

**URBAN PAPA**



# MY HIDDEN HEROES, URBAN PAPA

URBAN PAPA began with the spirit of a dad  
who has a pure and passionate heart  
like a boy working hard for the family  
while never losing his innocent energy.



# MY HIDDEN HEROES, URBAN PAPA

With smart items, we introduce small changes in habits to add wit to everyday life and cheer on your journey to become the "hidden hero of your home."

We believe that even without being extraordinary or glamorous, everyone who works hard for their family is a "hidden hero." For these heroes, we provide convenient and witty items to empower them.



# MY HIDDEN HEROES, URBAN PAPA

We believe that unexpected compliments from family members help us discover the hidden heroes in our homes.

Join Urban Papa to ensure everyone can become a hero!

“Our Home’s Hidden Hero, Urban Papa.”





1. Tablet(pill)-type detergents

			
Laundry Detergent	Dishwasher Detergent	Multi Cleaner	Robot Vacuum Cleaner Detergent

2. Dryer products

3. Dishwash products

			
Dryer Ball	Natural Essential Oil	Dishwashing Liquid	Natural Loofah Sponge



EASY LAUNDRY

LAUNDRY DETERGENT



AWESOME KITCHEN

DISHWASHER DETERGENT



AWESOME KITCHEN

MULTI CLEANER



ULTRA CLEAN

ROBOT VACUUM  
CLEANER DETERGENT



## Tablet-type detergents

As the main products of URBAN PAPA, we offer four types of convenient tablet-type detergents.

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### Easy Laundry Detergent (80ea)

- ✓ A detergent that dissolves easily in cold water, leaving no residue behind.
- ✓ Powerful cleaning performance with premium enzymes.
- ✓ Convenient to use, with no risk of detergent spills.
- ✓ Fragrance-free formula suitable for everyone.



### Awesome Kitchen Dishwasher Detergent (80ea)

- ✓ An all-in-one detergent delivering powerful cleaning performance with three types of enzymes.
- ✓ Formulated with safe ingredients rated EWG Green.
- ✓ Free from 13 harmful substances.
- ✓ Comprehensive care with a single tablet from antibacterial protection to deodorizing.

## Tablet-type detergents

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### Awesome Kitchen Multi Cleaner (100ea)

- ✓ Tough or stubborn stains are easily cleaned with effervescent action.
- ✓ Comprehensive care with a single tablet from antibacterial protection to deodorizing.
- ✓ Removes stainless steel polish residue and enhances shine.
- ✓ Enhanced cleaning power with naturally fermented rice vinegar ingredients.



### Ultra Clean Robot Vacuum Cleaner Detergent (100ea)

- ✓ Perfect deodorizing effect from pipes to water tanks.
- ✓ Strong cleaning power effective for removing floor stains.
- ✓ Made with safe, naturally derived ingredients.
- ✓ No detergent residue or foam worries with non-surfactant formula.



## Trial kits for first-time buyers (4ea)

A trial kit to experience four types of tablet detergents.

Each pack has four tablets.



### Recommended for!

- ✓ Customers trying Urban Papa for the first time.
- ✓ Customers using tablet detergents for the first time.
- ✓ Customers looking for a travel-sized detergent.
- ✓ Customers in need of a small, thoughtful gift.

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## Dryer products

A natural alternative to dryer sheets and fabric softeners, combining softness and freshness with sustainability



### Easy Laundry Dryer Ball (4ea)

- ✓ 100% natural product made with New Zealand wool.
- ✓ Prevents laundry tangling, wrinkles, and static.
- ✓ Durable material for long-term use.
- ✓ Two versions - the standard plain version and the endangered animal version



### Natural Essential Oil (10ml)

- ✓ 100% natural essential oil with no added water or chemicals.
- ✓ Available in two scents: Lavender and Lemongrass.
- ✓ Try on Easy Laundry Dryer Ball.

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## Dishwash products

Kitchen dishwashing liquid featuring strong cleaning power and safe ingredients, paired with a natural loofah sponge.



### **Awesome Kitchen Dishwashing Liquid (500ml)**

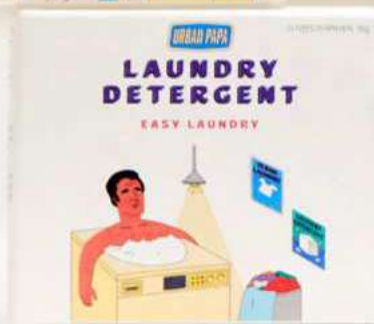
- ✓ Excellent cleaning power for removing grease.
- ✓ Safe ingredients with EWG Green grade.
- ✓ Gently formulated with plant-derived natural surfactants.
- ✓ Elephant-shaped pump for a clean, spill-free dispensing.



### **Awesome Kitchen Loofah Sponge (4ea)**

- ✓ 100% natural product made from dried plant-based sponges.
- ✓ No microplastics, offering a safe and sustainable sponge option.
- ✓ Soft yet durable texture for excellent cleaning power.
- ✓ Boilable for cleaning and quick-drying for optimal hygiene management.

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\*Urban Papa Brand Renewal Event

# #1집1파파 🏠

## STORY FILTER EVENT

Oh my God!

URBAN PAPA

DAD'S TRUSTED CLEAN

#1집1파파

#우리집숨은히어로

참여만 해도 N페이 포인트 100% 🏠  
#참조원구소, 20만원 #아파트, 20만원 주치의 기원!

#1집1파파 🏠

STORY FILTER EVENT

# URBAN PAPA COMICS

A WEEKEND MORNING  
(A PILE OF DISHES)

WASH THE DISHES  
BEFORE MY WIFE  
WAKES UP!

Oh my God!

WELL,  
IT'S PERFECT!

WHAT ARE ALL  
THESE BUBBLES?

BUBBLE  
BUBBLE

WHEN IS MY  
WIFE COMING?

# URBAN PAPA COMICS

WHAT ARE YOU  
DOING  
DORY?

SNIFF  
SNIFF

DORY, DOES IT SMELL?  
IT SHOULD HAVE BEEN CLEANED!  
THAT'S WHY MY WIFE LIKES YOU  
MORE THAN ME!

# URBAN PAPA COMICS

WHAT ARE YOU  
DOING!

WHY?  
I AM TAKING A  
BUBBLE BATH

OH, IT WAS A DREAM.  
WHAT TIME IS IT?  
MY WIFE TOLD ME TO DO  
THE LAUNDRY.

IT'S A WASHING  
MACHINE!



## \*Urban Papa Brand Renewal Event





\*Urban Papa, a brand that cares for children.



E-Mail : [sales@urbanpapa.com](mailto:sales@urbanpapa.com)

Instagram : [www.instagram.com/urbanpapa\\_official](https://www.instagram.com/urbanpapa_official)

Brand.com : [www.urbanpapa.com](http://www.urbanpapa.com)

