

HỒ VỒ

SHAMPOO · SOAP

TRUE SOAP FOR JUBILANT SKIN

PHYTOTHERAPY SOAP

STORY

A simple “MOTIVE” meets “ASPIRATION” to become a “VISION” and “BEGINNING.”

HỒ VỒ

“Our customer is somebody’s family.”

Issues that threaten our customer’s health often arise from “cost reduction” and “safety insensibility.”
“Before we talk about satisfying our customers, let’s make products for our family first.”

We began a rigorous research with a mindset to protect our own family from the overflowing chemicals and the companies that have lost the sight of their original intention.

The Humidifier Disinfectant Crisis that Changed Our Perspective

The Humidifier Disinfectant Crisis in Korea has brought a change in people’s perception about “chemical substances,” and it was indeed a shocking incident that made us rethink of “our company goal.”

“For whom do the companies make product?”

“Do I also talk about customers in terms of values out of habit?”

“How do we create products that satisfy customers?”

The Right Natural Ingredients and Mixing Technology Discovered After Years of Trials-and-Errors and Research

Years of trials-and-errors, contemplating if we had chosen a wrong path. It was time of regrets and disappointments.

“Chemical substances are easy solutions for our competitors.”

We raced towards our goal like Don Quixote, but we were constantly faced with failures against the wall of reality. Rather than giving into an easier method by using chemical substances, we persevered to find plants and medicinal herbs and eventually found the perfect combination of natural ingredients.

Specialized Products by Function for Different Skin Needs



For Different Skin Types and Environments by Country

Based on research and analysis on the climate and water quality in advance, we create specialized products that suit the needs of each and every country.

We also produce soaps for dry, oily, and combination of both types that can satisfy different types of skin.

Products by Use

Skincare, Moisturizing	Our soap helps hydrate your skin while noticeably improving your skin complexion.
Cleansing	Our chemical-free, hypoallergenic cleanser helps cleanse with rich foams.
Sports	Our sports soap takes care of damaged skin due to sports activities and removes sweat-borne germs.
Scalp	Our vegetable-based soap can improve your damaged scalp with approved synthetic chemical substances.
Pets	Our soap for pets is created to provide the right care for your pet's slightly acidic skin.
Dish/Fruits	You can wash the dishes and fruits glove-less without damaging your hands or getting eczema.
Detergent	Our detergent soap prevents fiber damage as well as skin irritation.

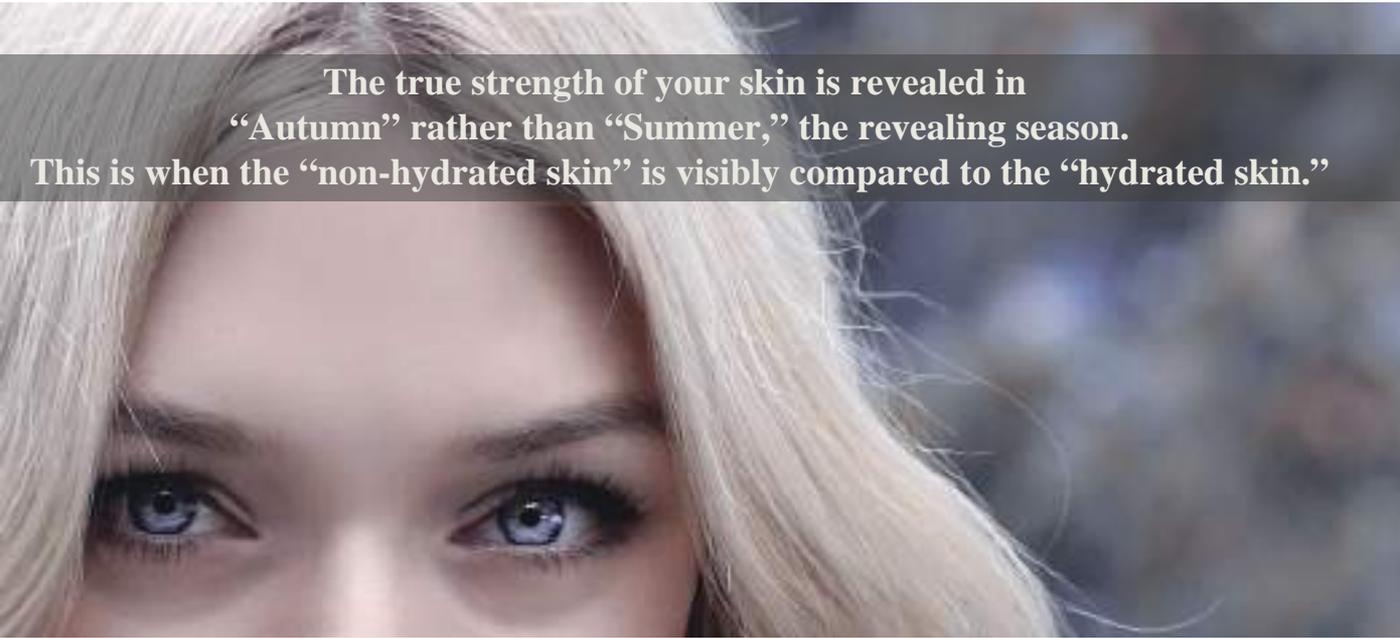
What's special about our soap?

- ✓ Functional soap that treats skin problems with a patented mixing technology of vegetable-based ingredients
- ✓ Total care from seborrheic dermatitis to itchiness, dandruff, dryness, and exfoliation
- ✓ Safe vegetable-based ingredients with confirmed benefits
- ✓ No chemical products are used in the entire processes from plant cultivation, extraction, and manufacturing
- ✓ Safe for toddlers
- ✓ Hydration that lasts until the morning after cleansing

Moisture

Moisturizing Soap

“Hydration determines the age of your skin.”



The true strength of your skin is revealed in “Autumn” rather than “Summer,” the revealing season. This is when the “non-hydrated skin” is visibly compared to the “hydrated skin.”

“Chemical substances are not real.”

Moisturizing your skin with chemical ingredient is equivalent to taking capsules for vitamin. Our natural-ingredient “HOVO” soap will “protects” your skin without using surface active agents.

“Hydration Makes Up for 80% of Make-Up”

Hydrated skin is the basis for our confidence. While HOVO soap protects your skin from dehydration, it also helps your make-up to last longer and controls oiliness. HOVO’s patent is focused on protecting your skin regardless of where you are.

“There is no magic.”

The most expensive skincare products don’t actually transform our skin as much as we expect it to. What’s more important is to take good care of your skin with products made of good ingredients.

Soap for Cleansing

“Do kids need to cleanse, too?”

Today, parents put sunblock on their children from the moment they go out in strollers.
Is there any soap that can protect the children?



“Why don’t we share our cleansers with the whole family?”

Can the products in the fancy advertisements actually protect your children from the environment?
If soaps are made up with “vegetable-based ingredients” the soaps should be recommended for both children and adults.

“Aging doesn’t turn your skin into leather.”

HOVO believes that distinguishing the use of soaps between adults and kids is wrong.
Chemical substances cannot be harmless for both children and adults.

“It’s the same for all skin.”

Are there any skin type that is suited for chemical substance-based products?
Every skin is important.
Love your skin with “vegetable-based and safe foams.”
Take care of your skin as if it’s an infant’s with
“HOVO’s 100% Vegetable-Based Soap.”

Cleansing

Sports

Sports Soap

“Skin Care for Damaged Skin due to Sports”

The heat and friction from working out weakens your skin.
This is why we should take good care of your skin that suffered through.

“Working out with your make-up on exhausts your skin.”

Many women tend to avoid working out without their make-up on. The make-up combines with sweat and skin wastes and exhausts your skin while causing breakouts. The sweat turns your skin into a delicate state where it absorbs anything to balance out your skin. You must calm your skin after you work out with a soap made-up with good ingredients.

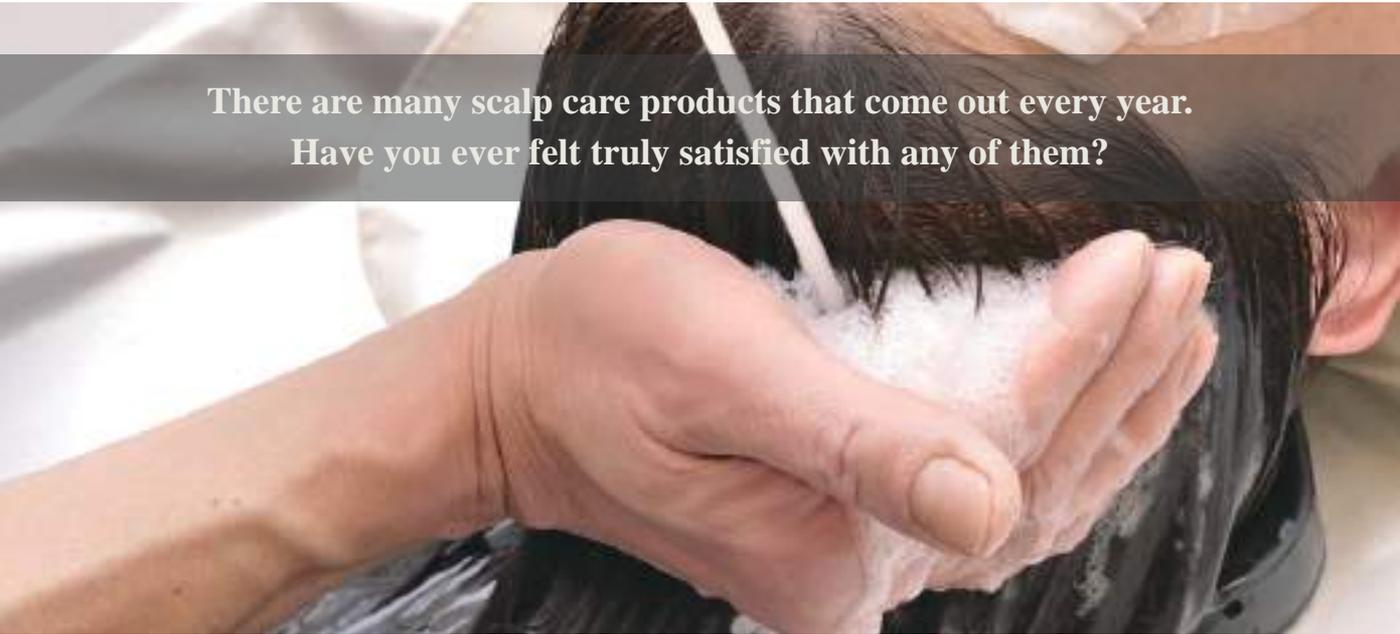
“Why does our skin need a special treatment after working out?”

When you work out, your blood volume increases which raises the body temperature and opens the pores. Wastes then pile inside the open pores, causing breakouts.

Scratches or rubbing from sweaty clothes or gym equipment all contribute to stressing your skin out. For your **exhausted and tired skin** use HOVO's Sports Soap for proper care.

Scalp Care Soap

“Can my scalp really get better?”



There are many scalp care products that come out every year.
Have you ever felt truly satisfied with any of them?

“Your scalp needs more delicate care than you think.”

Layered with dense veins and nerves, our scalp is much more delicate than what we know. On top of that, fine dust, oil, perms, dye, and other factors never stop damaging our scalp. We all know that most chemical substances, besides stress, are very harmful for our scalp. So, the question is, “Can synthetic and chemical ingredients really improve our scalp condition?”

“Healthy solution takes time but is simple.”

The stronger and quicker the solution to our skin, the more side effects it will have on us. A “healthy solution” may take longer, but its simplicity is in “propriety and persistence.”

Treat your scalp with **“100% vegetable-based scalp soap”**
“specialized for your scalp’s health.”

“HOVO” does not exaggerate the effects of its products in advertisement.
Just like “healthy food” that makes your body healthy,
our skin needs good solutions.

Scalp

Soap for Pets

“Mild and Clean Soap for Our Pets, Our Family”



Dogs and cats are more prone to skin problems than we are. Since their skin is very thin and neutral with a pH of 7.5, they need mild products for their skin.

“Three Important Facts for Your Pet’s Healthy Skin”

Many products often guarantee quick solutions, but their promises are rarely kept in real life.

First, the most important thing for your pet is “quality food.”

Second, your pets, whether dogs or cats, need stress-free environment that suit their personality.

Third, we believe the products that treat their skin directly are very important.

“What’s in the products that are supposedly good for their skin?”

For skin problems that your pet already has, prescribed products are the best solutions.

However, if your pet doesn’t have any skin problem or has mild skin trouble, you must check if the products are hypoallergenic and have any harmful ingredients.

(Preservatives, parabens, surfactants, sulphates, ethanol, formaldehydes, artificial scent and color, etc.)

As a father of two pets, I recommend HOVO products with absolute confidence.

Dish Soap

“Can I wash dishes without the rubber gloves?”



Why are dish-washing soaps so harmful to our skin?
The low pH and chemical substances for efficient washing are the reasons why.

“How do we get eczema?”

The main causes of Housewife’s eczema are dish soap and rubber gloves. Although we cannot see with our naked eyes, the rubber gloves are swarming with germs. We began our research with “a hope that we don’t need to wear rubber gloves,” and that is how our “mild dish soap” has been created. **“HOVO’s mild dish soap” will take care of your hands with vegetable-based ingredients and moisturizing effect.**

“We need to clean the dishes thoroughly to serve food for our family.”

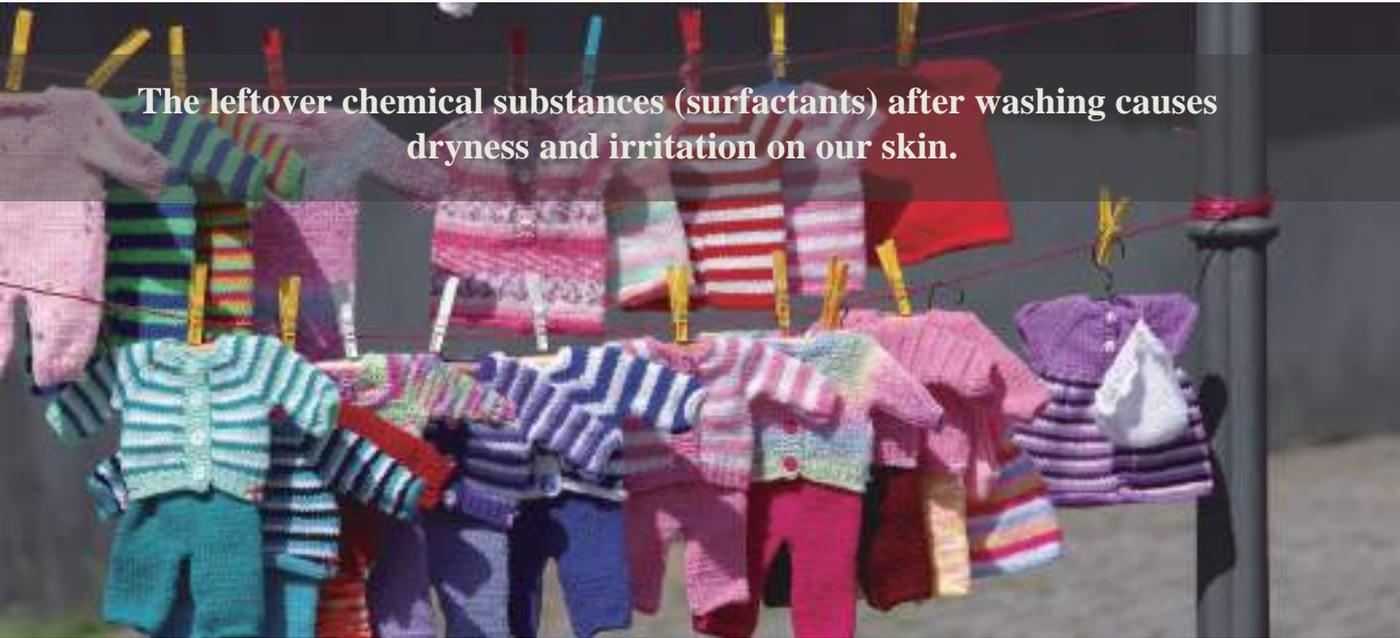
Is the dish soap all rinsed off of the dishes?
When we consume the acidic ingredients of dish soap, our body uses the calcium in our bones to neutralize our blood.
The use of triclosan, for antibacterial purpose, had once become a controversy. “HOVO’s dish soap” is created for not only our skin but also for our family’s health. Our products are developed for and used by the developer and his family.

Dish Wash

Laundry Soap

Detergent Soap

“Protecting Clothes and Skin”



The leftover chemical substances (surfactants) after washing causes dryness and irritation on our skin.

“Do the clothes really get cleaned after washing?”

The **surfactants** that must be used to clean our clothes can be often found as residuals on the clothes, causing our skin to dry out.

Use HOVO soaps to prevent your clothes from losing colors and stretching/shrinking.

“Does HOVO detergent not have any chemical substances?”

HOVO detergent does not have any chemical substances. **HOVO Detergent is 100% vegetable-based.**
-As we have conducted countless research to avoid using chemical substances, we are confident in our product.-

First, it cleans your clothes through one wash.

Second, it prevents fiber damage and maintains softness in the fiber.

Third, it is excellent for washing toddlers and children’s clothes.

Fourth, it is safe for hand-washing, without rubber gloves, as it moisturizes your hands.

Fifth, after washing, there is no detergent scent, skin irritation or dryness.

Why this soap?

Act 2 of My Life and Sense of Calling

As an aging man with a Class 2 disability, it was a long journey with adversities and sufferings to get to this point in my life.

Seeing people get sick and die from chemical substances, I realized that my family can also become victims, and, I decided that before I die, if there's one thing I can give back, to the society for the benefits I've received, I must do "this."

Despite countless trials-and-errors, I have successfully launched HOVO products in the last two years both in Korea and abroad.

As a result, I have established "HOVO" as a company, recognized by the government with "patents" and "venture certificate."

HOVO may develop products slowly and, at time, ineffectively, but we will continue to work with a "determination" that what we create is "safe" and "beneficial" to everyone.

CEO Jeon Soon-ho

Don't just wash your face and body. Wash your mind and protect the foundation for your makeup.

Don't just wash your face and body.

Use HOVO soaps to wash your mind and protect the foundation for your makeup.

The harmony of your skin and vegetable-based soap will be the lighting that shines you.

We create vegetable-based HOVO soaps with the always-best natural ingredients with specialized plants.

With the perfect harmony of ingredients and skin,
we present you our products with vitality and differentiated values.

Recognition of Our Persistence and Technology

“Patents” and
“Venture Certificate”



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Indication of ingredients is omitted for non-medicinal products.