1. About GARAM Cosmetic
2. About Little Glam Girls
4. Recently
5. Infra
1. About Garam Cosmetic

Mission: Companies that help people and the environment with sincere products

Garam Cosmetics, Inc. in 2019, is a new startup under Garam DNC Group. In line with the group's vision of "entertainment and hope in the world," the company is moving in an honest direction, seeking stability rather than speed and sincerity rather than issues.

Organic Work System Beyond Regional Limits

Garam Cosmetics boasts centralization of information and an organic work system consisting of veteran practitioners from all walks of life and above. Work flow is built to enable fast, systematic response anytime, anywhere, as long as the Internet is connected.

Revenue structure through multiple distribution channels

The origin of Garam Cosmetics is the Kids-Early Teenager cultural development project. Offline, which has limited supply of content, is based on Royal Place, and online, which is free to supply content, is currently in the deflop stage due to multi-platform activity, and we are carrying out OEM industries focusing on specialized keywords, including Disney. Starting from the fourth quarter of 2020, we will enter the content industry using brand IP.
1. About Garam Cosmetic

d. Brand

1. Little Glam Girls (1st)
   - Main Target: 0~10’s Girls
   - Sub Target: 20’s Women
   - Official Launched: 2019y 3q
   - Brand Feature: Combining the Content Industry
   - Main Distribution Channel:
     ① Department Store (Product)
     ② Social Network Service (Contents)
   - “Funny Hypoallergenic”

2. Little Glam Girls (2nd)
   - Main Target: 30-40’s People
   - Sub Target: 20’s Men
   - Official Launched: 2020y 2q
   - Brand Feature: Functional Integrity
   - Main Distribution Channel:
     ① Department Store (Product)
     ② Social Network Service (Product)
   - “Convenient Hypoallergenic”

3. 521 Anti-Virux project
   - Main Target: 20~40’s Men
   - Sub Target: 40’s Women
   - Official Launched: 2020y 4q
   - Brand Feature: anti-bacterial & anti-inflammatory specialized
   - Main Distribution Channel:
     ① Door-to-Door Sales
     ② Regular Subscription
   - “Safety Hypoallergenic”

4. Rabbit’s Letter
   - Main Target: 20~30’s Women
   - Sub Target: 40’s Women
   - Official Launched: 2020y 4q
   - Brand Feature: Preservatives Free
   - Main Distribution Channel:
     ① Door-to-Door Sales
     ② Regular Subscription
   - “Fresh Hypoallergenic”

5. HEY BROTHER
   - Main Target: 20~40’s Men
   - Sub Target: 40’s Women
   - Official Launched: 2021y 2q
   - Brand Feature: Sports Content Combination
   - Main Distribution Channel:
     ① Social Commerce Web
     ② Sports Experience Site
   - “Energetic Hypoallergenic”
2. About Little Glam Girls

a. Brand Identity

Mission: Medium for adults to think of memories. Gift for child's daily life full of adventure.

Little Glam Girls is a brand that is "for those who love themselves, for me who are more confident." Based on our own needs for self-expression and self-care, we develop hypersensitive solutions for not only our children but also for adults with weak skin.

b. Line-up

1st Line-up
- Original Lineup
- Content-centric strategy
- Flower Theraphy Concept
- Operation of Bath / Color Merchand

2nd Line-up
- Independent High-End Lineup
- Product-driven strategy
- All-in-One Special Care Concept
- Basic Care Product Group Operation

Cover the whole family market with an independent lineup

The first line-up is a line-up developed as a Kids Early Teenager target. The festival was planned as a flower therapy concept, and it is a brand line-up that suggests the right kid's cosmetic culture. The second line-up is an independent high-end line-up developed as a family target. It was developed with multiple inputs of domestic development patent components. All in one - One for All concept. It is a brand lineup that can be used conveniently even for families who are not interested in care.

c. Strategy

Two-Track Strategy

- Different kinds of marketing for major buyers (20-40's People) and end-users (10 or less's People)
- Provide personalized content to the classified target's main activity SNS platform
- Start is just a gift, and then a brand that asks you to buy it.

"Not only can trust and buy, a product that can be used comfortably by the whole family."

"Can trust and present a gift. It's something that the gift-giving child and his parents will be satisfied."

"The Best Present with Content I Enjoy"
3. Product Intro
   a. Little Glam Girls 1st Lineup

   a. Bath / Basic Care Product
   b. Color Cosmetics Product
   c. Acc
   a. Little Glam Girls 1st Lineup

   a. Bath / Basic Care Product
a. Little Glam Girls 1st Lineup

a. Bath / Basic Care Products

① Shampoo (Lavender / Orange)
② Shower Gel (Lavender / Orange)
③ Conditioner (Lavender / Orange)
④ Body Lotion (Lavender / Orange)
⑤ Bubble bath Powder (Eucalyptus / Mandarin / Jasmine)
⑥ Facial Mask Sheet
   (Lavender / Carendula / Lavender / Orange / Rose)
⑦ Cream Foam Cleansing (Cedarwood / Mandarin)
⑧ Multi Cleansing Bean (Color Bean / Honey Bean)
   a. Little Glam Girls 1st Lineup

b. Color Cosmetics Product
a. Little Glam Girls 1st Lineup

b. Color Cosmetics Product

① Sun Block Cusion
② Waterbase Nail Polish (8 Color)
③ lip Crayon (5 Color)
3. Produc Intro.
   a. Little Glam Girls 1st Lineup

   c. Acc
   a. Little Glam Girls 1st Lineup

   ① Safety Folding Mirror (5 Color)
   ② Nail Deco-Sticker (5 Color)
   ③ Gel Nail Deco-Sticker (5 Color)
   ④ Canverse Pouch
   ⑤ Glitter Pouch Bag
   ⑥ PVC Clear Pouch
   ⑦ Make-up baggage Box
   ⑧ Wool Shower Robe
   ⑨ Wool Hair Band
   ⑩ Wool Sleeper
   ⑪ Yellow-duck Shower Ball
   ⑫ Etc. (Develop)
   a. Little Glam Girls 2nd Lineup
   a. Little Glam Girls 2nd Lineup
   a. Little Glam Girls 2nd Lineup

   ① Fill Standard 3 in1 WASH Multi Cleanser (520mL / 1000mL)
   ② Fill Standard AQUADEEP Soothing Moisture (520mL)
   ③ Fill Standard ATOFLUX Special Care Emulsion (100mL)
4. Recently
   a. Dusol Beauty x GARAM Cosmetic TFT Conference

   We are operating a TF team to promote Little Glam Girls’
   marketing and holding conferences periodically.
4. Recently

b. Hyundai Department Pop-up Store

Hyundai Department Pop-up Store

We have held several offline BX promotions through the Hyundai Department Store pop-up store and hands-on events.
We are selling products throughout the country, with similar brand targets and market positioning.

**Cookie House Shop In Shop**

We are selling products throughout the country, with similar brand targets and market positioning.
4. Recently

d. Marketing MOU signing with Fly Station Korea

By signing a marketing MOU with FlyStation, an indoor skydiving sports brand, we are developing various contents/promotions and opening Yongin branch. Recently, we have produced a campaign advertisement and are playing it during the screening time of the educational video.
4. Recently
  e. Milk Pang TV Filming

We filmed the Little Glam Girls offline flagship store experience on the creator channel of Samanimation and Milk Pang TV, which is famous for its mini-special forces.
5. Infra
   a. GCI Spo Edu Center

This is a new education center that will be presented on a trial basis in Siheung Mokgam of Garam Comprehensive-education Institute. We are conducting various contents and promotions with our stores and marketing partners.
5. Infra
b. LGG Flagship Store

LGG Flagship Store
It is a variety of multiplex platforms such as Kids Spa, Nail Art, Costume Play, Gift Shop, Product Experience Zone, Photo Booth, Party Room, Entertainment Room, Creator Studio, Coin Karaoke, etc. It is used as a content / product / marketing laboratory for offline platforms.
Thank You 😊