

Hideep



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In the beginning of Hideep

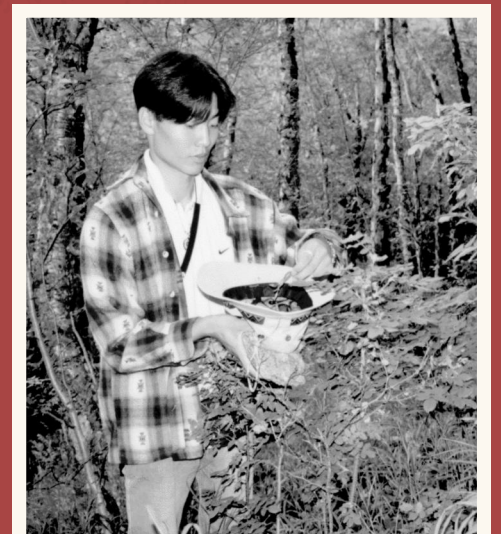
A treasure brought from the depths of Baekdu Mountain **Domestically grown Dabrika Rosehip***

Hideep began with the encounter of this domestic rosehip.
In 1999, it started by planting the rare species collected from Baekdu Mountain.
The domestically grown Davurica variety of rosehip is the
identity and main ingredient of Hideep products.

* Rosa Davurica Bud Extract

since 1999

Mr. Kim Young-Rae, who collects rosehip varieties
from the Baekdu Mountain region



In the beginning of Hideep

Kyung Hee University Hideep Rosehip Research Center.

Through the Hideep Research Center located at Kyung Hee University's International Campus in Yongin, Hideep consistently conducts research on the excellence of domestic rosehips.

Based on reliable and verified research results,
Based on... Hideep is developing various products
which contain the outstanding component of rosehip,
with the goal of spreading the positive effects of domestic rosehip.

The leading rosehip cosmetics brand is Hideep.

* Hideep Research Center: 1732 Deokyeong-daero, Giheung-gu, Yongin-si, Gyeonggi-do,
Kyung Hee University Research Building, South Korea.



KYUNG HEE
UNIVERSITY

Hideep 2p

In the beginning of Hideep

High-Performance Vegan Beauty

Hideep

Hide + deep

Deeply hidden value and efficacy,
Desires deeply concealed within the heart to pursue beauty and health,
Staying true to the roots, transforming from the source.

Penetrating deeply for the best results, yet gentle on the skin,
High-Performance Vegan Beauty, Hideep.



The large-scale rosehip cultivation site located in Wonsam, Yongin City

Hideep cultivates domestic rosehips on a total area of 100,000m² in Wonsam-myeon, Yongin City. The rosehip crops are meticulously managed through daily cultivation supervision.

The potent benefits of domestic rosehips discovered by Hideep.

Hideep's research on domestic Davurica rosehips has detected optimized components with various effects on the human body.

Natural Vitamin C

Rosehip fruit contains 10-30 times more vitamin C than lemons. The vitamin C in rosehip offers various positive effects for the skin, including improving wrinkles, preventing skin aging, and healing issues like freckles, crow's feet, and blemishes. In the United States and Europe, natural vitamin C from rosehip is commonly found in pharmacies and health food stores.

Catechin

"Catechin" is a type of polyphenol, and it is the component responsible for the bitter taste when we consume green tea. Rosehip contains a significant amount of catechin. Catechin is known for its fat-reducing effects and can help with pore tightening and skin elasticity. It is also effective for soothing sensitive skin.

Beta-carotene

Research has shown that the beta-carotene in rosehip is 8-10 times higher than that found in carrots. The beta-carotene in rosehip has antioxidant effects, which make it highly beneficial for conditions like atopic dermatitis and allergic skin.

Whitening and wrinkle-improvement
dual-functional cosmetics



Effective ingredients such as adenosine and niacinamide, formulated in concentrations proven to be efficacious for the benefits, have obtained dual-functionality certification for skin whitening and wrinkle improvement from the Ministry of Food and Drug Safety. Based on the extensive cosmetics research and development capabilities of Hideep Rosehip Research Center researchers, the ingredients have been carefully blended in the optimal ratio to maximize the efficacy of rosehip

Certified by the Korea Vegan Certification Institute



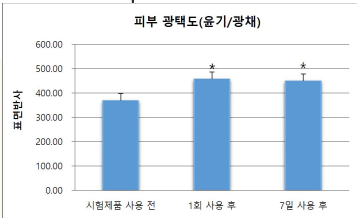
* Hideep has received certification from the Korea Vegan Certification Institute as a vegan product

Hideep Skin Radiance / 4-layer Skin Moisture Barrier / Improved Inner Elasticity / Low-Irritation Clinical Results



Immediate Skin Radiance / Glow Improvement

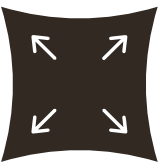
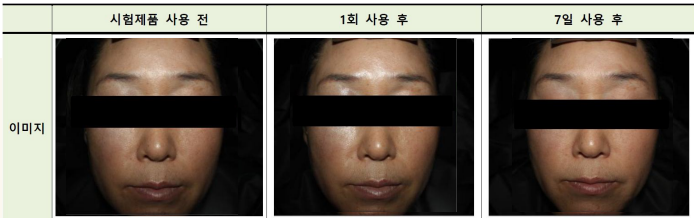
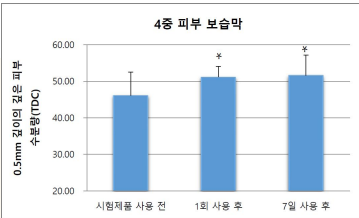
One-time use Skin Radiance→ 123.90%



Immediate 4-Layer Skin Moisture Barrier Improvement

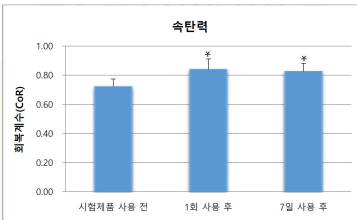
Immediate 4-Layer Skin Moisture Barrier Improvement upon use

(0.5mm : 11.46 / 1.5mm : 10.46% / 2.5mm : 9.48% / 5mm : 10.41%)



Immediate Inner Elasticity Improvement

One-time use Immediate Inner Elasticity→ 116.32%



Low Irritation for Sensitive Skin

Irritation Index: 0.00 / Non-irritating (Low Irritation)

Table 10 시험대상자 피부 이상반응 평가 결과

피부 이상반응	N=21 (No. 01~21)	
	1회 사용 후	7일 사용 후
1. 홍반(붉어짐)	0	0
2. 부종(부어오름)	0	0
3. 인설(각질)	0	0
4. 가려움	0	0
5. 자통(통증)	0	0
6. 작열감	0	0
7. 붓붓함	0	0
8. 따끔거림	0	0

0: 없음, 1: 약함, 2: 중간, 3: 심함

-부작용 등 발생사례: 0

-부작용 발생에 따른 치료 및 보상 조치 내역: 0

즉각적 피부 광택도 실험 : (주)트루피부임상시험센터 / 2023년09월18일 / 만 26~59세 성인 여성 21명
즉각적 속탄력 실험 : (주)트루피부임상시험센터 / 2023년09월18일 / 만 26~59세 성인 여성 21명

즉각적 4중 피부 보습막 실험 : (주)트루피부임상시험센터 / 2023년09월18일 / 만 26~59세 성인 여성 21명
민감성 저자극 실험 : (주)트루피부임상시험센터 / 2023년09월18일 / 만 26~59세 성인 여성 21명



The unique patterns visualizing the leaves and fruits of Davurica Rosehip represent the brand's commitment to ingredients, honesty, a perspective that considers nature and the environment, and the vitality that extends and connects. They reflect Hideep's identity, sensibility, and communication.



* Hideep Design Registration Certificate
* Hideep Pattern Trademark Registration Certificate



The SCENT of Hideep

Through collaboration with a leading domestic fragrance company, we have meticulously blended natural fragrances to create the perfect Rosehip flower scent, embodying the unique identity of Hideep. When you close your eyes, you can experience an aroma that makes you feel like you're in a Rosehip forest, offering aromatherapy benefits.

We use minute quantities of natural fragrances extracted from ingredients such as lemon, tangerine, grapefruit, orange, eucalyptus, and clove leaves to reduce irritation, leaving a refreshing sensation.

Hideep's products



Hideep Aromatic Oil Mist 30ml

- Capacity: 30ml / 1.01 fl oz
- Release Date: Late October
- Price: 20,000 KRW

- Product Introduction:

The Hideep Aromatic Oil Mist is made using locally grown rosehip buds. It features a striking red oil layer, which is created using natural dyes, and the fragrance is also formulated using natural ingredients to capture the essence of the rosehip flower. The product comes with an ultra-fine mist spray pump that ensures it settles evenly on every part of your skin. Its compact and convenient packaging makes it easy to carry. Additionally, this product is certified vegan.



Hideep Aromatic Oil Mist 100ml

- Capacity: 100ml / 3.4 fl oz
- Release Date: Late October
- Price: 39,000 KRW

- Product Introduction:

The Hideep Aromatic Oil Mist is crafted using rosehip buds grown directly in South Korea. Its most distinctive feature is the vibrant red oil layer. The oil layer's color is derived from natural dyes, and the fragrance is meticulously blended with natural ingredients to capture the essence of the rosehip flower. Equipped with an ultra-fine mist spray pump that ensures even application on every inch of your skin, this product boasts a generous 100ml capacity in its packaging, providing extended use. Additionally, it is certified as a vegan product.

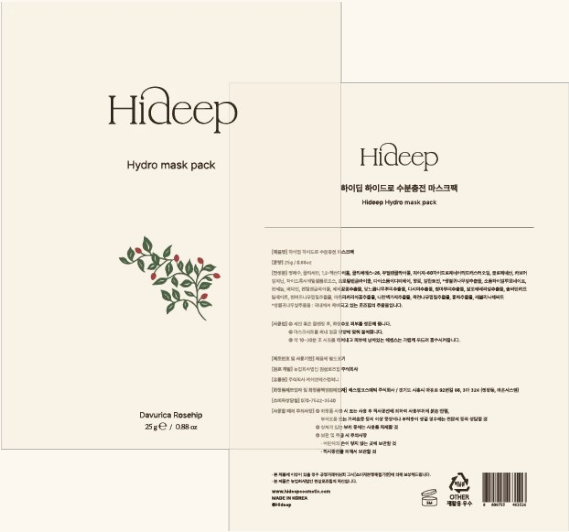
Hideep's products



Hideep Ampoule Mask Pack

- Capacity: 25g / 0.88oz
- Release Date: Late October
- Price: 10pcs / box : 20,000 KRW
- Product Introduction:

The Hideep Ampoule Enriched Mask Pack is made using rosehip buds grown directly in South Korea as the primary ingredient. This nutrition-packed mask pack contains hydrolyzed collagen and Korean Angelica extract, which help nurture smooth and elastic skin by providing essential skin nutrition.



Hideep Hydro Mask Pack

- Capacity: 25g / 0.88oz
- Release Date: Late October
- Price: 10pcs / box : 20,000 KRW
- Product Introduction:

The Hydro Hydration Replenishing Mask Pack is created using rosehip buds directly cultivated in South Korea as the primary ingredient. This mask pack is designed to recharge your skin with moisture. Panthenol, a vitamin derivative, is known as a "moisture magnet" and helps keep the skin well-hydrated.

Hideep's products - Upcoming product releases



Rosehip Foam Cleanser

Completely cleanse the free radicals that attack the skin.
A new concept functional foam cleansing product
that keeps the skin moisturized



Rosehip Sun Pact

Contains antioxidant properties to protect against UV rays.
A product that defends against harmful oxygen
that attacks the skin throughout the day.

Hideep’s products

Hideep Mask Pack / Oil Mist Product Prices

Product	Selling Price
Hideep Mask Pack(10ea)	20,000₩
Aromatic Oil Mist 30ml	20,000₩
Aromatic Oil Mist 100ml	39,000₩