

Moonseal

Brand Story

‘MOON’ + ‘SEAL’

Present moonlight to the skin

Moonseal, with the motif of a silver moon shining in the blue night sky, was created by the combination of Moon, which means the ‘moon,’ and Seal, which means ‘to put on and wear,’ with our heart to present luster like the moonlight to our customers.

As the moon shines down, let your skin glow

Brand Introduction

Brand Slogan : As the moon shines down, let your skin glow

As a brand with the motif of moonlight,
we would like to be a brand that considers the natural environment and the socioethical factors as well.

We will be Moonseal to make products that consider environmental and ethical issues as well as
efforts to make good products, and share these concerns to make the world a better place.

Use of vegetable ingredients



Veganism brand that uses 100%
vegetable ingredients without animal testing

Factor that considers the environment



Glass container that is usable semi-permanently
Preparation of refill lineup available for refill use in glass container
FSC certified single layer box & paper air cap packaged delivery
Use of Borealine Aurora, an upcycling material

Concern for socioethical issues



All products cruelty free
Some of profits donated to the welfare of abandoned dogs and animals
Some of profits donated to the children with childhood cancer

Brand History

2023 –

2023.05

Moonlight Aurora Line:
Launch of 3 New Products

2024.01

Sing Green Line:
Launch of Pure Pore Cleansing Foam

2024.04

Sing Green Line:
Launch of Pure Pore Pad

2024.06

Upcoming launch of the
Mild Tone Up Booster Sunscreen

2024.11

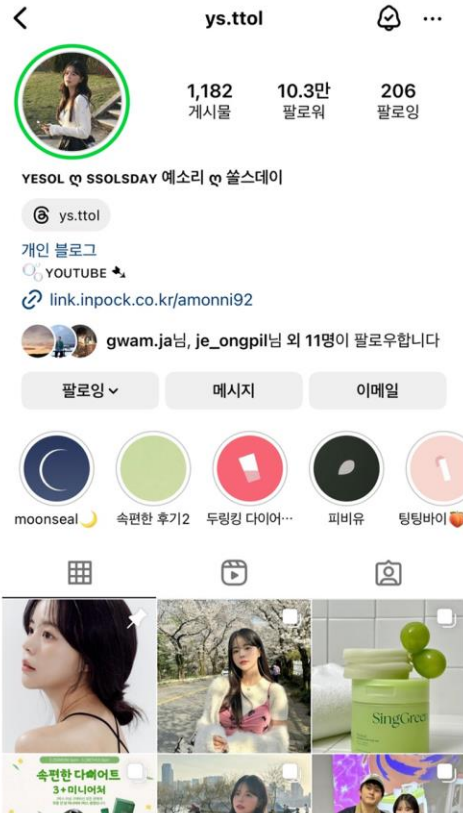
Launch of refill lines for all products planned

Brand Marketing

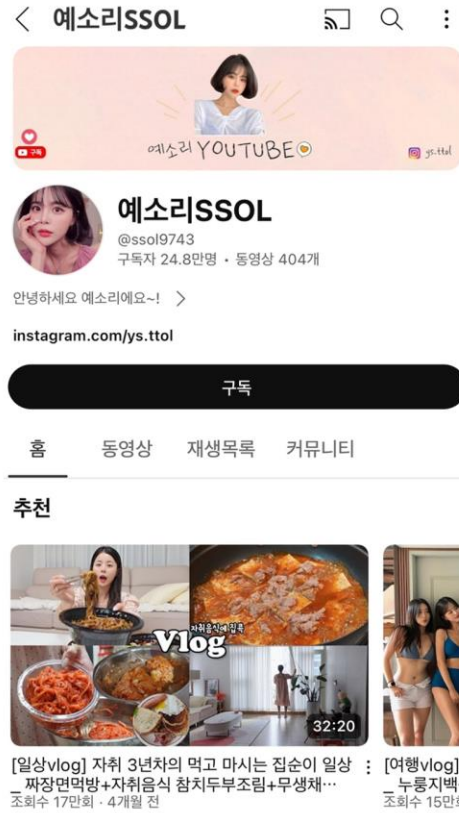
Strict sales strategy on our own website

Events and promotions planned to enhance brand viability and attract loyal customers to our own website

INSTAGRAM



YOUTUBE



Performance Marketing



Kakao moment(CRM)

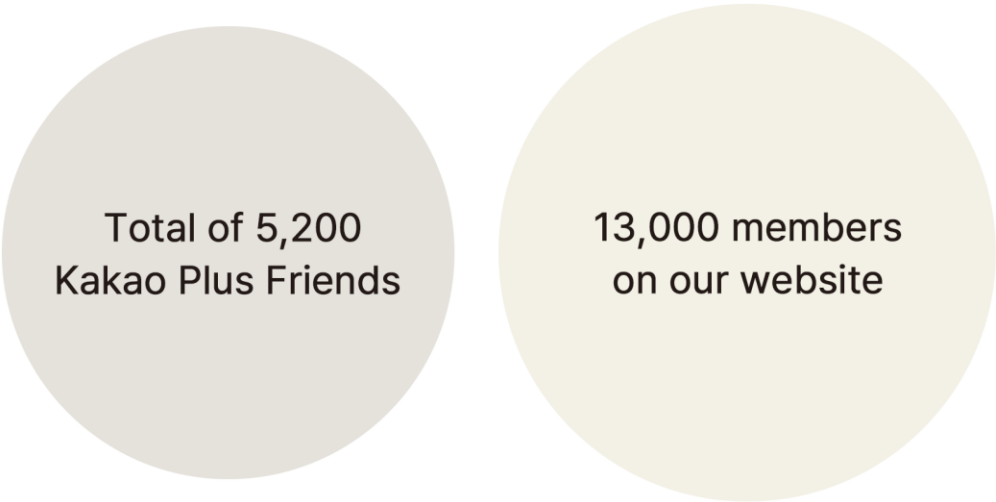


Analysis

Accumulated sales
1.4 billion won

Accumulated orders
19,000

Accumulated sales volume
62,000 units



Moonlight Aurora Line

DETAILS

Launch : 2023.05.09

Glow, whitening, elasticity

50ML

33,000 KRW



Moonseal Moonlight Aurora Serum

[Whitening & Wrinkle Improvement Dual Functionality]

KEY INGREDIENTS

- **Borealine Aurora**
German Premium Upcycling Whitening and Antioxidant Ingredients.
These ingredients prevent melanin synthesis through anti-pigmentation, anti-inflammatory, and protein carbonylation processes, enhancing whitening effects and providing inner skin glow.
- **Hippophae Rhamnoides Fruit Extract**
Rich in vitamins and amino acids, this extract revitalizes the skin and contains polyphenols that offer antioxidant effects, aiding in maintaining skin elasticity.
- **Chrysanthemum Extract**
Contains Vitamin C, which removes reactive oxygen species that promote aging, thus preventing aging and maintaining elasticity.
- **Centella Asiatica Extract**
Contains madecassoside, which reduces inflammation and is effective in healing wounds, thus promoting skin regeneration and providing anti-inflammatory benefits.

WHAT IT DOES

Whitening Radiance Serum, A serum that restores brightness and light to dull and lifeless skin.

1. **Clinically Proven Four-Step Radiance Care**
Proven by skin application tests to improve skin transparency, glow, luster, and brightness.
2. **Contains Borealine Aurora 10,000ppm**
Provides intensive care for freckles and pigmentation, enhancing the complexion with a bright and radiant effect.
3. **Perfect Sensation**
Offers a refreshing and non-sticky finish that spreads smoothly, providing excellent usability regardless of skin type or season.
4. **Sensitive Skin Test / Low-Irritation Test**
Sensitive skin suitability test completed
Skin irritation test completed (skin irritation 0.00%)

CLINICAL TRIAL

Research Results Report

PNK-24313-SI53R

Primary Irritation Test on
Sensitive Skin for Moonlight Aurora Serum

Commissioning Organization: TWOMV

March 22, 2024

P&K 피부임상연구센터
Skin Research Center



Clinical trials / 2 weeks of use

Research Results Report

PNK-24117-W1R

Human application test on skin
brightness, skin melanin, skin luster, and skin
transparency for Moonlight Aurora Serum

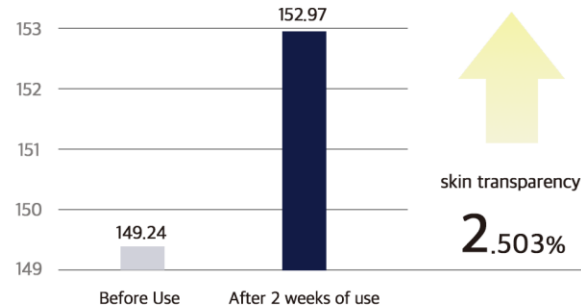
Commissioning Organization: TWOMV

February 8, 2024

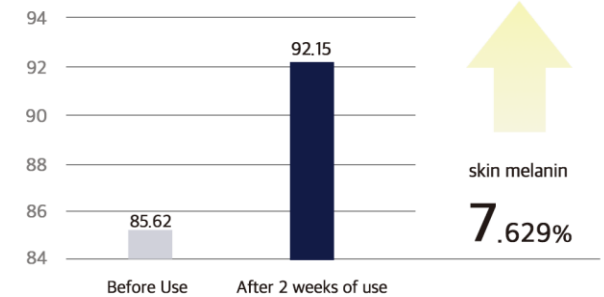
P&K 피부임상연구센터
Skin Research Center



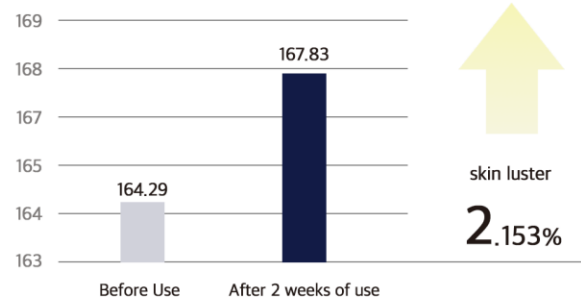
Effects on skin transparency



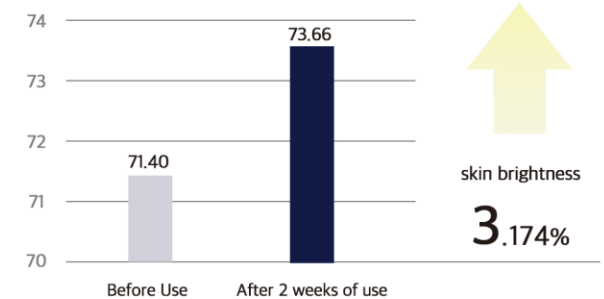
Effects on skin melanin



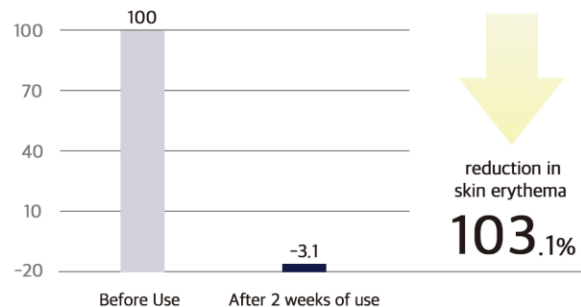
Effects on skin luster



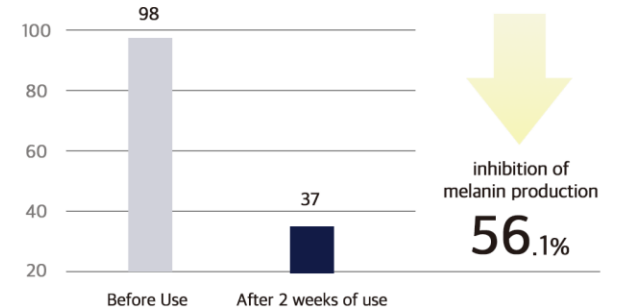
Effects on skin brightness



reduction in skin erythema



inhibition of melanin production



Moonlight Aurora Line

DETAILS

Launch : 2023.05.09

Skin Texture Improvement, Soothing, Oil-Water Balance

120 ML

28,000 KRW



Moonseal Moonlight Aurora Toner

[Whitening & Wrinkle Improvement Dual Functionality]

KEY INGREDIENTS

- Borealine Aurora

German Premium Upcycling Whitening and Antioxidant Ingredients.

These ingredients prevent melanin synthesis through anti-pigmentation, anti-inflammatory, and protein carbonylation processes, enhancing whitening effects and providing inner skin glow.

- ANTI-SEBUM P

A patented blend of evening primrose, galangal root, pine needle, and cortex moutan extracts, excellent for pore and sebum care, contributing to a smoother skin texture.

- Camellia Sinensis Leaf Water

Contains tannins that help remove waste and sebum, with various vitamins that soothe and calm the skin.

- Hamamelis Virginiana Extract

Contains tannins that provide astringent actions, clearing dust and oil from the skin, shrinking pores, and providing elasticity.

WHAT IT DOES

Soothes and smoothens skin that has become rough due to accumulated impurities

1. Skin Texture Improvement

Virginia Witch-Hazel extract helps promote the regeneration cycle of the skin, improving the skin layer and providing a smooth and healthy texture.

2. Pore Care

Inhibits bacteria within the pores and reduces pore inflammation through antimicrobial action, also preventing sebum secretion and pore enlargement by inhibiting reactive oxygen species.

3. Soothing Effect

The EGCG component of Camellia Sinensis Leaf Water significantly aids in soothing skin troubles and calming the skin.

4. Unique Sensation

Unlike common liquid toners, this slightly viscous formula offers a refreshing yet firm application, enhancing the overall user experience.

Moonlight Aurora Line

DETAILS

Launch : 2023.05.09

Moisturizing, Barrier Strengthening, Elasticity

50 ML

33,000 KRW



Moonseal Moonlight Aurora Cream

[Whitening & Wrinkle Improvement Dual Functionality]

KEY INGREDIENTS

- **Borealine Aurora**
German Premium Upcycling Whitening and Antioxidant Ingredients.
These ingredients prevent melanin synthesis through anti-pigmentation, anti-inflammatory, and protein carbonylation processes, enhancing whitening effects and providing inner skin glow.
- **5-Kind Ceramide Complex**
Combines 5 types of ceramides to enhance the skin barrier, prevent moisture evaporation, activate hydration, and improve moisturization, effectively hydrating the skin from inside out.
- **Edelweiss Callus Culture Extract**
Contains vital ingredients from edelweiss, which thrives in extreme natural environments, helping with skin moisturization and protection during harsh seasons.
- **Calendula Officinalis Flower Extract**
Rated EWG Green, rich in Vitamin E, effective in skin regeneration, and contains flavonoids and saponins for antibacterial effects that help restore the skin's natural state.

WHAT IT DOES

Creates a firm and protective skin barrier that locks in moisture and strengthens weakened skin barriers.

1. **Skin Regeneration**
Pot marigold flower extract, used even in burn treatments, contains a high amount of Vitamin E which aids in skin regeneration.
2. **Skin Elasticity and Wrinkle Improvement**
Edelweiss, growing in the high Alps, provides twice the antioxidant effect of Vitamin C, improving wrinkles and enhancing dermal density for a firmer, more elastic skin.
3. **Skin Barrier**
The 5-fold ceramide complex deeply moisturizes and nourishes the skin, strengthening the barrier against external irritants.
4. **Hypoallergenic Formula**
Skin irritation tests completed (0.00% skin irritation)

SingGreen Line

DETAILS

Launch : 2024.01.22

Pore Care, Exfoliation, Moisturization

150 ML

21,000 KRW



SingGreen Pure Pore Cleansing Foam

KEY INGREDIENTS

- **SingGreen 30,000ppm**
Singreen Exfoliating Ingredient: A patented ingredient consisting of green apple, green grape, green plum, and green papaya extracts, all rated EWG Green, providing gentle yet powerful pore/exfoliation care.
- **Low-Irritation Peeling Ingredient LHA**
A lipophilic component that penetrates slowly and deeply into the skin, facilitating gentle peeling and deep cleansing of pore impurities.
- **HyalDea Complex**
A key moisturizing ingredient with the power to attract more than 1000 times its own weight in moisture, helping to lock in hydration within the skin and maintain its suppleness and elasticity.
- **Antich**
Upcycled Ingredients helps alleviate skin itching and supports recovery and improvement of the skin barrier.

WHAT IT DOES

Mildly Acidic Cleansing Foam, Thoroughly cleanses deep-seated impurities in pores.

1. **Clinically Proven Triple Cleansing**
Proven by skin application tests to cleanse and improve pore impurities, sebum, and old dead skin cells.
2. **Optimized Mildly Acidic pH Balance**
Optimized to be the least irritating, this pH balance allows for gentle daily cleansing without skin irritation.
3. **ZERO skin tightness**
Proven by skin application tests to moisturize the skin, leaving it free from tightness after cleansing
4. **Sensitive Skin Test / Low-Irritation Test**
Sensitive skin suitability test completed
Skin irritation test completed (skin irritation 0.00%)

CLINICAL TRIAL

Research Results Report

PNK-24214-S17R

Moonseal Singreen Pure Pore Cleansing Foam
Primary Irritation Test on Sensitive Skin

Commissioning Organization: TWOMV

February 24, 2024

P&K 피부임상연구센터
Skin Research Center



Clinical trials / Right After Use

Research Results Report

PNK-24117-W1R

Human application test on Moonseal Singreen
Pure Pore Cleansing Foam for cleansing pore impurities,
sebum levels, old dead skin, and hydration post-cleansing.

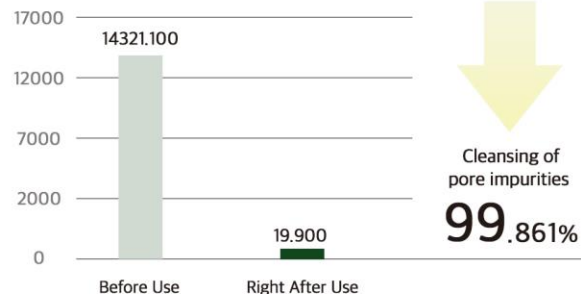
Commissioning Organization: TWOMV

December 29, 2023

P&K 피부임상연구센터
Skin Research Center



Cleansing of pore impurities



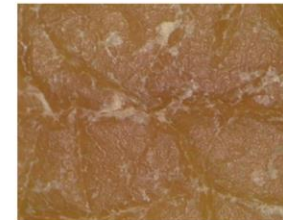
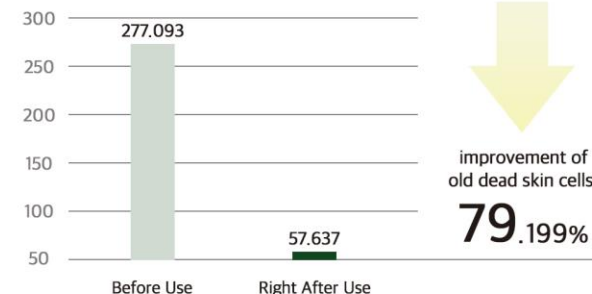
Before Use



Right After Use

Cleansing 99.861% of pore impurities
that cause pore enlargement and skin troubles

improvement of old dead skin cells



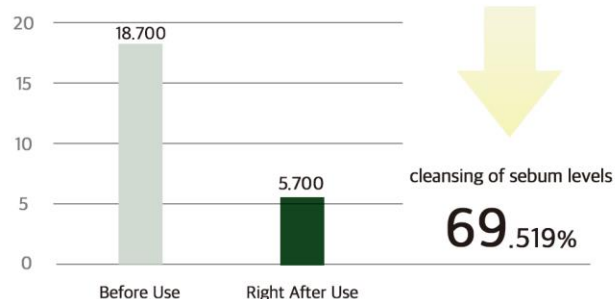
Before Use



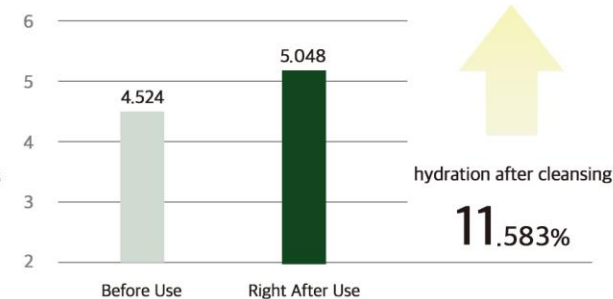
Right After Use

Improves 79.199% of old dead skin cells,
a major cause of poor makeup adherence.

cleansing of sebum levels



hydration after cleansing



SingGreen Line

DETAILS

Launch : 2024.01.22

Pore Care, Exfoliation, Soothing

200 ML / 80 PADS

32,000 KRW



SingGreen Pure Pore Cleansing Pad

KEY INGREDIENTS

- **SingGreen 30,000ppm**
Singreen Exfoliating Ingredient: A patented ingredient consisting of green apple, green grape, green plum, and green papaya extracts, all rated EWG Green, providing gentle yet powerful pore/exfoliation care.
- **Low-Irritation Peeling Ingredient LHA**
A lipophilic component that penetrates slowly and deeply into the skin, facilitating gentle peeling and deep cleansing of pore impurities.
- **HyalDea Complex**
A key moisturizing ingredient with the power to attract more than 1000 times its own weight in moisture, helping to lock in hydration within the skin and maintain its suppleness and elasticity.
- **Antich**
Upcycled Ingredients helps alleviate skin itching and supports recovery and improvement of the skin barrier.

WHAT IT DOES

Dual toner pads suitable for the first step of skincare, capable of addressing old dead skin, pores, and skin texture

- 1. Clinically Proven 5-Fold Pore Care**
Proven by skin application tests to reduce pore area, reduce number of pores, reduce pore volume, reduce pore density, pore elasticity care.
- 2. Clinically Proven Effects on Old Dead Skin and Sebum Control**
Proven by skin application tests to improve old dead skin cells and reduce sebum levels.
- 3. Soft Dual-Pad Fabric**
Made from eco-friendly, biodegradable materials extracted from nature, these dual pads are soft enough for sensitive skin. Featuring an embossed side and a flat side, they can be used in various ways.
- 4. Generously infused with essence and pads**
Contains 200ml of essence and 80 pads, providing a greater volume of essence and number of pads compared to other brands.

CLINICAL TRIAL

Research Results Report PNK-24214-S18R

Moonseal Singreen Pure Pore Pads
Primary Irritation Test on Sensitive Skin

Commissioning Organization: TWOMV

February 24, 2024

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Skin Research Center



Clinical trials / Right After Use

Research Results Report PNK-23D21-PO2R

Human application test on Moonseal Singreen Pure Pore Pads
for the reduction of pore (area, number, volume, density),
sebum levels, fine dead skin, and elasticity of pore areas.

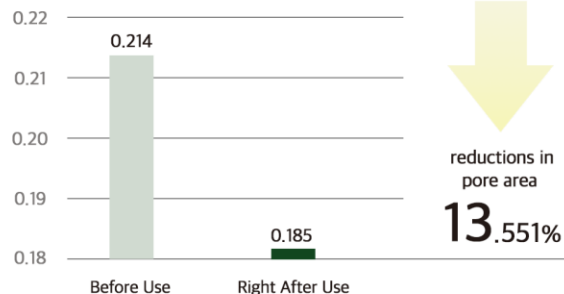
Commissioning Organization: TWOMV

December 29, 2023

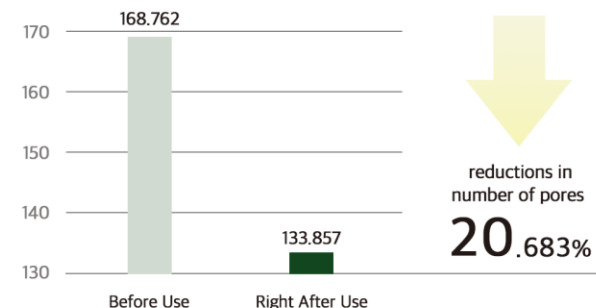
P&K 피부임상연구센터
Skin Research Center



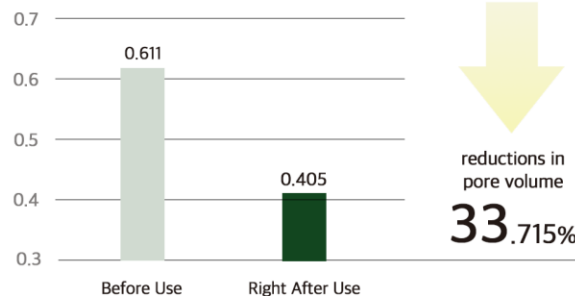
reductions in pore area



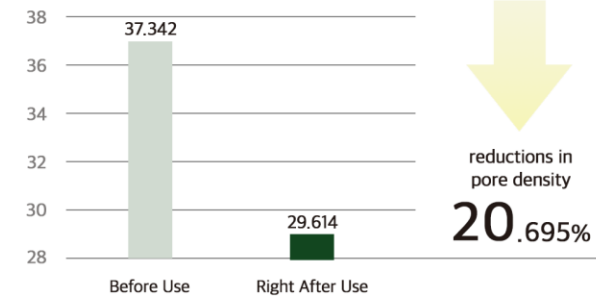
reductions in number of pores



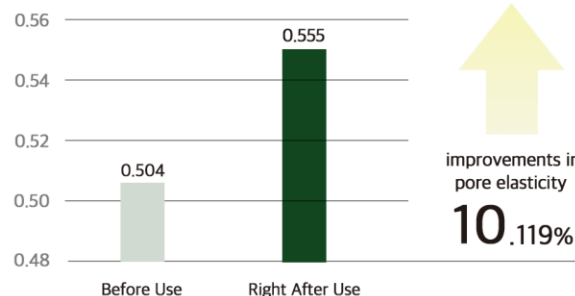
reductions in pore volume



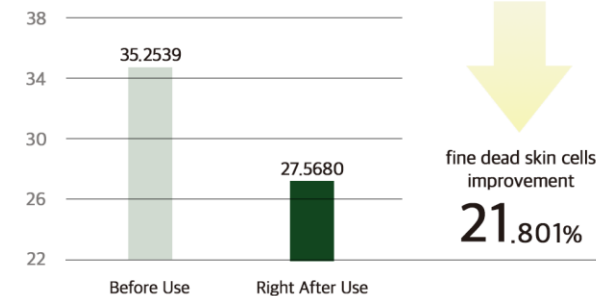
reductions in pore density



improvements in pore elasticity



fine dead skin cells improvement



Sun Care Line

DETAILS

Launch : 2024.06.19

Tone Up, Sun Protection, Makeup Boosting

50 ML

28,000 KRW



Mild Tone Up Boosting Sun Cream

KEY INGREDIENTS

- Blue Agave Extract**
 - Vegan Honey Blue Agave contains natural PHAs that smooth and brighten rough skin while providing moisture with its rich minerals.
- Zinc Oxide**
 - A physical sunscreen ingredient suitable for sensitive skin. Gentle ingredients that do not cause allergies or irritation.
- Jojoba Oil**
 - Prevents pore enlargement by controlling excessive sebum secretion and minimizes makeup breakdown.
- Artichoke Leaf Extract**
 - Soothes sensitive skin and alleviates dryness-induced troubles.

WHAT IT DOES

Although it is a mineral sunscreen, it provides perfect UV protection with a natural tone-up effect without any white cast!

1. Flawless Mineral Sunscreen

Overcomes the common issues of mineral sunscreens such as white cast and thick application, while maintaining the gentle advantages. Provides an instant tone-up effect and long-lasting coverage.

2. Immediate Tone-Up Effect and Durability

Provides an immediate tone-up effect without needing additional base makeup and maintains a bright, hydrated, and natural skin tone even after 12 hours.

3. Makeup Boosting

The moisture-retaining benefits of Blue Agave result in a more hydrated skin that holds makeup better.

4. Sensitive Skin Test / Low-Irritation Test

Sensitive skin suitability test completed
Skin irritation test completed (skin irritation 0.00%)

CLINICAL TRIAL

Research Results Report

PNK-24508-S18R

Human Skin Primary Irritation Test for
Moonseal Mild Tone-Up Booster Sunscreen on Sensitive Skin

Commissioning Organization : TWOMV

MAY 17, 2024

P&K 피부임상연구센터
Skin Research Center



Clinical trials / Right, 12hours After Use

Research Results Report

PNK-24508-W1R

Human Skin Primary Irritation Test for
Moonseal Mild Tone-Up Booster Sunscreen on Sensitive Skin

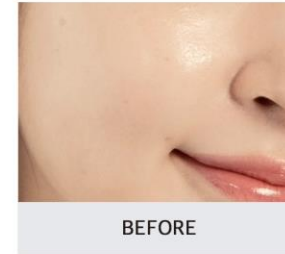
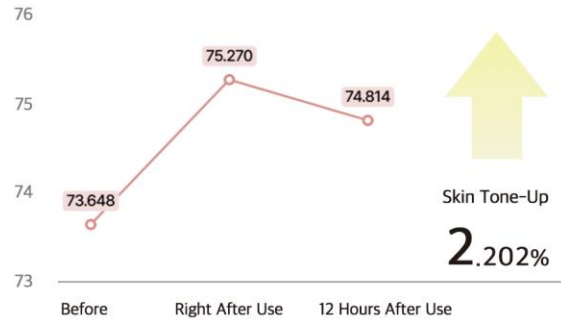
Commissioning Organization : TWOMV

MAY 17, 2024

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Skin Research Center



Skin Tone-Up



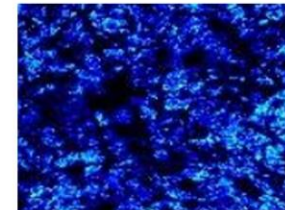
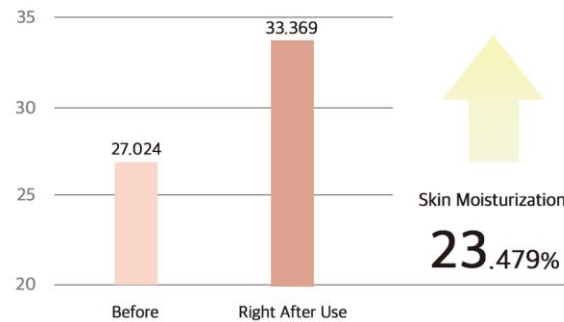
BEFORE



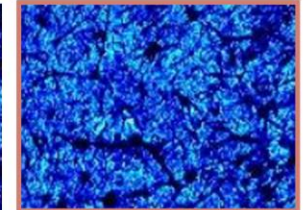
AFTER

Immediate Skin Tone-Up and Durability
2.202% improvement in skin tone-up
with 12-hour durability

Skin Moisturization



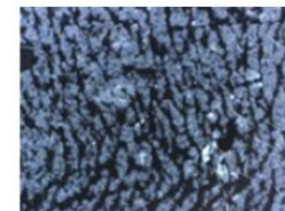
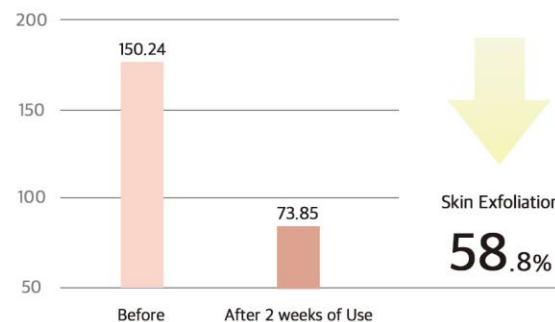
BEFORE



AFTER

Moisturizing Makeup Boost
23.479% improvement in skin moisturization

Skin Exfoliation



BEFORE



AFTER

When applying cream containing AGAVE HONEY
58.8% reduction in skin exfoliation

Moonlight Aurora Line



SingGreen Line



Sun Care Line

Mild Tone Up Booster Sun Cream



Moonseal

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