



SHIFT - FOREST

Crema, emulsioni, lozioni, gel e oli
per la pelle (mani, piedi, viso, ecc.)



SHIFT - FRUITS

Crema, emulsioni, lozioni, gel e oli
per la pelle (mani, piedi, viso, ecc.)



SHIFT SIGNATURE ALICE

Crema, emulsioni, lozioni, gel e oli
per la pelle (mani, piedi, viso, ecc.)



SHIFT- HOLIDAY

Crema, emulsioni, lozioni, gel e oli
per la pelle (mani, piedi, viso, ecc.)

SHIFT- Body Essence

Connect highly enriched with vitamins 'SHIFT body essence' to your existing shower device, and enjoy hydrated, nourished and soft baby skin after shower.

Shift will help you to keep youthful and healthy body skin without any effort!
Don't use body lotion separately anymore!
Just have a shower with our SHIFT product and your body is ready to go!

Have a SHIFT, and enjoy benefits

- ★ Moisturize your skin daily while shower
- ★ Enjoy your favorite aroma therapy daily while shower
- ★ Enjoy the cleanest water and healthy skin

COMPANY: H201



Development of ion water generator
(Carbon Block)

2015

Development of Vitamin Moisture
Gel cartridge

2016

Safety Product Test Completed
Humidifier Sterilization Status Detection Report]
Skin Irritation Test Completed]
Certified by Corporate Research institute
Japan, China branch open

2017

Reached 20 thousand accumulated domestic
sales

2018

Achieved 1 million domestic and overseas cumulative sales
Online and offline partnership channel expansion (Hyundai Department Store, Costco International ,
Shilla Duty Free, Kakao Makers, Lobs, Lalabla,
1300k, 10x10, etc.)

2019

Achieved No. 1 sales rate in Kakao Makers
Premium brand SHIFT launch

SHIFT

GLOBAL EXPANSION



H201 Shanghai branch open Cumulative sales volume 300,000 Weis heng (wechat), Taobao, T Mall Kids Edit Shop launch.



Exports to Japan Cumulative sales volume 120,000 units
Home Shopping, Spa Shop, Hair Shop, Edit shop, more than 3,800 stores total



H201 New York branch open SNS Marketing & Promotion



Thailand cumulative sales volume 70,000 Hair salon, Department store, Hotel, Drugstore.



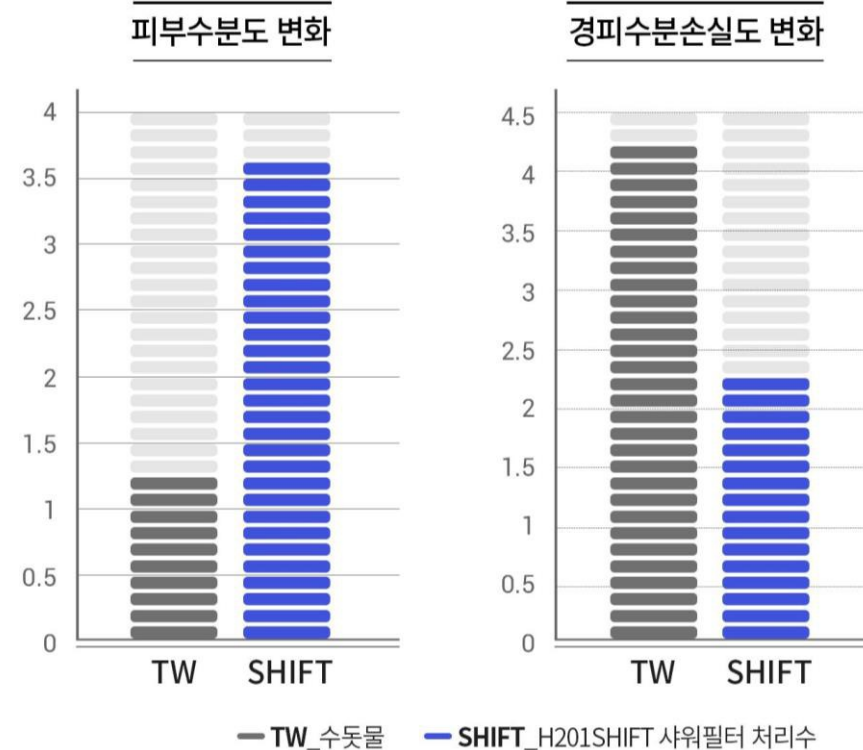
Singapore online store, SNS activity, Croire shopping mall launch

SHIFT : ESSENCE SHOWER BY BEAUTY WATER

Contains various vitamins, and moisturizing ingredients, maintains the skin moisturized for long time after shower .

 비타민C (영국산)	 비타민E	 비타민A
 갈락토미세스 발효 여과물	 선인장 씨드오일	 트레할로스
 연꽃 뿌리	 삼백초 뿌리	 민들레 뿌리
 올리브 오일	 오트밀 파우더	 유기농 알로에 베라요 추출물
 해조류 추출물	 향료 (알러지 FREE)	 천연 에센셜 오일

피부지표측정



SHIFT : HIGHEND SHOWER DEVICE

The most advanced filter structure among the existing shower filters

Triple compression carbon filter block



1 VITAMIN SHOWER FILTER

- Increase in skin moisture and skin texture improvement through vitamin supplied tap water

2 CARBON FILTER

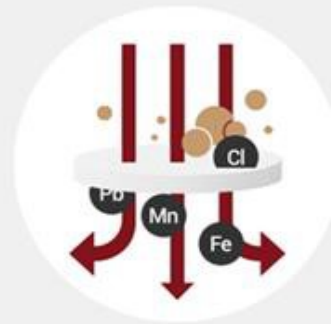
Mounted with triple compression carbon filter used in water purifiers
Filtering rust, heavy metals, and impurities

- Provides the cleanest shower experience with water filtered by water purifier levels

SHIFT : HIGHEND SHOWER DEVICE

The most advanced filter structure among the existing shower filters

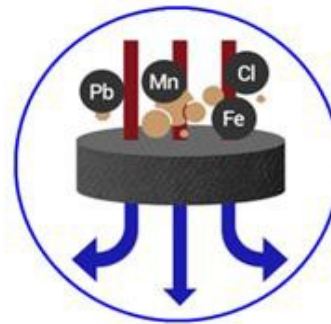
Regular shower(Sediment) filter



➤ Physical filter (foreign-based) filtering single function

Such as rust, sand, dust, and hair
Particulate matter filter

SHIFT triple compression carbon filter



➤ Physical filter + High performance water purifier filter that filters even chlorine heavy metals in tap water using chemical treatment

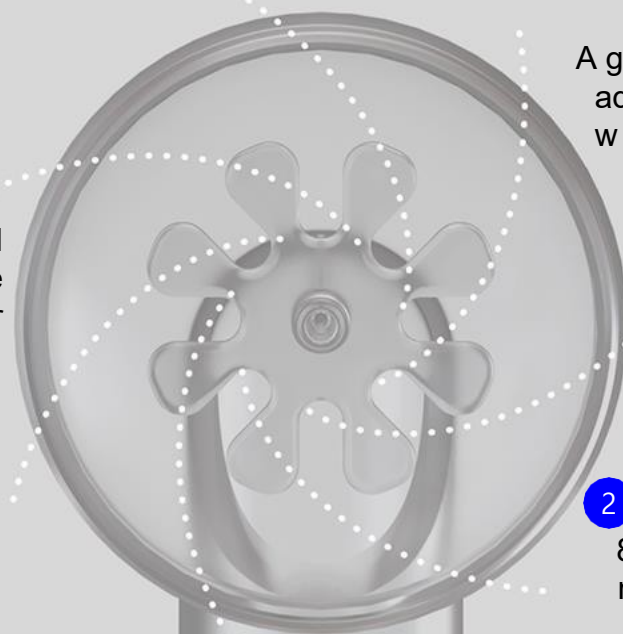
- Mounted with carbon filters used in water purifiers
- Removes Residual chlorine with vitamin C filter (99%)
- Aids skin moisturizing
- Supplies fragrance to water

SHIFT : HIGHEND SHOWER DEVICE

Hygienic shower head – after use, empties all water in the head



- 1 **0.75mm X 48**
Hole design to draw the flow of the water to provide strong yet gentle water pressure



- 2 **8-WINGS Water-fan**
8 wings create a vortex, forming the best water texture and soft stream

- 3 **12.7°**

A golden angle applied to the head in order to allow water to flow down the body without being sprayed elsewhere



SHIFT

SHIFT : DESIGN FOR PREMIUM LIFESTYLE

Luxurious and unique design reminiscent of cosmetics



SHIFT

SHIFT i: BODY ESSENCE

Body Moisturizing & Aromatherapy while shower, lifestyle item

SHIFT i HOLIDAY SVX21

"Holiday" is a refreshing fruit and sweet Christmas candy fragrance. Imagine that you are at the warm and sweet Christmas party.

Usage period: 30-45 days (Family of 4 standard)
Volume: 7200L/ 180g



SHIFT i MSRP GUIDE

29 USD

2900 JPY

199 CNY



★★★★★

크리스마스의 새콤 달콤한
디저트가 상상이 되는 향이네요
너무 좋아요!:-)

by: starligh***
SHIFT 고객



★★★★★

샤워가 즐거워졌어요~
힐링타임이네요ㅎㅎ

by: lululu46***
SHIFT 고객



★★★★☆

홀리데이 향기가 너무 좋아요!
크리스마스 캐럴이 떠올라요..!

by: beeju88***
SHIFT 고객



★★★★★

달콤함이 향기로 전해져서
정말 좋아요!

by: mongsif1***
SHIFT 고객

SHIFT

SHIFT i: BODY ESSENCE

Body Moisturizing & Aromatherapy while shower, lifestyle item

SHIFT i FOREST RPX19

The mixture of Japanese cedar and pine tree made a dark woody note. Refreshing rosemary lightens up the heavy atmosphere, Great balance is natural as a fresh inhaling in the deep forest.

Usage period: 30-45 days (Family of 4 standard)
Volume: 7200L/ 180g



★★★★☆

처음 받았을 때 색깔도
딱 마음에 들었는데
향도 푸룽푸룽 하네요

by : moonst***
SHIFT 고객



★★★★★

하루가 시원해지는 향이에요.
이변향이 제일 마음에 들어요!

by : y2yeni***
SHIFT 고객



★★★★★

매월 새로운 향기가 이렇게 나를
설레게 할 줄 몰랐어요!
정말 대박이네요~~

by : rawso***
SHIFT 고객



★★★★★

숲속에서 힐링하는 느낌!!
우디향으로 상쾌한 느낌이라서
너무 좋아요

by : hyeyou***
SHIFT 고객



SHIFT i MSRP GUIDE

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SHIFT

SHIFT i: BODY ESSENCE

Body Moisturizing & Aromatherapy while shower, lifestyle item

FRUITS GLX 19

The sourness of grapefruit and lemon and the sweetness of musk and mandarin made ideal citrus scent. Distinctive top note leaves a long-lasting residue like a powerful first impression.

Usage period: 30-45 days (Family of 4 standard)
Volume: 7200L/ 180g



★★★★★

샤워필터만 사용했을 뿐인데
욕실의 향기가 달라졌어요 ^^

by : eunb***
SHIFT 고객



★★★★★

욕실이 화사하게 연출된
느낌이에요!

by : jenny***
SHIFT 고객



★★★★☆

샤워할 때 은은한 향이 퍼져서
향기나는 욕조에 몸을 담그니 좋아요!

by : shb09***
SHIFT 고객



★★★★★

비타민으로 샤워한 듯한
느낌이에요! 샤워하고 나면
뽕뽕뽕송합니다.

by : sjm85***
SHIFT 고객



SHIFT i MSRP GUIDE

29 USD

2900 JPY

199 CNY

SHIFT

SHIFT i: BLUE BOX

Best structure for the best shower experience

SHIFT i: BLUE BOX -

Would like to be creative and unique?

BLUE BOX is the best idea for the creative present

SHIFT i: BLUE BOX – Best structure for the best shower experience

Best price when you purchase it together

Shower essence(35\$) , Shower head 18\$), mini12\$)
purchase seperately- total 65 USD

SHIFT i: BLUE BOX set purchase 59 USD - 10% discounted price

SHIFT i MSRP GUIDE

49 USD

4900 JPY

309 CNY

Usage period: 30-45 days (Family of 4 standard)

Volume: 7200L/ 180g

