

K-Beauty

LARA CLARA BRAND BOOK

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LARA CLARA

Brand Story

The experience of using our delightful cosmetics with LARA CLARA

LARA CLARA is a brand born out of relentless dedication to creating skincare products that promote healthy skin, with the belief that what we make is something I and my family would use.

Our mission is to spread the goodness far and wide, illuminating more people. LARA CLARA aims to gift confidence and joy, allowing everyone to feel their most beautiful, no matter where they are.

Experience a delightful and happy beauty ritual with LARA CLARA, accompanied by the cheerful laughter that defines us.

LARA CLARA creates a natural radiance, like your own skin, even after makeup, offering the comfort of bare skin as if you haven't applied anything.

LARA CLARA



Cosmeceutical Brand, LARA CLARA

LARA CLARA, a beauty cosmetic specialist, brings laughter into the world of beauty. As a cosmeceutical brand, we prioritize both beauty and skincare, considering even sensitive skin.

In the face of various harmful substances and external environmental factors that tire and sensitize the skin, LARA CLARA is here to provide joy, helping your skin become beautiful and healthy.

CEO MESSAGE

"LARA CLARA" always values the needs and opinions of our customers. Your voices have been a constant source of inspiration and motivation throughout our journey. Therefore, we are dedicated to doing our best to provide products that our customers desire.

For example, many customers expressed a desire for brighter colors in the LARA CLARA Bio Cover Night product. Taking this valuable feedback into consideration, we promptly conducted research and development, introducing new light beige and pure beige colors. By listening to and realizing the needs of our customers, we enable more individuals to express their beauty confidently with our products.

Through such experiences, we are committed to growing together with our customers and striving to provide better products and services. Our brand story is a result of this warm interaction and collaboration. LARA CLARA is not just a cosmetics brand; it is a space for shared values and communication.

We express gratitude to everyone who has participated in our brand, and we look forward to continuing our journey together. LARA CLARA promises to always strive to create only 'the best.'

LARA CLARA Inc.
CEO HYOJU KIM

A stylized, handwritten signature in black ink, likely belonging to Hyoju Kim, the CEO of LARA CLARA Inc. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

LARA CLARA Inc. History

2024.08

- Signed a MOU worth \$1 million with Icon International in Vietnam

2024.07

- Participation in INTERCHARM Korea 2024 (Seoul COEX)

2024.06

- Participation in Beauty Festa Hyundai Department Store Mia branch

2024.05

- Participation in 2024 Cosmobeauty SEOUL COEX
- Participation in 2024 China Shanghai CBE
- Winning the Glowpick 24 Awards for the first half of the year (BB cream, ampoule, mist category)

2024.03

- Participation in Bologna COSMOPROF, Italy
- Participation in New York IECSC/IBS, US

2024.01

- Participation in COSME WEEK Tokyo, Japan

2023.12

- Participation in K-Beauty Pop-up Store in Frankfurt, Germany
- Glowpick's New Ampoule Product Wins Best Rookie (1st Place in Skincare Category)

2023.11

- Pop-up Store at Namba Marui Department Store in Osaka, Japan
- Participation in K-Lifestyle in Japan in Nagoya, Japan
- Event with a Pop-up Store at AEON Mall in Nagoya, Japan
- Pop-up Store at Yurakucho Marui Department Store in Tokyo, Japan
- Conversion to a Corporate Business Entity for LARA CLARA Inc.
- Winner of the 2023 Glowpick Awards in the Oil Mist category

2023.10

- Participation in Cosmetic 360 Exhibition in Paris, France
- Pop-up Store at AEON Mall in Osaka, Japan
- Glowpick's New Product Tops the Skincare Category at 1st Place [Lara Clara Bio Exo Age Hemp Mist Serum]

2023.09

- Event at Hep Five Pop-up Store in Osaka Umeda
- Participation in Incheon Songdo Beauty and Health Care Show
- Participation in Seoul Beauty Week Exhibition
- Participation in Seoul Beauty Trade Show
- Glowpick's Oil Mist Hall of Fame (10 Consecutive Weeks at 1st Place)
- Release of EXO-AG MTS AMPOULE

2023.08

- Glowpick's BB Cushion Category Takes 1st Place
- Glowpick's BB Cushion Hall of Fame (10 Consecutive Weeks at 1st Place)
- Participation in the Tokyo Drugstore Show in Japan
- Release of EXO-AG HEMP MIST SERUM

2023.07

- Release of New Product, BIO COVER BALM (Pure Beige)

2023.06

- OKTA Expands Overseas with Business Operations
- Start of Advertising and Sponsorship for SBS Radio

2023.05

- Selected for the KOTRA Entry Program for Osaka Online Distribution & Network, and Export Agreement with Japanese Buyers
- LARA CLARA collaborates with Beauty Creators (Successful Collaboration - Sellout)
- Signed Advertising and Sponsorship Agreement with SBS Radio

2023.03

- Naver Shopping Live Top Sales in the Beauty Category
- Release of New Product, BIO COVER BALM (Light Beige)
- Signing of Branded Advertisement Contract with Beauty Creator and Successful Collaboration Sellout

2023.02

- Selection of Domestic Company for Export Business Expansion by KOTRA

2023.01

- Execution of a beauty creator branded advertising contract & collaboration, leading to successful sell-out of the featured products

2022.12

- Entry into contrancherrier(Paju branch) and Tom&Toms Coffee Pop-up Stores.

2022.11

- Official launch of LARA CLARA Bio Cove Balm

2022.08

- OEM Agreement with Manufacturing Company
- Establishment of LARA CLARA
- Application for Trademark Registration (3 cases) for the LARA CLARA Symbol and Text Logo

2022.07

- "LARA CLARA" brand trademark application (2 cases)



Product Introduction

LARA CLARA BIO COVER BALM

LARA CLARA EXO-AG HEMP MIST SERUM

LARA CLARA EXO-AG MTS AMPOULE

LARA CLARA EXO-AG MTS PEPTIDE CREAM



Makes Skin Breathe New Concept BB Cushion



LARA CLARA BIO COVER BALM



LARA CLARA BIO COVER BALM

Skin tone correction

Darkening free

3 color options

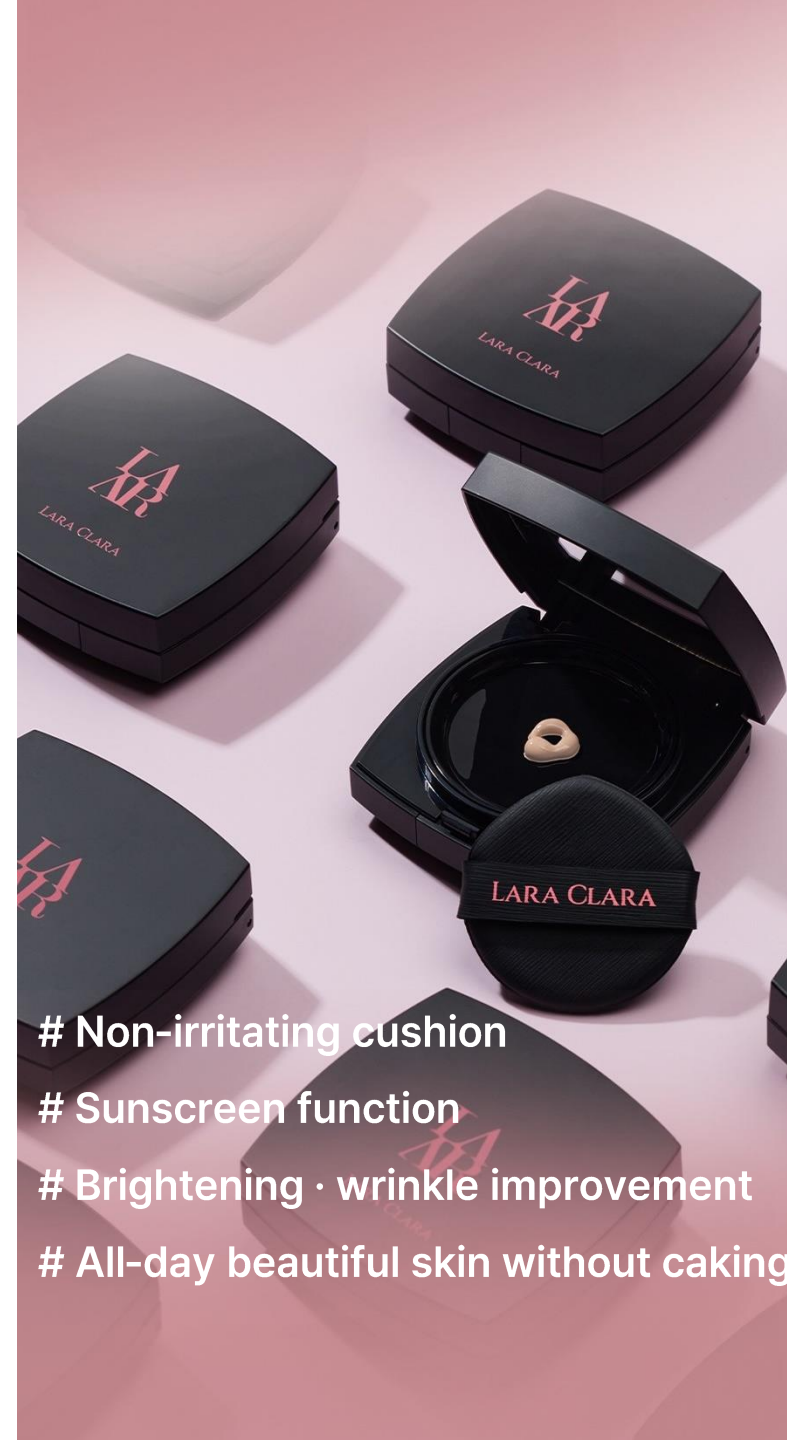
Comfortable & Beautiful skin texture

Hygienic Airless Container

**Comfortable like your own skin,
Skin Barrier Care Regenerative BB Cushion**

LARA CLARA BIO COVER BALM

- 01 LARA CLARA Bio Cover Balm undergoes a fermentation process and low-temperature maturation, micronizing its ingredients through a special method. This minimizes harmful components and enhances the concentration of beneficial ingredients, promoting superior adhesion.
- 02 This product provides care for damaged skin, promoting elasticity and creating resilient skin. It's a Skin-breathing innovative BB cream that allows the skin to breathe, offering a natural and radiant complexion.
- 03 This product provides protective and soothing effects for skin damaged by dermatological treatments or laser procedures, as well as exposure to UV radiation. Its formulation feels weightless and comfortable, almost as if you're not wearing makeup.
- 04 This makeup base item ensures a beautiful skin texture throughout the day by avoiding the grayish tones or darkening typical of BB creams. With excellent spreadability and adherence, it prevents being cakey for a radiant complexion.
- 05 Utilizing an airless pumping container, this product prevents exposure to external air, ensuring a more hygienic usage that helps prevent skin troubles. Additionally, it offers the advantage of long-term use.



Non-irritating cushion

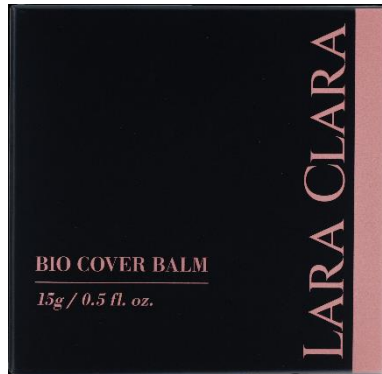
Sunscreen function

Brightening · wrinkle improvement

All-day beautiful skin without caking

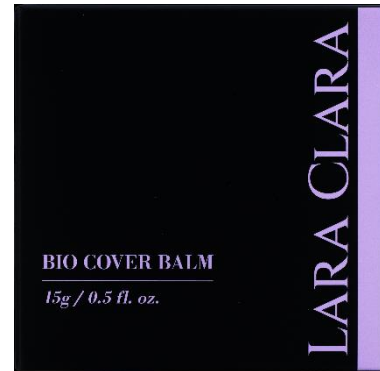
Release of New Colors BIO COVER BALM

- In response to our customers who love the texture of LARA CLARA Regenerative BB Cushion, we have released additional colors following the existing Natural Beige.
- Introducing Light Beige and Pure Beige to meet the diverse color preferences of our valued customers.



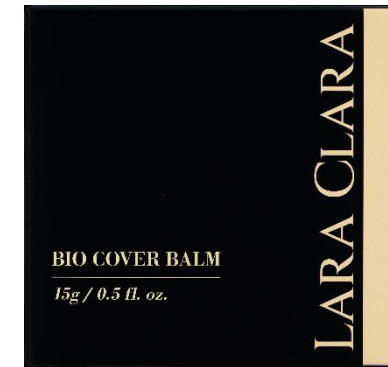
Natural Beige

Released in October 2022



Light Beige

Released in April 2023



Pure Beige

Released in August 2023

3 color options to choose based on your skin expression



1 BIO COVER BALM (BB Cushion) Color : Pure Beige 15g

Yellow-based pure glow formulation that shines even brighter

- 17~19 N (21 N available)
- Strengthen skin protection and calming
- Moisturizing skin expression
- Sun Care Function



2 BIO COVER BALM (BB Cushion) Color : Light Beige 15g

Pink-based semi-glow formulation with a soft finish.

- 19 ~ 21 N
- Skin protection and soothing
- Smooth skin expression
- Strengthen Sun Care Function



3 BIO COVER BALM (BB Cushion) Color : Natural Beige 15g

Moist glow formulation with a naturally radiant pink base

- 21 ~ 22 N or 23 N
- Strengthen skin protection and calming
- Moisturizing skin expression
- Sun Care Function

BIO COVER BALM

- 1 Since the air is completely sealed off, there is little risk of product degradation, making it safe to use.
- 2 Cross-contamination caused by puffs is prevented, so it can be used hygienically without causing skin irritation.
- 3 The internal plate moves up to the top, allowing you to use all of the product.



It can be used more hygienically with an airless container

When you press the bottom of the product, the BB cream formula is dispensed.

AIRLESS
PUMPING
CONTAINER



LARA CLARA

COSMECEUTICAL BRAND

R



LARA CLARA SKIN CARE

4th Generation Skin Booster EXOSOME& BIO MICRO NEEDLE SKIN CARE

EXO-AG HEMP MIST SERUM

HEMPSEED OIL

EXOSOME-AG

EXO-AG MTS AMPOULE

**EXOSOME-AG
+ BIO MICRO NEEDLE**

EXO-AG MTS PEPTIDE CREAM

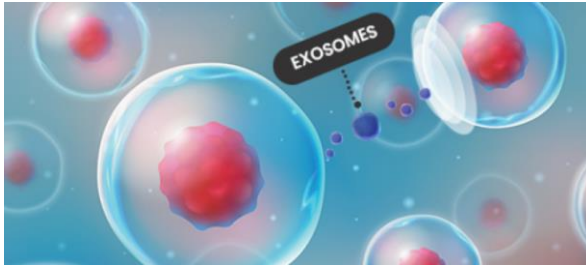
**EXOSOME-AG
+ BIO MICRO NEEDLE**

*AG : Aloe vera + Fermented Black Garlic

EXO-AG HEMP MIST SERUM
EXO-AG MTS AMPOULE
EXO-AG MTS PEPTIDE CREAM

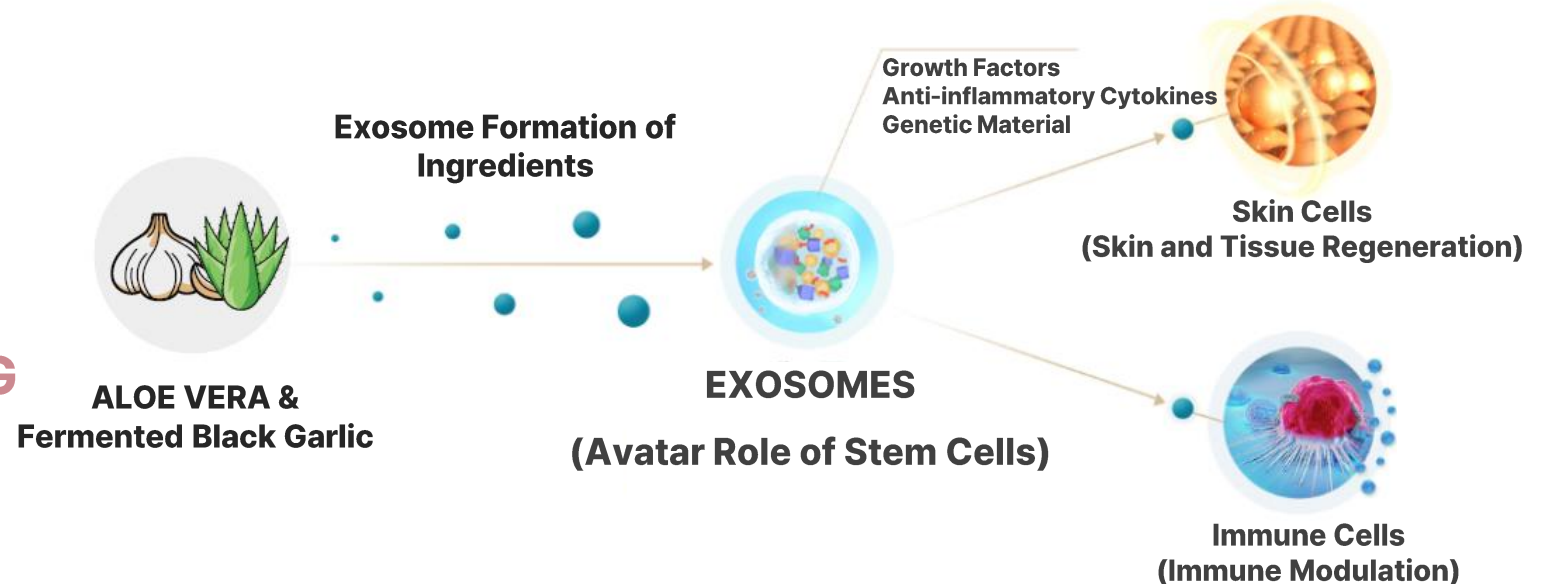
4th Generation Skin Booster EXOSOME-AG

Main Ingredient : EXOSOME?



As a substance that transmits signals between cells, it can directly convey information from healthy cells to unhealthy skin cells, helping to regenerate skin tissue and provide nourishment.

The Mechanism of Action of EXOSOME-AG

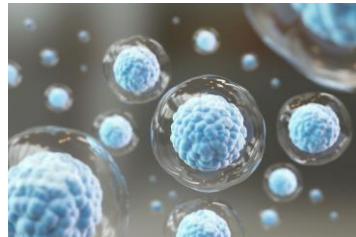


EXO-AG HEMP MIST SERUM
EXO-AG MTS AMPOULE
EXO-AG MTS PEPTIDE CREAM

Main Ingredient : EXOSOME?



EXOSOME-AG is an exosome extract, approximately 50 to 200 nm in size, derived from fermented black garlic and aloe vera. It contains DNA, RNA, and peptides, which help regenerate damaged skin.

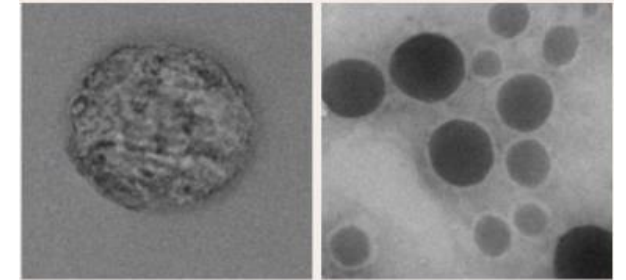


At a size 1,200 times smaller than a strand of hair, it allows effective ingredients such as minerals and amino acids to be deeply absorbed into the skin.

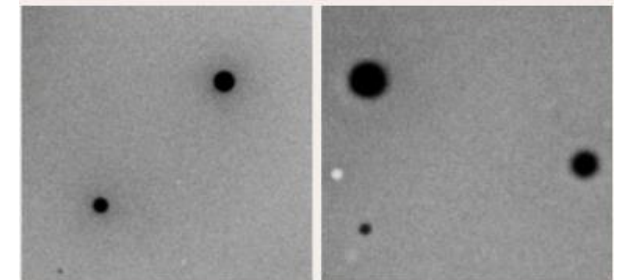


4th Generation Skin Booster EXOSOME-AG

TEM Image of Aloe Vera EXOSOME



TEM Image of Garlic EXOSOME



*TEM : Transmission Electron Microscope, 투과 전자 현미경

Moisturizing skin hydration

Firming skin elasticity Exosome Mist



LARA CLARA
EXO-AG HEMP MIST SERUM

EXO-AG HEMP MIST SERUM

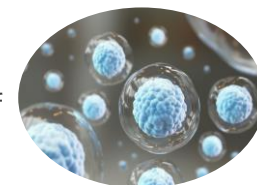
Moisture Lock & Elastic Skin Regeneration Care

- # Strengthening Skin Elasticity
- # Prevention of excessively oily skin
- # Addressing the Root Causes of Skin trouble
- # Soothing Sensitive and Dehydrated Skin
- # Formulated with Fatty Acids Similar to Skin Lipid Structure
- # Deeply Penetrates Pores for Purification of Harmful Substances in the Skin



EXOSOME-AG

- 01 Highly functional mist-type serum for brightening and wrinkle improvement made with exosomes of fermented black garlic and aloe vera



HEMPSEED OIL

- 02 Hemp seed oil 60,000ppm Protein, omega 3 and 6 essential fatty acids rich nutrition and vitality



PEPTIDE COMPLEX

- 03 Skin regeneration & strengthening skin barrier collagen synthetic low molecular peptide



The perfect combination of exosome, hemp seed oil, and peptide

LARA CLARA EXO-AG HEMP MIST SERUM

- 01 Fermented black garlic and aloe vera are exosome-activated, allowing deep penetration of effective ingredients for powerful anti-aging mist serum with regeneration, whitening, and wrinkle improvement effects.
- 02 Improving problematic and dry skin, this mist can care for sensitive skin as well.
- 03 Containing hemp seed oil rich & protein, omega-3, and 6, this oil mist provides ample nutrition and vitality to the skin. Despite being an oil mist, it leaves a fresh sensation without feeling stuffy, maintaining moisture for an extended period.
- 04 Formulated with 6-free formulation, excluding 6 harmful ingredients.
- 05 Utilizing natural aroma oils, it offers a subtle citrus scent and avoids the use of artificial colorants and fragrances.
- 06 The mist can be applied gently with a fog spray, and it is confirmed to be non-irritating through a low-irritation test, ensuring safe use.
- 07 The combination of exosomes (patented), hemp seed oil, and peptides contributes to skin hydration and elasticity maintenance.



ALL IN ONE SKIN CARE

EXO-AG HEMP MIST SERUM



- POINT 1** Can be used as a substitute for skin or toner during basic skincare. (Can also be used for makeup touch-ups.)
- POINT 2** For a flawless, hydrated makeup look all day long, spray just before applying makeup to avoid any flaking or dryness. (Recommended to use with BIO COVER BALM.)
- POINT 3** Repeat the spray 2-3 times or apply a few more sprays after a few minutes to maintain a more hydrated skin texture. (Can be used after makeup as well.)
- POINT 4** For enhanced moisturizing effects, gently pat the product after spraying rather than leaving it to air dry.
- POINT 5** Depending on your skin type, condition, or weather, you can use it without shaking to separate the oil layer and apply it as a water mist (exosome + low molecular peptide complex).

※ EXO-AG HEMP MIST SERUM does not use artificial fragrances or colorants. (6 FREE FORMULATION)

※ It has a subtle citrus scent, making it gentle, non-irritating, and safe to use. (Fragrance: Natural aroma oils used)

Exosome & Bio Micro Needle
Powerful Anti-Inflammatory, Antioxidant,
and Anti-Aging Benefits



LARA CLARA
EXO-AG MTS AMPOULE

Exosome & Bio Micro Needle, Skin Elasticity

LARA CLARA EXO-AG MTS AMPOULE

- 01 An ampoule with exosome from fermented black garlic and aloe vera, allowing deep penetration of effective ingredients for regeneration, whitening, wrinkle improvement, and antioxidant functions.
- 02 Bio micro-needles (natural micro-needles infused with bifida ferment lysate and collagen) penetrate problematic skin and wrinkles, enhancing skin regeneration by accelerating the production of new cells. This highly concentrated EGF ampoule cares for depleted skin vitality and wrinkled skin texture, fostering a revitalized and youthful complexion.
- 03 Effective for improving the delicate skin around the eyes, targeting fine lines and wrinkles.
- 04 Gently press or massage the ampoule into the skin after application to enhance penetration and maximize skin improvement effects.
- 05 This ampoule contains patented exosome ingredients and bio micro needles (SPICUS).



EXO-AG MTS AMPOULE

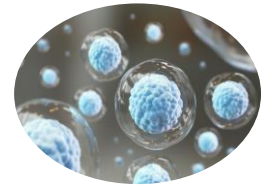
Natural Micro Needles for Powerful Anti-Aging Effects

- # Powerful Anti-Aging
- # Plant-Derived Stem Cells
- # Firm and Elastic Moisture Barrier
- # Care for Sensitive and Damaged Skin Regeneration
- # Bio Micro Needles (Containing Natural Micro Needles)



EXOSOME-AG

- 01** Highly functional ampoule for brightening and wrinkle improvement made with exosomes of fermented black garlic and aloe vera



BIO MICRO NEEDLE (SPICUS)

- 02** A substance where plant-based collagen and bifida ferment lysate are coated onto natural micro-needles, effectively delivering collagen and skin-active ingredients to the dermal layer



PEPTIDE COMPLEX

- 03** Skin Regeneration & Skin Barrier Reinforcement Collagen Synthesis Low-Molecular-Weight Peptides



EXO-AG MTS AMPOULE

More convenient to use with an auto-dropper design.

Equipped with an auto-dropper, the ampoule formulation automatically fills the dropper when you twist off the cap. Pressing the top of the cap releases the formulation.



AUTO DROPPER

EXOSOME & BIO MICRO NEEDLE

Enhancing Skin Elasticity · Hydrating · Skin Tone-Up



LARA CLARA
EXO-AG MTS PEPTIDE CREAM

EXOSOME & BIO MICRO NEEDLE, Enhancing Skin Elasticity · Hydrating · Skin Tone-Up

LARA CLARA EXO-AG MTS PEPTIDE CREAM



- 01 The cream with exosome from fermented black garlic and aloe vera, allowing deep penetration of effective ingredients for regeneration, whitening, wrinkle improvement, and antioxidant functions.
- 02 The bio micro needles (natural micro needles coated with bifida ferment lysate and collagen) ingredients penetrate into problematic skin, wrinkles, and more, accelerating skin regeneration by promoting the rapid generation of new cells. This helps care for decreased skin activity and addresses the texture of wrinkled skin due to aging, fostering vibrant and youthful skin with renewed energy.
- 03 The low-molecular-weight peptide complex aids in improving elasticity and reducing wrinkles, while balancing the skin's equilibrium to provide a quick moisturizing effect.
- 04 The efficacy of Skin Implant helps inhibit melanin synthesis, brightening the skin tone.
- 05 The cream contains patented exosome and bio micro needle (SPICUS) ingredients.

EXO-AG MTS PEPTIDE CREAM

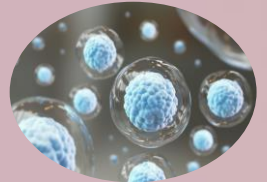
Skin Implant with skin regeneration and circulation functionalities

- # Promotes Melanin Cell Excretion in the Skin
- # Natural Skin Tone Enhancement
- # Peptide Complex for Improved Skin Elasticity
- # Plant-derived Exosome (Aloe Vera & Fermented Black Garlic)
- # Bio Micro needles (Naturally Coated Micro needles)



EXOSOME-AG

- 01 Highly functional cream for brightening and wrinkle improvement made with exosomes of fermented black garlic and aloe vera



BIO MICRO NEEDLE (SPICUS)

- 02 A substance where plant-based collagen and bifida ferment lysate are coated onto natural micro-needles, effectively delivering collagen and skin-active ingredients to the dermal layer



PEPTIDE COMPLEX

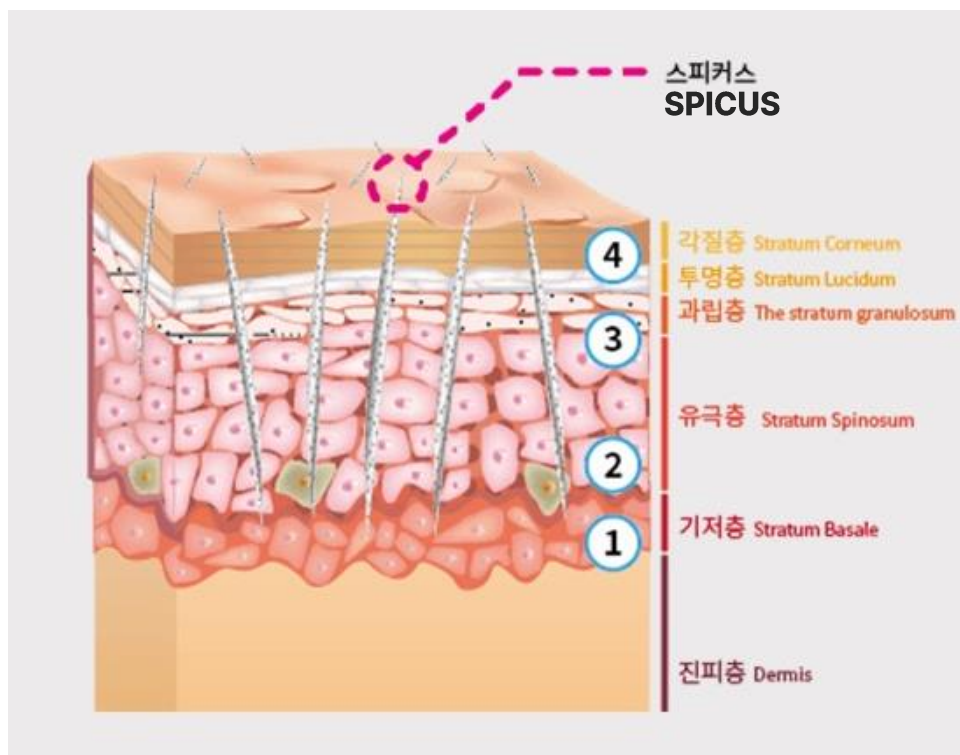
- 03 Skin Regeneration & Skin Barrier Reinforcement Collagen Synthesis Low-Molecular-Weight Peptides



EXO-AG MTS AMPOULE
EXO-AG MTS PEPTIDE CREAM

Main Ingredient : SPICUS?

BIO MICRO NEEDLE



SPICUS is a patented ingredient that features plant-based collagen, including Hibiscus manihot Extract and Bifida Ferment Lysate, derived from pure marine organisms in pristine seas. This ingredient promotes collagen production in skin fibroblasts.

Patent Number: 10-2-2022-007981

The main component is natural bio micro-needles, which penetrate the entire facial skin. By massaging with these needles, blood circulation is enhanced, and oxygen supply to the cells is facilitated.

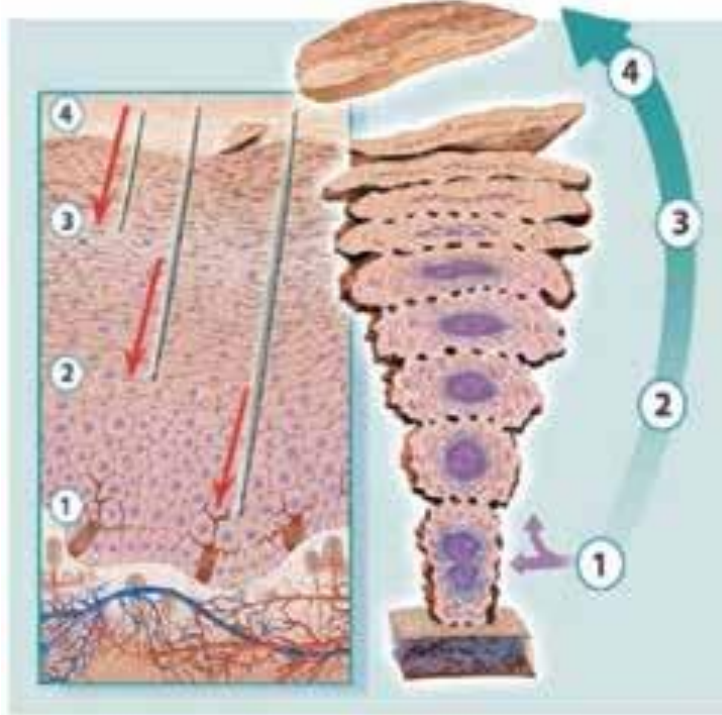


Spongilla lacustris

EXO-AG MTS AMPOULE
EXO-AG MTS PEPTIDE CREAM

Main Ingredient : SPICUS?

BIO MICRO NEEDLE



1. Improves skin circulation, contributing to clearer skin
2. Stimulates cells to accelerate the skin's turnover cycle and enhance lifting effects.
3. Effective ingredients deep into the skin, promoting skin regeneration.



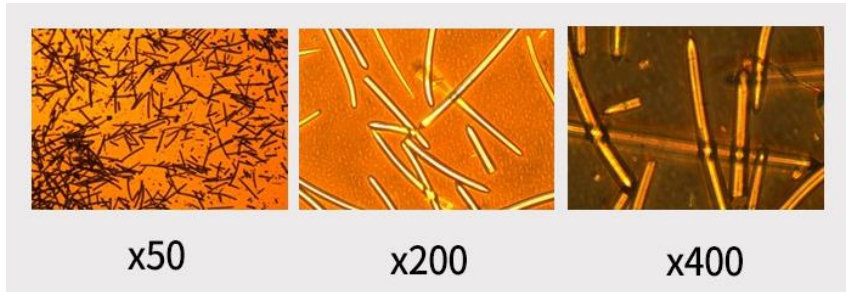
With its ultra small capillaries with diameter of 0.5~1.0㎞ and

** The central part features porous holes ranging from 10 to 40 nm in size, which act as pathways for the delivery of nano-sized active ingredients, effective substances, and oxygen.

EXO-AG MTS AMPOULE
EXO-AG MTS PEPTIDE CREAM

Main Ingredient : SPICUS?

BIO MICRO NEEDLE



The natural BIO MICRO NEEDLES, with effective ingredients nano-sized (one billionth of a meter), deeply penetrate the basal layer, making the skin clear and transparent while rejuvenating it for a youthful, vibrant appearance.



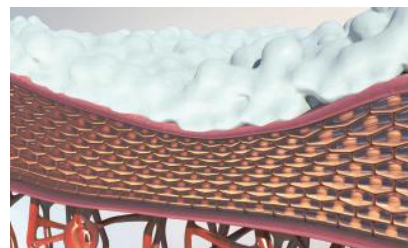
Bio Micro Needle seen from electron microscope

EXO-AG MTS AMPOULE
EXO-AG MTS PEPTIDE CREAM

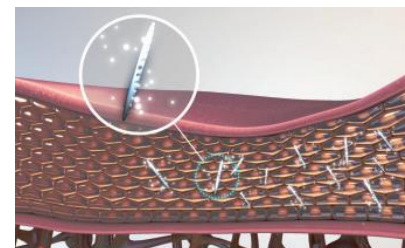
Main Ingredient : SPICUS?

BIO MICRO NEEDLE

The mechanism of action of the SPICUS



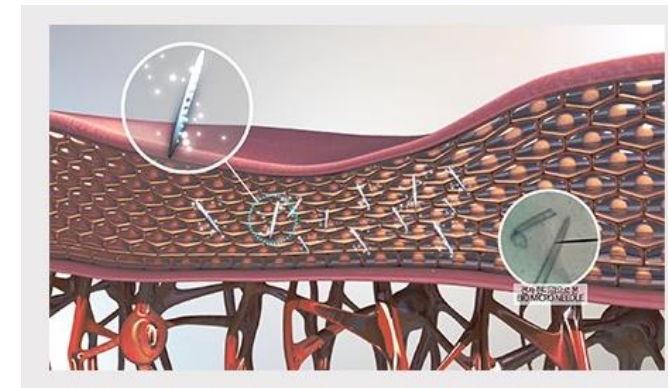
Application of LARA CLARA
MTS product on damaged skin



Penetration and action of BIO
Micro Needles

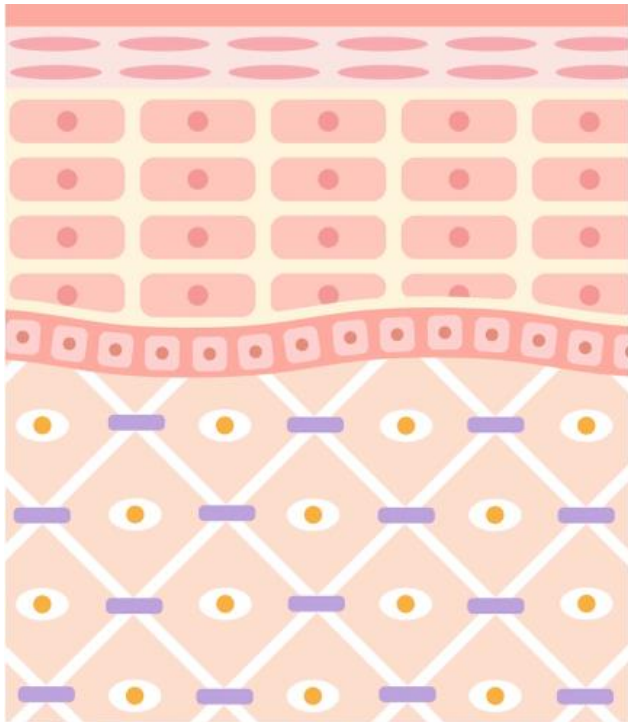


Improved skin condition



EXO-AG MTS AMPOULE
EXO-AG MTS PEPTIDE CREAM

Main Ingredient : PEPTIDE?



Helps activate enzymes that cross-link elastin and collagen.

*원료적 특성에 한함

It has excellent skin compatibility and contains ingredients that promote the synthesis of collagen and elastin, key components for skin elasticity. It helps improve wrinkles, strengthen the skin barrier, regenerate the skin, and provide antioxidant benefits.

1. Excellent effects on wound healing and tissue repair
2. Enhances elasticity for wrinkle improvement and strengthens skin barrier function
3. Promotes healing of inflammation caused by skin damage
4. Aids in regenerative care by replacing damaged proteins with healthy tissue
5. Provides antioxidant benefits, activates vascular function, and promotes moisture retention and protein formation
6. Stimulates collagen and elastin synthesis

EXO-AG MTS PEPTIDE CREAM

**AIRLESS
PUMPING
CONTAINER**



More Hygienic Use with an Airless Container

The cream formula is stored in an airless pump container, preventing exposure to air or direct contact with hands. This helps avoid easy spoilage or contamination, allowing for hygienic use.

You can use the cream by opening the cap and pressing the bottom of the container.

Combination of LARA CLARA Product Usage



- EXO-AG HEMP MIST SERUM can be used as a substitute for toner and essence after cleansing (ALL IN ONE).
- EXO-AG MTS AMPOULE is suitable for daily use, and you can also apply it selectively to areas with concerns such as wrinkles or problematic skin.

Product Survey Evaluation

Clinical Trial Survey

- Test Product: EXO-AG MTS AMPOULE
- Clinical Institution: Human Skin Clinical Trial Center Co., Ltd.
- Test Period: April 24, 2024
- Number of Participants: 22

EXO-AG MTS AMPOULE

7.4 Results of Survey evaluation

The following are the results of a survey conducted and analyzed on the efficacy and quality, given to test participants.(Table 7)

Table 7. Results of Survey

Survey on the Efficacy of the Test Product	Satisfaction
1. It seems to have a pore size improvement effect after one use.	100.0%
2. It seems to have a skin texture improvement effect after one use.	100.0%
Survey on the Quality of the Test Product	Satisfaction
1. The product has a pleasant texture.	100.0%
2. The product absorbs well into the skin.	95.5%
3. The product has a pleasant scent.	100.0%
4. I would recommend this product to others.	100.0%
5. I am generally satisfied with the product.	100.0%

*답변 척도

1: 매우 동의하지 않음

2: 동의하지 않음

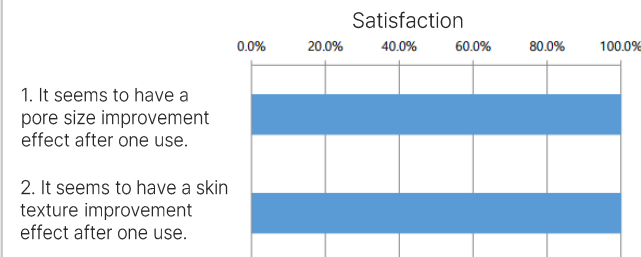
3: 약간 동의하지 않음

4: 약간 동의함

5: 동의함

6: 매우 동의함

Survey on the Efficacy



Survey on the Quality



* 100% Willingness to Recommend to Others, 100% Product Satisfaction

Product Survey Evaluation

Clinical Trial Survey

- Test Product: EXO-AG MTS PEPTIDE CREAM
- Clinical Institution: Human Skin Clinical Trial Center Co., Ltd.
- Test Period: April 24, 2024
- Number of Participants: 22

EXO-AG MTS PEPTIDE CREAM

7.5 Results of Survey evaluation

The following are the results of a survey conducted and analyzed on the efficacy and quality, given to test participants.(Table 8)

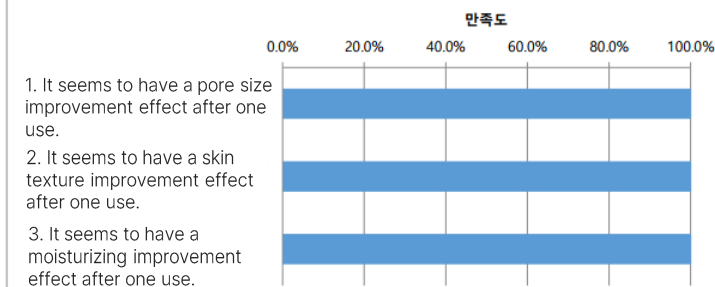
Table 8. Results of Survey

Survey on the Efficacy of the Test Product	Satisfaction
1. It seems to have a pore size improvement effect after one use.	100.0%
2. It seems to have a skin texture improvement effect after one use.	100.0%
3. It seems to have a moisturizing improvement effect after one use.	100.0%
Survey on the Quality of the Test Product	Satisfaction
1. The product has a pleasant texture.	100.0%
2. The product absorbs well into the skin.	100.0%
3. The product has a pleasant scent.	100.0%
4. I would recommend this product to others.	100.0%
5. I am generally satisfied with the product.	100.0%

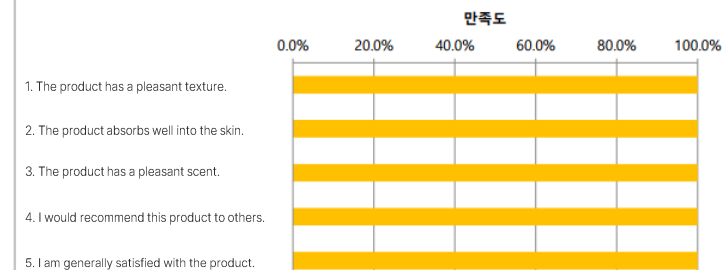
*답변 척도

- 1: 매우 동의하지 않음
- 2: 동의하지 않음
- 3: 약간 동의하지 않음
- 4: 약간 동의함
- 5: 동의함
- 6: 매우 동의함

효능 설문



품질 설문



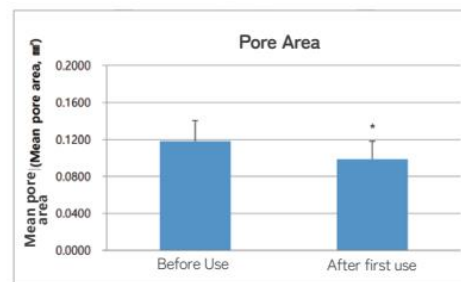
* 100% Willingness to Recommend to Others, 100% Product Satisfaction

Clinical Trial Results

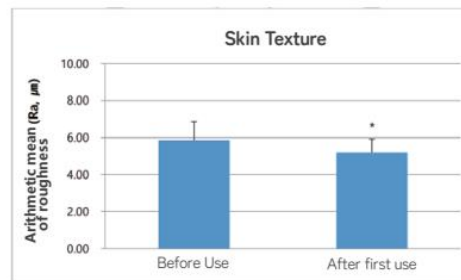
Improvement of Pore Size Improvement of Skin Texture

- Test Product: EXO-AG MTS AMPOULE
- Clinical Institution: Human Skin Clinical Trial Center Co., Ltd.
- Test Period: April 24, 2024
- Number of Participants: 22

EXO-AG MTS AMPOULE



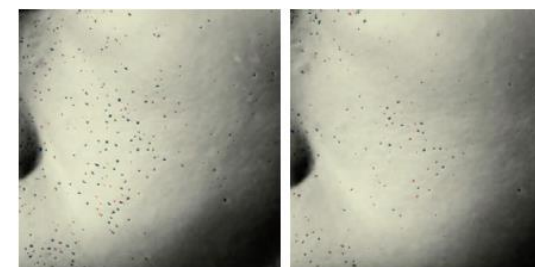
*Significant difference ($p < 0.05$, comparison to initial value).



*Significant difference ($p < 0.05$, comparison to initial value).

Improvement in pore area

After using **LARA CLARA EXO-AG MTS AMPOULE**, it was confirmed that the pore area reduction rate was **16.47%**. (after first use)

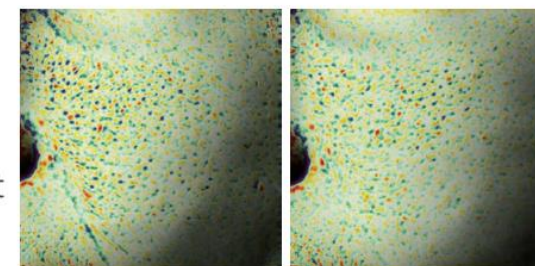


Before Use

After first use

Improvement in skin texture

After using **LARA CLARA EXO-AG MTS AMPOULE**, the skin texture improvement rate was confirmed to be **11.50%**. (after first use)



Before Use

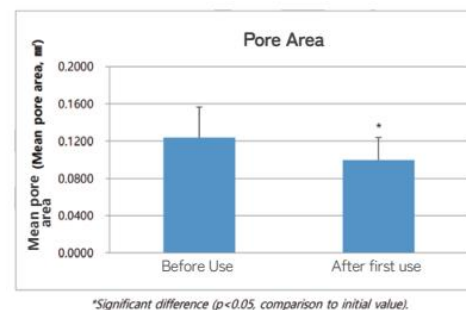
After first use

Clinical Trial Results

Improvement of Pore Size Improvement of Skin Texture Improvement in Skin Hydration

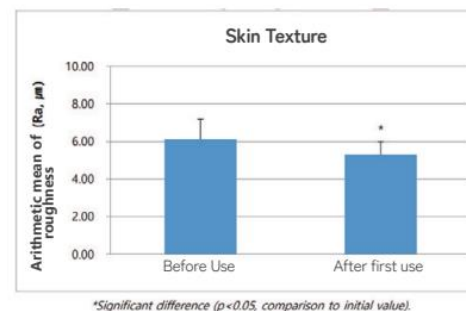
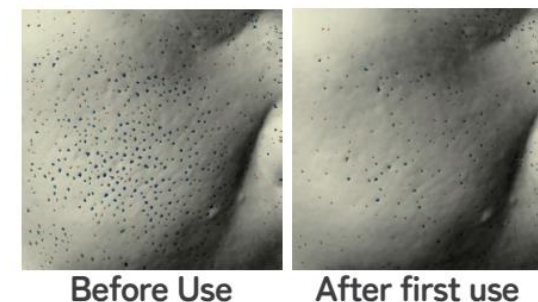
- Test Product: EXO-AG MTS PEPTIDE CREAM
- Clinical Institution: Human Skin Clinical Trial Center Co., Ltd.
- Test Period: April 24, 2024
- Number of Participants: 22

EXO-AG MTS PEPTIDE CREAM



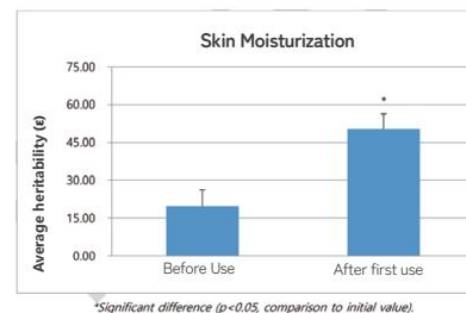
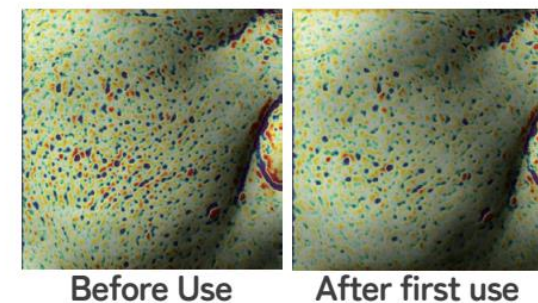
Improvement in pore area

After using **LARA CLARA EXO-AG MTS PEPTIDE CREAM**, it was confirmed that the pore area reduction rate was **19.58%**. (after first use)



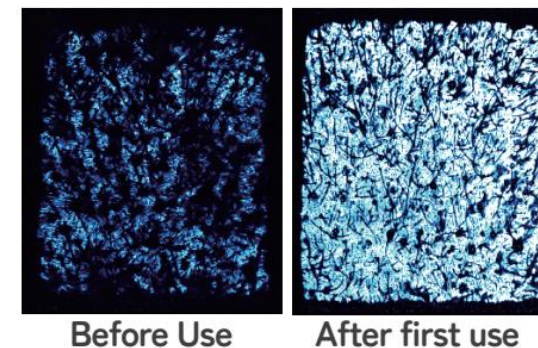
Improvement in skin texture

After using **LARA CLARA EXO-AG MTS PEPTIDE CREAM**, the skin texture improvement rate was confirmed to be **13.30%**. (after first use)



Improvement in skin moisturization

After using **LARA CLARA EXO-AG MTS PEPTIDE CREAM**, it was confirmed that the skin moisturizing improvement rate was **156.25%**. (after first use)



Product Survey Evaluation

Product Usage Survey

- Test Product: BIO COVER BALM
- Survey Institution: GLOWDAYS
- Test Period: April 24 ~ May 1, 2024
- Number of Participants: 250



BIO COVER BALM

Satisfaction with Non-Flaking Adherence : 94.4%



LARA CLARA 라라클라라 LARA CLARA

05:35'47"

'바이오 커버 밤 & 엑소 에이지 엠티에스 앰플' 설문단 250명
모집

Survey Questions	Positive Response Rate(%)	앰플링 발행 문구
Were you satisfied with the all-day comfort of your skin without feeling stuffy while using the product?	97.6%	피부 편안함 만족도
Were you satisfied with the smooth application when using the product with a puff?	98%	부드러운 발림성
Were you pleased with the natural coverage and beautiful skin texture the product provided?	96%	예쁜 피부 결 연출
Did you feel your skin was protected or calmed without any trouble or irritation while using the product?	94%	피부 진정 및 보호
Did the product adhere smoothly without flaking during application?	94.4%	들뜸 없는 밀착력
Were you satisfied with the excellent pore coverage when applying the product with a puff?	93.6%	우수한 모공 커버력
Were you happy that no breakouts occurred even after sleeping with the product on?	96.4%	수면 시 사용 만족도

Product Survey Evaluation

Product Usage Survey

- Test Product: EXO-AG MTS AMPOULE
- Survey Institution: GLOWDAYS
- Test Period: April 24 ~ May 1, 2024
- Number of Participants: 250

1. It seems to have a pore size improvement effect after one use.



EXO-AG MTS AMPOULE

Satisfaction with Firmness and Resilience : 93.2%



LARA CLARA 라라클라라 LARA CLARA

05:35'47"

'바이오 커버 밤 & 엑소 에이지 엠티에스 앰플' 설문단 250명
모집

Survey Questions	Positive Response Rate(%)	앰플럼 발행 문구
Did you feel that your skin texture improved and became smoother after using the product?	96%	피부결 개선
Did you feel that the product absorbed well without leaving a sticky residue?	96.8%	끈적임 없는 흡수력
Were you satisfied with how well your makeup applied on your skin after using the product?	97.6%	화장이 잘 받는 피부
Did you feel that your skin barrier was strengthened and became firmer after using the product?	93.6%	피부 장벽 강화
Did you feel that your skin was richly nourished after using the product?	93.2%	탄탄히 차오르는 탄력
Did you feel that firmness and elasticity increasing from within your skin after using the product?	93.2%	탄탄히 채워지는 영양
Did you feel comfortable with no irritation or breakouts on your skin after using the product?	93.6%	피부자극 없는 편안함

Product ingredient-related patent registration



EXOSOME AG COSMETIC COMPOSITION PATENT

Composition containing exosomes derived from aloe vera and black garlic with cell regeneration, wrinkle improvement, skin moisturizing or antioxidant effects.

Patent Enrollment No. 10-2534286



SPICUS COSMETIC COMPOSITION PATENT

Cosmetic composition containing vegetable collagen using natural microneedles.

Patent Enrollment No. 10-2022-0007981



Brand Marketing



1st Ranking Beauty Ranking APP
Hwahae

LARA CLARA BIO COVER BALM is ranked 1st among satin category cushions and 2nd among all cushions.

When filtered by recommendation, LARA CLARA BIO COVER BALM appears as the top-ranked product. Recommendations are based on scores derived from reviews, ratings, sales indices, and other factors indicating product popularity.

베이스메이크업 ▾		
전체	매트	글로시
새틴		

라라클라라 바이오 커버 밤 [내추럴베이지]
★ 4.43 (402)
정가 45,000원 / 15g*1개

파셀 시카마누 세럼쿠션 [SPF45/PA++] [21호]
★ 3.93 (379)
정가 48,000원 / 15g*2개

에스벤아 프로 테일러 비 글로우 쿠션 뉴클래스 [SPF42/PA++] [2호 아이보리]
★ 4.25 (171)
정가 28,000원 / 13g*1개

화해 랭킹은 어떻게 선정되나요?

인류 포어레스 듀얼핏 에그 쿠션 [SPF50+/PA+++] [21C 페탈]
★ 4.07 (277)
20% 32,000원 / 쿠션13g+컨실러2g

하엘 비건 아쿠아 글로우 제로핏 쿠션 [SPF50+/PA++++] [1호 퓨어]
★ 4.24 (596)
30% 16,000원 / 12g

베이스메이크업 ▾		
전체	매트	글로시
새틴		

정샘물뷰티 에센셜 스킨 누더 쿠션 [SPF50+/PA+++] [페어라이트]
★ 4.19 (2,363)
15% 38,250원 / 14g*2

라라클라라 바이오 커버 밤 [내추럴베이지]
★ 4.43 (402)
정가 45,000원 / 15g*1개

라네코 네오 쿠션 매트 [SPF46/PA++] [21N1 베이지]
★ 4.19 (876)
10% 21,600원 / 15g

화해 랭킹은 어떻게 선정되나요?

에스벤아 프로테일러 비벨벳 커버 쿠션 뉴클래스 [SPF34/PA+++] [2호 아이보리]
★ 4.17 (573)
정가 38,000원 / 13g*2개

바닐라코 커버리터스 얼티밋 화이트 쿠션 [SPF38/PA++] [21 로제]
★ 4.26 (623)
28% 21,500원 / 14g

베이스메이크업 ▾				
전체	메이크업베이스	프라이머	BB/CC크림	파운데이션
필터 ▾	잘발리는	자연스러운	수분있는	커버되는

라라클라라 바이오 커버 밤 [내추럴베이지]
★ 4.43 (402)
정가 45,000원 / 15g*1개
자연스러운 잘발리는 수분있는 편안해지는

이니스프리 (리뉴얼)노세BUM 미네랄 파우더
★ 4.74 (2,961)
25% 6,750원 / 5g
보송한 유분없는 자극없는 지속되는 향에 만족한

크리닉 스틱 #3 팜 [발레리나팝]
★ 4.78 (77)
정가 36,000원 / 3.5g
필이있는 자연스러운 청순한 핑크기있는 어려이러한

루나 컨실 블렌더 팔레트 [1호 클리어커버]
★ 4.71 (56)
30% 16,800원 / 6g
잘발리는 팔레트형인 수분있는 크리미한 밀착되는

추천순 1 정렬 기준

리뷰/평점/판매지수 등을 기반으로 한 제품 인기도를 점수화하여 정렬하며, MD 추천상품은 별도 기준으로 상위에 정렬합니다

리뷰 많은순

Brand Marketing



Reliable Beauty Ranking APP

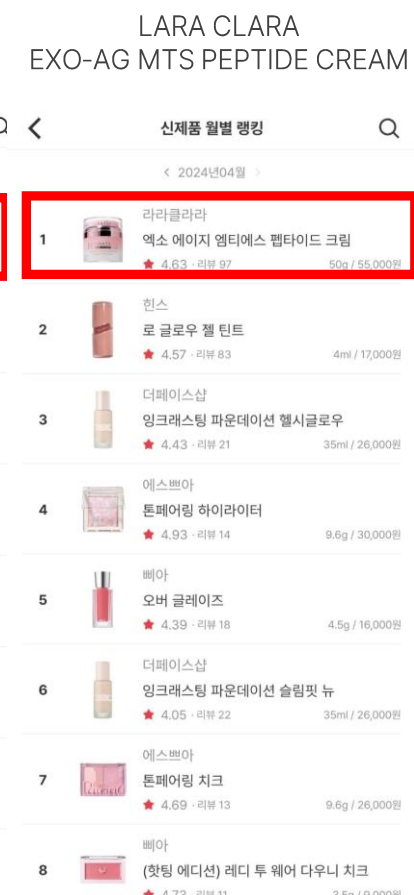
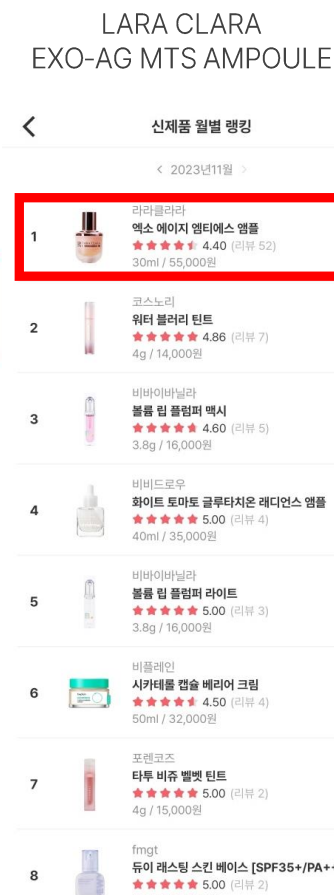
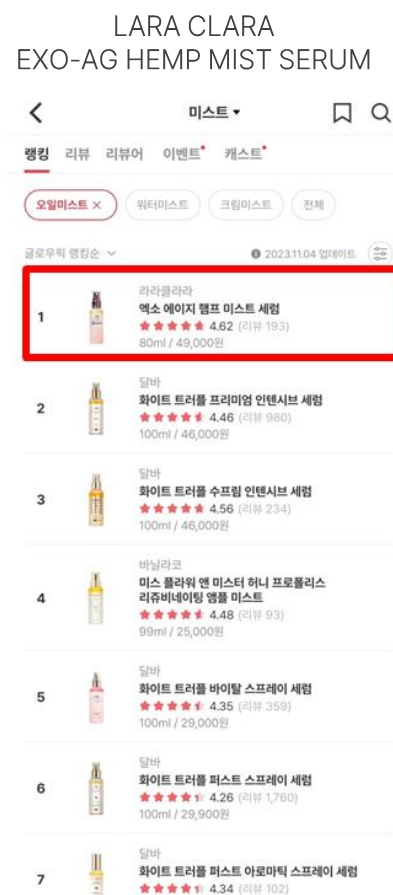
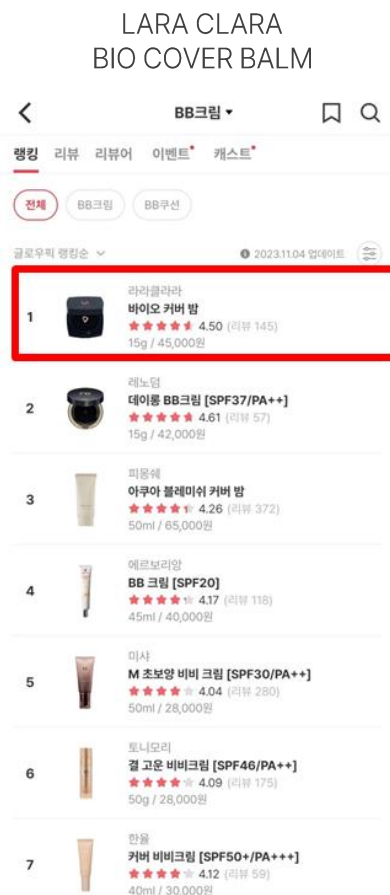
GLOWPICK

01 LARA CLARA BIO COVER BALM
BB Cream Category 1st Place

02 LARA CLARA EXO-AG HEMP MIST SERUM
Oil Mist Category 1st Place

03 LARA CLARA EXO-AG MTS AMPOULE
New Product Ranked 1st in November
Monthly Ranking

04 LARA CLARA EXO-AG MTS PEPTIDE
CREAM New Product Ranked 1st in April
Monthly Ranking



History of Awards

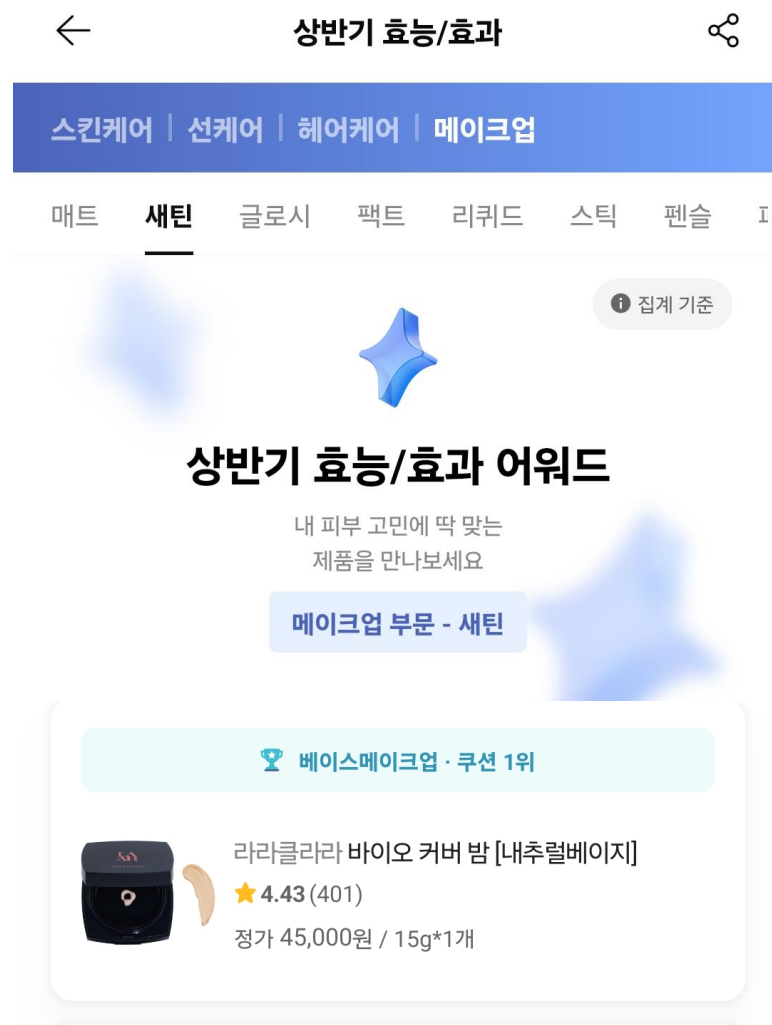


1st Ranking Beauty Ranking APP
Hwahae

2024 Hwahae AWARDS

BIO COVER BALM

1st Ranked in Make-up Satin category
in the first half of the year



History of Awards



Reliable Beauty Ranking APP
GLOWPICK



**2024 first half of the year
GLOWPICK AWARDS**

BIO COVER BALM

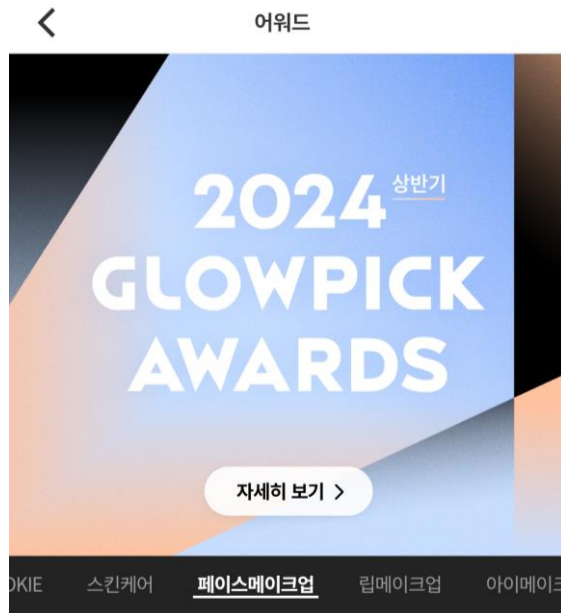
1st Ranked in BB Cushion category
in the first half of the year

GLOWPICK AWARDS

**2024 상반기
글로우픽 어워드 선정 기준**

집계 기간 2023.11.16 ~ 2024.05.15	집계 제품 135,914 개
집계 리뷰 246,696 개	리뷰 유저 19,788 명

글로리들의 소중한 리뷰와
투표 결과를 반영하여
수상 제품을 선정하였습니다!



페이스메이크업

#BB크림

BB쿠션

1 위

**라라클라라 (LARA CLARA)
바이오 커버 밤**

★ 4.39 (56개)

**2024 상반기 어워드
2관왕 수상**



화해 효능/효과 어워드 메이크업 새틴 부문 1위

라라클라라 바이오 커버 밤 [내추럴 베이지]

글로우픽 페이스 메이크업 BB쿠션 1위

라라클라라 바이오 커버 밤
[내추럴 / 라이트 / 퓨어 베이지]

#피부가 숨쉬는 진정 비비 쿠션

History of Awards

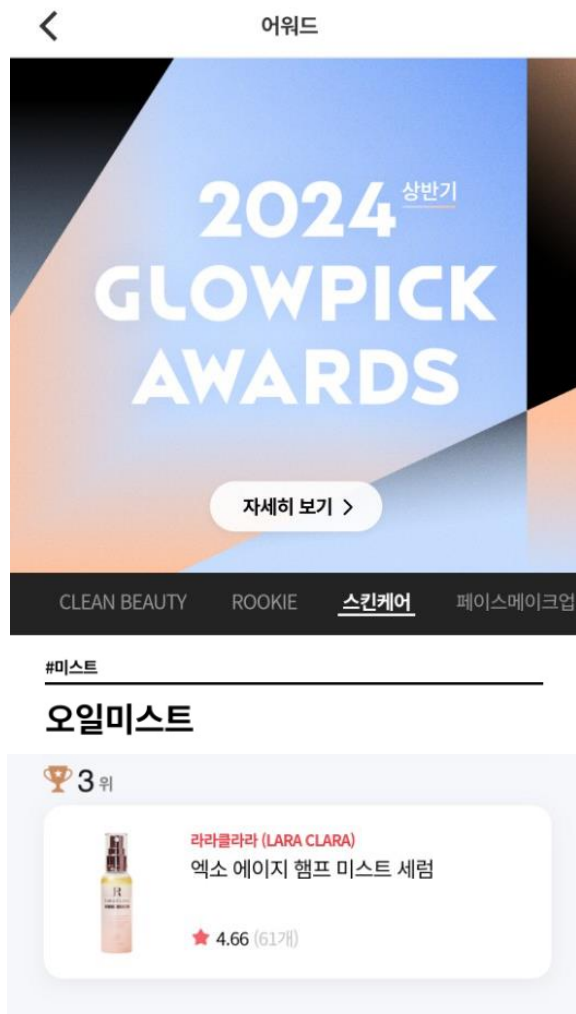


Reliable Beauty Ranking APP
GLOWPICK



**2024 first half of the year
GLOWPICK AWARDS**

EXO-AG HEMP MIST SERUM WINNER
in the oil mist category



2023, 2024 글로우픽 2년 연속 어워드 수상

스킨케어 오일 미스트 부분 1위, 워너
라라클라라 엑소 에이지 햄프 미스트 세럼



#4세대 스킨 부스터 엑소솜
#햄프씨드 오일 미스트

History of Awards



Reliable Beauty Ranking APP
GLOWPICK

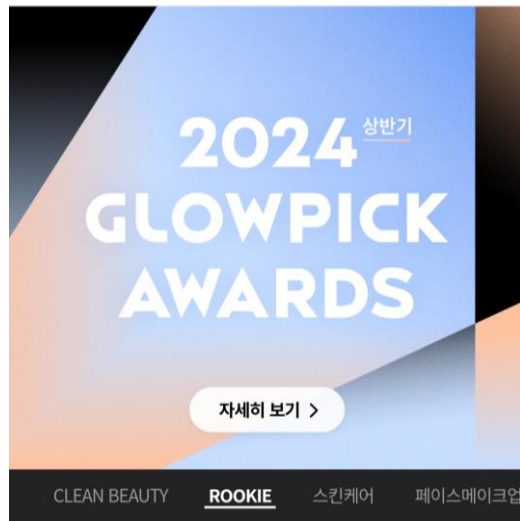


**2024 first half of the year
GLOWPICK AWARDS**

EXO-AG MTS AMPOULE ROOKIE
in the SKINCARE category



어워드



ROOKIE

총평

루키 부문에서는 2024년 상반기에 출시된 신제품 중 각 카테고리에서 높은 인기를 획득한 제품 70개가 선정됐다. 올 상반기 가장 눈부신 활약을 보여준 제품들을 주목해 보자.

스킨케어

페이스메이크업

립메이크업

#스킨케어

에센스/세럼

★ ROOKIE



라라클라라 (LARA CLARA)
엑소 에이지 엠티에스 앰플

★ 4.64 (156개)

2024 상반기 글로우픽 어워드 스킨케어 안티에이징에센스 ROOKIE

라라클라라 엑소 에이지 엠티에스 앰플



#고기능성 EGF 앰플

#식물 유래 엑소좀

#바이오 마이크로 니들 앰플

History of Awards

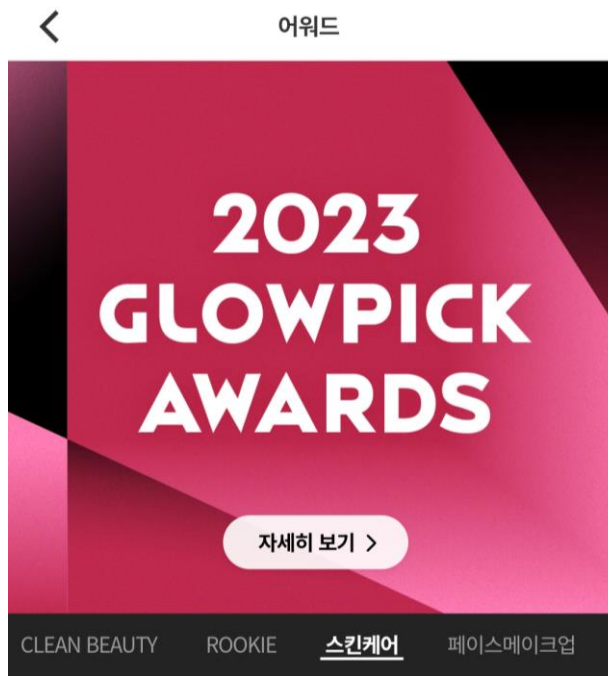


Reliable Beauty Ranking APP
GLOWPICK



**2023 first half of the year
GLOWPICK AWARDS**

EXO-AG HEMP MIST SERUM 1ST
in the oil mist category

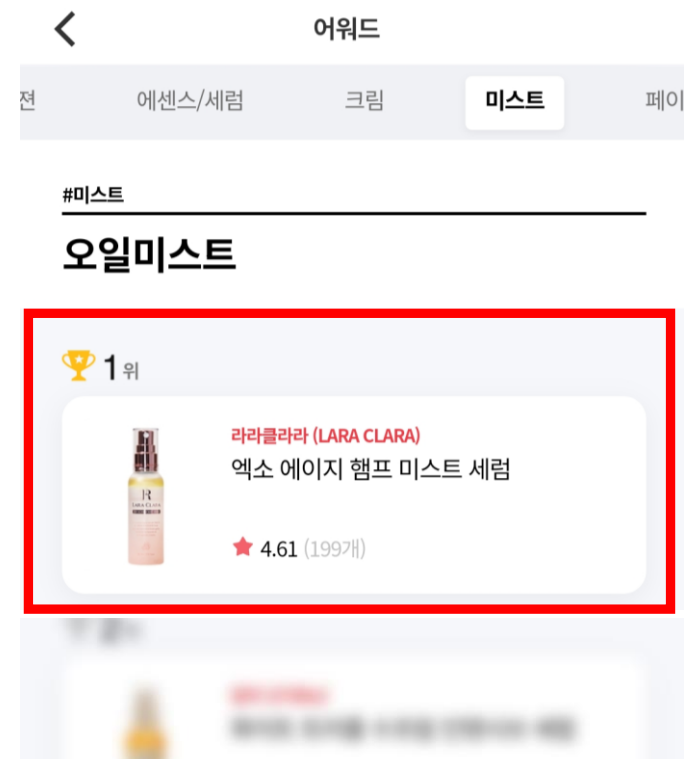


스킨케어

총평 🍷

스킨케어 부문에서는 팬데믹 기간 동안 마스크 속에 가려져 있던 자극받은 피부를 케어하기 위한 트러블 에센스, 흔적을 케어해 주는 브라이트닝 에센스, 쫄쫄하게 모공을 케어해 주는 모공 에센스 등 기능에 충실한 제품들이 많은 사랑을 받았다. 특히 올해 출시되어 단숨에 어워드에 이름을 올린 제품들의 활약이 돋보인다. 수분 에센스 1위를 차지한 마녀공장, 진정 에센스 1위를 차지한 메디힐 등 올해 출시되자마자 많은 사랑을 받으며 어워드에 첫 등장했고, 레티놀 선풍이 오해하며 아티에이지 에센스 부문에서 1위를 차지

미스트 부문에서 또한 울여름 출시되어 단숨에 어워드 1위를 차지한 라라클라라의 저력도 놀랍다. 내년에는 어떤 신제품들이 출시되어 놀라움을 안겨줄지 기대해 보도록 하자.



History of Awards



Reliable Beauty Ranking APP
GLOWPICK

Earned Hall of Fame Emblem of GLOWPICK

- BIO COVER BALM
- EXO-AG HEMP MIST SERUM

Criteria for selecting the Hall of Fame

At GLOWPICK, the Hall of Fame emblem is awarded to products that maintain the first place for 10 or more weeks in a category. Sustaining the top position in fiercely competitive categories is highly valued. After this, there is a second filtering process that provides candidacy opportunities only to products with over 100 cumulative reviews. Therefore, the Hall of Fame license is known to be a very prestigious emblem, and it is considered challenging to be selected for it on GLOWPICK.

BIO COVER BALM BB CUSHION CATEGORY



GLOWPICK

2023 명예의 전당
'BB쿠션' 부문 선정

2023 글로우픽 10주 연속 1위*



*글로우픽 BB쿠션 부문 18주 이상 1위 유지 중
(2023년 8월 8일부터)

EXO-AG HEMP MIST SERUM OIL MIST CATEGORY



GLOWPICK

2023 명예의 전당
'오일미스트' 부문 선정

2023 글로우픽 10주 연속 1위*



*글로우픽 오일미스트 부문 12주 이상 1위 유지 중
(2023년 9월 18일부터)

History of Awards



Reliable Beauty Ranking APP
GLOWPICK

Criteria for Monthly Category Ranking

Emblems are awarded to products that maintain a Top 3 ranking within the category for 4 or more weeks.

Criteria for selecting a new product license

Emblems are awarded to products that rank within the Top 3 in the Monthly New Product Ranking as of the end of each month. The New Product Emblem, a distinctive feature, can be received only once after the product's initial release.

Earned the Monthly Ranking 1st Place & Winner Emblem of GLOWPICK



BIO COVER BALM
BB CUSHION CATEGORY



EXO-AG HEMP MIST SERUM
OIL MIST CATEGORY



EXO-AG MTS PEPTIDE CREAM
Antiaging Cream CATEGORY

Earned the New Product Ranking 1st Place Emblem of GLOWPICK



EXO-AG HEMP MIST SERUM
SKIN CARE CATEGORY



EXO-AG MTS AMPOULE
SKINCARE CATEGORY

History of Awards



Reliable Beauty Ranking APP
GLOWPICK

🏆 Criteria for Monthly Category Ranking

Emblems are awarded to products that maintain a Top 3 ranking within the category for 4 or more weeks.

📌 Criteria for selecting a new product license

Emblems are awarded to products that rank within the Top 3 in the Monthly New Product Ranking as of the end of each month. The New Product Emblem, a distinctive feature, can be received only once after the product's initial release.

Monthly Ranking 1st Place in New Products

GLOWPICK

홈 리뷰 어워드

4월 신제품

1 **라라클라라**
엑소 에이지 엠티에스
펩타이드 크림
★ 4.65 · 리뷰 71

2 **힌스**
로 글로우 젤 틴트
★ 4.57 · 리뷰 82

3 **에스쁘아**
톤페어링 하이
★ 4.93 · 리뷰 1

EXO-AG MTS PEPTIDE CREAM in Skincare Category

신제품 월별 랭킹

< 2024년04월 >

1 **라라클라라**
엑소 에이지 엠티에스 펩타이드 크림
★ 4.63 · 리뷰 97

2 **힌스**
로 글로우 젤 틴트
★ 4.57 · 리뷰 83

3 **더페이스샵**
잉크래스팅 파운데이션 헬시글로우
★ 4.43 · 리뷰 21

4 **에스쁘아**
톤페어링 하이라이터
★ 4.93 · 리뷰 14

5 **뽀아**
오버 글레이즈
★ 4.39 · 리뷰 18

6 **더페이스샵**
잉크래스팅 파운데이션 슬림핏 뉴
★ 4.05 · 리뷰 22

7 **에스쁘아**
톤페어링 치크
★ 4.69 · 리뷰 13

8 **뽀아**
(햇팅 에디션) 레디 투 웨어 다투니 치크
★ 4.73 · 리뷰 11

9 **네이밍**
시럽 멜팅 스틱

Participating in a domestic pop-up store

Participating in the Hyundai Department Store Beauty Fiesta pop-up store

(2024.06.06 ~ 2024.06.16)



라라클라라
 피부 건강을 먼저 생각하는
 코스메슈티컬 COSMECEUTICAL
 브랜드로, 건강한 아름다움과
 즐거움을 선사합니다.

대표제품

- 라라클라라 바이오 커버 밤
 (Natural Beige / Light Beige / Pure Beige)
- 라라클라라 엑소 에이지
 햄프 미스트 세럼
- 라라클라라 엑소 에이지

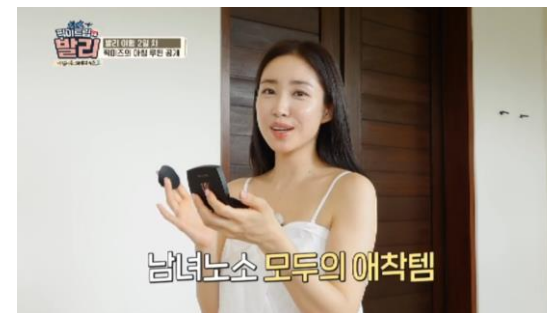
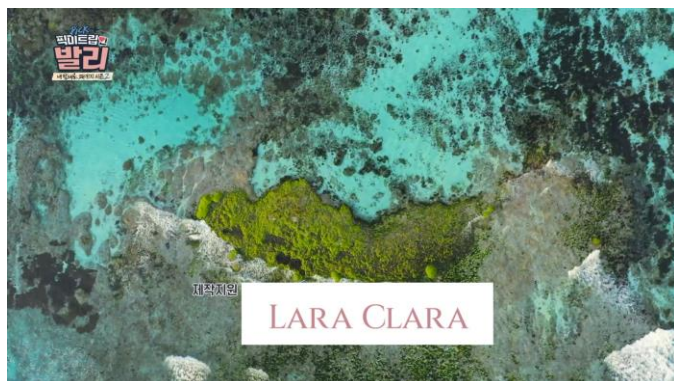
*미아점 (6. 6 - 6. 9)



Promotion on TV broadcasting

PPL in KBS JOY entertainment program

Promotion of the LARA CLARA BIO COVER BALM BB Cushion
through PPL (Scheduled for June 2024)



Promotion on TV broadcasting

PPL scheduled for the new SBS drama

Promotion of all LARA CLARA make-up and skincare products through PPL in a drama

(Scheduled for the second half of 2024)



Brand Marketing

Promotion for Radio Broadcast

SBS Radio Program Park Ha-sun's Cinetown

SBS Power FM Popular Radio Sponsored Product



Brand Marketing

* Domestic media promotion article for the LARA CLARA Brand

'라라클라라', SBS 파워FM '박하선의 씨네타운'에 공식 협찬

승인 2023-12-08 11:29:18



[비온드포스트 김신 기자] 코스메슈티컬(Cosmeceutical) 화장품 브랜드 라라클라라(주식회사 라라클라라)가 SBS 파워FM '박하선의 씨네타운'에 신제품 '엑소 에이지 햄프 미스트 세럼'을 협찬한다고 밝혔다.

'박하선의 씨네타운'은 매일 오전 11시부터 한 시간 동안 방송되는 영화 음악 전문 라디오 프로그램으로, 배우 박하선이 DJ를 맡아 영화를 주제로 한 다양한 코너들을 통해 음악과 이야기를 들려주는 인기 프로그램이다.

HOME > BIZ > LIFE&Market

코스메슈티컬 브랜드 라라클라라, '글로우픽 어워드' 오일미스트 부문 1위 수상

임 이자연 기자 | 승인 2023.12.11 15:15 | 댓글 0



라라클라라 제공

주식회사 라라클라라(대표 김효주)가 운영하는 코스메슈티컬 브랜드 라라클라라의 '엑소 에이지 햄프 미스트 세럼'이 2023 글로우픽 어워드에서 스킨케어 오일 미스트 부문 1위를 수상했다고 밝혔다.

글로우픽 어워드는 2014년 소비자 주도형 뷰티 어워드를 개최한 이래 매년 상반기와 결산 두 차례 개최됐다. 소비자 주도형 어워드로 그간 9년간 18번 개최되며 소비자가 인정한 제품에 공신력을 더해 왔다. 자체 리뷰 클리어링 시스템을 통해 검증된 리뷰 및 평점 데이터를 기반으로 공정하고 신뢰도 높은 어워드 랭킹을 발표하고 있다.

업체에 따르면, 브랜드, 전문가, 에디터 등 뷰티 관계자의 의견이 반영된 값이 아닌 오로지 소비자가 직접 남긴 리뷰만을 분석한다는 점에서 신뢰도를 높이고 있다. 올해는 한 해 동안 등록된 약 45만 건의 리뷰를 분석하여 9,594개의 브랜드를 대상으로 가장 사랑받는 제품을 2023 최고의 뷰티 제품으로 선정했으며, 라라클라라의 '엑소 에이지 햄프 미스트 세럼'이 스킨케어 오일 미스트 부문 1위로 선정됐다.

Brand Marketing

* "KOREAJU" pop-up store article held at Yurakucho Marui Department Store in November 2023

PR TIMES プレスリリース・ニュースリリース配信サービスのPR TIMES

Top | テクノロジー | モバイル | アプリ | エンタメ | ビューティー | ファッション | ライフスタイル | ビジネス | グル

この秋注目の日本初上陸の韓国コスメブランド25社が有楽町マルイに大集結！2週間限定のポップアップストアを開催

韓国政府機関「KOTRA」が厳選された韓国コスメブランド25社の商品を有楽町マルイ「KOREAJU」ポップアップストアにて披露する。開催期間2023年11月15日(水)～30日(木)

大韓貿易投資振興公社(KOTRA)

🕒 2023年11月10日 10時11分



日本初上陸の韓国コスメブランド25社の約100種類の新商品に出会えるチャンス！
テストスペースで実際に試しながら自分にぴったりの商品を見つけることができます。

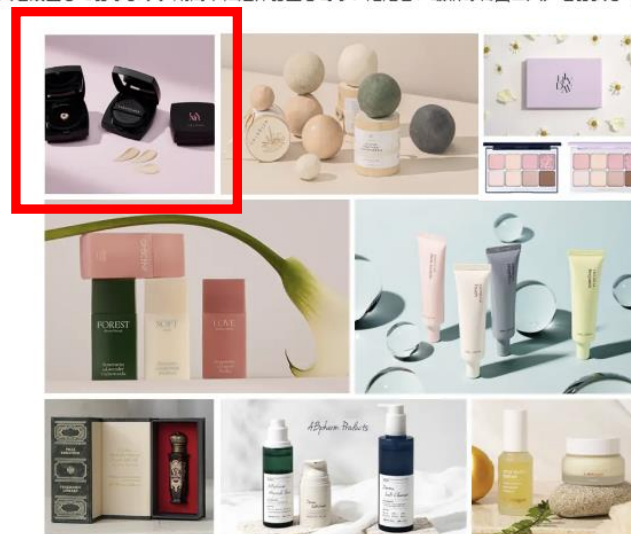
この度、大韓貿易投資振興公社(以下、KOTRA)では、2023年11月15日(水)～30日(木) 有楽町マルイ「KOREAJU」ポップアップストアにて日本初上陸の韓国コスメブランド25社・約100種類の商品を紹介する運びとなりました。

2022年度の化粧品輸入額でフランスを抜き1位になった韓国コスメは、今や性別や世代を問わずビューティー商品のトレンドとなっています。

韓国コスメの新たな魅力を体験する場として有楽町マルイにてポップアップストアを開催し、各ブランドの魅力を紹介いたします。近年韓国コスメのトレンドとなっているヴィーガン製品、済州(チェジュ)島発のブランド、「赤いビタミン」と呼ばれるビタミンB12を配合した商品など、韓国国内でも評価の高い人気商品を多数取り揃えております。

また、「気軽に試せる・自分にぴったりが見つかる」をテーマにメイクアップ・スキンケアの商品が試せるテストスペースを設置しております。期間中に是非お立ち寄りいただき、最新の韓国コスメをお試しください。

また、「気軽に試せる・自分にぴったりが見つかる」をテーマにメイクアップ・スキンケアの商品が試せるテストスペースを設置しております。期間中に是非お立ち寄りいただき、最新の韓国コスメをお試しください。



<イベント概要>

- 催事名: 「KOREAJU」ポップアップストア
- 場所: 有楽町マルイ 1F カレンダリウム2
- 期間: 2023年11月15日(水)～30日(木)
- 営業時間: 11:00～20:00 ※有楽町マルイの営業時間に従います。

*大韓貿易投資振興公社(KOTRA): 1962年に設立された韓国の貿易投資振興機関です。84カ国・129カ所に、拠点を配置しています。日本では、東京・大阪・名古屋・福岡の4カ所に貿易館を設置しビジネス交流会、展示会の開催などを通じて日韓両国のビジネス拡大のために尽力しています。

📌 このプレスリリースには、メディア関係者向けの情報があります。

Brand Marketing

<https://more.hpplus.jp/lifestyle/koreanculture/105539/1/>

* Contributed to a Japanese Internet article about BIO COVER BALM

MORE

FASHION | BEAUTY | WEDDING | LIFESTYLE | ENTERTAINMENT | COLUMN | MORE JAPAN | MORE INFLUENCERS

2010年頃に日本でも話題となったBBクリーム。ファンデーション、化粧下地、日焼け止め、美容成分がひとつになったオールインワンのベースメイクアイテムです。

SHARE
f X

BBクリーム人気韓国で再燃！ 口コミ殺到の『LARA CLARA』 BBクッションって？【韓国カルチャー通信 #233】

2023.10.22

アンニョンハセヨ！ 韓流や韓国ビューティをメインにライター、取材コーディネーターをしている私YUKIが、注目の韓国情報をお届けしていきます。

クッションファンデーションが主流になって久しいですが、実は、韓国のプロのメイクアップアーティストたちはツヤ感やメイクもちをよくするためにファンデーションとBBクリームを混ぜて使うことが多いのだそう。

SNSが言及し、メイクアップアーティストたちがYouTubeなどでお気に入りアイテムやメイクの裏技をシェアし始めたことで、BBクリームに改めて注目が集まるように。

こうした流れから、クッションファンデーションの手軽さを取り入れた『LARA CLARA』（ララクララ）の「バイオカバーバームBBクッション」の人气が急上昇しているんです。

LARA CLARA／バイオカバーバームBBクッション



男性ビューティYouTuberのレビュー動画から話題に



公式Instagramアカウントのフォロワーは710人と、お世辞にも有名とは言えない小さなブランド。なのに、口コミサイト「GLOWPICK」のクッション部門で2023年9月に1位を獲得し、[韓国の公式サイト](#)のレビューは260件を超えています。

きっかけとなったのは、[男性ビューティYouTuber・チェウ](#)さんが2023年1月に投稿したレビュー動画。チェウさんはクッションファンデーションのレビューをメインに活動していて、一眼カメラとiPhoneの標準カメラの両方を使ってカバー力や質感を撮影するなど付度のないレビューで知られています。

チェウさんが「伸びがよくて毛穴カバーも優秀！」と絶賛したことから口コミに火がつき、当初1色だけだったカラーが2023年10月時点で全3色に増加。静かに、でも確実にバズり始めているんです。

使う分だけを“押して出せる”衛生的な設計



見た目はクッションファンデーションのもの。ファンデーションを含んだクッションの代わりに、容器を押すとBBクリームが出てくる仕組みになっています。

毎回使う分だけを取り出すことで乾燥や酸化を防いでくれて、中身を出す部分はティッシュなどでふき取って清潔に保つことができるのもうれしい◎。

Brand Marketing



* Through a Korean YouTuber active in Japan, an honest review of the LARA CLARA Bio Cover Balm product, participating in the Yurakucho Marui Department Store pop-up store



Brand Marketing

- Scheduled PPL on a Thailand TV Survival Variety Show (Airing in November 2024)



태국 셀럽 40인의 K-뷰티 제품 판매 서바이벌
회차별 미션을 수행하여 탑 셀러 TOP3를 선발하는 프로그램



셀럽들이 오프라인에서 직접 돌아다니며
제품을 소개하고 판매해 다음 라운드 진출자 결정



셀럽들이 온라인에서 제품을 소개하고
발생된 판매량을 통해 다음 라운드 진출자 결정



I AM CELEB 최종 우승자 선정
시즌 1: KHUN LUK BAS

- Thai Celebrities and Stars Competing to Sell Korean Products
- A survival variety show where contestants aim for prize money and stardom

* Expected to Enter Thai Offline Beauty Stores After Content Production



Domestic Live Commerce

The view count increases with each successive episode.

* NAVER Shopping Live 1st to 3rd sessions and ongoing sales

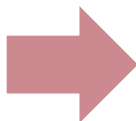
쇼핑 LIVE



✨ 신제품출시! 피부가 숨쉬는 천연
원료 비비밤

R 라라클라라

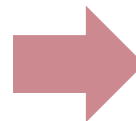
Conducted in April 2023
592VIEW



✨ 가정의달 프로모션 ✨ 피부가
숨쉬는 비비 쿠션

R 라라클라라

Conducted in May 2023
1,524VIEW



✨ 브랜드워크 ✨ 피부 건강을 생각
하는 코스메슈티컬 브랜드

R 라라클라라

Conducted in November 2023
270,000VIEW

Overseas Live Commerce

Live Commerce with Famous Taiwanese Influencers (September 2024)

Promotion and Sale of LARA CLARA EXO-AG HEMP MIST SERUM



Overseas Exports

OVERSEAS EXPORTS



* Increased Export Inquiries from European Countries, CPNP Certification in Progress

* FDA Certification in Progress for the U.S.

Official On-line Store

LARA CLARA

<https://www.laraclara.co.kr>

LARA CLARA EXO-AG MTS AMPOULE

피부결 개선
미백 · 주름 개선
탄력 개선
모공 개선

#엑소좀 #바이오 마이크로 니들
#저분자 펩타이드 콤플렉스

라라클라라 엑소 에이지 엠티에스 앰플

피부 재생 속도를 높여 젊은 에너지를 지닌 피부로
가꾸어 주는 고농축 EGF 니들 앰플

라라클라라 엑소 에이지 엠티에스 펩타이드 크림

콜라겐과 비피다 발효물을 입힌
천연 미세침 성분의 순한 엠티에스 크림

#엑소좀 #바이오 마이크로 니들
#저분자 펩타이드 콤플렉스

LARA CLARA EXO-AG MTS PEPTIDE CREAM

모공 개선
피부 보습
피부결 개선
미백 · 주름 개선
탄력 개선

EXO-AG MTS PEPTIDE CREAM
EXOSOME is a signal transduction involved in cell recovery

On-line Platform

ZIGZAG

관심있는 모든 스타일
ZIGZAG APP

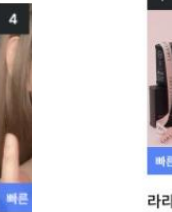
BIO COVER BALM

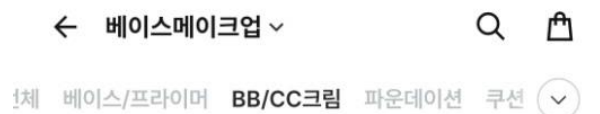
- Real-Time Ranking #1 in Base Makeup
- Real-Time Ranking #1 in BB/CC

As of June 2024

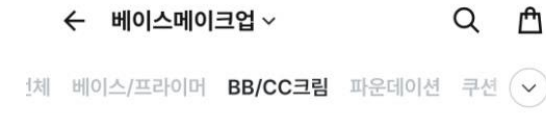


실시간 베이스메이크업 랭킹

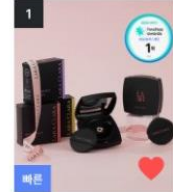
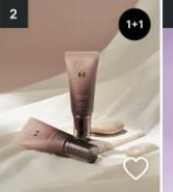
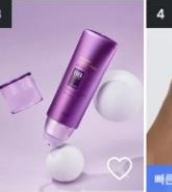
1	2	3	4
			
라라클라라 라라클라라 바이오 ... 13% 39,000 첫구매쿠폰 무료배송 ★ 4.8(53)	디어에이 퍼펙트 커버 컨실러 ... 30% 11,200 첫구매쿠폰 ★ 4.7(83)	뎀 뎀 루미너스 스킨 쿠... 26% 39,850 무료배송 ★ 4.8(32)	숨 퍼 숨 퍼 43% 첫구매 ★ 4.7



1	2	3	4
			
라라클라라 라라클라라 바이오 ... 13% 39,000 첫구매쿠폰 무료배송 ★ 4.8(53)	바닐라코 직진배송 NE... 26,000 무료배송 ★ 4.7(9)	홀리카홀리카 [3개 선택] 뽀뽀 비... 50% 8,700 무료배송 ★ 4.8(17)	코코 [코코 71% 첫구매 ★ 4.8



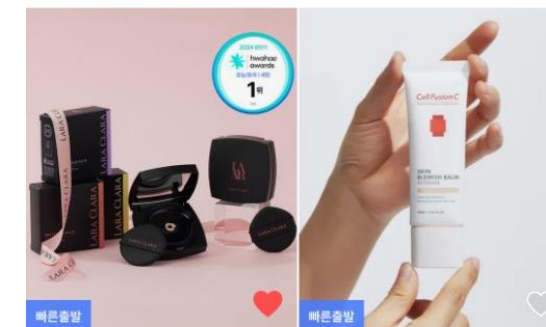
실시간 BB/CC크림 랭킹

1	2	3	4
			
라라클라라 라라클라라 바이오 ... 13% 39,000 첫구매쿠폰 무료배송 ★ 4.8(55)	미샤 1+1 M 초보양 비비... 50% 28,000 무료배송 ★ 4.8(113)	더페이스샵 파워퍼펙션 BB 크림... 55% 11,250 무료배송 ★ 4.9(11)	셀퓨전 스킨 45% 첫구매 ★ 4.8

상품 107

직책추천순

직진배송 빠른출발 색상 상세옵션



라라클라라	셀퓨전씨
라라클라라 바이오 커버 밤 비비... 13% 39,000 첫구매쿠폰 무료배송	스킨 블레이쉬 밤 인텐스브 40ml 45% 17,500 첫구매쿠폰 무료배송

DUTY FREE SHOP

Scheduled to Enter Domestic
Online& Offline Duty-Free Shops

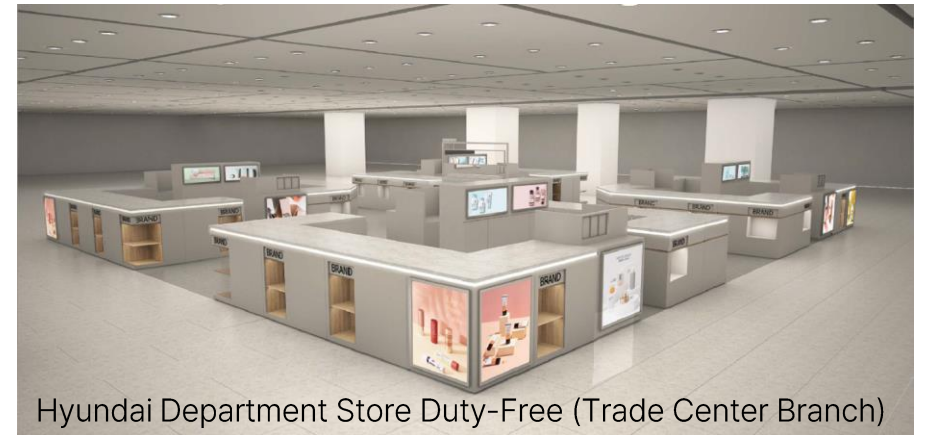
SHINSEGAE
D U T Y F R E E

THE SHILLA
duty free

LOTTE
DUTY
FREE

DUTY
FREE
HYUNDAI
DEPARTMENT STORE

SHILLA
IPARK
duty free



Hyundai Department Store Duty-Free (Trade Center Branch)

OTHERS SHOP

Domestic (Korean) Aesthetics

U.S. SPA Stores

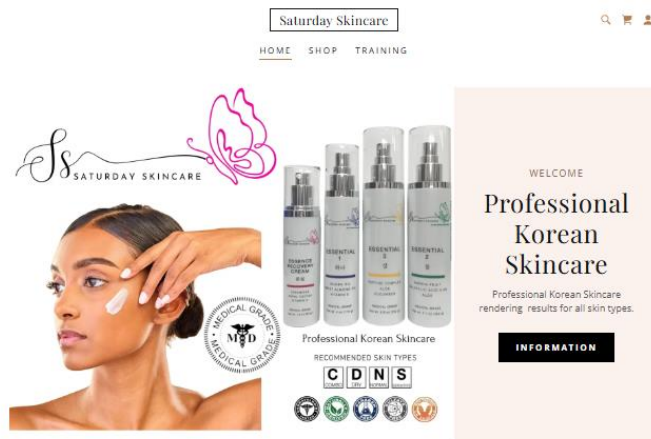
* Available in SPAs for Offline Sales in New York, Arizona

Scheduled to Enter Japanese Medical Listed Companies

* Japanese Medical Specialty B2B E-Commerce Platforms

Saturday Skincare

HOME SHOP TRAINING



WELCOME
Professional Korean Skincare
Professional Korean Skincare rendering results for all skin types.

INFORMATION

SATURDAY SKINCARE DISTRIBUTOR OF THE FOLLOWING KOREAN BRANDS

Lara Clara MTS Hemp Line



Spicule skincare combined with Exosomes and Peptides.

Koru Pharma



Koru Pharma Co., Ltd. is a global biopharmaceutical company specializing in medical aesthetic products for anti-ageing and skin rejuvenation.

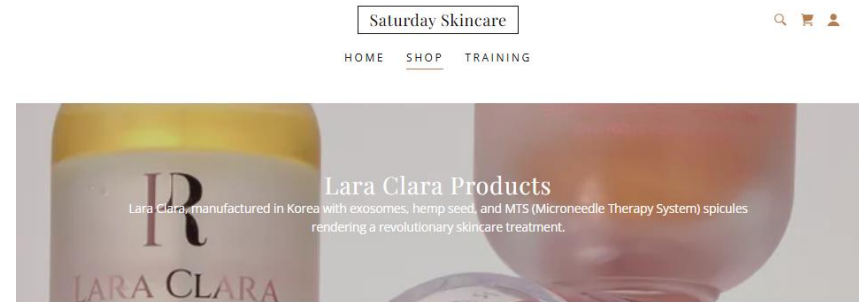
Ariderma Spicule Treatment



Spicule skin rejuvenation for Professional Estheticians infused with Peptides, Epithelial Growth Factors (EGF), PDRN (Polydeoxyribonucleotide), Fibroblast Growth Factors (FGF), and anti-inflammatory Agents for a heightened skin rejuvenation experience for clients.

Saturday Skincare

HOME SHOP TRAINING



Lara Clara Products
Lara Clara, manufactured in Korea with exosomes, hemp seed, and MTS (Microneedle Therapy System) spicules rendering a revolutionary skincare treatment.

All Products

Korean Essentials

Korean Essence

Professional - Esthetician

Lara Clara Products

Koru Pharma

Most popular ▼



Exosome Hemp Seed Mist
\$42.00



Exosome MTS Ampoule
\$65.00



Exosome MTS Peptide Spicule Cream
\$65.00

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POWERED BY GODADDY

OTHERS SHOP

Domestic Myeongdong BANANA Store

* Currently Available in Myeongdong
Offline Store

Domestic (South Korea) Dongdaemun APM Luxe

* Currently Available in Dongdaemun
Offline Store (B2B)



OTHERS SHOP

Domestic B2B Stores

* Currently Selling in B2B Offline Stores



Display

SBA Seoul Awards lounge

DUTY FREE ZONE in display

* Selected as a Seoul City Excellence Product



DUTY FREE ZONE in display

Overseas Exhibition

China(Shanghai)

2024 CBE
(CHINA BEAUTY EXPO-SHANGHAI)

May 22 to 24, 2024



Overseas Exhibition

Italy (Bologna)

2024 Bologna Cosmoprof

March 21 to 23, 2024



Overseas Exhibition

United States (New York)

2024 New York IECSC/IBS

March 03 to 05, 2024



Overseas Exhibition

Japan (Tokyo)

2024 COSME Week Tokyo

January 17 to 19, 2024

15th **COSME Week**
TOKYO

Jan. 15 (Wed) - 17 (Fri), 2025
Venue: Tokyo Big Sight, Japan



Overseas Exhibition

Germany (Frankfurt)

Germany Frankfurt K-Beauty Pop-up Store

December 01 to 07, 2023



Overseas Exhibition

Japan (Osaka)

Osaka Namba Marui Department Store
Pop-up Store Event

November 26 to 29, 2023



Overseas Exhibition

Japan (Osaka)

Osaka leon mall Pop-up Store Event

October, 2023



Overseas Exhibition

Japan (Tokyo)

Yurakucho Marui Department Store
Pop-up Store Event

November 15 to 30, 2023



Overseas Exhibition

France (Paris)

Participation in Paris Cosmetique 360
Exhibition at the Louvre Museum

October 18 to 19, 2023



Overseas Exhibition

Japan (Osaka)

AEON Mall Pop-up Store in Osaka

October 2023 ~



Overseas Exhibition

Japan (Osaka)

Osaka Umeda HEP FIVE Pop-up Store

September 27 to October 2, 2023

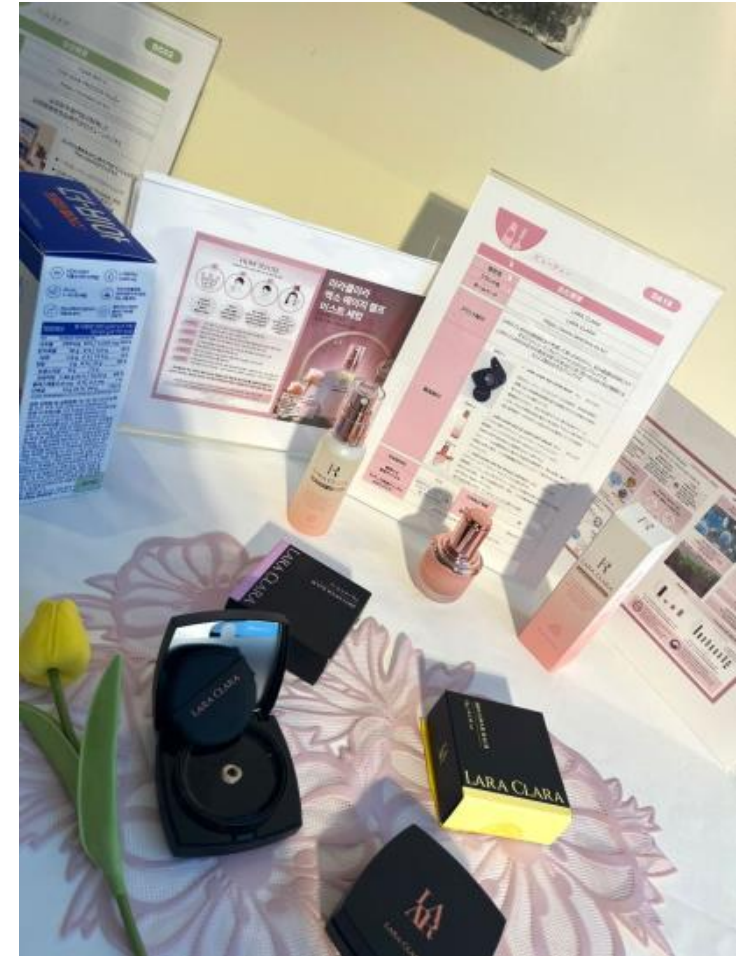


Overseas Exhibition

Japan (Tokyo)

2023 Autumn Korean Consumer Goods Fair
at Tokyo Peninsula Hotel

September 25, 2023



Overseas Exhibition

Japan (Tokyo)

2023 Japan Drug Store Show Exhibition

August 18 to 19, 2023



Overseas Exhibition

Vietnam (Ho Chi Minh City)
2023 Vietnam Ho Chi Minh Premium
Consumer Goods Fair

June 01 to 04, 2023



Overseas Exhibition

Vietnam (Hanoi)

Hanoi Offline Korean Market in Progress

August 2023 ~



Domestic Exhibition

Korea (Seoul)

SEOULCON (DDP)

December 30, 2023, to January 1, 2024

End-of-Year Festival in Seoul featuring
Global Influencers (Hosted by SBA)



HDEX N-RDY Dr.GRAFT AMUSE P.CALM
KOPUNU thim DIRTY Laundry Flynnn
Chija 107 VARI:HOPE Troublesse SELF BEAUTY
ohgnus RESPRING medicube FXTD 김정은알로에
Isytree HAIR+ CREMORLAB mitoon DEAR DAHLIA
FOLNUA HWIRAN LARA CLARA GREENEST ZEROSLASH
BALLON BLANC SUNNY RE MODAMODA ALICE MARTHA soonsoojaa
Theell NEW YORK BOTANICAL GARDEN BONNY&J BEAUTY ABIDE VT COSMETICS
ATHIS Mola Bianca Another tale.

My Soul Box



Domestic Exhibition

Korea (Seoul)

SEOUL BEAUTY WEEK (DDP)

September 21 to 24, 2023



SEOUL MY SOUL THE LIFESTYLE SEOUL 2023

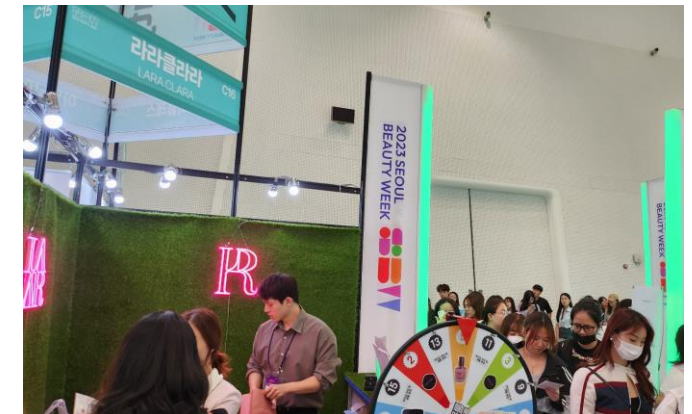
SEOUL BEAUTY WEEK
2023 서울뷰티위크

2023.09.21-24 | DDP 아트홀 & 어울림광장

2023 서울 뷰티위크 [09.21 - 09.24]	학신기업 및 유망 뷰티기업 전시, 뷰티 트레이드쇼 [9.21-9.23]	푸드테크 및 시민체험 이벤트 [9.21-9.24]
DAY 1 [9.21 THU]	DAY 2 [9.22 FRI]	DAY 3 [9.23 SAT]
아트홀	아트홀	아트홀
개막식 전문가 강연	전문가 강연 로레알 그룹 북아시아 뷰티트라이앵글 서밋	비즈니스맛집피칭대회
어울림광장	어울림광장	어울림광장
뷰티 x 패션 대학생 패션쇼	푸드테크 및 시민체험 이벤트	푸드테크 및 시민체험 이벤트

QR코드를 찍어서 서울뷰티위크 홈페이지
(www.seoulbeautyweek.or.kr) 접속 또는
사전등록 하실 수 있습니다

주최: 서울특별시 | 후원: AMOREPACIFIC, L'OREAL, HINOM, OLIVE YOUNG, SHINSEGAE FOOD, JINJOSAM, THE HYUNDAI



ESG Management Practices

LARA CLARA is a brand committed to sustainable development and environmental consciousness. We contribute to the international forest conservation movement by using FSC-certified paper and soy ink printing for our product packaging. The FSC certification is awarded by the Forest Stewardship Council, ensuring that the materials come from responsibly managed forests. This certification is a credible mark, only given to products that adhere to standardized procedures throughout the entire production, distribution, and processing processes.



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LARA CLARA