

Product

# XHOWOL

Introduction

BY SEOUL

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# BRAND STORY

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## XHOWOL BY SEOUL

is a premium aesthetic brand that presents uniqueness within simplicity

## SIMPLICITY

We offer a leisurely healing experience with a simple routine that is not complex

## SPECIFICITY

The moment our carefully selected premium ingredients touch your skin, we provide special quality

A premium that seeps into your everyday life

Join us

With XHOWOL BY SEOUL

# BRAND HISTORY

## 2021

- XHOWOL BY SEOUL Brand Launch
- Entry into domestic open markets
- Release of Premium Modeling Mask

- Entry into China's Xiaohongshu platform
- Release of Premium After-Laser Regeneration Cream

- Sold 500 million won worth of product during the launch live broadcast on Xiaohongshu platform

- Selected as "2021 Beauty Care Trend Brand" by Xiaohongshu
- Release of Premium UV SHIELD Sunscreen

- XHOWOL BY SEOUL product supplied to dermatologists
- Renewal of Premium Modeling Mask
- Participation in ICHIRICHI Hangzhou pop-up store

## 2022

- Entry into China's Tmall platform

- Participation in exhibition at Seoul Beauty Play experience promotion hall

- Release of Premium Cleansing Foam

# PRODUCT OVERVIEW



## PREMIUM MODELING MASK POWDER

Premium multi-mask  
composed of four key effects

1,000g \$64 USD



## PREMIUM AFTER LASER CREAM

Premium laser cream  
focused on spot care

30ml \$62 USD



## PREMIUM UV SHIELD SUN PROTECTION

Premium sun protection  
with daily low irritants  
SPF50+ / PA++++

40g \$37 USD

# PRODUCT OVERVIEW

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## PREMIUM PORE CARE CLEANSER

Premium cleansing foam  
for low irritant safe care

300ml \$34 USD



# PREMIUM MODELING MASK POWDER

Premium Modeling Mask Powder

"First Premium Presented by XHOWOL"

Composed of four key effects focused on basic skin care

Pore cleansing, cooling effect, moisturizing effect, skin tone improvement, presenting outstanding product efficiency

# PRODUCT BENEFIT

## XHOWOL's Special Skin Solutions

- Skin soothing solution that helps calm and manage skin troubles effectively
- Skin moisturizing solution that helps prevent moisture evaporation and strengthen the skin's barrier
- Skin tone improvement solution that helps remove skin toxins and impurities and prevent skin discoloration

These three solutions effectively care for the skin

## Excellent Adhesion

Adheres tightly without gaps to the face and even curved areas, effectively removing dead skin cells and impurities and delivering active ingredients deep into the skin

## Minimal Routine, Maximum Effect

You can achieve skin care such as soothing, protection, moisturizing, elasticity and barrier strengthening, skin tone improvement, and moisture evaporation prevention in just 15 minutes a day without taking up much time, as the product is composed only of high-quality, carefully selected ingredients, delivering a complete premium experience





# MAIN INGREDIENT

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01

## Diatomite

Containing abundant minerals, effectively cleanse pores and remove toxins and impurities from the skin



02

## Algin

One of the ingredients extracted from seaweed, strengthens the skin's moisture barrier to maintain moisture and give vitality to the skin



03

## Glucose

Prevents skin discoloration inducing ingredients, brightens and improves skin tone, prevents moisture loss for dry skin prevention, and helps maintain skin health with skin barrier strengthening



04

## Niacinamide

Provides moisture with natural moisturizing factors, blocks moisture evaporation in the skin, and helps to keep skin moist and hydrated



05

## Tea tree

With antiseptic and antibacterial effects, it soothes skin troubles and effectively cares for skin troubles by controlling sebum secretion



# PREMIUM AFTER LASER CREAM

Premium After-Laser Regeneration Cream  
"Second Premium Presented by XHOWOL"

Composed of four key effects focused on intensive skin care  
Skin soothing, protection, skin barrier care, and moisturizing,  
presenting perfect spot care



# PRODUCT BENEFIT

## XHOWOL's Special Skin Solutions

- Skin soothing solution that helps recover skin troubles
- Skin protection solution that helps improve skin damage
- Skin moisturizing solution that helps protect skin moisture

These three solutions effectively care for the skin

## Perfect Moisture Care

Natural oil with natural moisture retention, forms a moisture barrier on the skin and effectively retains moisture for up to 144 hours, keeping the skin moist

## Fundamental Skin Care

Gifts healthy and radiant skin through skin soothing effects that quickly calm sensitive skin that has become sensitive to various stimuli, and skin barrier strengthening effects that recover and improve the skin



# MAIN INGREDIENT

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## 01

### Centella Asiatica Extract

Excellent skin soothing and skin protection effects, which help improve and protect skin damage



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## 02

### Ceramide NP Copper Tripeptide-1

It has a great effect on firm moisture retention for skin barrier strengthening



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## 03

### Sunflower Seed Oil Macadamia Seed Oil

It helps to supply and protect moist moisture so that the skin does not become dry





# PREMIUM UV SHIELD SUN PROTECTION

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Premium UV Shield Sun Protection  
"Third Premium Presented by XHOWOL"

Composed of four key effects focused on multi-sun care  
UV protection, whitening effect, skin soothing, and wrinkle improvement,  
presenting effective sun care

# PRODUCT BENEFIT

## XHOWOL's Special Skin Solutions

Anti-aging, Whitening effect, Trouble care, Skin soothing, Wrinkle improvement, Greenery Complex, VT Gold Complex. These seven effects gift a distinctive sun care solution

## Perfect UV blocking

With SPF50+ / PA++++, the highest-rated UV blocking standards in Korea, it provides three perfect blocks to effectively protect the skin from various external UV environments for a long time

## Soft Sun Care

Packed with carefully selected high-concentration extract ingredients of selected ingredients for sensitive skin, it realizes light texture and low-stimulus, safe care, adding vitality with natural moisturizing glow without white turbidity



# MAIN INGREDIENT

## 01 CHEMICAL COMPOSITION



**Adenosine**  
Wrinkle  
improvement



**Niacinamide**  
Whitening  
effect



**VE  
Tocopherol**  
Antioxidant and  
Regenerative

## 02 GREENERY COMPLEX



**Bulgarian  
mugwort**  
Trouble care



**Green Tea**  
Soothing  
Effect



**Cnidium root**  
Reducing  
blemishes



**Houttuynia  
cordata**  
Antibacterial

## 03 VT GOLD COMPLEX



**Bambusa  
Vulgaris**  
Skin moisture  
Anti-aging



**Calendula**  
Regenerative  
Soothing  
Anti-inflammatory



**Hippophae  
Rhamnoides  
Fruit**  
Antioxidant  
Wrinkle improvement  
Skin Vitality

# PREMIUM PORE CARE CLEANSER

Premium Pore Care Cleansing Foam

"Fourth Premium Presented by XHOWOL"

Composed of four key effects focused on skin barrier care:  
anti-aging, moisturizing, micro keratin care, and skin barrier strengthening,  
presenting effective low-stimulus and safe-care





# PRODUCT BENEFIT

## XHOWOL's Special Skin Solutions

- Contains 17 amino acid complex for skin barrier strengthening and skin moisturizing solution
- Used EWG Green Grade all ingredients for low-irritant, safe-care solution (Excludes fragrance)
- Rich micro-bubbles for micro keratin care solution

These three solutions effectively care for the skin

## Powerful Moisturizing Effect

Contains 17 types of amino acids to provide micro keratin care, as well as help with moisturizing and hydration, to cultivate a healthy and moisturized skin

## Reliable Safe-Care

Packed with highly concentrated extract ingredients of carefully selected materials under EWG system, realizing low-irritant safe-care, and providing peace of mind for even sensitive skin to use. It's ECO COSMETICS



# MAIN INGREDIENT

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01

Sodium Cocoyl-  
Glutamate  
Decyl Glucoside

They are vegetable-based surfactants that provide low skin irritation and rich lather



02

Centella  
Asiatica  
Extract

It helps to soothe sensitive skin and improve the skin barrier



03

Tea Tree  
Extract

It has antibacterial effect and helps to soothe skin troubles and regulate sebum secretion



04

Niacinamide

It helps to prevent melanin production, resulting in clear and transparent skin



# MARKETING OVERVIEW

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## XHOWOL BY SEOUL Brand Launches Officially Under Xiaohongshu

On March 8, 2021, in celebration of International Women's Day, XHOWOL BY SEOUL brand was officially launched under Xiaohongshu. Upon its launch, XHOWOL garnered attention with its outstanding products, including the Premium UV Shield Sunscreen and renewed Premium Modeling Mask Powder, and continues to draw interest from customers. In addition, through collaborations with Yvony, one of the top KOL in Xiaohongshu, XHOWOL has successfully targeted customers through branded content, product reviews, live commerce, and other cooperative businesses



# MARKETING OVERVIEW

"Successful entry into the Xiaohongshu live commerce market"

Sales of 500 million won achieved in just 10 seconds

XHOWOL BY SEOUL has collaborated with top KOL in Xiaohongshu, Yvony, for several live commerce events. Starting with the 1st live broadcast held on March 8, 2021, the brand has continued to achieve sell-out performances in recent live commerce events



# MARKETING OVERVIEW



"Selected as a beauty care trend brand in Xiaohongshu."

On May 25, 2021, XHOWOL BY SEOUL was selected as a 2021 Beauty Care Trend Brand on Xiaohongshu, one of the leading beauty platforms in China. Among the 5,000 brands registered in the platform, 30 brands were selected as winners, and XHOWOL BY SEOUL was the only foreign brand. The brand received this award only three months after its official launch on the platform. XHOWOL has achieved remarkable results, with all of its live commerce events, including the first one held on March 8, 2021, and the recent ones, ending in sell-out performances.



Product

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Introduction

BY SEOUL