



COMPANY INTRODUCTION

T. 032-566-2769 | A. 39, Banwol-ro 81beon-gil, Seo-gu, Incheon, Republic of Korea

With a Mom's Heart,
Safe cosmetics for children



COMPANY INTRODUCTION

NAME **PINKY COSMETIC CO., LTD.**

CEO **SIWON CHOI**

TEL 032-566-2769

ADD **39, Banwol-ro 81beon-gil, Seo-gu, Incheon,**

FIELD **Cosmetics manufacturing and
distribution**

Safe and creative children's beauty products
for children

COLOR

PLAY

CARE

COLOR - PLAY : A safe and fun make-up product for kids

CARE : Various products use EWG green grade raw materials.

Brand



Domestic Brand

핑크공주 / 아임핑크

Overseas Brand

핑크공주 / 贝琪公主 / I'M PINKY

The child beauty market is growing rapidly around the world.

The demand for reliable quality Korean products that children can use safely is increasing

Market Size
23,500,007,000\$

※Average annual growth of 8.66%.

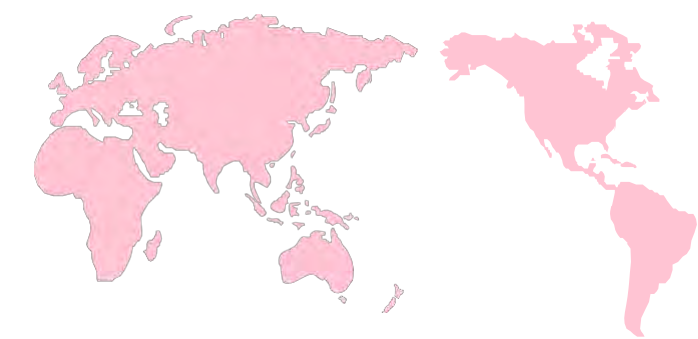
2020

2021

2022

2023

2024



Status of Kids Beauty Market in Korea and abroad

핑크공주

I'M PINKY

- ➔ 1. Increase interest in safe children cosmetic products
With the mother's heart, **made** a safe kids cosmetic product **that only cares about children**
- ➔ 2. Other children's products include animation character line sense costs.
Since we developed our character "pinky", there is no cost of character license.
- ➔ 3. Development strategies that directly manage all manufacturing
We can make unique, inexpensive, and high-quality products.

Character Pinky and friends

Unique design that emphasizes the round and chubby shape.



HISTORY

**2019
~2022**

By KOTRA selected as power seller development project
Obtain top ratings selling the Philippines, Malaysia, Indonesia shopee.
By the Business Administration selected logistics projects
Enter the Indonesia's "Glampos Kids Spa" Start live commerce through Naver Selective Entered Incheon Airport Entas Duty Free Shop

2018

1st place in Naver sales for children's beauty products (limited to some items) Started B2B abroad trade
Expand overseas markets through business partnership with Shopee Korea
Entered Lotte Mart

2017

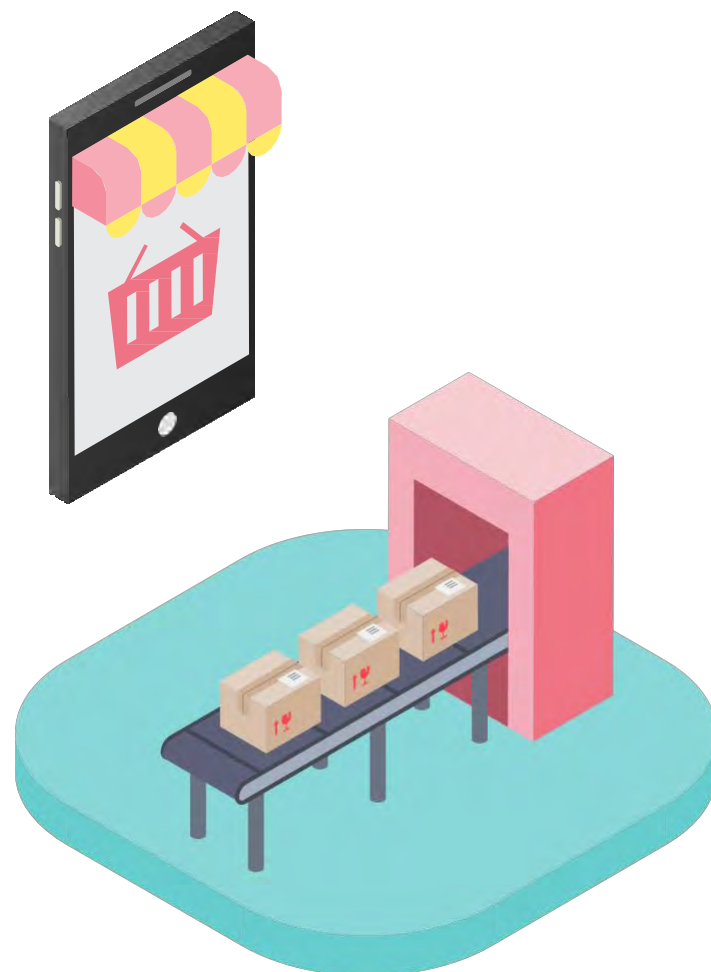
Entered Coupang Rocket Delivery
Acquired the highest grade in the large open market Started
Expand overseas online sales through Amazon

2016

Launched Pink Princess, a brand specializing in children's cosmetics Pink Princess brand products sequentially released

2015

Established Pinky Cosmetics
Released children's water-based nail polish pinky paint Started domestic online sales

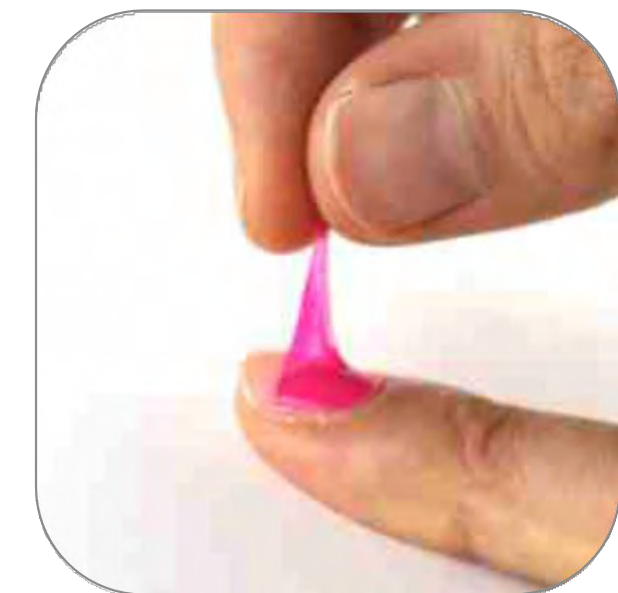


Color products *COLOR*



Made in Korea

Name	Pinky Paint
Volume	9g
Usage	Water-based Peel Off Nail Polish for Kids
Features	It's a peel-off type that you can erase without a nail remover. Safe Pinky paint without skin trouble.
Color	13 Color and 1 top coat



Color products *COLOR*



Made in Korea

Name	Pinky Kids Lip Crayon
Volume	2.5g
Usage	Lip color for kids
Features	Crayon shapes that are familiar to children. pink, red, orange colors that show natural colors.
Color	3 Colors



BASE PRODUCTCARE



Made in korea

Name	Pinky Kids Bubble Foam Cleanser
Volume	150ml
Usage	Facial cleanser for kids
Features	Doesn't sting even if bubbles get into your eyes. All ingredients EWG green grade Naturally derived moisturizing ingredient Doesn't contain artificial scents or pigments(Use of natural fragrance)



BASE PRODUCT *CARE*



Made in korea

Name	Pinky Kids Intimate Bubble Cleanser
Volume	150ml
Usage	Intimate cleanser for kids
Features	Cleans the sensitive Y zone without irritation All ingredients EWG green grade Naturally derived moisturizing ingredient Natural oil scent



BASE PRODUCT *CARE*



Made in Korea

Name	Pinky Tonky Bubble Party
Volume	250ml
Usage	All-In-One Cleanser_Bubble Spray
Color	5 Colors
Features	An all-in-one cleanser that makes a fun bath time with richly colored bubbles.
etc.	<p>Aerosol products</p> <p>Determination of no major harmful substances that including 7 kinds of parabens passed the hypoaller genic skin test</p>



BASE PRODUCT *CARE*



Made in Korea

Name	Pinky Kitten-CoCo Kids Mask Sheet
Volume	15ml X 5EA
Usage	Age 3-7, Age 8-12
Features	Contains 5400 ppm hyaluronic acid A moisturizing facial mask that reduces dryness
etc.	All ingredients EWG green grade Children's size Cute cat-shaped mask sheet



BASE PRODUCT *CARE*



Made in Korea

Name	Tonky Kids Hair Wax
Volume	Hard type 50g / Soft type 100g
Usage	Hair Wax for Kids
Features	Easy to clean with natural ingredients
etc.	All ingredients EWG green grade Allergy-free Natural Scent Increase d retention compared to other child hair wax



BASE PRODUCTCARE



Made in korea

Name	Pinky Kids Hair Essence Oil
Volume	80ml
Usage	Hair Essence for kids
Features	Safe natural oil base hair essence give a healthy and glossy care to children's hair.
etc.	All ingredients EWG green grade Natural Oil Base Natural Oil's Original Scent



BASE PRODUCT *CARE*



Made in korea

Name	I'm Pinky Kids All-in-One Body&Shampoo Bar
Volume	100g
Usage	Solid type Bodywash and Shampoo
Features	It's a environmentally friendly product. No add any preservative.

etc. All ingredients EWG green grade
Synthetic Fatty Acids + Synthetic
Surfactants 0%



BASE PRODUCT *CARE*



Made in korea

Name	I'm Pinky Kids Hair Treatment Bar
Volume	100g
Usage	Solid type Hair Conditioner
Features	It's a environmentally friendly product. No add any preservative.
etc.	All ingredients EWG green grade Synthetic Fatty Acids + Synthetic Surfactants 0%



Toy product *PLAY*



Made in Korea

Name	Celeb Pinky Kids Jelly Nail Sticker
Volume	1EAx32pcs
Usage	Nail Sticker
Features	It's made of the perfect size for children's nails. 30 different designs This is a creativity development product
etc.	KC Certification (National Safety Certification) Completed



Toy product *PLAY*



Made in Korea

Name	Pinky Kids Sticker Earrings 15Pairs
Volume	1EA X 30pcs (15pairs)
Usage	Sticker Earrings
Features	Stickers can be put on your ears and easy to put on and take off. Stylish design makes your kids feel like a princess 10 different designs
etc.	KC Certification (National Safety Certification) Completed



Toy product *PLAY*



Made in China

Name	Pinky Kids Full Skin Nail Sticker
Volume	1EA X 23pcs
Usage	Nail Sticker
Features	It's made of the perfect size for children's nails. This is a creativity development product 30 different designs
etc.	KC Certification (National Safety Certification) Completed



Toy producPLAY



Name	Pinky Kids Point Nail Sticker
Volume	1EA X 23pcs
Usage	Nail Sticker
Features	It's made of the perfect size for children's nails. This is a creativity development product 30 different designs
etc.	KC Certification (National Safety Certification) Completed



Set product^{SET}



Name	Pinky Mini Box set
Components	3 Pinky Paint+1 Pair of toe separators, 2 Pinky nail sticker+Paper bag



Name	Pinky Kids Beauty Set
Components	5 Pinky Paint+2 Pair of toe separators 5 Pinky nail sticker +1 Pinky Lip Crayon, 1 Sticker Earrings

Set productSET



Name	Pinky Heart Gift Box
Components	3 Pinky Paint + 1 toe separators, 1 Pinky nail sticker+1Pinky Lip Crayon
Option	A,B,C



Name	Pinky Paint 3 piece Set
Components	A SET : Shiny Blue, Shiny Pink, Shiny Purple B SET : Neon orange, Neon pink, Red apple C SET : Fresh lemon, Strawberry milk, Twinkle circle

Domestic distribution channel on online

Company Mall



Naver



Open Market



Social commerce



General Mall



Domestic distribution channel on offline

All branches of Lotte Mart

Incheon 2 Airport Entas Duty Free Shop



Overseas distribution channel on online

Direct sales through overseas online sales channels, local sales, and SNS sales are active.



Shopee



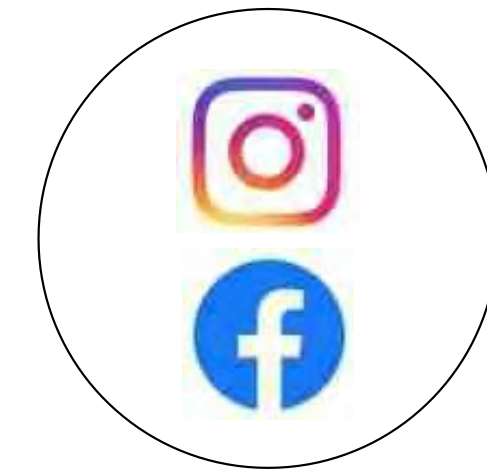
Taobao



Amazon



Lazada



SNS

Overseas distribution channel on offline

Hong Kong Department Store

Macau SHOP

China Kisum Kids Cafè

Philippines Glampos Kids Spa

ETC.



Live commerce

It responds quickly to the rapidly changing trend of the e-commerce market.



Naver Selective



Grip



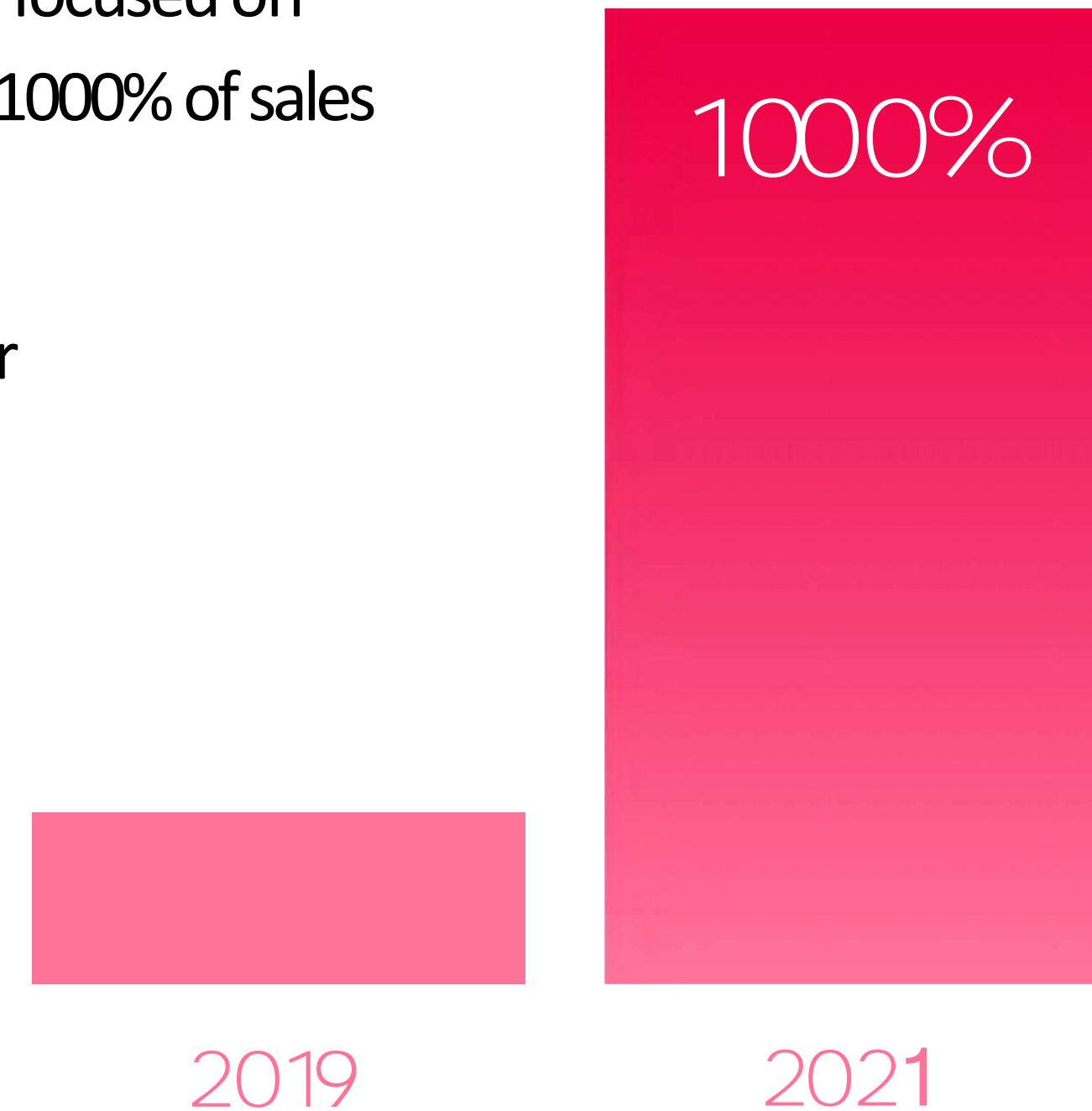
Naver Shopping LIVE

Pinky Cosmetic's Today, and the future.

By establishing an overseas business department in 2019, we focused on developing overseas sales channels and showed more than 1000% of sales performance

Currently, various kids' beauty products are being prepared for release and we are working hard for developing creative new products.

In addition, in preparation for the era of live commerce, various contents are being planned with influencer collaboration.



First of all,
For cosmetics that mother feel safe.

CONTACT US

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