



Recommendation to

Dry Skin



Blue2 + Yellow1 + Black1

Combination Type Skin



Pink1 + Green1 + Blue1 + Black1

Oily Skin



Pink2 + Red1 + Black1

Neutral Skin



Yellow1 + Blue1 + White1 + Black1

Trouble Skin



Red2 + Green1 + Blue1

Sensitiveness Skin



Green2 + Yellow1 + Blue1

Foot Care



Yellow1 + Blue1
+ Violet1 + Black1

After Exercise



Blue2 + Yellow1 + Violet1

Infants



Green2 + Yellow1 + Blue1

330 recipes, choosing for my skin type

APLB MAGIC PUZZLE

No cleansing that fits on all skin types

But, there is exceptionalness in APLB Magic Puzzle.



APLB Magic Puzzle

refuses to compare
with other
natural handmade soaps.

Source Naver Shopping Comments APLB

NAVER **에이플비** 검색

Customer's honest review

yew****

Allergies are gone.

I had a lot of skin allergies, but since I used the Aplb Magic Puzzle, I almost lost allergy!

오전 11:28 | 신고

 공감

98

 비공감

1

suny*****

Should I say this new concept?

I've tried various natural soap products, but it is the first time to use such soft and smooth one.

I strongly recommended it to my friends just right now!

오후 2:21 | 신고

 공감

389

 비공감

0

dora**

Amazing Magic Puzzle

It's a great idea to use 4 products together that fit on my skin.

I'm really satisfied with the fragrance and texture 200%

오전 11:36 | 신고

 공감

396

 비공감

1

mary*****

My skin troubles are solved in one shot

It's amazing to make soap by picking up what I want.

Skin trouble can be solved in one shot!

오전 9:59 | 신고

 공감

289

 비공감

0

myla****

I found perfect one that fits on my skin

I didn't even imagine soap can solve my worry since there was no perfect cleansing for my skin. It has my favorite fragrance and moisturizing power is also good. This is great.

오전 10:18 | 신고

 공감

452

 비공감

0

tekt****

After a week in use

It's really amazing. I'm using it by dividing its features of face, body and foot, it's satisfying.

I think I need to use another combination next time.

오후 7:36 | 신고

 공감

154

 비공감

2

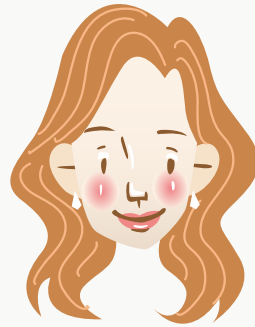
Concerns, anyone worries before buying cleansing natural soap

Worry 1 Kim X Hee in her 30s



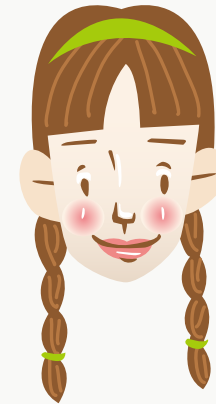
Most brands launch only one kind of soap. And it says it is for all skin types. My skin is dry and very sensitive. I don't understand I can manage my skin with products for oily skin, complex skin and neutral skin.

Worry 2 Sung X Mi in her 20s



I have an oily skin, but I feel tight and a lot of keratins are made after cleansing. I've tried many products, but they're all similar. I think my skin is terrible.

Worry 3 Park X Jung in her 10s



Stress of skin trouble is too much for me because of puberty. I've tried all of good products, but it looked like getting better for a while, but was all same after all. Do you think I didn't find right product for me yet?

Shall we learn about skin types?

Skin type is divided into dry skin,
oily skin, complex skin
and neutral skin,
and in some cases,
is divided into sensitive skin,
trouble skin, infant skin and aging skin.
Since our skin changes
by the season and ages,
we should always check our skin type.

Cleansing steps according to skin type is very important to protect skin health.

김연희 미래한국 기자 | 승인 2017.06.28 | 수정 2017.06.28 08:12

댓글

0



트위터



페이스북

+ | - | ✉ | 📎

Women's skin type, changes by season

안선영 베이비뉴스 기자 | 승인 2016.09.22 | 수정 2016.09.22 09:57

+ | - | ✉ | 📎

댓글

12



트위터



페이스북

Skin keratin that makes bad make-up should be managed differently by skin types.

박선영 베이비 기자 | 승인 2017.10.20 | 수정 2017.10.20 07:55

댓글

3



트위터



페이스북

+ | - | ✉ | 📎

Did you know that our skin condition is different in the morning and evening?

윤여진 여성동아 기자 | 승인 2017.12.7 | 수정 2017.12.7 08:36

댓글

44



트위터



페이스북

+ | - | ✉ | 📎

APLB

Magic Puzzle

We studied each ingredient for your skin troubles.

Natural handmade soap made by your skin troubles.

330 recipes

330 my own magic soap to match puzzles to our skin type

32 skin troubles

My own soap that can solve various skin troubles

73% pure vegetable oil

My own natural soap made by 12 natural ingredients

Aging over 1000 hours

My own aged soap with cleansing, hypoallergenic and moisturizing effect

8 luxury perfume fragrances

My own perfume soap that make feel good

9 clean production processes

My own handmade soap made by hand

3 in 1 all in one cleansing

Cleansing oil, water and foam in on,
My all in one soap

12 kinds of harmful ingredients are not added

My own safe soap without harmful ingredients

Shall we learn about skin types?



Oily skin

There are many general oily skin types with proper moisture and moisture shortage type with plenty of oil on the face, but lacks moisture.



Dry skin

Both oil and moisture are in sufficient to make you feel tight.



Neutral skin

Normal skin type with good oil and moisture balance.



Sensitive skin

Skin changes often by external stimuli, cosmetics, or the environment. Redness and dryness occur often and trouble or rashes occur frequently.



Complex skin

Normally, U zone lacks both oil and moisture, and the T zone has a lot of oil.

* These are only based on general skin type

APLB Magic Puzzle

9 check points

- 1 330 customized soaps with 32 skin troubles
- 2 7 kinds of vegetable oils and 5 natural ingredients by skin type
- 3 Amazing reproduction of famous perfume fragrance
- 4 Handmade natural soap aged for more than 1000 hours
- 5 Exclusive production technology with ND-CP
- 6 12 harmful ingredients are not added
- 7 Rich and sticky form bombs
- 8 Clean and soft cleansing and rich moisturizing
- 9 3 in 1 all in one with cleansing oil, cleansing water and cleansing foam

32 skin troubles and 330 customized soaps

APLB has launched Magic Puzzle for 32 skin trouble after long period of R&D.



Rose PINK

- Grease
- Wide pore
- Pore blockage
- Excessive sebum

All ingredients : Corylus Avelana (Hazel) Sed Oil, Helianthus Anus (Sunflower) Sed Oil, VitisVinifera(Grape) Sed Oil, Cocos Nucifera (Coconut) Oil, ElaeisGuinensis (Palm) Oil, Olea Europaea (Olive) Fruit Oil, Ricinus Communis (Castor) Sed Oil, Water, HamamelisVirginiana (Witch Hazel) Extract, Calamine, Kaolin, AdansoniaDigitataSed Extract, Nelumbo Nucifera Flower Extract, CastaneaCrenata (Chestnut) Shel Extract, Camelia.Japonica Flower Extract, Fragrance



Burgundy RED

- Acne skin
- Adolescent skin trouble
- Problematic skin
- Red skin

All ingredients : Prunus AmygdalusDulcis(SwetAlmond)Oil, Camelia SinensisSed Oil, Helianthus Anus (Sunflower) Sed Oil, Cocos Nucifera (Coconut) Oil, ElaeisGuinensis (Palm) Oil, Olea Europaea (Olive) Fruit Oil, Ricinus Communis (Castor) Sed Oil, Water, CI 7491, Capsicum Anum Fruit Extract, Solanum Melongena(Eggplant) Fruit Extract, HoutuyiniaCordata Extract, Melaleuca Alternifolia (Tea Tre) Leaf Extract, Camelia Sinensis Leaf Extract, PerilaFrutescens Leaf Extract, Fragrance



Golden YELLOW

- Skin laxity
- Thin skin
- Elasticity
- Skin loosening

All ingredients : PerseaGratisima (Avocado) Oil, Glycine Soja (Soybean) Oil, Camelia Japonica Sed Oil, Cocos Nucifera (Coconut) Oil, ElaeisGuinensis (Palm) Oil, Olea Europaea (Olive) Fruit Oil, Ricinus Communis (Castor) Sed Oil, Water, Copper Tripeptide-1, Hydrolyzed Collagen, Adenosine, Hyaluronic Acid, Squalene, Fragrance



Emerald GREEN

- Sensitive skin
- Weak skin
- itching
- Hot skin

All ingredients : Oryza Sativa (Rice) Bran Oil, ArachisHypogaea (Peanut) Oil, LinumUsitatisimum (Linsed) Sed Oil, Cocos Nucifera (Coconut) Oil, ElaeisGuinensis (Palm) Oil, Olea Europaea (Olive) Fruit Oil, Ricinus Communis (Castor) Sed Oil, Water, CI 7288, ChamomilaRecutia(Matricaria) Flower Extract



Coral BLUE

Skin dryness

Skin tightening

Skin crack

Balance of oil and moisture

All ingredients : Triticum Vulgare (Wheat) Germ Oil, Brassica Campestris (Rapeseed) Seed Oil, Butyrospermum Parkii (Shea) Butter, Cocos Nucifera (Coconut) Oil, Elaeis Guineensis (Palm) Oil, Olea Europaea (Olive) Fruit Oil, Ricinus Communis (Castor) Seed Oil, Water, CI 77007, Ceramide NP, OriStar Propolis (Orient Stars LC), Beta-Glucan, Laminaria Japonica Extract, Butylene Glycol, Fragrance



Orchid VIOLET

Sweat odor

Body odor

Foot odor

Unpleasant odor

All ingredients : Azadirachta Indica Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Oryza Sativa (Rice) Bran Oil, Cocos Nucifera (Coconut) Oil, Elaeis Guineensis (Palm) Oil, Olea Europaea (Olive) Fruit Oil, Ricinus Communis (Castor) Seed Oil, Water, Ultramarines, Bamboo Vinegar, Chamaecyparis Obtusa Water, Artemisia Princeps Leaf Extract, Angelica gigas root extract, Glycyrrhiza Glabra (Licorice) Root Extract, Fragrance



Ivory WHITE

Dark skin

Skin tone

Skin traces

Darkish skin

All ingredients : Macadamia Integrifolia Seed Oil, Vitis Vinifera (Grape) Seed Oil, Prunus Armeniaca (Apricot) Kernel Oil, Cocos Nucifera (Coconut) Oil, Elaeis Guineensis (Palm) Oil, Olea Europaea (Olive) Fruit Oil, Ricinus Communis (Castor) Seed Oil, Water, Titanium Dioxide, Niacinamide, Pearl Powder, Hippophae Rhamnoides Fruit Extract, Oryza Sativa (Rice) Bran Extract, Arbutin, Fragrance



Midnight BLACK

Waste Old keratin

White head

Black head

All ingredients : Butyrospermum Parkii (Shea) Butter, Persea Gratissima (Avocado) Oil, Oenothera Biennis (Evening Primrose) Oil, Cocos Nucifera (Coconut) Oil, Elaeis Guineensis (Palm) Oil, Olea Europaea (Olive) Fruit Oil, Ricinus Communis (Castor) Seed Oil, Water, Charcoal Powder, Cellulose, Black Strap Powder, Glycine Max (Soybean) Seed Extract, Sesamum Indicum (Sesame) Seed Extract, Fragrance

A close-up photograph of several interlocking puzzle pieces made of soap. The pieces are in various colors: dark grey, orange, purple, and cream. Each piece has the letters 'APLB' embossed on it. One piece is shown separately on the left, while others are assembled into a circular shape on a white soap dish to the right. The background is a soft-focus pink and light blue.

Our skin types vary.

And it changes by season and age.

Are you still using same products with others?

Make 330 kinds of natural soap for your skin
with APLB Magic Puzzle

Duplicated combination math formula

$$nHr = 8H4 = 330$$

Don't understand yet? Just find magic puzzle for your skin trouble
and fix the pieces of puzzle. Isn't it really easy?

Examples of various uses of Magic Puzzle soap

STEP 1 Choose and use magic puzzle for your skin trouble

Ex) I'm worrying wide pore, frequent troubles, dark skin and dark black head.



STEP 2 Make our own soap for mother, brother, me and sister

Ex) I and my dad have oily skin, but mother and brother have dry skin.



STEP 5 Use it differently in spring, summer, fall and winter

Ex) My skin is neutral skin in spring and summer, but it turns into oily in summer and dry in winter.



STEP 3 Make soap for face, body and foot

Ex) My face is always oily, but feet are dry and often cracked.



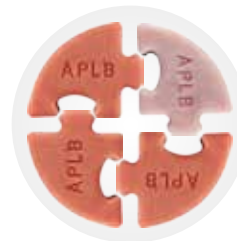
STEP 4 Use it in the morning and evening separately

Ex) I focus on moisturizing in the morning and elasticity in the evening.



STEP 6 Adjust the content according to skin condition

Ex) Rashes on the back and boy is getting serious recently, so I choose three burgundy red.





*7 vegetable oils and
5 natural ingredients for each skin type*

1-2

LOW HZARD
Safe level

3-6

MODERATE HZARD
Normal level

7-10

HIGH HZARD
Cautious level

EWG?

Level of ingredient's safety to inform
cosmetic's hazards created by
US non-profit environment groups

1

Safe level
LOW HZARD

We made it for your precious skin.

**7 vegetable oils and 5 natural ingredients of Magic Puzzle
used only 1 grade raw ingredients.**

MAGIC PUZZLE

EWG natural ingredient Green level



Amazing reproduction of famous perfume

We reproduced 8 popular perfume so that everyone can satisfy.

There is no need for air freshener and deodorant.

It makes you feel good from the moment when fragrance spreads in the bathroom.

Satisfaction survey on APLB Magic Puzzle perfume fragrance

APLB homepage self-survey / Individual differences may exist



Handmade natural soap aged for over 1000 hours



More than 100 hours of aging period

APLB Magic Puzzle is a handmade natural soap that is completed over an aging period of over 1000 hours. It is made only through same temperature, same humidity and long aging period, and natural glycerin created in this process allows feeling smooth, reducing irritation and maximizing the feeling of moisture.



Natural glycerin, generated by itself

Glycerin is very important for moisturizing to make moist soap. APLB Magic Puzzle didn't add glycerin separately unlike normal soap. This is because it produces natural glycerin itself in the process of again. Since it is made by itself, it is reborn as soap of safer, mild and powerful moisturizing.

Did you know that there are various manufacturing methods in natural soap?

Exclusive production technology with ND-CP

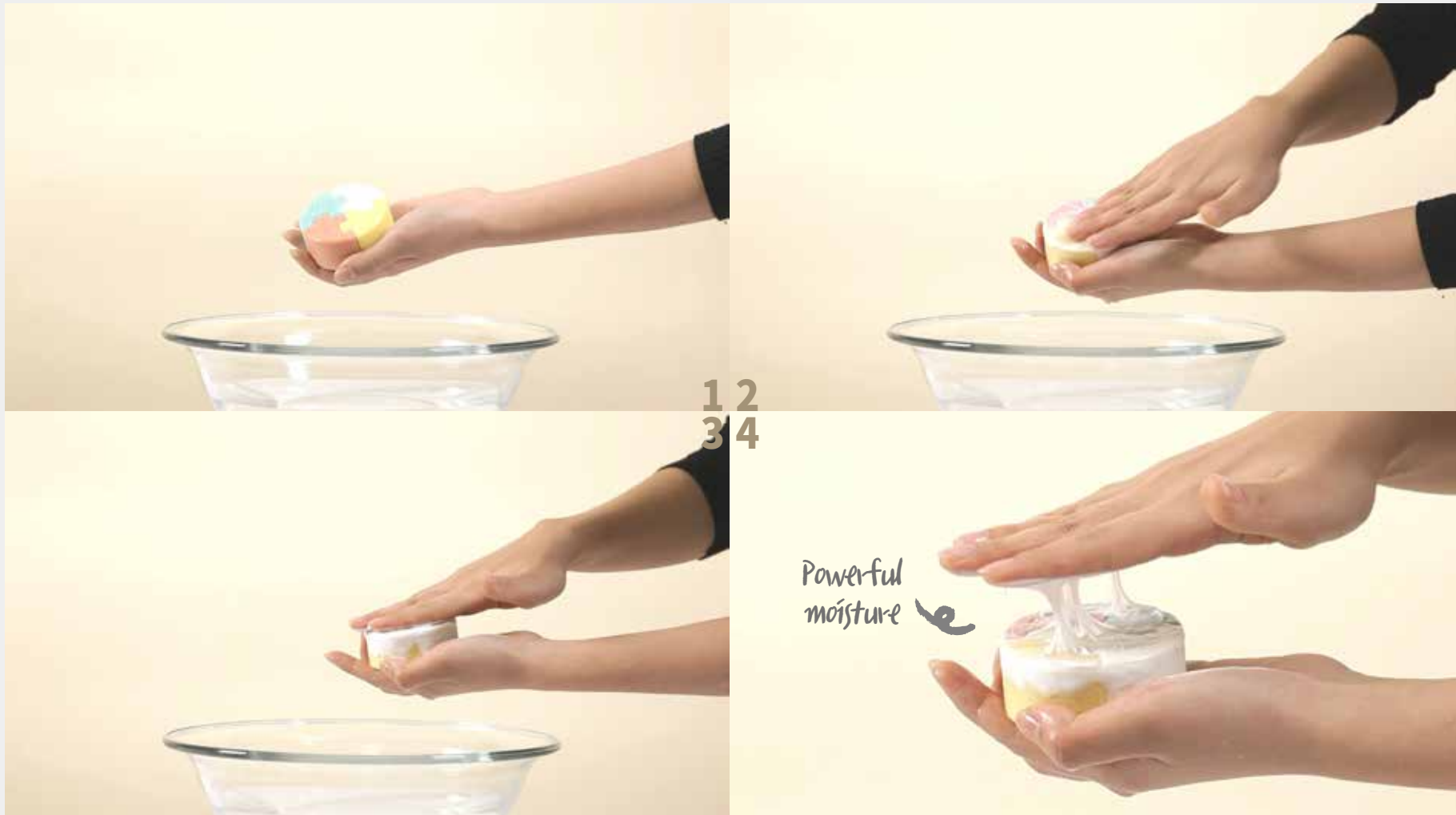


ND-CP nondestructive low temperature manufacturing method?

It is a technology that is excellent in moisturizing with natural glycerin produced by itself, and minimizes the loss of effective ingredients by blocking effective ingredients to be destroyed with the heat of reaction of soap. You may enjoy the differences of APLB, developed by ND-CP manufacturing method right now.

Powerful **moisturizing ingredients** naturally produced during again process

Do you see it tightening? It reduces skin irritation and increases moisture.



It is a result of self-test of APLB laboratory



We made it by thinking **my family** use it!

~~Synthetic Preservative~~

~~Animal Oil~~

~~Artificial Surfactant~~

~~Parabe~~

~~Phenoxyethanol~~

~~Hardener~~

~~Mineral Oil~~

~~Artificial Pigment~~

~~Antioxidant~~

~~Preservative~~

~~Alcohol~~

~~Mineral Oil~~

We didn't add any of the above ingredients that could be controversial or harmful

Rich and sticky bubble bomb

It creates rich and sticky fine bubble that cleanses wastes in deep pores.

It produces more soft and non-irritate bubble through aging of over 1000 hours.



It is a result of self-test of APLB laboratory

Neat and soft cleansing and rich moisturizing

1. Moisture measurement before test 13.8%

2. Cleansing only with water

3. Moisture measurement after 10 minutes 19.6%

4. Cleansing with Magic Puzzle

5. Moisture measurement after 10 minutes 45.9%



It is a result of self-test of APLB laboratory



3 in 1 All-in-one function

Cleansing oil, cleansing water, cleansing foam

*Do you still do **cleansing** that is long and irritate for your skin?*

Cleansing oil

cleansing water

cleansing foam

One-step cleansing: APLB Magic Puzzle

Tint,
mascara,
eye liner



1 2
3 4



Clean and
smooth



It is a result of self-test of APLB laboratory

General soap



VS



Magic Puzzle

Only one soap without considering various skin types

Use animal mineral oil focusing on cost reduction

Synthetic artificial fragrance, stimulating nose tip

Cause skin troubles with artificial surfactants, preservatives and artificial colors

Excessive cleansing that breaks down the skin barrier

Skin tightening by artificial ingredients

Mass-manufacturing in factory

Composition

Ingredients

Fragrance

Skin irritation

Cleansing power

Moisturizing

Manufacturing methods

330 customized soap, using according to my skin type

Think efficacy first
Vegetable oil and natural oil

Luxury perfume fragrance that makes feel good

Soft and mild without harmful ingredients for skin irritation

Protect skin barrier and cleans the wastes cleanly

Clean and good moisturizing with natural ingredients

Natural handmade through aging period of over 1000 hours

★ APLB Magic Puzzle ★

Real review everyone should look



Review of Blogger Icemint (silklombar)

It wasn't irritating to my sensitive skin, so I didn't need to worry about even after cleansing. It has rich bubble, good fragrance and moist without any tightening. **My skin tone is even brighter.**

★ APLB Magic Puzzle ★

Real review everyone should look



Blogger Lisikyung (snowper)

It was very mild, cleansing was neat and there was not tightening even after cleansing.

My skin had keratin and troubles, **but they are calmed down.**

★ APLB Magic Puzzle ★

Real review everyone should look



Blogger Ildeunggajang (85young85)

The wastes that were between the pores, especially those around **nose and wrinkles of eyes** and even **blackhead and whitehead on the nose** were cleanly washed! It's really amazing!

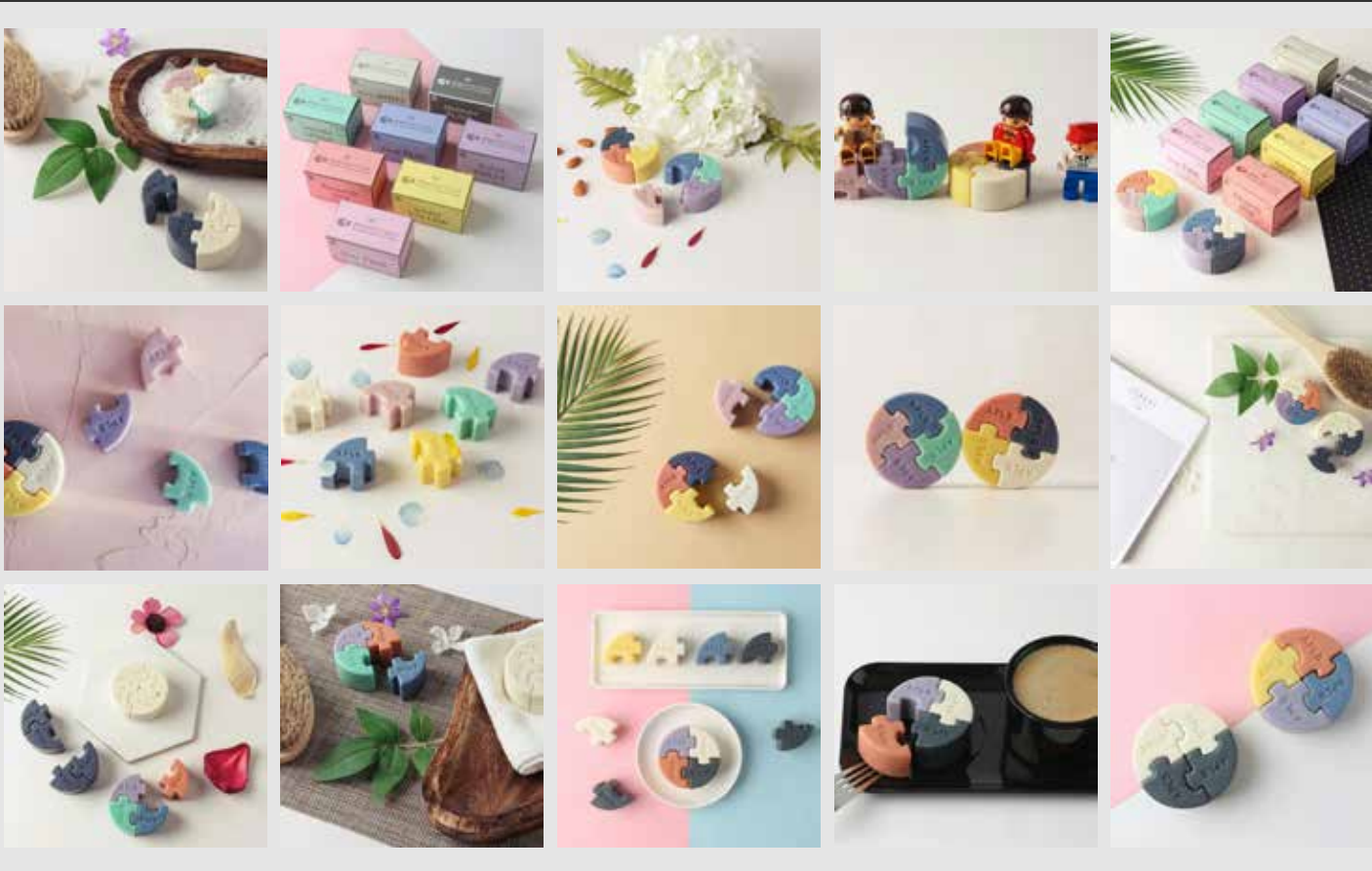


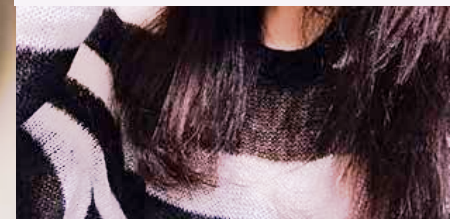
#APLB

#Magic Puzzle

#Magic Puzzle Soap

#Perfume Soap





Magic Puzzle made efforts even in packaging.



Minimize external shock

Advanced ccp material box, air injection pouch
: We are responsible for safety until delivery time

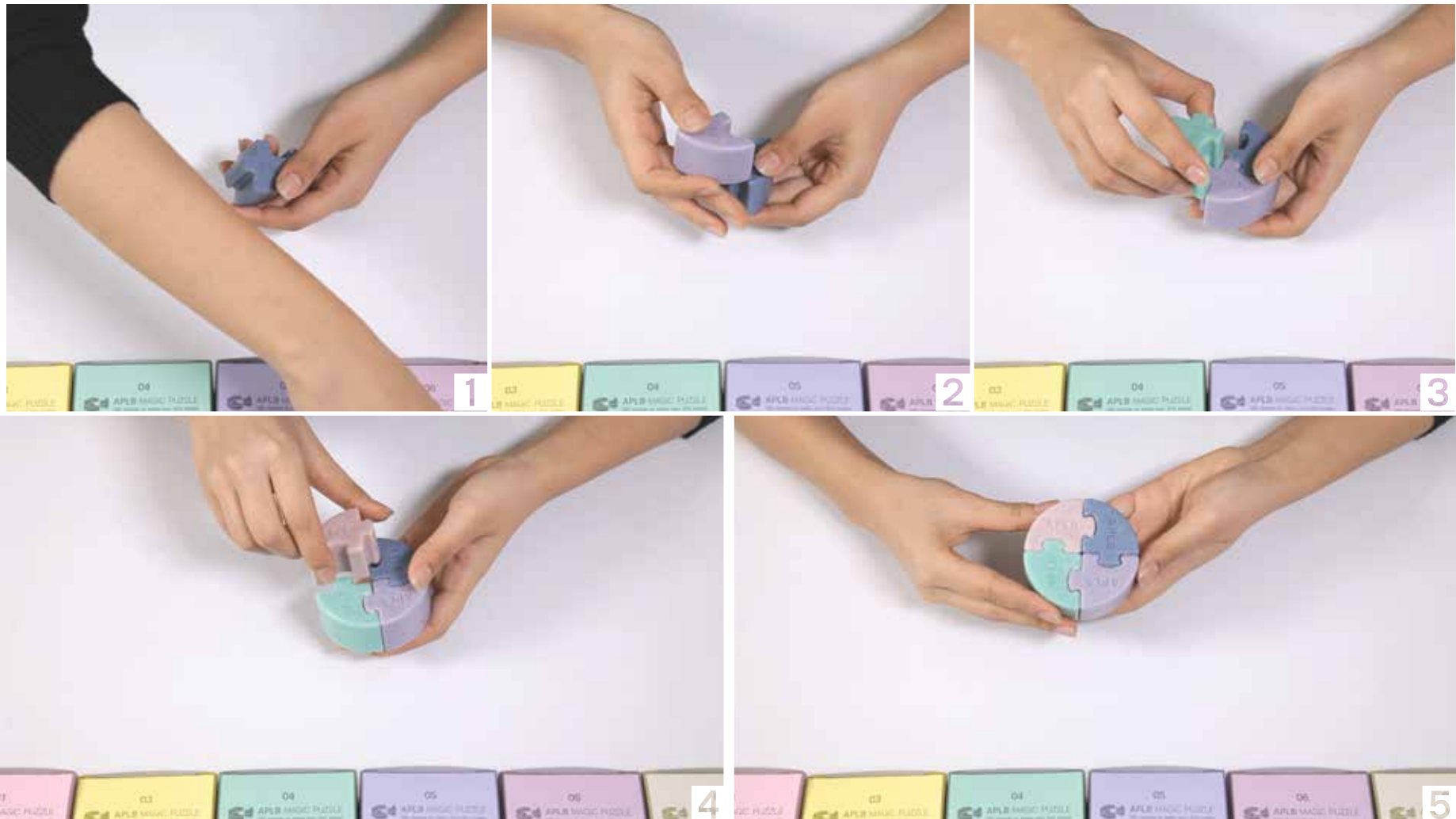
Perfect blocking from light

Luxury shading pouch
: It protects natural soap for a long

How to use

1. Choose a magic puzzle according to your skin troubles.
2. Fit the selected magic puzzle from top to bottom.
3. Use it freely.

Since APLB is undergoing a natural aging process of over 1000 hours, it may be a little difficult when matching magic puzzle for the first time. However, the natural glycerin in the Magic Puzzle can firmly hold between puzzles with only one use.



* Please use a soap holder that has a good drain. You may use soap even longer.

Q&A

@ Is it natural soap?

- Ⓐ Yes, it is. All product of Magic puzzle is natural soap and they are launched after long period of research with vegetable oil and natural oil for each skin troubles. It is reborn as a natural soap with no irritation through handmade process and aging of over 1000 hours.

@ How can I keep it?

- Ⓐ APLB Magic Puzzle is safe natural handmade soap without added hardener, so it can be malted well. So, if you use soap holder with water drain, you may use it even longer.

@ It doesn't fit tightly when I match the puzzle for the first time.

- Ⓐ Since APLB is undergoing a natural aging process of over 1000 hours, it may be a little difficult when matching magic puzzle for the first time. However, the natural glycerin in the Magic Puzzle can firmly hold between puzzles with only one use, increasing high satisfaction.

@ Is exchange/return/refund possible?

- Ⓐ Exchange/return/refund is possible for free in case of faulty goods or wrong delivery. It is also possible for a simple change of customer's mind, but return shipping fee may be charged. Please check exchange/return/refund policy for more information.

@ What is the expiration date?

- Ⓐ You may use it with confidence since its expiration date is 3 years from the date of manufacture. It is certified safe product of KC.

Recommended to these people

- ✓ Those who want to use products that fit their own skin type
- ✓ Those who worry various skin troubles
- ✓ Those who find safe product with natural ingredients
- ✓ Those who used all good products, but didn't feel any difference
- ✓ Those who worry about grease, wide pores, pore blocking and excessive sebum
- ✓ Those who worry about skin rash, problematic skin, red skin and adolescent skin
- ✓ Those who worry about skin elasticity, thin skin and skin loosening
- ✓ Those who worry about sensitive skin, weak skin, itching and heated skin
- ✓ Those who worry and skin dryness, skin tightening, skin cracking and balance of oil and moisture
- ✓ Those who worry about sweat odor, body odor, foot odor and unpleasant odor
- ✓ Those who worry about skin tone, dark skin, skin traces and darkish skin
- ✓ Those who worry about wastes, old keratin, blackhead and whitehead

