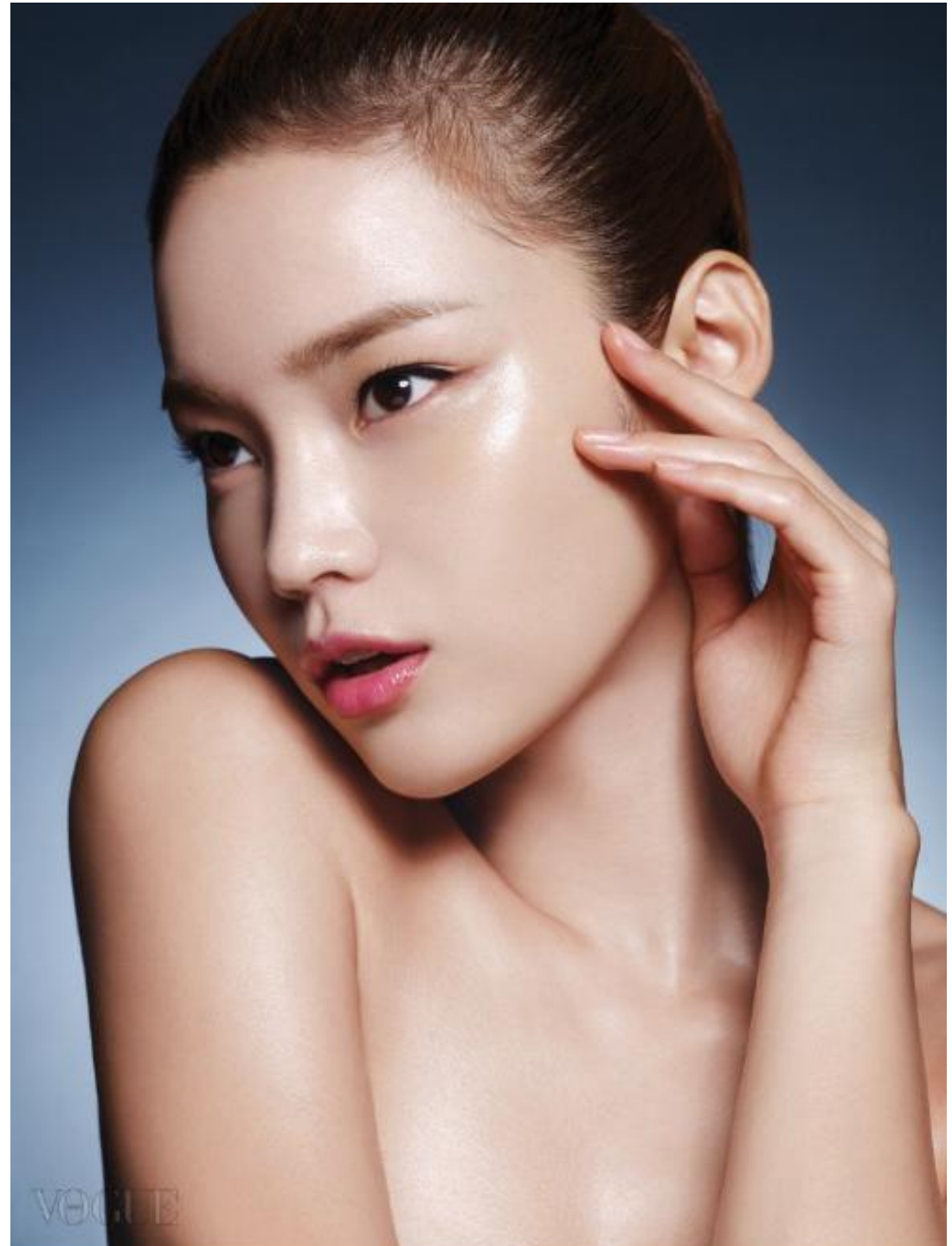


Innovation & Inspiration

FROM KOREA &
JAPAN
SEPT 2015





Introduction

- INFORMATION ET INSPIRATION, created in 2003, is a unique cosmetic trend consulting agency based in France & specialized in Asian markets
 - Monitor markets
 - Collect new products in situ
 - Spots key trends and emerging ones
 - Provide consumer understanding
 - Support new product/ concepts development
 - Hold creativity meetings
 - Offer guided tours



Florence BERNARDIN
www.info-inspiration.com
f.bernardin@info-inspiration.com



Introduction

▪ How do we work ?

The results of our analyses and presentations we provide , come from:

- Qualitative market studies from products, retailers, ad campaigns, websites...
- Daily follow-up of press, blogs...
- A unique international team and locally on markets
- A real product knowledge from consumer's point of view
- An eye on all new concepts & approaches
- ...





Introduction

Seoul-Tokyo = 2h20



Japan = 127 million

Tokyo :

- 13 million inhabitants
- +7 h versus Paris
- Time
- 19°C-30°C
- 1000 JPY = 7,31 E

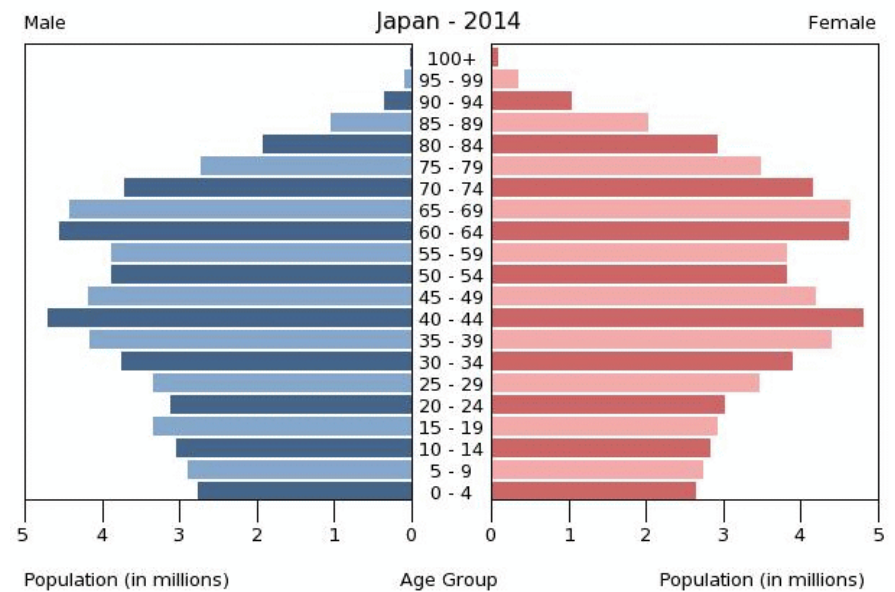
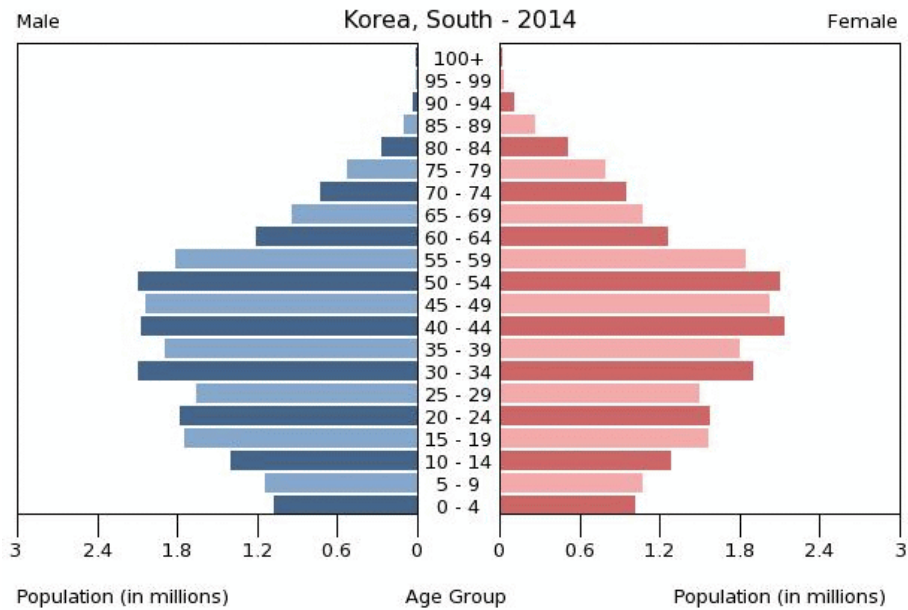
Korea = 50 million

Seoul

- 10 million inhabitants
- +7 h versus Paris
- Time
- 14°C-28°C
- 10000 KRW= 7,45 E



Introduction





Introduction



Information & Inspiration

Mulkwang Transparent Translucent 퓨어핑크 makeup
 radiance(ナチュラル発光 パーフェクトな均一肌 ナチュラル Moisturizing
 Rosy やわらかさ Glowing water-glow PINK
 つるんとした肌 부드러운 Bare-faced 같은 Casual little
 裸妝 빛나는 Photoshopped Japan look
 satin-smooth REAL 健康的 鸡蛋 글로우 Naked SOFT すっぴん風
 Cloudy oxygen Q弾 윤광 无暇 婴儿肌 Smooth
 SUBTLE Natural Baby 健康 silk-smooth 透明感 丝滑 艶感
 Milk Moisturized 水润 finish 雾面 Plumpy Finish radiant
 보이는 GLOW matt 透明感のある肌 nudy 牛奶 うるおい艶肌
 fresh like 纯净 PURE Healthy 光泽 色気 creamy Egg-like
 Translucency Clean LUMINOUS 자연스럽게 红润 Softness
 자연스러운 Egg赤ちゃん肌 美しいつや肌
 哑光 氧气 beautiful Flawless
 Bare-like complexion skin Naturally skin(素肌感のある
 naturaHooking Baby-like Lively オーラ肌 even



Korea = Perfect glow, perfect illumination perfect moisturized and young radiance . Makeup is an already beautiful skin enhancer and a continuation of care . Quest for baby skin

Japan = Perfect skin texturizer , skin quality improvement for smooth , poreless , translucent flawless perfect skin . Makeup creates a self-confident ideal skin



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Introduction



SK-II Korean Model Leel Yeonhee



SK-II Japanese Model Ayase Haruka



Routine



Information & Inspiration

- Ideal beauty of women in their 20s = Hydrated & Dewy & Poreless & Translucent

JAPAN



Face Wash



Lotion
(Hydrating)



Serum
(Hydrating, Whitening)



Emulsion



UV Protector
Or BB Cream



Makeup Removing



Face Wash



Lotion
(Hydrating)



Serum
(Hydrating, Whitening)



Emulsion/Night Cream

KOREA



Face Wash



Skin toner



Lotion



Eye Cream



Serum



Moisturizing Cream



UV Protector



Mup base



BB/CC Cream



Makeup Removing



Face Wash



Skin



Watery Essence



Eye Essence



Essence



Moisturizing Cream



Sleeping Mask

- Routine focusing on **hydration** , **anti-pore**, **whitening** and **aging prevention**

- Routine focusing on especially **hydration** and **early anti-aging**
- Sheet mask or sleeping mask is used at least twice a week for night care
- Moisturizing cream for night care can be replaced by sleeping pack



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Cleansing is a must

- Clean & pure skin is the most important step for a beautiful next day makeup



« Just using a good cleanser and applying good oil can keep your skin healthy and beautiful”
Lya Nature Seoul



VDL (LG H&H)
NAKED CLEANSING OIL CREAM
(STRONG)
150ml, 25,000KRW
Completely naked as you've never had makeup before.



ETUDE HOUSE
EVERY MONTH CLEANSING FOAM
100ml
Monthly renewed cleansing care for each different environment and skin condition



Reinventing cleansing



NEOGEN CODE9 REAL FRESH FOAM

160g, 23000KRW
01/2015

- 100% real fruit + 100% real fruit juice foam
 - Blueberry: moisturizing
 - Gold orange: whitening
 - Cranberry: revitalizing
 - Cereal: brightening
 - Green tea: soothing



THE SAEM MARSEILLE OLIVE CLEANSING OIL FRESH PURIFYING/ RICH PURIFYING

140ml, 16000KRW
02/2015

- Fresh calendula petals or fresh rose petal inside





Reinventing cleansing

Foaming



MAX CLINIC
VITAMIN OIL FOAM
120ml, 45,000 KRW
30/07/2013

All-in-one oil cleansing foam: Lip & eye point
makeup remover, cleansing cream, cleansing
oil, foam cleansing, exfoliation, steam towel,
massage cream and massage mask effect
in one



From black to
white



THE YEON (THE YEON COSMETIC)
LOTUS FLOWER CHARCOAL
TRANSFORM CLEANSER
160ml, 18800KRW
01/2015





Reinventing cleansing



**ETTUSAIS (SHISEIDO)
GEL MOUSSE**
165g, 1620JPY
19/02/2015

- A facial cleansing gel which transforms into creamy foam when spread on the skin.



**ORBIS
WHIP SODA PACK BRIGHT**
100gm 2376JPY
24/01/2015

- Facial pack & face wash in one: 60 seconds warming soda pack to remove dullness and create radiant, resilient skin.





Inventing post- cleansing



SYNAPSE
TANSAN KAKUMEI (ACNE /
SHUWASHUWA)
 432 JPY
 -A carbonated water pack.



O HUI (LG H&H)
CELL POWER NO.1 ESSENCE/ CELL POWER NO.1
ESSENCE MIST TYPE
 70ml, 85000KRW/200ml, 85000KRW
 08/2015



- A three-second essence taking care of the skin that starts to change in three seconds after washing the face through 3 seconds angel™.



Clay is the new hit



INNISFREE (AMORE PACIFIC)
SUPER VOLCANIC CLAY MOUSSE MASK /
JEJU VOLCANIC CLAY MOUSSE MASK
 100ml, 19000KRW / 18000KRW
 05/2015



LANEIGE (AMORE PACIFIC)
MINI PORE WATERCLAY MASK
 70ml, 23000KRW
 11/05/2015



DR.JART+
DERMACLEAR TRANS-FOAM CLAY
 50ml*3ea, 24000KRW
 05/2015

A multi-tasking item for cleansing and exfoliating at once: Clay pack + cleanser + foaming wash

White mild care: Chamomile for soothing/ mild finish
 Pink moisturizing care: Lotus flower for moisturizing/ moist finish

Green sebum care: Lemongrass for controlling sebum/ fresh finish



Always balance with water

ALL IN ONE



**AQUALABEL (SHISEIDO)
WHITENING JELLY ESSENCE
(QD)**
200ml, 1785 JPY

MASK



**PRIOR (SHISEIDO)
MASK-IN LOTION**
160ml, 3240JPY
21/01/2015
A lotion which creates
radiant, moisturized and
translucent skin by
providing skin care
mask-like effect.

JELLY TYPE



**ETTUSAIS
JELLY ROSE WATER**
180ml 1,500 JPY
Bulgarian Rose base + Collagen +
Double Hyaluronic Acid

ROSY GLOW



**CLE DE PEAU (SHISEIDO)
SYNACTIF LOTION QD**
125 ml 20,000 JPY
Whitening & moisturizing like
pure fresh water





Always balance with water



**TONYMOLY
BAMBOO COOL WATER SOOTHING GEL**
300ml, 5800KRW
06/2015



**TONYMOLY
CUCUMBER WATER GEL**
250ml, 5500KRW
06/2015



**THE FACE SHOP (LG H&H)
DAMYANG BAMBOO FRESH
SOOTHING GEL**
300ml, 4900KRW
04/2015



Simple & basic



HADABISEI (KRACIE)
FACIAL LOTION (BOOSTER LOTION) 100 ML
PERFECT GEL ALL IN ONE 150 gr
09/03/2015





Cloud is the new white



THE FACE SHOP (LG H&H)
BLANCLOUDING WHITE MOISTURE CREAM
50ml, 24900KRW



CLOUD 9TM
BLANC DE WHITENESS (CLAIRE'S)
50ml, 59000KRW

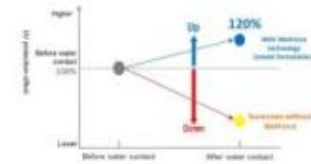


Never without UV protection



**ASTALIFT
WHITE PERFECT UV CLEAR SOLUTION (QD)
SPF50+/ PA++++
4212 JPY / 30g**

The adapted UV sensor cap changes its color when reacting with UV rays including the deep UVA, so that it helps prevent the careless sunburn.



**SHISEIDO SUNCARE
PERFECT UV PROTECTION N SPF50/ PA++++
4860 JPY / 50 ml**

A sun screen which reinforces the UV shield through contact with water or perspiration. WetForce technology creates more uniform UV shield, with about 120%* higher protection effect.





Never with out UV protection



**Primera,
Baby Sun Cushion SPF32/PA++
15g, 25000 KRW**

- An organic baby cushion protects and cares baby skin from UV rays.
- Before going out, this cushion provides an easy & convenient application for moms
Its equipped puff is softer and more delicate for baby skin.





On the go – mists always



**ANESSA (SHISEIDO)
PERFECT ESSENCE UV SPRAY
SPF50/PA++++
70g, 1944JPY**



**ARITAU (AMORE PACIFIC)
BABY FACE MIST
120ml, 12000KRW**

Whitening by Ultra Vita-C, anti-aging by Super Collagen, and a high level of moisturizing by Power Hyaluronic Acid.



**SINGMULNARA (CJ OLIVEYOUNG)
ALOE VERA FINE MIST
50ml, 5300KRW**





On the go – Cool & perfect



THE FACE SHOP (LG H&H)
NATURAL SUN ECO ICE AIR PUFF SUN
SPF 50+/PA+++
03/2015
50ml, 19900KRW



SCINIC
ENJOY COOLING SUN MOUSSE SPF50+
PA+++
60ml, 22000KRW
05/2015



SKIN FOOD
PORE FIT CUSHION BOTTLE SPF50+/
PA+++
04/2015
120ml, 25000KRW





More than mask



MORNING RUSH



HADABISEI
ALL IN 1 MASK
40 sheets, 1490PY



SKIN 79
10 SECONDS MASK
15/04/2014
140ml, 20 ea., 8,000KRW.



NAMERAKA HONPO
(TOKIWA PHARM)
32 sheets, 1512 JPY
02/2015





More than mask



THE SAEM
EXPRESS BEAUTY 1,2,3 KIT - PEEL & V FIRMING
07/2015
22ml (2.5ml/1ea), 5000KRW (\$4.37)





Pay attention to cycles



SK-II
MID DAY MIRACLE ESSENCE & MID NIGHT
MIRACLE ESSENCE
21/04/2015
50ml / 7344JPY (57EUR)

Spray-type essence lotion which provides a fully-fledged skincare treatment anytime and anywhere.



ESTÉE LAUDER
CRESCENT WHITE FULL CYCLE BRIGHTENING SPOT
CORRECTING ESSENCE
(CHINA, JAPAN, KOREA)

830 CNY/ 12420 JPY/ 145000 KRW / 30ml

New research has shown that hyperpigmentation is impacted by the skin's own day/night cycle. Exposure to environmental assaults during the day can trigger melanin production at night

Anti-irritants, including licorice, help to minimise irritation responses that peak at night.



Pay attention to cycles



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2002
**WATER SLEEPING
PACK**
The 1st sleeping pack



2005
**WATER SLEEPING
PACK PLUS**
Upgraded hydration
power + skin
vitalization



2009
**Water Sleeping Pack
EX**
Upgraded hydration
power + whitening +
deep sleep



LANEIGE (AMORE PACIFIC)
WATER SLEEPING MASK
70ml, 28000KRW
03/2015



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Anticipating aging



CAREER WOMAN
BI-GENE SKIN LOTION
27/04/2015
23544JPY(175EUR), 200ml



FANCL
SKIN SOLUTION
10/06/2015
Powder(0.3g)*3 + Serum(10ml)
*3/19440 -





Anticipating aging



Information & Inspiration



**MEICOM
BLOOTY LOTION A, B, O, AB**

16/03/2015

4104JPY/ Each (31.6EUR)

4 types of lotions include :

Lotion for blood type A characterized by high proportion of dry & combination skin, improves skin condition and creates the skin filled with moisture.

Lotion for blood type B characterized by high proportion of dry & sensitive skin maintains the skin moisture while providing the radiance and keeps smooth and soft skin.

Lotion for blood type O characterized by high proportion of normal & sensitive skin brings deep moisture to aging skin and provides firmness and elasticity to it.

Lotion for blood type AB characterized high proportion of combination and oily skin improves the skin condition and brings a refreshing sensation and suppleness to the skin.



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Stress & aging turning point



**IPSA
SKIN CHARGE CS ESSENCE (QD)**
30ml, 9720 JPY (76EUR)

A summer anti-aging serum which acts on the 1st signs of aging (obvious and enlarged pores) that women in their around 30's are beginning to see.
3 approaches to summer sagging skin.



**RED B.A (POLA)
SMOOTHING SERUM SPF20/PA++**
01/05/2015
10800 JPY (84 EUR)

Pola's original moisturizing ingredient, S-BA Liquid E treats skin damaged by mental stress and UV rays and supports the skin's firmness and elasticity.





Silver aging & makeup



Information & Inspiration



KAO CORPORATION
AUBE COUTURE BRIGHTUP
EYES
4104 JPY
Magnifying mirror
2 colored brush
Eyelid base for bright up result



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Beauty from within



**ASTALIFT
WHITE DRINK WHITE SHIELD**
50ml, 50ml*10 390 JPY, 3899 JPY
**ASTALIFT
WHITE SUPPLEMENT WHITE SHIELD**
60 pcs/ 4320 JPY

Highly absorbable whitening drink containing a concentrated blend of Vitamin C, UV damage-controlling antioxidant, Astaxanthin, and Pico-hyaluronic acid to boost production of hyaluronic acid in the body. The ingredients work together internally to block UV ray damage in skin. Completely repairs UV ray damage to skin within the same day.



**POLA
WHITE SHOT INNER LOCK IX**
60p, 180p 6696 JPY, 17820 JPY
Melon Glisodin enhances Self Clear Function which decomposes melanin caps.





Without forgetting textures



HAKU (SHISEIDO)
MELANO DEFENSE POWERIZER (QD)
 120g/ 6480 JPY
HAKU (SHISEIDO)
MELANO COOL WHITE SOLID (QD)
 10g / 45g 2484 JPY / 10800 JPY



EZN(DNSCOMMERCE)
SHAKING PUDDING HAIR COLOR
 70ml, 14500KRW



16 BRAND (CHOCHOS FACTORY)
GUROOM CREAM PINK CC SPF 30/PA++
 20g, 22000KRW
 04/2015





Without forgetting devices



MAKEON(AMORE PACIFIC)

MAKEUP ENHANCER 60,000KRW, EACH PUFF 5,000KRW

3 types of applicators

Aircell puff for light and smooth fitting makeup

Skincell puff to provide radiantly glowing skin

Ceramic massager to apply before makeup or for night care



THE SAEM

GEM MIRACLE AUTO PORE CLEANSER 29000KRW



PANASONIC ION EFFECTOR
EH-ST51 (warming type)
Ion care & warming care in one



Thank you & get inspired !



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