



TWIN-DERMA

BRAND INTRODUCTION





Step 1
BRIGHTENING
Capsule Booster Ampoule

Step 2
TWIN DERMA
NIACIN GOLDEN
GLOW MASK

NAME	TwinDerma
Expected effects	Moisturizing Brightening
Directions	1. Open a NIACIN GOLDEN GLOW MASK, remove capsule and spread onto the entire face. 2. In about 15 - 20 minutes, remove the NIACIN GOLDEN GLOW MASK.



TWIN DERMA
NIACIN GOLDEN
GLOW MASK

NAME	TwinDerma
Expected effects	Moisturizing Brightening
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BRIGHTENING
Capsule Booster Ampoule

Step 2
TWIN DERMA
NIACIN GOLDEN
GLOW MASK

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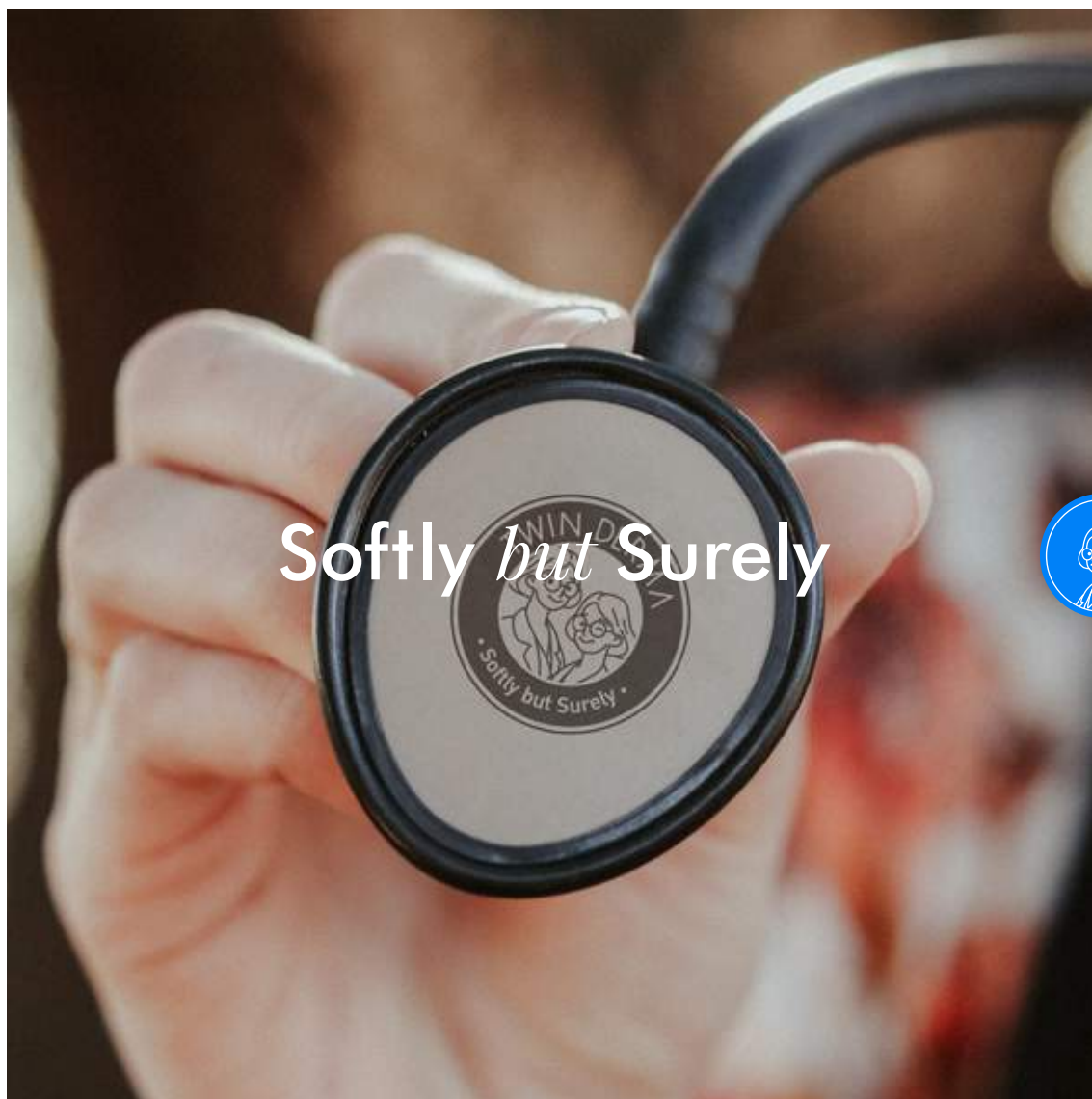




CONTENTS

- 1 Brand philosophy
- 2 Product
- 3 Distribution status
- 4 Marketing plan

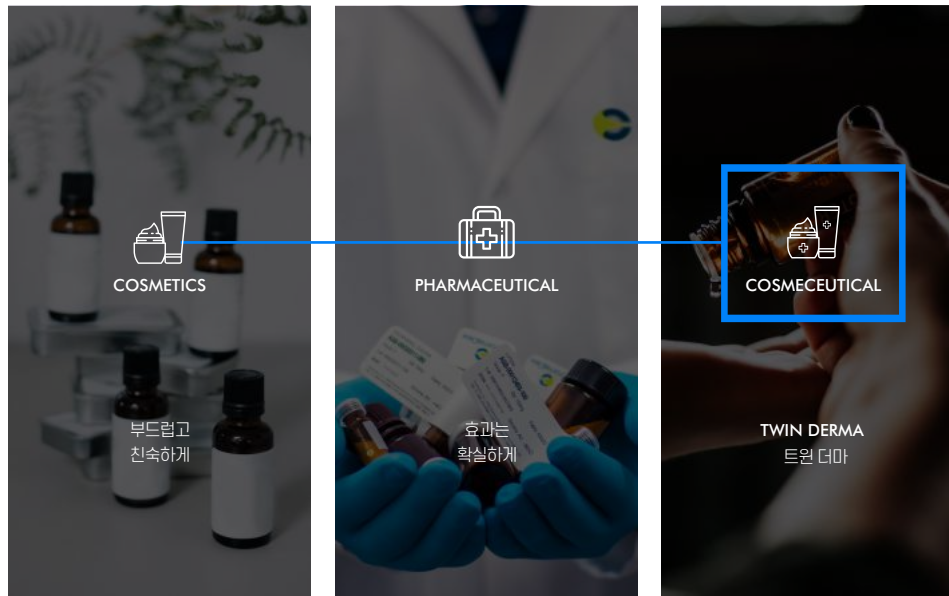




Excellent accessibility
& Outstanding results

BRAND PHILOSOPHY

Our goal is to make everyday medications
that have definite effects on your skin.



‘Cosmeceutical’ means cosmetic products with bioactive ingredients purported to have medical benefits. Based on cosmeceutical, we aim to open the horizon of new dermatological cosmetics with certain ingredients recommended by dermatologists.

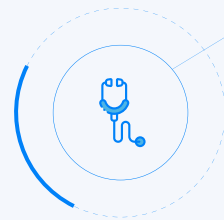


Ulthera, Intra-Cell, Poly-L-Lactic Acid, Doublo lifting,
Tenor laser, Laser toning, Crystal peeling, FILLER, IPL,
AccuLift, Genesys laser, Botox, Electrogen

“I don’t want to get any of these.
Is there any safe and effective way to improve my skin?”



TWIN DERMA



Recommended
by dermatologists



Continuously
pursuing new



Gentle and
hypoallergenic



In 2018, TWIN DERMA was born as
'a real doctor solution product'
based on the philosophy 'Softly but surely'.



Softly *but* Surely

- We find problems consumers have and give them effective solutions which work not only for the skin, but also mind.
- Cosmeceutical brand with effective products pursued by skin care specialist.

**Hypoallergenic cosmetics
prescribed by dermatologists.**

SIGNATURE



BRAND
NAME

TWIN DERMA

TWIN DERMA pursues balanced mind and friendly approach to users when creating products and service based on our philosophy 'Softly but surely'.

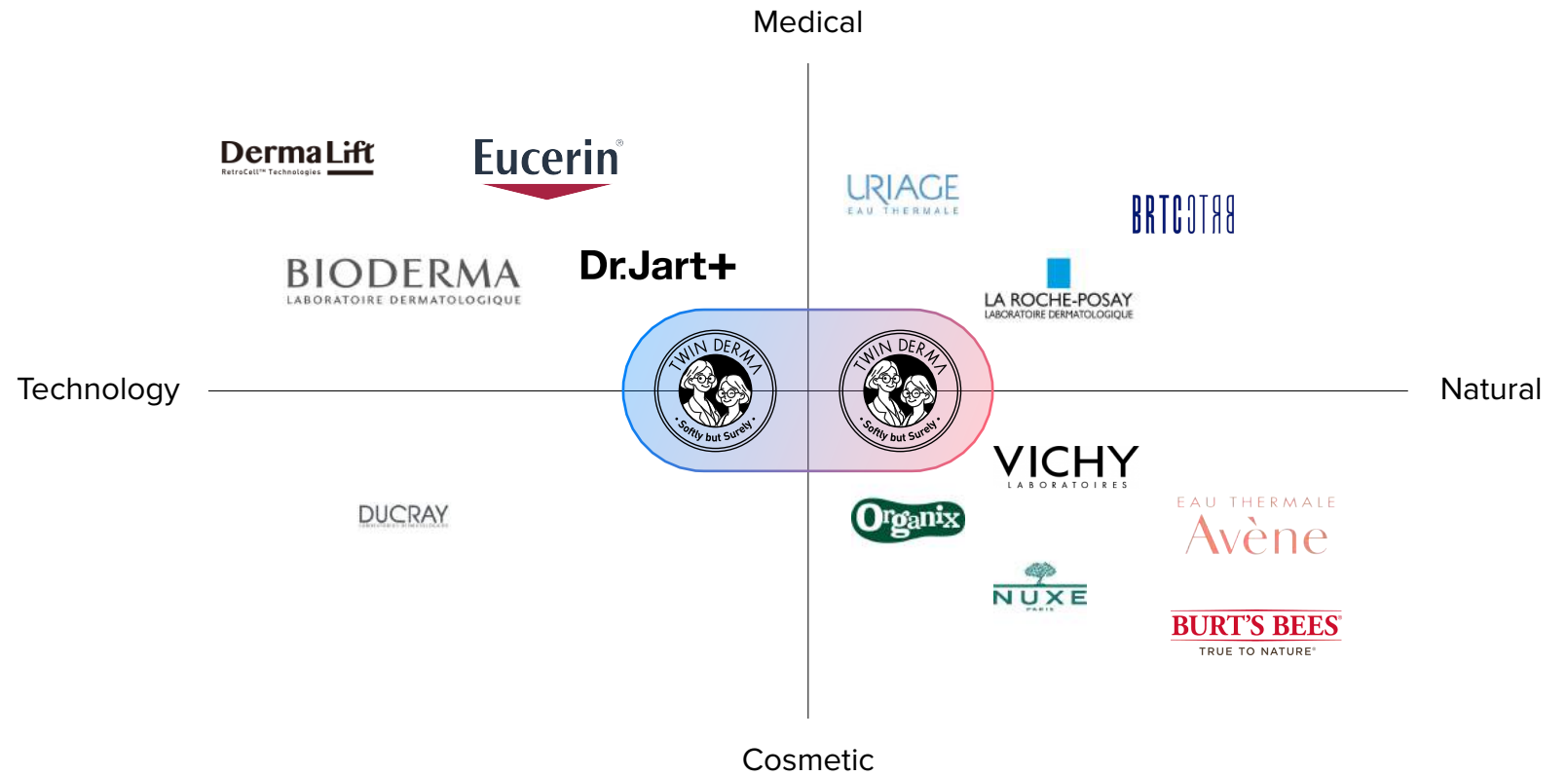


BRAND
SLOGAN

Softly *but* Surely

We find problems consumers have and give them effective solutions which work not only for the skin, but also mind.

BRAND POSITIONING MAP





BRAND USP



A medical-based cosmetics brand
that works smoothly
without excessive irritation



Cosmeceutical brand with
effective products pursued
by skin care specialist.

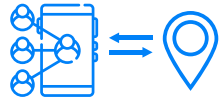


Consumer-friendly brand
that fully delivers active
ingredients to consumers.

TARGET CUSTOMER

Customers between age 19-49 expecting functional effects without irritation.
Skin care beginners looking for products with affordable price.

CORE COMPETENCY



**O2O
marketing**



**Professional
diagnostics**



**Differentiated
products**



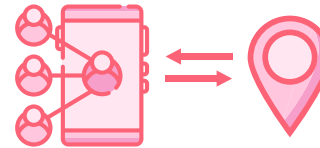
**Trustworthy
brand**

UNIQUE PROGRAM



TWIN-DERMATOLOGIST

Skin Care with
Skin Expert's Advice



O2O PROGRAM

Providing experience and
information to consumers online
and actual skin care by
offline dermatologists



ENJOY THE BEAUTY

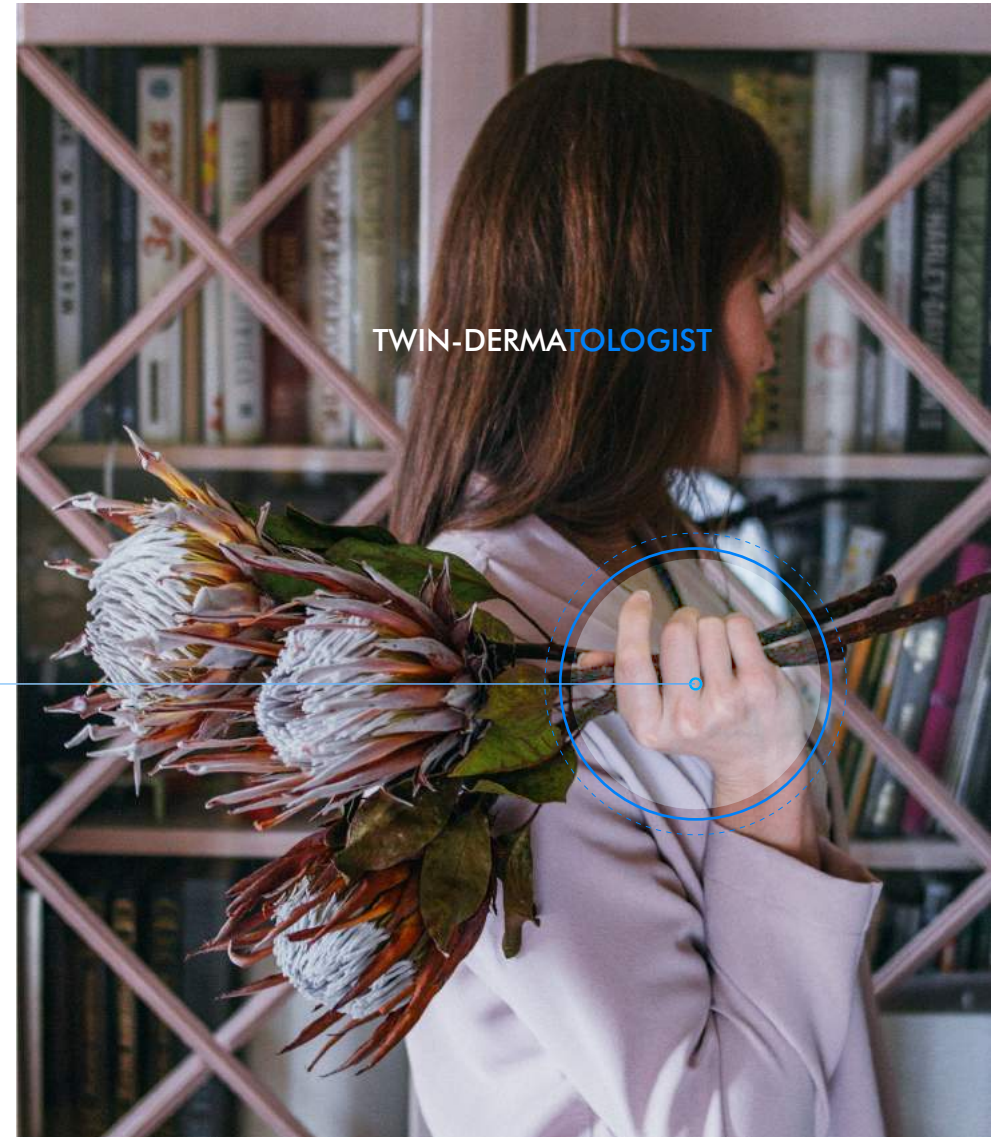
Opportunities to obtain
a wide range of knowledge
about skin beauty.



TWIN-DERMATOLOGIST

Beauty products with solutions
based on skin care experts' advice
which consumers need
for better skin.

“TWIN DERMA seeks to be a
creative role player who constantly
works with skin care experts and
create products using active ingredients.”





ENJOY THE BEAUTY

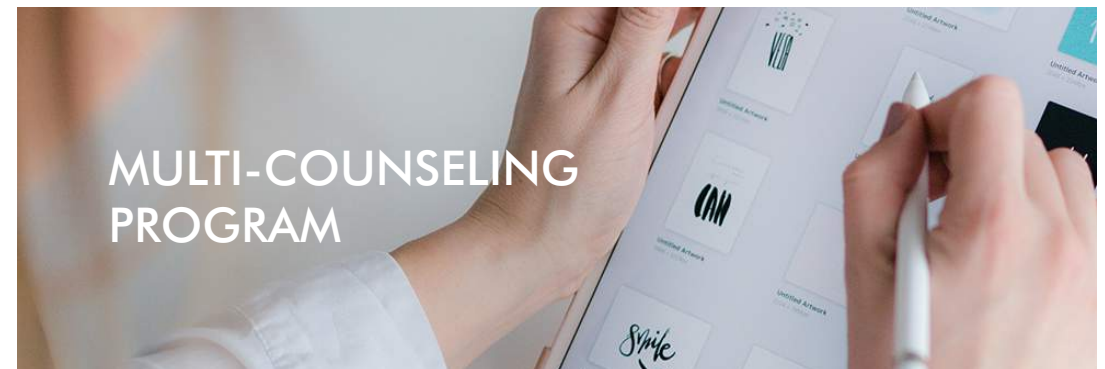
Healing consumers' irritated skin and mind as providing effectual solutions for their skin problem.



SPA



HEALING
PROGRAM



MULTI-COUNSELING
PROGRAM

OUR PRODUCTS

Enjoy a familiar, accessible and effective skin solution experience.

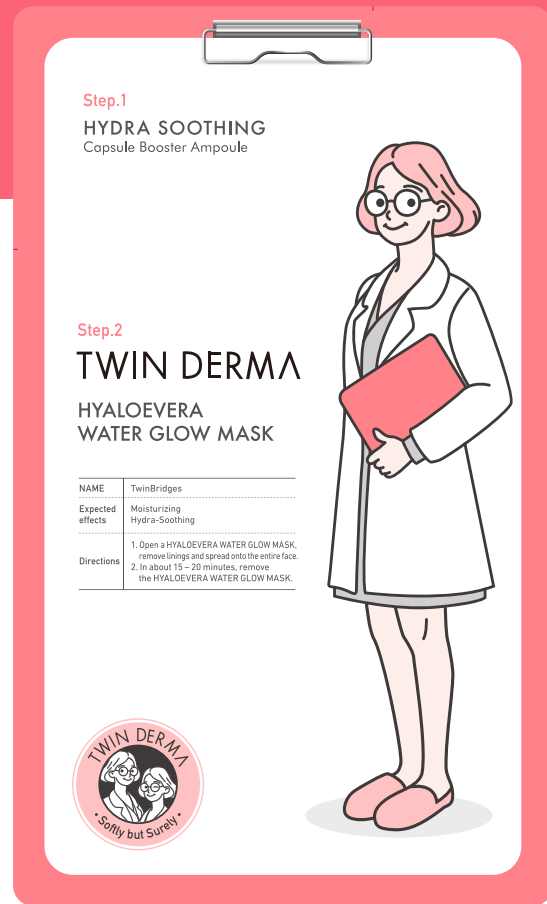


HYALOEVERA WATER GLOW MASK

물광주사의 근원

사용하자마자 느껴지는 리얼 이펙트 보습 진정 마스크

- ❑ Allantoin and Sodium Hyaluronate protects the skin against environmental stressors while keeping it dewy.
- ❑ Quick moisture recharge for shiny and glossy skin.
- ❑ Aloevera leaf extract soothes irritated skin and keep it healthy.

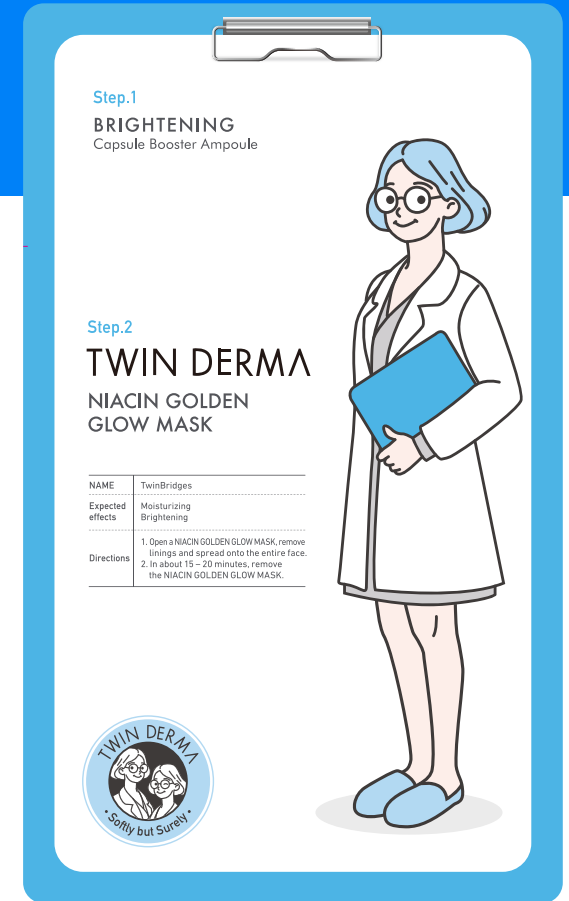


NAIACIN GOLDEN GLOW MASK

금빛의 광택을 페이스에

그대로 전달해 주는 브라이팅 마스크

- Niacinamide brightens the skin and keeps it shiny providing rich nourishment and moisture to tired skin.
- Safflower seed oil and Rice extract help the skin keep moist.

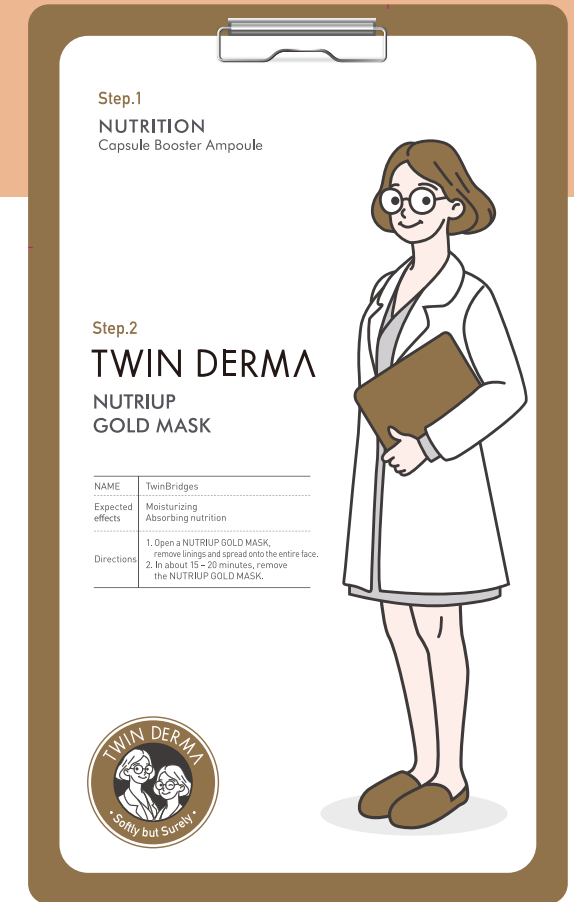


NUTRIUP GOLD MASK

알란토인과 금의 만남

영양과 탄력의 극강화

- ❑ Allantoin supports a healthy moisture protection for sensitive skin and keep it hydrated.
- ❑ Gold gives the skin nutrition and elasticity keeping it moisturized.



AQUA ALL DAY CARE MIST

아쿠아 올데이 케어 미스트

꽃, 잎, 뿌리 추출물을 통한

올 데이 케어 미스트

- Evening Primrose Extract, Giant King Leaf Extract, Angelica Root Extract and Kudzu Root Extract help maintain vibrant skin.
- AQUAXYL (Xylol Glucoside, Xylitol, Glucose, Inhydroxylitol) helps to reduce loss of moisture.



PURE PERFECT WATER CLEANSER

퓨어 퍼펙트 워터 클렌저

항염성분과 라벤더 향으로

심신까지 깨끗하게 하는 워터 클렌저

- Centella Asiatica Extract helps to alleviate irritated skin and keep it protected.



BLOOMING FACIAL FORM CLEANSER

블루밍 페이스 폼 클렌저

피부에 청량감과 보습감을 더한

트윈더마 폼 클렌저

- Bergamot leaf extract is used for sensitive skin to control excessive sebum and keep it refreshing.
- Salvia Leaf Extract soothes the skin and keep it glowy.
- Contains Salvia Leaf Extract for soothing and glowing skin.



OH SECRET FRESH BRIGHTENING AMPOULE SERUM

OH SECRET MOISTURE AMPOULE SERUM

OH SECRET SHINING GOLD AMPOULE SERUM

오 시크릿 앰플세럼 3종



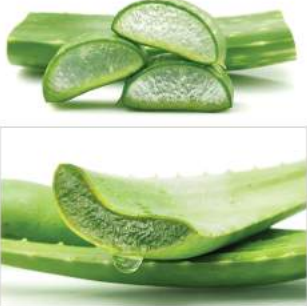
밝고, 촉촉하고, 윤기나는 피부를 위해

트윈더마 시크릿 앰플세럼




- ❑ Rice extract and Herb complex-5 help maintain the skin brighter.
- ❑ Triple Hyaluronic Acid enhances moisturizing synergy to moist and hydrated skin.
- ❑ The active ingredient of pure gold acts on the skin to help the skin smooth and maintain the vital skin tone.






A consultation chart in charge : TWIN DERMA

* Name : TWIN DERMA		* Social security number : 170927-2*****		* Age : 30	
Address : TWIN DERMA City			* Phone number : +82 10 1234 5678		
Reasons for visiting	<input type="checkbox"/> pigmentation/brightening/soothing <input type="checkbox"/> pimple/pore (of the skin)/scar				
	<input type="checkbox"/> elastic <input checked="" type="checkbox"/> moisture/moisturizing <input type="checkbox"/> wrinkle <input type="checkbox"/> etc. ()				
Prescription : TWIN DERMA HYALOEVERA WATER GLOW MASK					
			<p>Prescription product effects</p> <ul style="list-style-type: none">- Contains allantoin and Sodium Hyaluronate, which strengthens skin moisture barriers, maintains moisturization, and also contains aloe vera leaf extract to soothe sensitive skin- The effect of glowing face by immediate moisturizing		
			<div><chem>NC(=O)NC1=NC=CC=C1</chem> <chem>OC[C@H]1O[C@@H](OC[C@H]2O[C@@H](CO)O[C@H]2O)[C@H](O)[C@@H](O)[C@H]1O</chem></div> 		
<p>Based on [Privacy Law], the above person agrees to collect and use the personal information and use the image and information treatment device for any medical treatment from public place and the safety to prevent the robbery and dispute of values of customers in TwinBridges Hospital.</p> <p>201 Month Day Year Name : TWIN DERMA (signature)</p>					



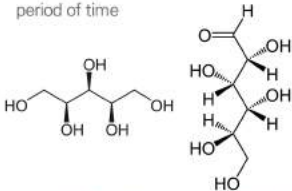

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Prescription : TWIN DERMA NIACIN GOLDEN GLOW MASK					
			<p>Prescription product effects</p> <ul style="list-style-type: none">- Niacinamide helps keep more brilliant and clean skin and care for moist and healthy skin with rich nutrition and moisture- Rice extracts help make more shining and clean skin- Pearl extracts help enhance the skin elasticity and reduce the coloring pigments		
			<div><chem>NC(=O)c1cccnc1</chem> <chem>C1=CC2=C(C=C1)C(=C(C=C2)C)C</chem></div> 		
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Prescription : TWIN DERMA NUTRIUP GOLD MASK					
			<p>Prescription product effects</p> <ul style="list-style-type: none">- The germinated brown rice extracts contain unsaturated fatty acids as well as small amount of fat, minerals, vitamins, fibers which help make vitalizing skin- The effective ingredients of real gold are involved in absorption of nutrition and help keep nutritious and elastic skin		
					
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Prescription : TWIN DERMA AQUA ALL DAY CARE MIST					
			Prescription product effects		
			- Anti Sebum P (Cenothera biennis flower extract, Pinus Palustris leaf extract, Ulmus Davidiana root extract, Pueraria Lobata root extract) inhibits the sebum secretion in the skin.		
			- Contains aqua-jail (jailylglucoside, zylistol, glucos, inhydroxylitol) substances to prevent moisture growth in skin and moisturizes skin for a long period of time		
					
					
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Prescription : TWIN DERMA PURE PERFECT WATER CLEANSER					
			Prescription product effects		
			- It helps soothe skin by selecting salvia leaves, lavender flowers, rosemary, margarica flower, and chameleon		
			- It protects skin from the disease, leaves, extract, and helps relieve irritation even when cleansing		
					
					
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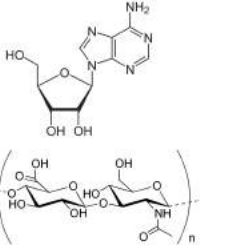

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Prescription : TWIN DERMA BLOOMING FACIAL FOAM CLEANSER					
			Prescription product effects		
			- Vergatom leaf extract is widely used on sensitive skin, giving skin a soft feeling and helping to control sebum		
			- Contains grapefruit extract for excellent skin cleansing and helps control sebum		
			- Salvia Leaf Extract is excellent in soothing the skin and gives glossiness and freshness to the skin		
					
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Prescription : TWIN DERMA OH SECRET FERESH BRIGHTENING AMPOULE SERUM					
			Prescription product effects		
			- Whitening ingredient of Niacinamide keeps your skin more brighter and clean		
			- It is using herb plants to increase the effectiveness of herbs as much as possible and makes your skin healthy and shiny		
					
					
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Prescription : TWIN DERMA OH SECRET MOISTURE AMPOULE SERUM					
			Prescription product effects		
			- Triple hyaluronic acid raises the role of moisturizing synergy and helps keep moisturizing skin		
			- Adenosine ingredients are the anti-wrinkle functional materials certified by KFDI		
					
					
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Prescription : TWIN DERMA OH SECRET SHINING GOLD AMPOULE SERUM					
			Prescription product effects		
			- The golden active ingredient acts on your skin to make a smooth flow of skin and revitalize your skin with bright skin tone and smooth skin care		
			- Asiatic pennywort is one of herbs used for health and beauty care very long before which prevents skin damage and dryness and reduce the skin irritation and improves the skin soothing, elasticity and help pore improvement		
			- Anthemis Nobilis Flower Extract gives conditioning to the skin and prevents evaporation of moisture in the skin, helping to promote healthy and moist skin		
					
					
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DISTRIBUTION STATUS

TWINBRIDGES

ON-LINE

NEW MEDIA

- Ⓐ Youtuber
- Ⓑ Racing model chat room
- Ⓒ Kakao story market

SNS

- Ⓐ FACEBOOK / Instagram
- Ⓑ Influencer
- Ⓒ SNS experience group

VIRAL

- Ⓐ Power Blog
 - Ⓑ Power Instagram *M2M
 - Ⓒ Real experience Feed Back
- *M2M:Mouth to Mouth

TWIN-DERMA.COM

- Ⓐ Grand Open Event
- Ⓑ Monthly Event
- Ⓒ Offer to Visitor : Point / Lucky Draw

OFF-LINE

A TRENDY DRUGSTORE

- Ⓐ Lalavla
- Ⓑ Grand Open Special Event

ALL MASK STORY STORE

- Ⓐ Mega Sampling
- Ⓑ 2+1 Event

DUTY FREE

- Ⓐ Shin se gae duty free shop
- Ⓑ Offline / Online

RIVERSIDE HOTEL

- Ⓐ Amenity
- Ⓑ For Foreigner Event

KOTRA

- Ⓐ Korea Consumer Goods Showcase
- Ⓑ Buyer Meeting

OVERSEAS MKT

*CIBE

- Ⓐ Shang-hai Cosmetics Showcase
 - Ⓑ Buyer Meeting
- *China International Beauty Expo

HONGKONG DRUGSTORE

- Ⓐ Multi Drugstore Launching
- Ⓑ Dragging Event

TAOBAO

- Ⓐ Free-Gift Event (Pouch)
- Ⓑ Buyer Meeting
- Ⓒ Lucky Draw (Korea Medical Tourism)
- Ⓓ 618 Event

RED (小红书)

- Ⓐ Launching Event
- Ⓑ 618 free-gift EVENT

PUBLICITY

NEWS LETTER

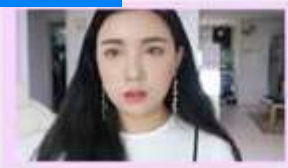
- Ⓐ Launching Article
- Ⓑ Promotion Article



ON-LINE

NEW MEDIA

- ㉓ Youtuber
- ㉔ Racing model chat room
- ㉕ Kakao MAKERS market



<Youtuber "NARNIA">



<kakao makers X TWIN DERMA>



SNS

- ㉓ FACEBOOK /Instagram
- ㉔ Influencer
- ㉕ SNS experience group



<FACEBOOK TWIN Bridges>



<Instagram "twinderma_official">



<SNS Experience Group>

ON-LINE

Viral

- ㉓ Power Blog
 - ㉔ Power Instagram *M2M
 - ㉕ Real experience Feed Back
- *M2M:Mouth to Mouth**



<Power Blog>



<Instargramer M2M marketing>



<Feed back User free Gift EVENT>

www.twin-derma.com

- ㉖ Grand Open Event
- ㉗ Monthly Event
- ㉘ Offer to Visitor: Point /Lucky Draw



<TWIN DERMA Homepage>



<Monthly Event_Pre-summer>



<TWIN DERMA Luck Draw>

OFF-LINE

A Trendy Drug Store

- ㉓ lalavla (Watson)
- ㉔ Grand Open Special Event



<lalavla trendy drug store>



<TWIN DERMA Launching>

ALL MASK STORY STORE

- ㉓ Mega Sampling
- ㉔ 2+1 Event



<Myung-Dong 'ALL MASK STORY Store>



<2+1 Launching Event>

Duty Free

- ㉓ SHINSEGAE Duty Free Shop
- ㉔ Off Line / On Line



<SHINSEGAE Duty Free Shop>

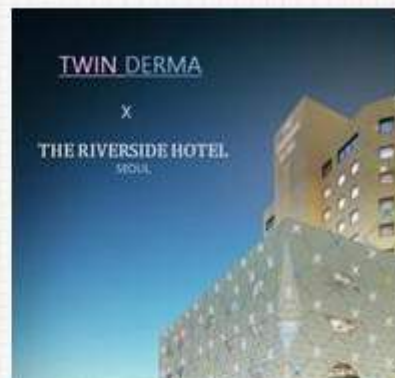




OFF-LINE

Riverside Hotel

- ㉔ Collaboration
- ㉕ For Foreigner Event
- ㉖ Wedding21 Magazine* TWIN DERMA



<THE RIVERSIDE HOTEL X TWIN DERMA>



<Foreigner free gift EVENT>



<wedding21 X TWIN DERMA>

KOTRA

- ㉔ Korea Consumer Goods Showcase
- ㉕ Buyer Meeting



<KOTRA 'Korea Consumer Goods Showcase'>



<TWIN DERMA BOOTH>



<BUYER MEETING>

OVERSEAS MKT

TAOBAO(淘宝)

- ③ Free-Gift Event (Pouch)
- ⑤ Buyer Meeting
- ③ lucky Draw (Korea Medical Tourism)
- ③ 618 Event

RED (小红书)

- ③ Launching Event
- ③ 618 free-gift EVENT

AMAZON.COM



<Wang-Hong(网红) Live>



<Prepare for ON LINE Big Event >



OVERSEAS MKT

***CIBE**

- ③ Shang-hai Cosmetics Showcase
- ⑥ Buyer Meeting

***China International Beauty Expo**



<China International Beauty Expo>



<Buyer Meeting>

HOKONG Drug Store

- ③ Multi Drug Store Launching
- ⑥ Dragging Event



<HONKONG Drug Store>



<TWIN DERMA Products>



PUBLICITY

News Letter

- ㉓ Launching Article
- ㉔ Promotion Article



<Brand Launching & Pilates Collaboration>

