

Cool Vanilla Brightening Care Mask

Unique Selling Point

1. Achieve a flawless No. 18 cool tone from deep within, not just on the surface, with advanced pearl-like brightening care.

- The lightweight and refreshing watery formula delivers a gentle yet effective whitening effect without feeling heavy.
- By combining three brightening ingredients, it provides an instant skin-brightening care effect, transforming your skin into a clear and luminous 18-tone.
- Instead of using high-concentration vitamins or niacinamide that may irritate the skin, it features a gentle hyaluronic acid-based soothing formula that softly calms the skin while delivering deep hydration, leaving it refreshed and evenly moisturized!

2. Bold results with a gentle touch – Vegan Formula

- By eliminating key harmful and acne-causing ingredients, it provides gentle, nourishing hydration without causing breakouts, even with its oil-based formula.
Free from parabens, phenoxyethanol, SLS/SLES, triethanolamine, mineral oils, and synthetic fragrances.

Skin Type

Suitable for all skin types, including sensitive skin.

Skin Concern

Skin that feels lacking no matter what you use.

Instruction

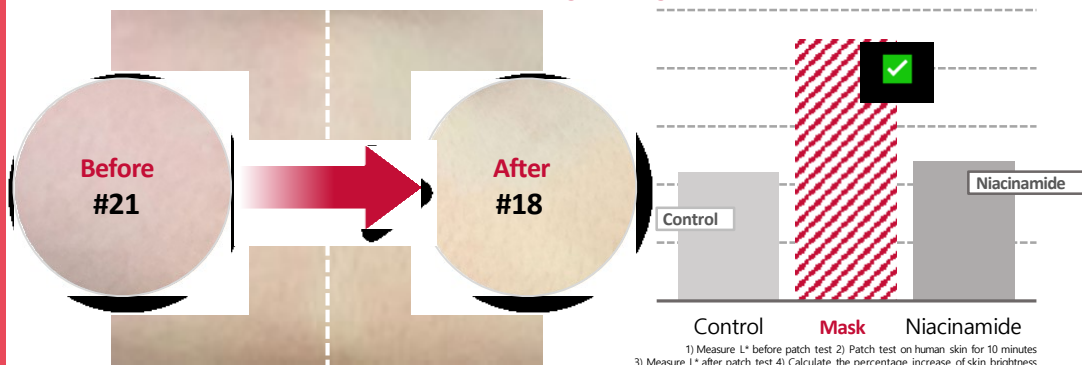
Gently apply to dry areas during the serum step or makeup touch-up phase.

Specification

VEGAN

Core Technology

Instantly transforms any skin into a fair, porcelain complexion with shade 18 Cool Vanilla tone for a brightening effect.



Set to rise even more in 2025 - Achieve a translucent glow with a combination of whitening ingredients!

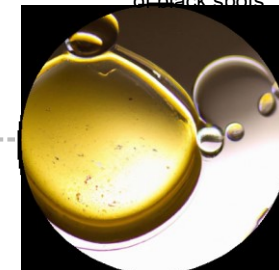
✓ BRIGHTENING # Tranexamic Acid

Lightly improves skin discoloration



✓ BRIGHTENING # Bisabolol

Improves the appearance of black spots



✓ BRIGHTENING # Vitamin C

Antioxidant & brightening improvement



Vegan Glitter Hydrogel Eye Patch/Mask

Unique Selling Point

1. The bold and powerful glitter pops! Captivating the eyes faster than pearls.

- Glitter with a larger, more sophisticated shine compared to pearls creates a more striking visual effect.
- Designed to penetrate the skin effectively, the formula adjusts for pH, dryness, and temperature, delivering hydrating active ingredients deep into the skin for radiant results.
- Addresses dullness and roughness caused by natural aging and external dryness, leaving skin smooth and hydrated with a glowing finish.

2. Gentle and suitable for sensitive skin – vegan glitter for a smooth, soft touch!

- Excludes harmful animal-derived ingredients, ensuring the vegan glitter is gentle, safe, and suitable for delicate skin.
- Effectively soothes irritated skin with a specialized vegan treatment, eliminating harmful substances and providing nourishing benefits.
- Free from parabens, triethanolamine, SLS/SLES, benzophenones, mineral oils, and artificial fragrances.

Skin Type

Suitable for all skin types, including sensitive skin.

Skin Concern

Dryness, hydration, pigmentation, blemishes, freckles, wrinkles

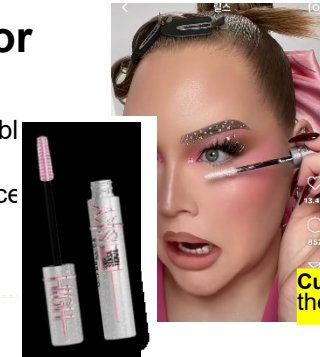
Instruction

Apply to the desired area for 20-30 minutes during the essence step, then remove. Gently tap the remaining essence to help it absorb.

Specification

Free from 20 harmful ingredients listed by Hwahae, with no animal-derived ingredients.

Customer Pain Point: "I'm afraid the glitter will get in my eyes."



Core Technology

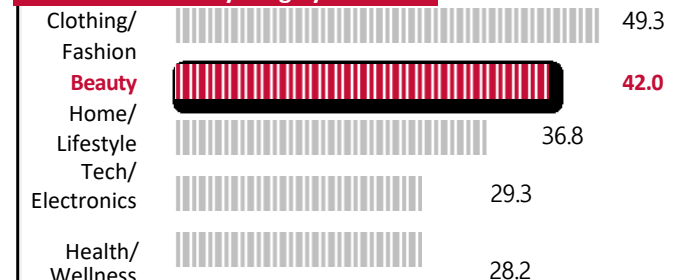
Color & Concept – Custom your way

"Vegan glitter that hits just right!"



Targeting short-form shopping with glittering bling for high growth potential.

Purchase intention based on Instagram short-form content by category.



[Base: Users within the past week by platform, N=400, multiple responses allowed. %]

Real Aloe Hydrogel Mask

Unique Selling Point

1. A mucin mask with visible aloe particles, filling the skin with a transparent glow.

- Formulated to contain mucin crystal clusters in a patented thread-like texture mucin gel mask.
>> Achieving a firmer, more hydrated, and cooling texture.
- Depending on the skin's pH, dryness, and temperature, the active ingredients penetrate deeply and tightly between the skin layers, providing strong hydration from within and maintaining moisture on the surface.

2. Even on skin dried after washing, it provides a glow and replenishes deep hydration.

- Mucin Keyword Consumer Needs = Frequently mentioned as a substitute for hyaluronic acid. Identifying the need for deep hydration care and soothing.
- Not a dewy look from applying a lot of product, but a natural and healthy glow achieved by deeply hydrating and replenishing the skin's moisture, even on skin dried right after washing.
- Formulated with a mild, low-irritation formula for sensitive skin, free from harmful ingredients, providing nourishment without excess oil or worry about breakouts.
Free from parabens, phenoxyethanol, SLS/SLES, triethanolamine, and mineral oils.

Skin Type

Suitable for all skin types, including sensitive skin.

Skin Concern

Dryness, hydration, pigmentation, blemishes, freckles, wrinkles

Instruction

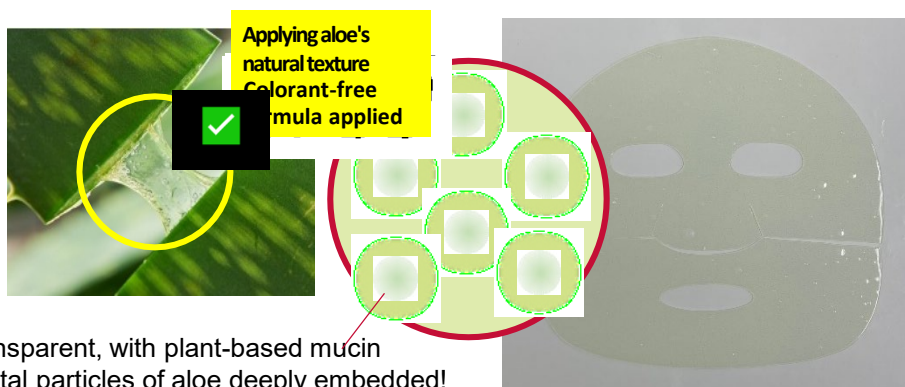
Apply to the desired area for 20-30 minutes during the essence step, then remove. Gently tap the remaining essence to help it absorb.

Specification

Vegan

Core Technology

Aloe is naturally transparent! Aloe chunk  Visible genuine mucin mask with aloe chunks.



Just like the impact of extreme weather that leads to the re-release of limited edition products, the launch of soothing hydrogel products is on the rise!



Shiseido Group's brand Prior will re-release its limited edition Cool Lift Gel in May 2024. Leading K-beauty brands such as Rerum and Anua are also launching hydrogel products with soothing effects.