

A close-up, profile photograph of a woman with long, dark brown hair. She is looking down and slightly to her right. Her left hand is resting against her cheek, and her right hand is holding a light-colored wooden comb, running it through her hair from the back of her neck towards her head. The background is a plain, light beige.

RATED GREEN

A woman with dark hair tied back, wearing a light blue striped pajama set, sits on a light-colored concrete ledge. She is looking off to the side with a thoughtful expression. Behind her are large green monstera plants in a terracotta pot. To the right, a small black tube of skincare product stands on a surface. The background is a plain, light-colored wall.

REAL INGREDIENTS
REAL RESULTS

BRAND STORY

Rated Green's story began in a small beauty supply store in San Antonio, Texas, USA. Over time, this retail store evolved into a personalized hair care solution space, where customers could discuss their unique hair and scalp concerns and receive tailored product recommendations. It also became a place to experience and understand the diverse hair care needs of customers from various ethnic and cultural backgrounds.

Through years of dedication, the business grew to offer thousands of different products, but, doubts and concerns also began to grow about the ingredients and effectiveness of many existing products.

This led to the ambition of creating a truly 'green' hair care brand—one that would be really safer and more effective than conventional products.



With this vision and years of preparation, Rated Green was launched in 2019. To differentiate itself from ordinary hair care brands, Rated Green goes beyond simply using naturally derived ingredients. The brand incorporates organic ingredients extracted through cold-press and cold-brew methods to preserve their full benefits as key components. It also upholds 100% vegan formulas, opposes animal testing, and adopts eco-friendly packaging, striving for sustainable clean beauty.

Furthermore, to treat hair with the same level of care as skin, Rated Green collaborates with world-class No.1 K-beauty skincare R&D team to enhance product quality. The effectiveness of the products is clinically tested and scientifically proven. And, most importantly, just as I used to do for my customers at the beauty supply store in Texas, Rated Green provides personalized solutions tailored to diverse hair care needs from various ethnic and cultural backgrounds—continuing commitment to true ‘green’ hair care standards in all aspects we have upheld from the very beginning.





VISION

Rated Green's vision is to lead the future of clean, high-performance hair care by harnessing the power of nature and science.

We are committed to providing safe, effective, and sustainable solutions that empower everyone to achieve healthier, stronger, and naturally beautiful hair.

MISSION

Rated Green's Philosophy of "Green" Hair Care

To realize our vision of offering safe, effective, and sustainable solutions for all hair types, Rated Green adheres to the following true "green" hair care standards





Pure Ingredients

All Rated Green products use ECOCERT-certified organic extracts as their key ingredients. We employ cold-press and cold-brew methods to preserve the nutrients of these premium ingredients for maximum efficacy.



Safe & Effective Formulas

Our products are 100% vegan,
never tested on animals,
and clinically tested to ensure
both natural safety and
high performance.



Personalized Solutions

Just as skincare requires tailored treatments, scalp and hair care should be customized to individual conditions.

We understand the unique needs of every hair and scalp type, and research the nutrients necessary to provide effective, targeted solutions.



Sustainable Beauty

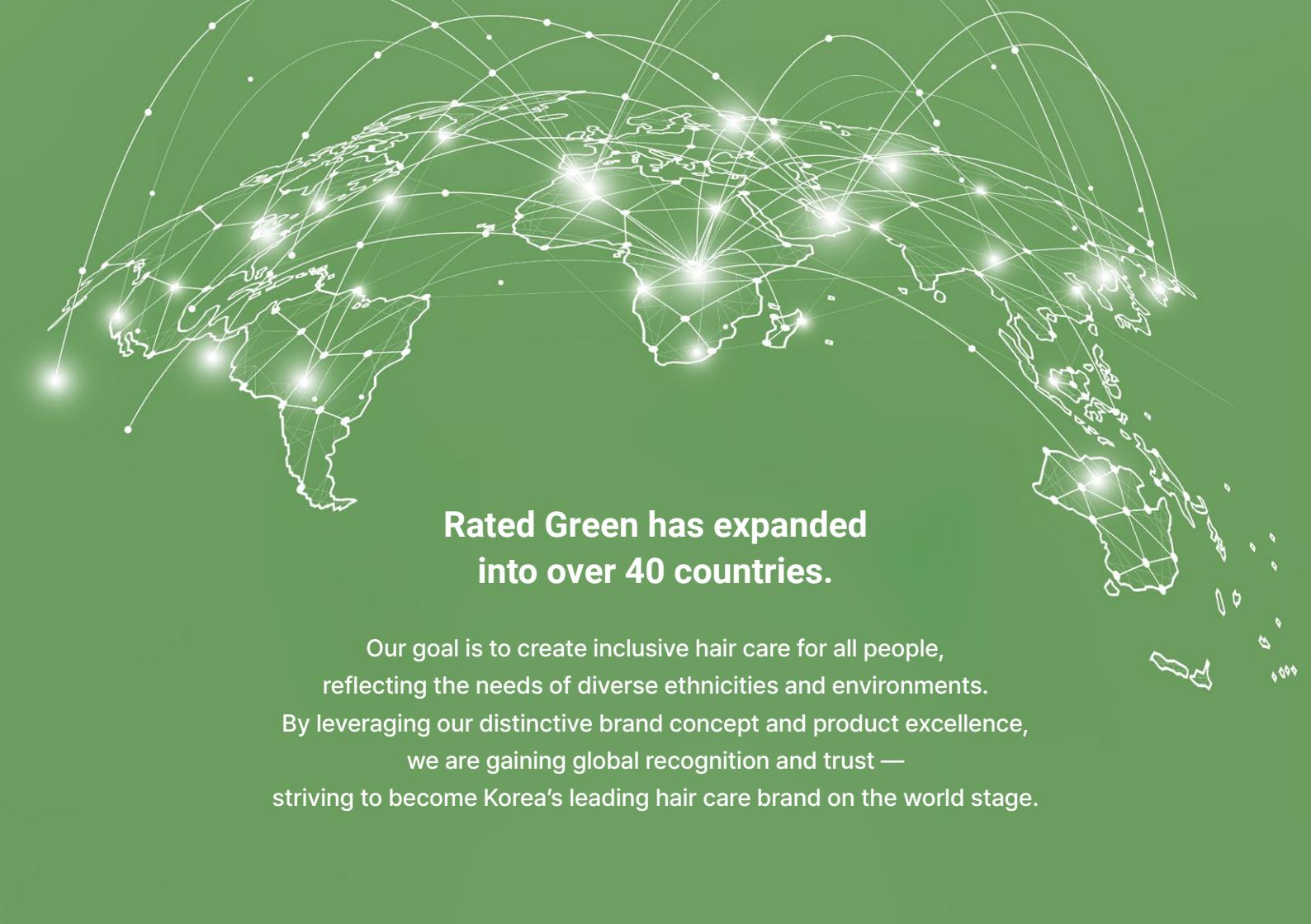
We take our responsibility in product manufacturing seriously and continuously explore ways to minimize our environmental impact.

As a nature-first brand, we use eco-friendly packaging and source ingredients responsibly to take meaningful steps toward sustainable living.



Skinification

Treating hair with the same care as skin, we partner with Korea's No.1 K-beauty cosmetic R&D team and integrate skincare-inspired ingredients and technologies into our hair care formulations.



Rated Green has expanded into over 40 countries.

Our goal is to create inclusive hair care for all people,
reflecting the needs of diverse ethnicities and environments.

By leveraging our distinctive brand concept and product excellence,
we are gaining global recognition and trust —
striving to become Korea's leading hair care brand on the world stage.

History —



RATED GREEN

History

2019

- **Launched** "Real Shea" line for dry hair, featuring organic shea butter
- **Launched** "Real Mary" line for oily scalp, featuring organic rosemary
- **Introduced** pouch-type scalp packs with organic main ingredients
- **Signed exclusive distribution** with Sociolla in Indonesia
- Began **online and offline distribution** in the U.S.



with
sociolla

COST PLUS
WORLD MARKET

ANTHROPOLOGIE

IPSY
LIVE | NYC

2020

- Launched “Real Grow” line for hair loss, featuring organic rosemary
- Launched “Real Tamanu” line for sensitive scalps, featuring organic tamanu oil
- Entered Russian market including Gold Apple
- Signed EU distribution deals (France, Spain, Italy, UK, Switzerland, Poland, etc.)
- Signed distributors in Vietnam and Ukraine



2021

- Signed distributors in Kazakhstan and Uzbekistan
- Signed distributors in Northern Europe (Sweden, Denmark, Finland, Norway)
- Signed distributors in the Baltics (Estonia, Latvia, Lithuania)
- Began distribution with Le'tual and Riv Gosh in Russia



with

 РИВ ГОШ
парфюмерия и косметика

 ЗОЛОТОЕ ЯБЛОКО
парфюмерный супермаркет

2022

- **Launched** “Real Argan” line for damaged hair, with organic argan oil
- **Launched** “Real Prune” line for color-treated hair, using upcycled plum extract
- **Designated as a Hi-Seoul Brand**
- **Signed distributors** in Moldova and Romania
- **Signed distributors** in Slovakia and Czech Republic
- **Expanded** into CIS countries including Armenia and Kyrgyzstan



서울시우수기업브랜드
The Excellent Company Brand of Seoul

2023

- Launched perfumed hair mist line with organic rosemary
- Won CosmoBeauty 2023 Rookie Award in Hair Care category
- Won InterCHARM Korea 2023 Total Wellbeing Award
- Ranked Top 4 in Hair Care at Cosmoprof Hong Kong 2023
- Designated as one of Korea's "Global Hidden Champions 1000+"
- Selected as an Official Trading Company
- Received Ministry of Trade, Industry and Energy Award
- Began selling on Amazon US



with

amazon

2024

- **Signed distribution** deals in Australia and Japan
- **Awarded Presidential Export Tower**



2025

- **Launched** styling line with organic jojoba oil
- **Signed** GCC (Gulf Cooperation Council) distribution deals in 7 Middle Eastern countries
- **Signed** Chile distributor
- **Launched** Shopee stores targeting Singapore and Malaysia



with
 Shopee

About Product

REAL
MARY

by RATED GREEN

COLD BREW
ROSEMARY
EXFOLIATING
SCALP SHAMPOO

w/ Ginger & Peppermint

400 ml / 13.52 fl. oz.



REAL SHEA

Extracted from organic shea butter (certified by ECOCERT) through the cold-press method provides moisture for dry and brittle hair.

1 Real Shea Real Changing Treatment 240ml

With triple care for damaged hair, it provides immediate moisture and nutrition to hair and scalp.

2 Real Shea Protein Recharging Leave-In Treatment 150ml/50ml

Leave-in treatment with high concentration protein — recommended for use before drying hair.

3 Real Shea Anti-Frizz Hydrating Hair Lotion 150ml

Provides instant moisture to frizzy hair.

4 Real Shea Nourishing Shampoo 400ml

Sunflower seed oil is added to Shea butter to provide moisture and nutrition to dry hair.



REAL MARY

provides nourishment and effect on the unbalanced and flaky scalp, refined with the cold brewed organic rosemary certified by ECOCERT.

1 Real Mary Purifying Scalp Scaler 200ml/50ml

Smooth cleansing of scalp and hair / Helps exfoliate, anti-dandruff / Helps relieve scalp itchiness

2 Real Mary Energizing Scalp Spray 120ml

Stress relief of irritated, sensitive scalp / relieve scalp itchiness / Helps increase hair thickness

3 Real Mary Exfoliating Scalp Shampoo 400ml

Cleanse sensitive scalp and hair / Helps exfoliate scalp / Helps adjust oil-balance of the scalp

SCALP PACK 50ml

The Rated Green Scalp Pack line is a next-generation treatment designed to effectively care for both the scalp and hair at the same time.



Cold Brew Rosemary Balancing Scalp Pack 50ml

Containing the cold brewed organic rosemary juice and carefully selected botanical ingredients, this charcoal added balancing scalp pack provides rich nutrients to leave oily scalp perfectly balanced and revitalized, and hair feeling light and soft.



Cold Press Avocado Nourishing Scalp Pack 50ml

Containing the cold pressed organic avocado and carefully selected botanical ingredients, this banana added soothing scalp pack provides rich nutrients to leave malnourished scalp perfectly nourished and fortified, and hair feeling light and soft.



Cold Press Tamanu Oil Soothing Scalp Pack 50ml

Containing the cold pressed organic tamanu oil and carefully selected botanical ingredients, this black current added soothing scalp pack provides rich nutrients to leave troubled scalp perfectly soothed and reinvigorated, and hair feeling light and soft.



Cold Brew Hibiscus Moisturizing Scalp Pack 50ml

Containing the cold brewed organic hibiscus juice and carefully selected botanical ingredients, this sugar maple added moisturizing scalp pack provides rich nutrients to leave dry scalp perfectly moisturized and replenished, and hair feeling light and soft.



SCALP PACK 200ml

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Cold Press Avocado Nourishing Scalp Pack 200ml

Containing the cold pressed organic avocado and carefully selected botanical ingredients, this banana added soothing scalp pack provides rich nutrients to leave malnourished scalp perfectly nourished and fortified, and hair feeling light and soft.



Cold Press Tamanu Oil Soothing Scalp Pack 200ml

Containing the cold pressed organic tamanu oil and carefully selected botanical ingredients, this black currant added soothing scalp pack provides rich nutrients to leave troubled scalp perfectly soothed and reinvigorated, and hair feeling light and soft.



Cold Brew Hibiscus Moisturizing Scalp Pack 200ml

Containing the cold brewed organic hibiscus juice and carefully selected botanical ingredients, this sugar maple added moisturizing scalp pack provides rich nutrients to leave dry scalp perfectly moisturized and replenished, and hair feeling light and soft.



REAL TAMANU

Real Tamanu is formulated with cold-pressed organic tamanu oil certified by ECOCERT, delivering nourishment and targeted care for sensitive and troubled scalps.

- ✓ Soothing trouble scalp
- ✓ No irritation on sensitive skin
- ✓ Scalp sebum balancing
- ✓ 5 effective ingredients for soothing
- ✓ No harmful ingredients

1 Real Tamanu Soothing Scalp Shampoo 400ml

This non-silicone shampoo with naturally derived surfactants gently cleanses your hair and scalp. The cold pressed organic tamanu oil and natural witch hazel, both known for powerful anti-inflammation and antioxidant, help soothe sensitive and troubled scalp, and reduce irritation.

2 Real Tamanu Soothing Tonic Serum 200ml

Formulated with cold-pressed tamanu oil and enriched with reishi mushroom extract along with a variety of other botanical ingredients, this unique Rated Green blend delivers hydration to the scalp and supports a revitalized, healthy scalp care routine.

REAL PRUNE

Real Prune features cold-pressed, upcycled European plum seeds that are ECOCERT-certified and sustainably sourced, helping maintain color vibrancy in dyed hair while providing essential nutrients.

- ✓ Eco-friendly upcycle beauty
- ✓ Protect dyed hair with polymer
- ✓ Patented ingredient Lamellux® for moisture supply
- ✓ No irritation on sensitive skin
- ✓ No harmful ingredients added

1 Real Prune Color Protecting Shampoo 400ml

This shampoo contains upcycled European plum seed extract obtained through cold-pressing, and LAMELUX®, an ingredient rich in lipid components similar to those found in hair. Together, they help protect color-treated hair and maintain its oil-moisture balance.

2 Real Prune Color Protecting Treatment 200ml

Formulated with upcycled European plum seed extract obtained through cold-pressing and a carefully selected color-fixing polymer, this product helps protect color-treated hair and leaves it feeling soft and smooth.



REAL GROW

Our special treatment formula with cold brewed organic rosemary juice certified by Ecocert, and KFDA approved active ingredients for hair loss-prevention helps strengthen thinning hair and rapidly reconstructs hair follicles.



1 Real Grow Anti Hair Loss Stimulating Scalp spray 120ml

Our stimulating formula with the cold brewed organic rosemary juice and KFDA approved active ingredients for hair loss prevention helps strengthening thinning hair and energizes stressed scalp. With carefully selected botanical ingredients, your scalp feels healthy and refresh, and your hair looks fuller and thicker.

2 Real Grow Anti Hair Loss Treatment Shampoo 200ml

Our special treatment formula with cold brewed organic rosemary juice and KFDA approved active ingredients for hair loss prevention helps strengthen thinning hair and rapidly reconstructs hair follicles. With 95% naturally derived ingredients and fortified micro lather, your scalp feels clean and refresh, and your hair looks fuller and thicker.

3 Real Grow Anti Hair Loss Fortifying Treatment 200ml

Our special natural formula with the cold brewed organic rosemary juice and KFDA approved active ingredients extracted from soy germ provides rich nutrients for hair loss prevention, leaving scalp perfectly fortified and revitalized, and hair feeling fuller and softer.

4 Real Grow Anti Hair Loss Extra Volume Shampoo 200ml

Our special treatment formula with the cold brewed organic rosemary juice and KFDA approved active ingredients for hair loss prevention helps strengthen the root and volumize thinning hair. With moist rich lather generated from amino-acid based surfactants, your scalp feels clean and moisturized, and your hair looks ever fuller and thicker.



REAL ARGAN

Real Argan extracts ECOCERT-certified organic argan oil in a cold press method and combines with glycolipids to transform into small, uniform particles to help brittle hair with light and soft application.

1 Real Argan Smoothing Hair Serum 150ml

Containing the cold pressed organic argan oil and natural surfactant Glycolipids , this non sticky hair serum effectively repairs the damaged, frizzy, and dry hair and seal and smooth split ends without weighing down.

2 Real Argan Shine Hair Oil 100ml

Containing the cold pressed organic argan oil and natural surfactant Glycolipids, this non-silicone hair oil effectively softens and shines damaged, dull and dry hair and hydrates split ends without weighing down.

3 Real Argan Repairing Shampoo 400ml

This non-silicone shampoo with naturally derived surfactants gently cleanses your hair and scalp. The cold pressed organic argan oil and 13 peptide complex effectively helps repair the damaged and dry hair.

4 Real Argan Deep Conditioning Hair Mask 200ml

This cold pressed organic argan oil deep conditioning hair mask with natural coconut and jojoba oil effectively helps repair and soften the damaged and dry hair.



DETANGLING PERFUME HAIR MIST

Our non-silicone formula with the cold brewed organic rosemary juice and various natural ingredients including coconut extract and panthenol effectively soften and moisturize the dull, frizzy, and detangled hair, and luxurious fragrances perfectly mark for unpleasant hair odor throughout the day.

1 Detangling Perfume Hair Mist 01
Lemon-Freesia-Musk 80ml

2 Detangling Perfume Hair Mist 02
Lychee-Rose-Cedar 80ml

3 Detangling Perfume Hair Mist 03
Peony-Coconut-Sandal 80ml



Thank you

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