

RIJUWORLD

CURATED K-BEAUTY BRAND PORTFOLIO

13 Korean brands selected for Global Distribution

Brand Sourcing · Global Distribution · Market Entry

HOW WE CURATE K-BEAUTY

Not simply what is trending in Korea — products with real market potential.

01

DISTINCTIVE

Clear concept & product identity

02

MARKET-FIT

Climate, skin needs & local culture

03

SELLABLE

Strong hero products & price positioning

04

GLOBAL-READY

Export, compliance & retail potential

7 FEATURED K-BEAUTY BRAND PORTFOLIO

From Skin barrier to body care – a curated selection of proven Korean beauty brands

Isntree

Global Retail Network



de mi flor

iF Design Award 2025



plu

50M+ Scrubs Sold



DDALmomde

Pharmacy



equilib

Watsons Thailand



Dr.pepti



1M+ Hero Essence Sales

hersteller



PROVEN GLOBAL BRAND
Isntree / PLU / Dr.Pepti

GLOBAL GROWTH BRAND
EQLIB / hersteller

EMERGING PREMIUM BRAND
De Mi Flor / DDALmomde

5 FEATURED Special Products for Retail chains stores

From Skin barrier to body care – a curated selection of proven Korean beauty brands

steambase

DAILY STEAM EYE MASK



Bunny Mimi



HOME AESTHETIC
LINDSAY



acwell



DumiDang
두미당



CELL:29



O'LABS

O'LABS



3 FEATURED Special Products for Retail chains stores

From Skin barrier to body care – a curated selection of proven Korean beauty brands

O'LABS

O'LABS



HOME AESTHETIC
LINDSAY



DumiDang
두미당



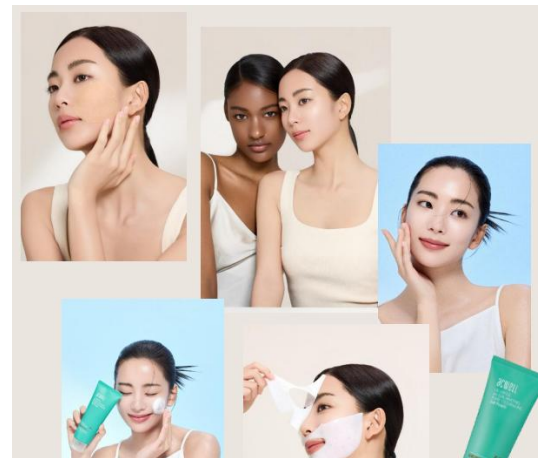
CELL:29



Bunny Mimi



acwell



ISNTREE

OLIVE  YOUNG

Isntree

피부천재 NCT 재민의 촉촉피부 비결은?

#초저분자_히아루론산 #속보습케어

SHOP NOW +



1:1
상담



ISNTREE

Targeted skincare solutions powered by proven ingredients and skin-focused formulations.

- Clear Ingredient Story - Recognizable hero ingredients make products easy to understand and communicate.
- Strong Hero Product - Hyaluronic Acid Watery Sun Gel provides a recognizable entry point into the brand.
- Solution based Portfolio - Hydration · Blemish Care · Sensitive Skin · Sebum Care · Sun Care
- Market –Adaptable Line Up - Different product lines can be curated according to climate, skin concerns and retail channel.
- Global Retail Experience — BOOTS · OLIVE YOUNG · WATSONS · ASTER

HERO PRODUCTS



Hyaluronic Acid Watery Sun Gel



Onion Newpair B5 Ampoule



Hyaluronic Acid Aqua Gel Cream

3 KEYWORDS

INGREDIENT-DRIVEN

TARGETED CARE

GLOBAL K-BEAUTY

HYALURONIC ACID SUN



Multi-Layered
Hyaluronic Acid

Daily High
UVA/UVB Protection

- # Hyaluronic Acid-Infused Sun Care
- # A Full Range of Hydration Solutions
- # Find Your Perfect Texture Match

LINE SKU 5 Types

ISNTREE ALL PRODUCTS

HYALURONIC ACID

#WATER-FULL MOISTURIZING



HYALYRONIC ACID
LOW-PH
CLEANSING FOAM

150ml / 18,000



HYALYRONIC ACID
WATER MIST

100 ml / 16,500



HYALYRONIC ACID
TONER

200ml / 16,000
400ml / 29,000



HYALYRONIC ACID
TONER PLUS

200ml / 20,000



HYALYRONIC ACID
WATER ESSENCE

50ml / 26,000



HYALYRONIC ACID
AQUA GEL CREAM

100ml / 20,000



HYALYRONIC ACID
MOIST CREAM

100ml / 20,000

ISNTREE ALL PRODUCTS

ONION NEWPAIR

#BLEMISH CALMING & SPOT CARE



ONION NEWPAIR
CLEANSING FOAM

150ml / 18,000



ONION NEWPAIR
MASK CLEANSER

100ml / 24,000



ONION NEWPAIR
CLEAR PAD

60pads / 28,000



ONION NEWPAIR
ESSENCE TONER

200ml / 23,000



ONION NEWPAIR
AMPOULE PLUS

50ml / 24,000



ONION NEWPAIR
GEL CREAM PLUS

50ml / 32,000



ONION NEWPAIR
BOOSTER 2000s

50ml / 28,000



ONION NEWPAIR
SOOTHING MASK

25ml*5ea / 12,500



ONION NEWPAIR
SPOT PATCH

[Basic] 24ea / 4,000
[SkinFit] 15ea / 4,000

Korea's No. 1 body scrub

plu

INSPIRED BY NATURE

50M+
Scrubs Sold
No.1
Body Scrub Specialist
WATSONS
International Retail
Experience



PLU

Proven body care expertise built on over 50 million scrub sales.

- Proven Sales Performance- Over 50 million body scrubs sold
- Category Expertise- Long-standing specialization in exfoliating body care
- Strong Product Variety - Walnut · Sea Salt · Sugar · Scalp Scrub
- Retail-Friendly Portfolio - Accessible pricing, multiple fragrances and broad body-care extensions
- Global Retail Experience - Olive Young · Watsons UAE · Thailand Distribution
- Target Channel - Health & Beauty Chains · Drugstores · Mass Beauty Retail · E-commerce

HERO PRODUCTS



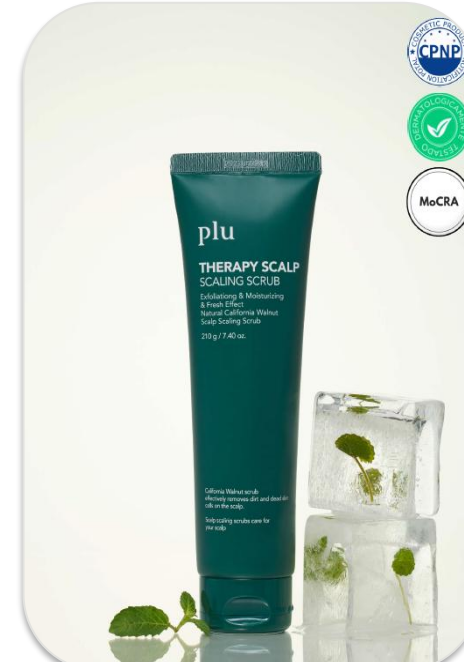
Original Body Scrub Berry Mix

Iconic Original Body Scrub Natural Walnut
Shell · Exfoliation · Moisturizing



Perfumed Sea Salt Body Scrub White Blanc

Premium Perfumed Salt Scrub Dead Sea
Salt · 6 Botanical Oils · Fragrance Ritual



Therapy Scalp Scaling Scrub

Scalp Exfoliation Expertise Scalp Scaling ·
Sebum & Dead Skin Care · Cooling Care

3 KEYWORDS

Body Scrub Specialist

50M+ Proven Sales

Multi-Sensory
Exfoliation

DR.PEPTI

Peptide-Powered Anti-Aging Skincare

Slow Aging Powered by Peptides

DR.PEPTI

1M+

Hero Essence Units Sold

US\$7M

Export Achievement

11+

Export Markets



DR.PEPTI

Proven peptide expertise combined with signature oxygen-bubble technology for firm, radiant and revitalized skin.

- Proven Hero Product - Million-selling Peptide Volume Essence heritage
- Peptide Specialization - Clear anti-aging identity built around peptide technology
- Signature Bubble Experience - Distinctive oxygen-bubble texture creates visible product differentiation
- Global Market Experience - Export and retail experience across Asia, Europe and North America
- Global Performance - 1M+ Hero Essence Sales · \$7M Export Tower · 11+ Export Markets

HERO PRODUCTS



Peptide Volume Neck Cream

Targeted Neck Lifting Cream 25 Peptides ·
14.6% Lifting Improvement



Peptide Volume Master Essence

Signature Peptide Bubble Essence Peptide
Care · Oxygen Bubble · Firmness & Volume



Centella Toner

Daily Soothing & Hydrating Toner Centella
· Hydration · Skin Conditioning

3 KEYWORDS

Peptide Expertise

Oxygen Bubble
Technology

Proven Bestseller

DE MI FLOR



SKINCARE-LEVEL PREMIUM BODY CARE

GLOBAL RECOGNITION
iF Design Award 2025

Tokyo
Shibuya Pop-up

Premium Body Care
Global Expansion

DE MI FLOR

Elevating everyday cleansing and body care through zeolite, skin-focused ingredients and sophisticated fragrance.

- Global Experience - iF Design Award 2025 · Shibuya Tokyo Pop-up
- Target Channel - Premium Beauty · Department Store · Lifestyle · Concept Store · Hotel & Hospitality
- Key Market - Japan · Europe · UK · Middle East · Southeast Asia
- Why de mi flor - Skincare-Level Body Care · Zeolite Technology · Signature Fragrance · Award-Winning Design

HERO PRODUCTS



Body Wash 190 Bal Blanc

New Zealand Zeolite · Deep
Cleansing · Skin Balance



Body Mist 081 Fleurance

White Floral · Hydration · Body / Hair /
Face



Hand Cream 212 Citrus Nomad

Plant-derived Moisture · Citrus Scent ·
Giftable

3 KEYWORDS

ZEOLITE CLEANSING

SKINIFICATION

SENSORY BODY CARE

hersteller

Superfood's healthy green energy

OLIVE  YOUNG



hersteller

Vegan skincare powered by superfood ingredients, bringing healthy green energy and everyday balance to sensitive skin.

- **POSITIONING** Vegan Superfood Skincare · Sensitive Skin · Conscious Beauty
- **HERO SOLUTIONS** Superfood Complex · Vegan Formulas · Skin Balance · Soothing · Hydration
- **GLOBAL EXPERIENCE** Olive Young · Award-Winning K-Beauty · Strong Korean Beauty Platform Presence
- **REGULATORY / CERTIFICATION** Vegan · Cruelty-Free · Sensitive Skin Tested · Eco-Conscious Packaging
- **TARGET CHANNEL** Drugstore · Clean Beauty · K-Beauty Retail · Lifestyle Beauty · E-Commerce
- **WHY HERSTELLER** Superfood-powered skincare · Vegan & cruelty-free philosophy · Sensitive-skin friendly · Distinctive lifestyle identity · Proven Korean retail performance

HERO PRODUCTS



WONDER VEGGIE HYDRATING GEL CREAM

**Superfood Complex · 24H Hydration·
Sensitive Skin**



WONDER VEGGIE JUICY TREATMENT ESSENCE

**Kale Superfood · 72H Slow Extraction
· Hydration & Skin Balance**



BALANCING CLEANSING FOAM

**Allure Best of Beauty Winner
· Mildly Acidic· Vegan Cleansing**

3 KEYWORDS

VEGAN BEAUTY

Super Food Skincare

Sensitive Skin

The screenshot displays the equilib website interface. At the top, a navigation bar includes the brand logo and links for SHOP, EVENT, ABOUT, INFO, MY PAGE, and LOGIN. The main content area features a large, bold headline: "Balanced Lifestyle Skincare for Healthy Glow". Below this headline, two cylindrical skincare containers are stacked. The top container is labeled "EAU CALM PAD" and the bottom one "EAU CALM PAD". Both containers have a black cap and a light-colored body with the brand name "equilib" and descriptive text in French. To the left of the products, there are two text blocks: "WATSONS Thailand Retail" and "3 Signature Textures Mist · Pad · Hydrogel". Below these, another text block reads "Southeast Asia Retail Expansion".

equilib SHOP EVENT ABOUT INFO MY PAGE LOGIN

Balanced Lifestyle Skincare for Healthy Glow

WATSONS
Thailand Retail

3 Signature Textures
Mist · Pad · Hydrogel

Southeast Asia
Retail Expansion

EAU CALM PAD
Le début d'une beauté durable:
nos produits vous offrent des ingrédients très
directement de la nature pour vous donner
le temps de devenir belle naturellement et avec confort.

equilib
EAU CALM PAD
Le début d'une beauté durable:
nos produits vous offrent des ingrédients très
directement de la nature pour vous donner
le temps de devenir belle naturellement et avec confort.

equilib

K-Beauty skincare designed to balance hydration, soothing care and healthy radiance.

- Balanced Brand Concept - Clear lifestyle beauty identity built around skin balance
- Trend-Driven K-Beauty Textures - Pads · Gel Masks · Water Essence · Sun Serum
- Complete Skincare Routine - Hydration · Soothing · Glow · Sun Care
- Global Retail Potential - Proven presence at Watsons Thailand
- Why EQUilib - Balanced Brand Concept · Trend-Driven Textures · Complete Skincare Routine · Global Retail Potential

HERO PRODUCTS



Eau Briller Pad

Daily Glass Skin Toner Pad Hydration · Skin Balance · Easy Daily Care



Eau Briller Melazero V2 Gel Mask

High-Impact Hydrogel Glow Mask Gel Texture · Intensive Care · Radiance



EAU BRILLER WATER ESSENCE

Multi-Functional Cooling Mist Ultra-Fine Fog Spray · Pore & Elasticity Care · Anytime Hydration

3 KEYWORDS

Glass Skin Glow

Skin Balance

Multi-Texture K-Beauty

DDALmomde

DDALmomde

Chaga-Powered Vegan Slow-Aging Skincare

— BRAND PROFILE

Wellness Meets *Science*

70%

Canadian Chaga Extract
Signature Ampoule

13

Clinical Skin Improvement Tests
Signature Ampoule

20K

Unit Order
Chaga Panthenol Ampoule



DDALmomde

Premium vegan skincare powered by Canadian Chaga Mushroom for firm, resilient and healthy-looking skin.

- TARGET CHANNEL - Premium Beauty · K-Beauty Specialty · Department Store · Pharmacy · E-commerce
- PRIORITY MARKET - Japan · Southeast Asia · Europe · Middle East
- WHY DDALMOMDE - Distinctive Chaga Ingredient · Ingredient Expertise · Slow-Aging Positioning · Premium Vegan Identity

HERO PRODUCTS



Chaga Panthenol Firming Ampoule 50ml

Signature Chaga Firming Ampoule 70%
Canadian Chaga · Panthenol · Firming Care



Chaga Cica Glow Exosome Cream

Advanced Barrier & Glow Cream Chaga ·
Cica · Exosome · Barrier Care



Chaga Peptide Firming Essence Toner 200ml

Multi-Care Firming Essence Toner
Peptide · Tone · Texture · Glow

3 KEYWORDS

Canadian Chaga

Slow Aging

Ingredient Expertise

bunnyMIMI



BunnyMiMi

Soft Skin, Soft Heart

A gentle skincare brand that soothes both skin and spirit.

Beauty should be soft, joyful, and kind.



bunnyMIMI

Skincare × Character × Fashion Accessory

01. CHARACTER-DRIVEN BEAUTY

Strong Bunny Mimi character identity across every product.

02. COLLECTIBLE PRODUCT DESIGN

Different colors, moods and characters encourage multi-SKU purchases.

03. TREND-DRIVEN K-BEAUTY

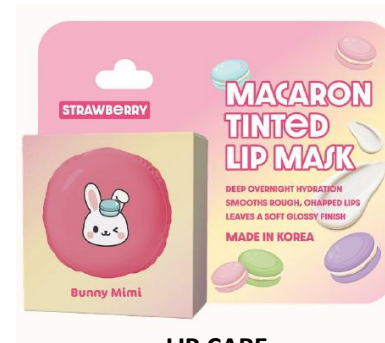
Lip care, patches, eye patches, masks and serum mist built around current K-Beauty categories.

04. SOCIAL-MEDIA FRIENDLY

Highly visual packaging designed for TikTok, Instagram, gifting and impulse purchase.



SHEET MASK 4 Mask Packs



LIP CARE
Macaron Lip Mask



HAND CARE
4 Hand Creams



EYE CARE
Eye Patch Collection



LIP CARE
3 Mini Lip Balm

LINDSAY**OLIVE  YOUNG****KOREAN MODELING MASK SPECIALIST**

LINDSAY

KOREAN MODELING MASK SPECIALIST PROFESSIONAL

- **POSITIONING**
Professional Modeling Mask Made Easy for Everyone
- **WHY LINDSAY**
Modeling mask expertise · Wide skin-solution range · Professional-to-home care · Easy single-use formats
- **TARGET CHANNEL**
Beauty Retail · Drugstore · Pharmacy · Spa & Salon · Professional Beauty · E-Commerce

HERO PRODUCTS



PREMIUM MODELING MASK

23kinds of 1kg Modeling Mask



MODELING CUP PACK

MIX → APPLY → PEEL OFF



Re:Natural Shaking Modeling pouch

35g Single-Use Pack | 5 Variations

CPNP

Charcoal
Vitamin C
Teatree
Collagen

3 KEYWORDS

MODELING MASK
SPECIALIST

WIDE SOLUTION
RANGE

MULTIPLE PRODUCT
FORMATS

DumiDang

KOREAN GRAIN-INSPIRED VEGAN SKINCARE



DumiDang

TRADITIONAL KOREAN INGREDIENTS · MODERN SKINCARE · VEGAN BEAUTY

- POSITIONING - Traditional Korean Ingredients Meet Modern K-Beauty
- HERO INGREDIENTS - Black Bean · Mung Bean · Red Bean · Turmeric Root · Rice · Ginseng
- SKIN SOLUTIONS - Firming · Soothing · Brightening · Barrier · Nourishing
- HERO PRODUCTS - Black Bean Skincare · Red Bean Collagen Wrapping Mask · Ginseng PDRN Scrub Foam · Turmeric Wrapping Mask
- TARGET CHANNEL - K-Beauty Retail · Clean Beauty · Vegan Beauty · Lifestyle · E-Commerce
- WHY DUMIDANG - Korean ingredient heritage · Vegan beauty positioning · Modern active combinations · Complete skincare routine

HERO PRODUCTS



BLACK BEAN SKINCARE

Essence Toner · Serum · Cream
→ Firming & Elasticity Care



DUMIDANG FIVE GRAINS ESSENCE TONER

Nourishing Care
Korean Five Grains (Ogok)



GINSENG & RED BEAN WASH-OFF MASK

Brightening Care · Nourishing Care
· Wash-Off Treatment

3 KEYWORDS

KOREAN GRAINS

VEGAN SKINCARE

TARGETED SKIN
SOLUTIONS

steambase

steambase

- Hot Spring Water Steam
- Moist Eyes
- 20 Minutes a Day
- 8 Scents



Premium Korean Self-Heating Eye Care & Relaxation

- A Korean self-heating eye mask designed to give tired eyes a comforting 20-minute break. Warm steam and eight distinctive scent moods transform simple eye care into an easy daily relaxation ritual.

3 KEYWORDS

SELF-HEATING
STEAM

20-MINUTE
RELAXATION

8 SCENT MOODS



BLUE LAVENDERA
calming lavender scent for a peaceful moment of rest.



SOFT SUNSET
Warm · Soft · Comforting



CHAMOMILEA
gentle, soothing scent for a calm and restful moment.



NIGHT AIR
Fresh, calm & peaceful



CLOUD BLANKET
Soft, clean & cozy scent



Unscented



SWEET FIG
Soft, sweet & comforting fig scent



CLOUD BLANKET
Soft, clean & cozy scent





Cell:29

Professional Derma Care, From Clinic to Home

- POSITIONING - Professional Derma Care, From Clinic to Home
- HERO SOLUTIONS - PDRN · Exosome · Collagen · Spicule · Barrier Care
- HERO PRODUCTS - Riverfill Repair Cream · Exorecure Ampoule · Glow Tengdew Cream
- GLOBAL EXPERIENCE - 21 Markets · 300+ Korean Pharmacies · Incheon Int'l Airport Duty Free
- REGULATORY - EU CPNP · US MoCRA · ISO 22716
- TARGET CHANNEL - Dermatology · Aesthetic Clinic · Pharmacy · Premium Beauty · Duty Free · E-Commerce
- WHY CELL:29 Clinic-based expertise · Skin barrier specialization · Advanced K-Derma solutions · Professional-to-home care

HERO PRODUCTS



RIVERFILL REPAIR CREAM 40ml

Regeneration · Wrinkle Care · Skin Barrier



EXORECURE AMPOULE

Cica Exosome · Skin Barrier · Eye Wrinkle Care



ILLUNA-EX BOOSTER

780,000 ppm Sea Buckthorn Fruit Extract
Bakuchiol · Panthenol · Arginine
Professional Aesthetic Care 10ml × 5 Vials

3 KEYWORDS

SKIN BARRIER

CLINIC-BASED

Professional
Derma Care

ACWELL

OLIVE  YOUNG

피부 컨디션 리셋 WEEK ✨ 더위에 지친 피부, 기초부터 다시!

#여름관리템 #기초부터 #선케어까지

SHOP NOW

ACWELL

Traditional Korean dermatology reimagined with time-honored ingredients such as licorice for balanced, healthy-looking skin.

- POSITIONING Traditional Korean Dermatology · Sensitive Skin Balance · Herbal Derma Care
- HERO SOLUTIONS Jin-Licorice Bio · pH Balance · Barrier Repair · Brightening · Soothing
- GLOBAL EXPERIENCE Established in 2006 · Distributed across 30+ Countries · Olive Young · Amazon · Qoo10 · Tmall
- REGULATORY Dermatologically Tested · Sensitive Skin Clinical Trials · Low-Irritation Formulas
- TARGET CHANNEL Pharmacy · Drugstore · Premium Beauty · K-Beauty Retail · E-Commerce
- WHY ACWELL Traditional Korean dermatology · Signature licorice science · Restores skin balance for sensitive skin · Modern herbal derma solutions

HERO PRODUCTS



LICORICE pH BALANCING CLEANSING TONER

Licorice · pH Balancing · Brightening
· Gentle Cleansing



REAL AQUA BALANCING CREAM

Daily Hydration for Sensitive Skin



REAL TONING CAPSULE GEL MASK**

Licorice · Toning · Hydration
· Innovative Textures

3 KEYWORDS

K-BEAUTY HERITAGE

SKIN BALANCE

SENSITIVE SKIN

O'LABS

O'LABS



O'LABS

Korean marine derma science powered by pristine deep-sea water and 30 years of formulation expertise for balanced, resilient skin.

- POSITIONING Korean Marine Dermo Cosmetic · Skin Circulation · Mid-Premium K-Derma
- HERO SOLUTIONS Korean Deep-Sea Water · S-20 Stevia™ · Phyto-Callus · IDEMEZ™ · Barrier Care
- GLOBAL EXPERIENCE Korea · France · Japan · China · European Innovation Programs
- REGULATORY EU CPNP · US MoCRA · Japan PMDA · Dermatest® Germany*
- TARGET CHANNEL Pharmacy · Drugstore · Premium Beauty · K-Beauty Retail · E-Commerce
- WHY O'LABS Deep-sea water science · 30 years formulation expertise · Proprietary derma technology · Clinical performance · Pharmacy credibility

HERO PRODUCTS



MINERAL CLEANSING SERUM

One-Step Cleansing · Deep-Sea Water
· No Double Cleansing



BLEMISH CARE SERUM

Sebum Control · Blemish Care · S-20 Stevia™



PhC REPAIRING CREAM

Barrier Repair · Deep Hydration
· Lightweight Recovery

3 KEYWORDS

MARINE DERMA

SKIN CIRCULATION

CLINICAL SCIENCE

LET'S BUILD THE NEXT K-BEAUTY OPPORTUNITY.

WHY RIJUWORLD

16+ YEARS

K-Beauty Export Experience

40+ MARKETS

Global Business Network

BRAND SOURCING

Direct Access to Korean Brands & Manufacturers

MARKET ENTRY

Registration · Compliance · Export Support

RETAIL EXPERIENCE

Watsons · Guardian · Pharmacy · Beauty Retail

Tell us your market, channel and target customer.
RIJUWORLD will curate the right Korean brands for you.

info@rijuworld.com | www.rijuworld.com