

**PRIVIA**  **U**  
NEWYORK

# PRIVIA

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## Welcome to the "PRIVIA"

Privia was born with success icon in this industry as confident beauty.

## Brand Meaning

"PRIVIA" is a combination of "Primacy" and "Via" for those who never give up their lives in order to succeed in work, love and life.

## Brand Keyword

Dream, Love and Success.

We promise to keep on developing ourselves with you.

# Business License of PRIVIA

( 1 / 1 )

국세청

발급번호	사업자등록증명		처리기관
4520-660-1249-913	(일반과세자)		국세청
상호(법인명)	프리아		
사업자등록번호	206-20-56488		
성명(대표자)	박홍수		
주민(법인)등록번호	630210-*****		
사업장소재지	서울특별시 영등포구 마산로7나길 18, 309호(영수동2가, 대산에이비엔티3층)		
개업일	2006년 05월 09일		
사업자등록일	2006년 05월 25일		
업태	도매/제조업/도매업/소매업		
종목	서비스		
	화장품/화장품/무역업		
	전자상거래업/제철디자인		
공동사업자	성명(법인명) 주민(사업자)등록번호 해당사항이 없습니다.		
위와 같이 증명합니다.			
2015년 7월 30일			
접수번호	500150414088		
담당부서	민원봉사실		
담당자	임선희		
연락처	02-460-4306		
성동세무서장 (인)			

국세청

\* 본 증명은 국세청 홈페이지(www.hometax.go.kr)에서 「민원증명 발급확인」 메뉴를 통해 전자발급번호로 위·변조 여부를 확인하거나, 당사 확인이 필요로 하는 경우, 국세청 민원봉사실로 문의 또는 방문 접수로 확인 가능합니다.

\* 본 증명은 홈페이지(www.hometax.go.kr)에서 「민원증명 발급확인」 메뉴를 통해 발급된 증명서입니다.

( 1 / 1 )

국세청

발급번호	사업자등록증명		처리기관
9899-578-6674-012	(법인사업자)		국세청
상호(법인명)	주식회사 프리비아스킨랩(Priviaskinlab Co.,Ltd.)		
사업자등록번호	121-87-00254		
성명(대표자)	박홍수		
주민(법인)등록번호	110111-5965342		
사업장소재지	서울특별시 노원구 동일로217가길 13, 지하층 102호(상계동, 광일빌딩)		
개업일	2016년 03월 01일		
사업자등록일	2016년 02월 11일		
업태	제조업/도매업/도매 및 소매업/도매 및 소매업		
종목	도매 및 소매업/서비스		
	화장품/화장품/무역업		
	의류 가방 및 액세서리/전자상거래업/제철디자인		
공동사업자	성명(법인명) 주민(사업자)등록번호 해당사항이 없습니다.		
위와 같이 증명합니다.			
* 위 내용은 발급일 현재 상황으로서 추후 변경될 수 있습니다.			
2017년 5월 12일			
접수번호	500703746735		
담당부서	민원봉사실		
담당자	김윤정		
연락처	02-3499-0408		
노원세무서장 (인)			

국세청

\* 본 증명은 국세청 홈페이지(www.hometax.go.kr)에서 「민원증명 발급확인」 메뉴를 통해 전자발급번호로 위·변조 여부를 확인하거나, 당사 확인이 필요로 하는 경우, 국세청 민원봉사실로 문의 또는 방문 접수로 확인 가능합니다.

\* 본 증명은 홈페이지(www.hometax.go.kr)에서 「민원증명 발급확인」 메뉴를 통해 발급된 증명서입니다.

2006.05 PRIVIA Established

2016.03 PRIVIASKINKLAB Co.,Ltd  
PRIVIA > PRIVIASKINKLAB Co.,Ltd

\*Brand of PriviaSkinLab

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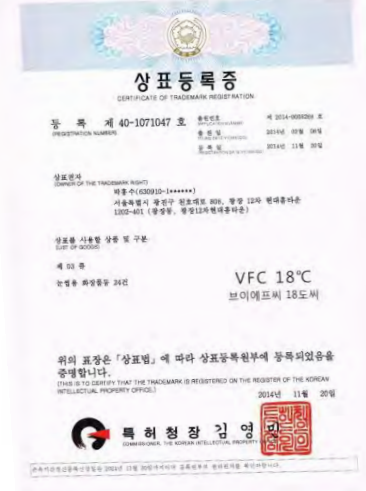
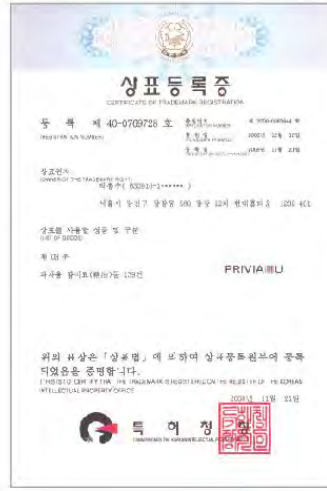
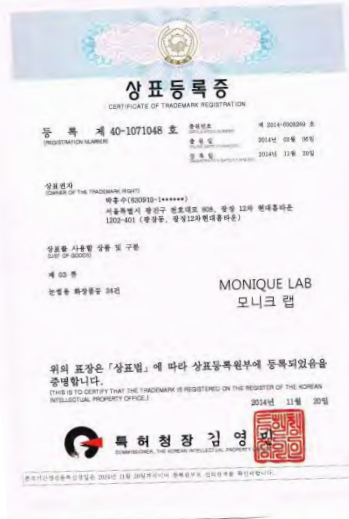
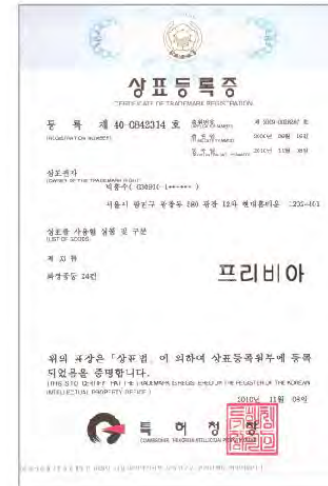
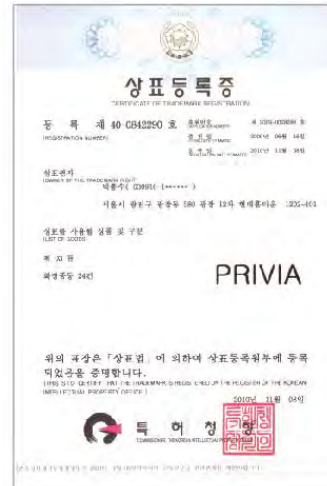
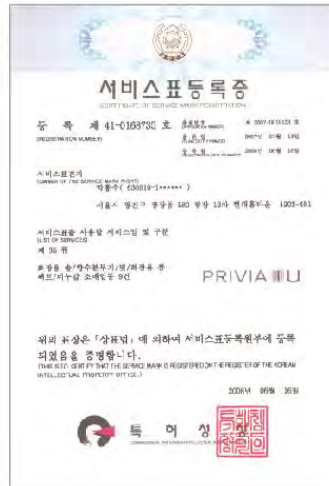
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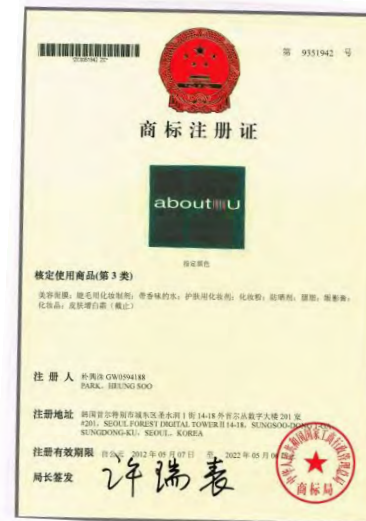
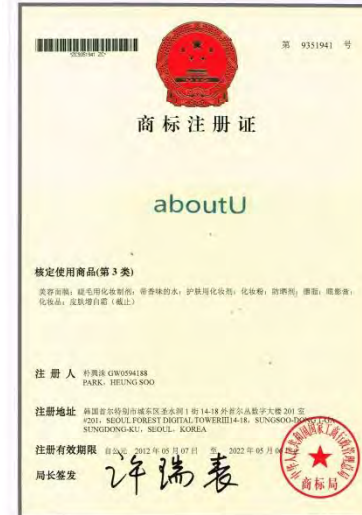
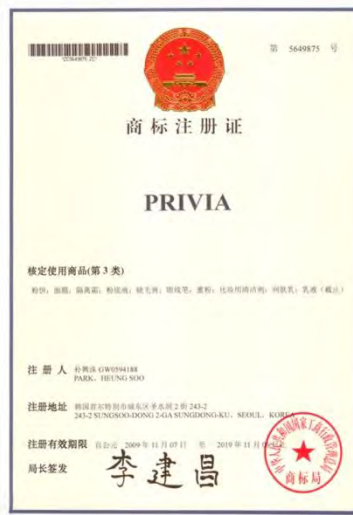


MONIQUE LAB  
REVITALIZING SKIN CARE

# Korean Trademark Rights



# Chinese Trademark Rights





## Chinese Sanitary Permission

**国家食品药品监督管理总局**  
**进口非特殊用途化妆品备案凭证**

备案编号: 沪G20160101


申请人名称:


根据《化妆品卫生监督管理办法》及国家颁布有关规定, 对每批进口化妆品予以备案, 备案有效期为自本凭证之日起12个月。

产品名称	中文	爱茉莉艾罗精华水
英文	AROMEE LAB THE FIRST ORIGIN ESSENCE	
生产企业	中文	爱茉莉公司
英文	ARIELLE CO., LTD.	
生产国别	韩 国	100, Jil, Jangseong-ro, Gijil-dong, Seoul, Korea
生产地址	韩 国	100, Jil, Jangseong-ro, Gijil-dong, Seoul, Korea
中国经销商	名称	威海爱罗进出口有限公司
	地址	山东威海市经济技术开发区威海区威海路 4 号 K230 室
备 注		

请于有效期届满前4个月报送变更申请。

国家食品药品监督管理总局对进口化妆品生产安全进行监督管理, 备案凭证不作为生产、进口非特殊用途化妆品的凭证。





## 中国食品药品监督管理局 进口非特殊用途化妆品备案凭证

注册备案号 J2013094


费用支付公司:

根据《化妆品生产监督管理办法》及《化妆品注册备案管理办法》，对经本局予以  
予产品备案注册。备案有效期至2015年12月31日。

产品名称	雅诗兰蔻兰蔻眼霜	生产企业	雅诗兰蔻兰蔻眼霜
英文品名	ESTEE LAUDER EYE CREAM	英文生产企业	雅诗兰蔻兰蔻眼霜
中文品名	雅诗兰蔻眼霜	中文生产企业	雅诗兰蔻兰蔻眼霜
生产地址	美国 纽约 170 Avenue of the Americas, New York, NY 10039, USA		
经销商	KORUI, Inc. (Shanghai) Co., Ltd. g11, Suzhou Industrial Park, Suzhou, China		
注册证号	国妆备进字(2013)第000000号		
在境内责任单位	上海家化联合股份有限公司上海分公司(地址: 中国上海)		
备注			

进口非特殊用途化妆品注册证有效期五年

该备案信息经国家食品药品监督管理局备案系统予以公示, 企业应保证备案信息真实有效, 并接受国家食品药品监督管理局的监督检查。



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**国家食品药品监督管理局**  
**进口特殊用途化妆品备案凭证**

国家药监局进口备案凭证

凭证编号: **京20150120**

发证机关: **北京市食品药品监督管理局** 发证日期: **2015年01月20日**  
下产品生产地址: **北京市朝阳区望京乡花庄1012号**

产品名称	中文 <b>美瞳妆前打底霜</b> 英文 <b>PRIMA (PRIMO) HYDRATING EYE-DEIN</b>
生产企业	中文 <b>普明有限公司</b> 英文 <b>PRIMA (P) LTD.</b>
生产国(地区)	中国 <b>CHINA (H. K. SARAOH)</b> 地址 <b>4/F, 110, Canton Road, Kowloon, Hong Kong</b>
总代理 经营单位	名称 <b>威视特进出口有限公司</b> 地址 <b>北京市朝阳区望京乡花庄1012号</b>
备注	生产国(地区)与生产地址不一致,开发至美国加州,无42303
备 注	

准予注册有效期满前6个月须向发证机关申请

国家食品药品监督管理局核发并核发生产、经营许可证及进口产品注册证

  
 北京市食品药品监督管理局  
 二〇一五年一月二十日

**国家食品药品监督管理局公告**  
**进口化妆品化妆品备案凭证**

国食药监注[2012]084号


普闻公司：

根据《化妆品卫生监督管理条例》及其实施细则有关规定，对你单位以下产品予以备案，备案有效期至2020年12月15日。

产品名称	中文	莫尼克发肤养秀露
	英文	MONIQUE LAB THE SKIN POWER CREAM
生产企业	中文	普闻尔公司
	英文	PRIVIA S.p.A. LTD
生产国（地区）	韩国	地址： 42809, Achaem-ro, 7 (Gil)1, Seocho-gu, Seoul, Korea
在华申报责任单位	名称	威海普尔进出口有限公司
	地址	山东省威海市经济技术开发区礼贤镇城子街42809号
备注		

请于批件有效期届满前4个月提出延续申请

国家食品药品监督管理局未批准对本产品卫生安全性能进行技术审核，本备案凭证不能用于对产品卫生安全质量的认证。



**国家食品药品监督管理总局**  
**进口非特殊用途化妆品备案凭证**

海国备字第19172852


普西尔公司:

根据《化妆品卫生监督管理条例》及其实施细则有关规定,对你申报的以下产品予以备案。备案有效期至2019年11月31日。

产品名称	中文 普西尔单眼素颜乳霜
	英文 PESI'S ORIENTAL BEYELIZING GILD PINK
生产企业	中文 普西尔公司
	英文 PESI'S Co., LTD
生产国(地区)	韩国
	地址 #399, 38, Ahae-ro 7chil (Seo-gil, Seongbuk-gu, Seoul, Korea
在中国境内总经销商	名称 威海普诗进出口有限公司
	地址 山东省威海市威海经济技术开发区威海火炬大厦 4号A203室
备 注	

请于有效期届满前3个月提出延续申请

国家食品药品监督管理总局组织对本产品生产安全性卫生安全性卫生标准符合, 备案凭证不作为产品卫生安全性的认可。

 日

9797979

**国家食品药品监督管理局  
进口非特殊用途化妆品备案证**

国家备案字(2015)第011

青岛利尔公司。

根据《化妆品卫生监督管理条例》及其实施管理办法规定，对符合规定以下产品，备案有效期至2021年3月31日。

产品名称	中文 普阿丹尔眼膜眼膏
	英文 PRIVIA ORIENTAL REVITALIZING GEL & CRM
生产企业	中文 普阿丹尔公司
	英文 PRIVIA Co., LTD
生产国(地区)	韩国
地址	#309, 18, Acheon-ro, Teohillim-gil, Seongbuk-gu, Seoul, Korea
在华经销商单位名称	名称 威海博洋进出口有限公司
	地址 山东省威海市经济技术开发区威海世纪城 4号A303室
备注	

证件于有效期届满前6个月前提出续证申请

国家食品药品监督管理局公告对化妆品生产企业安全卫生技术审核，备案凭证不作为对产品安全质量的认可。

(2015年12月10日)

**国家食品药品监督管理总局**  
**进口非特殊用途化妆品备案凭证**

备案编号为 J20170462


备案单位：普丽公司。

根据《化妆品卫生监督管理条例》及其实施细则有关规定，对贵单位的以下产品予以备案，备案有效期至2021年6月5日。

产品名称	中文	普丽艾菲尔洁面乳
	英文	PURITIA MIMELA VASE CLEANSING FOAM
生产企业	中文	普丽尔公司
	英文	PURITIA CO., LTD
生产国(地区)	韩国	2389, 19, Achaon-ro, T'cheil(Tra)-gil, Seongjeong-gu, Seoul, Korea
在华销售单位	名称	威海普尔通化妆品有限公司
	地址	山东省威海市环翠技术开发区国际新城6号A203室
备 注		

请于有效期内按照备案内容履行备案手续

国家食品药品监督管理总局未组织对本产品生产安全性进行技术审评，备案凭证不作为对产品生产安全质量的认可。

  
 2017年4月6日

**国家食品药品监督管理总局  
进口特殊用途化妆品备案凭证**

国食药监备字(2012)0821

青岛阳光公司:

根据《化妆品卫生监督检查条例》及实施细则有规定,对申报单位的以下产品予以备案。备案有效期至2021年2月15日。

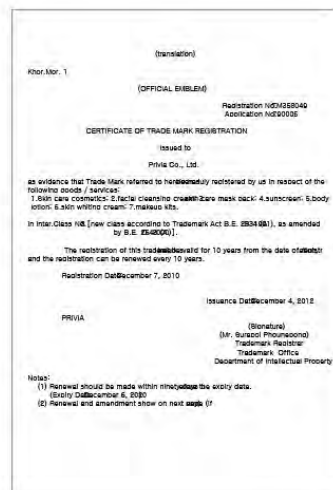
产品名称	中文 普安特抗皱细胞修护弹力精华液
	英文 PEVIVA INTENSE ANTI WRINKLE EYE SERUM
生产企业	中文 普安特有限公司
	英文 PEVIVA CO., LTD
生产国(地区)	韩国 地址 3590, 48, Aeksan-ro 7 (chil 1)-m, Seongnam-si, Seoul, Korea
在华申报责任单位	名称 欧诗曼进出口有限公司 地址 山东省威海市经济技术开发区乐群大街66号A2300室
备 注	

请于申报有效期届满前6个月提出延续申请

国家食品药品监督管理局对申报材料中产品卫生安全性能进行技术审评,本备案凭证不作为产品卫生安全质量的证明。

(国家食品药品监督管理总局)

# Thai Trademark Rights





# Russian Licenses



# History

## 2007

Established "Privia"  
Launched Skin Recovery Makeup Line

## 2009

Lunched 3 type of Shower Cologne  
Exported Makeup Line to Hongkong  
Launched Squid Ink Hair Dye  
Exported Makeup Line to Iran

## 2010

Participated in Beauty Fair in Malaysia  
Participated in Cosmoprof Hongkong Expo  
Launched Privia Malaysia

## 2011

Participated in Beijing Export Business Meeting in China  
Participated in Osaka International Gift Fair in Japan  
Participated in G-Fair Korea  
Launched Privia Myanmar

## 2012

Casted Beauty Program in Japan  
Casted Beauty Program in Indonesia  
Participated in G-Fair Korea  
Participated in Cosmoprof Hongkong Expo  
Participated in Ho Chi Minh Fair in Vietnam  
Launched Makeup Line for Home & Homeshopping

## 2013

Participated in Beauty Fair China  
Participated in Jilin Expo in China  
Participated in Seoul Fair

## 2014

Participated in China Business Plaza  
Opened Privia in K-Mall  
Participated in Tokyo Fair  
Participated in Global Business Plaza  
Participated in G-Fair Korea

## 2015

Participated in Beauty Fair in Guangzhou  
Participated in Beauty Fair in Harbin





## History



### 2016

Changed corporation Privia to "Inc.PriviaSkinLab"  
Opened Privia in 온누리H&C Gangnam  
Participated in Bangkok Beauty Fain in Thailand  
Opened Privia to Tax-Refund shop Gyeongbokgung branch



### 2017

Participated in Beauty Fair in Malaysia  
Opened Privia in Shop Panda  
Opened Privia to Poraris Tax-Refund shop in Myeongdong



### 2018

Opened Privia to Cosmetic9 Wisepark in Hongdae



## Domestic Shops

### Lotte Department store

#### Myeongdong Branch



#### Jamsil Branch



#### Busan Branch





## Domestic Shops

### Duty-free Shop Lotte City Hotel Jeju Branch



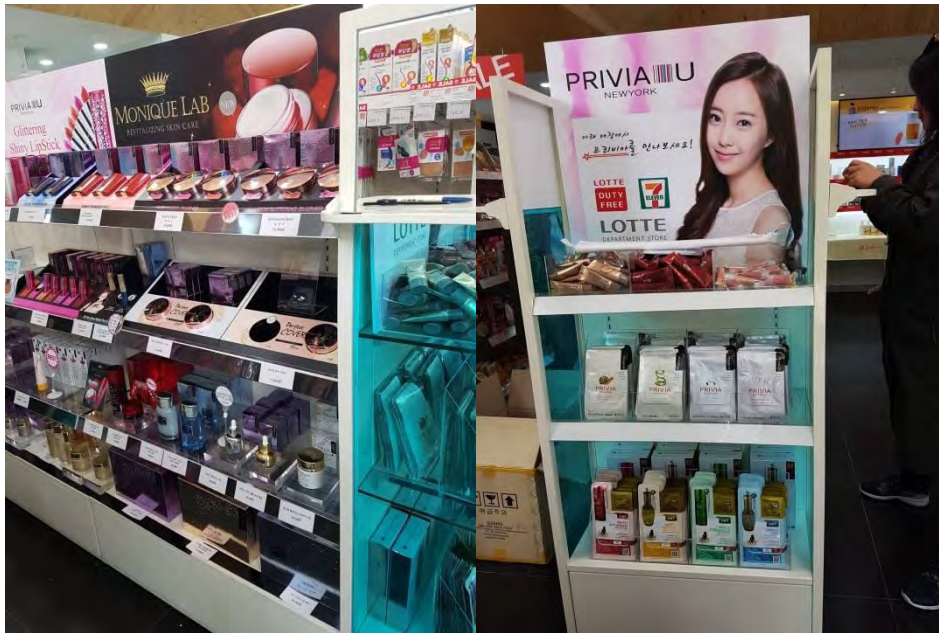
**Seven Eleven**– 명동성당점, 강남kt점,  
김포공항점, 잠실롯데월드점, 제주중문점,  
강남대치점(branches)



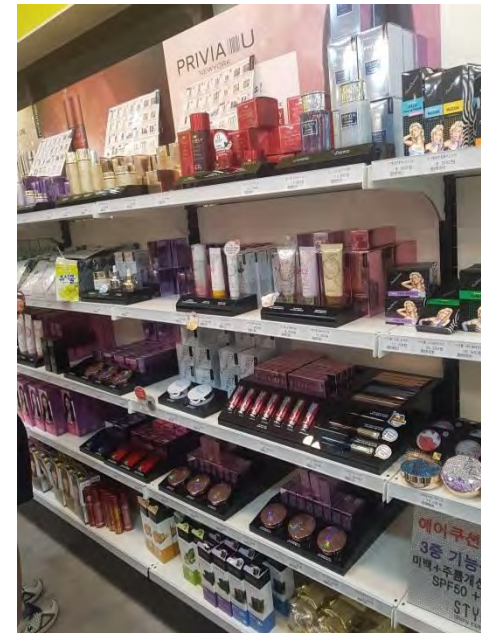


## Domestic Shops

온누리H&C



Shop Panda



## Domestic Shops

Tax-Refund shop Gyeongbokgung branch



Poraris Tax-Refund shop in Myeongdong





## Domestic Shops

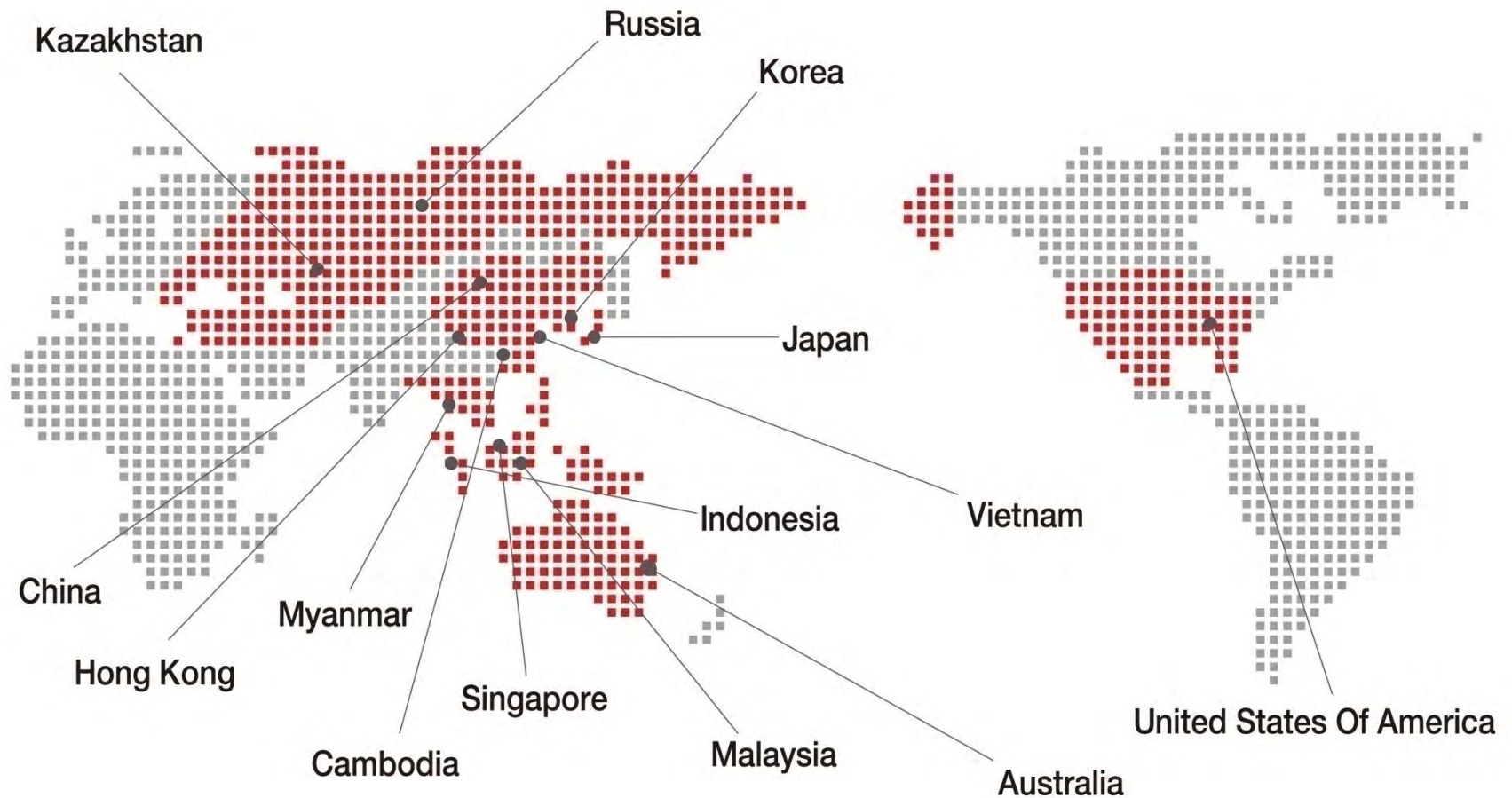
### Cosmetic9 Wisepark in Hongdae



## World map

### World Best Brand “PRIVIA”

As a global brand, PRIVIA is now sold in many parts of the world.





## Overseas Activities

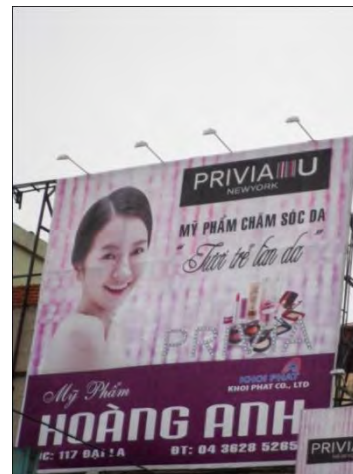
### Thailand



### Russia



### Vietnam





## Overseas Activities

### Japan



### Hongkong

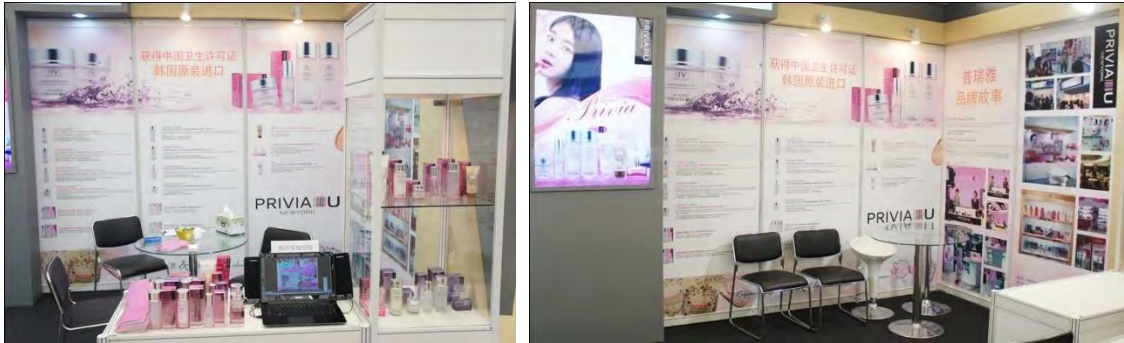


### Myanmar



# EXPO

## CHINA BEAUTY EXPO in China, 2013



## EXPO 2015



Guangzhou



Harbin

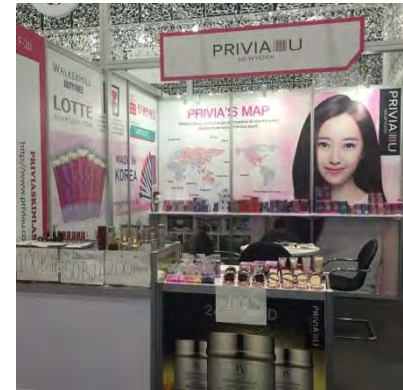


Malaysia



# EXPO

## EXPO 2016 - Thailand



## EXPO 2017 - Malaysia



## BEST Product



aboutU  
Repairing Blemish Balm 50ml



aboutU  
Newyork Repairing Blemish Balm  
50ml / 30ml  
(For Cambodia Export)



aboutU  
Repairing Blemish Balm 30ml  
(For Myanmar Export)







# Catalog – Makeup & Perfume & Hair



**PRIVIA NEW YORK**

about **PRIVIA** NEW YORK

VFC18°C

MONIQUE LAB

www.priviau.co.kr

**깨끗한 피부 유지** (10)

The cleanser removes dirt and oil from the skin, leaving it soft and smooth. It is perfect for use after makeup removal and before moisturizing.

**영양성 피부 관리** (10)

The long-lasting coverage keeps your skin soft all day long. The powder is silky smooth and has a fine texture that covers the skin evenly.

**스킨 리프터와 세팅 파우더** (10)

With the water powder and clear light powder, you can keep your skin soft and moist all day long. The powder is silky smooth and has a fine texture that covers the skin evenly.

**올라가게 피부 관리** (10)

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For the ideal skin expression  
www.priviau.co.kr

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With the water powder and clear light powder, you can keep your skin soft and moist all day long. The powder is silky smooth and has a fine texture that covers the skin evenly.

## Product WHITENING



**Polyglutamic**

It is a moisturizing ingredient produced during the manufacturing process of fermented soy products such as Natto, a traditional fermented Japanese food product, and Chunggukjang in Korea. It maintains bionic improvement and helps soothe skin and reduce irritation by moisturizing from inside the skin.



**Ginsenoside**

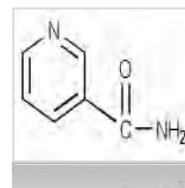
Ginseng is a saponin component that promotes the formation of moisturizing ingredients in the skin, which makes the skin hydrated. It prevents the division of cells from ultraviolet rays and manages them as healthy and energetic cells, and activates the genes that prevent aging.

WHITENING  
NO PARABEN

## 오리엔탈 리치 래디언스 라인

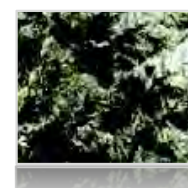
### ORIENTAL RICH RADIANCE LINE

It contains niacin-amide, a whitening functional substance, to improve dull skin by inhibiting melanin synthesis, to keep the skin bright even in very dry environments, and to provide more encapsulated oil exchange.



**Niacinamide(VitaminB3)**

Niacinamide, one of the B vitamins, is a functional substance approved for stabilizing food medicines. It cleans the skin and it has various functions to focus on the sensitive and oily skin.



**Colosodal Platinum**

Nanoized platinum content activates skin metabolism and reduces the activity of free radicals and oxidation, which contribute to aging of the skin, providing vitality to dull, lifeless skin.

## Product WHITENING



WHITENING  
NO PARABEN

### 오리엔탈 리치 래디언스 스킨 EX8

ORIENTAL RICH RADIANCE SKIN EX8 150ml

Whitening Skin improves fatigued skin from external environment, by quickly absorbing into your skin. Also, it makes your skin remain with moisture, soft and abundant feeling which soothes and moisturizes your skin efficiently.



ORIENTAL RICH  
RADIANCE  
SKIN EX8



ORIENTAL RICH  
RADIANCE  
LOTION EX8



ORIENTAL RICH  
RADIANCE  
ESSENCE EX8



ORIENTAL RICH  
RADIANCE  
CREAM EX8



ORIENTAL RICH  
RADIANCE  
EYE CREAM EX8



ORIENTAL RICH  
RADIANCE II



ORIENTAL RICH  
RADIANCE III

# Product WHITENING



WHITENING  
NO PARABEN

## 오리엔탈 리치 래디언스 로션 EX8

ORIENTAL RICH RADIANCE LOTION EX8 150ml

It is whitening function lotion which helps oily and moisture in balance. Each extract helps to keep your skin soft and supple. Furthermore, various botanical extracts remain soothed and moisturized on your skin.



ORIENTAL RICH  
RADIANCE  
SKIN EX8



ORIENTAL RICH  
RADIANCE  
LOTION EX8



ORIENTAL RICH  
RADIANCE  
ESSENCE EX8



ORIENTAL RICH  
RADIANCE  
CREAM EX8



ORIENTAL RICH  
RADIANCE  
EYE CREAM EX8



ORIENTAL RICH  
RADIANCE II



ORIENTAL RICH  
RADIANCE III



# Product WHITENING



WHITENING  
NO PARABEN

## 오리엔탈 리치 래디언스 에센스 EX8

ORIENTAL RICH RADIANCE ESSENCE EX8 50ml

It is a Whitening Function Essence which makes your skin soft and smooth. Also, it promotes skin elasticity and soft as supplying water-based nutrition.



ORIENTAL RICH  
RADIANCE  
SKIN EX8



ORIENTAL RICH  
RADIANCE  
LOTION EX8



ORIENTAL RICH  
RADIANCE  
ESSENCE EX8



ORIENTAL RICH  
RADIANCE  
CREAM EX8



ORIENTAL RICH  
RADIANCE  
EYE CREAM EX8



ORIENTAL RICH  
RADIANCE II



ORIENTAL RICH  
RADIANCE III



# Product WHITENING

WHITENING  
NO PARABEN

## 오리엔탈 리치 래디언스 크림 EX8

ORIENTAL RICH RADIANCE CREAMEX8 50ml



This cream provides a lot of moisture and nourishment for your skin, including Lacktobacilli, Aspergillus, Plums fermentation, and lotus Fermentation. To add to that, it leaves skin with moisture, soft and abundant feeling like supplying water efficiently.



ORIENTAL RICH  
RADIANCE  
SKIN EX8



ORIENTAL RICH  
RADIANCE  
LOTION EX8



ORIENTAL RICH  
RADIANCE  
ESSENCE EX8



ORIENTAL RICH  
RADIANCE  
CREAM EX8



ORIENTAL RICH  
RADIANCE  
EYE CREAM EX8



ORIENTAL RICH  
RADIANCE II



ORIENTAL RICH  
RADIANCE III

## Product WHITENING

WHITENING

NO PARABEN

### 오리엔탈 리치 래디언스 아이크림 EX8

ORIENTAL RICH RADIANCE EYECREAMEX8 20ml



It is a whitening functional Eye Cream which makes your eyes moist as supplying high water and nutrition with great adhesion property.

Also, It includes Lactobacilli, Aspergillus, Plums Fermentation, and lotus Fermentation, which help your elasticity of skin and make your eye softer without a stimulus.



ORIENTAL RICH  
RADIANCE  
SKIN EX8



ORIENTAL RICH  
RADIANCE  
LOTION EX8



ORIENTAL RICH  
RADIANCE  
ESSENCE EX8



ORIENTAL RICH  
RADIANCE  
CREAM EX8



ORIENTAL RICH  
RADIANCE  
EYE CREAM EX8



ORIENTAL RICH  
RADIANCE II



ORIENTAL RICH  
RADIANCE III

## Product WRINKLE



**Polyglutamic**

It is a moisturizing ingredient produced during the manufacturing process of fermented soy products such as Natto, a traditional fermented Japanese food product, and Chunggukjang in Korea. It maintains bionic improvement and helps soothe skin and reduce irritation by moisturizing from inside the skin.



**Grape Extract**

The stem cell component makes the collagen in the skin dense, making the skin look sagging due to aging. It is rich in vitamins that can help your metabolism smoothly and provide excellent antioxidant benefits.

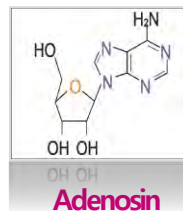
ANTI-WRINKLE

NO PARABEN

### 오리엔탈 리바이탈 라이징 골드 라인

#### ORIENTAL REVITALIZING GOLD LINE

The grape-stem cells combine the collagen and your skin, which makes the sagging skin stiff. Moisturizing is a long-lasting form of Trehalose, a smooth, desert-grown, self-revival trail.



Because it is an in-cell component, it has excellent safety and durability when penetrated. In particular, DNA and protein synthesis are promoted in the layers of the rhizoid, helping to improve the health of the skin and wrinkles with the cell's own growth.

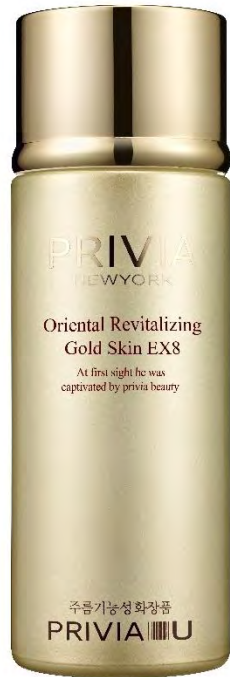


**Trehalose**

Trehalose, the main ingredient of the early resurrection, which holds water even in very dry environments, is a natural sweetener that helps maintain healthy skin. It also helps keep your skin moisturized for a long time.



# Product WRINKLE



ANTI-WRINKLE

NO PARABEN

## 오리엔탈 리바이탈 라이징 골드 스킨 EX8

ORIENTAL REVITALIZING GOLD SKIN EX8 150ml

It functions for wrinkle skin which provides moisture and nourishment for fatigue skin. Also, it keeps your skin bright as soothing and moisturizing your skin efficiently.



ORIENTAL  
REVITALIZING  
GOLD SKIN EX8



ORIENTAL  
REVITALIZING  
GOLD LOTION EX8



ORIENTAL  
REVITALIZING  
GOLD  
ESSENCE EX8



ORIENTAL  
REVITALIZING GOLD  
VITAL CREAM EX8



ORIENTAL  
REVITALIZING GOLD  
CREAM EX8



ORIENTAL  
REVITALIZING  
GOLD II



ORIENTAL  
REVITALIZING  
GOLD III

# Product WRINKLE



ANTI-WRINKLE

NO PARABEN

## 오리엔탈 리바이탈 라이징 골드 로션 EX8

ORIENTAL REVITALIZING GOLD LOTION EX8 150ml

It is a wrinkle-functioned lotion which provides moisture and nourishment for true skin after skin. Also, it leaves your skin with moisture, soft and abundant feeling like soothing and moisturizing your skin efficiently with each extract.



ORIENTAL  
REVITALIZING  
GOLD SKIN EX8



ORIENTAL  
REVITALIZING  
GOLD LOTION EX8



ORIENTAL  
REVITALIZING  
GOLD  
ESSENCE EX8



ORIENTAL  
REVITALIZING GOLD  
VITAL CREAM EX8



ORIENTAL  
REVITALIZING GOLD  
CREAM EX8



ORIENTAL  
REVITALIZING  
GOLD II



ORIENTAL  
REVITALIZING  
GOLD III

# Product WRINKLE



ANTI-WRINKLE

NO PARABEN

## 오리엔탈 리바이탈 라이징 골드 에센스 EX8

ORIENTAL REVITALIZING GOLD ESSENCE EX8 150ml

As the product that grants the sense of resilience onto the skin, it allows your skin to be fresh sensation. By containing the massive quantity of hyaluronic acid, it grants moisture and nutrients at the same time to maintain as the clear and clean skin.



ORIENTAL  
REVITALIZING  
GOLD SKIN EX8



ORIENTAL  
REVITALIZING  
GOLD LOTION EX8



ORIENTAL  
REVITALIZING  
GOLD  
ESSENCE EX8



ORIENTAL  
REVITALIZING GOLD  
VITAL CREAM EX8



ORIENTAL  
REVITALIZING GOLD  
CREAM EX8



ORIENTAL  
REVITALIZING  
GOLD II



ORIENTAL  
REVITALIZING  
GOLD III



# Product WRINKLE

ANTI-WRINKLE

NO PARABEN

## 오리엔탈 리바이탈 라이징 골드 크림 EX8

ORIENTAL REVITALIZING GOLD CREAM EX8 50ml



It helps your skin gain vitality with a luxurious sense, including Green Tea extract and hydrolyzed collagen. It leaves your skin with moisture, soft feeling, and enables to have moisture, nutrients and resilience of your skin.



ORIENTAL  
REVITALIZING  
GOLD SKIN EX8



ORIENTAL  
REVITALIZING  
GOLD LOTION EX8



ORIENTAL  
REVITALIZING  
GOLD  
ESSENCE EX8



ORIENTAL  
REVITALIZING GOLD  
VITAL CREAM EX8



ORIENTAL  
REVITALIZING GOLD  
CREAM EX8



ORIENTAL  
REVITALIZING  
GOLD II



ORIENTAL  
REVITALIZING  
GOLD III

# Product WRINKLE

ANTI-WRINKLE

NO PARABEN

## 오리엔탈 리바이탈 라이징 골드 바이탈 크림 EX8

ORIENTAL REVITALIZING GOLD VITAL CREAM EX8 80ml



It grants moisture and nutrients to the skin by sinking in with moisture without the feeling of stickiness and makes the resilience back into the exhausted and drooped skin.



ORIENTAL  
REVITALIZING  
GOLD SKIN EX8



ORIENTAL  
REVITALIZING  
GOLD LOTION EX8



ORIENTAL  
REVITALIZING  
GOLD  
ESSENCE EX8



ORIENTAL  
REVITALIZING GOLD  
VITAL CREAM EX8



ORIENTAL  
REVITALIZING GOLD  
CREAM EX8



ORIENTAL  
REVITALIZING  
GOLD II



ORIENTAL  
REVITALIZING  
GOLD III

## Product HOMME

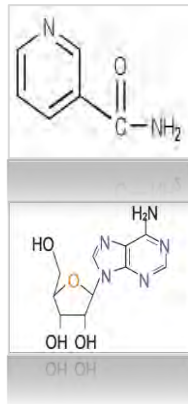


WHITENING ANTI WRINKLE NO PARABEN

옴므 스포츠 에프터 셰이브

HOMME SPORT AFTER SHAVE 140ml

This is a high-moisturizing skin for men who have rough skin from frequent outdoor activity. It slips well on skin without stickiness and brings nutrition by letting you make comfortable.



### Niacinamide (Vitamin B3)

Niacinamide, one of the B vitamins, is a functional substance approved for stabilizing food medicines. It cleans the skin and it has various functions to focus on the sensitive and oily skin.

### Adenosin

Because it is an in-cell component, it has excellent safety and durability when penetrated. In particular, DNA and protein synthesis are promoted in the layers of the rhizoid, helping to improve the health of the skin and wrinkles with the cell's own growth.





## Product HOMME

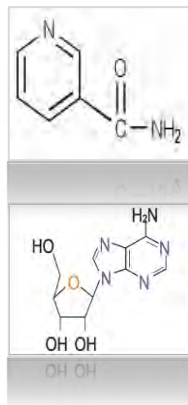


WHITENING ANTI WRINKLE NO PARABEN

### 옴므 스포츠 밀크 로션

HOMME SPORT MILK LOTION 140ml

It keeps balance between oil and water for male skin. Coconut and palm oil protects layer on skin to keep it moist. Also, adenosine, for caring wrinkle, keeps your skin elastic and healthy.



#### Niacinamide (Vitamin B3)

Niacinamide, one of the B vitamins, is a functional substance approved for stabilizing food medicines. It cleans the skin and it has various functions to focus on the sensitive and oily skin.

#### Adenosin

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## Product MONIQUE LAB

GALACTOMYCES

### 모니크랩 더 퍼스트 스킨 에센스

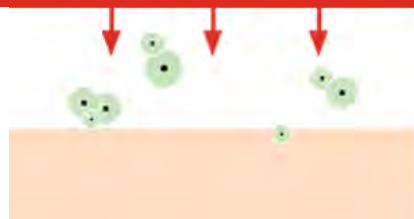
THE FIRST SKIN ESSENCE 150ml



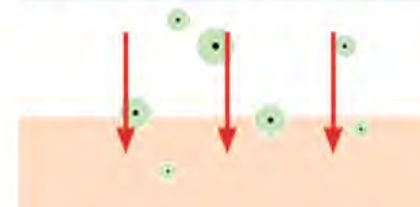
It has a similar structure with melted fermentation extract used when people brew rice wine. We use Galactomyces[Natural fermentation ingredient], instead of water. It makes your skin clear and soft from your dead skin cell, adding nourishment and elasticity in your fatigued skin.

The Secret of Moisturizing Absorption? - Small fermentation particles

Particle of General cosmetics



Particle of Galactomyces



## Product MONIQUE LAB

GALACTOMYCES

### 모니크랩 더 스킨 파워 크림

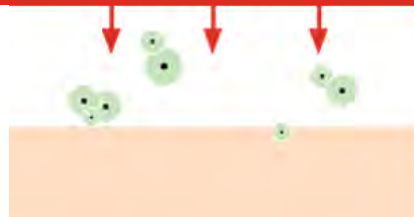
THE SKIN POWER CREAM 30ml



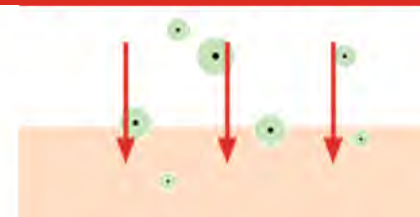
The skin power Cream has a dual functionality that makes the skin soft and clear as it delivers enough nutrients, including Galactomyces Ferment Filtrate - natural fermentative ingredients- instead of purified water.

The Secret of Moisturizing Absorption? - Small fermentation particles

Particle of General cosmetics



Particle of Galactomyces





## Product MONIQUE LAB

**GALACTOMYCES**

### 모니크랩 하이드레이션 스페셜크림

HYDRATION SPECIAL CREAM 50ml



This cream makes your skin moisturized including Swiftlet nest extract, Mangifera Indica(Mango)Seed Butter and Onsen-Sui,etc. which is able form moisture layer.

#### 바다제비집(금사연동지) 효능

시알산 함유	수분 보유력 강화	피부 에너지 UP	피부 턴 오버
로알렐리 200배의 영양분! 피부에 영양, 보습 부여! 탄력있는 이쁜피부로!	피부 속 당김 NO! 촉촉한 피부로 오래오래!	풍부한 비타민으로 생기부여! 피부 자체의 힘을 길러 건강한 피부로! 칙칙함 피부를 완화하고 깨끗하게!	단백질 기능의 EGF 성분이 피부 턴 오버를 도와줌! 피부의 컨디션 유지!

## Product SPECIAL

ANTI-WRINKLE

### 인텐스 안티 링클 아이 세럼

INTENSE ANTI WRINKLE EYE SERUM 20ml



It can infuse deeply into the skin to counteract skin discoloration and improve dullness. The adenosine effectively improves elasticity, reducing lines and wrinkles around the eye. Anti Wrinkle eye Serum contains a highly effective ingredient that not only whitens your skin but also makes your skin Anti-wrinkled.



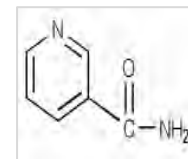
Polyglutamic

It is a moisturizing ingredient produced during the manufacturing process of fermented soy products such as Natto, a traditional fermented Japanese food product, and Chunggukjang in Korea. It maintains bionic improvement and helps soothe skin and reduce irritation by moisturizing from inside the skin.



Grape Extract

The stem cell component makes the collagen in the skin dense, making the skin look sagging due to aging. It is rich in vitamins that can help your metabolism smoothly and provide excellent antioxidant benefits.



Niacinamide(VitaminB3)

Niacinamide, one of the B vitamins, is a functional substance approved for stabilizing food medicines. It cleans the skin and it has various functions to focus on the sensitive and oily skin.

## Product SPECIAL



WHITENING

### 인텐스 화이트닝 세럼

INTENSE WHITENING SERUM 40ml

Privia Intense Whitening Serum slips easily onto the skin and absorbs quickly, leaving skin comfortable, soft, and healthy looking. It doesn't include preservative not to irritate your skin. It maximizes moisturizing function by using Tremella fuciformis berk mushroom.



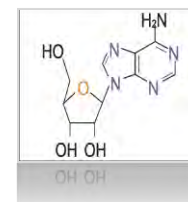
**Hyaaroninc Acid**

The material that stores 1,000 times the moisture in our skin can help prevent skin aging, such as dryness. It keeps skin moisturized and elastic, and also improves fine wrinkles such as moisture and prevents skin aging.



**Tremella fuciformis berk mushroom**

It is moisturizing, non-stick and moisturizes and softens the skin.



**Adenosin**

Because it is an in-cell component, it has excellent safety and durability when penetrated. In particular, DNA and protein synthesis are promoted in the layers of the rhizoid, helping to improve the health of the skin and wrinkles with the cell's own growth.



## Product SPECIAL

WHITENING

### 미라클 화이트닝 아쿠아 크림

MIRACLE WHITENING AQUA CREAM 80ml



It is whitening gel-type moisture cream including Niacinamide, providing cooling effects and light texture without stickiness. Your sensitive skin gets enough nutrition from Viscum Album (Mistletoe) Leaf Extract. A natural material, Betaine gives moisturizing effect.



#### Mistletoe

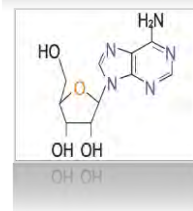
The mistletoe extract is one of the many plants that has cancer.

It is the best plant. Strong antioxidant action to fundamentally prevent skin aging do.



#### Inspersatae Rhizoma

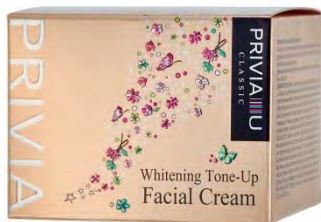
It has skin cell regeneration effect.



#### Adenosin

Because it is an in-cell component, it has excellent safety and durability when penetrated. In particular, DNA and protein synthesis are promoted in the layers of the rhizoid, helping to improve the health of the skin and wrinkles with the cell's own growth.

## Product SPECIAL



ANTI-WRINKLE

WHITENING

NO PARABEN

### 화이트닝 톤업 페이스 크림

WHITENING TONE-UP FACIAL CREAM 50ml

Whitening Tone-up Cream contains plant-mixed extract which keeps moisturizing, making the moist layers of the skin.

Moreover, the ingredients that help to whiten are included, in order to brighten dull and fatigued skin.

The honey extract, Botanicestical Plus – 10(10-0966835), of this tone-up cream effects for your skin to have nutrients, making your skin beautiful and lively.

## Make-up Products



SPF50+ PA+++

### 프리비아 스네일 블레미쉬 밤

PRIVIA SNAIL BLEMISH BALM 50ml

It applies very moistly with the light-creamy texture.

With the contents of Snail mucus filtrate, it helps for skin moisturizing.

Apply this for your healthy-looking skin!



Privia  
Snail  
Blemish  
Balm

SPF50+ PA+++



Privia  
Collagen  
Blemish  
Balm

SPF50+ PA+++



Privia  
Rice  
Blemish  
Balm

SPF50+ PA+++



## Make-up Products



**SPF50+ PA+++**

**프리비아 콜라겐 블레미쉬 밤**

PRIVIA COLLAGEN BLEMISH BALM 50ml

With the contents of Hydrolyzed Collagen, it makes your skin elastic.  
From the Collagen, your skin becomes moist, but still comes with smooth finish.



Privia  
Snail  
Blemish  
Balm

**SPF50+ PA+++**



Privia  
Collagen  
Blemish  
Balm

**SPF50+ PA+++**



Privia  
Rice  
Blemish  
Balm

**SPF50+ PA+++**

## Make-up Products



**SPF50+ PA+++**

### 프리비아 라이스 블레미쉬 밤

PRIVIA RICE BLEMISH BALM 50ml

Thanks to the content of rice filtrate, it gives you moisture without stickiness as well as naturalizes your skin tone.

Rice contains protein, mineral-included unsaturated fatty acid, vitamin, dietary fiber, and so on.



Privia  
Snail  
Blemish  
Balm

**SPF50+ PA+++**



Privia  
Collagen  
Blemish  
Balm

**SPF50+ PA+++**



Privia  
Rice  
Blemish  
Balm

**SPF50+ PA+++**

## Make-up Products



WHITENING ANTI-WRINKLE SPF50 PA+++

올인원 씨씨 크림

ALL IN ONE C.C CREAM 30ml

The licensed ingredients, EX BASAM in the composition with Swiss Alpine Herb, leave the skin awesomely moisture and elastic, making skin smooth and shiny. Moreover, it is soft and tender which feels like whipped-cream texture with color capsules, expressing the natural cover effect. It covers pores, letting the skin tone bright and natural.



Repairing Blemish Balm



AboutU Repairing Blemish Balm SPF28 PA++



V-Face Blemish Balm SPF37 PA++



V-Face Suncream SPF50 PA+++

## Make-up Products



SPF50+ PA+++

브이-페이스 선크림

V-FACE SUNCREAM 60ml

The skin problems caused by ultraviolet light during everyday life are protected from skin problems. Also, the silicon elastomer and fine-control powder make it easy to use with a smooth, light texture, and helps to keep sunblock from sweat and water. It improves skin elasticity with peptide compounds such as acetylhexapeptide and caperpeptides. It is moisturized with 3 Shape Complexes (Carnitin, caffeine, and coenjays).



It contains lactobacillus extract that strengthens skin barrier and modern fermentation extract that makes the skin moisturized.



This is a sun cream that can be used as a makeup base function by organizing skin tone. Waterproof functionality is suitable for use in summer.



## Make-up Products



### 리페어링 블레미쉬밤

REPAIRING BLEMISH BALM 60ml

Privia Repairing Blemish Balm has been up graded to cover blemish and wrinkle perfectly. One simple Cream but 3 different function.

Makeup base + Foundation + skin care function product with triple function which actively responds to skin aging and maintains clean makeup.

It is based on the intensive skin care and on the principle of photosynthesis by light-scattering powder. It is efficiently blended plant-complex, as well as of the ceramide, lecithin and allantoin ingredients, giving you bright skin tone and supply moisture to your skin.



Repairing Blemish Balm



AboutU Repairing Blemish Balm **SPF28 PA++**



V-Face Blemish Balm **SPF37 PA++**



V-Face Suncream **SPF50 PA+++**

## Make-up Products



SPF28 PA++

어바웃유 리페어링 블레미쉬 밤

aboutU REPAIRING BLEMISH BALM 50ml

It expresses the skin well in a natural and comfortable way, like a face without makeup, actively responding to skin aging and maintaining clean makeup. Preventing aging skin by protecting your skin from ultraviolet rays covers blemished and wrinkles and keeps your skin smooth and natural.



Cover skin defects and irregular skin tone evenly and clean up with superior adhesion.

## Make-up Products



SPF37 PA++ WHITENING

### 브이-페이스 블레미쉬 밤

V-FACE BLEMISH BARM 50ml

Blemish Balm protects your skin from ultraviolet (UV-A,UV-B),and helps your skin naturally covered. Skin moisturizers are stabilized in the aqua gel to provide moisture to the skin, and to prevent the skin's moisture from evaporation caused by silicone barrier in order to maintain a moist skin condition. This skin protective cream functions basic skin care, covering skin blemishes, dark spots and redness effectively by providing a natural gloss and elasticity. Privia V-Face Blemish Balm keeps your skin moist by keeping moisture from evaporation.



Repairing Blemish Balm



AboutU Repairing Blemish Balm SPF28 PA++



V-Face Blemish Balm SPF37 PA++



V-Face Suncream SPF50 PA+++

## Make-up Products



SPF22 PA++

### 스킨 리커버리 페이스 파우더

SKIN RECOVERY FACE POWDER 13g

With low luster powder and clear light powder, light-finish and fresh makeup lasts long with natural control of unnecessary glossing and unnaturally thick grease after foundation on your face.

The all-in-one puff sun powder provides feeling of freshness without any stickiness.



SPF28 PA++

Skin Recovery Clear  
Liquid Foundation



SPF40 PA++

Blooming Makeup Base



Skin Recovery Shiny  
Powder Pact

SPF30 PA++



Clear Two-way  
Cake

SPF30 PA++



## Make-up Products



SPF30 PA++

클리어 투웨이 케이크

CLEAR TOWAY CAKE 13g

Ultra-fine particles conceal your skin flaws naturally and give you a light feeling while using this two-way cake. It keeps your makeup perfect for a long time without any tight covering or extra steps. Use polynomial powder to properly cover skin defects and absorb sweat and parchment to maintain natural and clean makeup.



SPF28 PA++

Skin Recovery Clear  
Liquid Foundation



SPF40 PA++

Blooming Makeup Base



Skin Recovery Shiny  
Powder Pact

SPF30 PA++



Clear Two-way  
Cake

SPF30 PA++

## Make-up Products

SPF30 PA++

### 스킨 리커버리 샤이니 파우더 팩트

SKIN RECOVERY SHINY POWDER PACT 16g



It keeps your skin safe from UV light. By using natural ingredients, it gives elasticity and moisture. You may show healthy and natural skin coloring.



SPF28 PA++

Skin Recovery Clear  
Liquid Foundation



SPF40 PA++

Blooming Makeup Base



Skin Recovery Shiny  
Powder Pact

SPF30 PA++



Clear Two-way  
Cake

SPF30 PA++

## Make-up Products

SPF30 PA++

### 스킨 리커버리 에센셜 트리플 팩트

SKIN RECOVERY ESSENTIAL TRIPLE PACT 16g



It conceals your skin flaws properly and absorbs sweat and sebum to put on makeup naturally, helping you to show bright skin color. Aminoacid coating powder is used to ensure good skin adhesion and to prevent dryness. Use porous powder to keep your skin fresh all day.



SPF28 PA++

Skin Recovery Clear  
Liquid Foundation



SPF40 PA++

Blooming Makeup Base



Skin Recovery Shiny  
Powder Pact

SPF30 PA++



Clear Two-way  
Cake

SPF30 PA++

## Make-up Products

SPF50 PA+++

올인원 씨씨 쿠션

ALL IN ONE C.C CUSHION 14g



Including Anti-thermorin(a patent -10-1370990) which is patented extract and Hyaluronatic Acid, which makes your skin clear and gorgeous. And your skin is absorbed by Porous powder lightly, keeping your skin soft without the skin lift for a long time.



Illusion Mineral Powder  
Pact **SPF40 PA++**



Aura Cheek Blusher



Glittering Eyeshadow



Illusion Glittering  
Blusher



## Make-up Products



SPF50+ PA+++

### 바나나 크러쉬팝 쿠션

BANANA CRUSH POP CUSHION 15g

This cushion is effective for cover, adhesion, and polish.  
It covers the blemish smoothly, with the natural-style makeup.  
The extract of banana helps for whitening, increase of elasticity,  
and anti-aging.



Banana Crush Pop  
Cushion **SPF50+ PA+++**



Strawberry Crush Pop  
Cushion **SPF50+ PA+++**



Collagen Crush Pop  
Cushion **SPF50+ PA+++**

## Make-up Products

SPF50+ PA+++

### 스트로베리 크러쉬팝 쿠션

STRAWBERRY CRUSH POP CUSHION 13g \*2 (REFILL INCLUDED)



This cushion is effective for cover, adhesion, and polish.  
It covers the blemish smoothly, with the natural-style makeup.  
With the content of strawberry filtrate, included vitamin C, it fills moisture inside of skin, expressing lively and clear texture.



Banana Crush Pop  
Cushion **SPF50+ PA+++**



Strawberry Crush Pop  
Cushion **SPF50+ PA+++**



Collagen Crush Pop  
Cushion **SPF50+ PA+++**

## Make-up Products

SPF50 PA+++

### 콜라겐 크러쉬팝 쿠션

COLLAGEN CRUSH POP CUSHION 13g \*2 (REFILL INCLUDED)



With Collagen, it makes fatigued skin lively and elastic, naturally covering skin defects.

It heightens the rate of water retention, which gives moisturizing effects without any stickiness.



Banana Crush Pop  
Cushion **SPF50+ PA+++**



Strawberry Crush Pop  
Cushion **SPF50+ PA+++**



Collagen Crush Pop  
Cushion **SPF50+ PA+++**

## Make-up



SPF40 PA++

### 일루션 파우더 팩트

ILLUSION POWDER PACT 9g

The protection from UVA and UVB, and the effect of SPF40 PA++, makes your skin protect from damaging UV rays. The powder is silky smooth, and it feels natural to the skin. Features best application to skin, by naturally covering irregularities.



Illusion Mineral Powder  
Pact **SPF40 PA++**



Aura Cheek Blusher



Glittering Eyeshadow



Illusion Glittering  
Blusher



## Make-up Products



SPF40 PA++

### 일루션 미네랄 파우더 팩트

ILLUSION MINERAL POWDER PACT 9g

The long-lasting coverage keeps your skin soft all day long. The powder is silky smooth, and it feels natural to the skin. Features best application to skin, by naturally covering irregularities. Represents beautiful skin tone without oily feeling.



Illusion Mineral Powder  
Pact **SPF40 PA++**



Aura Cheek Blusher



Glittering Eyeshadow



Illusion Glittering  
Blusher

## Make-up Products

### 아우라 치크 블러셔

AURA CHEEK BLUSER 9g



Have foxy image with Privia Aura Chick Blusher. It slips softly with creamy texture with bright and clear color. Express your skin lovely without massing at your dressing table.



Illusion Mineral Powder  
Pact **SPF40 PA++**



Aura Cheek Blusher



Glittering Eyeshadow



Illusion Glittering  
Blusher

## Make-up Products

### 일루션 글리터링 블러셔

ILLUSION GLITTERING BLUSHER 9g



This is a baked type blusher that creates bright and vivid color with a harmonious pearl texture. It makes you more captivating. Soft powder texture and glittering color make your skin healthy and shiny.



Apply this naturally  
to your cheeks.



When you apply your  
nose straight, your  
face looks oval.



For lovely facial  
expressions, put it in  
a circle.

## Make-up Products



### 글리터링 샤이니 립스틱

GLITTERING SHINY LIPSTICK 3.8g

Glittering Shiny Lipstick is well matched in your skin color with soft touch. You can choose five different colors as your taste. The colors will be naturally matched with your lips. Vitamin enable your lips to look more moist. Vivid color and smooth touch will satisfy you.



1호  
RED



2호  
PINK



3호  
ORANGE



4호  
ROSE ORANGE



5호  
DARK ORANGE



6호  
PINK HOLIC



7호  
BERRY PINK



8호  
MET WINE RED



## Make-up Products

### 프리비아 더블킬 롱웨어 아이라이너

### PRIVIA DOUBLE KILL LONG-WEAR EYELINER

A polymer which keeps clear and vivid Eye line longer make a thin coated film and keep it from removing or spreading Eye line. A flexible and sharp brush makes delicate eyes until eyelashes and eye with micro tip.

Although it is waterproof, it gives moist feeling to a roughened Eye skin with moisture element.

Attractive Black Color shows vivid Eyes with a delicate brush-touch.

- More powerful, waterproof function
- Elastic, sleek brush to eyelashes and eyes.
- A clear reality black color helps to create attractive eyes.



## Make-up Products



고저스 롱래쉬 & 컬링 마스카라  
/ 글래머러스 리치 롱 & 볼륨 마스카라

GORGEOUS LONG LASH & CURLING MASCARA  
/ GLAMOROUS RICH LONG & VOLUME MASCARA



The Privia mascara has 3 strong points and can be used by everyone 4 seasons of a year. It does not leave the smudges from sweat or water and can be used even while swimming. The special formula allows it not to be washed away with water and sweat, but mildly washes away with a warm water. The peanut-shaped bulky brush lifts up the eyelashes evenly, making them curly and giving them volume.

## Cleansing care



### 퍼펙트 퓨어 클렌징 폼

PERFECT PURE CLEANSING FORM 180ml

Rich in 7 different Natural Herb extract promotes moisture retention, elasticity, and firmness. It reaches deep into the pores to remove dirt and dead cells to help reduce skin problems.



Miracle Yeast Cleansing Foam  
[막걸리 효소 타입]



Clear Mild Cleansing  
Foam [pH 5.5~6.5]



AC Clinic Cleansing Foam  
[Acne Skin]



Perfect Magic Peeling Gel  
[Scrub]

## Cleansing care



### 클리어 마일드 클렌징 폼

CLEAR MILD CLEANSING FOAM 180ml

ph 5.4  
약산성

Its special formulation helps to balance oil production by inhibiting excess sebum secretion and protects your skin from trouble factors. Acid ingredients clear pores by breaking the gap between the bond dead skin cell.



Miracle Yeast Cleansing Foam  
[막걸리 효소 타입]



Clear Mild Cleansing  
Foam [pH 5.5~6.5]



AC Clinic Cleansing Foam  
[Acne Skin]



Perfect Magic Peeling Gel  
[Scrub]



## Cleansing care



### AC 클리닉 클렌징 폼

AC CLINIC CLEANSING FOAM 150ml

Rich bubble helps you feel lightly while washing your face. The ingredients keep your skin moist. Deep clean with Niacinamide in Privia AC Clinic Cleansing Foam. Triclosan acid, Rubus Chamaemorus Seed oil inside of our AC clinic foam make your skin clear.



Miracle Yeast Cleansing Foam  
[막걸리 효소 타입]



Clear Mild Cleansing  
Foam [pH 5.5~6.5]



AC Clinic Cleansing Foam  
[Acne Skin]



Perfect Magic Peeling Gel  
[Scrub]

## Cleansing care



### 미라클 이스트 클렌징 폼

MIRACLE YEAST CLEANSING FOAM 180ml

Plenty of protein and vitamin B in rice wash dirt off and reach deep inside of pores. Rich foam touches your skin gently washing your face with Privia Miracle Yeast Cleansing Foam.



Miracle Yeast Cleansing Foam  
[막걸리 효소 타입]



Clear Mild Cleansing  
Foam [pH 5.5~6.5]



AC Clinic Cleansing Foam  
[Acne Skin]



Perfect Magic Peeling Gel  
[Scrub]

## Cleansing care

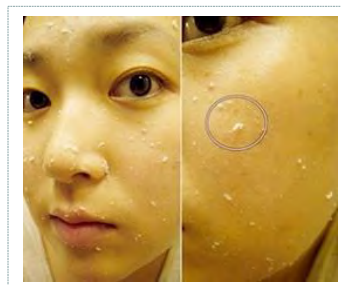


### 퍼펙트 매직 필링젤

PERFECT MAGIC PEELING GEL 100ml



Privia Perfect Magic peeling Gel functions gentle exfoliating treatment that thoroughly removes dead and dull skin cells without causing irritation. Cellulose keeps the skin texture smoother and cleaner by removing dead cells.



When rubbing against the skin, cellulose fibers are formed and buried together with unnecessary old dead skin.

## Cleansing care



### 퓨어 내추럴 클렌징 마사지 크림

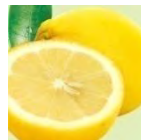
Pure Natural Cleansing Massage Cream 300ml

Massage cream restores initial brightness and nourishment not to look dry and bad-nourished skin. Gently removes body wastes and makeup remnants, and it will be used as a cleansing cream.



#### 쌀 (Rice)

Rice brine extract contains vitamins and minerals to help whitening. It moisturizes and helps moisturize and soothe skin.



#### 레몬 (Lemon)

Lemon extract contains a large amount of vitamin C, apple, and lemon acid, which helps improve skin tone as well as whitening.



#### 알로에 (Aloe)

It is a natural moisturizer that helps keep skin elastic and glossy. It prevents sunburn, prevents freckles, and has excellent anti-inflammatory and sterilization effects.

## Cleansing care

### 퓨어 내추럴 클렌징 마사지 크림

Pure Natural Cleansing Massage Cream 300ml



Massage cream restores initial brightness and nourishment not to look dry and bad-nourished skin.  
Gently removes body wastes and makeup remnants, and it will be used as a cleansing cream.  
With the pump type, you can easily do your cleansing.



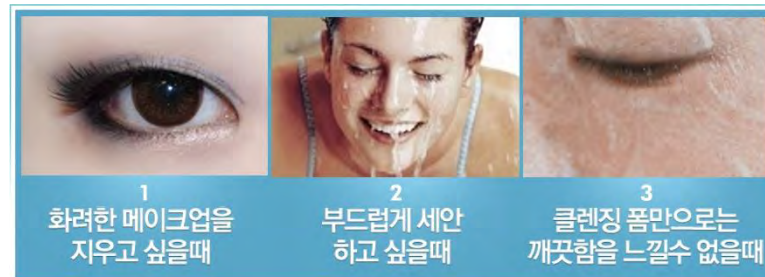
## Cleansing care



### 리얼 클렌징 오일(딥포어, 마일드)

REAL CLEANSING OIL 200ml

Real Natural Mild Cleansing Oil takes care of makeup face and keeps your skin clean. Real Natural Mild Cleansing Oil, including various extracts, gives you enough skin moist. Also, It makes your skin refresh and soft-fair.



## Mask

### 미라클 데일리 마스크팩

MIRACLE DAILY MASKPACK 23g



The hyaluronic acid is a naturally formed carbohydrate. The affinity and the sustaining power provide the moisture to skin. It is useful for body with the natural water supplier. It gently permeates into the skin fast and keeps the skin moisture all day long.



1. 세안 후 스킨으로 피부 톤을 정돈합니다.
2. 마스크를 파우치에서 꺼내 얼굴의 눈 부분부터 눈 모양에 맞추어 붙이고,
3. 피부에 고르게 밀착되도록 손가락을 이용해 부드럽게 쓸어줍니다.  
피부에 잘 맞추어 밀착시켜 줍니다.
4. 10분~15분간 휴식을 취한 후 마스크를 제거하고, 남아있는 내용물은 가볍게 두드려 흡수시켜줍니다.

## Mask

### VFC18°C 미라클 바다제비집 마스크팩

VFC18°C MIRACLE BIRD'S NEST MASK 27g



It's the highest quality to use on you face because of 100% Cellulose fiber which enable your skin to send Cosmetics ingredients ideally. It makes your skin soft and transparent, improving your skin tone.



1. 세안 후 스킨으로 피부 톤을 정돈합니다.
2. 마스크를 파우치에서 꺼내 얼굴의 눈 부분부터 눈 모양에 맞추어 붙이고,
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피부에 잘 맞추어 밀착시켜 줍니다.
4. 10분~15분간 휴식을 취한 후 마스크를 제거하고, 남아있는 내용물은 가볍게 두드려 흡수시켜줍니다.

## Body



### 퍼퓸드 실키 바디 샤워 / 퍼퓸드 촉촉 바디샤워

PERFUMED SILKY BODY SHOWER 500ml

PERFUMED MOISTURE BODY SHOWER 500ml

This rich foam makes your skin deep moisture without feeling of tension. It prevents the moist evaporation from your skin, maintaining the balance. Fragrance, refreshing, juicy and cool let you in the romantic mood. The low-irritating natural extracts of herbs help to enjoy the healthy body skin.

#### Moisture



(LEMON)

Lemon extract contains a large amount of vitamin C, apple, and lemon acid, which helps improve skin tone as well as whitening.

#### Silky



(SHEA BUTTER)

It contains essential fatty acids, vitamins A, E, D and F, which are not synthesized in the body, to help prevent oxidation and maintain skin health, and to keep skin soft and glossy.

## Hair



### 스쿼드 잉크 헤어 컬러 (오징어 먹물 염색약)

#### SQUID INK HAIR COLOR [HIR DYE]

Privia Squid-ink Hair Color is an hair dyeing product which is used between a general hair coloring product and a hair polishing product.



### 실크 콜라겐 테라피 헤어 에센스

#### SILK COLLAGEN THERAPY HAIR ESSENCE 600ml

### 실크 콜라겐 테라피 헤어 스프레이

#### SILK COLLAGEN THERAPY HAIR SPRAY 250ml



It expresses the skin well in a natural and comfortable way, like a face without makeup, actively effects for skin aging and maintaining clean makeup. Protect your hair from ultraviolet rays. Covering blemished and wrinkles, express your skin smooth and natural.



# Perfume



## 스위트 일루션 오데토일렛

SWEET ILLUSION EAU DE TOILETTE 50ml

- Peach Orange : The fanciness spreads all over the body with a secret fragrance of jasmine and may rose.
- Pink : It harmonizes citrus and fruity fragrances.
- Violet : Scarlet rose for middle note and musk for base note.



Sweet Illusion Eau De Toilette



Sweet Illusion Shower Perfume



Story Shower Perfume

## Perfume



### 스위트 일루션 샤워퍼퓸

SWEET ILLUSION SHOWER PERFUME 125ml

- Red : A soft fragrance of floral line
- Violet : A soft musk fragrance



Sweet Illusion Eau De Toilette



Sweet Illusion Shower Perfume



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## Perfume



### 스토리 샤워퍼퐁

STORY SHOWER PERFUME 100ml

- Violet: Elegant and seductive floral fragrance
- Pink : Sweet and romantic floral fragrance
- Green : Gentle and refreshing green floral fragrance



Sweet Illusion Eau De Toilette



Sweet Illusion Shower Perfume



Story Shower Perfume

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