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LUV.P is the recipe that skin loves

LUV.P holds to the brand philosophy of making functional products that can improve my skin and the skin of the precious people around me. In order to conform to such brand philosophy, when undertaking the research for releasing products, we only take into account the functional side that nourishes the skin rather than the product cost.

L U V . P COSMETICS

NATURAL

It is cosmetics with full of natural ingredients, which are considered high quality raw materials.

NO-MINERAL

We did not include mineral oils, but only the raw materials with safe grade

NO-CRUELTY

We provide safe products to consumers without the sacrifice of animals.

The Philosophy of LUV.P, a trustworthy brand

The LUV.P products have reduced chemical components, use naturally derived components, and disclose their components clearly. As such, we stick to our own philosophy.



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LUV.P COSMETICS

The Philosophy of LUV.P, a trustworthy brand

01. Low chemicals(reduced chemical components)

We do not use any of harmful ingredients of cosmetics, such as paraben, sodium lauryl sulfate, triethanolamine, triclosan, oxybenzone, avobenzone, isopropyl alcohol, and artificial coloring. Also, our principle does not allow us to use any harmful ingredients other than the above.

02. Use nature(using naturally derived components)

We lavishly use highly concentrated ingredients made of high quality natural ingredients, such as camellia flower extract, thymus vulgaris extract, and lavender.

03. Visible ingredient(showing the components clearly)

Our products have a lower level of chemical components, and use ingredients derived from natural ingredients. Our products' ingredients are easy to see at a glance and are listed without any omissions.

04. Philosophy(Philosophy of Brand)

The LUV.P has a lowered chemical components (low), uses naturally derived components (use), and shows the components clearly (visible). As such, we stick to our own philosophy.

05. Target

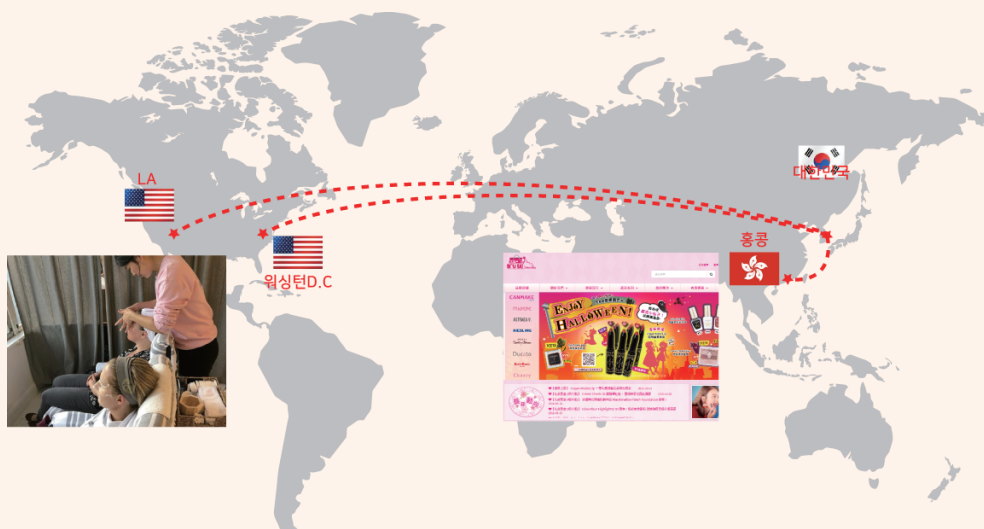
Women in her 20s to mid 30s who concentrate on their skin care or have sensitive skin. Our products produced in a CGMP certified process use EWG green grade ingredients and Ecocert-certified material. Therefore, our brand features high quality products without a price bubble, which are our competitive edge.

06. Direction

Currently, we have built solid lines for skin care products and body care products, excluding color cosmetics, and we plan to expand the current 14 product categories to 30 within the next two years.

LUV.P COSMETICS

DISTRIBUTION CHANNEL



Exports to the Eastern US (Washington, DC) - currently operating a natural spa, operating an online mall
Exports to the Western US (LA) - currently our products are being sold at the world's largest e-commerce 'Amazon' / Opened a natural spa in Washington, DC
Currently our products are being sold at B Company, a Hong Kong drug chain stores.
(our contract is 40,000 sets per year)

Details about export and distribution

◆USA

- Western Branch in LA: our products are being marketed through an online channel of Amazon and an offline channel of K-beauty and Shop & Shop.
- Eastern Branch in Washington DC: our products are being marketed through an offline channel of luxury spa shops, K-beauty, and Shop & Shop, rather than an online distribution channel.

◆Hong Kong

- Two types of mask packs are being marketed through a primary vendor and its related three distribution channels (SASA, World index, T Mall)

◆China

- Six types of products (skin, lotion, essence, cream, sun cream, and cleansing foam) are going to be sold in the first half of 2019 through a primary distributor that is an exclusive vendor (Koreana cosmetics, Gelbang). In the first half of 2019, 0.5 to 1 million units of products will be exported.

*In the first half of 2019, a value of a brand name "LUV.P cosmetic" will be established in China and Hong Kong market.

◆Vietnam

- We are currently coordinating with primary vendors in Ho Chi Minh City

◆Domestic market

- Our products are being marketed through its online market. Our off-line distribution plan is to focus mainly on H & B store. As our branding is for export, we will focus on domestic market after re-organizing our brand strategy.
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PRODUCT CATEGORY

Skin Care



FAVORITE CAMELLIA
SOFT SKIN

FAVORITE CAMELLIA
MOISTURE LITON

FAVORITE CAMELLIA
ESSENCE

FAVORITE CAMELLIA
REPAIR CREAM

DAILY AQUA
SOOTHING TONER

150ml

120ml

50ml

50g

200ml

33,000KRW

33,000KRW

45,000KRW

45,000KRW

33,000KRW

Body Care

Mask Care



CAMELLIA SOFT-
WATER MIST

HONEY MORINGA
BODY CLEANSER

HONEY MORINGA
BODY MOISTURIZER

7days 1day 1day
VITA-FRUIT MASK

7days 1day 1day
GREEN-LIGHT MASK

100ml

200ml

200ml

25ml x 7ea

25ml x 7ea

24,000KRW

18,000KRW

25,000KRW

28,000KRW

28,000KRW

Cleansing Care

Sun Care



ONE-STEP SEED-
BASED CLEANSING
OIL

RICE FLOUR DEEP
CLEANSER

HERB MORNING
SOFT CREAM FORM

UV MILD CICA

120ml

120ml

120ml

40ml

35,000KRW

14,000KRW

17,000KRW

18,000KRW

02

Skin Care Line

FAVORITE CAMELLIA SOFT SKIN
FAVORITE CAMELLIA MOISTURE LOTION
FAVORITE CAMELLIA ESSENCE
FAVORITE CAMELLIA REPAIR CREAM
CAMELLIA SOFT WATER MIST
DAILY AQUA SOOTHING TONER



Features of Four Kinds of the FAVORITE CAMELLIA products

SKIN / LOTION / ESSENCE / REPAIR CREAM



1. Dual-function cosmetics (wrinkle-free, whitening)

Alba-bisabolol, which is a whitening ingredient approved by the MFDS, and adenosine, which is a wrinkle-improving ingredient, are added.



2. No-chemi cosmetic

No 20 kinds of harmful ingredients, including artificial colors, artificial fragrance, paraben, and mineral oil, are added, making you use our products with confidence.



3. Raw materials of EWG safety grade

We have included only ingredients derived from nature and chemicals of a safe grade that are essential for making a product formulation.



4. Manufacturing products with a patented multilayer liposome formula

We manufacture products with a multilayer liposome formula that enables whitening and anti-wrinkle ingredients, which otherwise would be difficult to be delivered and absorbed, to be easily delivered and absorbed into the skin.



5. Camellia extract accounting for the largest among all components

In our four kinds of the FAVORITE CAMELLIA products, there is more camellia flower extract than purified water, so you can feel an excellent moisturizing effect.



6. CGMP certified manufacturer

Our products are reliable cosmetic products manufactured by a producer that complies with Korea's CGMP.

SKIN CARE



FAVORITE CAMELLIA SOFT SKIN 150ml/33,000KRW

1. All-in-one: skin and essence

It is a skin lotion with smooth texture that gives rich moisture feel and nutrition feel as skin lotion and essence meet together.

2. Moistmax™, a complex botanical ingredient

Aloe Vera Leaf Extract – helping calming and moisturizing

Trehalose - called the moisture reservoir of a cactus

Hyaluronic Acid - tightly holding and supplying moisture

Yeast Beta Glucan – maximizing moisturization with the ingredients that protect skin

Hizikia fusiforme extract - preventing drying by improving its moisturizing power

3. Purified water content is reduced, the product containing camellia extract 77%

Camellia flower extract has highly moisturizing effect, thereby calming skin, and has excellent wetting ability, thereby helping to improve skin texture.

FAVORITE CAMELLIA MOISTURE LOTION

120ml/33,000KRW

1. Increased moisturization due to added vegetable oil

Camellia oil - rich in oleic acid, excellent moisturizing effect

Rose hip oil - rich in vitamins, called 'warehouse of vitamins'

Olive oil – helping to soften the skin, good for sensitive skin

Wild soybean oil – protecting skin by forming a protective barrier

Coconut palm oil – Transmitting nutrients and forming a moisture barrier on the skin

2. Aquacalm™, a naturally derived complex component good for moisturization.

Licorice Extract – giving a conditioning effect to the skin.

Centella Asiatica extract – Madecassic acid component gives skin soothing

Aloe Vera Leaves - ingredient that helps to calm and moisturize the skin

Trehalose - called the moisture reservoir of a cactus

Houttuynia cordata extract - Soothing effect on irritated skin

3. Purified water content is reduced, containing camellia extract 60%

Camellia flower extract has highly moisturizing effect, thereby calming skin, and has excellent wetting ability, thereby helping to improve skin texture.



SKIN CARE



FAVORITE CAMELLIA ESSENCE 50ml/45,000KRW

1. Phytrogen Plus for healthy and comfortable skin

Equisetum hyemale extract - nutrition supply and skin soothing effect

Soy isoflavone - a moisturizing ingredient extracted from soybeans

Cimicifuga dahurica root extract – softening a skin texture and giving conditioning

Polygonum cuspidatum root extract - anti-oxidation, blocking active oxygen

Arrowroot extract - also known as kudzu, skin soothing effect

Korean angelica extract - conditioning role on skin

Pomegranate extract – giving vitality to skin that has lost its vitality

Trifolium pratense flower extract – reducing hypersensitive reaction

2. Containing natural moisturizing ingredients

Mango seed butter – a natural moisturizing ingredient that do not cause discomfort to pores

Shea butter – preventing dry skin and moisturizing skin

3. Purified water content is reduced, containing camellia extract 77%

Camellia flower extract has highly moisturizing effect, thereby calming skin, and has excellent wetting ability, thereby helping to improve skin texture.

FAVORITE CAMELLIA REPAIR CREAM 50g/45,000KRW

1. Highly concentrated active ingredients

Pomegranate extract – giving vitality to skin that has lost its vitality

Cactus fruit extract - protecting fragile skin

Tangerine peel extract - helping to manage skin with vitality

Phosphatidylcholine - extracts from soy to strengthen a skin barrier

Vegetable squalane - forming a skin barrier

Apple extract – helping skin beauty and moisturization

2. Repair cream that can be used on oily skin without stickiness

Its moisturizing ingredients penetrate deeply into the skin, as well as the outer surface of the skin. It is a repair cream that can be used without stickiness.

3. Purified water content is reduced, containing camellia extract 60%

Camellia flower extract has highly moisturizing effect, thereby calming skin, and has excellent wetting ability, thereby helping to improve skin texture.





CAMELLIA SOFT WATER MIST

100ml/24,000KRW



1. EWG Safety Grade

All ingredients are safety grade. The product is a water type mist that can be used safely from children to pregnant women. When your skin feels dry, it is even better if you use it from time to time.



2. Purified water 0%, Camellia extract 92%

Camellia extract was added, instead of purified water. When extracting Camellia, its effective ingredients were extracted at low temperature without loss of nutrients.



3. Natural extracts instead of chemical preservatives

Pentaerythritol, extracted from sugarcane, green tea, matricaria leaf extract, Thujopsis Dolabrata branch extract, and magnolia kobus bark extract are used, instead of chemical preservatives.

How to Use

1. After cleansing, use it instead of a toner

After cleansing and spraying, tap your skin to have the product absorbed. This is an effective way to supply moisture.

2. Use it as a moisturizing soothing pack.

It is also a good idea to use it when your skin is not calmed. Have cotton pads or mask sheets soaked with plenty of mist.

3. Use it before and after make-up.

Before makeup, it removes keratin. Give moisture to the dry skin after make-up.

4. Make use of it as a makeup tool.

If you use the puff after spraying mist on the puff, makeup adhesion power will be increased.

5. Use it as a hair mist.

In the dry autumn and winter, hair static electricity is so severe that hair texture will become calm while preventing the generation of static electricity when sprayed from time to time.



DAILY AQUA SOOTHING TONER 200ml/33,000KRW

1. 15 natural extracts

It contains 15 natural extracts from camellia, green tea, matricaria leaves, magnolia, Salix Alba (Willow) bark extract, Spanish licorice, etc.

2. Non-chemical preservatives

Instead of chemical preservatives, our products contain pantyleneglycol obtained from sugar cane, green tea, matricaria leaves, Thujopsis Dolabrata branch extract, and magnolia bark extract are added, maximizing decay resistance and moisturizing power.

3. Camellia extract 87%

Camellia extract accounts for the most among all ingredients. Camellia was extracted without loss of nutrients at an extremely low temperature during extraction.

4. Alcohol FREE

We have eliminated alcohol that causes dried skin and irritates the skin.

5. No-chemi cosmetic

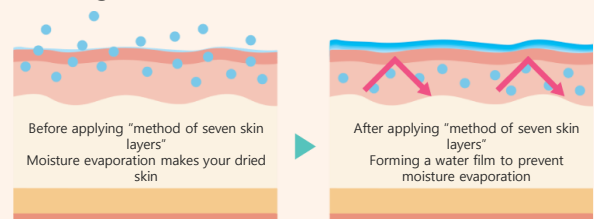
Artificial coloring, artificial fragrance, paraben, mineral oil and other 20 kinds of harmful ingredients are not added, thereby making you use with confidence.

A toner optimized for "method of seven skin layers"!

As the product does not contain any alcohol in its ingredients, it does not make formulation. For this reason, it does not block pores, suitable for "method of seven skin layers".

The method of "seven skin layers"?

It is not a one-time application of toner but seven layers of toners, thereby preventing moisture evaporation and maintaining moisture..



Tips of Toner utilization

If you use it as a substitute for a mask pack (soaking plenty of toner on your makeup cotton), you can fill up the moisture on your face



03 Body Care The body care products consist of 2 kinds, Honey Moringa Body Cleanser and Honey Moringa Body Moisturizer.



HONEY MORINGA BODY WASH

200ml/18,000KRW

1. Natural surfactant instead of chemical surfactant

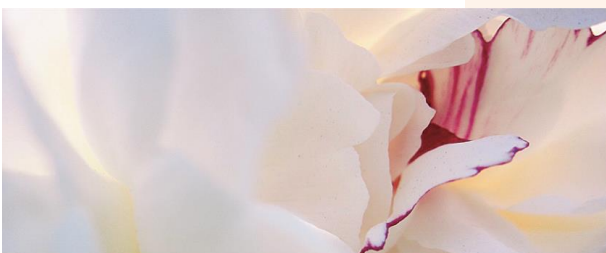
Disodium cocoamphodiacetate, a natural surfactant derived from coconut oil, is an EWG grade 1 ingredient and can be used on baby or sensitive skin.

2. Products where honey and Moringa, which is a miracle tree, meet together

Moringa and honey contain a variety of nutrients, giving skin conditioning and helping to maintain healthy skin.

3. Elegant Moringa sustained for a long time

You can feel soft fragrance of Moringa spreading gently throughout the day without being greasy due to our products' light spreadability and quick absorbency.



HONEY MORINGA BODY MOISTURIZER

200ml/25,000KRW

1. Butylene glycol, which is effective for moisturizing

As it is a natural ingredient extracted from fermented sugarcane, it enables your skin to keep moisture due to its ability to draw moisture.

2. Organically certified saccharide isomerate ingredient

As it is derived from sugar ingredient, it is a botanically active ingredient with excellent water retention ability. It can protect skin after shower.

3. Containing honey and royal jelly extract

Its strong moisturizing action prevents dryness, promotes blood circulation in the skin and keeps the skin healthy.



04 Cleansing Care The product set consists of one kind of cleansing oil and two kinds of foam cleansing.

ONE-STEP SEED-BASED CLEANSING OIL

120ml/35,000KRW

1. Containing 15 natural vegetable oils

Fifteen kinds of vegetable oils are contained, such as from sea buckthorn, calendula, carrot seeds, oil palm, babassu kernel, rosehip, hazelnut seeds, black cumin seeds, jojoba seed, rose flower, meadow foam seed, grape seeds, coconut, and argan tree kernel.

2. Containing eco-certified ingredients, difficult to get

Containing babassu seed oil certified by the French Organic Certification Authority, the product forms a natural moisturizing layer after cleansing to prevent moisture evaporation from the skin, thereby helping to maintain moisturizing power and keep moisturized skin.

3. Fine and tight formulation unlike other cleansing oils

The fine and tight oil formulation can absorb blackheads and wastes more easily from the pores and be easily emulsified in water without residues because the product uses vegetable oil. It will make perfect cleansing even with one-time facial cleansing.

4. Cleansing oil made in a certified manufacturing facility

It is manufactured by a manufacturing organization that complies with Korea's GMP.

Q&A

Q. Why does it have orange color?

Sea Buckthorn oil obtained from Sea Buckthorn, called "vitamin bomb," has its unique color of orange.

Q. What is Sea Buckthorn oil?

Sea Buckthorn, which is called "vitamin tree" due to its rich vitamins, is also called "national treasure" in China and "miraculous fruit" in Hong Kong.

Q. What is the efficacy of Sea Buckthorn oil?

Its vitamin C content is about 70 times higher than that of apples, which helps to maintain clear skin, calm skin, protect skin and moisturize skin.



CLEANSING CARE



HERB MORNING SOFT CREAM FORM

120ml/17,000KRW

- 1. Addition of natural surfactant extracted from coconut oil**
Using lauric acid, a natural surfactant obtained from coconut oil instead of a chemical surfactant, you can use it easily for sensitive skin.
- 2. Using a certified organic ingredient (ECO CERT), which is hard to get**
Containing Buddleja Davidii extract and Thymus Vulgaris extract, certified by the French organic certification organization
- 3. Moisturizing with natural ingredients**
It contains a wide range of extracts, including Buddleja Davidii extract (soothing skin comfortably) and Thymus Vulgaris extract (keeping skin smooth).
- 4. No-chemi cosmetic**
As no artificial coloring, artificial fragrance, paraben, mineral oil, or other 20 kinds of harmful ingredients are not included, you can use the product with confidence



CLEANSING CARE



RICE FLOUR DEEP CLEANSER 120ml/14,000KRW

- 1. Addition of natural surfactant extracted from coconut oil**
Using lauric acid, a natural surfactant obtained from coconut oil instead of a chemical surfactant, you can use it easily for sensitive skin.
- 2. Cleansing and exfoliation at the same time**
Rice flour, a natural scrub agent, cleanses the waste materials in the pores, helping to remove keratin smoothly and effectively.
- 3. Moisturizing with natural ingredients**
Using orange peel oil that reduces skin irritation and peppermint oil that gives skin a refreshing sensation, the product gives moisture without tension even after cleansing.
- 4. CGMP certified manufacturer**
This product is produced by a manufacturer that complies with Korea Good Manufacturing Practice.



05 Mask Pack Our products consists of 2 kinds, 711 Vita Fruit Mask Pack and 711 Green Light Mask Pack.



711 VITA-FRUIT MASK

25ml x 7ea/28,000KRW

1. All components belong to EWG Green grade

As all ingredients belong to EWG green grade, the product can be served for children to pregnant women with confidence

2. Containing 7 fruit extracts

Grapefruit Extract – making vitalized and energized skin
Lime Extract – protecting skin and giving skin conditioning
Blueberry Extract – strengthening pores by imparting an astringent effect
Blackberry Extract - ingredient to help improve skin texture
Citrus sudachi extract – helping skin care for making vitalized skin
Papaya extract - ingredients to gently remove old keratin
Pineapple extract – giving care for turning weakened skin into healthy skin

3. CGMP certified manufacturer

This product is produced by a manufacturer that complies with Korea Good Manufacturing Practice.

4. Using Cupra Sheets



Cupra, the finest natural cotton

Cupra is a high-quality material made from cottonseed with natural fabrics that cannot be used in low-price product



Essence that does not flow down

The amazing absorbency of Cupra fabric prevents essence from flowing down during your use of a mask pack.



Amazing adhesion to the face

Unlike conventional mask packs, our product has excellent skin adhesion and is a customized mask pack that considers an Asian fit

MASK PACK

711 GREEN-LIGHT MASK

25ml x 7ea/28,000KRW

1. All components belong to EWG Green grade

From moisturizers to preservatives, our product ingredients are naturally derived extracts. It is a mask pack that can be used safely for sensitive skin.

2. Containing 7 fruit extracts

Kale extract – softening skin and making your skin keeping moisture

Lettuce Extract – relieving skin irritation comfortably

Mugwort extract - preventing oxidative stress in the skin

Chicory extract – giving conditioning to skin

Parsley extract - protecting skin from external harmful substances

Paprika extract – dealing with pore convergence

3. Containing a menthol ingredient to enhance skin's cooling sense

Containing a menthol ingredient, it gives a cooling effect to oily skin or skin with pruritus, helping to improve skin texture.

4. CGMP certified manufacturer

This product is produced by a manufacturer that complies with Korea Good Manufacturing Practice. It is a mask pack that you can trust and use.

5. Using Cupra Sheets



Cupra, the finest natural cotton

Cupra is a high-quality material made from cottonseed with natural fabrics that cannot be used in low-price product



Essence that does not flow down

The amazing absorbency of Cupra fabric prevents essence from flowing down during your use of a mask pack.



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06 Sun Care It is a light and refreshing type of sunscreen for those enjoying the sun.



UV MILD CICA SPF37 PA+++

40ml/18,000KRW



1. All components belong to EWG Green grade

As all ingredients belong to EWG green grade, the sun cream product can be safely served for children to pregnant women.



4. Quick Easy Makeup

As it is thinly adhered to the skin, causing no stickiness, and moisture feel on the skin lasts for a long time, it is a good sunscreen usable as a substitute of moisture cream at the base stage.



2. Sunscreen of lotion formulation with physical sun blocking type without causing white cast

The product does not have the disadvantage of general sun blocking type products, such as white cast, and has an enhanced lotion-like spreadability.



5. Containing Centella Asiatica extract 68%

The Centella Asiatica extract accounts for the largest among all ingredients, instead of purified water, to give care to skin barrier that has been stimulated and weakened.



3. Water splash formulation creating beads of water

It is a formulation that forms beads of water on the skin immediately upon application. As it gives moist feeling and cooling effect, it is a good sunscreen in re-applying sunscreen.

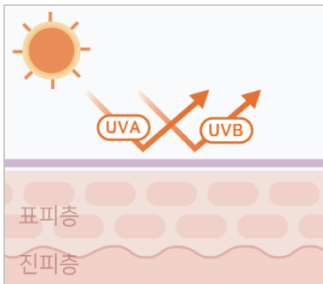


6. Passed a skin irritation test

It is a non-irritating sunscreen which has proven as non-irritant substance in the skin irritation test conducted by the Korean Dermatology Research Institute.

SUN CARE

Physical sunscreen?



Physical sunscreen

It is a sunscreen that has a protective film on the skin which reflects ultraviolet rays and has the advantage of being able to be used for the youth, infants or adults with sensitive skin.

LUV.P's unique penta (5 kinds) recipes



There are ingredients more than Centella Asiatica extract!

This product helps to soothe sensitive skin with excellent extracts (from Centella Asiatica, Houttuynia Cordata, chia seeds, tea tree, green tea) and protects skin.

UV MILD CICA Formulation



Lotion type formulation

It is a lotion-type sunscreen that can be used freely by men and women of all ages, giving a moisturizing feel to you.

Moisture feel persisting 3 hours after application (self-test)



Sunscreen can be used as a substitute of moisture cream

It will give moisture feel that persists even 3 hours after application, so you can apply makeup without applying moisturizing cream.

UV Mild Cica, which a Rainbow Group member Cho Hyun-young and a famous singer Kim Mal-eum use



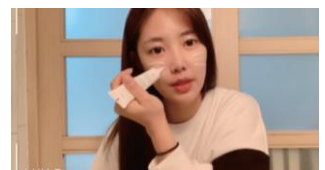
UV Mild Cica, introduced in Season 5 of "a Girl with Fashion Savvy" at Naver TV

UV Mild Cica is a product that was introduced in Beauty Cam by a Rainbow Group member Cho Hyun-young. It was introduced as a lotion-like thin formulation and a sunscreen that can give a makeup booster effect.



LUV.P UV Mild Cica, which a famous singer Kim Mal-eum recommended as a beauty item

Singer Kim Mal-eum introduced that she applied the LUV.P sun cream, instead of moisture cream, on her basic care in the morning because the product gives a moisture feel.



L U V . P

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