



Deardot.
Rewriting Sustainable Beauty

Deardot.

Deardot.

Sustainable, luxury vegan cosmetics crafted by nature.
We tell stories caring both the environment and the people.

DESIGN



SUSTAINABLE BEAUTY

Deardot has been researching & developing sustainable ingredients, packaging and formulation for next generation



INGREDIENT

Discover the value of endangered plant species



PACKAGING

Zero impact on the nature



FORMULATION

New formula, safe ingredients, luxurious texture



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BRAND CONCEPT

Slogan Rewriting Sustainable Beauty

Target Eco-conscious women in their 30-40s

Keyword Sustainable, Zero-impact on the environment, Vegan, Biodiversity, Save the Seed, Saving Forest

Mood Modern-Classic, Sensible

Color

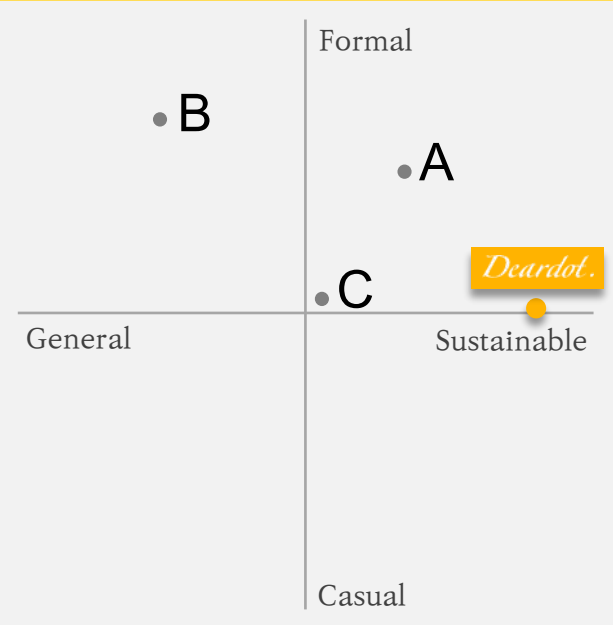


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POSITIONING

- HIGHEST SUSTAINABILITY
- REASONABLE PRICE



	Price (Skincare)	Distribution channel	Sustainable points
Deardot.	US \$25 ~ \$50	Department Store, Cosmetic Retail Store, Clean Beauty Shop	• Ingredients • Formulation • Packaging • Shipping (Less CO₂ emission)
A Brand	High US \$50 ~ \$150	Department Store, Cosmetic Retail Store	Packaging
B Brand	High US \$50 ~ \$150	Department Store, Cosmetic Retail Store	None
C Brand	Low ~ Medium US \$20 ~ \$50	Department Store, Cosmetic Retail Store	Packaging

AWARDS



3 Awards :

- Best ethical beauty
- Most innovative green beauty
- Best natural skincare



4 Awards :

- Best cleanser
- Best natural product
- Best design & packaging
- Best innovative product



Best Packaging Design



2022 COSMETIC 360 AWARD in Paris

"First in Asia"

GLOBAL PRESENCE

Europe



Italy

La Rinascente (No.1 Department Store)
Douglas
Mazzolari



France

Galleries Lafayette (No.1 in Paris)
Pharmacie Monge (Pharmacy Chain)
Le bon Marche
OhMyCream

Others



Lotte (No.1 in Korea)
Incheon Airport T2

TV Shopping

Lotte, Hyundai



Oliveyoung Global Mall

+ Collaboration with Global TOP luxury cosmetic companies

GLOBAL PRESENCE

La Rinascente



Lotte Duty Free



PROBLEM (INGREDIENTS)

Loss of Earth's biodiversity

600+

Number of Extinct Species
(Since 1750s)

40% of plant species are endangered, and
going extinct 500 times faster than before humans existed

SUSTAINBLE INGREDIENTS

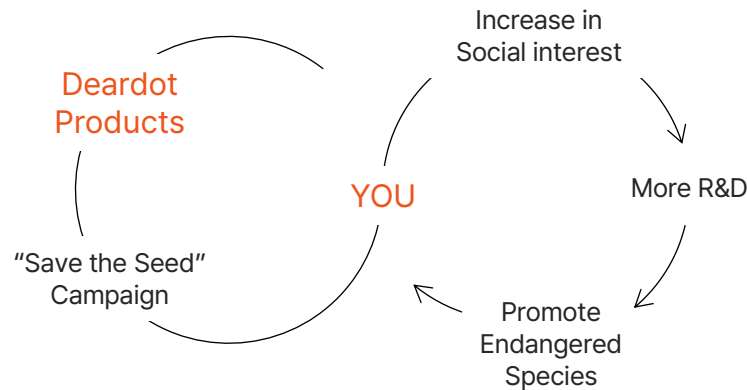
1. 'SAVE THE SEED', with SEED VAULT

The Seed Vault is a modern-day Noah's Ark, designed to preserve plant resources and housing over 2,000 rare wild plant species. Deardot is collaborating with the Seed Vault| to develop innovative cosmetic ingredients using these stored plants.

2. New ingredient: "DANGYUJA"

Dangyuja has been used as a detoxifying agent since ancient Korea. This powerful natural antioxidant contains 2X the organic acids and 4X the vitamin C of lemons. It is highly effective for moisturizing, brightening, regeneration, and wrinkle care.

3. Virtuous Cycle



SUSTAINABLE FORMULATION



1. Clean and Ethical

Deardot uses **only vegan, cruelty-free ingredients**. We carefully select raw materials of the highest purity and efficacy, sourced from honest and transparent manufacturers

2. Safe Ingredients Only

Zero ingredients toxic to the environment or the human body, or those suspected of causing allergies or hormone disruption

3. Luxurious Texture

Enhanced texture for a smoother application, faster absorption, and longer-lasting effects



SUSTAINABLE PACKAGING

1. Luxury, but Sustainable

Our products are housed in elegant, minimal glass containers that offer a touch of luxury while being kinder to the planet. Designed to elevate your beauty routine, they provide a sustainable alternative to plastic.

2. Multi Award-Winning Design

Our packagings, honored with multiple prestigious awards, blend luxury with sustainability. Each design exemplifies our commitment to elegance and eco-consciousness



Deardot. PRODUCT Skincare





YUKA
Excellent
100/100

After 4 weeks of use

Skin hydration increased by	56.5%
Skin firmness improved by	13.2%
Wrinkles visibly reduced by	8.0%
Skin elasticity enhanced by	4.1%

DANGYUJA FIRMING SERUM

1.35 fl.oz [40ml] / \$ 53 (Retail Price)

A Peptide-rich ampoule that enhances skin elasticity with its moisturizing texture and smoothing ingredients, reduces aging factors with the antioxidant effect of fermented Dangyuja extract and Adenosine, and keeps skin young and healthy.

* Refining, Smoothing, Hydrating

FEATURES

- Botox Peptides : 2 kinds of High purity peptides rebuild and firm skin
- Anti-aging and Anti-wrinkle : Peptides and Adenosine make face younger
- Healthy skin : Arginine, Carbomer and Allantoin make healthier skin
- Fast-absorbing formula : Absorbed in 3 seconds, but lasts long deep inside

KEY INGREDIENT

- Acetyl Hexapeptide-8
- Palmitoyl tripeptide-5
- Saccharomyces/Citrus Maxima Fruit Ferment Extract
- Arginine
- Adenosine
- Allantoin





YUKA
Excellent

After a single use

Skin hydration increased by	77.7%
Transepidermal water loss reduced by	25.5%
Deep skin moisture improved by	7.4%
Skin barrier hydration boosted by	77.7%

DANGYUJA INNER BARRIER CREAM

1.7 fl.oz [50ml] / \$ 38 (Retail Price)

A cream contains Ceramide that strengthens and rebuilds skin from the barrier, keeping skin moisturized layer by layer. Centella asiatica and Beta Glucan in the cream replenish moisture within skin and protect skin.

* Strengthening, Rebuilding, Moisturizing

FEATURES

- High Quality Ceramide NP : 650 nanometer ceramide goes absorbed deeply
- Maximizing Regeneration : Ceramide, Centella Asiatica, Beta-Glucan, Adenosine
- No-stick formula : No-stick texture, Perfect for the next makeup and mask
- No PEG, Silicone, Synthetic fragrance or any other irritating or harmful ingredients to skin and environment that are normally used in a cream formulation

KEY INGREDIENT

- Ceramide NP
- Centella Asiatica Leaf Extract
- Beta-Glucan
- Saccharomyces/Citrus Maxima Fruit Ferment Extract (Fermented Danyuja)
- +Citrus Aurantium Bergamia (Bergamot) Fruit Oil
- Adenosine





YUKA
Excellent

After a single use

Skin hydration increased by	169.9%
Skin radiance improved by	65.0%
Deep skin moisture enhanced by	8.0%
Blemish and discoloration visibly reduced by (after 4 weeks of use)	16.2%

PDRN Dangyuja VitaGlow Mask

1.05 fl.oz [30g] / \$ 25 (5pc)

Infused with plant-based PDRN and Dangyuja extract, this premium vegan mask deeply energizes the skin for a radiant, revitalized complexion. Each sheet delivers a full bottle (30g) of essence to instantly brighten and hydrate with just a single use.

* Glow Up, Full bottle essence, Hydration

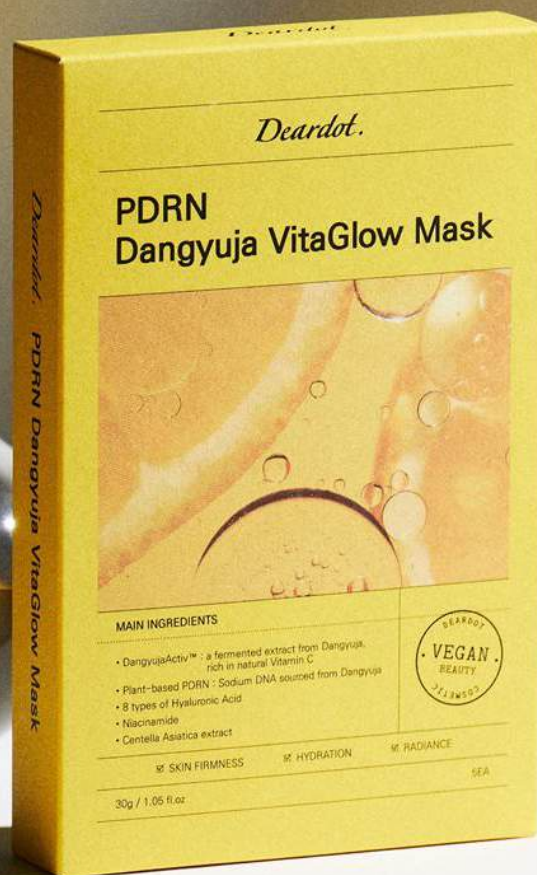
FEATURES

- **Radiant Glow:** Clinically proven to deliver instant luminosity after a single use
- **Full bottle essence:** Each mask is soaked with 30g of concentrated vegan essence
- **Plant-based PDRN:** Derived from Dangyuja for gentle yet powerful skin renewal
- **SMARTFIT™ Sheet:** Ultra-soft microfiber that clings seamlessly to your skin

KEY INGREDIENT

- DangyujaActiv™
- 8 types of hyaluronic acid
- Centella Asiatica Extract
- Dangyuja-based PDRN
- Niacinamide
- Adenosine





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**PDRN
Dangyuja VitaGlow Mask**

MAIN INGREDIENTS

- DangyujaActiv™ : a fermented extract from Dangyuja, rich in natural Vitamin C
- Plant-based PDRN : Sodium DNA sourced from Dangyuja
- 8 types of Hyaluronic Acid
- Niacinamide
- Centella Asiatica extract



SKIN FIRMNESS

HYDRATION

RADIANCE

SEA

30g / 1.06 fl.oz.



After a single use

Soothes skin irritation by	56.5%
Improves skin pH balance by	13.2%

DANGYUJA WATERY ESSENCE

4.4 fl.oz [130ml] / \$ 30 (Retail Price)

A soothing and antioxidant toner that contains 90.6% of fermented Dangyuja extract, rich in antioxidants to help brighten and moisturize skin. Centella asiatica and Allantoin included in the toner restore and soothe irritated skin.

* Antioxidant, Soothing, Balancing

FEATURES

- Ultimate Antioxidant Toner : 90% of Dangyuja fruit extract
- Anti-aging : Centella asiatica and allantoin restore and moisturize skin
- Clean and purity formula : Watery texture washes and soothes skin faster
- Tone adjusting : Dangyuja brightens your tone for healthier looking

KEY INGREDIENT

- Saccharomyces/Citrus Maxima Fruit Ferment Extract (90.6%)
- Centella Asiatica Extract
- Allantoin





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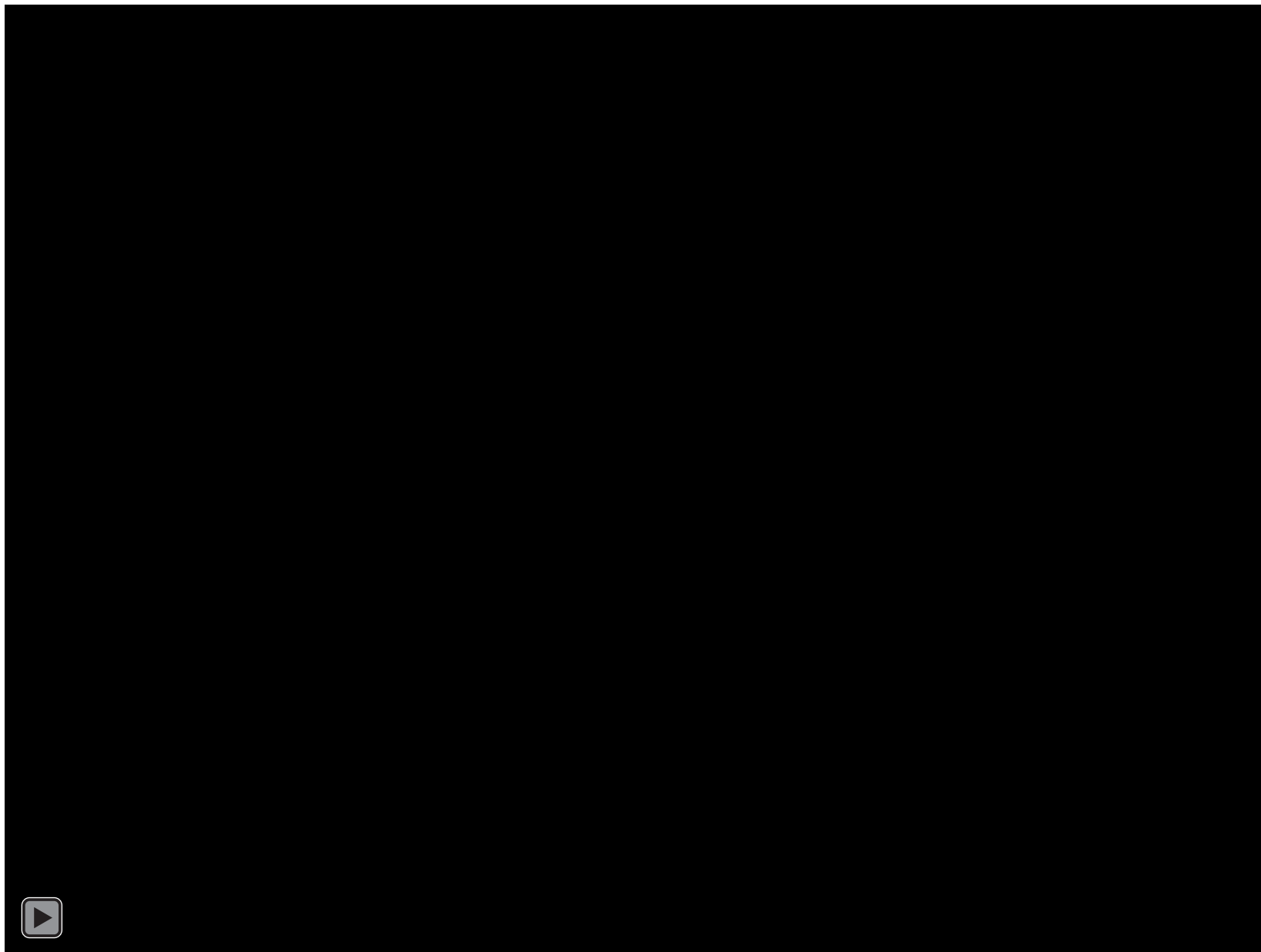


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PRODUCT

Waterless Sheet



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https://www.youtube.com/watch?v=X5CXZmGJ_wQ



Waterless Sheet Cleanser

Facial Cleanser Sheet 0.3g * 10pcs / USD 9.99 (Retail Price)

Body Cleanser Sheet 0.9g * 10pcs / USD 14.99 (Retail Price)

[Best Travel Beauty Solution Ever]

Our solution is perfect for travel, eliminating the need for plastic bottles. It is highly portable, 100% eco-friendly, and even airport security-friendly. So no more worries about losing your cosmetics and weight limits, just focus on enjoying your trip!

FEATURES

- Super Light: Highly portable for travel and outing
- Hygienic: Individually packageable, hygienic storage
- Stability: No breakage or spoilage, unlike conventional cosmetics
- Convenient: Easy disposal (just toss in the sink!)

MORE LINEUPS

- Shampoo
- Hair Conditioner
- Shaving Foam
- Feminine Wash
- Toothpaste



What would you travel with?

Type	Deardot.	Ordinary Cosmetics	Travel Sized
Product			
Weight	Super Light (0.3g/each; facial cleanser)	Super Heavy	Heavy (~500g)
Durability	O (unbreakable)	X	X
Eco-friendly	O (zero plastic)	X	X
Refillable	O (individually purchasable)	△	X (hard to purchase individually)
Convenience	O (highly portable, easy disposal)	△	O

Simply the best eco-friendly solution in hotel toiletries

Type	Deardot.	Solid bar	Refillable
Products			
Brand Value	Very High (customizable, instagrammable)	Medium (customizable)	Very Low
UX	O (new user experience)	△	X
Portability	O (take-home as souvenir)	X	X
Eco-friendly	O	△	O
Hygienic	O	X	X

07 SKINCARE - PRODUCT



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◆How to Use



① Wet the sheet in your hand with drops of water



② After rubbing it, wash and massage your face with cleansing bubbles



③ Rinse thoroughly with lukewarm water.