



BE THE SKIN

WITH FRESH HERBS

BHA+ Brand and Product Overview

Functional Natural Herb

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BHA⁺



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*"Nature, more than just imagination...is in the **BE THE SKIN!**"*

BEAUTY WITH CONSCIENCE

The beauty pursued by BE THE SKIN is implemented through the "beauty of perfect harmony".

Under the philosophy of "True Beauty Begins Inside", BE THE SKIN would evolve into a global beauty brand for all people.

We love and consider nature and study skin affinity from the perspective of nature. We will handle from the view of our beloved customers who value more natural and cleaner energy of nature.

To help both domestic and overseas customers have healthy and youthful skin, we are committed to serve them as a light and comfortable beauty brand by paying attention to all their voices including little and segmented ones.

be the skin
WITH FRESH HERBS

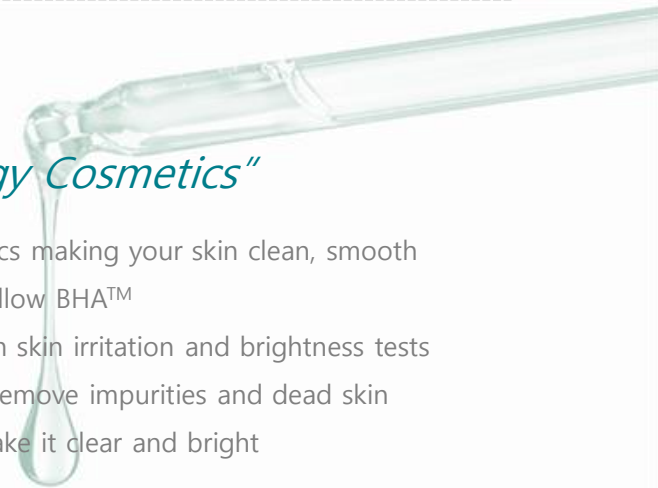
"The Natural Botanical Herb Cosmetics"

- ✓ Natural herb cosmetics made with clean and refined botanical substances
- ✓ Sensory design making your skin healthy and youthful by maintaining oil-moisture balance with nutrients containing the cleanness of nature

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"Natural Herbal Energy Cosmetics"

- ✓ Enhanced natural energy cosmetics making your skin clean, smooth and moist with nature-derived willow BHA™
- ✓ Safety and effects proven through skin irritation and brightness tests
- ✓ Contains the concept of zero to remove impurities and dead skin cells, soothe irritated skin and make it clear and bright



For Whom?

- Those who want to keep their skin as smooth as baby's skin
- Those who are concerned about their skin which often gets oily and irritated
- Those who pursue minimalism and simple living
- Those who want to have clean and clear skin tone
- Those who prefer mild but still effective cosmetics
- Those who want to stay influential on social media with cool and hot products
- Those who are determined to use proven cosmetics or those with actual efficacy-related data





#BHA+?

BHA+ line made with nature-derived BHA™!
Mild BHA care keeping your sensitive skin healthy and youthful

#Willow-BHA™?

The nature-derived BHA extracted from white willow bark is a **special substance developed by BE THE SKIN**, which soothes irritated skin in a pure and clear fashion and smoothly takes good care various irritations and dead skin cells which can cause early skin aging.

#BE THE SKIN BHA+ offering brand-new 4th-generation dead skin care #White willow bark!



III. Sensitive Skin & Sensory Data



Bubble Up 100%
Tightfeeling Zero 90%
Blackhead Zero 80%
Pore Zero 90%
Waste Zero 80%

BETHE SKIN BHA+
PoreZero **Cleansing Foam**




Smoothness Up 90%
Pore Zero 90%
Fragrances Zero 90%
Sebum Zero 90%
Dead Skin Zero 90%

BETHE SKIN BHA+
PoreZero **Toner**



Smoothness Up 90%
Pore Zero 90%
Blackhead Zero 90%
Sebum Zero 90%
Comedo Zero 90%

BETHE SKIN BHA+
PoreZero **Serum**



Smoothness Up 90%
Pore Zero 90%
Blackhead Zero 90%
Sebum Zero 90%
Comedo Zero 90%

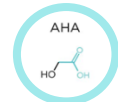
BETHE SKIN BHA+
Dark Spot Zero **Cream**



I. Target-oriented New Design

1. Clear and fresh image

Green natural energy-emitting design such as Willow-BHATM



2. Zero symbol

Intuitive and sensory design



3. Builds trust with Lab No.



BHA+ Pore Zero Cleansing Foam (1% Willow-BHA™)

**Eliminates sebum and impurities cleanly
and makes your skin moist and youthful**

#Deep cleansing care #Pore care #Dead skin care #Wastes care #blackhead care #Tightness-free face washing with micro foam



BHA+
CLEANSING FOAM
**PORE
ZERO**

WILLOW-BHA™ (1%)
Tight feeling Zero Blackhead Zero
Pore Zero Waste Zero Bubble Up

BE THE SKIN
WITH FRESH HERBS

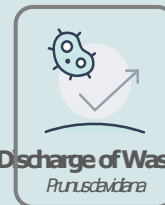
5.29 Oz. /150g

Ingredients 1% willow BHA™, *Prunus davidiana* extract, *Salvia hispanica* (Mexican chia) seed extract, green fruits extract (shine musket + green papaya + green apple + green plum), silkworm cocoon extract

- Takes care of impurities and dead skin cells at the same time with willow-BHA™ and green fruits extract
- Keeps your skin smooth and moist without tightness by forming a natural protective barrier after washing
- Removes greasy sebum and keeps your skin balanced
- Pure, low-irritation cleansing care proven by successfully passing skin irritation tests
- Perfect cleansing (whitehead + blackhead + acne care)



TEXTURE



No artificial colors No mineral oil No parabens

BHA+ Pore Zero Toner (85% Willow-BHA™)

Soothing, moisturizing and dead skin care for the start of perfect skin care with 14 natural ingredients

#Daily peeling #Moisturizing #Calming irritated skin #Toner using a soothing mask #Unscented toner



5.07 Fl. Oz. /150ml

Ingredients 85% willow BHA™, glycerin, Propanediol

- **Eases your irritated and stressed skin**
- **Increases moisture contents and keeps your skin moist**
- **Perfect dead skin care every day at home with just a toner**
- **Nature-derived willow-BHA™ accounting for 85% of total contents**
- **A deep clean toner designed for soft and smooth skincare**



TEXTURE



Invigorating
Propanediol



Moisturizing
Mexican Chia Seed



Smooth Texture
Willow BHA

No flavors No artificial colors No mineral oil No parabens

BHA+
Pore Zero Serum (1% Willow-BHA™)

Keeps your skin clean and refreshed through 'AHA+BHA' prescription

#Pore tweezers #AHA+BHA #Oily pore OUT #Green energy provided by nature-derived chlorophyll #Youthful skin



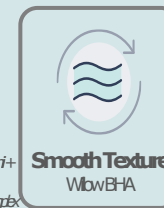
1.01 Fl. Oz. /30ml

Ingredients 1% willow BHA™, AHA, *Centella asiatica* leaf extract (madecassoside + asiaticoside + asiatic acid + madecassic acid), patented *Ulmus davidiana* var. *japonica* NAKAI. complex (*Oenothera* extract + *Pueraria lobata* var. *thomsonii* extract + pine needle extract + *Ulmus davidiana* var. *japonica* NAKAI. extract)

- **Makes your skin clean and smooth through sebum and pore care**
- **Regulates excessive sebum production and takes care of whiteheads and blackheads**
- **Tightens muscles around pores and keeps your skin supple**
- **Pure, low-irritation cleansing care proven by successfully passing skin irritation tests**
- **Perfect cleansing (whitehead + blackhead + acne care)**



TEXTURE



No artificial colors No mineral oil No parabens

BHA+
Dark Spot Zero Cream (1% Willow-BHA™)

'Wrinkle care + whitening' through intensive dark spot & impurity care for clear and transparent skin

#Proven brightening effects #Skin barrier effects #Free of any darkening elements #Powerful moisturizing

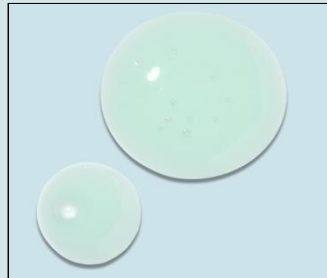


1.23 Oz. / 35g



Ingredients 1% willow BHATM, tranexamic acid, niacinamide, powerful vitamin complex (Vit A + Vit E + Vit C + Vit B6), peptide complex (acetyl hexapeptide-8 + copper tripeptide-1 + palmitoyl pentapeptide-4

- **Intensive dark spot care, preventing freckles and impurities**
- **Brightens skin through turn-over**
- **Keeps your skin clean and clear through specific dark spot care**
- **Makes your skin firm and supple by tightening loose pores and skin tissues**
- **Soothes irritated skin by reinforcing a skin barrier**



TEXTURE



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Basic Usage



Morning

Cleansing foam (small amount, once)



Wipe with your hands or cotton balls and apply toner.



Apply right away, using a pipette (with sun cream).



All over your face or a target area only

Night

Cleansing foam (once or twice)



Wipe with your hands or cotton balls and apply toner.



Apply right away, using a pipette (twice).



All over your face + a target area

Special Usage (Toner)

- Once a week: Pour some toner onto the facial mask and apply it to your face.

- In the morning, 2-3 times a week: Soak cotton balls with toner and gently wipe your face in an outward direction. Then, it makes your skin clear and bright by generating synergy with other makeup products.



#Before going out
Gently apply the cotton fabric soaked in toner to a target area!



#During trip
Just cleanse your face with cotton balls soaked in toner when it is not easy to wash!



#Before exercise
Gently remove makeup and make your skin fresh and comfortable!



#In your bed
When you are exhausted, just wipe and gently apply multiple times for washing +skincare effects!

THE END

Thank You

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