



XIAOMOXUAN

TAIWAN'S BEST-KEPT BEAUTY SECRET

Join the clean beauty revolution
A great hair day is just one wash away

DISCOVER XIAOMOXUAN

Xiaomoxuan (pronounced "Ksiao-mok-suan") is a world-renowned luxury organic hair and body care line featuring nature's most nourishing ingredients.

Our innovative, vitamin-fortified formulations are designed to protect and repair hair and skin from harsh climate conditions and heat damage, and address common concerns including dryness, dullness, split ends, breakage, and hair loss.

The result: You'll emerge from every shower with softer, more radiant skin and shinier, bouncier, healthier hair!



OUR HISTORY

Founded by a beauty enthusiast, Xiaomoxuan first launched in 2018 with our signature tea tree hair mask. The product first appeared in Moscow on the Arbat at the Academy Hair extension.

Thanks to rave reviews and word-of-mouth engagement from Instagram and Tik Tok influencers and other beauty enthusiasts across Central Asia, Eastern Europe, Latin America, and the USA, Xiaomoxuan has grown into an internationally renowned beauty brand.

Since 2018, Xiaomoxuan has expanded to offer a full line of hair and body care products including a body wash and a full line of hair care products, including shampoos, conditioners, restorative masks and a leave-in conditioning treatment.

We are constantly on the lookout for emerging science-backed ingredients to bring in for research and development, so we can offer fresh new in-demand products to our customers.



OUR GLOBAL REACH

X

iaomoxuan products are currently sold in: Russia, Belarus, Ukraine, CIS countries, Armenia, Georgia, Kazakhstan, Kyrgyzstan, Azerbaijan, Uzbekistan, USA, Hong Kong, Jordan, United Arab Emirates

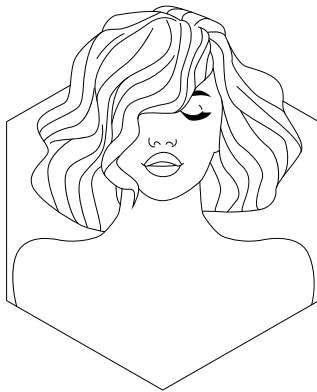


*Additionally, the exclusive USA distributor has also shipped to Canada, Germany, Netherlands, Israel, Italy, Denmark, Turkey and England.

XIAOMOXUAN

OUR PHILOSOPHY

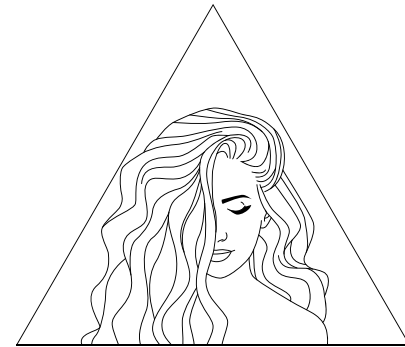
Xiaomoxuan products are formulated with carefully selected ingredients that address specific hair and skin complaints. We aim to deliver high-quality products that nourish and repair skin and hair at the cellular level, so customers can feel their most confident, radiant and beautiful.

ECO-CONSCIOUS
INGREDIENTS

Our products are free of harsh chemicals, including sulfates, parabens, and dyes, and are never used on animals. We use sustainably-sourced natural ingredients and eco-conscious processing techniques to minimize harm to the environment.

SCIENCE-BACKED
FORMULATIONS

Our products are vigorously researched and tested to ensure they deliver on promised results, so customers are happy and satisfied with every purchase.

SUITABLE FOR
EVERYONE

Our all-natural formulations are hypoallergenic and gentle enough for those with sensitive skin. Our ultra-nourishing products are suitable for consumers of all ages and hair types.

WHY CHOOSE XIAOMOXUAN

Our products combine standout active ingredients and natural plant oils to deliver supreme hydration, nourishment, repair, recovery and protection.



TEA TREE LEAF

This organic plant has been revered for its scalp nourishing effects for centuries. It has antibacterial, anti-fungal, and anti-inflammatory properties that help soothe an itchy scalp and protect against dandruff. Tea tree oil also stimulates blood flow to the hair follicles, which helps encourage hair growth.

PLANT AMINO ACIDS

Approximately 91% of each strand of hair is made up of protein. Our patented blend of amino acids supply protein building blocks that help fortify and strengthen hair from the inside out. Plant-based amino acids work to repair and restore hair that is heat damaged or over-processed and protect against split ends.

COLLAGEN

This naturally occurring protein is an important building block for keratin, which makes up the outer layer of the hair shaft. Using shampoo and conditioners fortified with collagen can help promote healthy hair growth and regeneration, while also smoothing and strengthening strands.

CUSTOMER REVIEWS

«I was skeptical but Xiaomoxuan transformed my hair. Ever since I started using the shampoo and mask, my curly hair is bouncier, less frizzy and more manageable, plus I'm shedding a lot less.»

ALEXANDRA ARONOWITZ

«When I tried shampoo with collagen, things has changes in a week! I literally felt the difference between what I have used before and Xiaomoxuan product.»

SHANG LI



SILKY SMOOTH TEA TREE SHAMPOO



This unique concentrated formula is made from organic tea tree leaves to nourish and restore your scalp and leave hair super glossy, hydrated, and easy to manage.

Benefits:

Free of harsh sulfates and other foaming agents that can strip hair of its natural oils.

Amino acids strengthen and fortify hair, leaving them thicker, more supple, and shiny.

Tea tree oil cleanses and stimulates the scalp, encouraging hair growth.

Luxurious moisturizing formula provides spa-like experience at home.

Method of application:

Apply evenly to wet hair and massage throughout. Rinse and repeat, if desired.

Ingredients:

Water, organic tea tree leaf base, vanillin, transparent acid, organic plant amino acids, polyethylene glycol cetyl/stearyl, N-lauryl sarcosine sodium salt, PCA, citric acid monohydrate, fragrance.

SILKY SMOOTH TEA TREE HAIR MASK

XIAOMOXUAN



Our concentrated tea tree oil hair mask infuses hair with rich, hydrating milks, strengthening amino acids, and fortifying nutrients, including vitamins A, B5, E, F and D. This works to repair, smooth, and revitalize strands at the cellular level, leaving hair with a natural shine, reduced frizz, and increase volume and bounce.

Benefits:

Hair milk and amino acids work repair damage from heat, dyeing and perming and reduce breakage

Tea tree oil nourishes the scalp and stimulates hair growth

Intensive hydration restores brittle, dry and dead strands.

Method of application:

After washing hair, apply 1-2 ounces of the mask to slightly damp hair (not wet). Spread the formula evenly from roots to ends.

Leave on 5-7 minutes, then rinse with warm water. Blow-dry hair or let dry naturally.

Ingredients:

Water, organic tea tree leaf base, hair care milk, transparent acid, organic plant amino acids, cetyl/stearyl, hydroxyphenyl propionate, hydroxyethyl phenyl, cerous chloride, polyether 10, sodium lactate, PCA, disodium EDTA, fragrance

XIAOMOXUAN COLLAGEN SHAMPOO

This sulfate-free shampoo uses gentle cleansing agents that break down dirt and product buildup without stripping the scalp of its protective oils, leaving your hair and scalp feeling clean, refreshed, and nourished.

Benefits:

Collagen and plant-based amino acids infuse hair with strengthening protein to repair split ends and protect against breakage, preserving the beauty of long hair

Gently, low suds formula is free of irritants and allergens

Intensively hydrates hair from the inside-out and seals moisture inside, leave smooth, shiny and supple

Method of application:

Apply evenly to wet hair and massage throughout. Rinse and repeat, if desired.

Ingredients:

Organic tea tree leaf base, water, vanillin, transparent acid, collagen, organic plant amino acids, polyethylene glycol cetyl/stearyl, N-lauryl sarcosine sodium salt, PCA, citric acid monohydrate, fragrance.



FORM
FLAWLESS
APPEARANCE
TO THE INNER
HARMONY



XIAOMOXUAN COLLAGEN HAIR MASK



Our best-selling mask combines the healing and nourishing effects of organic tea tree leaves with an active hydrolyzed collagen formula that works to repair damage and strengthen and revitalize the hair shaft, making strands instantly healthier and softer to the touch when you step out of the shower.

Benefits:

Supreme hydration imparts a high-gloss shine, suppleness and reduces frizz.

Strengthening proteins help reverse damage from dyeing, perming and heat styling and reduce breakage

Method of application:

After washing hair, apply 1-2 ounces of the mask to slightly damp hair (not wet). Spread the formula evenly from roots to ends. Leave on for 5-7 minutes, then rinse with warm water. Blow-dry hair or let dry naturally.

Ingredients:

Water, organic tea tree leaf base, hair care milk, transparent acid, organic plant amino acids, cetyl/stearyl, hydroxyphenyl propionate, hydroxyethyl phenyl, cerous chloride, polyether10, sodium lactate, PCA, disodium EDTA, fragrance.

XIAOMOXUAN LEAVE-IN SPRAY CONDITIONER



This light spray creates a thin film over each strand that helps smooth out the hair shaft and acts as a protective barrier against environment toxins, UV light and damage from heat-styling.

Hair becomes less prone to frizz and over-drying and more shiny and manageable after application.

Benefits:

Protects against damaging UV rays and heat damage from blow dryers, curling irons and other hot tools

Moisturizing compounds smooth and de-frizz hair
Light formula won't weigh hair down

Method of application:

Shake bottle well. Apply a sufficient amount of the product to pre-washed, towel-dried hair. Spread it over the entire length. Proceed with styling. The spray can be used during the day to moisturize dry hair.

Ingredients:

Water, organic tea tree leaf base, copolymer, hydroxylethyl urea, silicone, dimethicone crosspolymer, undeceth-11, unsaponifiables, fragrance, butylphenyl methylpropional.

XIAOMOXUAN CREME BODY WASH



Formulated with the same strict organic standards as Xiaomoxuan hair products, this ultra-creamy body wash is made from moisturizing natural macadamia nut oil and cleansing agents that gently wash away dirt and hydrate skin, leaving your skin feeling refreshed and silky soft and smooth.

Benefits:

Natural oils restore skin moisture, elasticity and firmness

Free of silicone, parabens, synthetic colors, and mineral oils that can irritate skin and trigger allergic reactions

Gentle, creamy foam has an incredibly luxurious feel

Method of application:

Apply desired amount to damp skin, lather and rinse well.

Ingredients:

Water with infusions of Sapindus Mukorossi Fruit Extract, Organic Macademia Ternifolia Seed Oil, Organic Linum Usitatissimum Seed Oil, Organic Olea Europaea Oil, Organic Zingiber Officinalis Root Extract, Sodium Coco-Sulfate, Glycerin, Hydrolized Milk Protein, Decyl Glycoside, Cocamidopropyl Betaine, Tocopherol, Sodium Chloride, Citric Acid, Benzyl Alcohol, Benzoic Acid, Sorbic Acid, Perfume, CI 77491, CI 77492, CI 77499.

CERTIFICATES



التاريخ: 2022/03/23

قرار قبول

السيد / السيدة : جاد السليمة الفكرية
لخدمة طبية وبهدوء ،،،،
بالإشارة إلى طلبكم المودع بالرقم: 368820 بتاريخ : 2022/01/16
لتسجيل العلامة التجارية : XIAOMOXUAN بالصفة رقم: 35

نحيطكم علماً بأنه قد تم قبول طلبكم المشار إليه دون شرط .

- من ثم يتعين عليكم سداد رسم النشر البالغ قدره (750) درهم خلال (30) يوم من تاريخ هذا الإخطار وفقاً لقرار مجلس الوزراء رقم (20) لسنة 2020، وسداد الإعلان عن العلامة في النشرة الرسمية التي تصدرها إدارة العلامات التجارية والمصنفات الفكرية عبر الموقع الإلكتروني للوزارة .

كما يتعين عليكم سداد رسم التسجيل البالغ (5000) درهم خلال (30) يوم من تاريخ انتهاء مدة المعارضة وفقاً لقرار مجلس الوزراء رقم (20) لسنة 2020 والمصدرة بـ (30) يوم من تاريخ الإعلان في النشرة المذكورة أعلاه طبقاً للمادة (15) من المرسوم بقانون الحادي رقم (36) لسنة 2021 بشأن العلامات التجارية.

وسوف يأتى على تجارز أي من السداد المسجلة أعلاه دفع رسوم غرامة تأخير كلتي:

1- رسوم غرامة تأخير عن سداد رسوم نشر علامة تجارية (100) درهم ويحد أقصى (1000) درهم سنوياً ويحسب جزء الشهر ككل.

2- رسوم غرامة تأخير عن سداد رسوم تسجيل علامة تجارية (1000) درهم ويحد أقصى (10000) درهم سنوياً ويحسب جزء الشهر ككل.

وتتفضلوا بقبول وإقرار الاحترام ،،،،

إدارة العلامات التجارية والمصنفات الفكرية
أسيا الصوري



سداد رسوم النشر يمكنكم من طريق الرابط التالي:
<http://www.mea.gov.ae>
وتفضلوا خدمة دفع رسوم النشر لتسجيل علامة تجارية

United States of America United States Patent and Trademark Office XIAOMOXUAN

Reg. No. 6,436,492

Registered Aug. 03, 2021

Int. Cl.: 3, 35, 44

Service Mark

Trademark

Principal Register

Obshchestvo s ogranichennoi otvetstvennost'yu "MANUFATURA VOLOS"
(RUSSIAN FEDERATION LIMITED LIABILITY COMPANY)
Rainskaya Nab., 18 Str. 1
Ru-115035 Moskva
RUSSIAN FED.

CLASS 3: beauty masks; non-medicated balms for hair; other than for medical purposes; non-medicated soaps for body treatment; shampoo; cosmetic kits primarily consisting of non-medicated preparations for hair and body treatment; cosmetic kits primarily consisting of beauty masks; non-medicated balms for hair; hair care preparations; conditioners for hair

CLASS 35: wholesale stores and retail store services featuring shampoos for hair; balms for hair; sprays; moisturizers; and body gels; demonstration of goods; distribution of samples

CLASS 44: medical clinic services; health spa services in the nature of body and head hair treatment

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

OWNER OF INTERNATIONAL REGISTRATION 1536082 DATED 04-29-2020. EXPIRES 04-29-2030

The wording "XIAOMOXUAN" has no meaning in a foreign language.

The name(s), portrait(s), and/or signature(s) shown in this mark does not identify a particular living individual.

SER. NO. 79-296164, FILED 09-23-2020



Publishing the Trademark and Name of the
Public Bureau of Commerce, Intellectual Property and
Director of the United States Patent and Trademark Office



REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

• **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nominuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

• **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nominuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

• You must file a Declaration of Use (or Excusable Nominuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS.** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nominuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nominuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.



CONTACT US

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Instagram: **[@xiaomoxuan_official](https://www.instagram.com/xiaomoxuan_official)**