



LOTTE  
DEPARTMENT STORE



## PRIVIA 의미 Brand Meaning

프라이비아는 Primarcy(탁월, 으뜸)와 VIA(~에 의하여)의 합성어로 일, 사랑, 생활 각 분야를 탁월함으로 채우기 위해 열정적으로 삶을 살아가는 여성, 남성을 위한 브랜드입니다.

"PRIVIA" is a combination of Primacy and Via, for those who never give up their lives in order to succeed in work, love and life.

## 상표권 등록 Trademark Right Registration

한국 KOREA 韩国



중국 CHINA 中国



\*取得11种产品的中国进口化妆品备案凭证(2017.02.06)

태국 THAELAND 泰国



인텐스 화이트닝 세럼 40ml  
INTENSE WHITENING SERUM / 인텐스 화이트닝 세럼 美白精華液  
Privia Intense Whitening Serum slips easily onto the skin and absorbs quickly, leaving skin comfortable, soft, and healthy looking. It doesn't include preservative not to irritate your skin. It maximizes moisturizing function by using Tremella fuciformis berk mushroom. 有效提亮暗淡无光的肤色，令肌肤嫩白、透明。 锁水因子，有效锁住肌肤水分，持久保持肌肤滋润。  
**(WHITENING)**



중국위생허가  
인텐스 안티 림플 아이 세럼 20ml  
INTENSE ANTI WRINKLE EYE SERUM / 인텐스 안티 림플 아이 세럼 强效抗皱眼部精华液  
It can infuse deeply into the skin to counteract skin discoloration and improve dullness. The adenosine effectively improves elasticity, reducing lines and wrinkles around the eye. Anti Wrinkle eye Serum contains a highly effective ingredient that not only whitens your skin but also makes your skin Anti-wrinkled. 促进细胞再生，针对眼部衰老（鱼尾纹、眼袋、松弛）有效减缓眼周问题。  
**(ANTI WRINKLE)**



미라클 화이트닝 아쿠아 크림 80ml  
MIRACLE WHITENING AQUA CREAM / 미라클 화이트닝 아쿠아 크림 水润清爽美白霜  
It is whitening gel-type moisture cream including Niacinamide, providing cooling effects and light texture without stickiness. Your sensitive skin gets enough nutrition from Viscum Album (Mistletoe) Leaf Extract. A natural material, Betaine gives moisturizing effect. 睡眠型面膜，夜间持续保湿滋养，具有 美白功效，促进血液循环及细胞再生，令肌肤富有弹性。  
**(WHITENING)**



오리엔탈 리바이탈라이징 골드 에센스 EX8 50ml  
ORIENTAL REVITALIZING GOLD ESSENCE EX8 / 至金奢华卓绝紧致精华露 EX8  
As the product that grants the sense of resilience onto the skin, it allows your skin to be fresh sensation. By containing the massive quantity of hyaluronic acid, it grants moisture and nutrients at the same time to maintain as the clear and clean skin. 含有植物再生萃取物，防止肌肤老化，有效淡化已形成的皱纹，打开肌肤新生通道。给干燥、粗糙的肌肤补充水分，唤醒肌肤活力。  
**(ANTI WRINKLE) (NO PARABEN)**



중국위생허가  
오리엔탈 리바이탈라이징 골드 스킨 EX8 150ml  
ORIENTAL REVITALIZING GOLD SKIN EX8 / 至金奢华卓绝紧致乳霜 EX8  
It functions for wrinkle skin which provides moisture and nourishment for fatigue skin. Also, it keeps your skin bright as soothing and moisturizing your skin efficiently. 容易下垂疲倦的肌肤，提供充分的水分和营养，具有深层淡化细纹、延缓衰老、滋养、保湿肌肤。  
**(ANTI WRINKLE) (NO PARABEN)**



중국위생허가  
오리엔탈 리바이탈라이징 골드 로션 EX8 150ml  
ORIENTAL REVITALIZING GOLD LOTION EX8 / 至金奢华卓绝紧致乳液 EX8  
It is a wrinkle-functioned lotion which provides moisture and nourishment for true skin after skin. Also, it leaves your skin with moisture, soft and abundant feeling like soothing and moisturizing your skin efficiently with each extract. 使用紧肤水镇定皮肤后，在皮肤原有营养和水分上，使膜上析出的粘液可温和滋润肌肤，使肌肤莹亮、光泽、柔嫩更有弹性。  
**(ANTI WRINKLE) (NO PARABEN)**



중국위생허가  
오리엔탈 리바이탈라이징 골드 크림 EX8 50ml  
ORIENTAL REVITALIZING GOLD CREAM EX8 / 至金奢华卓绝紧致面霜 EX8  
It helps your skin gain vitality with a luxurious sense, including Green Tea extract and hydrolyzed collagen. It leaves your skin with moisture, soft feeling, and enables to have moisture, nutrients and resilience of your skin. 雅蕴国际配方级活性金泊作为媒介引导，能渗透深层活化肌肤，加上8种发酵液配合（积雪草萃取液、乳杆菌，黄衣草提取物玉兰花提取物、蜂蜜提取物、玛丹娜百合提取物、洋甘菊提取物、野菊水提取物，水溶性胶原蛋白等），天然安全，提供更多营养，淡化皱纹，有效延缓肌肤老化同时补充水分，令肌肤细白，紧致，呈现宛如金般的炫耀活力。  
**(ANTI WRINKLE) (NO PARABEN)**



중국위생허가  
모니크랩 더 퍼스트 스킨 에센스 80ml  
MONIQUE LAB THE FIRST SKIN ESSENCE / 发酵精华露  
It has a similar structure with melted fermentation extract used when people brew rice wine. We use Galactomyces(Natural fermentation ingredient), instead of water. It makes your skin clear and soft from your dead skin cell, adding nourishment and elasticity in your fatigued skin. 采用96.8%的天然酵母精年代替纯净水，补充营养，使肌肤活力充满光泽，紧致。含有保湿效果的各种植物提取物，深层注入水分同时形成保护膜防止水分流失，让肌肤更有弹性。  
**(GALACTOMYCES)**



중국위생허가  
모니크랩 더 스킨 파워 크림 30ml  
MONIQUE LAB THE SKIN POWER CREAM / 发酵营养霜  
The skin power Cream has a dual functionality that makes the skin soft and clear as it delivers enough nutrients, including Galactomyces Ferment Filtrate -natural fermentative ingredients- instead of purified water. 富含60%的天然酵母精华，迅速补水保湿，补充营养使肌肤透白细腻，白里透红 是双功能的营养乳霜 活力充满光泽，紧致。再加上天然油脂及各种植物提取物，使肌肤更添活力光泽。  
**(WHITENING) (ANTI WRINKLE) (GALACTOMYCES)**



모니크랩 하이드레이션 스페셜 크림 30ml  
MONIQUE LAB HYDRATION SPECIAL CREAM / 莫尼克 高效补水面霜  
This cream makes your skin moisturized including Swiftlet nest extract, Mangifera Indica(Mango)Seed Butter and Onsen-Sui,etc. which is able form moisture layer. 面霜含有海洋燕窝提取物，植物提取精油，芒果油，济州岛硫磺水等高效保湿成分给皮肤提供水分，使皮肤水水的。  
**(WHITENING) (ANTI WRINKLE)**



오리엔탈 리바이탈라이징 골드바이탈크림 EX8 80ml  
ORIENTAL REVITALIZING GOLD VITAL CREAM EX8 / 至金奢华卓绝再生面霜 EX8  
It grants moisture and nutrients to the skin by sinking in with moisture without the feeling of stickiness and makes the resilience back into the exhausted and drooped skin. 调节平衡皮肤油脂分泌，提供的充分的水分和营养，镇定皮肤，锁住水分流失，同时形成保护膜24小时保湿，柔嫩，帮助修复受损细胞，加强细胞的再生功能，达到真正的保养延缓衰老。  
**(ANTI WRINKLE) (NO PARABEN)**



옴므 스포츠 애프터 셰이브 140ml  
HOMME SPORT AFTER SHAVE / 오ムスポーツアフターシェーブ 男士运动爽肤水  
This is a high-moisturizing skin for men who have rough skin from frequent outdoor activity. It slips well on skin without stickiness and brings nutrition by letting you make comfortable. 保湿效果卓越的高浓度精华爽肤水赋予肌肤活力和透明感，保持肌肤健康。  
**(WHITENING) (ANTI WRINKLE)**



옴므 스포츠 밀크 로션 140ml  
HOMME SPORT MILK LOTION / 오ムスポーツミルクローション 男士美白润肤乳  
It keeps balance between oil and water for male skin. Coconut and palm oil protects layer on skin to keep it moist. Also, adenosine,for caring wrinkle, keeps your skin elastic and healthy. 使肌肤白皙、明亮，能够增加肌肤弹性，防止黑色素的形成 具有明显的保湿、美白和抗老化效果。  
**(WHITENING) (ANTI WRINKLE)**

▼ 주문제품 입니다. / Custom-order Only / 订单生产产品 ▼



옴므 스포츠 2중 세트  
HOMME SPORT SET II  
男士护肤2件套



퍼펙트 퓨어 클렌징 폼 180ml  
PERFECT PURE CLEANSING FOAM / 크리얼 마일드 폼 클렌징폼/完美纯净洁面乳  
Rich in 7 different Natural Herb extract promotes moisture retention, elasticity, and firmness. It reaches deep into the pores to remove dirt and dead cells to help reduce skin problems. 含有天然草本植物精华和氨基酸保湿成分，温和无刺激  
**(NO PARABEN)**



AC 클리닉 클렌징 폼 150ml  
AC CLINIC CLEANSING FOAM / AC 클리닉 클렌징폼/水感美白洁面乳  
Rich bubble helps you feel lightly while washing your face. The ingredients keep your skin moist. Deep clean with Niacinamide in Privia AC Clinic Cleansing Foam. Triclosan acid, Rubus Chamaemorus Seed oil inside of our AC clinic foam make your skin clear. 三氯生(triclosan)，水杨酸(slicvlic Acid)，云母籽油(Rubus Chamaemorus Seed oil)成分帮助解决肌肤问题，维持干净清爽肌肤 维生素B3(Niacinamide)成分在清洁的同时让肌肤更加白皙透亮健康白暂的柔嫩肌肤。



중국위생허가  
미라클 이스트 클렌징 폼 180ml  
MIRACLE YEAST CLEANSING FOAM / 크리얼 마일드 폼 클렌징폼/果菌海泡洁面乳  
Plenty of protein and vitamin B in rice wash dirt off and reach deep inside of pores. Rich foam touches your skin gently washing your skin with Privia Miracle Yeast Cleansing Foam. 香醇米酒的自然发酵过程中产生的成分给肌肤带来活力，让肌肤享受清爽的洁面



클리어 마일드 클렌징 폼 180ml  
CLEAR MILD CLEANSING FOAM / 바우츠크 비어-폼 클렌징폼/制酸性洁面乳  
Its special formulation helps to balance oil production by inhibiting excess sebum secretion and protects your skin from trouble factors. Acid ingredients clear pores by breaking the gap between the bond dead skin cell. 含天然有机氨基酸系清洁成分温和无刺激的洁面  
**(PH5.4) (NO PARABEN)**



퍼퍼드 촉촉 바디 샤워 500ml  
PERFUMED MOISTURE BODY SHOWER / 香露水感沐浴乳  
This rich foam makes your skin deep moisture without feeling of tension. It prevents the moist evaporation from your skin, maintaining the balance. Fragrance, refreshing, juicy and cool let you in the romantic mood. The low-irritating natural extracts of herbs help to enjoy the healthy body skin. 帮助保护肌肤表层水份蒸发，维持肌肤水嫩，让沐浴更加愉快，低刺激成分的天然植物萃取液可保护肌肤  
**(FLOWERS SCENT)**



퍼퍼드 실키 바디 샤워 500ml  
PERFUMED SILKY BODY SHOWER / 香露丝滑沐浴乳  
This rich foam makes your skin deep moisture without feeling of tension. It prevents the moist evaporation from your skin, maintaining the balance. Fragrance, refreshing, juicy and cool let you in the romantic mood. The low-irritating natural extracts of herbs help to enjoy the healthy body skin. 天然植物提取物保湿效果显著乳木果油成分  
**(POWDER SCENT)**



퍼펙트 매직 필링젤 100ml  
PERFECT MAGIC PEELING GEL / 바우츠크 마법제빙제리닝젤 完美净肤暗啮  
Privia Perfect Magic peeling Gel functions gentle exfoliating treatment that thoroughly removes dead and dull skin cells without causing irritation. Cellulose keeps the skin texture smoother and cleaner by removing dead cells. 促进面部血液循环 去除老化角质的按摩净肤暗啮，温和无刺激。



퓨어 내추럴 클렌징 마사지크림 알로에 300ml  
PURE NATURAL CLEANSING MASSAGE CREAM ALOE / 纯净自然洁肤按摩膏 芦荟  
Massage cream restores initial brightness and nourished skin by removing bad-nourished skin. It gently removes body wastes and makeup remnants, so as cleansing cream. As a natural moisturizing element, it helps face to maintain brightness and elasticity. Aloe controls the enzymic activity and protects from sun and freckles. 芦荟萃取液含有丰富的保湿成分，可以增加皮肤弹性，维持光泽肌肤，抵制酵素活性来防止晒斑及色斑的形成，有抗炎及杀菌作用。



For the ideal skin expression  
www.priviau.co.kr



중국위생허가 ALOE  
미라클 데일리 마스크팩 23g  
MIRACLE DAILY MASKPACK / 아쿠아 메리클 마스크팩 아이 바나 神膏每日贴面膜  
The hyaluronic acid is a naturally formed carbohydrate. The affinity and the sustaining power provide the moisture to skin. It is useful for body with the natural water supplier. It gently permeates into the skin fast and keeps the skin moisture all day long. 给肌肤提供量直接的营养 天然纸质面膜贴 敏感肌肤也OK!  
**(DAILY) (NO PARABEN)**



VFC18℃미라클 바다제비집 마스크팩 3STEP  
VFC18℃ MIRACLE BIRD'S NEST MASK / 비이치에스18℃海鳥巢艾迪18℃/鸟巢 海鸟巢面膜  
It's the highest quality to use on your face because of 100% Cellulose fiber which enable your skin to send Cosmetics ingredients ideally. It makes your skin soft and transparent, improving your skin tone. 采用 Asahi Kasei Corporation 面料面膜材质上不适用任何添加剂，可以自然分解。使用天然棉质，在皮肤使用的同时不会产生任何化学反应。  
1pack 10ea / 27g\*10ea (일본 아사히 케세이 사판)



퓨어 내추럴 클렌징 마사지크림 쌀 300ml  
PURE NATURAL CLEANSING MASSAGE CREAM RICE / 纯净自然洁肤按摩膏 大米  
Massage cream restores initial brightness and nourished skin by removing bad-nourished skin. It gently removes body wastes and makeup remnants, so as cleansing cream. The extract of rice contains vitamins and minerals with the whitening effect. 大米萃取液含有丰富的维生素及矿物质成分有助于皮肤美白，也有保湿及镇定皮肤的效果



퓨어 내추럴 클렌징 마사지크림 레몬 300ml  
PURE NATURAL CLEANSING MASSAGE CREAM LEMON / 纯净自然洁肤按摩膏 柠檬  
Massage cream restores initial brightness and nourished skin by removing bad-nourished skin. It gently removes body wastes and makeup remnants, so as cleansing cream. Vitamin C, generously contained in lemon and apple acid, is also included. 柠檬萃取液含有丰富的维他命C，苹果酸，柠檬酸等，不仅有助于皮肤美白还有助于改善肤质。清爽的柠檬味可以使按摩期间的心情更加舒畅。