

RENEWAL

BRAND STORY

# FROM NONE





# RENEWAL

Ver.2  
FROM NONE

Eggplant, Cabbage, Myrciaria  
Dubia Fruit, Tea Tree are released



200ml volume increase and package upgrade to convey the vividness of the original product







"The first skincare that resembles me"

**Skin relaxation prescribed by experts**

*FROM NONE*

# *Skin Break*

Our skin exposed defenselessly to the dust of the city and the stress of everyday life

**This is the time when you need a clear solution to restore our skin balance**

Founded by an expert who has been researching ingredients effective for skin for a long time, Fromnone finds and suggests extracts optimized for improving skin condition.

As everyone has different skin problem, the extracts prepared for various skin types quench the skin thirst you face on a daily basis.



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“The shortcut to healthy skin is an honest ingredient”

## THE POWER OF NATURE IN A BOTTLE

To enhance the skin's self-reliance by filling it with only plant-based ingredients that contain the vitality of nature.





## MARKET ENTERING STATUS

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Entered Japan Cosmetics Professional Offline Store

### MYEONGDONG COSME

Myeongdong Cosme, the cosmetics professional offline store located in the heart of Shin-Okubo street in Shinjuku, Japan.

8 kinds of extract and extra optional products of Fromnone has been entered to establish brand awareness and sales increase.



The greatest global e-commerce business

### ENTERED DOMESTIC·OVERSEAS PLATFORM

Brand online mall, NAVER smart store, COUPANG rocket delivery

Q10 and Rakuten, the K-beauty discovery websites for Japanese consumer

Shopee, one of the largest online platform with 600 million people in Southeast Asia.

Amazon, the largest global platform recognized by most





*How to Use*

# 30 minutes after meals

*prescription toner*

*Morning*

*Afternoon*

*Night*



## *1. Morning Care*

Morning care that wakes up the sleeping skin

Put a moderate amount on the Fromnone Daily Dual Cotton Puff and wipe it along the skin texture, then pat the remaining residue for absorption



## *2. Afternoon Care*

Afternoon care that recharges dry skin

Use a spray bottle or fromnone mist spray to spray your face frequently



## *3. Night Care*

Night care that soothes tired skin

Mix it with the cream you are using at a ratio of 10:1 (fromnone) and use it.



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## Eggplant Extract



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## Galactomyces Ferment Filtrate



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## Centella Asiatica Extract



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## Cabbage Extract



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## Houttuynia Cordata Extract



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## Artemisia Capillaris Extract



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## Myrciaria Dubia Fruit Extract



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## Teatree Extract





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# Eggplant Extract

Eggplants made up of 90% water. Eggplants are rich in moisture and provide excellent skin hydration. In addition, lupeol, which is contained in large amounts in eggplant, prevents keratinization of hair follicles, thereby reducing sebum production and inflammation. Anthocyanin ingredients remove free radicals and prevent skin aging.

## INGREDIENTS

Solanum Melongena (Eggplant) Fruit Extract, Butylene Glycol, 1,2-Hexanediol, Ethylhexylglycerin

## EFFECT

Improve skin inflammation and provides moisture  
Inhibition of sebum production  
Skin whitening and prevention of pigmentation





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# Galactomyces Ferment Filtrate

Galactomyces, a natural yeast used in brewing in breweries  
It is rich in proteins such as yeast peptide, amino acids, enzymes,  
as well as vitamins b1, b2, and minerals,  
so it removes old dead skin cells and  
keeps the skin moisturized for clear and transparent skin.

## INGREDIENTS

Galactomyces Ferment Filtrate, Butylene Glycol, 1,2-hexanediol

## EFFECT

Improve skin elasticity and texture  
Remove old dead skin cells  
Help strengthen skin barrier





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# Centella Asiatica Extract

Centella asiatica called tiger grass. The active ingredients madecoplicoside and madecasic acid quickly soothe and restore irritated skin, creating a strong skin barrier and improving skin pigmentation through antioxidant action.

## INGREDIENTS

Centella Asiatica Extract, Glycerin, Butylene Glycol, 1,2-Hexanediol

## EFFECT

Soothe sensitive skin

Increase elasticity and promote blood circulation

Improve pigmentation through antioxidant action

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# Cabbage Extract

Cabbage, fortifying conditioning. It is rich in vitamin C and various minerals, and contains carotenoid-based xanthophylls. It prevents the penetration of harmful substances and is excellent for managing pores and sebaceous glands. It provides conditioning to the skin and helps in vital skin care by preventing oxidation.

## INGREDIENTS

Brassica Oleracea Capitata (Cabbage) Leaf Extract,  
Butylene Glycol, 1,2-Hexanediol, Ethylhexylglycerin

## EFFECT

Skin conditioning effect

Prevention of penetration of harmful substances

Care of pores and sebaceous glands







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# Houttuynia Cordata Extract

Houttuynia Cordata with strong fertility. Houttuynia Cordata is rich in Quercitron, which removes wastes from the skin, and has an excellent sterilization effect. Rich in polyphenols, amino acids and fatty acids. Helps with skin antioxidants.

## INGREDIENTS

Houttuynia Cordata Extract, Glycerin,  
Butylene Glycol, 1,2-Hexanediol

## EFFECT

Soothe troubled skin and promotes cell regeneration  
Skin waste removal effect  
Help skin antioxidant



FROM NONE

# Artemisia Capillaris Extract

Artemisia Capillaris with strong vitality. Artemisia Capillaris sprouts without dying even in the middle of winter when snow falls. Vitamin A contained in Artemisia Capillaris is excellent for skin beauty by giving elasticity to the skin with beta-carotene in its matrix and making it shiny. It is also very effective in improving redness.

## INGREDIENTS

Artemisia Capillaris Extract, Glycerin,  
Butylene Glycol, 1,2-Hexanediol

## EFFECT

Enhance cell function and improve red skin tone  
Help remove toxins from the skin  
Help manage blemishes and freckles





FROM NONE

# Myrciaria Dubia Fruit Extract

Myrciaria Dubia Fruit, growing in the Amazon rain forest.

Myrciaria Dubia Fruit grows in the Amazon rainforest.

It is rich in vitamin C and has excellent whitening effects, and is widely known as a natural antioxidant.

By removing active oxygen, you can manage your skin with vitality, and it helps to remove skin wastes.

## INGREDIENTS

Myrciaria Dubia Fruit Extract, Butylene Glycol, 1,2-Hexanediol, Ethylhexylglycerin

## EFFECT

Vigorous skin care

Whitening effect with large amount of vitamin C

Eliminate chronic inflammation



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# Tea Tree Extract

Tea Tree with strong vitality that grows in swamps. It has a soothing effect on sensitive skin and regulates the amount of sebum secreted in excess. It has an astringent effect that tightens the pores, preventing the skin from becoming greasy and helping to keep the skin moist.

## INGREDIENTS

TeaTree Extract, Butylene Glycol,  
1,2-Hexanediol, Ethylhexylglycerin

## EFFECT

Soothing effect on sensitive skin  
Control pores and sebum  
Help relieve skin troubles



FROM NONE

## *What's NEXT?*

we are preparing to introduce Fromnone ampoules, creams, and cleansing foams that contain Fromnon's know-how and philosophy. We ask for your interest and anticipation.

Thank you for sharing the story of Fromnone, and please pay attention to the progress of Fromnone in the future.



FROM NONE

*OPTION PRODUCTS*

My Own DIY Cosmetics

Additional Option for FROMNONE



Mist Spray Pump  
Daily Dual Cotton Puff



FROM NONE

# Daily Dual Cotton Puff

For the moment we first touch



Additional Option for FROMNONE

FROMNONE Daily Dual Cotton Puff

## Daily Dual Cotton Puff

The softness of the moment  
**When first touched**

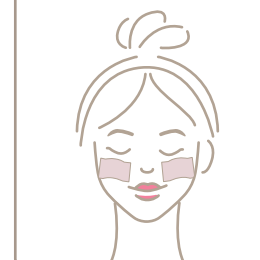
### Skin care



### *Skin Care*

After soaking the sheet with FROMNONE toner, gently wipe from the inside to the outside along the skin texture to remove impurities and tidy up the skin texture.

### Skin pack



### *Skin Pack*

Wet the sheet with Fromnone toner, smooth it along the skin texture, and apply a skin pack on the area that needs to be soothed.

FROM NONE

# Mist Spray Pump

Additional Option for FROMNONE

Whenever, wherever, easily



FROMNONE Mist Spray Pump

## Mist Spray Pump

The moment your skin dries

# Whenever, wherever easily

## Mist Spray

**when the skin gets dried**

If the pump is replaced with the frommnon extract, it can be used as a mist.

Spray frequently to replenish moisture and nutrition of the skin.

A fine mist mist that moisturizes the skin without irritation.





# FROM NONE

