

IDENEL

Secret for Eternal Youth

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SECRET FOR ETERNAL YOUTH

To be myself as it is,
I can provide extraordinary gift of time to myself.
The core technology incorporated into **IDENEL** provides
the key to self-sustaining youth
by awakening the natural energy of the skin.

STORY OF IDENEL

SECRET OF BEAUTY



IDENEL was inspired by eternal beauty.

The golden apple of the goddess IDUN is the secret to maintaining the eternal youth of the gods. IDENEL provides the optimal solution to maintain skin's natural energy and find skin balance.

The skin's own energy is nurtured to keep it clear.

Experience beautiful skin changes with IDENEL.



SECRET OF TECHNOLOGY

IDENEL's researchers have repeatedly experimented with accumulating data for anti-aging. Because our skin barrier is made of keratinocytes and lipids to protect the skin from external harmful substances, active ingredients of cosmetics cannot easily pass through. Therefore, after numerous studies to deliver active ingredients to the dermis layer of the skin, Raphitox™ and Altum technology™ is clue to the answer. The technology of IDENEL is an innovation in skin care and is for the beauty of all women. It is the key to the secret.

BRAND LOGO & SYMBOL

The goddess of youth - IDUN

IDENEL's logo and symbol were inspired by the golden apple of the goddess **IDUN** and the mobius strip, which means **infinity** and **eternity**.

IDUNAS GOLDENER APFEL

IDENEL



Spiral cell structure

Mobius strip

Infinity, Eternity

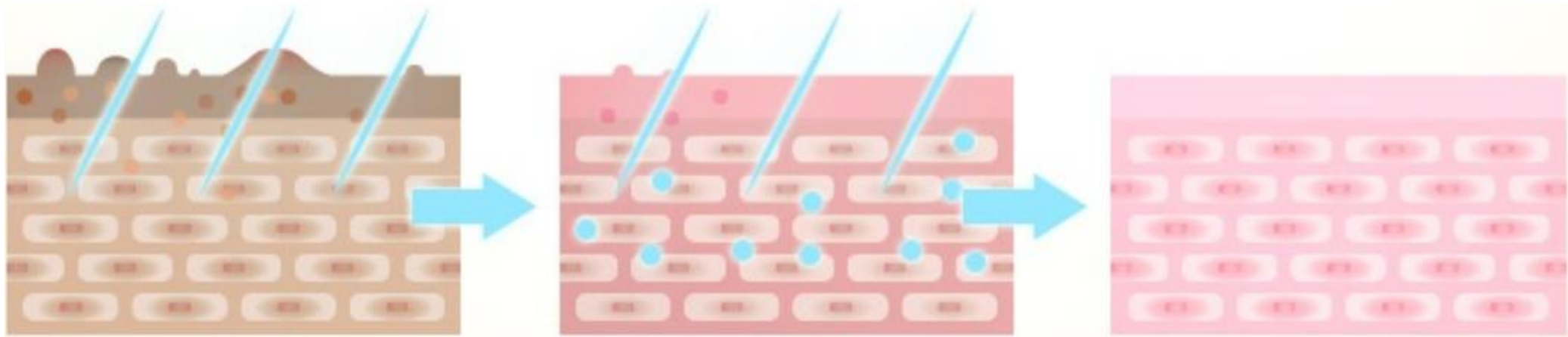
HOMECARE LINE

IDENEL's homecare line provides skin care, **just for you.**



MAIN TECHNOLOGY : RAPHITOX™

Raphitox™ is the world's first patented material made from marine organisms using bone fragments through seven special processes. It has more than 8 million microneedles per gram with a microfiber needle-like structure of ½ the size of the pores. Raphitox™ improves blood circulation in the skin and activates the turnover cycle by providing micro-irritation to the skin and delivering effective substances.



Raphitox Penetration

Micro stimulation and effective substance delivery
Blood circulation and exfoliation of dead skin cells

Complete Healthy Skin

PRODUCT GUIDELINE

STEP 01



Balancing Toner

Recharges skin elasticity
and moisture
With collagen water

STEP 02



Active Serum

Micro stimulation and
promotion of blood circulation
With Raphitox ingredients

STEP 03



Regenerating
Eye cream

Care for wrinkles around the eyes by
containing Raphitox and
anti-aging ingredients

STEP 04



Repair Cream

Delivering active ingredients
deep into the skin
With the ingredients of Rock Samphire



IDENEL BALANCING TONER

The first step of skin elasticity, fills moisture from the inside of skin.

Target	<div>Loss of elasticity of skin</div> <div>Sensitive Skin</div> <div>Dried dead skin</div>
Benefits	<div>✓ Moisture with 836,800ppm small particles of hydrolyzed collagen water</div> <div>✓ Repair damaged skin from UV and external stimuli</div> <div>✓ Improves deep and fine wrinkles by containing key anti-aging ingredients</div> <div>✓ Boosting toner to help the next step of absorption by soothing tired skin from external irritation and stress</div>
Texture	Light and refreshing water-type body
Price	50,000won/130ml (4.39 fl.oz.)

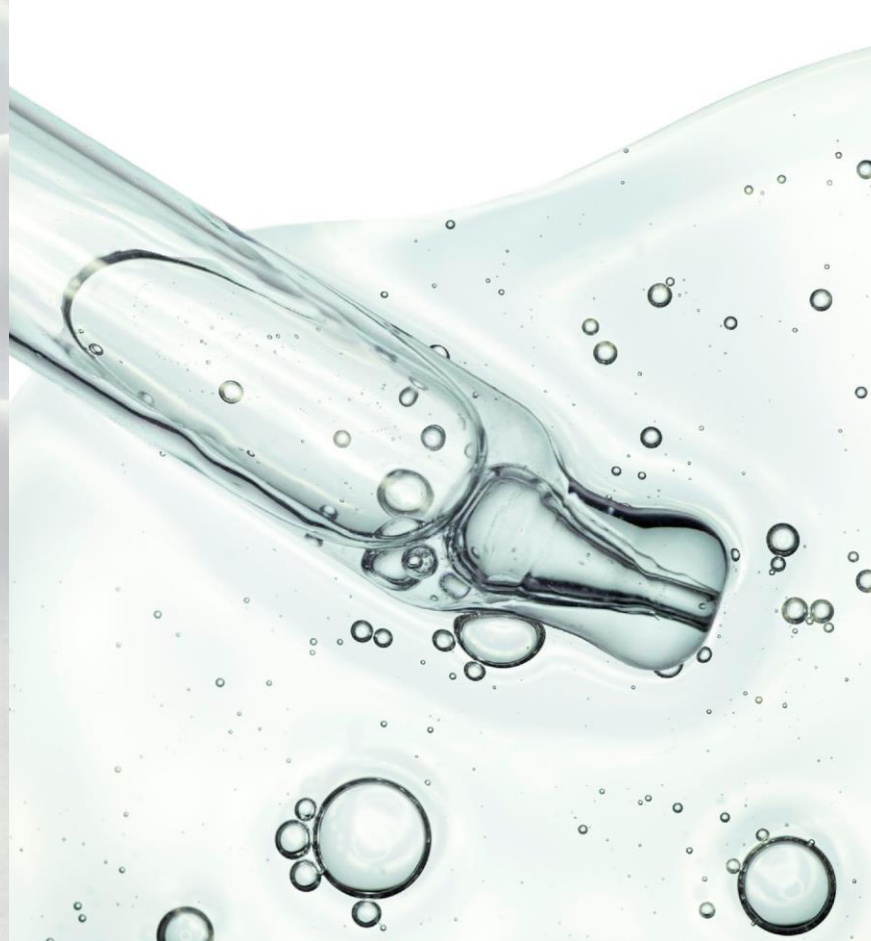


POINT 1

Luxurious design

The design combines the white and gold of the balancing toner makes you feel like you are in a high-end aesthetic.

You can feel free from stresses and enjoy the time only for yourself.



POINT 2

The key to moisturizing, collagen water

It contains 836,800ppm Super Collagen Water to lift the skin firmly. In addition, it is a lightweight, small particles of hydrolyzed collagen water that is quickly absorbed into the skin and acts as a boost.



POINT 3

Double functional cosmetics

Contains IDENEL's core anti-aging ingredients to care for not only fine lines on the skin but also deep wrinkles. In addition, it contains whitening functional ingredients to give a clear and bright skin tone.

IDENEL ACTIVE SERUM

High-performance serum that instantly brightens dry and dull skin by improving blood circulation and activates turnover cycles.



Target

Skin that started aging

Skin that needs blood circulation

Benefits

- ✓ Contains microneedle and Raphitox™ ingredients to improve skin blood circulation due to micro-irritation
- ✓ Enhances skin self-renewal ability by intensively supplying anti-aging ingredients to aging skin with its own core technology
- ✓ Procollagen production in the skin to provide elasticity and vitality every day

Texture

Highly concentrated, but refreshing, thin formulation

Price

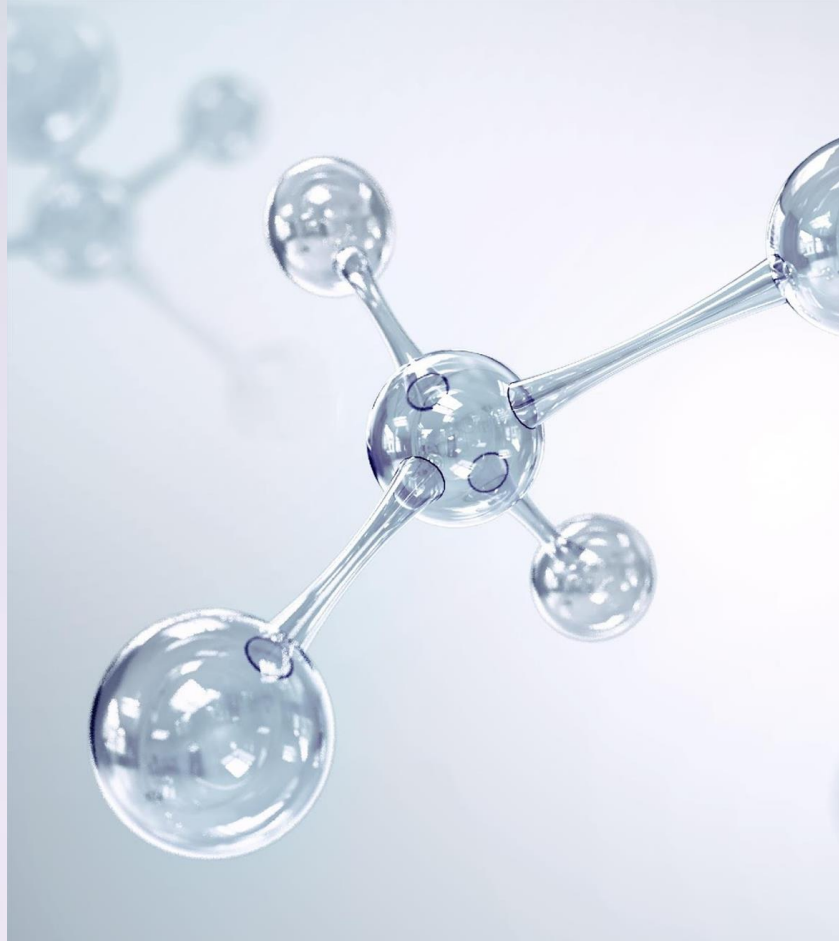
70,000won/30ml (1.01 fl.oz.)



POINT 1

Applicable microneedles, Raphitox™ contained

Raphitox™ contains over 8 million microneedles in 1 gram, causing micro-irritation to the skin. This activates the skin's turnover cycle, softening the tone and texture of the skin.



POINT 2

Procollagen production

As the skin ages, collagen levels naturally decreases. Therefore, active serum produces procollagen, which is the core of skin elasticity, and nurtures the skin's natural strength.



POINT 3

Anti-aging cosmetics

Contains IDENEL's core anti-aging ingredients to care for fine lines and deep wrinkles. In addition, it contains whitening functional ingredients for a clear and bright skin tone.



IDENEL REGENERATING EYE CREAM

Finishing clear shape of eye. Eye cream for sensitive skin around eyes,
Erasing trace of time.

Target

Skin troubled with wrinkles
around the eyes

Loss of elasticity of skin

Benefits

- ✓ Contains microneedle and Raphitox™ ingredients to wake tired eyes and irritate the skin so that the active ingredient can reach the inside of the skin
- ✓ Adhesion that does not clump or slip even if make up is applied around the eyes after using eye cream
- ✓ Moisturizing care for wrinkles around the eyes and nasolabial folds that are prone to dryness

Texture

A dense formulation that is gently absorbed into the skin

Price

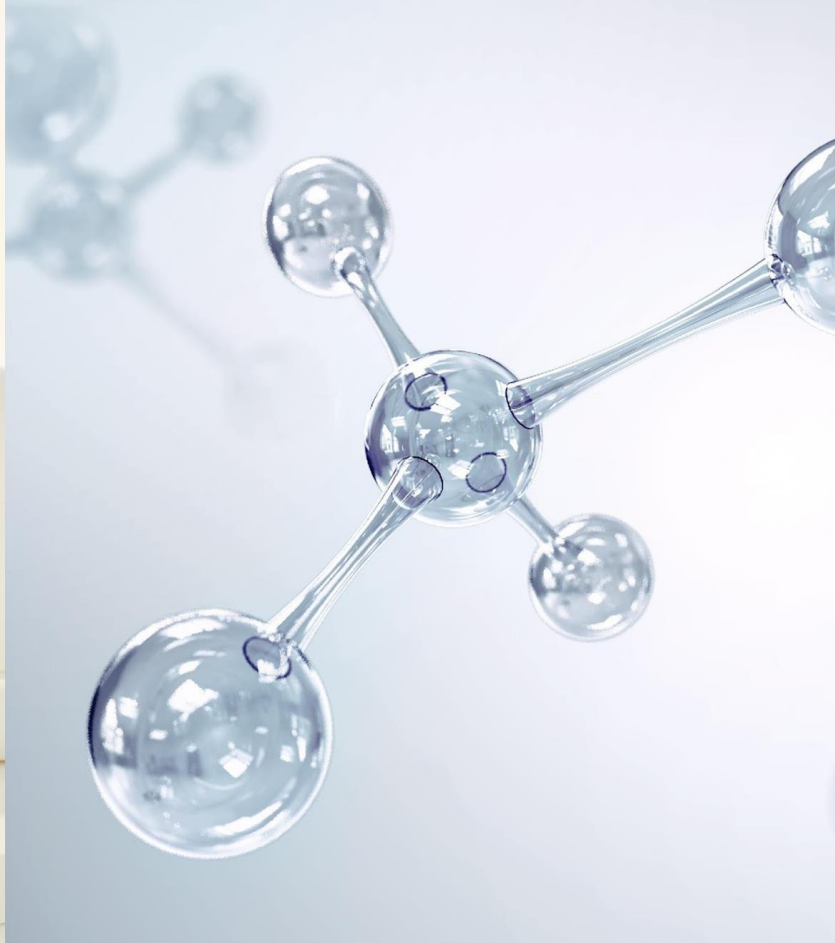
65,000won/20ml (0.67 fl.oz.)



POINT 1

Time-leap eye cream

It solves the troubles around the eyes that start aging rapidly after passing 20s. With special production, it contains microneedle's natural ingredients to tighten and control the sensitive eye areas and nasolabial folds.



POINT 2

Procollagen production

As the skin ages, collagen levels naturally decrease. Therefore, active serum produces procollagen, which is the core of skin elasticity to nurture the skin's natural strength.



POINT 3

Rolling massage

The rolling function of the eye cream quickly absorbs active ingredients into the dry skin around the eyes. Also, the blood circulation stimulates by massaging the eye area and nasolabial folds with the roller.

IDENEL REPAIR CREAM

A recovery cream that fills sufficient nutrition into skin to tighten and soothes the skin barriers.



Target	<div>Dried dead skin</div> <div>Skin that wants moisturizing</div>
Benefits	<div>✓ Soothes skin and strengthens elasticity by containing the most vital plant rock samphire ingredient found in the ocean</div> <div>✓ Recover damaged skin from UV rays and external stimuli</div> <div>✓ A high-density, high-moisturizing cream that fills the skin's lack of nutrients with just one layer</div> <div>✓ Enhances skin elasticity by containing peptide complex</div>
Texture	High-concentration, high-density type, soft formulation
Price	75,000won/50ml (1.69 fl.oz.)



POINT 1

Contains ingredients of Rock Samphire

It is a wild plant that thrives in harsh conditions such as high salinity in the cliffs or crevices of rocks on the coast under the harsh sea breeze. It solves the deep wrinkles and fine lines of the skin at once and gives it tight elasticity.



POINT 2

Skin soothing care

As the skin ages, collagen levels naturally decrease. Therefore, active serum produces procollagen, which is the core of skin elasticity and nurtures the skin's natural strength.



POINT 3

Anti-aging cosmetics

Contains IDENEL's core anti-aging ingredients to care for not only fine lines on the skin but also deep wrinkles. In addition, it contains whitening functional ingredients to give a clear and bright skin tone.

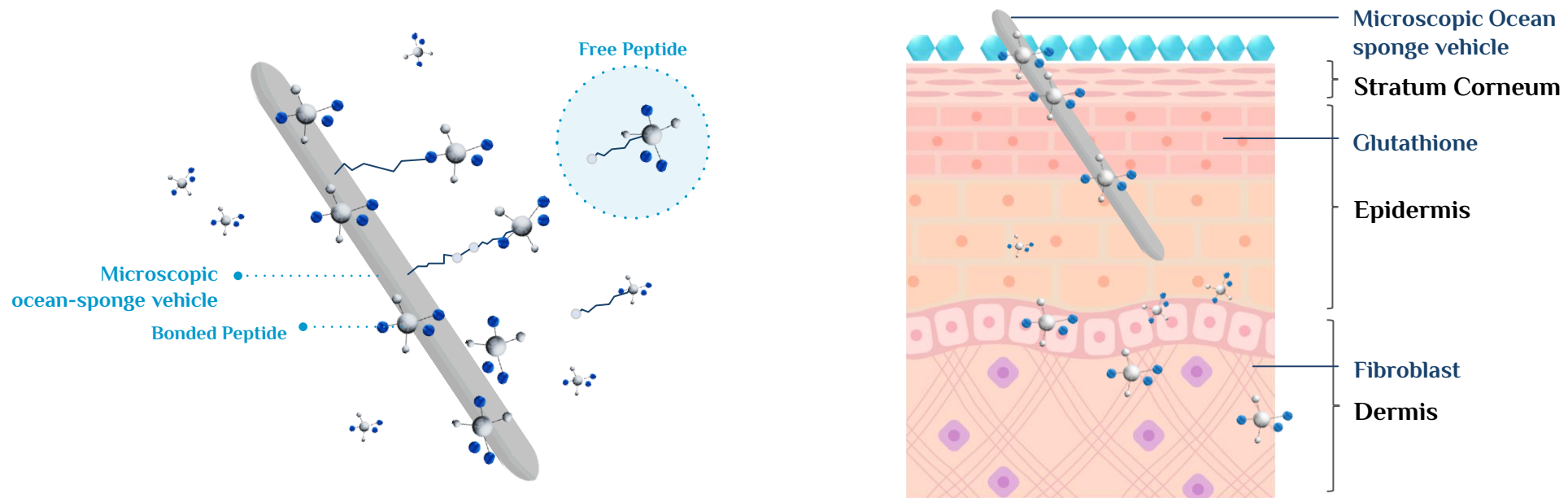
PEPTAXEL LINE

IDENEL's PEPTAXEL line provides the touch of a professional with Luxury Skin Care.



MAIN TECHNOLOGY : ALTUM TECHNOLOGY™

Altum technology™ was developed by investing more than 3 billion won in R&D for 5 years at the IDENEL Bio Center. It is a core patented technology that combines the active ingredient with Raphitox to reach the dermis layer of the skin and release the active ingredient at the desired location. In other words, it is IDENEL's cutting-edge biotechnology that can deliver active ingredients to the locations.



IDENEL PEPTAXEL™ (Peeling and Regeneration Program)

IDENEL's own patented program that solves fundamental problems such as improving skin wrinkles and strengthening elasticity using Altum technology™ (for home care/aesthetic).

Benefits

- ✓ Contains hydrolyzed sponge ingredients to remove impurities and dead skin cells from the skin
- ✓ Altum peptide™ component penetrates the skin, help to produce collagen and improve skin wrinkles

Procedure

1. After cleansing, prepare the skin texture
2. Open the cap on the front of the ampule in the shape of a syringe 1 and insert it into the ampule bottle 2 to add the contents
3. Put the contents of the mixed ampule bottle #2 into ampule bottle #3 and mix without clumping
4. Massage for 5 to 7 minutes in the order of Forehead>Nose>Cheeks>Chin>Throat. (Apply to the face except around the eyes/mouth)
5. Leave it for about 10 minutes, then was it off with lukewarm water

Price

350,000won (Standard for home care 5 times)



*This image is for reference only and is a set for an individual, 5 times homecare.
Actual esthetic use is carried out in large-capacity standards.*



POINT 1

IDENEL Pepta Altum Booster 1

It uses Altum technology™ to penetrate peptides under the skin barrier. Peptides induce collagen production that show excellent effects on wrinkles and enhance skin self-renewal ability.



POINT 2

IDENEL Peptaxel Solution 2

It contains glutathione enzyme, which promotes the easy release of peptides from the carriers. In addition, it contains marine extracts which strengthens skin cells and forms a protective film on the skin surface, allowing you to feel the immediate lift effect.



POINT 3

IDENEL Peptaxel Powder 3

It contains optimized microneedles that process the bone fragments of ocean sponges excavated deep in the sea 7 times. Thus, it accelerates the skin turnover cycle and removes aging dead skin cells.

IDENEL PEPTAXEL™ (Peeling and Regeneration Program)

How to Apply

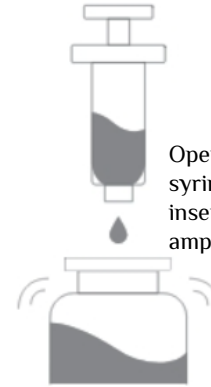
- 1 Cleanse the skin after washing



- 2 Lift the lid of the ampoule bottle 2,3 in the direction of the arrow, raise it up, and turn it in the right direction to remove it



- 3 Open the cap in front of the syringe-shaped ampoule 1 and insert the contents into the ampoule bottle 2



- 4 Add the contents of the mixture 2 to bottle 3 and mix well so there is no clumping



- 5 Apply evenly all over the face except for the eyes/lips area



- 6 With pressure, massage for 5~7 minutes in the order of forehead>nose>cheeks>chin>throat



- 7 Wait about 10 minutes to work effectively on your skin, then rinse thoroughly with lukewarm water



- 8 After rinse, apply products that helps moisturizing and nourishing





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