

Pyunkang Yul



Minimalistic Beauty. Pyunkang Yul

Rediscovering youth with Eastern medicine

We stay true to our 47-heritage in harvesting only the bare, essential ingredients from nature, thoughtfully formulated to help the sensitized skin rest and heal itself

(주)편강한방피부과학연구소

Pyunkang Yul

브랜드 소개

Brand Introduction



Minimalistic Beauty



47-years-Heritage of Pyunkang Eastern Medicine Clinic

Help Your Body Treat Yourself

The key is cleansing the lungs to improve
their functioning to further strengthen a tonsil,
the largest lymphatic gland in our body.
When healthy tonsils give life to every lymphatic gland
in our body, our immunity functions best.
In other words, medicine does not treat diseases,
The immune system in our body treats diseases,
Healthy and strong lungs roots out skin diseases,

Principal Director Dr. Seo Hyo-seok



47 years of relentless research

“I stayed up all night studying hundreds of medicinal substances precisely, in thousands of different formulations. After research, I made a drug, and many people have the joy of being treated.”

– Interview with Principal Director Dr.

Korea's top 3 Eastern medicine clinics

The clinic, dedicated to the treatment of sensitive skin diseases and respiratory diseases, has developed into one of the largest oriental clinics in Korea, operating 6 branches in Korea and 2 abroad. It has treated more than 150K patients in Korea alone

Help Your Body Treat Yourself

Pyunkang does not focus only on getting rid of short-term symptoms. If the root of the disease cannot be rooted out and only symptomatic treatment with chemical agents is used, the vicious cycle of recurrence and exacerbation will continue. Help Your Body Treat Yourself.



Skin relaxation delivered by minimal ingredients

Pyunkang Yul has boldly abandoned ingredients that are far from the main functions and which are used to express pleasant scents, colors, and unique texture in general cosmetics. We provide a comfortable skin rest by emptying unnecessary ingredients and containing only essential ingredients.



Miracle of eastern medicine treatment

Patients who suffered from incurable diseases such as atopic dermatitis, rhinitis, and asthma were completely cured through our eastern medicine treatment. We have secured an unrivaled reputation for the treatment of atopic dermatitis and sensitive skin diseases domestically and abroad.



Skin care formula from Eastern medicine

Skin experts at Pyunkang Clinic started developing home care cosmetics to help patients manage their skin on their own. After repeated research, with the goal of 'creating products that help the skin's self-regeneration', they have developed unique skin care recipe based on the heritage of the clinic.



Creation of a skin care brand Pyunkang Yul

We believe a solution to sensitive skin diseases such as acne and atopic dermatitis is through "simplicity". Pyunkang Yul boldly excluded unnecessary ingredients to give rest to the skin only with essential ingredients, helping our body cure itself. It has been created to provide healthy clean beauty.

Pyunkang Yul

제품 소개

Product
Introduction

Minimalistic Beauty



Basic Line

It is a basic skin care line made with 47 years of Pyunkang's know-how and carefully selected minimal ingredients found in nature. It provides a comfortable rest to the skin and restores its original healthy beauty.



Essence Toner

A viscous essence type toner delivers nutrition and vitality deep into dry skin
Capacity: 200ml, 100ml, 30ml



Mist Toner

It helps to soothe irritated skin and delivers a feeling of moisture to the skin
Capacity: 200ml, 100ml



Moisture Serum

The soft, moist formula helps to maintain a healthy oil-water balance and vitality of the skin
Capacity: 100ml, 9ml



Moisture Ampoule

Forms a moisturizing barrier that adheres tightly to dry skin and protects moisture
Capacity: 100ml



Highly Moisturizing Essence Mask Pack

Moisturizing ingredients adheres to the skin and delivers deep moisture
Capacity: 10 sheets



1/3 Cotton Pad

The cotton pad uses sponge pulp so there is no need to worry about lint, also reduces toner usage by 1/3
Capacity: 160 sheets

Basic Line

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Moisture Cream

The non-sticky, refreshing formula quickly replenishes moisture and helps soothe the skin
Capacity: 100ml



Nutrition Cream

Nutrient-rich, soft formula provides long-lasting, deep hydration and radiance to the skin
Capacity: 100ml, 9ml



Balancing gel

The honey-like formula filled with nutrients adheres to the skin and forms a tight moisturizing barrier
Capacity: 100ml, 60ml



Oil

Healthy vegetable oil is absorbed in a refreshing way, giving the skin a radiant glow
Capacity: 26ml



Eye cream

You can hygienically take care of the eye area with nutrition-packed formula of 50 individual packages
Capacity: 50ml



Intensive Repair Cream

Especially for dry skin, the highly moisturizing formula delivers deep moisture and vitality to the skin
Capacity: 50ml

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Cleansing Foam

The formula with a stretchy consistency absorbs skin waste and cleans it thoroughly
Capacity: 150ml



Low pH Pore Deep Cleansing Foam

Soft, low pH foam help clean face without worrying about irritation
Capacity: 100ml, 40ml



Peeling gel

Gentle, natural-derived peeling ingredients smooth out old dead skin cells and keep the skin clear and moist
Capacity: 100ml



Cleansing tissue

It thoroughly cleans without irritation with mild cleansing ingredients and soft fabric
Capacity: 25ml



Low pH Cleansing Water

A comfortable, low pH water-type formula gently and refreshingly washes away makeup and dead skin cells
Quantity: 290ml



Deep Cleansing Oil

Natural mild ingredients cleanly remove makeup and freshly wash away wastes in pores
Capacity: 290ml



Deep Clear Cleansing Balm

The vegetable oil-derived balm formula melts softly and cleanly cleanses even heavy makeup
Capacity: 100ml

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Low pH Scalp Shampoo

Washes off comfortably and cleans the irritated and sensitive scalp with mild herbal cleansing ingredients
Capacity: 500ml, 100ml



Low pH Scalp Treatment

Mild ingredients provide smooth and moist care to hair damaged by frequent treatment or drying
Capacity: 500ml, 100ml



Low pH Mild Body Wash

Low pH body wash provide gentle and moist cleansing to skin weakened by external stimuli
Capacity: 500ml, 100ml



Intensive Ceramide Lotion

It contains Ceramide and herbal ingredients to deliver deep hydration to dry skin
Capacity: 500ml, 100ml



Low pH Feminine Cleanser

Low pH care for sensitive Y-zone incorporating comfortable herbal ingredients for calming and cleansing
Capacity: 290ml



Softening Foot Cream

It is a gentle care cream that delivers moisture and removes dead skin cells deep in the skin of rough cracked feet
Capacity: 290ml



Quick Moisturizing Professional hand cream

Hand cream for dry hands, cracked easily due to the frequent washing
Capacity: 50ml



Skin Barrier Professional hand cream

Cream for hands, exposed to a dry environment for a long time
Capacity: 50ml

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UP Line Gift set

Best 3-piece set for deep moisturizing (Essence Toner 200ml, Nutrition Cream 100ml, Moisture Serum 100ml)



DOWN Line Gift set

Best 3-piece set for moisturizing and comfortable soothing (Mist Toner 200ml, Moisture Cream 100ml, Moisture Ampoule 100ml)



Repair Cream Gift Set

Gift set for dry and dehydrated skin (Low pH Pore Deep Cleansing Foam 40ml, Essence toner 100ml, Intensive repair cream 50ml)



Travel kit for hair & body

Miniature composition for gentle and clean hair and body care anywhere (Shampoo 100ml, Treatment 100ml, Body wash 100ml, Body lotion 100ml)

Calming Line

A professional skin care line that soothes acne-prone and irritated skin. Its effectiveness has been verified through various clinical tests such as acne-prone skin use test, pore care, sebum reduction etc.



Calming Low pH Foaming Cleanser

The cleanser has been clinically tested to be suitable for acne prone skin, tests for fine dust/sunscreen cleaning etc. completed
Capacity: 150ml



Calming Deep Moisture Toner

Low pH toner has been clinically tested for acne prone skin, pore, sebum/oil reduction, skin texture improvement etc
Capacity: 150ml



Calming Moisture Serum

Low pH serum contains Centella Asiatica and Madecassoside to quickly soothe irritated skin and replenish moisture
Capacity: 30ml



Calming Moisture Barrier Cream

Low pH cream has been clinically tested and suitable for acne prone skin, 24 hours long lasting moisture, sebum/oil reduction
Capacity: 150ml



Calming Moisture Mist

Low pH Mist that contains Centella Asiatica, bamboo extract, etc. soothe and quickly heal the irritated skin
Capacity: 100ml



Calming Moisture Repair Balm

A highly moisturizing, low pH cream that contains Peptides and Panthenol for a strong skin moisturizing barrier
Capacity: 30ml



Calming Mask Pack

low pH, 100% bamboo-derived sheet that contains a mild formula moisturizes and comfortably soothes irritated skin
Capacity: 10 pcs

Black Tea Line

An anti-aging line for skin concerned about wrinkles, sagging, and dullness. Fermented Black tea and anti-aging ingredients that have accumulated Pyunkang's long-standing know-how help the skin regain its healthy vitality.



Black Tea Enriched Cream

Fermented black tea and anti-aging ingredients provide deep hydration and firm skin vitality
Capacity: 60ml



Black tea Boosting Serum

Fermented black tea and anti-aging ingredients deliver liveliness and moisture for wrinkled skin
Capacity: 45ml



Black Tea Deep Infusion Toner

Fermented black tea and anti-aging ingredients provide vitality and skin nourishment for sagging and tired skin
Capacity: 130ml



Black Tea Time Reverse Eye Cream

Fermented black tea and anti-aging ingredients provide elasticity and deep wrinkle care to the dull and sagging eye area
Capacity 25ml



Black Tea Revitalizing Mask Pack

Fermented black tea and anti-aging ingredients contained in one mask sheet, delivers strong rejuvenating energy to the skin
Capacity: 10 pcs



Herbal Hair Loss Control Shampoo

A mild shampoo filled with Fermented black tea, 2 patented ingredients, and functional ingredients for alleviating hair loss symptoms
Capacity: 500ml



Herbal Hair Loss control Treatment

A herbal treatment filled with Fermented black tea, 2 patented ingredients, and functional ingredients for alleviating hair loss symptoms
Capacity: 500ml



Herbal Hair Loss Hair Tonic

Fermented black tea, two patented ingredients, and functional ingredients to alleviate and care for hair loss symptoms
Capacity: 200ml

ATO Line

A skin care line for delicate baby skin or sensitive skin. It contains the vitality of Honeysuckle flower that overcomes the cold even in the middle of winter, helping to soothe itch from dryness and skin irritation with long-lasting moisture.



ATO Wash Blue Label

Mild and soft, low pH formulation gently and comfortably cleanses sensitive skin that is easily irritated.
Capacity: 290ml, 500ml, 50ml



ATO Lotion Blue Label

A highly moisturizing lotion, certified for 48 hours of lasting moisture and dead skin cell improvement
Capacity: 290ml, 500ml, 50ml



ATO Cream Blue Label

The cream is certified for skin barrier strengthening, 48 hours lasting moisture from Ceramide and Peptide.
Capacity: 120ml



ATO Moisturizing Soothing Gel Lotion

Hwa-hae awarded(1st Place), soothe irritated skin and keep it hydrated
Capacity: 150ml



ATO Highly Nourishing Oil

It is not a mineral oil, but a mild and refreshing vegetable oil that keeps dry skin moist for a long time
Capacity: 190ml



ATO Bubble Wash & Shampoo

Soft microbubbles provide soft and moisturizing and calming cleansing for sensitive and irritated skin
Capacity: 500ml



ATO Hand Wash

Clinically tested for fine dust cleaning, antibacterial effect, mild and moisturizing, can be used by all family
Capacity: 250ml



ATO Travel 4-piece Set

A travel set for mild and moisturizing skin care anytime, anywhere
(Wash & Shampoo 50ml, Lotion 50ml, Cream 50ml, Soothing Gel 50ml)

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ATO Highly Moisturizing Baby Soap

Organic moisturizing ingredients gently cleanse sensitive baby skin
Capacity : 80g, 2 pcs



ATO Baby Laundry Soap

Cleans children's clothes with natural cleaning ingredients(Skin irritation, antibacterial test completed)
Capacity: 200g, 3 pcs



Kids & Baby Shampoo

A mild shampoo that contains Iris and Mung bean extract to gently cleanse sensitive baby scalp
Capacity: 590ml, 60ml



Kids & Baby Wash

3 kinds of rice-derived extracts And resurrection herb extract provide mild and moist cleansing
Capacity: 590ml, 60ml



Kids & Baby Lotion

Resurrection herb extract and Ceramide provide deep hydration to sensitive and dry child's skin
Capacity: 590ml, 60ml



Kids & Baby Face Lotion

A moisturizing lotion that contains Resurrection Herb Extract and 3 types of Ceramides for deeper moisture
Capacity 200ml



Kids & Baby Cream

A body cream that delivers moisture and contains Resurrection Herb Extract and 3 types of Ceramides
Capacity: 400ml

ACNE Line

An acne skin care line made exclusively for global customers. Effective ingredients such as Peptides and White Willow extract control excessive sebum secretion and help to quickly soothe irritated skin.



Acne Facial Cleanser

It mildly and gently cleanses sensitive skin with fine bubbles without worrying about irritation
Capacity: 120ml



Acne Toner

Helps to balance excessive sebum secretion and provides refreshing moisture to inflamed skin
Capacity: 150ml



Acne Cream

A gel-type cream that soothe irritated skin and delivers a deep moisture to the inflamed skin
Capacity: 50ml



Acne Spot Cream

A highly concentrated Peptide spot cream that helps to quickly soothe noticeable local areas
Capacity: 15ml



Acne Dressing Mask Pack

An emergency dressing mask pack that helps to moisten and soothe inflamed areas such as cheeks and forehead
Capacity: 1 sheet



Acne Spot Patch Super Thin

Ultra-thin, transparent hydrocolloid patch that does not stand out on the skin and cares for wounds and acne
Capacity : 10mm X 15 sheets

Pyunkang Yul

판매 채널

Sales Channels

Minimalistic Beauty



Domestic sales channel

We are actively engaging in branding and marketing activities at the Pyunkang Yul official website. Our strategy is to enter sales channels for branding such as hospitals, drugstore chains, baby product chains, Market Kurly, HwaHae, duty-free shops etc.



Pyunkang Yul

MARKET
Kurly

LOTTE
DUTY FREE
롯데면세점

편강한의원

QLH

THE SHILLA
duty free

扁康韓醫院

SINCE 1981
ONNURI
ONNURI PHARMACY

coupang

DUTY FREE
HYUNDAI
DEPARTMENT STORE

베이비플러스 

CJ  오쇼핑

Galleria
DUTY FREE

Global Sales Status

It is actively selling in more than 70 countries and the results growing by more than doubling every year. A large portion of sales is coming from North America, Europe, Southeast Asia, Russia and CIS and are showing rapid growth.



Pyunkang Yul

마케팅 & 미디어

Marketing
& Campaign

Minimalistic Beauty



TVCs



Magazines



TV Shows



Viral Videos



3,390K Views



433K Views



287K Views



182K Views



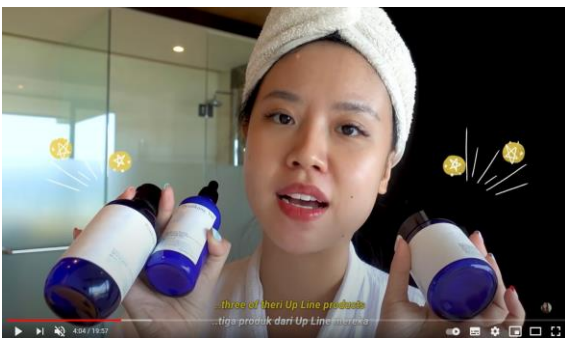
178K Views



176K Views



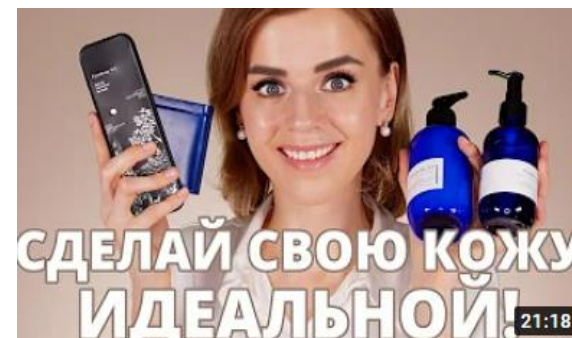
175K Views



159K Views



123K Views



A row of five blue glass bottles with black caps is shown in silhouette against a bright, blurred background. The bottles are arranged in a slightly staggered line, with the one in the center-right being the most prominent. The lighting is soft and diffused, creating a clean, minimalist aesthetic.

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