

MÁRY & MAY

Believe in truth

www.marynmay.com

www.eng.marynmay.com

www.cn.marynmay.com

www.jp.marynmay.com

www.ru.marynmay.com

www.instagram.com/marynmay_official/

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Brand Positioning



Brand Definition

MÁRY & MAY

Believe in truth

Mary & May, a guide to true clean beauty

Mary & May is an honest, clean beauty skincare brand that contains only safe and clean ingredients. We offer sincerity by transparently disclosing accurate effective ingredient information contained abundantly inside each product to ensure effectiveness and outstanding results.

Full of good ingredients for your skin, transparent disclosure of content, and easy-to-understand information, Mary & May is your guide to clean beauty

*Believe in truth
Mary & May*



MÁRY & MAY
Believe in truth

MÁRY & MAY

Believe in truth

Mary & May's naming motif is Mary's English name, meaning 'pure and beautiful woman'.

May means 'May', which means the season of spring, and 'maiden'.

May is the month to commemorate Mary in the West, inheriting the values of integrity and pure beauty that symbolizes Mary.

*With the belief that it contains good ingredients genuinely without embellishment,
and the beauty philosophy of pursuing clear and clean skin like that of a pure maiden (May),*

It contains the meaning of presenting gleaming beauty and happiness like a warm spring day (May) to the lives of all women.



Brand Promise



Clean Beauty

We aim for a clean-beauty that excludes harmful ingredients and contains only essential natural ingredients for quick effects.

**EWG All Green Grade
Cruelty Free**

No addition of 16 harmful ingredients

*Bthalhydroxytoluene, artificial coloring, paraben, imidazolidinylurea, mineral oil, thymol, trisopropanolamine, sorbic acid, triclosan, avobenzene, hormones, sodium lauryl sulfate, triethanolamine, butylhydroxy Anisole, oxybenzone, isopropylmethylphenol



Innovative

A functional skin care brand that contains sufficient amounts of ingredients that are sure to be effective through intensive research. We use only top-quality ingredients to create highly effective skincare solution.



Integrity

Transparent disclosure of active ingredient content, providing ingredient information that anyone can easily understand, and reasonable price, so that everyone can access professional products.



Clean Environment

The packages use recyclable paper and soybean oil ink to achieve better environmental values.



Safety & Trust



Clean Beauty



No harmful
Ingredients



Not tested
on animals



Eco
Packaging



Dermatologically
Tested



Korean National
Co-brand



ISO 9001

Target Audience



Our audience is between 20 and 30 year old women who are passionate about beauty. She may be a young professional, student, newly-wed or mom.

They are interested in function and ingredients to explore quality products for their skin type and beauty styles. She is open-minded to try new brands and products and prefer reasonable consumption based on product's function and efficacy.

She is highly involved in her beauty purchase decisions and relies on a wide range of information sources, such as social media, beauty bloggers and e-commerce sites. They are avid followers of social media and loves to share and show off.

She learns of new products both online and through friends' referrals. She cares more about product quality and brand image and is most likely to purchase products from trusted official channels such as a flagship stores or popular e-commerce sites.

Brand Positioning

Brand Mission Key Message What value does Mary & May bring to our customers?	Unique Values				
	Clean Beauty	High Functionality, High Quality	Brand Image	Reasonable Pricing	K Beauty
	<ul style="list-style-type: none"> All ingredients EWG green grade 16 Free of harmful ingredients Not tested on animals 	<ul style="list-style-type: none"> Maximization of active ingredient content Transparent disclosure of content 	Professional, yet not cold. Emotional, Warm, Sensual and premium image	Affordable invest for myself.	<ul style="list-style-type: none"> K Wave leverage Trendy, Innovative, Sophisticated, value for money

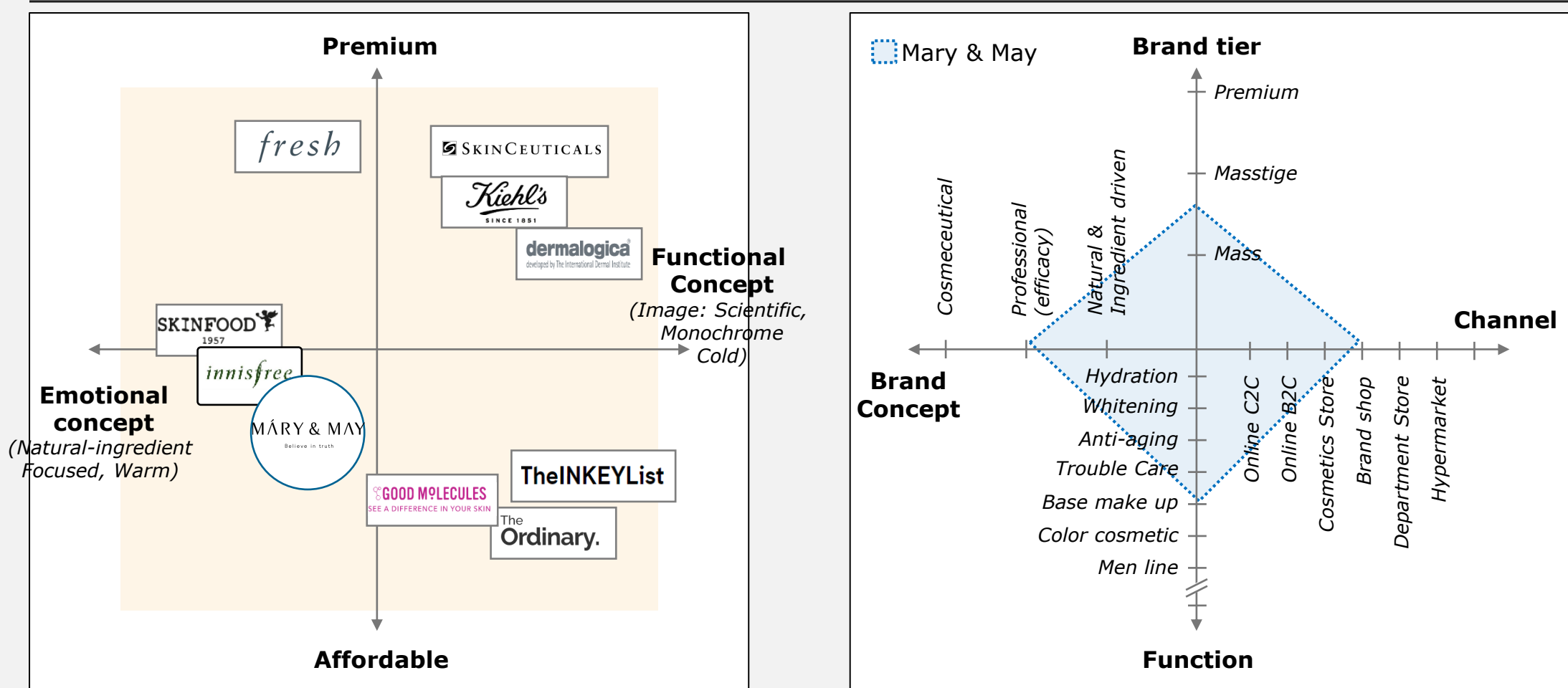
Concept Delivery Method How to present a unified brand experience to customers?	Product / Packaging	Tone and Manner	Marketing/Communication	Channel Experience
	<ul style="list-style-type: none"> Product name according to its ingredients Active ingredient content is clearly indicated on the front of the label A detailed information of ingredients and formula Eco-friendly material that can be recycled 	<ul style="list-style-type: none"> Calm Professional but not cold image Warm / Sensual Care Simple/Modern Refined 	<ul style="list-style-type: none"> RTB are expressed thru the marcomm assets - signature element (ingredient image, focus on content labelling), Brand tone & personality (Warm Skin beige) 	<ul style="list-style-type: none"> Online/Drug Store: Efficacy and evidence-based message delivery of anchor products



Brand Key Message: Mary & May, A guide to true clean beauty

Brand Positioning

BRAND POSITIONING



The Ordinary.

TheINKEYList

SKINCEUTICALS

innisfree

fresh

MARY & MAY
Believe in truth



Key Claim

• **Clinical Formulation with integrity**

• **KNOWLEDGE Your most powerful ingredient**

• **Advanced skincare backed by Science**

• **Natural Benefits from JEJU**

• **Combining natural ingredient, ancient rituals and modern science**

• **A Guide to true clean beauty**

Concept

- It's effective clinical technology
- Low price/simple package focused on raw materials
- Promote the product by employees in lab coats

- Uniform design, bold of guidance
- Informative and full of guidance
- Natural, no-makeup models showing good skin 'results'

- Premium and exclusive nuance
- Prestigious dermatologist-level
- Focus on research

- Natural, Jeju ingredients 'Jeju volcanic, Jeju cherry blossom'
- Green-white interior reminiscent of Nature of Jeju Island
- Approachable and mass marketing

- Premium, focus on premium-grade ingredient and research
- Brown, earthy colors
- More sensual version of Kiehl's
- Earthly ingredients, fragrant-free

- Clean beauty/ Maximization of active ingredient content & transparent disclosure of content
- Images to express ingredients and efficacy in a minimal, intuitive way
- Professional but Natural, Warm and sensual.
- Prescription info by Researcher in a clean yet vintage design

Image

- Monochrome
- Medical Look (cold)
- Functional
- Unisex
- Minimalist

- Monochrome
- Medical Look (cold)
- Function/ingredient driven
- Knowledgeable

- Prestigious
- Medical Look (cold)
- Function/ingredient driven
- Knowledgeable

- Fun
- Colorful
- Teen-30s
- Hallyu Trendy
- Affordable

- Earthy
- Natural
- Premium
- Exclusive
- Sensual

- Calm
- Care
- Professionalism
- Minimalistic lifestyle
- Refined
- Minimal use of 5 colors to portray clearly the ingredient concept and brand identity

Product Portfolio



Product Portfolio by Category (19 SKUs)

Serum

- Centella Asiatica 95%
- Houttuynia Cordata 85%+Tea Tree 9.7%
- Marine Collagen 95%
- 6 Peptides
- Hyaluronics
- Niacinamide 2% + Chaenomeles 93%
- Idebenone 1000ppm+Blackberry complex 20%
- Citrus unshui fruit 83.5%+ Tremella Fuciformis 9.7%

Cream

- Sensitive Soothing Gel Cream
- Idebenone Blackberry Intense Cream
- Tranexamic acid + Glutathione Eye Cream

Toner/ Lotion

- Vitamin B5 + Bifida Lotion
- Vitamin C + Bifida Lotion
- Collagen Booster Lotion
- Rose Collagen Mist Serum

Cleanser

- White Collagen Cleansing Foam
- Houttuynia Coradata+Tea Tree cleansing foam
- Vitamin B,C,E cleansing Balm
- Gluconolactone 1% Betula Alba Juice 10% Cleansing Pad

Product Portfolio by Skin type (19 SKUs)

Hydration

- Hyaluronics serum
- Vitamin B5 + Bifida Toner
- Vitamin C + Bifida Lotion
- Rose Collagen Mist Serum

Sensitive

- Centella Asiatica 95% serum
- Houttuynia Cordata 85%+Tea Tree 9.7% serum
- Sensitive Soothing Gel Cream
- Houttuynia Cordata+Tea Tree cleansing foam

Anti-aging

- Marine Collagen 95% serum
- 6 Peptides serum
- Idebenone 1000ppm +Blackberry complex 20% serum
- Idebenone Blackberry Intense Cream
- Collagen Booster Lotion

Whitening/Brightening

- Niacinamide 2% + Chaenomeles 93% serum
- Citrus unshui fruit 83.5%+ Tremella Fuciformis 9.7%
- Tranexamic acid + Glutathione Eye Cream
- Vitamin B,C,E cleansing Balm
- Gluconolactone 1% Betula Alba Juice 10% Cleansing Pad
- White Collagen Cleansing Foam

Serum

Skin Soothing



95% Centella asiatica extract

Pore Trouble



85% Houttuynia cordata Extract + 9.7% Tea Tree Extract

Moisture • Elasticity



95% Marine Collagen

Intense Moisture



Hyaluronics

Wrinkle • Elasticity



6 Peptide Complex

Antioxidant



1000ppm Idebenone + 20% Blackberry Complex

Brightening



83.5% Citrus Unshiu Fruit Extract + 9.7% Tremella fuciformis

Radiance • Tone up



2% Niacinamide + 93% Chaenomeles Sinensis Fruit Extract

Cream

Sensitive Skin



Sensitive Soothing Gel
Cream

Anti-oxidant



Idebenon 500ppm +
Blackberry complex 63%

Dark Circle Brightening



Tranexamic Acid 1,000ppm+
Glutathione 1,000ppm Eye Cream

Toner/Lotion

Moisturizing



Bifida 30,000ppm +
Vitamin B5 1,000ppm

Radiance



Bifida 30,000ppm +
Vitamin C 1,000ppm

Anti-aging



Collagen Booster
Lotion

Instant Hydration



Rose Collagen Mist Serum

Cleansers

Brightening	Exfoliation	Trouble Care	Elasticity & Brightening
 	 	 	 
Vitamin B,C,E Cleansing Balm	Gluconolactone 1%+ Betula Alba Juice 10% Cleansing Pad	Houttuynia 40.7%+ Tea Tree 6.8% Cleansing foam	White Collagen Cleansing foam

Signature Product
Sensitive Soothing Gel Cream



MARY & MAY
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Sensitive Soothing Gel
Blemish Cream
Houttuynia Cordata 71.8%, Tea Tree 9.7% / Fragrance Free
Hydrating gel cream for sensitive skin to reduce signs of irritation and redness



MARY & MAY Cream



Sensitive Soothing Gel Blemish Cream

Instant soothing moisturizing effect

The beginning of clear and transparent skin with soothing care

MAIN INGREDIENT

Korean Houttuynia cordata 71.8%, Australian Tea Tree Extract 9.7%

Soothing Gel Blemish Cream contains 71.8% of natural Houttuynia cordata extract, which is effective in managing pores and skin trouble, and combines Australian Tea Tree extract with a safe ration of 9.7% in order to soothe sensitive skin without irritation

CLINICALLY PROVEN EFFECTIVENESS

Sooth Skin Redness / Skin soothing (cooling) effect

Sooth skin damaged by external irritation / Pore convergence effect

(Improving number, area, volume, and depth of pores)

Suitable fore sensitive skin / Completed skin irritation test

TEXTURE

Non sticky fresh Gel tyle texture

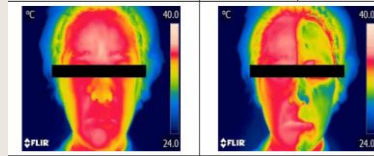
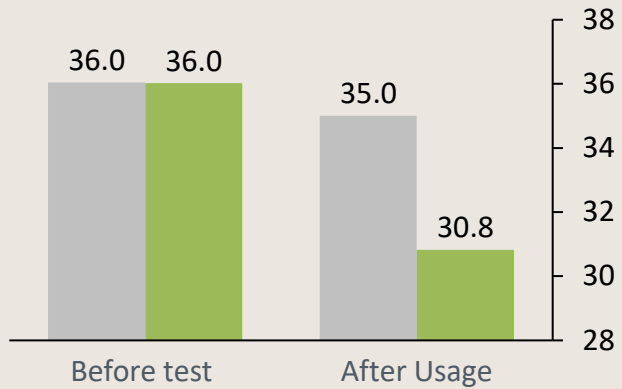
Fresh, non-sticky, translucent gel-tyle texture that provides sufficient moisturization for oily and sensitive skin.

70g / 23,500KRW

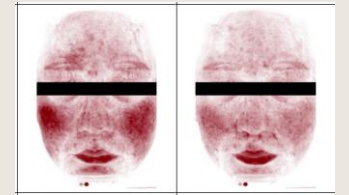
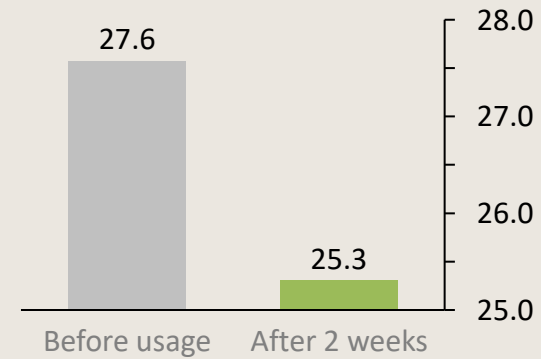


“ Experience skin soothing and healing when your skin is sensitive because of daily mask use, repeated makeup and contamination ”

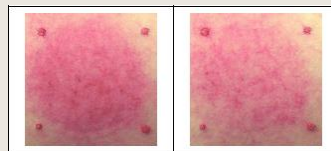
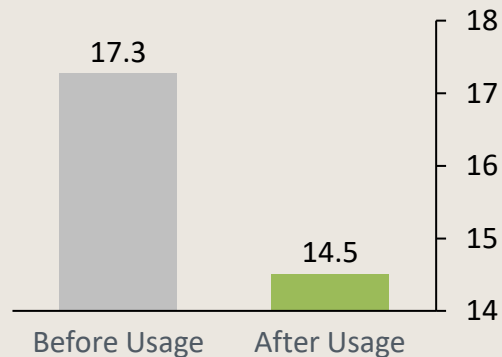
Skin cooling effect



Soothes skin redness

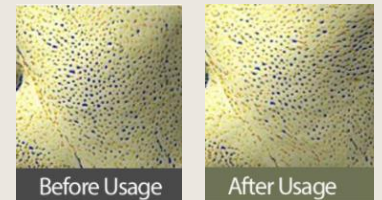


Soothes skin damaged by external irritation



Pore Convergence Effect

	Visible effect in 2 weeks
Number of Pores	-32.70%
Pore Area	-16.60%
Pore Volume	-46.50%
Pore Depth	-19.40%



Before use
 After Usage

新商品紹介

[MARY & MAY]
センシティブ
スーzingジェルプレミアムクリーム

MD PICK! 今年の夏はコレ!
爽やかでしっとりとする
ドクダミ+ティーツリー鎮静クリーム

商品のポイントを見る



Sweet Home Lee Si Young's Pick!

ครีมบำรุงผิวหน้าเนื้อจืด
จากพลูคาว (ผักคาวตอง) 71.8% และชาเขียว 9.7%
บำรุงผิวเนียนนุ่ม ชุ่มชื้น ร่มบวมกระชับ ลดรอยแดง

MARY & MAY
Sensitive Soothing Gel
Blemish Cream

ถูกพูดถึงในรายการ TVเกาหลี
บล็อกเกอร์เกาหลีกรีนดี
ผ่านการทดสอบทางผิวหนังเฉพาะสำหรับผิวของนาง

Hourmynia Cordata Extract 71.8%, Tea Tree Extract 9.7%
Fragrance Free

Hydrating gel cream for sensitive skin to reduce signs of irritation and redness.

MARY & MAY cream 70g

390฿ SALE
ปกติ 690

リアルMDレビュー #スーzingクリーム、どっちがいい?
Dr.G MARY & MAY

レッドプレミッシュ クリアスーzingクリーム VS レッドプレミッシュ クリアスーzingクリーム

- 主要成分: ツボクサエキス
- クーリング ★★★★★
- 吸収力 ★★★★★
- 水分感 ★★★★★
- 保湿力 ★★★★★
- 鎮静効果 ★★★★★

- 主要成分: ドクダミ+ティーツリー
- クーリング ★★★★★
- 吸収力 ★★★★★
- 水分感 ★★★★★
- 保湿力 ★★★★★
- 鎮静効果 ★★★★★

オススメコメント

デイリーで肌に水分を満たす時に良いクリーム! ツボクサ成分とより軽いテクスチャーが好きな方にオススメ

心地よいクーリング感と保湿力で肌の鎮静に優れたクリーム! 成分に敏感な方、日焼けによる赤みが悩みの方にオススメ

Goldengirl Beauty Editor's Pick

Cream & Balm

マリエンメイ 수딩 젤 블레미쉬 크림
모공 관리와 피부 진정 효과가 있는 여성초 추출물 71.8%와 트러블 완화를 돕는 티트리 추출물 9.7%를 함유했다. 판매율과 6주 임상과 외부 자극 진정, 2주 후 피부 붉은기 개선 등의 임상 테스트와 피부 무자극 테스트를 완료했다. 70g 2만3500원 대.

바이오이펙트 하이드레이팅 크림
청정지역인 아이슬란드의 순수한 플라보리 추출 성분 EGF, 히알루론산, 비타민E가 수분을 공급해 광채 피부를 만들고 피부 노화를 완화한다. 향료, 알코올, 오일 성분이 안전한 16가지 성분만을 담았다. 50mL 12만8000원 대.

프리메라 알파인 베리 워터리 수딩 젤 크림
피부를 진정하고 장벽을 강화하는 피토스테롤과 수분과 생기를 부여하는 알파인 베리 콤플렉스™가 피부를 건강하고 촉촉하게 가꾼다. 바르는 즉시 피부 온도가 -7.8°C 낮아지고 피부 걸 수분량을 137.4% 높인다. 콘틴트와 추출물이 피지를 관리한다. 민감한 수분 부족 지성 피부가 사용하기 좋다. 50mL 3만9000원 대.

이자녹스 기미포용 크림
비타 퀴논에 함유된 미백 기능성 성분 나이아신아마이드가 보이지 않는 속기미부터 겉기미까지 완화하고 피부 톤을 개선한다. 판테놀, 우레아, 스쿠알란 등 영양 보습 성분 12%를 함유했으며 인체적용시험 결과 1회 사용으로 보습 17.8% 증가를 확인했다. 50mL 7만원 대.

Creative Language



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**Niacinamide
+ Chaenomeles Sinensis**
Serum

Brightening

Niacinamide 2%, Chaenomeles Sinensis Fruit Extract
Fragrance Free

Targeted serum for reducing skin pigmentation,
shine and dermal impurity

30 ml / 1.01 fl.oz

Brand Identity

MÁRY & MAY

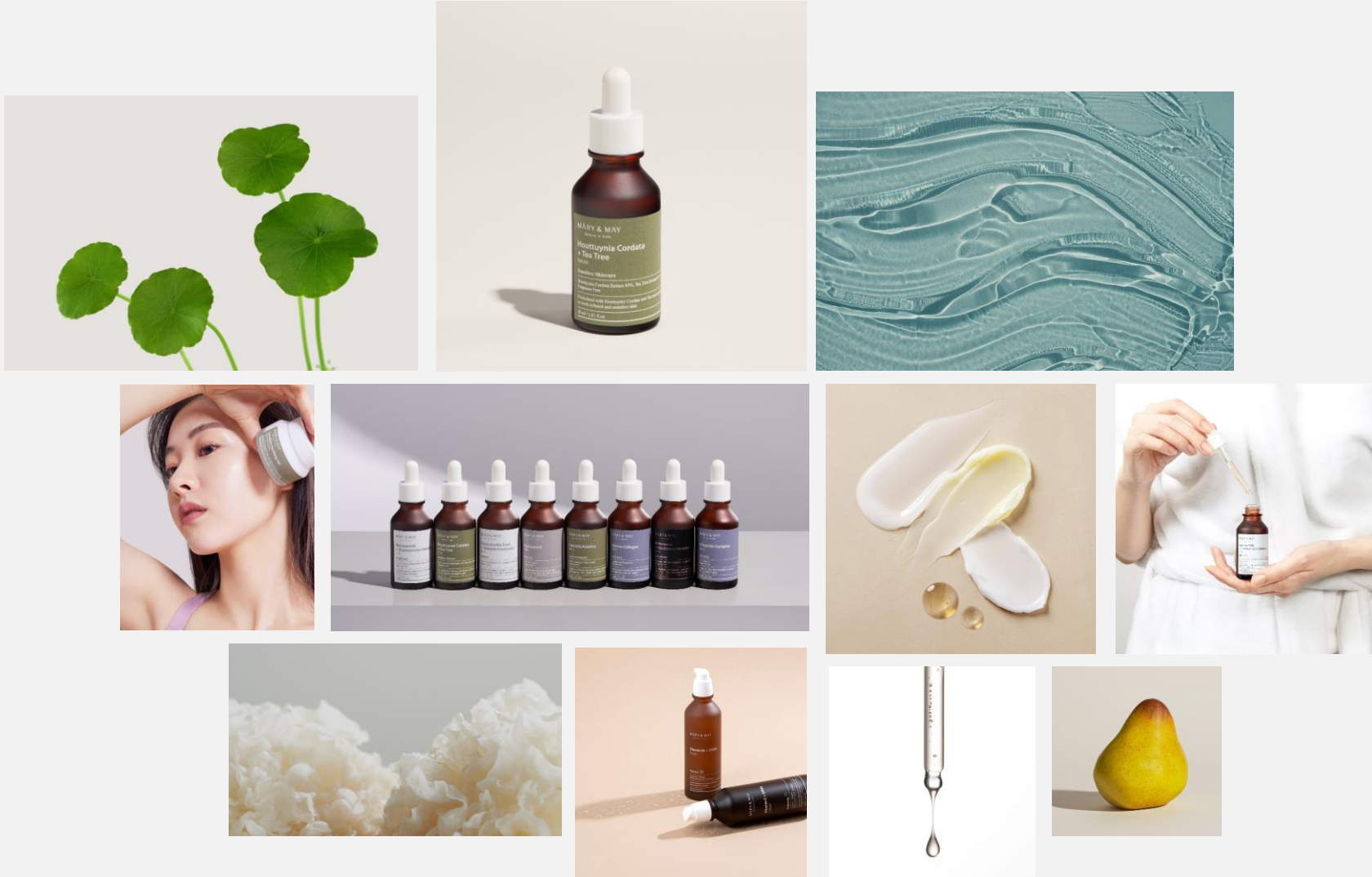
Believe in truth



- #Calm
- #Professionalism
- #Care
- #Simple/Modern
- #Refined

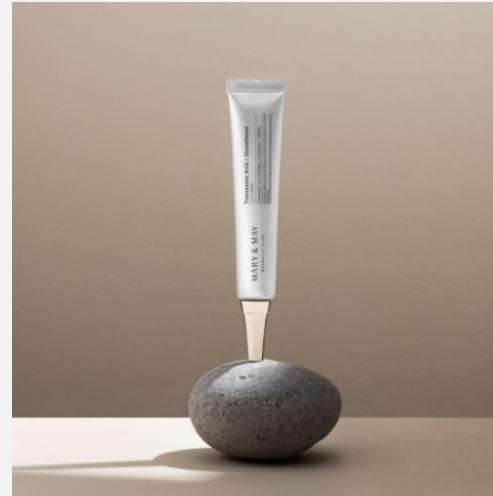
Brand Key Visuals

- Limited color dermatology + Warm & Sensual
- Product photo, angle to focus on product features, simple background to show the brand identity that focuses only on what is vital
- Images to express ingredients and efficacy in a minimal, intuitive way



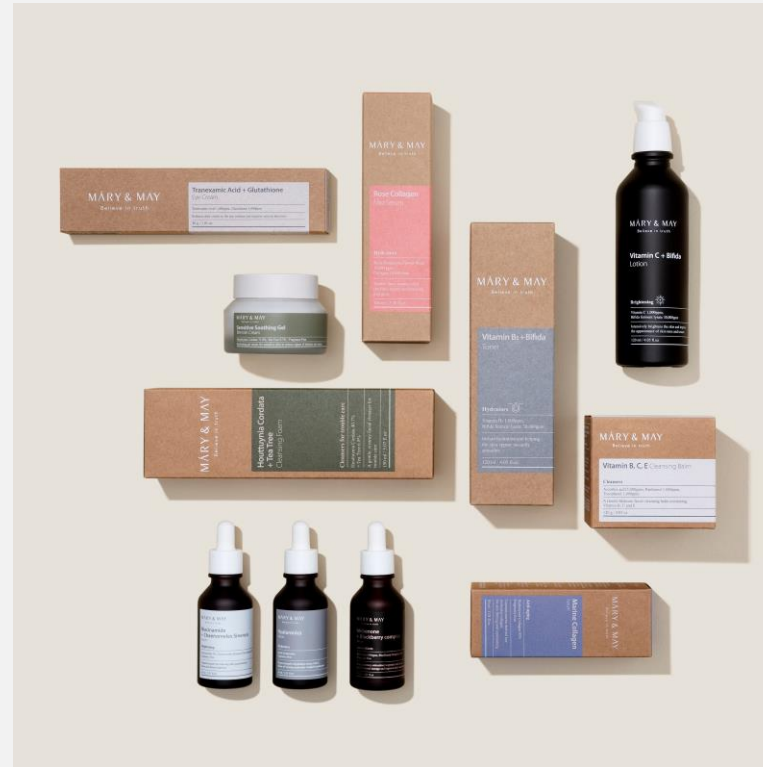
Product Key Visuals

Product Single Cut



Product Key Visuals

Product Family Cut



Brand Film



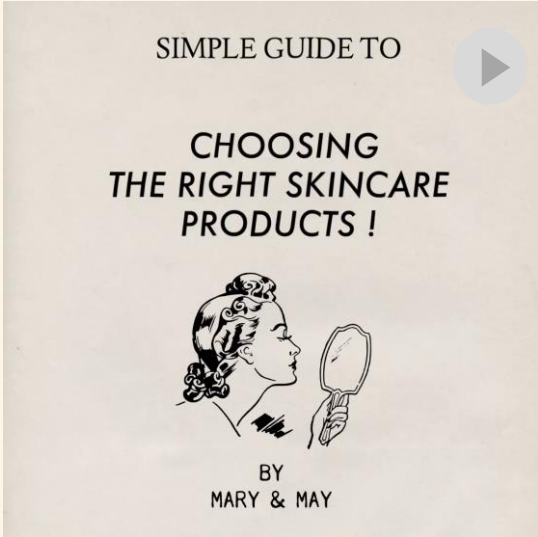
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Viral Film

Franchise Benefit Viral Video with clear USP

- Mary & May _ Serum Solution 1
- Mary & May _ Serum Solution 2
- Mary & May Heartleaf + Tea Tree Line for Sensitive skin
- Mary & May Tranexamic Acid + Glutathione Eye Cream short film
- Mary & May Bifida + VitaminB5 Toner



MARY & MAY in GLOBAL

韩国清洁美容护肤品牌"婳茵雅"正式开展全球美容品牌事业

时间 7-10 3阅读 · 0喜欢 · 0评论

小飞象009
粉丝: 8 文章: 17

+ 关注

新消费浪潮下，护肤品被重新定义，核心消费群体正在不断向年轻化迁移，清洁美容护肤品的使用群体也渐趋年轻化。

作为韩国清洁美妆护肤品牌的代表，婳茵雅 (Mary&May) 以充分包含有效成分的理念，在韩国掀起了安全护肤时尚潮流，深受韩国女性喜爱。以此为基础，婳茵雅通过扩大流通渠道，正式开展全球美容事业，也为中国消费者带来了全新的清洁护肤体验。

有效护肤成分公开含量，焕变肌肤新生之旅

婳茵雅是富含有效成分的护肤品牌，提供准确的成分信息，透明的公开含量，为消费者提供更合理选择的新美妆。在产品名称上标记主要成分，并透明公开有效成分含量，让任何人都能够轻松了解产品中含有的成分信息。



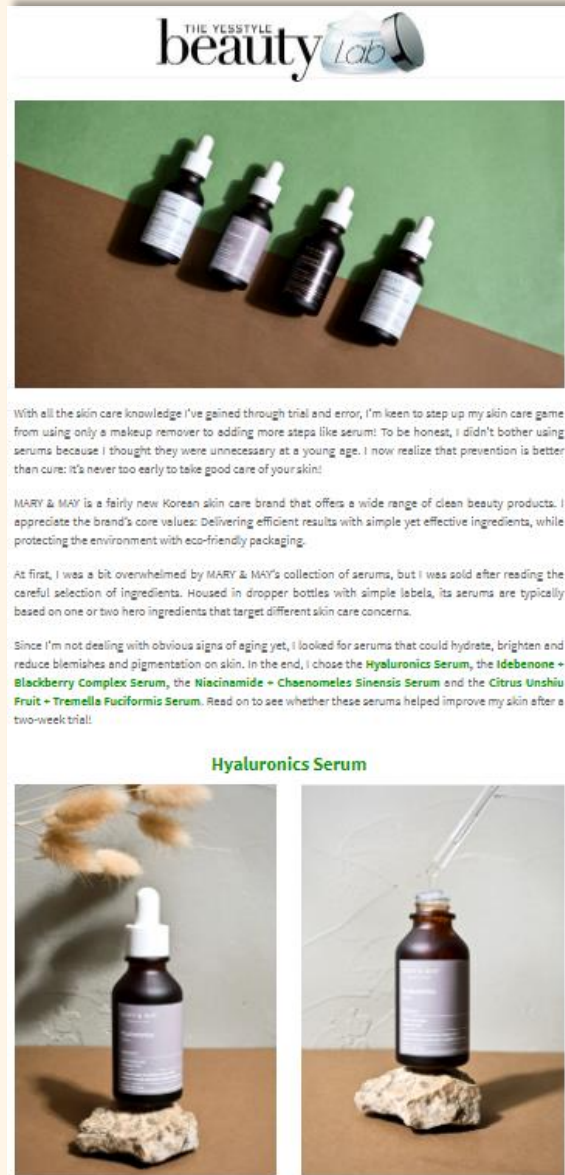
艾地苯醌1000ppm+黑莓复合物20%精华

鱼腥草85%+茶树9.7%精华



좋아요 124개
cosmellove.korea MARY&MAY의비타민B.C.E클렌징바름.名前からして良さそうな予感しかないクレンジング.こんなにビタミン同時に使用しちゃって大丈夫... 더 보기
댓글 4개 모두 보기
6월 9일 · 번역 보기

e_k.closet



With all the skin care knowledge I've gained through trial and error, I'm keen to step up my skin care game from using only a makeup remover to adding more steps like serum! To be honest, I didn't bother using serums because I thought they were unnecessary at a young age. I now realize that prevention is better than cure: it's never too early to take good care of your skin!

MARY & MAY is a fairly new Korean skin care brand that offers a wide range of clean beauty products. I appreciate the brand's core values: Delivering efficient results with simple yet effective ingredients, while protecting the environment with eco-friendly packaging.

At first, I was a bit overwhelmed by MARY & MAY's collection of serums, but I was sold after reading the careful selection of ingredients. Housed in dropper bottles with simple labels, its serums are typically based on one or two hero ingredients that target different skin care concerns.

Since I'm not dealing with obvious signs of aging yet, I looked for serums that could hydrate, brighten and reduce blemishes and pigmentation on skin. In the end, I chose the **Hyaluronic Serum**, the **Idobenone + Blackberry Complex Serum**, the **Niacinamide + Chaenomeles Sinensis Serum** and the **Citrus Unshiu Fruit + Tremella Fuciformis Serum**. Read on to see whether these serums helped improve my skin after a two-week trial!

Hyaluronic Serum



Orange Gate โคตงเกาหลี่
3월 10일 · 0

💡พิดไมให้แล้วว โคเอนไซม์ Q10 ถึง 10 เท่า
คอร์สละเป็นหมื่น !! มาอยู่ในนี้แล้วว ✨ แกหน้าพังผิวหยาบ ริ้วรอย 🥰
(ไอดีบีโนน + แบล็คเบอร์รี่ คอมเพล็กซ์ เซรัม 30ml.)
สารสกัดไอดีบีโนนถึง 1000 ppm และสารสกัดแบล็คเบอร์รี่เข้มข้น 20 % มี
ประสิทธิภาพมากกว่าวิตามินซี 4เท่า 🍊 และ 10 เท่าของ โคเอนไซม์ Q10 🌊
เชร... 더 보기

번역 보기

สารสกัดไอดีบีโนนถึง 1000 ppm

MARY & MAY in GLOBAL



스킨케어의 새로운 열쇠, 비피다
 피부 건조감과 민감함을 유발하는 피부 장벽의 손상 원인을 보충하고 피부 장벽을 강화하는 것에 도움을 줄 수 있는 성분으로, 비피다 유래물질이 주목받고 있다. 건조, 과열을 통해 피부 장벽을 손상시키는 환경, 계절, 악성세균과 포로까지 관여한다. 비피다 유래물질은 다음과 같다.

비피다에 비피다를 더하면?
 다양한 신 성분 비피다 유래물질의 효과가 극대화된다. 비피다 유래물질과 비피다 유래물질은 각각으로 효과적이지는 않지만, 함께 사용하면 시너지 효과를 발휘한다. 비피다 유래물질과 비피다 유래물질은 각각으로 효과적이지는 않지만, 함께 사용하면 시너지 효과를 발휘한다. 비피다 유래물질과 비피다 유래물질은 각각으로 효과적이지는 않지만, 함께 사용하면 시너지 효과를 발휘한다.

클린뷰티 아름다움 위한 성분
 비피다는 피부 수분과 장벽을 보충한다. 비피다 유래물질은 피부 장벽을 보충하고 수분과 장벽을 보충한다. 비피다 유래물질은 피부 장벽을 보충하고 수분과 장벽을 보충한다. 비피다 유래물질은 피부 장벽을 보충하고 수분과 장벽을 보충한다.

Check!
 비피다 유래물질이란?
 비피다 유래물질은 피부 장벽을 보충하고 수분과 장벽을 보충한다. 비피다 유래물질은 피부 장벽을 보충하고 수분과 장벽을 보충한다. 비피다 유래물질은 피부 장벽을 보충하고 수분과 장벽을 보충한다.



Point!
 마리앤메이가 비피다 유래물질의 특장점!
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stylekorean_global Introducing our New Arrival Collection this week on STYLEKOREAN. We have so many new exciting products waiting to be noticed by all of you but which one caught your attention?

- ☀️ COSRX Low pH Good Night Soft Peeling Gel
- ☀️ [COMING 2021] VT Cosmetics VT Cica Night Lip Mask
- ☀️ [COMING 2021] Benton Hanji Body Wash Towel
- ☀️ JM Solution Active Bird's Nest Moisture Mask Prime & Sleeping Cream Prime
- ☀️ MARY & MAY Transamexic Acid - Glutathione Eye Cream
- ☀️ One-dav's vou Heit Me Eco-

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VMD _ Tag

Heartleaf
40.7%

Tea Tree
6.8%

#Whipped Cream Pore Cleansing
Heartleaf Teatree pore cleansing foam

Vitamin C
5,000ppm

Vitamin B,E
1,000ppm

#Brighten Skin with advanced cleansing
Vitamin B,C,E Cleansing Balm

Bifida
30,000ppm

Vitamin B5
1,000ppm

#Moisturizing and soothing with VitaminB5
VitaminB5 Bifida Toner

Idebenone
500ppm

Blackberry complex
63%

#Strong Antioxidant Cream
Idenbenone Blackberry Cream

Heartleaf
85%

Tea Tree
9.7%

#Pore & Trouble Care
Heartleaf Teatree Serum

Niacinamide
2%

Quince extract
93%

#Melanin defense
Niacinamide Quince Serum

Bifida
30,000ppm

Vitamin C
1,000ppm

#Clean and bright Skin with VitaminC
VitaminC Bifida Lotion

Idebenone
1,000ppm

Blackberry complex
20%

#Strong Antioxidant Serum
Idenbenone Blackberry Serum

Tranexamic Acid
1,000ppm

Glutathione
1,000ppm

#2weeks of improvement in dark circles
Tranexmic Acid Glutathione Eye cream

Collagen

Acetyle Hexapeptide

#Firm & Vibrant Skin
Collagen Booster Lotion

Damask rose water
10,000ppm

Collagen
10,000ppm

#Instant hydration boost
Rose Collagen Mist Serum

MÁRY & MAY

Believe in truth