

NEW LAND
ALL NATURE



(주)뉴랜드올네이처

MEDIA PROPOSAL

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About company



Change in the company name and CI

Classification	Logo	Company Name	Date
Currently		Newland all nature	2018.01~
Initially		Newlandaloe	2008.02~2017. 12



About company



- Stores nationwide: 150 stores
- Salespeople: 2,000
-  Opening a store in Shilla HDC Duty Free Shop in Yongsan (In 2016)
- Exporting products to the U.S., Spain, Malaysia, Vietnam, China, and more



About company



- ✓ Lot area: 9,900m²
- ✓ Building area: 3,900m²
- ✓ One-stop total system (New Land's office building)
 - **Convention Event Hall** (Accommodating 700 people)
 - New Land Research Institute of Technology
 - Manufacturing plant certified by obtaining cosmetics **GMP** certificate



Awards

Winning the Grand Award in [Customer Satisfaction]
at 2017 TV Chosun Management Awards – 3 years in a row

No.1 brand at the 2016 Korea Customer Satisfaction Brand Awards / 2015 Customer Satisfaction Index



ISO 9001

[Quality Management System]

ISO 22716

[International Excellent
Cosmetics Manufacture and
Quality Management]

**Having obtained Promising
SME Certificate and Award
from Gangwondo**



New Land's product lines



- ✓ Whitening/anti-wrinkle cosmetics – 20 kinds
 - ✓ Makeup products – 20 kinds
 - ✓ Hair/body products – 10 kinds
 - ✓ Health functional foods – 10 kinds
- ➔ 60 kinds in total



자연과학을 담은 펩타이드 화장품 에어프레이



미백기능성 화장품 멜로즈



Product – Airfrais

Patented Antioxidation

Airfrais

Born again by Natural Scientific Power!!!

[Twin Functional Cosmetic, Whitening and Wrinkle-Free]



Airfrais

It is French which means natural energy for your skin whitening and wrinkle-free function and makes your skin healthy and strong.

Airfrais WW + : Twin Functions **Wrinkle-Free / Whitening**

The twin functions were approved by KFDA



Product – Airfrais

Airfrais

Effectiveness of Airfrais

Wrinkle
-Free

Whitening

High-
Moisturizing

Nutrition

Pores
Treatment



Highly functional cosmetics

Airfrais ww+ampule (EGF rejuvenating ampoule)

Recovery
of skin
Repair
Therapy

Removal
of traces
Erase
Therapy

Enhancement
of functions
Rejuvenating
Therapy



EGF (Winning the Nobel Prize for Medicine), **peptide** (aka Applicable Botox), and natural extracts (**8 berries** – **Blueberry, raspberry, cranberry, acai berry, sea buckthorn fruit, mulberry, strawberry, box thorn fruit**) help vitalize the tired skin irritated by harmful external environmental factors.

Double functional high-concentrate rejuvenating ampoule with **whitening/anti-wrinkle effect that makes the unsupple, tired skin healthy and resilient**



Highly functional cosmetics

Vita-C total care ampule

Dream substance for skin – Pure vitamin C by 12%

Addition of high-purity vitamin C, stabilized by phyto-callose (Botanic stem cell), by 12% → Healthy skin from the inside



- Vitamin Peptide (Patented)
 - Helping maintain fully vital skin through conditioning care
 - Advanced total skincare with whitening and anti-wrinkle effect for smooth, lustrous skin
- Making dull skin smooth and lustrous by exfoliating old dead skin cells
- Helping vitalize skin and strengthen skin barrier
- Helping tighten pore



Functional cosmetics R3 multi serum



Addition of a miracle of one drop of moisturizing concentrate

Upgraded **whitening**, **tightening**, and **moisturizing** effect with the powerful energy of concentrates of patented anti-oxidative ingredients, such as Chaga Mushroom

For moisturized, smooth skin

➔ Active ingredients help soothe and deeply nourish the rough-textured, dry skin to make it healthy and smooth.

Maintenance of clean, fully vital and gorgeously fair skin

➔ Ceramide, peptide, and niacinamide help maintain the healthy skin through the harmony of whitening and nourishing care.



Moisturizing/
nourishing care

Brightening
care

Improvement
of skin texture

Improvement
of wrinkles



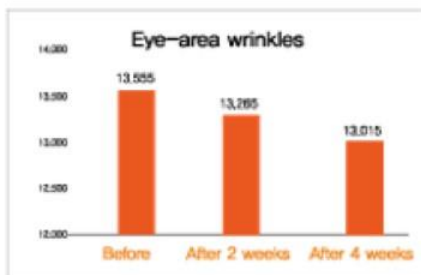
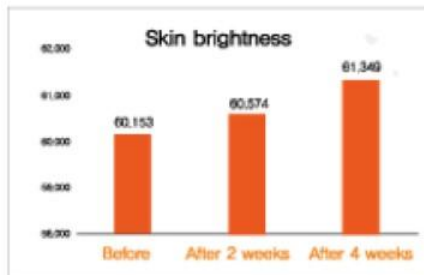
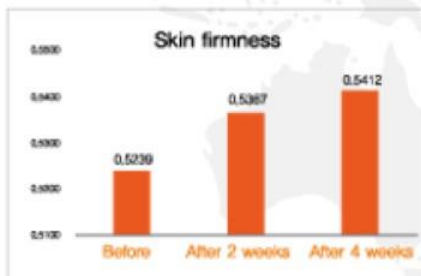
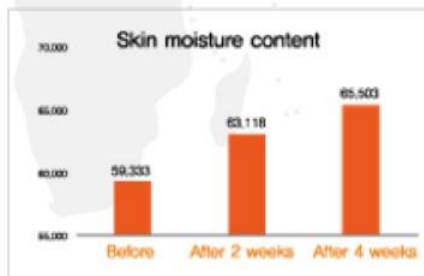
Functional cosmetics R3 multi serum

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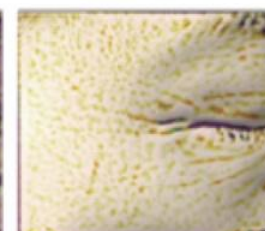
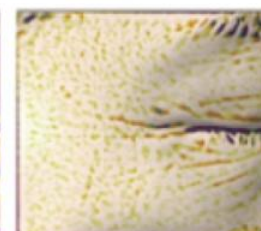
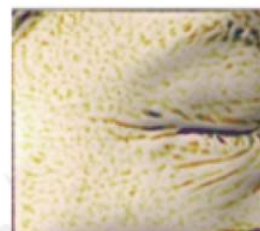


Clinical test data

Test on humans regarding skin hydration, firmness, brightness, and eye-area wrinkles



180131-
C3-17



Before

After 2 weeks

After 4 weeks

※ No particular abnormal reaction in the skin on the test areas has been reported during the test period (4 weeks)



Whitening cosmetics

Day care/Night aqua gel



- **Day moisturizing gel** for keeping moisturized, vital skin in the daytime
- **Night moisturizing gel** for having skin nourished, resilient overnight
- **Healthy, vital skin with plant-based vitamin ingredients showing brightening effect**
Adding plenty of Terminalia Ferdinandiana Fruit Extract and Cereus Grandiflorus (Cactus) Extract rich in vitamin C, it helps the dull skin become beautifully fair.
- **Resilient skin through rich moisture and nutrients from minerals**
It helps strengthen skin barrier, immunity, and moisturizing power to make the skin fully resilient from the inside.
- **For moisturizing irritated skin by Aloe Vera Leaf Juice**
Natural moisturizing factors help moisturize and soothe the skin and beta-glucan added keeps the skin healthy.



Functional cosmetics

Firming cream / Lifting serum

- Miracle of a drop of moisturizing concentrate! Airfrais Brightening Lifting Serum
- Self-rejuvenating power of skin! Airfrais Revital Firming Cream
- **For lustrous, healthy skin with the support of highly moisturizing ingredients**

Dual functional serum with moisturizing, anti-wrinkle, and whitening effect that helps vitalize and energize the skin by activating collagen and elastin in the corium

- **For silky-smooth, resilient skin**

Firming cream based upon a combination of moisturizing and lifting effect, designed to make the skin vulnerable to gravity due to lack of resilience silky-smooth

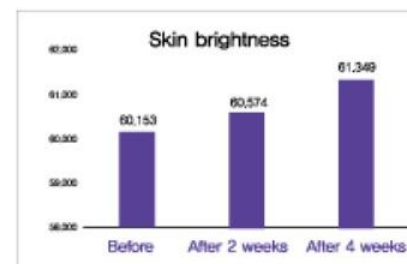
- **Whitening + anti-wrinkle + tightening / Even more powerful dual functional effect**

New Land's patented ingredients as well as peptide, adenosine, niacinamide, and other vegetable ingredients help strengthen skin barrier and prevent five aging symptoms so as to regain the beautifully fair, resilient skin.



Clinical test data

Test on humans regarding skin hydration, firmness, brightness, and eye-area wrinkles



About products

UV multi cushion & lifting lip

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- 2way essence
- Rose essence
- Royal jelly essence



- **Anti-wrinkle lipstick**
Smooth application as if the content permeates through the lips.
Peptide added for improving wrinkles



- Display of beautifully glittery eyes with a gorgeous combination of jewel-based ingredients and soft, elegant colors



THANK YOU !