

 **briele** 
enjoy with an angel



BRAND AND PRODUCT INTRODUCTION



brand and product introduction

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Brand introduction

02

the countries we export

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The advantages of product

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Product Details



Brand introduction

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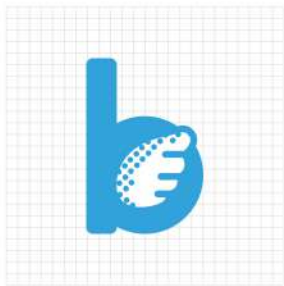
■ #33A3dc

Briel is a combination of "**bring**," meaning to deliver, and "**angel**," symbolizing a messenger of goodness.

It represents the idea of **delivering the gift of an angel**.
Briel is a skincare brand that prioritizes children's skin health and their happiness above all else.

Brand introduction

symbol



color



#33a3dc

C: 70

M: 20

Y: 0

K: 0



#add1ef

C: 30

M: 8

Y: 0

K: 0

Brand introduction

Character

Base



Brand introduction

Character

Character variations



Brand introduction

Brand Core Value



Natural

Nature-inspired
Ingredients



Safe

the skincare
you can trust.



Funny

Fantastical
Pop Art

Brand introduction

Brand Vision



Natural

Safe

Funny

Briel is under the promise of **Enjoy with an angel**,
It makes your skincare more gentle and pleasant.
With reliable ingredients and sensuous design,
We aim for a global premium family care brand.

THE COUNTRIES WE EXPORT



01 Canada

02 United States

03 Poland

04 Romania

05 Saudi Arabia

06 Arab Emirates

07 India

08 Russia

09 China

10 Hong Kong

11 Thailand

12 Vietnam

13 Singapore

14 Taiwan

15 Philippines

16 Indonesia

17 Japan

2024 Briel Overseas Exhibition Schedule

no	Country	Exhibition Name	Date
1	India	Indian Roadshow	02.21~02.26
2	China	Beijing Children's Fair	04.13~04.15
3	China	Shanghai Cosmetics Exhibition	05.22~05.24
4	Vietnam	Ho Chi Minh Children's Fair	05.30~06.02
5	Japan	Tokyo Children's Supplies Exhibition	07.03~07.05
6	Indonesia	Jakarta Forever Mom & Baby Expo	08.07~08.11
7	Japan	Tokyo Gift Supplies Exhibition (estimated)	09.04~09.06
8	Taiwan	Taipei Exhibition	10.10~10.13
9	France	Paris Cosmoprop Beauty Exhibition	10.16~10.17
10	HongKong	Cosmoprop Beauty Exhibition	11.13~11.15
11	Bangkok	Bangkok Children's East Exhibition	11.28~12.01

2025 Briel Overseas Exhibition Schedule

no	Country	Exhibition Name	Date
1	Japan	Osaka K-Premium Consumer Goods Exhibition	03.27~03.29
2	Vietnam	Hanoi International Trade Exhibition	04.02~04.05
3	Japan	Tokyo Beauty World Beauty Exhibition	04.28~04.30
4	USA	Las Vegas Cosmetics Exhibition	06.21~06.23
5	Japan	Tokyo LIFESTYLE Week	07.02~07.04
6	China	Shanghai Baby Goods Exhibition [CBME]	07.16~07.18
7	USA	Las Vegas Consumer Goods Exhibition	08.03~08.06
8	Japan	Japan Tokyo Gift Show	09.03~09.05
9	Malaysia	Malaysia Beauty Expo & Cosmo Beauty	09.30~10.03
10	UAE	Dubai Cosmo Beauty Exhibition	10.27~10.29
11	Thailand	Thailand Incosmetics Asia	11.04~11.06
12	Hong Kong	Hong Kong CosmoProf Exhibition	11.12~11.14
13	India	Mumbai Beauty Exhibition	12.04~12.06

Brand introduction

Briel in Global



briel is here to show you her safe and enjoyable products
We do not spare any publicity for the global market through exhibitions
and fairs in each country every year.

The advantage of product



a good product for children

01 Generously adding good ingredients

- Use independent raw materials (CERA-7 / Common raw materials)
- Use Panthenol, Prebiotics, Glacial Water (Common raw materials)
- Use of patent raw materials by product
- Use of independent raw materials by product
ex) The 10% content of Shea Butter in the lotion is very rich
- Manufacture of products with good raw materials and materials even when exporting overseas



The advantage of product

Allergy
FREE

인공향료
無첨가



a good product for children

01 Products for children's fragile skin

- No artificial flavoring (Use Natural flavoring)
- No synthetic flavoring (bubble cleanser)
- weakly acidic product (shampoo, Body wash, hand wash)

02 Producing products in reliable manufacturing facilities

- Certified manufacturing facilities (CGMP)
- Certification of Excellent Manufacturing of Cosmetics (ISO 22716)

The advantage of product



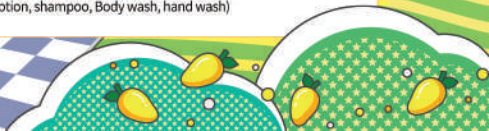
a good product for children

01 Products made excluding hazardous substances

- All ingredients EWG green rating (All products)
- 19 Hazardous Substances No Additives Certification (lotion, shampoo, Body wash, hand wash)

02 Products that have been verified the certification authority

- Hypoallergenic test Certification / Derma test Certification (All products)
- Vegan Certification (lotion, shampoo, Body wash, hand wash)



Product Details

A total of 23 kinds of children's cosmetics



- 01 creamy essential lotion
- 02 shea butter 10% moisture lotion
- 03 centella gentle Body wash
- 04 calendula mild shampoo
- 05 Queensland Mineral Sun Cream
- 06 Queensland Mineral Sun Cushion
- 07 Centella Mineral Cleansing Water
- 08 Baby Bubble Hip Cleanser
- 09 Cabbage Moisture Soothing Gel
- 10 artemisia bubble handwash
- 11 Ice Cream Car Lipbalm 3set
- 12 bubble cleanser 9type
- 13 slime 3type

Product Details

Children's skincare products



Creamy essential
lotion

22,000Won



Centella gentle
Body wash

34,000Won



Artemisia bubble
handwash

24,000Won



Shea butter 10%
moisture lotion

28,000Won



Calendula mild
shampoo

36,000Won

Product Details

Children's skincare products



QUEENSLAND MINERAL
SUN CREAM

32,000Won



QUEENSLAND MINERAL
SUN CUSHION

42,000Won



CABBAGE MOISTURE
SOOTHING GEL

26,000Won



BABY BUBBLE
HIP CLEANSER

32,000Won



CENTELLA MINERAL
CLEANSING WATER

30,000Won

Product Details

Children's skincare products



Ice Cream Car Lipbalm 3set

30,000Won



Bath Slime Pink

28,000Won



Bath Slime green

28,000Won



Bath Slime Blue

28,000Won

Product Details

200ml



**Pink rainbow
bubble cleanser**

20,000Won



**Yellow racing car
bubble cleanser**

20,000Won



**Blue under the sea
bubble cleanser**

20,000Won



**pink macaroon
bubble cleanser**

20,000Won



**yellow Bread
bubble cleanser**

20,000Won



**Blue Wilk
bubble cleanser**

20,000Won

300ml



**Yellow jungle
bubble cleanser**

22,000Won



**Red princess
bubble cleanser**

22,000Won



**Blue ad balloon
bubble cleanser**

22,000Won



**Green monster
bubble cleanser**

22,000Won



**Orange toyland
bubble cleanser**

22,000Won



**Purple space
bubble cleanser**

22,000Won

Product Details **Lotion**

01 Creamy essential lotion

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

It contains 3 types of organic oils
unique to Creamy Essential Lotion
< Helianthus Annuus (Sunflower) Seed Oil,
Simmondsia Chinensis (Jojoba) Seed Oil,
Macadamia Integrifolia Seed Oil >
patent raw materials (NO.10-13013295)
: Viscum Album (Mistletoe) Ferment Extract
Deep moisturizing and protecting the skin

EFFICACY AND EFFECTIVENESS

This lotion is infused with a blend of
3 organic oils and fermented mistletoe
extract to deliver deep hydration, helping
to protect and revitalize dry, fatigued skin.
Its nourishing formula restores moisture
balance while strengthening the skin's
natural barrier for a healthy, radiant glow.



Product Details Lotion

02 Shea butter 10% moisture lotion

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Contains 10% Organic Shea Butter
(Very rich content compared to other similar products)

patent raw materials (NO.10-0812596)
:MultiEX BSASM(EG2)
Skin calming and moisturizing effects

EFFICACY AND EFFECTIVENESS

Organic Shea Butter and 5 Ceramide
ingredients in Lotion add nutrients to dry and
tired skin and moisturize skin to
help make it healthy.



Product Details Body wash

03 Centella gentle Body wash

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Centella gentle Body wash
patent raw materials (NO.10-1831876/883)
: Artemisia Princeps Leaf Extract
Skin calming and moisturizing effects

EFFICACY AND EFFECTIVENESS

Soft and rich foam cleanses the skin and hair,
Centella Asiatica Extract and plant-derived
moisturizers help to prevent dry skin after shower.



Product Details Shampoo

04

Calendula mild shampoo

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Calendula Flower Water 1000PPM
patent raw materials (NO.10-0490212)
: 17 amino acids COMPLEX
Hair luster and rich effect

EFFICACY AND EFFECTIVENESS

The shampoo's Calendula flower water and 17 amino acids cleanse the waste of the scalp without irritation and help keep your hair soft and healthy.



Product Details Bubble **hand wash**

05 Artemisia bubble hand wash

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Artemisia 1000PPM
Camellia Sinensis Leaf extract (plant-derived extract)
Calendula extract, chamomile extract
patent raw materials (NO.10-1831876/883)
: Artemisia Princeps Leaf Extract
Skin calming and moisturizing effects

EFFICACY AND EFFECTIVENESS

Wash your hands quickly and
conveniently with a lot of foam.
Artemisia and plant-derived ingredients help
soothe and moisturize the skin and keep it
moisturized for a long time.



Product Details Sunscreen

06

Queensland Mineral Sunscreen

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Contains organic Queensland nut oil
(Certification data included)
It can be used for sensitive skin from children to adults
Zink oxide inorganic sunscreen

EFFICACY AND EFFECTIVENESS

Organic Queensland Nut Oil and 5 Ceramides
It contains sensitive skin even for children and adults
It's a product that contains all-you-can-use
inorganic sunscreen



Product Details sun cushion

07 Queensland Mineral sun cushion

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Contains organic Queensland nut oil
(Certification data included)
It can be used for sensitive skin from children to adults
Zink oxide inorganic sunscreen

EFFICACY AND EFFECTIVENESS

Organic Queensland Nut Oil and 5 Ceramides
It contains sensitive skin even for children and adults
It's a product that contains all-you-can-use inorganic sunscreen
You can apply it lightly with a sun cushion.



Briel Product Details **Cleansing water**

08 Centella Mineral Cleansing Water

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Containing the extract of centella
Hypoallergenic, acidic cleanser with a pH of 5-6
Patent Raw Material (No. 10-2518464) Plant-derived flower
extract
: Chi-ja, trumpeter daffodils, bouillon, Madonna lily
Fine dust skin protection

EFFICACY AND EFFECTIVENESS

Organic Queensland Nut Oil and 5 Ceramides
It contains sensitive skin even for children and adults
It's a product that contains all-you-can-use inorganic sunscreen
You can apply it lightly with a sunfact.



Product Details Hip Cleanser

09

Baby Bubble Hip Cleanser

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Contains licorice, natto extract
Hypoallergenic, weakly acidic cleanser with pH 5 to 6
Patent Raw Materials (No. 10-2084003)
Jeju Island Centennial Elementary Extract
: Lactobacillus fermentation Ingredient
Lactobacillus fermentation

EFFICACY AND EFFECTIVENESS

It's a gentle and moist cleanser
The rich foam that comes from plants
It keeps your hips and groin clean
This is a helpful hip cleanser.



Product Details Soothing gel

10

Cabbage Moisture Soothing Gel

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Contains cabbage extract
Contains erythritol,
an ingredient derived from plants and fermented foods
Contains turnips-derived amino acid derivatives betaine
Soothing and hydrating hot skin

EFFICACY AND EFFECTIVENESS

It contains cabbage extract, erythritol, and betaine
It's a product that's sensitive to external stimuli
It helps to calm down,
It is a soothing gel that absorbs without stickiness.



Product Details ICE CREAM LIP-BALM

11

Ice Cream Car Lipbalm 3set

PRODUCT FEATURES

3 scents and colors

Soft and sweet - white vanilla scent
Fresh and fresh - pink strawberry scent
Sweet and sour - purple grape scent

KEY FEATURES

Natural gloss and fresh texture

Hypoallergenic Test Certified Products

EFFICACY AND EFFECTIVENESS

It keeps the lips of children
who are more sensitive than adults soft and healthy
It helps children develop a habit of applying lip balm
with designs and scents that may interest them.



Chewy! Plenty! Briel Bubble

It's extracted from nature to increase the density and elasticity of bubbles
Use cleaning ingredients to create soft bubbles without irritation.



Product Details Bubble Cleanser

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Berry Berry Complex
patent raw materials (NO.10-0812596)
: MultiEX BSASM(EG2)
Skin calming and moisturizing effects

EFFICACY AND EFFECTIVENESS

It's a wash product that allows
children to wash up and enjoy bathing.



200ml



300ml

Product Details Bath slime (3Type)

COMMON RAW MATERIALS

CERA-7 BARRIER
(independent raw materials 2%),
Panthenol, Prebiotics, Glacial Water

CONCEPT RAW MATERIALS

Berry Berry Complex
Centella Asiatica Extract

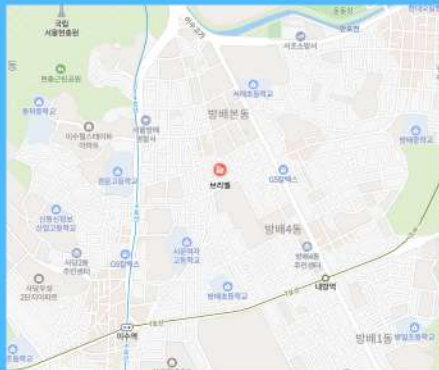
patent raw materials (NO.10-1831876/883)
: Artemisia Princeps Leaf Extract
Skin calming and moisturizing effects

EFFICACY AND EFFECTIVENESS

It's Bath slime that makes you enjoy taking a bath
If you use it with a bubble cleanser, you can enjoy
a more enjoyable bath. It's not a synthetic pigment,
but a plant extract that makes it more safe to use.



information



President : Park Hyun Woo

H.P : +82 10-9106-3012

+86 2 6404 5070

E-mail : hw30123@nate.com

**address : B1, yellow vill, 791-17,
bangbaedong, seocho-gu,
seoul, Korea**