



MAKE SOUL



MAKE SOUL

ENJOY SENSUAL MAKEUP

MAKE SOUL

We live the same daily routines over and over again.
Sometimes, this monochromatic life can feel a bit mundane.
Yet, in this life where I am the main character,
there's a hint of something special.

MAKE SOUL believes that true beauty radiates from within.
It celebrates women who love and cherish themselves
as the stars of their daily lives,
illuminating their inner selves in vibrant colors.

Beauty is not something you're born with,
it's something you create.
So here we are, confidently painting our lives wherever we go.
Embrace your unique and beautiful charm
with the refined allure of MAKE SOUL.

*Embrace your unique and beautiful charm
with the refined allure of make soul*

MAKE SOUL Artist LIP & CHEEK (4.5g / 12 Colors)



**Artist lip & cheek that adds vitality
with your unique color of gelato-
like, soft and cushiony formula**

The ultimate multi-use product designed to bring a burst of vibrant color to your lips and cheeks.

With gelato-like texture and a long-lasting formula, this versatile beauty product is perfect for creating a fresh, radiant look in minutes.

When you want a natural or special production, the Artist Lip & Cheek presents your own color easily and accurately.



MAKE SOUL Artist Lip & Cheek



Artist LIP & CHEEK

4.5g / 12 Colors



Point 01

New concept of fluffy Gelato Blur texture



Gelato Blur Recipe

A soft, cushiony formula combined with powder delivering a smooth touch and blurring effect on the lips & cheeks.

Filling in uneven skin texture & leaving the skin texture smooth while enhancing hydration.

Point 02

Natural look on both lips & cheeks (Blur Smudging)



**Volumized makeup with blurring effect
Creating natural shades and catchy colors**

Smoothly smudging without borders

- # Blur-smudging effect
- # Creating natural over lip & gradation lip
- # Softly smudged cheek makeup

Point 03

Perfect mix for your skin tone with your own personal color



Unique shades that is harmonized with your skin tone

Perfect gradation by using fingertips or lip brush & creating your own shade for full lip or cheek

Color Shade

A 12-type daily color spectrum of warm-cool-neutral tones



Warm Tone



Cool Tone



Neutral Tone



MAKE SOUL Artist LIP & CHEEK (4.5g / 12 Colors)



Warm Tone Spring Tone Recommendation BEST

01 Shh! Coralhaze

Effortlessly cool!
Soft & bright Salmon Coral



Warm Tone Spring Tone Recommendation

02 Vivid Candy Red

Vivid & bright!
Coral red
with a drop of vital grapefruit



01 Shh! Coralhaze



02 Vivid Candy Red



MAKE SOUL Artist LIP & CHEEK (4.5g / 12 Colors)



Warm
Tone

03 Memory Coral Rose

Standard of daily!

Peach coral with natural pink shade



03
Memory Coral Rose



Gradation lip

Full lip

Cool
Tone

04 Awesome Baby Pink

Whity pastel pink
just like a Barbie's closet
(Use as a lip base)



04
Awesome Baby Pink



Gradation lip

Full lip

MAKE SOUL Artist LIP & CHEEK (4.5g / 12 Colors)



Cool Tone Summer Winter

05 Hip Plum Pink

Cherry pink!

Absolute shade for cool tone with its cherry-like pink color



05
Hip Plum Pink



Gradation lip

Full lip

Cool Tone Summer Winter

06 Signature Soul Red

For both warm & cool tone!

Red with a drop of cool pink shade



06
Signature Soul Red

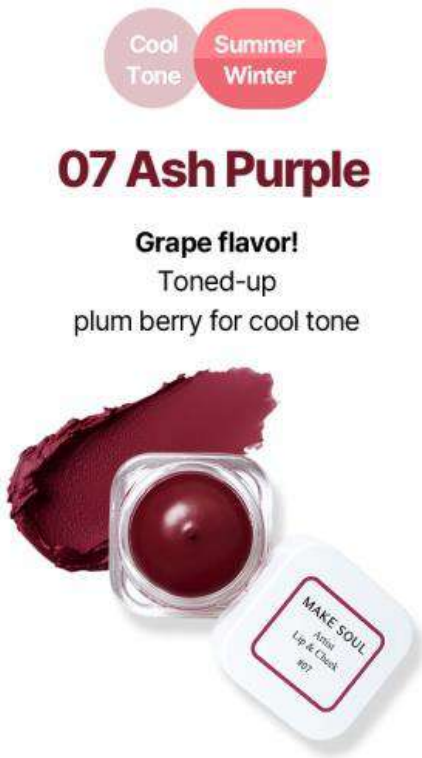


Gradation lip

Full lip



MAKE SOUL Artist LIP & CHEEK (4.5g / 12 Colors)



Cool
Tone

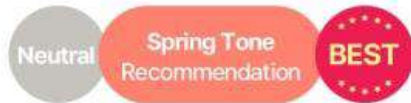
Summer
Winter

07 Ash Purple

Grape flavor!

Toned-up

plum berry for cool tone



Neutral

Spring Tone
Recommendation

BEST

08 Mauve Pink Nude

Beloved by all!

Neutral & nudy pink mauve

(Use as a lip base)



07

Ash Purple



Gradation lip

Full lip

08

Mauve Pink Nude



Gradation lip

Full lip

MAKE SOUL Artist LIP & CHEEK (4.5g / 12 Colors)



Neutral Spring
Autumn

09 Luna Pink Nude

Cozy & soft
nudy rose coral MLBB



Neutral Autumn Tone
Recommendation

10 Urban Deer Rose

Basic of MLBB!
Smudging with deep rose red color



09
Luna Pink Nude



Gradation lip Full lip

10
Urban Deer Rose



Gradation lip Full lip

MAKE SOUL Artist LIP & CHEEK (4.5g / 12 Colors)



Neutral Winter Tone Recommendation BEST

11 Midnight Rose wood

Moody shade!
Deep choco brown with a drop of mauve color



Warm Tone Spring Tone Recommendation

12 Ballerina

Elegant & pure ballerina pink
(Use as a lip base)



11 ———
Midnight Rosewood



Gradation lip

Full lip

Gradation lip

Full lip

12 ———
Ballerina



MAKE SOUL Artist LIP & CHEEK (4.5g / 12 Colors)



MAKE SOUL Artist LIP & CHEEK (4.5g / 12 Colors)



01 Shh! Coralhaze



02 Vivid Candy Red



03 Memory Coral Rose



04 Awesome Baby Pink



05 Hip Plum Pink



06 Signature Soul Red



07 Ash Purple



08 Mauve Pink Nude



09 Luna Pink Nude



10 Urban Deer Rose



11 Midnight Rosewood



12 Ballerina

MAKE SOUL Soft Airy Velvet Tint (3.5g / 6 Colors)



The cloud-like lightweight, creamy texture makes it soft and smooth without drying out.

Enjoy a natural matte finish that lasts all day long. The weightless, soft texture glides effortlessly onto your skin, delivering a beautiful rose color with unparalleled comfort in just one swipe.

**Tailored for personal color
that is perfect for skin tone**

Color shade spectrum of new neutral mood



Cloud-like lightweight & thin texture
Signature Velvet Tint
with perfect coverage and blurring



Soft Airy Velvet Tint

Product Point

4 Points of MAKE SOUL Airy Velvet Tint

Airy Fixing Tint

Its soft & matte formula allows perfect adherence without highlighting fine wrinkles, keeping the **lips hydrated and matte** at the same time

Blurring

The thinner it is applied, the better it creates blurred look with **blurry & matte finish**

Comfortable styling

It has less stickiness and no smudging, maintaining **longer hydration and comfortable wear**

Easy Mix

It creates simple & natural **gradation and layering** for unique makeup look

Cloud-like lightweight & thin texture
Signature Velvet Tint
With perfect coverage and blurring





It has a **lightweight formula** for comfortable wear and **keeps color vivid all day long** with its rich shades and long-lasting power.



Hydrating & nourishing formula for healthy lips

Rosa Canina Fruit Oil, hyaluronic acid, and shea butter maintain stable application with its effects of providing hydration without stickiness



Rosa Canina Fruit Oil



Sodium Hyaluronate



Shea Butter

*limited to the characteristics of ingredients

Cloud-like matte velvet tint

Create your perfect lip makeup
with soft & lightweight velvet tint



Its velvety texture is naturally blended
that creates smooth lip look.

6 Color Shades

01

Signature Soul Red

Vivid red shade
with fancy and
powerful signature red



Gradation lip



Full lip

03

Sensual Red

Sophisticated MLBB shade,
creating sensual mood



Gradation lip



Full lip

05

Tiffany & Peach honey

For lip base

Light pink base
Fresh & bright
natural calm pink shade



Gradation lip



Full lip

02

The Party

Sparky & energetic
orange red



Gradation lip



Full lip

04

Day Coral Mood

Natural & pure
daily scarlet red coral shade



Gradation lip



Full lip

06

Tender Beige

For lip base

Toned down pink nude beige
Cozy beige lip tone for pure look
that is perfect for both warm &
cool tone



Gradation lip



Full lip

MAKE SOUL

Liquid Essence Highlighter

(5.4g / 3 Colors)

01



Natural
Dewy Glow

02



Moisturizing
Glow Formula

03



Multi-use



Glass-Skin
Radiant Aura

Skin Nourishment
& Hydration

Moist Glow
Formula

Shimmer
& Clear Gel

Glowing,
Dimensional
Volume

All-Over
Multi-Use

just like an essence

Moisture-rich radiance a smooth inner glow

From a subtle, rising #Natural Inner Glow and Radiance

To a glowy, voluminous finish with a
#Natural Inner Glow and Radiance





Natural Dewy Glow

Lovely and natural **glow layering**
with a fresh, dewy mood



Three tone-matching shades to
complement your skin tone



Radiance that rises from within

Seamlessly blends without clumping for a glass-like glow



before

after



Moisturizing Glow Formula

A hydrating **glow formula**
for radiant skin

Applies like water, adheres like skin
Just one drop for a luminous day

Moisturizing Shimmer &
Clear Gel Highlighter

Double Effect Technology

A non-sticky, hydrating shimmer
and clear gel highlighter that
adds a natural glow with a
pure, dewy finish



Multi-use Highlighter

Glowy volume for
dimensional highlighting

Forms a light-reflecting layer on various areas of the skin
to create a radiant, glowing makeup look anytime, anywhere

All-over multi-use (eyes, cheeks,
lips, jawline, collarbone, and more)



The final essence that
completes your glow
A liquid highlighter that captures
the shine of emotion

01 Soul Light
—
The Light of My Soul
A clear inner glow, pure and healthy energy



"Not about covering up,
but reflecting who I am."
A fresh radiance
that rises from within.
I shine today, just as I am.

Soul Light

02 Pink Aura
—
Fluttering
A deep, soft pink radiance for days you want to feel loved



Pink Aura



03 Golden Hour
—
Like a Radiant Moment
A warm afterglow, atmospheric light, chic elegance



"Time without words,
light speaks everything."
A golden glow
that seeps in quietly.
Calm eye mood, a serenity
that leaves a lasting
impression of me

Golden Hour

The final emotional touch to your makeup,
a glow completed with liquid light.

MAKE SOUL

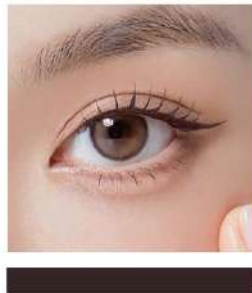
Vita Tattoo Waterproof Pen Liner

(0.65g / 3 Colors)



Black

Clear and vivid
eye line



Dark Brown

Natural dark brown
without red coloring



Milk Brown

Daily natural brown
for soft and subtle eye line

Vita Tattoo Waterproof Pen Liner

비타 타투 워터프루프 펜 아이라이너



VITA TATTOO



Faster with an upgraded double film formula!

Sticks to the skin without fading!

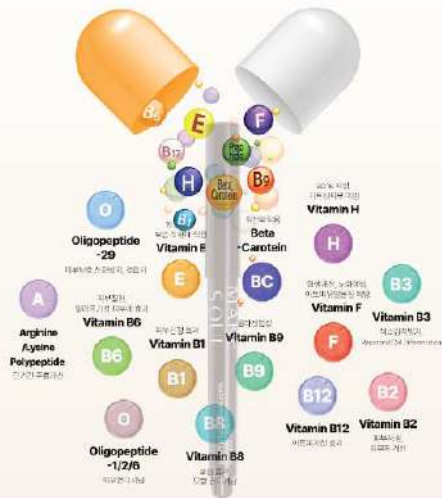
Eye makeup lasting for 24 hours!

- ✓ Tattoo Long-Lasting
- ✓ Super Waterproof
- ✓ 12 Complex Vitamins
- ✓ Easy Drawing (0.1mm Sponge Tip)

point. 01

Healthy Beauty Eyeliner with full of Vitamins

Contains ingredients for protecting skin & supplying nutrients to eyelashes
Completing healthy makeup by using certified ingredients
for sensitive skin due to frequent makeup



Healthy eye and eye line at once

Eyeliner that supplies nutrients to eye area and brows
with its 12 types of vitamin & peptide



point. 02

Long lasting & better coloration! Tattoo long-lasting & Waterproof effects

24hr long lasting power of tattoo that keeps makeup
for a long period of time without fading



Super Waterproof

Better skin adhesion with double coating effect



Double coating of hard film & flexible film
for higher adhesion,
which enables gentle removal
without irritation when cleansing



- Hard Film**
Powerful fixing, minimizes flakes
- Flexible Film**
Gentle application, helps easy cleansing

point. 03

Easy drawing with its high elasticity nylon tip

Gentle and elastic nylon tip pen eyeliner for beginners
0.1mm of ultra-thin elastic tip for thin & thick lines
Precise & long lasting coloration & clear eye line

Vita Tattoo Waterproof
Pen Liner

Vita Tattoo Waterproof
Brush Liner

Nylon type

0.1mm nylon sponge tip
Clear eye lines
at once



Brush type

Elastic brush that does
not easily dry or split
Thin and precise lines



Easy eye ends
at once

Better coloration, less fading,
longer lasting power,
easy drawing

Stable discharge of the content
with its filter method

Thin & precise eye lines
with its brush tip

Easy to draw fine lines

Discharges even amount with
its ink tank method

H&B Store



Duty Free



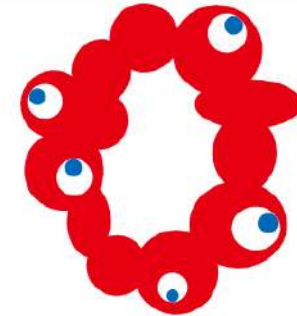
Appendix.

JAPAN Event

JAPAN	OSAKA COSME WEEK	Data	Remark
		24. 09/25 ~09/27	- Number of consultations : 18 - provisional contract : \$200,000(USD)



EXPO 2025 OSAKA KANSAI JAPAN



OSAKA, KANSAI, JAPAN

18 ジェイエルコスメティック
JLCOSMETIC

- 展示場：日本：パナソニック
- ホームページ：http://www.jlc-cosmetic.co.jp/
- 販売リンク：www.osaka.jp/kyoukaimesaid
- 広報担当：www.youtube.com/jlcmake-said/shorts

ビタミソウォーターブルーフ
アイライナー、3Colors

- 12種類のカラーと3種類のアイライナーとアイシャドウを1つのパッケージにまとめた商品
- 持ち運びに便利なサイズ

ソフトエアリーベールベクト
リップティント、6 Colors

- 唇に優しく馴染み、長時間持続するリップティント
- 持ち運びに便利なサイズ

アーティスト
リップアンドダーク、12 Colors

- 唇に優しく馴染み、長時間持続するリップティント
- 持ち運びに便利なサイズ

1800 1800 1800 1800 1800 1800

UMEDA Links Pop-up



Appendix.

POP-UP (25. 4), MAKE SOUL Myeong-dong

< Myeong-dong pop-up >

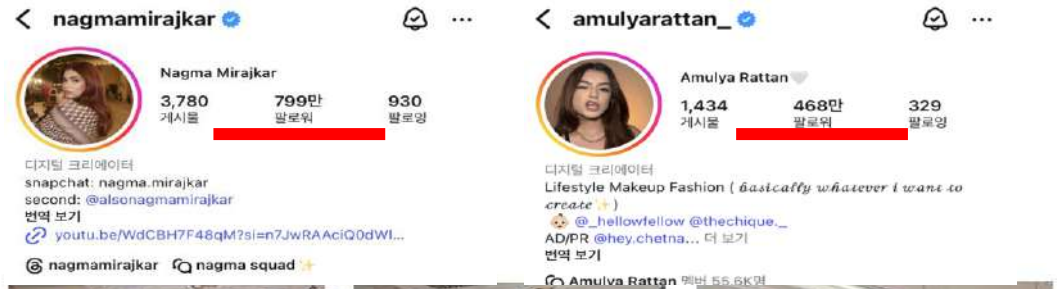
MAKE SOUL

Exhibition

April 7 - 9
BEAUTY PLAY



< influencer >



< Pop-up 라이브 방송 >



Qoo10 (24. 12/30~12/31) RANK 1.





ドン.キホーテ

도입점포명 (총 30점포)
 돈키호테 신주쿠점
 돈키호테 아키하바라점
 돈키호테 요코하마 서쪽 출구점
 가시와에키마에점
 미조노구치 역 앞점
 돈키호테 사가점
 돈키호테 나카메구로 본점
 후타마타가와점
 돈키호테 가마타역 앞점
 하치오지에키마에점
 돈키호테 이케부쿠로 동쪽 출구 역 등



"Planned expansion throughout Japan"(2025. 09)



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