

Collagen Transfer Mask

Unique Selling Point

1. Visible Essence Absorption and Skin Improvement Effect

- The essence mask features a highly absorbent porous polymer. Once the nourishing ingredients are absorbed into the skin, the transparent polymer becomes clear.
- Designed to provide ultimate hydration by incorporating DDS principles without artificial fragrances, it delivers active ingredients directly to the skin, even on dry areas caused by temperature, humidity, or pH changes.

2. From Production to Skin: Dermatologist-Approved Clean Beauty Formula

- This 100% essence mask ensures precise nutrition supply and prioritizes skin safety with dermatologist-tested ingredients.
- Tailored for sensitive skin, the formula excludes irritating substances like parabens, phenoxyethanol, alcohol, and more, adhering to EWG green-grade safety standards across 20 key ingredient categories.

Skin Type

All skin types, including sensitive skin.

Skin Concern

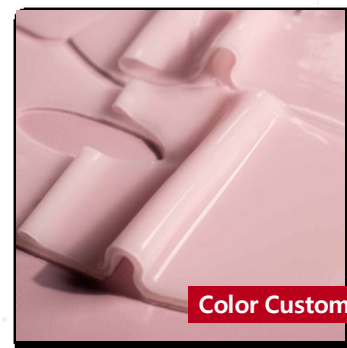
Dryness, dullness, uneven texture, fine lines, wrinkles

Instruction

Apply after toner in the essence step. Use on areas of concern, and the mask will become transparent as it is absorbed.

Specification

Sephora Clean Beauty



Core Technology

Hydrogel Polymer Layering Technology for Deep Hydration and Firmness



MZ Generation Preference & Latest W.B Formula

Rich ↑ ↓ Light	O.W Formula	<ul style="list-style-type: none"> ✓ Born from a moisturizing/firming cream. ✓ Manufacturing process. A dewy effect favored by Korean women in their 30s to 60s. ✓ Provides moisture with a rich texture. ✓ Recommended for dry, combination, and thin skin.
	W.B Formula	<ul style="list-style-type: none"> ✓ Formulated with moisture-retaining ingredients. ✓ Excellent inner skin moisture supply and soothing function. ✓ Light and fresh texture. ✓ Recommended for normal, oily, and oily dehydrated skin.

Real Musin Transfer Hydrogel

Unique Selling Point

- A translucent, firming mucin mask that becomes clear once the rich snail mucin penetrates.**
 - A real mucin essence mask that creates a firm, thread-like texture resembling the consistency of snail mucin, stretching and becoming translucent.
 - The active ingredients penetrate the skin based on its pH, dryness, and temperature, transforming the formula, which was once filled with mucin and nutrients, into a clear essence mask.
- Even after towel-drying the skin post-cleansing, it provides a glowing, deep hydration effect.**
 - Consumer demand for the keyword "mucin" is largely driven by the need for a "hyaluronic acid alternative," indicating a strong interest in deep hydration.
 - The product provides a natural, healthy glow by replenishing moisture from within, rather than just a superficial dewy finish. Even after towel-drying post-cleansing, it delivers a subtle glow through sufficient deep hydration.
 - The formula is designed to be low-irritation for sensitive skin, free of harmful ingredients, ensuring no concerns about milia or breakouts.
 - Free from parabens, phenoxyethanol, silicones, SLS/SLES, triethanolamine, and mineral oils (except for PEG).

Skin Type

All skin types, including sensitive skin.

Skin Concern

Dryness, dullness, uneven texture, fine lines, wrinkles.

Instruction

Apply after toner in the essence step. Use on areas of concern, and the mask will become transparent as it is absorbed.

Specification

Sephora Clean Beauty

Core Technology

A firm, thread-like texture created by the mucin, providing a deep hydration effect without leaving a creasy residue.



What is snail mucin? Experts explain the buzzy K-beauty ingredient for softer skin

"A VIP ticket to hydration town" Beauty expert Emily Genzer

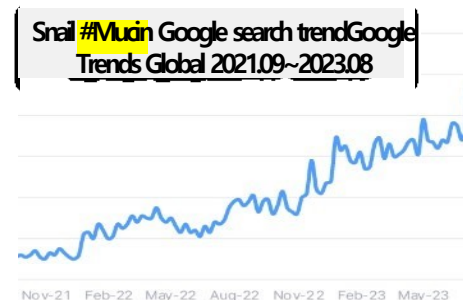


★★★★★
I really like this serum to the point where it can replace the traditional hyaluronic acid I usually use. It has become a substitute in my skincare routine.

★★★★★
After figuring out how to incorporate this into my skincare routine, I use it before applying hyaluronic acid.

★★★★★
I usually use a hyaluronic acid moisturizing serum, but my friend recommended this one, so I decided to give it a try. It worked for them, but it didn't have the same effect on me.

The consistently rising #mucin trend and the upcoming 2025 trend, #Glimmer!



The rising formula with a visual effect of firm stretching.

Super Effect Transfer Hydrogel



Smart
Multi-Active
Function

Customizable

Skin Type & Concern

Dryness, pigmentation, marks, sensitivity, wrinkles.

Instruction

Place the mask on dry skin and leave it on for about 40-60 minutes.
After removing the mask, gently tap the remaining essence into the skin for smooth absorption.

Specification

All skin types, including sensitive skin.

Designed by combining the advantages of both water-soluble and insoluble ingredients, offering an upgraded
adhesion and penetration effect!

1. Both adhesion and skin-improvement effects are upgraded! #MulticareItem.

- The benefits of water-soluble hydrogel + the advantages of insoluble hydrogel.
- The strong moisturizing improvement and penetration effect of water-soluble hydrogel lead to effective skin improvement.
- Provides powerful adhesion and barrier effects, even during intense activities beyond everyday movements.

2. A powerful ingredient penetration effect, so only a small amount is sufficient.

- Superior barrier effect compared to basic skincare products, preventing the loss of airborne ingredients and enhancing skin reactivity.
- This results in more effective care (external clinical trial results).

3. Not only the ingredients, but also the production process. True #CleanBeauty.

- A formula that is gentle on extremely sensitive skin, which shows signs of inflammation even from mask use.
- A clean production method that minimizes contamination risks, completing everything from ingredients to packaging in one seamless process.

Hydrogel Capsule Transfer Mask

Unique Selling Point

1. Moisturizing, firming – enriched with high-concentration capsules for enhanced early anti-aging benefits.

- A hydrogel capsule formula that preserves efficacy by preventing the degradation and damage of active ingredients at high temperatures, addressing the pain point of encapsulated ingredients. It deeply hydrates and nourishes the skin, leaving it healthy and firm from within.
- A formula that thoroughly excludes harmful ingredients, minimizing potential triggers for trouble, making it suitable for the #EarlyAntiAging trend by starting care at an earlier stage.

2. A formula where both the capsules and the mask become transparent simultaneously.

- A transfer formula containing capsule clusters, where both elements become transparent simultaneously, offering a more dramatic appeal.

General capsule formula

Efficacy preservation
Maximize

Hy Bead formula

Skin Type

All skin types, including sensitive skin.

Skin Concern

Trouble, dead skin cells, dehydration, warmth, aging, pigmentation.

Instruction

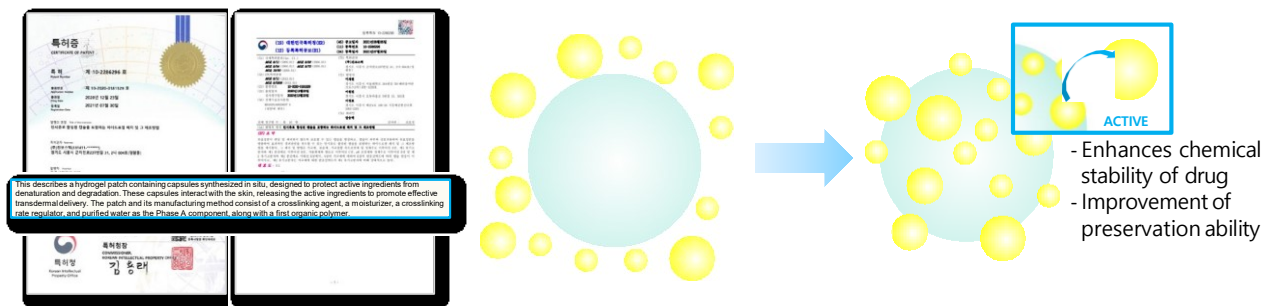
Apply after skin or toner, during the essence step, when concerns like wrinkles, dullness, and dryness arise. Once the ingredients are absorbed, the formula becomes transparent depending on your skin's condition.

Specification

All ingredients are plant-based. Other specifications will be fixed once the full ingredient list is confirmed.

Core Technology

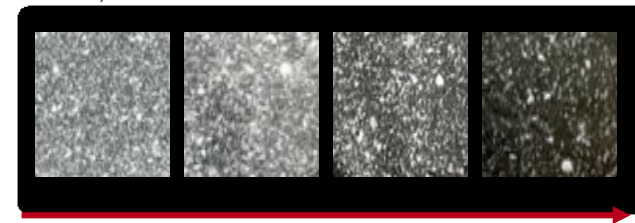
Increased ingredient stability and preservation with patented cluster encapsulation technology.



A formula designed with cluster capsules that instantly aggregate, improving the high-temperature stability and preservation of ingredients, allowing them to work more effectively on the skin.

A double-effect formula where both the base and the capsules become transparent simultaneously.

After 3 hours of application on the combination skin of a woman in her 20s,



The hydrogel and the active ingredients within the hydrogel beads are delivered to the skin

causing the size and thickness to decrease while the hydrogel becomes transparent.

Marble Transfer Mask

Unique Selling Point

1. Enhanced intuition and efficacy through a premium manufacturing process.

- By stabilizing key synergistic ingredients in two separate chambers and then combining them into one product, this formula delivers stable and effective skincare benefits.
- Departing from the traditional single-chamber system, the use of two chambers to complete one formula with Double Line Technology ensures a premium formulation.

2. A formula that delivers a more intense visual effect.

- A transfer formula that highlights the marble pattern, with the base formula becoming transparent.
 - As the white parts become clear, the formula shifts from a pastel tone to one with more contrast.
- This transformation increases the depth of color, leaving a more dramatic visual impression.

Skin Type

All skin types, including sensitive skin.

Skin Concern

Trouble, dead skin cells, dehydration, warmth, aging, pigmentation.

Instruction

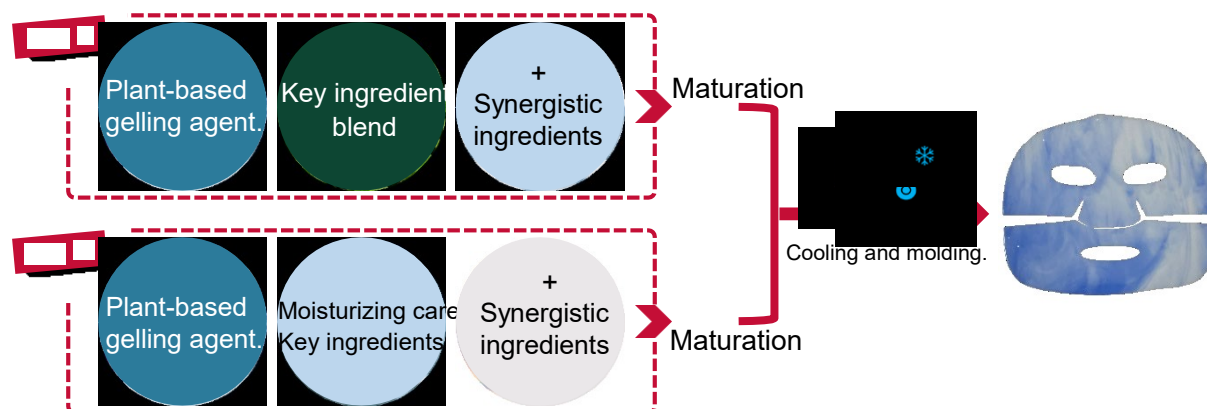
Apply after skin or toner, during the essence step, when concerns like wrinkles, dullness, and dryness arise. Once the ingredients are absorbed, the formula becomes transparent depending on your skin's condition.

Specification

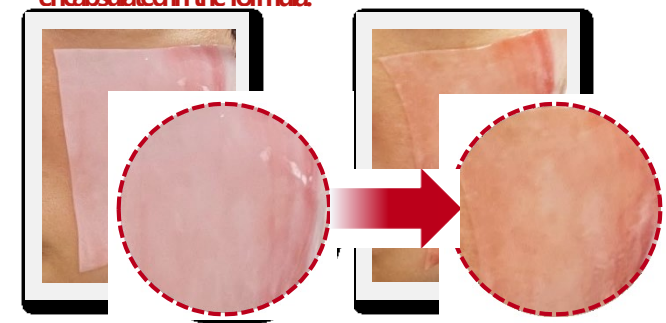
All ingredients are plant-based. Other specifications will be fixed once the full ingredient list is confirmed.

Core Technology

A premium manufacturing process- Double Line Technology



A formula that captures even more attention! Aesthetic beauty encapsulated in the formula.



A formula that becomes entirely transparent, with the color combination that was once close to pastel tones deepening to leave a strong impression.