



ORINHEAL is made from the precious resources we found in Jeju island









orinheal

JEJU RECIPE
THE PURE OIL

Certification
Island con
ingredient
WITH
EXTR
Carrot
E bet
dry an
helps



b.

wellmorning
sleeping mask

b
orinheal

Hyaluronic Acid
Energy Ampoule

Jeju Recipe, ORINBE





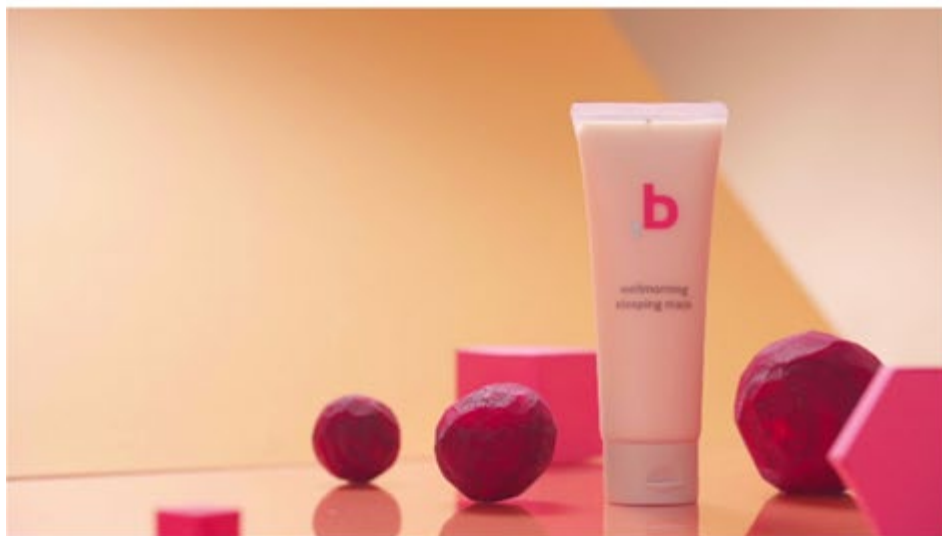
b
orinheal
Pure Romance
Ampoule
150ml 5.07 fl.oz.



b
orinheal
Pure Romance Ampoule
150ml 5.07 fl.oz.

Brand Film

↓ ↓
<https://url.kr/vd1yig>



Brand Film

↓ ↓
<https://url.kr/vd1yig>



introducing ORINHEAL (with ENG script)

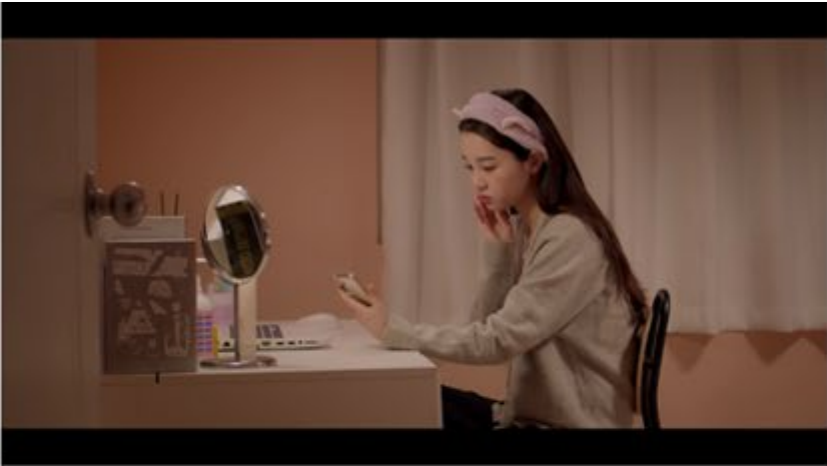
<https://url.kr/kpwoft>



**Jeju Recipe Cosmetics, ORINHEAL
(since 2016)**

ORINHEAL in Web Drama 'Romance, Talking'

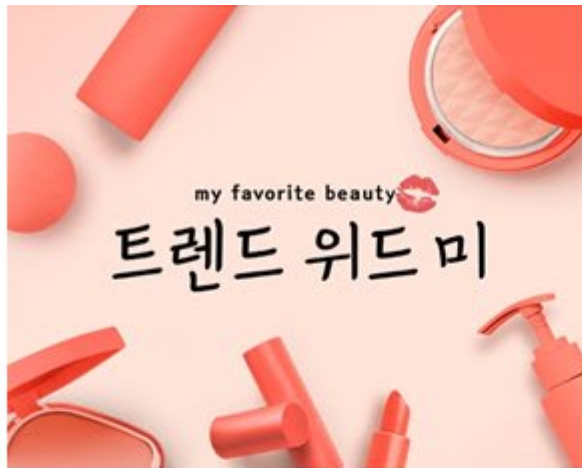
↓↓
<https://url.kr/zmr2y4>



ORINHEAL colorfood wellmorning sleeping mask

Introduced in TV beauty program KBS Joy 'Trend with Me'

<https://url.kr/1e9nod>



ORINHEAL jeju recipe the pure oil (carrot oil)

Introduced in TV beauty curating show MBC every1 'Look at Me'

↓ ↓
<https://url.kr/vz627b>



ORINHEAL with STARS



배우 서영님



아나운서 김정연님



아나운서 김수현님



아나운서 이현경님



아나운서 전수형님



아나운서 이정윤님



아나운서 김은정님



아나운서 염지혜님



아나운서 황지영님



리포터 맹승지님



아나운서 김효진님



리포터 김재희님

* 위 이미지들은 협찬에 의해 촬영되었습니다.

BRAND LOGO & NAME



Healing Beauty from JEJU island

orinheal

ORIGINAL + INGREDIENTS + for HEALING

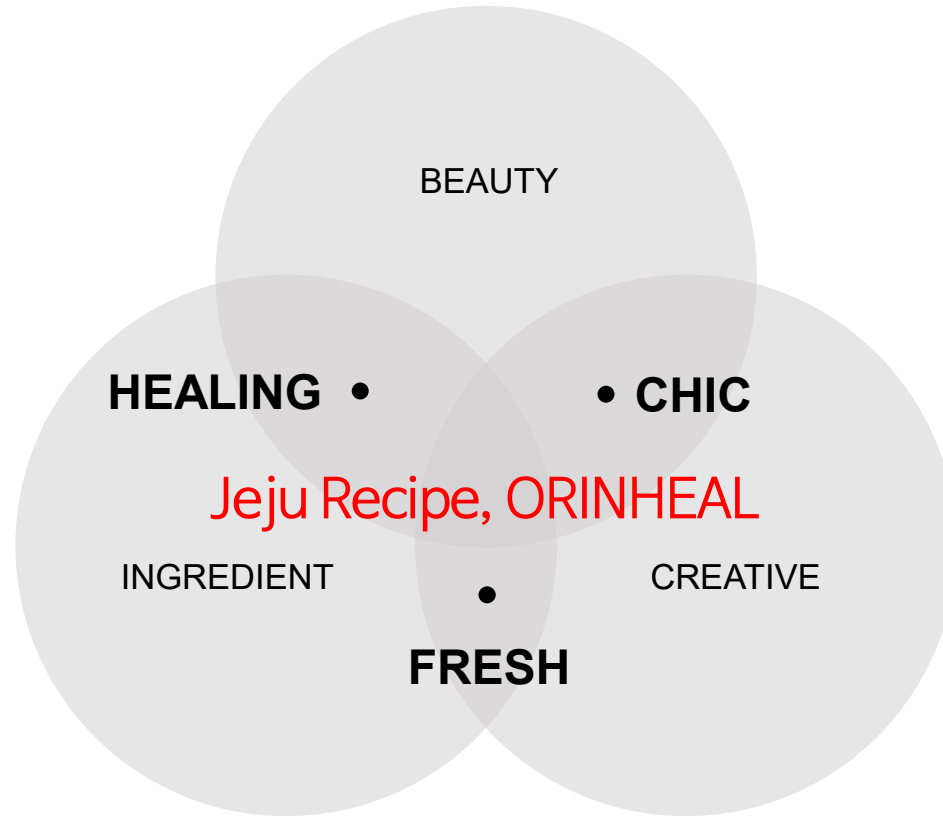
Finding the most optimal recipe that revitalizes the skin
Through studying JEJU island's natural ingredients,

great ingredients, that's all !

BRAND PLATFORM

01	VISION	Natural healing brand following JEJU Recipe
02	CORE VALUE	Daily therapy skincare brand focusing on the freshness of the natural ingredients
03	PERSONALITY	FRESH plus HEALING and CHIC
04	TARGET	Main target: Mid 20s – 30s / Sub target: Early 20s – late 30s
05	CVP customer value proposition	great ingredients, that's all / Fresh natural ingredient, all that you need
06	BENEFIT	Healing therapy that lets your skin breathe. Actualizing a healthy personal skin care by allowing JEJU island's ingredients to bloom in your skin.
07	POD point of difference	Benefits from the original ingredient + α, delivering the pure natural ingredient to your skin.
08	RTB reason to believe	Do you expect your skin to be different? Trust and you will see. believe orinbe, everything will change!

BRAND VALUE



Ingredients leading to freshness

Power of beauty leading to daily healing care

Unique taste leading to stylishness

Endless creativity from Orinbe that makes you want to look forward to the future.

“ What’s next ? ”

INGREDIENT'S STORY



JEJU LAVA SEA WATER

The water of clean Jeju has been preserved for 400,000 years in a basaltic layer formed by the volcanic activities of Halla Mountain, slowly permeating and cleansing itself and being shut off from the external environment, resulting in clean, pure lava sea water. Magnesium, Calcium, and other pure minerals that are useful for your skin, it helps to replenish your moisture energy, strengthen your skin barrier and keep your skin balanced.



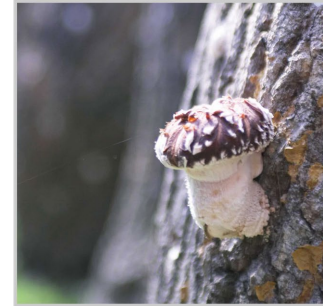
Jeju Carrot

Jeju is famous for its carrots because of its clean air and nutritious soil. Antioxidant effect of carrot extract from Jeju enhances skin elasticity. Orinbe Carrot Oil gives a feeling of softness, absorbs quickly without residue and gives immediate skin vitality to dry skin.



Jeju Red Beet

Red beet is rich in natural minerals and vitamins. Betacyanin, a red pigment, is highly antioxidant and contains 8 times more polyphenols than tomatoes to help prevent skin aging.



Hallasan Mountain Shiitake(Mushroom)

It is a shiitake mushroom that was born in the deep forest of Hallasan Mountain. It is rich in vitamin D and has antioxidant effect.



Jeju Citron

Beta-carotene and vitamins add health to the skin.

Jeju Oat

Helps to moisturize and strengthen skin elasticity and soothes skin



Aloe Vera Leaf

Makes skin soft and replenishes moisture

Asparagus

Provides protein and vitamins to soften the skin

ORINHEAL products list 1/2



Natural ingredients 97.99%

Jeju Recipe The Pure Oil (Carrot Oil) (30ml)

- Contains Jeju carrot extract 10.5%. Natural ingredients 97.99%
- No 20 caution ingredients added. No artificial flavors or artificial colors
- Absorbs quickly and strong moisturizing effect
- Immediate vitality to dry skin

USE In the next step of the essence, take 2 ~ 3 drops to absorb the warmth of palm. Vegan Certification (in progress)



Extreme moisturizing without stickiness

Nature Butter Cream (300g)

- Jeju Lava Seawater 48.4%
- Shea butter and shiitake mushroom extract gives a moist feeling. Good for face & body.
- Sensitive skin OK. All Family Moisturizing Care

USE Take an appropriate amount and gently massage on face and body



Calming & revitalizing while sleeping

Well Morning Sleeping Mask (120ml)

- Sleeping mask of soft pink mild spreading cream with red beet from Jeju
- Vitamin A, Vitamin E, and Panthenol make your skin vital and revitalized
- No 20 caution ingredients added. No artificial flavors or artificial colors

USE Apply an appropriate amount immediately after cleansing or at the last step of skin care. Lightly wash with warm water the next morning.



Clean moisturizing

Moist Emulsion (400ml)

- Jeju Lava Seawater 80%
- Shea butter and shiitake mushroom extract softens and the fragile skin.
- It gently spreads without stickiness. Good for face & body.

USE Take an appropriate amount and gently massage all over the body



Light texture, long lasting moisture

Real Dew Water Cream (100ml)

- Vegan-certified mild cosmetics
- A unique feeling of use that forms on the skin like dew
- Plant extracts protect and moisturize the skin
- No 20 caution ingredients added. No artificial flavors or artificial colors



Acid balanced pH mild cleansing

Body Watering Shower Gel (400ml)

- After shower, skin texture becomes moist.
- Luxurious fig scent
- Dry, sensitive skin is also safe
- pH 5.5(± 0.6) weakly acidic formula
- No 20 caution ingredients added. No artificial flavors or artificial colors

ORINHEAL products list 2/2



Contains hyaluronic acid and Jeju oat **Vegan Hyaluronic Acid Energy Ampoule (30ml)**

- Vegan certified
- Contains hyaluronic acid that is good for moisturizing
- Jeju Oat Extract Helps Strengthen and Relax Skin
- Skin Fitting Membrane technology delivers active ingredients into the skin
- No 20 caution ingredients added. Safe with all EWG green grade ingredients
- Skin hypoallergenic test completed

USE Apply evenly to face after cleansing or at the end of skincare



Large-capacity skin toner

Green Calming Base Toner (500ml / 200ml)

- Contains Aloe Vera Leaf extract
- Whitening & Wrinkle improvement
- No 20 caution ingredients added. No artificial flavors or artificial colors
- Calms and comfortably balances skin's pH and moisture content

USE After cleansing, take an appropriate amount of the content on a cotton pad and gently apply it to the face and neck, then tap gently for absorption. As it is an economical large-capacity product, you can take the toner on your hands and absorb it on your face and neck whenever your skin is dry.

Use it as a skin pack by moistening it with a cotton pad.



Refreshing sun care makes skin comfortable **Watery Air Fit Eco Sun Gel (50ml)**

- light spreadability. zero weight
- Mild cosmetics that retain moisture for a long time without cloudiness
- Luxurious and fresh scent
- No 20 caution ingredients added. No artificial fragrance, artificial color added

USE At the last stage of USE skin care, take an appropriate amount of this product and apply evenly to the areas exposed to UV rays



Large-capacity Ampoule

Pure Romance Ampoule (150ml)

- 10 hyaluronic acids, Panthenol, Betaine, Beta-Glucan, Carrot extracts
- Whitening & Wrinkle improvement
- No 20 caution ingredients added. No artificial flavors or artificial colors
- Helps skin soothing, moisturizing and elasticity

USE Apply an appropriate amount immediately after skin toner or at the last step of skin care. **Vegan Certification (in progress)**



Mild and safe cleansing with pH balancing formula **Natural Therapy Shampoo (500ml)**

- pH 5.0~6.5 Low-pH mild shampoo
- No 20 caution ingredients added. No artificial flavors or artificial colors
- Noni & Green Tea extract cleanse the scalp and recharge hair with nutrients



Slightly acidic pH formula. Contains carbonated water

Daily Bubble Cleansing Gel (200ml)

- Carbonated water removes impurities in pores
 - Moist skin without tightness with slightly acidic mild cleansing
 - Green tea extract, centella asiatica extract soothes the skin
 - No 20 caution ingredients added. No artificial flavors or artificial colors
- Vegan Certification (in progress)**

ORINHEAL Jeju Recipe The Pure Oil

오린힐 제주레시피 더 퓨어 오일



Vegan Certification (in progress)

“97.99% of natural ingredients, pure Jeju carrot oil”



Point 1_ 10.5% of Jeju carrot extract.

A special Jeju carrot oil extract from 60 days of low temperature ripening. Experience an instant moisture delivery and revitalization of the skin from a high vitamin concentration.

Point 2_ No artificial scent or color. Essential oil extract from bergamot, orange, grapefruit, Ylang Ylang, and sandal wood.

Fill your sensitive skin in moisture with non-invasive but soft.

Light but strong in moisture.

Quantity – 30ml

<https://youtu.be/IC46E7taUi8>

<https://drive.google.com/file/d/1odmaZKtA1wDtOcEh4P8toWKS4eYjLUBT/view?usp=sharing>

ORINHEAL Colorfood Wellmorning Sleeping Mask

오린힐 컬러푸드 웰모닝 슬리핑 마스크



A new Color Food sleeping mask that delivers vitamin and moisture while you sleep



01 Jeju Island's red beet

Full of natural minerals and vitamins!

Betacyanin, what makes the beet red, has an amazing anti-oxidation

And prevents your skin from aging with 8 times more of polyphenol a tomato contains.

02 Calm and moisturize skin

Centella Asiatica calming care ingredients (asiaticocide, madecasic acid, Asiatic acid) help to calm sensitive and irritated skin while the hyaluronic acid provides a non-stop moisture overnight. Your skin will be full of nutrients and become healthier while you sleep.

03 Vitamin care & Skin strengthening

Vitamin A, Vitamin B, and panthenol revitalize your skin. The ceramide keeps the epithelial layer of your skin strong while you sleep.

04 Orinheal Signature scent

The natural essential oil's blended scent provides the freshness of nature while minimizing irritation.

Quantity – 120ml



<https://youtu.be/HB8i9zO7nPA>

<https://drive.google.com/file/d/1f8mPjnuclmWjY2AvzoiTLoY8hCf1SK5mK/view?usp=sharing>

ORINHEAL Jeju Recipe Nature Butter Cream

오린힐 제주레시피 네이처 버터크림



“Acid balanced body butter with high concentration of Shea butter”

Point 1_ Hallasan Mountain Shiitake(Mushroom), shea butter (15%).
The moisture-synergistic ingredients provide a non-drying moisture to your skin with highly concentrated shea butter and Hallasan Mountain Shiitake(Mushroom) extract.

Point 2_ A trustable acid balanced pH even for sensitive skins.
Ph Balancing the oil and moisture on your skin to strengthen the acid balanced skin layer helps with managing skin stress caused by various factors.

Point 3_ No artificial scent or color. Non-scented and non-colored product allows anyone from a baby to an adult to use it without any worries. The soft and milky texture maintains the skin moisture level.

The hard butter formation softly absorbs to the skin without being sticky.

Quantity – 300g

ORINHEAL Jeju Recipe Moist Emulsion

오린힐 제주레시피 모이스트 에멀전



“Acid balanced emulsion,
differing from the water with Jeju lava sea water”

Point 1_ Hallasan Mountain Shiitake(Mushroom), shea butter.
Hallasan Mountain Shiitake(Mushroom), and shea butter
calms sensitive skin and keeps dry skin moist.

Point 2_ A trustable acid balanced pH even for sensitive skins balancing the oil
and moisture on your skin to strengthen the acid balanced skin layer.

Point 3_ No artificial scent or color. Non-scented and non-colored product
allows anyone from a baby to an adult to use it without any worries. The soft
and milky texture maintains the skin moisture level.

Quantity – 400ml

ORINHEAL Body Watering Shower Gel

오린힐 바디 워터링 샤워젤



“Safe cleansing with a mildly acidic body wash that quickly soothes sensitive skin”

Point 1_ Contains fig extract, lavender extract, and rosemary extract
Natural ingredients instantly soothe sensitive skin from external stimuli, and even after cleansing. It does not dry out easily and helps moisturize the skin, making it comfortable.

Point 2_ pH balancing, safe even for sensitive skin
It helps to take care of skin stress caused by various causes by maintaining the oil and moisture balance and strengthening the skin's weakly acidic protective film.

Point 3_ No artificial fragrance, artificial color added
Contains natural essential oils extracted from plants. Soft and dense foam cleanly removes waste and gives a moist and refreshing feeling.

Quantity – 400ml

ORINHEAL Real Dew Water Cream 오린힐 리얼듀 워터크림



Light texture, long lasting moisture

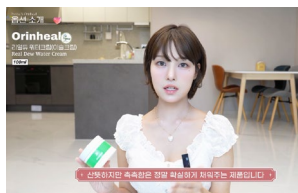
Vegan-certified mild cosmetics

A unique feeling of use that forms on the skin like dew

Plant extracts protect and moisturize the skin

No 20 caution ingredients added. No artificial flavors or artificial colors

Quantity – 100ml



<https://youtu.be/Ygabc77fCAI>

<https://drive.google.com/file/d/1AlpLG3qg6SYRxJw4fnxkfKkviiQmmCxi/view?usp=sharing>

ORINHEAL Watery Air Fit Eco Sun Gel

오린힐 워터리 에어핏 에코 선젤

“The skin is comfortable with light spreadability.
Fresh and mild sun care ”



https://youtu.be/cjRv_p_f69o
<https://drive.google.com/file/d/17TynQOabqaAUpHJRSbw4Qy2EIIPSGhad/view?usp=sharing>



Point 1_ Light spreadability
Lightly applied and refreshing.
Air Fit that does not feel heavy.

Point 2_ Sun care without white cast
There is no white cast even after applying several times.
A mild cosmetic that does not burden the skin.

Point 3_ Luxurious and fresh scent
A luxurious scent with grapefruit peel oil and bergamot oil.
20 kinds of caution ingredients are not added.
No artificial fragrance, artificial color added

Quantity – 50ml

ORINHEAL Vegan Hyaluronic Acid Energy Ampoule

오린힐 비건 히알루론산 에너지 앰플



Contains hyaluronic acid that is good for moisturizing
Jeju Oat Extract Helps Strengthen and Relax Skin

Vegan certified

Skin Fitting Membrane technology delivers active ingredients into the skin

No 20 caution ingredients added. Safe with all EWG green grade ingredients

Skin hypoallergenic test completed

Quantity – 30ml

ORINHEAL Green Calming Base Toner

오린힐 그린 카밍 베이스 토너



“ Whitening & Wrinkle Improvement Functional Skin Toner”

Contains Aloe Vera Leaf extract.

Whitening & Wrinkle improvement.

Large-capacity skin toner that calms and comfortably balances skin's pH and moisture content

No 20 caution ingredients added.

Quantity – 500ml / 200ml



<https://youtu.be/rstYLL4lh8c>

<https://drive.google.com/file/d/1a1hhBYZHtbCDzeMFu49sCslweK-qYVw6/view?usp=sharing>

ORINHEAL Pure Romance Ampoule

오린힐 퓨어 로망스 앰플



<https://youtu.be/ieOOLacZcGg>
<https://drive.google.com/file/d/1EGs3RIKWioEJD6gK6Gw0AvbKHYWhpkq3/view?usp=sharing>



Vegan Certification (in progress)

“ Whitening & Wrinkle Improvement Functional Ampoule
[Large Capacity] ”

Contains 10 hyaluronic acids, Panthenol, Betaine,
Beta-Glucan, Carrot extracts.

Whitening & Wrinkle improvement.

Large-capacity ampoule.

Helps skin soothing, moisturizing and elasticity.

No 20 caution ingredients added.

Quantity – 150ml

ORINHEAL Daily Bubble Cleansing Gel

오린힐 데일리 버블 클렌징젤



Slightly acidic pH formula. Contains carbonated water

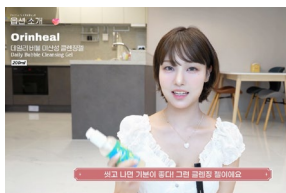
Carbonated water removes impurities in pores

Moist skin without tightness with slightly acidic mild cleansing

Green tea extract, centella asiatica extract soothes the skin

No 20 caution ingredients added. No artificial flavors or artificial colors

Quantity – 200ml



<https://youtu.be/x6mAOmy9c9E>

https://drive.google.com/file/d/1FqEszBchxeHSUMYPmR2GwaitUXy_3Bx7/view?usp=sharing

ORINHEAL Secret Butter Hand Cream

오린힐 시크릿 버터 핸드크림



Contains Shea Butter 15%

Luxurious fig scent

Pleasantly smooth application without stickiness

Plant extracts provide nutrition to the skin

Quantity – 50ml

ORINHEAL Vegan Butter Hand Cream

오린힐 비건 버터 핸드크림



Coming soon

Vegan Certified.

Contains Shea Butter 15%

No 20 caution ingredients added.
No artificial flavors or artificial colors

Pleasantly smooth application without stickiness

Plant extracts provide nutrition to the skin

Quantity – 50ml

ORINHEAL Natural Therapy Shampoo

오린힐 네추럴 테라피 샴푸



Mild and safe cleansing with pH balancing formula

pH 5.0~6.5 Low-pH mild shampoo

No 20 caution ingredients added.

No artificial flavors or artificial colors

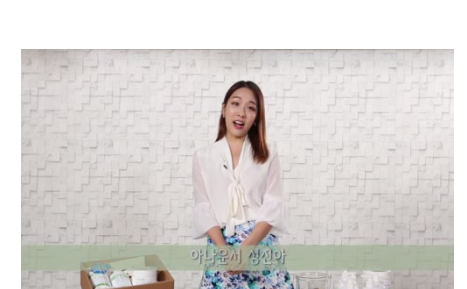
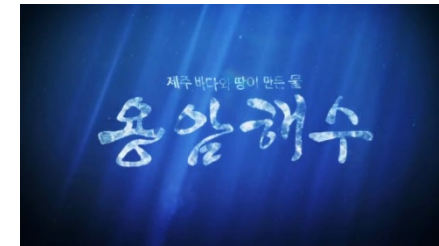
Noni & Green Tea extract cleanse the scalp
and recharge hair with nutrients

Rosemary scent

Quantity – 500ml

www.orinheal.com
www.jejurecipe.com

YouTube



Instagram

www.instagram.com/orinheal

brand ambassador

pretta



프리따 PRETTA

@pretta1006 · 구독자 32.6만명 · 동영상 314개

인스타그램 https://www.instagram.com/___arita___/ >

[instagram.com/___arita___](https://www.instagram.com/___arita___) 외 링크 1개

🔔 구독중 ▾

홈

동영상

SHORTS

라이브

재생목록

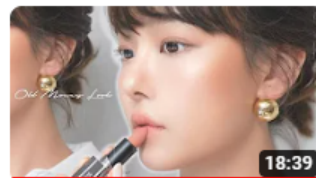
커뮤니티

채널

정보



동영상 ▶ 모두 재생



넘볼 수 없는 매력, 클래식한 F/W 올드머니룩 메이크업

조회수 1.4만회 · 10일 전



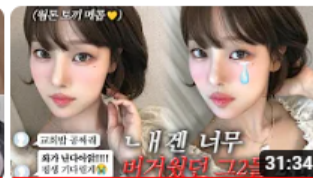
완결기 화장 망하는 이유 2가지! '이것' 모르면 평생 베이...

조회수 7.3만회 · 12일 전



뷰티유튜버 다혜 파우치털기 : 뷰티유튜버 다혜 파우치털기

조회수 8.3만회 · 2주 전



"최악의 소개팅셀" 2탄 .. 풀면서 월톤 토끼상 메이크업...

조회수 5.1만회 · 3주 전



뉴진스 해린 커버 메이크업 : 뉴진스 해린 커버 메이크업

조회수 4.4만회 · 3주 전



실패없는 피부성수기 스킨케어 추천템 : 실패없는 피부성수기 스킨케어

조회수 1.6만회 · 4주 전

인기 동영상 ▶ 모두 재생



[ENG, JP] 아이브 장원영 커버 메이크업 : [ENG, JP] 아이브 장원영 커버 메이크업

조회수 219만회 · 10개월 전

자막



[ENG] 얼굴형은 노력이다 : [ENG] 얼굴형은 노력이다

조회수 148만회 · 11개월 전

자막



고데기 필요없는! 매일하는 헤어스타일링 5가지 : 고데기 필요없는! 매일하는 헤어스타일링 5가지

조회수 127만회 · 1년 전



[ENG] -20kg 감량 : [ENG] -20kg 감량

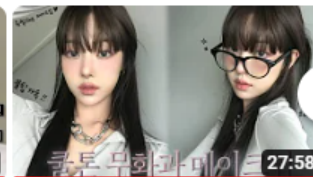
조회수 79만회 · 1년 전

자막



내 얼굴형은 내가 정의한다 : 내 얼굴형은 내가 정의한다

조회수 77만회 · 11개월 전



모브냥냥 클론 무화과 메이크업 : 모브냥냥 클론 무화과 메이크업

조회수 71만회 · 10개월 전

Company : Big Detail Co.,Ltd.

- Founded : Dec 2011
- Cosmetic Brand Marketing Agency (-2016)
 - Marketing agency for over 30 cosmetic brands
- TV Homeshopping & Online Distributor (-2018)
- ORINBE (Jeju Recipe Cosmetics) Launch (2016)
- brand name change to ORINHEAL (2022)



Think Big, Act in DETAIL

Founder & CEO : David CHOI



Ph.D (Doctor of Business Administration / Hankook University of Foreign Studies)
former Professor at Daegu Hanny University (Cosmetics Dep.)
former Director of Marketing Div. at AMOREPACIFIC (AD, PR, Research, Web Strategy)
former Section chief at Internet Div. at SAMSUNG Corp.



AMOREPACIFIC



Meet ORINHEAL



스토어등급  빅파워
store level : BIG POWER



Apgujeong HQ

Trade Center

Sinchon

D-Cube City

Kintex

Cheonho

Pangyo

Mokdong

Bucheon Middle East

Chungcheong







Suchergebnisse

orinbe

Suche



JEJU RECIPE MOIST BODY EMULSION
Ultraleichte, aufbauende Body Emulsion mit Jeju Quellwasser & pflanzlichen Fermenten
(Vorteilspackung)
€47,90
Grundpreis 19,96 € / 100 ml
★★★★★



HYALURONIC ACID ENERGY AMPOULE
Aufpolierendes Serum-Konzentrat mit Nano-Hyaluronsäure & Haterferment
€59,90
Grundpreis 119,80 € / 100 ml
★★★★★ 1 Bewertung



JEJU RECIPE THE PURE OIL
Booster Gesichtsl mit Extrakt aus Jeju Karotten, Tocopherol & 15 Pflanzen- & Blütenölen
€52,90
Grundpreis 105,80 € / 100 g
★★★★★ 18 Bewertungen



PADANG DEEP CLEANSING BAR
Milde Debo-Gesichtsseife mit Karottendi & pflanzlichen Fermenten
€22,90
Grundpreis 22,90 € / 100 g
★★★★★ 1 Bewertung



KEEP CALM WASHOFF MASK
Aufbauende Wash-off Maske mit Extrakt aus Karotten, Tigergras & Ceramiden
€54,90
Grundpreis 109,80 € / 100 ml
★★★★★ 9 Bewertungen



WELL MORNING SLEEPING MASK
Anti-oxidative Overnight Maske mit Butacyrin aus roter Beite, Hyaluronsäure & Ceramiden
€54,90
Grundpreis 109,80 € / 100 ml
★★★★★ 8 Bewertungen

Orinbe

JEJU RECIPE THE PURE OIL
Booster Gesichtsl mit Extrakt aus Jeju Karotten, Tocopherol & 15 Pflanzen- & Blütenölen

€52.90
inkl. MwSt. zzgl. Versand | Grundpreis 178,33€ / 100g


Kundenbewertungen

★★★★★ Basierend auf 18 Bewertungen [Produktbewertung schreiben](#)

★★★★★
Anonymous  Verifizierter Käufer aus Germany

Sehr gutes Produkt
Im letzten Winter habe ich das Produkt zusätzlich zur Pflege benutzt und war davon sehr begeistert. Die Haut fühlt sich weich und entspannt an. Rötungen und Irritationen verschwinden sehr zügig. Ich habe das Produkt auch weiter benutzt bis in den Sommer, leider musste ich warten bis es wieder vorrätig war. Jetzt passend zur Jahreszeit freue ich mich, es wieder benutzen zu können.

[Als unangebracht melden](#)

★★★★★
Alexandra G.  Verifizierter Käufer aus Germany

Top!
Tolles Gesichtsl! Bin begeistert!

[Als unangebracht melden](#)

★★★★★
Babette K.  Verifizierter Käufer aus Germany

Hält was es verspricht
Von der ersten Benutzung an, fühlte sich die Haut weicher und geschmeidiger an. Duftet sehr angenehm und lässt sich sehr gut mixen mit der täglichen Gesichtscreme. Auch Solo aufgetragen wirkt es gut. Habe es auch meine spröden Lippen aufgetragen und auch dabei kam ein gutes Resultat heraus.

[Als unangebracht melden](#)

★★★★★
MArtina L.  Verifizierter Käufer aus Germany

Tolle winterpflege
Ich mische von dem öl täglich morgens und abends 1-2 tropfen zu meiner thepui creme - serum drunter und ich hab die schönste haut👍
👍 Ich bin sehr zufrieden👍

[Als unangebracht melden](#)

제주레시피 오린비(ORINBE), 러시아 골드애플 입점

2020.08.11 14:33:39



크게보기

러시아 5대 프리미엄 화장품 백화점 유통채널...러시아+CIS 등에 진출
제주 유래 성분의 당근오일, 앰플 등 9종...자연주의 브랜드+굿디자인(GD) 수상 등으로 바이어 호평

러시아 화장품시장에서 K-뷰티는 최근 4년간 4배 이상 폭풍 성장했다. 러시아 관세청 통계에 따르면 K-뷰티 수입액은 2720만달러('16)→1억 3734만 달러('19)였다.

올해 코로나 영향에도 불구하고 대 러시아 화장품 수출액은 1억 1068만달러로 전년 대비 6.8% 성장 중이다.

이런 분위기에서 제주레시피 화장품 브랜드 오린비(ORINBE)가 러시아 5대 화장품 리테일러 중 하나이며 뷰티&퍼fum 부문 1위인 골드애플(Gold Apple)의 오프라인 편집숍 입점 및 수출계약을 성사시켰다는 낭보를 알렸다.



▲러시아 5대 리테일러인 골드애플 매장 전경.

골드애플은 러시아 전역에 매장을 보유한 프리미엄 화장품 백화점으로 샤넬, 라메르, 지방시 등 해외 럭셔리 브랜드가 입점한 고급 유통채널이다. 오린비는 골드애플과의 전략적 제휴를 통해 8월부터 러시아 전역의 매장에 입점하고 온라인사이트에서도 판매될 예정이다.

또한 러시아 외 유라시아경제연합 국가들(아르메니아, 벨라루스, 카자흐스탄, 키르기스스탄)에도 골드애플의 공급망을 통해 진출한다.

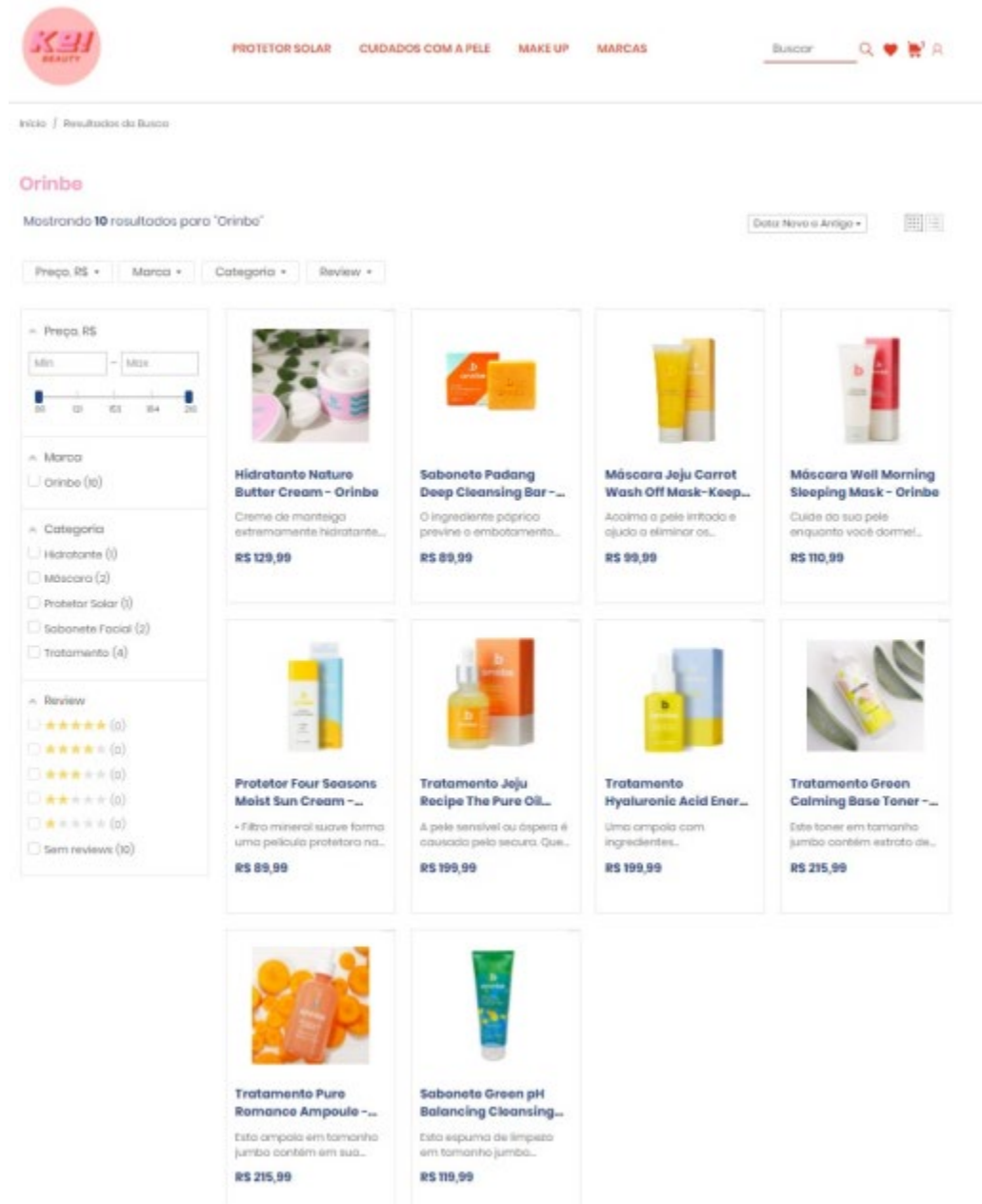
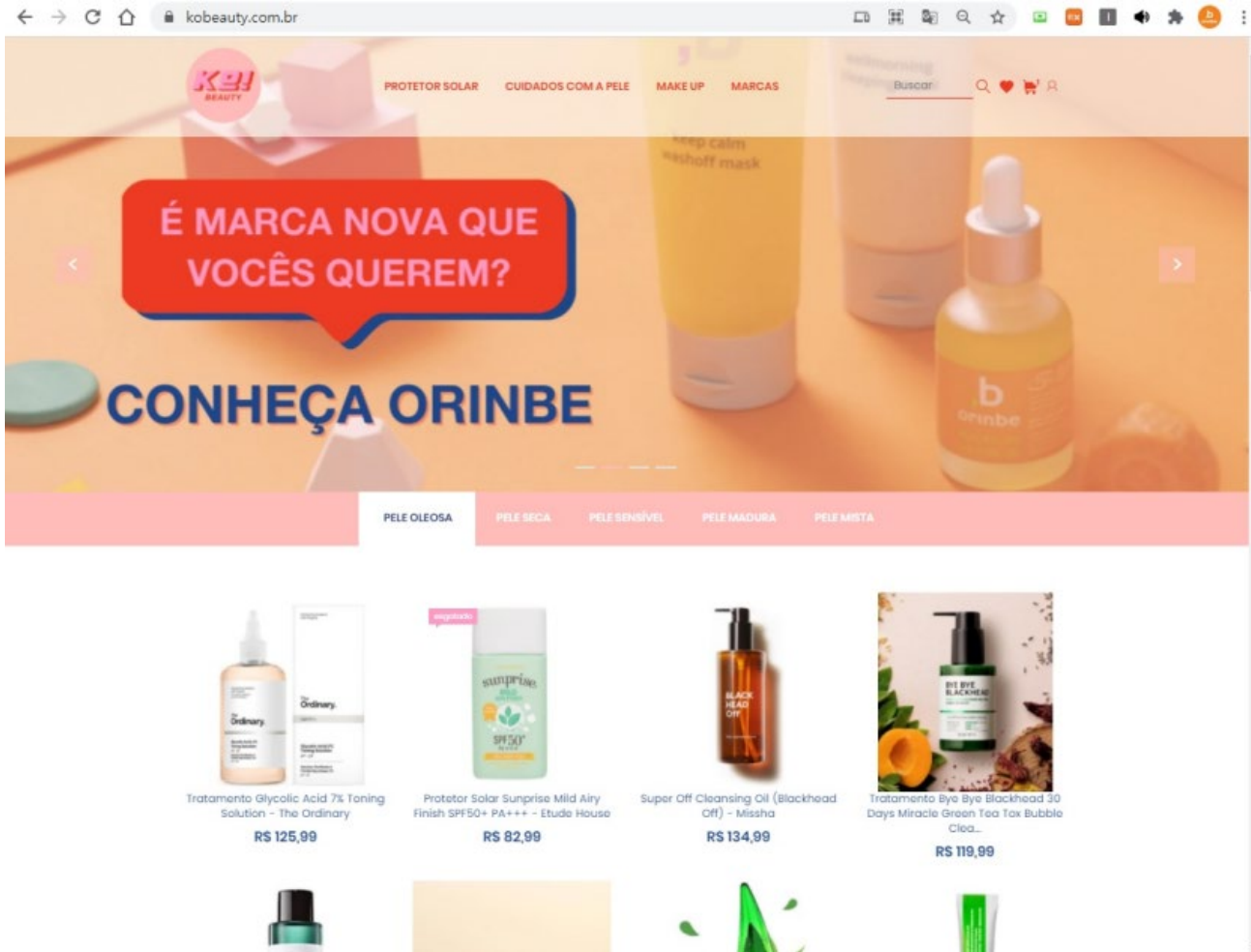
골드애플이 주목한 오린비의 강점은 제주도의 자연유래 성분의 제품 라인이다. 제주 당근, 제주 레드비트, 한라산 백화고 등은 선진국의 2020년 트렌드인 식물기반(plant-based)에 적합하다.

특히 피부 건강에 으뜸인 주황색 채소인 당근은 피부의 절대적인 슈퍼물질로 불리는 베타카로틴과 라이코펜이 풍부하다. 베타카로틴은 세포의 성장을 돕고 피부 방어체계를 개선시키며, 라이코펜은 주름을 방지하고 햇빛에 의한 피부 손상에 탁월한 효과를 발휘한다. 미국에서는 2007년부터 'carrot cosmetics'라는 카테고리도 불릴 정도로 주황색 피부를 건강의 상징으로 받아들여진다.



▲오린비의 carrot cosmetics의 대표 제품인 '더 퓨어오일'은 건강피부 상징인 '주황색 피부의 뷰티템'이자 룩셀러로 자리잡았다.

Brazil



Malaysia (Duty-free shop)



Rakuten (Japan)



Germany



INFORMATIONEN

INHALTSSTOFFE

WELL MORNING SLEEPING MASK

120ml

ANTI-OXIDATIVE, BERUHIGENDE & AUSGLEICHENDE WIRKUNG, UNABHÄNGIG VOM HAUTTYP | BESCHLEUNIGT DIE REGENERATION DER HAUT | BIOAKTIVE FORMEL MIT BETACYANIN AUS Roter Beete, HYALURONSÄURE, CERAMIDEN, SQUALANEN & VITAMIN A

Diese Over-Night Maske enthält eine hochwirksame Mischung aus pflanzlichen und natürlichen Boostern, die die Hautregeneration stimulieren. Müde Haut, Elastizitätsverlust, Rötungen, Hautirritationen oder fahler Teint - all diese Hautprobleme werden effektiv und ohne den Einsatz von chemischen Wirkstoffen bekämpft. Die silikonfreie Produktformel basiert auf Betacyanin, ein starkes Antioxidant, gewonnen aus Roter Beete. Zusätzlich enthält das Produkt einen aufbauenden Wirkstoffkomplex aus Hyaluronsäure, Ceramide, Panthenol und Vitamin A, um eine mehrfach perfektionierende Wirkung zu erzielen. Die Haut ist am Morgen seidig weich, ausgeglichen und strahlend. Zusätzlich werden alle Arten von Hautirritationen gemindert. Die Over-Night Maske hat eine leichte Textur, die sofort einzieht und keinen Film hinterlässt. Für alle Hauttypen und Altersklassen geeignet.

ORINBE® - EWG-zertifizierte Inhaltsstoffe, vegane Formeln & maximale Verträglichkeit

Alle Produkte der Marke Orinbe® sind vegan und tierversuchsfrei. Sie sind frei von Alkohol, Konservierungsstoffen, künstlichen Duftstoffen und reizenden chemischen Wirkstoffen. Die pflanzlichen Inhaltsstoffe in jedem Produkt sind EWG-zertifiziert.

Package Design : Good Design (GD) Award

by MTI(Korean Ministry of Trade and Industry)



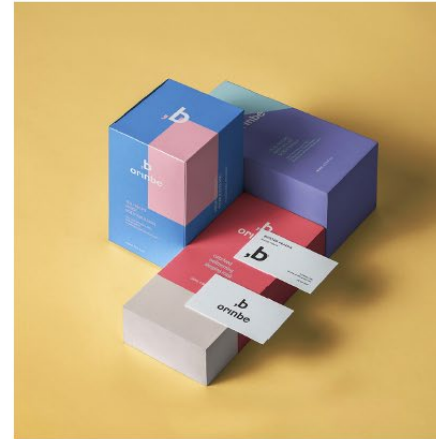
우 수 디 자 인
산업통상자원부선정

2019. 10. 22.

KIDP

확인서 Certificate of Confirmation

우수산업디자인상품선정증



접수번호 : G2019B02-00119

상품명 : 오린비 화장품 패키지 디자인

브랜드명 : 오린비

위 상품은 「산업디자인진흥법」

제6조 제1항 및 같은 법 시행규칙 제7조에 따라 우수산업디자인상품으로 선정되었음을 증명합니다.

kidp 한국디자인진흥원 원장 윤 주 현



EUNE Juhyun President & CEO, Korea Institute of Design Promotion

Vegan Certified

Certificate of Vegan

Korea Agency of Vegan Certification and Services Inc.



Representative CHOI WAN

Company information

BigDetail Co., Ltd.

114-87-01099

216, Seohyun-ro, Bundang-gu, Seongnam-si, Gyeonggi-do,
Republic of Korea

Valid Date 10. 19, 2022 ~ 10. 18, 2023

Refer to back side for certified items

Condition -



This is to certify and guarantee
that the above is designated as VEGAN
For display and advertisement in accordance with
the chapter 2 of 「the Vegan certification standard」

한국비건인증원
Korea Agency of Vegan
Certification and Services



List of Vegan product

Korea Agency of Vegan Certification and Services Inc. certifies and warrants that products below are produced in accordance with criteria for vegan certification.

BigDetail Co., Ltd.

216, Seohyun-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea

Certification Number	Name of product
C 471-001	ORINHEAL Vegan Hyaluronic Acid Energy Ampoule
C 471-002	ORINHEAL Green Calming Base Toner
C 471-003	ORINHEAL Jeju Recipe Nature Butter Cream
C 471-004	ORINHEAL Jeju Recipe Moist Emulsion
C 471-005	ORINHEAL Real Dew Water Cream
C 471-006	ORINHEAL Vegan Butter Hand Cream
C 471-007	ORINHEAL Colorfood Wellmorning Sleeping Mask
C 471-008	ORINHEAL Watery Air Fit Eco Sun Gel

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mail. orinheal@orinheal.com

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JEJU RECIPE
COSMETICS