

# ASIS-TOBE<sup>®</sup>

현재보다 더 나은 피부를 위한 - 데일리 저자극 스킨케어



# Brand & Marketing Status

## ❖ Brand Status

- ASIS-TOBE positions as a simple but effective daily skin care brand. With a reasonable price range, ASIS-TOBE's dermatologist tested, no-irritancy products have been allowed to enter multiple distribution channels.
- Each and every ASIS-TOBE product has been carefully developed for all types of skin. ASIS-TOBE plans to launch various new products that are in line with the market trend and brand concept.

## ❖ Notable Marketing Achievements

- Hyaluronic Essential Toner : Ranked No.1 for 10 cumulative weeks on GlowPick (between Dec 15, 2018 and March 22, 2019)
- Pure Mineral Sun Cream : Awarded with 2018 GlowPick Consumer Award



# Distribution Channels

## ❖ Domestic

- Pop-up stores in major department stores
- Stores located in several branches of **SHINSEGAE** & **THE HYUNDAI** department store
- Available in H&B store chains
  - ✓ **lalavla** **MINI SOU** **CHICOR** **Boots**
- Available in few A-Land stores (Fashion select shop)
- Available on major online e-commerce websites

## ❖ Abroad

- Available in some cosmetic retail stores LA, CA.
- Available on few e-commerce websites (U.S.)
- Entered Japanese market via partnering channel



# Export Status

## ❖ Export Prep.

- A member of KITA (Korea International Trade Association)
- Trademark registration applied in USA / EU / China
- CPNP (Cosmetic Products Notification Portal) Registration completed  
(for 3 products: Hyaluronic Essential Toner / AHA Purifying Toner / Rose Infusion Cream)

## ❖ Domestic & Overseas Beauty Expo / Conferences

- 2018 Get it Beauty Concert
- 2018 Bangkok Beauty Expo
- K-CON 2018 LA
- MIK 2018 Conference & Networking Party
- 2018 & 2019 BIO Korea

