heimish

heimish All Clean Balm – Mandarin

Convenient! Speedy!

Perfect all-in-one cleansing balm



For a single use,

- ✓ Removes dark lip & eye makeup at once!
- ✓ Cleaning diverse residue in the pore perfectly
- ✓ Convenient sherbet formula without flowing down
- ✓ Natural colorant, natural fragrance, animal ingredients FREE
- √ Relaxing care with natural essential aroma scent

How to use

√ For all skin type (Oily, combine, dry skin)

	Category	Cleansing / Balm				
	Volume /Price	120 ml / 18,000 KRW				
	End benefit	Natural Aroma, blackheads remover, exfoliation, makeup remover, all in one cleansing				
	Selling point	no need double cleansing, natural oil balm multi cleanser				
	Ideal for	- Those who want perfect cleansing without double cleansing - Those who dislike flowing oil type cleanser				
Point 1. Deep cleanse makeup, dead skin cells in the pores, and blackheads Removes residue in the pores and blackheads Point 2. All in one cleanser that gently cleanses your face without bubbles Balm - Oil- Milk 3 steps transformer formula for smooth finish without oil residue after cleansing Point 3. Convenient sherbet formula cleansing balm type without flowing down Point 4. Skin irritation tested. 0.00% skin irritation, NO animal ingredients, No animal testing: EVE certified Able to cleanse makeup with dark eyeliner and mascara without irritation to sensitive and vulnerable skin are Point 5. Natural herb fragrance gives you comfort by blending 10 types of herb oil Point 6. Do not have to open and close the lid, open it with one touch! One touch open container satisfies hygiene and convenience, with built-in spatula inside the cap Point 7. Every morning/evening use, for all skin type Q. What is key ingredient 'Mandarin'? 10 Natural Essential Oil		Point 2. All in one cleanser that gently cleanses your face without bubbles Balm - Oil- Milk 3 steps transformer formula for smooth finish without oil residue after cleansing Point 3. Convenient sherbet formula cleansing balm type without flowing down Point 4. Skin irritation tested. 0.00% skin irritation, NO animal ingredients, No animal testing: EVE certified Able to cleanse makeup with dark eyeliner and mascara without irritation to sensitive and vulnerable skin area Point 5. Natural herb fragrance gives you comfort by blending 10 types of herb oil Point 6. Do not have to open and close the lid, open it with one touch! One touch open container satisfies hygiene and convenience, with built-in spatula inside the cap Point 7. Every morning/evening use, for all skin type Q. What is key ingredient 'Mandarin'? 10 Natural Essential Oil 10 kinds of natural vegetable essential oils provide excellent skin conditioning effect to moisturize and lubricate the skin				
Principle ingredients More than 10 types of natural aroma oil, Shea butter, Coconut extract		More than 10 types of natural aroma oil, Shea butter, Coconut extract				
Characteristics of prescription Dermatologist Tested ,Cruelty Free, EVE VENGAN, natural colorant, natural scent						

Use built-in spatula to scoop appropriate amount of balm and gently massage over dry skin and rinse it with warm water.

heimish All Clean Balm - Mandarin

Cleansing / Balm

Category

ingredients

Characteristics

of prescription

How to use

Perfect all-in-one cleansing balm



For a single use,

- √ 99% cleansing effect of wastes in pores
- ✓ Instant blackheads 48.46% improvement
- ✓ Convenient sherbet formula without flowing down
- ✓ Natural colorant, natural fragrance, Allergen FREE
- ✓ Fresh scent of mandarin
- \checkmark For all skin type (Oily, combine, dry skin)

1		
	Volume /Price	120 ml / 18,000 KRW
_ [End benefit	Natural Mandarin scent, blackheads remover, exfoliation, makeup remover, all in one cleansing
m	Selling point	no need double cleansing, natural oil balm multi cleanser
	Ideal for	- Those who want perfect cleansing without double cleansing - Those who dislike flowing oil type cleanser
	Characteristics	Point 1. Dermatologist tested perfect cleansing effect! Deep cleanse makeup, dead skin cells in the pores, and blackheads 99% cleansing effect of wastes in pores for a single use Instant blackheads 48.46% improvement Point 2. All in one cleanser that gently cleanses your face without bubbles Balm - Oil- Milk 3 steps transformer formula for smooth finish without oil residue after cleansing Point 3. Convenient sherbet formula cleansing balm type without flowing down Point 4. Skin irritation tested. 0.00% skin irritation, free from allergen ingredients Able to cleanse makeup with dark eyeliner and mascara without irritation to sensitive and vulnerable skin area Point 5. Natural colorant and fresh mandarin scent creates pleasant refreshing feeling while cleansing Point 6. Do not have to open and close the lid, open it with one touch! One touch open container satisfies hygiene and convenience, with built-in spatula inside the cap Point 7. Every morning/evening use, for all skin type Q. What is key ingredient 'Mandarin'? Contains vitamin-rich mandarin extracts, tangerine oil, and citron oil to creates clear and lively skin Q. Contains heimish patented ingredient 'Moringa Ceramide' Synergy of fermented moringa oil and Eco-ceramide boosts hydration and skin purifying
down FREE	Principle	[BRIGHTENING] Mandarin extracts, tangerine oil, citron oil [SKIN PURIFICATION AND HYDRATION] Moringa oil. Eco-ceramide

[SKIN PURIFICATION AND HYDRATION] Moringa oil, Eco-ceramide

Dermatologist Tested ,Cruelty Free, EVE VENGAN, natural colorant, natural scent

Use built-in spatula to scoop appropriate amount of balm and gently massage over dry skin and rinse it with warm water.

[EXFOLIATING AND CLEANSING] Papaya extracts, pore cleaner

heimish All Clean Green Foam

Low pH5.5 Hypoallergenic Cleanser



Slightly acidic mild cleanser suitable for even troubled and sensitive skin

Characteristics of

prescription

How to use

Category	Skin care / Cleanser				
Volume / Price	150 g / 12,000 KRW				
End-benefit	Sub acid, Low pH, EWG green foam, Moisture cleanser				
Selling point Sub-acid cleansing foam for sensitive skin					
Ideal for ✓ For trouble, sensitive skin type user who looks for mild cleanser ✓ Those who wants to feel moisturized after washing the face					
Characteristics	✓ low pH 5.5 weakly acidic cleanser pH-balancing cleanser with excellent skin calming and moisturizing effects ✓ Keep it moist without getting dry after washing your face It is moist without pulling with a soft foam of translucent gel type ✓ No animal ingredients, no animal testing French vegan certification company "EVE VEGAN" certified				
Principle ingredients	Centella Asiatica extract, Witch-hazel, Ammonic acid cleaning ingredient				

Dermatologist Tested ,Cruelty Free, EWG green ranking 100%, Low pH 5.5

face and rinse with warm water.

Put a moderate amount in your hand and make a rich and creamy lather . Gently massage the foam over the

heimish All Clean White Clay Foam

	Category	Skin care / Cleanser			
	Volume / Price	150 g / 12,000 KRW			
	End-benefit	Sebum adsorption, Pore cleaning, White clay			
	Selling point	Sebum adsorption, Pore cleaning, Deep cleansing foam			
Deep Pore Cleansing Foam removes impurities by Amazon clay!	Ideal for	 ✓ For all skin type ✓ Especially for oily skin users who looking for strong cleansing foam suffer from sebum and wide pore ✓ Those who looking for a feeling of perfect and refresh cleansing 			
ALL CLEAN WHITE CLAY TO ANN hemish When the mail are state bears duying a sea subject.	Characteristics	 ✓ Excellent adsorption of natural Amazon white clay Excellent adsorption of white clay to cleanse sebum, dead skin cells, and waste in pores ✓ Contains hypoallergenic amino acid-based cleaning ingredients Cleanse without irritation and soft and refreshing to use ✓ Fresh cleansing with tight whipped cream foam Soft and dense foam removes sebum and waste from pores, so it refreshes your complex skin ✓ Keep your skin moisturized without tightening after washing your face It contains triple hyaluronic acid and coconut fruit extracts to keep your skin moisturized even after washing your face 			
	Principle ingredients	Amazon white clay , Hyaluronic acid, Ammonic acid cleaning ingredient			
	Characteristics of prescription	Dermatologist Tested ,Cruelty Free			
	How to use	Put a moderate amount in your hand and make a rich and creamy lather . Gently massage the foam over the face and rinse with warm water.			

heimish Matcha Biome Amino Acne Cleansing Foam (Acne relief functional cleanser)

Low pH acne relief cleanser

'without tightness'



Matcha probiotics acne cleanser

Are you struggling with frequent acne and skin troubles?

Try to change from daily cleanser

How to use

Category	Skincare / Cleansing foam				
Volume /Price	150g / 14,000 KRW				
End benefit	Matcha probiotics, Acne relief functional cleanser, 100% use of natural surfactants, Low pH 5.5, Daily Cleanser				
Selling point	A mild low pH amino acne cleansing foam without irritating the skin and calming acne while cleaning sebum and wastes in pores.				
Ideal for	 Those who need sebum care and moist cleansing at the same time Those who need to soothe their skin due to frequent skin troubles Those who looking for a daily use acne relief functional cleanser 				
Characteristics	Acne relief Deep clean pores Hypoallergenic cleaning ingredients pH 5.5 Oil/Moisture Balancing Point 1. Acne soothing effect on uneven skin − Acne relief functional cleanser Point 2. Deep cleansing pores with sebum, dead skin cells and makeup residue Point 3. 100% prescription of natural surfactants without skin irritation − protein Amino Acid cleaning ingredients Point 4. Moist feeling of use without tightness after cleansing − Low pH 5.5 prescription maintains oil/moisture balance. formula characteristic → Rich bubble with soft formulas, can feel moist finish after cleansing → Contains refreshing Allergen FREE natural scent and colorant → Able to deep cleanse various dead skin cells, pores, and sunscreen Q. What is heimish patented ingredient 'Matcha Biome™? (Calm & Repairing) Matcha probiotics , which increases the efficacy of raw material by fermenting matcha, probiotics and enzyme grown in Clean JEJU →Excellent ingredients for soothing damaged skin and natural antioxidant effects				
Principle ingredients	* 1% Matcha symbiotic fermentation water, 1% Matcha symbiotic fermentation material * Natural herbal ingredients- licorice, vasculus, gold etc (calming effects)				
Characteristics of prescription Acne relief functional cosmetic, Dermatologist Tested ,Cruelty Free, EVE Vegan Natural scent and color, excluded "Sephora prohibited ingredients"					

Put an appropriate amount in your hand to make enough foam, cleanse your face with warm water.

heimish All Clean Green Pore Toner Pad

hypoallergenic low pH toner pad

for clean **pore**

Last step of cleansing,
Beginning step of skin care!



After cleansing, it cleanses the remaining makeup residue, sebum and dead skin cells, while soothing the skin and balancing oil and moisture to restore the balance of the damaged skin after cleansing.

How to use

	Category	skin care / toner pad						
	Volume /Price	300g / 75pcs / 24,000 KRW						
	End benefit	Cleansing effect, exfoliating, pore cleaner, skin soothing, moisture oil balance, pH 5.5						
	Selling point	Hypoallergenic toner pad creates pore cleaning and skin soothing						
	Ideal for	 Those who look for toner pad for pore care Those who look for hypoallergenic hydrating pad that clams down the skin 						
ıp ag	Characteristics	Point 1. Must have item for clean pore care ✓ Last step of cleansing- perfectly cleanse the makeup residue and dead skin cells in the pores Point 2. Exfoliating and hydration care at the same time ! Skincare boosting effects! ✓ Smooth skin texture through daily exfoliation care with moisture peeling PHA ingredients ✓ Contains barley extracts and Witchhazel moisturize the skin from outside to inside by balancing moisture and oil balance. Point 3. Able to use daily due to hypoallegernic low pH prescription ✓ Low irritation tested, pH 5.5, silicone & ethanol & allergen ingredients FREE ✓ Every morning/evening use, for all skin type Point 4. 300g high capacity! 80mm big size pad! Convenient one touch pad container! ✓ Can use it from face to neck with a big size pad! ✓ One touch open container satisfies hygiene and convenience, with built-in spatula inside the cap Point 5. 100% EVE VEGAN CERTIFIED pure cotton embossed double side fabric ✓ Made of 100% cotton fabric with mild texture without skin irritation, and double layered embossed side and smooth side to help with exfoliating and soothing effects. Formula characteristic → Refreshing watery type moisturizing toner pad without feeling stickness → Contains fresh green natural scent and natural green color						
ng re	Principle	<u>-</u>						
	ingredients	Barley extracts, Witch-hazel, Centella asiatica, PHA, anti-sebum complex						
'	Characteristics of prescription	Dermatologist Tested ,Cruelty Free, EVE VEGAN, natural color, non-fragrance, silicon & ethanol & mineral oil FREE, excluded "Sephora prohibited ingredients"						

After cleansing in the morning and evening, gently wipe your entire face along the skin texture except around your eyes with

embossing side. Cleanse the skin with soft side on the other side of the pad. and pat the remaining toner to absorb it.

heimish Matcha Biome Redness Relief Hydrating Toner

Matcha probiotics, soothing redness, hydrating toner, essence toner

Skin care / Toner

150 ml / 20,000 KRW

Category
Volume /Price

End benefit

How to use

Essence toner to soothe the redness

absorbs as water, acts as essence!

'hydrating cooling, skin temperature \downarrow '



Hydrating toner

Watery type toner boosts moisture while removing various type of residue after cleansing

Selling point	Hydrating toner soothes the redness and boosts moisture while removing various type of residue after cleansing						
Ideal for	Ideal for - For sensitive skin type who need skin soothing and cause redness on skin frequently - For those who lacks moisture due to dryness and dead skin cells in the skin						
	Anti- redness	Hydrating toner	Essence toner	Soft moisturizing	For all skin types	Low pH5.5	
	Point 1. Dermatologist tested: redness relief hydrating effect						
	Point 2. <u>Essen</u>	ce toner to sooth	e the redness ab	sorbs as water, acts a	s essence!		
	1 step_ Watery type toner boosts moisture while removing various type of residue after cleansing						
	2 step_ Soft and smooth moisturizing acts as essence						
	Point 3. Smooth skin texture care absorbs into oily/combination skin type						
Characteristics	Point 4. Low pH 5.5 mild toner usable for sensitive and fragile skin type						
	Formula characteristic						
	→ Watery essence formula without feeling sticky even applying with multiple layers						
	→ Contains natural color with fresh Matcha green color						
	→ For all skin type, use at in the morning / night						
	Q. What is heimish patented ingredient 'Matcha Biome™' ? (Calm & Repairing)						
	Matcha probiotics, which increases the efficacy of raw material by fermenting matcha, probiotics and enzyme grown in						
	Clean JEJU						
	→Excellent ingredients for soothing damaged skin and natural antioxidant effects						
Principle * 1% Matcha symbiotic fermentation water, 1% Matcha symbiotic ferm Contains anti-sebum complex- sebum secretion and redness relief effects							
Characteristics of prescription	I Dermatologist Tested Cruelty Free EVE Vegan natural scent and color, excluded "Senhora prohibited ingredients"			prohibited ingredients"			

After cleansing in every morning/ night, wet the toner with a cotton pad enough to cleanse your skin, or take an

appropriate amount out of your hand and apply it evenly to your skin and pat it to absorb it.

heimish Matcha Biome Oil FREE Calming Gel Moisturizer

Skin care / cream

100 ml / 22,000 KRW

Category

Volume /Price

fresh and moist	
Soothing, low irritation gel c	ream

Silicon, Ethanol, Fragrance, Mineral Oil

FREE



PROMPT hydrator with soothing effect!

- When you need skin soothing that is sensitive to temperature fluctuation
- When you need lightweight moisture

End benefit	For oily and combination skin, Matcha probiotics, soft, moisturizing and soothing, gel cream, moisturizing cream						
Selling point	Selling point Oil free gel moisturizing cream with cooling sensation						
Ideal for	- For sensitive skin who still feel dry and tight even applying moisturizing cream - For dry skin who need to boost moisture						
	Moisturizing Cooling	Oil FREE	Gel Cream	Soft Cream	For all skin types	Low pH5.5	
Characteristics	Point 1. Calming Care for Sensitive Skin_ Excellent skin soothing effect with cooling sensation Point 2. Oil and Moisture balance_ Sebum control and exfoliation Point 3. Mineral oil-free prescription for oily skin Point 4. Moisture gel texture that is not sticky because it is filled with moisture Point 4. Low pH 5.5, silicone, ethanol-free for sensitive and fragile skin Formula characteristic → Fresh oil-free gel moisturizing cream without feeling stuffy on the skin → Contains natural colorants that are unscented and matcha green color for all ages → For all skin type Q. What is heimish patented ingredient 'Matcha Biome™'? (Calm & Repairing) Matcha probiotics , which increases the efficacy of raw material by fermenting matcha, probiotics and enzyme grown in Clean JEJU → Excellent ingredients for soothing damaged skin and natural antioxidant effects						
Principle * 5% Matcha symbiotic fermentation water, 1% Matcha symbiotic fermentation material Contains anti-sebum complex- sebum secretion and redness relief effect							
Characteristics of prescription	,,,,,,,,,,			thanol, Fragrance, Mineral Oil			
How to use	Apply an appropriate amount on the palm of your hand and gently spread it on the sensitive skin to absorb it.						

heimish Watermelon Moisture Soothing Gel Cream

Everyday! Constantly! Cost-effective!		
Watermelon Moisture		
Soothing Gel Cream		



Category

End-benefit

Selling point

Ideal for

Volume / Price 110ml / 28,000 KRW

cream

Skin care / Cream

Get your summer dryness, cooling and soothing the skin at the same time!

All in one watermelon moisture gel cream

✓ Soothing the heated skin quickly

- \checkmark Add moisture to dry skin irritated by air conditioner or fan
- ✓ For those who have internal dryness skin

In hot summer, soothing your heated skin

✓ More moist, effective moisture soothing pack that supply to in and outside of the skin and instant cooling and soothing the skin

For dry skin type, watermelon moisture, cooling and soothing, moisture cream, watermelon cream, soothing gel

- ✓ Key moisture cream 'strongest moisture cream' that catch skin's tightness and form a moisture barrier
- ✓ Cooling and soothing the heated skin that lowering skin temperature and soothes heated skin rapidly
- ✓ A soft pink translucent moist gel cream full of moisture
- √ Hypoallergenic relief solution for sensitive skin
- ✓ Moist and fresh finishing , smoothly spread on skin to absorb without stickiness that can be used from face to body

Principle Ingredients

Characteristics

Watermelon Extract, Aloe Extract, Witch Hazel Extract, Hydrangea Macrophylla Leaf Extract MAKE CARE™ (Moringa Oil, Moringa Eco Ceramide)

How to use

Apply an appropriate amount and gently spread it over your face to body to be absorbed.

TIP: Increase in cooling effect when keep it in fridge.

heimish Bulgarian Rose Satin Cream

Skin care / Cream

Removes dead	l skin	cells	and
boosts long-la	sting	make	eup!



skin texture care priming cream with added exfoliating care as a hydration and nutrition cream

Volume / Price	55 ml / 36,000 KRW
End-benefit	Bulgarian Rose water 63%, Brightening + Wrinkle improvement, Moisture cream
Selling point	Rich cream that fills with moisture without dehydrating
Ideal for	 ✓ For all types including sensitive skin ✓ Those who has a rough skin with heavy dryness ✓ Those who wants to increase the level of fixation of makeup

- 3 steps care (Full of nutrition \rightarrow Protect film \rightarrow Fix)
- Soft and moisturizing nourishment fills without dehydrating
- Caring by removing old dead skin of the skin surface
- Rich cream that can be used at day and night

Best skin solution to make brighter makeup

- Protect from dehydration with mattifying end
- Dual function of wrinkle improvement and Brightening

Principle ingredients

Characteristics

Category

Rosa Damascena Flower Water 63%, Flower Aha, Pelargonium Graveolens Flower Oil, Niacinamide, Adenosine

Characteristics of prescription

Dermatologist Tested ,Cruelty Free

Apply the cream evenly on the face during day and night skin care routines. How to use

heimish Matcha Biome Intensive Repair Cream

Soothing sensitive area			
+			
Strengthens skin barrier			

PROBIOTICS MOISTURIZER



The most important moisturizing skin barrier for sensitive skin

Do you feel dry and itchy in/outside of the skin?

Are you worried about sensitive and thin skin?

Category	Skin care / Cream			
Volume /Price	50 ml / 28,000 KRW			
End benefit	Matcha probiotics, strengthening skin barrier, probiotics cream. Probiotics moisturizer			
Selling point	Soothing care for sensitive skin type, Matcha probiotics moisturizing cream to strengthen skin barrier			
Ideal for	 Those who looking for daily cream to solve both skin soothing and boost moisturizing Those looking for repair cream that can be used without irritation even for sensitive skin from stress and external irritation For those who need high moisturizing care without feeling sticky or heavy 			

Strengthens skin barrier

Moisturizing

Characteristics

Point 1. Low pH5.5 hypoallergenic mild cream that can be used for sensitive and weak skin

Point 2. Matcha and probiotics are added to boost stronger skin repair

Point 3. Brightening and wrinkle improvement effect to care for red spots of skin trouble

Point 4. Absorbs into even oily/complex skin without being sticky, moisturizes without feeling stuffy

For dry skin types, it is recommended to apply thickly like a pack, will increase the nutrition

Formula characteristic

pH5.5

Low irritation

- → A soft cream that applies smoothly without feeling sticky
- → Contains fresh green natural fragrance and colorant

Soothing

sensitive skin

- →Can be used every morning/ night, suitable for all skin types
- Q. What is heimish patented ingredient 'Matcha Biome™'? (Calm & Repairing)

<u>Matcha probiotics</u>, which increases the efficacy of raw material by fermenting matcha, probiotics and enzyme grown in Clean JEJU

Day/ Night

Cream

Suitable for

All skin type

→Excellent ingredients for soothing damaged skin and natural antioxidant effects

Principle ingredients

- ** 1% Matcha symbiotic fermentation water, 1% Matcha symbiotic fermentation material
- * Natural herbal ingredients- licorice, vasculus, gold etc (calming effects)

CharacteristicsDual functions [Brightening + Anti-wrinkle] , Dermatologist Tested ,Cruelty Freeof prescriptionNatural scent and color, excluded "Sephora prohibited ingredients"

How to use Gently pat into skin until fully absorbed.

heimish Marine Care Deep Moisture Nourishing Melting cream

Skin Care / Rich Cream

Category

	Category	Skill Care y their cream		
	Volume / Price	60 ml / 34, 000 KRW		
	End-benefit	Brightening+ Wrinkle improvement, Moisturizing Cream, Total Solution, Regenerating Cream, Sleeping Crea		
	Selling point	Total moisturizing facial cream for elasticity, moisturizing, Brightening, wrinkle improvement		
Clear fit performance that gently tightens your face while hydrating the skin.	Ideal for	 ✓ Those who looks for cream with protecting skin from external harmful factors, keep skin healthy with skin purification treatment ✓ Those who looks for superior anti-aging and all-in-one total facial cream with moisturizing, regenerating, soothing, brightening effects 		
MARINE CARE DEEP MOISTURE NOURBHING MELTING CREAM heimish	Characteristics	Luxury cream with rich texture and moisturizing finish that solves complex skin problems ✓ Dual functions cosmetic [Wrinkle improvement + Brightening] ✓ Nutrition cream that forms a strong moisture barrier to strengthen and moisturize the skin ✓ Soothing irritated skin and energizes dry skin by controlling oil and moisture balance ✓ Protect the surface of skin from troubled area to lost balance area as well as to the deep inside of the skin ✓ Advanced anti-aging cream that increases skin's self-sustaining power and improves overall signs of damage *Differ with other cream type, it is a Balm type cream that has to be melt by body temperature, spread it all over the face and neck Contains 51% of heimish's unique ingredient Miracle Marine Water™ ✓ Core ingredients that enhances skin absorption by seaweed in clean areas fermented at low temperature ultrasonic ✓ Protect skin by condition care, nutrition, and moisturizing		
	Principle ingredients	Miracle Marine Water ™ (Seaweed Complex : Seaweed, Hjikia, Kelp, Seapolynol etc,), Peptide, Plant stem cell extract		
	Characteristics of prescription	Dermatologist Tested , Cruelty Free and Vegan		
	How to use	Put a small amount of cream on palms, and melts it until it becomes transparent, tap and spread it all over the face and neck.		

heimish Marine Care Eye Cream

	Category	Skin care / Eye Cream
	Volume / Price	30 ml / 36, 000 KRW
	End-benefit	Wrinkle improvement + Brightening, Elasticity, Total Solution, All-in-one
	Selling point	For wrinkle improvement, Brightening, elasticity, moisturizing total eye care
Total Eye care Cream for elasticity, wrinkle, hydration, and whitening	ldeal for	 ✓ Those who looking for instant eye care for reducing eye stress ✓ Those who looking for effective applicator use rather than hand use ✓ Those who looking for multi-care cream which can use not only on eye area but also can use for caring middle of forehead, smile lines
		All-in-one eye cream for complex eye care at once
		✓ Dual functions cosmetic [Wrinkle improvement + Brightening]
		✓ Rich cream for deep wrinkles, fine wrinkles, dark circles, reduced elasticity of the eyes, dry skin, and specific
		care for eyes
CARE		✓ Care cream use any area of eyes, middle of the forehead, arm, or cheek where lost elasticity.
MARINE CARE EYE CREAM		Contains 51% of heimish's unique ingredient Miracle Marine Water™
heimish	Characteristics	✓ Core ingredients that enhances skin absorption by seaweed in clean areas fermented at low temperature
		ultrasonic
		✓ Protect skin by condition care, nutrition, and moisturizing
		Metal eye massager for eye care
MC MILES		✓ Safe storage for built-in applicator
		✓ Improving the absorption and lifting effect of eye area with thin layer
		✓ Cooling sensation takes out swell and cares circulation
	Principle ingredients	Miracle Marine Water ™ (Seaweed Complex : Seaweed, Hjikia, Kelp, Seapolynol etc,), Peptide
	Characteristics of prescription	Dermatologist Tested , Cruelty Free and Vegan
	How to use	Before applying cream in the morning and night routine, apply the product evenly on the face, and gently pat it to be absorbed into the skin, use eye massager to care eye skin softly.

heimish Bulgarian Rose Hydrogel Eye Patch

A single rose patch that boosts the
skin's elasticity!

Anti-Wrinkle and Brightening Rose Eye Patch



End-benefit	Brightening + Wrinkle improvement, Elastic eye patch

Category

Volume / Price

Selling point

Ideal for

✓ For all skin type including sensitive skin

Skin care / Eye Patch

1.4g / 60pcs / 20,000 KRW

- ✓ Those who looks for immediate nutritional care on stressed and exhausted skin around eyes
- ✓ Partial use is also available, not only around eyes but also around limbs, middle of the forehead

Characteristics

Functional hydrogel patches with brightening effects

- ✓ Dual functions cosmetic [wrinkle improvement and Brightening]
- ✓ Available to use in any dull area such as around eyes, limbs, cheeks, etc.

Rose Hydrogel Eye Patch improving wrinkles, Brightening, and elasticity

- ✓ Contains Bulgarian Rose Water to precisely nourish and hydrate the skin
- ✓ Easy Patch! Easy to attach and use instead of eye cream!
- 100% Eco-friendly soluble hydro gel patch (tightness ↑absorption↑)
- √ Harmful ingredients free (No addition to allergy components such Paraben and Dimethicone)

Principle ingredients

Soluble Hydrogel, Rosa Damascena Flower water, Niacinamide, Adenosine

Characteristics Dermatologist Tested ,Cruelty Free of prescription

How to use

After cleansing place the eye patch on the desired facial area using the enclosed spatula. Remove after 20-30 mins.

heimish Matcha Biome Hydrogel Eye Patch

Boosts eyes elasticity, brightening, anti-wrinkle

Hydrating + brightening + anti-wrirnkle

All-in-one functional eyecare

2 pieces a day,

20 minutes of intensive care



Matcha probiotics eye gel patch

Easy to use for intensive care around your eyes

Matcha probiotics eye gel patch

Principle

Category

Volume / Price

End benefit

Selling point

Ideal for

Characteristics

*1% Matcha symbiotic fermentation water, 1% Matcha symbiotic fermentation material, 2% Niacinamide, 2% Adenosine

Characteristics of prescription

Natural scent and color, excluded "Sephora prohibited ingredients"

*Natural herbal ingredients- licorice, vasculus, gold etc (calming effects) ingredients

#moisturizing #without irritation #eye care Intensive care with a perfect functional eye patch, Matcha probiotics calms irritated and sensitive skin comfortably,

Skincare / Eyepatch

1.4g * 60EA / 20,000 KRW

✓ Double functional cosmetics [brightening + anti-wrinkle]

with functions of brightening, anti-wrinkles and aging care

Contains 100g of essence in 60 pcs of eye patch, highly concentrated essence's deep nutrition

Matcha probiotics, soothing around eyes, hydrating, brightening and anti-wrinkle, intensive eye care

Those who need intensive eye care for concerns around eyes, such as wrinkles, sagging, dark circle etc.,

100% water-soluble hydrogel Matcha probiotics eye patch to soothe eyes skin around eyes

Those who looking for mild product without irritation to skin around eyes

Can use it anywhere around eyes, such as forehead, smile lines, cheeks etc.,

- ✓ Excellent adhesion with great elasticity
- √ 100% water-soluble hydrogel filled with fresh moisture
- ✓ Absorbs nutrients quickly and gives you a moist finish without feeling stickiness

√ Refreshing citrus natural scent makes you feel comfortable (low allergen prescription)

- Q. What is heimish patented ingredient 'Matcha Biome™'? (Calm & Repairing)

Matcha probiotics, which increases the efficacy of raw material by fermenting matcha, probiotics and enzyme grown in Clean JEJU

→Excellent ingredients for soothing damaged skin and natural antioxidant effects

Dermatologist Tested ,Cruelty Free, EVE Vegan,

After cleansing, place the eye patch on the desired facial area using the enclosed spatula. Remove after 20-30 mins. How to use Lightly pat the remaining essence with your finger to absorb into your face.

heimish Black tea Mask Pack

Skin care / Mask & Pack

Maintains an adequate skin temperature through skin calming and cooling effects!

Cooling elasticity-fit,



Volume / Price	110 ml / 22,000 KRW

Category

Selling point

Ideal for

- **End-benefit** Immediate pore shrinkage, Swelling relief, Strengthen elasticity
 - - ✓ For all skin type
 - ✓ Especially for sensitive skin type who has struggle with UV, air conditioner etc.
 - ✓ Those who worries about facial swelling in the morning

Feeling of cooling, Strengthen elasticity wash off pack

Characteristics

✓ Cooling Strengthen Elasticity Mask Pack

Cooling mask pack helps shrink the pores and strengthens the elasticity, also moisturizing and soothing the skin.

✓ Perfume Therapy

Perfume therapy with cedarwood refreshing fragrance makes good feeling Soft creamy type wash off mask pack brings perfect cleansing

Principle ingredients

Characteristics of prescriptionDermatologist Tested ,Cruelty Free, Water Cooling

How to use Gently apply the product all over the dry face except for eyes area after cleansing, and then wash it off with warm water after 5-10 minutes.

Black Tea Extract, Litchi Fruit Extract, Aloe Barbadensis Leaf Extract, Centella Asiatica extract

heimish Watermelon Outdoor Soothing Sun Patch

UV shield+ Skin soothing Outdoor Cooling Sun Patch

No need to apply,

Just put it on and it's done!





Category	Skincare / Sun care
Volume /Price	5 patch (2pcs*1pair)/ 12,000 KRW
End benefit	UV Shield, moisturizing & cooling, skin soothing, outdoor sun patch, golf patch
Selling point	Outdoor sun patch with strong UV shield and provides cooling to soothe the skin
Ideal for	 Those who enjoy various outdoor activities such as golfing, riding, hiking, jogging etc., Those who need instant sun care which faster than applying sunscreen

UV shield + moisturizing & cooling + skin soothing #Ourdoor Soothing Sun Patch

It is an outdoor soothing sun patch that blocks the skin from strong UV rays and helps soothe the skin with cooling sensation of moist hydrogel.

1. <u>UV SHIELD</u> - UV-A 91.7%, UV-B 94.6% UV shield functional fabric

Super breathable, sweat absorbing, comfortable outdoor fabric

2. COOLING - Hypoallergenic hydrogel patch!

- Best fit for an urgent responding in case of exercise and high temperature condition
- Hydrogel serves none of any mark, any stain, and any stickiness!

3. SOOTHING – Stay safe from sunburn, redness, irritation, and aging

- Watermelon extract: 90% of the flesh is water-filled watermelon, boosts moisturizing for dry skin
- Contains Eco-ceramide, Moringa enzyme oil, Collagen extracts creates hydrated skin effect

Principle ingredients

How to use

Characteristics

*Watermelon extracts, Moringa enzyme Oil / Eco- ceramide, Collagen, Tocopherol, Shea Butter

Characteristics of prescription Dermatologist Tested , Hydrogel patch, No fragrance and colorant

Take out of the pouch and remove and transparent file, put it on wherever you want in your face.

Remove when you are done working out.

• If you want a strong sunscreen effect, use it after using sunscreen and makeup.

heimish Bulgarian Rose Tone-up Sunscreen SPF 50+ PA+++

Sun base / Tone-up sunscreen

#all-in-one base #tone-up sunscreen

30ml / 20,000 KRW

Category

Volume / Price

End-benefit

Selling point

Ideal for

Characteristics

Pink Tone-up sun fluid Make up boosting effect



Viscosity **Fragrance** Color Hydration liquid fluid lotion type subtle rose series floral scent bright pink color light-weight, soft finish without feeling stuffy

Just with one #sunscreen

All in one sunscreen without going through over layer of skincare, sunscreen, tone-up cream, primer etc.,

Pink tone correction, smooth texture, hypoallergenic sunscreen, non-white cast sunscreen, high adherence

With 'primer effect' adheres to skin perfectly and creates a smooth texture, non-comedogenic

Those who looks for all-in-one base combined with UV protection and tone-up cream

Those who need high adherence makeup base that lasts longer

Sensitive skin type looking for hypoallergenic sunscreen

Milky texture permeates to skin smoothly

A fluid type sunscreen that applies moisture cream lightly and thinly without white cast, creates a healthy skin with a subtle glow without dryness in the skin

Rosy pink tone-up without white cast

The light pink base blends with any skin tone, it brings a pink tone-up effect without white cast

Synergy of Brightening +Soothing +Moisturizing

Perfect UV protection sunscreen SPF 50+PA+++

Combination of benefits of chemical and physical sunscreen, absorbs quickly and lightly

'Hypoallergenic sunscreen 'Dermatologist tested, usable for sensitive skin type

Principle	Rosa Damascena Flower Water, Flower AHA/ Lactobionic Acid (Exfoliating), Niacinamide 2% (Brightening).
ingredients	Adenosine (Wrinkle improvement)

Prescription Dermatologist Tested, Chemical+ Physical sunscreen

Shake it lightly 2-3 times before using. In the last step of basic skin care, take an appropriate amount and apply it How to use evenly.

heimish Artless Glow Base

Base / Pearl Base

40 ml / 22,000 KRW

Glow care sun base for shiny and glowing skin

ARTLESS GLOW BASE				
heimish	hennish	EASE SERVICES		
		Telling.	N. P. S. B. L.	

Whitening Effect and Wrinkle Reduction

Use not only around the eyes but also on dry and loose skin

	End-benefit	Pearl Base, Make Up Base, Sun's cream			
Selling point Pearly pink UV shield base with a lightweight and moisturizing serum-like texture					
	Ideal for	 ✓ For all skin type ✓ Those who looks for function of UV shield ✓ Those who looks for skin tone up with natural glowing 			

Characteristics

Category

Volume / Price

Natural glowing make up base

- ✓ Triple functions [Brightening & wrinkle improvement & UV shield]
- ✓ Lightweight and moisturizing serum-like texture
- ✓ Natural luminous skin with shimmering effect of pearl base

Principle	
ingredients	

Pearl extract, Rose Hip fruit/time Extract, Mint Leave / Peppermint Extract

Characteristics of prescription

Dermatologist Tested ,Cruelty Free

How to use

Apply moderate amount of product on the face before entering make up step.

heimish Artless Perfect Cushion

Glow make	Glow makeup cushion		Base / Cushion
with nati	•	Volume / Price	2 colors / 13G *2ea(including refill) / 34,000 KRW
Moisturizing +	loisturizing + Glow cushion	End-benefit	Glow Face, Moisture Cushion, Non-Darkening Cushion
#Natural gl	#Natural glow cushion		Glowing, Moisturizing Perfect Cushion
her	herman		 ✓ For all skin type including dry skin type ✓ Those who looking for moisturizing cushion after make up ✓ Those who looking for natural cover and long-lasting cushion
Brightening +Anti- Consists of Pr	Wrinkle+ UV shield roduct + Refill	Characteristics	Moist & Luminous Shining Cushion ✓ Triple functions [Brightening & Wrinkle improvement & UV shield] ✓ Moisturizing texture makes skin glossy ✓ Complete luminous skin with perfect cover without any feeling of stuffy ✓ Long-lasting bright skin without darkening
	23 NATURAL BEIGE	Principle ingredients	5 types of Hyaluronic Acid, Cactus Stem Extract, Rosa Canina Fruit Extract, Peppermint leaf extract
21 LIIGHT BEIGE		Characteristics of prescription	Dermatologist Tested ,Cruelty Free
		How to use	Apply amount of foundation on the face by using puff.

heimish Dailism Smudge Stop Mascara

Make up / Mascara

9g / 14,000 KRW

Category

Volume/Price

End benefit

Selling point

Ideal for

Characteristics

DAILISM SMUDGE STOP MASCARA without worrying about clumps! **Neatly without smudging!** LONG LASH WASHABLE MASCARA

Curling / Volume



#Long lash & volume effect without worrying about	clumping

✓ Those who looks for washable type of mascara

Long lash, Curl fixing, Full volume, Tepid water cleansing, Washable mascara

Long lash washable mascara that applies neatly and without clumping

✓ Those who has a problem with drooping eyelashes and short length

✓ Those who wants voluminous eyelashes with thin and short lashes

Long lash effect that goes on as if it's extended, Full eyes with volume that doesn't clump up

#Powerful curling, excellent long-lasting

Curling effect that makes it hard to get droopy for a long time

#Cleansing with tepid water without smudging

It doesn't smudge easily with oil and sweat, but cleanses softly and cleanly with tepid water

#Vivid deep black color

Features clear and deep eyes with a vivid deep black color

Full evelashes like a doll!

#Two brush types for creating the desired eye shape

LONG LASH & VOLUN	<i>IE</i> MASCARA	
The double-cutting volume brush reduces the	clumping of the	
contents, and applies the eyelashes neatly one	e by one without	ı
clumping, giving a dramatic volume effect.	CANAL MAN	
	ASSAL MANAGEMENT	

No more eyelash perm and extensions! LONG LASH & CURLING MASCARA

The curved brush is optimized for the shape of the eyes, making it easy to use and naturally pulling up from the root to the end of 🕻 the eyelash to give a close curling effect as if the length was neatly extended.

Washable mascara for easy tepid water cleansing

It is a film type that cleanses as the tube surrounding the eyelashes comes out, and it can be separated with tepid water without a remover, so it can be cleansed without irritation around the eyes.

After taking off excess product from the container, apply with zigzag sweeping motion from the root of the eyelashes to Howtouse the end.

heimish Moringa Ceramide Pressed Setting Powder

Base makeup / finish pact

5g / 14,000 KRW

Makeup finish setting powder

'Silky texture blends seamlessly

into the skin'



Туре	Makeup	finish	powder	pact

Formula Pressed powder

Color White color

Usability Soft matte finish

Ά	weigl	ntless	setting	powd	er'

no flashback, no sebum, makeup finish, powder pact

Makeup finish setting powder which silky texture blends seamlessly into the skin

Those who need natural finish of a loose powder in a no-mess pressed powder

✓ Creates smooth texture, absorbs oil, and blurs the look of fine lines and imperfections

Those who want to reduce the appearance of fine lines and wrinkles

Those who need a hydrator that keeps moisture locked in, so skin appears plump for longer

that extends makeup wear while blurring and minimizing the appearance of fine lines and pores with no flashback

A pressed makeup powder pact that locks makeup in place up to all day with a luminous, photo-ready finish

Keeps moisture locked in, skin appears soft and smooth for longer

✓ Seamless makeup setting powder

Provides a natural and soft glow and keeps skin looking photo-ready

✓ Finish pact keeps makeup for longer

*Fermented Moringa Oil, Eco-ceramide

*Pearl extracts, Diamond powder, sebum control powder

Characteristic of prescription Dermatologist Test

Category

Volume / Price

End benefit

Selling point

Ideal for

Characteristics

Principle

ingredients

How to use

Using built-in puff lightly press into the powder, and gently press and roll onto desired areas to keep makeup longer.

Blot to touch up throughout the day.

