

Beauty Chain Whitepaper

The world's first blockchain platform dedicated to
the beauty ecosystem.

May 3, 2018



BEC

1. Beauty Chain Overview

Beauty Chain is the world's first blockchain platform dedicated to the beauty ecosystem. It provides users with an effective way to create content value. Through the platform's groundbreaking incentive mechanism, it promotes the production and dissemination of high quality beauty content, where users are rewarded with tokens for contributions to the platform.

Beauty Chain will focus on building a beauty content and information sharing platform for female users. Platform will not be a traditional media platform - "Internet of information"; instead, it will be a blockchain-driven media platform - "Internet of value".

1.1 Problem: Content valuation

In the past decades of rapid development in user-generated content (UGC) platforms, numerous content creators and distributors have contributed massive amounts of information and traffic for media platforms such as Facebook and Twitter. However, due to imperfect internet infrastructure, information was copied without cost, resulting inability of content valuation and ultimately content creators being at a disadvantage with media platforms. Benefits are concentrated on platform owners and top content creators, majority of long-tail users cannot obtain any interest from the content created and consumed. The situation is even worse for beauty content. Such content tends to receive a lot of engagement and circulation, but ultimately the platform takes hold of all the value brought by these contents. Large number of users contribute to the development of the platform did not receive any return, we believe this phenomenon is unfair and untimely.

1.2 Solution

Through a distributed ledger, Beauty Chain records the hash value of each content, thereby determining the content's originator and the contribution of each participant to platform development. Beauty Chain can connect the entire content chain, gathering every beauty

industry stakeholders such as upstream and downstream applications, content creators, content consumers, content disseminators, beauty companies and advertising firms and etc. Powered by blockchain technology, beauty chain will achieve decentralized and automated content incentive mechanism. By our incentive mechanism, participants obtain fair and win-win situation by a content value distribution system.

1.3 Vision

Beauty Chain expects using blockchain-based incentive mechanism to distribute content value more effectively and equitably to content creators and participants. Beauty Chain foundation aim to provide quality female content and product analysis to content consumers, facilitating production and dissemination of quality beauty content in our ecosystem.

1.4 Mission

Beauty Chain primary goal is forming a beauty content and information sharing platform, establishing an incentive mechanism to facilitate users jointly build the world's largest female community. Our long-term mission is disrupting traditional media platforms, setting an innovative benchmark for the industry, participants on platform such as content creators, content consumers, content disseminators , and ecosystem founders can all be motivated and rewarded for their contributions.

1.5 Token

Beauty Ecosystem Coin(BEC) is the token used within the ecosystem and acts as the incentive for contributors, application developers as well as upstream and downstream applications. Tokenized rewards provide the key incentive to help nurture the growth and long-term sustainability of Beauty Chain ecosystem.

2. Beauty Chain ecosystem

Beauty Chain ecosystem consists of content platforms and platform partners.

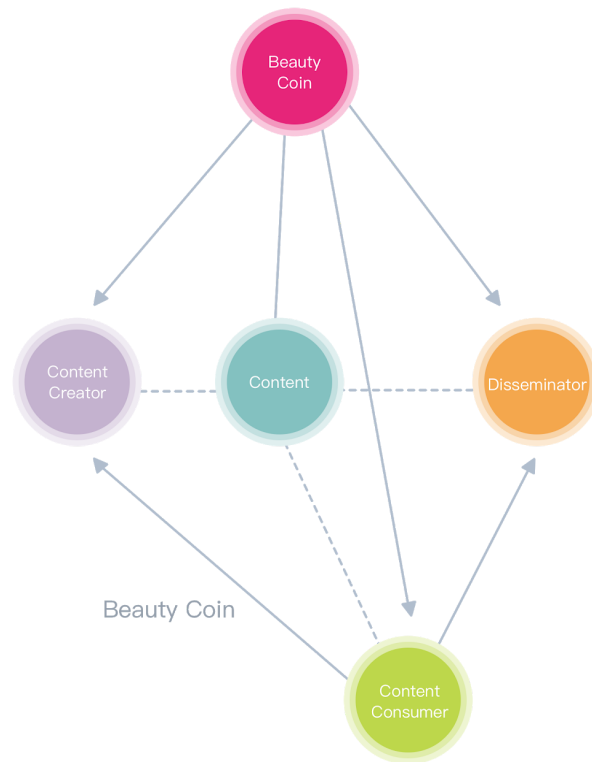
This chapter describes Beauty Chain ecosystem, including its main constituent roles, tokens circulation and maintaining ecosystem balance by incentive mechanism. In Beauty Chain ecosystem, content creators, disseminators and consumers can find their value through information flow, token circulation and content transfer between users and platforms.

2.1 Platform overview

Beauty Chain content platform participants mainly consists of three roles: content creator, content disseminator, and content consumer. Content creator creates quality content, content disseminator promotes content that interested them, and content consumers consume their favorite content. These three roles both can be interacted with and transformed into each other. The three together form a platform closed-loop, pushing forward of Beauty Chain on platform development.

In Beauty Chain ecosystem, the main forms of content include pictures, videos, live broadcasts and etc. The entire ecosystem is centered on content. The contents from content creators will be rewarded by the platform incentive mechanism according to their quality, and quality content will win the favor of most users and be widely disseminated; poor content will sink and exit the platform. Obviously, the dissemination and consumption of quality content will create great value for the community and platform. Each participants in the ecosystem will be fairly rewarded for their contribution of content creation, dissemination, and consumption.

BEC, as a token in Beauty Chain ecosystem, runs through the entire life cycle of content creation, dissemination, consumption, and maintains the entire ecosystem operation. With Beauty Chain smart contract, users' contributions to the community are rewarded in form of BEC.



2.2 Incentive mechanism overview

In Beauty Chain ecosystem , incentive mechanism is mainly composed of two parts:

- a. Content creation;
- b. Other contributions;

The incentive mechanism is an important part of rewarding users in Beauty Chain ecosystem. In traditional media platform, content creator can only share a small portion of content revenue. The value of user contribution is mostly occupied by the platform. Users cannot realize true value in content creation. This phenomenon will no longer exist in Beauty Chain ecosystem. Beauty Chain will provide artificial intelligent algorithms to evaluate user's contribution to the platform and community.

The contribution to ecosystem does not only refer to content creation, but also includes the contribution of consuming content, consuming advertisement, disseminating content, commenting content and etc. All contributions will be quantified and rewarded, and contribution value will be distributed fairly to all participants.

When more partners join the platform, such as advertisers and third-party applications, it will be able to achieve a greater degree of mutual benefit and form multiple diverse communities. For example, adding in more advertisers have better synergies with content creators. Advertisers can accurately target a specific customer audiences and obtain more exposure of products. At the same time, users obtain a certain amount of benefit from advertisers.

2.3 Application programming interface

Beauty Chain welcomes third party applications to share the benefit of our ecosystem. Beauty Chain will develop application programming interface (API) for third party DAPP or applications to cite content from/to Beauty Chain platform and provide implantation of BEC. End-users can simultaneously utilize the infrastructure provided by multiple media platforms and share their creations cross-platform. We will work together with third party applications and build strategic partnerships, providing our users with wide range of services and create greater value to Beauty Chain ecosystem.

3. Alpha - Beauty Chain ecosystem core DAPP

Alpha is an official solution of Beauty Chain in fashion and pan-entertainment content industry. It is a Beauty Chain's DAPP built with blockchain based and focused on Beauty content platform. Alpha is currently a code number, and it is expected that in November 2018, we will officially launch Alpha's products. Alpha's service scope includes information aggregation and distribution, content creation and dissemination, etc. It provides users with life-cycle support for content creation, dissemination and consumption. Alpha uses blockchain technology to rationalize the distribution of benefits among the entire ecosystem participants.

3.1 Alpha overview

In Alpha, users include several roles such as content creators, content consumers, and content disseminators. They will be incentivized in form of BEC. Content consumers will spend for the content they are interested in and obtain incentives from consuming content. All other beneficial activities in the platform by users, such as forwarding, commenting, liking, reading and etc, will also receive incentives. Throughout Beauty Chain ecosystem, each user could be a content creator, disseminator, and consumer. Alpha committed to provide users with richer and better content, matching users whom will be interested in particular content with precise algorithms. Since high quality content will be more widely disseminated, quality content will be preserved in the platform, conversely, poor content will eventually be buried.

Advertisement as a fruit of platform prosperity, advertising revenue is generally exclusive to traditional media platforms. Users contribute to platform prosperity, however, it is unfair to them when they cannot enjoy the slightest part of advertising revenue. In Alpha, we will implement incentive mechanism based on Beauty Chain

algorithm. Alpha evaluates users contribution during advertising consumption, creation of works, and content dissemination. Thus the revenue of Alpha will be fed back to the platform contributors, which ensure the interests of users and stimulate healthy and sustainable development of Alpha.

Content creation, dissemination, consumption and advertisement are indispensable roles of the ecosystem. Based on incentive mechanism, it ensures rational circulation of BEC in all aspects, thus completing Alpha economic model. This model ensures users earn rewards based on their contributions, and motivate them to be various roles participating in platform's sustainable development. Alpha seamlessly connects upstream and downstream platform users to build a complete ecosystem. In this ecosystem, each role contributes at their best on Alpha's healthy and sustainable development. In future, Alpha will become a complete content ecosystem for content creators, reviewers, and the vast majority of content readers.

3.2 Alpha goal

Alpha gathers authors and readers with common interests through well-established mechanism. Content acts as our core, creating a benign circle through interaction, the value of content, authors, readers, advertisers, and disseminators is fully realized.

In principle, Alpha community encourages quality content creation and dissemination and prevents pernicious content. In order to achieve this goal, we propose few basic principles:

1. Credit system: Authors, readers, and disseminators are in part of the same credit system and follow same principles. Credit and value distribution are directly linked;
2. Originality proof: Alpha inspires author's creative passion through originality proof measures, prompting author to create quality content;

3. Community keynote: Alpha encourages content creation, interaction, and dissemination that are consistent with the community keynote;
4. Freedom and openness: Without prejudice to community and platform's order, authors are free to unleash content creation, and Alpha does not limit content themes. Alpha also encourages free flow of quality content to maximize community content value.

3.3 Alpha user's role definition and influence power

The influence power assessment system is a key component of Alpha. Community's influence relies on genuine content to be continuously recognized, disseminated and shared.

Combining inerasable feature of blockchain together with algorithm and incentive mechanism, we analyzes user's activity history and characteristics, locating quality content creators and encourage them to create quality content to continuously enhance their influence power. Alpha users gain rewards through participating in discussions, likes, sharing, reading and etc.

a) Author

Author is the content creator in community. The value of author largely depends on the reader's preference for his content. Alpha encourages content creator to produce high quality content. Any content creator who continues to create original, authentic, and premium content can gain more exposure and referral opportunities; and therefore obtain more attention from community participants.

Through incentive mechanism, Alpha estimates author contributions. Excellent authors get more incentives, thus increase their enthusiasm for content creation.

b) Reader/User

Readers are content consumers of community. The readers express their preferences and recognition of the content through reading, likes and comments. Alpha allocates incentives for positive activities.

Reader is the largest group in the community. The development of the community requires readers to participate. Based on the differences in readers' interests and values, Alpha will subdivide and personalize user experience . Alpha encourages users to consume influence in the content. Through consumer's content consumption activities, such as comments, likes, readings, sharing, and other contributions, they will be rewarded according to incentive mechanism algorithm, encouraging readers to obtain contributions in an effective manner.

c) Advertisers

Advertisers promote in various communities and pay for advertisements to obtain brand and product exposures or gain user traffic. Platform community will introduce advertisers to the platform that meet the keynote of the platform. Combine content with soft marketing, it improves user's experience for advertisement and enhance marketing effect. thereby maximizing the return of advertisers' marketing and the overall revenue of the platform.

d) Disseminators

Disseminator is not an independent role in the platform community. Disseminator are essentially a high value reader, dissemination and sharing behavior are the maximum degree of content recognition. The dissemination of quality content can create positive feedback for content, authors, and platform communities. Disseminator promotes the value of content, it enhances the return of disseminator and original creator.

3.4 Content creation

Content creation is the core part of the entire community. Quality is fundamental to content value, the main goal of the community is to establish effective mechanism to create value and maintain good development of the entire ecosystem.

Promoting originality

Content publishing are faithfully recorded on the blockchain; records including authors, content, and time of publication cannot be tampered with and deleted. These incentives will promote the authors to create more quality original content, thus promoting community development and forming a benign closed loop.

3.5 Content consumption

Content is presented on Alpha in the form of news feed. The sorting of content will take into consideration the reader's interest, the quality of the content (number of readings, likes, comments & etc), and publishing time. The consumption of content is the most important activity of the community and can be divided into the following major aspects:

1. **Reading** is the most important user behavior in Alpha. The quality of content is positively related to the number of effective readers and the effective reading time. The number of effective readers refers to the number of readers who stayed in the content for more than a certain period of time. The same reader reading the same content many times will not be counted. In order to prevent readers from idly stay in a content, each content has a basic reading time, which is generally agreed upon by the time needed to read the content. When the reader stays longer than the effective time, it will no longer continue to generate reward.

2. **Like** is the most common interaction. Users can also reward creators by paying them token directly. The quality of the content is positively related to the number of Effective Like. Effective Like consists of two rules. First, repeated Like is not counted as effective. Second, only Like after a certain period of time (eg, 2/3 of effective reading time) counts as Effective Like. Through but not limited to these two rules to prevent malicious like behavior.
3. **Comment** is the most essential form of interaction. The quality of content is highly related to the quantity and quality of comments. The platform uses machine learning in conjunction with manual reviews to determine the sentiment of the comments. Better comments will get more effective comment contributions, and positive comments will raise the value of the content, and the reward of both will increase accordingly. Vice versa, malicious comments will reduce the contribution value, negative comments will degrade the content value.

3.6 Content dissemination

The dissemination of content is a special content consumption behavior. Sharing quality content will greatly promote the sustainable development of the community. The platform also encourages sharing of quality content from one community or external platforms to relevant communities on the platform with author approval. For example, if the disseminated content generates revenue, the original creator and disseminator will also be assigned to corresponding reward. The platform adopted rules to prevent inferior content from spreading.

3.7 Incentive mechanism algorithm

Alpha is the core DAPP on Beauty Chain ecosystem. User will receive BEC as a reward based on their contribution on the community. Incentive mechanism is an important component of user income stream.

1. User reputation value

User “Reputation Value” represents the user's rank in the beauty chain ecosystem. The higher the “Reputation Value”, the more gains can be obtained. User's “Reputation Value” can be permanently accumulated.

The calculation of user's “Reputation Value” mainly depends on the user's activities and contributions in all communities. Users can obtain “Reputation Value” by creating content, browsing content, voting content, participating in tasks, inviting users and some other community activities which are positive contributions to the community. Detrimental activities to community will reduce user's “Reputation Value”.

When user “Reputation Value” is lower to a certain extent, some actions will be locked in the platform, such as like, comment and etc. It will also affect user's reward.

2. Community Reward Distribution

There is an ecosystem reward pool in Beauty Chain, rewarding community applications that participate in the construction of the Beauty Chain ecosystem according to different weights. The main factor of reward distribution for the community is the “Community Credibility”. Beauty Chain will calculate the value of each community “Community Credibility Factor”, such as DAU/MAU, impression, number of new content, number of likes, number of comments, user session per day and etc. The “Community Credibility”:

$$A_m = \sum_{i=1}^n a_i * F_i$$

where,

n = number of factor

F_i = the value of “Community Credibility Factor” for factor i

a_i = weight of the factor i

The reward pool distributes BEC daily with a number of T. All the communities are included in the distribution scope. The calculation of distributing rewards for one community:

$$T_m = T * \left(\frac{A_m * b_m}{\sum_{i=1} A_i * b_i} \right)$$

where,

T_m = community m BEC reward

n = number of communities

A_i = "Community Credibility" of community i

b_i = weight of community i

3. User Influence Power

In addition to the user's contribution to the community, the user's reward is also affected by the user's own "Influence Power". "Influence Power" includes two factors:

- The amount of BEC in app wallet
- User "Reputation Value"

The amount of BEC represents the user's recognition of the community. The user's "Reputation Value" represents the user's positive contribution to Beauty Chain. So these two parts reflect the supportiveness of users in the community. The formula for calculating user "Influence Power" is

$$P_m = a * \left(\frac{BEC_m}{BEC_{all}} \right) + b * \left(\frac{R_m}{R_{max}} \right)$$

where,

a = weight of "amount of BEC"

BEC_m = amount of BEC of a user

BEC_{all} = total supply of BEC

b = weight of user "Reputation Value"

R_m = user "Reputation Value"

R_{max} = maximum limit of "Reputation Value"

Activities of a user will consume a certain amount of “Influence Power”. A user need to wait for a period to recharge their “Influence Power”. So “Influence Power” is a floating power that can be used up. “Influence Power” ceiling applied.

4. User Reward Distribution

User will receive BEC as a reward based on their actions in community. For example, creating, comment, sharing and inviting friends and etc. These will be counted as effective “Behavioral Contribution Factor” to the community. The details of the calculations of user’s effective “Contribution Value” is as follows :

$$C_m = \sum_{i=1}^n a_i * O_i * P_i$$

where,

n = number of effective “Behavioral Contribution Factor”

a_i = weight of “Behavioral Contribution Factor” i

O_i = “Behavioral Contribution Factor” i

P_i = “Influence Power” used for the action i

Community will distribute reward to users based on their effective “Contribution Value”. Beside, the reward a user receives usually consists of two parts:

- Effective Contribution Reward
- Extra Floating Reward

The calculation of the percentage of user’s “Effective Contribution Reward” of the whole community is as below:

$$Q_m = \frac{C_m}{\sum_{i=1}^n C_i}$$

where,

C_m = A user's effective "Contribution Value"

n = number of users contributing the community

C_i = Effective "Contribution Value" of user i

The user "Effective Contribution Reward" in each community will be calculated independently based on their "Contribution Value" on different community. Total reward a user will receive in a reward cycle:

$$T_{all} = \sum_{i=1}^n T_i$$

where,

n = number of communities

T_i = "Effective Contribution Reward" and "Extra Floating Reward" a user received in community i

4. BEC Economic Model and governance structure

4.1 Economic Model

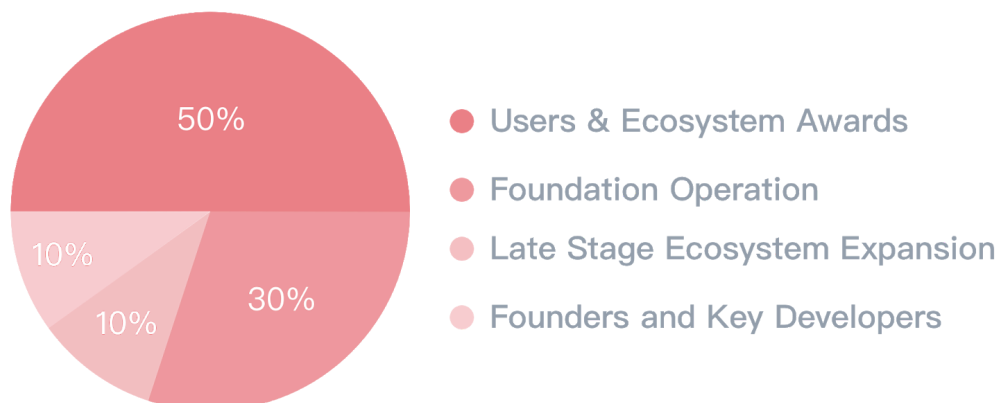
BEC as a token of Beauty Chain, users can get it through a variety of ways.

- 1) Actively participate in the content platform
- 2) Actively participate in the construction of technology, business, user communities and etc
- 3) Circulation of value within the scope of compliance
- 4) Other incentives

After the user obtains BEC, the token can be used in various scenarios in Beauty Chain.

4.2 Distribution Mechanism

The total issuance of BEC is 7 billion, with four components:



1) Users and Ecosystem Awards

Reward users and Beauty Chain's ecosystem partners

2) Foundation Operation

Reserved for operating expense of the Foundation

3) Late Stage Ecosystem Expansion

Support further development of Beauty Chain community and ecosystem

4) Founders and Key Developers

Incentivize the founding team and key developers of Beauty Chain

4.3 Management Structure

The Beauty Chain Foundation is an independent organization dedicated to the development and transparent governance of the Beauty Chain platform and ecosystem. It aims to drive sustainable and healthy development of the Beauty Chain ecosystem.

The Foundation will work with the Beauty Chain partners to jointly manage resources and provide an open and sustainable platform and ecosystem for the applications.

Foundation three specific goals

The mission of the Beauty Chain Foundation is to develop an ecosystem of BEC, and users can easily realize demand. To fulfil mission, Beauty Chain Foundation invests resources in three specific objectives: governance, research, and development:

Governance

Beauty Chain Foundation will invest resources to establish a fair and transparent governance process that takes into account of the opinions and needs of all participants in the ecosystem. This open governance model will oversee the decisions regarding membership processes, the rewards mechanism, participation rules, legal matters, and content compliance guidelines.

Research

Research and building Beauty Chain ecosystem - female community based on BEC. By working with partners, investing in resources, fostering innovative environments, testing new ways to participate in ecosystems; Beauty Chain promotes the realization of ecosystem value creation and network effects.

Development

Beauty Chain Foundation will guide and fund the development that enable ecosystem partners to establish, develop and create value for each other. As part of this process, the Beauty Chain Foundation will build a development team to develop community platforms for the ecosystem and cooperate with third parties applications.

Mission and Long Term Strategic Goal

Foundation's long-term strategic goal is to fund research and implementation of Beauty Chain ecosystem, content platform based on BEC, as well as an open source repository. Foundation committed to attracting more parties to join and promote the ecosystem. To achieve Foundation strategic goal, part of the BEC provision will be used as reserve in accordance with the Foundation's limited discretion. Beauty Chain Foundation is responsible for ensuring the safety of Beauty Chain reserves and transparency of the use of funds.

4.4 Founders

Ryan Cheung | Founder & CEO of PressLogic, youngest Director of Leonteq Securities in Asia. HKU

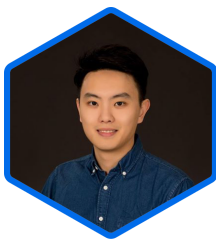


Mr. Ryan Cheung was graduated from The University of Hong Kong. He has vast experiences in Fintech (Financial technology) industry. He started his career in Commerzbank AG in the Equity Markets and Commodities Department. At his age of 26, he joined Leonteq Securities AG as the youngest Director in Asia, responsible for structured solutions

business and expanding its Asia franchise. Leonteq was a leading and disruptive expert for structured investment products supported by its market-leading technology platform.

After that, Mr. Ryan Cheung founded an internet company and sold it within 10 months of launching. He founded another successful internet business “PressLogic”, which developing a proprietary AI system for managing media network, he managed to close a series A funding from Meitu after one year of launching. Mr. Ryan Cheung has discovered the world of cryptocurrency during his investment banking life back in 2012. The innovation and disruptive power of blockchain technology has pushed Mr. Ryan Cheung as early investor in Bitcoin and started absorbing as much knowledge as possible about cryptocurrency.

Edward Chow | Founder & CTO of PressLogic, expert in cyber security and cryptography. HKU



Mr. Edward Chow was graduated from The University of Hong Kong. He has vast experiences in Security and Cryptography. He has been focusing at software development and security consultancy for traditional banks and financial institutions. He was responsible for large amount of system implementation tasks for clients including HK Government and banks. He co-founded the successful internet business “Presslogic” and assembled a team of over 20 developers to create a proprietary AI system for managing media network. He discovered the world of cryptocurrency during his study in the area of cryptosystem and payment protocols in 2012. He has been absorbing as much knowledge as possible about blockchains and decentralized systems ever since. He leads the development at Finchain and implemented smart contracts behind the Finchain platform.

Cherry Liu | Hang Seng Bank - Investment Manager of Insurance

Investment Team



Cherry Liu was graduated from the University of Hong Kong. She joined Hang Seng Bank as Management Trainee of Retail Banking & Wealth Management. She was an Investment Manager at Insurance Investment Team in 2014, where she assisted the Chief Investment Officer in determining and implementing investment strategy.

Yan Xun | Retail Director - Seager Inc



Mr. Yan Xun graduated with a Bachelor Degree in Finance from Singapore Management University. He started his career in APS Asset management in 2010 as an investment analyst for high-yield Asian Credit. He joined Commerzbank in 2011 in the Fixed Income Sales & Trading department. Thereafter, he joined Seager Inc as Retail Director, managing the retail business units for both offline & online channels across the group for the Singapore & Malaysia operations. Seager is a leading retailer and distributor in SE Asia, with 200 staff and over 500 points of sale across South East Asia.

4.5 Advisors

James Lei | Founding R&D program director at Hong Kong Applied Science and Technology Research Institute (ASTRI)



Dr. James Lei is a seasoned researcher, inventor, entrepreneur, and visionary leader. He is the founding R&D program director at Hong Kong Applied Science and Technology Research Institute (ASTRI) for pioneering research work in the distributed system, AI and machine learning, blockchain and DLT, cloud computing, big data, financial technologies, media, networking, software and system. He is the principal scientist and chief architect contributed to several dozen technology transfers with big commercial impact. He is the program committee member of MSc program on Financial Engineering at Chinese University of Hong Kong, teaching faculty for the course Blockchain for Financial Applications at Hong Kong University of Science & Technology, and program committee member for Financial Technologies at Hong Kong University.

David Chan | Head of Cyber Security, HSBC Group HK



David Chan has over 15 years of experience and strong global industry background in Cyber Security, IT Risk Management and Technology Services. He is currently Head of Cyber Security for a international bank overseeing the IT security standards for the group. David has a solid experience on enforcing risk management policies to meet financial institution's security standards. Prior to his recent position, he was a senior managing consultant in an international consulting firm managing large amount of system implementation tasks of Government, traditional banks and financial institutions. He was also the lead auditor and penetration test expert to perform ethical hacking on many critical systems used in the Government and banks.

Professional Certifications :

ISO 27001 Information Security Management System (ISMS) Lead Auditor
ISO 20000 IT Service Management Systems Auditor
ISO 31000 Certified Risk Professional

Certified Information System Auditor
Certified Information System Security Professional
Certified Information Security Manager
Cisco Certified Network Associate (Security)
Project Management Professional
CSA STAR certified advance auditor
Certified Ethical Hacker

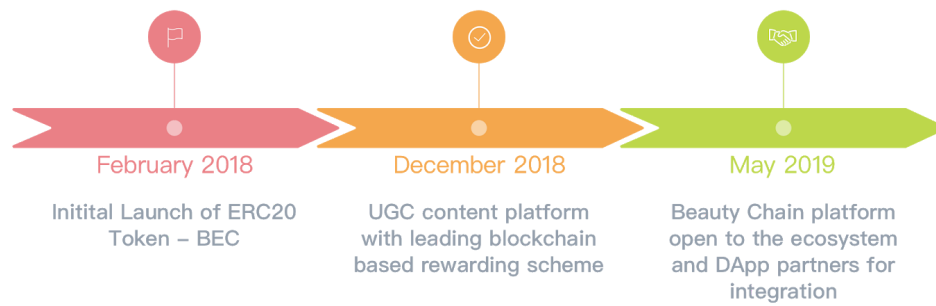
Leon Kam | Co-heads of Asia FX emerging markets of GFI Group



Mr. Leon Kam studied in Bachelor Degree in Economics and Finance of The University of Hong Kong. He started his career in BNP Paribas. In 2008, he joined ICAP Group and rotates his role in different regional emerging markets, such as Taiwan, South Korea, China, Singapore and Hong Kong. Mainly introducing onshore counter-parties participating offshore markets to provide liquidities and arbitrage opportunity between different parties, as well as act as a proxy for central banks on market intervention in offshore markets. He returned to Hong Kong in 2012 joining GFI Group. Leading a team specialized on CNY non-deliverable forwards market provider, capturing as high as 40% of market shares in inter-bank trading volume, guiding and developing a proprietary trading platform for banks to match their currency position swapping.

Mr. Leon Kam learns how crypto's importance on decentralizing from overbearing centralized authorities, which government policies on influencing their non-convertible currency markets will hide the real currency's valuation. By learning offshore currency markets in last 10 years are prevalent in some countries where global FX trading are limited, cryptocurrency would be the best option.

5. Beauty Chain Development Roadmap



6. Conclusion

Beauty Chain aims to build the world's largest female content information sharing platform. Blockchain based incentive mechanism will become a driving force, encouraging users to build communities together, and ultimately bring tremendous changes. Mechanism such as blockchain based incentive schemes and content dissemination encourage users spontaneously search for quality content and eventually make the truly valuable content stand out.

When ecosystem built, beauty chain will add advertising elements to acquire new revenue streams for the platform and users. After that, it will further develop various types of DApp. Utilizing the incentive mechanism designed in the Beauty Chain to constitute the foundation of the token economy, the blockchain based reward algorithm consensus can determine the sustainability of the incentive mechanism.

Beauty Chain expects impact on the traditional female media service, and it is highly expected to become a disruptive innovation in certain area such as female media and product marketing. Beauty Chain will be able to distribute content value more effectively and equitably for female content creators and participants, bringing high quality female media content and product analytics to content consumers.

Beauty Chain will be the next generation of female content information sharing platform. It will be an open platform and is committed to invite companies of female content market to build the world's leading female content information sharing platform together. We hope content creators to make effective use of our platform, and the blockchain based incentive mechanism revolutionize the interest of general participants.

User-friendly design, reasonable economic logic, and appropriate incentive scheme of Beauty Chain and BEC will ensure sustainable development of the token and usage scenarios. In the future, a better ecosystem will be jointly built and benefited by everyone, benefits include knowledge and value. Through the construction of Beauty Chain, all parties involved will be rewarded according to their

contribution, encouraging all partners within the ecosystem to work closely and win together.

Medley of user-generated content platform and blockchain incentive mechanism as an important factor - it will certainly attract users and greatly improve the user experience. All this will begin with the Beauty Chain. We now sincerely invite you to become a participant and contributor of the project.

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