

Ariul

7days Mask

2021 RENEWAL

Product Introduction



Even at this moment

Our skin is becoming more sensitive and fragile caused by harmful environment & stress.



New virus and infectious disease
Wearing masks all days



Fine dust and global warming
Rapid climate change



Changes in life patterns and excessive work
Stress

“No irritation, natural ingredients, mild formula” ...

Your skin care daily routine is not enough.

What you need is Daily Cure beyond Daily Care

Completely renewed Ariul 7 Days Mask

brings you Daily Cure effect - enhancing and improving the core strength of skin.

7days-Daily Cure Mask

Vegan Formula · Certified vegan sheet reduces irritation and effectively deliver essence made from 7 kinds of super active ingredients

#EWG_All Green #No cautious ingredient #Vegan Formula #Vegan fabric #Biodegradable #Global Best Seller

FEATURES

1. Main Concept : Mild & gentle ingredient to “improve basic function” of the skin

- Wearing a face mask all day, rapid climate change, increasing air pollution and all kinds of stress are causes of our potential skin sensitivity.
- The Mild & Gentle prescription is applied from essence formula to sheet fabric to prevent skin hypersensitivity and strengthen basic skin function.
 - (1) **N.M.F.(Natural Moisturizing Factor)™ Complex** : mixture of ceramide, phytosterol (plant-derived cholesterol) and peptide
 - (2) **Formula** : all ingredients are **EWG Green Grade, No Cautious ingredient listed in Hwahae** (No.1 Korean cosmetic ingredient analysis APP), **No Allergens, No Animal-derived Ingredients**
 - (3) **pH 5.5 weak acidity** : skin friendly pH, protecting skin from external irritation.

2. 7days Daily Cure is what you need ‘Right Now’ – daily skin improvement solution

- **UP to 120,000ppm of pure natural extracts** : provides the optimal effect to the skin
- **1:1 matching of super active ingredients for each SKU** : madecassoside, panthenol, vitamin C, beta-glucan, niacinamide, etc.

3. Upgraded Mask sheet : Vegan & Biodegradable Natural Sheet

- **Certified vegan sheet** : 100% natural plant-derived pulp, petroleum-derived fabric FREE
- **Biodegradable fabric** : a clean beauty mask that is sustainable for both human and the environment
- **Essence holding sheet** : the essence, absorbed evenly by the small holes in the fabric rather than soaked, supplies direct skin nutrients. (40,000 essence holes for each sheet)
- **See-through thickness** : a heat treatment process provides excellent skin fit as well as ultra thin but strong fabric from sagging.

1. Worry-Free Mild & gentle non-irritating formula

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A hypoallergenic formula that helps to improve sensitive and weakened skin

Allergens FREE, 20 kinds of harmful ingredients FREE, irritation FREE

EWG All Green Graded ingredients, pH 5.5 balance

Mild & Gentle Formula



1

All safe ingredients

EWG 'Green grade:
which assures 100% safety grade



2

No cautious ingredients

Free from Sulfate,
phenoxyethanol,
PEG, paraben, mineral
oil, etc.



3

Allergens FREE

26 kinds of allergen that
may cause allergy to skin or
respiratory system,
are not contained



4

pH 5.5 Weak acidity

Weak acidic essence is
similar to the
pH of healthy skin.
Irritation FREE



5

Vegan Formula + Fabric

No animal-derived ingredients
certified vegan fabric

(completed test of skin irritation)

N.M.F™ Complex

A combination of three kinds of natural moisturizing factors that are needed by the skin.

Core formula to strengthen basic function of skin and helps skin to stay healthy even in dramatic environmental changes.

N.M.F™ Complex

N.M.F™: Natural Moisturizing Factor



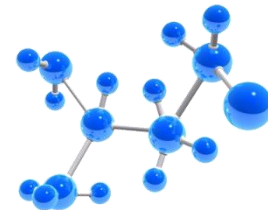
Ceramide

Ingredients that helps to strengthen skin barrier function.
Decreases of ceramide in the skin layer may cause skin disease.



Phytosterol (plant-derived cholesterol)

Plant-derived cholesterol extracted from sunflower seeds and white Lupine Albus seeds.
Lock the moisture in the skin, even in dry environment



Peptide

The smallest unit of skin protein,
Helps to link amino acids, and improve skin elasticity

3. 7 kinds of Daily Cure formula, 7 kinds of solution to skin concerns

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Proven Ingredients, Proven Effect!

Contains up to 120,000ppm of natural extracts

1:1 matching of 'super active ingredients' for each function → Daily Cure mask beyond Daily Care

Tea tree M
immediate trouble skin soothing



Tea tree: 30,000ppm



Madecassoside: skin regeneration



Aloe H
deep moisturizing



Aloe: 12,000ppm



Hyaluronic Acid: Moisturizing



Green Tea S
Sebum and pore care



Green Tea: 10,000ppm



Betaine Salicylate: sebum control



Calendula P	NEW
Intensive skin firming	



Calendula: 120,000ppm



Panthenol: nutrition,
regeneration



Bamboo water B
Sensitive skin moisturizing and soothing



Bamboo water: 80,000ppm



Beta-glucan: soothing care for
sensitive skin



Lemon C
Anti-blemish



Lemon: 30,000ppm



Vitamin C: blemish care



Lotus N	NEW
Skin brightening	



Lotus: 15,000ppm



Niacinamide: brightening



※ Avocado, Pomegranate : discontinued

※ Tea Tree, Bamboo, Green tea, Lemon : watery
essence

※ Aloe, Calendula, Lotus: Serum essence

※ 23ml essence for each SKU : increase 15%
comparing to present version

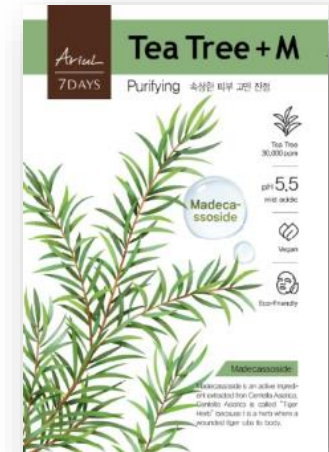
3. 7 kinds of Daily Cure formula, 7 kinds of solution to skin concerns (Features per SKU)

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7days Mask Tea tree + M (Madecassoside)

"Seven Days Tea tree M": Ultra-fast trouble care for stressed skin

Target	<ul style="list-style-type: none"> - Troubled skin, oily skin - Skin problems caused by wearing of face mask, stress, and hormonal changes: pimples, painful acne, millet acne
Features	<ul style="list-style-type: none"> (1) "Blemish Fighter" Tea tree (30,000ppm) + "Healing Herb" Centella asiatica Madecassoside (2) No silicone oil or mineral oil contained: No synthetic oils which is harmful to normal skin breathing (3) No cautious ingredients: does not contain 20 cautious ingredients that may irritate sensitive skin / allergy-causing ingredients / no animal-derived ingredients
Spec&Price	23ml



NEW

7days Mask Calendula + P (Panthenol)

"7days Calendula P": Perfect repairing care for damaged skin

Target	<ul style="list-style-type: none"> - All skin type, dry skin, skin lack of elasticity - Skin concerns caused by wearing a mask, stress, hormonal changes, etc.: skin redness, itchiness, and roughness
Features	<ul style="list-style-type: none"> (1) Calendula (120,000ppm) for skin soothing and regeneration + "Moisture locker" Panthenol (2) Contains squalane: plant (olive oil)-derived skin-protecting ingredient that makes skin shiny and glowing (3) No cautious ingredients: does not contain 20 cautious ingredients that may irritate sensitive skin / allergy-causing ingredients / no animal-derived ingredients
Spec & Price	23ml



3. 7 kinds of Daily Cure formula, 7 kinds of solution to skin concerns (Features per SKU)

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7days Mask Aloe + H (Hyaluronic Acid)

"Seven Days Aloe H" : Instant soothing & moisturizing care for recovering skin

Target	<ul style="list-style-type: none"> - All skin, dry skin, skin lack of elasticity - To improve skin tightness and elasticity : oil and moisture balance is needed in skin.
Features	<ul style="list-style-type: none"> (1) Aloe (12,000ppm) which can catch and lock moisture even in hot and dry climates + Hyaluronic acid, a "moisturizing genius" (2) Lactobacillus/Aloe vera fermentation filtrate formula: "fermentation" extract is milder, and more effective. (3) No cautious ingredients: does not contain 20 cautious ingredients that may irritate sensitive skin / allergy-causing ingredients / no animal-derived ingredients
Spec&Price	23ml



7days Mask Lemon + C (Vitamin C)

"7days Lemon C": Intensive brightening care with Lemon & Vitamin C complex

Target	<ul style="list-style-type: none"> - All skin type, mixed skin, troubled skin - Dark spot concerns caused by exposure to UV rays or lack of skin care
Features	<ul style="list-style-type: none"> (1) Refreshing Lemon (30,000ppm) + "Dark spot eraser" vitamin C, vitamin E (tocopherol) (2) No cautious ingredients: does not contain 20 cautious ingredients that may irritate sensitive skin / allergy-causing ingredients / no animal-derived ingredients
Spec&Price	23ml



3. 7 kinds of Daily Cure formula, 7 kinds of solution to skin concerns (Features per SKU)

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7days Mask Bamboo Water + B (Beta-glucan)

"7days Bamboo water B" : Deep hydrating care for suddenly arisen skin troubles caused by outdoor activities

Target	<ul style="list-style-type: none"> - Sensitive skin : sensitive skin, or skin that is temporarily sensitive - Skin concerns caused by wearing a mask, stress, hormonal changes, etc.: skin redness, itchiness, and roughness
Features	<ul style="list-style-type: none"> (1) Bamboo water (80,000ppm), helps to cool skin + beta-glucan, a natural soothing ingredient extracted from mushrooms (2) Contains allantoin and betaine: Soothing ingredients for sensitive skin, extracted from plants such as comfrey tree and sugar beet (3) No cautious ingredients: does not contain 20 cautious ingredients that may irritate sensitive skin / allergy-causing ingredients / no animal-derived ingredients
Spec&Price	23ml



NEW

7days Mask Lotus + N (Niacinamide)

"7 Days Lotus N" : Vitalizing skin care which makes natural glow from the inside of skin

Target	<ul style="list-style-type: none"> - Dry skin, oily skin that lacks of moisture, all skin type - Stressed dull skin
Features	<ul style="list-style-type: none"> (1) Symbol of purification - Lotus flower (15,000ppm) + skin brightening ingredient-niacinamide (2) 14 kinds of "Skin Conditioning Agent" ingredients included, helps to that soften skin (3) No cautious ingredients: does not contain 20 cautious ingredients that may irritate sensitive skin / allergy-causing ingredients / no animal-derived ingredients
Spec&Price	23ml



3. 7 kinds of Daily Cure formula, 7 kinds of solution to skin concerns (Features per SKU)

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7days Green Tea + S (Betaine Salicylate)

"7days Green tea B" : Purifying care for pore & sebum control

Target	<ul style="list-style-type: none">- Oily skin, mixed skin, pore trouble- Skin troubles, such as millet acne due to clogged pores and sebum disorder
Features	<ul style="list-style-type: none">(1) Green tea(10,000ppm) contains tannins to tighten pores + less irritating salicylic acid (BHA), betaine salicylate(2) No silicone oil or mineral oil contained: No synthetic oils which is harmful to normal skin breathing(3) No cautious ingredients: does not contain 20 cautious ingredients that may irritate sensitive skin / allergy-causing ingredients / no animal-derived ingredients
Spec&Price	23ml



4. Natural sheet of ultra skin adhesion and ultra-moisturizing, with "Essence Holes"

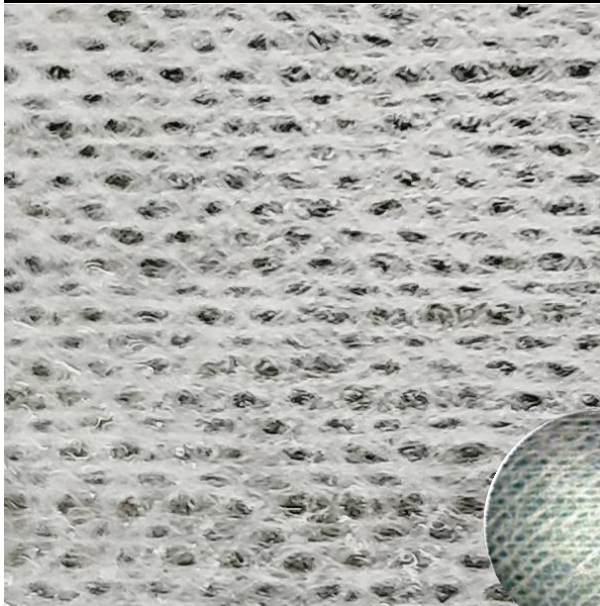
Ariul

Innovative and Natural Vegan Sheet which contains 40,000 "essence holes"

Ultra light and thin, feel like nothing is applied to skin

Natural sheet of Ultra-adhesive, ultra-slim, ultra-fast-absorption

Grid structure consisting of more than 40,000 "essence holes"



Magnified image of "Essence Hall"

Over 40,000 "essence holes" hold active ingredients,
And helps to deliver these ingredients to skin,
Immediately as soon as the sheet is applied on skin

Before impregnation

Ultra light and transparent,
perfect fitness onto the skin



Edge of sheet on skin

"No burden to skin" ultra-adhesive, ultra-slim fabric

Thin and transparent enough to make see the skin.
Heat treatment after weaving,
makes the fabric adhere to skin perfectly, and difficult to be deformed.

4. Ultra-adhesive, ultra-moisturizing natural sheet with "Essence Hole"-Certification details Ariul

Clean Beauty : skin-friendly / eco-friendly fabric

Vegan certified : 100% vegetable cellulose (certified by : Korea Vegan Certification Agency)

Completed Biodegradable test : 82.3% degradation within 45 days (Lyocel yarn standard, testing agency, tested by: SGS)



Vegan Certificate



Biodegradation Test Report



Fig. 7: The picture of KM200034-03 before test



Fig. 8: The picture of KM200034-03 and compost before test

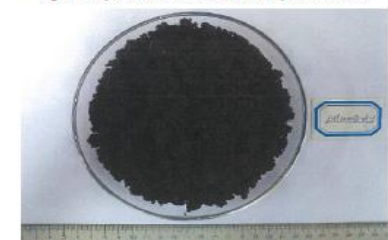
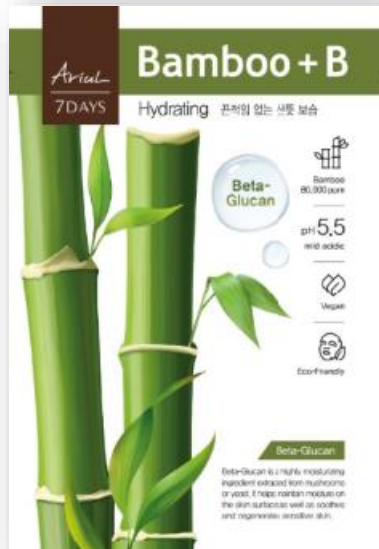
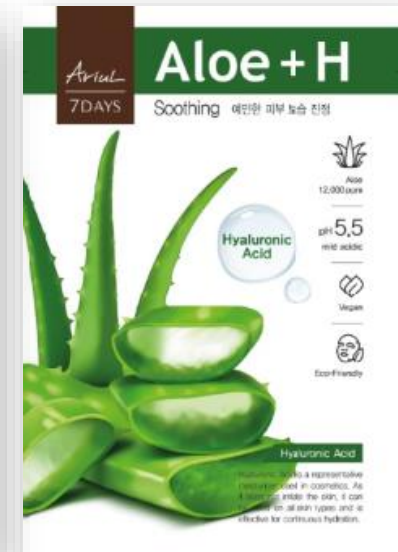
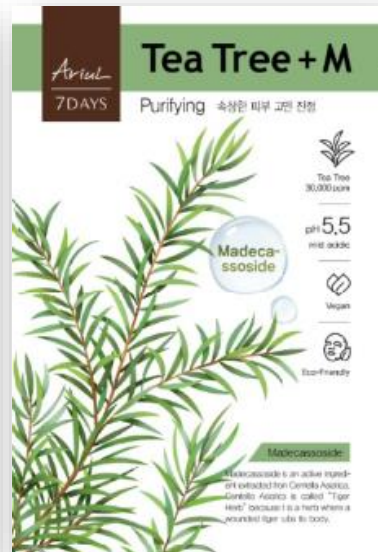


Fig. 9: The picture of KM200034-03 and compost after test (45 days)

Biodegradation process

82.3% biodegraded within 45 days



Thick non-woven pouch
Luxury & Natural packaging

Superb Illustration design with the
images of active ingredients,
Highlight on display shelf

6. Improvement compared to the present version

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SKU	Tea Tree	Aloe	Green Tea	Bamboo water	Tea tree M	Aloe H	Green tea S	Bamboo water B
	Lemon	Avocado (discontinued)	Pomegranate (discontinued)	7SKU	Lemon C	Calendula P	Lotus N	7SKU
SPEC	20ml				23ml (15% increase of Essence)			
ESSENCE	Milky				2 types: Refreshing Watery Essence & Moisturing Serum Essence			
SHEET	35gsm Plain type (cellulose 100%)				30gsm "Essence hole" type (cellulose 100%)			
SHEET CERTIFICATE					Vegan Certified & Biodegradation Test Completed			
CONCEPTIONAL INGREDIENT	Contains 10,000ppm of each natural ingredient				Contains 10,000 ~ 120,000ppm of each natural ingredient			
					1:1 matching of super active ingredients			
TEST	No skin irritation test				No skin irritation test			
FRAGRANCE	Synthetic Fragrance (contains allergens)				Fragrance Free (No flavor added)			
FORMULA	-				All EWG Green Grade Ingredients, Allergen Free			
pH	Slightly acidic (pH 6.0 ± 1.0)				Slightly acidic (pH 5.5 ± 1.0)			
REMARK	No animal-derived ingredients, no animal testing				No animal-derived ingredients, no animal testing			