

◆ 2023 F/W

New K-Beauty Products PORTFOLIO

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HEY...
GROWTH

Popular Ingredients in Korea

2023 F/W

Hey Growth

OAK CHARCOAL

#Deep Cleansing #Brightening

- ◆ Supplies nutrition to the skin to prevent damage to the skin and makes the skin smooth
- ◆ Strengthen skin barrier by enhancing immunity
- ◆ Increase skin flexibility to maintain smooth skin
- ◆ Improves skin elasticity by temporarily shrinking pores
- ◆ It has excellent adsorption power, so it removes waste from the skin and pores and cleanses the skin
- ◆ Soothing and protective effects on skin irritated by fine dust and various stresses
- ◆ Brighten and lively skin tone





◀ Charcoal Facial Masks

2023 F/W Hey Growth

MUGWORT

#Anti-bacterial #Anti-aging

- ◆ It is known to promote smooth blood circulation as well as anti-inflammatory, soothing, and anti-aging effects.
- ◆ Perfect to be basic skin care, such as skin soothing and moisturizing.



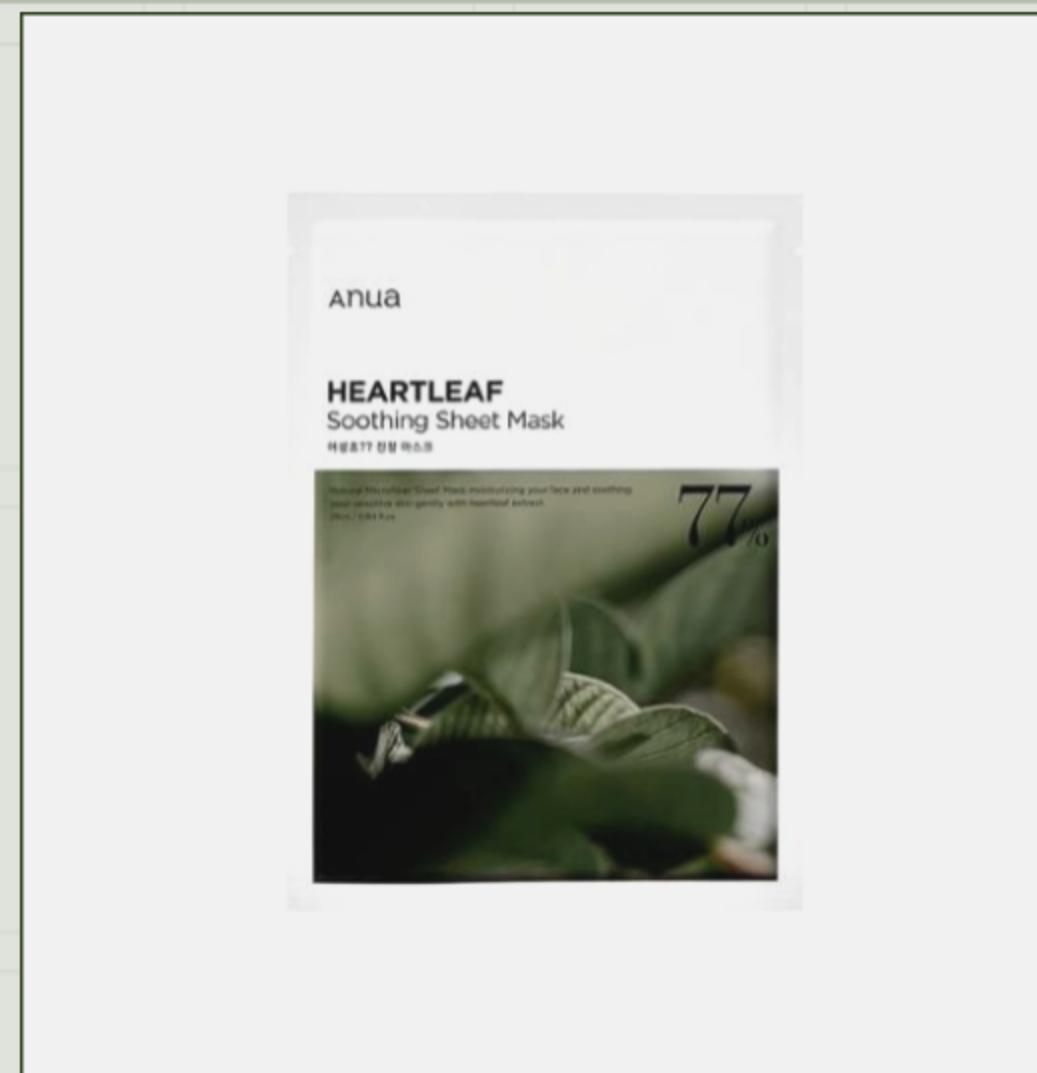


HEARTLEAF

#Soothing #Brightening

- ◆ Intensive Moisturizing for Tired Skin when you need soothing.
- ◆ Reduces the inflammation and soothes the skin. Especially useful for people with skin problems such as acne.
- ◆ has the effect of adding moisture to the skin especially for dry and elastic-less skin
- ◆ It removes waste from the skin and brightens the skin tone. In addition, it increases skin elasticity to create more radiant skin.





◀ Heartleaf facial masks

Trendy Products in Korea

2023 F/W

Hey Growth

Products

01

Toner Pads

02

Multi Balm Sticks

03

Tone up Cream



01. Toner Pads

for blemish and dry skin :

Exfoliating pads

Removes dead skin cells

Can be used as a toner substitute

Soothes the skin

◀ Heartleaf toner pad

Cantella re-leaf toner pad ▶



Toner Pads

Toner & Peeling pad

Different front and back double-sided pads



Front : Soft embossed surface / Back : Gauze surface for special care

Can be used on the entire face with a soft feel, providing skin texture management and moisture supply.

Cares for areas with a lot of dead skin cells, such as the nose, chin, and behind the ears.



Cantella re-leaf toner pad ►

02. Multi Balm Sticks

for blemish and dry skin :

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Soothes the skin

◀ Heartleaf toner pad



Multi-balm Sticks

Cleansing Balm

Blackhead Care Solution



Manages pores clogged with blackheads and dead skin cells.

Blackhead / Dead skin cell removal

Skin texture care

Soothing effect



Tone up Baige cream ►

03. Tone up Cream

Sun's cream, Premier, Foundation, Fixer all-in-on

Semi-transparent natural beige tone-up

Skin beige color that doesn't change tone

Pore-correcting primer

Covers pores and sebum for flawless skin

Strong fixing effect

Clean and strong fixing effect with just one layer of base

◀ Tone up cream



New Technology Mask

2023 F/W

Hey Growth

New Technology Mask

Dissolving Nano fiber mask
patches

4th Generation
Nano Fiber Patch



Benefits

▼ A Fast absorption of cosmetics

99.9% Plant Based Collagen Absorbed in 3 Seconds

Made of Centella Asiatica Extract

▼ A high hygroscopicity

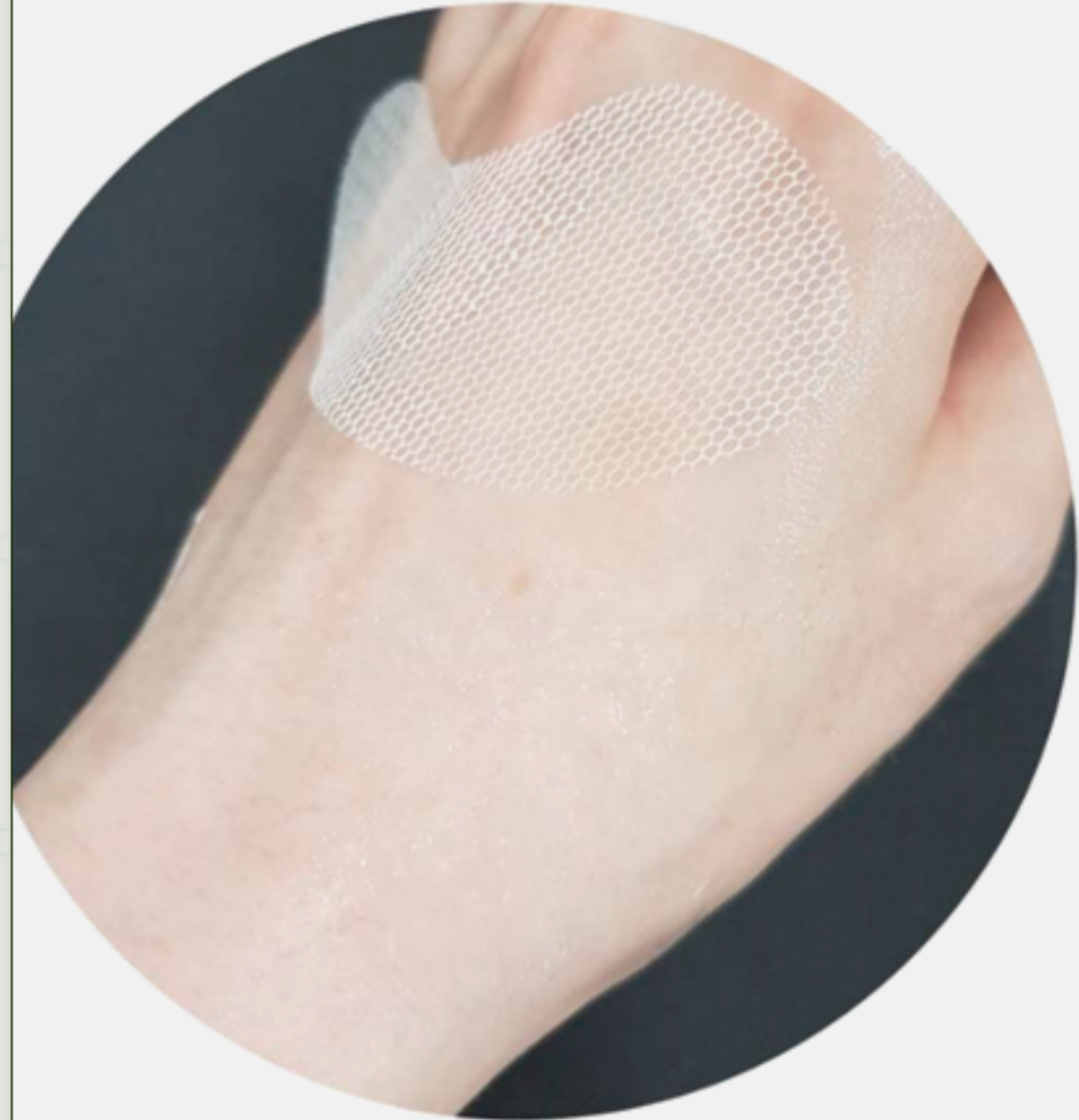
The college patch dissolved, no need to peel off

It gives a instant lifting on the face & the skin feels tighter

Anti-aging properties and benefits

No preservatives (dry patch)

Spray Mist/water to dissolve patch into skin (100% water ok)





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More Info & Contact

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