

NEW FACE · NEW LIFE

J O Y L I F E

Company Introduction



Expanding globally for health and beauty. JOYLIFE CO., LTD

JoyLife Co., Ltd. is a global specialized company located in Gasan-dong, Geumcheon-gu, Seoul, with its own factory producing cosmetics and health supplements.

We are a trusted company that strives to develop products of the highest quality based on continuous research on cosmetics and food raw materials through our R&D center and professional manufacturing technology.

We are currently exporting to over 30 countries, and our goal is to make skin-friendly ingredients found in nature from all over the world accessible to everyone around the world.



Joy Life Co., Ltd. is fulfilling its corporate social responsibility through the belief that 'A company that creates beauty must grow beautifully.'
Our vision and mission are to continuously create new value for stakeholders' happiness of our stakeholders through constant innovation.
We strive to ensure that all women around the world can enjoy beauty and a healthy life in harmony.



CUSTOMER COMES FIRST

By providing the best quality and best service, we create a corporate culture of customer satisfaction that puts customers first at the center of all values.



CHALLENGE

Instead of becoming complacent, we challenge new possibilities and achieve our goals with a passion for 'Can-do' and creative thinking.



COPERATION

We create synergy effects by sharing a sense of community called 'us' through mutual communication and cooperation with other departments and partners.



RESPECT FOR PEOPLE

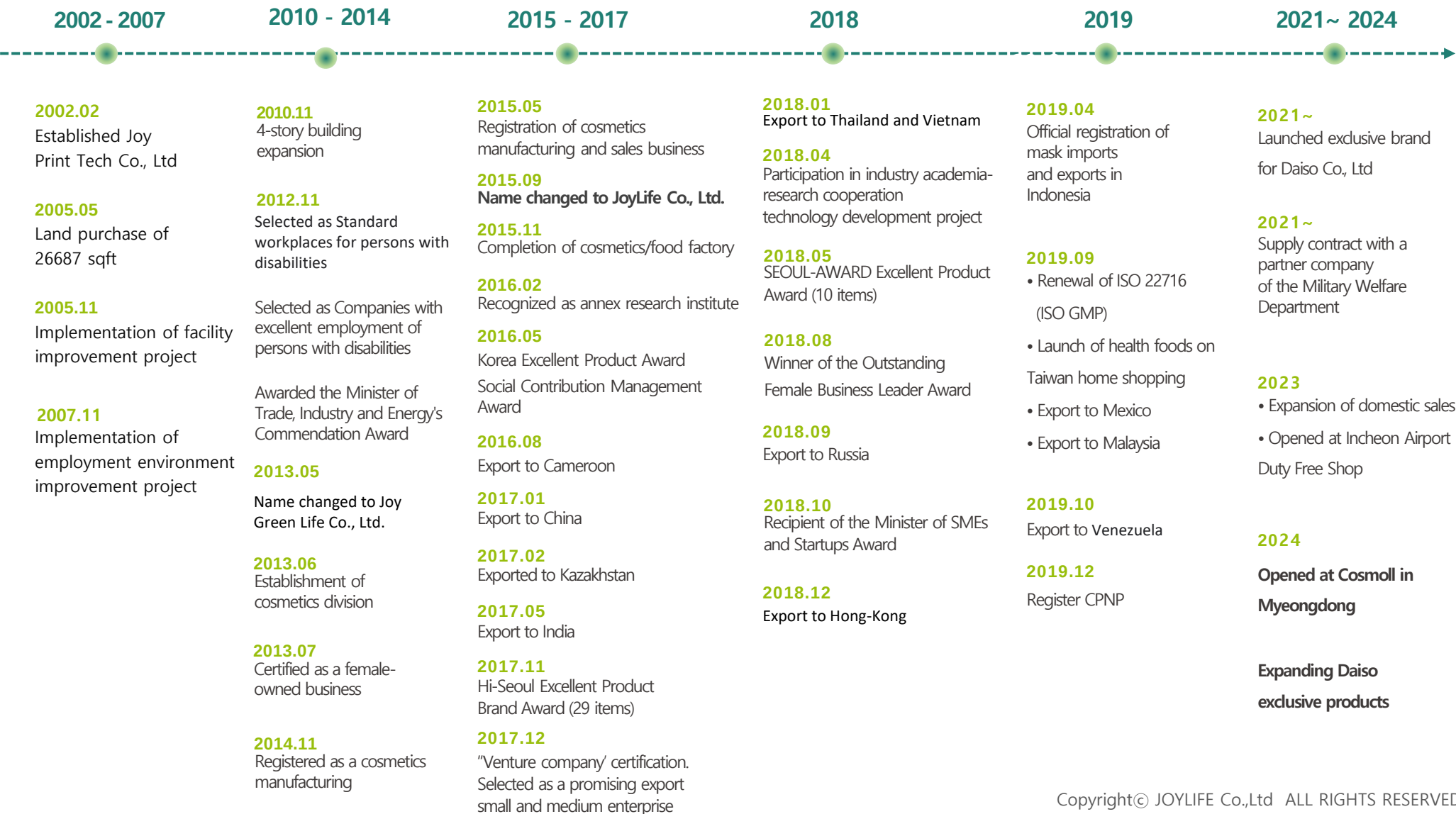
We believe that the future of our organization depends on the mindset and capabilities of each member, strive for self-development, and create a corporate culture that respects talent.

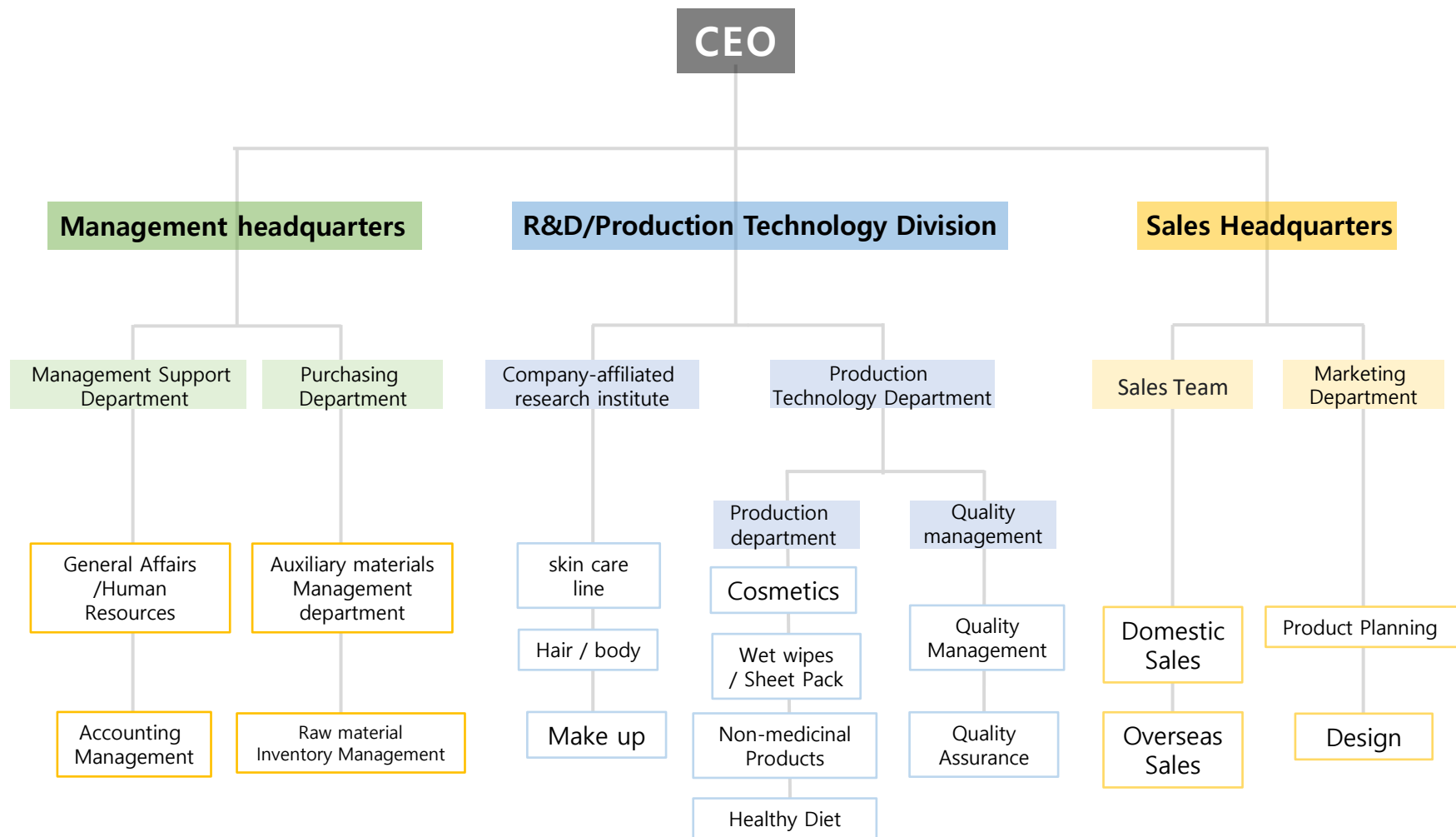


GLOBALITY

We respect the diversity of cultures and practices, aim for global excellence in all fields, and strive to become respected individuals and organizations as global corporate citizens.

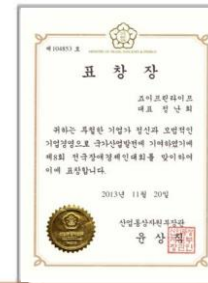
This is the record of change and innovation of Joy Life Co., Ltd. as it continues to take on new challenges.







Certificate of ISO 22716

Recognized as a corporate
research instituteCertificate of Cosmetic
manufacturing and salesCommendation from
the Minister of Industry and Trade

Korea Excellent Product Award

Small Business
Management Award

Hi Seoul Excellent Product Award

Seoul Award Excellent
Product Award

Reliable and safe manufacturing process

It is equipped with clean and systematic management facilities.

Our company has been recognized as a GMP institution by the Ministry of Food and Drug Safety and has clean manufacturing facilities.

We have created the best products with a thorough safety management system.



Combination of safe raw materials verified by the Ministry of Food and Drug Safety



systematically conducted research and development for several years



Know-how and technology accumulated as a cosmetics expert



Hygiene management system to ensure food safety



Clean manufacturing facility certified by GMP from the Ministry of Food and Drug Safety



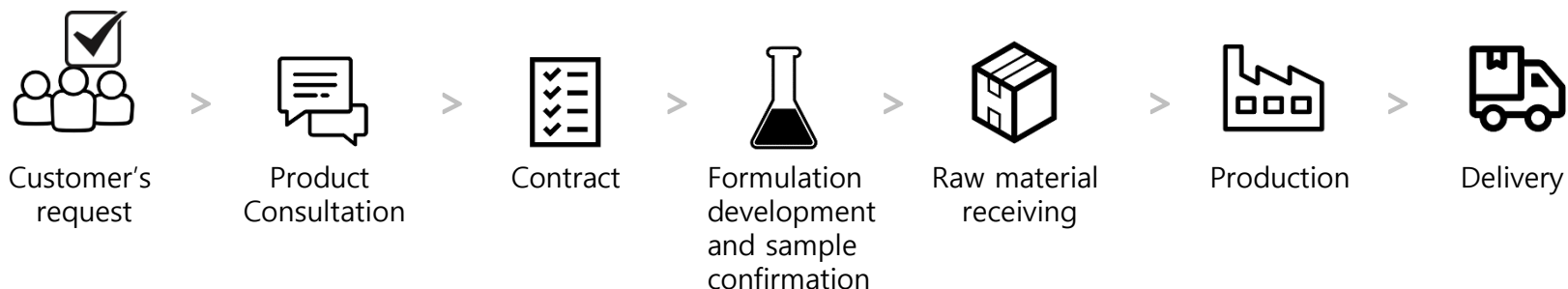
Completed human application testing Functionality

/Skin irritation test completed



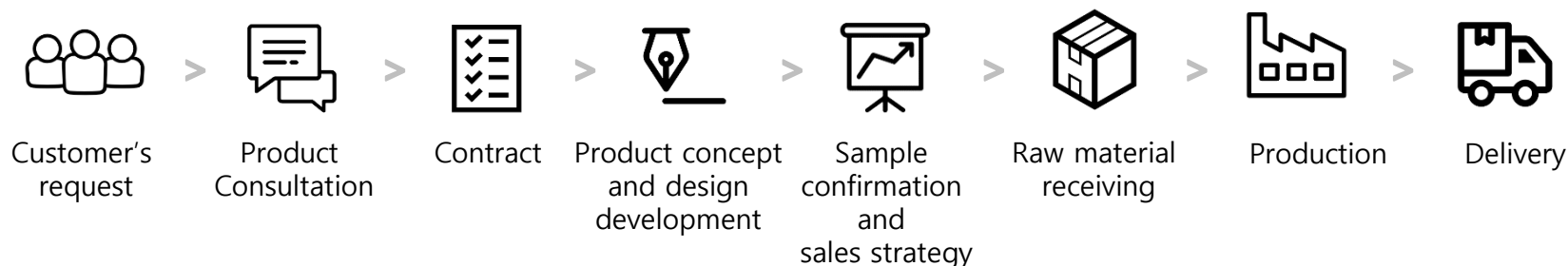
OEM (Original Equipment Manufacturing)

This is a method of producing finished products according to the orderer's request and attaching the orderer's trademark.



ODM (Original Development Manufacturing)

The entire process from product development to production/management/shipment is led by the manufacturer. It is an active development and production method.



**Basics
(skin care)**

Toner, emulsion, essence, ampoule, cream, cleansing, body product, hair product, perfume, etc.

Color Makeup

Makeup base, foundation, BB/CC cream, concealer, primer, eye shadow, eyeliner, eyebrow, blusher, lipstick, lip gloss, etc.

Functional

UV protection functionality, whitening functionality, wrinkle improvement functionality, etc.

Compact

Cushion compact, blusher (mesh, cushion), etc.

**Sheet Mask
Pack**

Peel-off pack, mask pack, wash-off pack, sleeping pack, etc.

**Functional cosmetics
Professional Research
and Development**

(Brightening/Wrinkling
Improvement
/UV-protective)

**Cosmetic
OEM/ODM**

(Basics/Color/Body)

Export business

(Export of Products/ Semi-
finished Products)



Make your beauty more valuable

For the best quality and reasonable price based on independent technology and know-how in product planning, we conduct research and development, packaging materials, design, and production quality control in-house.

Filled with skin-friendly ingredients, we will provide correct and healthy beauty that strengthens the skin's natural strength from the inside.

So that more people can enjoy our values together in everyday life JOYLIFE Co., Ltd. will always be closest to you.

Development of unique and differentiated products

JOYLIFE Co., Ltd.'s professional researchers conduct research and development by identifying trends and customer needs through thorough market research.

In addition, we are striving to develop differentiated products by maintaining smooth communication with our customers.

JOYLIFE Co., Ltd. continues its efforts to release safe and reliable products with excellent efficacy and effectiveness.





Multi Cica Repair

Skin barrier recovery,
Soothing repair combined
with Centella Asiatica Extract,
specialized for soothing
effects



Premium fermented peptide

Nature-friendly skin
regeneration cosmetic
composition combining
Lactobacillus fermentation
ingredients and mixed
extracts



Collagen Complex

Multi-collagen complex
containing collagen,
hyaluronic acid, and ceramide
to firm the skin from within.



24K Gold Formula

Antioxidant 24K Gold recipe
that provides powerful anti-
aging, including moisture
supply, moisturizing
enhancement, and wrinkle
improvement.

JOYLIFE Co., Ltd.'s greatest strengths are exports and global partnerships.

USA, Canada, Japan, Thailand, Vietnam, Laos, Kazakhstan,
Cambodia, Turkmenistan, Arab, Hong Kong, Russia, etc.

Exported to over 30 countries around the world



The biggest feature of Joy Life Co., Ltd. is its global partnerships.

We aim for global partnerships through participation in international exhibitions. Every year, we contact various buyers through domestic and overseas exhibitions to identify customer needs and analyze the overall cosmetics market. We strive to provide better services while pursuing social values that enable companies and society to grow together.



Beauty Expo 2020

- China (Guangzhou)
International Beauty Expo



Beauty Expo 2022

- Beauty Expo, Vietnam Cosmo
- Cosmo Proof, Las Vegas, USA
- Beauty Expo, Geumcheon-gu
North American



Beauty Expo 2023

- Cosmo Proof Exhibition in Bangkok,
Thailand
- Vietnam Ho Chi Minh Beauty
Exhibition
- Cosmo Proof, Las Vegas, USA
- Japan Osaka Cosmetics Exhibition
- Intercharm Korea



Beauty Expo 2024

- Beauty Expo, Ulaanbaatar, Mongolia

JUNGNANI

“To not lose the beautiful light”

JUNGNANI, launched under the name of CEO Jeong Nan-hee,

It is a highly functional premium brand that helps you feel confident in your skin.

Its excellent efficacy allows you to safely apply home aesthetic cosmetics.

Based on the brand philosophy, we bring beautiful changes to your skin and confidence.

Our products strengthen not only the skin's surface but also its underlying foundation.

We are an honest brand that only cares about our customers' skin.

Awaken the beautiful light and become a special being that attracts attention everywhere.

We present a new paradigm in the cosmetics market.

JNN-II

Can cosmetics really make your skin healthy?

We wonder if irritating ingredients are making our skin feel stuffy.

JNN-II started with this question.

For modern people's skin, which is increasingly weakened by fine dust, ultraviolet rays, and various types of stress, harsh prescriptions can actually cause illness.

We believe that healthy skin starts with nurturing its natural ability to regenerate itself. JNN-II aims to convey the pure vitality of nature to the skin.

'Our slogan is 'Turn back the clock on your skin with the beauty that blooms in flower buds.'

We have launched a diverse lineup comprised of skin-friendly and gentle ingredients. Hypoallergenic cosmetics that you can choose depending on your skin concerns provide a comfortable rest for your skin.

"Cosmetics that become healthier the more you apply them."

This is the sincere feeling that JNN-II wants to convey to the world.



FRAGRANER

Hair specialty brand that supplies high-end hair salons
 Since this is a product used by experts in the store,
 Joy Life Co., Ltd. has a variety of hair products using the best raw
 materials.
 From high-quality raw materials to high-performance products.

^ S U S FOR JOY LIFE

This is an exclusive trademark used for offline products at
 Daiso Co., Ltd., the largest distributor in Korea.
 This is a brand that symbolizes consistent beauty.



As a trendy Extract Liquid Concentrate
 sticks, health food brand, we currently have
 products with red ginseng, collagen,
 black bellflower, and cumin as the main
 ingredients.

nanoomith

It is a brand specializing in body/haircare and operates 1% of sales
 revenue as a welfare fund for the disabled.

※ Possession of various trademarks such as other foods and cosmetics

기도손 IZMIZ Joylife ejoylife.co.kr 짱하고 해뜰집
 SUNNYHOME MEYOMEYO AROMAJOY



SKIN CARE



JUNGNANI
HYPER FACIAL
LINE



JNN-II
24k GOLD EXPERT
CARE LINE



JNN-II
VITAL
LIGHTING
LINE



JNN-II
VOLUMIZING
LINE



JNN-II
SNAIL
SOLUTION
SERIES



JNN-II
24k Gold Halo
Ampoule



JNN-II
CICA TONER
PAD

SUN/BASE



JNN-II
DAILY
VELVET
SUN CREAM



JNN-II
COMPLETE
BB CREAM



JNN-II
ILLUMINATE
TONE UP
CREAM

MASK PACK



JNN-II
REAL FRESH
TROPICAL
MASK 5
TYPE



JNN-II
REAL REAL
ESSENCIAL
MASK 5 TYPE



JNN-II SPIDER
WEB 3TYPE

CLEANSING



AS:USHYPOAL
LERGENIC
CLEANSING
FOAM



AS:US
DEEP
FOAMING
CLEANSER



JNN-II
COLOR CLEANSE
FOAM CLEANSER
RADIANCE

SPECIAL TRAVEL



JNN-II
TRIANGLE MINI WASH
OFF PACK 6 TYPE



JNN-II 8 STEP TRAVEL
POUCH KIT



JNN-II 4 STEP SHOWER
POUCH KIT

HAND CREAM



JNN-II
DAILY MOOD HAND
CREAM 3 TYPE

FOOT



JNN-II
UREA FOOT CREAM

SPECIAL TISSUE



JNN-II
LIP&EYE REMOVER
TISSUE



JNN-II
CLEAN-I SAFE
HAND WIPES



JNN-II
CLEAN-I CARE
WIPES



JNN-II
CLEAN TOK
HAND GEL

HAIR CARE



FRAGRANER
LEAVE IN
HAIR ELIXIR



FRAGRANER
LEAVE-IN
HAIR REPAIR



FRAGRANER
INTENSIVE
HAIR OIL



FRAGRANER
ENHANCE
STYLING
CREAM

HEALTHY FOOD

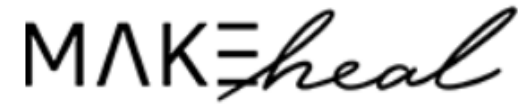


NATURE DAMEUN
POMEGRANATE JUICE
WITH NATURE 100



THE DAM-EUN HALU
(BLACK BELLFLOWER / SOLUBLE CURCUMIN
/ RED GINSENG / COLLAGEN)

OEM / ODM CUSTOMERS



NEW FACE · NEW LIFE
JOY LIFE

Thank You

