

# VARI:HOPE

– Variety of wishes for the beauty –



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01

# *About Us*

01

# *About Us*

## Variety + Hope **VARI:HOPE**

VARI:HOPE is a cosmeceutical brand to create a product that can actually 'improve' the skin.

### **VARI:HOPE studies cosmetics that actually work.**

Many cosmetics on the market focus on good concepts and temporary effects. VARI:HOPE overcomes the limitations of existing cosmetics and creates authentic products that can be expected to have long-term effects that can give satisfaction to the skin with practical effects.

### **Find the natural beauty of your skin.**

Thousands of attempts and studies are made to keep the promise of challenge and change toward beauty. We never 'compromise' until we find the natural beauty of our lost skin.



01

# *About Us*



## **Our Goal**

Our goal is to make a real difference to consumers' desire for beauty.

## **Our Mission**

Our mission is to continuously strengthen the differentiation of VARI:HOPE based on our expertise in cosmetics R&D and experience in brand development.

02

# *Core Values*

02

## *Core Values*

**Sincerity**

**Natural  
Beauty**

**Stability**

**High  
Functional**

03

# *Distribution*



# *Distribution* **History**

Cumulative sales of  
**2 million units**

cumulative reviews  
**100k**

More than  
**320k members**

VARI:HOPE 8 days pure vitamin C ampoule  
**Cumulative sales exceed \$50 million**

# Distribution

## NAVER

Shopping Category (skincare essence)  
**No.1 in NAVER**

Most reviewed and recommended  
**#Brightening ampoule**



NAVER Beauty Window



NAVER Shopping

# Distribution

## TV commercial home shopping

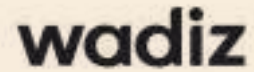
TV Home shopping is **sold out 8 times**.  
**Top selling records** on CJ homeshopping in 2022.



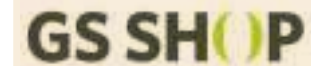
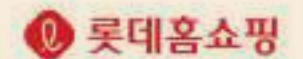
# *Distribution*

## Local Online Channels

VARI:HOPE is selling through various domestic channels.

The logo for Wadiz, featuring the word "wadiz" in a bold, black, lowercase sans-serif font.The logo for Naver, featuring the word "NAVER" in a bold, green, uppercase sans-serif font.The logo for KakaoTalk's gift service, featuring the text "kakaotalk" in black and "선물하기" (Gift) in red next to a small gift icon.

OLIVE YOUNG

The logo for Coupang, featuring the word "coupang" in a colorful, lowercase sans-serif font.The logo for 11st, featuring the number "11" and a stylized red arrow pointing right.The logo for CJONSTYLE, featuring the word "CJONSTYLE" in a blue, uppercase sans-serif font.The logo for GS SHOP, featuring the words "GS SHOP" in a bold, black, uppercase sans-serif font.The logo for Lotte Home Shopping, featuring a red circular icon with a white "L" and the text "롯데홈쇼핑" in red.The logo for Shinsegae Shopping, featuring a red outline of a shopping bag and the text "SHINSEGAE SHOPPING" in red.The logo for SK Storea, featuring a red stylized "S" and the text "SK 스토아" in red.The logo for Shopping, featuring a black speech bubble icon and the text "쇼핑하기" in black.

# *Distribution*

## Global Channels

VARI:HOPE is selling through various international channel and is in progress.

The logo for Loft, featuring the word "Loft" in a bold, black, sans-serif font.The logo for Amazon, featuring the word "amazon" in a black, lowercase, sans-serif font with a curved arrow underneath.The logo for yesasia.com, featuring the text "yesasia.com" in a green, lowercase, sans-serif font with a yellow circular graphic element.The logo for Lazada, featuring a colorful 3D cube icon above the word "Lazada" in a blue, lowercase, sans-serif font.The logo for Taobao.com, featuring the Chinese characters "淘宝网" in red above the text "Taobao.com" in a red, lowercase, sans-serif font.The logo for Tmall Global, featuring the Chinese characters "天猫国际" in blue above the text "TMALL GLOBAL" in a small, blue, uppercase, sans-serif font.The logo for O! GLOBAL, featuring a green circular icon with a red dot inside, above the word "GLOBAL" in a purple, uppercase, sans-serif font.The logo for Watsons, featuring the word "watsons" in a white, lowercase, sans-serif font on a teal background with a red underline.The logo for Qoo10, featuring the word "Qoo10" in a red, lowercase, sans-serif font.The logo for Shopee, featuring a red shopping bag icon with a white "S" inside, followed by the word "Shopee" in a red, lowercase, sans-serif font.The logo for Yahoo! Japan, featuring the text "YAHOO! JAPAN" in red above the Japanese characters "ショッピング" in a red, sans-serif font.The logo for Rakuten, featuring the word "Rakuten" in a red, lowercase, sans-serif font with a red underline.

04

# *Marketing*

04

## *Marketing*

### Han Chae-young

Han Chae-young, a Korean well-known actress with a beautiful appearance and a luxurious and sophisticated atmosphere, is the muse of the VARI:HOPE brand.

TV CF

Home shopping

Cinema

Outdoor advertising



# Marketing

## Han Chae-young

Han Chae-young is also popular in China, so she has been continuously active in China.





# Marketing

## Appearance on TV

TV advertisement,  
TV commercial shopping,  
PPL marketing and sales are in progress.



TV CF



PPL



# Marketing

## Youtube

VARI:HOPE is marketing products with creators in Youtube. Creators are people who have influence over consumers, so they have the advantage of being able to introduce products to more people.



Cheongdam  
-dong  
witch



daily  
Jenna



Lady  
Yoon



Model  
Mom



daily  
Miracle



Este  
asmr

# Marketing Mobile Live

A collaboration broadcast with celebrities through mobile live broadcast.



VERIHOPE X Hong Ingyu

Planning for Brand Day

VERIHOPE X Kwon Hyuksoo

VERIHOPE X O NaMi

VERIHOPE X Mi Ja



05

# *Product Lines*

# *Pure Vitamin C*

순수 비타민 C



## 05 *Pure Vitamin C*



### Pure Vitamin C

### Varihope 8 days pure vitamin C ampoule plus

15g / Brightening, wrinkle care

#### Pure Vitamin C Ampoule with excellent brightening effects

An ampoule containing 13.5% of pure vitamin C provides brightening care at the same time as filling up a radiance. Pure vitamin C, which is sensitive to external stimuli such as heat, light, and air, is stabilized with an exclusive double-layer method.

- **Purpose**

Daily skin care ampoule

- **How to use**

- ① During the adaptation period of 1-2 weeks, after washing your face, be sure to use a toner, then take an appropriate amount and spread it evenly over your face.
- ② Apply by lightly tapping with both hands as if massaging to penetrate deep into the skin.
- ③ After the adaptation period, it is recommended to use it as the first step.

## 05 *Pure Vitamin C*



### **Pure Vitamin C Varihope 8 days pure vitamin C Toner plus**

100g / Brightening, wrinkle care

#### **Pure Vitamin C Toner with excellent brightening effects**

A toner containing 1% pure vitamin C fills the skin with moisture and provides brightening care. Pure vitamin C, which is sensitive to external stimuli such as heat, light, and air, is stabilized with an exclusive double-layer method.

- **Purpose**

Daily skin care toner

- **How to use**

Take an appropriate amount of this product, spread it gently all over your face, and pat it lightly to absorb it.

## 05 *Pure Vitamin C*



### **Pure Vitamin C Varihope 8 days pure vitamin C Cream**

50ml / Brightening, wrinkle care

#### **Pure Vitamin C Cream with excellent brightening effects**

A cream containing 7% of pure vitamin C, which fills up a radiance from the inside and provide brightening care. Pure vitamin C, which is sensitive to external stimuli such as heat, light, and air, is stabilized with an exclusive double-layer method.

- **Purpose**

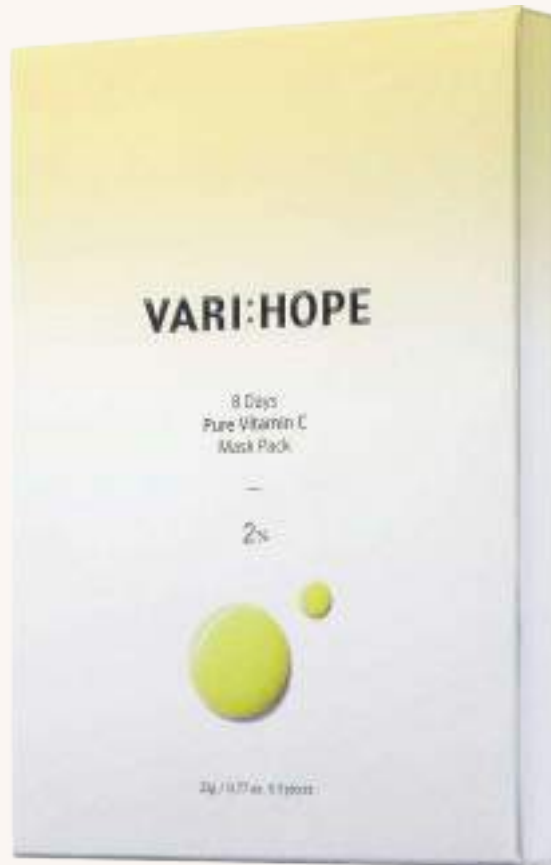
Daily skin care cream

- **How to use**

Take an appropriate amount of this product, spread it gently all over your face, and pat it lightly to absorb it.



## 05 *Pure Vitamin C*



### **Pure Vitamin C Varihope 8 days pure vitamin Mask Pack**

22g / Brightening

#### **Pure Vitamin C Mask Pack with excellent brightening effects**

A mask pack containing 2% of pure vitamin C fills in a bright glow from the inside and provides brightening care. Pure vitamin C, which is sensitive to external stimuli such as heat, light, and air, is stabilized with an exclusive double-layer method.

- **Purpose**

Intensive skin care sheet mask

- **How to use**

- ① After washing your face, adjust the skin texture using toner and toner.
- ② After placing the mask pack evenly over the entire face except for the area around the eyes and mouth, apply it closely.
- ③ After taking a comfortable rest for about 15–20 minutes, remove the mask.
- ④ Lightly tap the remaining essence on the skin to absorb it.

# *Aha Bha Pha*

아하 바하 파하





## Aha Bha Pha Varihope Aha Bha Pha Refining Boost Serum

15g

### Triangle Balance Formulation

A serum reduces stimulation and enhances the effect with the triangle balance formulation that maximizes the merits of the raw materials. It removes excess dead skin cells and impurities on the skin surface, giving a clean and soft skin texture.

- **Purpose**

Daily skin care serum

- **How to use**

In the first step after washing your face, take an appropriate amount of this product and spread it evenly on the skin except for the eyes, pat lightly and absorb it.

## 05 *Aha Bha Pha*



### Aha Bha Pha Varihope Aha Bha Pha Refining Boost Pad

70pcs / 170g / Brightening, wrinkle care

#### Triangle Balance Formulation

A dual pad that reduces irritation and enhances the effect with the triangle balance formulation that maximizes the benefits of AHA BAH PHA. A dual pad consisting of an embossed side to remove dead skin cells and wastes, and a soft side to tidy up skin texture and pores. Contains plenty of concentrated essence for a moist, radiant, and smooth finish.

- **Purpose**

Ddaily skin care toner pad

- **How to use**

After washing your face, gently wipe the entire face except for the eye area with an embossed cotton pad in the direction of the skin texture, and then use the opposite side to adjust the skin texture once more.

## 05 *Aha Bha Pha*



### Aha Bha Pha Varihope Aha Bha Pha Refining Boost Cleansing Foam

120ml

#### Triangle Balance Formulation

A cleansing foam that reduces irritation and enhances the effect with the triangle balance formulation that maximizes the benefits of AHA BHA PHA. The elastic spider formulation that stretches like a thread turns into fine bubbles the moment it is wet with water, absorbing wastes in the skin to make the skin clean and clear. Calming green capsules containing centella asiatica extract and aloe vera leaf extract help soothe the skin.

- **Purpose**

Daily skin care facial cleanser

- **How to use**

Take an appropriate amount of this product, foam it with a small amount of water, and gently cleanse it like a massage on your face and rinse it with lukewarm water.



*Biotics*

바이오틱스



## **Biotics**

### **Varihope Biotics Vital Eye Cream**

20ml / Brightening, wrinkle care

#### **Skin care with microbiome science**

Focuses on wrinkles and problems around the eyes by applying microbiome science. A premium elasticity boosting eye cream that takes care of the skin's natural strength in a healthy way. The premium metal applicator gently rolls the skin around the eyes for a cooling effect.

- **Purpose**

Intensive eye cream

- **How to use**

At the last stage of skin care, dispense an appropriate amount and gently roll along the eye area as if massaging for absorption.



## **Biotics**

### **Varihope Biotics Signature Cream**

50ml / Brightening, wrinkle care

#### **Skin care with microbiome science**

The skin core weakens over time. A premium elasticity boosting cream that takes care of the skin's natural strength in a healthy way by applying microbiome science.

- **Purpose**  
Intensive nourishing cream
- **How to use**  
At the last stage of skin care, take an appropriate amount and gently apply along the skin texture.





## Biotics

### Varihope Biotics Vital Neck Patch

6g / Wrinkle care

#### Skin care with microbiome science

The skin core weakens over time. Focused on neck wrinkles and problems by applying microbiome science. Premium elasticity boosting neck patch coated with concentrated elasticity cream that takes care of the skin's natural strength in a healthy way.

- **Purpose**

Intensive body(neck) care mask sheet

- **How to use**

- ① After cleansing, adjust the skin texture using toner (remove the oil on the neck before use)
- ② Open the product / remove the film from the patch
- ③ Place the film-removed side (the cream-coated side) in contact with the skin
- ④ Remove the neck patch after relaxing for about 15-20 minutes
- ⑤ Lightly tap the remaining essence on the skin to absorb it.



# *Collagen*

콜라겐

## 05 Collagen



### Collagen Varihope Triple Collagen Premium Ampoule

30ml / Brightening, wrinkle care

#### Collagen ampoule with excellent elasticity care

Contains 65.5% triple collagen, which decreases over time, is replenished layer by layer from the inside to the outside of the skin, turning dull skin due to lack of moisture into moist and elastic skin.

- **Purpose**  
Daily skin care ampoule
- **How to use**  
Take an appropriate amount of this product, spread it gently all over your face, and pat it lightly to absorb it.

## 05 Collagen



### Collagen Varihope Triple Collagen Premium Cream Mask + Pack brush

50ml

#### Peel-off Collagen cream mask with excellent elasticity care

Contains 69.56% of collagen for the skin elastic, and adheres closely to the skin's curves and effectively delivers the collagen cream. Keep dry skin moist and lively, after use and maintains a subtle glow.

- **Purpose**

Intensive peel off pack

- **How to use**

- ① After cleansing and arranging the skin texture with toner, apply an appropriate amount to the entire face except around the eyes and mouth.
- ② Wait at least 40 to 50 minutes for the opaque cream mask formulation to become transparent.
- ③ When a transparent mask is formed, remove it or rinse thoroughly with lukewarm water.

A hand is holding a tube of VARI:HOPE UV Waterful Suncream. The tube is white with a light green cap and features the brand name 'VARI:HOPE' and product details. The background is a soft, out-of-focus light blue and white.

*UV Waterful*

UV 워터풀

## 05 *UV Waterful*



### **Waterful UV Varihope UV waterful suncream**

50g / SPF50+, PA++++ / UV protection, brightening, wrinkle care

#### **A lightweight daily-UV protecting suncream**

Sunscreen with double blocking effect, protecting the skin from UV-A, UV-B, blue light, and fine dust. Provides a moisturizing and radiant protective layer to dry skin.

- **Purpose**  
Daily suncream
- **How to use**  
At the last stage of skin care, take an appropriate amount and spread evenly on the skin.

*Thank You.*

VARI:HOPE