



NOWATER

EVERY SINGLE DROP IS SPECIAL

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Republic of Korea



NOWATER

EVERY SINGLE DROP IS SPECIAL

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NOWATER Core Value

GLOW FOCUSED

Our formula is designed to enhance your glow with clean, cruelty-free ingredients.

CLEAN BEAUTY

“Nowater” delivers performance cosmetics with clean ingredients, proven to improve skin health and enhanced glow.

LESS WATER,

for optimal efficacy. Our formula is meticulously formulated with essential ingredients for your better skin health.



안티에이징의 기본
콜라겐 + 나이아신아마이드

“Deeply hydrating to
strengthen your skin barrier”
Collagen + Niacinamide

SLOW-AGING



콜라겐 Up
+Collagen

+Elastin
탄력 Up



Slow-Aging

“Your lifting recipe”
모공 탄력 레시피



Clean beauty for all skin types
Less water, more skin essentials

ADVANCED FORMULA FOR ALL SLOW-AGING

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Advanced formula for all

T1 PRESTIGE73 COLLAGEN MASK COLLAGEN PEEL-OFF MASK



Peel-off type mask
Collagen formula
Glass skin focused
Healthier skin barrier

T1 Prestige73 Collagen Mask

Elevate your skincare routine with the Super Intensive Korean Peel-Off Mask, designed for an effortless application and peel-off experience. The cream sheet applies smoothly, offering a perfect fit that adheres securely without any dripping, ensuring maximum comfort throughout. Infused with niacinamide, this mask enhances skin clarity, leaving your complexion radiant and glowing. It delivers a mess-free, easy application while providing a clean and hydrating finish. Enjoy deeply moisturized, refreshed skin with every use—making this mask an essential addition to your skincare routine.



Squalane oil control
Niacinamide brightening
Barrier restoring

Return Collagen Cream

Immerse your skin in hydration beyond compare with our collagen firming cream, designed to deeply moisturize and promote a plump, supple complexion, perfect for combating dryness and achieving a radiant, youthful look. Powered by hydrolyzed collagen, this formula enhances skin elasticity, reduces the appearance of fine wrinkles, and smooths the skin for a more youthful glow. Infused with ceramide, it strengthens the skin's natural barrier, locking in moisture for long-lasting hydration. Active ingredients like hydrolyzed collagen, niacinamide, and adenosine work together to provide anti-aging, tightening, and lifting effects, revealing an instant glow.

REFRESHING ESSENCE TONER

COLLAGEN FACIAL TONER



Essence toner formula
Glutathione brightening
Collagen hydration
Niacinamid brightening

Refreshing Essence Toner

Experience the powerful blend of collagen and niacinamide in our advanced toner, providing deep hydration and promoting skin clarity for a revitalized complexion. With low molecular hydrolyzed collagen, it lifts, firms, and enhances skin elasticity for a youthful, radiant glow. Prickly pear cactus extract adds a natural brilliance, while the medium-weight formula ensures deep absorption and lasting hydration. Infused with niacinamide, this toner clarifies and brightens the skin, offering a glass skin effect. Suitable for all skin types, it delivers healthier, firmer, and more glowing skin effortlessly.

DUAL GLOW HYALU-BALANCE SERUM

HYALURONIC ACID FACIAL SERUM



- Shake serum
- No emulsifier
- No fragrance
- Hyalurinic acid hydration
- Moisture / oil balance

Dual Glow Hyalu-Balance Serum

Experience the perfect blend of hydration and nourishment with our Hyaluronic Acid & Camellia Oil Serum, featuring 3.5% camellia oil in a no-emulsifier, no-fragrance formula. Designed for optimal oil-moisture balance, this lightweight serum strengthens the skin barrier while delivering deep hydration. Shake to activate the unique oil and moisture mix, which works to brighten, hydrate, and improve skin texture. Powered by adenosine for brightening, multi-hyaluronate for intense moisture, and niacinamide for an even skin tone, this serum absorbs effortlessly, leaving your skin soft, radiant, and deeply hydrated.



Collagen lifting formula
Low molecular weight
Collagen infused

Prestige Eye Cream

Experience firmer, revitalized skin around your eyes with our eye cream, infused with lifting collagen to combat signs of aging. Formulated with Type-1 collagen, it provides powerful anti-aging benefits, rejuvenating the delicate skin around your eyes. Enriched with jojoba seed oil and shea butter, it delivers deep nourishment and hydration, ensuring a soft texture and youthful appearance. Our eye cream also tackles dark circles, brightening and revitalizing the under-eye area for a radiant look. The Collagen + Hyaluronic Acid blend boosts elastin, promoting a lifted, youthful appearance. Suitable for all skin types, it's the perfect solution for your skincare routine.

CICA PORE CLEANSING FOAM

FACIAL FOAM CLEANSER



Cica for sensitive skin
AHA+BHA exfoliation
Botanic complex
Mochi foam

Cica Pore Cleansing Foam

Experience the gentle touch of our Nowater Cica Pore Foam Cleanser, designed for sensitive skin. Infused with Cica Complex and centella asiatica, it cleanses and soothes without irritation. The dual exfoliation power of AHA and BHA refines skin texture by promoting cell turnover and clearing pores, all while being gentle enough for sensitive skin. The rich, dense foam creates a plush lather for a luxurious cleansing experience, while the 5X Botanic Complex delivers nourishment and antioxidant protection. Suitable for all skin types, this cleanser leaves your skin refreshed, radiant, and deeply cared for.

PRESTIGE73 TEATREE MASK

TEATREE PEEL-OFF MASK



Teatree leaf formula
Pore reducing
Skin soothing
Healthier skin barrier

Prestige73 Teatree Mask

Experience the power of super intensive skincare with our cream sheet mask, designed to deliver intense hydration and vitality to your skin. Infused with tea tree leaf extract, it offers calming and soothing properties, promoting a clearer complexion. The mask’s cream texture ensures easy application and a mess-free peel-off, while additional ingredients like acai and papaya extracts promote healthier skin. Tea tree and cica extracts work together to provide a clean, calming, and revitalizing sensation. This hydrating mask fits perfectly to your face, leaving your skin feeling clean, refreshed, and deeply moisturized.

TEATREE DAY-DAY TONE UP SUN CUSHION

SPF50 PA++++ SUN CUSHION



- SPF50 PA++++
- Easy reapplication of Sunscreen
- UV protection
- Brightened skin tone
- Centella formula

Teatree Day-day Tone up Sun Cushion

Achieve flawless skin with our cover-up foundation cushion in Romantic Light #21 and Natural Light #23. With SPF50+ and PA+++, it provides superior sun protection for everyday use. The soothing Herb 12 complex nourishes your skin, while Centella Asiatica extract and an 8-type hyaluronic acid blend create a hydrating shield. Enjoy a cooling effect that enhances moisture cohesiveness for a refreshing finish. The lightweight formula blends effortlessly, delivering coverage without feeling heavy or cakey.

NO PORE CLEANSING OIL

MAKE UP CLEANSING OIL



- Olive oil 30%
- Blackhead removal
- Make up cleansing
- All botanic ingredients
- Lightweight oil formula

No Pore Cleansing Oil

Our olive oil makeup cleansing oil is designed for effective pore care. This lightweight oil gently melts away blackheads and sebum while controlling pore size. Formulated with 30% olive oil, squalane, and tea tree extract, it offers gentle makeup removal and pore control without stripping your skin's moisture barrier. Utilizing naturally derived olive oil, it effectively dissolves blackheads and impurities. Enjoy clean beauty that deeply cleanses without damaging your skin's moisture barrier, leaving your complexion healthy and refreshed.

NO PORE CLEANSING OIL

MAKE UP CLEANSING OIL



- SPF30 PA++
- Skinfit coverage
- Glow finish
- LIFTONIN formula
- Flawless coverage

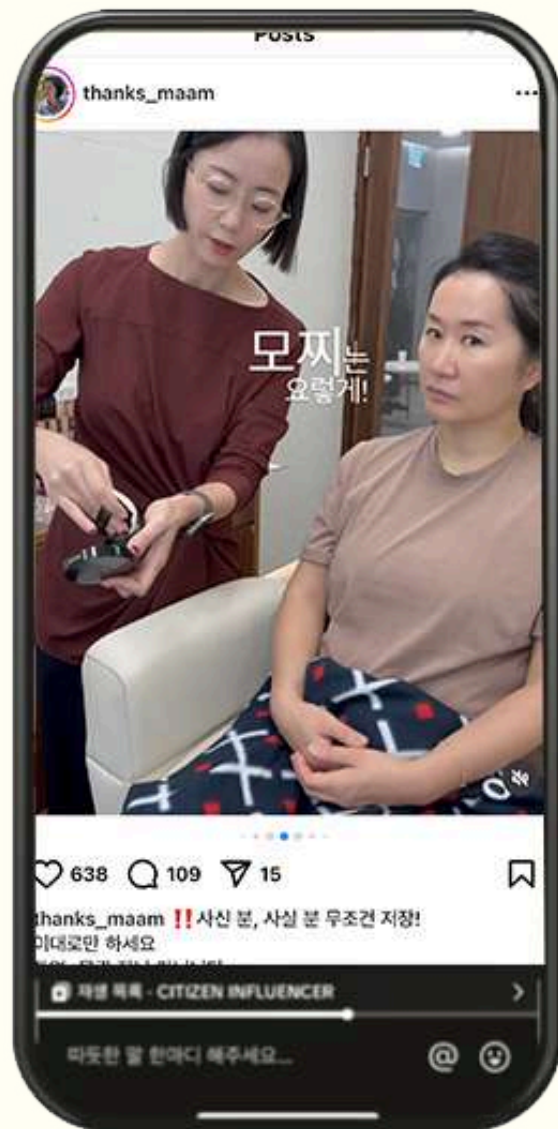
Prestige Skinfit Glow Cover Cushion

Our cushion foundation offers flawless coverage with a hydrating finish, effortlessly blending skincare and makeup for a smooth, radiant complexion. Enjoy up to 72 hours of long-lasting wear without smudging, ensuring continuous coverage and a fresh, hydrated look. The lightweight formula delivers full coverage with a barely-there feel for a natural, comfortable finish. Achieve a radiant glass skin effect, thanks to Liftonin, hyaluronic acid, and aloe vera extract, which firm and plump the skin for a luminous glow. Elevate your routine with our clean K-beauty cushion foundation, providing buildable coverage that nourishes your skin with natural ingredients for a healthy, radiant glow.

Featured on

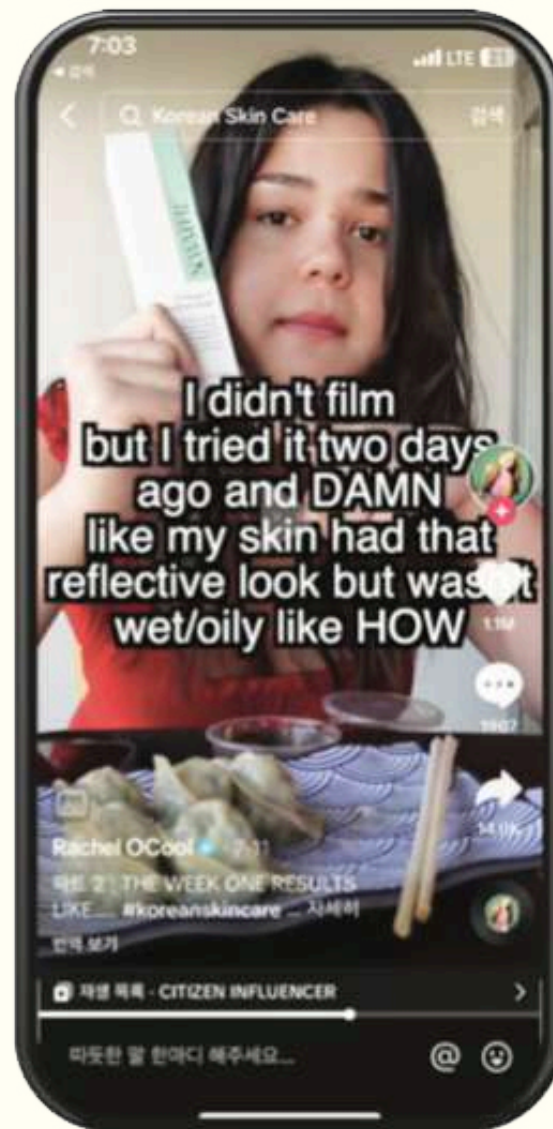
+2000 Viral social media collaboration

NOWATER targets relevant influencers who are not just sharing products per posts, but build relationship with the tastemakers, storytellers and content creators so that we can build a strong network of brand advocates to pursue more significant collaborations with the brand.



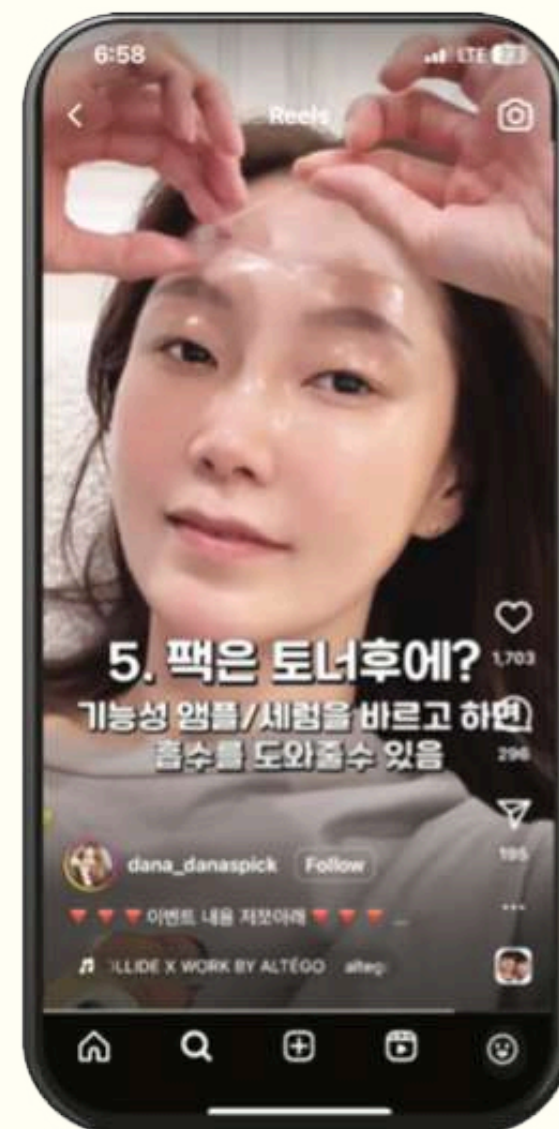
@thanks_maam

231K followers on Instagram



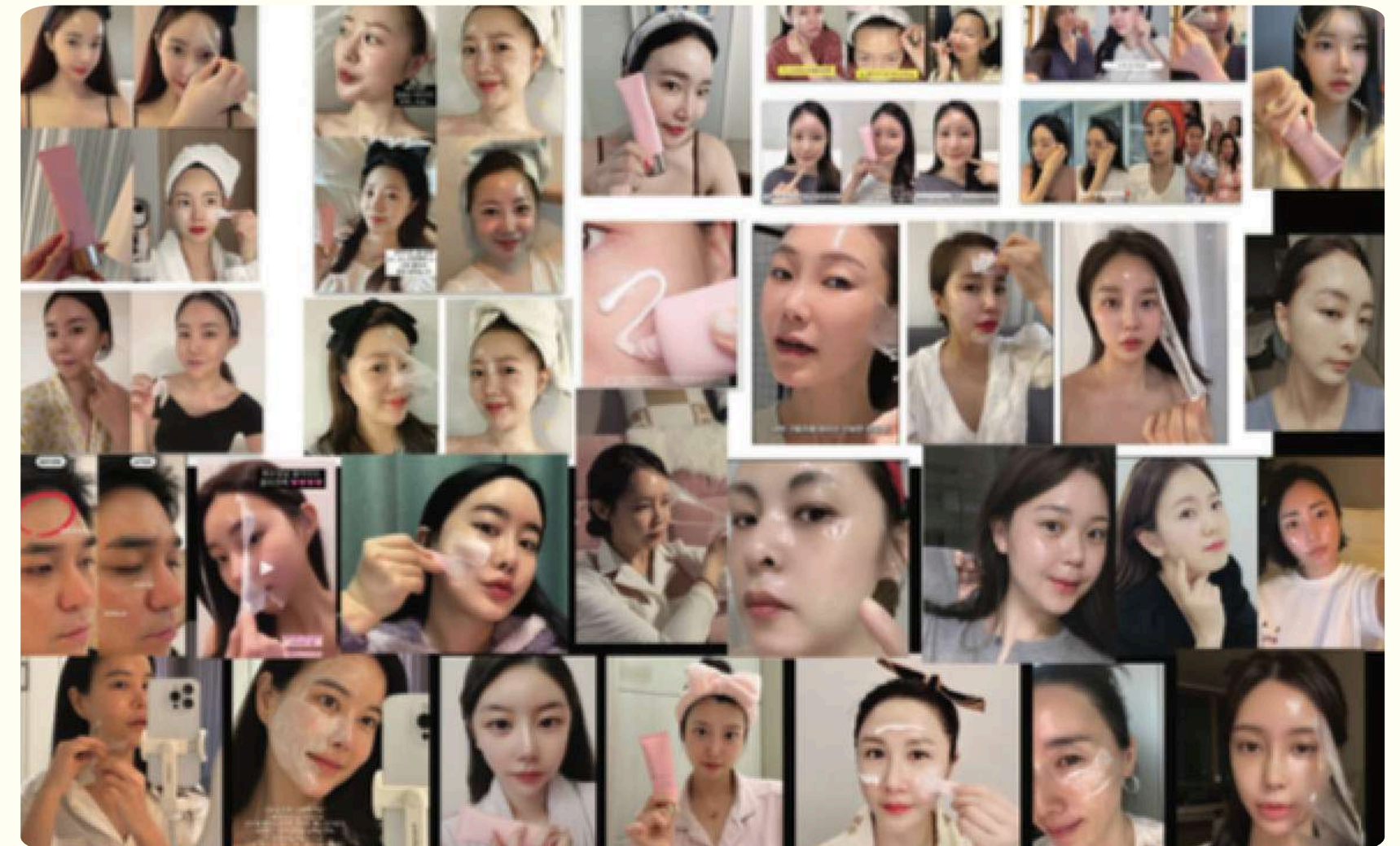
@rachelocoolmua

1.2M followers on TikTok

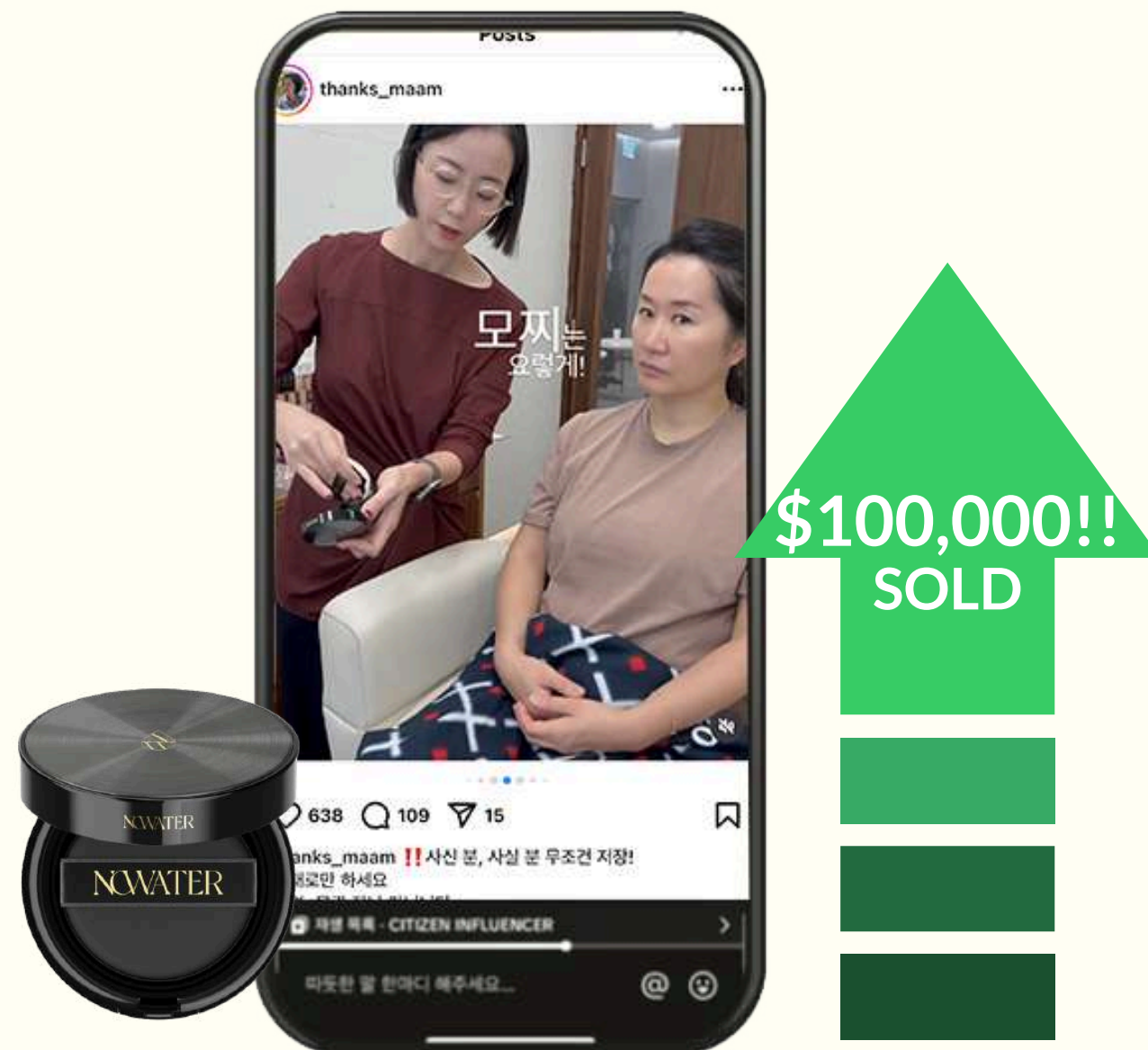


@dana_danaspick

171K followers on Instagram

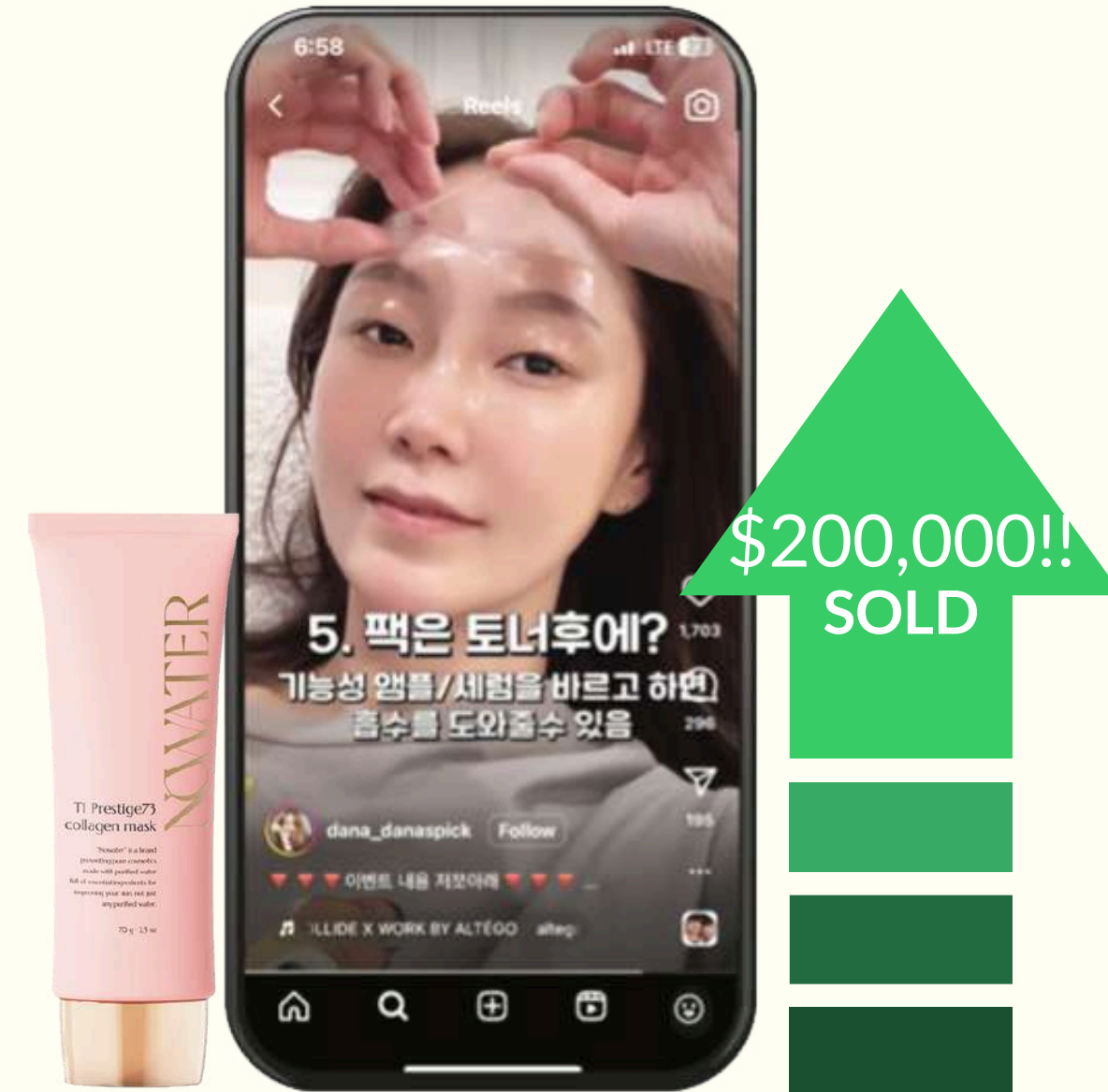


Influencer Marketing



@thanks_maam

Reached \$100,000 with 3 collaborations



@dana_danaspick

Reached \$200,000 with a single collaboration

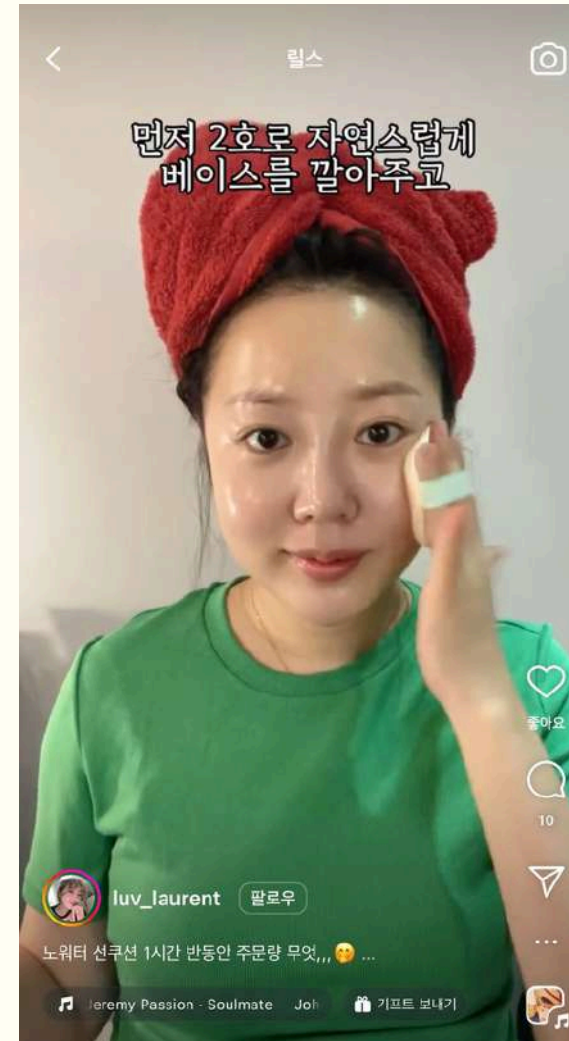
On going Influencer Marketing



@thejnana



@mamanrouge



@luv_laurent



@thanks_maam



@merci_jang

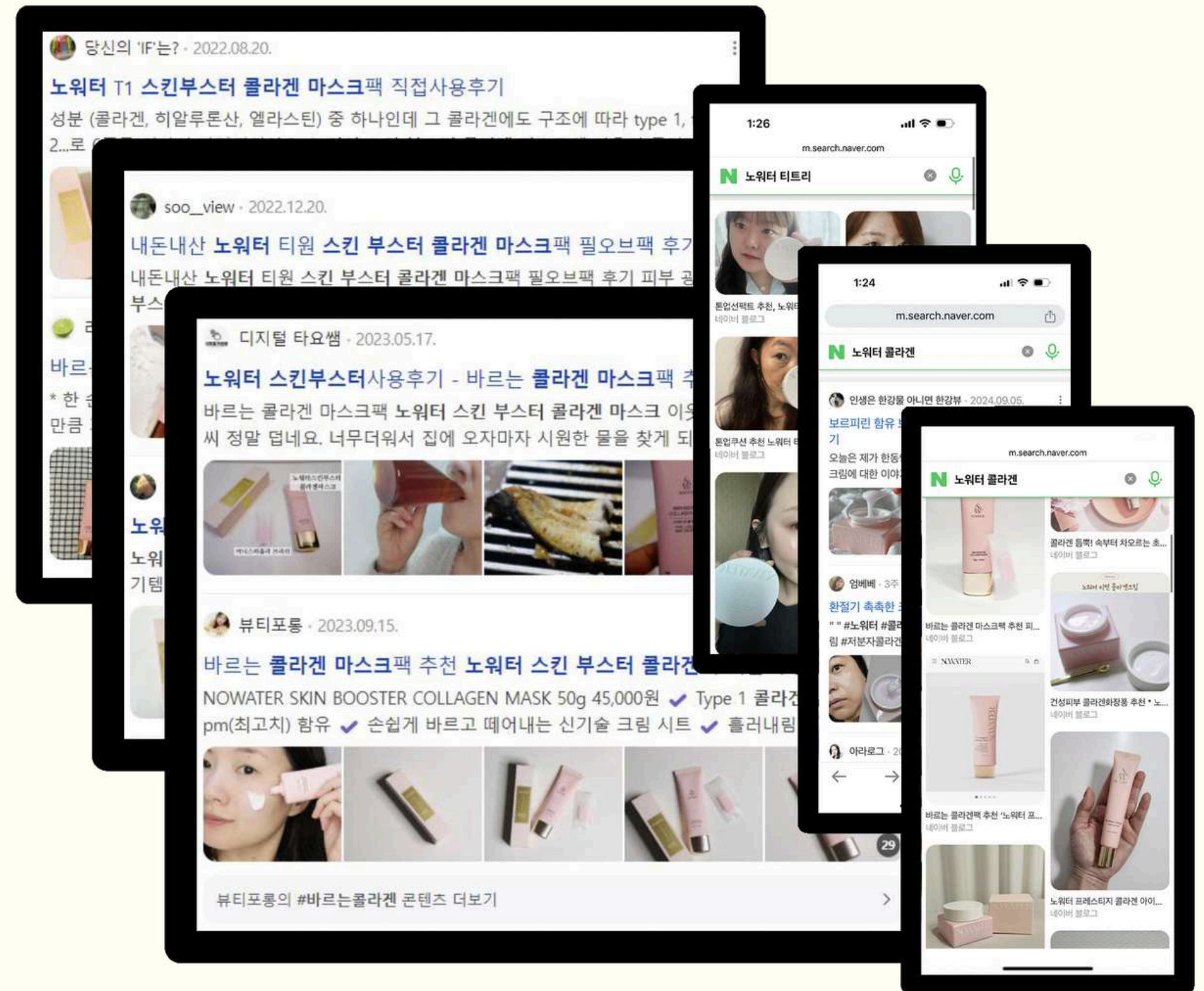
\$150,000!!
SOLD

NAVER

No.1 Korea Search Engine

Customers & Bloggers Review

We currently seed over 150 monthly blogger and customer reviews on South Korea's top search platform, NAVER, ensuring easier access to product information for our customers. Search engine marketing plays a crucial role in enhancing visibility, allowing potential buyers to find reliable reviews and detailed insights, which ultimately drives engagement and builds trust in our products. By optimizing our presence on NAVER, we connect with a broader audience and offer a more convenient way to discover and explore our offerings.

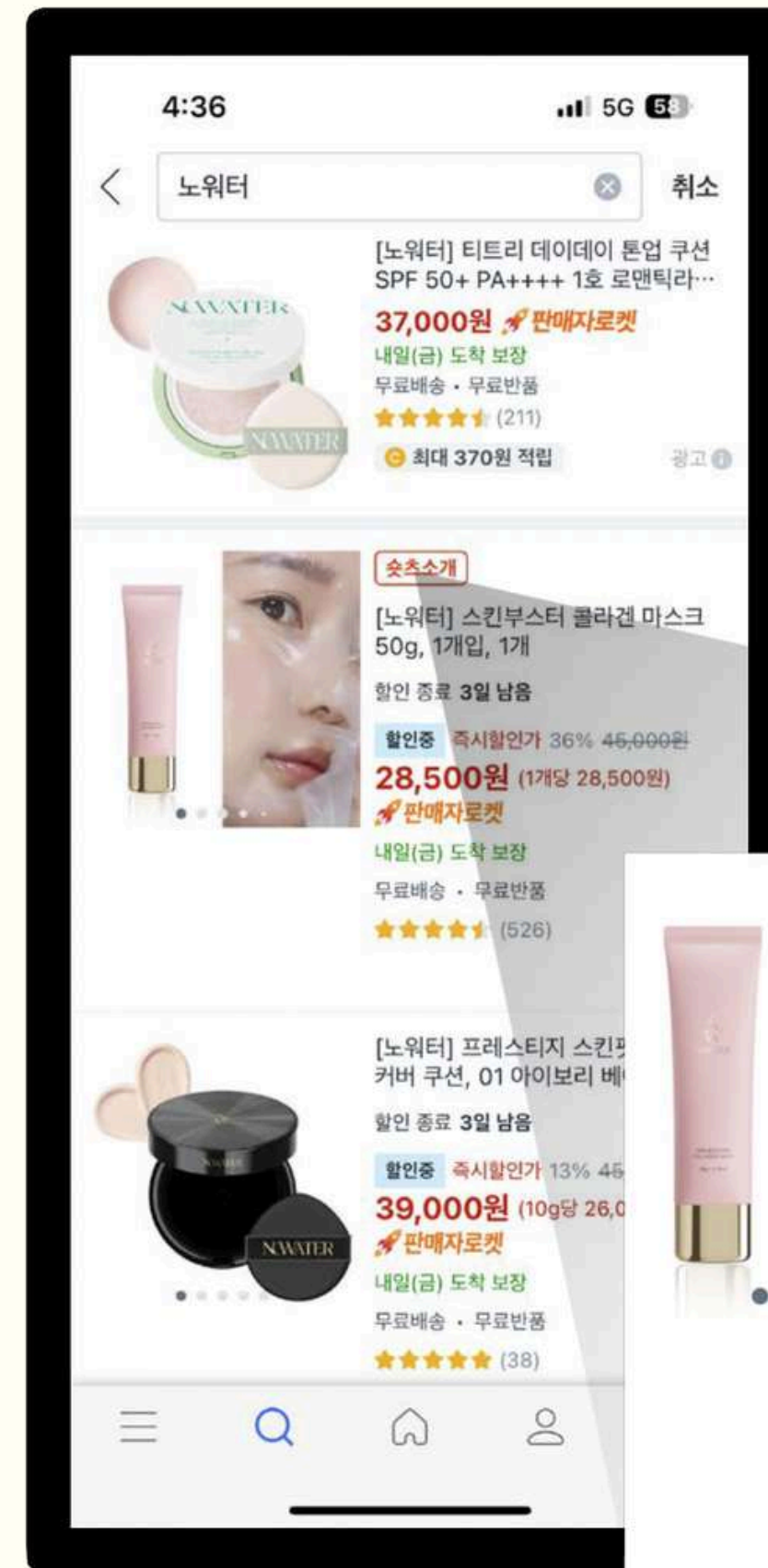




No.1 Korea E-commerce

Leading Success on Coupang with Top-Rated Products and Strong Customer Engagement

We are currently achieving high sales and market share on South Korea's leading e-commerce platform, Coupang, backed by the superior quality of our products, customer reviews, fast delivery, and strong brand recognition. Our products are highly rated by customers, and we continue to engage with them through influencer collaborations, advertisements, and events, particularly with our best-selling product, the collagen mask.



NOWATER

STOCKIST

ON/OFFLINE CHANNELS

PLATFORM

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STOCKISTS

NOWATER expanded and gained customers through the growth of e-commerce platforms and indie select stores in South Korea, harnessing the power of e-commerce to boost brand popularity and reach a wider audience. This digital presence has been instrumental in driving customer acquisition and enhancing brand visibility.

ONLINE



COUPANG

E-commerce platform



NAVER

E-commerce / Search engine



LOTTE IMALL

Lotte Home Shopping Inc.



SSG.COM

SHINSEGAE Inc.

GLOBAL



AMAZON

North America & Japan



Qoo10

Japan

OFFLINE



LOTTE DEPARTMENT STORE & DUTY FREE

[Suwon] [Mia]



TEMTEM MYEONG-DONG

K-beauty select store



SHOPEE

Thailand



TIKTOK SHOP

Thailand by Karisma Beauty

OFFLINE STOCKISTS



PALACE BEAUTY GALLERIA
Los Angeles



Bear Creek Golf Club (19 others)
Korea



ICN DUTY FREE SHOP
Korea



LOTTE DEPARTMENT
Korea



OPPA BEAUTY
Nagoya



AEON MALL
Tokyo



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