

BRAND INTRODUCTION

SKIN1004

THE UNTOUCHED NATURE



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SKIN1004 BRAND STORY

01



THE REASON LOOKING FOR RAW MATERIAL

SEARCHED

[Reason for search]

Whatever touches the skin
the most crucial thing is **'Ingredient'**.

It's an obvious fact but we put
much thought and focus once more.

THE PLACE
WHERE
HIGH QUALITY
RAW
MATERIALS
EXIST



SOUGHT

[Location of good ingredients]

Believing good ingredient originates from clean nature, we went on a long journey to find **Untouched Nature**.

After much effort, we arrived at Madagascar, the oldest island on Earth. 170 million years of **most ancient and pristine nature**.

PEOPLE WHO LIVE WITH THE MOTHER NATURE

ENCOUNTERED

[People living in Mother nature]

We met natives who live their lives
facing cruel Mother nature
generation after generation.



FOUND

[Centella Asiatica, the leaf of life]

From the
ancient wisdom of natives,

we found
healing and protective
properties of

Centella Asiatica,
the leaf that bring life.



LEAF OF LIFE,
CENTELLA ASIATICA

LEAF OF LIFE, CENTELLA ASIATICA



FOUND [Centella Asiatica, the leaf of life]

Optimal environment for Centella farming:
annual average temperature of 23~27°C, altitude of 700m.

Centella of the highest quality found nowhere else.

Best ingredient from the untouched Madagascar.

EVENTUALLY THIS WHOLE PROCESS IS FOR YOU REALIZING THE VALUES WE PERSUE

DELIVERED [The whole process just for you]

Delivering 100% pure Centella essence
of the high quality, with no toxic ingredients.



MADE [Making our visions the reality]

We endeavoured as we know how invaluable
your skin is. **The untouched nature,**
its purity and freshness delivered to your skin in its entirety.

SKIN1004

BRAND PHILOSOPHY

02



Whatever touches the skin must be pristine

Believing good ingredient begins with good land,
We only use Centella Asiatica harvested from Good Agricultural and Collect Practices (GACP).



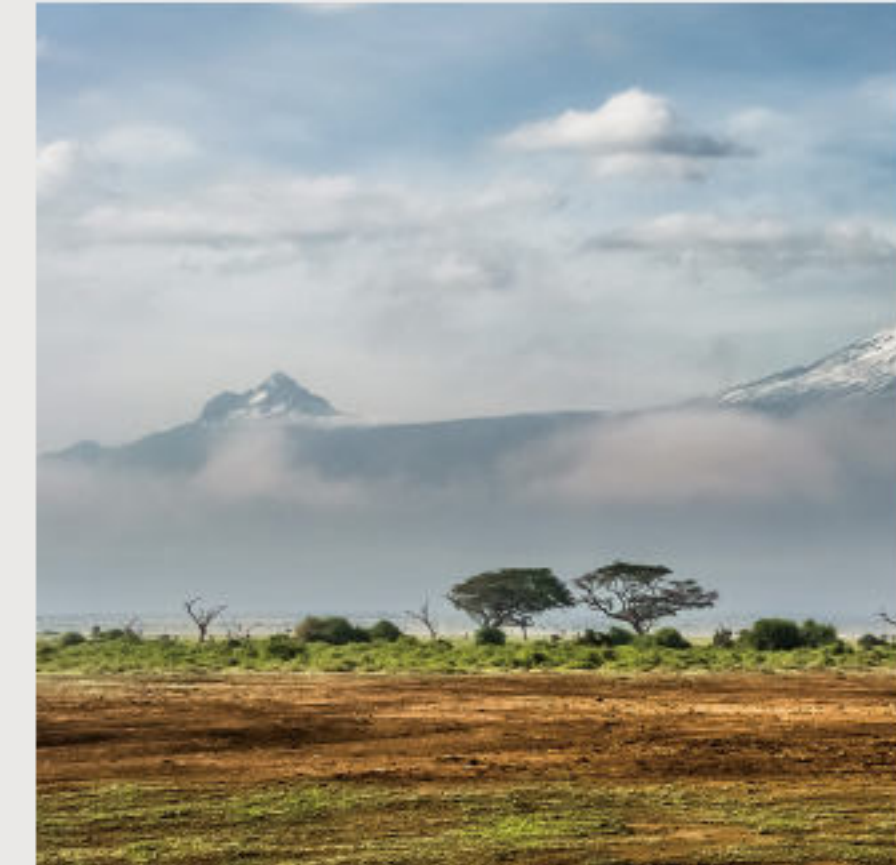
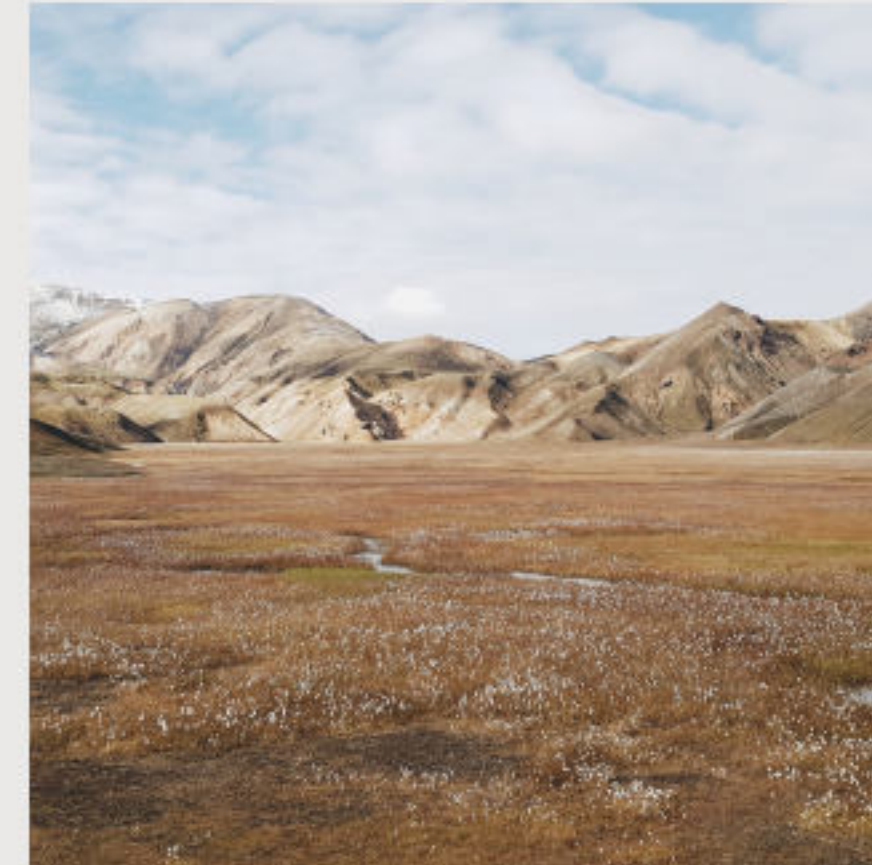
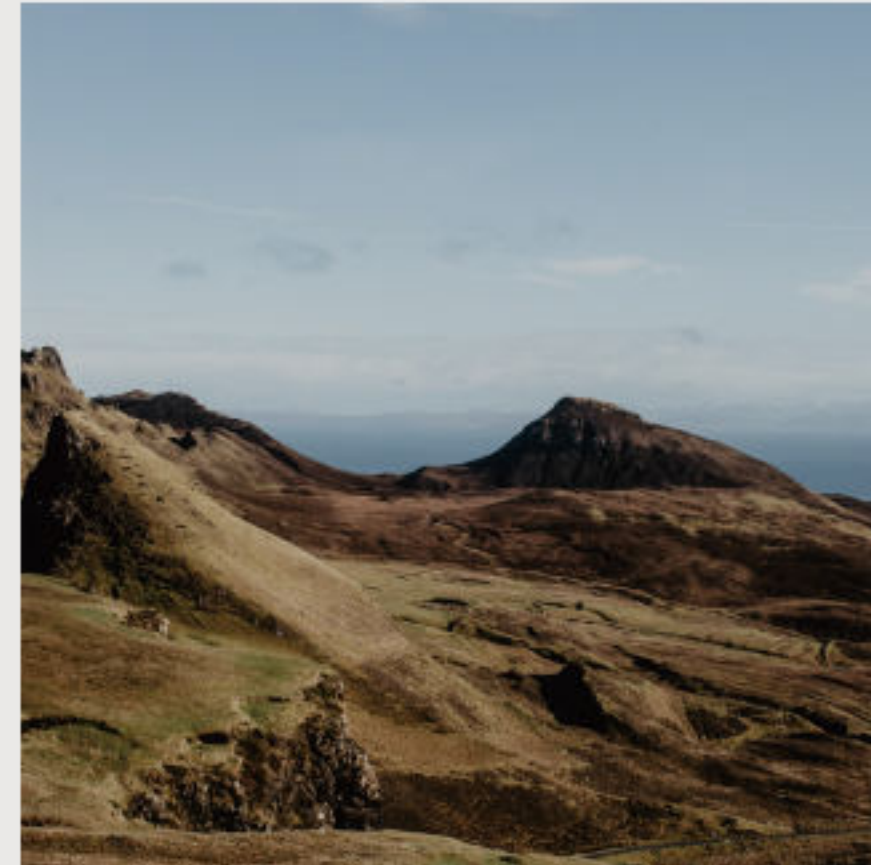
To bring you ingredients of the highest quality,
SKIN1004 follows GACP process meticulously.

GACP [Good Agricultural and Collection Practices]

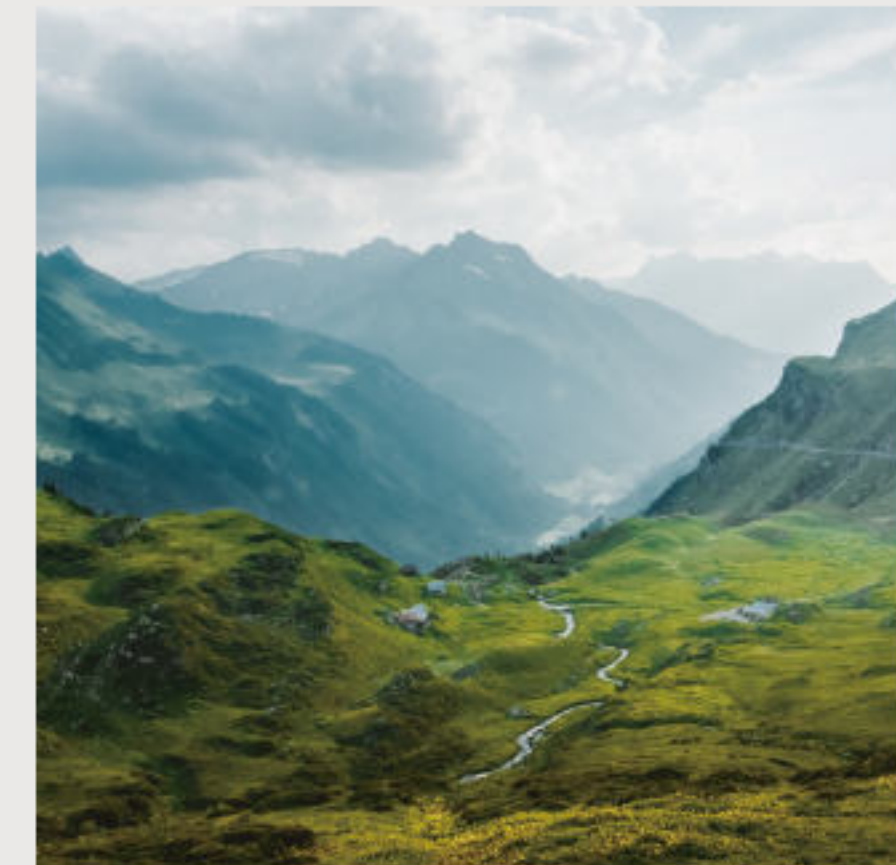
Picking / Drying / Conservation



GACP FARMING



Only the trained pickers from
17 certified regions of
Madagascar for optimized
Centella farming are hired
to prevent contamination
of raw ingredients.



GACP PICKING

Systematic program of training for pickers

1. The pickers must wash their hands before picking

2. No usage of sharp blades or knives during picking

[Prevents injuries and contamination
of Centella leaves via blood]

3. Tearing the root or separating the stem of the plant is strictly forbidden

[Preserves Centella species of the highest quality]

4. Trained pickers are registered and receive their own Picker Card

[Certified quantity and quality of produce from each picker]

[Traceability of quality of raw ingredients]

[Record of individual quota to ensure ethical payment]

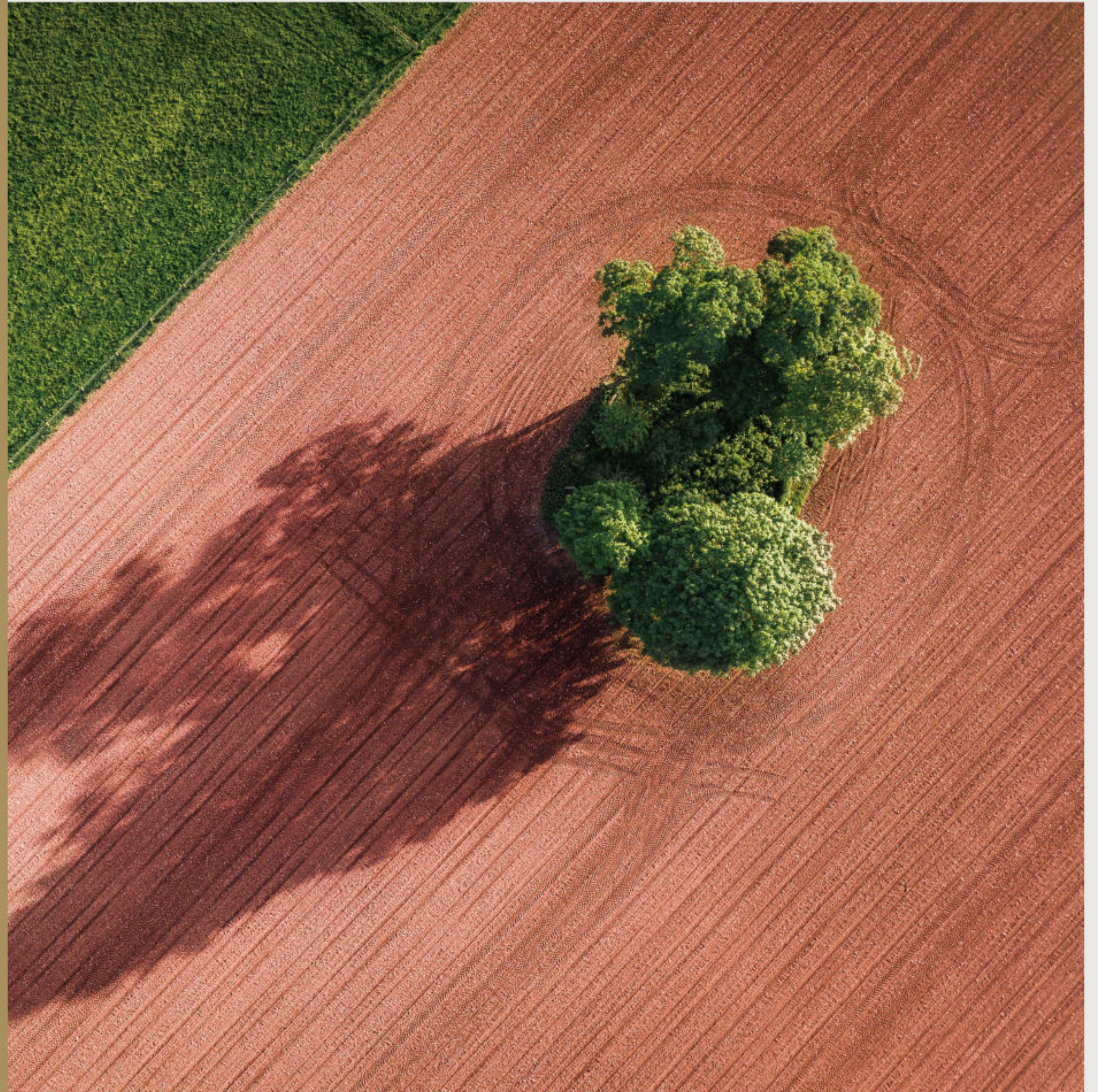


GACP DRYING

To keep the freshness of Centella, leaves are swiftly dried immediately after picking by trained pickers.

The leaves are dried under the sunbeam of clean Madagascar during the day and in fresh ventilated air during the night.

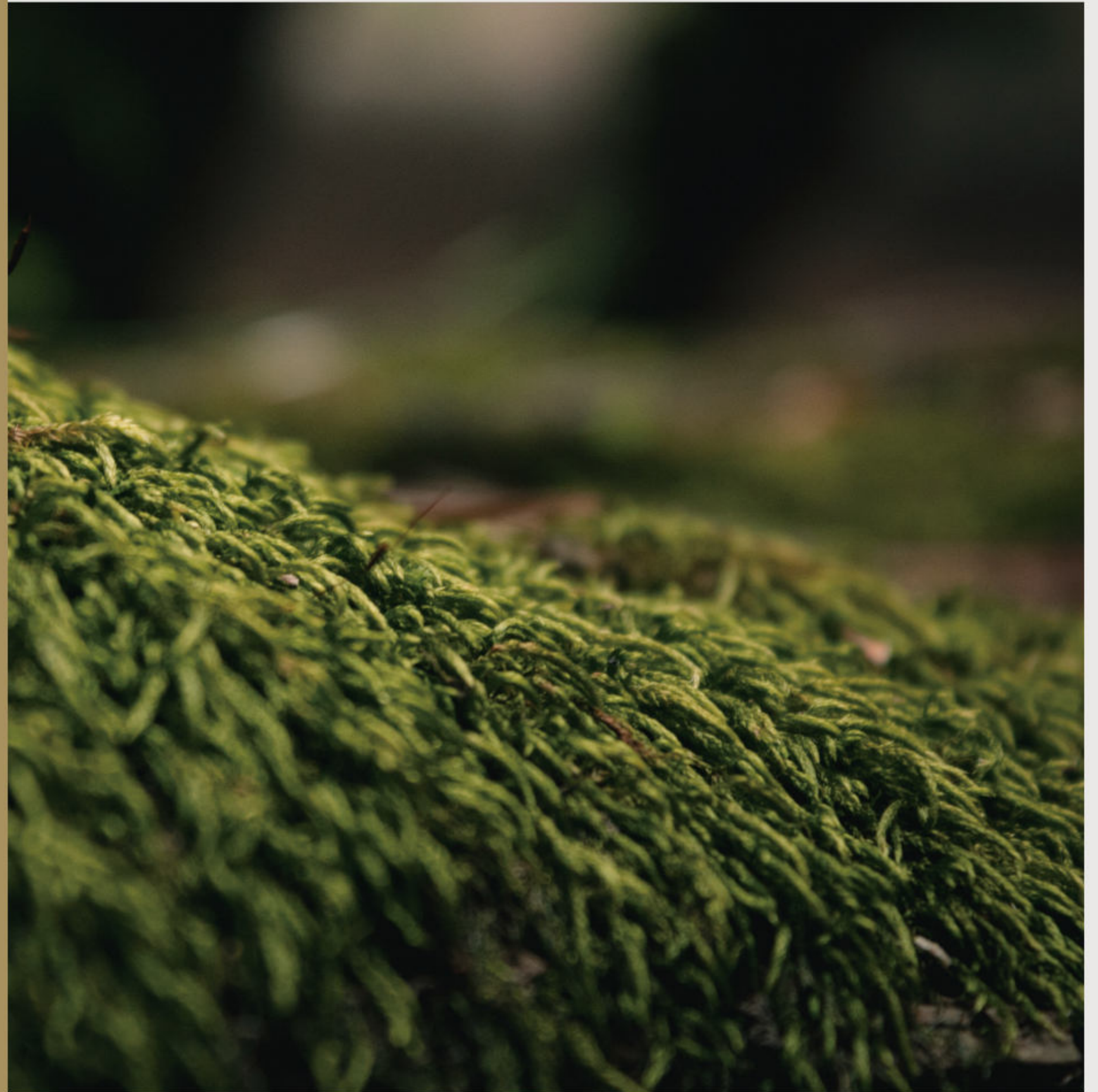
The produce is dried on clean sheet or cloth to prevent direct contact with the ground.



GACP CONSERVATION

Strict conservation to prevent spoil of the produce

1. Leaves are stored in clean places away from hydrocarbons, chemicals and resins.
2. To prevent contamination via moisture, leaves are stored in dry, well-ventilated area.
3. If stored in large quantities in sacks, the space of at least 10cm between the floor, the floor and walls is kept.



EWG Green Grade

Abiding to importing EWG Green Centella ingredient enables
minimal production process and exclusion of excessive ingredients for a safe and mild cosmetics

SKIN1004 PRODUCT

03



CENTELLA LINE

Believing quality cosmetics is completed by quality ingredients,
SKIN1004 is persistent on using Madagascar's own Centella for our 'Centella Line' products

Centella Line consists of only the essential ingredients
for mild skincare, replacing the irritating components

[Ampoule Remover / Light Cleansing Oil / Ampoule Foam / Toning Toner / Watergel Sheet Ampoule Mask /
Ampoule / Soothing Cream / Cream / Air-Fit Suncream Plus / Cotton Pad]

CENTELLA LINE [MADAGASCAR CENTELLA **AMPOULE REMOVER**]

Main ingredients	Centella Asiatica extract, MOIST PLUS FC
Product Info	- Ampoule layer : Oil layer = 6 : 4 ratio for mild eyes and lips makeup cleansing. - MOIST PLUS FC for formation of moisture layer and hydrating sensation
How to use	- Soak appropriate amount in cotton pad, place on area around eyes and lips for 3~5 seconds, and gently wipe along the skin texture
Volume	150ml



CENTELLA LINE [MADAGASCAR CENTELLA **LIGHT CLEANSING OIL**]

Main ingredients	Centella Asiatica extract, six plant-based oils
Product Info	- Centella oil and six plant-based oils melts away makeup and residues coagulated in skin. - A non-irritant, safe cleansing oil with no drawbacks of previous products such as sore eyes and oil film. - Light as water, suitable even for those new to oil cleanser as it cleanses both base and toner placed deeply in pores.
How to use	1. With appropriate amount, apply to whole face and gently massage 2. Emulsify by adding water gradually to remove makeup and residue 3. Massage until milky and rinse with lukewarm water
Volume	200ml



CENTELLA LINE [MADAGASCAR CENTELLA **AMPOULE FOAM**]

Main ingredients	Centella Asiatica extract, sodium bicarbonate, antipyretics
Product Info	- 92.69% fine dust removal - Consists of 30% Centella ampoule that soothes and balances skin. - With natural detergent and packed bubbles, it's an Ideal pH5 foam cleanser for moisturization after face wash. - Thoroughly removes unseen residues and makeup with soda powder. Improved foam capacity and slipperiness compared to previous products.
How to use	1. Squeeze appropriate amount, foam with hands 2. Gently massage whole face, rinse thoroughly with lukewarm water.
Volume	125ml



CENTELLA LINE [MADAGASCAR CENTELLA **TONING TONER**]

Main ingredients	Centella Asiatica extract, PHA(gluconolactone), hyaluronic acid
Product Info	- Whitening and anti-wrinkling - Daily toning toner full of freshness of Madagascar with Centella extract and PHA, non-irritating exfoliator. - Suitable for sensitive skin, PHA activates skin turnover cycle to exfoliate and help form healthy, clear skin texture.
How to use	1. After face wash, soak cotton wool balls and gently scrub the whole face 2. With appropriate amount on hand, gently tap face to absorb
Volume	210ml / 400ml



CENTELLA LINE [MADAGASCAR CENTELLA WATERGEL SHEET AMPOULE MASK]

Main ingredients	Centella Asiatica extract, cornmint oil, antipyretic solution
Product Info	- Water gel sheet, full of ampoule containing Centella extract and fresh cornmint oil, that adheres to skin completely and swiftly calms sensitive skin. - Plump gel sheet with 3x moisture content to deliver fluid(liquid or moisture) from the sheet completely for whole moisturization of inner skin.
How to use	1. After face wash, smooth skin with toner 2. Apply mask evenly on whole face except eyes and lips 3. Remove mask after 10~20 minutes and gently tap (massage) to absorb remaining ampoule
Volume	25ml x 1ea / 25ml x 5ea



CENTELLA LINE [MADAGASCAR CENTELLA **AMPOULE**]

Main ingredients	Centella Asiatica extract
Product Info	- Facial ampoule to calm and maintain healthy skin. - 100% Centella Asiatica extract from untouched nature of Madagascar. - Immediately calms sensitive skin and restores glossiness of skin that is roughened by external harmful environment.
How to use	- After face wash or applying toner, use the spoid and apply face to absorb
Volume	55ml / 100ml



CENTELLA LINE [MADAGASCAR CENTELLA **SOOTHING CREAM**]

Main ingredients	Centella Asiatica extract, 3 inter-skin lipid components(ceramide, fatty acid, cholesterol)
Product Info	- Soothing cream for skin barrier treatment that contains all 3 actual lipid components of epidermis and naturally absorbs deep into the skin for robust skin care. - Clear and supple texture of the soothing cream delivers a refreshing sensation to help calm the skin once more.
How to use	- At the last step of skin care, spread on skin with appropriate amount and lightly tap to absorb
Volume	75ml



CENTELLA LINE [MADAGASCAR CENTELLA CREAM]

Main ingredients	Centella Asiatica extract, squalene, niacinamide, adenosine
Product Info	- Whitening and anti-wrinkling - Calms the skin and forms protective water coat with squalene and centella extract, full of freshness of Madagascar. - Calms, moisturizes, and nourishes the skin damaged by harmful external environment to maintain healthy, supple skin.
How to use	- After applying toner and essence, gently massage face with appropriate amount to absorb
Volume	75ml



CENTELLA LINE [MADAGASCAR CENTELLA **AIR-FIT SUNCREAM PLUS**]

Main ingredients	Centella Asiatica extract, Niacinamide, MadeWhite™(Patent # 10-1245563 KR), Multiex BASAM
Product Info	- SPF50+ PA++++ / Dual functions: UV Block, whitening - Physical sunscreen without white cast and stiffness. Moist and smooth application suitable for all four seasons. - Non-nano physical sunscreen that deflects harsh UV rays like a mirror instead of absorbing into the skin. - Blocks UV rays and brightens simultaneously with niacinamide and MadeWhite™. Additionally effectively soothes the skin with Centella Extract.
How to use	- At the last stage of skincare, apply thoroughly in areas easily exposed to UV rays
Volume	50ml



CENTELLA LINE [PURE COTTON PAD]

Main ingredients	100% cotton
Product Info	- 100% eco-friendly cotton from clean areas of Italy. - Natural cotton pad suitable for sensitive skin with no skin trouble. - Dual-sided pad: wave-shaped side for hydration and smoothing skin texture and hole mesh side for exfoliation. No fluffing using water-jet method.
How to use	- After face wash, apply toner or essence onto cotton pad and gently wipe face - Use mesh side for exfoliation and wave-shaped side for moisturization and smoothing skin texture
Volume	60 Pieces



HYALU-CICA LINE

SKIN1004 exclusively uses Centella Asiatica of Madagascar to produce 'HYALU-CICA Line' believing good ingredient begins with good land.

HYALU-CICA Line is a collection of moisturizing cosmetics with SKIN1004's specialized Hyalu-Cica Formula, the golden ratio of hyaluronic acid for moisturization and cica for calming of the skin to swiftly relieve dryness of the skin.

[Brightening Toner / Blue Serum / Sleeping Pack]

HYALU-CICA LINE [MADAGASCAR CENTELLA HYALU-CICA BRIGHTENING TONER]

Main ingredients	Hyalu-Cica formula(Hyaluronic acid + Cica(Centella Asiatica)), AHA+LHA, Centella Asiatica leaf water 74%, Ceramide Biom, 5 hyaluronic acids, niacinamide & adenosine
Product Info	- components of AHA+ LHA exfoliates and removes excess residues to complete bright and smooth skin. - Hyalu-Cica formula calms sensitive skin from dryness and moisturizes the skin. - Contains 74% Centella Asiatica leaf water from Madagascar to help soothe the skin swiftly. - Whitening & Anti-wrinkling dual functionality for clear and elastic skin.
How to use	- How to use : After face wash, pour the product onto cotton pad or hand and apply along the skin texture by gently tapping.
Volume	210ml



HYALU-CICA LINE [MADAGASCAR CENTELLA HYALU-CICA BLUE SERUM]

Main ingredients	Hyalu-Cica formula(hyaluronic acid + Cica(Centella Asiatica), Ceramide Biom, 5 layer Hyaluronic acid, Niacinamide & Adenosine, Hedera Helix(Ivy) Leaf Extract
Product Info	- Hyalu-Cica Formula soothes and moisturizes sensitive skin from dryness. - 5 layer hyaluronic acid absorbs deeply into skin to provide long-lasting moisturizing sensation. - Niacinamide and adenosine brightens and forms healthier skin. - Vitality of Hedera Helix(Ivy) Leaf Extract, that never fades all year, energizes dull skin.
How to use	- With appropriate amount, apply gently along the skin texture
Volume	50ml



HYALU-CICA LINE [MADAGASCAR CENTELLA HYALU-CICA SLEEPING PACK]

Main ingredients	Hyalu-Cica formula(hyaluronic acid + Cica(Centella Asiatica), Ceramide Biom, Melatonin, Niacinamide & Adenosine, Hibiscus Esculentus Extract, Pyrus Communis(pear) Fruit Extract, Rosa Damascena Flower Water, Cucumis Melo(Melon) Fruit Extract and other natural ingredients
Product Info	- Hyalu-Cica formula protects and calms the skin dry from losing moisture overnight. - Melatonin forms healthy skin by providing beauty sleep to calm and tighten the skin. - Dual functionality of whitening and anti-wrinkling vitalizes the skin during sleep. - Light water-gel type that does not disturb much needed beauty sleep.
How to use	- Apply along the skin texture to absorb
Volume	100ml



TONE BRIGHTENING LINE

Believing quality cosmetics is completed by quality ingredients, SKIN1004 is persistent on using Madagascar's own Centella for our 'Tone Brightening Line' products.

The Tone Brightening Line reduces irritation and cares for cleaner through Centella and brightens the skin through patented MadeWhite's effects.

[Cleansing Gel Foam / Boosting Toner / Capsule Ampoule]

TONE BRIGHTENING LINE [MADAGASCAR CENTELLA TONE BRIGHTENING CLEANSING FOAM]

Main ingredients	Centella Asiatica Extract(41%), MadeWhiteTM(Madecassoside), 3-O-Ethyl Ascorbic Acid, SINGREEN, Agave Tequilana Leaf Extract
Product Info	- Combined with nature-originated exfoliating ingredient and MadeWhiteTM, a gel cleansing foam with increased stability and lower skin irritation that will brighten your skin. - Madagascar Centella Asiatica for a rapid skin soothing effect. - Gel type cleanser will hydrate the skin while removing makeup and any residues completely.
How to use	- Squeeze appropriate amount, foam with hands, and gently massage whole face. Then, rinse thoroughly with lukewarm water
Volume	125ml



TONE BRIGHTENING LINE [MADAGASCAR CENTELLA TONE BRIGHTENING BOOSTING TONER]

Main ingredients	Centella Asiatica Extract(90%), MadeWhiteTM(Madecassoside), Niacinamide, SINGREEN, Xylitol, 3-O-Ethyl Ascorbic Acid, Betaine, Panthenol
Product Info	- MadeWhiteTM, a patented brightening ingredient which increases stability and reduces skin irritation, will provide you a brighther and cleaner skin - For deep soothing care, Centella Asiatic Extract was increased up to 90% - The SINGREEN ingredient consisting of four fruit extracts removes old dead skin cells, fills in insufficient moisture, and boosts skin care absorption for the next step. - Moist water-type texture that doesn't evaporate quickly permeates the skin and provides a softer skin.
How to use	- Apply certain amount on cotton pad or on hand and gently tap face.
Volume	210ml



TONE BRIGHTENING LINE [MADAGASCAR CENTELLA TONE BRIGHTENING CAPSULE AMPOULE]

Main ingredients	Centella Asiatica Extract(77%), MadeWhiteTM(Madecassoside), Niacinamide, Tranexamic Acid, 3-O-Ethyl Ascorbic Acid, Xylitylglucoside, Anhydroxylitol, Xylitol
Product Info	- High content of brightening patented ingredient Made WhiteTM is placed in beads to enhance stability and provides brightening effect for glowing skin. - Contains 77% of Madagascar Centella Asiatica extract for quick calming effect. - Contains a complex that helps brighten your skin tone, including 4% of niacinamide. - A fast-absorbing water type ampoule gently melts the MadeWhite beads onto the skin softly and absorbs into the skin without feeling slippery.
How to use	- After face wash or applying toner, use the dropper to apply to the face and rub gently into the skin. Lightly tap the skin with hands for absorption.
Volume	100ml



ZOMBIE BEAUTY by SKIN1004

AMUSEMENT, REAL EFFECT, IMAGINATION

Experience all five senses and stir the imagination, like a fun game

Stylish and one of a kind cosmetics.

Don't expect a small change. The 2nd brand of SKIN1004,
ZOMBIE BEAUTY brings a monstrous transformation to the skin.

**[Cocoon Soap Mask / Heart Leaf Soap Mask / Zombie Pack / Mummy Pack / Witch Pack /
Hand Shot / Pillow Shot / Bloody Peel]**

ZOMBIE BEAUTY LINE [COCOON SOAP MASK]

Main ingredients	Sericin(cocoon extract), Centella Asiatica extract, argan oil
Product Info	- Cleansing soap with sericin(cocoon extract) that effectively decontaminates skin by coagulating residues in skin pores. - Helps eliminate black & whiteheads deep inside pores. Moisturizes and removes oil simultaneously.
How to use	1. Wash face with lukewarm water 2. Create ample foam, gently massage and rinse 3. Wash with lukewarm water to remove all residues
Volume	100g(85g when dry)



ZOMBIE BEAUTY LINE [HEART LEAF SOAP MASK]

Main ingredients	Houttuynia Cordata Extract, Centella Asiatica extract, Olive Oil
Product Info	- VEGAN, NO animal testing, NO animal material - Hypoallergenic cleansing soap mask that contains Houttuynia Cordata Extract for soothing sensitive and delicate skin. - Forms firm and elastic skin while providing gentle and moist cleansing with ingredients including vitamins, minerals, and chlorophyll.
How to use	1. Wash face with lukewarm water 2. Create ample foam, gently massage and rinse 3. Wash with lukewarm water to remove all residues
Volume	100g(85g when dry)



ZOMBIE BEAUTY LINE [ZOMBIE PACK & ACTIVATOR KIT]

Main ingredients	Albumin, Centella Asiatica extract, panthenol
Product Info	- Whitening & anti-wrinkling - Homecare lifting pack that examines and improves skin simultaneously. - Consists albumin that effectively lifts skin to manage all 9 skin concerns. (Nine skin concerns : exfoliation, texture, tone, moisture, clearness, water-oil balance, pores, elasticity, lifting)
How to use	1. Open package and mix activators 2. Excluding areas around eyes and lips, apply thoroughly on face with brush 3. 10~15 minutes after application, rinse with lukewarm water
Volume	Powder : 2g x 8ea(16g) Activator : 3.5ml x 8ea(28ml)



ZOMBIE BEAUTY LINE [MUMMY PACK & ACTIVATOR KIT]

Main ingredients	Albumin, Centella Asiatica extract, adenosine, truffle extract
Product Info	- Anti-wrinkling functionality - Home care lifting mask for diagnosing and improving skin problems simultaneously. - Keeps the skin healthy and elastic by preventing skin aging, sagging, and fine line formation. - Cleans and tightens the skin with charcoal powder for purification and blackfood that contains rich amount of anthocyanin.
How to use	1. Open package and mix activators 2. Excluding areas around eyes and lips, apply thoroughly on face with brush 3. 10~15 minutes after application, rinse with lukewarm water
Volume	Powder : 2g x 8ea(16g) Activator : 3.5ml x 8ea(28ml)



ZOMBIE BEAUTY LINE [WITCH PACK]

Main ingredients	Green tea leaf water(71%), green tea powder, green tea leaf extract, green tea leaf oil
Product Info	- Excluding irritating and physical ingredients, mud pack with cream-like texture for full and comprehensive soothing of the skin. - Along with removing residues from skin pores, contains 71% green tea leaf water for immediate calming of skin. - As mud dries, moisture evaporates to bring cool and fresh sensation to skin.
How to use	1. After opening Witch Pack Pouch, obtain appropriate amount of mud pack on brush or hand 2. Apply evenly according to skin texture on face except eyes and lips 3. After 10~15 minutes, wash thoroughly with lukewarm water
Volume	15g x 8ea(120g)



ZOMBIE BEAUTY LINE [HAND SHOT]

Main ingredients	Ethanol(63%)
Product Info	- Hand sanitizer Hand Shot is a cosmetic and pharmaceutical product that has 99.9% sterilization effect, keeping hands clean at all times. - Slim and compact one-touch cap and tube container provides optimal convenience when going outside. - Hand Shot is made with calculated proportions to maintain moisture to provide hand cream-like moisturizing effects. - Hand Shot has a natural floral scent that leaves hands moist and with a subtle scent after use.
How to use	- Apply an appropriate amount on hands and rub till dry.
Price and Volume	KRW 10,000 / 30 ml(1.01 FL. OZ.)



ZOMBIE BEAUTY LINE [PILLOW SHOT]

Purpose	Deodorant, disinfectant, and repellent(for silverfish)
Product Info	- The Pillow Shot has completed tests to prove the effectiveness of sterilization, deodorization, and repellent effects (of silverfish) at research institutes. - The 99.9% sterilization effect takes responsibility of our hygiene and sanitation of our surrounding space.(Removes 99.9% of Sulfur staphylococcus aureus / Bacteria causing skin disease and food poisoning) / (Removes 99.9% of E. coli / Bacteria causing vomiting, nausea, and abdominal pain) / (Removes 99.9% of Pneumococcal / Bacteria causing coughing, phlegm, vomiting, etc.) - Pillow Shot helps maintain freshness with 99.9% deodorizing effects(formaldehyde) to remove any odors occuring in daily life. - Able to use on pillows, beds, clothes, sofas, car seats, shoes, etc., anywhere you need a hygienic environment. - Demonstrates deodorization effect and leaves only pleasant subtle scent through natural green tea ingredients.
How to use	1. Turn the spray nozzle to release from lock mode. 2. Spray clothing, bedding, or wherever necessary at a proper distance of 30 to 40 cm.
Price and Volume	KRW 29,000 / 200 ml(6.76 FL. OZ.)



ZOMBIE BEAUTY LINE [BLOODY PEEL]

Main ingredients Glycolic Acid, Salicylic Acid, Apple Fruit Extract

- Product Info
- Stabilized high content of AHA 17%
 - Well-proportioned combination of AHA and BHA components to make suitable for dry skin and oily/combo skin to leave only smooth and healthy skin
 - Apple fruit extract gently removes dead skin cells and vitamin C brightens dull skin tone.
 - The miracle after 60 seconds. 60 seconds of investment, one day a week, leaves smooth, soft skin.
 - Red food recipes from nature, such as tomatoes, red beets, paprika, and berry complex, calms the skin quickly and effectively.

- How to use
- With the dropper, apply an appropriate amount on to the face area except for the eyes and mouth.
 - Apply following the texture of the skin, and after 1-2 minutes, wash with lukewarm water to remove.
- *High concentration AHA products are recommended to use only once or twice a week.

Price and Volume KRW 16,000 / 30 ml(1.01FL.OZ.)



THANK YOU
for Watching

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