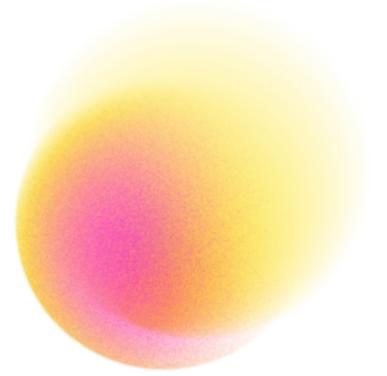




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## ABOUT THE COMPANY

회사 소개

**Hey Growth** is an innovative company that specializes in the development and marketing of Korean products for the European beauty market. With a focus on growth, new markets, and sourcing,



**Hey Growth** has established itself as a leading agency of freelancers with a 360° approach.

Their extensive network of talents spans across Europe and APAC, with a particular emphasis on Korea and the Nordics.



## From the land of Beauty South Korea,

we have several years of experience

in 360° Services for making Beauty & Cosmetics, FMCG, F&B Products.

Hey-growth is currently working on new products for the European beauty market.

Korean field  
market Trend  
Research

Field market  
Data Analysis

High Quality  
Product Listing

European  
Market  
Reserach &  
Analysis

Competitive &  
Suitable K-  
products for  
European  
market



## ABOUT THE COMPANY

회사 소개

### **To thrive in the European beauty Market,**

we also establish a robust network with Korean manufacturers.  
This grants us access to top-notch products, punctual delivery, and competitive pricing.

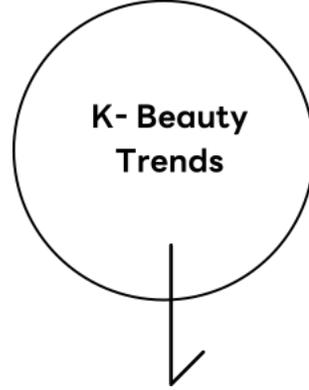
Collaborating with Korean manufacturers enables us  
to develop innovative and fashionable items  
that align with the latest trends in Korean beauty.

A well-established network assists us  
in meeting the ever-changing demands of European consumers.





DEVELOP : CONCEPT



프로젝트 컨셉

Hair & Body Care

Prioritizing essential hair and body care

Make Up

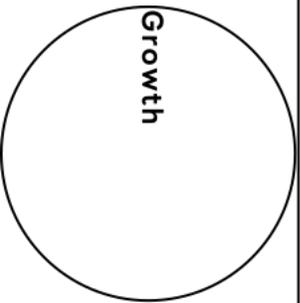
Self Analyzing Make up

Skin Care

Natural and Glossy Skin Expression Skincare

**THE  
CONCEPT  
"K-Shelf"**

Hey Growth





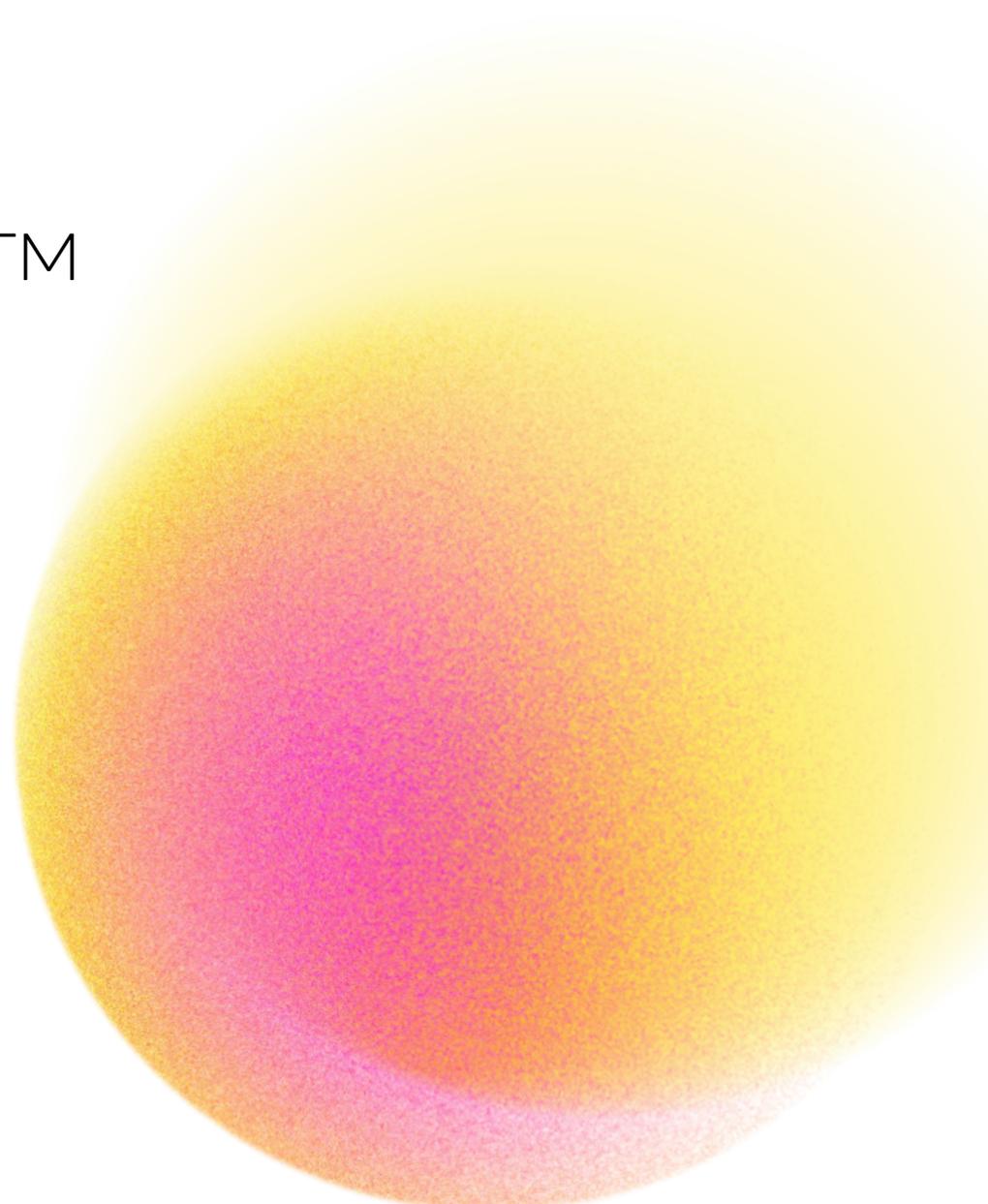
THE CONCEPT OF K-SHELF

# **K-SECRETS SHELF™**

CONCEPT  
K-BEAUTY  
FOR RETAIL

3-10 UNIQUE EXCLUSIVITY K-BRANDS  
IN CUSTOMIZED "K-SECRETS SHELF CONCEPT"  
INCL. HOUSE BRAND "K-SECRETS"  
FOR RETAIL CHAIN STORES

Hey Growth





## The two biggest features of K-beauty

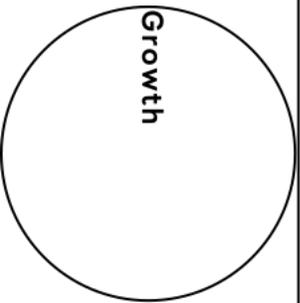


### **INNOVATIVE PRODUCTS**

K-beauty consistently introduces innovative products and technologies, providing new approaches to skincare. For example, BB/CC creams, cushion foundations, among others, originated from K-beauty and help effectively manage skin.

### **DIVERSITY AND CUSTOMIZED CARE**

K-beauty offers a wide range of products tailored to different skin types and concerns. From products focusing on hydration to those addressing various skin issues, there's a diverse selection to cater to individual needs. Furthermore, makeup products tailored to individual skin tones maximize the wearer's natural advantages.





## THE CONCEPT OF K-SHELF

프로젝트 컨셉



**We suggest introducing the idea of 'K-beauty Secret' to highlight the unique aspects of Korean beauty.**

### **THE K-SECRETS SHELF™**

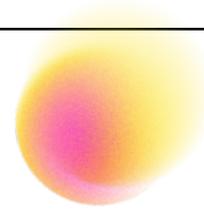
For Retailers we Customize a K-Secret Shelf with unique K-Brands that is exclusive for each Retailer + K-Secret House Brand that is non-exclusive, but Premium Quality to Fair Price



## THE CONCEPT OF K-SHELF

프로젝트 컨셉

### K-BEAUTY SECRET



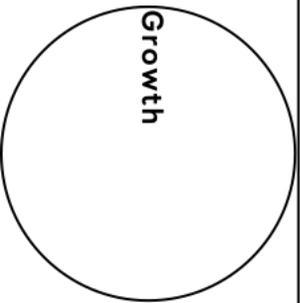
#### K-Routine

Introducing skincare routines considered the rules of K-beauty, along with makeup techniques tailored to individual skin tones.

#### K-Tutorial

With tutorial guides, it would be easier and more convenient for customers unfamiliar with K-cosmetics, which offer innovative features, to explore.

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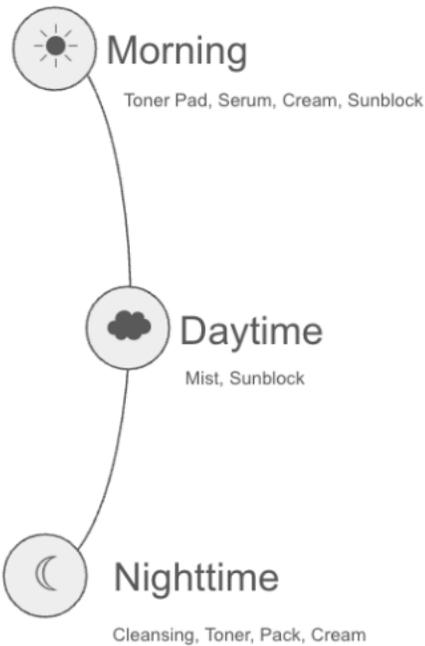


THE CONCEPT OF K-SHELF

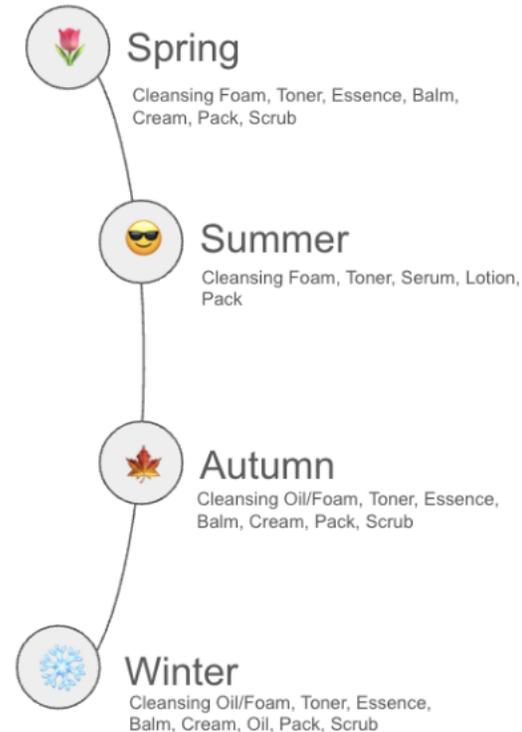
프로젝트 컨셉

# K-Routine Examples

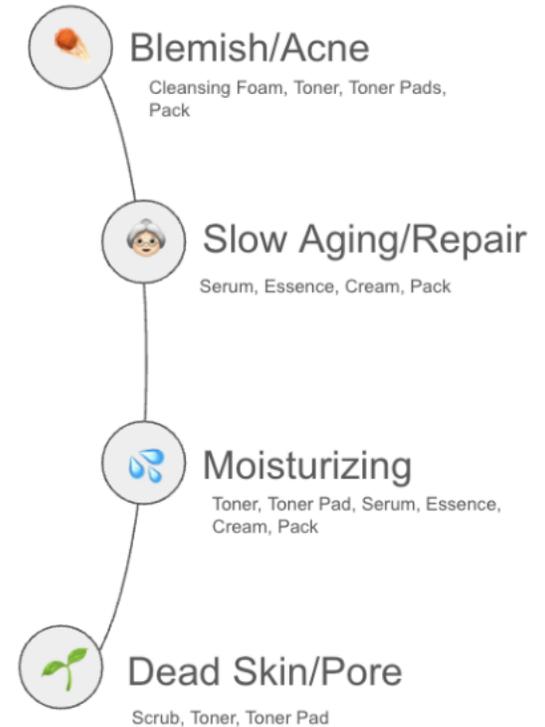
## ✓ Basic Care



## ✓ Seasonal Care



## ✓ Skin Type Care



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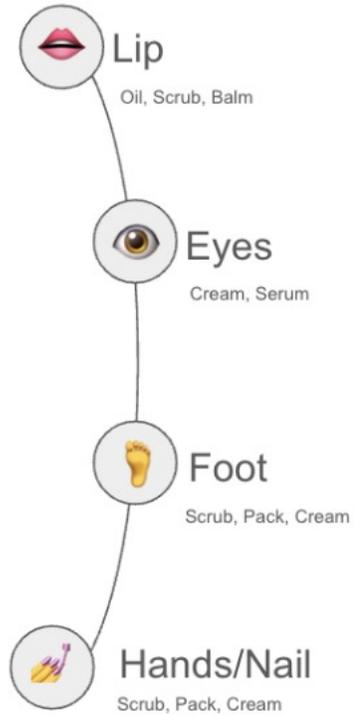


## THE CONCEPT OF K-SHELF

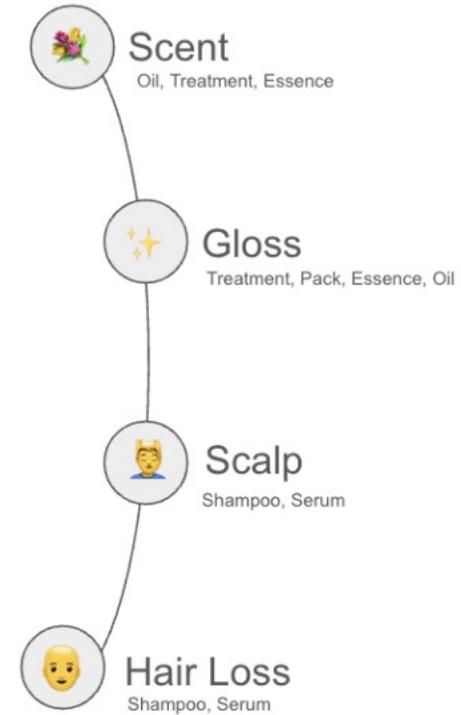
프로젝트 컨셉

### K-Routine Examples

#### ✓ Parts Care



#### ✓ Hair Care



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THE CONCEPT OF K-SHELF

프로젝트 컨셉

## K-Tutorial Examples

Place tutorials on the rack  
to easily understand your personal color



Provides a guide on which products  
to choose from according  
to your personal color





## THE CONCEPT OF K-SHELF

# K-Tutorial Examples

Various color and new feature descriptions will be placed on the rack to expose the customer to choose the product that suits their needs and to see how to use it at once

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## 프로젝트 컨셉





# **K-SECRETS™**

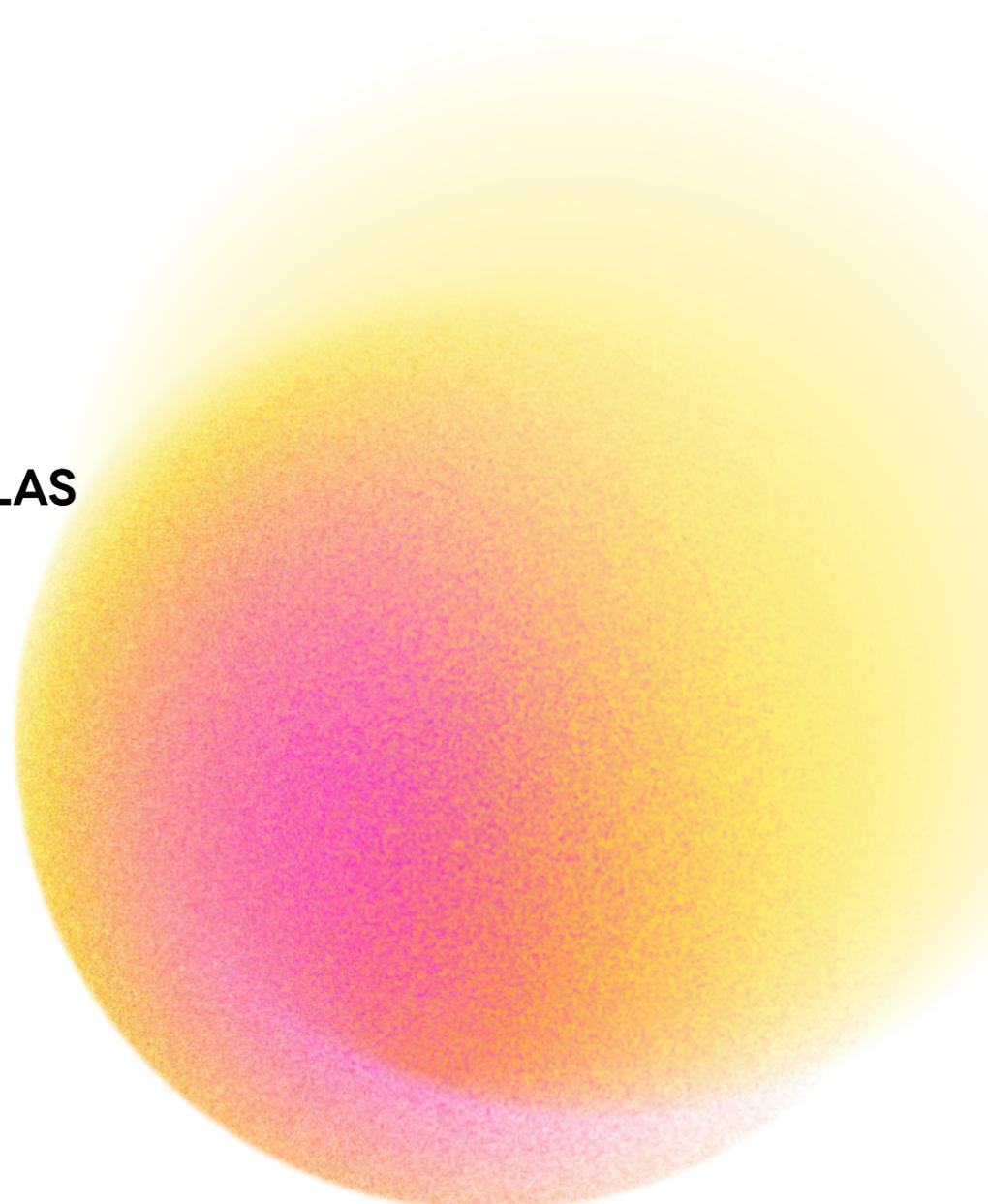
## HOUSE BRAND

**FOCUS ON NATURAL INGREDIENTS**  
**DERMATOLOGIC TESTED K-SCIENCE FORMULAS**  
**VEGAN CERTIFIED**  
**100% RECYCLED FISHNET PACKAGEINGS**  
**CERTIFIED FOR EU MARKETS**

PACKAGEINGS IN 100% RECYCLED FISHNET ([from OSEANET](#))  
JADE MATTE BLACK COLOR & WHITE TEXT\*\*

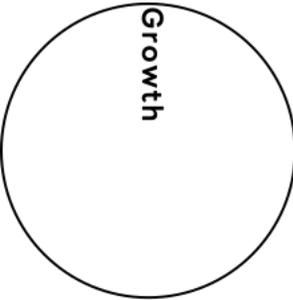
\*\* The First batches is gonna be packaged in PCR Material  
(Tubes, Bottles & Jar/Containers) Developing our Recycled  
Fishnet Packageings takes ~6 Months.

**PREMIUM QUALITY TO FAIR PRICE**





**THANK  
YOU**



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