

KOREA BUYERS GUIDE

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http://korean-products.com

G e n e r a l I t e m s

Korea's Beauty Products Merging Tradition With Modernity

International Beauty Expo 2025



04

April 2025
(Issue 610)

COSMOBEAUTYSEOUL2025

Experience the future of pain relief where technology meets wellness

veraclara



INO No. D1011

MADE IN KOREA
www.veraclara.com



**12 JOINT
PATCHES**



GRAPHENE



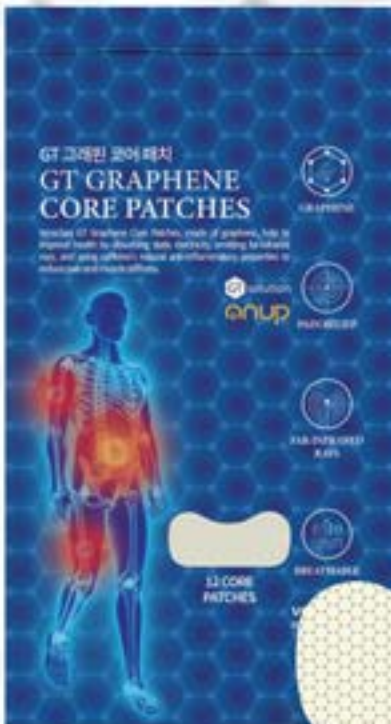
PAIN RELIEF



FAR-INFRARED
RAYS

Next-Generation Pain Relief with veraclara **GT & Graphene Technology**

We combine GT and graphene to create advanced pain relief patches designed to support your muscle's natural healing process.



**12 CORE
PATCHES**



**40 COIN
PATCHES**



16 EA



24 EA



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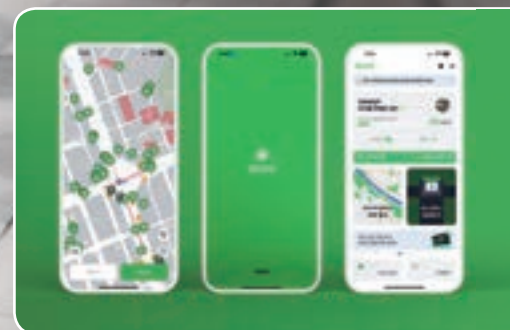
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GBIKE offers safe, reliabile short-range transit,
surpassing limits of walking for a freer, more convenient life.



Experience the Power of

Graphene!

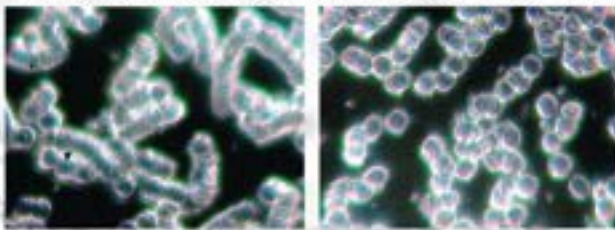


Graphene fiber patches absorb static electricity and emit far-infrared rays, promoting health and wellness.

GT GRAPHENE PATCHES

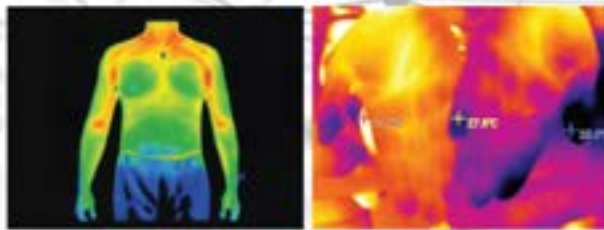
Veraclara GT Graphene Patches, made of graphene, help to improve health by absorbing static electricity, emitting far-infrared rays, and using caffeine's natural anti-inflammatory properties to reduce pain and muscle stiffness.

Body Temperature & Red Blood Cell Activity

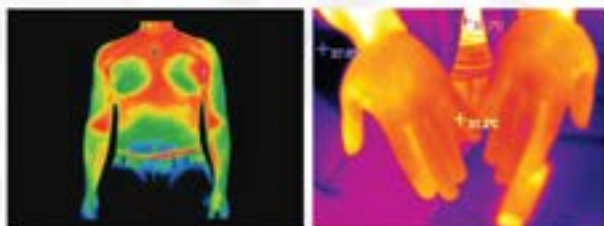


BEFORE

AFTER



BEFORE (27.8 °C)



AFTER (31.2 °C)

With GT, the body temperature and red blood cell activity increase due to strong FIR, which has a great effect on immunity and health promotion.

Stiffness

Body Aches

Muscle Strain

Muscle Pain

Recommended for:

- Prolonged standing or sitting
- Knee/back discomfort
- Active lifestyles
- Chronic pain relief
- Ideal for all ages



VITA ON Vitamin Shower Filter



A company that provides nature, health, and precious skin.

For healthy and beautiful skin, SKINMANSION produces safe systems and distribution processes so that you can be reborn with healthy skin based on honest ingredients and good ingredients

VITA ON, which was created by reflecting various needs, is recognized by the United States, Russia, China, Singapore, Thailand, Vietnam and Indonesia, and is growing every year. Based on SKINMANSION's corporate philosophy, We will try to grow into a trusted company.



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VITA ON Vitamin Shower Filter

It purifies tap water more cleanly and also makes your skin beautiful with milk ingredients and vitamin C.
A shower filter for showers where vitamin C protects the skin while using the shower at home,
moisturizes the skin with chlorine removal function



Vita On Vitamin Shower Filter
Jasmine Scent

VITA ON Vitamin Shower Filter

Remove residual chlorine from tap water, remove foreign substances, moisturize skin
Reduces skin irritation by removing residual chlorine from tap water,
and blending oil provides moisture to tired and dry skin.



Vita On Vitamin Shower Filter
Sage Scent



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Blossom



Lavender

A healthy idea of water



PVC ACTUAL MOSAIC TILE: Commercial Mosaic

LMG Mosaic creates a beautiful living space by processing various materials with advanced techniques securing global competitiveness.

The company is a total supply maker which provides customers with the best service by applying design concept to interior construction materials and industrial materials.

LMG Actual Mosaic Tile characteristics

LMG Actual Mosaic Tile is produced using an eco-friendly production method that applies a special sublimation transfer method to PVC flooring. Any design requested by the customer (specific pattern, company logo, etc.) is possible. In particular, the entire mosaic is one piece, so there are no floor gaps or separations like with existing mosaic pieces. The highly durable product structure and special HPU coating prevent contamination and have the advantage of being usable for a long time. Also, we registered the Patent in the US. (US Patent No:US11,060,307 B2)

Usage: Our products are installed in the commercial facilities which want to produce high-class atmosphere such as school, sports center, department stores, discount store, art center, hospital, elevator

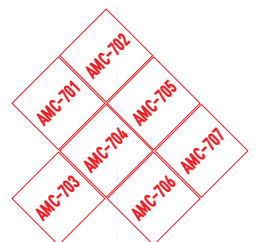
Premium Mosaic Collection



Eco-friendly / Anti-contamination / Anti-slip / Design / High-strength / Semi-permanent / Integrated

Integrated Premium Mosaic

We create beautiful spaces with the best quality and elegant designs.





Dragonfly[®]
TAILORING SCISSORS

Introducing the **Dragonfly**[®] professional tailoring scissors



The **Dragonfly**[®] tailoring scissors are manufactured through special heat treatments on high class steel. When cutting cloth, the cloth will not shrink and a clean, precise cut will result. Furthermore, the molded handles of the scissors reduce exhaustion and provide the user a comfortable grip for better working efficiency.

Model No.	Size(±3)	Wgt(kgs)
A-300	305 ^m / _m	0,461
A-280	284 ^m / _m	0,323
A-260	264 ^m / _m	0,270
A-240	250 ^m / _m	0,237
A-220	234 ^m / _m	0,205



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In addition to Korea Buyers Guide, we also published another trade magazine, Electronics and Machinery & Automotives in April.



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Special Report
Company to Watch
Exhibition Preview
Trade News
Tourist Attractions
Advertisers' Index



Machinery & Automotives

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Special Report
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Home Toteme Rug Series

With Particle Field



HOME TOTEM RUG SERIES

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HOME TOTEM RUG SERIES

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HOME TOTEM RUG SERIES

WE WILL PROTECT YOU!
750x500mm, Print on Microfiber



HOME TOTEM RUG SERIES

DONT PISS ON ME
750x500mm, Print on Microfiber



Softy Dessert Series

With Artist Kim Eunha



SOFTY CAKE POUCH

MY FIRST PINK CAKE

150x120x130mm, Cotton, Poly, Nylon



SOFTY CAKE POUCH

RED VELVET CAKE

150x120x110mm, Cotton, Poly, Nylon



SOFTY CAKE POUCH

WHITE ROUND CAKE

150x170mm, Cotton, Poly, Nylon



SOFTY MACARON KEYCHAIN

RED VELVET MACARON

80x80mm



SOFTY MACARON KEYCHAIN

LEMON SHERBET MACARON

80x80mm



SOFTY MACARON KEYCHAIN

CHERRY BLOSSOM MACARON

80x80mm



Pluffy Time Clock

With Artist Hong Soi



PLUFFY TIME CLOCK

9"10", 145x190x70

Silkscreen Ink on Fabric(Nylon)



PLUFFY TIME CLOCK

1"11", 190x145x70

Silkscreen Ink on Fabric(Nylon)



PLUFFY TIME CLOCK

6"8", 120x110x70mm

Embroidering on Fabric(Nylon)



Marshmallow Lamp

Signature Products



MARSHMALLOW LAMP

NYLON BLACK

160x335mm, Wire 1650mm(max)



MARSHMALLOW LAMP

NYLON WHITE

160x335mm, Wire 1650mm(max)



MARSHMALLOW LAMP

TERRY WHITE

160x335mm, Wire 1650mm(max)



MARSHMALLOW LAMP

TERRY BLACK

160x335mm, Wire 1650mm(max)



Fur Mirror & Module Frame

Signature Products



FAUX FUR MIRROR

BLACKS, 6x8 inch(215x275mm)
Poly and Glass



FAUX FUR MIRROR

ORANGES, 6x8 inch(215x275mm)
Poly and Glass



FAUX FUR MIRROR

WHITE(S), 6x8 inch(215x275mm)
Poly and Glass



DOUBLE SIDED STEEL MODULE FRAME

319x319mm(LP)
Stainless Steel and Acrylic Plate



DOUBLE SIDED STEEL MODULE FRAME

235x325mm(A4)
Stainless Steel and Acrylic Plate



DOUBLE SIDED STEEL MODULE FRAME

330x450mm(A3)
Stainless Steel and Acrylic Plate



DOUBLE SIDED STEEL MODULE FRAME

620x450mm(A2)
Stainless Steel and Acrylic Plate



DOUBLE SIDED STEEL MODULE FRAME

620x850mm(A1)
Stainless Steel and Acrylic Plate

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WWW.LIFEANDCOLLECT.COM

Skincare Products

Soothing Skincare

[INQ. NO. 2504C01] Cica Malacalming Power Ampoule is an irritation-free soothing ampoule containing 21 naturally-derived extracts. Without added oils and thickening agents, it provides high absorption and quick soothing effects. The lightweight formula delivers concentrated active ingredients directly to troubled skin areas, making it ideal for daily use on sensitive or irritated skin.

Cica Malacalming Ampoule Fit Pads are differentiated from ordinary toner pads as high-moisture ampoule pads. The ultra-adhesive vegan-certified pads deliver the ampoule's active ingredients deep into the skin. These multi-functional products simultaneously address hydration, soothing, and pore care needs, providing intensive treatment in a convenient pad format.



Cica Malacalming Soothing Cream helps with immediate moisture replenishment through its overwhelming water content ratio and quickly soothes skin heat with a cooling effect. This makes it an essential item for summer skincare routines. The lightweight texture absorbs rapidly without leaving a greasy residue, making it suitable for all skin types, especially oily or combination skin.

Cica Malacalming Moisturizing Cream is a moisturizing cream with applied solutions that strengthen skin defense. With just this one product, the skin barrier can be cared for in a healthy way. Its richer formula provides lasting hydration and protection, ideal for dry skin types or during colder months when skin needs extra nourishment.

Cica Malacalming Fresh Foaming Cleanser is a water-type foam cleanser using plant-derived surfactants. Soft foam cleanses the skin without irritation. Patented soothing ingredients and AHA help soothe the skin and care for dead skin cells, cultivating healthy skin. It maintains the skin's natural pH balance while effectively removing impurities.

POLATAM is a brand that embodies wellness and authenticity. Based on the philosophy of "wellness with POLATAM in every moment," it began with the goal of creating gentle and healthy cosmetics that can be used by the whole family. Using safe and proven ingredients, the brand provides optimal solutions for various skin types. All products undergo thorough testing to provide results based on authenticity and trust to customers.



POLATAM

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Korea Halal Trade & Economic Expo
코리아 할랄 무역 및 경제 엑스포

K-HALAL FESTA



COEX Magok, Seoul
Aug. 29 (Fri.) - 31 (Sun.) 2025



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حلال
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Malaysia's Premier Beauty Trade Event Returns in 2025

The beauty industry will converge on Kuala Lumpur next year for what promises to be the nation's largest beauty fair. Scheduled for June 2-5, 2025, at the Kuala Lumpur Convention Centre, the International Beauty Expo (IBE) 2025 will mark the 19th edition of this influential event.

Organized by Elite Expo Sdn. Bhd., the four-day gathering serves as a comprehensive platform for professionals across beauty, hair, cosmetics, nail, and spa industries. The expo has established itself as a key sourcing hub in Southeast Asia, facilitating connections between manufacturers, distributors, and buyers.

According to industry analysis, the upcoming event is expected to be "bigger and better" than previous editions, building on its reputation as Malaysia's largest beauty trade show. The expo provides attendees with a unique opportunity to discover the latest products, technologies, and trends from across the beauty sector.

Beyond product showcasing, the event features several special programs designed to enhance the experience for visitors and exhibitors alike. The IBE Hosted Buyers Program specifically targets business owners, product agents, and distributors, offering tailored networking

sessions to facilitate valuable business connections.

Another highlight will be the IBE Artistry Awards & Stage Shows, featuring professional competitions in categories such as make-up and nail art. These events will showcase talent from across the region, with demonstrations from international ambassadors and industry masters representing renowned brands.

Educational opportunities abound through professional seminars, workshops, and conferences led by international experts. These sessions provide valuable insights into emerging techniques and industry advancements.

Trade visitors can gain free entry by presenting their business cards, though certain restrictions apply, including age limitations and appropriate attire requirements. The daily operating hours will be from 11 am to 7 pm throughout the event.

For the most current information, potential attendees and exhibitors are advised to contact the organizers directly via email at info@eliteexpo.com.my or by phone at +603 5891 1157 extension 119, as the official website may experience accessibility issues.



Skincare Products

Ampoule

[INQ. NO. 2504C02] Prestige Revitalizing Ampoule 100ml by EDVIEW is tailored for the MZ generation, embracing the concept of 'slow aging' or early anti-aging. Traditionally, anti-aging products were predominantly consumed by middle-aged individuals. However, as age boundaries blur, these products are gaining traction among people in their 20s and 30s who are keen on preventive skin care.

Slow aging is about maintaining youthful skin from the 20s, delaying the onset of aging signs. To meet the growing interest in slow aging, EDVIEW has introduced a large-capacity freckle management ampoule. This ampoule features niacinamide for intensive whitening and blemish improvement, and a beauty peach ingredient fermented for 100 hours to boost vitality.



The patented Lactobacillus ingredient helps retain skin moisture and increases skin probiotics for firmer skin. Additionally, white truffle ingredients detoxify the skin, boost its self-renewal capacity, and reduce fine wrinkles. A 4-week human application test confirmed the effectiveness of the ampoule in removing blemishes and improving nasolabial folds and eye wrinkles.

Developed with a large capacity (100ml), which is three times the regular size (30ml), it provides long-term intensive care for those committed to maintaining healthy skin. The larger size ensures users can consistently apply the product without frequent repurchasing, making it economical and convenient.

Ever Group Co., Ltd. is a lifestyle innovation company dedicated to enhancing people's lives, promoting health, and spreading happiness. Initially focused on trade and distribution, the company has expanded into beauty, health and lifestyle business sectors. Their commitment to quality has established them as a trusted name in skincare.

Ever Group aims to improve daily living through innovative solutions and high-quality products and services that contribute to a healthier and more fulfilling lifestyle. Their research-driven approach ensures that each product meets the highest standards of efficacy and safety for consumers.

- **Ever Group Co., Ltd.**

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Website: www.ieverygroup.com



Skincare Products

Mist

[INQ. NO. 2504C03] BMBCO Pore Mist Toner is a pore-tightening and soothing mist that provides instant hydration to dry skin, leaving it radiant and healthy. This mist features BMBCO's patented ingredients, which help to soothe irritated and reddened skin upon application, reducing skin heat.

It supports skin soothing, collagen synthesis, and antioxidation, fortifying the skin barrier for a healthy, resilient complexion. With its pore-tightening and sebum-regulating effects, it also aids in blemish care. Even a single use can improve skin texture, and when applied over makeup, it imparts a natural glow.

Produced with an AI deep learning system, the mist ensures ultra-fine, even distribution to the targeted areas. The innovative spray technology allows for precise application, minimizing waste and maximizing the beneficial effects on the skin.



Cream

BMBCO Queen79 Noble Gold Cream is a luxurious botox-infused cream that lifts and improves wrinkles. Certified by the Korean FDA for its whitening and anti-wrinkle properties, this functional cream enhances skin elasticity through collagen synthesis, resulting in a firm and healthy skin texture.

Infused with Niacinamide and 24K pure gold, it aids in whitening, toning, and dark spot care. It soothes the skin and strengthens the skin barrier, making it suitable as a massage cream without causing irritation.



For dry skin, it provides hydration and forms a moisture barrier to maintain skin health, while its non-greasy, fast-absorbing formula nourishes oily skin without leaving shine. This versatility makes it an excellent choice for various skin types and concerns.

ENNA COSMETIC Inc. launched the BMBCO brand in 2018, focusing on clean beauty with a mission to "Add Well-being to Beauty" and "Gift Nature to the Skin." BMBCO products, including serums, lotions, creams, eye creams, mask packs, and sun sticks, are developed with safe ingredients and provide quick, effective results.

The brand exports to countries such as the USA, Mongolia, Vietnam, Thailand, and Myanmar. Domestically, it achieved top sales in the cosmetic section of the Happy Department

Store and was recognized as an excellent brand for three consecutive years (2021-2023).

Additionally, it is available in Incheon Airport Duty-Free, attracting a global customer base. This international presence highlights the brand's growing reputation for quality and effectiveness in skincare solutions.

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Skincare Products

Sunscreen

[INQ. NO. 2504C04] The ATO99 Sunhan Inorganic Sun Cream by RED99, INC. is a gentle physical sunscreen that provides broad-spectrum protection against UV rays. This sun cream features a light, non-greasy formula that adheres smoothly to the skin, leaving a soft, matte finish.

It is a multifunctional product offering sun protection (SPF 50+ PA++++), whitening, and wrinkle improvement. Comprising 83% natural ingredients, this low-irritation product has passed human patch tests in Korea and excludes 18 harmful chemical substances as verified by OATC testing.

Additionally, the product is registered in Vietnam, holds a Korean vegan certification, and has been dermatologically tested in Germany. These certifications reflect the brand's commitment to creating safe, effective skincare solutions that meet international standards.



Hand Balm



The ATO99 Intensive Aromatique Hand Balm is infused with a blend of four plant-derived essential oils, imparting a refreshing and invigorating scent. This hand balm includes the patented 'BL-FILL UP' elasticity ingredient, a combination of bladderwrack and self-heal extracts, which enhances the skin's firmness and vitality.

With 95% natural ingredients, the balm offers excellent moisturizing properties and is designed to improve skin elasticity and reduce wrinkles. Like the sun cream, this hand balm is a low-irritation product, having successfully completed human patch tests in Korea.

The formula's high concentration of natural ingredients ensures that hands remain hydrated without the greasy residue often associated with intensive hand treatments. Regular application helps maintain soft, supple hands even in harsh

environments.

RED99 Inc. is committed to delivering accessible products that ensure 99% customer satisfaction. The company specializes in the OEM production of basic skincare products, adhering to the highest standards by using the best raw materials and ingredients.

With a focus on reliability and customer value, RED99 has expanded its market to Vietnam, Thailand, Guatemala, Malaysia, and aims to further extend its global reach. Their international success demonstrates the universal appeal of their naturally-derived, effective skincare solutions.

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Beautycare Products

Hair Care Serum

[INQ. NO. 2504C05] CH6 Scalp Ssag Serum Red Edition from JONECOSBIO is a popular functional product for alleviating hair loss symptoms. First introduced on Korean home shopping networks, this innovative "spray-on hair loss care" product has set a new trend in the market.

The key ingredient, Aloforthya Complex is derived from natural substances and is known for its efficacy in promoting hair growth and preventing hair loss. It is recognized for its scalp safety and effectiveness in enhancing hair cell growth and preventing hair loss, as published in the SCI-level journal "Phytotherapy Research."

This serum is designed for daily use and comes in a convenient spray form. Users simply spray it on their scalp and massage it in, providing comprehensive care for both the scalp and hair. This product features six carefully selected natural sprout complexes, antioxidant astaxanthin for scalp aging prevention, and a light, watery texture that adds volume without greasiness.

The serum also includes protein care, scalp soothing, and blood circulation improvement properties, making it a standout in the domestic hair loss market. In addition to its domestic success, the CH6 Scalp Ssag Serum Red Edition has made significant strides in the international market.

Aggressive marketing efforts have led to a supply agreement with Costco in the United States, gradually expanding its overseas distribution. This international recognition demonstrates the product's effectiveness and growing global appeal in the hair care market.



Facial Care Pack



JAUNKYEOL Essence Pack, a flagship product from JONECOSBIO, features the signature ingredient 13-JAUN COMPLEX. This wash-off pack in bar form incorporates 13 natural herbal ingredients, boiled and aged for 768 hours to create a unique essence.

Inspired by the 400-year-old traditional Korean medical text "Dongui Bogam," this ingredient has been modernized and scientifically validated for its anti-aging effects, as published in "Applied Science" and "Journal of Cosmetic Dermatology."

Launched on Korean home shopping networks as a "30-second cleansing pack," the JAUNKYEOL Essence Pack offers an all-in-one solution for cleansing and skincare. The essence stretches like threads to deep clean pores and improve the skin barrier, making it a convenient daily skincare option.

Ingredients like lithospermum and centella asiatica extracts help improve skin troubles. The product's distinctive purple color comes from herbal ingredients rather than artificial dyes, ensuring it is suitable for sensitive skin.

The pack has also seen high sales on major Japanese home shopping channels, demonstrating its strong performance in export markets. This international success highlights the growing appreciation for Korean beauty innovations and traditional herbal formulations worldwide.

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Functional Cosmetics

Skin Improvement Product

[INQ. NO. 2504C06] Toxdia is a groundbreaking skin enhancement product utilizing 3 million micro-spicules, also known as spicules, to deliver active ingredients deep into the pores and initiate changes from within the skin. This innovative product provides a tightening effect on widened and sagging pores through its unique and stable skin delivery system.

Toxdia aids in the care of keratin, pores, and skin troubles, while also addressing wrinkles and elasticity. It improves skin dryness caused by changes in skin texture, offering solutions for persistent skin troubles, excessively keratinized skin, and improving overall skin smoothness.

Users might experience a prickling sensation upon application, signaling the commencement of pore tightening, which is a natural reaction. The product is ideal for individuals desiring smooth, clear skin and those struggling with excessive keratin that affects makeup application.

The micro-spicule technology represents a significant advancement in cosmetic science, allowing for deeper penetration of active ingredients than traditional topical applications. This innovative approach ensures more effective results with consistent use.



Sun Protection Cream



Make-up Triple Sun Cream combines powerful UV protection with exceptional moisturizing effects and functionality for wrinkle and elasticity care. This multifunctional product also naturally enhances skin tone with a single application, making it a chameleon-like sunscreen that adapts to the user's skin color without clumping when applied over makeup.

As a physical sunscreen, it is non-irritating and suitable for sensitive or delicate skin. With an SPF50+/PA++++ rating, the Make-up Triple Sun Cream is perfect for daily use, regardless of weather or season, providing robust sun protection during outdoor activities.

It ensures luminous skin with no dryness, delivering a glowing finish even indoors, away from direct sunlight. The triple-action formula works simultaneously to protect, moisturize, and enhance appearance, eliminating the

need for multiple products in daily skincare routines.

The innovative color-adapting technology ensures that users of various skin tones can enjoy the benefits without the white cast often associated with physical sunscreens, making it a versatile option for diverse consumers.

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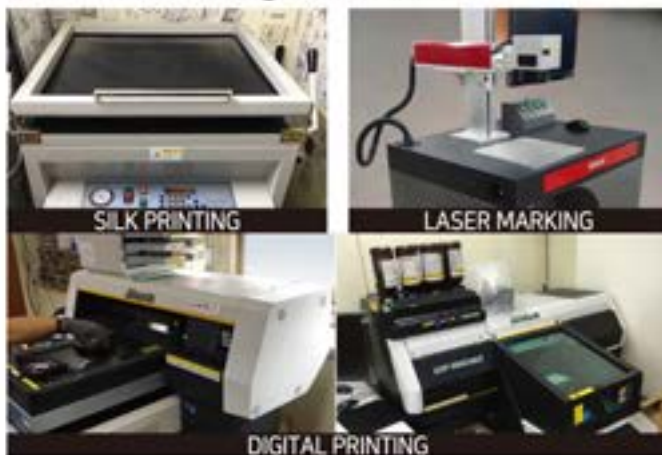
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INQ No. C221

Seoul to Host Major Beauty Industry Showcase in 2025

The Korean beauty and cosmetics industry will once again take center stage at a prominent event scheduled for May 28th to 30th, 2025, at COEX Hall A in Seoul.

Organized by Korea International Exhibition Co., Ltd., this long-standing exhibition, now in its 39th edition, serves as a vital platform for the personal care industry. Co-located with the International Health Industry Expo, the event is primarily a B2B-focused trade show, facilitating crucial connections and transactions among industry professionals.

Attendees can expect a comprehensive display of products and technologies, spanning a vast range of categories. From basic and functional cosmetics to raw materials, packaging solutions, hair and scalp care, aesthetics, nail and foot care, and the burgeoning inner beauty and health sectors, the exhibition caters to diverse interests within the beauty landscape. Notably, it also highlights trends in smart beauty, natural, organic, and vegan products.

Beyond the extensive exhibition floor, the event offers valuable ancillary programs. These include informative seminars covering global beauty market trends, regulatory updates, and successful market entry strategies.

Business programs such as export, distribution, and import buyer consultations provide dedicated opportunities for networking and forging partnerships. The "Rookie of the Year" award further spotlights promising new products and companies within the beauty sector.

With a history dating back to 1987, this Seoul-based exhibition continues to be a key indicator of the latest advancements and trends in the dynamic Korean beauty market. It offers a prime opportunity for businesses to showcase their innovations, connect with potential partners, and gain insights into the future of beauty.



Beautycare Products

Herbal Toner

[INQ. NO. 2504C07] 7 Miracle Blend Herbal Toner from Scottish Botanicals delivers a clear, radiant complexion with its high concentration of herbal extracts. Its deep brown formula and subtle herbal aroma provide a calming experience, soothing not just the skin but also the senses. Ideal for sensitive skin, this toner effectively restores balance while enhancing clarity and hydration.



Essence

7 Miracle Blend Skin Core Essence is a high-moisture essence designed to restore the core balance of compromised skin. Its soft, nourishing texture replenishes hydration while boosting elasticity, delivering a revitalized and healthy-looking complexion. It is particularly effective for dull or dehydrated skin in need of a daily energizing solution.



Moisturizer

7 Miracle Blend Daily Moisture uses Damask rose water to supply ample hydration with a lightweight, silky texture that's perfect for everyday use. This gentle moisturizer locks in moisture and helps maintain a dewy, supple finish, making it ideal for all skin types.



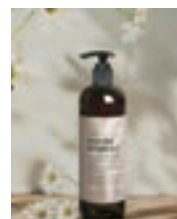
Moisturizing Cream

7 Miracle Blend Moisturizing Cream is a multi-functional skincare solution infused with seven herbal energies. It offers hydration, firmness, nourishment, and soothing effects in one product. Its dense texture ensures deep penetration and lasting moisture for resilient, well-nourished skin.



Shampoo

7 Miracle Blend Chamomile Shampoo features six heritage active ingredients that refresh and clarify the scalp. Its rich, smooth formulation helps maintain healthy scalp and hair, providing a dense yet gentle cleansing experience.



Hair Treatment

7 Miracle Blend Chamomile Treatment targets damaged hair and thinning concerns. It combines three hair loss care ingredients with four herbal extracts to provide intensive nourishment to both scalp and strands, helping to restore hair vitality and resilience.



Body Wash

7 Miracle Blend Chamomile Body Wash gently cleanses the skin with soft, rich foam while soothing and moisturizing agents leave the skin calm and hydrated even after showering. It is perfect for those seeking a gentle yet effective body cleanser.



Body Lotion

7 Miracle Blend Chamomile Body Lotion absorbs quickly with a light, non-greasy finish. Its refreshing herbal scent creates a comforting atmosphere while moisturizing the skin, offering both physical and emotional relaxation.



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Functional Cosmetics

Brightening Serum

[INQ. NO. 2504C08] Mela White Serum gained significant attention immediately after its release, earning the nickname "Glow Serum" through social media word-of-mouth. This successful launch saw the initial inventory sold out within just one month. The serum has been particularly well-received in China and Japan, while steadily supplying aesthetic shops in Taiwan, demonstrating its growing presence in overseas markets.



Unlike many brands that release products developed by manufacturers without modification, this serum is the result of rigorous standards for quality and functionality, with 30-60 tests and recipe developments conducted during its creation. As a result, Mela White Serum has established itself as a high-functional product that effectively protects the moisture barrier while helping improve melanin conditions.

The serum's formula focuses on delivering brightening effects while maintaining skin hydration, creating the perfect balance between functionality and texture. Its exceptional spreadability and superior feel during application have earned high satisfaction from customers both domestically and internationally.

Each application leaves the skin looking more radiant without causing irritation, addressing the common concern of harsh ingredients in brightening products. The careful formulation ensures that even sensitive skin types can enjoy the benefits of a brightening product without compromising skin health.

HEARIM COSMETIC was launched in October 2022 with Mela White Serum as its debut product. Currently exporting to Vietnam, Taiwan, Japan, China, and other overseas markets, the company dedicates its best efforts to presenting products with new ingredients, high functionality, and perfect texture to customers. From 2025, the company has been accelerating its targeting of the global market, continuing to appeal to overseas consumers through products that combine excellent formulas with meaningful effects.

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Hair Care Product

Hair Ampoule

[INQ. NO. 2504C09] Drop the Mango Hair Shot, a rising star from Korea’s vibrant K-Beauty landscape, has swiftly carved out a presence in Southeast Asia. Since its debut, this luxurious hair and scalp treatment ampoule rapidly gained momentum, successfully establishing itself within Singapore’s competitive market in under a year. Now, bolstered by enthusiastic customer



acclaim for its premium quality and professional-grade results, Drop the Mango continues its dynamic expansion across neighboring countries, promising to redefine at-home haircare standards throughout the region.

The innovative formula begins as a liquid and transforms into a rich cream upon contact with a wet scalp. This unique transformation process not only ensures deep penetration of nourishing ingredients but also creates a gentle warming sensation that provides a soothing, spa-like experience without leaving home.

The ampoule is infused with sun-kissed mango extract that delivers natural vitamins and antioxidants to nourish the scalp environment. The powerful protein complex, featuring collagen, silk protein, and keratin, works in harmony to repair damaged hair strands from within. These ingredients revitalize the scalp, strengthen hair follicles, and restore smoothness and shine to dull, lifeless hair.

The formula is completely silicone-free, ensuring it won’t clog pores or create buildup on the scalp over time. Its mildly acidic pH level of approximately 5 maintains harmony with the scalp’s natural protective barrier, making it gentle enough for sensitive skin while still delivering powerful results.



Regular use of this treatment helps address common hair concerns including dryness, damage, frizz, and lackluster appearance. The amino acids in the formula provide essential building blocks for healthy hair growth.

Nextrend Co., Ltd. was founded by beauty industry experts with over 15 years of experience. Based in South Korea, the company specializes in developing beauty brands tailored for the global market, leveraging Korea’s advanced manufacturing technologies. The company partners with CGMP-certified manufacturers to produce products that meet specific needs of consumers in each target country.



julioly

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Skincare Products

Glossy Lint

[INQ. NO. 2504C10] Glossy Lip Tint features impressive longevity despite its glossy formulation, maintaining moisture throughout the day. Its melting glow coating provides instant shine and glossiness that dissolves upon application, while the soft texture ensures irritation-free wear. Available in five colors, this tint allows for the popular “bunny tongue lip” concept (a soft pink tone reminiscent of a rabbit’s tongue) that has gained popularity in both Korea and Japan.



Gel Eyeliner

Gel Eyeliner Pencil delivers smudge-free, true-to-color performance that lasts for 12 hours with just a single application. Its creamy gel formulation offers powerful adherence and setting properties with a waterproof formula that resists sweat, oil, and water. The smooth texture allows for clean line drawing, and it comes with a built-in sharpener. While available in five colors, it can be used for point makeup—shades 01, 04, and 05 create cool-toned eye makeup, while shades 02, 03, and 05 create warm-toned eye looks.

Face Powder

Blur Powder Pact provides perfect adhesion despite its lightweight formula, covering pores and controlling oil with exceptional long-lasting fixing power. Its ultra-fine powder texture naturally covers pores and eliminates facial oil without dryness or caking, leaving skin with a smooth, refined finish. Enhancing the inherent functions of powder, it maintains skin condition well enough to eliminate the need for complicated makeup. Available in two colors to match different skin tones, it creates non-cakey, smooth skin.



Sunscreen



Natural Tone Up Glow Sunscreen is a multifunctional product with whitening, wrinkle improvement, and sun protection (SPF50+/PA++++) benefits. A single application creates a bright, transparent radiance from within, allowing for natural tone change as if wearing nothing. It contains 10,000ppm of Tranexamic Acid to help improve melasma and blemishes, plus Glutathione, Niacinamide, and Adenosine for whitening and wrinkle improvement. It also features hybrid sun protection with both inorganic and organic UV blockers.

LIPHIP is a trendy color makeup brand pursuing individual beauty. Starting with nine smudge-proof matte tints that remain intact even after eating, the brand has expanded to include various product lines. Currently expanding internationally through domestic Dongdaemun MiMi Line, Japan’s Qoo10 and @cosme LIPHIP actively exports to Vietnam, Taiwan, Amazon, and various other countries.

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Functional Cosmetics

Brightening Serum

[INQ. NO. 2504C11] Moonlight Aurora Serum is a powerful yet gentle serum that deeply hydrates and brightens skin from within. Formulated with 11 types of hyaluronic acid and premium brightening ingredients, it delivers a dewy glow while improving skin texture and resilience. This lightweight serum absorbs quickly without any stickiness, making it perfect for sensitive skin that needs both effective treatment and gentle care.



Hydrating Toner

Moonlight Aurora Toner works as a refreshing skin prep that recharges skin after cleansing. Infused with biomimetic fluid tears and soothing ingredients, it balances moisture and calms irritation while boosting the absorption of subsequent skincare products. This essential first step provides a soft, comforting splash of hydration that restores moisture balance without causing irritation.

Nourishing Cream

Moonlight Aurora Cream is a luxurious formula that seals in moisture and locks in radiance. Enriched with 100,000 ppm of shea butter and skin-mimicking ingredients, this cream nourishes the skin barrier and enhances elasticity without heaviness. The result is silky, plump, and glowing skin that maintains comfort throughout the day or night with zero greasiness.



Sunscreen



Mild Tone Up Booster Sun Cream provides lightweight, high-protection against UVA/UVB rays while enhancing skin's natural glow. With tone-up properties and a smooth finish, it doubles as the perfect makeup base. Free from white cast and stickiness, this SPF50+ PA++++ sunscreen offers fresh, breathable protection suitable for every skin type.

2MV is a skincare brand launched in May 2023, with high performance and low irritation as core values. The company offers effective skincare solutions that are gentle and safe for sensitive skin. The products are formulated with scientifically proven ingredients and innovative technologies. The brand incorporates upcycled ingredients and eco-friendly packaging to promote sustainable beauty. Currently expanding rapidly in the global market, 2MV complies with international regulations, always prioritizing safety and efficacy.



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Skincare Products & Cosmetic Ingredients

Exosome Ampoule

[INQ. NO. 2504C12] JUVEV – CICA Exosome Ampoule Derma RX SET delivers nutrients that aid in skin regeneration and recovery. This innovative formula contains 20,000ppm of Centella Asiatica (CICA)-derived exosomes that gently wrap sensitive skin and help maintain a healthy skin environment.

The product has undergone clinical trials for six different parameters with significant improvement effects verified across multiple categories. According to tests conducted by the nationally certified ACE Skin Clinical Center, the ampoule demonstrated impressive results: 18.43% improvement in nasolabial folds, 11.68% in eye wrinkles, 11.31% in glabellar wrinkles, 9.48% in neck wrinkles, and 7.79% in forehead wrinkles.

Additional clinical findings showed remarkable improvements in various skin conditions: 17.92% reduction in average pore area, 26.90% decrease in pore density, 40.06% reduction in total pore volume, 7.93% increase in deep skin moisture levels, and 12.67% improvement in skin density.

The ampoule also received an irritation index of 0.00 in skin irritation tests, confirming its suitability even for sensitive skin types.

The effectiveness of this ampoule lies in its exosome technology, which allows active ingredients to penetrate deeply into the skin for more powerful and longer-lasting results than conventional skincare products. The formula works at a cellular level to support the skin's natural repair processes, making it particularly beneficial for damaged, aging, or compromised skin barriers.

Microgentas is a specialized biotech company focusing on high-purity exosome extraction technology to develop and produce next-generation cosmetic ingredients. Through its proprietary Extracellular Vesicle (EV) purification and quantification technology platform, the company has commercialized high-

functional exosome ingredients from various plant-derived sources for both exosome research and the cosmetics industry.

Beyond simply supplying ingredients, Microgentas offers scientifically-based skin solutions and is growing as a leading company in the exosome cosmetics market.



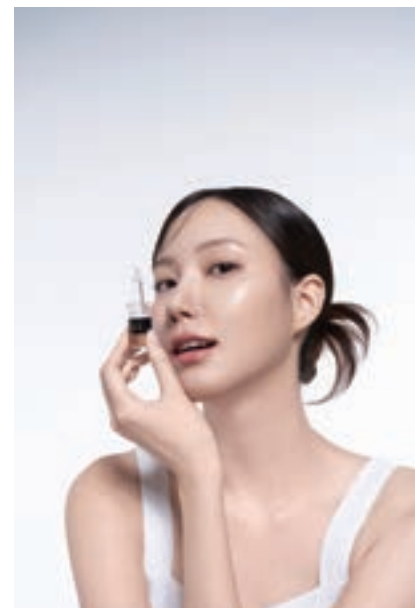
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Skincare Products

Acne Patch

[INQ. NO. 2504C13] Zero Trouble Patch features DR.PLINUS's patented microstructure that delivers active ingredients to the skin at up to 96% efficacy, quickly soothing problem areas. This trouble patch is certified as suitable for acne-prone skin and has completed skin low-irritation testing, allowing worry-free use.

The differentiated ACPOCURE complex (green tea, PHA, centella) ingredients help relieve excessive sebum secretion while antioxidant components aid in reducing inflammation, enabling safe care. The product holds patents in three countries—Korea, the United States, and Japan—and is available at Olive Young stores domestically and Incheon Airport duty-free shops.



Anti-Aging Patch

The Multi Returning Patch effectively cares for concerns such as wrinkles and elasticity by quickly absorbing active ingredients into the skin through its patented 3,000 microstructures. The proprietary ELAPEPTIDE complex holds a U.S. patent and helps create more elastic skin by increasing collagen synthesis through the combination of pentapeptide and peptide propellants.

As a triple-care patch addressing elasticity, tone, and hydration, it shows remarkable effects with a 24.30% skin lifting effect and 10.42% improvement in skin density, while also being a low-irritation tested product.

Pore Care Toner

Z PORE Toner combines pore care, exfoliation, and hydration in one product. With gentle PHA and LHA exfoliation, it softly removes old dead skin cells to help normalize skin turnover, while its tannin complex produced results showing up to 61.7% reduction in pores. Unlike regular toners that use purified water, this low-irritation toner contains 70% red plum water, adding vitality and moisture to the skin.



Skin Repair Cream



Z CURE Cream is a lightweight gel-type cream that replenishes skin moisture without stickiness. It contains skin-brightening ingredients niacinamide and glutathione to improve marks from troubled skin, while cica and triple ceramide components help strengthen the skin barrier. The Anti-Sebum P ingredient also helps reduce pore volume by up to 80.2%, making this a CURE intensive product for firm and clear skin.

S-skin launched the DR.PLINUS brand in 2021 to solve various skin concerns based on dermatological science. Following the slogan of adding derma science (DR.) to PLUS and MINUS skin problems, the company released the Z-line of ACPOCURE complex (ACNE+PORE+CURE) solution care to balance uneven skin inside and out. The company continues researching solutions for skin concerns and is preparing to launch products for elasticity and lifting in the second half of 2025.

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Skincare Devices

Facial Serum

[INQ. NO. 2504C14] Reborn Daily Serum is a functional daily serum that simultaneously provides moisture replenishment, radiance, and elasticity management, serving as an intensive moisturizing product that works deep within the skin. It applies the proprietary skin absorption technology “DEEP CORE method,” designed to allow hyaluronic acid and peptide complex (Peptalonic) to be absorbed through the stratum corneum and epidermis to the dermis within two hours.



The serum maximizes moisturizing and elasticity effects through a complex composition of liposomes, high-molecular hyaluronic acid, and collagen. Instead of purified water, it uses Galactomyces fermentation filtrate, which is effective in improving skin luster and radiance. Developed with the direct participation of aestheticians with over 20 years of experience in the field, this product is currently available for direct consumer purchase and is supplied to the aesthetic industry.

Through designs such as the maximum concentration of niacinamide permitted by the Ministry of Food and Drug Safety and an 8-fold hyaluronic acid layering structure, this daily high-moisture serum densely fills the skin with moisture from the inside out and can be used without irritation even on sensitive skin.



Beauty Device



Pumpee is a 4-in-1 home care device that simultaneously implements skin care, swelling relief, lymphatic circulation, elasticity enhancement, and skincare absorption. It applies the functions of professional aesthetic devices specifically for home care, designed to allow anyone to receive professional skin care conveniently at home.

As the first in Korea to apply the neuro-current principle that stimulates nerves, it directly stimulates both skin and nerves. While using a powerful instantaneous voltage of 400Vp, it provides definite effects without pain. The electrodes are treated with 24K gold plating to minimize skin irritation and can be safely used even on sensitive skin.

It operates safely without electromagnetic waves and uses AAA batteries for convenient use without charging. All production processes are conducted domestically, and it is a Made in Korea product that has

completed KC certification.

SD Korea is a spa, aesthetic, and beauty company focused on improving skin problems. Based on clinical experience and professional know-how accumulated through over 10 years of operating skin care centers, the company provides skincare solutions focused on solving actual skin concerns of customers. Currently, SD Korea operates the aesthetic brands Parc br and Spa br as well as the skincare brand ac drop.



ac° drop

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Makeup Tools

Makeup Brushes

[INQ. NO. 2504C15] Signature 34 Series for artists is a collection launched after incorporating feedback from 100 artists during pre-release testing. These brushes have earned recognition for the quality of their synthetic bristles, changing the perception of artists who previously preferred natural hair brushes.

The exceptional craftsmanship demonstrates how synthetic materials can deliver professional-grade performance while meeting modern ethical standards in beauty tools.



Mule 33 Series is the most popularly loved line among general consumers. Favored by trend-setters who enjoy makeup, this line features brushes that enable more detailed expression. These brushes particularly excel at creating soft color payoff and subtle makeup effects, perfectly aligned with Korean makeup styles that prefer natural color tones. The thoughtfully designed bristle density and shape allow for buildable application with minimal product waste.

Character Collaboration Series with “Kakao Friends” and “Maltese” has secured mainstream popularity. To break away from the image that brushes are only used by professionals, these collaborations with beloved characters have created products that anyone can easily approach.

Beyond simply offering competitive pricing, these collaborations have removed psychological barriers to entry, making quality makeup tools accessible to beginners and casual users alike.

JC COSMETIC is a specialized company that has been manufacturing makeup brushes for 30 years. Since 1994, the company has accumulated technical expertise and know-how alongside global beauty brands through approximately 12,000 sample productions and the development of over 1,000 types of brushes.

Beyond the limitations of being a manufacturer, the company launched its independent brand “FLALIA” to approach consumers directly. FLALIA provides high-quality brushes at mainstream prices to deliver a better beauty lifestyle experience.

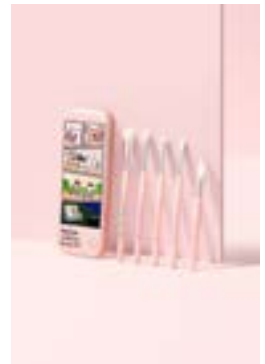
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Functional Cosmetics

Pore Serum

[INQ. NO. 2504C16] Closer Pore Reducing Serum is Frankly's flagship product, a high-functional pore tightening serum that improves visible pores and enhances skin elasticity. Clinical trials have proven its effectiveness with pore volume decreasing by 19.77% after just one use, and up to 26.75% after two weeks of consistent application.



The synergistic effect of collagen, adenosine, and peptide ingredients helps improve fine wrinkles, strengthen skin elasticity, and provide immediate hydration and radiance, completing a healthy and smooth skin texture. With its lightweight, non-sticky formula, it's suitable for all skin types and safe for sensitive skin. Using only EWG green-grade, vegan-certified, fragrance-free, dye-free, and paraben-free ingredients, it can be used daily without burdening the skin.

As a viral item that has generated buzz on TikTok, Instagram, and other social media platforms, it continues to be consistently chosen by global MZ generation consumers and beauty influencers, achieving results such as ranking first overall in Olive Young skincare, reaching Top 100 in Amazon U.S. serum sales rankings, and being exported to more than 20 countries worldwide.



Anti-Aging Cream



Retinol 0.1% Cream is a high-functional, low-irritation anti-aging cream for wrinkle improvement and skin regeneration. With 0.1% pure retinol content, it improves fine wrinkles in areas of concern such as around the eyes and mouth, while firmly lifting skin elasticity.

Containing ceramide and ginseng fruit extract with excellent soothing and moisturizing effects, it reduces the irritation that can accompany retinol use and provides a soft finish without dryness. With its EWG green-grade, vegan formula, fragrance-free, dye-free, paraben-free composition, and completion of low-irritation testing for sensitive skin, it's a daily retinol cream that can be safely used by all skin types, especially retinol beginners.

It allows users to experience definitive anti-aging effects without the typical irritation of retinol, and with consistent use, skin texture becomes refined and elasticity is revitalized. Its efficacy has been recognized, ranking within the Top 50 in the Night Cream category on

Amazon U.S.

Frankly is a functional skincare brand created directly by cosmetic researchers. Through honest formulations containing only ingredients essential for the skin and reasonable pricing, the brand realizes research-centered skincare that allows more people to experience good products.

As the only skincare brand to receive investment from CJ Investment, Frankly is rapidly growing in domestic and international markets by quickly securing consumer trust based solely on product performance.



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Derma Cosmetics

Sheet Mask

[INQ. NO. 2504C17] Vita Genic Jelly Mask line has recorded global sales of over 75 million sheets and is a global bestseller that has won various domestic and international awards. It features chewy jelly essence packed with 50,000ppm of vitamin complex and customized active ingredients from clean Jeju, along with 100% pure cotton sheets that eliminate concerns about irritation. Various country-specific products are being released based on this formula.



As a result, it is beloved in various countries. It has achieved first place for six consecutive years at Watsons in Thailand and ranked first in sales in the Korean mask pack category on Vietnam's Shopee, establishing itself as an unrivaled K-mask pack brand in the Southeast Asian market. Additionally, it has achieved high sales in various regions including East Asia and Europe, and plans to reorganize its Amazon store in the first half of this year to promote North American sales.



Brightening Line

Alpha Radiance line uses alpha arbutin as its key ingredient, offering skincare that brightens and revitalizes skin without the irritation concerns that can accompany vitamin brightening products. All products have completed sensitive skin irritation testing, and each product has been verified through five or more clinical trials for concerns such as melasma and blemish care, hydration and smooth skin texture, and removal of dead skin cells.

The line consists of "Alpha Radiance Mild Peeling Foam" that completely removes dead skin cells and enhances skin tone, texture, and radiance; "Alpha Radiance 10 Hyal Toner" that builds a foundation for radiance; "Alpha Radiance Glow Serum" that restores complexion to sleeping skin; and "Alpha Radiance Melaclear Cream" that tackles blemishes and melasma in just 14 days, taking responsibility for consumers' whitening care from beginning to end.



Alpha Radiance 10 Hyal Toner won in the Skin/Toner Brightening category at the 2024 Hwahae Latter Half Efficacy/Effect Awards, and Alpha Radiance Glow Serum ranked first on Rakuten Daily Ranking in Japan, where the need for whitening is high, showing that the line is receiving worldwide love.



BANOBAGI Cosmetic is a brand pursuing true derma through unique ingredients and technologies developed based on the 20-plus years of experience and research papers of the BANOBAGI Medical Group. The company continuously strives to provide healthy beauty to the skin and offers comprehensive dermo-cosmetic products. It has established itself as a leader in K-beauty, being selected as an official Seoul-certified strong small enterprise "2023 Hi Seoul Company."

Additionally, in 2024, it received the "\$10 Million Export Tower Award" and is growing as a global brand recognized in more than 20 countries worldwide.

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SINSIN Pharm.

SinSin Pharm. Company, as you may know well, has been specialized in manufacture and development of external anti-inflammatory & analgesic drugs such as pain relief patches involving "Sinsin Pas" which has become a common name of external anti-inflammatory & analgesic in Korea, hydro gel patches, Liniments, Cream, wound care bands, ointments, Spray drugs, etc. since establishment in 1959.

SINSIN PAS PAIN RELIEF PATCH



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INQ No. D1050



Producer of Yeoju & Moringa Products

We are striving to transition to a company producing high value added products, not a mere food manufacturer, and increase rural income through convergence between the farming industry and high tech industry.



To this end, we have discovered functional materials that utilize agriculture and life resources. We use raw functional health materials with high industrial values, including bitter melon and Moringa. As such, we are a producer of processed agricultural functional health foods with guaranteed pharmacological effects and stability that can contribute to the promotion of national health.

The manufacturing methods of our products, from the initial production stage to the packaging stage, are clearly differentiated from others. Our products are 100 % domestically produced products with excellent health healing and pharmacological effects. Our company has realized continuous growth because our products (in all stages from the self production of agricultural products to the processing to the distribution) have been fully proven by consumers.

CW&B Farm

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Seoul Showcases Future of Home Care and Rehabilitation Technologies in 2025

The upcoming Reha-Homecare 2025 exhibition, scheduled for May 29-31 at COEX Hall B in Seoul, South Korea, promises to be a landmark event for the rehabilitation and welfare industry. As South Korea continues to address the challenges of an aging population, this exhibition offers a comprehensive platform showcasing innovative solutions to enhance quality of life for seniors and people with disabilities.

Innovation and Technology at the Forefront

The three-day exhibition will feature a diverse range of products and services spanning the entire rehabilitation and welfare spectrum. Visitors can expect to see the latest advancements in home medical devices, mobility aids, assistive technologies, and smart healthcare solutions. The exhibition particularly emphasizes digital healthcare, AI-based care robots, and connected medical devices—technologies that played a prominent role in the 2024 exhibition and are expected to gain even more attention in 2025.



Co-hosted by the Korea Bio Cluster Federation and WeExpo, Reha-Homecare 2025 is being held concurrently with a special exhibition on bio-healthcare. This synergistic arrangement provides attendees with a holistic view of healthcare trends and fosters cross-industry innovation.

Beyond Exhibition: Education and Networking

More than just a product showcase, Reha-Homecare 2025

will offer a rich program of complementary events. Based on the successful format of previous years, attendees can anticipate specialized seminars on topics such as AI in rehabilitation engineering, assistive device research, and market activation strategies for senior-friendly industries. Interactive experience zones and networking events will further enhance the value of participation for industry professionals and the general public alike.



Entry to the exhibition is free, making it accessible to all interested parties. The exhibition hours are from 10 AM to 5 PM daily, with the weekend schedule designed to accommodate general visitors alongside industry professionals.

As highlighted by media coverage of previous exhibitions, Reha-Homecare has established itself as a vital platform for addressing societal challenges related to aging and disability. The 2025 exhibition is expected to continue this tradition, driving innovation and growth in rehabilitation and welfare industries while contributing to improved quality of life for vulnerable populations in Korea and beyond.



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2025.5.29^{Thu} ~ 31^{Sat}

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SEAL BOOSTER

DIVING SUIT [3MM]



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+
Nylon 10%



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Water sports brand
SEAL BOOSTER
DIVING SUIT

Product Color



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Global Trade Dynamics and Korean Consumer Goods Export Strategies

The international trade landscape is undergoing continued turbulence following the Trump administration's latest tariff moves. In early April 2025, sweeping new import tariffs were announced, including a flat 10% on most goods and sharply increased rates on Chinese imports—now at 145%. However, after sparking market volatility, the administration paused most new measures for 90 days starting April 9, excluding those targeting China. This shift signals a strategic pivot toward a more focused confrontation with China rather than a broad-based trade war.

For Korean consumer goods manufacturers, the temporary suspension of the anticipated 25% tariff offers some relief—but only for now. With ongoing investigations into semiconductors and the upcoming expiration of exemptions on key tech products, additional tariffs could soon follow. The situation remains highly fluid. Korean



exporters, who have steadily expanded their global presence, must remain agile—adapting strategies, exploring new markets, and innovating to stay competitive amid an increasingly unpredictable trade environment.

The New Tariff Regime and Its Global Impact

The US administration initially implemented unprecedented protectionist measures that sent shockwaves

through global markets. After facing significant market pressure and economic uncertainty, the administration has now altered course, announcing a 90-day pause on most tariffs and reducing the "reciprocal tariff" to 10% for this period. Notably, the tariff on Chinese imports has been dramatically increased to 125%, signaling a more targeted



approach to trade tensions.

This policy reversal came after substantial market volatility, with the S&P 500 jumping more than 7% following the announcement of the pause. Treasury Secretary Scott Bessent has indicated that negotiations with individual countries will be "bespoke," suggesting a customized approach to trade relations moving forward. He specifically mentioned Japan, South Korea, and India as countries engaging in discussions, noting that "they are all around China."

The immediate economic consequences of the initial tariff announcement were significant, with global stock markets experiencing substantial volatility and business leaders warning of potential recession. The bond market showed particular signs of stress, with government bond prices falling and pushing interest rates higher. After the tariff pause announcement, market conditions improved, though uncertainty remains.

Looking ahead, the 90-day negotiation period introduces new complexities to global trade. While providing

temporary relief, it extends the period of uncertainty as companies await more permanent trade arrangements. Businesses must now navigate an environment where policy could shift again after negotiations conclude. The focused pressure on China, with its dramatically increased tariff rate, suggests a strategic pivot that could reshape global supply chains and trade relationships. The administration's approach indicates potential for differentiated treatment of various trading partners, with allies potentially receiving more favorable terms while maintaining strong pressure on China. This evolving situation continues to present both challenges and strategic opportunities for exporters worldwide, including Korean consumer goods manufacturers.

Korean Consumer Goods on the World Stage

Despite these emerging challenges, Korean consumer goods have shown remarkable resilience and growth across various categories over the 2020-2024 period, establishing strong positions in global markets that may help weather the tariff storm.

Korea has firmly established itself as a major global exporter of beauty products, consistently ranking among the top countries in international markets. The sector demonstrated strong growth, reaching a record \$10.2 billion in 2024, a 20.6% increase from \$8.46 billion in 2023. China, the US, and Japan are the primary export destinations, with exports to the US and Japan growing substantially in recent years, reflecting successful market diversification efforts beyond the traditional Chinese market.

Basic skincare products lead Korean beauty



exports, with color cosmetics and personal cleansing products also representing significant categories. This remarkable growth is attributed to the global popularity of K-beauty trends and increased international awareness of Korean cultural content like K-pop and K-dramas.

Korean food exports have similarly shown consistent growth, projected to reach \$7.02 billion by the end of 2024, up from \$3.51 billion in 2015. Notably, the United States has surpassed China to become the largest export market for Korean food products, with Japan remaining a consistently strong market.

Key export items driving this growth include kimchi, instant noodles, processed rice products (like ready-to-eat rice and rice cakes), and tuna. The annual growth rate of Korean food exports accelerated from 5.9% during 2015-2019 to a more robust 9% in the 2020-2024 period, highlighting the increasing competitiveness and global appeal of Korean food products.



The broader "daily necessities" category, which includes household items, reached \$9 billion in exports in 2023 and maintained similar levels in 2024, recording a substantial 13.9% year-on-year increase. In the health sector,

Korea has emerged as a significant exporter, with leading categories including pharmaceuticals (especially biosimilars), medical devices ranging from diagnostic reagents to advanced imaging equipment, and health functional foods gaining international recognition.

Additionally, Korea has been expanding its presence in emerging consumer categories like baby products and pet care items. The global baby products market is growing due to increasing birth rates in certain regions and greater

parental awareness of high-quality baby products, while the pet care market is experiencing substantial growth due to increasing pet ownership rates and the deepening trend of treating pets as family members. In both sectors, Korean manufacturers are making significant inroads, particularly in Asian markets.

Navigating the New Trade Environment

The 25% tariff on Korean products entering the US market creates immediate challenges by directly increasing costs, likely resulting in higher prices for American



consumers and potentially reduced demand for Korean goods. This price disadvantage could weaken the competitiveness of Korean products compared to domestic US alternatives or imports from countries with lower or no tariffs.

The impact varies across product categories. With the US emerging as a key growth market for Korean beauty products, the 25% tariff presents a significant obstacle to continued expansion, though diversified market positions in Japan and Southeast Asia provide some buffer. Korean food exporters have become increasingly dependent on the US market, making this sector particularly vulnerable to tariffs.

While certain health products might face less impact or potentially qualify for exemptions, consumer health

products including health functional foods would face the full 25% tariff. Korean baby product manufacturers and pet food exporters targeting the US market will find their growth ambitions significantly hampered by the tariff barriers.

To navigate these challenges, Korean manufacturers must adopt comprehensive export strategies. Market diversification should be a priority, with companies actively pursuing regions with strong growth potential such as Southeast Asia, Europe, Latin America, and potentially India. The increasing success of Korean beauty and food products in Japan and Southeast Asia demonstrates the viability of this approach.

Focusing on the development and export of high-quality, innovative, premium consumer goods can help Korean manufacturers command higher prices and potentially offset the impact of tariffs. Premium products often face less price sensitivity from consumers, as demonstrated by the global success of certain K-beauty brands that emphasize quality and innovation.

Enhancing online presence and actively utilizing global e-commerce platforms is essential for Korean manufacturers to access international consumers directly. This approach can help bypass traditional distribution channels, potentially reduce costs, and provide greater control over brand management and customer relationships. Investment in localized online marketing and customer service capabilities will be crucial.



Korean manufacturers should also adapt their products, packaging, and marketing messages to the specific cultural preferences, consumer needs, and regulatory requirements of target export markets. This includes understanding local tastes, language, and customs, as illustrated by the different preferences for basic skincare versus color cosmetics in China and Japan.



Building strong brand recognition, trust, and loyalty in international markets represents a long-term strategy that can enhance competitiveness and resilience against price fluctuations caused by tariffs. Leveraging the positive global perception and image of "Made in Korea" products can be advantageous in this regard.

Finally, supply chain optimization offers opportunities for overall cost reduction. This may include diversifying sourcing of raw materials and components, exploring more efficient logistics and transportation options, and potentially adjusting



production bases to countries with more favorable trade terms or lower production costs, while carefully considering factors such as quality control and intellectual property protection.

Positioning K-Products for Future Success

The new tariff landscape presents significant challenges to global trade order and Korean consumer goods exports, particularly to the US market. However, the Korean consumer goods industry has already demonstrated impressive competitiveness and adaptability in the global marketplace through brands like K-beauty and K-food.

By implementing comprehensive export strategies focused on market diversification, premium product development, enhanced online sales channels, thoughtful localization, strong brand building, and supply chain optimization, Korean manufacturers can navigate these challenges and

continue to expand their global market presence. Recent export data suggests that Korean companies have already begun successfully diversifying their market exposure, reducing dependence on any single destination.

Government support through targeted policies to strengthen the competitiveness of Korean consumer goods industries will also play a crucial role in helping businesses effectively utilize available resources and capitalize on new opportunities in the evolving global trade environment. With strategic adaptation and a continued commitment to quality and innovation, Korean consumer goods manufacturers can transform current challenges into opportunities for long-term global growth and market leadership.



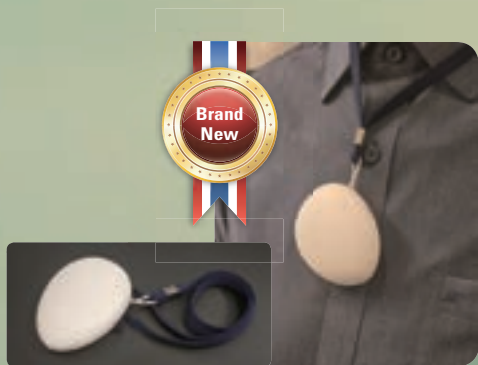
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Body Care Products

Body Cleanser

[INQ. NO. 2504C18] de mi flor Body Wash is a vegan body wash containing New Zealand zeolite that helps absorb and eliminate 99.9% of ultrafine dust. It effectively removes up to 96.75% of sunscreen while plant-derived moisturizing, soothing, and antioxidant active ingredients help cultivate vibrant skin.

The product is designed so that empty containers can be reused as flower vases after use. The container and pump can be separated, cleaned, and the cutting groove at the bottom of the rib can be cut to use as a vase. (This innovative packaging won the iF Design Award 2025 in the Beauty Package category.)



Body Moisturizer

de mi flor Body Lotion is a vegan body lotion with a refreshing texture and subtle lingering scent. Its plant-derived moisturizing, soothing, and antioxidant active ingredients help smooth and maintain skin texture.

The lightweight formula absorbs quickly into the skin,



providing long-lasting hydration without feeling greasy or heavy. The carefully balanced formulation makes it suitable for daily use across all seasons, helping to maintain the skin's natural moisture barrier.

Facial Cleanser

de mi flor Face Cleanser is a vegan cleanser where New Zealand zeolite absorbs and washes away 99.8% of impurities in pores and up to 97% of sunscreen. Plant-derived moisturizing, soothing, and antioxidant active ingredients fill the skin with moisture and nutrition.

Unlike traditional facial cleansers that can strip the skin, this formula maintains the skin's natural pH balance while effectively removing impurities, making it suitable for even sensitive skin types.

de mi flor is a high-efficacy clean body care brand for clear skin like flowers, with its name coming from Spanish praise meaning "as beautiful as a flower." The brand has introduced a cleansing line including body wash and face cleanser containing New Zealand zeolite, which excels in impurity absorption, and a body care line including body lotion and body mist containing high-efficacy plant-derived active ingredients.

All products can be used with confidence as they are vegan-certified and made with EWG green-grade ingredients (excluding fragrances).

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Environmentally friendly Company

OKDUFOOD

Okdu Food has been involved in service area industry since 1992 and Okdu Food is also operating food manufacturing business and distribution business. Okdu Food has been constantly developing under the management philosophy of "Trust and Passion." We are confident that we are the competent partner for our abilities certified by relationship with various partner companies.

A Legacy of Healing: Six Decades of Pharmaceutical Excellence

[INQ. NO. 2504C19] SINSIN PAS, a name that has become synonymous with external pain relief products in Korea, represents the flagship product line of SINSIN Pharm, a pioneering pharmaceutical company established in September 1959.



Founded with the core mission of "Pain Care for the Peoples," SINSIN Pharm has dedicated over six decades to developing effective pain relief solutions through its specialized Transdermal Drug Delivery System (TDDS) technology.

This dedication has earned the company the honorable title of "Prestigious Manufacturer of the Patch" in the pharmaceutical industry. SINSIN Pharm's expertise in external medications has allowed it to build a strong market presence, with its SINSIN PAS pain relief patches commanding an impressive 95% market share in Korea.

The company's commitment to innovation is evident in its extensive product development history. Since its founding, SINSIN Pharm has continuously expanded its product range beyond basic plasters to include specialized patches, hydro gel treatments, cataplasm gel patches, wound care products, and various other external medications.

This product diversification has enabled the company to address multiple healthcare needs while maintaining its

focus on pain management solutions.

SINSIN Pharm made history in 1971 by becoming the first Korean pharmaceutical company to export finished pharmaceutical products. This achievement marked the beginning of its global expansion, which now spans over 30 countries across North America, Central and South America, Europe, Middle East, Central Asia, East and South Asia, and Africa.

Notable international customers include major pharmacy chains such as CVS and Walgreen in the USA, Boots Group in the UK, and A.S Watson globally.

Research and Technology Innovation

At the heart of SINSIN Pharm's success lies its Central Research Center, which serves as the birthplace of the company's advanced TDDS technology. The research center focuses on developing next-generation drug pipelines that improve medication compliance through innovative delivery methods.



The company's newest technological advancement is a dual-TDDS that combines the benefits of traditional patches and microneedles with microparticles. This innovative approach allows for the effective loading of poorly soluble drugs, providing both immediate and continuous absorption into the body.

This technology overcomes the lag time issue common in conventional patches, making it applicable to a wider range of therapeutic areas.

Through this research facility, SINSIN Pharm is expanding its development beyond pain management into various medical fields including treatments for dementia, insomnia, urinary incontinence, and rheumatism for both specialty and general medicine markets.

Quality Manufacturing and Global Standards

SINSIN Pharm's manufacturing excellence is centered at its Sejong Factory, which spans 22,452 square meters and houses two production buildings, an administration building, and subsidiary facilities. The factory operates under strict Good Manufacturing Practice (GMP) certifications, ensuring that all products meet the highest safety and quality standards.



The company also maintains ISO 9001 & ISO 13485 certifications, further demonstrating its commitment to quality management systems. These certifications, along with various CE marks for products like hydro gel pain patches and hydro colloid bands, have facilitated the company's international expansion.

SINSIN Pharm's quality policy emphasizes customer satisfaction through superior product quality and service.

The company implements comprehensive monitoring at all production stages, from raw material processing to finished product distribution, to ensure consistent quality across its entire product line.

With a legacy spanning over 60 years, SINSIN Pharm continues to advance pain management and healthcare solutions while expanding its global footprint. The company remains committed to its founding principles while embracing innovation, making it a trusted name in pharmaceutical products both in Korea and international markets.



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Blossoming Journey: 5 Must-Visit Spring Destinations in South Korea

Spring in South Korea transforms the peninsula into a vibrant canvas of colors and renewal. As winter recedes, the country awakens with blossoming landscapes perfect for unforgettable travel experiences. From iconic cherry blossom festivals to fields of golden flowers and historic sites adorned with spring's touch, here are five exceptional destinations showcasing Korea's springtime splendor.

Jinhae: A Spectacular Cherry Blossom Festival

Jinhae, in South Korea's southern coastal region, is the country's premier cherry blossom destination. Each spring, this naval city hosts the Jinhae Gunhangje Festival, Korea's largest cherry blossom celebration. Originally started in 1952 as a memorial for Admiral Yi Sun-sin, it has evolved into a magnificent celebration of naval heritage and natural beauty. The 63rd Jinhae Gunhangje Festival in 2025 will run from March 29 to April 6, attracting millions of visitors.

Key viewing spots include Yeojwacheon Stream, where cherry trees form a tunnel of blossoms along its banks, with the "Romance Bridge" being particularly captivating. Though now closed as a functioning station, Gyeonghwa Station's railway tracks lined with cherry trees create one of Korea's most photographed springtime scenes. For panoramic views, visitors can ascend Jinhae Tower at Jehwangsang Park.

Visit from late March to early April for peak bloom. From Seoul, intercity buses take 4-5 hours, or you can take the KTX high-speed train to Changwon or Busan followed by local transportation. Local delights include cherry blossom-themed foods and fresh seafood from nearby waters.



Gyeongju: Spring Amidst Ancient History

Gyeongju, the thousand-year capital of the ancient Silla Kingdom, offers a unique blend of historical landmarks and beautiful spring scenery. This UNESCO World Heritage city becomes even more captivating when cherry blossoms adorn its numerous historical sites.

Hwangnyongsa Cherry Blossom Road, the path in front of General Kim Yu-sin's tomb, is famous for its "popcorn-like" fluffy cherry blossoms. At Daereungwon Royal Tombs, ancient burial mounds create a striking contrast with the cherry and canola flowers that bloom around them. UNESCO World Heritage sites Bulguksa Temple and Seokguram Grotto take on an enhanced spiritual atmosphere in spring, while Bomun Lake offers leisure activities alongside cherry blossom viewing.

Spring flowers typically bloom from late March to early April. Transportation to Gyeongju is convenient, with KTX trains and express buses connecting the city to Seoul and other major centers. Accommodation options range from traditional hanok guesthouses to modern hotels and resorts. Don't miss traditional cuisine including Gyeongju ssambap (wrapped rice) and historic Gyeongju bread.



Gurye Sansuyu Village: A Sea of Golden Yellow

While cherry blossoms dominate much of Korea's spring imagery, Gurye Sansuyu Village offers a distinctly different spring palette with its golden yellow cornelian cherry flowers. From mid-March to early April, the entire village transforms into a stunning landscape of bright yellow blossoms stretching approximately 2km through Daepyeong, Bangok, Hawui, and Sangwi Villages.

The sansuyu flowers hold special cultural significance in the region. According to local tradition, couples in old Gurye would exchange these flowers and fruits as a form of proposal, giving the area a romantic heritage. Peak bloom typically occurs in late March, coinciding with the annual Gurye Sansuyu Flower Festival which celebrates with various cultural performances and programs.

Accommodation includes traditional hanok guesthouses and pensions that allow visitors to experience the countryside lifestyle. The area is known for products made from sansuyu fruits such as tea and makgeolli (rice wine), which make perfect souvenirs.



Jeju Island: A Rainbow of Spring Colors



Jeju Island, Korea's largest volcanic island, transforms into a painter's palette in spring with multiple flower varieties blooming across its unique landscape. The combination of volcanic terrain, lush vegetation, and coastal scenery creates a multi-dimensional spring experience.

Jeonnon-ro in Jeju City becomes a 1.2km tunnel of cherry blossoms, while Noksan-ro features an enchanting blend of cherry blossoms and yellow canola flowers. In Seongeup Folk Village, traditional thatched-roof houses against a backdrop of cherry blossoms create a nostalgic scene. Gapado Island, off Jeju's coast, is covered with fields of green barley in spring, creating an emerald sea effect against the blue ocean.

Jeju's cherry blossoms typically bloom from late March to early April, while canola flowers bloom from March through May, making April the ideal time to experience Jeju's full spring spectrum. Jeju is accessible via flights from major Korean cities, and renting a car is the most convenient way to explore.

The island offers distinctive local cuisine featuring fresh seafood, black pork, and abalone.

Suncheon: Embracing Spring's Ecological Awakening

Suncheon, in South Korea's southwestern region, offers a comprehensive spring experience centered around verdant natural environments and ecological preservation. The Suncheon Bay National Garden bursts with colorful flowers in spring, while the nearby Suncheon Bay Wetland Reserve, famous for its vast reed beds and migratory bird habitats, takes on a fresh green appearance.

For spiritual tranquility, Songgwangsa Temple surrounded by mountains offers a peaceful spring retreat, while Naganeupseong Folk Village allows visitors to imagine life in Korea's pastoral past while surrounded by fresh spring greenery.

Spring in Suncheon brings mild temperatures and lush greenery perfect for outdoor exploration. The National Garden's spring flowers typically reach their peak in April and May, offering a slightly later spring experience than other Korean destinations.



We put our 'sincerity' into Tookup

High purity 100% horse oil containing ingredients closest to the human skin

Tookup Horse Oil is a natural cosmetic product made only in Jeju, a UNESCO World Heritage Site.

On this island, horse oil has been used since ancient times to treat burns and acne, and is known as a natural skin solution due to its excellent efficacy.

Horse oil is composed of ingredients most similar to the human skin barrier, and contains a large amount of unsaturated fatty acids and vitamins that help regenerate the skin, along with anti-inflammatory and antibacterial effects.

Tookup Horse Oil, a zero-waste cosmetic that contains no chemical ingredients such as surfactants or preservatives, is widely used as a cream for atopic skin problems and stretch marks for pregnant women.

This product is becoming more popular overseas, as it is recognized as containing the original horse oil and natural plant ingredients from Jeju.



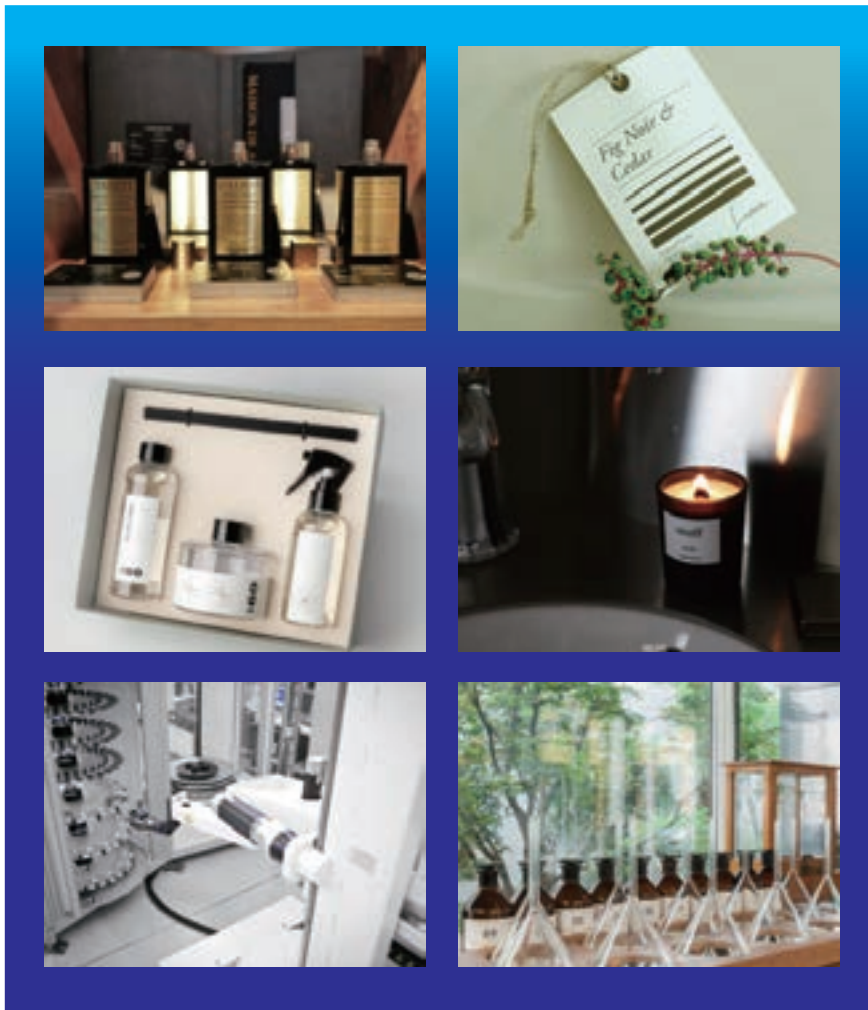
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Fragrance product OEM ODM manufacturing factory
(liquid type and solid type)

We manufacture the largest variety of fragrance products in Korea (about 14 types, with a portfolio of over 800 products) and are currently exporting to the United States, Japan, Taiwan, Russia, and the Netherlands.



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[INQ No. D1021]

Goabey

Perfume body spray



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Hufit

Humane, Unique, Feasible & Innovative Technology

With the motto of popularizing molecular diagnosis, Hufit is a company that continuously strives and researches to develop molecular diagnostic systems for on-site diagnosis of infectious diseases such as pandemic viruses or super bacteria through a diverse and extensive network of companies, universities, and research institutes.

In the future, all executives and employees of Hufit will prioritize the quality management policy of "developing the highest quality products for popularizing molecular diagnosis based on customer-friendly, feasible, and innovative technologies to maximize customer satisfaction" and will be with customers with better quality and service.

HubCentra Blood Culture System

HUBCENTRA

The First Korean Brand and Reliable Clinical Sample Incubation System



HubCentra Blood Culture System

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Smart Blood Culture Bottles for HubCentra



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