

Greetings

We choose
the best only



We will make customers happy by making 100% perfect products with the best quality, doing our best until the very last moment so as to satisfy customers fully.
We will make ourselves an exemplary case in practising neighborly love in order to make this world and our neighbors more beautiful and happier through our sharing philosophy.

Greetings from CEO of Newland All Nature



NEW LAND ALL NATURE

NEWLAND ALL NATURE

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History

Newland History

- | | | | |
|-----------|-----------------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------|
| Nov. 2018 | Participated in Cosmoprof Asia in Hong Kong | Feb. 2015 | Winning of the top prize at 2015 Korean Consumer Satisfaction Index Awards |
| Nov. 2018 | Participated in Guangzhou Exhibition | Oct. 2014 | Hosting of Airfrais beauty class |
| Sep. 2018 | Acquired the hygiene approval in Vietnam(17 items) | Feb. 2014 | Renewal of high-functional cosmetics Airfrais |
| Sep. 2018 | Launched a brand Airfrais in New York, the US | Dec. 2013 | Ceremony for the completion of the office building and factory for NEWLAND in Wonju |
| Jul. 2018 | Acquired the hygiene approval in China(8 items) | Sep. 2013 | Sponsorship of Love in Asia on KBS TV |
| Nov. 2017 | Participation in Canton Fair | Nov. 2012 | Awarded Korea Practice Grand Prize - Enterprise Innovation Section |
| Nov. 2017 | Authenticated by the Government of Gangwon Province as a small & medium business with good prospect | Jul. 2012 | Being aired on Field Exploration Today on Seoul Economy TV |
| Apr. 2017 | Participation in Seoul Cosmo Beauty Fair | May. 2011 | Designation as a representative brand that has honored Korea in 2011 for two years in a row (in aloe business) |
| Apr. 2017 | Selected as a Global IP Star Company in Gangwon-do | Jan. 2011 | Advancement into Chinese market |
| Oct. 2016 | Participation in Sokcho GITI International Investment Trade Fair | May. 2010 | Establishment of NEWLAND Technical Research Institute |
| Oct. 2016 | Kim Ji-young's signing event at IPARK Shilla Duty Free Shop | May. 2010 | Winning of an award as a representative brand that has honored Korea in 2010 |
| May. 2016 | Designation of Kim Ji-young as the exclusive model for NEWLAND | Jan. 2010 | Support for and sponsorship of public TV drama series |
| Mar. 2016 | Beginning of sales at Shilla IPARK Duty Free Shop | Apr. 2009 | Winning of the grand award as a beautiful enterprise in 2009 |
| Mar. 2016 | Winning of Customers Satisfactory Brand Award | Mar. 2009 | Participation in Japan Cosmetics Fair |
| Mar. 2016 | Acquisition of ISO 9001 Certificate | Oct. 2008 | Acquisition of Chinese sanitation licence |
| Oct. 2015 | Renewal and launch of MELROSE and beauty class | Apr. 2008 | Released food group and Airfrais (functional cosmetics) 3kinds |
| Jul. 2015 | Certification of a management innovative small and medium company | Feb. 2008 | Startup of Newlandaloe |

NEW LAND
ALL NATURE

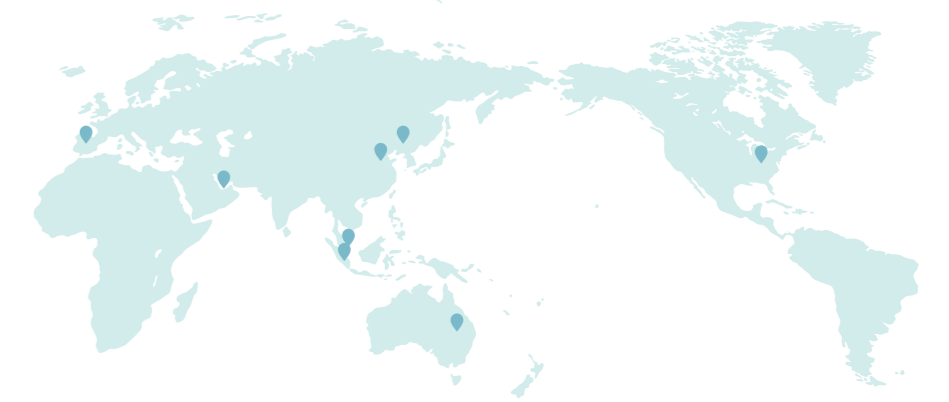


NEW LAND ALL NATURE
Naturalism Cosmetics NEWLAND ALL NATURE

Naturalism Cosmetics NEWLAND ALL NATURE

The 4 Principles of Newland All Nature

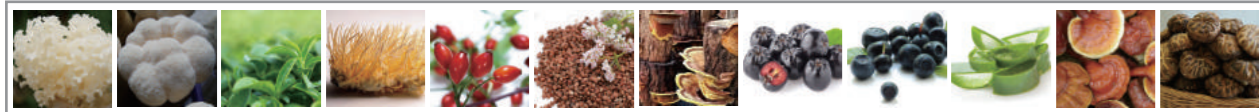
- Naturalism** Selected natural born ingredients with 30 years' experiences
Patented antioxidants function extracts
- Control** ISO9001/ISO 22716 - International Cosmetic Regulation
Clinical Test Result
- R & D** Radi-Scavenger NL - Newland Patented Substance
Safety (No Paraben, No Artificial Color, No Benzophenone, No Animal Test)
Research institute operating, OEM / ODM Specialty
- Globalization** Shilla I-Park in Yongsan, Seoul
Expanding markets to the US, Spain, China, Indonesia, Vietnam etc



Newland Vita-C Total Care Ampoule

Dual effect, Brightening/Anti-wrinkle

Dream ingredients desired by skin – 12% pure vitamin C Vegetable callus (vegetable stem cell) extract contained
Experience a miracle in your skin in 3 days from deep within



Newland Vita-C
Total Care Ampoule
10ml x 6ea / ₩128,000

12% pure vitamin C by DSM from the U.K

1. Exfoliation of old dead skin cell → Helping improve pore and make lustrous skin
2. Vegetable callus (vegetable stem cell) extract contained
Activation of skin cells > Supporting healthy skin
3. 18 kinds of vegetable anti-oxidative extract helping nourish and prevent oxidation in skin
4. Double functionality certified by the Ministry of Food and Drug Safety →
Improvement of wrinkles (adenosine) and whitening action arbutin
5. Patented 'Vitamin Peptide': Necessary nutrient for healthy skin
Total skincare with conditioning, anti-aging, and anti-wrinkle effects

Main ingredients: Sanghwang mushroom / Green tea / Aloe vera / Buckwheat seed /
Hericium erinaceum / Sparassis crispa / Glutathione / Ubiquinone /
Pinus Pinaster Bark Extract / Tagetes Erecta Flower Extract /
Cinnamomum Cassia Bark Extract / Portulaca Oleracea Extract

New Land Corrective EX Care

Whitening & Wrinkle Improvement(Cream) Functional Cosmetic, Certified by the Ministry of Food and Drug Safety

Firm texture care! Besides moisture, 'α' is necessary

STEP 1 Tone Care / Shiny with bright skin

Kakadu Plum Extract, Argan Kernel Oil, Damask Rose Water, Glutathione

STEP 2 Texture Care / Elastic pore care for baby-like tight pore

Glutathione, Deep Sea Water, Virginian Witch Hazel Extract,

Purslane(Portulaca Oleracea) Extract, BIO Flavonoid

STEP 3 Moisture & Nutrition Care / Moisturization & nutrition

Hyaluronic Acid, Aloe Vera Leaf Extract, Jaungo Extract, Mistletoe Extract,

Macadamia Seed Oil



New Land Corrective EX Care

(Brightening)
**New Land Corrective EX
Care Toner**
150ml ₩37,000

Highly-enriched boosting toner for
smooth moisturization and quick
absorption

- Excellent moisturization
- Quick absorption

(Brightening)
**New Land Corrective EX
Care Lotion**
150ml ₩37,000

Vitality lotion with flower and fruit for
smooth moisturization and quick
absorption

- Texture containing its nutrition
- Smooth, silky,
and tight contact power

(Brightening + Wrinkle)
**New Land Corrective EX
Active Cream**
53g ₩39,000

New Land Corrective EX Active
Cream(Brightening + Wrinkle)

- Double-functionality
- Smooth, silky,
and high-contact fitting

Airrais Essential UV Multi Cushion SPF 50+ / PA+++

Airrais color makeup

Containing royal jelly essence and rose essence



15g X 2ea / ₩49,000

**Airrais Essential UV Multi Cushion
SPF 50+ / PA+++**

This triple functional product shows anti-wrinkle, Brightening,
and sun-protection effects (SPF50+ / PA+++), and makes naturally flawless,
smooth-textured, and vital skin through excellent coverage.
It makes your skin look healthy and resilient through deep moisturizing action.
It displays beautifully fair, smooth, and naturally flawless skin while
you are out through natural color and outstanding adhesion and coverage

Airrais Essential Lifting Lip

[Adenosine, Peptide contained]



₩29,000

Airrais Essential Lifting Lip

It makes your lips gorgeously colored and shine with soft texture and
vivid color and completes trendy makeup by displaying thoroughly moisturized lips.

Newland Moist Pure Daycare Gel / Night Gel

Aloe hydrating skincare line

24 hours long-lasting moisturizing, vivid, nutrition care system



Daycare Gel
95ml ₩35,000

Night Gel
95ml ₩40,000

Newland Moist Pure Daycare Gel

- All-day-long moisturizing
- Protecting skin texture and moisturizing for day time from dried environments

Newland Moist Pure Night Gel

- Revitalize the skin for shining and vivid
- Continuing and inserting the nutrition for skin with balancing moisture and oil

Airrais | dual-effect, anti-wrinkle / brightening skincare line

Beginning of sale from Shilla I-Park Duty Free Shop

Airrais, meaning fresh scent in French, is anti-wrinkle cosmetics that fill skin from the inside and
delay skin aging through moisturizing care



Airrais WW+ Skin
130ml / ₩55,000



Airrais WW+ Lotion
130ml / ₩60,000



Airrais WW+ Cream
50ml / ₩85,000



Airrais WW+ Essence
50ml / ₩90,000



Airrais WW+ Eye Cream
30ml / ₩90,000

- Premium aloe vera leaf and 7 patented ingredients contained
- Double functional cosmetics with Brightening and anti-wrinkle effects certified by MFDS
- Aloe-based naturalism cosmetics designed with technology

Airrais WW+ ampoule

Dual functional(Brightening/Wrinkle Care) cosmetics, certified by KFDA



Airrais WW+ Ampoule
6ml x 12ea / ₩160,000

Airrais WW+ Ampoule

Premium WW+ functional Ampoule which based on the EGF from
Novel Price makes your skin balancing between collagen and
elastin and revives your skin healthier and flexible

Airrais Brightening Lifting Serum / Airrais Revital Firming Cream

Serum :The miracle of a moist and enriched drop! / Firming Cream :Regenerating power of skin!



Airrais Brightening Lifting Serum
50ml ₩45,000



Airrais Revital
Firming Cream
50ml ₩47,000

Airrais Brightening Lifting Serum

Double-functional serum for moisturizing & whitening and wrinkle improvement by
giving vitality and energy to skin through the activation of Collagen and
Elastin in the dermal layer

Airrais Revital Firming Cream

Firming cream that supplies nutrition to deep inside of skin
Firming cream for silky-smooth skin with the combination of moisturization and lifting-effect



Newland R3 Multi Serum

Beginning of sale from Shilla I-Park Duty Free Shop

Building the foundation for regenerating the skin

Enhanced whitening, lifting, and moisturizing care by the strong concentrated energy of patented anti-oxidative
ingredients, such as chaga mushroom

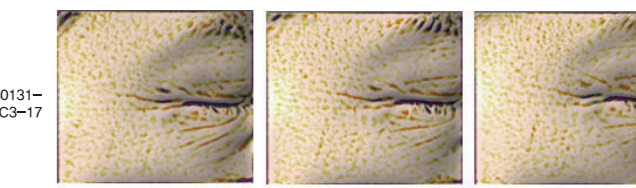
You can experience an amazing change in your skin by the unique vegetable-based anti-oxidative ingredients
that permeate quickly through and powerfully moisturize the skin, along with the lifting, tustering, and anti-wrinkle action,
from adopting NEWLAND's patented anti-oxidative polysubstance (Radi-Scavenger NL) technology.



1. Refresh (Recharging of skin energy) : Making the dry skin moisturized and smooth
Delivery of rich moisture and nutrient deep into the skin by soothing the skin with aloe vera
leaf juice and active ingredients
2. Recovery (Restoration of skin) : Maintenance of flawless, fully vital, gorgeously fair skin
Ceramide, peptide, and niacinamide help maintain the healthy skin through the combination of
whitening and nourishing care
3. Resilience (Resilient skin) : Maintenance of healthy, resilient skin
The Hydrolyzed Collagen and six patented antioxidant ingredients such as Chaga Mushroom
are helpful for the recovery of decrease of body collagen by 1% from the age in 20s

Clinical test Data

[Test on humans regarding Skin Hydration Firmness, Brightness, and Eye-Area Wrinkles]



Before After 2 weeks After 4 weeks

No particular abnormal reaction in the skin on the test areas has been reported during the test period (4weeks)