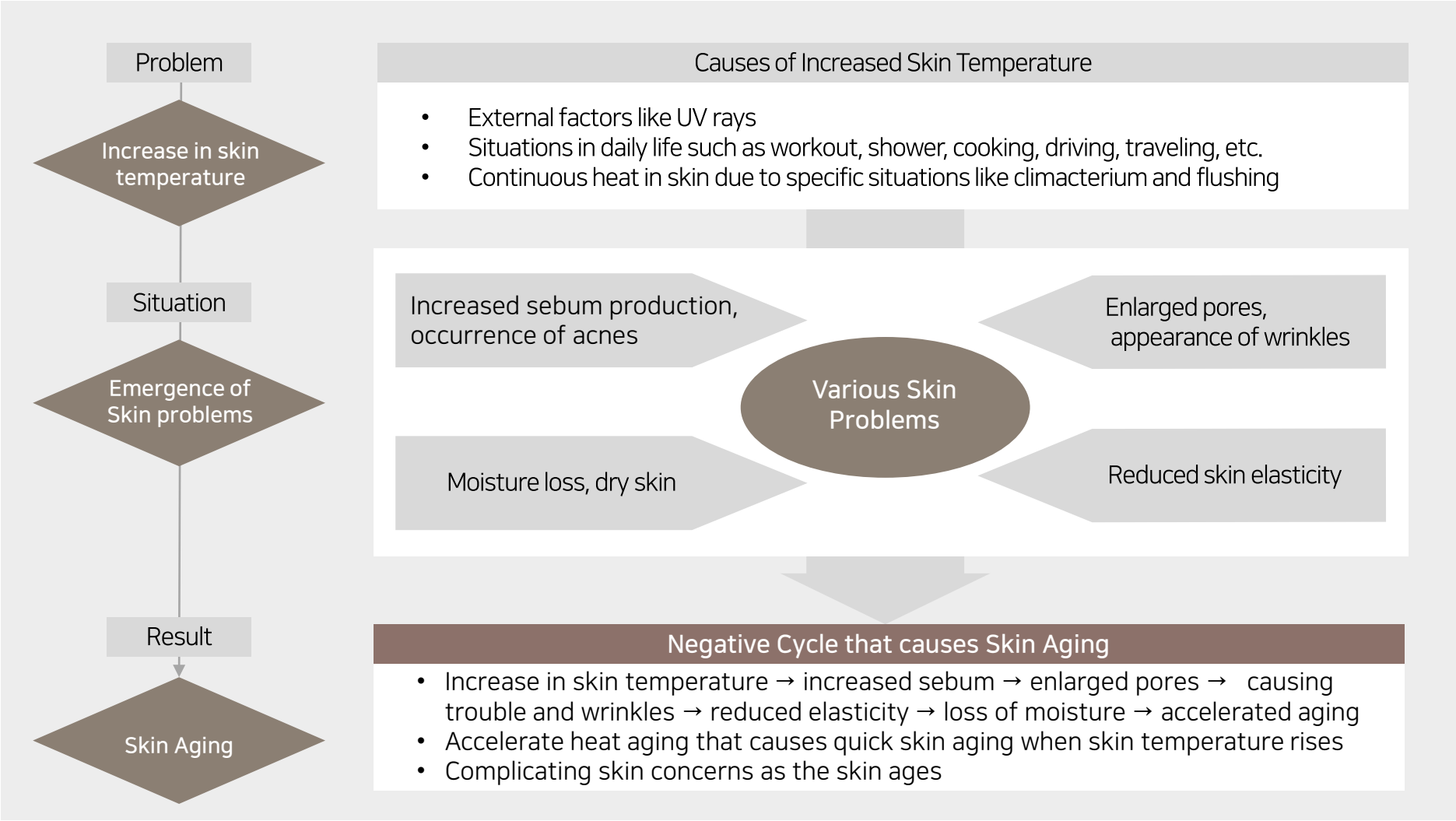


# VAROL

Varol Ice-roll Serum

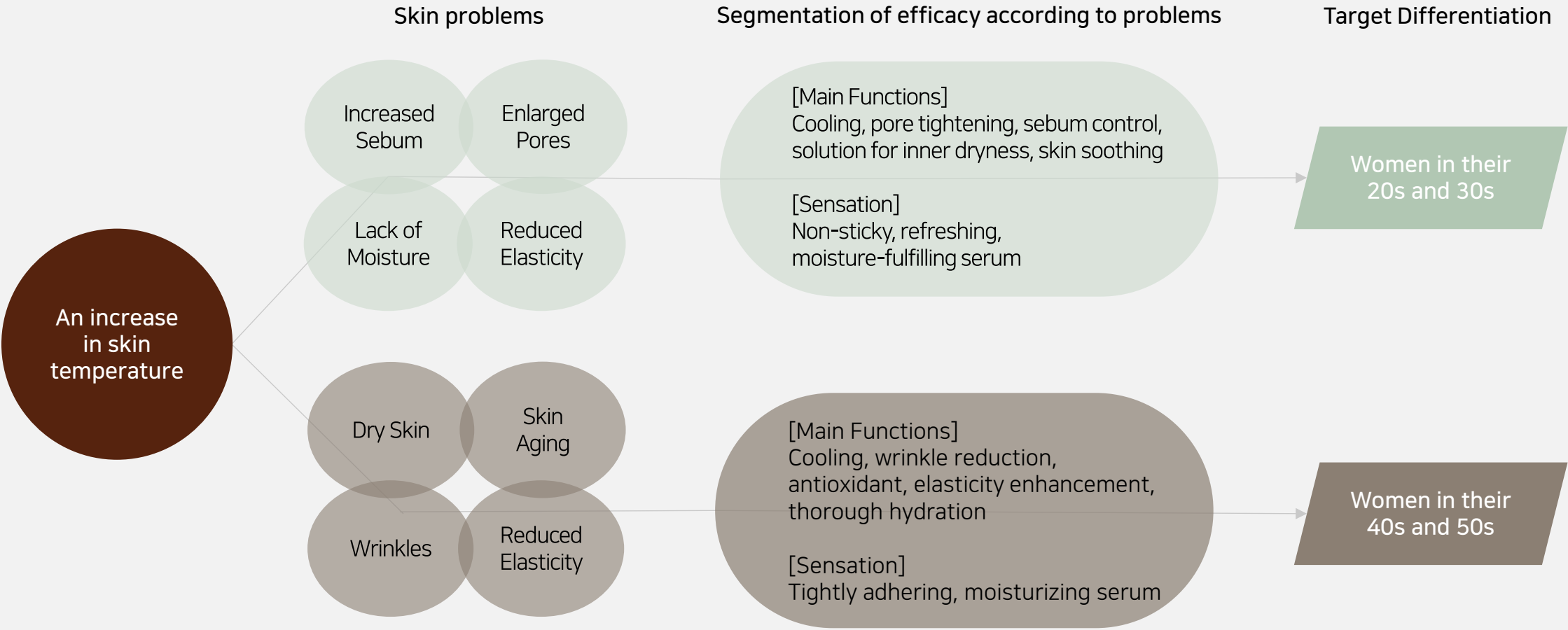
01

Complex Skin Problems Due to Increased Skin Temperature



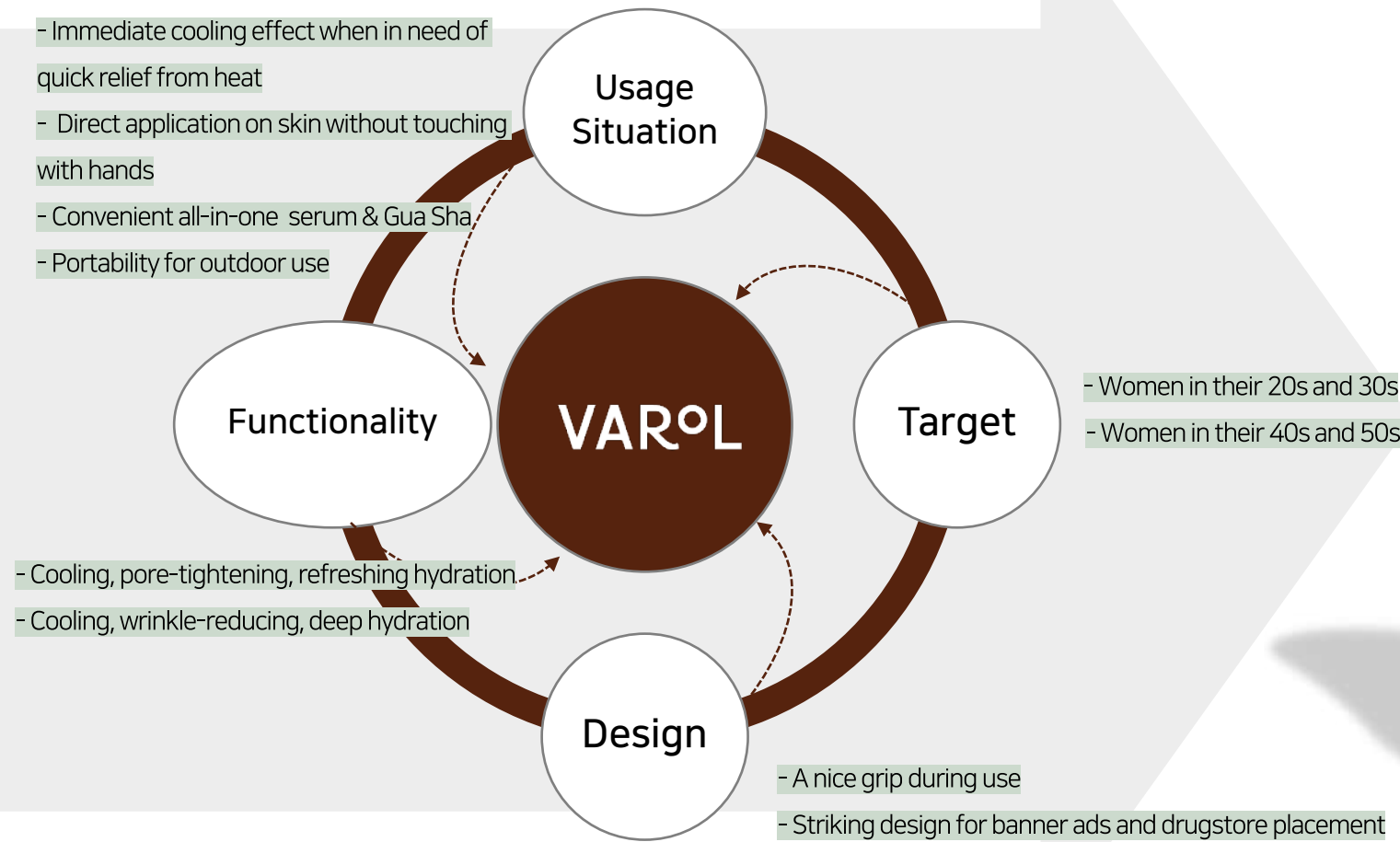
02

Target Segmentation According to Each Efficacy to Solve Skin Problems



03

Creation of a Container That Can Reduce Skin Temperature and Enhance Elasticity



## 04

### Manufacturing of a 'Gua Sha + Serum' All-in-One Product using a 1-Inch Stainless Steel Ball for Immediate Cooling Effect Upon Skin Application

Effective Self-Care Routine for Transforming Your Skin,

#### Ice-Roll Serum, VAROL

All-in-One  
Gua Sha and Serum for Convenient Skincare

- ✓ Serum X Ice-ball double action

Premium Safe  
Stainless Steel Balls

- ✓ 1 inch Ice-ball Cooling down Skin in 3 Seconds for Tighter Pores
- ✓ Boost Skin Tension and Cool Down Heated Skin

Highly Effective Serum  
for Deep Moisturization

- ✓ 8 types of tannin complex → Immediate refreshing, pores
- ✓ "Collagen + Bakuchiol" elasticity serum



## Development of Concept Using Brand Naming to Enhance Product Clarity and Initial Recognition

### Brand Concept

When the skin feels hot, Roll Immediately, VAROL

Varol Pore-Tightening Ice Roll Serum



Varol Double-Elasticity Ice Roll Serum



## Varol Pore-Tightening Ice Roll Serum, for Firmly Tightening Heated Pores



1

Provides immediate cooling and soothing effects for heated pores upon application  
: Decreases skin temperature by an average of 4.2°C with just one use

2

Manages from visible pores to deep skin pores with 8 types of Tannin Complex  
: Improves pore number by 23.14% and pore depth by 14.09%

3

Enhances elasticity in pore-dense areas  
:Improves elasticity by 12.61% in pore areas through human application tests

4

Reduces sebum and keratin layer while moisturizing to tighten pores  
: Contains hibiscus lactobacillus ferment and panthenol for instant moisturizing effect

5

Quickly and effectively reduces swelling with the ice ball  
: Immediately improves facial swelling by 11.02%, increasing the elasticity of the loose skin by rolling the ice-ball, making the skin more firm

6

A hypoallergenic serum for cooling pores while being gentle on the skin  
: in the first skin stimulation test, 0.00Hypoallergenic Verified

## Varol Double-Elasticity Ice Roll Serum for Immediate Cooling and Tightening of Loose Elasticity



1

Immediately improving heat aged skin by 43.33% upon application  
: Checked for the calming effect on heated skin before and after using the product

2

Certified by the Ministry of Food and Drug Safety for wrinkle improvement  
: Reduced facial wrinkles by 20.66%

3

A special prescription for maintaining elasticity, Collagen + Bakuchiol  
: Strengthens skin barrier and improves wrinkle depth with collagen and bakuchiol

4

The more you roll, the deeper the skin hydration with a combination of  
Panthenol + Beta-Glucan + Betaine  
: Increased skin moisturization by 23.01%

5

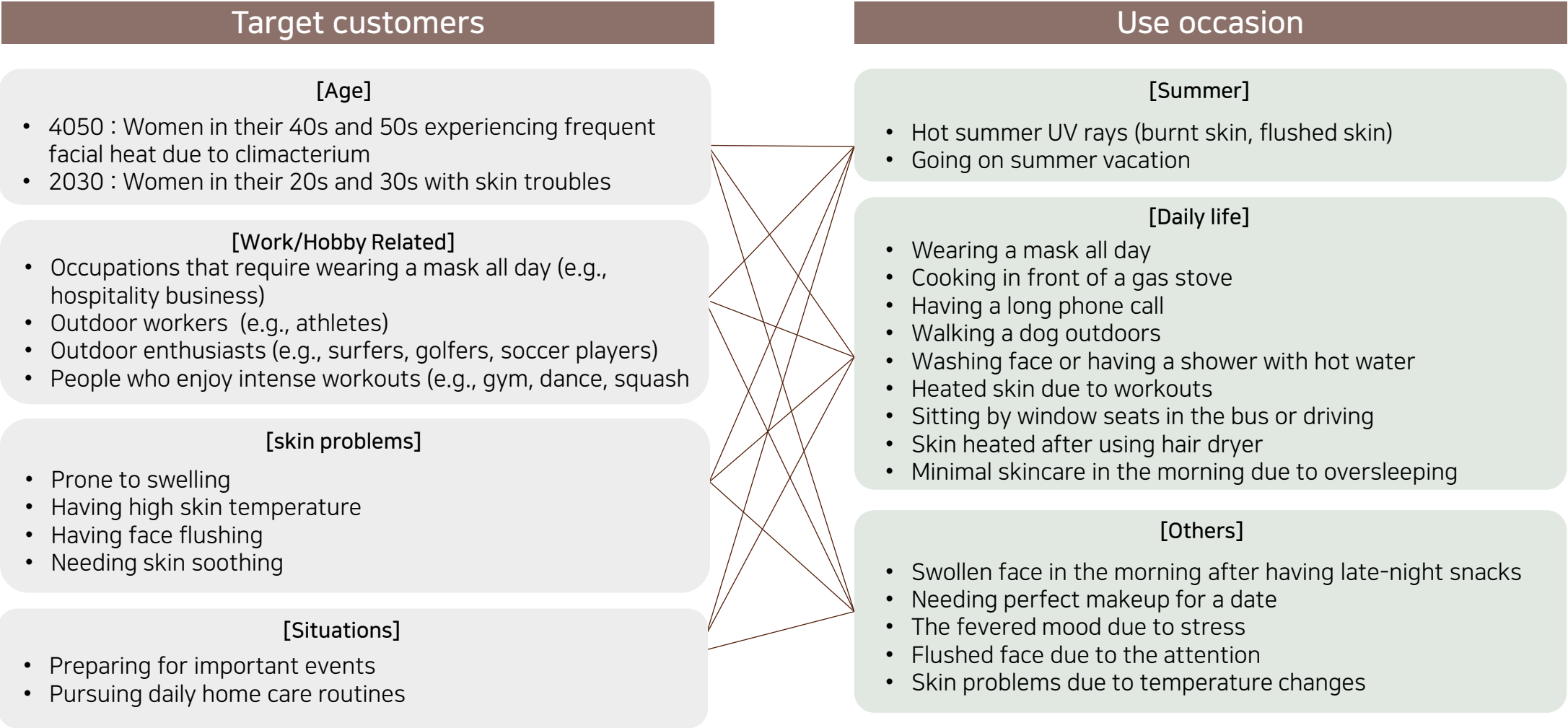
Reduce blemishes by reducing pigmentation for bright skin  
: Reduced pigmentation by 2.09%

6

A hypoallergenic serum for cooling pores while being gentle on the skin  
: in the first skin stimulation test, 0.00Hypoallergenic Verified



Matching Various Users and Usage Scenarios to Target a Wide Range of Customers



09

## Use Rolling Ice-Roll Serum in these situations! – 1. Exercise Version



After running,  
when your face turns red and hot:  
Roll our VAROL



After long rounds of golf under the sun,  
to soothe sunburned skin,  
Roll our VAROL



After a tennis match,  
when you can't immediately take a shower  
Roll our VAROL

## Use Rolling Ice Roll Serum in these situations!- 2. Travel Version



When traveling, don't need to carry too many  
skincare products,  
Roll our VAROL



For Sensitive skin in unfamiliar place  
Roll our VAROL



While camping,  
when your face feels hot after barbecuing  
Roll our VAROL

## Use Rolling Ice-Roll Serum in these situations! – 3. Others



When cooking in front of hot stove  
and your face becomes hot,  
Roll our VAROL



After long exposure to sunlight while driving,  
Roll our VAROL



After using hair dryer in the hot summer,  
Roll our VAROL



when your face is overheated after having  
fun in the summer festivals  
Roll our VAROL



When your face feels swollen the day  
after having a late-night snack,  
Roll our VAROL



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굴하지않습니다



When you should take a shower  
with hot water even if it's summer,  
Roll our VAROL

## 10

### "When the skin feels hot, Roll immediately, Varol" related keywords lists

#### Keywords for consumer communication in Korea

##### [Cooling]

#Stainless Steel Balls

#Ice Serum

#Cooling #Soothing

#Ice Roll Serum #Ice Ball Serum

##### [Main Functions]

#pore-tightening #double-elasticity

#gua sha

##### [Skin Temperature]

#flushed skin #flush

#redness #facial redness

#UV rays #ultraviolet rays

#perfect beauty temperature

#skin temperature

#Makeup Booster #flawless makeup

#### Keywords for Global marketing

#skincare #korean skin care

#serum #face serum

#gua\_sha #gua sha facial tools

#derma roller #ice roller #face roller

#skin care products

#face moisturizer

#moisturizer

#ice roller for face #skin care fridge

#tend skin

#pore-tightening

#double-elasticity

#collagen #bakuchiol #tannin

# THANKS

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