr. Wong, Loxim, Seasons, and Nature’s Origin. However, they lack real innovation and fail to solve consumer pain points. Their market share remains limited.

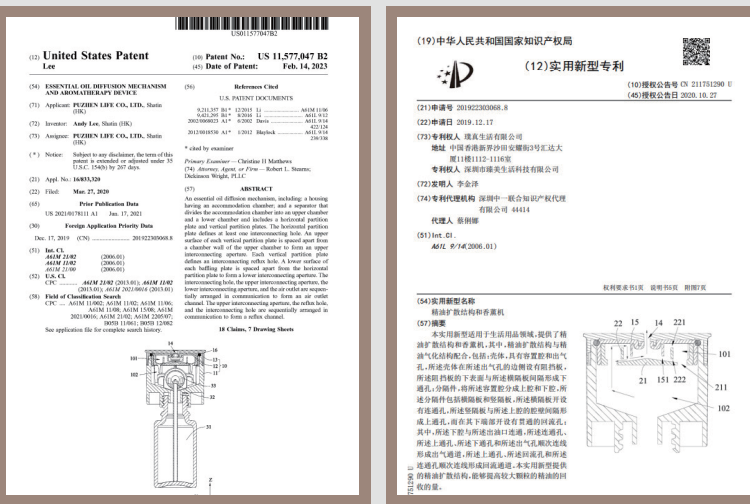




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Market Advantages of Puzhen Products

Often imitated, never surpassed



As an industry first, the pump diffuser holds multiple patents.



Puzhen's professionalism and reliability have secured its leading market position.

High-quality standards

Excellent reputation
and customer feedback

Key Business Partnerships



PRANARŌM



dōTERRA®



And more...



The Leader in Aromatherapy Diffusers

Leveraging doTERRA's global influence, Puzhen provides high-quality, beautifully designed diffusers that meet Chinese consumers' demand for premium wellness products.

This powerful partnership creates a win-win scenario, setting the trend in China's essential oil market.



doTERRA®

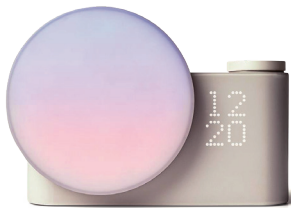




The Leader in Aromatherapy Diffusers

Harnessing Young Living's global brand authority, we deliver premium-quality, aesthetically crafted essential oil diffusers tailored to meet Chinese consumers' demand for high-end wellness solutions.

This strategic alliance creates a mutually empowering partnership, positioning us at the forefront of the global essential oils market."





Independent Brand Launch: A New Journey Begins

Building on 20+ years of expertise, Puzhen officially launches its own brand to offer smarter, higher-end wellness home products globally.


- Diversified Strategy: Expand into new markets—especially the APAC region—and push for global brand expansion
- Retail Business: Create a standalone retail system (online + offline) to meet the demand for high-quality living





Why Choose Puzhen?

- Over 20 years of experience in diffusers
- Advanced technology and reliable quality
- Global presence: U.S. HQ, Hong Kong office, Shenzhen R&D center and factory
 - Long-term partners with global brands like Young Living and doTERRA
 - Innovation-driven: multiple core technology patents leading the industry



Puzhen's Independent Brand: A Creator of Quality Life

The birth of Puzhen's independent brand is not only a culmination of 20+ years of experience, but also an exploration of the future of wellness living.

With strong technical strength, global presence, and uncompromising commitment to quality, Puzhen is poised to become the most trusted health and home brand for global consumers.

The launch of Puzhen as an independent brand marks our bold new step in the health-focused home living sector.

Moving forward, we will continue to drive innovation while upholding uncompromising quality standards, bringing smarter, healthier lifestyle solutions to global consumers.



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*Awaken your five senses
Discover simple purity.*