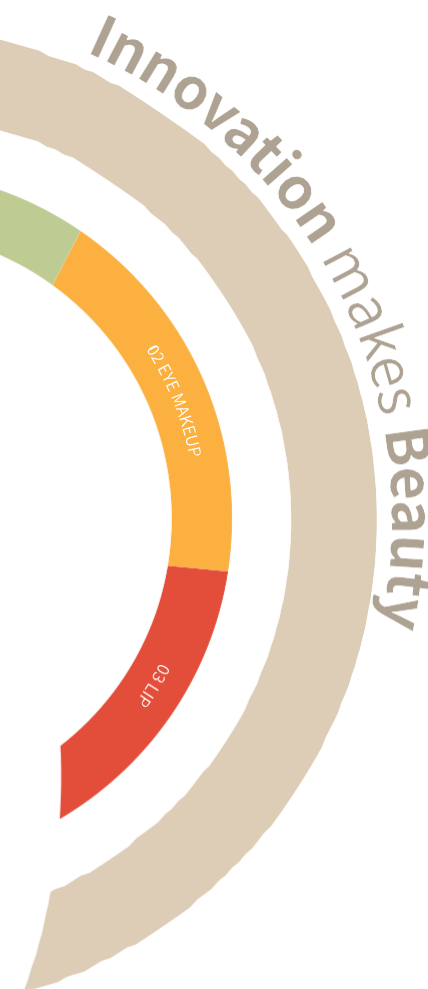


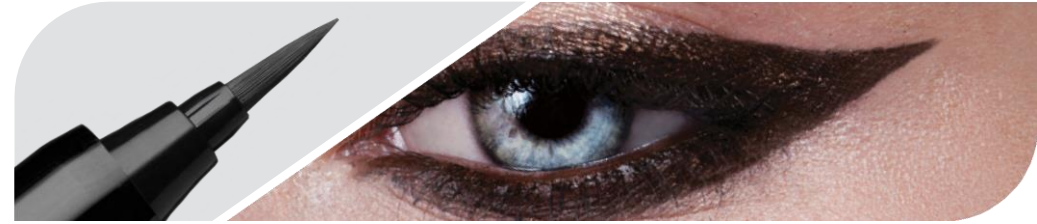
# 2025 BEST MAKEUP PRODUCTS PROPOSAL



- EYELINER
- EYE MAKEUP
- LIP

# All-Day Proof Eyeliner (HLT) 01

No smudging all day long with quick drying speed and excellent adhesion!



## MAIN POINT

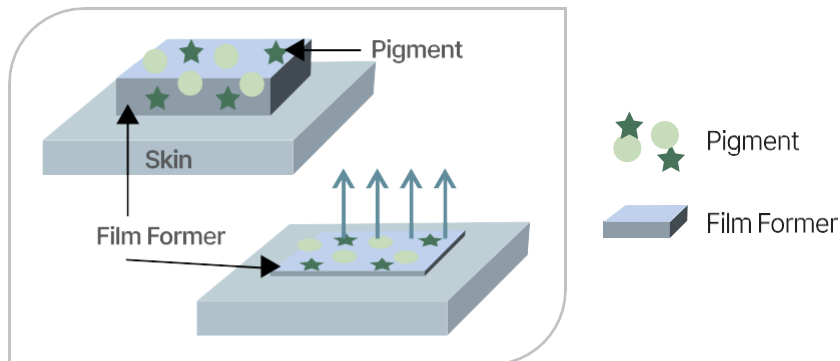


**Eye designing with various applicators!**

Twice the capacity of a regular liner (1.0ml).

## MECHANISM

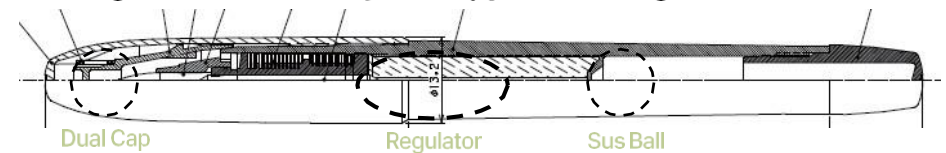
Long-lasting formula with strong adhesion and water resistance using FILM FORMER, resistant to smudging due to sweat and water.



## TEXTURE



**Excellent preservation of formulation with an airtight container system, preventing container leakage.**



- Ink tank container system prevents the ink from drying, ensuring vivid color from start to finish.
- Developed with a dual cap, preventing long-term drying without contact with external air.
- Regulator system controls ink flow evenly, assisting in the release of an appropriate amount of ink.
- Sus ball thoroughly mixes the ink, ensuring uniform color expression.

# All-Day Proof Eyeliner (LE701) 02

No smudging all day long with quick drying speed and excellent adhesion!

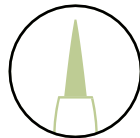
## MAIN POINT



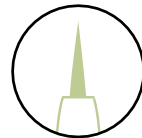
SHARP



NIB



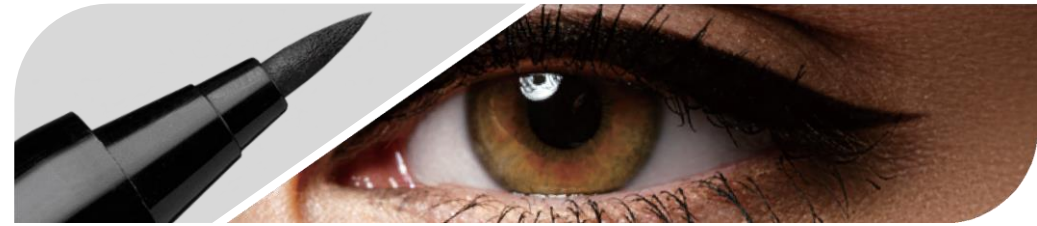
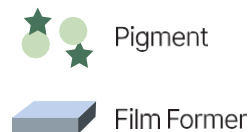
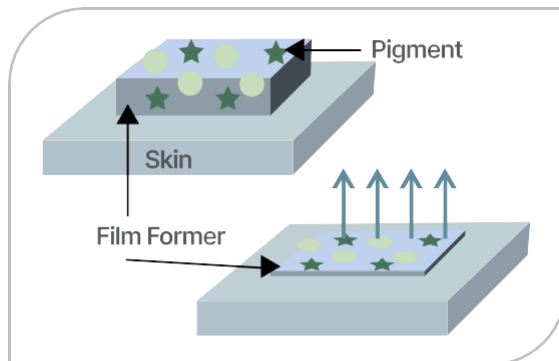
BRUSH



SLIM BRUSH

## MECHANISM

Long-lasting formula with strong adhesion and water resistance using FILM FORMER, resistant to smudging due to sweat and water.



Eye designing with various applicators!

## TEXTURE



Black

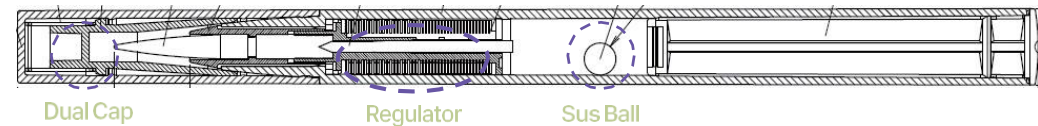


Brown



Dark Black

Excellent preservation of formulation with an airtight container system, preventing container leakage.



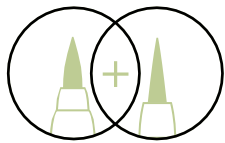
- Ink tank container system prevents the ink from drying, ensuring vivid color from start to finish.
- Developed with a dual cap, preventing long-term drying without contact with external air.
- Regulator system controls ink flow evenly, assisting in the release of an appropriate amount of ink.
- Sus ball thoroughly mixes the ink, ensuring uniform color expression.

# Double-up Liquid Multi Linert 03

A dual eyeliner with different applicators and formulations on each side.



## MAIN POINT



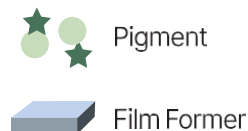
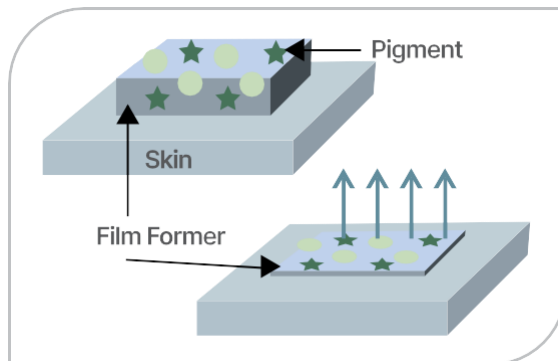
### DUAL APPLICATOR

**A dual system that can be used as a multi-use item.**

- Customizable with desired applicator combinations (BRUSH + NIB).
- Comprises two colors for creating dimensional eye makeup (Basic Color + Shade Color).
- Comes in two formulations for multi-use purposes (Liquid Brow + Eyeliner).

## MECHANISM

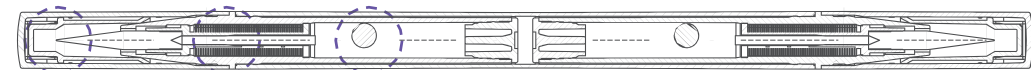
Long-lasting formula with strong adhesion and water resistance using FILM FORMER, resistant to smudging due to sweat and water.



## TEXTURE



**Excellent preservation of formulation with an airtight container system, preventing container leakage.**



Dual Cap    Regulator    Sus Ball

- Ink tank container system prevents the ink from drying, ensuring vivid color from start to finish.
- Developed with a dual cap, preventing long-term drying without contact with external air.
- Regulator system controls ink flow evenly, assisting in the release of an appropriate amount of ink.
- Sus ball thoroughly mixes the ink, ensuring uniform color expression.

# Twinkle Pearl Eyeliner

04

Add a spoonful of dazzling brilliance to my eyes with vivid color and a subtle shimmering pearl!



## MAIN POINT



### Achieve clear and twinkling color expression.

- Glitter pearls, shimmer pearls, and color pigments are evenly arranged to create clear and twinkling color expression.
- Utilize a container system to maintain even and consistent pearlescent texture without blockage.



### Utilize a container system to maintain even and consistent pearlescent texture without blockage.

- Perfect-proof formulation that's gentle on the eye area.
- Small and subtle shimmer pearls used to prevent eye irritation even during extended wear.

## TEXTURE



- Implement uniform arrangement of glitter pearls, shimmer pearls and color pigments for clear and twinkling color expression.
- Form film formers with three types of polymers, enhancing pearlescent adhesion and longevity.
- Utilize 3 types of Glycols to condition the skin and provide a barrier effect, paraben-free.



High-elasticity brush

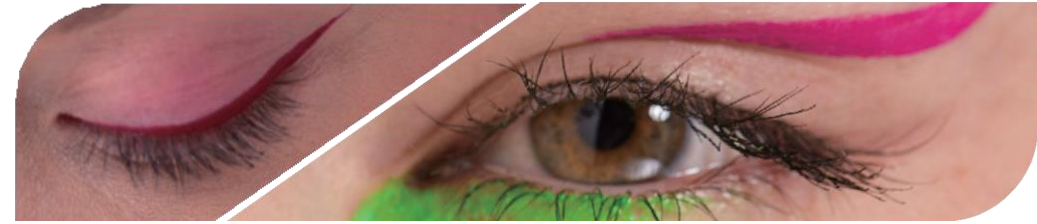
Implement a container system for smooth flow without blockage.

- Utilize ink tank technology to directly deliver content containing shimmer pearls to the tip, allowing for consistent application from start to finish.
- Developed container and formulation considering pearl size to prevent blockage.
- The sus ball mixes settled pearls well with pigments, maintaining consistent pearlescent texture.



# Pantone Color Liner 05

A colorful eyeliner that allows you to express your unique personality with a stylish range of colors.



## MAIN POINT



From vibrant to moody, featuring a diverse composition of colors.

- Achieve a colorful palette with a variety of color pigments.
- Stable formulation achieved with optimized dispersion systems for each color.
- Development of over 20 different colors.

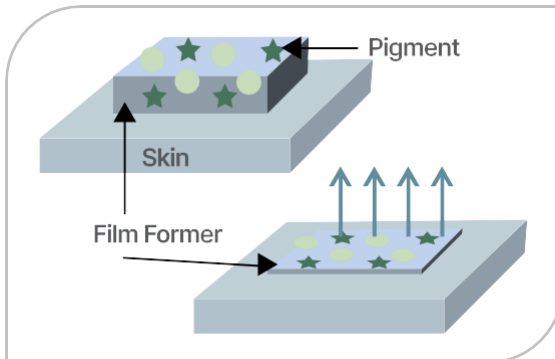


Maintain a smudge-free look for an extended period with the multi-proof texture.

- Multi-proof texture that adheres well to the skin and stays fixed, lasting for a long time.
- Long-lasting color retention.

## MECHANISM

Long-lasting formula with strong adhesion and water resistance using FILM FORMER, resistant to smudging due to sweat and water.



Pigment



Film Former



There may be non-vegan colors in the lineup.

## TEXTURE

\* Actual formulation may differ from example image.



# Quickfit Pro Liquid Eyebrow (HLT) 01

An eyebrow product that allows you to easily create professional-looking brows in just 3 seconds with quick fixation.



## MAIN POINT

Eyebrow drawing with various applicators like the expert.



BALL

- Specially developed 1.5mm ceramic ball tip for easy drawing, designed like a ballpoint pen.
- The ball rotates to dispense the right amount of content for effortless application.



SLANT

- High-elasticity diagonal-cutting brush developed to fit the curve of the eyebrows (patented)
- Enables both precise lines and quick, bold filling from fine to large areas.



OVAL



- Features a 2WAY brush resembling a sunflower seed for versatile use.
- Use the brush vertically to define the eyebrow texture and horizontally to quickly draw in sparse areas

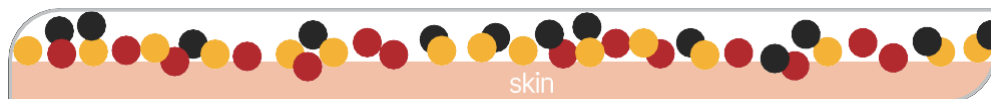


PENTA BRUSH

- Divided into 5 branches for quick and easy definition of eyebrow texture.
- Draws fine lines when held horizontally and bold lines when held vertically.

## MECHANISM

Uniform pigment dispersion for stable formulation.

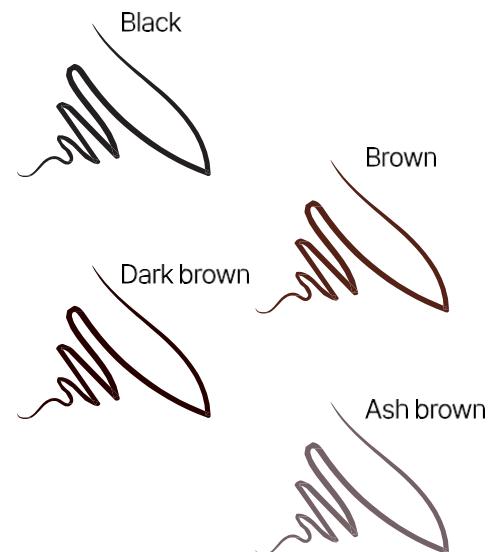


- Forms a film former upon application for 3-second adherence and smudge-free formula.
- Super-proof formulation that is resistant to water and sweat, providing long-lasting wear from morning to night.
- Ink tank system ensures consistent and vivid color expression from start to finish without interruption.
- Intense and vibrant color with stabilized pigments, maintaining consistent color.



- Built-in screw brush:
  - 1) Use the brush to tidy up eyebrow texture before drawing.
  - 2) Blend after drawing the eyebrows for an even more natural eyebrow look.

## TEXTURE



**Achieves natural-looking eyebrows with colors similar to hair color.**

# Quickfit Pro Liquid Eyebrow (LE701) 02

An eyebrow product that allows you to easily create professional-looking brows in just 3 seconds with quick fixation.



**MAIN POINT** Eyebrow drawing with various applicators like the expert.



BRUSH

- Features a fine brush type for natural coloring. Optimized for filling in sparse areas of the eyebrows,
- suitable for delicate touches even for beginners.



MICRO FIT

- Developed a brush that is 2.5 times slimmer and more resilient than conventional brushes
- 6mm short brush maintains resilience, ensuring zero splitting or bending.



TRIDENT BRUSH

- Divided into 3 branches for quick and easy definition of eyebrow texture.
- Creates bold lines when held horizontally and precise lines when held vertically.

## MECHANISM

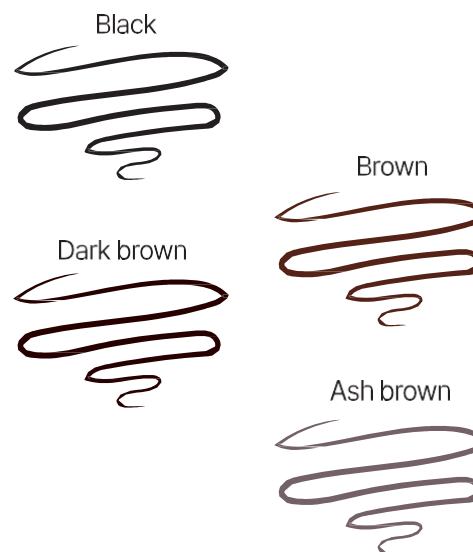
Uniform pigment dispersion for stable formulation.



- Forms a film former upon application for 3-second adherence and smudge-free formula.
- Super-proof formulation that is resistant to water and sweat, providing long-lasting wear from morning to night.
- Ink tank system ensures consistent and vivid color expression from start to finish without interruption.
- Intense and vibrant color with stabilized pigments, maintaining consistent color.



## TEXTURE



**Achieves natural-looking eyebrows with colors similar to hair color**



# Sleeker Slim Eyebrow Pencil 03

Drawing sleek and refined eyebrows with an eyebrow pencil is so easy, isn't it?



## MAIN POINT



### Optimized for drawing each strand of eyebrow.

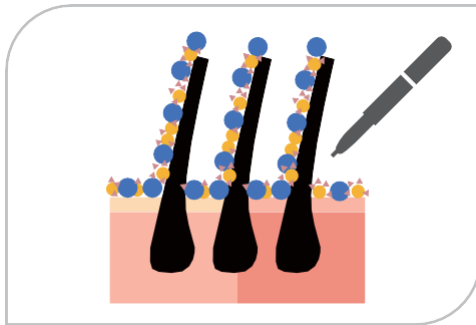
Uses natural wax to prevent clumping on the eyebrows and is optimized for drawing each strand of eyebrow.



### Lightweight and smooth for a natural look.

- Uses ingredients extracted from plant-based oils for a smooth and lightweight application.
- Can be applied without clumping, providing a natural color that resembles your original eyebrows.

## MECHANISM



- Natural-derived wax
- Natural-derived oil
- ▲ Powder

- Although it provides a smooth and lightweight application, the structure is robust to prevent easy breakage, ensuring stable hardness.
- Utilizes natural-derived wax and oil to improve clumping and caking, achieving a matte texture and intense color.

## TEXTURE



1.5 Slim



Circle



Triangle



- Developed a variety of colors that match your hair and iris.
- Equipped with a built-in screw brush in three types of auto pencils, allowing not only eyebrow tidying but also blending for natural eyebrow expression.

# Power Fixing Brow Gel 04

A trendy brow makeup with strong fixing power to enhance eyebrow definition.



## MAIN POINT



### Create three-dimensional brows without clumping for a natural look

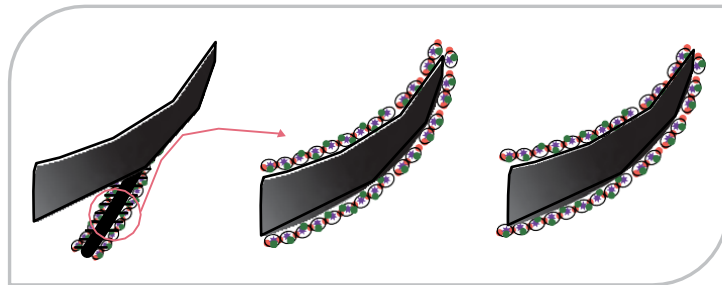
- Adhesive powder adheres to each strand of coated eyebrows, providing a lightweight and clump-free three-dimensional eyebrow finish.



### Fast and powerful fixing for all-day wear.

- Forms a film former and uses wax to coat and hold the curls strongly, ensuring makeup stays all day long

## MECHANISM



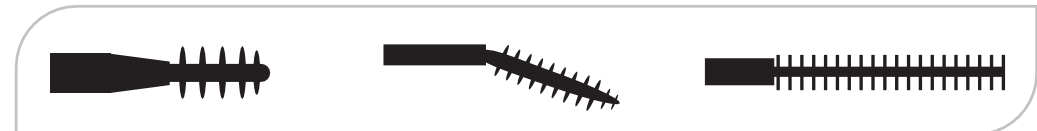
- ∞ Fixing Polymer
- ★ Film Former
- Color Pigment
- Moisture Factor

- Using fixing polymers to perfectly adhere film-forming agents, pigments, and moisture to the eyebrows.
- The film former forms a coating layer, achieving a double-proof effect that is resistant to shaking even with oil and moisture.
- Utilizes strong-hold wax to coat and fix the eyebrows firmly.

## TEXTURE



- Choose from colors that match your hair color to transparent formulations that enhance your brows.
- Quick fixation, powerful hold without any white cast, foggy appearance in the formula.



- Various brush options available, including short brush, slim diagonal brush, and slim brush.

# Fiber Ampoule Mascara 05

Achieve doll-like lashes with smudge-proof and long-lasting tubing mascara.



## MAIN POINT



**Contains 2% patented ingredient Widelash for lash nutrition support.**

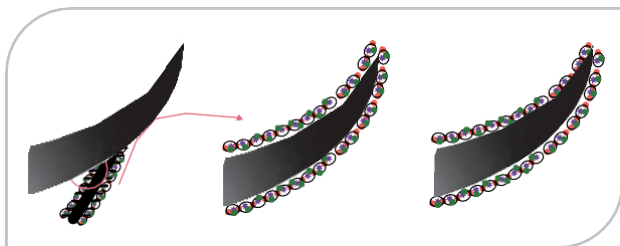
- Contains 2% patented ingredient Widelash for lash nutrition support.



**Micro fiber for lash length and volume enhancement**

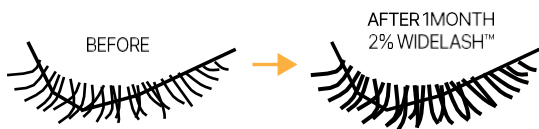
- Micro fibers naturally extend and create full, voluminous lashes.

## MECHANISM



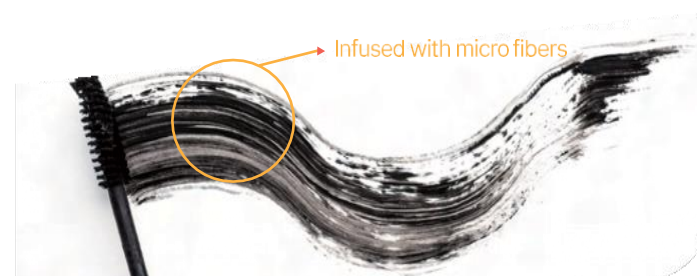
- ∞ Fixing Polymer
- ★ Film Former
- Color Pigment
- Moisture Factor

- Elastic film former envelops lashes flexibly and with high adhesion, preventing smudging and flaking.
- Utilizes fixing polymer to form a film that adheres perfectly to lashes, combining pigments, moisture, and fibers.



- High content of 2% French-patented 'Widelash', based on Biotinyl GHK and Panthenol, enhances lash length, thickness, volume, and intensity.

## TEXTURE



- Contains ultra-fine fibers for dramatic lengthening effect, creating dramatic long lash effect.
- Maintains a clean application without clumps, offering a soft and lightweight feel even after drying.
- Delivers delicate lash touches and voluminous effect with a thin brush.
- Easy-to-wash-off formulation for gentle cleansing.
- No animal testing! Cruelty-free & vegan formulation.

# Cotton Blush Matte Tint 01

Achieve a velvety and soft finish with our matte tint.



## MAIN POINT



### Smooth and velvety texture with the golden ratio of powder

The golden ratio of pancake-shaped powder and spherical elastomer powder absorbs light oils for silky, soft, non-clumping application and a soft finish.



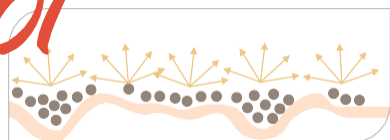
### Color fixation in an instant, lasting for a long time

Utilizing a hard film former that adheres powder to lips and a flexible film former that forms a barrier on the tint's surface for enhanced adhesion and lasting power.

## MECHANISM

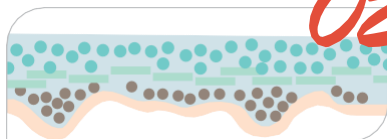
### A systematic 3-step process for efficient formulation

01

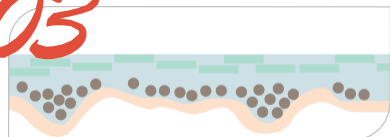


Golden ratio powder fills lip creases for a smooth lip expression with a soft focusing effect.

Pancake powder + Blending Oil + film-forming agent coat the lip surface.



03

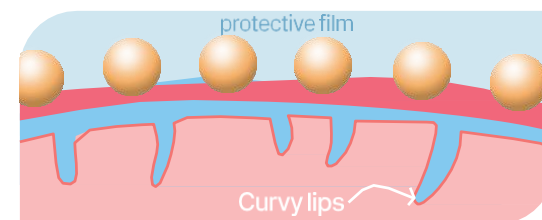


After volatilization, adheres thinly to the lips for a velvety matte finish.

## TEXTURE



\* Actual formulation may differ from example image.



- Soft application, long-lasting, vegan formula
- Fast fixation with low viscosity oil and volatile oil, preventing smudging (ZERO smudging)
- Fills lip creases like a primer for a smooth lip expression without highlighting dead skin cells
- Achieve a smooth application with a uniform formulation using the 3 Roll Mill method.



# Color Change Volume Glass 02

Add moist volume to my dry lips.

## MAIN POINT



### Color changes according to lip temperature and pH

Elevating the mood with reverse colors!  
Changes uniquely according to my lip temperature and pH,  
presenting my own personal color.

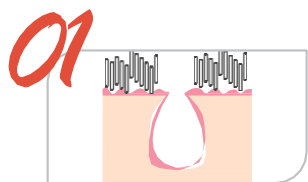


### Plump lips without wrinkles

Thanks to menthol ingredients and borpinin, providing a cooling sensation  
and voluminous shine!

## MECHANISM

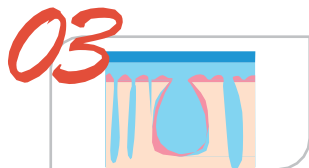
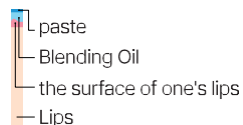
Penetrating oil components draw moisture, preventing  
moisture evaporation and providing a moist feeling.



Dry and uneven lip surface



Lip gloss penetrates deeply into the lips.



Penetrating oils care for the lips.



A firm formulation brings plump lips to life.

## TEXTURE



\* Actual formulation may differ from example image.

- Natural oils provide sufficient moisturizing effect on the lips.
- Contains borpinin (plumping): Provides volume effects by activating fat.



# Double Up Lip Pencil 03

Complete plump, lively, and fresh lips from lip line to full color.



## MAIN POINT



**Create a delicate blurring effect with easy blending.**

With soft focusing powder, cover lip creases to achieve a smooth, blurred effect, like having applied a blurring technique.



**Apply softly onto lips, lightweight and non-sticky.**

Smooth touch base, light application with no stickiness, optimized combination of powder and color pigment for a light, non-sticky feel.

## MECHANISM



- Smooth touch base
- ★ Soft focusing powder
- Color pigment

skin

- Achieve a natural blurring effect and a light feel with the soft focusing formula.

## TEXTURE

\* Actual formulation may differ from example image.



- Applies smoothly with a silky sensation, finishing with a cozy, matte sensation, fixing lightly for a non-sticky, lightweight feel.



- Dual airtight 3φ and 5φ containers for use without discoloration or drying.