

MOLECOOLES

BLACK & WHITE PAPER

VERSION 1.3

Introduction

THE FUTURE OF BEAUTY IS BIOHACKED

ISN'T JUST ANOTHER BEAUTY BRAND

Sylwia (co-founder of Payback, acquired for a staggering \$650 million by American Express) and Weronika (a distinguished scientist from Nanotnics LLC with a HarvardX), alongside a team of leading scientists, **Molecooles is poised to revolutionize the world of beauty and wellness.**

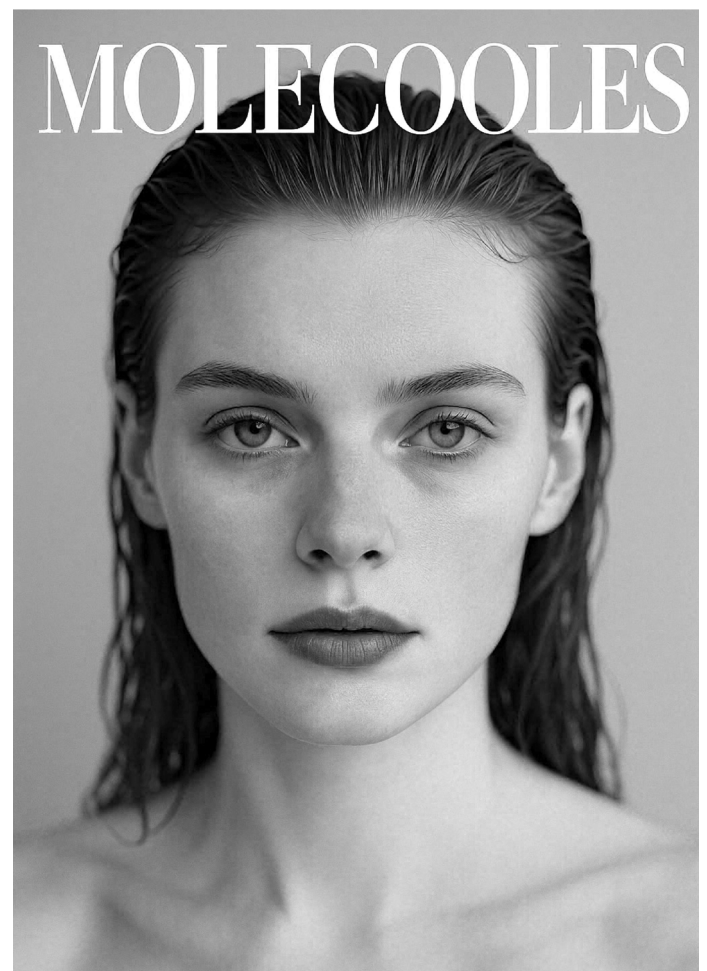
But it doesn't stop there. **Our products are crafted by a team of top scientists, led by Weronika**, ensuring the highest quality and effectiveness. From nutricosmetics, the new generation of beauty supplements, to innovative blockchain-based loyalty programs, Molecooles is at the forefront of industry innovation.

By joining our community and acquiring MQLS tokens, backers gain access to exclusive content, celebrity meetups, and insights into longevity and biohacking. They become more than just consumers, they **become integral parts of our brand's journey towards success.**

Through an AI-powered platform accessible exclusively with MQLS tokens, backers will witness the groundbreaking evaluation of Molecooles brand products, setting new standards in skincare assessment and discovery.

This is more than just a crowdfunding campaign, it's an opportunity to be part of something bigger.

Join us in revolutionizing the beauty and wellness industry.



IT'S A MOVEMENT!

Beauty from within

MOLECOOLES ISN'T JUST ANOTHER BEAUTY BRAND

The world is evolving at an unprecedented speed. What was once considered the industry standard just a few years ago is now obsolete. This rapid shift is evident in the **BEAUTY SECTOR**, particularly in the emerging field of anti-aging. The major challenge today is the insufficient level of technology that enables daily measurement and quantification of results regardless of the industry. The foundation of any transformation or **IMPROVEMENT** begins with understanding the baseline. It's also about changing our mindset and our approach to self-care and health.

At Molecooles, we see a beauty market flooded with products that don't deliver results, where ingredient lists are often misleading, and where greed dictates market trends instead of quality and measurable outcomes. We've set out to redefine this paradigm, which has unfortunately become the norm in the beauty industry. Our mission is to revolutionize the sector from within by applying the principles of **BIOHACKING**. We believe the future lies in quantification, and that's why we're committed to developing solutions that address the growing skepticism towards products currently available. We don't just offer another product; we provide an approach that demands accountability and measurable results.

With Molecooles, we say: "It's time for a change. It's time to quantify beauty." We offer more than promises; **WE OFFER TRUST.**

THE FUTURE
OF BEAUTY
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Products

Molecooles is not only **advanced nutricosmetics**, based on the 'beauty from within' trend, but also a powerful **AI-driven application** for quantifying results.

MOLECOOLES offers advanced, evidence-based nutraceutical solutions for beauty and anti-aging, developed through a proprietary process that rigorously analyzes the latest scientific knowledge, experimental studies, clinical trials, and market insights.

When developing our products, **WE FOCUS ON:**

- a deep understanding of biological processes to ensure targeted, effective results.
 - selecting active ingredients based on comprehensive meta-analyses and scientific evidence.
 - prioritizing molecules with the most consistent and high-quality data.
 - choosing the most bioavailable forms of ingredients for maximum efficacy.
 - sourcing raw materials from top-tier manufacturers with the highest quality standards.
 - using only the purest, highest-quality raw materials available.
- Ensuring optimal, research-backed doses of active ingredients to deliver proven results.

MOLECOOLES sets a new technological and product standard for the beauty industry, continually pushing the boundaries of what's possible.

However, to truly build trust, a high-quality product alone is not enough. It's essential to provide tools that help quantify results. That tool is a mobile **application powered by artificial intelligence**.

The scan measures the current condition of your skin, analyzing dozens of parameters such as:

- acne, pigmentation, redness, wrinkles, skintone, uniformness, pores, perceived age, eye area condition, eye age, translucency, sagging and hydration.

With these insights, MOLECOOLES, powered by AI, can recommend the most effective products from our range to **support your beauty biohacking**.

The app not only shows how your skin looks today but also projects how it will look in the future whether you take no action or begin a skincare routine now.

In essence, AI combined with our nutraceuticals helps you preserve your youth through a scientifically-backed, personalized process without any empty promises.



AI Accuracy

The app presented by Molecooles is not just fancy buzzwords but a real **tool that constantly learns**. Below, we present a table with detailed **data on AI accuracy**.

PARAMETER	VALIDATION DATA SET	ACCURACY	
Acne	5000 selfie and high quality images annotated by experts and 40 000 images with generated acne patterns.	Intersection over union (IoU) between expert annotation and algorithm prediction: 0.85. Accuracy between the score and expert grading for 5 classes is 87%	
Pigmentation	5000 selfie and high quality images annotated by experts and 40 000 images with generated pigmentation pattern.	IoU between expert annotation and algorithm prediction: 0.82. Pearson correlation coefficient between score and expert grading: 0.84.	
Redness	20 000 images of skin, selfie and high quality face images and 50 000 images with generated redness patterns.	Pearson correlation coefficient between score and expert grading: 0.86	
Wrinkles	15 000 selfies and high quality images annotated and 25 000 images with generated wrinkles.	Accuracy is 0.97	
Skintone	40 000 images of skin, selfie and high quality face images	Pearson correlation coefficient between score and expert grading: 0.78.	
Uniformness	20 000 images of skin, selfie and high quality face images	Pearson correlation coefficient between score and expert grading: 0.73.	
Pores	10 000 images of skin, selfie and high quality face images	Pearson correlation coefficient between score and expert grading: 0.73	
Perceived age	30 000 selfies and 20 000 high-quality face images annotated by 10 annotators and >500k selfies with real age.	Mean average error 3.2 years	
Eye area condition	10 000 images of selfie and high-quality images.	IoU between detected dark circle and annotated is 0.82. IoU between detected eye bag and annotated is 0.77. Accuracy between the score and expert grading for lacrimal groove severity is 78%.	
Eye age	20 000 high quality images and 40 000 selfies.	MAE between predicted and calendar age = 2.3 years	
Translucency	1500 images selfie and high-quality face images	Accuracy between score and expert grading is 0.8 for 3 classes	
Sagging	2000 selfies and high-quality face images	Accuracy between score and expert grading is 0.72 for 5 classes	
Hydration	3000 selfies and high-quality face images.	Accuracy between score and expert grading is 0.75 for 4 classes	

Unique Selling Points

01

Community-Driven Approach: A community-centric enterprise that deeply connects with its customers, offering them a significant stake in the company's direction and success.

02

Strong Team: Sylwia, co-founder of Payback, whose \$650M acquisition by American Express speaks to her unparalleled business acumen. Complementing her is Weronika, a renowned scientist from Nanotics, with credentials from HarvardX, spearheading our research and development team. Robust technological framework, safeguarded by Jeff, a blockchain pioneer with over a decade of experience bridging Web2 and Web3 technologies.

03

Best Nutricosmetics Design: Spearheaded by Weronika an ex-lead scientist from Nanotics a Silicon Valley startups, ensuring top-tier product offers advanced evidence-based nutraceutical solutions for beauty and anti-aging (longevity) based on the molecules (ingredients) selected through a proprietary process of our product design: deep meta-analysis of current knowledge, scientific data, experimental studies, clinical trials' results and market research.

04

Innovation and technology: Molecooles is a technological business offering an advanced e-commerce platform with ON CHAIN loyalty program (boosting sales) and AI QUANTIFICATION program (boosting client retention). Powered by a robust AI app that quantifies over 15 skin and face parameters tested on high-quality datasets and validated by skin experts.

05

New brand model: Sylwia's prior success in managing Payback, Europe's largest loyalty program, demonstrates her capability to pioneer and execute groundbreaking business models. Armed with experience from her first loyalty program triumph, Sylwia is set to replicate this success at Molecooles, now leveraging newer technologies like blockchain and AI.

MOLECOOLES is a premium biohacking brand leveraging AI quantification and on-chain e-commerce, led by a proven team and powered by a dynamic, community-driven business model.

Token (MQLS)

The **tokens** issued by the Issuer (Molecooles OU) are intended solely for the purchase of specific products and services offered directly by the Issuer. In this case, these are mainly products such as supplements (nutricosmetics) and services related to consulting in the fields of rejuvenation and beauty biohacking.

The MQLS token is a unique access asset that provides a virtual trading voucher, allowing token holders to purchase services and products offered by Molecooles e-commerce platform.

These virtual vouchers also function as loyalty points, with each purchase made through Molecooles' e-commerce platform (molecooles.com) granting users a dedicated percentage cashback.

This cashback will be given in the form of MQLS tokens, and the percentage will vary depending on the user's rank within the Molecooles community.

Molecooles has announced the issuance of 100 000 000 tokens, which will initially be sold at a price of \$0.1 (detailed token pricing policy is shown in the table.)

Any unsold tokens will be destroyed by sending them to the burn address **0xdEad00** within 30 days after the tokenization phase.

Molecooles will acquire tokens on the secondary market from Liquidity Pool, including decentralized exchange Uniswap, solely for the purpose of removing them from circulation (so-called "burning"). The burning of MQLS utility tokens serves to execute the phase-out of the loyalty program or to reduce the supply of tokens.

Liquidity Pool on Uniswap will be created at \$0.20 per MQLS. **3% of the total fundraising amount will be dedicated to starting the initial LP on Uniswap.** With the soft cap reached, i.e., \$860k, the amount allocated to the Liquidity Pool will be \$25,800 in USDC and same amount in MQLS.

The percentage of revenue allocated to burning tokens from the LP on the Uniswap exchange depends on the amount raised, with a maximum of 20% if \$4,000,000 is raised. Below this amount, it is proportional, but for every \$20,000 raised, the revenue dedicated to token buyback from the LP will be 0.1%. **With a soft cap of \$860,000, this would amount to minimum 4.3% of the company's revenue.**

Dedicated revenue is divided between burning MQLS tokens and increasing the liquidity pool in an 80/20% ratio. This means that, in the case of **4.3% revenue upon reaching the soft cap, 0.86%** of annual revenue will be allocated to purchasing USDC and increasing the LP in the MQLS/USDC pair. The remaining amount, **3.44%, will be used** to purchase MQLS tokens and subsequently remove them from circulation (burning).

	MQLS PRE-EXCHANGE PRICE			
PACKAGE	BASIC	ELITE	VIP	CO-FOUNDER
September 2024	\$0.1	\$0.1	\$0.1	\$0.1
October 2024	\$0.11	\$0.1	\$0.1	\$0.1
November 2024	\$0.12	\$0.11	\$0.1	\$0.1
December 2024	\$0.13	\$0.12	\$0.11	\$0.1
January 2025	\$0.1325	\$0.1225	\$0.1125	\$0.1025
February 2025	\$0.135	\$0.125	\$0.115	\$0.105
March 2025	\$0.1375	\$0.1275	\$0.1175	\$0.1075
April 2025	\$0.14	\$0.13	\$0.12	\$0.11
May 2025	\$0.145	\$0.135	\$0.125	\$0.115
June 2025	\$0.15	\$0.14	\$0.13	\$0.12
July 2025	\$0.155	\$0.145	\$0.135	\$0.125
August 2025	\$0.16	\$0.15	\$0.14	\$0.13
September 2025	\$0.165	\$0.155	\$0.145	\$0.135
October 2025	\$0.17	\$0.16	\$0.15	\$0.14
November 2025	\$0.175	\$0.165	\$0.155	\$0.145
DECEMBER: EXCHANGE LISTING MQLS/USDC \$0.2				

What are the benefits of becoming a MQLS holder?

The MQLS tokens serve as utility tokens within the Molecooles ecosystem (the issuer of the tokens), with the following uses:

- exchange tokens for services (such as coaching and biohacking consultancy),
- exchange tokens for products in the Molecooles e-commerce platform,
- exchange tokens for tickets granting access to Molecooles events,
- MQLS tokens will also provide limited, exclusive access to unique product lines, unavailable through standard purchasing methods (credit card, bank transfer).

Token (MQLS)

Token purchase pricing policy

The table above presents the pricing policy for purchasing MQLS tokens. The table shows that the lowest purchase price is \$0.10 per token. The price changes over time, increasing by an average of \$0.01 per month.

Purpose of the token issuance

The purpose of the token issuance is to build a new loyalty program for the Molecooles brand using blockchain technology. By purchasing Molecooles tokens during the presale, the token holder will gain access to exclusive discounts in the Molecooles store, unique product lines, access to knowledge, and workshops in the field of beauty biohacking.

To take advantage of the offer after purchasing MQLS tokens, the buyer will be able to exchange the tokens for products or services on the exchange platform, which is currently the e-commerce store being developed by Molecooles. The token holder understands that the use of the tokens will be possible only within the limited ecosystem of the token issuer, which is Molecooles, and this ecosystem consists of the e-commerce platform available at <https://molecooles.com> (under development).



Information regarding blockchain (MQLS tokens)

Token name: Molecooles (MQLS)

Blockchain: Polygon/Tecra

Maximum number of tokens: 100 000 000

Token type: utility token

Token utility: access to product on e-commerce store (Molecooles) and beauty biohacking services.

Tokenization starting price: \$0.1

Decentralized exchange pair: MQLS/USDC

Decentralized exchange starting price: \$0.2

There are no staking programs or token multiplication schemes.

The tokens serve as loyalty points and digital vouchers, providing access to products or services on the issuer's platform (Molecooles) through the e-commerce store (<https://molecooles.com>). Due to their open-source nature, the tokens will be listed on the UNISWAP trading platform **starting in 2025 (Q4)**.

The purpose of introducing MQLS tokens on the trading platform is not speculative but to provide access to anyone wishing to purchase loyalty points to access discounts, benefits, or unique events organized by Molecooles.

Molecooles reserves the right to purchase more MQLS tokens than described in the section above on the UNISWAP exchange and subsequently remove them from circulation to limit the discount program and loyalty program.

MQLS Token Distribution

Token Distribution

The token distribution is available at the following link:

<https://explorer.tecra.space/tokens/0xAc51685488B8F63adF64bb5582E71d7f941901E0/token-holders>

The first two addresses are:

1. 0xbf618c6de562c41475db0f0115fe7462f105610b - this is the cold wallet address for MQLS tokens, intended to fund the second address, which is the store address. (Token purchases are on-chain, meaning every successful purchase is finalized by sending tokens from the second address.)

2. 0xa754dac3b201e1b3afd4dcbd534890e211956e81 - this is the online store address from which tokens are sent during purchases.

Following:

3. 0xd39AA42e04F816F7d181167b58b4D86Aa083Dc36 - this is the corporate address of Molecooles OU.

4. All the other addresses belong to MQLS token holders.

At the end of the fundraising campaign, unsold tokens (from addresses 1 and 2) will be burned by sending them to the burn address:

0xdead000000000000000000000000000000000000

The MQLS tokens retained by Molecooles after the fundraising campaign will amount to a value of \$100,000 (part of the capital invested in building the project by the founders), at a price of \$0.1 per token.

The total number of tokens will be 1 000 000, locked for a period of 4 years, with a gradual release of 25% annually of the total tokens held by Molecooles OU. The lock-up period starts on September 1, 2025, meaning that on September 1, 2026, Molecooles will have the right to sell 25% of its tokens.

Molecooles will hold no more than 11.65% (reaching of soft cap - \$860 000) of the total number of MQLS tokens remaining in the market. After the first year, in September 2026, Molecooles will have access to no more than 2.91% of the total number of coins (excluding the burned amount, as the exact number of tokens to be burned is currently unknown).

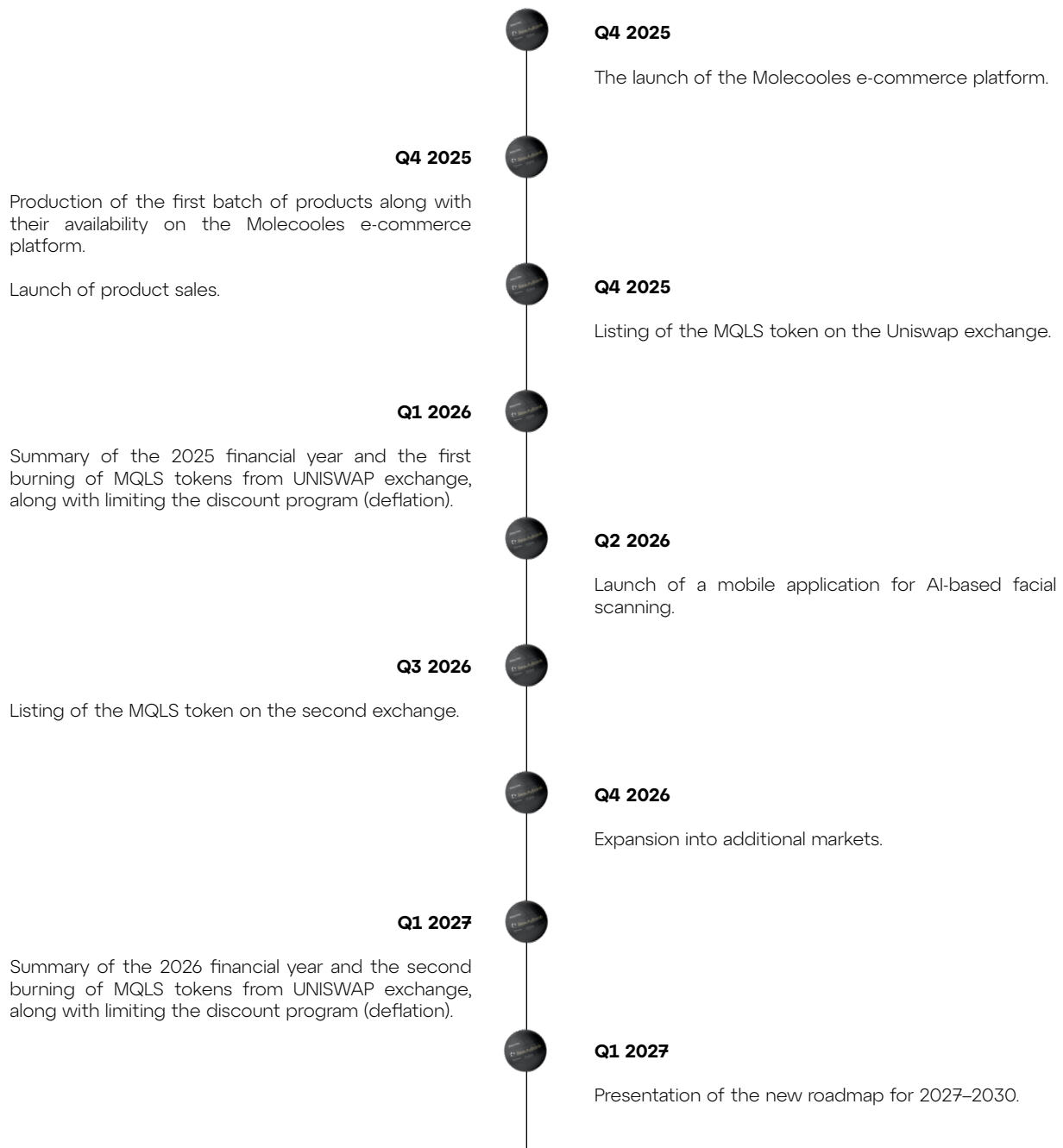
After purchasing tokens through the Tecra participation platform, users will have the option to withdraw tokens not only on the Tecra network but also on Polygon. The withdrawal service on the Polygon network will be available in Q4 2025.

MQLS will use a so-called cross-chain router, which will enable faster adoption among cryptocurrency market participants.

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Roadmap



Disclaimer

This document is intended to provide potential token holders with relevant information on Molecooles and its tokens. However, it should be noted that the information presented here is not exhaustive, and is not intended to establish any contractual relationship. The purpose of this Black & White Paper is to enable potential token holders to determine whether they are interested in acquiring MQLS tokens refer to "Token or Tokens" and whether to undertake further due diligence.

It is important to note that this Black & White Paper does not constitute a solicitation of an offer to sell or purchase securities in any jurisdiction where such solicitation is unlawful. While Tokens are not classified as securities and their owners are not shareholders, it is possible that they may be subject to restrictions imposed by securities legislation in the US, Canada or other countries. Molecooles's utility tokens are not considered securities under MiCA2 regulations in the European Union, and as such, do not require authorization from any regulatory body.

Molecooles, which operates under the name Molecooles OU, a private limited company incorporated with limited liability in the Estonia, Tallinn, registered code: 16871783 and EU VAT number EE102694369.

This Black & White Paper provides information on Molecooles's plans for the development in the future. However, Molecooles reserves the right to change these plans or choose not to implement them at its sole discretion. It should be noted that this Black & White Paper has not been prepared in accordance with any legal or regulatory acts, and is not subject to any legal or regulatory acts in any jurisdiction to protect buyers.

The document may contain "forward-looking statements" related to future events, business plans, and organizational plans of Molecooles. However, these statements are uncertain and may not be associated with actual facts or results in the future.

It should be noted that Tokens are not shares or any kind of securities, and do not provide ownership or participation in Molecooles OU or any other proprietary rights. They are utility tokens that allow buyers to use them to acquire services and products provided by Molecooles OU.

The purchase of Tokens should only be made by individuals or entities with significant experience and understanding of the use and complexity of cryptocurrencies and blockchain technology. If you do not have the necessary experience or expertise, you should not acquire Tokens or participate in this fundraising.

It is important to note that participating in fundraising carries significant risks, including loss of funds invested, tax liabilities, and other legal sanctions resulting from the law of individual jurisdictions. Therefore, potential buyers should carefully consider the risks, costs, and other negative aspects, and obtain independent opinions if necessary before participating in fundraising.

Tokens do not incorporate rights characteristic of regulated instruments. In particular:

Tokens do not offer features typical of financial instruments, including standard securities such as: company shares, other securities equivalent to shares, rights to shares, depositary receipts relating to shares, preemptive rights, mortgage bonds, bonds, depositary receipts relating to securities including bonds, and securities that are not characterized as securities (e.g., participation titles in collective investment institutions, money market instruments, options, futures contracts, contracts for differences).

Tokens do not constitute or correspond in content to shares in Molecooles OU and do not grant rights to such shares (tokens do not refer to the company's share capital or to the complex rights (including privileges) owed to a limited liability company partner).

Tokens do not incorporate the corporate rights of partners resulting from shares, such as the right to participate in shareholders' meetings, the right

to vote at the shareholders' meeting, as well as any other manifestations of influence over the company, including the right to control and supervise (e.g., through the right to review the company's books and documents), and thus the rights owed to partners, the supervisory board, or the audit committee. Tokens does not impose on its purchaser the obligations incumbent on a partner (e.g., the obligation to make contributions, additional payments).

Tokens do not grant rights to profit, nor are they regulated clearly in specific provisions (e.g., participatory bonds).

Tokens do not correspond in content to shares of joint-stock companies, simple joint-stock companies, and limited joint-stock partnerships or rights to those shares (tokens do not refer to participation in the share capital of Molecooles nor to any subjective rights of shareholders), in particular, the token does not grant corporate rights associated with shares, e.g., rights of participation and voting rights at the general meeting, the right to challenge resolutions, or any other manifestations of influence on the company, including through the right to control and supervise (e.g., through the right to obtain information concerning the company), and thus rights owed to shareholders or the supervisory board. Token does not impose on its purchaser the obligations incumbent on a shareholder of the company (e.g., the obligation to make contributions).

The token does not replace shares, subscription warrants, user certificates, founding certificates, or other titles of participation in income or distribution of the assets of the joint-stock company and the simple joint-stock company. Tokens do not confer any other corporate rights identical or similar to documents which under commercial company codes may be issued by companies (especially by joint-stock companies) and with which rights of document holders in relation to the company are correlated.

Tokens are not a subscription warrant (the token does not grant the purchaser rights to subscribe for or acquire shares without preemptive rights), user certificates (Token is not issued in exchange for canceled shares and does not participate equally with shares in dividends and in the excess of the company's assets remaining after covering the nominal value of shares), registered founding certificates (issued to compensate for services rendered upon the establishment of the joint-stock company, including the right to participate in profit sharing of the company; documents issued to the bearer, in registered form, or to order, as well as temporary certificates issued by the joint-stock company in organization regarding shares and rights to participate in profit or division of the company's assets (Token does not create rights resulting from shares and does not give its holder the right to participate in profits in the meaning of the Commercial Companies Code). Registered depositary certificates (the document refers solely to public companies, and in addition, dematerialized shares are required for its issuance).

Tokens are not correlated with the right to participate in the general meeting of the company or to co-decide on the company's development direction. Other titles of participation in income or division of the company's assets (Token does not give rights in income or division of the company's assets).

Tokens not grant their purchasers rights to partnerships, including, in particular, rights to profits of such partnerships, as well as profits derived from business activities conducted by individuals.

The issuer is't be obligated to redeem tokens from the purchaser or holder of the token and will not redeem tokens directly from the purchaser or holder of the token, nor will the issuer be obliged to provide any benefits to the purchaser or holder of the token, except for the act of issuing the token to its purchaser.

Molecooles

Contact Us!

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