

SO BASE

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sobase.co.kr

English en.sobase.co.kr

Chinese cn.sobase.co.kr

Japanese jp.sobase.co.kr

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“The essence of skincare begins with the base.”

High-performance skincare powered by vegan technology

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SO BASE

“The essence of skincare begins with the base.”



SO BASE is a high-performance skincare brand that blends skin-friendly vegan ingredients with advanced formulation technology. We focus on essential efficacy and simplified routines, delivering visible results with convenient, intuitive usability.



Focus on Essential Values

SO BASE removes the unnecessary and selects only what the skin truly needs, preserving the purity and integrity of each formula while staying true to the essential values of skincare.



Exploration of the Efficacy of Natural Bases

We scientifically study the healing power and energy found in nature, continuously discovering effective natural active ingredients and expanding the potential of natural bases to benefit the skin.



Technology that Maximizes the Power of the Base

Our proprietary formulation technologies with advanced scientific processes enhance the stability and absorption of natural ingredients, creating strong synergy and optimized performance.



A Minimalist and Practical Lifestyle

We simplify complex skincare steps, offering streamlined and efficient routines that focus only on essential functions, making skincare easy to maintain and seamlessly integrated into everyday life.



Restoring the Skin's Natural Balance

With low-irritation, skin-friendly formulas, we support the skin's ability to maintain its own balance, creating a healthy skin environment that allows natural beauty to emerge effortlessly.

Ingredients

Developed with collaborative R&D, featuring effective vegan-friendly active components.



Formulation

Smooth-spreading, fast-absorbing texture that delivers a refined feel and superior absorption.



Efficacy

Clinically tested formulas to ensure visible and reliable skin improvement.



Usage

Simple, intuitive routines designed for modern lifestyles and long-lasting results.



GLOBAL BUSINESS NETWORK



USA



MEXICO



SPAIN



NIGERIA



SWEDEN



FRANCE



CZECH REPUBLIC



LATVIA



POLAND



UKRAINE



GREECE



TURKEY



SAUDI ARABIA



KUWAIT



UNITED ARAB EMIRATES



KAZAKHSTAN



UZBEKISTAN



RUSSIA



MONGOLIA



CHINA

SO BASE



JAPAN



HONG KONG



THAILAND



VIETNAM



PHILIPPINES



MALAYSIA



SINGAPORE



INDONESIA



AUSTRALIA

SO BASE is steadily expanding beyond the domestic market to establish a strong and sustainable presence in the global beauty industry. By building stable revenue structures and fostering long-term growth in key international markets, we continue to strengthen our position as a reliable and competitive global skincare brand.

Currently, SO BASE exports to a wide range of regions worldwide, including Asia, North America, Latin America, Europe, the Middle East, Africa, and Russia. In each market, we collaborate closely with trusted local distributors and strategic partners to ensure efficient distribution while executing tailored marketing and sales strategies aligned with regional consumer needs.

Looking ahead, SO BASE remains committed to delivering differentiated product performance and a clearly defined brand identity to global consumers. Through continuous research, innovation, and new product development, we aim to enhance brand value, support our partners' long-term growth, and further expand the global footprint of K-beauty in international markets.

PRODUCT

Collagen Anti-Aging & Shine Muscat Lines

Powered by vegan collagen and peptides to improve wrinkles, elasticity, and skin firmness. Shine Muscat helps reduce the appearance of pores, control excess sebum, and relieve skin troubles.



PRODUCT LINE

SO BASE creates high-performance vegan skincare through advanced formulation technology. Each product is designed to deliver visible results through a simplified routine, using gentle yet highly effective ingredients.

SO BASE

Collagen Anti-Aging Line

A high-performance anti-aging line powered by vegan collagen and peptides for firm, lifted, youthful-looking skin.

Shine Muscat Pore Care Line

A refreshing pore-care line powered by Shine Muscat to refine pores, balance oil, and soothe troubled skin.

STEP 1



SO BASE
COLLAGEN
BUBBLE TONER
150ml / 5.07 fl.oz.

COLLAGEN BUBBLE TONER

Wrinkle reduction

Brightening

Dual Effect

STEP 2



SEOUL AWARDS 2024
Dermatologist Tested

SO BASE
COLLAGEN
REAL POWDER
DUAL SERUM

COLLAGEN REAL POWDER
DUAL SERUM

Wrinkle reduction

Brightening

Dual Effect

STEP 3



weVegan®
Dermatologist Tested

SO BASE
COLLAGEN
LIQUID CREAM
50ml / 1.69 fl.oz.

COLLAGEN LIQUID CREAM

Wrinkle reduction

Brightening

Dual Effect

STEP 4



SEOUL AWARDS 2024
Dermatologist Tested

SO BASE
COLLAGEN
LIFTING VIBE
EYE CREAM
EYE CREAM
WITH DEVICE

COLLAGEN LIFTING VIBE
EYE CREAM

Wrinkle reduction

Brightening

Dual Effect

STEP 5



Dermatologist Tested

SO BASE
COLLAGEN
NO WASH CREAM MASK PACK
50ml / 1.69 fl.oz.

COLLAGEN NO WASH
CREAM MASK PACK

Wrinkle reduction

Brightening

Dual Effect

STEP 6



Dermatologist Tested
weVegan®

SO BASE
SHINE MUSCAT
SUN STICK
SPF50+ PA++++
18g / 0.63 oz.

SHINE MUSCAT SHINE STICK
SPF50+ PA++++

UV Protection

Wrinkle reduction

Brightening

Dual Effect

EYE
CREAMCOLLAGEN
LIFTING VIBE
EYE CREAM**Winner of the Seoul Awards 2024**
“Excellent Product”

Unique Eye Cream that Combines
Collagen Eye Care with a Vibrating
Galvanic Device

Dual Functional Cosmetics for Wrinkle Improvement and Brightening
NET WT. 15mL / 0.50 fl.oz.



- 60% Vegan Collagen, 300DA ultra-small molecule collagen, and collagen boosting peptide (SYN-COLL)
- 3,300 vibrations per minute of the galvanic vibration device maximize the absorption of active ingredients by 30% and provide a soothing massage effect for tired-looking eyes
- The patented spider-web-like formulation maximizes the massage effect, enhancing elasticity through the device's vibrations
- Highly effective ingredients for anti-aging around the eyes: Palmitoyl Tripeptide-5, Fig extract, Safflower Seed Oil, Evening flower oil, Cacao Seed Extract, Coptis root extract, Centella asiatica extract, Ceramide NP, Squalane, Shea Butter, Glycerin, Adenosine and Niacinamide
- Clinically proven instant results: After a single use, +112% wrinkle improvement, +111.33% skin density +105.6% lifting effect
- Dermatologically Tested

COLLAGEN
BUBBLE
TONER

Easy-to-Apply Bubble Toner that
Absorbs Instantly without Dripping

Dual Functional Cosmetics for Wrinkle Improvement and Brightening
NET WT. 140mL / 4.73 fl.oz.



- 300DA ultra-small molecule collagen, hydrolyzed collagen, and 7 kinds of peptide complex
- Natural cleansing power and rich foam of saponin soap grass leaf extracted by the ultra-sonic extraction technique, the technology of SO BASE
- Effects of exfoliation, antioxidation, wrinkle improvement, moisturization, and brightening from “SING GREEN”, a natural compound of four ingredients (Shine Muscat, Green Apple, Green Plum, and Green Papaya) with the color of nature, green
- Effects of calming, relieving troubles and brightening from “LOC Complex”, a naturally derived compound of Mandarin Extract, Safflower Extract, Sea Buckthorn Fruit Extract, Rice Bran Extract, Lactobacillus Lemon Peel-fermented Extract, and Lemon Water
- Mildly acidic toner that is mild on the skin and balances oil and moisture making the skin comfortable without skin irritation

TONER

SERUM

COLLAGEN
REAL POWDER
DUAL SERUM

**Winner of the Seoul Awards 2024
“Excellent Product”**

A Lifting Serum that Contains Collagen Powder and Peptide Serum in a Dual Container

Dual Functional Cosmetics for Wrinkle Improvement and Brightening
NET WT. Serum 30g / 1.05 oz. · Powder 0.6g / 0.02 oz.



- Technically designed special dual container to store collagen powder and peptide serum separately and to mix just before use
- Powerful lifting effect of 100% pure collagen powder, AVA-certified vegan collagen, 300DA ultra-small molecule collagen, and collagen boosting peptide(SYN-COLL)
- Intensive moisturizing, wrinkle improvement and soothing effect of pink vitamin “Vitamin B12”, ultra-small molecule hyaluronic acid “Oligo-HA”, and hyaluronic acid
- Anti-Glycation benefits that help prevent sugar-induced aging, featuring Carnosine Peptide, an advanced anti-aging ingredient that supports improved skin elasticity and overall complexion
- Clinically proven instant results: After a single use, +120.37% wrinkle improvement, +113.34% elasticity, +104.2% lifting effect
- Dermatologically Tested

weVegan®

COLLAGEN
LIQUID CREAM

Vegan-certified Product

Technically Liquefied Cream Designed for Easy Spray Application, Delivering Moisture, Firmness, and Natural Glow

Dual Functional Cosmetics for Wrinkle Improvement and Brightening
NET WT. 50mL / 1.69 fl.oz.



- An advanced “Two-Phase Nutritional Emulsification” technology liquefies and stabilizes the cream, separating it into a concentrated cream layer and a serum layer
- Easy to use, delivering deep nourishment and an instant glow upon application, perfect anytime skin feels dry or over makeup
- Elastic synergy with vegan collagen and collagen boosting peptide(SYN-COLL)
- Intensive moisturizing and soothing effects form vitamin B5 “Panthenol”
- Nano liposome technology that maximizes absorption and efficacy of active ingredients
- Moisturizing, soothing and elasticity effects of natural ingredients: Gardenia extract, Centella asiatica extract, Fig extract, Ceramide NP, Raffinose, Pine dietary sulfur, Coptis root extract, Safflower seed oil, Evening primrose oil, Squalane
- Clinically proven instant results: After a single use, +167.7% moisturization, +142.43% radiance(glow), +114.3% wrinkle Improvement, +112.84% elasticity, +107.15% lifting effect
- Dermatologically Tested

※ Shake well before use to mix the formula, then spray evenly onto the skin

MASK
PACKCOLLAGEN NO
WASH CREAM
MASK PACK

A no-wash, leave-on cream mask with 45% Collagen Water for hydration, firming, and smoothing.

Dual Functional Cosmetics for Wrinkle Improvement and Brightening
NET WT. 50g / 1.76 oz.



- Innovative no-wash cream mask that requires no rinsing—simply apply and let it absorb for effortless day & night care
- Formulated with 45% high-content Collagen Water instead of purified water, delivering triple benefits: deep hydration, improved elasticity, and strengthened skin barrier
- Hygienic grinder-type container that freshly grinds only the amount needed each day, minimizing air exposure for clean and sanitary use.
- Soft sherbet-to-balm texture that gently melts into the skin, providing a rich, nourishing finish
- Synergy of vegan collagen and collagen-boosting peptides for enhanced firmness and lifting care
- Enriched with five skin-identical ceramides, panthenol, and shea butter to deliver intense and lasting moisture
- Clinically proven instant results: After a single use, +222% Moisturization, +112% wrinkle improvement, +108% skin texture refinement
- Dermatologically Tested

weVegan®

SHINE MUSCAT
SUN STICK
SPF50+ PA++++**Vegan-certified Product**

Non-Sticky Moisturizing Sun Stick with 15% Shine Muscat Extract

Triple Functional Cosmetics for Wrinkle Improvement, Brightening and UV Protection
NET WT. 18g / 0.63 oz.



- “Water Capture System” with micro-encapsulated moisture particles delivers immediate hydration and a cooling sensation
- Lightweight formula that helps wick away sweat and absorb excess oil with unique oil absorbing powders
- Patented ingredient “UB-PROTECTOR” protects the skin from ‘Blue Light’ emitted by digital devices such as smartphones, PCs, TVs, and LED lights
- Effects of skin moisturization, soothing, and antioxidation from Sprout Complex Water (Hordeum Vulgare Leaf, Wheat Sprout, Camellia Sinensis Leaf), Hyaluronic Acid, Green Tea Water, Tocopherol, Madecassoside, Centella Asiatica, Panthenol, Apple Extract, Ceramide NP
- Infused with naturally derived fragrance inspired by Shine Muscat, developed by EXPRESSION PARFUMES, a leading natural fragrance company in France
- Easy-to-use twist-up design with a high-quality container
- Dermatologically Tested

SUN
STICK