



# LAPALETTE BEAUTY

July, 2021



# LAPALETTE BEAUTY

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2. PRODUCT LINE UP
3. PRODUCT FEATURES OF EACH LINE
4. MARKETING PROGRESS STATUS
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# LAPALETTE BEAUTY?

LAPALETTE BEAUTY, which will be renewed in 2020, is designed as a skin care brand that can take care of women's skin problems easily and reliably with colorful blends like mysterious natural flows and more delicate texture as if paint had been embroidered on a palette

Experience the mysterious natural color.

With the mysterious  
**NATURAL COLOR,**  
Make **MORE OBVIOUS**  
difference in the skin.



C O L O R   T H E R A P Y

S K I N   C U R A T O R

N A T U R A L   P L A N T

C O L O R F U L   B L E N D I N G

# Philosophy

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“At the very moment when a  
fascinating color blending”

like the flow of nature, is placed on the skin.

With trendy texture and raw materials combination of mysterious natural colors to express  
the light of the beautiful skin,

*“Healthy Miracles on the Skin”*,

which solves women's skin troubles and presents their own unrivaled beauty,  
is the motto of LAPALETTE BEAUTY.

# EVERYDAY FRESH

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## 1. ORIGINAL PLANT COLOR

We will show you how to make your skin clear and beautiful by putting the most beautiful and muted natural colors. We will present you how to make your skin clean and clear, with the cleanest and mildest natural colors.

\*Vegan certification (VEGAN) / skin irritation test / EWG green grade / Toxic substance test completed

## 2. NATURAL ORIGINATED INGREDIENTS

We will only use the ingredients that eliminating the ingredients harmful to the skin.

LAPAUETTE BEAUTY will exclude harmful substances from the skin by placing maximum natural origin components in a stable formula.

\*Exclusion of very small concept components (e.g. 0.000001)

## 3. NEW TECHNOLOGY

We will continue researching and developing new formulations to further enhance trendiness and show products that can maximize skin's efficacy. We will introduce products that can maximize the effectiveness of the skin by continuing to develop new formulations to further enhance trendiness.

# BRAND CORE VALUE

## High Quality Material

By using high-quality raw materials only, the best effect of the product can be delivered.

## Innovative Formula

Graft the cutting-edge technology let the high functional ingredient work fast and effective.  
All the products completed skin irritation test aiming at the safest cosmetics.

## Trendy

With sophisticated and modern mood of LAPALETTE, the design and formula of the differentiated products can show the worth of every single product.

## stability

All products released from LAPALETTE are the most secure products which passed the skin hypoallergenic test.

### Target

In the fast-paced life, who still pursues beauty, and eager to get attention no matter when and where,  
Women of 20 and 30 years old with frank and distinctive personality.

### Concept

With the mysterious natural color, make more obvious difference in the skin.

### Positioning



# PRODUCT LINE UP

## LAPALETTE BEAUTY line-up

### COLOR THERAPY

CALMING LINE

CALMING GREEN

TONER

TROUBLE SPOT

CREAM

CLEANSER

HYDRATION LINE

HYDRA BLUE

SERUM TONER

PORE PURIFICATION LINE

PORE RETURNING

MASK FOAM

MAKE UP

MAKE UP PACT

COVER PACT

BODY CARE

MILK TEA  
HANDCREAM

MILK TEA  
HANDCREAM

ROSE MILK TEA  
HANDCREAM

GRACIOUS HAND PUR  
FUME

GREEN MILK TEA  
HANDCREAM

TEMPTATION HAND P  
URFUME

JASMIN MILK TEA  
HANDCREAM



Color story #1

## CALMING GREEN

Calming & trouble care line  
For angry skin  
To turn into smooth skin

Key ingredient. Green tea

## Calming green TURNOVER TONER



[lapalette beauty]  
**CALMING GREEN TURNOVER TONER**

### Visible changes of the skin, 4-week challenge

The First step for skin change, toner that meets skin first after washing  
Moisturizing, mildly and refreshing! The solution for acne, red skin and por  
e of the skin

Ingredients	Certification	Volume	Price (KRW)
Green Tea water Real green tea Leaves Green Tea Extract	VEGAN	200ml 30ml	₩22,000 ₩ 6,000

### FEATURES & DIRECTIONS

- ✓ Triple green tea care! Contains 87% or more green tea ingredients, purified water base 0%

Green tea ingredients from Boseong, Jeollanam-do, the natural plantation! Synergistic effects of green tea water + real green tea leaves + green tea extract.

Moisture soothing + Water-oil balance care + Fresh refreshing effect + Antioxidant effect

- ✓ Triple natural AHA • BHA • PHA Clean care of the old dead skin cells!

- ✓ Vegan Certification completed

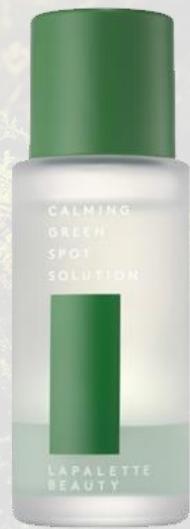
- ✓ Free of 23 Skin-caution ingredients (Standard of ‘Hwa Hae’, Korean mobile application)

- ✓ Completed skin irritation test

#### ✓ SKIN CARE GUIDE

- 1) After washing the face, gently wipe skin with soaking cotton pads from the inside to the outside, pat lightly to absorb it.
- 2) Use it as a simple soft peeling pack by putting the soaking cotton pad with toner on local area where dead skin cells occur.

## Calming green SPOT SOLUTION



**[LAPALETTE BEAUTY]  
CALMING GREEN SPOT SOLUTION**

### Tapping on angry skin! Good-bye Trouble!

Coating a cotton swab without shaking it! Putting on the part of skin trouble!

Spot treatment to focus on the hard and red troubles areas.

Ingredients	Certification	Volume	Price (KRW)
Natural salicylic acid Green tea, Centella asiatica extract EUROL® BT	Patent Ingredients	20ml	₩18,000

### FEATURES & DIRECTIONS

#### ✓ Containing 10% of Dermatic AC3

Contains 10% patented ingredient that effective for sebum and troubled-skin care. (Certificate NO 10-1332215)

#### ✓ Upper liquid: Soft peeling + Soothing the skin

Natural BHA(Wintergreen leaf extract) + Green complex (Green tea/tea tree/centella asiatic extract) + EUROL® BT(Active free radical scavenging)

#### ✓ Lower powder: Sebum-care + Soothing the skin /13% zinc oxide + Pine-originated Camphor

#### ✓ Free of synthetic cosmetic ingredients!!

#### ✓ Hypoallergenic Tested

#### ✓ FSC-certified eco-friendly packaging!

#### ✓ SKIN CARE GUIDE \* DO NOT shake the product,

- 1) After washing in the evening, Dip a swab in the subdued powder and dab it on the skin's troubled area.
- 2) Soft peeling care. Lightly apply the upper-layer liquid to the dead skin cells, sebum, and blackhead areas.

## Calming green REFRESH CREAM



[lapalette beauty]  
**CALMING GREEN REFRESH CREAM**

The pristine area of skin made from nature

With filling dry skin with moisture, Care sebum,  
Light & fresh Refresh Cream optimized for oil-water balance control.

Ingredients	Certification	Volume	Price (KRW)
Green Tea water Green Tea Extract M-peptide ACP	VEGAN	60ml 15ml	₩28,000 ₩ 8,000

### FEATURES & DIRECTIONS

- ✓ Double green tea care with purified water base 0%, GREEN TEA 71% (water base+ green tea extract!)
- Optimized oil-water balance for care of sebum and pores by using green tea water instead of purified water.
- Light and fresh Calming Green Refresh Cream effective for oil and moisture balance.
- ✓ M-peptide ACP ingredients that provide energy to the skin!
- A peptide complex consisting of three peptides gives energy to the lifeless and tired skin, making it moist all day long.
- ✓ Soft peeling care with natural BHA wintergreen leaf extract.
- Care of dead skin cells and excessive sebum without irritation!
- ✓ Vegan Certification completed
- ✓ All ingredients are EWG GREEN rated (As of January 14, 2020)
- ✓ Free of 23 Skin-caution ingredients (Standard of ‘Hwa Hae’, K-beauty mobile application)
- ✓ Zero artificial fragrance !! Enhanced fragrance and moisturizing power with natural essential oils.
- ✓ Completed skin irritation test

## Calming green FACIAL CLEANSER



[lapalette beauty]  
CALMING GREEN FACIAL CLEANSER

Start and end of a day. clean and clear! NO TROUBLE!

100% natural cleansing ingredient to relieve concerns of skin, and acne functioning that is moisturized after washing.

Ingredients	Certification	Volume	Price (KRW)
Green Tea water Biobenefit MultiEx BSASM™	-	120ml	₩16,000

### FEATURES & DIRECTIONS

#### ✓ Acne function cleanser

Rich and dense foam mildly cares for skin trouble!

Light and fresh Calming Green Refresh Cream effective for oil and moisture balance.

#### ✓ 100% natural cleansing ingredients, Natural ingredients 84%

Contains 100% natural cleansing ingredients, Natural ingredients 84%(of all ingredients) to make skin smoother! To moisturize skin without dryness after washing your face!

#### ✓ 'Biobenefit' ingredient effective for improving pores (clinic ingredient)

✓ Patented ingredient 'MultiEx BSASM™' ingredient soothes and moisturizes irritated skin!

#### ✓ Natural BHA Gaultheria Procumbens (Wintergreen) Leaf Extract to clean pores!

Contains the only exfoliant of dead skin cell, BHA (salicylic acid), which can pass through sebum among existing exfoliant ingredients.

#### ✓ Free of 20 Skin-caution ingredients (Standard of 'Hwa Hae', K-beauty mobile application)

✓ Zero artificial fragrance !! Enhanced fragrance and moisturizing power with natural essential oils.

#### ✓ Completed skin irritation test

## Calming green New products is



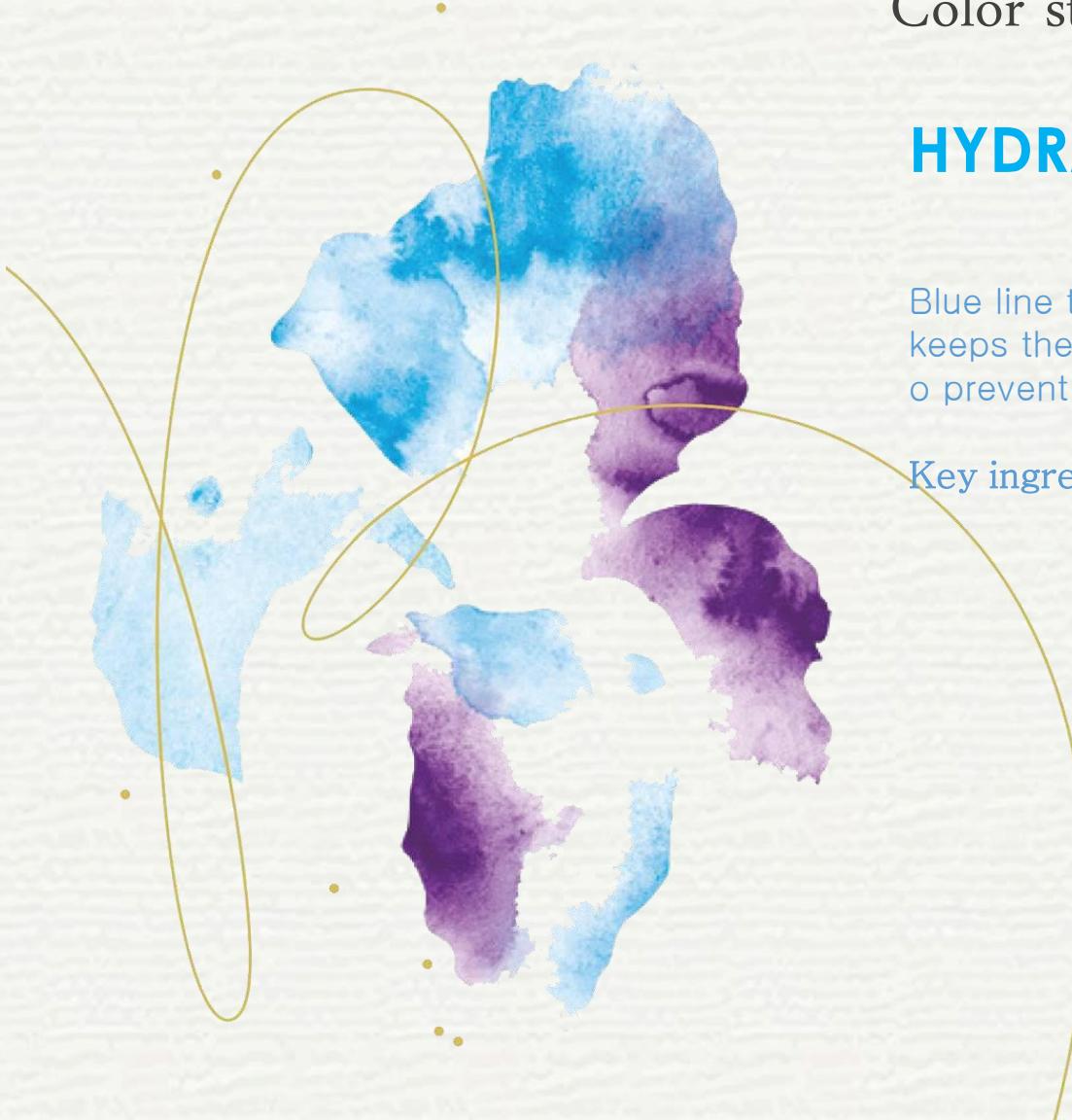
### • CALMING GREEN SERUM

GREEN  
REFRESH

- ✓ 'Real pure serum' containing the effectiveness of the raw material itself.
- ✓ Optimal mixing with minimal total ingredients (In testing)
- ✓ Watery type that melts on the skin naturally like water and is absorbed smoothly.
- ✓ Pure serum that soothes sensitive skin quickly.

### • CALMING GREEN PEELING GEL

- ✓ Only 15 seconds! Make the skin like white snow.
- ✓ Plant derived cellulose components provide gentle, but powerful exfoliation to achieve smoother skin.
- ✓ The green tea water help to keep a moist finish



## Color story #2

### HYDRA BLUE

Blue line that  
keeps the skin moisturized enough t  
o prevent skin aging.

Key ingredient. Iris

# Hydra blue REFRESH CREAM



Perfect hydration of floral water and hydrogel

The moment when the skin colored with the original-like petals,  
deep moisturizing from the inside of the skin

Ingredients	Certification	Volume	Price (KRW)
Iris Extract Hydrogel petals hyaluronic acid	-	150ml	₩32,000

## FEATURES & DIRECTIONS

### ✓ Contains 86% Iris Versicolor Extract

Iris flower extract with excellent antioxidant effect, **normalizing skin moisture balance and strengthening moisture barrier!**

### ✓ Hydrogel petals

Hydrogel petal capsule offers intense hydration after instantly touching the skin surface and melting for dermal absorption.

### ✓ Triple Hyaluronic Acid

Three kinds of hyaluronic acid with **different molecular sizes** can penetrate into different skin layers to **moisturize the skin from the inside out**.

### ✓ Multi Skin Care (3in1)

Just one application, completes 3-stage skin care treatment routine (Toner + Serum + Hydrogel Mask)

### ✓ Free of 23 Skin-caution ingredients (Standard of 'Hwa Hae', K-beauty mobile application)

### ✓ Completed skin irritation test

### ✓ SKIN CARE GUIDE

STEP 1) Take a certain amount on the palm and apply onto your face from inner part outward.

STEP 2) Apply discharged petals on the face along with the serum toner.

[LAPALETTE BEAUTY]  
HYDRA BLUE PETAL SERUM TONER

## Color story #3



### VITA YELLOW

Yellow line  
contains rich Vitamin C  
helpful for anti-aging and anti-oxidizing.

Key ingredient. Vitamin C



Vita yellow **New products is**

- **VITA YELLOW CLEANSER**

- ✓ Main concept: Lemon, **Vitamin C**
- ✓ Upgrade of NO.9 WATER PACK CLEANSE
- ✓ Compared with NO.9:
  - Detox component 200% UP
  - Skin moisturizer 200% UP
  - + Aquaceramide (patented Ingredient / Reinforcement of Skin Barrier)



- **VITA YELLOW SERUM**

Coming soon

- ✓ Double functionality
- ✓ Contains **Vitamin C** which calls "skin's restorative".
- ✓ **Anti-oxidizing and anti-aging effects.**
- ✓ Enhancement of collagen production, elasticity, and wrinkle

※ Reference image: can be changed according to production.

**Iapalette beauty's color  
To solve different skin troubles  
is developing on.....**



*Radiant Red*



*Vita Yellow*



*Intensive Violet*



*Barrier Oatmeal*

Please look forward to more mysterious natural colors...

# L A P A L E T T E B E A U T Y

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Reinterpret the modern beautiful cosmetic brand  
with a unique idea and modern sensibility

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'lapalette beauty' cosmetic brand is from the contemporary brand lapalette.  
Started from a new perspective of beauty with the unique idea only in lapalette.

lapalette beauty started researching  
how to find a simple and fast solution to the problem of skin care.

Now let's have a look at the solution how to care the skin simply and effectively.

To make your skin healthy start with a solid foundation.  
Without using so many complex products, one product uses the best ingredients  
and has a variety of functions.

Finding a optimum solution of the complex problem and changing your skin.  
lapalette beauty is still going on.

Pore returning **CHARCOAL MASK FOAM**



- NET WT 100ml / 3.38 fl.oz.
- 18,000(KRW)
- SKU 1

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**Wash-off mask & cleansing foam  
with 100% natural originated charcoal**

Mult mask and cleansing foam containing 15,000ppm of bamboo charcoal to purify pores and care sebum, regulate skin water and oil balance. Natural salicylic acid & scrub / EWG green oil

**Pore Returning System**

Pore Tightening System controls Sebum production step by step to tighten the stretched pores.

Milk tea **HAND CREAM**



- NET WT 30ml / 1.01 fl.oz.
- 6,000(KRW)
- SKU 3

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**Moisturizing hand cream with rich milk protein and tea extract**

This Shea butter based moisturizing hand cream contains milk protein that softly cares your rough hands as if using mask with milk, and the fragrance reminiscent of fragrant milk tea subtly resides.



# HAND PURFUME



## NO.9 GRACIOUS HAND PURFUME NO.9 TEMPTATIONAL HAND PURFUME

Hand perfume with fresh and refined fruity-flower-musk fragrance  
that stays deeply for long time.

Product name	Ingredients	Main function	Volume	Price (KRW)
GRACIOUS HAND PURFUME	Argan oil, Orange Freesia refracta, Peacock	High moisturizing Instead of perfume	50ml	₩ 18,000
TEMPTATIONAL HAND PURFUME	Argan oil, Rose centifolia Lilium candidum flower Nelumbo nucifera seed	High moisturizing Instead of perfume	50ml	₩ 18,000

### FEATURES :

- ✓ With a mildly diffused fragrance along the fingertips — **HAND PERFUME**  
It can be used as a perfume and can give elegant charm with long lasting fragrance.  
If sensitive to perfume alcohol or object to strong perfume and want gentle fragrance,  
Apply it on back of ears or inside of wrist and absorb it as substitute for perfume.
- ✓ **80% NATURAL MOISTURIZER | 24H REFRESHING AND MOISTURIZING**  
To give rough hands rich moisturizing and skin barrier for keeping your skin soft and moist for a long time.
- ✓ **PERFUME MADE IN FRANCE**  
Using premium French flavor, where is the home of the perfume, to provide a deeper flavor.

### GRACIOUS

The fresh top notes give you refreshing feeling,  
The deep middle notes make you feel better,  
Finally the sweet base notes make perfect conclusion.

Attractive fragrance remains gently at fingertips for a long time.

### TEMPTATIONAL

The aromatic top notes give you calm feeling,  
The strong middle notes stimulate your nose  
Finally the stylish-elegant base notes make perfect conclusion.

Powdery fragrance remains gently at fingertips for a long time.

# Silky tension

## COVER PACT SPF50+PA+++



[LAPALETTE BEAUTY]  
SILKY TENSION COVER PACT SPF50+PA+++

A new-concept cushion pact with the secret recipe of cover found in a concealer and silk protein's moisture and elasticity to fill skin, making the skin moisturized and smooth as it was originally good.

Ingredients	Certification	Volume	Price (KRW)
Silk essence Coral Water Agireline	Patent Ingredients	12g	₩58,000

### FEATURES:

- ✓ 3 secrets of the new-concept **spider silk extraction protein essence!**  
Strong moisture tension to keep moisture inside and outside of skin fulfills moisturizing-shining effect.  
Carefully fill the uneven skin with silk protein to create a rich and elastic texture inside and outside of skin.  
The adhesion of spider silk extraction protein makes active ingredients adhere to skin to produce silky-smooth skin
- ✓ High-reflective **oil complex** expresses skin in a bright and glossy way!  
Keep moisture more, increase the elasticity more, and brighten complexion more.
- ✓ Amazing Skin Science made from **2 Patent ingredients**  
The **Durable gel system** which meticulously fills and covers wrinkles and pores makes skin smoother.
- ✓ The **3D spider web stamping**  
which pumps the essence evenly into the puff to deliver active ingredients **evenly** to the skin, helping to achieve a more uniform and smooth skin.
- ✓ Package design from **LAPALETTE original signature of bags.**
- ✓ The **waterdrop-shaped Big Drop Puff**  
which is cushioned compared to ordinary cushion puffs and can be kept clean for long periods of continuous use.

# MARKETING STRATEGY

## 参展海外展览会

2016 SHANGHAI & GUANGZHOU  
INTERNATIONAL BEAUTY EXPO



2016 Chinese Internet  
Star Marketing



총보 블로거?..이젠 생방송앱으로 물건도 팝니다  
연예인급 인기·영향력으로  
中 패션·뷰티 트렌드 선도  
민간마케팅 투트 자리잡아  
'올 거래량 42兆 규모 성장'  
국내기업들 관심 높아져

서울경제 '왕홍 마케팅' 3세대로 진화 본문듣기 ◎ 설정  
18면 기사입력 2016-10-10 11:41 기사원문 | 사진 | 공감해요



# MARKETING STRATEGY

## Southeast Asian Influencer Event(17.11.15)



## MARKETING STRATEGY



2019 Indie Beauty Expo  
USA LA



2019 COSMOPROF  
USA Las Vegas



## DISTRIBUTION STATUS

### Domestic Demand:

- Direct-sale store Lounge B(Lotte、Starfield)
- Department store: Lotte, Shinsegae, NC
- Duty free shop: Shinsegae



(lapalette beauty明洞直营店)

# DISTRIBUTION STATUS



U. S. CVS  
K-beauty



Russia  
Ibeauty

# LAPALETTE BEAUTY



lapalette.beauty\_official



<http://www.lapalettebeauty.com>  
<https://lapalette.vn>

