

RIJUWORLD

K-BEAUTY GLOBAL BUSINESS PARTNER

Brand Sourcing · Global Distribution · OEM/ODM · Market Entry

Since 2009
Seoul, Korea



WHO WE ARE

Connecting Korean beauty innovation
with global markets since 2009.

RIJUWORLD is a Korea-based global beauty business company specializing in Korean brand sourcing, international distribution, OEM/ODM product development, and market-entry support.



2009

Established
in Seoul



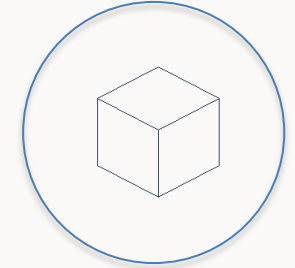
16+

Years of
Experience



40+

Markets
Worldwide



**Brand +
OEM/ODM**

Integrated Business
Platform

WHAT WE DO

End-to-end K-Beauty Solutions
Connecting Korea and Global Markets



01

BRAND SOURCING

- Korean Brands
- Trend Discovery
- Product Selection
- Partnership



02

GLOBAL DISTRIBUTION

- Distributors
- Retail Chains
- Pharmacy & Beauty
- E-commerce



03

OEM / ODM

- Product Planning
- Formula Development
- Packaging Design
- Production



04

MARKET ENTRY

- Regulatory Support
- Product Registration
- Export Support
- Launch Support

OUR JOURNEY – SINCE 2009

From a small start in Korea to a global beauty partner, RIJUWORLD has grown with our partners for over 16 years



16+ YEARS OF DEDICATION TO K-BEAUTY AND GLOBAL PARTNERS

GLOBAL BUSINESS EXPERIENCE

EUROPE

UK, Spain, Germany,
Austria, Finland,
Poland, Sweden,
Bulgaria, Netherland
Greece, Italy

ASIA PACIFIC

Hong Kong, Singapore,
Malaysia, Japan,
Thailand, Vietnam,
Australia

MIDDLE EAST

United Arab Emirates (UAE)
Qatar, Kuwait, Jordan
Israel, Lebanon

THE AMERICAS

USA, CANADE, MEXICO
Brazil, Colombia, Chile,
Peru, Argentina, Ecuador

40+ MARKETS WORLDWIDE

RETAIL & DISTRIBUTION EXPERIENCE

The logo for Watsons, featuring the word "watsons" in white lowercase letters on a teal rectangular background with a thin red line underneath.The logo for Sasa, with the word "Sasa" in a stylized pink font and the tagline "making life beautiful" in a smaller, cursive font below it.The logo for WinMart, featuring the word "WinMart" in a bold, red, sans-serif font.The logo for Giant, with the word "Giant" in a green, cursive font over a yellow and orange swoosh.The logo for Mannings, featuring the Chinese characters "萬寧" in white on a blue background, followed by the word "mannings" in white lowercase letters on a dark blue background with a small orange bird icon.The logo for Guardian, with the word "guardian" in white lowercase letters on an orange rectangular background.The logo for BONJOUR, featuring a small blue leaf icon above the word "BONJOUR" in a black, sans-serif font, with the Chinese characters "卓悅控股有限公司" and "Holdings Limited" below it.The logo for POYA, featuring a colorful circular icon with a face and the word "POYA" in pink, followed by the Chinese characters "寶雅" in pink.The logo for OH! BABY, featuring a pink heart shape with the words "OH! BABY" in white, a small rabbit icon, and "Our Bliss Co." in a smaller font at the bottom.The logo for PRIMOR, with the word "PRIMOR" in a bold, black, sans-serif font above a red swoosh.The logo for 7-Eleven, featuring a green square with a white "7" and the word "ELEVEN" in white, with a red swoosh.The logo for LUSH, with the word "LUSH" in a bold, green, sans-serif font inside a green circle, with "FRESH HANDMADE COSMETICS" in a smaller font below it.

**We don't simply distribute beauty products.
We understand, select, develop and build products for global markets.**

RETAIL & DISTRIBUTION EXPERIENCE



BEAUTY PIE®



KICKS



Building strong partnerships with leading global retailers and distributors.

AWARDS & RECOGNITION



WINNER

**COSMOPROF BOLOGNA
2018**



WINNER

**MAKEUP IN LA
2019**



FINALIST

**COSMOPROF LAS VEGAS
2019**



FINALIST

**PURE BEAUTY
GLOBAL AWARDS
2018**



AWARD

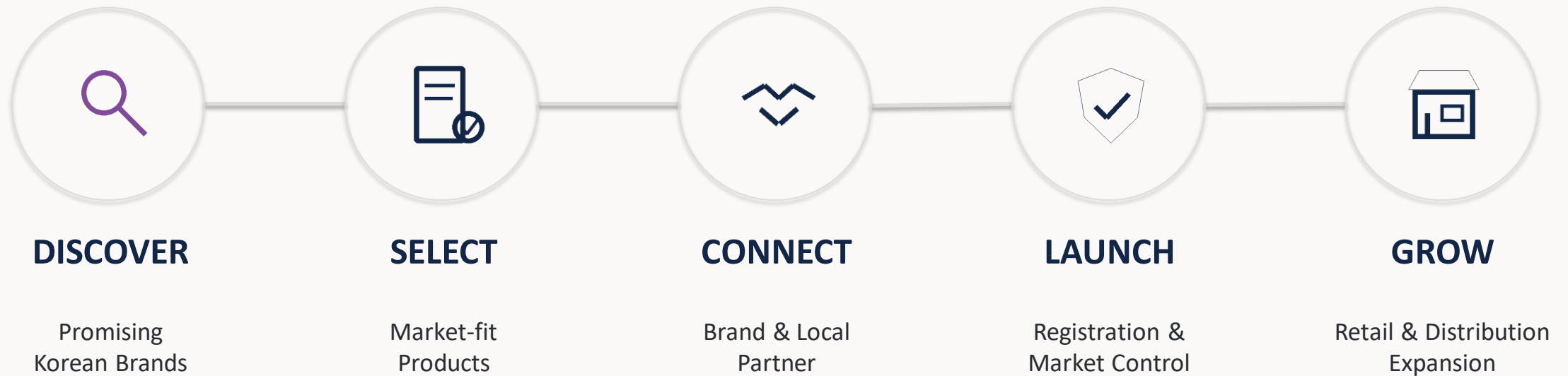
**MINISTRY OF TRADE,
INDUSTRY & ENERGY**



Recognition for innovation, quality and global business

K-BEAUTY BRAND SOURCING & DISTRIBUTION

We discover and introduce the best of K-Beauty to global markets.



Your trusted partner to build competitive global beauty brands.

KOREA BRAND NETWORK

SKINCARE

OBgE

sioris

ONDO°

Isytree

DERMAFiX

FULLY

DESERT FREE

equilib
SEOUL

hersteller

Licorné

ASSEMBLIC

DDaLmomde

VAR°L

Dr.pepti

acwell

de
mi
flor

:Demaf

plu

DumiDang
두미당

MIGUHARA

A strong and diverse network across the Korean beauty industry.

KOREA BRAND NETWORK

MAKEUP

GLOW MANSION

reNOLA

GIVERNY

HWIRAN

Hair & Body

on scob

moét

de mi
flor

APHRO'S

WSHD.

NAIL & LASH

Blanc de Blue

MADAME
lash

WinG
영글스튜디오

Mask Pack

Bunny Mimi

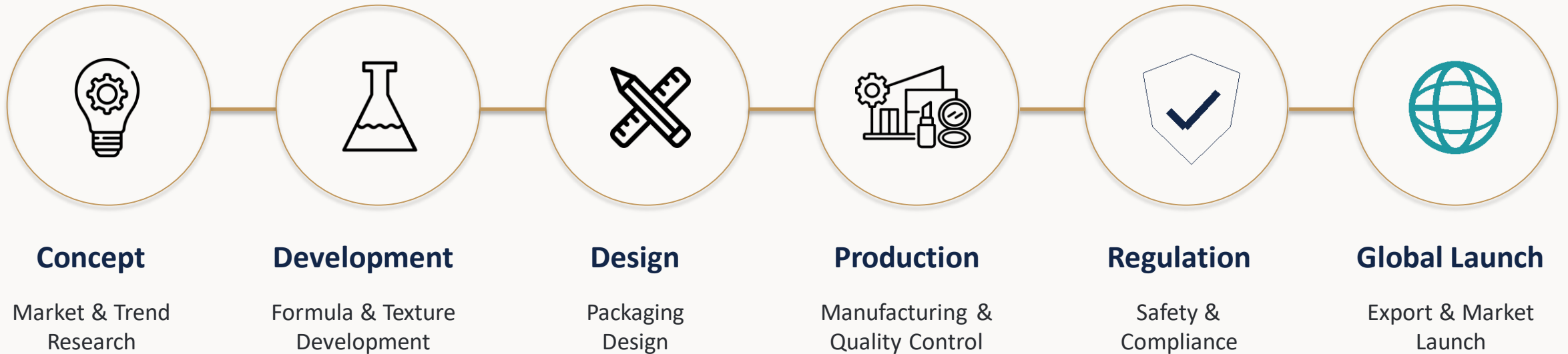
HOME AESTHETIC
LINDSAY

Derma

CELL:29

O'LABS

OEM / ODM — FROM CONCEPT TO MARKET



OUR STRENGTH

- Trend-driven product development
- High quality formulas
- Flexible MOQ & manufacturing
- Strict quality control



R&D + MANUFACTURING NETWORK



J&I COSTEC

M&COS

SEOULCOSMETICS

KODI

피어리스
PEERES COSMETICS CO., LTD.

Hankook Cosmetics
Manufacturing Co., Ltd.
(주)한국화장품제조

eluo

Kovas

Beauty Cosmetic Co., Ltd.
(주)뷰티화장품

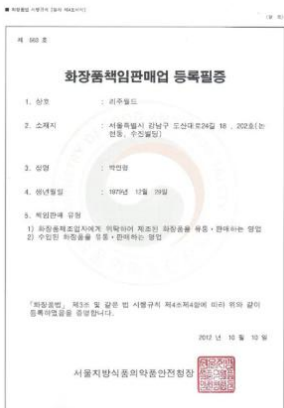
ChangShin

INNOCOSTEC

Dispensing System Expert
MINJIN

REGULATORY & GLOBAL MARKET SUPPORT

RESPONSIBLE SELLER



Quality & Safety

VEGA DEVELOPMENT



Certified Vegan Products

EU MARKET SUPPORT



CPNP Documentation

CERTIFIED MANUFACTURING



GMP · cGMP Network

INGREDIENT STANDARDS



Transparent Formulation

SUSTAINABLE PACKAGING



Eco-conscious Solutions

OEM / ODM PRODUCT CAPABILITIES

From proven formulations to innovative textures and new product concepts

CATEGORY	PRODUCT CAPABILITIES
01 SKINCARE	Serum · Ampoule · Toner · Essence · Cream · Mist · Toner Pad
02 MASK & PATCH	Sheet Mask · Hydrogel Mask · Bio-Cellulose · Melting Mask · Eye Patch · Special Patch
03 CLEANSING	Bubble Cleanser · Cleansing Balm · Cleansing Oil · Cleansing Water · Cleansing Wipes
04 BODY & HAIR	Body Serum · Body Wash · Body Scrub · Shampoo · Scalp Care
05 SUN & SPECIAL CARE	Sun Cream · Sun Stick · Cooling Care · Hand & Foot Care
06 INNOVATIVE FORMULATIONS	Freeze-Dried · Spicule · Dual-Phase · Transforming Texture · Visual Layering

SELECTED OEM / ODM PRODUCTS → Representative formulas, textures and product concepts developed by RIJUWORLD

OUR PRODUCT DEVELOPMENT COLLECTION

Explore our formulation, texture and product development capabilities.



Gel Toner Pads



3Step –Facial Essence Mask



V-LINE lifting BELT



Hydrogel Essence Mask



NMN Essence Mask



Eye MakeUp Remover



Water Glow Toner, Serum etc



28days B-tox Ampoule

SELECTED DEVELOPMENT EXAMPLES · FORMULA · TEXTURE · FORMAT

OUR PRODUCT DEVELOPMENT COLLECTION

Explore our formulation, texture and product development capabilities.



O2 Bubble Cleanser



Frozen-Dried Ball



Stick Type Product



Peel Off Mask Pack



V-line Slim Mask Sheet



Carbonated Bubble Clay Mask



Bubble Essence Mask



Acne Spot Patch

SELECTED DEVELOPMENT EXAMPLES · FORMULA · TEXTURE · FORMAT

OUR PRODUCT DEVELOPMENT COLLECTION

Explore our formulation, texture and product development capabilities.



Hydrogel Breast Patch



Cleansing Balm



Deep Cleanse Nose Strips



Hydrogel Golf Patch



Aurora Sun Mist



Visual Layering Mist



NMN Rejuvenating Cream



Air Bubble Mask

SELECTED DEVELOPMENT EXAMPLES · FORMULA · TEXTURE · FORMAT

OUR PRODUCT DEVELOPMENT COLLECTION

Explore our formulation, texture and product development capabilities.



Heel Mask Pack



Foot Mask Pack



Hand Mask Pack



Hand Cutting Mask Pack



Nail Covering Pack



Foot Peeling Mask Pack



Pony Tail Mask Pack



Hair Covering Mask Pack

SELECTED DEVELOPMENT EXAMPLES · FORMULA · TEXTURE · FORMAT

MARKET ACTIVATION & BRAND GROWTH

We go beyond export — we help brands grow in local markets.



RETAIL LAUNCH

In-store & online



LIVE COMMERCE

Live streaming



INFLUENCER MARKETING

Social media



POP-UP STORES

Brand experience



BUYER MEETINGS

Business matching



MARKET TESTING

Consumer insight

Strategic marketing support tailored to each market.

WHY? RIJUWORLD

What makes us different from other beauty distributors.

01



PROPRIETARY FORMULATION KNOW-HOW

Formula Texture Performance

Unique formulas and product concepts developed through years of hands-on R&D experience.

02



PRODUCT DISCOVERY & SELECTION

Discover Evaluate Select

We identify products with real market Potential – not simply what is trending In Korea.

03



MARKET-BASED PRODUCT INSIGHT

Climate Skin Needs
Beauty Culture Consumer Preference

We consider climate, skin needs, Beauty culture and consumer Preferences in each market.

04



GLOBAL FIELD EXPERIENCE

Exhibition Retail Launch
Distribution Partnership

Insights built through years of exhibitions, retail launches and distributor partnerships worldwide.

05



NEW TEXTURE & INNOVATIVE PRODUCT

New Texture New Formula
New Concept New Product

We create new textures, formulations and Product concepts tailored to Emerging global beauty trends.

OUR PRODUCTS

1Foundation-One Drop Miracle



MakeUp in LA
- It Products 2019



Cosmoprof Worldwide
Bologna
- Winner 2018



Pure Beauty Global
Awards
- Finalist 2018



The First Awarded from Korea.

From the upstream of the sector make-up professionals are taking this unique opportunity to discover and share around innovations and trends with a specialized public made of Product & Packaging developers, Marketing, Research & Development and Purchasing managers from brands and distribution (selective and mass-market).

OUR PRODUCTS

1Serum – Water Intensive Serums



1 Serum
Single Drop Hydration
30ml

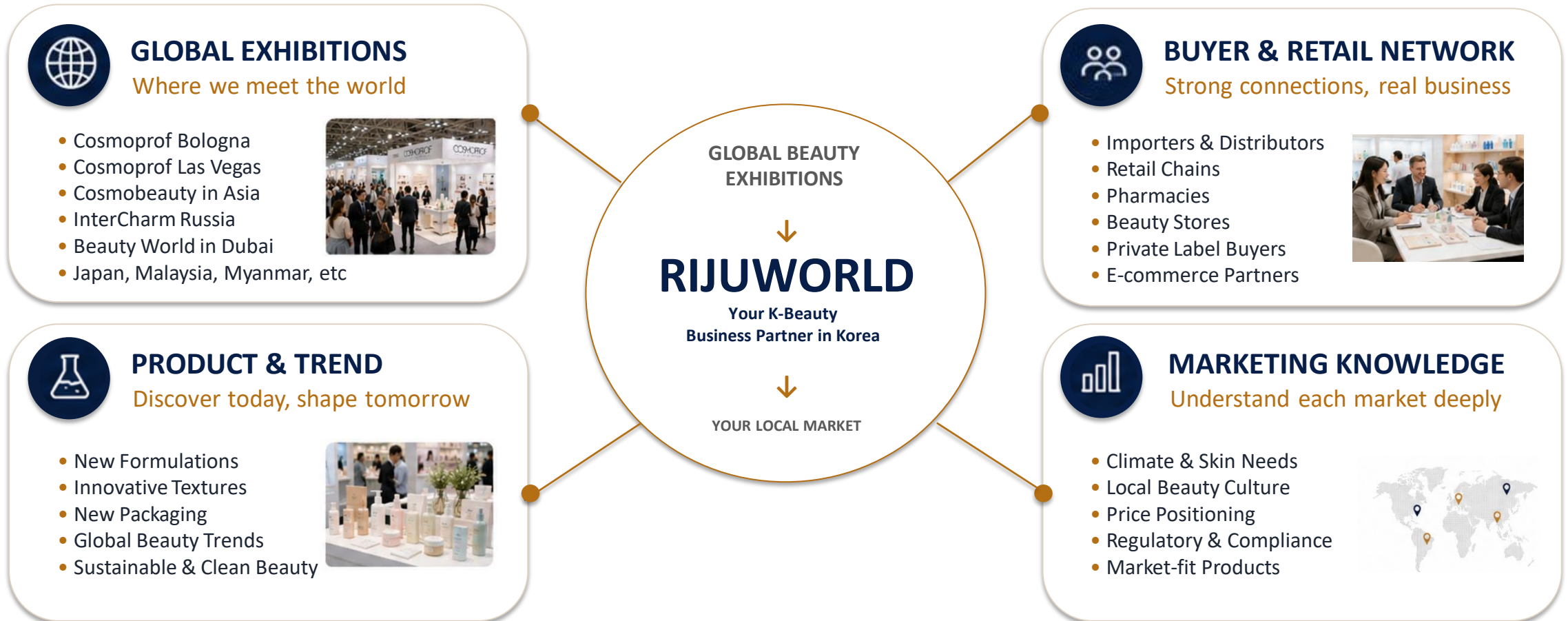


1 Serum
Miracle Oil Control
30ml



1 Serum
Perfect Acne Treatment
30ml

FROM GLOBAL EXHIBITIONS TO MARKET OPPORTUNITIES



WE CONNECT PRODUCTS, BRANDS AND OPPORTUNITIES TO HELP OUR PARTNERS GROW.

LET'S BUILD THE NEXT K-BEAUTY OPPORTUNITY TOGETHER.

RIJUWORLD

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K-BEAUTY GLOBAL BUSINESS PARTNER
Seoul, Korea



We look forward to growing together with you.