





**BEUINS** which stands for '**Beau**ty **in S**kin' aims to bring out the true beauty in your skin.

# bevins beauty in shin Hydro Sleeping Mask

Wishes for unchanging beauty can be realized by BEUINS

# Nature & Science

# Natural ingredients meet scientific research

I didn't seek to find cosmetics for myself. I sought after the ones for my own daughter. That's how Beuins started.

We've been studied for years to find the most genuine ingredients from nature. The research was conducted in a through and prudent manner.

> For your beauty and life with good health, Beuins has never stopped its efforts to make a better product.

# History of Beuins 2014 12 Established Beuins 2015 06 Certified by ISO 9001. 2008 07 Launched Beuins research team Introduced new products (7facial packs and 1cleanser) 08 08 Started to supply Beuins developed ingredients to Chinese company Pechoin 09 09 Opened Beuins shopping mall 2016 2016 03 Signed a business contract for the 6th promotion of Green Care Farming

- 03 Signed a business contract for the 6th promotion of Green Care Farming (Beuins, Gwangyang-si, Jeollanamdo Agricultural Research & Extension services)
  - 04 Participated in Cosmetics Inside Korea International Cosmetics Ingredients & Technology Exhibition (KINTEX, April 26th-29th)
  - 05 Established Beuins Chinese corporation
  - 07 Selected as one of beneficiaries of the Export Incubator Program
  - 08 KWEB FEST sponsorship
- 10 Registered Beuins trademark in China Acquired "Female-owned Company" certification Participated in K-BEUTY EXPO (KINTEX, October 13th-16th)
- 11 Participated in International Beauty Expo Korea 2016 (Coex, November 25th-27th)
- 2017 03 Participated in The 28th Seoul International Sourcing Fair (Coex, March 22nd-26th)
  - 06 Participated in Vietnam K Beauty Expo (Ho chi Minh City, June 15th-17th)
  - 06 Released two new products from Beuins:
  - Power Defense Sunscreen and Natural Skin BB Cream



# Beuins is Nature

A life close to nature is the healthiest one. One's beauty as well shines when one lives in nature. The world is developing day by day at a tremendous speed. We are living in a time where efforts to seek beauty can be replaced with technology.

### Beuins turned to nature

We believe that the products we make should be something safe, reliable and healthy for both me and my child. Nature offers unlimited sources. Numerous ingredients that are already proven for their abilities are out there in the beauty market.

### Beuins started to look for better ingredients

We endeavored to look for more quality ingredients. Even it is in a foreign nation outside this country, we went for it wherever it is located.

### Beuins is different

Products of Beauins bring out natural ingredients to your skin. They don't irritate skin. They are not cosmetic products with special technology. They are bland and healthy. We spare no effort to deliver nature itself to you without any compromise. Beuins takes nature in it.





### **BRAND STORY**

**BRAND STORY** 



# Beuins is Science

Products of Beuins are made by using natural ingredients based on research. We transform fresh ingredient into cosmetic products based on systematic and scientific data. Just applying quality ingredients on your skin doesn't always guarantee positive outcomes. Beuins' research team studies ingredients and how they work with different combination and amount for each skin type and status, and makes its knowledge into actual products.

### Beuins goes deep into the world of ingredients with a methodological approach

We do research with quality ingredients in order to make them even more effective. Without data about optimal ratio of constituents or dosage forms, that is just a mix of ingredients, not a cosmetic. Researching is critical in completing the process of making quality ingredients into a product.

### Beuins makes most out of natural ingredients

We've carried out our work for years to make the most out of natural ingredients with better texture and enhanced effects on your skin. Just like people working to make safe and good foods we're focusing on good cosmetics.

### Beuins is different

Beuins transforms natural ingredients into cosmetic products for your skin and in that sense it's a result of collaboration between nature and science. Beuins is a cosmetic brand reflecting changes in the environment and lifestyle strictly based on science.







# Beuins makes products for your child

beauty in skin





Beuins pursues beauty inside skin

beauty in skin







# The first step of your skin care routine after cleansing Nutrient Emulsion Skin

As basics are always important, you should take great care of the first step of your skincare routine after cleansing. 'Highly enriched nutrient emulsion skin' is a combination of a skin lotion and emulsion aiming to clarify skin tone and provide hydration and nourishment, a killing-three-birds-with-one stone item.

### CHECK POINT

- ☑ Giving benefits of emulsion and toner in one ☑ Anti-aging and brightening
  - Anti-aging and brightening
     Free of five additives
- ✓ Calendula extract beneficial for skin repair
   ✓ Adenosine, niacinamide, peptide
- Kich in nourishment with a highly concentrated formulation



Plus tip For extremely dry or dry skin type or during winter season, it can be a great alternative to a skin toner; for normal, combination or oily type, or during summer season, it can be used as a skin emulsion.



Shakespeare wrote in his play, The Winter's Tale, that calendula "opens when the sun shines; goes to bed with sun and with him rises weeping." Since his time, the flower resembling of shining sun has been called a flower of sun. Calendula in the daisy family Asteraceae is also known as marigolds or pot marigolds and is rich in flavonoid that acts as strong antioxidants and thus makes an effective ingredient for a cosmetic formulation.



# Provide hydration and give your skin a glow all day long **Total Solution Essence**

Having an essence that fits your skin just right like a tailored suit makes you free from worry about your skin care. Total Solution Essence is a reliable formula that brings vitality and nourishment back to dull and dry skin. A calming scent of lavender oil is another plus.

### CHECK POINT

└ Lavender extract mitigating skin irritation

Gentle and smooth texture

Fotal Solution Essence Vishes for unchanging beauty can ealized by BEUINS

**U**ai

**Total Solution** 

Essence 50g | 38,000 KRW

- Hydrating and soothing
- Volume essence
- Adenosine, niacinamide, peptide, guaiazulene 🛛 Free of five additives



Plus tip For extreme dry skin or during the change of seasons, Total Solution Essence can be as effective as a facial sheet mask, if you drench cotton pads in it and place them on prone to wrinkle areas such as around eyes and mouth, a great facial sheet mask experience.



Lavender is the most well known herb that is often referred to as 'the queen of herbs,' whose oil distilled from the purple flowers is broadly used as an ingredient for a perfume or cologne. Thanks to its calming and nourishing effects, it is also used for a wide range of cosmetic products. The subtle scent of lavender helps relieve stress and refresh skin.





# Maintain ideal water and oil balance of your skin Water&Oil Blending Essence

The health of your skin is directly linked to the right balance between acidity and alkalinity. Water & Oil Blending Essence helps prevent excessive sebum by forming a layer on your skin to retain moisture, maintaining your skin hydrated and glow all day long.

### CHECK POINT

2-PHASE formula retaining moisture	🗹 Clove flower extract helps balance pH levels
🗹 Separated upper and lower layers	$\begin{tabular}{ c c c c } \hline & \\ \hline \\ \hline$
Free of five additives	🗹 Trehalose, hyaluronic acid, ceramide, argan oil



Plus tip Mix the separated upper and lower layers well before use, so you can evenly apply the oil and moisture on your skin.



### **Clove flower**

Clove is the aromatic dried flower bud of a tree in the family Myrtaceae, also known as 'jeonghyang' in Korean, originated from Indonesia but now is grown in other places like West India, Zanzibar and Madagascar. The dried flower with sweet, refreshing aroma is a popular cosmetic ingredient as it helps get rid of free oxygen radicals and soothe irritated skin.



beuïns CLEANSER

# All-In-One Facial Cleanser

"Removing your make-up is more important than putting it on" is a well known truth in the cosmetic world. The trend is enhancing performance of cosmetic products while making them easy to use. All-in-one Facial Cleanser is a smart one-step solution to makeup removing, cleansing and facial massaging.

### CHECK POINT -

Multifunctional one-step cleanser

- ☑ Free of five additives
- Natural moisturizing ingredients
- Gooey gel texture turns into a foam upon application
- B-Algae oil, betaine, vitamin E acetate, green tea extract



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Plus tip If you want to use it as a make-up remover before wash your face, pump it without water, apply it on your face and massage and then wash it off with water. If you would like to use it as a one-step cleanser, mix it with water to create foam, massage it and wash it off.



### **Brown Algae**

Seaweed such as sea mustard and kelp containing with powerful absorption capacity towards heavy metals help not only remove toxic materials on your skin, but make your skin healthy and flawless with abundant minerals in it. Furthermore as they hydrates dry skin, brown algae extracts are commonly used cosmetic ingredients.

All-In-One Facial Cleanser 200ml | 19,800 KRW

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Have you ever heard of 'smart multi-cleaser'? Bubbles in Make-up Crush Bubble Cleanser only get activated and response to impurities and makeup residue to melt them down immediately. Do you worry if its powerful effects might dehydrate your skin? No. If anything, you will get more hydrated, smoother skin.

### CHECK POINT

- ☑ Free of five additives
- Bubbles coming into effect right away to makeup residue and impurities
- Matural moisturizing from olive oil
- 🗹 Used naturally originated surfactant
- ☑ Orange blossom extract, masic olive DE, potassium cocoate, tocopheryl acetate





Plus tip

Apply cleansing bubbles on your face and massage it gently with fingers, then it will not only wash off any residue, but provide calming and refreshing effects.



Orange blossom has a refreshing citrus scent, making it one of the most frequently used herbs in making a perfume or cosmetic product. With the meaning of 'purity' in the language of flowers, orange blossom is a pure and safe ingredient even good for children that stabilizes your skin tone and provides nourishment







To removes dead skin cells and get healthy glowing skin Honey Scrub Mask

Dead skin cells are the biggest enemy of makeup, aren't they? The first thing to do is to clarify the surface of your skin. Prep your skin for makeup with Honey Scrub Mask that exfoliates dead skin cells off and brings you back a healthy, glow skin.





Plus tip Promoting in the cold winter time as well as gets rid of dead skin cells.

### CHECK POINT -

✓ Natural aromatics from lavender
 ✓ Honey like gooey and smooth texture
 ✓ Free of five additives

└ Less abrasive walnut powder scrub

Manuca honey, walnut powder scrub, B-Algae oil, meadowfoam seed oil

### Manuka Honey

Manuka honey is collected from flowers of manuka trees, mostly produced in New Zealand. The honey from manuka flowers is broadly used in making mask packs as it helps renew skin, moisturize and relieve inflammation.

Honey Scrub Mask Pouch SET 20EA 20,000 KRW | 1EA 1,000 KRW









Do you miss your face back in your twenties without any large pores? A wash-off type Pore Clay Mask reduces sebum and large pores. It is gentle and smooth when being applied to your skin and you can feel your skin gotten hydrated immediately after washing it off with water.



### CHECK POINT -

✓ Natural aromatics from lavender
 ✓ Rich in minerals
 ✓ Free of five additives

- Moroccan clay in smooth texture
- Moroccan gaseul clay, cryptomeria japonica leaf extract, B-Algae oil

### Morocco Clay

Moroccan natural clay has long been used as a luxurious cosmetic ingredient among Moroccan royal families and Turkish aristocrats. The natural clay is well known for its benefits in reducing sebum, dead skin cells and clearing pores, making it one of the most popular ingredients of facial packs with more than 4 times greater absorbing capacity compare to charcoal.

Pore Clay Mask Pouch

SET 20EA 20,000 KRW | 1EA 1,000 KRW







A reinvigorating, nutritional supplement from nature
Energy Sleeping Mask

When you get tired, your skin loses elasticity. Energy Sleeping Mask with vitamins and goat milk complex is a vitamin for skin that increases skin revitalization.







Plus tip Apply it without cleansing and go to bed, next day you will find your face refreshed. During cold days or PMS periods you can use it as a nutritious cream to prep your face for makeup.

### CHECK POINT -

- ✓ Shape-memory protective layer
   ✓ Firm and resilient texture
   ✓ Free of five additives
- Goat milk complex rich in vitamins and minerals
- Goat milk complex, vitamins, lecithin, phytosqualane
- 🗹 Natural lavender oil

### **Goat Milk**

Milk from goats is well known as an effective ingredient of cosmetics as well as a nutritious supplement. It is especially good for women's skin according to the story where Cleopatra carried a goat to bathe. Goat milk has selenium content as much as 28% which removes toxic substances and lifts your skin up

### Energy Sleeping Mask Pouch

SET 20EA 20,000 KRW | 1EA 1,000 KRW







# Make your skin as bright and glow as white eggplant Whitening Sleeping Mask

Every woman dreams of getting spotless, bright skin. Do you think brightening is only for summer? That's not the case. Brightening should be kept for all four seasons. Whitening Sleeping Mask makes your skin clean and bright without any irritation thanks to white eggplant ingredients that reduce melanin content and has antioxidant effect.







Plus tip It can be a great secondary pack for severely dark spots after using other facial packs.

### **CHECK POINT**

🗹 Natural lavender oil	🗹 White eggplant effective for brightenir	Ig
🗹 Improve skin pigmentation	🗹 White eggplant, hyaluronic acid, niacina	amide, betaine
☑ Free of five additives	$\bigvee$ White eggplant rich in antioxidants	🗹 Brightening

### White Eggplant

White eggplants, widely used as a food source in Southeast Asia, contain 93 percent water, protein, carbohydrate, calcium, phosphorus, vitamin A and C, and have more antioxidants than purple eggplants. On top of that, it helps reduce melanin and brighten your skin tone.

Whitening Sleeping Mask Pouch SET 20EA 20,000 KRW | 1EA 1,000 KRW







Hydrating and keeping moisture all day Hydro Sleeping Mask

When season changes, or one grows a year older, or you are just tired, your skin gets dry and no woman is free from that concern. With Hydro Sleeping Mask, concentrated moisturizing ingredients immediately hydrates your skin and keeps water content by forming a moisture keeping layer, a belt-and-braces approach.





s tip and your skin gets hydrated right away. Keeping massage it for a while will help your skin absorb the formula.

### CHECK POINT -

- Natural lavender oil
   Natural moisturizing ingredients
- Ceramide, allantoin, lecithin, aloe vera
- Free of five additives
- Ceramides helps support the skin's barrier layer for moisture retention

### Aloe Vera

There is a record that Aloe Vera has been used for wellbeing and aesthetic purposes since ancient Egypt. Aloe plants are well known for its ability to enhance immune system, provide moisture, nourish, and soothe irritated skin.

Hydro Sleeping Mask Pouch SET 20EA 20,000 KRW | 1EA 1,000 KRW







# Nourish and revitalize dull and dry skin Nutrition Sleeping Mask

If you had already taken care of dead skin cells and excessive sebum, it is time to turn to nourishment. Nutrition Sleeping Mask aims to bring your skin back to its optimal condition by soothing, enhancing and nourishing it, a nutritional supplement for your skin.



### CHECK POINT

- Centella asiatica improves skin tissues
- Centella asiatica extract, hyaluronic acid, macadamia nut oil, ceramide

### Centella Asiatica

Natural lavender oil

 $\boxed{1}$  Free of five additives

Centella Asiatica plants, grown in Madagascar, are popular active ingredients for functional cosmetic products as they are rich in nutrients that improve the synthesis of collagen. In addition to that, Centella Asiatica is well known for its ability to reduce irritation, heal wounds and soothe sensitive skin.

 $\boxed{1}$  Firm and thick texture rich in nourishment

Nutrition Sleeping Mask Pouch SET 20EA 20,000 KRW | 1EA 1,000 KRW







Give a rest and nourishment to sensitive skin

# **Soothing Sleeping Mask**

Sensitive skin is difficult to maintain. Soothing Sleeping Mask soothes and neutralizes sensitive skin, thereby bringing back its optimal condition. Get rid of sensitivity on your skin and get your healthy skin back.





Use it before bed time especially during hot summer days or in cold winter time, as it is beneficial in soothing irritated skin.

### CHECK POINT

🗹 Gel type texture without stickiness	☑ Soothing effect reduces redness
$\fbox$ Dragon's Blood Tree extract protects you from toxic substa	nces 🗹 Free of five additives
🖸 Dragon's blood tree extract, portulaca extract, allantoin, phyt	tosqualane 🛛 Natural lavender oil

### Dragon's Blood Tree

Dragon's Blood trees grown around Amazon have long been used as a medicine treating wounds among Amazon warriors because they are effective in stopping bleeding and skin regeneration. Moreover their ability to reduce facial redness and inflammation makes them a popular ingredient for making soothing products.

Soothing Sleeping Mask Pouch SET 20EA 20,000 KRW | 1EA 1,000 KRW







# Easy, simple, fun to choose! Homecare Secret Pouch

Do you have your own secret skincare item small enough to fit in your pouch? If you are looking for one, **Beuins Homecare Secret Pouch** is the best choice! It is especially useful when traveling.



With 7 facial mask packs you can choose from according to your skin condition and All-in-one cleanser, a combination of makeup remover, cleanser and massage oil, Home Secret Pouch will be your reliable travel company. Thanks to its size small enough to fit in your pouch you can simply apply it on your face before getting some sleep during an overnight flight on a dry airplane! Easy, isn't it?





Strong, moisturized sunscreen without causing irritation

# **Power Defence Sunscreen**

Sunscreen is something you must not forget for all four seasons, whether you are engaging in indoor or outdoor activity. Power Defense Sunscreen with enhanced functionality and less irritation won't leave white residue. Plus, it provides you moisture and glow that make your skin look healthier.

	CHECK POINT		
	Moisturizing NO white cast		
	🗹 The most powerful sunscreen in Korea with SPF50+ PA++++ 🗹 15g Portable size		
	🗹 Centella asiatica extract, moringa seed extract, hibiscus extract		



Plus tip

Place the portable 15g sunscreen in your house, pouch, office, and even car and apply it as often as possible, it will not only protect your skin from harmful rays but moisturize it.



## Centella Asiatica

Centella Asiatica plants, grown in Madagascar, are popular active ingredients for functional cosmetic products as they are rich in nutrients that improve the synthesis of collagen. In addition to that, Centella Asiatica is well known for its ability to reduce irritation, heal wounds and soothe sensitive skin.

**beuins** 

Power Defence Sunscreen



15g / 0.5 oz.

SPF50+ PA++++ 15g | 7,000 KRW

**Power Defence** 

Sunscreen







Get a natural skin tone with perfect coverage!

Are you looking for a BB cream that makes your skin natural and flawless with perfect coverage? The answer is Natural Skin BB Cream. On top of that it provides protection from toxic substances with organic ingredients. Kill two birds with one stone!

CHECK FUINT				
🗹 Elastic Smoothing Powder	✓ 15g Portable size			
Strong moisturizing	🗹 Centella asiatica extract,			
☑ Protection from find dusts	moringa seed extract, vitamin tree extract			

CHECK DOINT



Plus tip

Strongly recommended for those who want natural coverage and moisturizing at the same time. It evens out your skin tone as well as moisturizes, making your face look healthy.



Moringa

Moringa leaves contain 46 kinds of antioxidants and anti-inflammatory substances and rich in vitamin C. Abundant selenium in them also helps anti-aging. Because of its ability to emit skin toxin and make your skin healthy it became one of the most popular ingredients in the cosmetic world.



Start anti-aging treatment with plasma energy

# **Beuins Plabeau**

### Are you familiar with the word 'Plasma'?



Beuins Plabeau makes use of an energy called 'plasma' in which atoms are ionized and the generated ions in a size smaller than that of skin pores deliver the energy to skin. This makes your skin healthier. In addition to that, the energy slightly stimulates the skin to get rid of dead cells, to be moisturized, and to reduce itchiness caused by dryness. As Beuins Plabeau is safe enough for kids as well as for adults, it can be used for those with atopic or dry skin.







### Why Plasma?









Helps your skin

hydrated



Delivers energy Helps increase elasticity to your skin

Stimulates skin

Mitigates skin irritation

**Beuins Plabeau** 1SET | 770,000 KRW

beuins PLA BEAU

# <complex-block>

# **BEUINS Creators**

There are lots of expensive cosmetics made with natural ingredients out there. What I wanted was to make cosmetics made of organic ingredients with a reasonable price. It's something you put on your skin every day, so of course every woman would want to use a product made with good ingredients. Cosmetics are so special to me because I'm a mother of a young daughter as well as a woman myself. My vision became much clear when I saw my little daughter suffering from atopic eczema. I thought "Let's make cosmetics safe for my kid and affordable for all." My idea is people can never mess with food. That's why I thought cosmetics brands should make products as honestly as food producers should, because cosmetics are something you put on your skin. I have three basic principles: "honesty, quality ingredients,

and affordable prices" Whenever I got down, I kept working on it, thinking of my daughter. Finally, I launched BEUINS, short for Beauty In Skin. BEUINS utilizes quality natural ingredients based on scientific data so that the products perform the best for your skin. We significantly invested in such ingredients and provided a package option with a reasonable price in launching naturalism cosmetics. That's how we came up with cosmetic products made of natural ingredients at a reasonable price. My daughter uses "BEUINS Hydro Sleeping Mask" whenever she gets skin trouble or eczema symptoms. BEUINS's the one for us. Just applying the product can make the itch go away and add moisture back into your skin. I'm confident to recommend BEUINS products for my customers as my kid is using it.

### PEOPLE



BEUINS is cosmetics from the nature - Aroma Therapist Bok, Yeong Oak



### BEUINS is cosmetics from a systematic and scientific research

- CEO/Director of Research Center at Dan Joung Bio. Jung, Euisoo I first met with BEUINS CEO Cho Sang Eun while doing some prepwork to open Forest Healing Garden and Aroma Therapy Museum in Gwangyang, Jeollanam-do based on my 19-year career as an aroma therapist. She was preparing for launching her brand BEUINS, and got her employees take courses on aroma therapy. Mrs. Cho wanted to make natural cosmetics with no preservative with curing features as well as good scent. Since then, we've carried out blending tests multiple times to develop cosmetics applying aroma therapy. Essential oil products originally have natural scents extracted from medicinal herb. Typically, artificial scents are applied to such cosmetic products to satisfy customers' preference. But BEUINS wanted to use natural scent only to realize a strong aroma as powerful as artificial scent. Well, each time, we faced cost issues, but Mrs. Cho insisted on making an honest and quality product regardless of high cost. That's why I joined her project, impressed by her passionate will. We've been together in launching the BEUINS products of today. I'm so happy to present BEUINS on the market with such a strong confidence. I'm 100% sure that BEUINS is an honest and quality cosmetic brand, deserving customer trust.

I've studied natural ingredients for cosmetics over the 24 years. When I first met with BEUINS CEO Cho Sang Eun, she expressed a strong will to make natural and mild cosmetic products displaying a great functionality. Watching her tireless effort, I helped her research with my knowledge and ideas. Such effort was finally turned into "BEUINS." In particular, she showed passion in developing a cos metic product with high functionality, which was a weak point of natural ingredients. She was especially interested in herb, Dong Quai (Korean angelica root). She wanted to develop a cosmetic product not only with mildness but also with high functionality. Most cosmetic brands focus mainly on marketing, but BEUINS was different. Watching her working really hard to develop a functional and safe product, my research team couldn't help joining her effort. All natural cosmetics are not necessarily good for all. No matter how great ingredients are, it takes a constant and systematic research based on scientific data. For example, such research effort includes finding out which texture can absorb quickly and maximize effect. The birth of "BEUINS" is like a discovery of a hidden gem followed by tireless research and tests.





# Where to get Beuins products Offline Hyundai Department Store-Busan (in Beomil-dong) City Duty Free (Incheon Int'l Airport, Gate 31) Boots (Starfield Hanam & Myongdong) Online Online Www.beuins.com www.coupang.com www.ticketmonster.co.kr pc.shopping2.naver.com www.11st.co.kr www.interpark.com

beuins

Shopping Guide

www.coupang.com www.ticketmonster.co.kr pc.shopping2.naver.com www.11st.co.kr www.auction.co.kr www.interpark.com www.hellobox.co.kr www.skinrx.co.kr www.sisterclass.com www.sisterclass.com www.althea.kr www.ebay.com www.koyimall.com www.unpa.me

> Apps \_\_\_\_\_ Beuins iBEAUTYLAB













