

PÆON × cutem

Start of research for Beautiful and Healthy Skin



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BRAND NAME

PAEON refers to the “god of medicine” in Greek mythology, and is a skin solution cosmetics that pursues your healthy and beautiful skin.

It is a functional cosmetics for brightening & wrinkle improvement using “Nano-Delivery System” which is proprietary technology.

SYMBOL LOGO & COLOR

PAEON’s logo represents PAEON’s P symbolically, and it is designed to be able to utilize various designs based on elegant image.



BRAND NAME

—

CUTEM means “Skin” in Latin.

CUTEM is not just a cosmetic, but a therapeutic additive that helps treating skin diseases. It is a solution cosmetic that focuses on the nature of skin.

SYMBOL LOGO & COLOR

—

The CUTEM logo represents a healthy, clean skin with a clear, translucent blue color along with a droplet shape that means moisturizing.

CUTEM PRODUCTS



Daily Cleanser

Paeon Bubble Deep Cleanser

Dermatologically tested

Non Irritant

90ml /



keeping pH 6.8 mild acidic balance

pH 6.8 mild acidic washing.. Same pH level of your skin... It prevents moisture loss in the skin, and makes it moist and moisturized.



O2(Oxygen) Bubble Cleanser

Tiny, fine, and abundant oxygen bubbles remove a waste on you face without irritating the skin.



pore and dead skin-cells care & make-up cleansing

Removes make-up residue and wastes from pores. Care for sebum and old keratin on your skins.



skin soothing & trouble care

Tea tree & Portulaca Oleracca Extract calming and soothing the irritated and stimulated skin.

O2 Oxygen Cleanser

smooth down into the pores

3 in 1 triple cleanser.

Make-up cleansing, pore care, and removing sebum all at once. Clean your skin with fine and rich oxygen bubble.

Ingredients

Melaleuca Alternifolia (Tea Tree) Extract , Portulaca oleracea Extract, Asparagus Lucidus Root Extract, Acanthopanax senticosus Extract,

How to use

Use 1-2 times before cleansing, apply an appropriate amount to your hands or skin, and gently massage face. Then, the oxygen bubble will be generated, and massege your skin gently. Rinse them with lukewarm water..

Daily Cleanser

Paeon Aqua Collagen Body Peeling

Dermatologically tested

Non Irritant

480ml /



Keeping pH 6.8 mild acidic balance

pH 6.8 mild acidic washing.. Same pH level of your skin... It prevents moisture loss in the skin, and makes it moist and moisturized.



Perfectly clearing dead skin cell & impurities

Fermented mushroom substance gently clears away dead skin cells and impurities in pores without irritation and tones the skin..



Instant collagen moisture replenishment

Increases skin moisture level to turn dry and rough skin into softer and moistened skin with resilience and gloss.



Skin soothing & Trouble care

Tea tree & Portulaca Oleracca Extract calming and soothing the irritated and stimulated skin.

Subacidic Peeling Gel with pH 6.1 allowing skin to breath

Low irritating peeling solution for problematic skin with redness and bumpiness. Moisturizing, gentle and mild exfoliant without irritating the skin

Ingredients Collagen Peptide, Melaleuca Alternifolia (Tea Tree) Extract, Portulaca-Oleracea, Sciadopitys Verticillata, Fermented mushroom Extract.

How to use Pump out a small amount onto dry skin and evenly apply. Gently rub in a circular massaging motion.. Rinse them with lukewarm water. (or rinse them with body wash.)

DAILY WASH

Cutem Daily Wash

Dermatologically tested

Non Irritant

300ml /



keeping pH 5.9 mild acidic balancing

pH 5.9 mild acidic washing.. Same pH level of your skin... It prevents moisture loss in the skin, and makes it moist and moisturized.



fresh & moist cleansing

the soft and rich foam removes unnecessary wastes without irritating your skin. It keeps moisture even after use.



naturally derived vegetable ingredients

contains ingredients like Portulaca oleracea Extract, Asparagus Lucidus Root Extract, and Acanthopanax senticosus extract to calm and supply nutrition to your sensitive skin.



no SLES & PARABEN additives

does not contain any chemical interfacial activators and chemical preservatives PARABEN known as skin trouble

Makes your skin breathes with pH 5.9 mild acidic wash

The first step in a healthy solution for your problematic skin. Non-irritating cleanser that removes unnecessary wastes on your skin cleanly, and minimizes its moisture loss.

Ingredients Citric Acid, Portulaca oleracea Extract, Asparagus Lucidus Root Extract, Acanthopanax senticosus extract, Polygonum Multiflorum Root Extract.

How to use Use 1-2 times during cleansing, apply an appropriate amount to your hands or towel, bubble and gently massage face and body. Then, rinse with clean water repeatedly until all the cleanser is removed. Sponges and towels are good for bathing.

DAILY AMPOULE ESSENCE

Cutem Daily Ampoule Essence

Dermatologically tested

Non Irritant

50ml /



Enhancement of Ceramide Aqua Barrier

contains highly moisturizing Ceramide ingredient to protect your skin from external stimuli and help to keep moisture in your skin from evaporating.



skin soothing & trouble care

the Aloe vera leaf and Portulaca oleracea Extract, which are very effective in soothing and alleviating the troubles, and cool down the irritated and stimulated skin.



pore care & skin balance of oil and moisture

regulating the pH balance and pore care to make your skin fresh and moisturized without looking oily.



naturally derived vegetable ingredients

contains ingredients like Portulaca oleracea Extract, Asparagus Lucidus Root Extract, and Aloe Barbadensis leaf Extract to calm and supply nutrition to your sensitive skin.

Moisture Soothing, the first step of pore management

Moisturizing balance to cool down the skin that is glowing and sensitive. Ceramide hydration barriers enriched with fresh moisture without shining.

Ingredients

Ceramide, Aloe Barbadensis leaf Extract, Portulaca oleracea Extract, Asparagus Lucidus Root Extract, Acanthopanax senticosus extract.

How to use

Take an appropriate amount, spread evenly around your face, tap and absorb.

DAILY LOTION

Cutem Daily Lotion

Dermatologically tested

Non Irritant

180ml /



Enhancement of Ceramide Aqua Barrier

contains highly moisturizing Ceramide ingredient to protect your skin from external stimuli and help to keep moisture in your skin from evaporating.



highly concentrated PEPTIDE

strengthens your skin barrier and greatly improves the condition of your tired and damaged skin.



skin soothing & trouble care

the Aloe vera leaf and Hottuynia Cordata Extract, which are very effective in soothing and alleviating the troubles, and cool down the irritated and stimulated skin.



help reducing sebum & skin balance of oil and moisture

balancing oil & moisture and regulating sebum secretion on you skin, Cutem Daily lotion prevents moisture evaporating, and makes your skin fresh and moisturized.

Intensive Aqua Barrier with high-enriched ceramide lotion

Aqua formation on rough and dry trouble skin.
Moisturizing balancing lotion

Ingredients Ceramide, Peptide, Hottuynia Cordata Extract, Portulaca oleracea Extract, Asparagus Lucidus Root Extract, Acanthopanax senticosus extract

How to use Take an appropriate amount, spread evenly across the face and body.

DAILY CREAM

Cutem Daily Cream

Dermatologically tested

Non Irritant

50ml & 100ml



Enhancement of Ceramide Aqua Barrier

contains highly moisturizing Ceramide ingredient to protect your skin from external stimuli and help to keep moisture in your skin from evaporating.



highly concentrated PEPTIDE

strengthens your skin barrier and greatly improves the condition of your tired and damaged skin.



skin soothing & trouble care

the Aloe vera leaf, Portulaca oleracea and Hottuyinia Cordata Extract, which are very effective in soothing and alleviating the troubles, and cool down the irritated and stimulated skin.



help reducing sebum & skin balance of oil and moisture

Balancing oil & moisture and regulating sebum secretion on you skin, Cutem Daily lotion prevents moisture evaporating, and makes your skin fresh and moisturized.

Intensive Aqua Barrier with high-enriched ceramide cream

Concentrated solution for rough and dry trouble skin.
High-enriched ceramide cream for long-lasting moisturization.

Ingredients

Ceramide, Peptide, Aloe Barbadensis leaf Extract, Hottuyinia Cordata Extract, Portulaca oleracea Extract, Asparagus Lucidus Root Extract

How to use

After using the lotion or essence, take an appropriate amount into the palm of your hand and spread it on the face and the area you want to apply.

DAILY MOIST CREAM

Cutem Daily Moist Cream

Dermatologically tested

Non Irritant

50ml /



including 73% of filtrated Snail mucin

restores your damaged skin and alleviates signs of pigmentation and skin-trouble. It keeps your skin moist and protects it from harmful environments



gift from nature, horse oil

horse oil's palmitoleic acid and ceramide strengthen skin barrier. these compounds also block the evaporation of skin moisture and make the dry skin elastic and shiny.



resurrects skin's vitality and elasticity brightening + wrinkle dual improvement

Safety Mark "0" by Non-profit Environmental group EWQ in Washington, USA. Contains Niacinamide and Adenosine to help your skin bright and improve wrinkles.



free from 8 chemical ingredients

mild moisturizing cream with low irritation that can be used safely because Cutem Daily Moist Cream doesn't contain 8 chemical ingredients like PARABEN, chemical preservative.

Superior moisture and Richer nutrition Daily Moist Cream

Brightening & Wrinkle cream. A quick and powerful filling from the inside of the skin like water.

Ingredients

Snail Secretion Filtrate, Horse Fat, Niacinamide, Adenosine, Shea Butter, Ceramide, Portulaca oleracea Extract

How to use

After using the lotion or essence, take an appropriate amount into the palm of your hand and spread it on the face and the area you want to apply.

DAILY SUN CREAM

Cutem Daily Sun Cream

Dermatologically tested

Non Irritant

50ml /



SPF50+/PA+++ Excellent UV protection

Cutem Daily Sun Cream blocks UV thoroughly for outdoor activities effectively and long-time.



naturally tone-up your skin with fresh & moist feeling

"W/S - Water-holding-system" maintains moisture and excellent adhesion, it keeps your skin moist and fresh without stickiness. It will naturally raise your skin tone up.



suitable for sensitive skin

4 Free System... without PARABEN, Artificial pigments, Benzophenones, and mineral oil. You can safely use Cutem Sun Cream without any irritation to your sensitive skin.



naturally derived vegetable ingredients

contains highly moisturizing Ceramide ingredient to protect your skin from losing moist and external stimuli. the Aloe vera leaf and Swiss Alpine Herb Extract, which are very effective in soothing and cool down the irritated and stimulated skin.

Lightly moisturizing & low-irritation Daily Sun Cream

SPF50 + / PA +++ Strong sun protection for safe skin protection. Light and moist sunscreen that naturally tone up your skin.

Ingredients

Ceramide, Peptide, Swiss Alpine Herb Extract, Aloe Barbadensis leaf Extract, Betaine

How to use

Apply an appropriate amount to your skin that is easily exposed to ultraviolet rays.

DAILY HERB SHAMPOO

Cutem Daily Herb Shampoo

Dermatologically tested

Non Irritant

300ml / 500ml



keeping pH 5.7 mild acidic balancing

pH5.7 mild acidic Shampoo.. Same pH level of healthy skin minimizes the irritation of the scalp, and keeps it in a healthy scalp condition.



no chemical surfactant SLES added

does not contain any chemical interfacial activators and chemical preservatives PARABEN known as scalp trouble.



calm your scalp & trouble care

the natural extracts, tea tree and Portulaca oleracea, calms your sensitive scalp and relieves various scalp troubles.



cooling & providing nutrition

peppermint and menthol provide cooling sensation along with refreshing effect, and Acanthopanax senticosus and red ginseng extracts make your scalp and hair healthy.

Makes your skin breathes with pH 5.9 mild acidic Shampoo

A healthy solution for sensitive, itchy, problematic scalp. Using a herbal extract that cleanses from scalp to hair without irritation.

Ingredients

Melaleuca Alternifolia (Tea Tree) Extract , Portulaca oleracea Extract, Asparagus Lucidus Root Extract, Red Ginseng Root Extract, Acanthopanax senticosus extract.

How to use

After soaking the hair in water, gently rub on the scalp and hair, then rinse thoroughly with water.

LASER MASK

Cutem Laser Mask

Dermatologically tested

Non Irritant

22ml /



Enhancement of Ceramide Aqua Barrier

contains highly moisturizing Ceramide ingredient to protect your skin from external stimuli and help to keep moisture in your skin from evaporating.



skin soothing & trouble care

the Portulaca oleracea and Hottuynia Cordata Extract, which are very effective in soothing and alleviating the troubles, and cool down the irritated and stimulated skin.



hyaluronic acid, Intensive moisturizing mask

The natural moisturizing factor treats your tired and dry skin smooth and healthier.



excellent adhesion to your face

It is a natural pulp sheet with excellent adhesion, and it transfers moisturizing ingredients to your skin more efficiently.

Moisturizing and calming mask for sensitive skin

Relieves your sensitive skin with external stimuli.

A rich natural moisture-filling mask pack that moisturized the skin.

Ingredients

Ceramide, Hyaluronic Acid, Collagen, Hottuynia Cordata Extract, Portulaca oleracea Extract

How to use

After cleansing, trim the skin, open the mask pack, and cover the face around the nose and eyes first. After using it for 15-20 minutes, remove the mask pack and tap your skin to absorb.

VITAMIN C BRIGHTENING MASK

Cutem Vitamin-C Brightening Mask

Dermatologically tested

Non Irritant

22ml /



natural brightening ingredient, Vitamin-C

Vitamin C, which is very effective for brightening, brightens your dark skin tone and makes it clear and clear.



skin soothing & trouble care

the Portulaca oleracea and Hottuynia Cordata Extract, which are very effective in soothing and alleviating the troubles, and cool down the irritated and stimulated skin.



hyaluronic acid, Intensive moisturizing mask

The natural moisturizing factor treats your tired and dry skin smooth and healthier.



excellent adhesion to your face

It is a natural pulp sheet with excellent adhesion, and it transfers moisturizing ingredients to your skin more efficiently.

Brightening Mask for your shining skin

Whitening concentrate vitamin-C solution for dark and dull skin.

A rich natural moisturizing factor that moisturizes and brightens the skin.

Ingredients

Vitamin-C, Hyaluronic Acid, Collagen, Portulaca oleracea Extract, Morus Alba Bark Extract.

How to use

After cleansing, trim the skin, open the mask pack, and cover the face around the nose and eyes first. After using it for 15-20 minutes, remove the mask pack and tap your skin to absorb.

BABY WASH & SHAMPOO

Cutem Baby Wash & Shampoo

Dermatologically tested

Non Irritant

250ml /



rich & mild acidic bubble

simply rinse with rich and mild bubbles without irritation. It is Two-in-One product that can shampoo and body wash all at once.



mild & moisturizing more and more..

mild irritant soap containing vegetable fermented extracts. Keeps your baby's skin moisturized even after cleansing and bathing.



chemical preservative PARABEN free

Soft children's skin, as well as dry and sensitive skin can be used with confidence. It is PARABEN free product.



soft skin and shining hair

natural vegetable extracts and vegetable surfactants provide moisture and nutrients to the skin and scalp.

Soft and rich foam for our kids..

Moisturizing more and Softening more for your kids..

Highly concentrated moisturizing ingredients of vegetable extracts keep skin soft and moist even after bathing.

Ingredients

Viscum Album (Mistletoe) Ferment Extract, Corydalis Ochotensis Extract, Draba Nemorosa Extract, Illicium Verum (Anise) Fruit Extract, Chenopodium Album Flower Extract

How to use

Rinse the hair and body gently with lukewarm water, use appropriate amount of product, bubble gently, rub gently massage, and rinse with water. Sponges and towels are also good for bathing.

BABY CERAMIDE LOTION

Cutem Baby Ceramide Lotion

Dermatologically tested

Non Irritant

250ml /



keep baby's skin soft & healthy

the ceramide ingredient strengthens the skin barrier to maintain long-lasting moisturization and protects the skin from harmful environments.



mild & moisturizing more and more..

containing vegetable fermented extracts, which are very effective in soothing and alleviating the troubles, and cool down the irritated and stimulated skin.



chemical preservative PARABEN free

Soft children's skin, as well as dry and sensitive skin can be used with confidence. It is PARABEN free product.



wise mom's choice for kids !

balancing oil & moisture on you skin, Cutem Baby Ceramide lotion prevents moisture evaporating, and makes your skin fresh and moisturized.

Just like your skin components..

Moisturizing more and Softening more for your kids..

The concentrated moisturizing ingredient of vegetable extract is filled with moisture and nutrition instantly

Ingredients

Ceramide, Viscum Album (Mistletoe) Ferment Extract, Macadamia Ternifolia Seed Oil, Macadamia Integrifolia Seed Oil, Draba Nemorosa Extract, Rosa Canina Fruit Extract.

How to use

After cleansing and bathing, apply the appropriate amount within 3 minutes before the moisture dries. It will gently spread on face and body and absorb it.

Sales & Marketing Activities



Advertising through TV program..



2017년 5월 KBS “뷰티 바이블”에서...
탑모델 한혜진 PPL 방송 예정

Promoting through TV program..



Broadcasted on TV Show "Fashion N" at November 2016



Sales through offline shops



THE SHILLA
duty free



Duty Free Shop in Incheon Airport



Galleria
DUTY FREE

Marketing through Clinic & Pharmacy



Exam with in-house testing laboratory



Seoul Skin Science Laboratory



Dae-Jeon Skin Care Laboratory



SKINMED



Thank you