

**YOUTH
O'CLOCK**

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YOUTH O'CLOCK

Essential K-Beauty Made Simple



YOUTH O'CLOCK

TIME IS EQUAL FOR ALL,
BUT ALL AGE AT DIFFERENT SPEEDS.
TAKE CONTROL OF YOUR SKIN'S TIME,
AND SET IT TO GO AT THE CORRECT PACE.

- 1.Brand Concept
- 2.Brand Values
- 3.Products (Step 1 & 2)
- 4.Certifications & Awards
- 5.Brand Promise
- 6.Testimonial & Feedback
- 7.Brand Presence
- 8.Global Distribution

BRAND CONCEPT



YOUTH O'CLOCK



Total skin care in just two steps

BRAND CONCEPT



YOUTH O'CLOCK

SIMPLE IS
BEAUTIFUL.
BEAUTY IS
SIMPLE.



**BRAND
VALUES**

YOUTH O'CLOCK

Essential K-Beauty Made Simple



HYBRID



INDULGENCE



SLOW AGING

BRAND VALUES

YOUTH O'CLOCK

Essential K-Beauty Made Simple



HYBRID

Multi-functional
All in One



INDULGENCE

Cleansing with Serum
Daily Ampoule



SLOW AGING

Dark Spots
Skin Firmness



Simplified Skincare

Serum Texture Serum Type Cleanser

100ml Ampoule

Multifunctional

All In One Ampoule

Hyperpigmentation

Home Care

niacinamide

Dark Spot

Make Removal

Exfoliation

Moisturization

Ampoule

Skin Elasticity

All In One Cleanser

All in One

FEATURES

YOUTH O'CLOCK

Essential K-Beauty Made Simple



YOUTH 8 COMPLEX™

8 Types of Peptides

- Nutrients
- Generate collagen & elastin

- Skin barrier
- Locks in ambient moisture

8 Types of Hyaluronic Acids

8 Types of Vitamins

- Brightens & Revitalizes
- Regeneration & Immunity

*The above descriptions are for ingredients only



Time Concentrate Serum Cleanser

Time Rebooting Ampoule Shot

STEP 1.

Time Concentrate Serum Cleanser

Makeup Removing, Mild Exfoliating Cleanser that Moisturizes

About **50% less water** compared to generic facial cleansers!

Packed with helpful ingredients in a

★ **serum format.** ★

YOUTH 8 COMPLEX™

Peptides, Hyaluronic Acids, Vitamins x 8

Niacinamide 5%

PHA 3%



“A cleanser that is an actual serum”

Facial cleanser that's smooth like a serum, with actual ingredients used in premium serums.

Leaves the skin smooth and moist after wash.

Single bottle, total makeup remover; no need for additional oil, remover or gel.

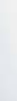
Removes lipstick and *even waterproof mascara!* (hardened mascara may require some soaking)

PHA gently removes excess dead skin cells, and de-clogs pores, helping to achieve *smooth, glowing skin*. Exfoliating helps your skin *absorb other skin care products better*.

*The above description is for ingredient only



Time Rebooting Ampoule Shot



“An ampoule in a 100ml bottle
to coat your skin with”

Chemical structure of Nicotinamide (Vitamin B3): NC(=O)c1cccnc1



Powered by substances found in resurrection plants, renowned for their ability to seemingly come back to life after drying out. Penetrates deep into skin with **molecular weight 200-4000 times lower than hyaluronic acids** for deep moisturization.

	spread -ability	texture satisfaction	breath -ability	product satisfaction	lasting moisture
hwahae Reviews	2024 *hwahae 발향성 만족도 98% [1월 소비자평점 평균 95] 95점 / 2024년	2024 *hwahae 제형 만족도 97% [1월 소비자평점 평균 94] 94점 / 2024년	2024 *hwahae 피부가 답답하지 않아요 97% [1월 소비자평점 평균 95] 95점 / 2024년	2024 *hwahae 제품 만족도 96% [1월 소비자평점 평균 93] 93점 / 2024년	2024 *hwahae 오랜동안 촉촉해요 96% [1월 소비자평점 평균 93] 93점 / 2024년

*hwahae is a widely trusted Korean beauty platform that provides user-generated reviews

YOUTH 8 COMPLEX™

Peptides, Hyaluronic Acids, Vitamins x 8

Niacinamide 5%

Panthenol 10%

Aqua GG Complex 3000ppm









- ✓ Tested Safe
- ✓ Tested Effective



피부 안전성
인체적용시험 완료
한국화주약품연구원

STEP 2.

Time Rebooting Ampoule Shot



Rich Formulation. Deep Moisturization. Never Sticky.



STEP 2.

Time Rebooting Ampoule Shot

Clinical Study by Korea Institute of Dermatological Sciences Improvement of Skin Elasticity and Dark Spots

Test Subjects: Middle Aged Group

A relatively older age group was chosen to ensure that the effects were from the product itself and *not* from the subjects' own youthful rejuvenation.

Table 1. General characteristics of the subjects

Subjects registered	21
Subjects completed	21
Gender	Female
Average age (years)	48.48
Standard deviation (SD)	6.87

*Lowest age: 36

Test period: 4 weeks

Reference# KIDS-BCG021-ETI

<Skin Elasticity>

Improved by 31.16%

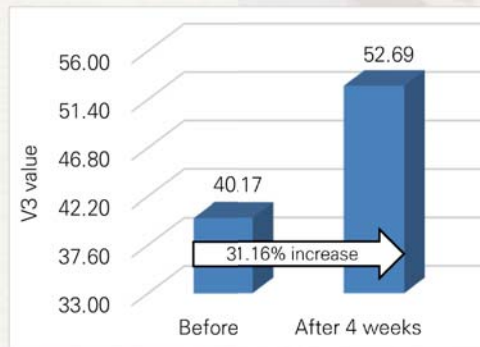
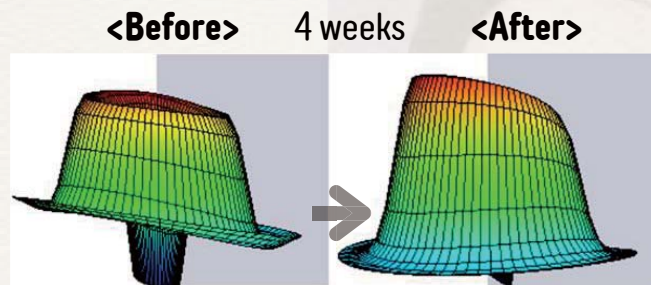


Figure 4. Changes and improvement rate of V3 value (%).

<Dark Spots>

Improved by 4.94%



Figure 5. Changes and improvement rate of number of UV spots (%).

CERTIFICATIONS & AWARDS

YOUTH O'CLOCK

Essential K-Beauty Made Simple



For YOUTH O'CLOCK

Highest of vegan standards.
No animal derived ingredients.



VEGAN CERTIFICATE

The EVE VEGAN® certification mark



Issued to the company
STU
24, Yangcheon-ro 14ga-gil, Gangseo-gu 07602 Seoul - Republic of Korea
Client N° : C23053 - Certificate N° : VGN2301151

EXPERTISE VEGANE EUROPE certifies that the above-mentioned operator has submitted his activities to the control and that the references displayed on the present certificate comply with the requirements of his technical reference system.

☒ No raw materials of animal origin. ☒ Not tested on live animals. ☒ Suitable for vegans.

N°	Category	Reference	Brand	Volume	Application date
1	Ampoule	Time Rebooting Ampoule Shot	YOUTH O' CLOCK	100ml	2023-08-28
2	Cleansing	Time Concentrate Serum Cleanser	YOUTH O' CLOCK	150ml	2023-08-28

Expiration Date : 2025-02-28
First issue : 2023-08-28
Certificate Version : 2023-09-08
Technical referential : V2.010921
Security Code : D856NG

This electronically issued compliance certificate is the valid original version. This certificate is not transferable.

For EXPERTISE VEGANE EUROPE
H. MOORZEJEWSKI - Executive officer
From : Fontenay-sur-Eure, France.



The authenticity and the validity of this document can be verified on our web site. The present document is the property of EVE. It must be deleted on simple request of EVE. Except preliminary agreement express and written of EVE, the reference to the EVE VEGAN® mark and logo for the above-mentioned references, by any person or entity other than the beneficiary aimed at the present certificate, is forbidden.

EXPERTISE VEGANE EUROPE - 15 avenue du Val de l'Eure, 28630 FONTENAY-SUR-EURE - FRANCE
Phone : (+33) 02 34 40 11 50 - Web : www.certification-vegan.org | Email : contact@certification-vegan.org - SIRET 822 875 357 RCS CHARTRES - NAF 71208



"In recognition of
excellence and
competitiveness of the
products."
Seoul Business Agency



"Tested safe for
sensitive skin."
Korea Institute of
Dermatological
Sciences



Sustainable
packaging.



For Time Rebooting Ampoule Shot

Tested on subjects with sensitive skin.
The product was tolerated excellently.



Sponsor
STU
First floor, 24 Yangcheon-ro 14ga-gil
Gangseo-gu, Seoul
Republic of Korea (07602)

Münster, 15.08.2023

Certificate

Dermatest GmbH confirms hereby that the Cosmetic product
YOUTH O' CLOCK TIME REBOOTING AMPOULE SHOT
was evaluated for skin tolerability by means of epicutaneous testing on 30 subjects with sensitive skin under the control of dermatological specialists and according to international guidelines.

Study number 2307192846

No relevant skin reactions were detected in the test area following a single product application.

Therefore, from a clinical-dermatological point of view, the product was tolerated

„excellently“

and can be declared as „dermatologically tested“.

Based on the study design and the confirmed skin tolerability, the Dermatest® guaranty seal can be assigned for use for the test product.

The seal contains the month and year (08/23) of the testing



Dr. med. Werner Voss
Medical Specialist in Dermatology,
Venereology, Allergy, Phlebology
and Environmental Medicine



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Nevinghoff 30 • 48147 Münster

Münsterländische Bank Thür & Co.
IBAN: DE32 3004 0002 0005 5901 50
BIC: MUND3333
USt-Id: DE326043147

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www.dermatest.com

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CEO
Tel. +49 (0) 251 481 637 0
info@dermatest.com



BRAND PROMISE

YOUTH O'CLOCK

Essential K-Beauty Made Simple



YOUTHFUL GLOW

We don't claim to work miracles and turn back time. We aim to help maximize your skin's potentials and maintain its youthful glow.

TRUE EFFICACY

Grounded on science not mysticism or fads. Healthy and youthful skin through verified safe and effective formula.

CLEAN CLARITY

No animal cruelty.
No animal derived ingredients.
Hazard free formulation.
Sustainable beauty.
Ethical practice.

BRAND PROMISE

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Essential K-Beauty Made Simple



YOUTH O'CLOCK BLACK LIST

Excluding 61 ingredients identified as potentially hazardous

NO Formaldehyde
NO 5-bromo-5-nitro-1,3-dioxane
NO 2-bromo-2-nitropropane-1,3-diol
NO Benzylhemiformal
NO Diazolidinyl urea
NO Imidazolidinyl urea
NO Quaternium-15
NO Dmdm hydantoin
NO Sodium hydroxymethylglycinate
NO Methenamine
NO Propylparaben
NO Butylparaben
NO Methylparaben
NO Ethylparaben
NO Isopropylparaben
NO Isobutylparaben
NO Dibutyl phthalate
NO Benzyl butyl phthalate (BBP)

NO Bis(2-ethylhexyl) phthalate
NO Bis(2-methoxyethyl) phthalate
NO Di-n-pentyl phthalate
NO N-Pentyl-isopentylphthalate
NO Diisopentylphthalate
NO Diethylphthalate (DEP)
NO Methylisothiazolinone
NO Methylchloroisothiazolinone
NO Triethanolamine
NO Diethanolamine
NO Cocamide DEA
NO Coal tar
NO Naphtha
NO High solvent naphtha
NO Naphtha distillate
NO Tar
NO Aluminum chloride
NO Aluminum chlorohydrate

NO Aluminum chlorohydrate
NO Aluminum dichlorohydrate
NO Aluminum sesquichlorohydrate
NO Aluminum zirconium octachlorohydrate
NO Aluminum zirconium octachlorohydrate glycol
NO Aluminum zirconium pentachlorohydrate
NO Aluminum zirconium pentachlorohydrate glycol
NO Aluminum zirconium tetrachlorohydrate
NO Aluminum zirconium tetrachlorohydrate glycol
NO Aluminum zirconium trichlorohydrate
NO Aluminum zirconium trichlorohydrate glycol
NO Oxybenzone (benzophenone-3)
NO Toluene
NO BHA (Butylated Hydroxyanisole)
NO BHT (Butylated Hydroxytoluene)
NO Butoxyethanol
NO Octinoxate
NO 1,4-dioxane

NO Retinyl Palmitate
NO Ethanolamines
NO Hydroquinone
NO Mercury
NO Mercury compounds
NO Methyl cellosolve
NO Mineral Oil
NO Plastic Microbeads
NO Phthalates
NO Polyethylene glycol (PEG compounds)
NO Propanol
NO Resorcinol
NO Sodium Lauryl Sulfate
NO Sodium Laureth Sulfate
NO Triclosan
NO Phenoxyethanol
NO Triisopropanolamine

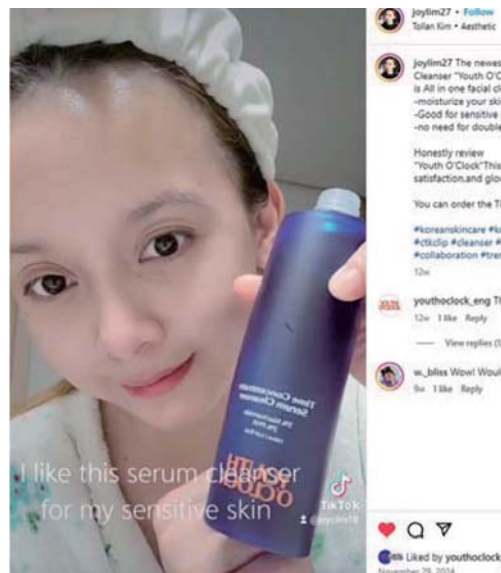
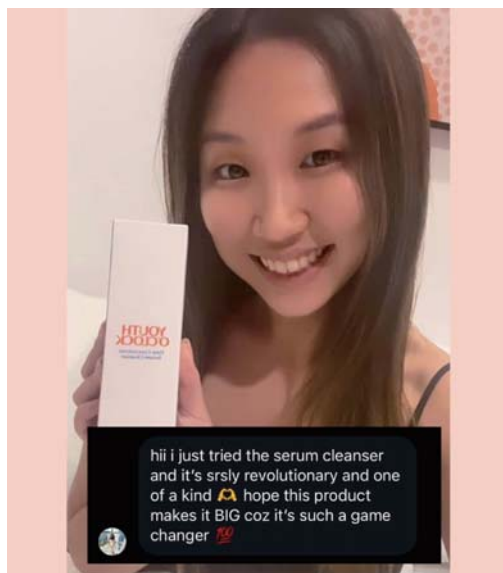
* Domestic: HwaHae standards (excluding fragrances)

* International: meets Clean at Sephora entry standards

TESTIMONIALS & FEEDBACK

YOUTH O'CLOCK

Essential K-Beauty Made Simple



*Notie: These contents are *not* intended for reproduction or redistribution

COMMUNICATION & PRESENCE

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youthclock_official Following Message

84 posts 3,699 followers 20 following

youthclock_official
유쓰어클락
확실한 포뮬라와 독특한 제형으로
간편하면서도 효과적인 스킨케어!
@ m.smartstore.naver.com/youthclock + 2

Followed by youthclock_ph, youthclock_jp_official + 9 more



youthclock_eng Following Message

78 posts 3,324 followers 15 following

YOUTH O'CLOCK(Eng)
Healthy/beauty
Essential K-Beauty made simple. It's time for your youthful glowing skin. It's
YOUTH O'CLOCK.
@ amzn.to/4i4zXTY + 1

Followed by youthclock_ph, youthclock_jp_official + 15 more



youthclock_jp_official Following Message

68 posts 561 followers 37 following

Youthclock Japanofficial -韓国コスメ
今までにない新概念セラムクレンザー
エイジングケアを始めるにはYouth o'clock
あなたの1番若い日である「今日」を維持するユースオクロック®
@ qao10.jp/shop/youthclock

Followed by youthclock_ph, youthclock_official + 4 more



youthclock_sg Following Message

52 posts 1,111 followers 33 following

Youth O'Clock Singapore
YOUTH O'CLOCK. Highly effective skincare made simple and
made easy and accessible.
Available on... more

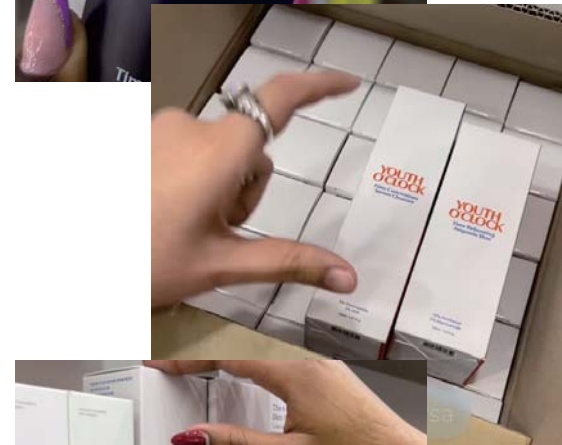
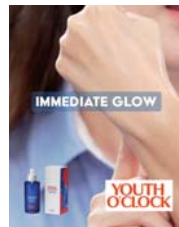
Followed by youthclock_ph, youthclock_jp_official + 7 more



youthclock_ph Following Message

21 posts 19 followers 4 following

Healthy/beauty
Korean beauty brand focused on delivering effective, simple and safe skin
Followed by youthclock_jp_official, youthclock_official + 4 more



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COMMUNICATION & PRESENCE

YOUTH O'CLOCK

Essential K-Beauty Made Simple



GLAM ME

Trot sensation **Hong Ji-yoon** talks about the benefits of YOUTH O'CLOCK



Shown on popular beauty & lifestyle TV show with popular celebrities.



YOUTH O'CLOCK

A proud partner of 2025 SEOUL SPRING FESTA among prestigious names such as KT and LINE FRIENDS



N 쇼핑 LIVE

Recorded highest number among concurrent viewer count with our interesting offering.



COMMUNICATION & PRESENCE

YOUTH O'CLOCK

Essential K-Beauty Made Simple



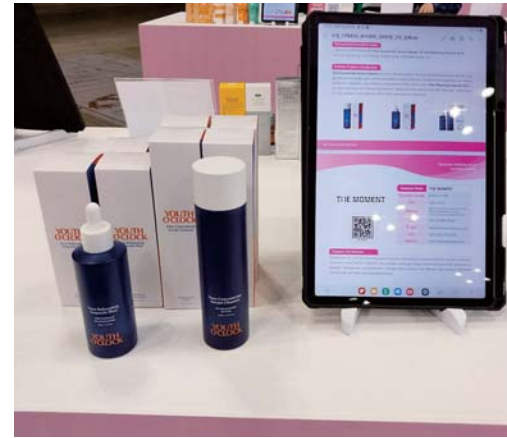
Displayed at BLUESQUARE Seoul



Hyundai Department Store
Duty Free, Trade Center Branch



2024 Korea Sourcing Week
Featured Products Zone



2024 Beauty Trade Show DDP
Trade Zone Display



Displayed at “Seoul Urban
Manufacturing Center,” Seongsu



“Camp Fire” Pop Up Event
Tokyo, Japan



Pop Up Event at
Beauty Play Myeongdong



YOUTH O'CLOCK(STU) booth
at 2024 Tokyo Lifestyle Exhibition



COMMUNICATION & PRESENCE

YOUTH O'CLOCK

Essential K-Beauty Made Simple



**YOUTH O'CLOCK(STU) booth at
2024 KOREA BUSINESS EXPO VIENNA**



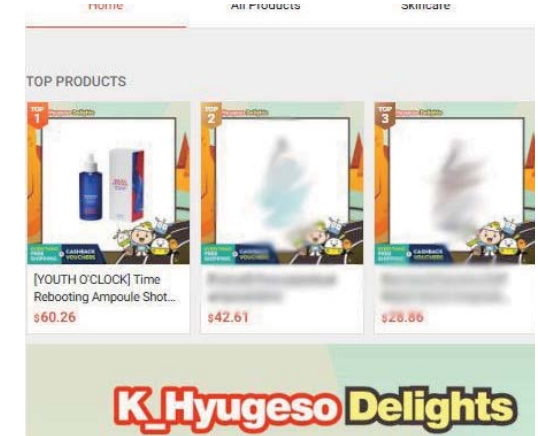
**Participant at Philippines-Korea
Business Partnership 2024**



**YOUTH O'CLOCK(STU) booth at
2024 2H BOOM UP KOREA**



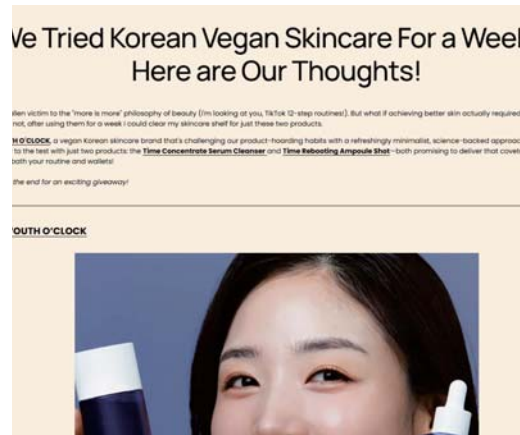
**Korea Expressway Corporation's
K_Hyugeso Delights (Top Product)**



**Featured on RAY's Online Magazine,
One of Japan's Top Media Outlets**



**Featured on Singapore's Beauty
& Lifestyle Blog: Go Digger**



**SEOULCON 2024, with top
influencers from Australia**



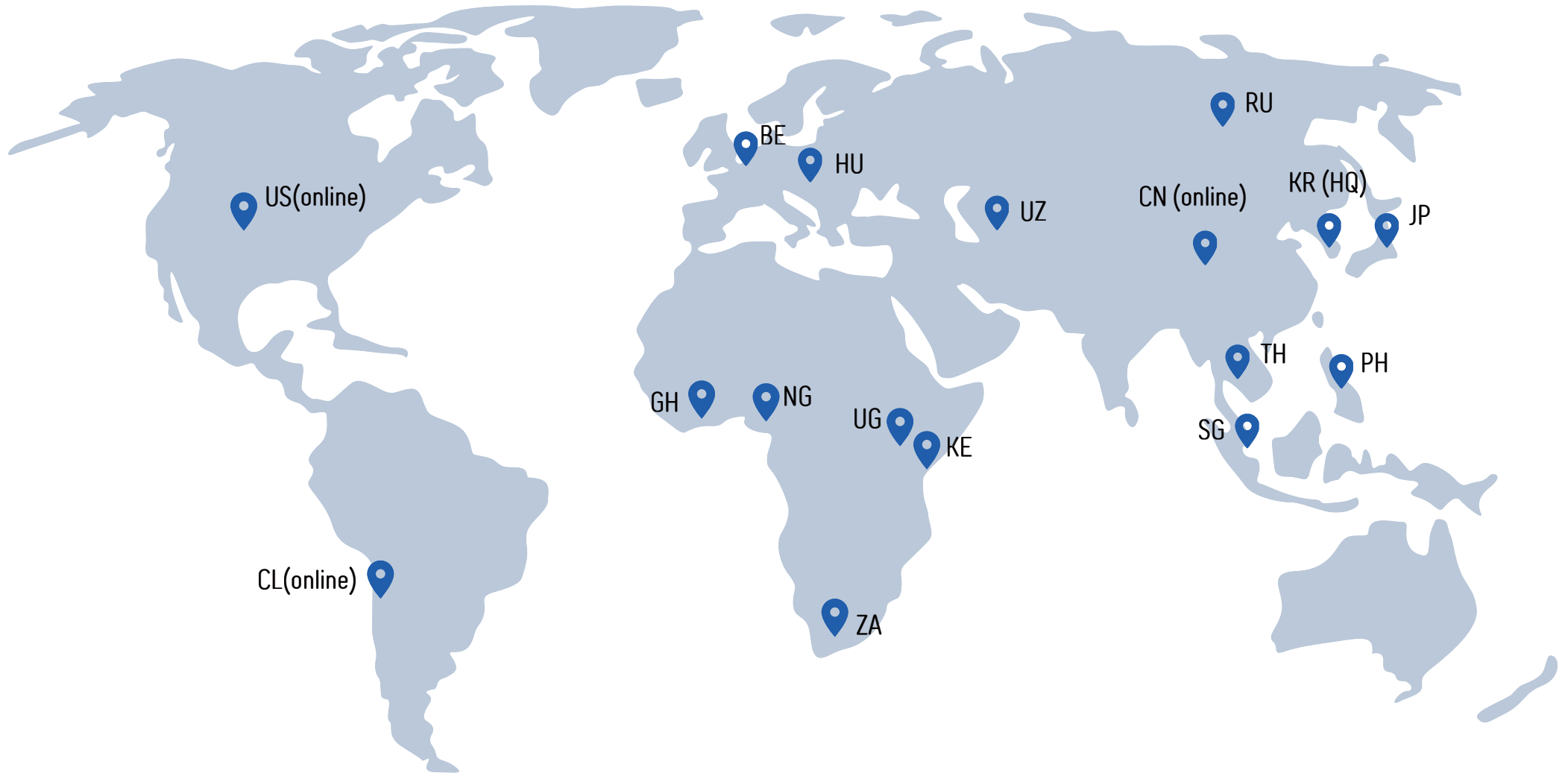
**SEOULCON 2024, with Mongolia's
popular actress Dulguun Odkhuu**



GLOBAL DISTRIBUTION

YOUTH O'CLOCK

Essential K-Beauty Made Simple



2024 Launch, 17 Countries. Reference date: Sep. 2025

End of Document

THANK YOU