

조선 미녀



Brand story

The 'Gyuhap Chongseo' which is referred to as the encyclopedia of the Joseon Dynasty, was written by Yi Bingheogak, a female scholar who was born into a prestigious family in 1809.

In addition to various methods of housekeeping, the methods of shaping eyebrows, cleansing for smooth skin and caring for beautiful hair were recorded in this 200-year-old book.

When the face becomes rough and cracks during the winter, soak three eggs in alcohol, tightly seal it shut for a month and apply it onto your face to glow like jade. And if your face or hands bleed due to dryness, mix pig feet oil and sophora flowers and apply to your skin or hands to be healed"

- From Gyuhap Chongseo



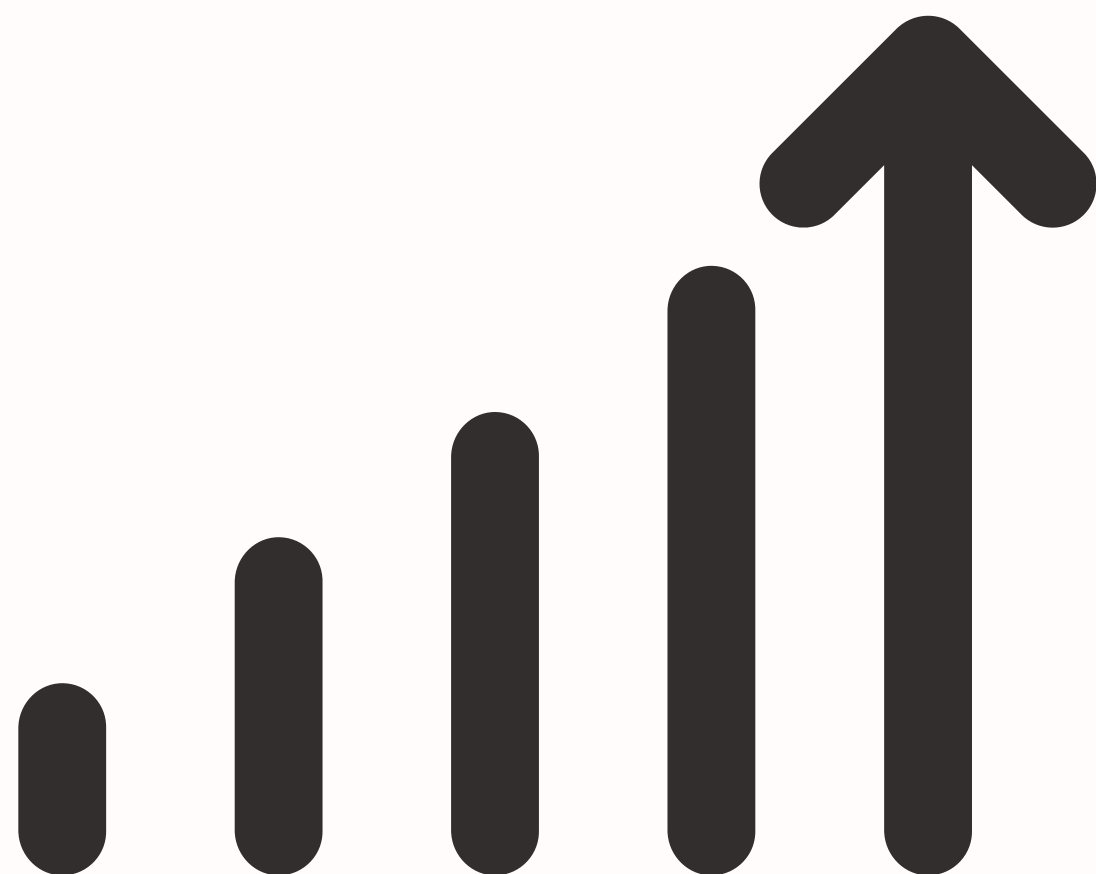
Our mission



The women of the Joseon Dynasty focused more on making their skin clean and clear rather than putting on colorful and heavy makeup.

It is the same in modern times. We all want to have clean skin. The brand Beauty of Joseon is focusing on the story of 'beauty that never changes.'

It is generally known that 70% of modern people have sensitive skin. In order to make products that make people's skin clean and healthy, we are trying our best to make "cosmetics that change people's skin better" by combining Hanbang (traditional Korean herbal medicine) ingredients that have been used since the Joseon period and active ingredients that are highly appreciated in modern times.



Increase in brand interest
of over 800%
in the last year*

*according to GoogleADS



RELIEF SUN

is a lightweight and creamy type organic sunscreen that's comfortable on skin. Even if you apply a large amount several times, it is not sticky and gives a moist finish like that of a light moisturizing cream. Containing 30% rice extract and grain fermented extracts, it provides moisture and nourishment to the skin.



MOISTURIZERS BUBBLE TONER

Green Plum Toner is ideal for use in the morning and evening during the first step of skin care to wipe away residual waste and smooth out the skin texture. After sufficiently moistening a cotton pad with toner, gently wipe the skin from the inside to the outside. It not only cleans up waste but also enhances the skin condition to facilitate better absorption of follow-up skin care products.



GLOW DEEP SERUM : RICE +ALPHA-ARBUTIN

This serum is designed for those with concerns about pigmentation and uneven skin tone. Containing 68% rice bran water and 2% alpha arbutin, it helps to improve skin tone to become brighter and healthier.



CALMING SERUM : GREEN TEA + PANTHENOL

This serum was created to help soothe skin irritated by UV rays and other external factors.

We selected green tea, an iconic antioxidant, and mugwort, an herb that helps soothe skin, as the base ingredients. We wanted to maximize the skin protection benefits through panthenol as a way to create the greatest synergy between these ingredients. Green tea and mugwort provide moisture and soothe the skin, while panthenol acts as a moisture barrier to protect the skin from becoming irritated.



GINSENG ESSENCE WATER

Ginseng is a vital herbal ingredient that has been used for a long time for our body and skin health in Korean history.

Ginseng essence water contains 80% of ginseng water and focuses on the benefits of ginseng itself, giving sufficient moisture and nutrition to the skin. It fills moisture and nutrition firmly to help keep your skin moisturized for a long period of time.



CENTELLA ASIATICA CALMING MASK

This mask pack contains 15% Centella Asiatica to help soothe the skin comfortably. Containing green tea extract, mugwort extract, and 3 types of hyaluronic acid, it provides moisture to the skin from deep within.

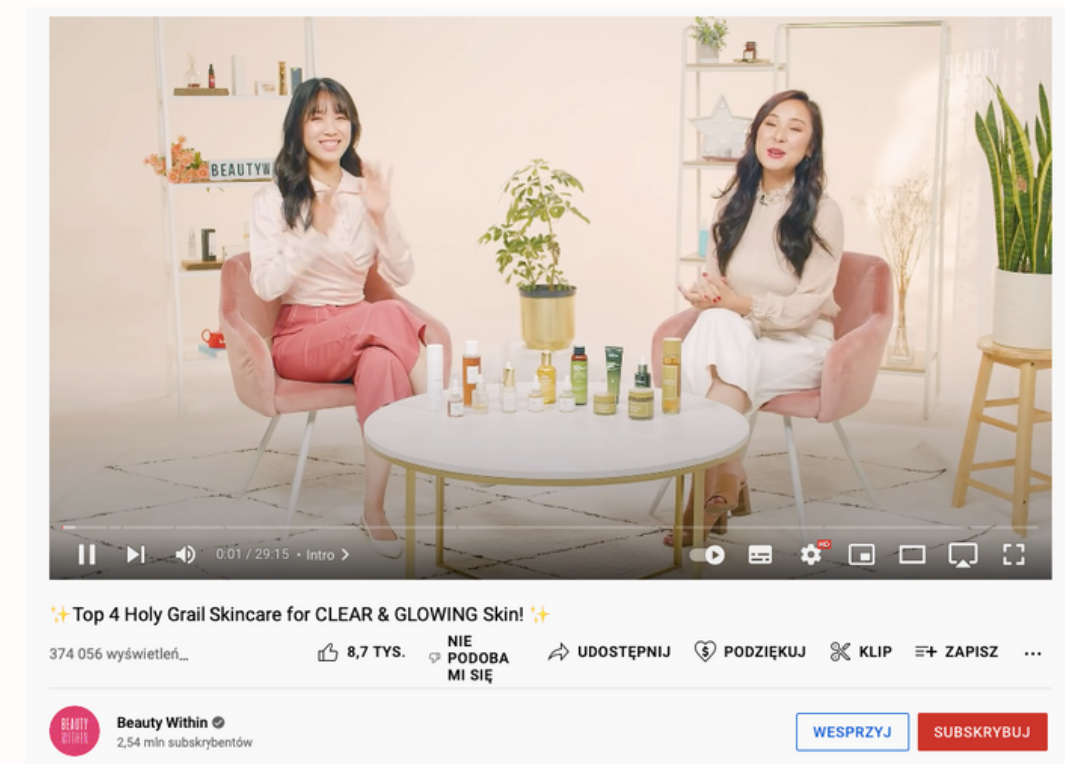
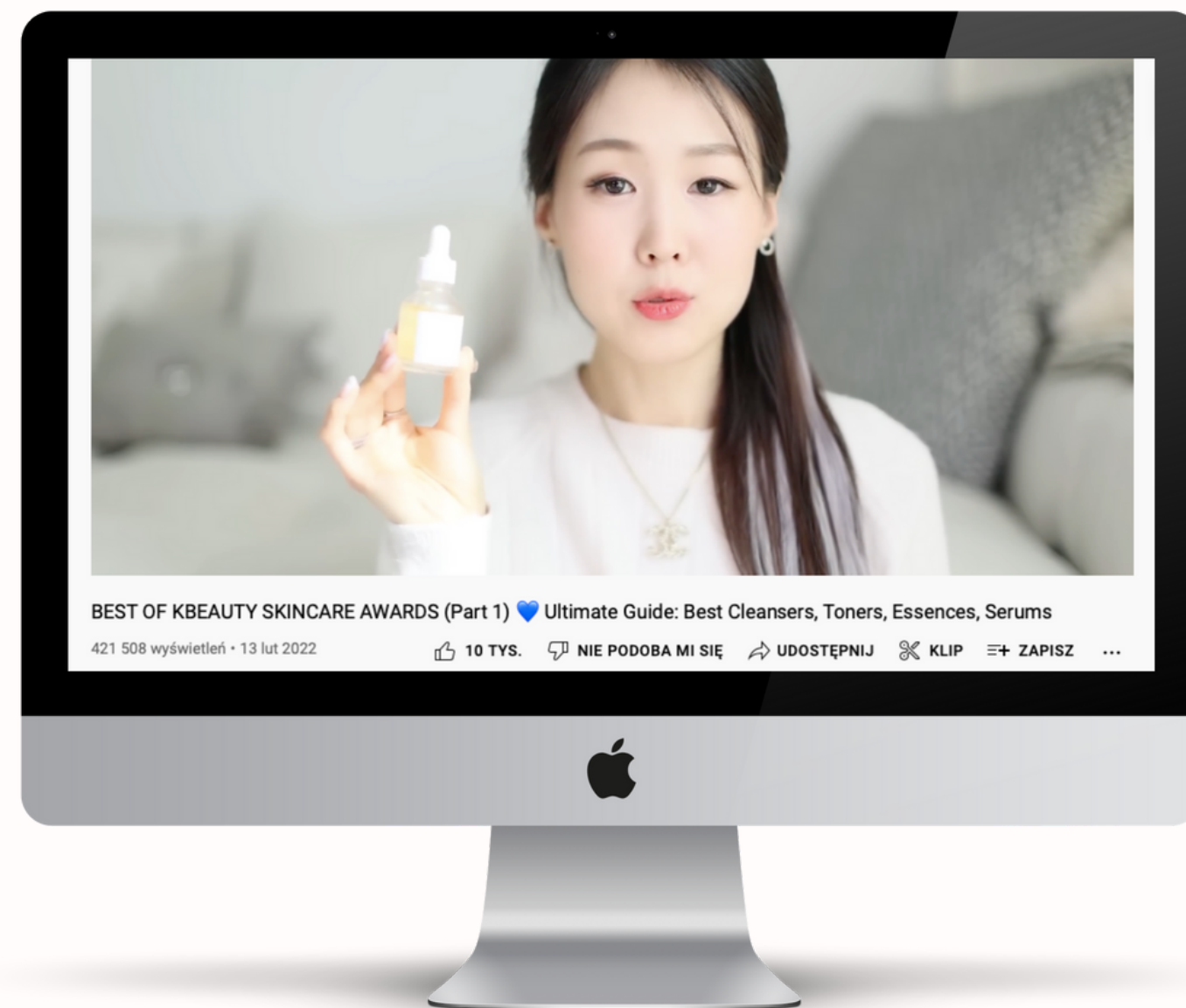
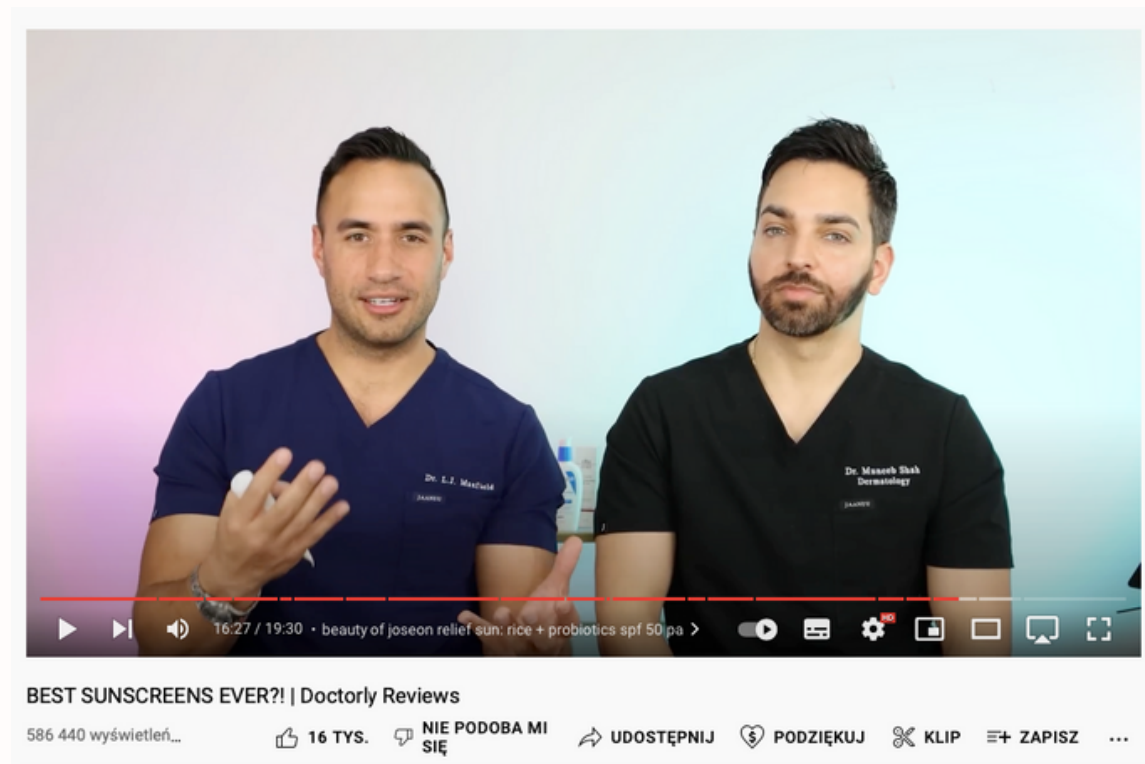
GINGSENG LINE

- ✓ Dynasty cream
- ✓ Ginseng essence water
- ✓ Revive serum: Ginseng + Snail Mucin
- ✓ Revive eye serum : Ginseng + Retinal
- ✓ Ginseng cleansing oil



Best brand to follow the trend #cleanbeauty





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