

SHE:HONEST



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SHE:HONEST

A beauty and life branding company that plans and produces cosmetics and household items necessary for family from a woman's perspective

NATURAL BEAUTY & LIFESTYLE
+ KOREA NEW INGREDIENT
+ SIMPLE RECIPE

History

- 2018** Launched 3 products of She:Honest Baby
Launched She:Honest Baby soothing gel, Bubble hand wash
ISO 9001 certified
Est. of affiliated research institute / High Seoul Excellent Product Certification
- 2019** SkinBible development proceeds
Launched 4 SkinBible skin care products
Successful funding campaign completed (1,400%) on Wadiz
- 2020** She:Honest Baby-> Orgabebe Brand Renewal
Transition from a private company to a corporation
Launched Orgabebe Sunscreen and Remover
Exported Skinbible to China
Completed renewal of all Orgabebe products
Launched Orgabebe Peptide Ato Cream
- 2021** Second Export of SkinBible to China
Started sales on US Amazon
Launched Orgabebe Bubble Hip Cleanser
- 2022** Orgabebe skincare products for infants went overseas in Vietnam, U.S.A, India and Mongolia
Launched New Product: Orgabebe Mineral Sun Pact
- 2023** Orgabebe skincare products for infants went overseas in Singapore and Malaysia
Launched New Product: 3 types Orgabebe HA Toothpastes
Launched New Product: 3 types Orgabebe Laundry
- 2024** Obtained management innovation small and medium business certification (main-biz) in 2024
Launched Orgabebe Bubble Wash&Shampoo Lavender scent
Started sales on Japan Qoo10
- 2025** Launched New Product: Orgabebe Mineral Sun Stick

SHEHONEST Trademark rights, Certificate and Award



Orgabebe Domestic certificate of trademark registration



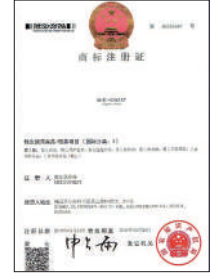
SKINBIBLE Domestic certificate of trademark registration



Orgabebe USA certificate of trademark registration



SKINBIBLE USA certificate of trademark registration



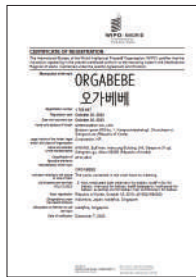
SHEHONEST China certificate of trademark registration



Orgabebe India certificate of trademark registration



SKINBIBLE India certificate of trademark registration



Orgabebe WIPO International registration certificate



Orgabebe Japan certificate of trademark registration



Patent registration for cleansing foam composition



Main-Biz Certification



Corporate R&D Center



ISO 9001 Certification



Women's Enterprise confirmation



Global Small Giant Company 1,000+ designations



2022 Korea Promising Company Award in baby cosmetics Category



2023 Customer Satisfaction Awards chosen by consumers in the baby cosmetics category



2023 Korea Promising Company Award in the baby cosmetics category for the second consecutive time



2024 KCIA (Korea Customer Industry Appraisal) in Baby Cosmetics Part

SHEHONEST's Overseas Partners



Nation	Company name
Malaysia	EVER CREATIONS SDN BHD
Vietnam	ANC VIETNAM IMPORT EXPORT TRADING CO., LTD
Mongolia	TOP STEP LLC
Singapore	Jayasindo Global LLP
USA	FLEETERS INC
Myanmar	MAMAGO Co., Ltd.
Taiwan	STAY FOXY LTD.
China	Zhongheng Changda Group Co., Ltd



Orgabébé



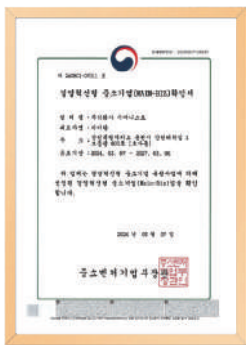
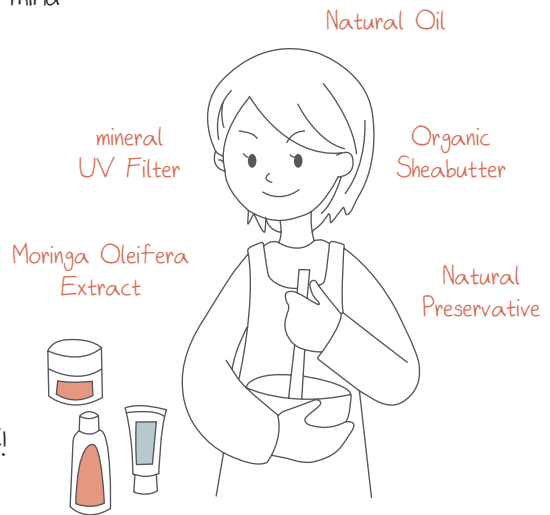
Honest Mom's Healthy Recipe

I have been working as a cosmetic expert for 12 years in the cosmetic industry.

Then, I had a turning point in my life, a child
 Out of all the baby cosmetics,
 There was nothing that satisfied my mind

Stimulating fragrances sunscreen,
 Synthetic surfactant... and so on.
 Such conditions that I couldn't
 compromise with.

I made up my mind!
 For my family, I'll make them by myself!
 Thus, the Orgabebe has born.



Main-Biz Certification



Corporate R&D Center



ISO 9001 Certification

Orgabébé

Organic + Baby

We contained the heart of parents who want to give our precious baby the cleanest and safest thing.

Simple and safe recipe for my baby

Main values of Orgabebe



Organic Sheabutter

Instead of silicone oil, we use organic Sheabutter as a raw material



Good Ingredients

We pursue a healthy life by minimizing chemical ingredients.



Nature Ingredients

We aim for the beauty and vitality based on ingredients derived from plants.



Simple Recipe

We minimized unnecessary ingredients to better highlight the functions of good raw materials.

Safe to use

Thorough quality control

Quality control is carefully implemented so that newborns can use it with confidence.



Skin irritation Test Completed

All products are hypoallergenic



All products are non-dection of heavy metal

All products are non-dection of heavy metal



German Dermatex Excellent Grade



Certified by Vegan

(Excluding Ato Cream, Laundry products)

Orgabébé

Skincare





Orgabebe Bubble Wash&Shampoo

Body wash, shampoo, and face wash at once!

It is an all-in-one foam type product for infants before 5years old and contains no viscosity agent, so it can be rinsed quickly without slipping



Certified by United Kingdom
Vegan society



German Dermatest
Excellent Grade



In Vitro Eye Irritation
completed



100% coconut-
derived surfactant

01. Soft foam type, all-in-one body Wash&Shampoo
02. 100% coconut-derived surfactant
03. Excellent Grade in German Dermatest, certified by the United Kingdom Vegan Society, In Vitro Eye Irritation, irritation test and Heavy metal non-detection test completed.
04. Free of viscosity so that it can be easily washed without leaving it on the skin
05. Spearmint / Lavender 2 scents
06. 500ml Large capacity



Orgabebe Bubble Hip Cleanser

A special cleanser for baby hips used by both mother and baby!
It is a softer and simpler recipe than body wash and it has been clinical and antibacterial testing in German Dermatest Secret Zone.



Certified by United Kingdom
Vegan society



German Dermatest
5-star Grade



E. coli, Staphylococcus aureus,
Antimicrobial Test Completed



100% coconut-
derived surfactant

01. Soft foam type hip cleanser for infants and toddlers
02. 100% coconut-derived surfactant
03. 5-Star rating in German Dermatest Secret Zone clinical trial for infants, children and women
04. Certified by the United Kingdom Vegan Society, E. coli and Staphylococcus aureus 99.9% antibacterial test, irritation test and Heavy metal non-detection test completed.
05. Free of viscosity so that it can be easily washed without leaving it on the skin
06. 300ml



Orgabebe Creamy Lotion

Baby oil, lotion, and cream all in one!

This silicone-free product has a creamy formulation containing organic sheabutter and natural oils, so that organic sheabutter is absorbed slowly and maintains moisturizing for a long time.



Certified by United Kingdom
Vegan society



German Dermatest
Excellent Grade



Contains 15%
Organic Sheabutter

01. All-in-one lotion that combines baby oil, lotion, and cream into one
02. Contains 15% organic sheabutter (silicone free)
03. Excellent grade in German Dermatest, certified by the United Kingdom Vegan Society, irritation test and Heavy metal non-detection test completed.
04. Double moisturizing with sheabutter, natural oil, and hyaluronic acid.
05. 300ml



Orgabebe Peptide Ato Cream

Contains patented ingredient DL-6 mimetic peptide!

This highly moisturizing cream contains mimetic peptide, a patent ingredient with strong antibacterial effects, and 7 types of peptide ingredients to quickly soothe and relieve skin problems such as drooled mouth area and diaper rash.



Contains patent ingredient
DL-6 mimetic peptide



German Dermatest
Excellent Grade



Contains 15%
Organic Sheabutter

01. Contains DL-6 mimetic peptide, a patented ingredient with antibacterial properties
02. A highly moisturizing cream with a strong moisturizing and coating effect that can be used on dry or troubled areas : atopic skin, diaper rash and drooled mouth area.
03. Contains 15% organic sheabutter
04. 7 types of peptide ingredients help with rapid skin recovery
05. Excellent grade in German Dermatest, irritation test and Heavy metal non-detection test completed.
06. 150ml



Orgabebe Hydro Soothing Gel

Cool and moisturize skin irritated by heat and UV rays!

This non-sticky, moist soothing gel for infants and children contains 89% aloe vera leaf juice instead of water. Hyaluronic acid fills the skin with moisture to the core.



Certified by United Kingdom
Vegan society



German Dermatest
Excellent Grade



Without stickiness
Moist and refreshing feeling



Contains 89%
aloe vera leaf juice

01. Use for infant's congenital fever, reddened skin due to UV, mosquito bites, and it can be used as a substitute for lotion on Summer
02. Contains 89% aloe vera leaf juice instead of water, a refreshing feeling without stickiness
03. Contains 7% hyaluronic acid, chlorella, and spirulina for a moisturizing feeling.
04. Refreshing bergamot essential oil scent
05. Excellent grade in German Dermatest, certified by the United Kingdom Vegan Society, irritation test and Heavy metal non-detection test completed.
06. 150ml

Orgabébé

Suncare





Orgabebe Mineral Sunscreen

100% silicone-free, non-nano sunscreen with naturally derived ingredients!

W/O emulsification method that is resistant to water and sweat, 100% non-nano mineral substances. 100% natural ingredients and non-silicone, so that it can be used from 6 months.



Certified by United Kingdom
Vegan society



German Dermatex
Excellent Grade



Silicon free / 100% natural-
derived ingredients



100% non-nano mineral
SPF50+,PA+++

01. 100% natural sunscreen for infants and children
02. Silicone free, 100% non-nano mineral sunscreen
03. UV protection function SPF50+ / PA+++
04. W/O emulsification method makes it resistant to water and sweat, and contains no oxybenzone and octinoxate ingredients.
05. Excellent grade in German Dermatex, certified by the United Kingdom Vegan Society, irritation test and Heavy metal non-detection test completed
06. 50g



Orgabebe Pure Sunscreen Remover

A sunscreen-specific cleanser for infants who have difficulty washing their face cleanly!

This remover is for infants who have difficulty washing their face with foam.

It is a sunscreen-specific cleanser made with 99.77% natural ingredients that cleanly removes sunscreen and waste while leaving moisture behind.



Certified by
Vegan Standard Certification



German Dermatess
Excellent Grade



Mild, slightly acidic cleanser
with phytotherapy ingredients



Easy-to-use
Pump type

01. Contains 99.77% naturally derived ingredients
02. Pump type with on-off locking function
03. Slightly acidic that does not irritate the skin
04. Sunscreen-specific cleanser for infants and children who have difficulty washing their face with foam.
05. Excellent grade in German Dermatess, certified by the Vegan Standard Certification, safety test and Heavy metal non-detection test completed
06. 200ml



Orgabébe Mineral Sun Pact

Hygienic airless type 100% mineral sun pact!

W/S emulsification method that is resistant to water and sweat, 100% mineral substances. It is a compact and hygienic airless container that can be used cleanly and easily anywhere.



Certified by United Kingdom
Vegan society



German Dermatest
Excellent Grade



Hygienic airless container
Refill replaceable



100% mineral
SPF50+,PA++++

01. Non-nano mineral 100% sun pact for infants and children
02. Airless container prevents external air from entering and can be used hygienically
03. UV protection SPF50+/PA++++
04. W/S emulsification method that is resistant to water and sweat and has a light feel.
05. Excellent grade in German Dermatest, certified by the United Kingdom Vegan Society, irritation test and Heavy metal non-detection test completed
06. Original product 13ml / Refill 13ml



Orgabebe Mineral Sun Stick

A 100% mineral sun stick that is easy to carry and use!

This stick-type mineral sunscreen provides convenient use without getting your hands messy
Its flat shape allows for easy application on both wide and narrow areas.



Certified by
Vegan Standard Certification



German Dermatetest
Excellent Grade



Compact, Flat-
Shaped Stick Type



100% Mineral
SPF50+, PA++++

01. 100% Mineral Sun Stick for infants and children
02. Water and sweat resistant with a highly moisturizing oil dispersion formula
03. UV protection function SPF50+/PA++++
04. Compact and flat shape for full coverage of both wide and narrow areas
05. Excellent grade in German Dermatetest, certified by the Vegan Standard Certification, safety test and heavy metal non-detection test completed
06. 20g



Orgabébe Mineral Sun Pact SPF50+ PA++++

Orgabébe
by the forest



Mineral Sunstick
SPF50+ PA++++

Toothpaste





Orgabebe HA Toothpaste 3steps

Contains Intite (Hydroxyapatite), a patent ingredient with 3 times stronger absorption!

This product has improved functionality by containing Intite, a patent ingredient, for infants and children who cannot brush their teeth cleanly.



Certified by
Vegan Standard Certification



German Dermatest
Excellent Grade



99% antibacterial of cavity
(Fluorinated toothpaste only)



Toothfriendly tested
(Fluorinated toothpaste only)

01. Contains patent ingredient Intite (hydroxyapatite)
02. 100% coconut-derived surfactant
03. Dental care with 3 steps : fluoride-free, low-fluoride, and high-fluoride
04. Non-spicy and sweet raspberry (fluoride-free), banana (500ppm), apple flavor (1450ppm)
05. Excellent grade in German Dermatest, certified by the Vegan Standard Certification, toothfriendly tested, Heavy metal non-detection test and antibacterial test for cavity-causing bacteria completed
06. Fluoride-free, low-fluoride 60g / high-fluoride 100g

Orgabébé

Laundry





Orgabébé Postbiotics laundry 3types

Contains patent ingredient postbiotics!

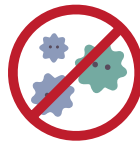
This is a highly concentrated fragrance-free detergent for sensitive newborn and pregnant women's clothes, and signature scented highly concentrated detergent & EQ-free fabric softener using 12 types of allergen-free fragrances.



Contains patent ingredient
Postbiotics



German Dermatest
Excellent Grade



E. coli, Vibrio, S. aureus, 99%
sterilization



100% coconut-
derived surfactant

01. Gently cleanses with patent ingredient postbiotics
02. 100% coconut-derived surfactant
03. Completed sterilization test for E. coli, Vibrio, and S. aureus (limited to detergents)
04. EQ-free fabric softener that does not use quaternary ammonium-based ingredients that irritate the skin.
05. Excellent grade in German Dermatest, optical brightener, MIT/CMIT non-dection test and fine dust cleaning power test completed.
06. 1L



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www.orgabebe.com

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