

# HANGLÖW<sup>®</sup>

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GLOW





# OUR PHILOSOPHY IN SKINCARE

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## 01

### Korean technologies tailored for you



We create formulas in collaboration with Korean technologists, but we adapt them to the needs of all skin types and the expectations of people outside Asia. Some of the tests are conducted in Europe to ensure effectiveness and safety.

## 02

### Comprehensive and multifunctional skincare



Our products create a full-fledged skincare routine and provide a light makeup effect – it's skincare and beautification in one.

## 03

### Your skin at its best



Healthier, more beautiful skin day by day - and from the first use. Our products show immediate effects in improving the skin's appearance and truly strengthen its condition and enhance its natural glow with regular use.

## 04

### Effectiveness first



We use proven ingredients, refine our formulas, and test each product until it meets our highest quality standards.

## WHAT SETS US APART

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### KOREAN TECHNOLOGIES, EUROPEAN STANDARDS

We create innovative formulas in collaboration with experts from Korea, but we also take into account the skin needs and preferences of people from outside Asia. Additionally, some of our tests are conducted in Europe to ensure we provide effective and safe skincare.



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## WHAT SETS US APART

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### TWO PRODUCT CATEGORIES – FOR NOW AND FOR THE LONG TERM

We've created products that show effects both immediately and in the long run:

- ✓ Beauty and skincare products that instantly improve the skin's appearance, providing a radiant complexion right away, while also nourishing the skin - working as an alternative to makeup.
- ✓ Products with high content of active ingredients, rich in skin-loving ingredients that address specific skin needs for long-term improvement in complexion.



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# COMPLETE AND EFFECTIVE SKINCARE (WITH HANGLÖW)

## PINK SKINCARE SET

Effective skincare that gives the skin what it needs and brings out its natural glow with regular use



## CREAMY BEAUTIFYING SET

Instant beautifying effect: 'no make-up' make-up and a radiant glow combined with skincare









We know that every choice matters, even in skincare, and that's why:



- ✓ Our packaging is made from recycled plastic.
- ✓ By purchasing HanGlow cosmetics, you are supporting the Plastic Bank foundation, which collects plastic from beaches before it reaches the oceans. Each product purchased helps remove at least 20 plastic bottles from the environment.

BEAUTY THAT CARES FOR THE PLANET



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## PERFECTONE - TINTED SUNSCREEN SPF 50+

Sunscreen that evens out the skin tone

### Product effects:



- High UVB protection with added support against UVA and blue light exposure
- Evens out and improves skin tone - replacing makeup
- Brightens the skin and provides a radiant, glowy finish
- Hydrates, soothes and supports regeneration
- Has anti-inflammatory properties
- Provides antioxidant properties

### With regular use:



- Helps brighten discolorations and protects against the formation of new ones
- Supports anti-aging prevention



**Formula:** emulsion  
**Capacity:** 50 ml  
**Suitable for:** all skin types,  
especially dry and  
combination skins



## WHAT MAKES IT UNIQUE?

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- **3-in-1 multitasking - sunscreen, long-term skincare, and instant visual effects.** It saves time, the number of products used, and money.
- **Radiant skin without makeup** – PerfectTone is an alternative to foundation on days when you don't want to wear makeup but want your skin to look radiant and even. It's lightweight and doesn't feel heavy on the skin.
- **No whitening effect and two natural shades**





## KEY ACTIVE INGREDIENTS:

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- **Snail mucin extract** – supports healing, hydrates, and has antioxidant properties
- **Niacinamide** – has anti-inflammatory effects, regulates sebum production, strengthens the skin's barrier, has antioxidant properties, and brightens discolorations
- **Houttuynia cordata extract** – reduces redness, supports inflammation reduction, and has antioxidant properties
- **Rice extract** – has anti-inflammatory effects, inhibits free radical activity, hydrates, nourishes, and helps brighten discolorations
- **Centella asiatica extract** – soothes, has antibacterial and anti-inflammatory effects, and supports regeneration
- **Bitter orange extract** – has antioxidant properties and exhibits antibacterial and anti-inflammatory effects





## WHY PERFECTONE? Competitor comparison

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- **Combination of a tinted product and a sunscreen with high SPF50+ protection.** Competitive tinted sunscreens usually have lower SPF protection, e.g. BOJ - Daily Tinted Fluid Sunscreen SPF40, Klairs - Illuminating Supple Blemish Cream BB SPF40.
- **Does not whiten, has a natural color.** Korean tinted creams often give a whitening effect, e.g. Numbuzin - No.3 - Porcelain Base-skip Tone Up Beige, Rom&nd - Zero Sun Clean SPF50+.
- **Gives a glowy finish = doesn't feel dry or tightening on the skin.** Korean tinted creams usually contain higher amounts of physical sunscreens, which can cause a dry feeling, e.g. Round Lab - Birch Moisture Tone-Up Sunscreen.





EFFECT AFTER USE PERFECTONE - TINTED SUNSCREEN  
SPF 50+

AFTER

BEFORE



## DARKLESS - PINK BB EYE CREAM

Correcting Under-Eye Concealer Cream

### Product effects:

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- Visually reduces the appearance of dark circles under the eyes, thanks to the included pigments
- Hydrates and nourishes the skin under the eyes
- Antioxidant properties

### With regular use:

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- Helps reduce puffiness and dark circles under the eyes
- Supports anti-aging prevention



**Formula:** emulsion  
**Capacity:** 15 ml  
**Suitable for:** all skin types,  
dark circles under the eyes



## WHAT MAKES IT UNIQUE?

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- **Long-term skincare and instant effects** - the cream provides an immediate visual effect of light makeup while also caring about the skin.
- **Radiant eyes without makeup** - an alternative to concealer on days when you don't want to wear heavy makeup, but want your eyes to look radiant. Thanks to the pigments, the cream conceals dark circles under the eyes and improves the skin's appearance.
- **Light formula** - despite containing pigments, it has a light, moisturizing formula. It absorbs well and does not feel heavy on the skin.





## KEY ACTIVE INGREDIENTS:

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- **Idebenone** – a synthetic analog of coenzyme Q10, a strong antioxidant that slows down aging processes
- **Argireline** – reduces the appearance of wrinkles and prevents their formation
- **Caffeine** – reduces puffiness and dark circles under the eyes





## WHY DARKLESS?

### Competitor comparison

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- The cream combines skincare benefits – hydration and anti-aging properties, with an effect of reducing the visibility of dark circles under the eyes (thanks to the pigments), offering more skincare benefits than the competing products, e.g. Catrice – Illuminating Concealer.
- A solution for those with dark circles under their eyes who don't always want to apply heavy makeup. With this product, they can quickly care for their skin while reducing the visibility of dark circles. Darkless > classic concealers.
- Better coverage than competing products, e.g. Resibo – Glow – Bright Now – Corrective Eye Cream, Catrice – Illuminating Concealer.





EFFECT AFTER USE DARKLESS PINK BB CREAM

AFTER

BEFORE

DARKLESS - PINK BB EYE CREAM



# TAKE IT ALL - MELTING BALM CLEANSER

Cleansing balm for makeup removal

## Product effects:

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- Makeup removal – removes face and eye makeup, including waterproof cosmetics
- Effectively cleanses the skin of makeup, sweat and impurities
- Prevents dryness and irritation during cleansing



**Formula:** creamy balm  
**Capacity:** 100 ml  
**Suitable for:** all skin types



## WHAT MAKES IT UNIQUE?

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- **Comfortable to use.** Easily spreads on the face and does not cause skin pulling. Our balm emulsifies effortlessly and rinses off completely, leaving no greasy layer.
- **Gives the feeling of clean and deeply cleansed skin.**
- **Removes waterproof makeup.**
- **Gentle on the delicate eye area.**

## KEY ACTIVE INGREDIENTS:

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**Centella asiatica extract** – moisturizes, soothes the skin, has anti-inflammatory properties, prevents skin dryness during cleansing, and supports regeneration.





# GLOW GUARD - DAILY PRIMING SUNSCREEN

## SPF 50+

Everyday sunscreen

### Product effects:

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- High UVB protection with added support against UVA and blue light exposure
- Acts as a base – properly moisturizes and helps color cosmetics blend better with the skin, making makeup look more natural
- Moisturizes and nourishes the skin
- Provides a radiant glow finish
- Has antioxidant properties

### With regular use:

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- Helps brighten discolorations and prevents the formation of new ones
- Supports anti-aging prevention



**Formula:** light emulsion  
**Capacity:** 50 ml  
**Suitable for:** all skin types



## WHAT MAKES IT UNIQUE?

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- **3-in-1 Multitasking - Sunscreen, Long-Term Skincare, and Makeup Base.** It saves time, reduces the number of products used, and saves money.
- **Works as a base** – prepares the skin for makeup, helping it blend better with the skin and look more natural.
- **Perfect daily SPF** – lightweight, multitasking and giving your skin a natural, subtle glow. Its easy application and multitasking formula make it an ideal everyday choice when you don't want to spend time on a multi-step morning routine. It leaves the skin moisturized, radiant and naturally glowing, and can even replace your regular moisturizer.





## KEY ACTIVE INGREDIENTS:

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- **Snail mucin extract** – supports healing, moisturizes, and has antioxidant properties.
- **Niacinamide** – has anti-inflammatory effects, regulates sebum production, strengthens the skin's barrier, has antioxidant properties, and brightens discolorations.
- **Houttuynia cordata extract** – reduces redness, supports inflammation reduction, and has antioxidant properties.
- **Rice extract** – has anti-inflammatory effects, inhibits free radical activity, moisturizes, nourishes, and helps brighten discolorations.
- **Centella asiatica extract** – soothes, has antibacterial and anti-inflammatory effects, and stimulates regeneration processes.
- **Bitter orange extract** – has antioxidant properties and exhibits antibacterial and anti-inflammatory effects.





## WHY GLOW GUARD? Competitor comparison

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- Glow Guard makes makeup look better on the skin. Such properties are not found in competitor products like Beauty of Joseon - Relief Sun Rice Probiotics, COSRX - Aloe Soothing Sun Cream SPF.
- Offers more functions than competitor products, such as Beauty of Joseon - Relief Sun Rice Probiotics, COSRX - Aloe Soothing Sun Cream, Round Lab - Birch Juice Moisturizing Sun Cream SPF, and SKIN1004 - Madagascar Centella Hyalu-Cica Water-Fit Sun Serum.





# MAKE IT SMOOTH - REFINING SPICULE BOOSTER

## Product effects:



- Smooths the skin texture and reduces the number of closed comedones
- Improves the absorption of active ingredients
- Stimulates cellular renewal
- Evens out the skin tone and helps brighten discolorations
- Improves skin hydration
- Has antioxidant properties



**Formula:** gel  
**Capacity:** 30 ml  
**Suitable for:** skin with uneven texture, closed comedones, discolorations, and dehydrated



## WHAT MAKES IT UNIQUE?

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- **Multidirectional action.** Targets multiple skin issues simultaneously: helps even skin tone, improves skin hydration and smooths uneven texture.
- **Spicules = more effective skincare and faster results.** Spicules speed up cellular renewal and enhance the penetration of active ingredients, helping you achieve visible results more quickly.
- **Optimal spicules concentration** – effective but not overly irritating.





## KEY ACTIVE INGREDIENTS:

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- **Spicules (micro-needles)** – enhance skincare effectiveness and stimulate cellular renewal, ensuring smoother skin and an even texture with regular use.
- **Houttuynia cordata extract** – reduces redness, supports inflammation reduction, and has antioxidant properties.
- **Rice extract** – has anti-inflammatory effects, inhibits free radical activity, hydrates, nourishes, and helps brighten discolorations.
- **Centella asiatica extract** – soothes, has antibacterial and anti-inflammatory effects, and stimulates regeneration processes.
- **Niacinamide** – has anti-inflammatory effects, regulates sebum production, strengthens the skin's barrier, has antioxidant properties, and brightens discolorations.





## WHY MAKE IT SMOOTH?

### Competitor comparison

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- Our product offers an attractive price compared to similar products with the same effects from competitors: Basiclab, VT Cosmetics, So Natural.
- The concentration of spicules is optimal – it works effectively but is not overly irritating.





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