

Mustaev
MORE THAN MAKEUP

Brand Introduction



Must have item, MustaeV. MustaeV has been studying and developing products renowned makeup artists in Cheongdam-dong, Seoul, the center of K-beauty, and is being applied to many Korean celebrities every day.



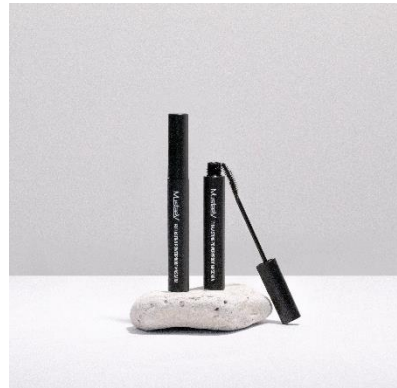
MustaeV
MORE THAN MAKEUP

FACE, EYE, LIP COSMETICS

Classified by PCI (Personal Color Image) method,
each item was designed, tested painstakingly and proven by
makeup artists in Cheongdam.



FACE, EYE, LIP COSMETICS



MAKEUP BRUSHES

- SECRET Collection
- KOWONHE Collection
- EASYGO Collection

MustaeV prides on providing high quality brushes with top quality control standards and using the finest materials.



MAKEUP BRUSHES

SECRET Collection

27 brushes for professional
Chrome plated brass ferrule
with engraved logo



KOWONHE Collection

23 brushes for professional
The collaboration of
makeup artist Kowonhye.



EASYGO Collection

14 brushes for beginner
Easy to go with short handle
Two handle colors



" Professional Makeup Brand MusteaV " based in CHEONGDAM, SEOUL.



- ◆ Most top makeup artists in Korea are based in Cheongdam area.
Main customers are **celebrities** (girl groups, actress, fashion models...) and people who look for **premium wedding** .



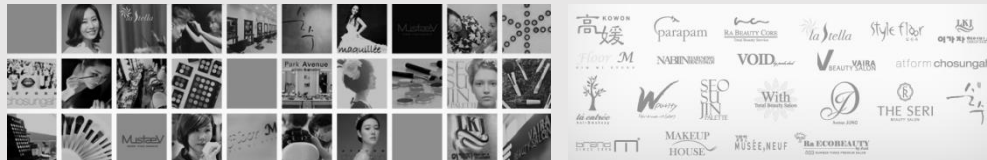
- ◆ MusteaV products have been launched according to Ideas, planning, feedback from makeup artists in Cheongdam
→ Most popular foreign brands are from America or Europe, **there are not many products suitable for Asian skin tone.**
→ **MusteaV develops products by cooperating with artists in Cheongdam.**



- ◆ Developed by makeup artists in Cheongdam and **used for various celebrities**
→ Naturally exposed through mass media : **Get It Beauty, My Love From the Star, Fashion Magazine, etc.**
→ Created Various K-contents directly/indirectly : **Red Velvet Pink Blusher, Black Pink Blusher etc.**



- ◆ Widely recognized by most Korean makeup artists as well as makeup artists in cheongdam.



// Professional Makeup Brand MustaeV // in USA



- ◆ No.1 makeup market and leading market trends (movies and Hollywood celebrities)
- After launching MustaeV, the United States became the first overseas market for branding.



- ◆ MustaeV is recognized as an influential Korean makeup brand in the United States.

MustaeV participated in makeup show, fashion show, and so on over 10 times within a year.



- ◆ MustaeV continues branding targeting professional makeup artists, and is also being introduced to general consumers through social media.

- Sponsoring 'The Makeup Show' along with MAKE UP FOREVER, NARS, etc.
- Participating in MAMA (Mnet Asian Music Awards), KCON France, KCON New York, KCON Los Angeles
- MustaeV is being introduced on SNS such as YouTube and Instagram by makeup experts.



Quality ,

<< Quality Standard of Cheongdam >>



COLOR EXPRESSION

A color when applied on skin has to be equal to the color we see with eyes

HIGH PIGMENTATION

With one touch, color should be expressed as deep as an artist wants

LONG LASTING

A color needs to be last for a long time
(shooting and wedding photos usually takes a long time.)

HIGH ADHERENCE

Products should be able to adhere to skin well even to uneven or wrinkled skin
(HDTV can easily catch pores)

Product Development Criteria
We Have

<< Essential conditions for professional makeup brand >>



**HIGH QUALITY
MAKUP BRUSH**

Just like a knife for a cook, a scissor for a hairdresser, makeup brush needs to fulfil the following necessary conditions : a) high quality, b) identical forms no matter when they are produced, c) variety. When comparing couple of the same products carefully even in shops of major brands, you can notice they don't look identical. Also, there are not so many varieties. MustaeV Secret Brush Line is higher quality than any other name-brands like MAC and Bobbi Brown.

**SPECIALIZED
COLOR CLASSIFICATION**

When new colors are launched, there should be a systematic and specialized color classification system. However, other brands in Korea just follow trends. MustaeV classifies colors according to PCI (Personal Color Image) system and suggests personal colors.

**MAINTAINING
BASIC NEEDS**

Because experts are creators, basic colors and items need to be maintained constantly. Other Korean brands follow trends to launch new products so they can be discontinued when a trend changes, which is not appropriate for professional artists.

BEST 01. Immediate blemish cover & eye shape correction - SPOT ERASER CONCEALER

Naver Shopping, Coupang Sales No.1 Concealer Pencil



No. 00 Snow Beige

Bright pink beige for fair skin. Ideal for those with skin tones matching foundations No. 17-18.

No. 01 Pure Beige

Ivory beige can be used to brighten and highlight the face. Perfect for those with skin tones using foundations No. 19-22.

No. 03 Light Beige

Light to medium beige offers a neutral undertone. This shade is suggested for those with skin tones using foundations No. 19-22.



No. 05 Neutral Beige

Medium beige with neutral undertones for medium skin tones. A perfect match for those using foundation No. 23-25.

No. 13 Peach Beige

Peach beige toned concealer pencil ideal for concealing dark circles.

Tip1. Blemish cover



BEFORE

AFTER

Tip3. Eyebrows correction



Tip2. Lip line correction



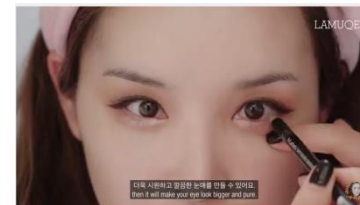
Tip4. Eye shape correction



BEFORE

AFTER

Famous YouTuber Lamuqe



술 마시고 달아올라도 끄떡없는 메이크업 ▶ https://youtu.be/qjnXrH59_n0

Famous makeup artist Park Taeyun



Beauty Influencers



활용 200% 애교살을 그리는 3가지 방법 ▶ <https://youtu.be/TlPkZhs0T2M>

BEST 02. BLACKPINK, Red Velvet Irene Blusher - CHEEKY CHIC BLUSH

Makeup artist Lee Myungsun uses CHEEKY CHIC BLUSH for BLACKPINK



MustaeV CHEEKY CHIC BLUSH
#ODD PINK
#FLORAL GLOW #LIGHT CORAL

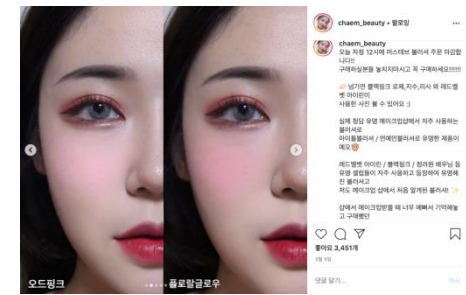


- Soft color with a healthy glow
- Smooth, soft and silky texture
- Excellent adherence with sebum control powder

Introduced as Irene Blusher in Get It Beauty



Famous Influencers



BEST 03. Light and airy feel – SKINNYFIT COVERLASTING FOUNDATION



High coverage and natural skin expression

Redness and freckles cover



BEFORE

AFTER

Skinny and light texture that allows the skin to breathe.

Normal liquid foundation



Before scraping with a spatula

After scraping with a spatula

Skinnyfit Coverlasting Foundation



Before scraping with a spatula

After scraping with a spatula

Wrinkle improvement function & UV protection function (SPF30/PA++)

Wrinkle improvement function by containing adenosine.

UV protection function (SPF30/PA++) by containing titanium dioxide & zinc oxide.



High coverage and natural skin expression

Pores and skin irregularities cover



BEFORE

AFTER

Semi-matte formulation that doesn't get on the mask easily



Normal liquid foundation

Skinnyfit Coverlasting Foundation

Color & Swatches



17 Porcelain

21 Vanilla

Natural skin tone with one layer, High coverage with multiple layers

Moist on the inside, soft on the outside of skin



BEFORE APPLICATION

DAILY MAKEUP WITH ONE LAYER

COVER MAKEUP WITH MULTIPLE LAYERS

Semi-matte formulation that doesn't stick to the skin

The hair does not stick to the face.



Normal liquid foundation

Skinnyfit Coverlasting Foundation



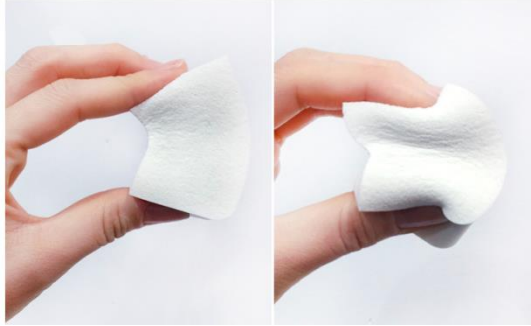
Light skin tone

Light - Medium skin tone

Medium skin tone

※ Depending on the display environment, there may be differences in the colors you see.

BEST 04. Artist preference number one, PRO BEAUTY SPONGE BLOCKS



MustaeV PRO BEAUTY SPONGE BLOCKS

A professional makeup artist's favorite tightness!
The most preferred sponge at Cheongdam Beauty Salons



Foam surface
for coverage



Coated surface
for Adherence

Minsko recommends as the key of the non-breakable base makeup



무너지지 않는 비브라늄 베이스 팁! ▶ <https://youtu.be/ufWD88nloe0>

Famous makeup artist Park Sangeun recommends her most favorite sponge



소비자 문의 폭주로 촬영한 스펀지 영상
▶ www.instagram.com/p/BbUeUt-APaV/?taken-by=makeup_maker



스펀지 커팅해서 사용하기
▶ www.instagram.com/p/Beeu_SYATKh/



메이크업 브러쉬 설명과 함께
데일리 메이크업!

▶ <https://youtu.be/oy3nWsozJbs>

BEST 05. Professional Artist Choices, SECRET and KOWONHYE makeup brushes

Professional SECRET Collection



Famous Artist Kim Hwalran strongly recommended



아티스트가 뽑은 없어서는 안 될 메이크업 브러쉬? ▶ <https://youtu.be/5adgZDSHuAU>

Famous YouTuber Park Eunji recommended



[특급 요청] 자주 쓰는 브러쉬 소개 ▶ <https://youtu.be/aiXz7tYJNM>

Professional KOWONHYE Collection






KOWONHYE
since 2010

제 이름을 걸고 만든 마스터브 고원혜 브러쉬로 수년간 최정상 뷰티 아이콘의 아름다움을 창조해왔어요.


브러쉬 모질, 형태, 구관, 손잡이 재질까지도 최고급만을 고집한 이 브러쉬를 꼭 사용해보세요. 도구가 만드는 아름다움의 차이를 알게 되실거예요.

by 이하나, 장윤주의 메이크업 아티스트 고원혜

Get It Beauty Experts Test Match #1!



전문가 Test 1위를 차지한 M-1 브랜드의 파운데이션 브러쉬



추천 02
고원혜 스케어 파운데이션 브러쉬 07 42,000원

[BTS] 추가편!! 파운데이션 브러쉬 & 스킨케어 제품 / 베이스 톱

조회수 30,020회

<https://youtu.be/Jq8VxTA7rAs>

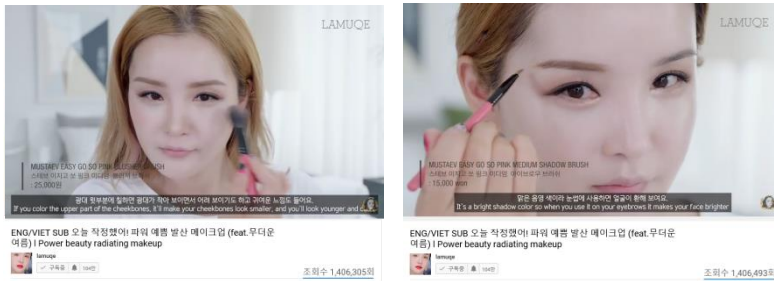
BEST 06. Easy to Go brushes with high quality – EASYGO brushes



Youtuber Lamuge's favorite brush



입술 예쁘게 메이크업 하는 법 ▶ <https://youtu.be/fzrcv3p7OTo>



파워예뻐메이크업 ▶ https://youtu.be/HlrFV56_b34

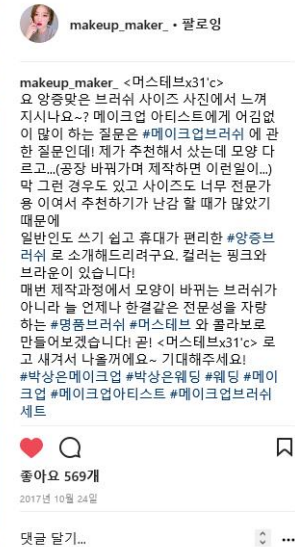
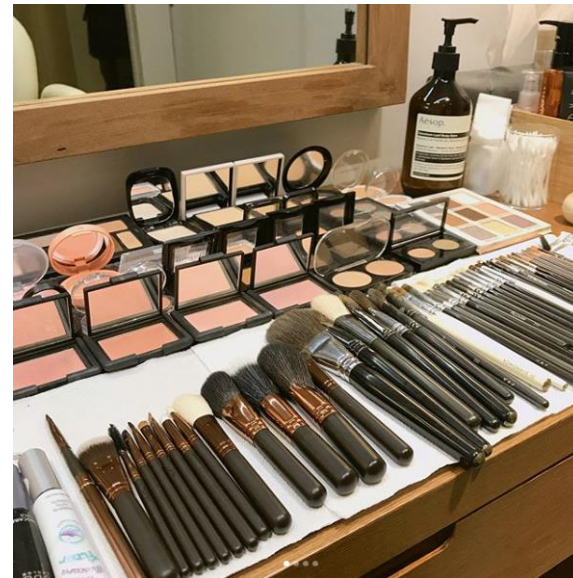
Famous makeup artist Park Sangeun recommends EASYGO brushes



메이크업 브러쉬 9종과 함께하는 메이크업
▶ <https://youtu.be/oy3nWsozlbs>



상은언니의 브러쉬가 궁금하다
▶ https://www.instagram.com/p/BcU5P_XA2qf/




MARKETING

Backstage makeup at NY Fashion Week 2018F/W


HOME > 라이프 > 라이프

머스테브, 2018F/W 뉴욕 패션위크에서 3일간 백스테이지 메이크업 전담


시 마감까지 | 2018.03.07 16:18 | 댓글 0



2018년 뉴욕 패션위크(NYFW)의 백스테이지에서는 한국과 미국의 프로페셔널 메이크업 아티스트에게 사랑 받는 코스메틱 브랜드 머스테브(MustaeV)의 활약이 두드러졌다. 3일간 진행된 패션 갤러리 뉴욕 (FGNYFW - Fashion Gallery New York fashion week)의 수많은 브랜드의 메이크업을 머스테브 (MustaeV USA)가 전담한 것. 엔젤 브링크스 (Angel Brinks), 록키 보스턴 (Rocky Boston), 엘리어 어브렛 (Elieer Aubret), 이리나 사바예바 (Irina Shabayeva), 엑스 머메이드 (Ex Mermaid) 등 탑 브랜드의 런웨이는 연일 화제에 올랐다.




“혁신 없는 진보도 없다”라는 메시지를 세상에 던지는 록키 보스턴의 쇼는 하이엔드 패션과 스트리트 컬처를 믹스한 유니크한 감성을 선보였다. 머스테브는 파워풀한 강렬함과 배미닌한 여성스러움의 대조를 메이크업으로 표현하기 위해 스머지 프루프 캣워크 글레이너로 강렬한 블랙 울 입과 동시에 페이닌한 스모키 아이를 연출했다.




파격적인 미러볼 수트와 화제가 된 엔젤 브링크스 (Angel Brinks)의 스테이지는 특유의 강렬하고 도발적인 무드를 느낄 수 있었다. 화려한 스모키 아이와 레드립으로 중무장한 모델은 무대를 장악했다. 머스테브의 메이크업 아티스트들은 컬러 믹스를 통해 원하는 컬러를 쉽게 만들 수 있는 머스테브 10색 립 프로 팔레트는 모델의 피부톤에 가장 매력적인 레드립을 완성했다.


Cheongdam Celebrity Artists Collaboration



Artist: Lee Myungsun
Celebrity: BLACKPINK, Jung Ryeowon



Artist: Zia
Celebrity: Twice



Artist: Park Sangeun
Celebrity: Yu Inyeong

Work ,

■ TV, SNS, Magazine

각종 드라마 및 예능 협찬
(SBS 질투의 화신, 러치여신, SBS 별에서 온 그대)



Work ,

■ TV, SNS, Magazine



Work ,

■ MustaeV USA

New York Fashion Week





Work ,

■ MustaeV USA

New York Fashion Week

Celebrity



Work ,

■ MustaeV USA

MustaeV Global Make-up Show

LOS ANGELES, NEW YORK, ORLANDO, DALLAS, LAS VEGAS, CHICAGO, ETC



THE MAKEUP SHOW
LA

MARCH 28-29, 2015
CALIFORNIA MARKET CENTER, L.A.

Come visit our booth!

The Makeup Show is an exciting destination for makeup professionals. This year will offer a variety of networking, continuing education, education, beauty, fashion, special events and more!

If you'd like to see our products hands on, we'll have an amazing line-up with fellow industry professionals for the "makeup" market at work.

Tickets available Online Starting at \$40!
Saturday, March 28th from 9am - 5pm
Sunday, March 29th from 9am - 5pm
California Market Center
1100 Ave of the Stars, Los Angeles
www.theshowphotos.com

For more details contact: info@theshowphotos.com or call 1.213.242.1215



THE MAKEUP SHOW
ORLANDO.

NOVEMBER 15TH & 16TH

Come visit our booth!

The Makeup Show is an exciting destination for makeup professionals. This year will offer a variety of networking, continuing education, education, beauty, fashion, special events and more!

If you'd like to see our products hands on, we'll have an amazing line-up with fellow industry professionals for the "makeup" market at work.

Tickets available Online Starting at \$40!
Saturday, November 15th from 9am - 5pm
Sunday, November 16th from 9am - 5pm
Orlando Market Center
1100 Ave of the Stars, Orlando
www.theshowphotos.com



Work ,

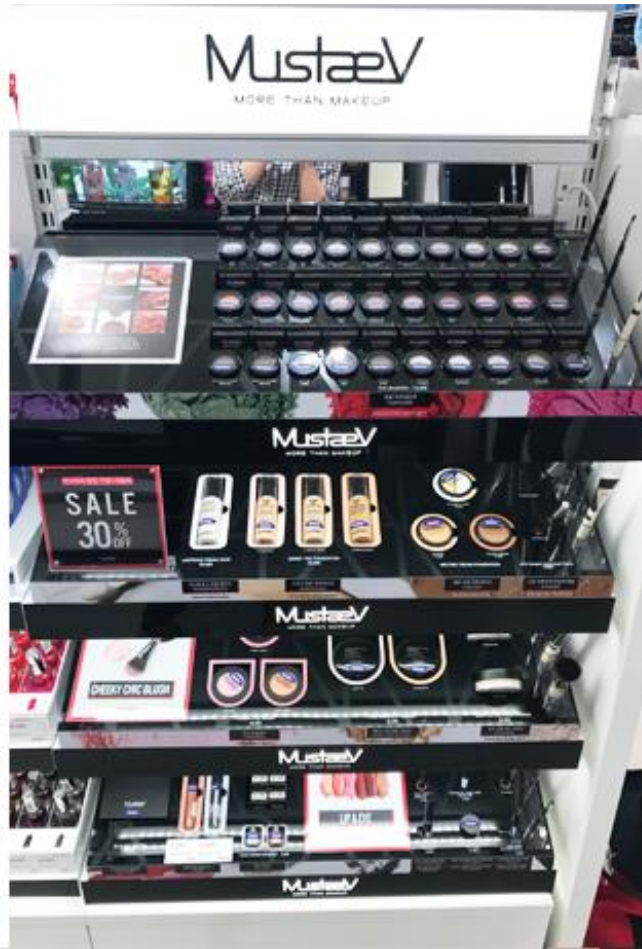
■ MustaeV USA

KCON LA



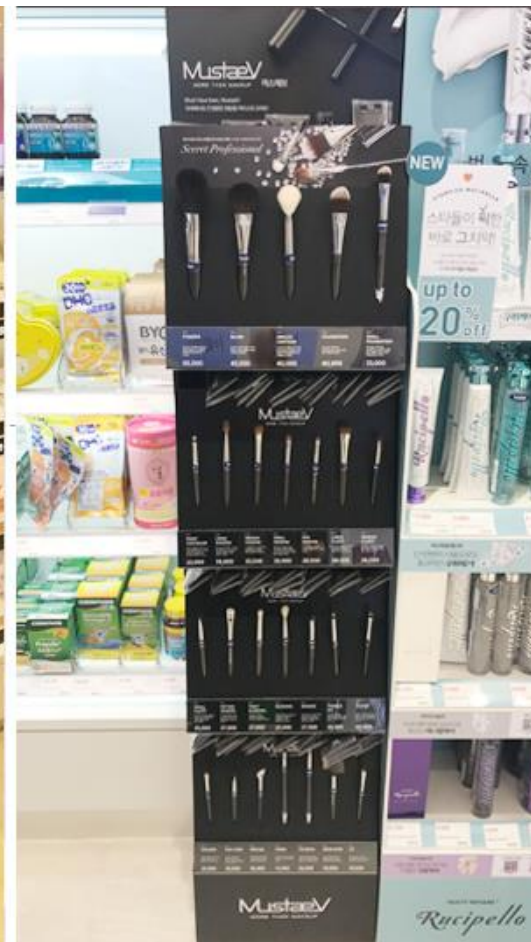


MyeongDong





COEX Starfield





Daegu wolbae



CEO , 대표



On, Yoonseong
CEO / Founder
MTMCO Inc.

MTMCO Inc. 주식회사 엠티엠코

01. Introduction

Feb. 1993 **SUNGKYUNKWAN UNIVERSITY**

- Bachelor of Pharmacy (Pharmacist)

Aug. 1995 **CHUNGANG UNIVERSITY**

- Master of Pharmacy
- Manufacturing pharmaceuticals (Formula research)

Jul. 1995 - Dec. 2000 **CJ CORP.**

- Korea
- CJ Pharmaceutical R&D Center
- Senior Researcher
- Manufacturing pharmaceuticals (Formula research)

Dec. 2000 - Jul. 2004 **VOMBIT PHARMACY**

- Korea / CEO

Jul. 2004 - Dec. 2009 **BS INC.**

- USA (Flower Mound, TX)
- Vendor of Estee Lauder Group, Loreal Group and LVMH Group
- Director of Research and Development department
- Technical marketing support to sales team

Dec. 2009 - Present **MTMCO, INC.**

- Korea / CEO / Founder

Mustaev

MORE THAN MAKEUP



www.youtube.com/c/playmustaev (Youtube)

www.instagram.com/mustaev_korea/ (Instagram/Korea)

www.instagram.com/mustaev_global/ (Instagram/Global)

www.TheMustaev.com

<http://www.mustaev.co.kr>