

# B2B Sales Catalogue

2026.05

**DR.OASIS** **LAB**

Premium Korean Home Aesthetic Skincare

# Perfected at Home

## Premium **Home Aesthetic** Routine

Step-by-step skin conditioning,  
designed for refined aesthetic care at home.

4-Week Care | Routine Design | Product Roles | Low-Irritation





DR.OASIS LAB

# BRAND POSITIONING

## 01 Premium K-Beauty

Clinically refined K-beauty, tailored for premium channels.

## 02 Home Aesthetic Routine

Curated step-by-step routines for aesthetic care at home.

## 03 Clinical Proof

Performance stories backed by clinical and low-irritation test data.

## 04 Portfolio Structure

A strategic product architecture linking Hero, Core, and Daily-Care SKUs.

# Premium Home Aesthetic Skincare Portfolio

Portfolio Architecture

## CORE ROUTINE



Supergen Triple Rebalancing Cream · Glow Gel Mist

Core care for barrier, hydration, and glow  
An easy daily cream-and-mist routine

## HERO EXPERIENCE



Supergen Triple Spicule Ampoule

Signature 4-week home aesthetic SKU  
Targeted care for texture, pores, and elasticity

## DAILY SUPPORT



Supergen Triple Boosting Skin · Dual Cream

Daily support for the first and final routine steps  
Hydration prep and condition-based finishing care

# 4-Week Intensive Home Aesthetic Ampoule

Dr. Oasis Lab’s signature intensive ampoule for pores, texture, and elasticity concerns

## 4-Week Care Structure

A weekly program kit, structured for set proposals.



## Pore · Texture · Elasticity Care

A targeted intensive ampoule with clear skin concern positioning



## Syringe-Inspired Home Aesthetic Format

A distinctive format that delivers a professional home aesthetic impression.



INTENSIVE CARE STRUCTURE  
POWERED BY NATURAL  
SPONGE-DERIVED SPICULES

EC-Spicule™

NATURAL SPONGE-DERIVED  
MICROSTRUCTURE

80~300µm Structure

UNIFORM MICRO-NEEDLE SIZE

4.5~5.0M particles / g

APPROX. 4.5~5.0 MILLION SPICULE  
PARTICLES PER GRAM

Patent No. 10-2270816

PATENTED NATURAL COSMETIC  
FORMULA CONTAINING MICRO-  
SPICULES



HOW IT WORKS



STEP 1.

AFTER CLEANSING,  
PREP SKIN WITH TONER



STEP 2.

APPLY SPICULE  
AMPOULE EVENLY



STEP 3.

GENTLY PRESS  
TO ABSORB



STEP 4.

FOLLOW WITH CREAM  
FOR MOISTURE CARE



Usage Tip

For first use, start with 1~1.5 ml.  
One 5 ml syringe is recommended for one week.



Aftercare Note

After use, apply soothing moisture care and sun protection.  
Avoid strong exfoliating or irritating care for 1~2 days.

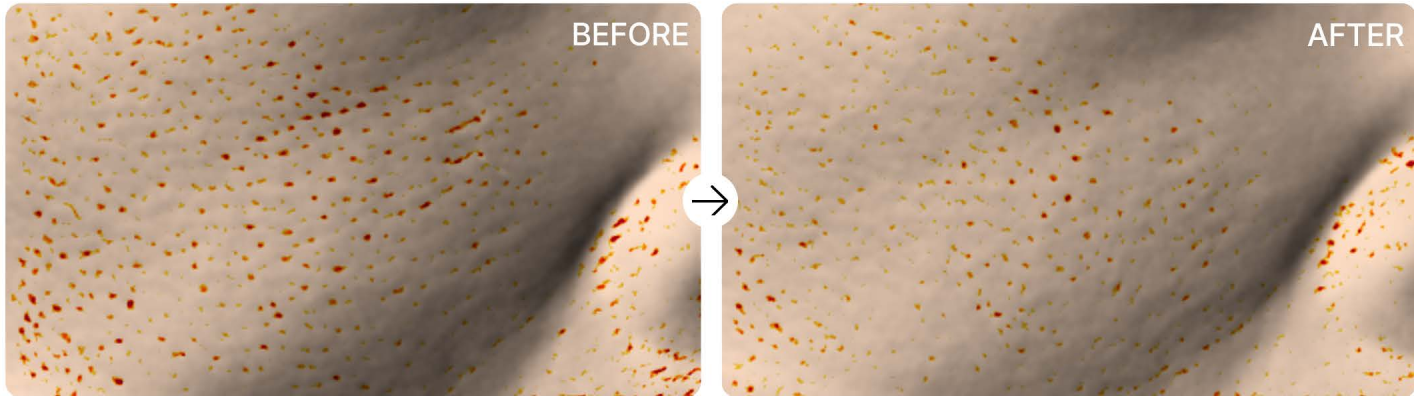


Care Note

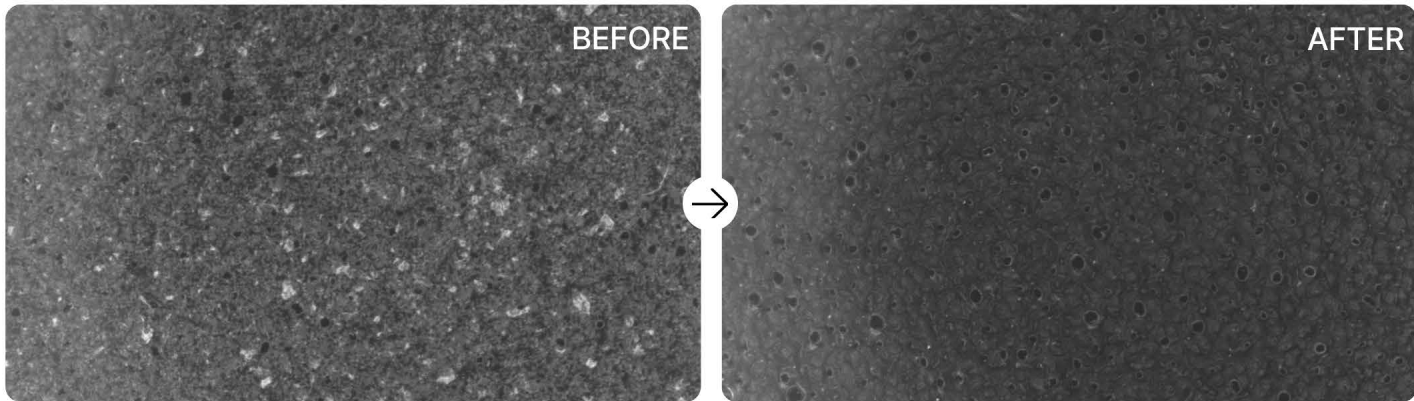
A mild tingling sensation may occur for 5~10 minutes.  
For sensitive skin, start 1~2 times a week at night after a patch test.

Clinically Backed Care for Pores, Texture, Hydration, and Lifting

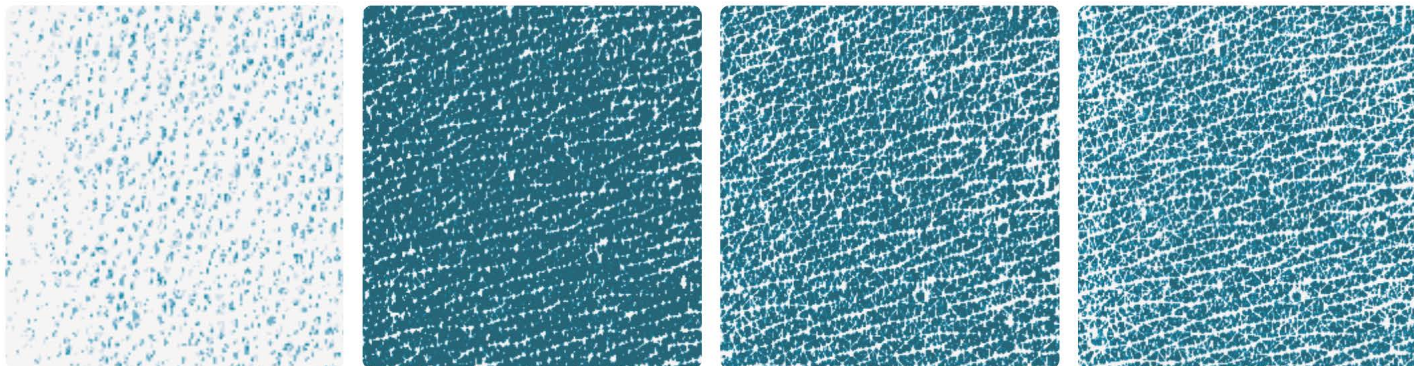
Pore Area  
**-28.38%**  
Significant pore area reduction after 4 weeks



Dead Skin Cells  
Skin Texture  
**-54.38%**  
Dead skin cell index reduced after one use



Hydration  
**+445.62%**  
Multi-layer hydration improvement across the stratum corneum



✓Clinically Confirmed **Key Improvements**

- Pore area improvement after 4 weeks
- Pore count improvement after 4 weeks
- Pore depth improvement after 4 weeks
- Skin elasticity improvement after 4 weeks
- Primary irritation index 0.00 for general and sensitive skin
- Eye-area lifting improvement after 4 weeks
- Instant dead skin cell reduction after one use
- Stratum corneum hydration improvement after use

How to Sell



Triple Pore Care

Pore area, count, and depth data make it easy to explain to pore-concerned customers



Dead Skin Cell & Texture Care

Dead skin cell reduction data supports rough texture and makeup-lifting concerns



Multi-Layer Hydration Care

Stratum corneum hydration data helps connect the ampoule with a moisture routine



4-Week Home Aesthetic Program

A 4-syringe kit structure ideal for proposing a 4-week intensive set



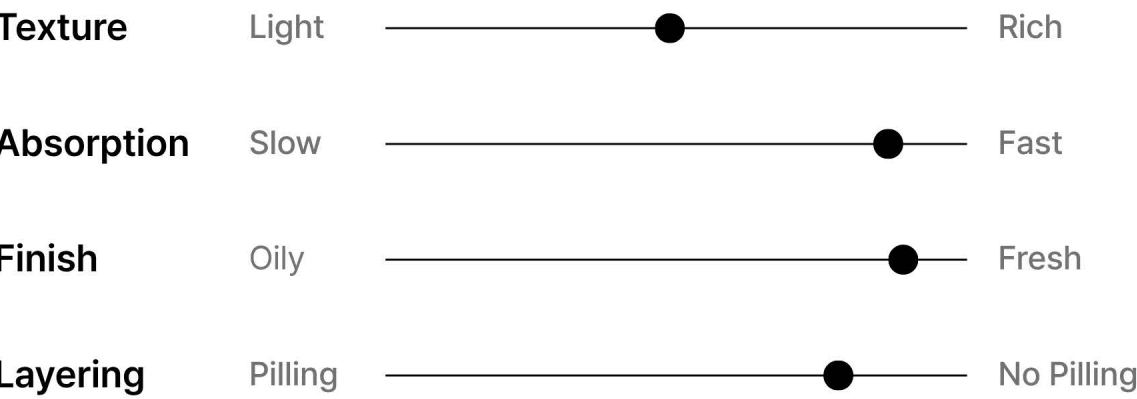
# Core Rebalancing Cream

## for Hydration, Barrier, and Elasticity

A fast-absorbing cream texture that leaves skin comfortable and refined, ideal for post-spicule moisture care.



### Texture Profile



### 01 Core Rebalancing Care

A core cream that supports hydration, barrier, and elasticity care in one SKU

### 02 Fresh Absorption

For customers who prefer fast absorption and a comfortable finish without a heavy, greasy residue

### 03 Routine Pairing Cream

Pairs well after Spicule Ampoule as the moisturizing and calming final step

# A Core Rebalancing Formula Designed for Skin Balance

## Core Ingredient Proof



### Biome PDRN

A Saccharomyces yeast-derived Bio PDRN, positioned as a core rebalancing ingredient for elasticity, hydration, and skin conditioning.

- Skin Rhythm
- Elasticity Support
- Sustainability
- Conditioning Care



### T3 Reallagen

A collagen ingredient with over 90% structural similarity to human collagen, designed to support concerns around elasticity loss and skin density.

- Elasticity
- Density
- Patented Ingredient
- Human-Like Structure

## Support Formula System



### Moisture Loop Complex

Built around low-molecular hyaluronic acid and glyceryl glucoside for surface and deep hydration care.



### Barrier Lipid Complex

Built around ceramide and cholesterol to support skin barrier care and moisture retention



### Soothing Conditioning Complex

Panthenol and Centella Complex seamlessly follow the Spicule Ampoule for a comfortable, calming finish.

## How It Works



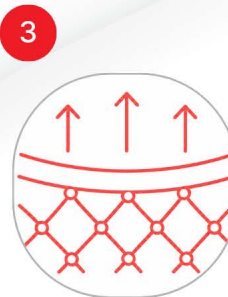
### Hydration

The moisture loop complex helps deliver hydration to dry skin.



### Barrier

Ceramide and cholesterol help support moisture retention and barrier care.



### Elasticity

T3 Realagen helps support elasticity and skin density care with a human-like collagen structure.



### Rebalancing

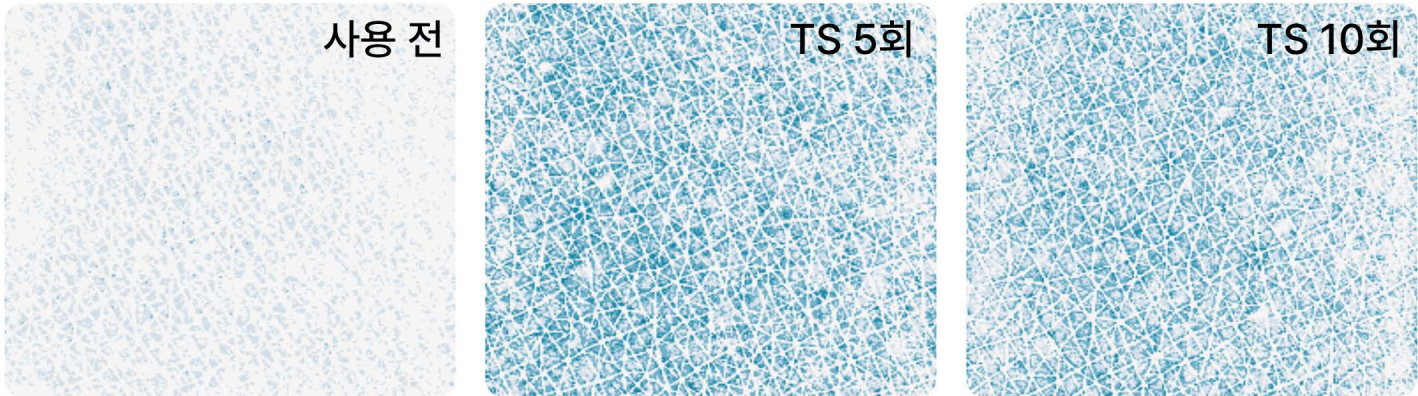
Panthenol and Centella ingredients help finish the routine with comfortable skin conditioning.

Data-Backed Rebalancing Cream  
for Hydration, Barrier & Elasticity

Deep Hydration

**+174.08%**

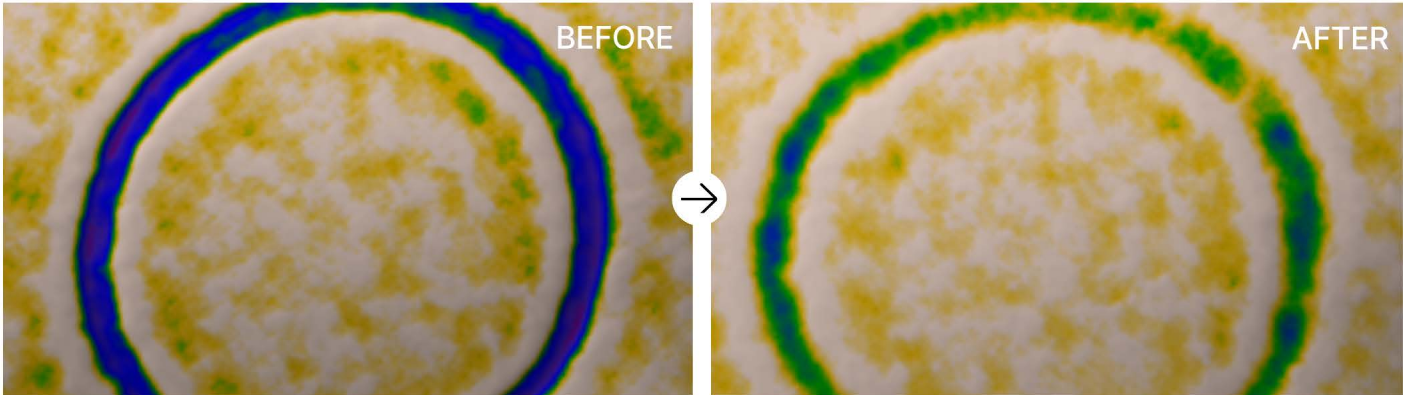
Deep hydration improvement  
across 10 stratum corneum  
layers after one use



Elastic Recovery

**+60.67%**

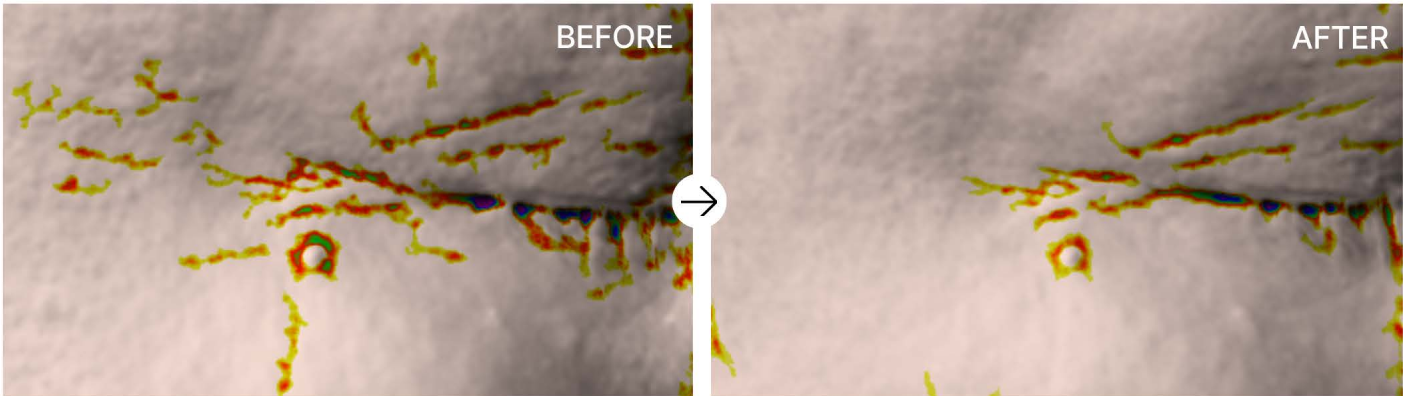
Skin elastic recovery  
improvement after one use



Eye Wrinkle Depth

**-19.31%**

Eye wrinkle depth  
reduction after 2 weeks



✓ Clinically Confirmed **Key Improvements**

- Surface hydration improvement after one use
- Deep hydration improvement after one use
- Skin moisture barrier improvement after 2 weeks
- 10-layer stratum corneum hydration improvement after one use
- Approx. 2.3× higher elastic recovery vs. untreated control
- Primary irritation index 0.00 for general and sensitive skin
- Elastic recovery after one use
- Eye wrinkle depth -19.31% after 2 weeks
- Skin elasticity improvement after 2 weeks

How to Sell



**Instant Deep Hydration Angle**

Deep hydration data helps position the cream  
for dry skin experiencing tightness.



**Elastic Recovery Angle**

Elastic recovery data makes it easy to explain  
to customers concerned with skin firmness.



**Fresh Absorption Angle**

A fast-absorbing, non-pilling texture  
for customers who dislike heavy creams.



**Daily Aftercare Angle**

A comfortable daily cream that pairs well after Spicule  
Ampoule for moisture and calming care.

# A Hydrogel Glow Mist That Adheres to Skin From the First Spray

A daily conditioning mist with a hydrogel texture  
that leaves a dewy glow and lasting moisture.

Gel-Type Mist  
Cooling Refresh  
Glow Finish  
Daily Home Aesthetic Care

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## 01 Thin Gel Veil on Skin

A dense texture, different from watery mists, adheres like a thin moisture veil.

## 02 Cooling Refresh After Mist

A daily refresh care mist for heated, tight, and dry skin.

## 03 Glow Finish for Radiant Skin

deal before or after makeup, in dry settings, or for afternoon touch-ups.

# Hydrogel Glow Formula Built on 3 Bio Core Ingredients

Finish Skin Impression

3 Core Ingredients

**BIFIDA FERMENT 81%**

A microbiome ferment base used instead of purified water

Contains 81% Bifida Ferment Filtrate, a high-content ferment moisture base for skin balance and conditioning care.

Microbiome   Moisture   Skin Conditioning

**T3 Reallagen**

A core collagen bridging a dewy glow with elasticity care.

A collagen-based core ingredient that helps explain a moist glow and elasticity care after mist use.

Collagen   Glow   Elasticity

**Biome PDRN 1%**

A bio-active ingredient for skin conditioning care.

Yeast-derived Bio PDRN that supports skin rhythm, moisture, and conditioning care.

Skin Rhythm   Skin Conditioning   Sustainability

Hydrogel Texture



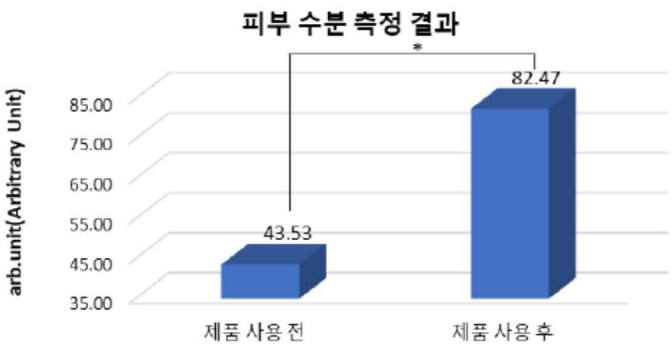
- ✓ Hydrated Glow
- ✓ Smooth Texture
- ✓ Refined Condition

# Instant Glow, Hydration & Cooling in a Single Gel Mist

### Instant Skin Hydration Improvement

**+90.08%**

Instant skin hydration improvement  
after a single use



\* by Paired samples t-test ( $p < 0.05$ ).

### Instant Glow Improvement

**+62.43%**

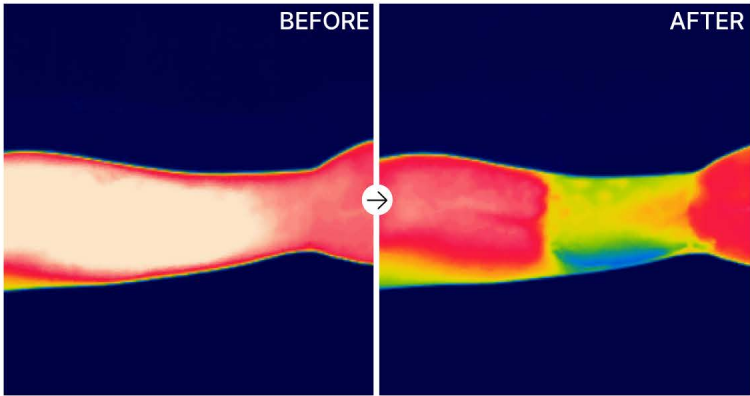
Instant glow and radiance improvement  
after a single use



### Instant Skin Temperature Reduction

**-8.30°C**

Skin temperature reduction confirmed  
after a single use



### Primary Irritation & Sensitive Skin Tested

**0.0**

Mean skin response score 0.00,  
classified as non-irritating



## Key Selling Angles



#### Instant Glow Care Angle

For dull or tired-looking skin,  
suggests a dewy finish right after spraying.



#### Before & After Makeup Angle

Preps skin before makeup,  
and adds a dewy moisture veil after makeup.



#### Daily Rotation SKU Angle

Easy to carry and reapply,  
making it a repeat-use daily mist.



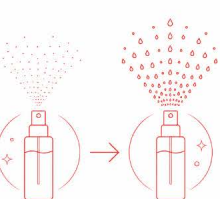
#### Cooling Conditioning Angle

For heated skin, combines a fresh cooling feel  
with a moisturized finish.



#### Hydration Refresh Angle

A quick refresh mist  
for moments when skin feels dry.



#### Water Mist Upgrade Angle

An upgrade from fast-evaporating water mists,  
with a more adhesive hydrogel mist texture.

# A First-Step Home Aesthetic Toner That Refines the Skin Base

A generous daily skin toner that helps refine skin texture and moisture after cleansing, preparing skin for the next skincare step.

## First Step Routine

Preps the skin base as the first step of skincare.

## AQP3 Boosting Concept

Formulated with glyceryl glucoside as part of an AQP3 boosting concept.

## 400ml Daily Volume

A generous daily skin toner for everyday use.

## Core Ingredients

3rd-Generation Recombinant Collagen · Hyaluronic Acid · Ceramide NP  
Elastin · CICA · Panthenol · Allantoin



## Texture / Use feel

- Lightweight watery texture with lasting moisture
- Fresh finish without stickiness
- Comfortable even with 2–3 layers
- Helps relieve post-cleansing tightness

## Safety Proof

**0.00**  
Primary  
Irritation Index

**0.00**  
Sensitive Skin  
Irritation Index

## How to Sell

### First-Step Routine Angle

A daily skin toner  
that refines skin texture as the first step

### 400ml Volume Angle

A generous daily-use SKU  
easy to build into a routine

### Set Composition Angle

A basic routine product  
easy to pair as the first skincare step

# A Dual-Texture Finishing Cream Tailored to Skin Condition

A dual cream that lets users choose or blend pink gel cream and white firming cream to finish the daily routine comfortably.

## Dual Texture System

A dual-texture cream that offers fresh hydration and soft nourishment in one product.

## Condition-based Finish

Allows a lighter or richer finish depending on dryness, oiliness, season and daily skin condition

## Daily Finishing Cream

A daily cream that completes the routine with hydration and nourishment as the final skincare step.

## Core Ingredients

3rd-Generation Collagen · Hyaluronic Acid · Ceramide NP · Elastin  
CICA · Panthenol · Ectoin · Shea Butter



## Dual Texture

### Pink Gel Cream

A cooling gel texture that finishes light and hydrated

### White Firming Cream

A rich creamy texture that delivers a firming feel with a moisturized finish.

## Safety Proof (GEL/CREAM)

0.00

Primary  
Irritation Index

0.00

Sensitive Skin  
Irritation Index

## Usage Tip

Hydration-Focused



Moisture Barrier



Oil-Moisture Balance



## How to Sell

### Dual Texture Angle

A cream that offers hydration and nourishment in one product.

### Condition-Based Finish Angle

A daily cream that lets users adjust the finish by skin condition and season.

### Routine Finishing Angle

A basic finishing cream for the home aesthetic routine.

# Set Design by Customer Needs

 Higher AOV vs Single SKU

 Drives Repeat Purchases

 Complete Routine Structure

| Set Composition                                                                                                                          | Customer Needs                                                                                         | Set Role                                                                  | Set Synergy                                                                                                   | Recommended Plan                                                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <div>4-Week Home Aesthetic Set</div> <div></div>        | Customers who want step-by-step intensive care at home without appointment-based care                  | The brand's signature premium home aesthetic set                          | A 4-week routine built around ampoule care, with cream and mist for easy routine selling                      | 4-week program set<br>Monthly reorder proposal<br>Holiday / year-end gift set<br>Live commerce hero bundle         |
| <div>Spicule Intensive Care Pair</div> <div></div>      | Customers concerned with pores, texture, and elasticity, but who prefer a simple routine               | An upsell pair for ampoule buyers                                         | A simple 2-step routine: Spicule Ampoule intensive care finished with Rebalancing Cream                       | Ampoule single-SKU upsell<br>Bundle purchase proposal<br>Seasonal intensive care promotion                         |
| <div>Homecare Intensive Routine Set</div> <div></div> | Customers who want to rebuild their skincare routine from the first step                               | An entry-level home aesthetic full-routine set with a generous base toner | Boosting Skin builds the routine base, Ampoule adds intensive care, and Dual Cream finishes by skin condition | First-purchase set<br>Homecare starter<br>Seasonal homecare routine                                                |
| <div>Daily Balance Set</div> <div></div>              | Customers who want a simple everyday basic routine                                                     | A condition-based daily routine set                                       | Boosting Skin refines the skin base, while Dual Cream finishes by daily skin condition                        | Entry set<br>Light gift set<br>Daily routine promotion                                                             |
| <div>Rebalancing Duo</div> <div></div>                | Customers whose skin looks dry or dull by afternoon, or who want to maintain skin condition after care | Daily glow support pair<br>Post-ampoule moisture homecare pair            | Cream supports morning and night moisture care, while Mist refreshes hydration and glow throughout the day    | Fall / winter dry-season set<br>Seasonal promotion<br>Post-care homecare proposal<br>Before & after makeup routine |

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# Premium Home Aesthetic Set Proposal



**4-Week Intensive Home Aesthetic Set**  
Spicule Ampoule + Rebalancing Cream + Glow Gel Mist



**Rebalancing Duo**  
Rebalancing Cream + Glow Gel Mist



**Spicule Intensive Care Pair**  
Spicule Ampoule + Rebalancing Cream



**Daily Balance Set**  
Boosting Skin + Dual Cream



**Homecare Intensive Routine Set**  
Boosting Skin + Spicule Ampoule + Dual Cream

# Multi-Channel Sales Support Assets

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## 01 실사용 후기

다른 스피쿨 제품들은 사용하면 다음날까지 자극이 남아서 꾸준히 쓰기 부담스러웠는데, 닥터오아시스랩 스피쿨앰플은 자극이 훨씬 부드러워서 데일리로 사용하기 좋았어요. 바를 때는 미세하게 톡톡한 느낌은 있지만 부담스럽지 않았고, 오히려 사용하고 나면 피부가 촉촉해서 계속 사용하게 되더라고요. 매일 사용해도 피부가 괜찮아서 스피쿨 제품 입문용으로도 추천드려요💕

Actual customer review excerpt for Spicule Ampoule

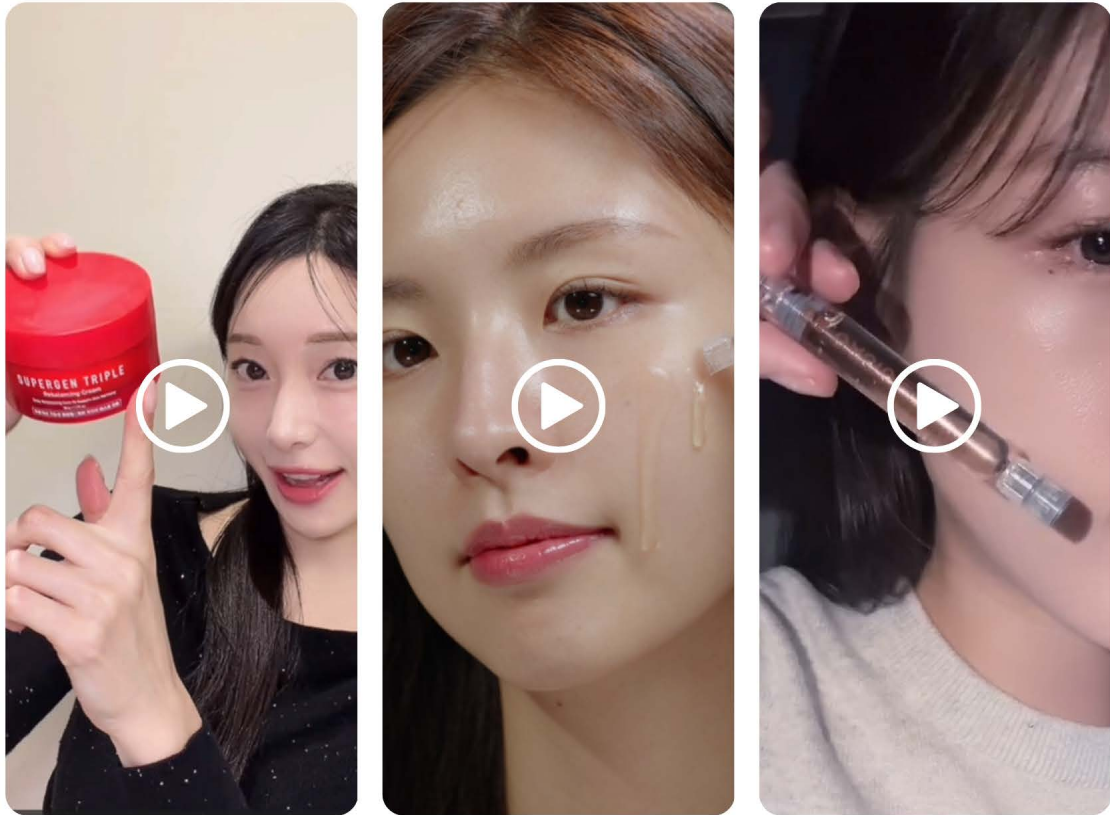
직접 얼굴에 뿌려보면 즉각적인 쿨링감이 먼저 느껴짐. 열감이 올라와 붉어진 피부를 진정시키기에 딱 좋음. 그리고 시간이 조금 지나면 피부에 착 밀착되면서 은은한 윤광이 서서히 올라옴. 인위적인 기름광이 아니라 속에서부터 차오르는 듯한 결광이라 피부가 훨씬 매끈하고 생기 있어 보임.💫

Actual customer review excerpt for Glow Gel Mist

요즘 피부 속당김 때문에 고민이었는데 이 크림 쓰고 다음날 아침에 진짜 놀랐어요😍 속보습 제대로 채워줘서 건조함이 싹 사라져요ㅎㅎ 텍스처도 가볍지도 무겁지도 않아서 딱 좋고 흡수력도 빨라서 화장막까지 완벽해요💕 기존 크림보다 훨씬 촉촉함 유지돼서 만족👍

Actual customer review excerpt for Rebalancing Cream

## 02 UGC Influencer Clips



## 03 TikTok / Douyin Live Commerce Clips



## 04 Offline Channel

Duty-Free Launch Confirmed  
June 2026



## 05 Korean Aesthetic Clinic Collaboration



## 06 Korean Live Commerce Clips



Elevating Premium Home Aesthetic Skincare, Together.

프리미엄 홈에스테틱 스킨케어의 기준을 함께 높입니다.

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