

# LANNUE

Recover Your Own Essence

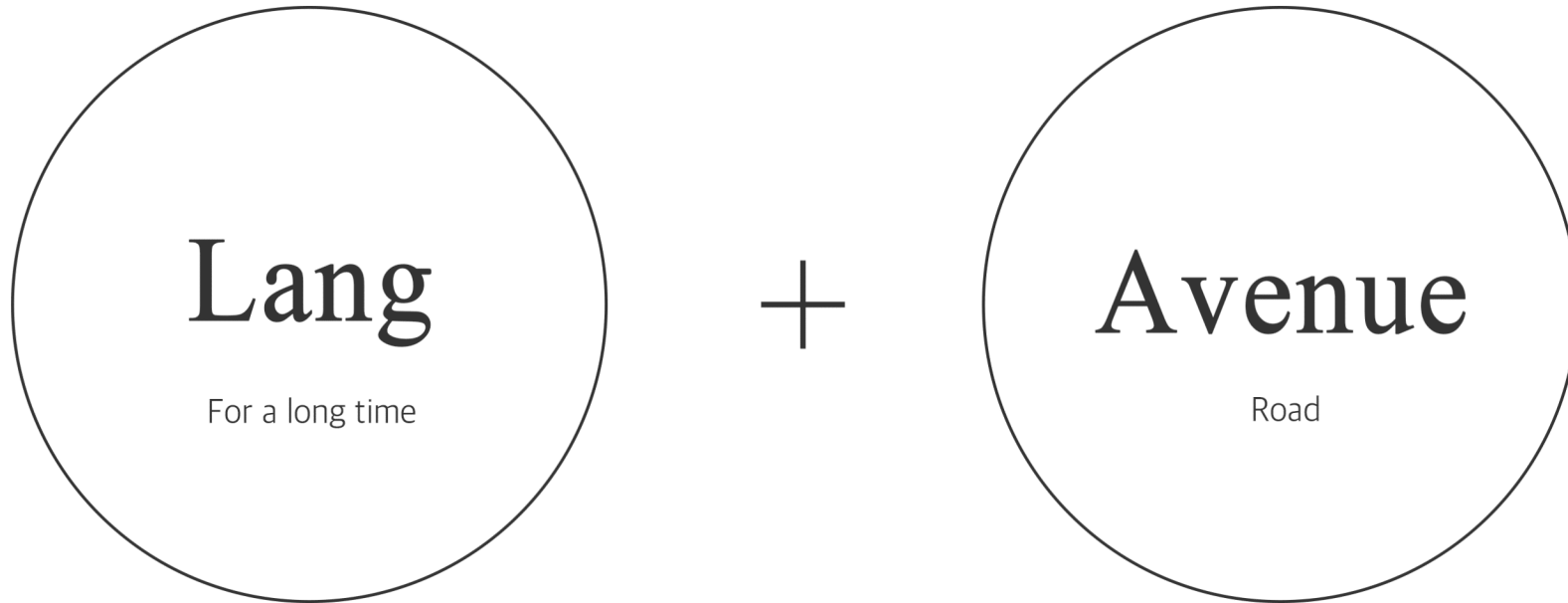


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LANNUE COSMETIC

1st  
STORY





## LANNUE

Lannue is a compound word of Lang which means 'for a long time,' and Avenue, which means 'road.'

Lannue intends to become a cosmetic brand that company you for a long time by offering high-quality products and services continuously.

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## Recover Your Own Essence

Lannue's slogan, Recover Your Own Essence, holds our wish that not only Lannue but also the users would recover their own beauty.

Lannue can maximize the natural regeneration effect unique to plants; with the optimal recipe of ingredients from the east and the west, it aims at healthy skincare.

## Skincare, done simply but effectively

Lannue is the result of thoroughly studying skin improvement for easy and simple DIY skincare. It is a premium product with selected functional ingredients that maximized effective ingredients for skin improvement.

## DETAILS

Expiration Date: November 2024

Main Effects: Skin soothing,  
skin regeneration, moisture balance

Volume: 150 ML

Price: 22,000 KRW



## LANNUE Real Moist Tears Toner

### KEY INGREDIENTS

- **Biomimetic Fluid Tears+**  
Mimics the structure and function of tears to supply moisture to the skin and enhance its protective barrier. It also helps balance skin moisture and strengthens the skin barrier.
- **Aqua Seal**  
A ceramide derivative that forms a long-lasting moisture barrier on the skin, helping to lock in moisture and prevent it from evaporating for an extended period.
- **DERMA-CLERA™**  
Extracted from white willow bark, this ingredient helps soothe the skin and strengthen its barrier, promoting healthy skin conditions.
- **11-Type Hyaluronic Acid Complex**  
A complex of various molecular weights of hyaluronic acid that deeply penetrates the skin layers to provide hydration and improve skin elasticity.

### WHAT IT DOES

This toner excludes harmful ingredients and provides gentle yet powerful hydration for sensitive skin.

- 1. Weak Acidic pH Balance**  
A weakly acidic toner that helps restore the skin's natural pH balance for healthier skin.
- 2. Free from Harmful Ingredients**  
Excludes potentially harmful substances such as artificial fragrances, colorants, parabens, and sulfates to ensure safe use even on sensitive skin.
- 3. Multi-Care Toner**  
Provides comprehensive care for both inner and outer layers of the skin by delivering deep hydration (e.g., dryness inside the skin).
- 4. Completed Sensitivity Test**  
Clinically tested for sensitive skin. Suitable for daily use after cleansing.

## DETAILS

Launch Date: November 2024

Main Benefits: Moisturizes skin,  
improves dryness, enhances skin elasticity

Volume: 50 mL

Price: 42,000 KRW



## LANNUE Real Moist Tears Serum

### KEY INGREDIENTS

- **Biomimetic Fluid Tears+**

Mimics the structure and function of tears to supply moisture to the skin and enhance its protective barrier. It also helps balance skin moisture and strengthens the skin barrier.

- **Actosome Lipoate**

A powerful antioxidant that helps neutralize free radicals and promotes collagen production, improving skin elasticity. It also helps reduce wrinkles and signs of aging.

- **Real Moist**

This ingredient fills the skin with moisture and provides hydration through four key components. It helps maintain a healthy moisture balance in the skin by preventing moisture loss.

- **Actosome Ubiquinone**

This ingredient boosts cellular energy production with coenzyme Q10, protecting the skin from oxidative stress. It improves elasticity and reduces wrinkles caused by aging.

### WHAT IT DOES

This serum deeply penetrates the skin with gentle yet powerful moisturizing ingredients, providing intense hydration.

1. **Complete Dryness Barrier**

The serum contains essential ingredients that help form a balanced moisture barrier to prevent dryness.

2. **Actosome Absorption Technology**

Actosome technology ensures that beneficial ingredients are absorbed deeply into the skin for enhanced hydration and barrier protection.

3. **Dual Functionality  
(Wrinkle Improvement + Whitening)**

A highly effective skincare product that addresses both wrinkle improvement and whitening concerns in one step.

4. **Clinical Testing for Skin Safety Completed**

Skin irritation: 0.00%

Completed first-round clinical testing for skin safety

## DETAILS

Launch Date: November 2024

Main Effects: Moisturizing,  
Strengthening the Skin Barrier, Improving Dryness

Volume: 50 ML

Price: 32,000 KRW



## LANNUE Real Moist Tears Cream

### KEY INGREDIENTS

- **Biomimetic Fluid Tears+**

Mimics the structure and function of tears to supply moisture to the skin and enhance its protective barrier. It also helps balance skin moisture and strengthens the skin barrier.

- **DERMA-CLERA™**

Extracted from white willow bark, this ingredient helps soothe the skin and strengthen its barrier, promoting healthy skin conditions.

- **Real Moist**

This ingredient fills the skin with moisture and provides hydration through four key components. It helps maintain a healthy moisture balance in the skin by preventing moisture loss.

- **Shea Butter**

Assists in skin regeneration, providing anti-inflammatory and antioxidant effects. It soothes irritated skin and helps improve its texture.

### WHAT IT DOES

This cream delivers rich hydration to the skin, fortifying the skin barrier and restoring elasticity for a firm, glowing complexion.

1. **Butter-like Texture**

The unique buttery texture melts into the skin at body temperature, leaving a soft and smooth finish.

2. **Long-lasting Moisture Glow**

Provides long-lasting moisture for a radiant glow without stickiness.

3. **Skin Barrier Care**

Helps strengthen the weakened skin barrier when used on dry or rough areas, soothing and calming the skin.

4. **Completed Clinical Skin Irritation Test**

Skin irritation rate: 0.00%  
Passed a primary skin irritation test for sensitive skin.

## DETAILS

Launch Date: November 2024

Main Effects: Skin hydration,  
strengthening the skin barrier

Volume: 210 ML

Regular Price: 24,000 KRW



LANNUE  
*Ceramide*  
CLEANSING GEL

### *pH Balance*

Mild and soothing cleanser tailored to overly sensitive skin types. With low level of acidity that is perfect for achieving ideal pH level, this cleanser simultaneously removes external waste and dead skin cells while maintaining moisture and protection after cleansing.

### *Ceramide*



210ml / 7.1fl. Oz.

## LANNUE Ceramide Cleansing Gel

### KEY INGREDIENTS

#### • Ceracare AC-1

Ceracare AC-1 is a complex made of five types of ceramides and cholesterol. It enhances moisture absorption and provides excellent effects in strengthening the skin barrier.

#### • Vitamin Tree Oil

Rich in essential fatty acids and vitamins, vitamin tree oil provides strong antioxidant effects, aids in skin regeneration, and helps protect the skin. It contributes to overall skin health by providing moisture.

#### • Actosome Ubiquinone

Ubiquinone Q10 promotes skin cell energy production, protects against skin stress, and helps improve wrinkles and elasticity. It also has antioxidant properties that protect the skin from external environmental factors.

#### • DL- $\alpha$ -Tocopherol

Vitamin E in its active form has strong antioxidant effects. It helps protect the skin from stress, improves moisture retention, and relieves various skin conditions caused by dryness.

### WHAT IT DOES

A mild cleansing gel containing complex ceramides that help strengthen the skin barrier.

#### 1. Mild pH 5.5 Cleansing Gel

A mild cleansing gel with a pH balance that helps maintain healthy skin.

#### 2. Actosome Complex

The Actosome complex contains encapsulated active ingredients that help with anti-aging and strengthen the skin barrier by delivering nutrients deep into the skin.

#### 3. Contains Various Skincare Ingredients

Rich in moisturizing ingredients found in skincare products, it effectively removes impurities while keeping the skin moisturized.

#### 4. Clinically Tested for Sensitive Skin

Completed clinical testing for sensitive skin to ensure safe use for all skin types. This is the full English translation of the product description from Korean.

## DETAILS

Launch Date : 2025.07.01

Main Effects : Hydration, Inner Dryness Relief,  
Skin Barrier Strengthening

Volume : 100 ML

Price : 26,000 KRW



## LANNUE Cream Mist

### KEY INGREDIENTS

- **Natural Oils for Radiant, Healthy Skin**  
A nourishing blend of five botanical oils Meadowfoam, Canola, Sunflower, Argan and Jojoba provides deep hydration and nutrients revitalizing tired skin from within and leaving a fresh, non-sticky finish.
- **Aquaxyl**  
A moisture-binding complex of Xylitylglucoside, Anhydroxylitol, Xylitol, and Glucose boosts hydration and prevents moisture loss, leaving the skin smooth, supple, and well-hydrated.
- **Biomimetic Fluid Tears+**  
Mimics natural tears to deeply hydrate and strengthen the skin's barrier by reinforcing the lipid layer and boosting skin protection.
- **CeraPlex 5**  
5 Essential Ceramides Restore the damaged lipid barrier and lock in moisture, helping maintain a strong, healthy skin barrier.

### WHAT IT DOES

A high moisture mist that delivers the deep hydration of a cream, leaving the skin soft, smooth, and visibly refreshed.

#### 1. 4-in-1 Cream Mist

A multi-tasking mist that hydrates, brightens, soothes, and firms all in one simple step.

#### 2. Portable & Convenient

Compact and travel friendly, perfect for a hydration boost on the go.

#### 3. Fast Absorption

A rich cream formula delivered in a fine mist for fast, non-sticky absorption.

#### 4. Tested for Sensitive Skin

Clinically proven to be safe and gentle, even on sensitive skin.

## DETAILS

Launch Date : 2025.07.01

Main Effects : Hydration, Inner Dryness Relief,  
Skin Texture Refinement

Volume : 100 ML

Price : 29,000 KRW



## Lannue Amino Relief Mask

### KEY INGREDIENTS

- **17-Amino Acid Complex**  
Supports cell turnover and collagen synthesis enhancing skin elasticity and strengthening the barrier.
- **Citrus 3 (Lemon, Yuja, Sea Buckthorn)**  
Rich in vitamin C and flavonoids this trio of citrus extracts helps protect the skin from oxidative stress and visibly brightens dull, uneven skin tone.
- **Biomimetic Fluid Tears+**  
Mimics natural tears to deeply hydrate and strengthen the skin's barrier by reinforcing the lipid layer and boosting skin protection.
- **Exfoliating AHA**  
Gently removes dead skin cells to refine skin texture and enhance absorption of active ingredients, revealing a smoother, clearer complexion.

### WHAT IT DOES

A high performance mask that melts into sensitive skin, strengthening the barrier and refining texture for a clear, healthy complexion.

#### 1. Silky-Finish Sleeping Pack

This bouncy gel texture absorbs quickly into the skin, leaving behind a silky, breathable veil overnight.

#### 2. Potent Care for Skin Firmness

Concentrated actives penetrate deeply to restore skin condition and promote collagen for enhanced firmness.

#### 3. All-Day Use

Can be used day and night, providing a pre-makeup boost and lasting hydration.

#### 4. Tested for Sensitive Skin

Clinically proven to be safe and gentle, even on sensitive skin.

# LANNUE

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