

TOCOBO

Follow your intuition

Brand Story

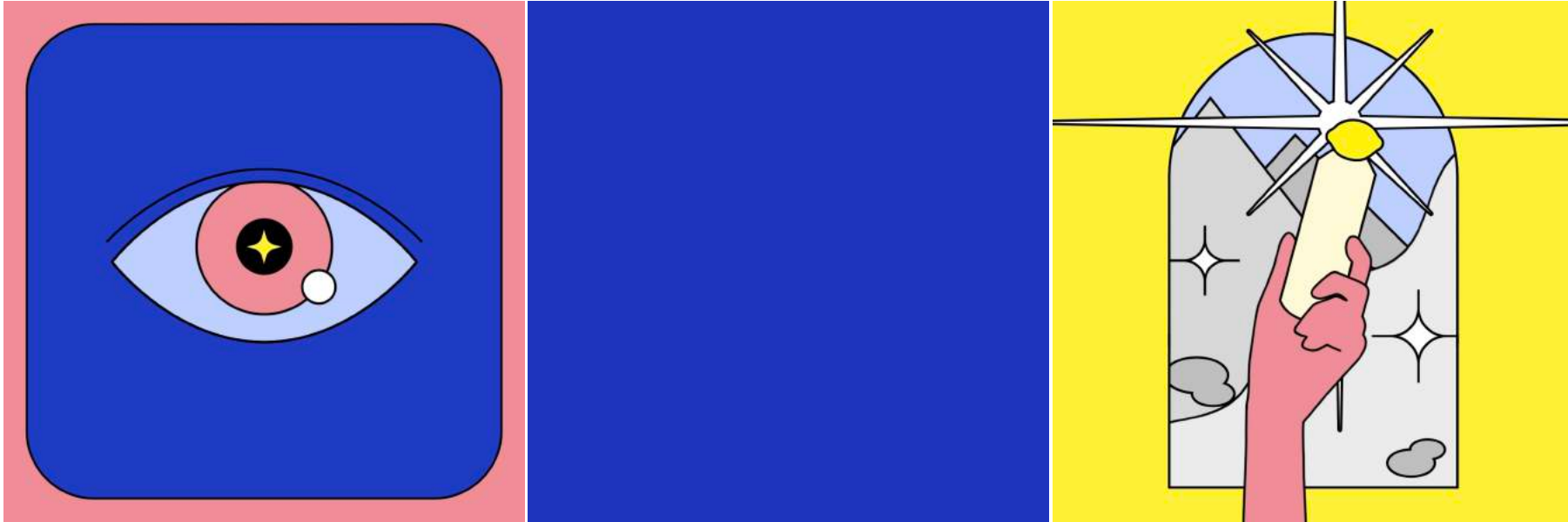
We create products
of clarity based on
insights.

Bifida 45%
Lactobacillus 50,000ppm
Lactococcus 10,000ppm

TOCOBO

Bifida Biome Essence
50 ml 1.69 fl. oz.

“Next derma skincare”



Good products are intuitive.

TOCOBO values **intuition**.

#intuition

From past to present, our purpose is

to communicate through **insights**.

#insight



Clarity

명료성

Our products are created to recognize you.



Modernity

동시대성

We anticipate trends to meet your needs.



Satisfaction

만족감

Our products are made from the natural ingredients to bring out your best self.

Main Target



Early 20s to early 30s

Millennials and Generation Z

Sensitive to trends and open to new experiences.

Leveraging social media to create their world.

Living in the present and valuing one's preferences.

Sub Target



Trendy early 30s to early 40s

They know what they want.

Wealthy individuals who value quality.

They're researchers who rely on social trends.

Brand Identity

TOCOBO is always challenging the status quo.

Our designs seek to innovate current trends.

Modern art, nature, and philosophy are the foundation of our inspiration.



Our beauty is derived from free, flexible, and delicate designs to inspire creativity.





Intuitive advertising strategy clearly communicates product purpose.



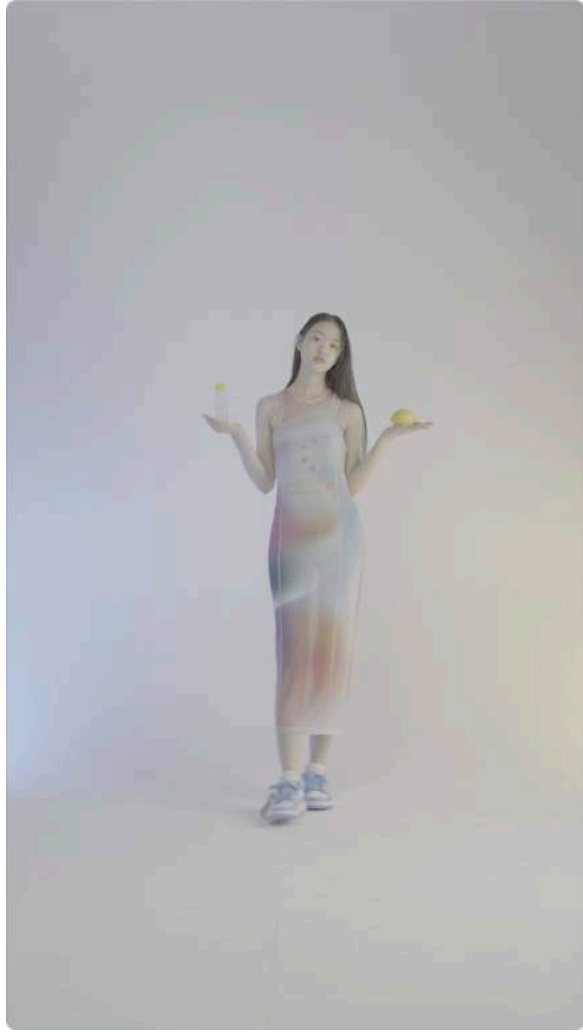


Our model inspires a sense of youthful passion and optimism.



The soft and whimsical color palette draws from nature's simplicity.





These two clips highlight our sensibilities.

Product

Product



All TOCOBO products are manufactured with a high content of 'active ingredients' in an optimized formulation, rather than a small amount of 'concept ingredients' so that consumers can intuitively distinguish the efficacy of our products.





TOCOBO is a **vegan-certified** brand, consisting of only mild and safe products.



We actively leverage **trendy cosmetic ingredients** with proven efficacy.



A simple combination of **high-content active ingredients** gives a refreshing finish.



We offer the highest quality products at a **fair price**.



AHA BHA LEMON TONER
아하 바하 레몬 토너

150mL

BIFIDA BIOME ESSENCE
비파다 바이옴 에센스

50mL

MULTI-CERAMIDE CREAM
멀티 세라마이드 크림

50mL

COCONUT CLAY CLEANSING FOAM
코코넛 클레이 클렌징 폼

200mL

PORE TIGHTENING TONER
포어 타이팅 토너

150mL

COMING SOON

COMING SOON



Type	Moisturizing exfoliating toner
Volume	150mL 5.07fl.oz.
Price	TBD(To be determined)
Concept	A special exfoliating toner that contains lemon extract to clear skin and AHA & BHA ingredients to remove dead cells.
Function	Cleanses skin, moisturizing effect, exfoliation, sebum control, improves complexion, enhances skin vitality
Ingredients	Lemon extract 30,000ppm (Contains high volume of vitamin C and citric acid) AHA 50,400ppm (Removes dead cells from the skin surface) BHA 500ppm (Removes dead skin cells from pores)
Features	<ul style="list-style-type: none">- Hydrating with voluminous moisture- Stable formulation solves complex skin problems and improves skin texture.- Lemon extract improves complexion and enhances vitality.- Stable balance of PH levels.- Fresh and soft skin texture without stickiness after use.
Clinical Trials	Vegan-certified / skin texture & complexion improvement tested.



Type	Essence
Volume	50mL 1.69fl.oz.
Price	TBD (To be determined)
Concept	Lactobacillus fermented essence prevents damage from external stimuli and strengthens the skin barrier for optimal skin conditions.
Function	Moisturizing effect, vitalizes skin, strengthens skin barrier, prevents abrasion, promotes skin regeneration Dual function whitening/wrinkle improvement.
Ingredients	Bifida 45% (Relieves skin problems including acne and atopy by suppressing the causative bacteria) Coconut Lactobacillus 50,000ppm (Strengthens skin barrier and maintains balance) Lactococcus lysate 10,000ppm (Strengthens skin barrier)
Features	<ul style="list-style-type: none">- Hydrating with voluminous moisture.- Effective plant lactic acid bacteria fermentation essence.- Quick absorption without stickiness after use.- Soft and nutritious application- EWG GREEN (Fragrance-free)
Clinical Trials	Vegan-certified, passed efficacy testing (skin barrier reinforcement), hypoallergenic tested



Type	Moisturizing cream
Volume	50mL 1.69fl.oz.
Price	TBD(To be determined)
Concept	A cream containing ceramide and hyaluronic acid that strengthens the skin's moisture barrier.
Function	Soothes skin, moisturizes, enhances moisture retention.
Ingredients	Multi-ceramide 1,000ppm (Strengthens skin's moisture barrier) Triple hyaluronic acid solution 10% (hydrating and moisturizing)
Features	<ul style="list-style-type: none">- Tight and silky chiffon butter cream formulation- Moisture spreads upon application- Moisture retention after absorption- Moisturizing cream suitable for all seasons- EWG GREEN (Fragrance-free)
Clinical Trials	Vegan-certified, hypoallergenic tested

Sales Channels

Brand Reinforcement	<ul style="list-style-type: none">• Targeting domestic sales of around 2 billion won in 2022.• Maximizing business synergy and maintaining stable sales growth.• Promoting primarily through online distribution network to stabilize sales and expand channels.
High Quality Product	<ul style="list-style-type: none">• A design that integrates a sound balance of trends, emotions, and information.• Developing industry-leading products and securing customers' attention with intuitive packaging.• Goal is to capture target consumers through high quality products.
Brand Identity Establishment	<ul style="list-style-type: none">• Leveraging mass marketing online platforms including Naver, Kakaotalk, and other social media.• Effective marketing attempts to enhance brand image.• Penetrating new domestic markets by securing stable distribution channels.
Entering a High Growth Business Trajectory	<ul style="list-style-type: none">• Expanding online and offline channels to sustain growth (online -> offline)• Securing profitability through SKU expansion• Continuously developing top-selling items based on differentiation strategies.
Customer Management and Onboarding Online Platforms	<ul style="list-style-type: none">• Developing Tocobo website.• Encouraging customers to easily sign up and purchase through simple subscriptions on Kakao.• Creating opportunities for exclusive benefits and promotions on our online platform, as part of our differentiation strategy.

 Looking to expand into various channels and increase sales by driving brand loyalty and awareness!

NEW MARKET PENETRATION THROUGH GLOBAL DIVERSIFICATION AND LOCALIZATION STRATEGIES

We plan to expand distribution channels and export sales by securing overseas strategic business partners.

We are aiming to strengthen global marketing primarily through overseas online platforms including Amazon, Lazada, Shopee, and Q10.

Our goal is to enter major department stores and H&B offline stores.



Reflecting consumption patterns of major target groups.

Select and prioritize specific digital channels.

Strengthening brand visual communication

by focusing on products and stories.

Producing sensual video content and developing an online platform

in line with the launch of new brands.

Offering more experiences and services at consumer touch points

by collaborating sales channels with cultural artists.

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