



Brand & Product Introduction

# 01 BRAND



The most Korean skincare,  
The essence of K-Vegan skincare,

This is H A Y E J I N.

The fundamental of K-beauty is glowing and radiant skin,  
and the secret of it is the plants from Korea.

'HAYEJIN' Means 'a heart as deep and beautiful as the sky'  
in traditional Korean.

We bring you the most Korean skincare  
with the most Korean botanical ingredients  
that capture the spirit of Nature in our sincere heart  
like the meaning of HAYEJIN.

Make you skin clean and healthy with the no.1 Korean VEGAN brand,

everyday HAYEJIN,  
everyday 하예진.

# 01 BRAND HAYEJIN PROMISE



## Ingredients from Nature

Minimizing chemicals  
Maximizing natural ingredients  
Feel the purity and the integrity of the nature.



## VEGAN & Cruelty-Free Certified

No Animal Test  
No Animal Ingredients  
No Contamination  
Presenting products safe to use.

\*The Vegan Society, UK  
PETA, USA



## Eco-friendly Package

Using FSC-certified pulp for the environment living together



## No harmful Ingredients

Excluding anything can be harmful on skin such as parabens, formaldehyde or others

# 01 BRAND HISTORY

2018

Launched 'HAYEJIN' brand

2019

Named the brand muse 'Nam Ji-hyun'  
(Top Excellence Award, Actress)  
Registered IP in 68 foreign countries

2020

Awarded '2020 The First Brand'  
Launched in 'Hyundai DFS'  
Launched in 'CHICOR'

2021

Expanded overseas markets  
(to ID, US, JP and others)  
Launched in 'Lotte Dept. Pop-up store'

2022

Certified with France, 'Eve Vegan'  
Certified with UK, 'The Vegan Society'  
Ranked 'Power Seller' at 'Qoo10 Japan'  
Achieved No.1 Vegan Brand at 'K-beauty Expo'  
Launched in 'Shilla DFS'

2023

Achieved "Seoul Award 2023 Excellent Product"  
Launched in 'Haengbok Dept'

2024

Launched in 'Shinsegae DFS'  
Certified with USA, PETA Vegan & Cruelty-Free  
Exporting over 20 countries  
Operating SKU 47  
Achieved "Seoul Award 2024 Excellent Product"  
Presenting New Products continuously

# 01 BRAND STEPS OF HAYEJIN

20

Beloved in 20  
countries and more

ID JP VN PH MY SG CN  
US HU LT LV EE DE AL  
RO RU BY KZ UA TM  
TR AE BH

47

Wide range of  
47 products and  
stable stock control

Covering every step of  
skincare with total 47  
products from cleansing,  
moisturizing, protecting  
to special care

50

Almost 50% of  
repurchase rate

1 of 2 customers comes  
back to HAYEJIN to buy  
trustful products again  
through experience

119

Total 119 IP  
(intellectual property)  
all over the world

Protecting the brand  
value not only in Korea  
but all around the world

163

Total 163  
Global Certificates

Legally certified products  
for official distribution in  
each foreign continent  
and country

# 01 BRAND PATENTS AND CERTIFICATES



UK, The Vegan Society



2023, 2024 Seoul Award



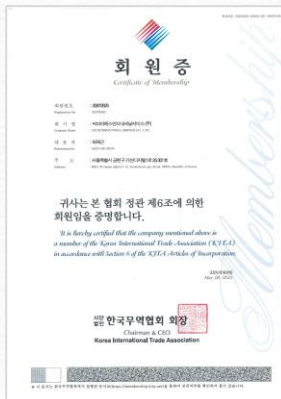
1st Prize of K-beauty Expo 2022



First Brand Award 2022



Approved Exporter



Certificate of Membership, KITA



Certificate of Technical Excellence



Trademark Reg. Cert. (HAYEJIN)



Trademark Reg. Cert. (RICEFILA)



Design Reg. Cert.

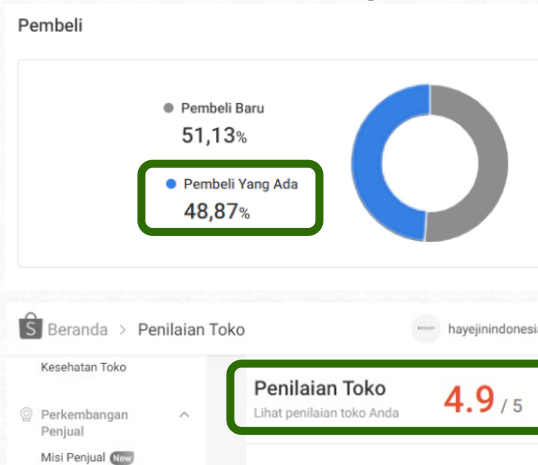
# 01 BRAND ACHIEVEMENTS

The quality of HAYEJIN products are recognized on Korean beauty communities (Hwahae, Glowpick, Powder Room, etc.) and overseas online channels by consumers and reviewers with high ratings of almost 5 stars.

We always carefully hear customers' opinions to improve and develop products for our valuable customers' needs.



**Shopee** Return Customer Rate 48.87%  
Product Rating 4.9 of 5 stars



**Qoo10** Product Rating 4.9 of 5 stars

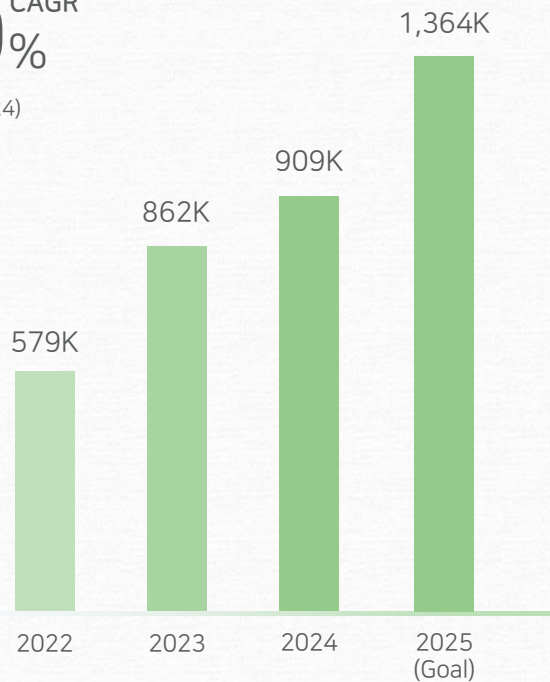


# 01 BRAND GROWTH

Since the launch of late 2018, HAYEJIN has been growing every year by entering Korea on/offline channels, duty-free shops, and exporting overseas. HAYEJIN is getting beloved worldwide from global customers and the supporters 'HAYEJINee' by formatting product line-ups with the most Korean ingredients and stabilizing the brand awareness. Also, through certifying with globally recognized organizations 'The Vegan Society' from the UK, consumer confidences on our brand and products are jumping up higher continuously.

## Revenue (USD)

**40%** CAGR  
(2018-2024)



## Best Seller 'Blessing of Sprout Enriched Serum'

**172K** Production Milestone  
bottles  
(2018-2024)



# 01 BRAND KEY INGREDIENTS

HAYEJIN is presenting 2 major skincare series with the most Korean ingredients.  
For your safe daily skincare, be secure and at ease with HAYEJIN.



Lotus

Soothing and Moisturizing focused series with lotus nutrients and other functional vegan ingredients specialized in purifying skin

**Blessing of Sprout series**



Rice

Balancing and Nourishing focused series with fermented rice bran oil, which is effective on deep moisturizing and toning

**Rice series**

## 02 PRODUCTS

# 02 PRODUCTS

## Blessing of Sprout

#Dermatologically Tested #EWG Green Ingredients

Soothing and Moisturizing focused facial care series with lotus nutrients and other functional vegan ingredients specialized in purifying skin

**Main Ingredients** Lotus Germ extract, CICA extract Soothing, Moisturizing, Restoring  
**Active Ingredients** Adenosine, Arbutin, Niacinamide Anti-aging, Brightening  
**Target Audience** 18-35 females  
 Sensitive, Oily, Troubled, Acne, Pimple skin types



**Radiance Toner**  
120ml



**Enriched Serum**  
30ml·17ml



**Vitality Cream**  
50ml



**Wrinkle-away Eye Cream**  
35ml



**Calming Cleanser**  
170ml



**Enriched Serum Sheet Mask**  
25mlx5ea



**CICA-Full System Ampoule**  
2mlx7ea



**Calming Trial Kit**  
Toner 15ml·Serum 8ml·  
Cream 10ml·Cleanser 15ml·  
Eye Cream 5ml



# 02 PRODUCTS

## RiceFila™

#Dermatologically Tested #EWG Green Ingredients

Balancing and Nourishing focused series with fermented rice bran oil, which is effective on deep moisturizing and toning

**Main Ingredients** Rice Bran extract, Rice extract, Rice Bran Oil  
**Active Ingredients** Adenosine, Niacinamide  
**Target Audience** 25-45 females  
 Sensitive, Dry, Fatigued skin type

Moisturizing, Balancing, Nourishing  
 Anti-aging, Brightening



Oil for Face  
30ml



Oil for Body  
200ml



Oil Toner  
150ml



Moisturizing Cream  
50ml



Double Moisturizing Cream  
50ml



Cleansing Oil  
200ml



Cleansing Foam  
100ml



Suncream  
50ml

Coming up!



# 02 PRODUCTS

## Mask

#Dermatologically Tested #Soothing and Cooling Care

Special facial and eye care with concentrated nutrients and energies from nature in accordance with customers' skin concerns



**Key Points** Ultra Skin-fitting Sheet, Soft Tencel Fabric, High-enriched Hydrogel Patch  
**Active Ingredients** Adenosine, Niacinamide Anti-aging, Brightening  
**Target Audience** 18-45 females  
 Sensitive, All skin type

Sheet Mask



Flowers Pink  
Moisturizing Mask  
25mlx5ea



Tea Tree Green  
Calming Mask  
25mlx5ea



Oxygen Water Blue  
Vitalizing Mask  
25mlx5ea

Eye Mask



Pale Green Eye Mask  
90g/60ea



# 03 MARKETING & SALES

# 03 Marketing & Sales

## Korea

Major online markets and offline stores



temtem 1st store



Shinsegae DFS



Garosu-gil, Pop-up Store



Beauty Play pop-up store



Lotte Dept. Pop-up store

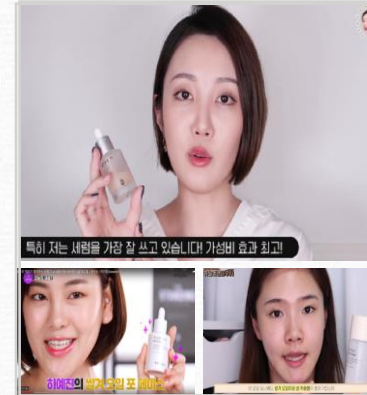
## Various Online & Offline Marketings



SNS Official Channels



Bloggers & Barter Challenges



Youtuber Collab.



Official brand ambassador actress 'Nam Ji-hyun'



TV program PPL



Press & Magazine PR



Donation & Charity Activities



Bus & Metro Billboard

# 03 Marketing & Sales Overseas

Available in over 40 online and offline channels in 20 countries around the world



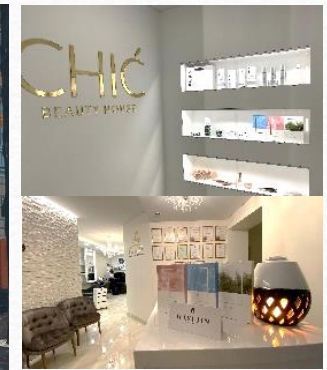
Germany, QVC TV Home Shopping



Japan, Offlinestores



Kazakhstan, HAYEJIN stores



Europe, Local Salons



Lithuania, HAYEJIN Concert (National-famous Singer Celebrity 'Jazzu')



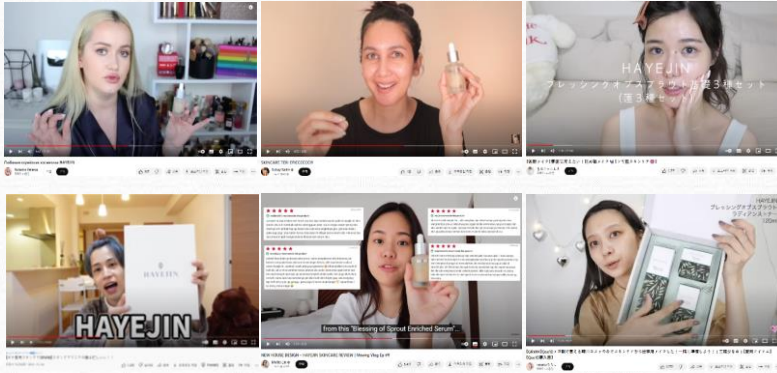
Indonesia, Sociolla, Dept. Stores



Russia, Gold Apple stores

# 03 Marketing & Sales Overseas

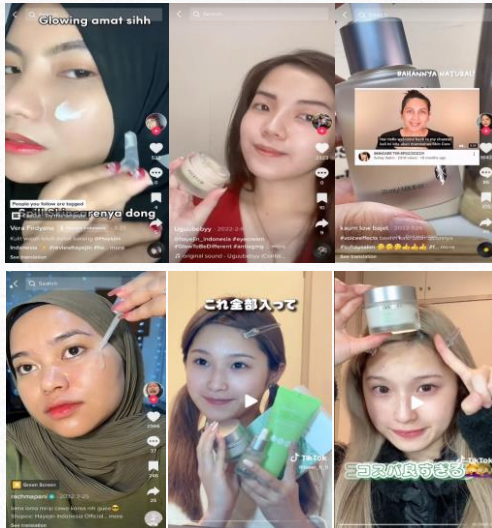
## YouTube



## Instagram



## TikTok



## Celebrity Collab. & Video Shots



## Donations & Charities



## Overseas Magazine



## TV commercial (Turkey Fox TV)



# 03 Marketing & Sales - "Cardi B x HAYEJIN"

## A Collaboration Project with the Global TOP Star

### Cardi B



Cardi B, an influential American rapper, is the 1st solo female artist to win the Grammy Award for Best Rap Album. She has over 275 million followers on social media.

#### Achievem.

- The 2nd female rapper that reached No. 1 on the Billboard Hot 100 chart with a solo song
- The 1st female rapper that achieved No. 1 hits on the Billboard Hot 100 chart for 5 times
- The 1st female solo artist that won the Grammy Award for Best Rap Album

#### Career

- Released her studio album 'Invasion of Privacy' in 2018
- Portrayed Diamond in film 'Hustlers' in 2019
- Portrayed Leysain film 'F9: The Fast Saga' in 2021
- Portrayed Leysain film 'F9: Fast X' in 2023

#### SNS

- A global TOP celebrity with a total of 275 million followers



@iamcardib



@iamcardib



@cardib



@iamcardib



@cardib

\* Click the logos with Ctrl to access the webpage

## [Cardi B x HAYEJIN]



### Overview

Famous American rapper Cardi B uploads appx. 2 mins video on her TikTok channel recommending HAYEJIN's 'Rice Skincare Products.'

### Contents

Cardi B recommends HAYEJIN's 'Rice Skincare Products' as a must-have skincare item for managing her sensitive and dull skin after giving birth. (A buzzworthy video concept tailored to Cardi B's unique style)

### Expected Outcomes

- ① Attract consumers with the support of Cardi B, a globally influential celebrity
- ② Increase global sales through Cardi B's proven marketing abilities
- ③ Maximize virality with content featuring Cardi B personally appearing and filming
- ④ Cardi B's mention, being at the center of trends, acts as a catalyst for elevating the brand to mainstream status
- ⑤ By leveraging global star Cardi B, not just a K-pop idol, strengthen brand awareness as a global beauty brand beyond K-beauty
- ⑥ Powerful tools for marketing and sales with keywords like #CardiB\_Ricetoner #CardiB\_Riceoil

### 2<sup>nd</sup> Usage

Cardi B's video is available for use across global social media accounts. It can be utilized for 9 months from the upload date.

### Schedule

**JAN:** Contracting → **MAR:** Shooting → **APR:** Editing → **MAY:** Video Release

# 03 Marketing & Sales - "Cardi B x HAYEJIN"

A Collaboration Project with the Global TOP Star

## "EXPECTED EFFECTS"



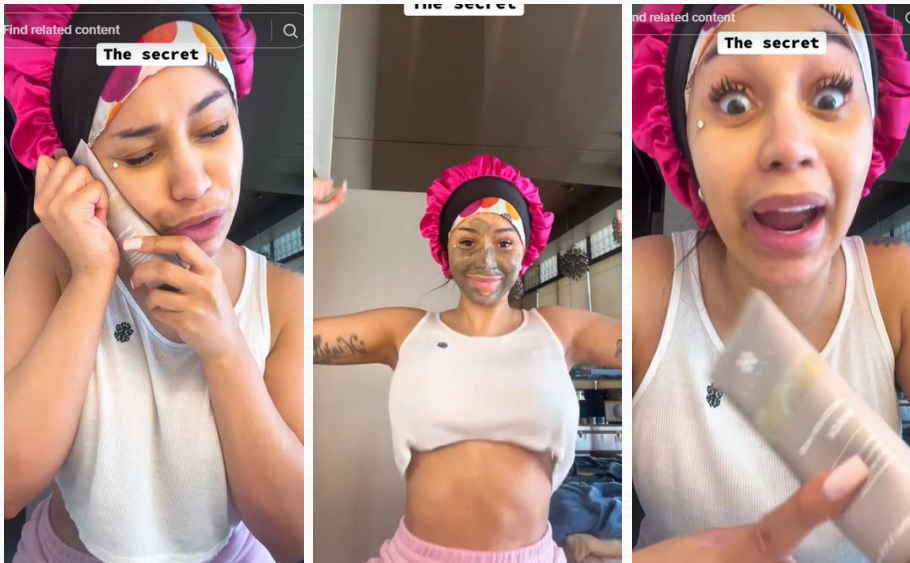
<b>Increase in Global Brand Awareness</b>	Maximize brand recognition in a short period through Cardi B, an influencer with global impact and over 280 million followers
<b>Growth in Global Sales</b>	Boost global sales due to the advertising effect of Hollywood celebrity Cardi B
<b>Rise in Consumer Purchase Desire</b>	Maximize viral potential through authentic content directly filmed and featuring Cardi B. Appeal broadly to a diverse consumer base.
<b>Competitive Market Advantage</b>	Attract the future key customer base of Gen Z by engaging a Hollywood star in a highly competitive market.
<b>Securing Mid to Long-term Marketing Material</b>	Create additional content using the Cardi B x Hayejin video, securing marketing materials and keywords for 2025.

# 03

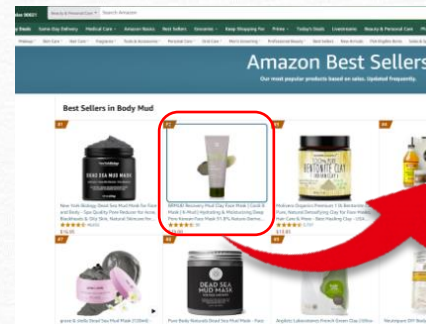
## Marketing & Sales - "Cardi B x HAYEJIN" A Collaboration Project with the Global TOP Star

### Case/Example – Korean Brand 'BRMUD'

On 2024/11/15, Cardi B uploaded a 4-minute video featuring BRMUD Mud Pack and Cleanser on her personal TikTok channel @iamcardib.



9.5M 1.2M 12.2K



Ranked #2  
in the Body Mud category  
on Amazon US

- BRMUD Mud Mask Ranked 2nd in the Body Mud category
- Selected as an Amazon's Choice product

# 03

## Marketing & Sales - "Cardi B x HAYEJIN" A Collaboration Project with the Global TOP Star



"Explosive growth in Amazon Best Seller Rank is possible with just one mega-content with high conversing."



- Expanding the brand awareness through **Tik Tok viral**
- Increasing the brand-related **search volume** on Amazon



Overall Pick

HAYEJIN RiceFila Face Oil Rice Toner  
Korean Skin Care Products |  
Hydrating Facial Toner for Sensitive...

Unscented 5.07 Fl Oz (Pack of 1)

★★★★☆ (62)  
800+ bought in past month

Add to cart

**#9,605 in Beauty & Personal Care (Top 100)**  
#64 in Beauty Gift Sets  
#83 in Facial Toners & Astringents

# HAYEJIN

Official Web | [www.hayejincosmetics.com](http://www.hayejincosmetics.com)  
Amazon | [amzn.to/42jPqrj](https://amzn.to/42jPqrj)  
Qoo10 JP | [qoo10.jp/shop/hayejin](http://qoo10.jp/shop/hayejin)

E-mail | [jmjon@cisinternational.co.kr](mailto:jmjon@cisinternational.co.kr)  
[hmwang@hayejincosmetics.com](mailto:hmwang@hayejincosmetics.com)

IG Korea | [@hayejin.official\\_](https://www.instagram.com/hayejin.official_)  
IG Indonesia | [@hayejin.ID](https://www.instagram.com/hayejin.ID)  
IG Japan | [@hayejin\\_japan](https://www.instagram.com/hayejin_japan)