

heimish



## Grow your glow

Glowing Skin & Natural Make Up

**'Skin glows naturally as it used to be'**

Soft makeup makes healthy skin to stand out and completes a naturally glowing skin.

## heimish

Beauty that anyone can sympathize with in plainness.

**heimish eyes on the natural beauty around each of us.**

Natural beauty effortlessly charms people and it is captivating though subtle.

**Explore heimish to find your own beauty!**



ALL PRODUCT (SKU 48)

Cleansing (SKU 7)	MASK & PACK (SKU 4)	SKIN CARE (SKU 11)	SUN CARE (SKU 4)	FACE (SKU 12)	EYE (SKU 4)	LIP (SKU 6)
 <p>All Clean Balm Original Mandarin</p>	 <p>Matcha Eye patch</p>	 <p>Matcha Biome Redness Relief Toner</p> <p>Matcha Biome Moisturizer</p> <p>Matcha Biome Cream</p>	 <p>Moringa Ceramide WATERY SUNSCREEN</p>	 <p>Artless Perfect Cushion (2)</p>	 <p>Dailism Eye Palette (Nudie rose / Nudie coral)</p>	 <p>Dailism Lip gloss (6)</p>
 <p>All Clean Green Foam</p> <p>All Clean White Clay Foam</p>	 <p>Rose Eye patch</p>	 <p>Marine Care Cream</p> <p>Marine Care eye cream</p> <p>Marine Care Retinol Eye Serum</p>	 <p>Rose Tone-up Sunscreen</p>	 <p>Moringa Ceramide BB Cream (8)</p>	 <p>Dailism Mascara (Curling / Volume)</p>	
 <p>All Clean Gel Cleanser</p> <p>Matcha Biome Amino Acne Cleansing Foam</p>	 <p>Black tea mask Pack</p> <p>Matcha Mask Sheet</p>	 <p>Marine Care Retinol Face Serum</p> <p>Moringa Ceramide Moisturizer</p> <p>Moringa Ceramide Hydrating Cream</p>	 <p>Glow Base</p>	 <p>Moringa Ceramide Setting Powder</p>		
 <p>Matcha Biome Perfect Cleansing Oil</p>		 <p>Rose Satin Cream</p> <p>Watermelon Gel Cream</p>	 <p>Glow Tinted Sunscreen</p>	 <p>Artless Rubycell Puff</p>		

heimish Product Details

# CLEANSING



Cleanser for waterproof makeup, dirt, and blackheads!

# All Clean Balm

**\* Natural herb fragrance**

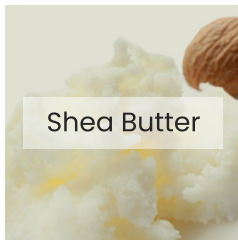
120ml / \$18.00

Easily and quickly removes waterproof makeup, impurities, and other residue that pile up throughout your day.  
No need to double cleanse!



10 kinds of Natural Essential Oil

Skin conditioning & Moisture and glow



Shea Butter

Moisturizing & Elasticity



Coconut Extract

Skin conditioning and Healthy skin



## 01. One-step Cleansing

Lip & Eye Remover, Cleanser which no needs for double cleansing even for dark makeup.

## 02. Clinically tested

Wipe off 93% of residue in pores with a single use  
Improve 67.51% of blackheads right after use  
Increase 108.89% of moisture of skin right after use

## 03. Safe Prescription

Skin irritation 0.00%  
Certificate of EVE Vegan  
No Eye irritation Cleanser—There is no pain when accidentally getting some product in your eyes while cleansing!

## 04. Convenient and Hygienic Package

single-touch container + built-in spatula

Cleanser for waterproof makeup, dirt, and blackheads!

# All Clean Balm mandarin

\* Natural herb fragrance

120ml / \$18.00

Easily and quickly removes waterproof makeup, impurities, and other residue that pile up throughout your day.

No need to double cleanse!



Mandarin  
Extract/Oil

Brightening



Moringa  
Ceramide

Skin purifying  
& Moisturizing



Papaya  
Extract

Exfoliating



eve VEGAN®



ALL CLEAN  
BALM  
Mandarin  
heimish



ALL CLEAN BALM

clean and comfortable beauty  
intensive cleansing balm

## 01. One-step Cleansing

Lip & Eye Remover, Cleanser which no needs for double cleansing even for dark makeup.

## 02. Clinically tested

Wipe off 99% of residue in pores with a single use  
Improve 48.46% of blackheads right after use  
100% Consumer satisfaction

## 03. Safe Prescription

Skin irritation 0.00%  
Certificate of EVE Vegan  
No Eye irritation Cleanser-There is no pain when accidentally getting some product in your eyes while cleansing!

## 04. Convenient and Hygienic Package

single-touch container + built-in spatula

# HOW TO USE.

## STEP 01.

▶ Formula Transforming

: Balm -> Oil



Rolling throughout the face with dry hands especially areas that you concerned.

## STEP 02.

▶ Formula Transforming

: Oil -> Milk



Rolling your face with water and emulsify it,  
It transforms to milk formula and deeply cleanse dark makeup and residue of your face

## STEP 03.



## STEP 03.

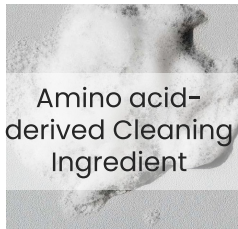
No tissue needed,  
just Rinse it with warm water.

pH balanced  
For troubled and sensitive skin

## All Clean Green Foam

150g / \$12.00

Gel type cleanser with soft and rich bubble, this pH balanced (pH 5.5) cleanser gently and effectively cleanse your face without stripping skin.



Amino acid-  
derived Cleaning  
Ingredient

Mild & Natural  
ingredient



Asiatica  
Centella

Calm & fortify  
skin moisture  
barrier



Witch Hazel

Replenish &  
Maintain  
balance skin  
oil and water



### 01. pH balanced (5.5) Cleanser

pH balanced (pH 5.5) cleanser made with mild ingredient helps to replenish and calm irritation and is gentle enough even for troubled and sensitive skin.

### 02. Non-Stripping Gentle Cleanser

Gel type cleanser with soft and rich bubble gently and effectively cleanse your face without stripping skin.

### 03. Safe Prescription

Skin irritation 0.00% (clinically tested)

Certificate of EVE Vegan

100% EWG Green Ingredient

### [How to use]

Put a moderate amount in your hand and rub your palms together to make a rich foam. Gently massage the foam over the face and rinse with warm water.

Deeply cleanse impurities in pores!

# All Clean White Clay Foam

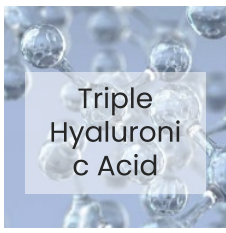
150g / \$12.00

Amazon white clay deeply cleanses face by removing sebum and wastes from pores, while leaving a refreshing feeling.



100% pure  
Amazon  
white clay

Detoxify the skin  
& Draw out  
impurities and oil  
from its surface



Triple  
Hyaluronic  
Acid

Increase  
skin moisture



Coconut  
Extract

Soften skin &  
keep skin  
healthy



## 01. Detoxify + Purify pores

It is formulated with Amazon White Clays which helps to detoxify the skin and draws out impurities and oil from its surface.

## 02. Amino acid-derived Cleansing Ingredient

It cleanse without irritation, and left one's feeling clean, soft, and fresh.

\* Skin irritation 0.00%(clinically tested)

## 03. Non-Stripping Gentle Cleanser

Cream type cleanser with soft and rich bubble gently and effectively cleanse your face without stripping skin.

## 04. Soften skin

It is formulated with triple hyaluronic acid, and coconut extract that leaves skin smooth and healthy appearance.

### [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.



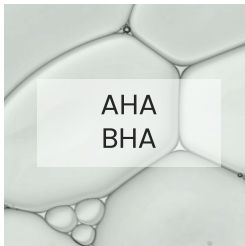
Daily Gentle Exfoliating Gel Cleanser

# All Clean Gentle Exfoliating Gel Cleanser

130ml/ \$14,00

Plant-derived natural surfactant gently cleanses and exfoliates without stripping skin, leaving it hydrated, feeling soft, and looking luminous.

Low irritation, Low pH Gel cleanser



Exfoliating



Brightening



Moisture & glow



## 01. Gentle Cleanser

\*Removing SPF by 94.20%

It contains Concentrated Moisturizing ingredient, which helps to keep your skin of moisture after wash away impurities.

## 02. Exfoliating with AHA, BHA

\*Instant Exfoliating Skin by 90.10%

+ Brightening Skin by 4.64%

It is formulated with AHA, BHA that reveal smoother, brighter skin over time by removing dead surface skin cells.

## 03. Low irritation, Low pH

This pH balanced (pH 5.5) Cleanser replenishes and restores skin to visibly strong, healthy state.

## 04. Gel to Foam Cleanser

Gel to foam texture 10 kinds of Natural Essential Oil, Allergen Free, Natural Fragrance

\*Clinically tested

### [How to use]

Apply an appropriate amount into damp hand to make enough lather, gently massage lather onto face, rinse with lukewarm water.

This can remove base makeup product(ex: SPF)

Soothing+ Unclog Pore For acne prone skin

# Matcha Biome Amino Acne Cleansing Foam

150g / \$14.00

A mild, low pH amino acne cleansing foam without irritating the skin and calming acne while cleaning sebum and wastes in pores.



Natural  
Surfactant

Draw out impurities  
without irritation



Matcha  
Biome™

Soothe & fortify  
skin barrier



Medicinal  
herbs

Moisturize &  
Soothe skin



## 01. Acne-Fighting ingredient

Active ingredient, salicylic acid(0.5%) helps to remove dead skin cells and clear blockages.

## 02. Natural Surfactant 100%

Amino acid-derived surfactant deeply cleanse impurities in pores without irritation

## 03. Non-Stripping Gentle Cleanser

Cream type cleanser with soft and rich bubble gently and effectively cleanse your face without stripping skin.

## 04. pH balanced(5.5) cleanser

Mild-acidic pH 5.5 Cleanser which is suitable for sensitive skin gently cleanse skin by maintaining balance skin oil and water.

Certificate of EVE Vegan

Skin irritation 0.00%(clinically tested)

### [How to use]

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

Remove Point Makeup + Cleanse pores

# Matcha Biome Perfect Cleansing Oil

150ml/ \$20,00

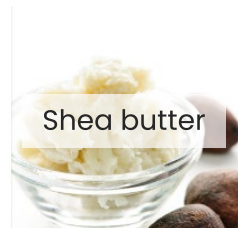
A pH balanced cleansing oil that lifts away dark makeup and impurities to leave skin looking and feeling hydrated without leaving a greasy finish.



Draw out impurities without irritation



Soothe & Fortify skin barrier



Moisturizing & Soothing



## 01. All-in-one Cleanser

\*Dissolves makeup, including waterproof by 93.85%  
All-in-one Cleanser for SPF, foundation, point makeup.

## 02. Deeply cleanse pores

\*Remove impurities in pores by 92.4%  
Effectively cleanse makeup debris, blackhead, sebum, and dead skin cells.

## 03. pH balanced (5.5), Hydration

\*Boost skin's hydration by 118.79%  
pH balanced (pH 5.5) cleansing oil keeps skin's water-oil balance to help skin feel refreshed and moisturized.

## 04. Soft texture, Fresh finish

The lightweight oil cleanser instantly emulsify with water and remove makeup with a soft and fresh finish .

\*Clinically tested

### [How to use]

Apply an appropriate amount of this product in a dry skin and massage in circular motions , remove makeup and debris from base to waterproof, and wash it off with warm water.



heimish Product Details

# **MASK & PACK**

Calming + Repairing

# Matcha Biome Hydrogel Eye Patch

**\*Fresh Green tea Scent**

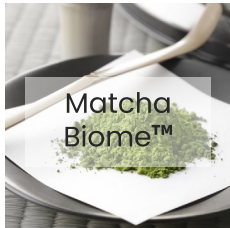
60매 / \$20.00

Just with an eye patch, you can do a perfect intensive care for brightening, anti-wrinkle. It also soothe irritated, sensitive skin.



Niacinamide + Adenosine

Dual functional cosmetic (Whitening +Anti-wrinkle)



Matcha Biome™

Soothe & fortify skin barrier



Medicinal herbs

Moisturize & Soothe skin



## 01. Contains a bottle of Essence

100g of Watery Essence in hydrogel cools down skin quickly and hydrated.

## 02. Working on Clean Beauty

100% eco-friendly seaweed derived soluble hydrogel patch

Skin irritation 0.00%(clinically tested)

## 03. Adheres well to the skin!

Excellent adherence of hydrogel without flowing down also usable for puffy swollen eyes.

## 04. Calming + Repairing

It is formulated with Matcha Biome™ which helps to strengthen skin barrier, skin immune system. And it also made with medicinal herbs complex which helps soothe the skin and controls skin heat to make clear skin.

### [How to use]

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

Nutrition + Moisture

# Bulgarian Rose Hydrogel Eye Patch

**\*Delicate Rose scent**

60매 / \$20.00

Our Bulgarian Rose Eye Patch provides hydration, brightening, and anti-wrinkle solutions! This rose-scented gel patch finishes off your skincare with an elegant touch and brightens the overall look while locking in moisture.



Niacinamide + Adenosine

Dual functional cosmetic (Whitening +Anti-wrinkle)



Bulgarian Rose Water

Replenish & Balance



Lotus & Cica

Soothe sensitive skin & Reinforce skin barrier



## 01. Contains a bottle of Essence

100g of Watery Essence in hydrogel cools down skin quickly and hydrated.

## 02. Working on Clean Beauty

100% eco-friendly seaweed derived soluble hydrogel patch  
Skin irritation 0.00%(clinically tested)

## 03. Adheres well to the skin!

Excellent adherence of hydrogel without flowing down also usable for puffy swollen eyes

## 04. Nutrition + Moisture

This item is packed with moisturizing and nutrient rich Bulgarian rose water that keeps skin supple, hydrated and glowing

### [How to use]

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

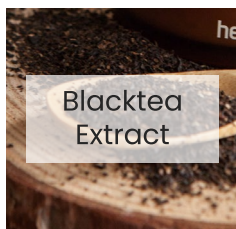
Quick Cooling + Calming

# Black Tea Mask Pack

**\*Light and Natural Cedarwood and floral fragrance**

110ml / \$22.00

This cooling wash-off facial mask helps shrink pores and strengthen the skin's elasticity. Made with Black Tea and Sodium Hyaluronate, it improves hydration and provides anti-inflammatory properties.



Blacktea Extract

Boost skin elasticity



Asiatica Centella

Calm & Soothe



Lychee Extract

Calm & Moisturize



## 01. Cooling wash-off facial mask

This cooling formula with Polyphenols helps tighten pores and vitalize skin texture.

## 02. Give it 5 minutes!

Light and natural cedarwood and floral fragrance. Now enjoy a therapeutic me-time!

## 03. Maintaining Balance of skin oil and water

purée like texture helps skin hydrated and reduce the sign of tiredness by maintaining balance of skin oil and water

## 04. Safe Prescription

Skin irritation 0.00%(clinically tested)

### [How to use]

Gently apply the product all over the dried face, except for the eye area, after cleansing and wash it off with warm water after 5-10 minutes.

Deeply Moisturizing + Instant Soothing

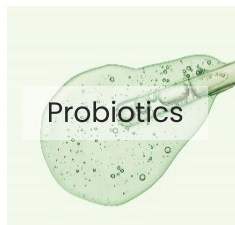
# Matcha Biome Low pH Hydrating Mask Sheet

30ml x 5ea / \$15.00

A Mild-acidic Sheet mask enriched with patented ingredient , Matcha Biome™ that offers powerful hydration and helps calm irritated skin.



**Matcha Extract**  
Soothe damaged skin, Reinforce skin barrier



**Probiotics**  
Reinforce skin barrier, skin immune system



**Hyaluronic Acid**  
Hydrating



## 01. Instant soothing and Hydration

It contains 30ml of concentrated Essence, delivers sensitive skin instant hydration and soothing

## 02. Non-sticky, Hydrating Mask Sheet

A non-sticky moisture sheet mask that leaves a freshness, and it fits well and leaves skin soft, silky

## 03. Microfiber Sheet

A tightly woven microfiber sheet improves the moisture retention of the essence

## 04. pH 5.5 Mask Sheet

Mild-acidic pH 5.5 mask sheet which is suitable for sensitive skin

Silicone-free and Ethanol-free

Skin irritation 0.00%(clinically tested)

### [How to use]



1. Prep skin with a toner after washing your face
2. place it on the face without lifting
3. After 10-20 minutes, remove the sheet and gently tap the leftover essence to be absorbed into the skin.

heimish Product Details

# **SKIN CARE**



Moisturization + Elasticity

# Moringa Ceramide Collagen Enriched Moisturizer

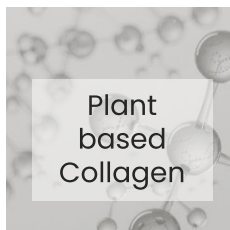
120ml / \$36.00

A lightweight emulsion type Moisturizer immediately leaves skin soft, comforted and deeply nourished



Moringa  
Ceramide

Detoxify &  
Moisturize skin



Plant  
based  
Collagen

Improve skin  
elasticity



$\beta$ -glucan

Reinforce skin  
moisture  
barrier



## 01. Moisturize + Firm

A moisturizer infused with plant-based collagen and eco moringa ceramide creates a glossy and healthy appearance, while deeply nourishing and firming skin

## 02. Moisturizer with Soft and Glow texture

creates Hydrated, Radiant skin

An intense hydrating moisturizer that provides a mild and gentle feeling to the face, quickly absorbed by the skin while creating a smooth and radiant finish.

## 03. No need to wear 2 layers

: Make Essence and Lotion in one

This collagen enriched moisturizer has an emulsion-type formulation that is applied smoothly on the skin, and quickly absorbed by the skin . It also can be used as all-in-one Moisturizer after prepping skin with toner

## 04. Safe Prescription

Skin irritation 0.00%(clinically tested)

### [How to use]

Use an adequate amount of moisturizer and spread it evenly over your skin.

Moisturization + Replenishment

# Moringa Ceramide Hyaluronic Hydrating Cream

50ml / \$36.00

Skin's Moisture barrier Daily-care Product  
Intense hydration cream texture quickly  
absorbed by the skin with light and clear  
finish.



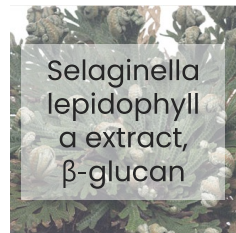
Moringa  
Ceramide

Detoxify &  
Moisturize skin



Micro  
Hyaluronic  
acid

Hydrating



Selaginella  
lepidophylla  
extract,  
β-glucan

Reinforce skin  
moisture  
barrier



## 01. Moisturize + Replenishment

It is formulated with moringa ceramide and micro hyaluronic acid which provide intense hydration for dry skin. In addition, it contains eco moringa ceramide, the active ingredients that help increase the skin's moisture and provide hydration protection.

## 02. Intense gel-cream texture leaving silky finish without stickiness

Our intense hydration cream moisturizes the skin instantly with its soft and smooth texture. It is quickly absorbed into the skin, leaving a silky finish without stickiness.

## 03. Apply it all over the skin which needs hydration! (Multi-Moisturizer)

You can apply it all over the skin which feels dry or stripped.

## 04. Safe Prescription

Skin irritation 0.00% (clinically tested)

### [How to use]

Use an adequate amount of cream and spread it evenly over your skin



Soothe + pH Balance

# Matcha Biome Redness Relief Hydrating Toner

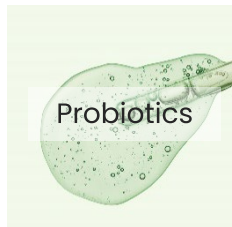
150ml / \$20.00

pH balance Hydrating Toner soothe redness while removing various type of residue after cleansing



Matcha  
Extract

Soothe  
damaged skin,  
Reinforce skin  
barrier



Probiotics

Reinforce skin  
barrier,  
skin immune  
system



Plant based  
Pore  
Tightening  
ingredient

Reduce sebum,  
redness & Soothe  
skin



## 01. Redness-relief, Hydrating Toner

Clinically Proven to soothe redness up to 82.86% with a single use

## 02. Light as water, Acts as essence

Watery type toner boosts moisture while removing various type of residue after cleansing, it also acts as essence, as it makes skin soft and smooth.

## 03. Non-sticky yet Fresh

Watery essence formula without feeling sticky even applying with multiple layers

## 04. pH 5.5 Mild Toner

Skin irritation 0.00%(clinically tested)

Certificate of EVE Vegan

20-FREE Harmful ingredient

26-FREE Allergen

## [How to Use]

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.

Soothe + Mild

# Matcha Biome Oil-free Calming Gel Moisturizer

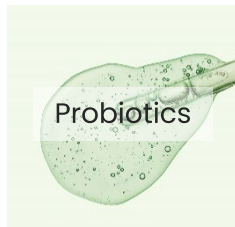
100ml / \$22.00

pH balance oil-free hydrating gel cream  
soothe sensitive skin without any stickiness,  
while replenish skin with clear finish



Matcha  
Extract

Soothe  
damaged skin,  
Reinforce skin  
barrier



Probiotics

Reinforce skin  
barrier,  
skin immune  
system



Plant based  
Pore  
Tightening  
ingredient

Reduce sebum,  
redness & Soothe  
skin



## 01. Safe Prescription –Mineral oil free

Mineral oil-free gel moisturizing cream leaves any stuffiness to oily skin while gives fresh and clear finish to the dry skin

## 02. Calming Care for Sensitive Skin

Excellent skin soothing effect with cooling sensation

## 03. Non-sticky yet Hydrating

Hydrating Gel Texture slightly glides into skin without Stickiness, oiliness or greasiness

## 04. pH 5.5 Mild Moisturizer

Skin irritation 0.00%(clinically tested)

Certificate of EVE Vegan

20-FREE Harmful ingredient

26-FREE Allergen

### [How to use]

Apply an appropriate amount on the palm of your hand and gently spread it on the sensitive skin to absorb it.

Nourish + Moisture  
For dry and sensitive skin

# Matcha Biome Intensive Repair Cream

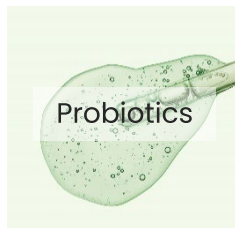
50ml / \$28.00

Repair Cream soothe sensitive skin and  
reinforce skin barrier



Matcha  
Extract

Soothe  
damaged skin,  
Reinforce skin  
barrier



Probiotics

Reinforce skin  
barrier,  
skin immune  
system



Medicinal  
herbs

Moisturize &  
Soothe skin



## 01. Rich cream which contains 50% of Matcha fermented water

It is formulated with 50% of matcha fermented water and probiotics, deeply moisturize skin

## 02. Non-sticky yet Hydrating

Rich cream which has smooth texture slightly glides into skin without Stickiness, and delivers hydration to skin

## 03. Nourish Repair Cream

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

## 04. pH 5.5 Mild Cream

Skin irritation 0.00%(clinically tested)  
20-FREE Harmful ingredient  
26-FREE Allergen

### [How to use]

Gently pat into skin until fully absorbed.

Priming cream + Moisture Booster  
For Flaky and Dry skin

# Bulgarian Rose Satin Cream

55ml / \$36.00

This rich moisturizer provides skin nourishment priming effect leaving a satin-like finish. Formulated with Flower AHA, Niacinamide, Damask Rose Water, it mildly exfoliates, moisturizes, and hydrates your skin effectively.



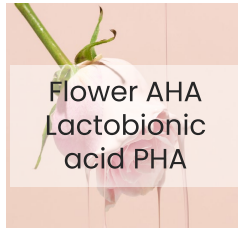
Niacinamide  
+ Adenosine

Dual functional  
cosmetic  
(Whitening+Anti-  
wrinkle)



Bulgarian  
Rose Water

Replenish &  
balance skin  
condition



Flower AHA  
Lactobionic  
acid PHA

Exfoliate & even  
skin tone



## 01. Improvement of Skin Dullness and Uneven texture

It helps to hydrates dry skin and corrects skin texture by blurring fine wrinkles and pores.

## 02. 3-Step Skin care Priming Cream

Full (moisturizing & nourishing & hydrating)  
> Film (protect skin barrier) > Fix (fixing)

## 03. Exfoliating & Boosting long-lasting makeup

It can be used on your daily skin care routine as a moisturizer and nourishing cream .

It keeps your skin from dryness with powdery finish

## 04. Safe Prescription

Skin irritation 0.00%(clinically tested)

### [How to use]

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

TIP) if apply this product before base makeup routine, it helps you keep your makeup long-lasting



Cooling & Soothing

# Watermelon Moisture Soothing Gel Cream

110ml / \$28.00

Watermelon extract, which helps to saturate the skin fully with the necessary moisture and restore the hydrolipidic balance



Watermelon  
Extract

Instant  
Hydration



Moringa Oil  
Eco  
Ceramide

Moisturize &  
Moisture  
Barrier



Aloe Extract

Instant Hydration  
& soothing



## 01. Instant Hydration

Increase hydration from 18.4% to 59.8% with a single use

\*Limited to own test/ There maybe individual differences

## 02. Cooling & Soothing Redness

Reduce skin temperature from 37.8% to 34.7% with a single use

\*Limited to own test/ There maybe individual differences

## 03. Hydrating Gel Cream

Light pink color, transparent formula is absorbed to skin without stickiness yet has watery and clear finish

## 04. Safe Prescription

Skin irritation 0.00%(clinically tested)

Artificial pigment , Phenoxyethanol. Dimethicone, Fragrance, Allergen-free

### [How to use]

After cleansing and applying toner, apply a small amount of cream on the face. Use your fingertips to massage the cream.

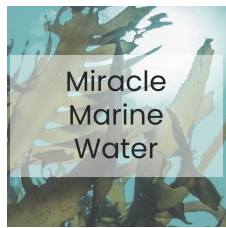
Tip! Hydrate from face to body. Keep it in refrigerator for additional cooling effect!

Intensive Nourishing Cream

# Marine Care Deep Moisture Nourishing Melting Cream

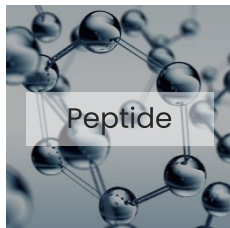
55ml / \$34.00

An Ultra Moisturizing Facial Cream richly replenish moisture while fortifying skin barrier for healthy and well-moisturized skin



Miracle  
Marine  
Water

Replenish,  
Reinforce  
Moisture  
barrier



Peptide

Anti-aging &  
Reinforce  
Moisture  
barrier



Plant Stem  
Cell Extract

Nourish



## 01. Delivering nourishment of its ingredient

It increases skin's hydration instantly and over time

## 02. Rich butter texture and hydrating finish

Its balm type formulation which needs to melt it with skin temperature with fast absorption.

## 03. Seaweed fermented ingredient, Miracle Marine Water + Panthenol

Synergistic effect of Miracle Marine Water™ and panthenol, It protects imbalanced and dry skin.

### [How to use]

Step 01 : Put a small amount of Marine Care Rich Cream on your fingertips or palms.

Step 02 : Use your fingers to melt the cream until it becomes transparent.

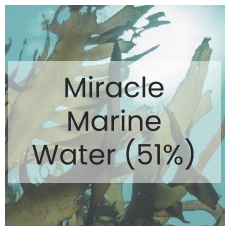
Step 03 : Tap and spread it all over your face and neck.

Elasticity + Wrinkle + Moisture + Whitening

# Marine Care Eye Cream

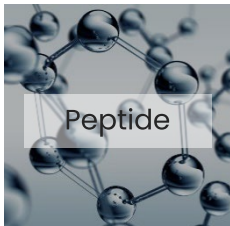
30ml / \$36.00

All-in-one Eye Cream made with 51% of marine nutrients and mineral and 2% of Niacinamide can help to protect and nourish the skin by providing conditioning, nutrition, and moisturization.



Miracle  
Marine  
Water (51%)

Replenish,  
Reinforce  
Moisture  
barrier



Peptide

Anti-aging &  
Reinforce  
Moisture  
barrier



Niacinamide  
+ Adenosine

Dual functional  
cosmetic  
(Whitening+Anti-  
wrinkle)



## 01. Good-bye, crow's feet!

Functional ingredient for anti-wrinkle and skin elasticity. It lessens the appearance of wrinkles and fine lines

## 02. Rich ingredient yet Weightless

High concentration formulation which contains full of active ingredient maximize the effectiveness of its ingredient

## 03. It's a massage time

It comes with an applicator to cool down puffy eyes. Special eye care product for relieving stress and increasing the effectiveness of active ingredient.

## 04. Safe Prescription

Skin irritation 0.00%(clinically tested)

## [How to use]

Apply it evenly on the face, and gently pat to be absorbed into the skin. Use it before cream of your day & night skin care routine. Use eye massager to care eye skin softly.

Anti-aging intensive care!

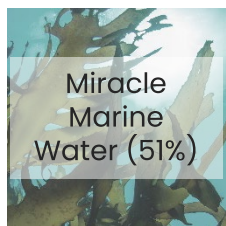
# Marine Care Retinol Eye Serum

30ml / \$28.00

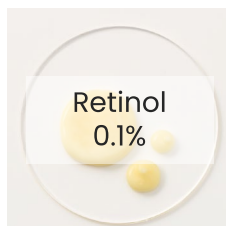
(Intermediate users)

**Intensive Retinol Care\_ 0.1%**

Eye Serum for fine lines and deep wrinkles  
(around eye area, smile lines, frown lines)



Replenish,  
Reinforce  
Moisture  
barrier



Boosting  
Collagen & Skin  
cell turnover rate



Dual functional  
cosmetic  
(Whitening+Anti-  
wrinkle)



## 01. Anti-wrinkle + Elasticity

Retinol 0.1% + Adenosine for wrinkle care

## 02. Brightening + Natural Radiant

Niacinamide 5% for intensive brightening care  
for skin around the eyes

## 03. Moisture-packed Gel Essence

It is formulated with 58% of Miracle Marine Water,  
fermented seaweed extract which boosts  
hydrating effects of this product.

## 04. No stickiness, pulling or greasiness!

Makes thin and dry skin around the eyes radiant  
by creating and forming a moisture barrier  
(day/night)

\* Skin irritation 0.00%(clinically tested)

## [How to use]

Before applying a cream, gently spread an  
appropriate amount over areas prone to wrinkles  
including around the eyes and the mouth.  
(Use a grain sized amount for spot and a pea-  
sized amount for the entire face)



# How to use (detailed version)

## CAUTION

You may experience irritation (redness, tingling sensations, flakiness, etc.) as the retinol settles into the skin.

However, it is an indication that the product is working correctly. Please use it after reading the application instructions thoroughly.

### 01.

Use it every other day for the first two weeks and then daily afterward



For the first-time retinol users, need time to allow your skin to adjust and then daily afterward.

### 02.

Use it as your night care product for your wrinkles and use sunscreen when you use it for a daily skin care



Retinol is susceptible to light and heat, so it is recommended to use the product as a night care item. If you use it for your daily routine, don't forget to apply sunscreen.

### 03.

Avoid using scrub or an exfoliating product along with the item



Do not use a scrubbing item along with the product, as it may aggravate skin irritation.

Anti-aging +Mild Care

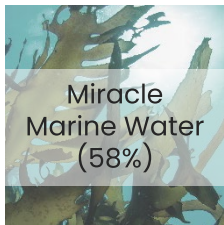
# Marine Care Retinol For Face Serum

50ml / \$34,00

(Beginners)

## Daily Retinol Skincare\_ 0.01%

Daily Anti-aging Serum even for sensitive skin



Miracle  
Marine Water  
(58%)

Replenish &  
Reinforce  
Moisture barrier



Retinol 0.1%

Boosting  
Collagen & Skin  
cell turnover rate



Niacinamide  
+Adenosine

Dual functional  
cosmetic  
(Whitening  
+Anti-wrinkle)



### 01. Anti-wrinkle + Elasticity

Retinol 0.1% + Adenosine for wrinkle care

### 02. Brightening + Natural Radiant

Niacinamide 5% for intensive brightening care for skin around the eyes

### 03. Hydrating & Soothing

It is formulated with 58% of Miracle Marine Water, fermented seaweed extract which boosts hydrating effects of this product.

### 04. No stickiness, pulling or greasiness!

Moisture Packed Gel Essence type formulation is applied smoothly on the skin, and quickly absorbed by the skin.

\* Skin irritation 0.00%(clinically tested)

### [How to use]

After using toner, apply pea-size amount to dry face and neck, spread evenly across skin. Use AM, PM Routine

# Marine Care Retinol Product



<b>Product</b>	<b>Marine Care Retinol For Face Serum</b>	<b>Marine Care Retinol Eye Serum</b>
<b>User</b>	Beginners	Intermediate users
<b>Retinol concentration</b>	0.01%	0.1%
<b>Target</b>	<ul style="list-style-type: none"> <li>✓ if you just start off using retinol</li> <li>✓ Anti-wrinkle Serum even for sensitive skin</li> </ul>	<ul style="list-style-type: none"> <li>✓ if you feel your skin can tolerate retinol</li> <li>✓ Eye Serum Especially for deep wrinkles (around eye area, smile lines, frown lines)</li> </ul>
<b>How to use</b>	Pump 1-2 times and spread evenly across skin follow with your preferred moisturizer	After using toner, apply rice-size amount and spread evenly to deep wrinkles. *Please use it after reading the application instructions thoroughly.
<b>TIPs for Using Retinol</b>	Retinol Face Serum Apply pea-size amount to dry face and neck	Retinol Eye Serum Apply rice-size amount to concerning area such as around eyes, smile lines



heimish Product Details

# **SUN CARE**

Weightless Watery Sunscreen

# Moringa Ceramide Hyaluronic Hydrating Watery Sunscreen

SPF50+ PA++++

50ml / \$22.00

Lock-in Long Lasting Moisture Watery Sunscreen  
It glides effortlessly onto skin while weightlessly  
locking in long-lasting moisture.



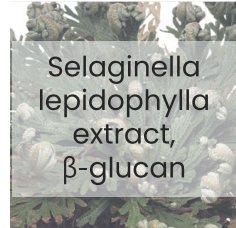
Moringa  
Ceramide

Detoxify &  
Moisturize skin



Micro  
Hyaluronic  
acid

Hydrating



Selaginella  
lepidophylla  
extract,  
β-glucan

Reinforce skin  
moisture  
barrier



## 01. Contains 73% of Moisture Essence!

Our Lightweight Sunscreen is quickly absorbed by the skin while offering highly moisturizing benefits. This Formula has hydrating essence-like texture melt into the skin effortlessly while leaving no cast or greasiness on the skin

## 02. Moisturize + Replenishment

It is formulated with micro hyaluronic acid which provide intense hydration for dry skin. In addition, it contains eco moringa ceramide, the active ingredients that help increase the skin's moisture and provide hydration protection.

## 03. Mild Sunscreen

Skin irritation 0.00% (clinically tested)  
Non-irritating chemical Sunscreen for all skin  
type-even sensitive.

## [How to use]

Apply a sufficient amount of product on your skin evenly on the last step of your skin care routine.

SPF + Makeup base + Primer

# Bulgarian Rose Tone up Sunscreen

SPF50+ PA+++

30ml / \$20.00

All-in-one Sunscreen act as a SPF, Makeup base (tone-up) and Primer. Pink colored Sunscreen brightens dull skin with clear and powdery finish.



Niacinamide  
+Adenosine

Dual functional  
cosmetic  
(Whitening+Anti-  
wrinkle)



Bulgarian  
Rose Water

Replenish &  
balance skin  
condition



Flower AHA  
Lactobionic  
Acid

Exfoliate & even  
skin tone



## 01. Brightening skin with lovely pink formula

This pink colored makeup base brightens skin, gives you lively, and healthy appearance.  
(Tips! great for cover dark circles under your eyes)

## 02. Hybrid Sunscreen

This product is mild as a mineral sunscreen and smoothly applied to skin as a chemical sunscreen. it provides you the strong point of each sunscreen.

## 03. Lightweight Lotion type texture (Sun Fluid)

It glides effortlessly onto the skin without stickiness, even out your skin tone (act as a primer)

## 04. Safe Prescription

Skin irritation 0.00%(clinically tested)

### [How to use]

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



Glow-up + Natural, Radiant Makeup

## Artless Glow Base

SPF50+ PA+++

40ml / \$22.00

Shiny pearl finish makeup base with SPF 50+ PA+++ boost skin's natural radiance



Pearl  
Extract

Boost radiance  
& moisturize



Rosehip &  
Thyme  
Extract

Clarify &  
Purify skin



Origanum  
Majorana Leaf  
Extract &  
Peppermint  
Extract

Detoxify skin &  
Draw out  
impurities



### 01. Glow Makeup base with clear and subtle sheen

This item boost skin's natural radiance, you can achieve a dewy, radiant makeup look with just one layer of it

### 02. Glow Makeup base with full of moisture

It blends in so easily to a clear, subtle sheen that makes skin look nice and dewy . Your skin is instantly hydrated and looks radiant with a healthy glow

### 03. Glow Makeup base with safe prescription

Skin irritation 0.00%(clinically tested)

Tri-functional Cosmetics [Whitening + Anti-wrinkle + SPF]

#### [How to use]

Apply a sufficient amount of your skin evenly at the last step of skincare

\* Shake it before using, oily looking liquid could be collected on the tip of the product.

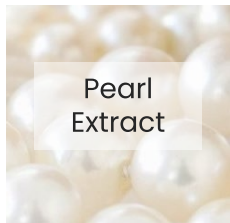
Glow-up + Lighten Skin Tone

# Artless Glow Tinted Sunscreen

SPF50+ PA+++

40ml / \$22.00

Makeup base with SPF enhances your natural glow, while helping blur any uneven texture or tone



Pearl  
Extract

Boost radiance  
& moisturize skin



Rosehip &  
Thyme  
Extract

Clarify &  
Purify skin



Origanum  
Majorana Leaf  
Extract &  
Peppermint  
Extract

Detoxify skin &  
Draw out  
impurities



## 01. Glow tinted Sunscreen with light coverage

Its shine beige color is universal for every skin tone and complexion. It boosts skin's natural radiance with pearl glow finish

## 02. Glow Tinted Sunscreen with full of moisture

It blends in so easily to a clear, subtle sheen that makes skin look nice and dewy. Your skin is instantly hydrated and looks radiant with a healthy glow

## 03. All-in-one Makeup Booster

Tri-Functional Cosmetics

(Whitening + Anti-wrinkles + UV protection), Skin irritation 0.00%(clinically tested)

### [How to use]

Apply a sufficient amount of your skin evenly at the last step of skincare



# heimish's SPF Product



				
<b>Product</b>	Moringa Ceramide Hyaluronic Hydrating Watery Sunscreen	Artless Glow Base SPF 50+ PA+++	Artless Glow Tinted Sunscreen SPF 50+ PA+++	Bulgarian Rose Tone up Sunscreen
<b>Formula</b>	Hydrating Essence	Hydrating Serum		Sun Fluid (Lotion)
<b>Selling Point</b>	Contains 73% of watery Essence Weightless hydration	Natural, Radiant makeup look with natural glow finish	Natural, Radiant makeup look with covering uneven skin tone	Makeup base (tone-up) + Priming cream
<b>Finish</b>	Lightweight , clear finish	Sheer finish -Translucent ✓ Clear, Subtle Sheen ✓ Shiny Pearl Finish	Sheer finish –Light Coverage ✓ Fit for every skin tone and complexion ✓ Shiny Pearl Finish	No stickiness or inner dryness Leave skin natural glow
<b>Texture</b>	Hydrating cream-like texture melt into the skin effortlessly while leaving no cast	Easy to absorb into the skin with weightless watery texture which makes natural, radiant makeup look		Fluid sun milk texture adheres to skin thinly
<b>Broad Spectrum</b>	SPF50+ PA++++	SPF50+ PA+++		SPF50+ PA+++

heimish Product Details

# **MAKE UP**

Natural Coverage+ Reinforce Skin Barrier

# Moringa Ceramide

## BB Cream SPF30 PA++

30ml / \$22.00

Must-it item for glowy natural makeup. It naturally covers dark spot of skin and reinforce moisture barrier with functional ingredient.



Moringa Ceramide

Detoxify & Moisturize skin



Niacinamide + Adenocine

Dual functional cosmetic (Whitening + Anti-wrinkle)



Hyaluronic acid

Increase skin moisture



### 01. Glossy skin with Natural Coverage

Naturally covers blemishes and redness, making an even skin tone.

### 02. Soft Creamy Texture

Lightweight cream with soft cream texture is applied smoothly, while leaving a sheer glow and finish to the skin. It glides smoothly onto skin with high consistency.

### 03. Strengthening Skin Moisture Barrier

It is formulated with Moringa Ceramide which helps to locks in lasting hydration and supports a healthy moisture barrier .

### 04. Mild Prescription

Skin irritation 0.00%(clinically tested)

Triple functional cosmetic (Whitening + Anti-wrinkle + SPF)

### [How to use]

In the last step of skincare routine, take an appropriate amount of the contents and spread them evenly.

\* Layering it in the area that you concerned with



# BB cream Renewal

## heimish Moringa Ceramide BB cream renewal – Container and shade variation

✓ Convenient and hygiene

Effectively controls product application



Because of the characteristic of liquid type formula, content could be seen at a visual edge of this product.

Dropper -type tube which is effective to cut off the air is convenient to control the amount of content and hygienic design to use.

✓ Newly Renewed heimish BB cream varied by brightness based on neutral color

### Color Shade

Newly Renewed heimish BB cream varied by brightness based on neutral color

LIGHT	19. Fair Beige	Recommend for No.19-20 Neutral Ivory color
	21. Light Beige	Recommend for No.21-22 Neutral Pink Beige color
	23. Light Medium	Recommend for No.23-24 Neutral Yellow Beige color
MEDIUM	25. Medium	Recommend for No.25-26 Neutral Golden Beige color
	27. Light Tan	Recommend for No.27-28 Neutral Light Brown color
	28. Tan	Recommend for No.28-29 Neutral Golden Brown Tan color
	29. Dark Olive	Recommend for No.29-30 Neutral Deep Olive Brown color
DARK	31. Deep	Recommend for No.31-32 Neutral Dark Rich Brown color

Glow-up + Moisturize

# Artless Perfect Cushion

SPF50+ PA+++

13g x 2ea / \$34.00

Cushion Foundation with natural coverage and hydration, giving a lift of luminosity to skin that lasts all day long



Hyaluronic acid

Increase skin moisture



Rosehip & Thyme Extract

Clarify & Purify skin



Cactus Extract

Moisturize & Lighten up



### 01. Glow-up Foundation Cushion

It naturally covers the look of dark spot and delivers an immediate healthy glow.

### 02. Patented 'Mochi' puff

#### Lock in Moisture + 'Ruby cell' material

This patented puff can hold in moisture for a long time. So, it helps to deliver moist and healthy glow to skin.

[Patent Registration Number 20-0469211-0000]

And it thinly and smoothly spreads to the skin because of the character of its 'Ruby cell' material, so it helps to use this product hygiene.

### 03. Mild Prescription

Skin irritation 0.00%(clinically tested)

Triple functional cosmetic (Whitening + Anti-wrinkle + SPF)

※ This product Includes a refill and additional puff applicator Artless Perfect Cushion SPF50+ PA+++ +refill (13g x 2ea )

# How to use

Press lightly onto cushion and use puff applicator to apply.

Use the tip part of the Water drop shape puff offers buildable coverage without clumps or flakes even in eye or curved area.

## Cushion



1. Remove the cover film at the first use
  2. Close the cover after using this item.
- ※ Because of its liquid formulation, content could be seen on the sponge.

## Refill



Push the inner container at the back side of this cushion, it could be easily separated from outer container.



Lock in Moisture + High quality 'Ruby cell' fabric

## Artless Ruby cell puff

5PCS / \$8.00

The unique puff allows you to cover every spot and corner due to its angled design.

These puffs can be carried in your bag when you're in a rush or need a simple retouch during the day.



5-piece set (zipper type)



### 01. High quality 'Ruby cell' fabric

Resilient (Won't get soft after a couple of uses)

Soft and gentle feeling on the skin.

The dense and soft material increases the adhesion of the base makeup.

### 02. Waterproof Fabric

Outer side of puff made with waterproof fabric which helps to use cushion hygiene.

### 03. Delicate water drop shape

It can cover curved area such as around eyes, nostrils etc., and it helps with blending without leaving any cakey spots.

### [How to use]

Apply an appropriate of cushion/foundation on the Artless Ruby cell Puff and lightly pat on the face for smooth adhesion. Avoid rubbing for better results.

No Grease! No Pulling!

# Moringa Ceramide Pressed Setting Powder

5g / \$14.00

Silky texture blends seamlessly into the skin.

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



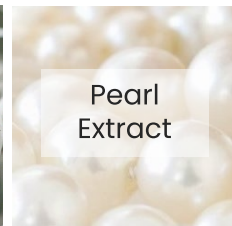
Sebum  
Control  
Powder

Give skin  
silky texture



Moringa  
Ceramide

Detoxify &  
Moisturize  
skin



Pearl  
Extract

Boost  
radiance &  
Moisturize  
skin



## 01. Work as an oil paper!

Fine and transparent powder particles control the sebum and oil for a long time.

## 02. No Clumps or flakes!

A makeup finish powder pact that extends makeup wear while blurring and minimizing the appearance of oil without creasing, caking, or flaking

## 03. Soft glow finish! No Pulling!

Patented ingredient, Moringa Ceramide that keeps moisture locked in gives skin a soft glow finish without dryness.

## 04. Safe Prescription

Skin irritation 0.00%(clinically tested)

## [How to use]

Apply with puff over oily areas on the face. Re-apply throughout the day over makeup as needed. To use as dry shampoo, apply to hair with a fluffy makeup brush or puff to the area that is oily.

Daily -use Neutral shade palette

# Dailism Eye Palette

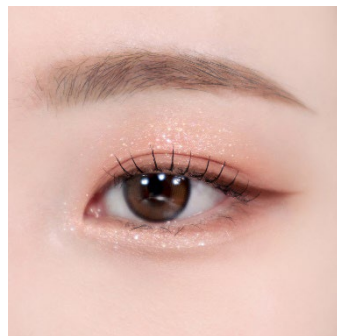
Nudie Coral / Nudie Rose

14g / \$26.00

All in neutral -toned natural shades for daily look. This palette is crafted to enhance a skin tone, and is formulated with Moringa ceramide, vitamin tree fruit oil for nourishing, Natural glow color .



Nudie Coral



Nudie Rose



## 01. Daily Neutral Color

This basic Palette contains 8 shades, including five shimmery and glitter colors, and three matte colors. The range of shades allows you to create a natural makeup look

## 02. 'Vaseline' Glow

Illuminating shimmers and glitters gives your eye a 'Vaseline' glow, resulting in a radiant, youthful glow.

## 03. Multi Eye palette

All -in-one Makeup Palette for daily makeup look! This palette composed of the color of Shade, under-eye highlighting, and eyeliner.

1 Jelly Glitter	2 Jelly Shimmer (highlighter)	3 Matte Base	4 Jelly Glitter
5 Matte Base (contour)	6 Matte Base (contour)	7 Jelly Shimmer (point)	8 Eyeliner contour smoky

Clump-free + Smudge Proof

# Dailism Smudge Stop Mascara

Curling/Volume

9g / \$14.00

This tubing mascara perfectly defines, separates, lengthens, curls, and volumizes lashes for a dramatic eye makeup look all day long with no smudging, clumps.



Curling



Volume



## 01. Long & Voluminous lashes without a clumpy look

Create rich eyelines with a seamless, long, and voluminous lash that does not look clumpy

## 02. Potent curling and long-lasting effects

The amazing curling effect stays on your eyelashes for a long time

## 03. Cleanse it with lukewarm water

Though this is a smudge-proof and water-resistant, it melts down easily with warm water. For the safety of your lashes' sake!

## 04. Clear & Deep Black color

Its clear, deep black color offers well-defined eyelines.

## 05. 2 options for different concerns

### # CURLING

Curved line brush gives a natural lift from the root to the end



### # VOLUME

Double-cut Volume Brush helps to apply content on each eyelash strand meticulously.



Glass-like gloss filled with moisture!

# Dailism Lip Gloss

4g / \$14.00

This non-sticky, moisturizing gloss for soft and shiny lips. Neutral MLBB colors goes well with every skin tone.



## 01. Glossy Lips

The gel texture of the shine gloss oil adheres to the lips without being sticky, creating a refreshing and moist finish.

## 02. Vivid Color Lips

Its fine color pigmentation allows you to create vivid colors as if you applied a tint.

## 03. Fluffy Lips

This Lip gloss infused with peptide 1,000ppm which increase the effect of Lip care as a double up.

## [How to use]

Apply gently from inside of your lips with the enclosed tip. Smudge the edges of your lips to create a natural gradation color.

**Thank You**