# K-LIFE STYLE

2 0 2 2  U S A

The world has become infatuated with K-Pop, K-Drama, and K-Cinema
over the past few years. The global influence of Korean culture and media
has spurred soaring demands for **K-Lifestyle products: K-Beauty, K-Lifestyle, K-Food** etc.

**KOTRA New York** is excited to present to you K-Lifestyle USA 2022, a special showcase where attendees can experience over 100 lifestyle brands representing the hottest trends and innovations of South Korea.

The focus of K-Lifestyle USA 2022 is **Environmental**, **Social**, and **Corporate Governance**.

Please find the mark “ ” to learn more about our ESG companies

**Click the Brand Logo to go their page**

K - L I F E  S T Y L E

# K-BEAUTY

# K-BEAUTY COMPANY LISTS

**Click the brand logo to go their page**

| | | | | | |
|---|---|---|---|---|---|
| | By Wishtrend<br>Wishcompany Inc<br>**By Wishtrend** | GINGER6<br>Hanamoa., Co Ltd<br>**GINGER6** | absoloop<br>dermaloop<br>**absoloop** | faircell<br>Roundearth<br>**faircell** | Sweeteen<br>GKC Co., Ltd<br>**SWEETEEN** |
| | I'm from<br>Wishcompany Inc<br>**I'm from** | FRUDIA<br>Derived from Fruit.<br>Welcos Co.,Ltd<br>**FRUDIA** | SKINMISO<br>SKINMISO CO., LTD.<br>**SKINMISO** | BOTA°MOA<br>Authentic Herb and Tea for your skin<br>INTENSE<br>**BOTAMOA** | MENOKIN<br>SOLFOG KOREA Co.,Ltd<br>**LaPigne** |
| | klairs dear,<br>Wishcompany Inc<br>**Dear, Klairs** | GLUIRE<br>GLUIRE Cosmetic Co., Ltd.<br>**GLUIRE** | papa recipe<br>Costory<br>**papa recipe** | NATURE FRIENDLY<br>la pigne<br>SOLFOG KOREA Co.,Ltd<br>**LaPigne** | Tovegan<br>DON DE DIEU<br>TOV CO., LTD<br>**TOVEGAN** |
| Knours.<br>Know Your Skin.<br>LTI Cosmetics<br>**Knours** | foamist<br>SPIGEN BEAUTY<br>**FOAMIST** | mixsoon<br>Parket Inc.<br>**mixsoon** | SKIN1004<br>THE UNTOUCHED NATURE<br>Craver corporation<br>**SKIN1004** | SOLFOG<br>EXPERIENCE THE BEAUTY WORLD<br>SOLFOG KOREA Co.,Ltd<br>**SOLFOG** | CONTENTLY<br>CALIFORNIA<br>TOV CO., LTD<br>**CONTENTLY** |
| ma:nyo<br>LTI Cosmetics<br>**Colorgram** | AMTS<br>SPIGEN BEAUTY<br>**AMTS** | One-day's you<br>OU INTERNATIONAL Co., Ltd.<br>**One-day's you** | NACIFIC<br>Abillkorea Co.,Ltd.<br>**NACIFIC** | MustaeV<br>MORE THAN MAKEUP<br>MTMCO Inc<br>**MUSTAEV** | Derma centric<br>DERMA CENTRIC<br>**DERMA CENTRIC** |
| colorgram<br>LTI Cosmetics<br>**Colorgram** | g<br>SPIGEN BEAUTY<br>**Glam Up** | LALUCELL<br>BIOCOS INC<br>**LALUCELL** | LANBELLE<br>Lanbelle, Inc.<br>**LANBELLE** | MOTHER MADE<br>COSMETICLABKOREA CO., Ltd<br>**MOTHER MADE** | CHOGONGJIN<br>ABLE C&C US, INC<br>**CHOGONGJIN** |
| BEAUTY SCIENCE<br>MEDIHEAL<br>LTI Cosmetics<br>**Mediheal** | PINKWONDER<br>KeomSil Choi Co., Ltd.<br>**PINKWONDER** | Benton<br>피부, 시간을 거스르다<br>Benton Inc.<br>**Benton** | P.CALM<br>LIFE WITH CORPORATION Inc.<br>**P.CALM** | THE NBP<br>GOOD, CUSTOMIZING BEAUTY<br>THE NBP<br>**THE NBP** | MISSHA<br>ABLE C&C US, INC<br>**MISSHA** |
| goodal<br>Clio Cosmetics<br>**Goodal** | JEJUON<br>ONLY NATURE<br>Korea Beauty Industry Development Institute<br>**JEJUON** | simply O<br>Simply O Co.,Ltd<br>**simply O** | CATCH ME PATCH<br>Nico Medical Co., Ltd.<br>**CATCH ME PATCH** | SYS17<br>THE NBP<br>**SYS17** | NOLAHOUR<br>Depack Corporation<br>**NOLAHOUR** |
| peripera<br>Clio Cosmetics<br>**Peripera** | deeprove<br>Korea Beauty Industry Development Institute<br>**deeprove** | VINOIR<br>DECANT<br>**VINOIR** | varuza<br>NSL Co Ltd<br>**varuza** | beplain<br>Moments Company Inc.<br>**beplain** | LAGOM<br>NOT TOO LITTLE, NOT TOO MUCH<br>SKINMED International Co., Ltd.<br>**LAGOM** |

GINGER6

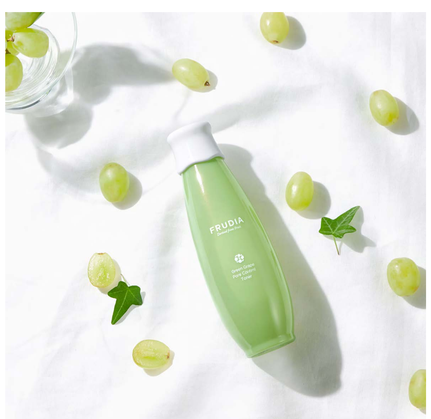
K-BEAUTY

At **Ginger6**, our novel ginger water formula utilizes a patented extraction process developed with Choong-ang University. Our formula brightens the skin by promoting collagen production by 48.1% and inhibiting excessive melanin by 25.88%. Our products are certified by the UK Vegan Society and EWG's Green Grade.

FRUDIA

*Derived from Fruit.*

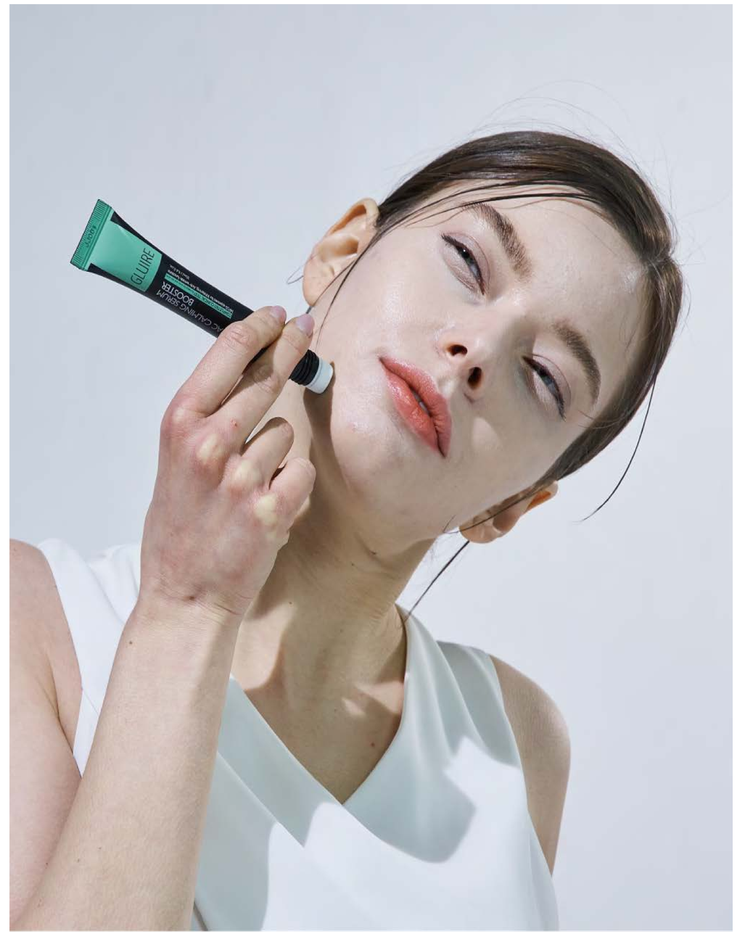
K-BEAUTY



**FRUDIA** launched its K-beauty line based on the philosophy that **“real fruit goes skin deep”** combining the natural benefits of fruit with the science of skincare for transformative results. With 30+ years of research and experimentation, FRUDIA delivers products that translate the beneficial properties of fruit to vitalize your skin.

# GLUIRE

K-BEAUTY




**A Bright Tomorrow is Coming for You.**
**GLUIRE** prioritizes healthy beauty practices with products that take intensive care of your skin for you. We aim for brighter skin and a brighter future.

# mixsoon

Environmental / Social

K - B E A U T Y

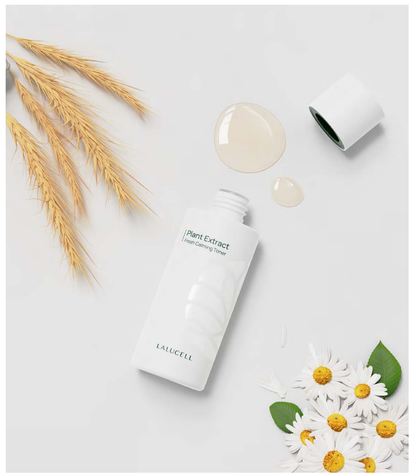
**Healthy skin begins with healthy ingredients!**
We propose to exclude all unnecessary ingredients.
**Mixsoon** is minimial beauty, only the essentials.

# One-day's you

'OU International' began in 2015 with the launch of the "**One-day's You**" product line, built from natural and hypoallergenic ingredients. We focus on the cosmetic experience to educate consumers on **"How to Create a Fresh 'Daily Skin' Routine"** From ingredients to the package design, the focus is on You and your skin, One-Day at a time.

K-BEAUTY

# LALUCELL



**LALUCELL** pursues clean beauty based on natural science.
Our highly effective products are designed based on our patented technology

Benton

피부, 시간을 거스르다

K-BEAUTY

Launched in 2011, **Benton is a natural skincare brand that prioritizes customer health.** Benton first received recognition in the USA and has since spread to about 60 countries worldwide. Benton has been sharing the best of K-beauty with the world, encouraging healthy cosmetics and excluding all harmful ingredients.

# simply O

K-BEAUTY

**simplyO** aims to make daily products sustainable and to develop sustainable production practices. We carefully select ingredients one by one to guarantee customer health. Our products make it easy for anyone to practice a healthy and conscious clean life. We encourage conscious consumption, including the use of cruelty-free, vegan formulas, and eco-friendly containers.

# SKIN1004

THE UNTOUCHED NATURE

K-BEAUTY

**SKIN1004** is an award-winning hypoallergenic & natural skincare brand from Korea. Our main ingredient, Centella Asiatica comes from the untouched nature of Madagascar, a source of the world's finest Centella.

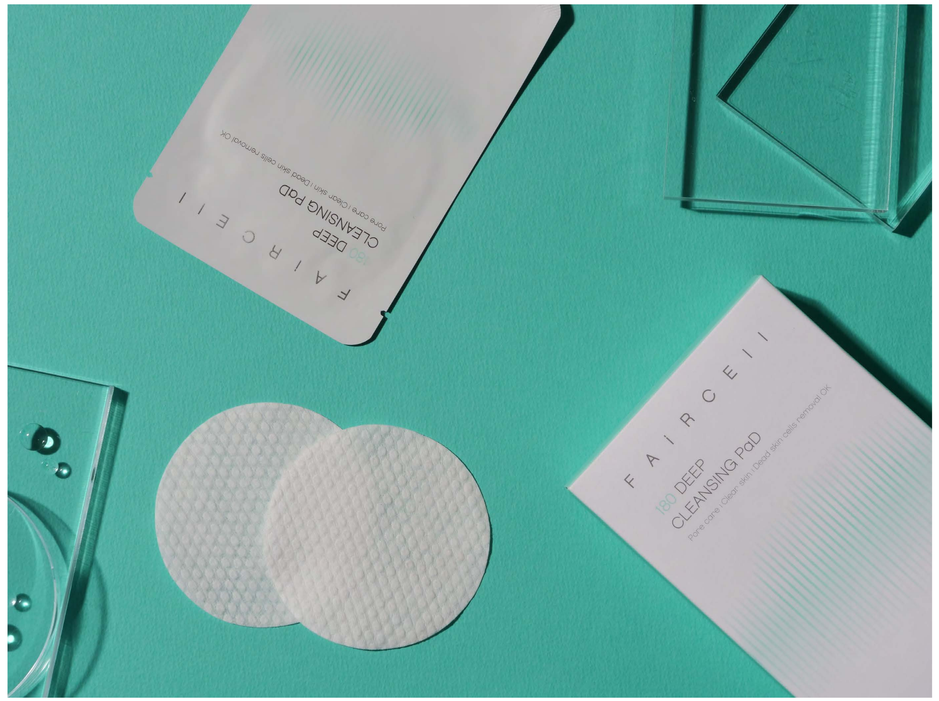
# P.CALM

K-BEAUTY

**P.CALM** embodies “Peau,” the French word for skin, and CALM. We provide cosmetics that calm the skin and mind. Our Consumer Survey analyzes individual skin concerns and we directly address every situation.
We take care of your skin, so you can focus on life at large – P.CALM

faircell

K-BEAUTY



**Faircell** relies on centuries-old wisdom to achieve an ageless and healthy glow. Avoid synthetic components and invest in our naturalingredients that are proven to be safe for your skin.

# CATCH ME PATCH

K-BEAUTY

**CATCH ME PATCH** is a Korean beauty brand produced with novel technology. Our products can be taken with you wherever you go, taking care of your skin anytime and anywhere. Never letting go of your skin care, so you never have to “CATCH ME.”

Environmental

K-BEAUTY

# VINŌIR

**VINOIR** comes from compounding the French words VIN (wine) and NOIR (black). Utilizing wine extract as a key natural ingredient, VINOIR produces upcycled vegan beauty cosmetics with a French allure.

K-BEAUTY

# papa recipe

**Papa Recipe** began with a father who developed solutions for his daughter's skin condition. After sharing products amongst parents with similar concerns, our products quickly spread by word-of-mouth. We continue to create products with care, sharing care for our dearest loved ones.

# varuza

Environmental

K-BEAUTY

**Clean Beauty is Our North Star!**

**Varuza** is a clean beauty brand that focuses on the environment for a more sustainable and comforting future. Setting the standards for others to follow, towards the North Star, Varuza!

# BOTA°MOA

Authentic Herb and Tea for your skin

K-BEAUTY

**BOTAMOA** is a vegan skincare brand that combines clean ingredients from herbs and tea leaves for a truly special skincare experience. Our products are for those who love and care for the betterment of their lives. BOTAMOA, formed by compounding “botanic” with the Korean word “모아” (the act of collecting), strives to find, collect, and utilize the highest quality botanical ingredients to produce novel skincare products.

NATURE FRIENDLY

# la pigne

K-BEAUTY

**“LaPigne, nectar for your skin.”**

**LaPigne** is the French expression for “pine cones,” the sweet, warm, and natural fruit of pine trees. Our cosmetics are as sweet, warm, and natural as pine cones, making your skin lively with all the advantages of natural fruits. Providing fruitful life for your skin.

SOLFOG
EXPERIENCE THE BEAUTY WORLD

K-BEAUTY

**“A mysterious gift from nature, for your skin.”**
**SOLFOG** is a skincare solution made from natural plants.
SOLFOG pursues the basics for our basic skin necessities.
Based on 10 years of research and clinical research, it is our signature brand that continues to evolve.

LAGOM

NOT TOO LITTLE, NOT TOO MUCH

# K-BEAUTY

The Swedish Lagom lifestyle focuses on balancing life through a minimalist approach. At **LAGOM**, we strive to revive the skin's natural beauty and glamour with minimal ingredients that moisturize and balance the skin. Composed of natural ingredients, our products will help you revive your soft baby skin once again.

MustaeV

MORE THAN MAKEUP

K-BEAUTY

## v HAVE ITEM, MUSTAEV

**MustaeV** was launched in 2009 in Seoul's Cheongdam area. Known as the beauty capital of Korea, our team is composed of the most presitgious makeup artists in the area. Each MustaveV item we bring to customers has been designed, produced, and painstakingly tested by our team on Korean celebrities every day.

# LANBELLE

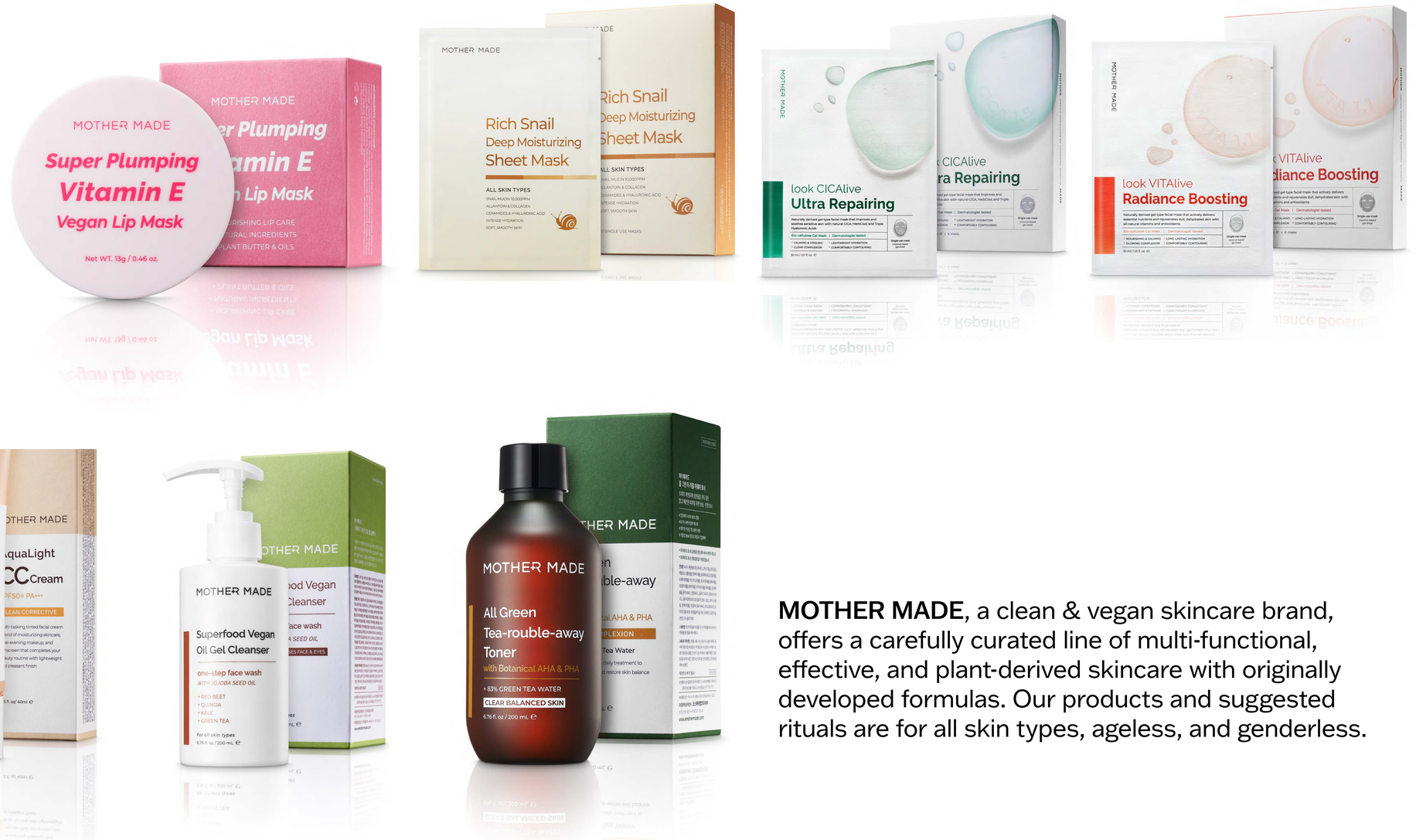
K-BEAUTY

**LANBELLE** is a Derma skin care brand based in South Korea. Our philosophy is **Simple Perfection**: we focus on the key ingredients that are effective, eliminating anything unnecessary. Every formula and product is clinically tested.

# MOTHER MADE

Environmental

K-BEAUTY



**MOTHER MADE**, a clean & vegan skincare brand, offers a carefully curated line of multi-functional, effective, and plant-derived skincare with originally developed formulas. Our products and suggested rituals are for all skin types, ageless, and genderless.

# NACIFIC

K-BEAUTY

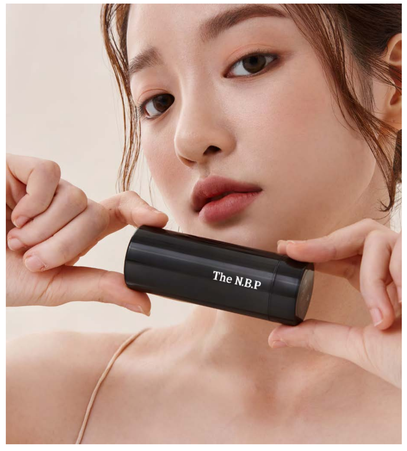
**NACIFIC** strives to provide customers with the healthy beauty that nature has to offer us.

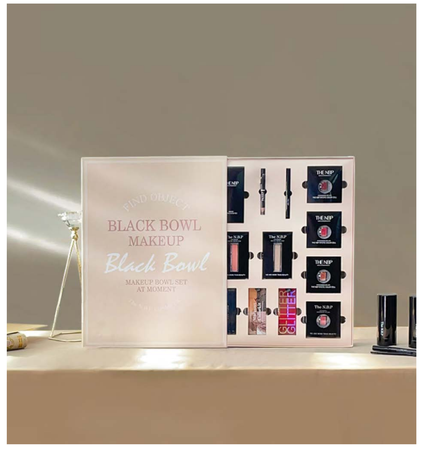
# THE NBP

GOOD, CUSTOMIZING BEAUTY

Environmental / Social

K - B E A U T Y




**NBP** stands for **“Nature and Beautiful People”** We understand that humans must live and coexist with nature, reflected in our eco-friendly products. We specialize in sustainability, customization, and natural beauty for the Millennial and Gen-Z generation. We aim to rejuvenate the beauty lifestyle so you can Do it Yourself. Freely choose colors that express yourself without any limitations.

sys17

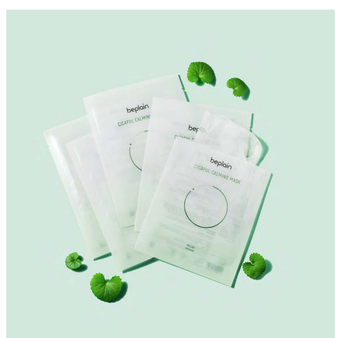
Environmental / Social

K-BEAUTY

For all women to pursue beauty in an edgy, fun, and personal way. With TRIPLE FUN, everyone can create their personal color and together we are one SISTERHOOD. We support the unique value of SISTERHOOD that you create.

# beplain

Environmental
K-BEAUTY



**Beplain** is Korea's award-winning clean beauty brand that shares a simple & fun beauty lifestyle. Having focused on clean beauty since our founding, Beplain continues to practice sustainability and sincerity in our products and services. As Korea's leading clean beauty brand, Beplain is expanding worldwide.

Swee Steen

Environmental

K-BEAUTY

In memory of a woman's most beautiful moments RETURN KEY, **SWEETEEN** We provide 100% vegan cosmetics that have been certified by France's EVE VEGAN association. Our products are animal cruelty free, utilizing clean and natural ingredients that take care of your skin comfortably.

Environmental

K - B E A U T Y

# MENOKIN

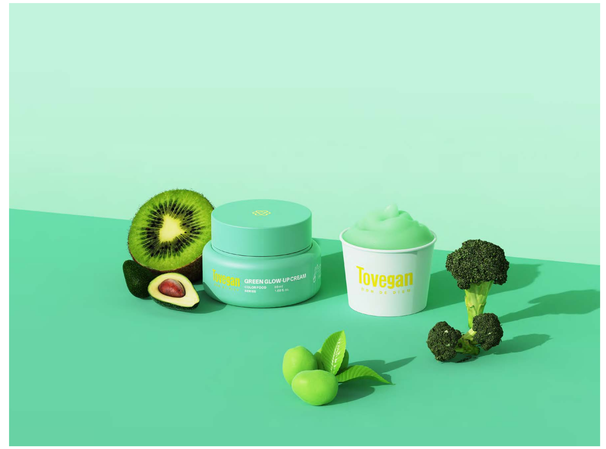
**Menokin** is a vegan skincare brand conceived by pregnant women with nurturing care in mind. We make products that combine healthy ingredients and superb functionality.

# Tovegan

DON DE DIEU

Environmental / Social

K - B E A U T Y




**TOVEGAN** embodies what it means **To Be Vegan** To eliminate unnecessary animal testing and harmful ingredients, to replace chemical formulas with natural ingredients. Perfecting vegan and clean beauty all together.

# CONTENTLY

CALIFORNIA

Environmental / Social

K-BEAUTY

HAIR CARE HAIR CARE

CRUELTY FREE CRUELTY FREE

FREE OF GMOS FREE OF

FREE OF MINERAL OILS FREE OF

FREE OF PARABEN FREE OF

**CONTENTS MADE WITH CARE** is what we believe and practice. At Contently, we don't temporarily fix your problems, we solve them. Scouring the whole Earth for a perfect formula to transform and protect your hair, we've harnessed the famous Californian citrus harvest for our After All! product line.

dear, klairs

K-BEAUTY

**Dear, Klairs** is a Korean skincare brand launched in November 2010. We don't just follow trends, we create products that address need based skin conditions determined by the people. We currently have partnerships across 40 countries and over 200 sales channels.

# *I'm from*

K-BEAUTY

**I'm from** is inspired by beauty of local regions and power of natural ingredients. We deliver nature in its purest forms by directly selecting, cultivating, and managing the best local farms.

**By Wishtrend**

K-BEAUTY

**By Wishtrend** creates products by integrating research insights and practical experiences of skin concerns, questions, and needs from loyal Wishtrenders. Aiming for Fun & Easy Skincare, we promote healthy beauty and sustainable lifestyles.

goodal

Environmental

K-BEAUTY

Clio Cosmetics is inspired by plants and fruits local to Korea. We believe in the power of nature's fresh nutrients to nurture all skin types with care. By practicing a mindful approach to constantly innovate gentle yet effective formulas with natural ingredients, we address skincare concerns from the inside, out.

Environmental

K-BEAUTY

# peripera

Known for our playful branding and makeup shades, our viral Ink the Velvet lip tint has it all. We establish beauty trends while encouraging our fans to embrace their individuality. Unlock your playful colors!

Derma centric

K-BEAUTY

**DERMA CENTRIC**, a brand by experts. Globally, over 700 practicing dermatologists and plastic surgeons sell our derma cosmetics. Our products address skin troubles at their core, increasing the power of the skin's central cells. We only utilize scientifically optimized hypoallergenic solutions, created from ingredients that safely address sensitive skin.

# PINKWONDER

K-BEAUTY

**“Wonderful Beauty Habits”**

**Pink Wonder** is for people a variety of skin conditions and types. Our Pink Wonder products highlight Jojoba oil as the key ingredient along with novel natural extracts. All of our product lines are entirely safe, utilizing clean and skin-friendly ingredients.

K-BEAUTY

**SKINMISO**

At **SKINMISO**, we have conducted numerous professional studies about skin pores to identify the best solutions. Our products include natural ingredients, scientifically proven to provide deep care for you skin.

absoloop

Environmental

K-BEAUTY

Dermaloop was established in 2020 with the launch of our Vegan Formula **absoloop** brand. Back by PETA Vegan Certification and clinical trials by Germany's Dermotest, we provide consumers a sense of beauty by creating safe, mild, and certainly efficient products.

NOLAHOUR

K-BEAUTY

**NOLAHOUR** is a vegan skincare brand
We specialize in addressing acne and sensitive
skin with healthy and natural vegan ingredients.

AMTS

K-BEAUTY

**AMTS** is a Korean cosmetic brand from Powder Room, the largest k-beauty platform. Inspired by 2 million loyal consumers, we bring all their needs and desires to life through our brand.

K-BEAUTY

**Glam Up** empowers everyone to bring out their natural beauty through effective and clean products of the highest quality. We only select the best, so glam up without stress while you put your mind and skin at ease.

K-BEAUTY

**Foamist** is a gentle body care brand that never compromises quality. We curate clean body products that utilize mild and safe formulas, strictly excluding harsh chemicals that might damage one's skin or the environment. Foamist products cleanse, repair, and rejuvenate the skin, revealing one's innate beauty and vitality.

# deeprove

Environmental

K-BEAUTY

At **Jejuon**, we firmly believe in sustainability and the utility of natural ingredients for healthy skin care. We have undertaken numerous scientific research processes to identify Torreya Nucifera in the local volcanic ash soil of Jeju, harnessing the natural ingredient for highly effective and novel cosmetics.

Environmental

K-BEAUTY

JejuON
ONLY NATURE

The core ingredient of our products is organically grown curcuma (turmeric) from Jeju's clean and fertile lands. Thus, **MADE IN JEJU**. All of our products are promoting skin vitality and happiness in beauty like the uncontaminated land of Jeju. We are a healing brand.

MISSHA

K-BEAUTY

**Innovative K-Beauty Products Inspired by You**

**MISSHA** is one of the world's leading manufacturers of high-quality and affordable K-beauty products, from skincare to makeup. We focus on essential active ingredients and advanced patented fermentation technology to deliver the most effective results.

# CHOGONGJIN

K-BEAUTY

**CHOGONGJIN**'s philosophy is to harnesses timeless natural ingredients for sensorial and restorative powers which heal and protect your skin. Our advanced formulas are for all skin types and ages. Founded on mind-body healing traditions utilizing nutrient-rich herbs and roots, these formulas are carefully curated to work from the inside out.

BEAUTY SCIENCE

# MEDIHEAL

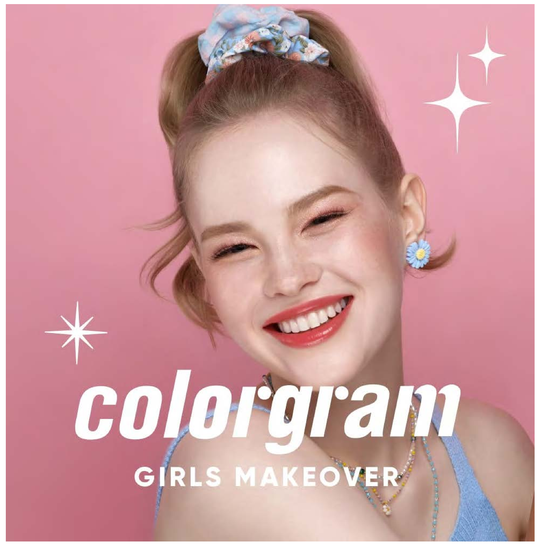
K-BEAUTY

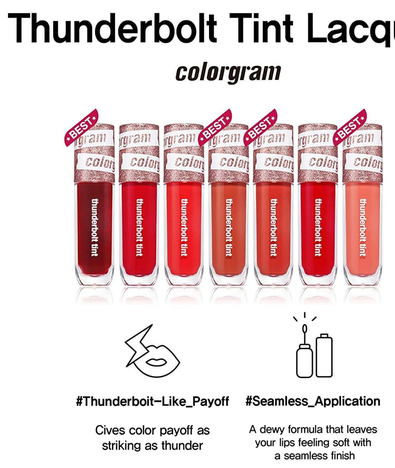
Beyond the Mask

In 10 years, **MEDIHEAL** grew from a novel concept to a fully-established global beauty brand in its pursuit of one goal: to create affordable daily sheet masks that address all your skincare needs at once. Here's how we did it.

colorgram

K-BEAUTY



**MAKE OVER PARTY WITH  YOUR FAVORITE COLORS!**
Have Fun, Get Creative And Let Your Beauty Shine
With **COLORGRAM.**

# ma:nyo

K-BEAUTY

The Sorceress of Nature, crafting magical potions for healthier skin. Everyday we experiment and invent new blend of ingredients. Just like a sorceress conjuring her potions, we infuse nature's best to make your skin journey a magical experience.

# Knours.

**Know Your Skin.**

## K-BEAUTY

All our products are EWG-verified and hormone-conscious. We strive to eliminate harmful EDC's (endocrine-disrupting chemicals) from our formulas to ensure the well-being of our Community. Know your products, know your body, know your skin.