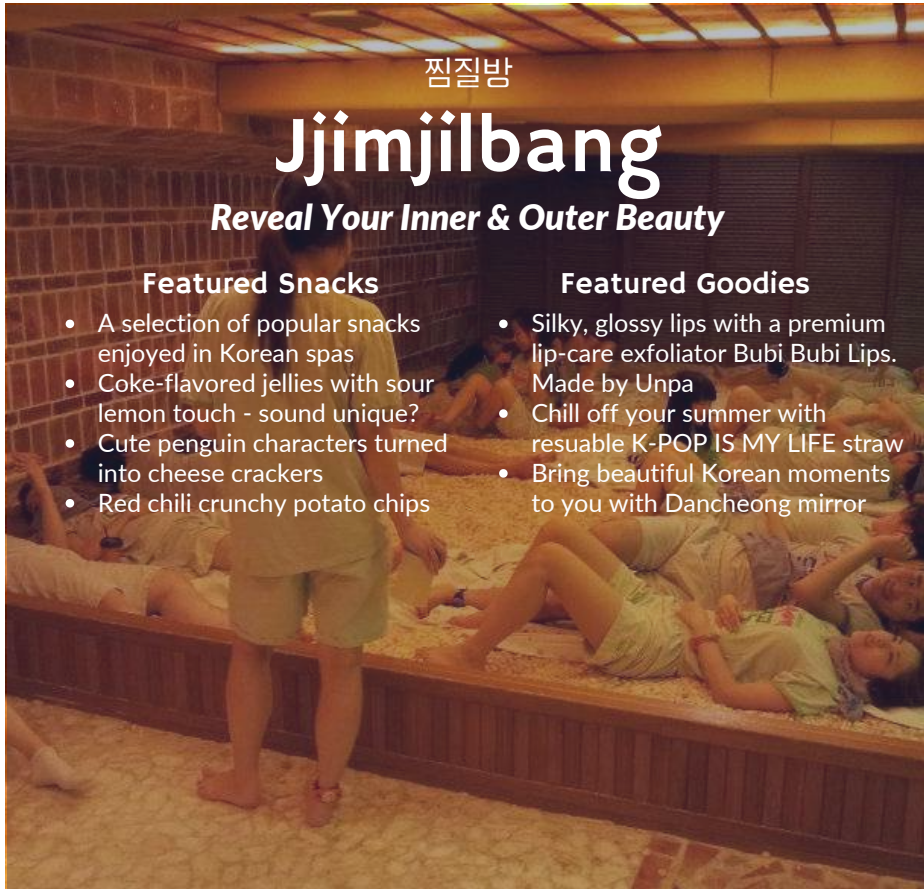




SEOUL
BOX 



찜질방

Jjimjilbang

Reveal Your Inner & Outer Beauty

Featured Snacks

- A selection of popular snacks enjoyed in Korean spas
- Coke-flavored jellies with sour lemon touch - sound unique?
- Cute penguin characters turned into cheese crackers
- Red chili crunchy potato chips

Featured Goodies

- Silky, glossy lips with a premium lip-care exfoliator Bubi Bubi Lips. Made by Unpa
- Chill off your summer with reusable K-POP IS MY LIFE straw
- Bring beautiful Korean moments to you with Dancheong mirror

Experience a complete refreshment of your body and soul as we take you on a blissful spa adventure. With the challenging times we have all been facing, we thought it would be an excellent opportunity to kick back, put your feet up and enjoy the sanctuary of your very own Spa SeoulBox. In this month, you will discover an array of treats and merch inspired by spa experiences in Korea. Immerse yourself in a relaxing Korean trip from body scrub lotion to Italian skin towels; you will find yourself glowing this autumn. Not to forget trying delicious snacks inspired by what you receive when entering a Korean spa!

BIRD'S EYE VIEW

3 What's Inside?

Here's your overview of this month's box - our SeoulBox Signature will be featured

TASTING GUIDE

6 Bubi Bubi Lip Scrub

The Seoulteam how-to guide on how to use your lip scrub

K-POP SPECIAL

8 Italy Skin Towel

An Italian Viscose towel to exfoliate your skin perfectly

FEATURED

10 Relaxing Time

We have selected the best Spa in Korea for you to check out!

SEOULMATES

15 #Seoulbox

Anytime, anywhere, you #Seoulmates are our #1 to show off ✨

S. Sohn
&
R. Raj

CO-FOUNDERS



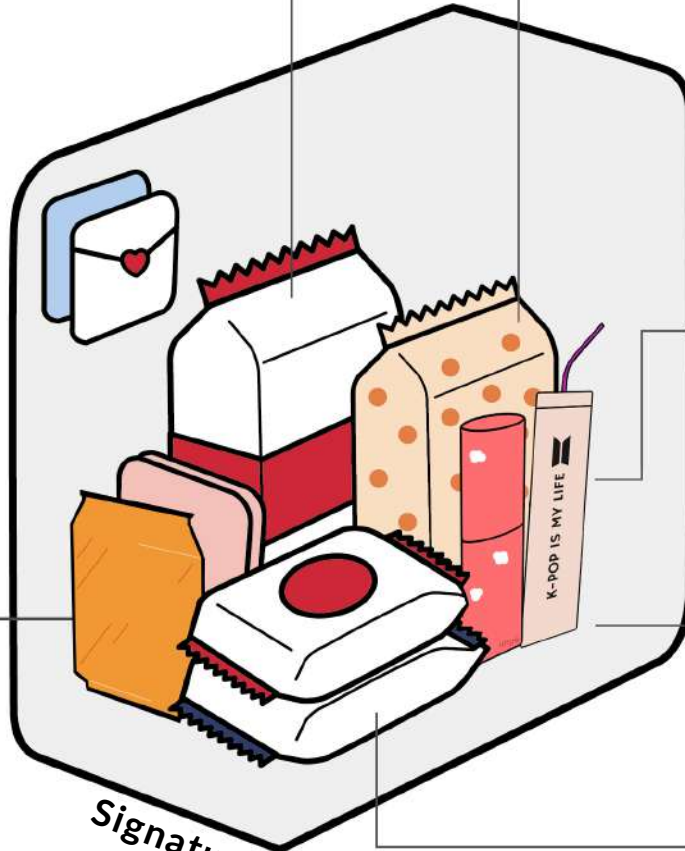
SAVORY SNACKS



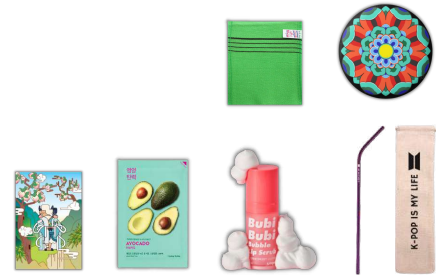
DRINKS



MEAL TIME



Signature



GOODIES



SWEET SNACKS



TREATS

Tasting Guide

Holiday Mode, ON



부비부비 버블 립 스크럽 Bubi Bubi Bubble Lip Scrub

Maker: Unpa

A lip exfoliator that helps keep your lips moist and remove makeup lip stains

- 1) Pump a little bit and spread evenly across lips
- 2) Wait for 5 minutes until bubbles are coming up
- 3) 'Bubi Bubi (to rub in Korean) your lips
- 4) Wash thoroughly



단청 손거울 Dancheong Hand Mirror

Maker: SeoulBox

A compact hand mirror that entails the vibrant energies of Dancheong, traditional Korean patterns for palaces and temples

Does the Dancheong pattern look familiar? Where have you seen it? 😊



케이팝은 나의 삶 빨대 K-POP IS MY LIFE Reusable Stainless Straw

Maker: SeoulBox

K-Pop - it's not just music; it's my life! Are you one of those cool, hip K-Pop enthusiasts? Join us & make the earth a better place with a reusable straw. Rinse the straw under hot water, and wash with soap.

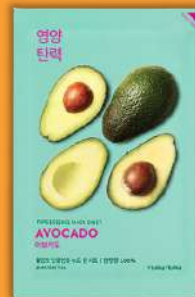


이태리 패타월 Italy Skin Towel

Maker: Yuil Sangsa

The must-have of Korean public bathrooms (Mok Yok Tang). Made of Italian Viscose fiber to exfoliate your skin perfectly

Take a long shower, or soak your skin with warm water enough. Make soap bubbles around your skin so that it doesn't hurt. Rub with the Italy Skin Towel



아보카도 마스크팩 Avocado Maskpack

Maker: Holika Holika

A nourishing Avocado mask pack made of eco-friendly (EWG certified) sheets and essence

Keep your mask pack in the fridge - so that when you are using it, it gives you that icy and cooling feeling your skin craves on these hot days!



겉바속바 감튀 레드칠리맛
French Fries Red Chili Flavor

Maker: Nongshim

Crispy potato snacks. It tastes like French Fries with ideal thickness, ending with a spicy hit coming from sweet chili

Friends, Han River, cans of Cass 카스 beer, and Red Chili Chips - you won't need expensive dishes to enjoy a summer night in Seoul



빠삭한 닭칩 바닷닭!
Crunchy Chicken Chips PpaDack!

Maker: Haitai

A sequel of your PpaSae - Crunchy Prawn Chips (if you've tried our Feb 2020 box). Thin and extra crunchy chips that taste like Korean fried chicken

FYI: 'Dack' 닭 means chicken in Korean. Dip in sweet chili or ranch sauce

아라리 계란
Arari Roast Egg

Maker: Youngil

One of the most popular snacks in Korea Jjimjilbang (찜질방). A single bite lets you taste smokey, nutty egg yolk and jelly-like soft egg white

Some Koreans in the spa are serious about roasted eggs. They order one whole bundle (x30) of eggs and eat with friends or family



쫄비빔면
Jeol Bibim Myeon

Maker: Paldo

Spicy chili noodles that that can make you feel the heat of a spa!

- 1) Cook the noodles for 5 minutes
- 2) Drain and wash the noodles in cold water
- 3) Mix with the sauce
- 4) Enjoy with roasted pork belly (thinly sliced), cucumber, or a boiled egg



비락수정과
Virak Cinnamon Punch

Maker: Paldo

Korea's beloved spa drink that has a cinnamon kick and persimmon sweetness. Generally paired with pine tree nuts and sliced jujube

Tricky to find pine tree nuts? Try the spa drink with crushed walnuts



미숫가루 라떼
Misut Garu Grain Latte

Maker: Damteo

Nutty, soft grain latte inspired by Misut Garu; a symbolic drink of Korean spa. Tastes like sweet, roasted grains

Mix with 100ml of chilled water or milk. Throw in a handful of ice cubes for the 'authentic' spa feelings



Bubi Bubi Lip Lab

'Bubble bubble on top of your lips!

Gentle lip scrub that fluffy bubbles blossom to exfoliate dead skin cells, smoothen roughness, and hydrate.

Made of fruit-based, natural ingredients - extracts of papaya, peach, and grapefruit.

QUICK VIEW

- Gentle and smooth lip scrub free from 15 artificial contents
- A trendy beauty item often seen in Korean social media
- Powerful exfoliating extracts with soft bubbles



HOW TO USE

- 1 Pump enough to cover your whole lips and spread across. Wait until the foam appears. Don't rub your lips yet!
- 2 3 minutes after the bubble foams is when keratine softens - if you're bored, how about take your selfie and post on social media? #seoulbox #bubibubi #부비부비
- 3 Now, you can clean the dry keratine with water or wet cleaning tissue
- 4 Hydration is essential after exfoliating! Apply cream or hydrator on your clean lips



뽀로로와 친구들 치즈크래커
Pororo the Little Penguin Cheese Crackers

Maker: Bingrae

'We're friends!' - Even ordinary cheese biscuits taste different when our little penguin kicks in

Loopy, Crong, Eddy, Poby, Petty ... how many of Pororo's friends can you find from your biscuits?



오예스 논산딸기 & 바나나
Oh Yes Nonsan Strawberry & Banana

Maker: Haitai

Chocolatey cake with banana cream in between two soft strawberry sheets

Warning: you may have to activate all your senses, otherwise the strawberry flavor will vanish away by overbearing banana one



찰떡파이 크림치즈
Rice Cake Pie Cream Cheese

Maker: Lotte Snacks

Sweet and rich cream cheese inside chewy rice cake. The beautiful harmony of pink and sky blue colors in the package is a bonus

Pair with iced coffee or tea. If you are a cheese lover, you'll soon fall in love with this cute dorky snack



핵짱서요 콜라
Super Sour Coke Jellies

Maker: Lotte Snacks

'Heck' (핵; nuclear or mega in Korean) sour jellies in coke-bottle shape and with strong coke taste. Sour coke in jelly form - doesn't it sound worth a try?

From your 'sour food' standard, how serious is this jelly?



콘소메맛 아몬드 & 치즈스낵
Consommé Almonds & Cheese Snacks

Maker: Murgerbon

Just like treats or jellies in your box, even nut mix should be special if it's part of our curation - that's #SeoulBox philosophy

If you need Anju (안주; drink side dish), it's here for you



13지신 시리즈 8번째: 양
13 Zodiacs 8th: Sheep

Maker: Studio HwaHwa

Congrats! The 8th Zodiac of Meoshi World has been revealed - sheep!

Sheep symbolizes peace and mindfulness. Those born in Sheep year get along well with Rabbits but should avoid Dogs or fellow Sheep

ITALY SKIN TOWEL

Don't be confused by the name, but this towel is a staple in every Korean household, referred to as Korean Italy towels.

These towels are mostly used in saunas, its unique two-layer has one soft side while the other side is a rough and scratchy texture.

This process of exfoliation removes the flakey, dry outer layer of skin and brings out the younger layer of skin underneath, resulting in improving the overall appearance and texture of the skin!

TIPS FOR USING THESE TOWELS IN YOUR DAILY ROUTINE:

- Soak yourself in hot tubs for 10 minutes to an hour before using the unique towel to exfoliate your skin.
- Soaking is important, do not use it on dry skin.
- Lightly push the towel against the skin in one direction after a few times dead skin will start to clump together and the layer will come off.
- Repeat a few times, but make sure not to go harsh on your skin.

Exfoliate frequently to get healthy and glowing skin!



이태리 때타월



DANCHEONG UNIQUE FACTS

The literal meaning of Dancheong is "cinnabar and blue-green" in Korean.

The decoration and color choice carries various symbolic meaning
Artisans must function in unity to create these complex and intricate designs.

These days, Dancheong is confined to palaces and temples, and in some cases, musical instruments.

THE COLOR AND ITS SYMBOL

Dancheong consists of five main colors. Each of them relates to 5 elements of theory:

- Blue: East, Dragon, Spring, and Wood
- Red: South, Birds, Summer, and Fire
- Black: North, Hyeonmu (an imaginary animal that is half turtle and half-snake), Winter, and Water
- White: West, Tiger, Fall, Gold
- Yellow: Center, Periods Between Seasons, and Earth



UNIQUE FUN FACTS



ABOUT DANCHEONG

RELAXING TIME!

FAMOUS SPAS IN KOREA

찜질방



Dragon Hill Spa 드래곤 힐 스파입니다

One of the most famous spas in Korea is the spa which is mostly shown in K-Dramas.

This spa is huge where you can relax and enjoy spas and steam rooms in different temperatures!

Starting from body scrubbing, oil massage, cucumber facial, back and front massage, and what no more. This spa will take away all your stress.

A modern spa and native's favorite as well.

Spa Lei 스파레이



Aquafield Hanam Spa 아쿠아필드 하남 스파

This spa is the most high-end spa in Korea. With different themed spa rooms like Cypress Room, Media Art Room, & Cloud Room.

You'll be sure to get rid of all of your stresses.

LET'S CELEBRATE FRIENDSHIP



- Born in Thailand
- Childhood friends
- They were part of the same dance group - We Za Cool
- From 1995
- Been friends for over a decade!

LISA
BAMBAM

- ✦ Met as trainees
- ✦ Were introduced by a mutual friend
- ✦ Although busy they give shoutouts to each other
- ✦ Jackson has said that Rm balances him out since he very calm
- ✦ Same age

RM
JACKSON



KOREAN SPA ACTIVITIES

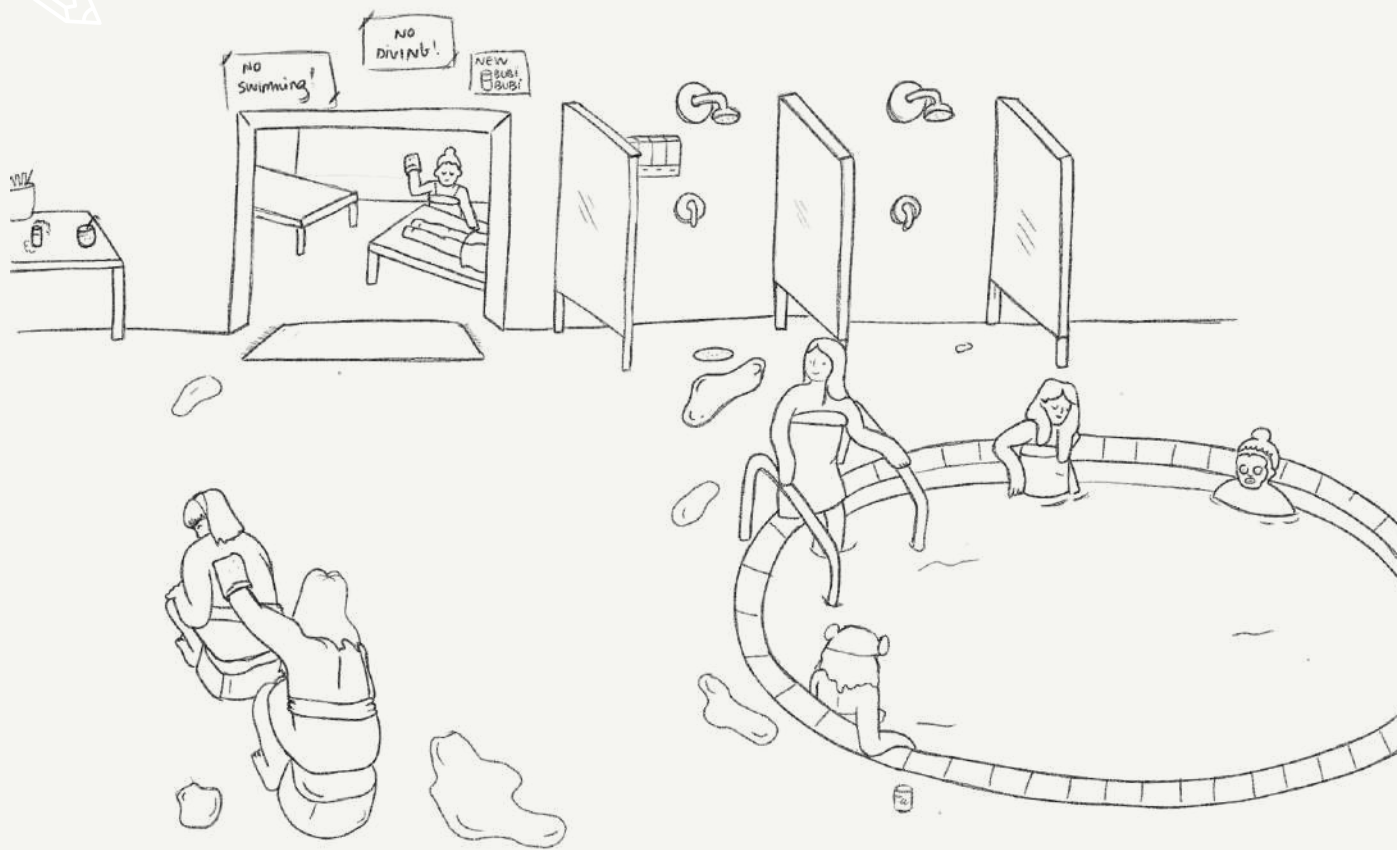
Spas are open 24 hours in Korea! Go inside and discover all the different activities you can do inside. You won't get bored! Seoulmate promise!

- Dry and wet saunas
- Massages
- Grab some delicious snacks in the meantime
- Exfoliation- well known for this, can feel rough but leaves skin super soft
- Skin Treatments
- Dry saunas
- Salt rooms, clay rooms, jade rooms



A LOOK INSIDE A JJIMJILBANG

Paint it and tag us on Instagram @unboxyourseoul so we can see your art piece!



Seoulmate, can you find these hidden objects?





SEOULBOX LIFE

let's experience Jeju

Meet our new adventures
friend, Mr.Bong!

Featured exclusively in our
merch box!

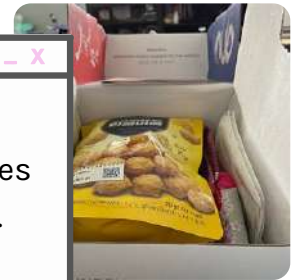
SEOULMATES SPOTLIGHT

FEATURED



SEOULBOX

SEOULMATES



SEOULMATES truly complete SEOULBOX!

Your incredible support, feedback and passion motivates us everyday and helps drive our amazing community.

We love seeing your unboxing experiences.

Feel free to share them on social media #unboxyourseoul

You may be featured in our nex month's Tasting Guide!



A large, modern indoor hydrotherapy pool with a central pillar and stone walls. The water is turbulent and greenish. The pool is surrounded by a concrete deck. In the background, there are stone walls, a large pillar, and a curved ceiling with recessed lighting. A sign is visible on the wall to the left.

SEOUL
BOX 너의 서울