

Skin Doctor's Solutions

SKINOVATION

Step into Confidence:
Masterful Footcare for Unleashing
Your Inner Power

2023 COMPANY PROFILE



“

In the case of pregnant women or diabetic patients who come to the hospital with foot problems, there is no suitable treatment, and there are no treatment aids on the market that can help prevent recurrence.



Most patients who visit hospitals with foot problems suffer from infections among family members. A father or mother's foot problems are passed down to their children. That's why it's so important to take care of your foot concerns. So, I thought that there was an urgent need for treatment supplements that could not only prevent but also prevent recurrence after treatment. With this in mind, we created a product that the whole family can trust and use. We launched our first brand, 'Baredo,' with advice from hospital and clinic experts from planning to clinical trials.

'Baredo' has successfully established itself by pioneering a new foot care market, and has expanded into a skincare brand called 'SkinoPure', receiving praise from customers.

As a 'derma cosmetics' specialist company, SKINOVATION will continue to uphold the principle of creating **'products that our family can trust and use'**.

— CEO Sereena Lee

“Skinovation is the result of **Innovative** raw materials and **Skin** science.
Using **advanced technology**, we create smart skincare solutions.



Innovative Cosmetic Ingredients



01

Ongoing Inquiries

We actively seek novel global raw materials to research safe, skin-friendly ingredients.

02

Strict Standards

Crafted with meticulously chosen raw materials, adhering to stringent quality standards.

Innovative Dermatology



01

Guided by Experts

We collaborate with skin experts to address concerns and advance skin science technology.

02

Customer Satisfaction

We craft expert-researched technology-driven products to satisfy consumers.

2019

- JUN | Distributed Barēdo Foot Cream to 40 dermatologists and 2 pharmacies (Ongoing)
- SEP | Launched skincare brand: 'SkinoPure'
- NOV | Registered the 'Barēdo' Trademark in U.S.
- DEC | Entered U.S. Amazon



2021

- MAR | Entered Four Points Hotel as an amenities
- OCT | Entered Hyundai Department Store (Pangyo) as a pop-up store
- NOV | Achieved Women-Owned Business Certification



2023

- FEB | Entered 'Space Wadiz', the offline shop (Seoul)
- MAR | Established R&D Center
- AUG | Released 'Barēdo Aroma Scent Foot Scrub'
- OCT | Aired on Home Shopping (Home&Shopping)



2018

- JUL | Established the 'Skinovation'
- SEP | Launched Foot Care brand 'Barēdo' and released product 'Barēdo Foot Cream'
- OCT | Selected as Seoul Award Idea Excellent Product



2020

- FEB | Achieved crowdfunding success 7 times on 'Wadiz' (Total 17,137%, 85 million KRW)
- APR | Released 'Barēdo Callus Relief Foot Serum'
- MAR | Released 'Barēdo Premium 2in1 Foot File'
- JUN | Secured a foot care specialty patent (No. 10-2128165)



2022

- FEB | Achieved Venture Business Certification (Innovative Growth Type)
- MAR | Entered 'Sodam Store', the offline store (Seoul)
- NOV | Entered 'Namdareun Store' in Hyundai Department Store (Pangyo)



Activity & Certification

Skinovation aims to become the leading Derma Cosmetics company, never ceasing to innovate.

Best Quality

Seoul Award Winner:
Back-to-Back Selection
(2018-2019)



Innovative

Exclusive Patent
Venture Certification
In-house R&D Dept.



Educational

Completion of 'Women's Venture Care Program' (Excellent) and Google 'CAMPUS FOR MOMS'



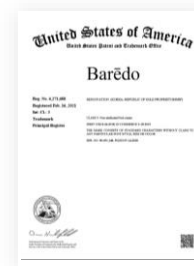
Influential Brand

7 times of Successful Wadiz Funding
Achieved Funding Rate 17,137%
Total Funding 85 million KRW



Global standard

Registration of
'Barēdo' US Trademark



Woman's Power

Women's Enterprise Certification





Lee Hyun Mi

Founder

**Management &
Marketing Director**

Bachelor of Business Administration from Sogang University

Master of Cosmetics from Sookmyung Women's University

Marketer in Dermatology Hospital

GE Capital Korea Financial Market Research Institute Researcher



Jang Sooik

Executive Director (Medical Dr.)

**Cosmetic Product Development
and Clinical Research**

Graduated from Yonsei University College of Medicine and clinical advisor

Completed University of Minnesota, USA. St. John's Hospital Training

Professor at CHA University Gangnam Medical Center of Alternative Medicine

Director of Yonsei Gowoonmom Dermatology Clinic

Skinovation Collaborates With a Team of Skin Experts.



ADVISOR GROUP

Prof.
Kim Kyung Gon

Yonsei Med School
Professor of Gacheon Univ.

Dermatologist
Seol Jun Tae

Yonsei Med School
Head of Yonsei NobleS
Dermatology Clinic

Dermatologist
Lee Seok Hyeong

Yonsei Med School
Head of Yonsei Gowoonmom
Dermatology Clinic

Dermatologist
Kim Dong Joon

Yonsei Med School
Head of Yonsei Ellechou
Dermatology Clinic

Dermatologist
Ji Geon Hyeon

Yonsei Med School
Head of Yonsei Dongan
Dermatology Clinic

Dermatologist
Hwang Seung Woon

Yonsei Med School
Head of Yonsei SkinLove
Dermatology Clinic

Brand

Introduction of Our Brands



Brand 01 **Barēdo**®

Barēdo, a pure Korean term for 'even on the feet,' offers complete foot care with trusted ingredients.

Tired of foot dryness, cracks, and dead skin cells?
Could changing a cosmetic product be the answer?

Discover the transformation through your daily 'Barēdo time' and how it boosts your foot confidence and your overall life.

Barēdo brings out the best in you!

Brand 02 **SkinoPure**®

SkinoPure offers gentle skincare solutions for skin issues.

After a day of dust exposure, cleanse your face without irritation using the natural mineral 'sulfur' found in hot spring water.

Convenient and effective cleansing!
SkinoPure is your path to radiant, clear skin.



SKINOVATION
Skin Doctor's Solutions

Barēdo®



01

Barēdo Everyday Repair
Foot Cream

02

Barēdo Perfect
Foot Softener

03

Barēdo Premium 2 in 1
Foot File

04

Barēdo Aroma Scent
Foot Scrub

EVERYDAY REPAIR FOOT CREAM

Moisturizing and exfoliating foot cream with 10% urea content.

Barēdo FOOT CREAM

#MustHaveFootCream #MoistureBomb #UreaFootCream



01 10 sec Absorption, Refreshing Finish

Fast absorption, refreshing finish, no stuffiness.

02 Miracle of the 10% Urea, Solve [Exfoliation + Dryness] at Once

Contains urea, a natural moisturizing factor effective in softening dead skin cells and replenishing moisture without irritation.

03

1st Korean Patented Foot Care Formula

Barēdo's exclusive formula, called BSF patent. Featuring plant fermentation extracts and betaine as an active ingredient to assist with exfoliation and moisturizing.

04

No Irritation – No Worries

Recognized as a low-irritation product in human skin sensitivity tests.

05

Skin Protection with Natural Moisturizing Material

Shea butter, macadamia seed oil, squalane, and betaine create a moisture-locking film, preventing moisture and nutrient loss.

PERFECT FOOT SOFTENER

Callus softener that effectively removes dead skin cells.
Transform calluses into baby-soft feet.

Baredo FOOT SOFTENER

#BabyFeetInOneMinute #PerfectMatchForFootFile

01

'1 min Foot Care' Professional Exfoliation at Home

After spraying on dead skin areas,
wait 30 seconds to 1 minute.

Then, you can remove dead skin cells right away with
a foot file without having to soak your feet in water.

02

Soft and Intensive Exfoliation Care by AHA, BHA, and PHA

Effective in taking care dry and thick dead skin cells
by gently removing dead skin cells and promoting skin turnover.



03

Moist finish

Contains urea and natural ingredients (grapes, apples, plums, papaya, honey, etc.) to soften dead skin cells and provide sufficient moisture for a moist finish.

04

Evenly Sprayed Only on Feet

It is evenly sprayed on the feet like a mist, ensuring no dripping or residue on the floor or surrounding areas, maintaining hygiene.

05

Hypoallergenic Exfoliation

Recognized as a hypoallergenic product as a result of skin irritation test.

PREMIUM 2 IN 1 FOOT FILE

Urgent, SOS!
For when you need quick and effective exfoliation.

Baredo FOOT FILE

#GlowingFootFile #DoubleSidedFootFile #FiveStarReviews

01

Korean Products Exported to Nail Brands in North America and Europe

The same quality as the products exported to department stores, large supermarkets, and professional nail salons, including Sephora and Douglas in North America and Europe.

02

Excellent Exfoliation, No Damage

Made with advanced stainless steel cutting technology to minimize skin damage and safely remove only dead skin cells.



03

Choose the Side of the Foot File According to your Condition

Stainless steel has different roughness on each side and can be used depending on the thickness of dead skin cells and foot condition.

04

No Rust, Premium Stainless Steel 304

Crafted from high-quality stainless steel 304, superior to the cheaper products on the market. Hygienic, rust-resistant, and easy to wash.

05

Strong Durability, but Soft as Rubber

Durable ABS plastic is used for the handle, ensuring durability and the soft coating with a rubber-like texture gives you an excellent grip.

AROMA SCENT FOOT SCRUB

How can we easily remove dead skin cells daily?
Even dads and boyfriends, who find skincare a hassle,
will appreciate this.

Barēdo FOOT SCRUB

#FragrantFeet #FamilyFootCare

01

Double Care Optimized for Exfoliation [Physical + Chemical]

Double care for thick dead skin cells.
Physical Care : 3 differently sized scrub particles
Chemical Care : BHA extracted from black willow

02

Odor Care with Cypress Water

Contains cypress phytoncide, which can help remove
foot odor due to its antibacterial and sterilizing properties.



03

Natural Aroma Scent

Citrus herb woody scented foot care formulated
by a professional perfumer. Hope the aromatic
scent turns your time into a healing experience.

04

Safety for the Whole Family, All Ingredients EWG Green Grade (excluding fragrance)

Only safe ingredients rated 1 to 2 for skin safety
used. Can be used safely by both adults and
children. (Except for infants and toddlers.)

05

Green Beauty, Caring for Animals and Nature

NO Animal Raw Materials
NO Microplastic
Coconut derived surfactant

SKINOVATION
Skin Doctor's Solutions

SkinoPure®



SkinoPure **Gentle Cleansing Soap**

GENTLE CLEANSING SOAP

Skin troubles, dead skin cells, oily sebum...

Want to solve it all at once?

Hypoallergenic sulfur soap for oily and problematic skin.

SkinoPure CLEANSING SOAP

#SulfurFromHotSpring #AllInOneSoap #DermatologistRecommended

01

Soap Made from Sulfur, a Hot Spring Derived Mineral

Sulfur, known as a natural beauty mineral, is renowned for its benefits to skin health.

Our formula utilizes traditional dermatological sulfur soap for various skin concerns like acne, clogged pores, seborrheic dermatitis, and dandruff.

02

Sebum & Dead Skin Cell Removal

Sulfur prevents excess sebum production, promoting a matte complexion while effectively eliminating skin impurities and dead cells.



03

Natural Moisturizing Factors

Hyaluronic acid, a natural moisturizing factor, and ceramide, a major component of the skin's lipid membrane, provide moisture without tightness even after washing.

04

Hypoallergenic Cleansing

Use of natural plant-based ingredients such as olive oil, vitamin tree extract, and tea tree oil.

05

Abundant Foam & Economical Use

Hardy and rich lathering without collapsing, allowing for economical use until the end.



wadiz × Barēdo[®]
Skin Doctor's Solutions

7 Successful Fundings
100% Funding Success Rate
 Total Excess Funding Rate **17,137%**
Total Fund Amount 85M KRW



[10초] 각질이 무한대로 나와요, 발각질 종결사 1 뿌리는 풋세럼
 워디 | 스킨노베이션
 1008% - 5,042,600원 종류 - 성료



[5정영콜/후기] 발각질 고민? 끈적임없는 풋크림의 놀라운 결과
 워디 | 스킨노베이션
 4021% - 20,106,000원 종류 - 성료



[발각질제거] 미웠던 발관리, 끈적임 없는 바레도 크림으로 시작하세요
 워디 | 스킨노베이션
 2176% - 10,880,000원 종류 - 성료



후가: 과장이라 생각했는데 하루만에 효과가 나타났어요 <발각질 끝장템>
 워디 | 스킨노베이션
 3174% - 15,873,000원 종류 - 성료



[5정 영콜] 최 뿌리고 50분 뒤면 자극없이 각질이 우수수~ 발각질 끝장템!
 워디 | 스킨노베이션
 1559% - 7,798,500원 종류 - 성료

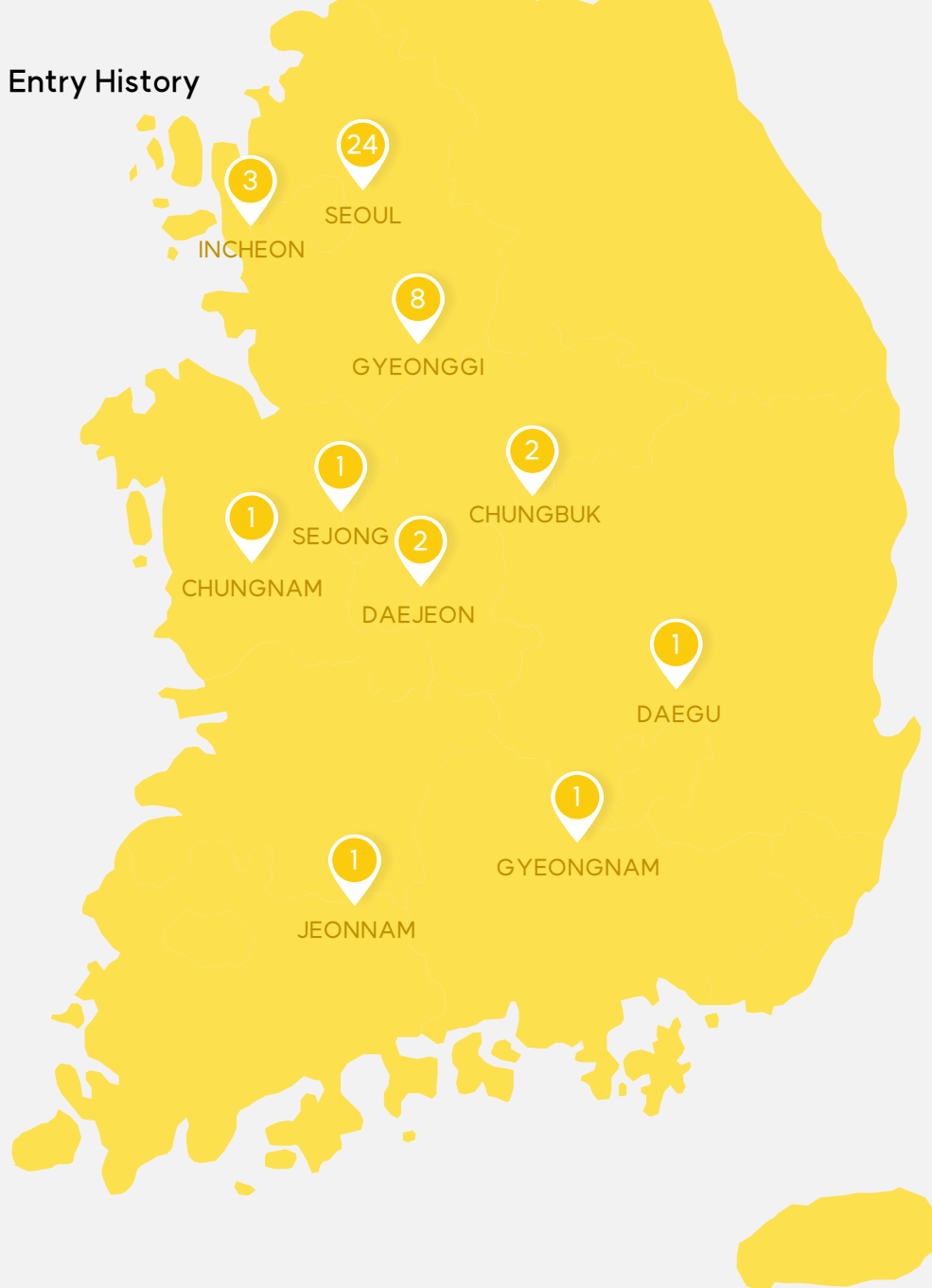


[발각질 걱정 끝] 바레도 10초 풋세럼으로 당당한 두 발을 선물하세요!
 워디 | 스킨노베이션
 2367% - 11,839,400원 종류 - 성료



만정영콜, 후기:과장이라 생각했는데 하루만에 효과 나타났어요! 발각질 끝장템
 워디 | 스킨노베이션
 2832% - 14,164,000원 종류 - 성료

Store Entry History



44 Nationwide Hospitals, Clinics, and Pharmacies

Yonsei Dream Dermatology Clinic, GM Yonsei Family Medicine Clinic, Yonsei ChamGoun Dermatology Clinic, Yonsei Family Medicine Clinic, Yonsei Sarang Clinic, Severance Family Medicine Clinic, Yonsei Noble S Dermatology Clinic, Yonsei Cheil Clinic, Yonsei Ahn Jung-woo Clinic, Yonsei Yeonhap Clinic, Techno Yonsei Dermatology Clinic, Yonsei Elechou Dermatology Clinic, Yonsei Miso Clinic, Yonsei Nanum Dermatology Clinic, Yonsei Cham Family Clinic, DMC Yonsei Clinic, Yonsei W Dermatology Clinic, Yonsei Noble Clinic, Yonsei WooSoo Clinic, Yonsei Yale Clinic, Jongno Yonsei Clinic, Yonsei Ain Clinic, Grand Medi Dermatology Clinic, Shinhan Yonsei Internal Medicine Clinic, ChomJoeun Clinic, C&U Dermatology Clinic, Yonsei Yeonhap Clinic, Skin Love Dermatology Clinic, Yonsei Dongan Dermatology Clinic, Yonsei Noble Clinic, Yonsei In Clinic, Yonsei Hwarang Clinic, Yonsei Top Dermatology and Urology, Yonsei Yun Dermatology, Yonsei Family Medicine, Gangnam Haneul Dermatology, Gachon University College of Medicine Gil Hospital FM, Yonsei Cham Family Clinic, Yonsei Medical Clinic, Yonsei Daon Family Medicine, Gwanghyewon Clinic, Yonsei Rose L Dermatology, Samcheung Pharmacy, Nonhyeon Pharmacy

Store Entry History

Skinovation, established in 2018, has expanded its presence by entering in over 40 dermatologists and pharmacies.

It has also entered Onnuri Store, the largest pharmacy chain in South Korea, solidifying its position as a medical cosmetics (derma cosmetics) brand.

In addition, it is expanding its distribution network to various online markets such as Naver Smart Store, Coupang, and CHICOR.

Furthermore, we entered Four Points, a Marriott-affiliated hotel, as an amenity and garnered positive customer feedback.

We also ran a pop-up shop at Hyundai Department Store's Pangyo branch, striving to enhance our product offerings through direct customer interaction.

In addition, in order to become a global brand, we entered Amazon in the US, Shopee in Singapore, and co-worked with Wang Hong in China.

We are expanding our K-beauty exports around the world and expanding our status as a global beauty company.

Furthermore, to enter the European cosmetics market, we have obtained the essential CPNP (Cosmetic Products Notification Portal) certification.

As a pioneering company leading the future of K-Beauty, we are committed to introducing products that can be confidently used by global consumers.

STORES

온누리 *Store*

coupang

Wα-Mall

AUCTION.

FOUR
POINTS
BY SHERATON

홈&쇼핑

kakaotalk store

GIVING+
기빙플러스

U N 쇼핑

Gmarket

Shopee

amazon

CJ OSHOPPING

11D

CHICOR

wadiz

200Kg DONATE



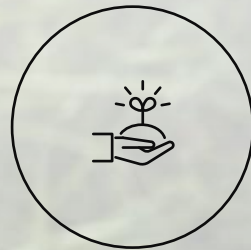
We Know and Practice the Value of **Living Together.**

*Skinovation consistently donates a certain portion of its total product production every year and has donated more than 200kg since its founding.



A company's **production activities should not burden the environment.**

We carefully consider the environment
from raw materials to production, packaging, and recycling.



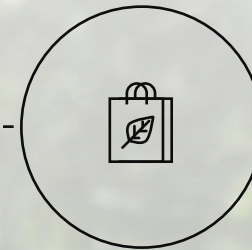
**No animal
raw materials**

We encourage the use of
vegan ingredients!



**All products produced
'Domestically'**

Reduce unnecessary
logistics and energy waste!



**Eco-friendly
packaging**

Use a cotton pouch instead
of disposable wrapping vinyl

SKINOVATION

Skin Doctor's Solutions

✉ skinovationkorea@gmail.com

📍 Seoul Lab
6th floor, 11 Olympic-ro 32-gil, Songpa-gu, Seoul, Republic of Korea

📍 Bundang Office
Room 101-6, 6, Seongnam-daero 779beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea



Official Website
skinovation.co.kr



Official Instagram
[@skinovation_int](https://www.instagram.com/skinovation_int)



Official Facebook
[@Barēdocare](https://www.facebook.com/Barēdocare)



Official Youtube
bit.ly/3ZoY9rS

