



Product Introduction



Dad made it himself for the baby.

The father emperor penguin takes care of the baby penguin by incubating the eggs without eating anything for several months at -50°C .

HOWPAPA contains the heart of the father emperor Penguin, who cares for children.





Reliable Product

With ingredients derived from nature, we will make our products safe for customers to use. We carry out strict quality control every year through the "Dermatest" of German Dermatological Research Institute, as well as each specialized institution in Korea.



Continuous R&D

Various baby products are still not free from chemical ingredients. We conduct continuous research and development to catch up with the hourly changing EWG ratings and policies.



Offline Store

Domestic Store Location



신세계 백화점(강남) 10F

SHINSEGAE Department Store (Gangnam) 10F



신세계 백화점(영등포) 8F

SHINSEGAE Department Store (Yeongdeungpo) 8F



신세계 백화점(경기) 6F

SHINSEGAE Department Store (Gyeonggi) 6F



신세계 백화점(대구) 7F

SHINSEGAE Department Store (Daegu) 7F



신세계 백화점(광주) 6F

SHINSEGAE Department Store (Gwangju) 6F



신세계 백화점(센텀시티) 6F

SHINSEGAE Department Store (Centum City) 6F

THE HYUNDAI



더 현대 서울 5F

THE HYUNDAI SEOUL 5F

HYUNDAI

PREMIUM OUTLETS



현대 프리미엄 아울렛(다산) 3F

HYUNDAI PREMIUM OUTLET (Dasan) 3F

AK PLAZA



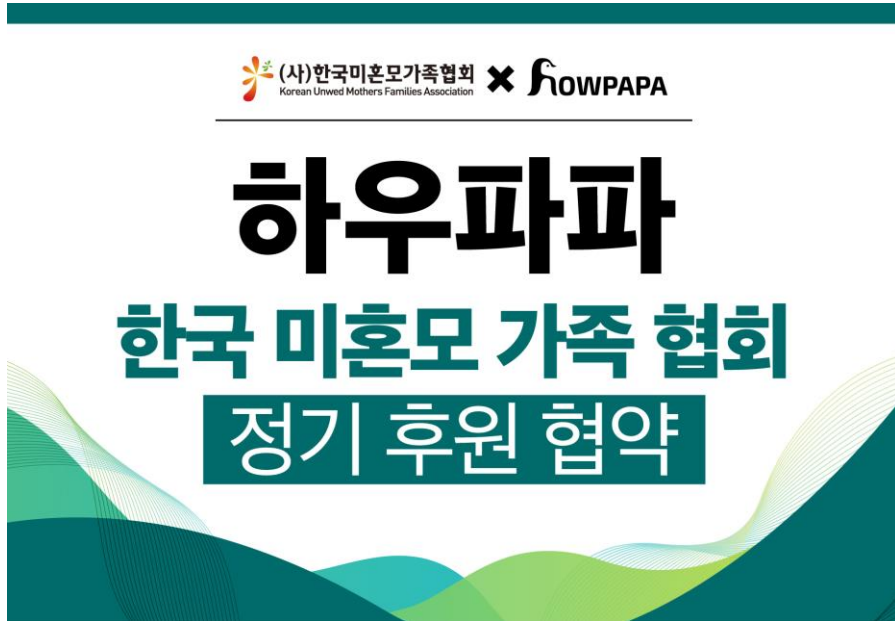
수원 AK 플라자 5F

Suwon AK PLAZA 5F



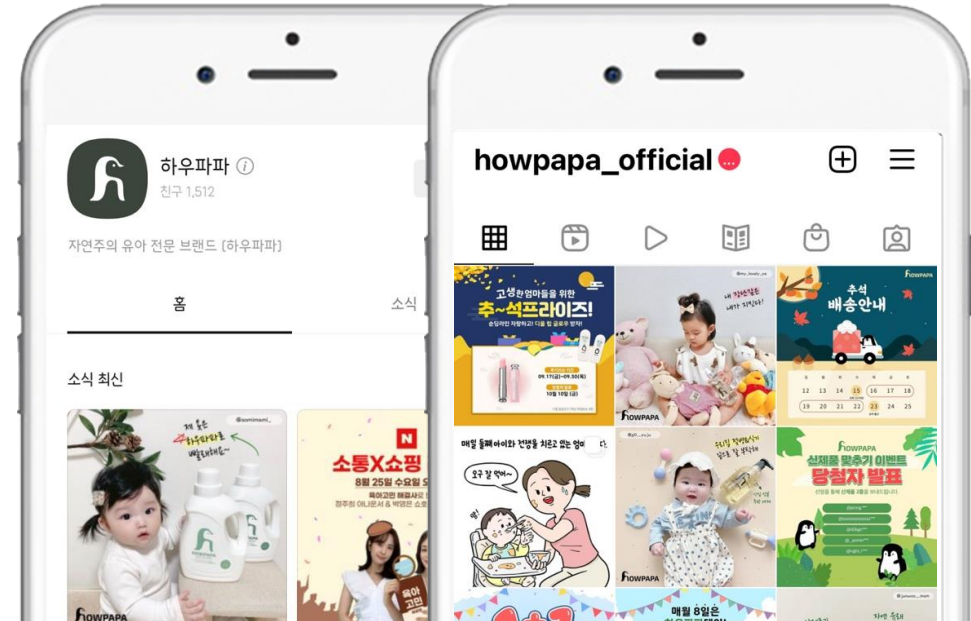
Effort

Howpapa's Efforts



Social Contribution Activities

We are constantly making donations in the hope that all children in this world will grow up happy and healthy.
We will continue to do our best to help various parts of society.



Sufficient Communication and Empathy

We are always listening to the voices of our consumers in order to hear a lot of interest and love of our product.
If you can tell us about the inconvenient or good parts of our products and services, we will always actively reflect them and try to become a better HOWPAPA.

With. HOWPAPA

Howpapa's Popularity



1,000+ Instagram Posts

We're interacting with over 10,000 consumers who are using HOWPAPA's products.

HOWPAPA is a brand that everyone, from pregnant women to mothers of babies, wants to show off.



HOWPAPA's Popularity at the Seoul COEX Baby Fair

We regularly participate in baby fairs and receive so much interest and love that the booth fills up.

HOWPAPA LAUNDRY DETERGENT



Baby Detergent 2L

Baby Detergent 1L

- ✓ Use of natural-derived surfactants
- ✓ Excellent cleaning power
- ✓ No 26 allergenic ingredients
- ✓ No 14 harmful ingredients
- ✓ Highly concentrated long-lasting product
- ✓ Certified for household chemical products subject to safety check

[illegible]

Certificate of Safety Standard Conformity Confirmation

[illegible]

Confirmation of Result of Household Chemical Products Subject to Safety Check

HOWPAPA FABRIC SOFTNER



- # Certificate of Safety Standard Conformity Confirmation

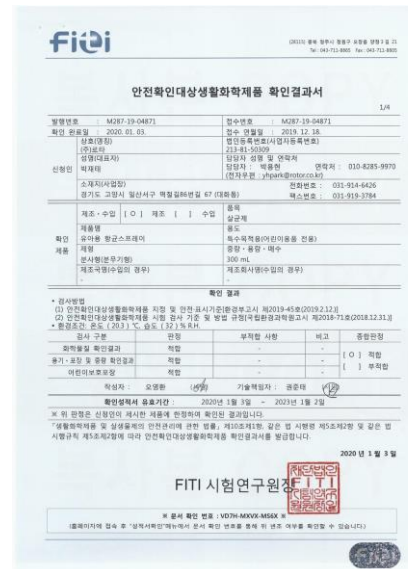
Confirmation of Result of Household Chemical Products Subject to Safety Check

HOWPAPA Toy Cleaner (300ml)

HOWPAPA BABY DISINFECTANT



- ✓ No added harmful ingredients such as alcohol, methanol, CMIT, MIT
- ✓ All ingredients are natural-derived
- ✓ Sterilize 99.9% of E. coli, Pseudomonas aeruginosa, and 5 other bacteria
- ✓ For kid's products
- ✓ Certified for household chemical products subject to safety check



Certificate of Safety Standard
Conformity Confirmation



KCL (Korea Conformity Laboratories)
Test Report

HOWPAPA DISH SOAP

- 주식회사 오에이티비(OATC Inc.)
- OATC**
- # 시험 · 검사서
- | 발행처
발행일자 | | 발행번호 | 발행일자 | 발행처명 | 발행일자 |
|-----------------|------|-----------------|----------------------|--------------|---------------|
| 한국화학연구원 | | K20200901-0076 | 2020-09-01 | 한국화학연구원 | 2020-09-01 |
| 제품명 | | 지용성수산화제 | | 제품명 | 2020-09-04 |
| (제품과제번호) | | | | 제품과제번호(이전번호) | 2020090000122 |
| 담당 : 재청 : 출품처 : | | 담당 : 재청 : 출품처 : | | | |
| 시험일자(입력) | | 2020-09-13 | 시험결과(출력일자) : 한국화학연구원 | | |
| 시험일자(출력) | | 출력일자 | 출력일자 | | |
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Certificate of Quality Certification (Q-Mark)

HOWPAPA BABY BATH & SHAMPOO (350ml)

HOWPAPA BABY BATH & SHAMPOO



- ✓ Completed skin hypoallergenic test
- ✓ ALL-IN-ONE product, from head to toe
- ✓ Contain peony root extract to help soothe the skin
- ✓ No 20 harmful ingredients
- ✓ Soft whipped foam

TEST REPORT			
Report No:	HM-210309-IR0025-CD-12	Receipt Date:	23 rd February 2021
Client:	HOWPAPA	Test completion date:	11 th March 2021
Representative:	Hyunyoung Park		
Address:	122, Jomaru-ro 385beon-gil, Bucheon-si, Gyeonggi-do, Republic of Korea		
Sample:	HOWPAPA BABY BATH&SHAMPOO		
Test Result			
Test Item	Inspection Standard	Result	Irritation Evaluation
By skin patch		0.00	No irritation
Primary irritation test	*Remark		
Test Methods: After wiping the subject's test area with 70% ethanol and drying it, load 20 µl of the test product in 10 Ultimate and attach it on the skin for 24 hours. The dermatologist assessed whether skin irritation was present at 30 minutes and 24 hours after patch removal.			
• Reference report: HM-210309-IR0025-12			
• Remark:			
Skin Irritation Index		Irritation Evaluation	
0.00 ~ 0.25		No irritation	
0.26 ~ 1.00		Mild irritation	
1.01 ~ 2.50		Moderate irritation	
2.51 ~ 4.00		Strong irritation	
Study Director : Wonkyu Hong (Dermatologist)			
26 th March 2021			
Human Co., Ltd. Skin Clinical Trial Center President			
1005-1008, 24, Gasan digital 1-ro, Geumcheon-gu, Seoul, Republic of Korea			
www.humantest.co.kr T : +82-70-5222-9663, F : +82-70-7550-9663			
			

Test Report of Skin Irritation Test
Completion

HOWPAPA SOONDING LOTION (200ml)

HOWPAPA SOONDING LOTION



- ✓ Received the Top Grade from "Dermatest" in Germany
- ✓ Contain Centella asiatica extract to help with fever and rash
- ✓ Provide rich nutrition with 22 plant extracts
- ✓ Deeply hydrate the skin with 11 types of hyaluronic acid
- ✓ Plant extract fragrance to enjoy with assurance



Top Grade Certification from
"Dermatest" in Germany

HOWPAPA SOONDING GEL (150ml)

HOWPAPA SOONDING GEL



- ✓ Received the Top Grade from "Dermatest" in Germany
- ✓ Contain purslane extract to help soothe the skin
- ✓ High polymer water gel creates a moisture barrier
- ✓ Instant hydration with hydration network
- ✓ Long-lasting moisturizing effect



Top Grade Certification from
"Dermatest" in Germany