

The Unveiling of Korean Beauty

# K-Secret

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- A black and white photograph showing a hand holding an open jar of cream. The jar is tilted, and the cream is visible inside. A bottle and a card are also visible in the background.
1. Brand Identity
  2. Products

# 1. Brand Identity





# Unveiling Radiant Beauty That Blooms Day by Day

K-Secret believes that true beauty stems from the power of small, consistent habits. We harness the synergy of cutting-edge Korean beauty technology and nature's purest ingredients to help you unlock your unique radiance. Embrace the power of small, daily habits to unveil your skin's radiant glow with K-Secret's transformative beauty routine





# Unveiling the Secrets of Beauty

Secret 1:

Tailored Solutions for Your Skin Concerns

Secret 2:

Beauty lifestyle completed with  
routine

Secret 3:

Unlocking the High-Performance Power of Korean  
Locally Sourced Natural Ingredients

## Secret 1: Tailored Solutions for Your Skin Concerns



Anti-Aging Care

Trouble Care

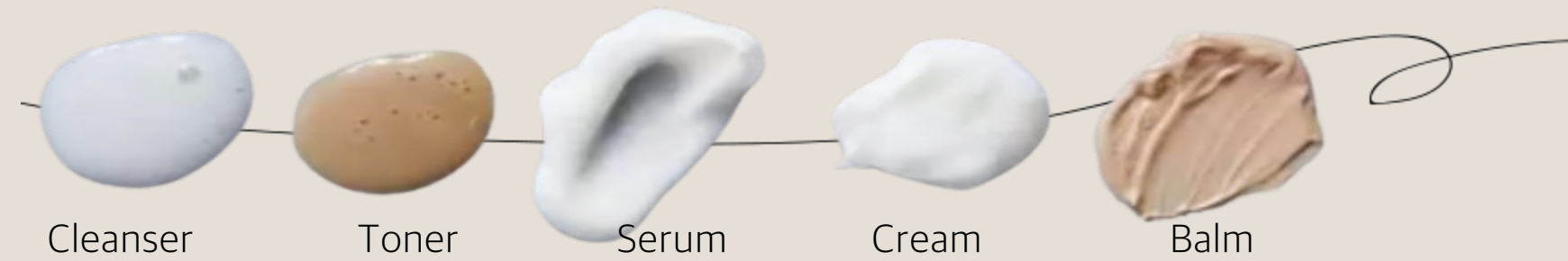
Moisturizing Care

Not all skin is created equal!

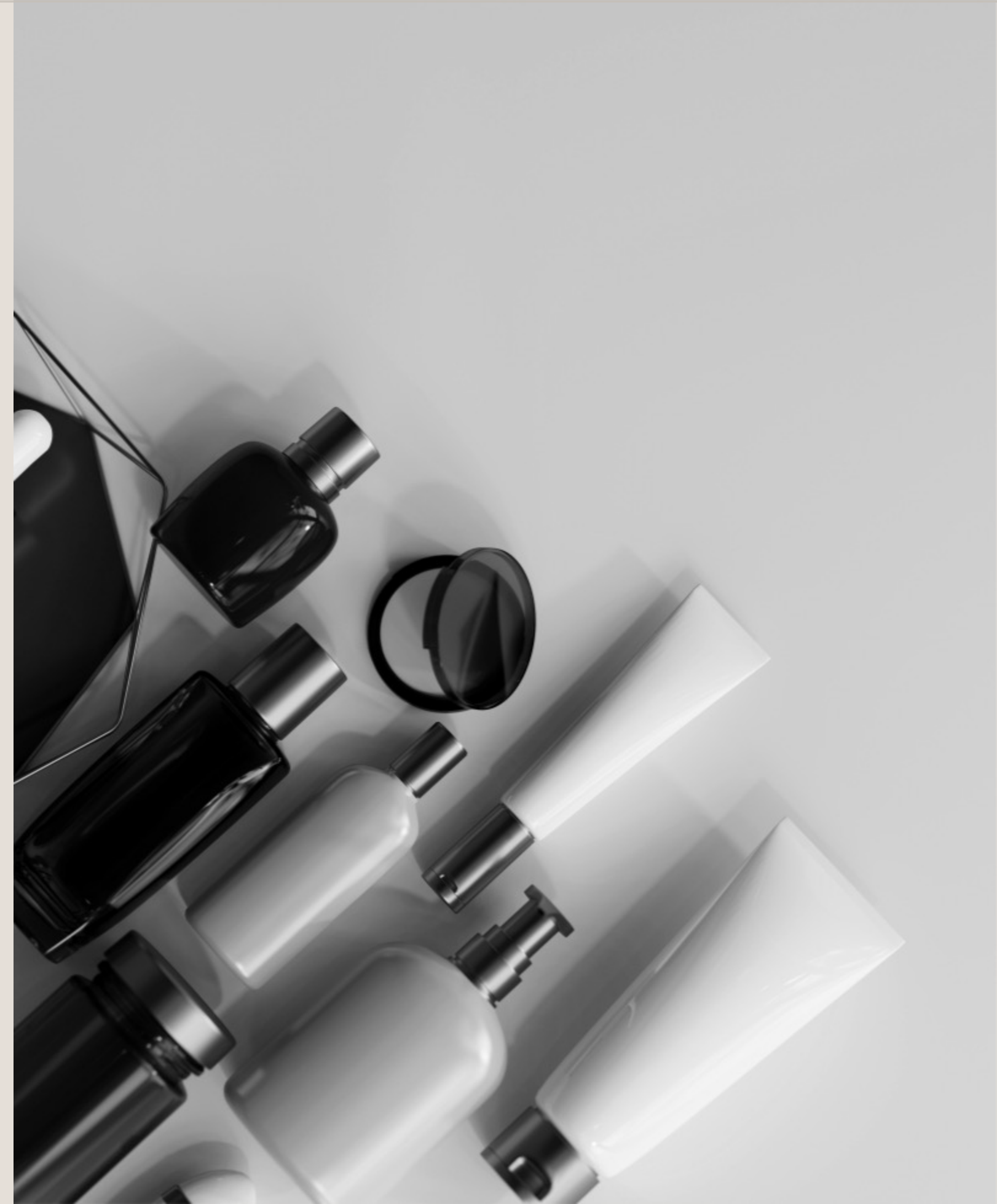
Some crave a boost of elasticity, others need a calming touch, and some simply thirst for moisture. K-Secret understands that your skincare needs are unique, just like you. We offer customized solutions to address your specific skin concerns. Discover the perfect match for your radiant journey at K-Secret.



## Secret 2: Beauty lifestyle completed with routine



The lifestyle of Koreans who make habits for their skin that remains in constant condition despite changes in the four seasons of dusty spring, humid summer, dry autumn, and cold winter has become a trend now. From the innovative design of packaging that encourages consistent use to the meticulously crafted routines that address skin's specific needs, K-Secret unveils the secrets of Korean skincare wisdom.





## Secret 3: Unlocking the High-Performance Power of Korean Locally Sourced Natural Ingredients



Harnessing the power of nature's finest Korean ingredients, K-Secret effectively addresses surface skin concerns while nurturing your skin's innate resilience to restore its radiant glow. Our naturally derived ingredients help your skin rediscover its natural strength, fostering a balanced complexion that effortlessly shields against external aggressors.





## Brand Identity – Logo

Only special people  
possess secrets.

In order to convey the value of a secret to those who know it best, the logo design was created in the form of a seal that sealed the secret. The secret-sealed logo offers the speciality of owning a secret to countless people who will meet K-Secret. Experience the only thing you know, which is a secret for me.



Ksecret®



# Unveiling the heritage of beauty anew

Koryeo, the country inherited by modern-day Korea, exported Koryeo celadon to all parts of the world for about 200 years from the late 12th century to the 14th century. Embodying the essence of beauty with its unique form, Koryeo celadon was made for royalty and aristocrats, making it a symbol of exclusivity itself. K-Secret's product containers are designed to convey the essence of Korean beauty by reinterpreting Koryeo celadon.





## Beauty for All

K-Secret product containers are made by recycling waste fishing nets. Protecting the Earth, the source of beauty, is the calling of all of us living on this land. So that your beauty can last with the Earth's beauty, K-Secret chooses the path for the Earth. It will contain the most noble beauty in a rugged-looking recycling container.



## 2. Products







# The Secret of Time

## : Sleek Firming Line

- ✧ Anti-Aging Care
- ✧ Snail, Black Rice
- ✧ Premium Line

Are you concerned about wrinkles appearing as time goes by? We've got the secret to turning back time for you. K-Secret's 'The Secret of Time' Sleek Firming Line harnesses the power of chondroitin sulfate, a key component of mucin found in snail mucin, to address hyperpigmentation, stretch marks, wrinkles, improve elasticity, and enhance moisture retention.



## Line up - The Secret of Time



- ❖ Sleek Snail Firming Serum(60ml)
- ❖ Sleek Snail Firming Cream(50ml)
- ❖ Sleek Snail Firming Eyepatches(60ml)
- ❖ Sleek Snail Firming Face Mask(25ml)
- ❖ Sleek Rice Deep Cleanser(100ml)



Signature Products

## The Secret of Time



# Sleek Snail Firming Eyepatches (60ml)

Fill your skin richly with an eye patch containing snail mucus extract. K-Secret's eye patch deeply hydrates the skin and brightens and fades dark spots at the same time. It smooths skin texture and reduces wrinkles and scars. Collagen from snail mucus helps to firm and strengthen the skin, giving elasticity to the skin that is tired from the passage of time. Create glowing young skin with K-Secret's eye patch.

### Key Ingredients

- ✦ Snail Mucin Extract from Korea  
(Cruelty Free, not vegan)

### Benefits for Skin

- ✦ Anti-Aging and Prevents Premature Aging
- ✦ Collagen Promotion, Rejuvenation

Signature Products

## The Secret of Time



# Sleek Rice Deep Cleanser (100ml)

We introduce a soft cleanser that is professionally crafted for sensitive skin. Featuring rice extract, the black rice deep cleanser deeply hydrates and softens the skin, maintaining clear and smooth skin. The weakly acidic formula effectively cleanses the skin without peeling off, making it ideal for oily and complex skin types. It balances oil production and maintains a healthy pH, ensuring that the skin remains refreshed and nourished. Experience the perfect blend of smooth care and effective cleansing with an excellent cleansing foam.

### Key Ingredients

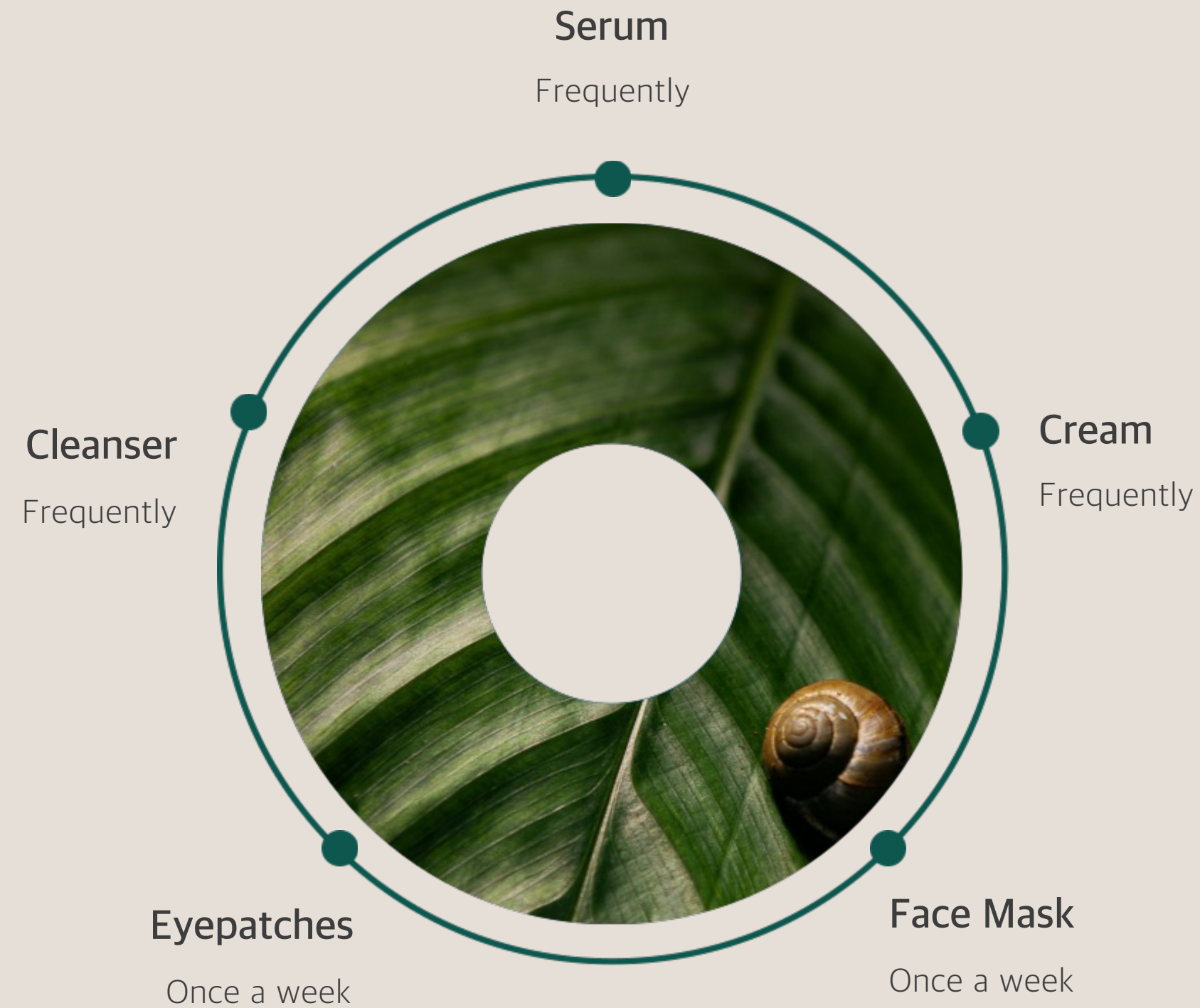
- ✦ Black Rice Extract from Korea
- ✦ Aspergillus/Rice Ferment Extract

### Benefits for Skin

- ✦ Removes various wastes & impurities
- ✦ Cleansing and unclogs pores



# Recommendation Routine







# The Secret of Garden

## : Forest Calming Line

✧ Trouble care

✧ Mugwort

For those with sensitive skin that easily reacts to external aggressors, we unveil the secrets of a tranquil garden. K-Secret's 'The Secret of Garden' Forest Calming Line harnesses the power of Mugwort, a renowned skin regeneration booster, to soothe and calm irritated skin. Embrace the antibacterial properties of Mugwort, a native Korean ingredient, to alleviate acne, itching, eczema, and roughened skin caused by burns. Witness the calming effects of Mugwort as it helps restore your skin's natural radiance.



## Line up - The Secret of Garden

- ❖ Forest Mugwort Calming Toner(100ml)
- ❖ Forest Mugwort Calming Serum(60ml)
- ❖ Forest Mugwort Calming Cream(50ml)
- ❖ Forest Mugwort Calming Multi Balm(20ml)
- ❖ Forest Mugwort Calming Face Mask(25ml)
- ❖ Forest Mugwort Calming Cleanser(100ml)





Signature Products

## The Secret of Garden



# Forest Mugwort Calming Multi Balm (20ml)

Bring your skin routine to life with the mugwort multi balm stick. Added with powerful mugwort extract, the multi balm stick serves as a treatment for acne by providing powerful anti-inflammatory and antioxidant properties. It protects your skin from external irritation and restores its texture. Use between morning and night skin routines to achieve optimal results and enjoy a radiant glow throughout the day.

### Key Ingredients

- ✦ Mugwort Extract from Korea
- ✦ Cica (Centella Asiatica) from Korea

### Benefits for Skin

- ✦ Soothing & Calming Effects
- ✦ Anti-Acne, Anti-inflammatory, Anti-Bacterial, Anti-fungal

# Recommendation Routine







# The Secret of Ocean

## : Refreshing Moisture Line

- ✧ Moisturizing Care
- ✧ Mud, Seaweed

The raw materials in the ocean where life began have the power to purify what is unclean and replenish what is lacking in moisture. K-Secret's 'The Secret of Ocean' Refreshing Moisture line uses seaweed and mud to restore the skin's natural strength. Seaweed hydrates and brightens the skin. It also has whitening, blemish-calming, anti-aging, skin protection, skin regeneration and soothing, antioxidant effects. Mud effectively absorbs skin waste products, making it possible for deep cleansing, and its high mineral content gives the skin a moist and smooth feeling.



## Line up - The Secret of Ocean



- ❖ Refreshing Seaweed Moisture Serum(60ml)
- ❖ Refreshing Seaweed Moisture Cream(50ml)
- ❖ Refreshing Seaweed Moisture Multi Balm(20ml)
- ❖ Refreshing Seaweed Moisture Face Mask(25ml)
- ❖ Refreshing Mud Pore Cleansing Stick(20ml)



Signature Products

## The Secret of Ocean



# Refreshing Seaweed Moisture Multi Balm(20ml)

Elevate your skincare routine throughout the day with our Multi-Balm Stick, infused with the extraordinary benefits of Algae (Ishige Okamurae) from Jeju Island, Korea. Enriched with the active ingredient DPHC (Diphlorethohydroxy-carmalol), this potent formula provides UV protection, significantly reduces cellulite, and delivers powerful anti-inflammatory and antioxidant effects. It also diminishes hyperpigmentation and enhances skin elasticity, leaving your skin healthier, firmer, and more radiant. Experience the transformative power of this exceptional ingredient for visibly improved skin.

### Key Ingredients

✦ 한국산 해조류

### Benefits for Skin

- ✦ Strengthen antioxidant and skin elasticity
- ✦ Improvement in pigmentation

Signature Products

## The Secret of Ocean



# Refreshing Mud Pore Cleansing Stick(20ml)

Experience skin changes with the Mud Cleansing Stick, an ECO-certified product made from clean Korean mudflats. It is suitable for both oily and dry skin with its rich minerals. It calms the skin, removes toxins and dead skin cells, and cleanses pores with its anti-foji properties. You can also enjoy anti-aging effects by reducing wrinkles and improving elasticity and vitality. It is also effective for acne and erythema, regulating the pH of the skin and restoring natural microorganisms and protective barriers from aggressive substances. Simply apply it in the shower and leave it for a minute or two to wash it off to create energized skin.

### Key Ingredients

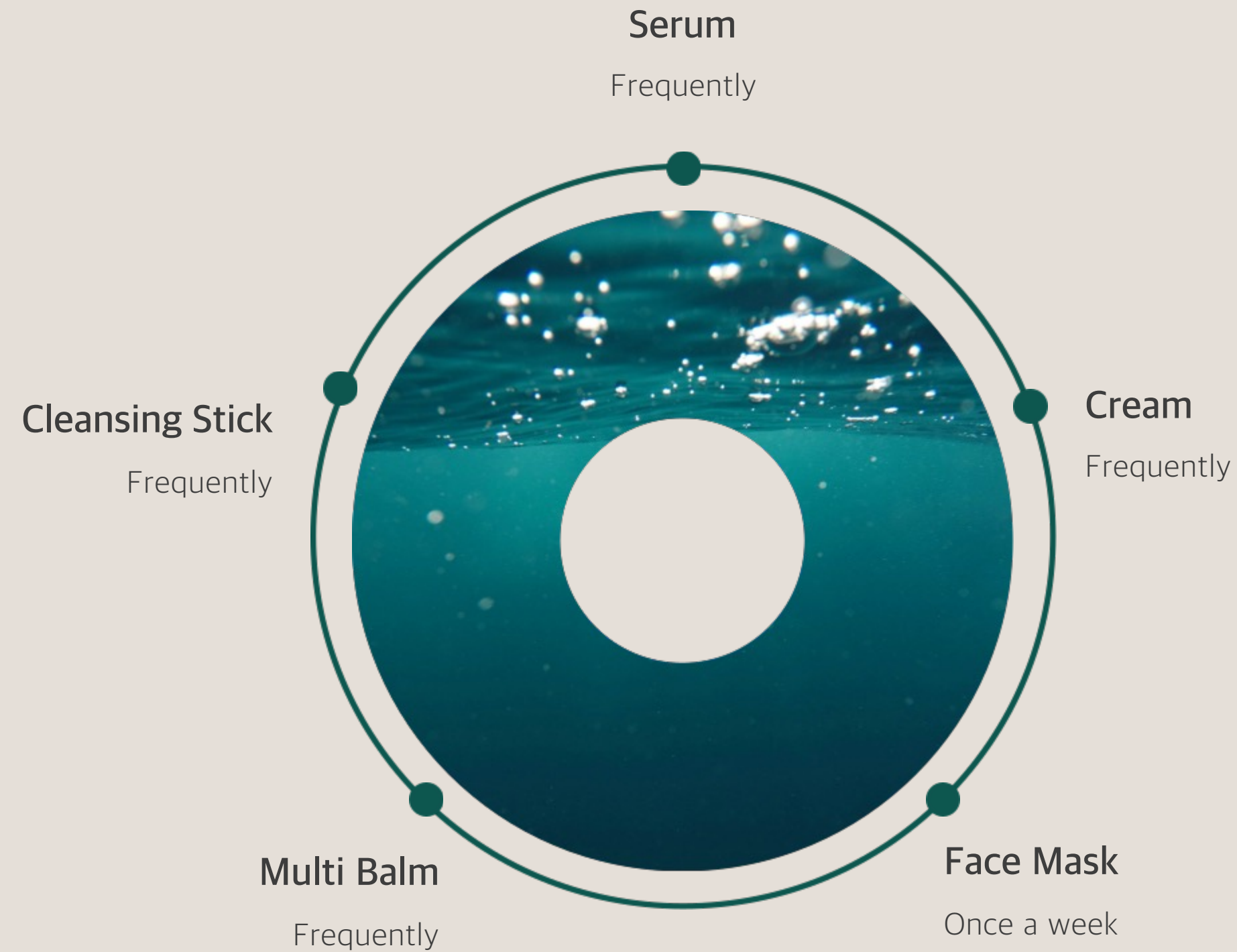
- ✦ Sea Silt Marine Mineral Mud from Korea

### Benefits for Skin

- ✦ Soothes skin, exfoliates toxins and exfoliates, cleans pores
- ✦ Anti-aging and skin pH control



# Recommendation Routine



# E.O.D