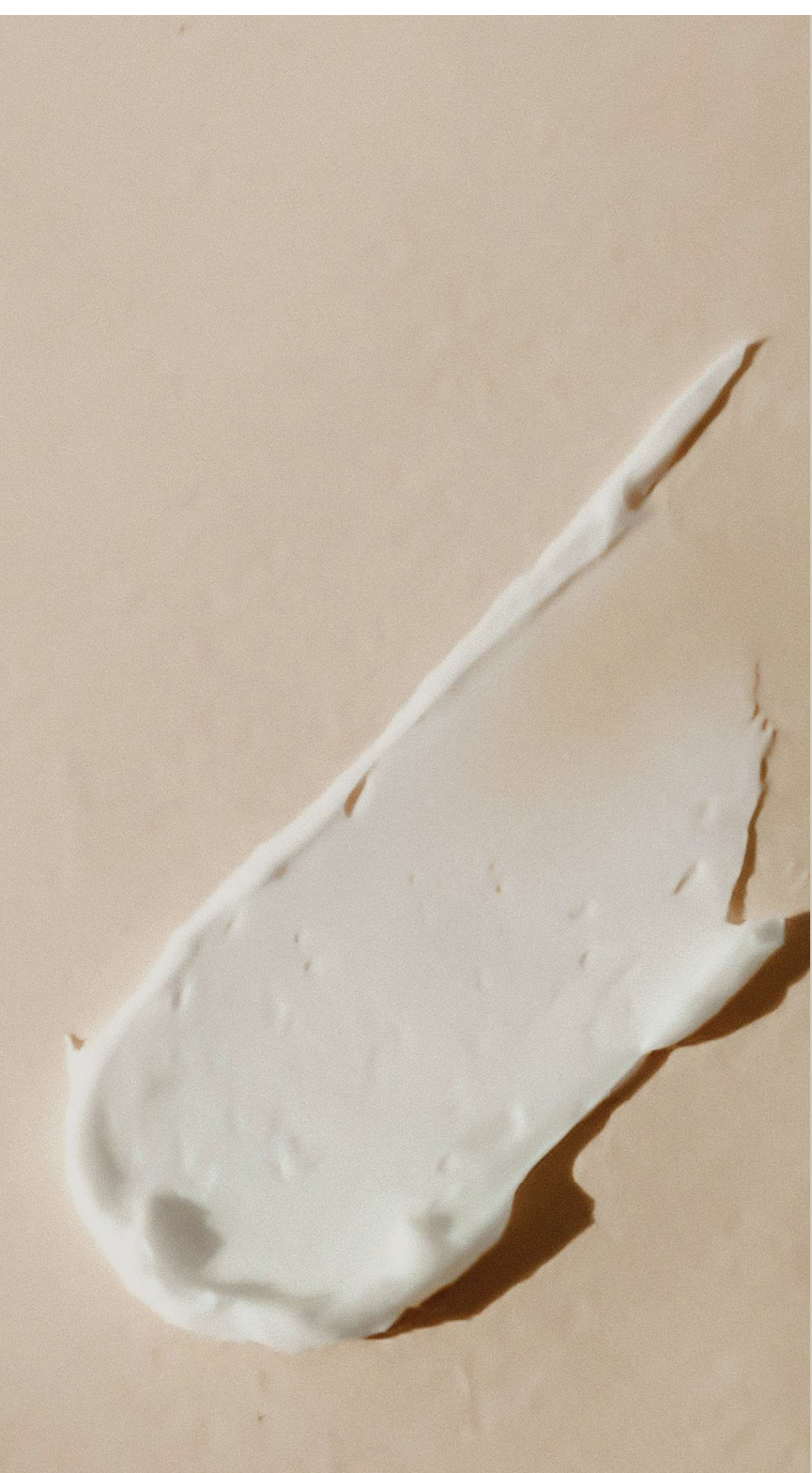
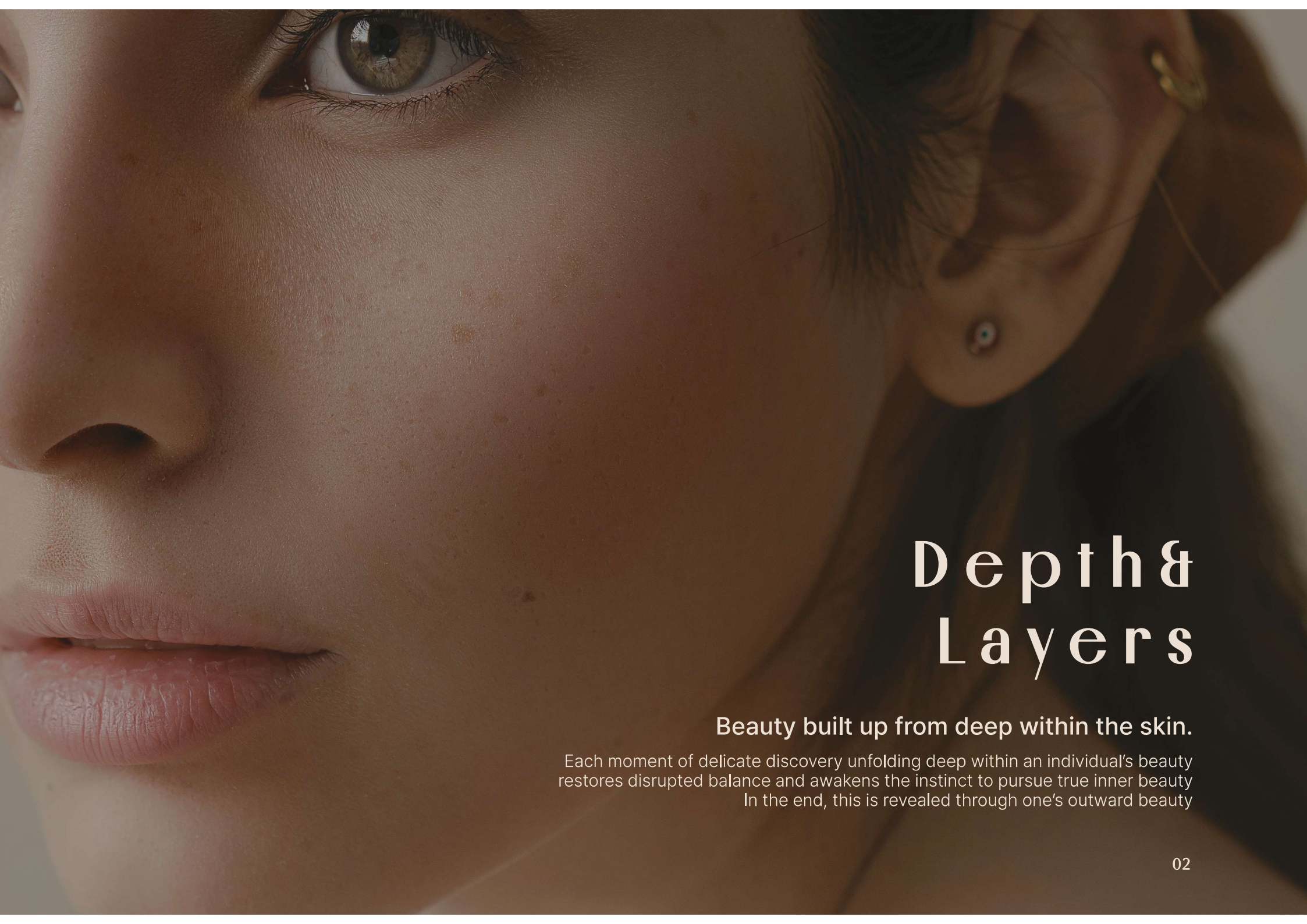


JBSARA
JUST BEAUTY



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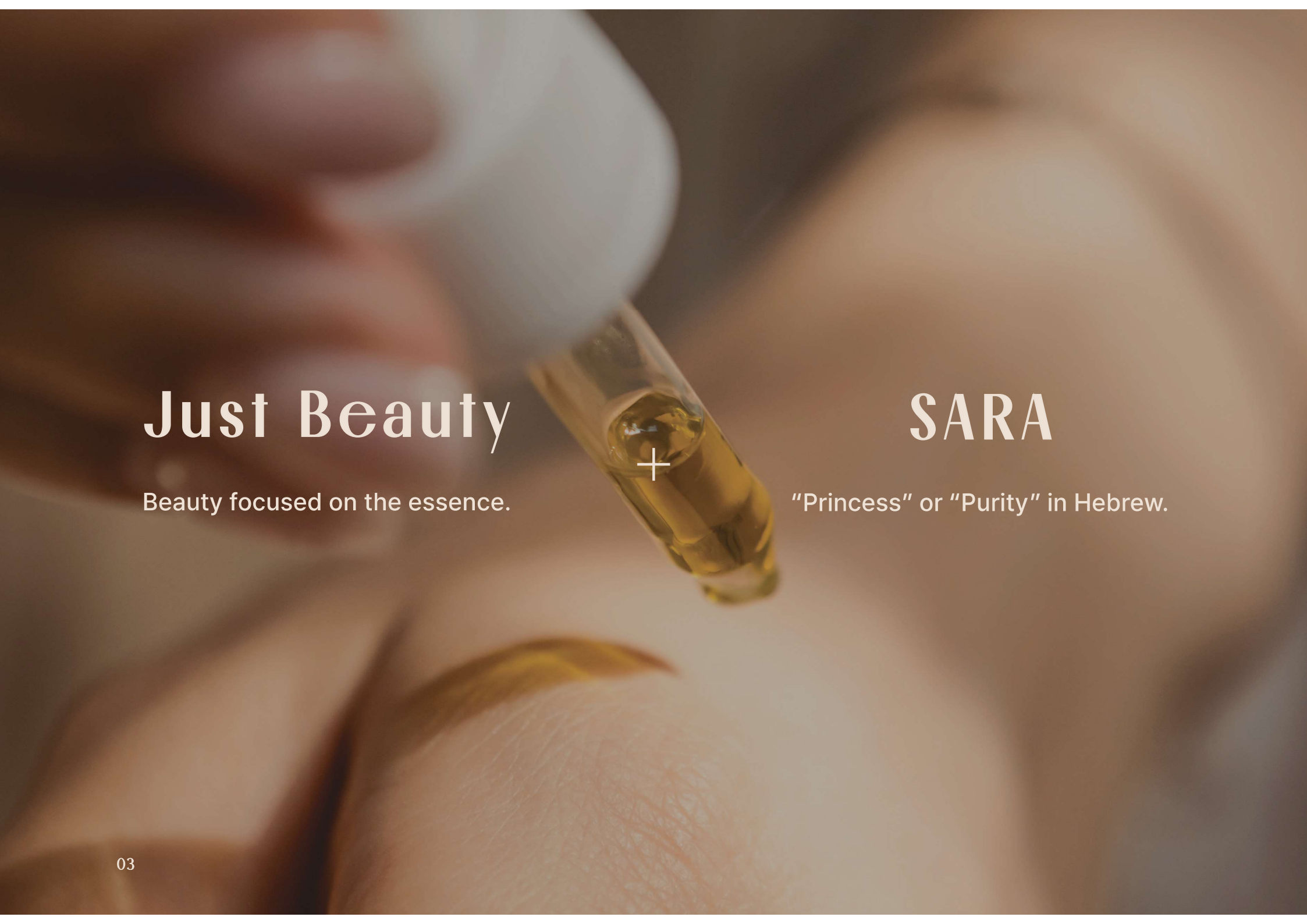


Depth & Layers

Beauty built up from deep within the skin.

Each moment of delicate discovery unfolding deep within an individual's beauty restores disrupted balance and awakens the instinct to pursue true inner beauty

In the end, this is revealed through one's outward beauty



Just Beauty

Beauty focused on the essence.

+

SARA

"Princess" or "Purity" in Hebrew.



B

**Beauty that restores balance,
bringing confidence to life through healthy skin.**

A cosmetic philosophy grounded in fidelity to the essence.

Pursuing the skin's natural health and beauty without unnecessary exaggeration or embellishment.

Honest and transparent beauty.

Building trust with both consumers and partners through ethical management and full transparency of all ingredients.

Simple and minimal beauty.

Simple yet effective basic care using only essential ingredients.

CORE VALUES



BALANCE

A holistic skincare philosophy that harmonizes oil and moisture balance, the skin barrier, and even emotional well-being.

PURITY

A clean formula that minimizes unnecessary irritation and contains only essential ingredients.

CALM

Low-irritation care gentle enough for sensitive skin, with a soothing feel that puts the mind at ease.

TONE & MANNER



TONE

A gentle, warm, and trustworthy expert feel.

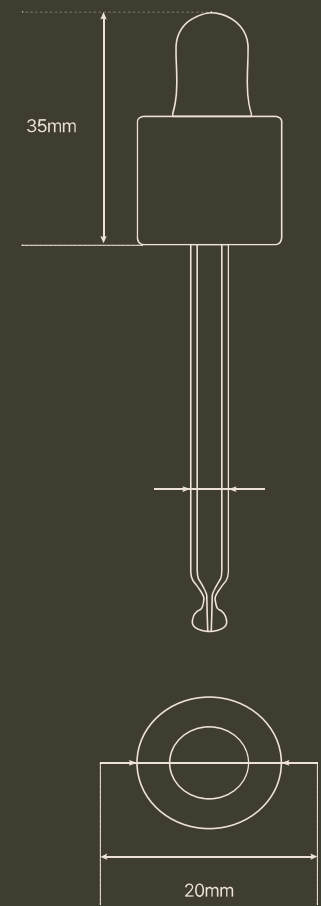
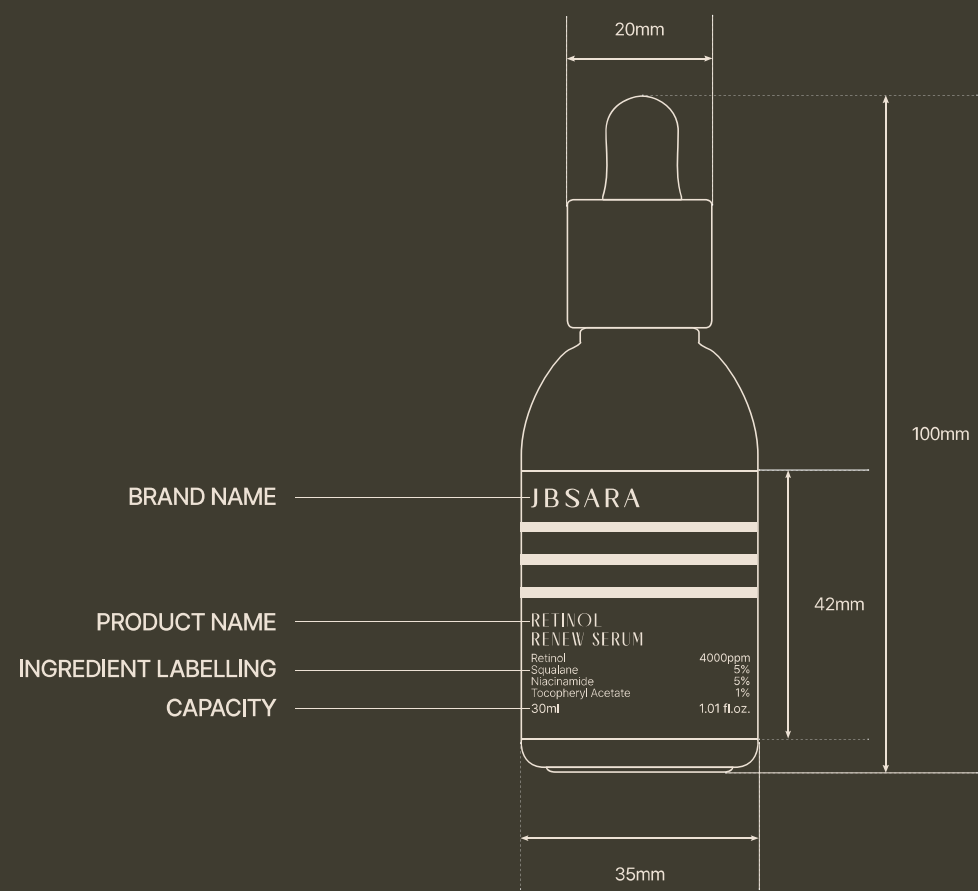
MOOD

A relaxed, nature-inspired aesthetic with a clean, minimal sensibility.

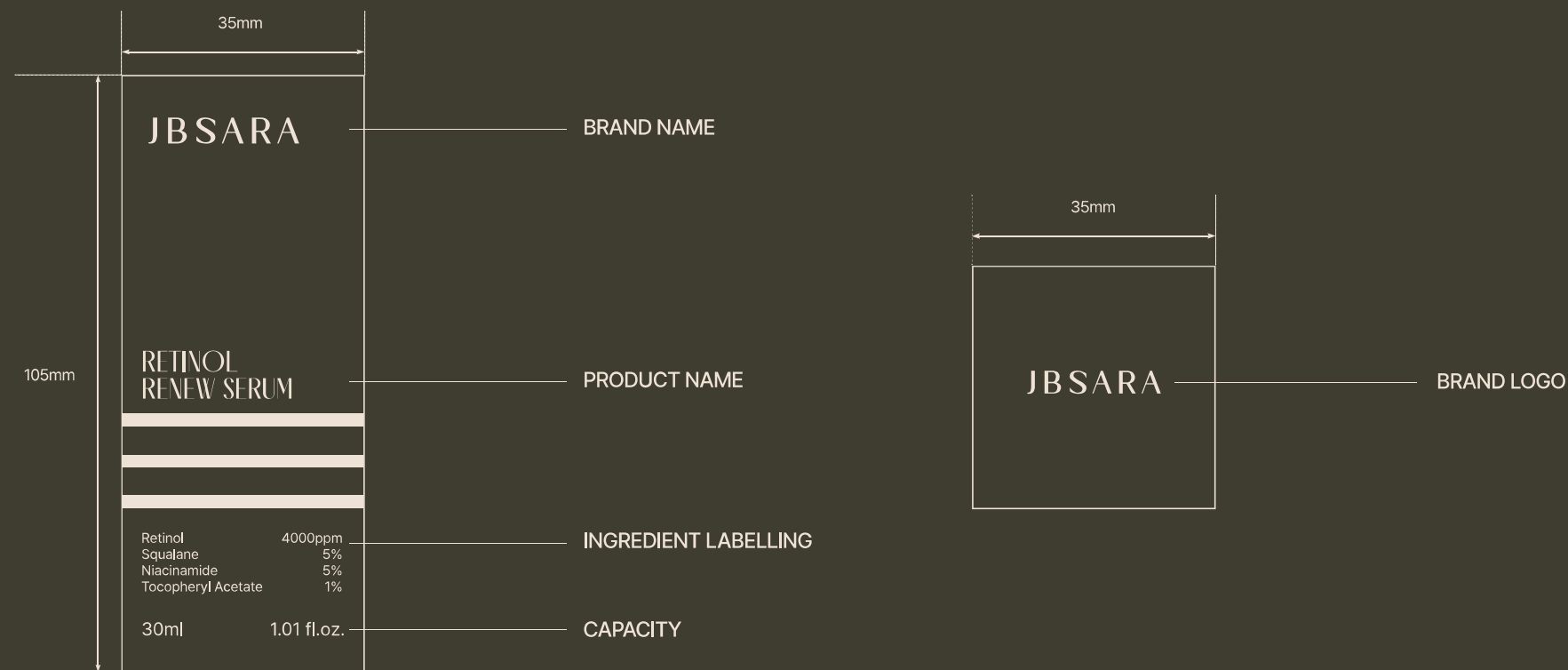
COLOR

Soft beige, dark brown.

BOTTLE LABEL DESIGN



PACKAGE DESIGN





RETINOL RENEW SERUM

High-concentration retinol promotes skin turnover to improve wrinkles and pores. Tocopherol helps prevent skin aging with its antioxidant properties, while niacinamide refines the appearance of blemishes to create a smoother skin texture.

- ✓ Aging, Wrinkle
- ✓ Oily, Combination

- Retinol 4,000 ppm
- Squalene 5%
- Niacinamide 5%
- Tocopherol 1%



SKIN SOFTENING SERUM

Niacinamide helps control sebum and refine pores, while glycolic acid exfoliates dead skin cells to smooth and refine skin texture. Tomato extract revitalizes the skin, and panthenol provides hydration while strengthening the skin barrier.

- ✓ Oily, Acne-Prone
- ✓ Pore, Sebum

- Niacinamide 5%
- Glycolic Acid 4%
- Tomato Extract 1,000 ppm
- Panthenol 100 ppm



NIACINAMIDE 20 GLOW SERUM

High-concentration 20% niacinamide helps regulate sebum and refine pores for a smoother skin texture. Arbutin inhibits melanin production to reduce the appearance of dark spots and promote a clearer, more even skin tone.

- ✓ Blemishes
- ✓ Dry, Dull skin

- Niacinamide 20%
- Arbutin 1%



CENTELLA 77 WATERY CREAM

By delivering immediate hydration and a soothing solution to parched skin, it replenishes dry, depleted texture from within and helps restore lost elasticity—revealing a refined, silky-smooth, radiant, and luxuriously healthy-looking complexion.

✔ Sensitive, Dry skin ✔ Pores, Sebum

- Niacinamide 5%
- Allantoin 1,000 ppm
- Sodium Hyaluronate 250 ppm
- Centella Asiatica Extract 77.72%



RETINOL REVIVE EYECREAM

A revitalizing solution that fills in loosened skin texture to restore elasticity, delivering a plump, dimensional glow as if infused with moisture—revealing a clearer, more radiant, and vibrantly refined eye contour.

✔ Oily, Acne-prone ✔ Pores, Sebum

- Retinol 2,000 ppm
- Allantoin 1,000 ppm
- Niacinamide 5%



GLOW SKIN FIT SUN CREAM

A hybrid sunscreen formula that combines the powerful protection of UV filters with the comforting hydration of a moisture essence adheres thinly and transparently to the skin, delivering a seamless, barely-there fit as if it were your own skin.

✔ Hybrid Sunscreen ✔ UV Protection

- Niacinamide 2%
- Tocopherol 0.5%
- Arbutin 2%



TRIPLE SHIELD SUN STICK SPF50+ / PA++++

It provides strong UVA/UVB protection with an added anti-pollution function to block fine dust and urban pollutants, creating a complete protective barrier. Its silky, non-greasy texture adheres smoothly, keeping skin protected anytime, anywhere.

- ✔ Waterproof
- ✔ Anti-Pollution

- Bisabolol 500 ppm
- Shea Butter 1.72%



REVIVE SPICULE SHOT 102 AMPOULE SERUM

Micro-spicule technology activates the skin's natural regeneration cycle, delivering subtle stimulation that enhances active ingredient absorption while targeting skin imperfections. The result is a smoother, clearer, and more radiant complexion.

- ✔ Boosts Skin Renewal
- ✔ Pore & Sebum care

- Niacinamide 2%
- Tranexamic Acid 5,000 ppm
- Alpha-Arbutin 5,000 ppm



REVIVE SPICULE SHOT 302 AMPOULE SERUM

A deeper, more powerful transformation. This high-performance intensive solution delivers a high concentration of spicules to target specific skin concerns, instantly refining rough texture and boosting elasticity for visibly smoother, firmer skin.

- ✔ Boosts Skin Renewal
- ✔ Pore & Sebum care

- Niacinamide 2%
- Tranexamic Acid 5,000 ppm
- Alpha-Arbutin 5,000 ppm



40%

Aesthetic Experience

JBSARA goes beyond functional skincare, considering even the sensory pleasure of the moment it is used. The texture, fragrance, and packaging design all offer a touch of everyday luxury, providing consumers with a sense of self-care, satisfaction, and relaxation.

35%

Skin Harmony

Focusing on the sensitivity and balance inherent in all skin types, it aims to restore the skin barrier while minimizing irritation. Rather than pursuing flashy, immediate results, it seeks to support the skin's natural rhythm for long-term health and resilience.

25%

Pure Science

To restore the skin's natural health, products are developed based on scientific research and clinical data. Rather than simply incorporating trending ingredients, only those proven to be truly effective are carefully formulated in stable and safe concentrations. This approach instills confidence in consumers, assuring them of reliable and trustworthy skincare.



NIACINAMIDE 20 GLOW SERUM



NIACINAMIDE

Helps reduce excess oil while regulating sebum production for a balanced complexion. It also refines pores and smooths skin texture without disrupting the skin's natural moisture balance.



ARBUTIN

Helps inhibit the activation of melanin, preventing hyperpigmentation while promoting a brighter complexion and reducing the appearance of dark spots and freckles.



MOISTURIZING

Helps control sebum while delivering nourishment and elasticity to prevent the skin from becoming dry.



NIACINAMIDE

Reduces excess oil while helping to balance the skin's sebum activity, promoting a clearer and more refined complexion.



JBSARA

RETINOL
RENEW SERUM

Retinol	4000ppm
Squalane	5%
Niacinamide	5%
Tocopheryl Acetate	1%

30ml	1.01 fl.oz.
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JBSARA

RETINOL RENEW SERUM

Glow / Fine line care

It is a functional serum that, enriched with Retinol, Squalane, and Hyaluronic Acid, deeply hydrates both the surface and deeper layers of the face, filling it with moisture for a radiant, glowing complexion and addressing various skin type concerns.

[INGREDIENTS]

Water (Aqua), Niacinamide, Squalane, Glycerin, 1,2-Hexanediol, Butylene Glycol, Tocopheryl Acetate, Dipropylene Glycol, Cetearyl Alcohol, Betaine, Dimethicone, Retinol, Polysorbate 20, Cetearyl Glucoside, Carbomer, Tromethamine, Allantoin, Panthenol, Adenosine, Fragrance (Parfum), Disodium EDTA, Tocopherol, Sodium Hyaluronate, Glyceryl Acrylate/Acrylic Acid Copolymer, Propylene Glycol, Beta-Glucan, Hexamethylindanopyran, Hexyl Cinnamal, Tetramethyl Acetyloctahydronaphthalenes

[HOW TO USE]

Dispense an appropriate amount of the product and apply it evenly to the areas of concern on the face, allowing it to be absorbed.

function : facial serum

[NET CONTENTS]

30 ml / 1.01 fl.oz.

[CAUTIONS]

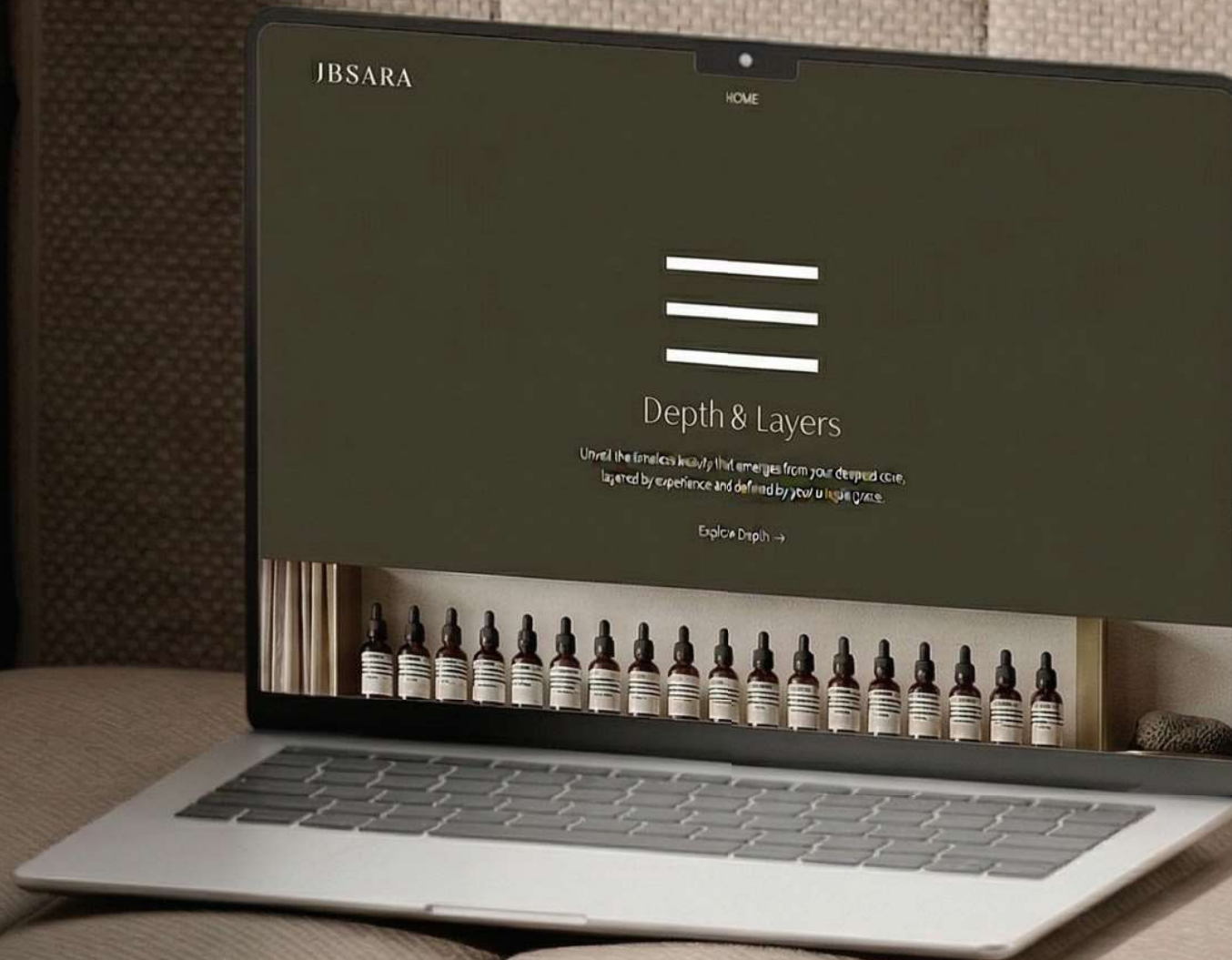
01. Consult a specialist when there is any irritation or side effect as red mark, swelling, or itchiness on your skin by direct sunlight during or after using the cosmetics.02. Refrain from using on areas where where is a wound.03. Precautions for storage and handling A) Keep the product out of the reach of small children.B) Avoid direct sunlight.

In the daytime, always protect skin with a Broad Spectrum SPF 30 sunscreen or higher. Contains retinol, which may cause irritation. Gradually build up use, if irritation occurs reduce frequency and increase moisturisation.

Batch No. / Expiry Date (YYYYMMDD): Separately indicated

WARNING: This product can expose you to chemicals including Butylated hydroxyanisole, which is known to the State of California to cause cancer, and Retinol, which is known to the State of California to cause birth defects or other reproductive harm. For more information go to www.P65Warnings.ca.gov.

*Contains Vitamin A. Consider your daily intake before use.



SOCIAL MEDIA CHENNEL

koksara
k beauty

The 110,000 followers of koksara.kbeauty are already experiencing the noble philosophy of JBSARA.



GLOBAL NETWORK



South America

Brazil
Ecuador
Mexico

East Asia

Taiwan
Japan
Korea
China

North America

United States
Canada

Oceania

Australia

Southeast Asia

Vietnam
Thailand
Philippines
Cambodia
Malaysia
Singapore

Russia & CIS

Middle East

JB