

Cledbel

Cledbel / Brand Story

Cle = Key
de = to
bel = Beauty

“Key to K-Beauty”

“The main motive of Cledbel is Key to K-beauty which means find natural beauty for every woman
we will be with all women who pursue beauty of the time”

Continuous research and development for beauty

Cledbel has special know-how for 20 years of beauty business and was loved for hydrogel gold mask which is the first gold concept mask in the market and lifting mask which contains lifting needs. Moreover, it rewrites the history with V lifting cushion which helps for cover, radiance and Double-jaw lifting. It was sold 600 million for only 2 years of launch. Becoming key to K-beauty, we still strive for research and development for good production.

Promising for customer impression

The main motive of Cledbel is Key to K-beauty which means find natural beauty for every woman. We will be with all women who pursue beauty of the time.

Amazing achievements record of Cledbel V cushion



Season 1 Ultra V Lifting Cushion
35 Billion Sales / 2.2 Million Sales



Season 2 Miracle V Cushion
60 Billion Sales / 3.7 Million Sales

Since launch 2018

Amazing record with only V cushion

(950 hundred million sales / sold 5.9 million cushions)

- Brand Sales Over **190 Billion**
- **100 billion sales** in about two years since the launch of the lifting cushion / **6.4 million**(2018.1-2020.4)
- Second place in cushion segment (market) in 2020 / Third place in cushion segment (market) in 2019 (Kanta World Panel 2019,2020)
- Pioneering a new trend of lifting V-cushion (high performance), not just a cover.
- Lifting Pack / Lifting Cream / Lifting ampoule lamp Specialized Brand.



Marie claire , allure
Editor's Pick



Nylon
K-BEAUTY Ranked #1



Korea, the United States, Japan,
and China selected
by Beauty influencer
#1 in cushion category



Famous Magazine EDITOR'S PICK and AWARD #1

Cledbel - Marketing & PR

•TV & Movie theaterCF



•Magazine ad



•Beauty YouTuber, Ins tagram YouTube ad



•2020 launch event for new products (Banyan Tree Hotel)



•Communication of makeup class and store display by Sinn nim (1.6 million followers)



Sales Channel

•TV Homeshopping



•Online shoppingmall

GS SHOP

Shopping Smart
CJmall

Shopee

Qoo10

•Duty-free shop



•Off Line (lohbs, lalavla)



•Other Overseas Export / Branch

Sales item

Color cosmetics



Glow Power Lifting V Cushion



Miracle Power Lifting V Cushion

Basic



One Kill V Lifting Pack



Anti-aging ampoule / cream



power lifting serum, cream



moisture serum, cream

Eye lifting



eye ampoule, serum, cream

Tone-up cream



Glow Mooltok Cream

Mist

Target the trend leading MZ generation!

Strategy 1.

Develop / launch differentiated products for MZ generation

Introduce various needs different from existing products, but let's differentiate by maintaining high-functioning components of Cledbel.

Strategy 2.

Selection of differentiated Ambassador Senders for MZ Generation

New Young & Trendy Images Excluding Old Top Models from Communications

Strategy 3.

Digital Advertising Concentration for MZ Generation

Execute digital ads such as Instagram, YouTube, and Kakao rather than traditional TV movie theater magazine ads

Strategy 1. Develop/launch differentiated products for MZ generation

Includes high-functional components, not just makeup cushions for simple covers Emphasizing the feeling of receiving skin care even during makeup

☆☆ Cledbel first! 3 types of customized cushion ☆☆

#Based on the beauty keyword of MZ generation called Chakbuttem. Key Key words are added to proceed



Lifting cushion #
V CHAK



Super covercushion #
MIL CHAK



Glow cushion #
GGOLCHAK

#CHAK CHAK CHAK

#VCHAK

Lifting Cushion



나일론어워드



롭스, 알라블라매출1위 (2월, 4월)

- Young lifting cushions for skin in their 20s beginning to lose momentum
- Elasticity with peptide protein component
- Gold microfiber collagen + Melting microfiber collagen for lifting skin
- Contains hyaluronic acid for moisturizing the skin Contains
- ns pink reflector powder for young V CHAK

→ **Completion of young and smooth skin V CHAK**

#MILCHAK

Super coverCushion



로스,랄라블라매출2위

Cledbel first cover cushion



- Macro/micro double cover powder to effectively cover pores, blemishes, freckles, etc.
- Elasticity with peptide protein component
- Contains hybrid cover powder and vitamin C derivatives specialized for dark circle covers
- Contains hyaluronic acid for moisturizing the skin
- **Cushion for tight skin without darkening all day**

#GGOLCHAK

Glow Cushion



로스, 칼라블라매출3위

Cledbel first glowcushion



- Cushion for moist and glossy skin.
- Moist and smooth skin all day long with triad hyaluronic acid in polymers, low molecules, and heavy molecules
- Peptide protein content
- Contains hyaluronic acid for moisturizing the skin
- Cushion for Bareskin

SUCCESS STORY1

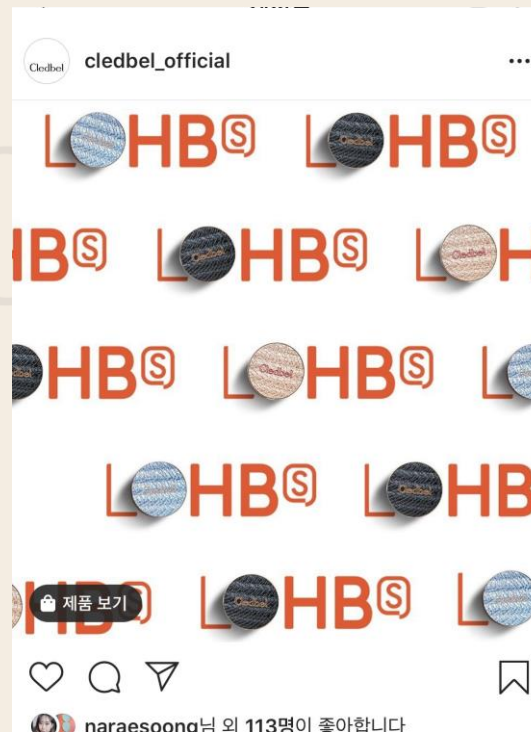
LOHBS base makeup after February launch #1 (February) / #2 (March)

SALES DISPLAY



- Communication with SINNNIM favorite cushion

Marketing activity



- Customer communication through Instagram advertisement and Instagram activation

Sales result

■ 룩스2월 품목별매출TOP3

- 데이크업페이스NEW원다잇쿠션
- 이글립스블러파우더팩트

■ 룩스3월 품목별매출TOP3

- 이글립스블러파우더팩트
- 루나커버블쿠션

- February Sales No. 1
- 2nd in March sales (base makeup)

Strategy 2. Selection of differentiated Ambassador for MZ Generation

Youtuber Sinnnim with
1.6 million followers.



Former member of X-One
Cho Seung-yeon



Strategy 3. Differentiated marketing for MZ generation



Sinnnim's Launching Makeup Class and Store Display Communications



Cho Seung-yeon TV commercial



Instagram YouTube ads



Sales Activation event

SUCCESS STORY2

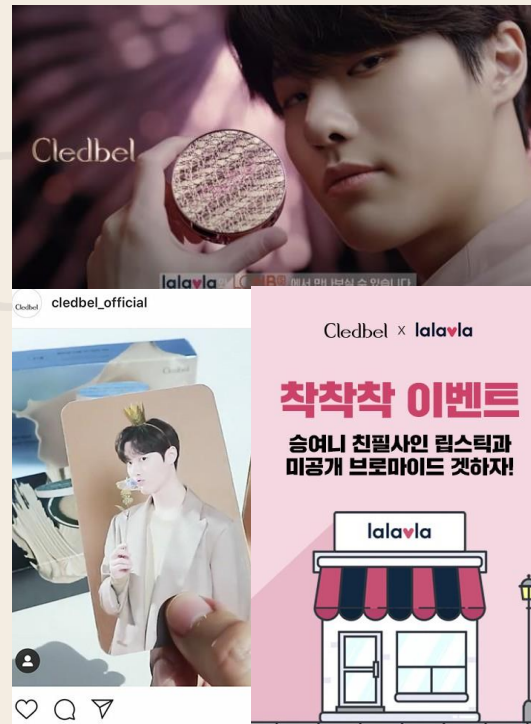
Lalavla #1 Base Makeup Sales for April

SALES DISPLAY



- Communication with Cho Seung-yeon's Chak Chak Cushion

Marketing activity



- Increased brand awareness of TV commercials Increase
- brand awareness through Instagram and YouTube ads
- Lalavla sales promotion event for Cho Seung-yeon's fans (photo card, hand-written lipstick lottery, etc.)

Sales result

■ 라리블라4월 품목별매출TOP3

문샷마이크로클래시핏쿠션

아클랍스블러파우더팩트

- No. 1 monthly sales for April release

SUCCESS STORY3

Cledbel x CSY limited edition release (Cledbel Homepage)

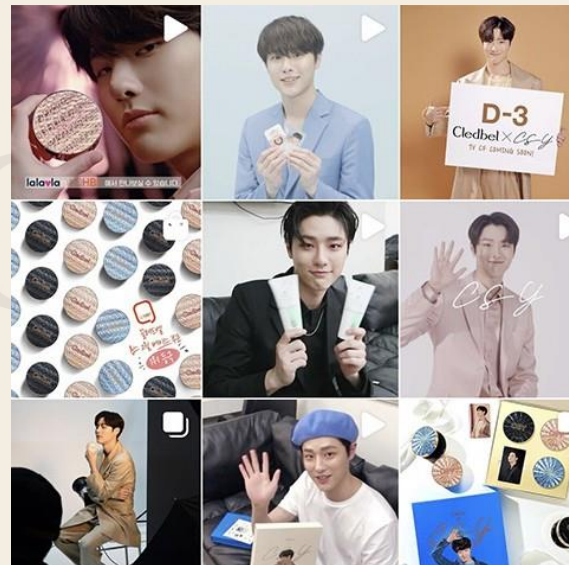
Differentiated product



• Two versions of limited release

- 1) ob version
- 2) ging version

Marketing activity



- Limited Edition Launch Interview Instagram and YouTube Advertisements
- Hand-written bromide and bromite raffie events for fans
- Cho Seung-yeon's limited edition unboxing video, etc.

Sales result

["조승연 효과" 플레드벨 'CSY 한정판' 58분만에 완판](#) 한국면세뉴스 | 2020.08.11
플레드벨(Cledbel) 모델 '조승연' 한정판 제품이 판매 1시간만에 완판됐다. 품
리미티드 에디션'은 조승연의 상반된 매력을 담은 2가지 콘셉트('옴' '깁' '에디
000개 한정...

[플레드벨, 'CSY 리미티드 에디션' 1시간 만에 4천개 완판](#) 천지일보 | 2020.08.11
플레드벨 '조승연CSY 리미티드 에디션' 패키지 커버 (제공: 플레드벨) ©천지
여는 열쇠 플레드벨(Cledbel)이 브랜드 모델 '조승연' 한정판 'CSY 리미티드 (C
매해 1시간...

[플레드벨, CSY 리미티드 에디션 판매 1시간 만에 완판](#) 브릿지경제 | 2020.08.11
이 에디션은 플레드벨이 모델 조승연의 상반된 매력을 담은 옴, 동생 2가지
한 제품이다. 조승연이 트위터를 통해 언박싱 과정을 공개한 '옴 에디션'은 출

[플레드벨, '조승연 한정판' 1시간만 4000개 완판](#) 싱글리스트 | 2020.08.11
플레드벨이 브랜드 모델 조승연 한정판 'CSY 리미티드 에디션'을 오늘 오전
켰다. 해당 에디션은 조승연의 상반된 매력을 담은 옴, 동생 2가지 콘셉트
시 당시...

- Sold out of 4,000 sets in 58 minutes after the limited edition / sales of about 300 million won

Two women are shown from the chest up, facing slightly to the right. The woman on the left has long, wavy brown hair and is wearing a light-colored, possibly gold, strapless top. The woman on the right has her hair pulled back and is wearing a black blazer. Both women have a very firm, lifted appearance to their faces, particularly around the jawline and cheeks. The background is a soft, gradient pink.

comeback strongly

24-hour lifting maintenance
of bimaxillary

Cledbel V CHAK MIL CHAK
CUSHION

Cledbel – Cushion CF



Cushion PPL

Kim Hee-ae Cushion PPL for JTBC's drama



Korean Women Are Now More Powerful
We're back with a cushion for a smooth V!



**New Cledbel 2020 Glow Power Lift V Cushion Rose
Gold/Black/Pink
V michak Cushion**

Reinforcement of components - 500% enhancement of core components such as gold microfiber collagen + hybrid cover components



- **Lifting increase** Maintains 24-hour lift on both sides of the skin
 - Gold microfiber collagen / Melting microfiber collagen / 24K gold : 500% increase (compared to season 1)
 - Replacing gold microfiber collagen water instead of purified water
 - 30% of gold microfiber collagen water- Contains the core ingredients of 30 bottles of goldthread collagen ampoule
 - Pink Vitamin microfiber Vitamin Collagen UP (new)
 - 500% increase in 14 peptide content (compared to Season 1)
 - Flourine, EGF 500% increase (Compared to Season 2)
- **Cover increase** 24-hour redness, yellowness, and darkening coverage
 - Pink Mineral Cover Powder / Close Cover with Hybrid Cover Components
- **Moisturizing increase**
 - Double moisturizing effect due to increased moisture content and moisture content in the skin
 - 500% increase in hyaluronic acid (compared to season 1)
 - Cactus extract new!

More powerful back-to-back cledbel lifting cushion.



Lifting in
crease

12 Hour Lifting Maintenance NO!

-> **lifting increase**

Maintains 24-hour lift bimaxillary of
theskin

Cover in
crease

24-hour redness, yellowness, and dar
kening coverage

Moisturizing i
ncrease

Double moisturizing effect due to incr
eased moisture content and moistur
e content in the skin

V bumps increase natural skin tone with golden ratio bumps +
natural Vchak cover

64% Gold Beige Essence

Gold microfiber collagen melt
en microfiber collagen Real G
old peptide protein

36% pink mineral Essence

natural origin pi
nk mineral hyal
uronic acid cact
us extract

Close-up cover
bumps increase

Bright pin
k tone up



Clinical increase-Maintains 24-hour bimaxillary lift + 24 Hour Cover+ Double Moisturization improvement

- Lifting Clinic test (One-time&2weeks) bim
 - axillary lifting on a single use
 - ▶ 12 Hour bimaxillary lifting Maintenance ▶ **24 Hour bimaxillary lifting Maintenance**
 - drooping forehead, drooping eyes, drooping chin, drooping mouth tail of mouth
- Cover (24hours)
 - **24-hour crease cover, reddish cover, darkening cover, yellow cover**
- Wrinkle(one time)
 - forehead Wrinkle, the wrinkles around the eyes, the covering of the mouth, the covering power,
- Moisturizing improvement
 - **increase skin moisture content/improvement of the skin**
- Etc
 - Skin luster improvement
 - Maintaining skin moisturization in 10 minutes of hot and cold air Sweets
 - prout, waterfruit bycolor
 - hypoallergenic test