

üsee mi

BRAND PROFILE



Feel the Difference
Beautiful Change
Love Yourself

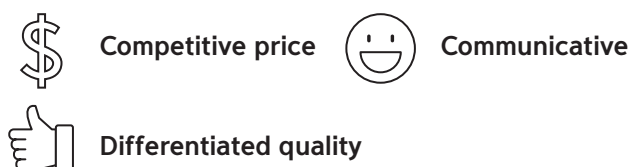
üsee mi

Feel the Difference



üsee mi

U Feel the Difference SEE Beautiful Change MI Love Yourself



The U of Useemi means 'To give radiant smile through Useemi', see means 'Changes that can be seen through Useemi', and mi, which has dual meanings of Me and Beauty, is a symbol of 'My real beauty'

Today, there are more than ten-thousands of Korean cosmetic brands. Aren't you wandering from too much information? 17 experts are here to solve your concerns.

Useemi has started from here. The role of cosmetic about beauty, you will find your real beauty through Useemi.

Competitive price Our will of sharing product to everyone with good ingredient, lowered the barrier through low price.

Differentiated quality We are trying to find out the best way to produce cosmetics that will fit to all types of skin.

Communicative We are always ready to accept your opinion. We will listen to any claims about product, service, quality etc. and we will improve.

2018

12. Launched 4types of Natural Healing Sheet Mask
Entered in 3malls including 'The Gioi Skin Food' in Vietnam

2019

02. Opened Useemi official website
03. Entered in Shopee(Phils) Philippines
04. Launched 2types of Premiun Sheet Mask
Launched 3types of Foam cleansers
Participated K-beauty exhibition in Indonesia
Entered in 'Watsons Vietnam'
05. Entered in domestic social commerce
Participated K-beauty exhibition in Shanghai
Entered in 'Alibaba'
Entered in 'ROZETKA' Ukraine
06. Useemi entered in Watsons Vietnam
Participated 'Korea Expo 2019, Kuala Lumpur'
07. Launched whitening Body Solution
Participated K-beauty exhibition in Bangkok
Participated 2019 G-Fair in Shanghai
Entered in 2malls including MK Studio in Malaysia
08. Participated K-beauty exhibition in Hongkong
Participated K-beauty exhibition in Taiwan
09. Participated K-beauty exhibition in Vietnam
Participated 2019InterCharm Korea
Entered in 'K-Dresser' in Philippines
Entered in 'Beauty Glance' in Pakistan
Entered in 2malls including TIKI in Vietnam
10. Entered in 'Artbox'
11. Entered in 'Shopee' Singapore, Taiwan
12. Launched Gluta Plus Giftbox
Entered in Shinsegae duty free Gangnam branch
Entered in Taobao in China

Performed Korea Dermatology Research Institute clinical test

KDRI-2019-131-L4	Assessment	KDRI-2019-131-L3	Assessment	KDRI-2019-131-L2	Assessment	KDRI-2019-131-L1	Assessment	KDRI-2019-301-L	Assessment of human skin compatibility
인체적용시험 결과		인체적용시험 결과		인체적용시험 결과		인체적용시험 결과		인체적용시험 결과 요약서	
시험제목	허가이이인티네셔널 "유세미 시카케어 인텐시브 피부 침투 안전성 평가"	시험제목	허가이이인티네셔널 "유세미 글루타 플러스 화이트닝 피부 침투 안전성 평가"	시험제목	허가이이인티네셔널 "유세미 시카 케어 피부 침투 안전성 평가"	시험제목	허가이이인티네셔널 "유세미 글루타 플러스 화이트닝 피부 침투 안전성 평가"	시험제목	(주)허가이이인티네셔널 "유세미 글루타 플러스 화이트닝 바디 솔루션" 피부 침투 안전성 평가시험
시험기관	(주)대한피부과학연구소	시험기관	(주)대한피부과학연구소	시험기관	(주)대한피부과학연구소	시험기관	(주)대한피부과학연구소	시험기관	(주)대한피부과학연구소
연구 기간		연구 기간		연구 기간		연구 기간		연구 기간	2019. 04. 23 ~ 2019. 06. 12
시험 형태	주요 임상성	시험 형태	주요 임상성	시험 형태	주요 임상성	시험 형태	주요 임상성	시험 형태	주요 임상성
시험 수	1명	시험 수	1명	시험 수	1명	시험 수	1명	시험 수	1명
시험 인		시험 인		시험 인		시험 인		시험 인	31명
치지 방법	24시간 패치법	치지 방법	24시간 패치법	치지 방법	24시간 패치법	치지 방법	24시간 패치법	치지 방법	24시간 패치법
시험방법	1. 피험자 선정 : 선정 기준에 부합하고 제외 기준 32명 선정 2. 침투 부위 : 피험자의 등에 24시간 침투 3. 관찰 : 침투 제거 30분, 24시간, 48시간 4. 평가 : 국제합죽피부염학회 (ICDRG) 및 기준을 충족한 자제기준에 의거	시험방법	1. 피험자 선정 : 선정 기준에 부합하고 제외 기준 32명 선정 2. 침투 부위 : 피험자의 등에 24시간 침투 3. 관찰 : 침투 제거 30분, 24시간, 48시간 4. 평가 : 국제합죽피부염학회 (ICDRG) 및 기준을 충족한 자제기준에 의거	시험방법	1. 피험자 선정 : 선정 기준에 부합하고 제외 기준 32명 선정 2. 침투 부위 : 피험자의 등에 24시간 침투 3. 관찰 : 침투 제거 30분, 24시간, 48시간 4. 평가 : 국제합죽피부염학회 (ICDRG) 및 기준을 충족한 자제기준에 의거	시험방법	1. 피험자 선정 : 선정 기준에 부합하고 제외 기준 32명 선정 2. 침투 부위 : 피험자의 등에 24시간 침투 3. 관찰 : 침투 제거 30분, 24시간, 48시간 4. 평가 : 국제합죽피부염학회 (ICDRG) 및 기준을 충족한 자제기준에 의거	시험방법	1. 피험자 선정 : 선정 기준에 부합하고 제외 기준 32명 선정 2. 침투 부위 : 피험자의 등에 24시간 침투 3. 관찰 : 침투 제거 30분, 24시간, 48시간 4. 평가 : 국제합죽피부염학회 (ICDRG) 및 기준을 충족한 자제기준에 의거
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첨부자료	시험 결과 자료	첨부자료	시험 결과 자료	첨부자료	시험 결과 자료	첨부자료	시험 결과 자료	첨부자료	시험 결과 자료

Cica Care Intensive Calming Mask Sheet / Gluta Plus Whitening Mask Sheet / Gluta Plus Whitening Body Solution – non irritating
Cica Care Facial Foam Cleanser / Gluta Plus Brightening Foal Cleanser – low irritating

Uses mild mask sheet



It is an international eco-friendly textile certification agency which grants eco-friendly certificates through an experimental laboratory under the international Oeko-Tex Association.

CGMP Manufacturing facility



CGMP is a standard for an excellent cosmetic manufacturing, which is based on cosmetic GMP standard from ISO to provide well-made cosmetic.



ARTBOX

SHINSEGAE
DUTY FREE

*Beauty
Collabo*

coupang

TMON

Gmarket

AUCTION.

11번가

위메프



Beginning from the Vietnam market, we got credits for our product quality. We have many stores in eight countries including China etc.

Overseas Entry

Taiwan: Shopee (Taiwan)

Malaysia: MK Studio, LAZADA (Malaysia)

Vietnam: The Gioi Skin Food, Shopee, Watsons Vietnam, TIKI LAZADA, SENDO

Singapore: Shopee (Official)

Ukraine: ROZETKA (Ukraine)

China: Taobao

Pakistan: Beauty Glance

Philippines: K-Dresser, Shopee(Phils)



Customers review is proving the quality of Useemi.



GLUTA PLUS Whitening Body Solution

When I go out after using this, people keep asking me about the secret of my change. If you see this product in real, it looks like a beautiful whipped cream. Also, for those who are sensitive to odors, don't worry. It has delicate scent.

sumi5****

PORE SOLUTION Facial Foam Cleanser

The foam is very rich, soft and tight. It is so soft like a cotton candy or whipped cream. The tight foam removes black head and tightens pores. Also it removed dead skin cell effectively compared to their low price. I strongly recommend this foam cleanser.

hjhy****



GLUTA PLUS Whitening Body Solution

This is perfect for summer, cause it doesn't melt or feel sticky. I wanna keep this white skin for long time which feels like mine. So when I go out, I always use Useemi whitening body lotion.

dbwls****

GLUTA PLUS Whitening Body Solution

Can be whitened with low price and no concerns about cosmetics on clothes. For me, this is like savior. Matches perfectly to my face tone. I can dress up easily cause it's not sticky. I strongly recommend this to those who want to be whiter.

2nice****



Natural Healing Oriental Herb Mask

The Oriental Herb odor made me calm down and feel relaxed when I opened it. The sheet was tight enough to walk around with having it on my face. It has sufficient ample which last more than 20 minutes.

1_2he****

Natural Healing Moisturizing Mask

It has a strong Aloe smell. I personally loved it. It was perfectly on my face when I was using it for 15 minutes. Compared to the price, the quality is excellent. I love this Useemi Mask.

1997****



Customers review is proving the quality of Useemi.



Natural Healing Anti Wrinkle Mask

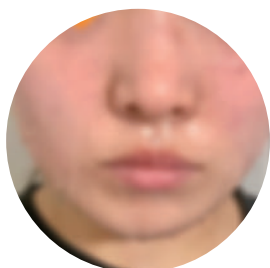
Non sensitive Tencel sheet delivers the essence without any burden. You can even cover up your neck, arm, and legs with left over essence. It is a good mask with low price and enough essence.

lovev****

GLUTA PLUS Whitening Body Solution

I was worried about its stickiness or itchiness. But when I used it, I didn't felt sticky or itchy. It naturally makes my skin tone bright and allows me for better make up.

thew****



Natural Healing Nutrition Mask

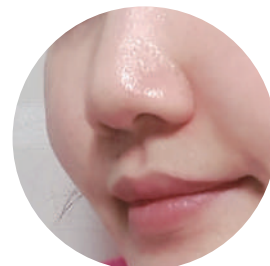
Compared to other brands, this mask is thin enough to put on my face easily. I can feel my skin breathing. It helped me to cure facial blushing. I found my holy grail.

psyc****

GLUTA PLUS Brightening Foam Cleanser

The excellent residue removing effect with whipped foam makes me to feel like being whitened after washing. Products with unrich foam isn't good for me cause it is to provocative. I recommend this Useemi Gluta Plus Brightening Foam Cleanser which has foam like whipped cream.

jihye****



GLUTA PLUS Whitening Body Solution

It is quite firm, but it covers up my skin moistly and tones up the skin delicately. Due to too much tanning in summer, I was so depressed. But after using it, I can act like I never tanned before.

iris****

CICA CARE Facial Foam Cleanser

I was able to wash my skin softly. I finished cleansing with little amount, and it was still rich enough to wash all dirty off. The soft foam matches perfect to sensitive skin. Now all my family is using it.

harin****



NATURAL HEALING



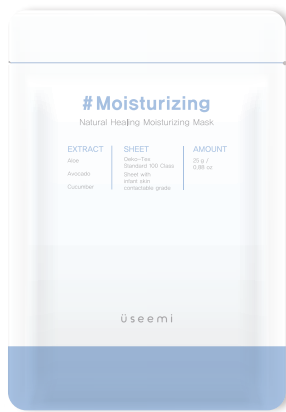
MASK 4 UNIT

Differentiated ingredient, a definite care.

Natural Healing Mask line, which is made of 4 types: Moisturizing, Nutrition, Anti-Wrinkle, Oriental Herb moisturizes your dry skin by controlling oil-water balance through various plant extracts, and it also helps to relax your skin. Special sheet mask, which is light and sticks to your skin, changes your dry skin into moist skin.

See the 'Softness' with you eye.

Thin and clear sheet delivers the good ingredient directly to your skin. The thin sheet helps to absorb the essence by sticking to the skin.



USEEMI

Natural Healing Moisturizing Mask

EXTRACT

- Aloe
- Avocado
- Cucumber

VOLUME

25g / 0.88oz

WHAT IT DOES

Various plant extracts from Cucumber, Aloe, Avocado and etc moisturizes your skin and helps to relax the skin. Plenty of moisture turns your dry skin into moist skin.



USEEMI

Natural Healing Nutrition Mask

EXTRACT

- Coconut
- Propolis
- Shea butter

VOLUME

25g / 0.88oz

WHAT IT DOES

Shea butter and Coconut palm extract nourish and energize the skin with rich nutrition. It also contains propolis extract which provide moisture to the skin and soothes sensitive skin.



USEEMI

Natural Healing Anti Wrinkle Mask

EXTRACT

- Lotus
- Snail
- Collagen

VOLUME

25g / 0.88oz

WHAT IT DOES

It contains adenocin, which is an ingredient that helps to improve skin wrinkle. Chewy snail mucilage filtrate and hydrolyzed collagen helps your skin to be elastic.



USEEMI

Natural Healing Oriental Herb Mask

EXTRACT

- Ginseng
- Cordyceps
- Genoderma

VOLUME

25g / 0.88oz

WHAT IT DOES

A rare herbal complex, moisturizing essence makes skin soft and healthy to balance oil-water with dry skin.

CICA CARE



MASK CLEANSER

Milder with eco-friendly ingredient

Makes your skin to calm down by containing Centella asiatica extract(4X complex : Asiaticoside, Asiatic acid, Madecassoside, Madecassic Acid). Sheet with full of moisture makes your skin soft and healthy by controlling oil-water balance. Matricaria flower extract cares your stressed skin.

Centella asiatica calms down the skin

Instead of chemical composition, eco-friendly ingredients like Centella asiatica extract cares the stressed skin. It helps to recover from dry skin into smooth skin and brings back the skin vitality. Furthermore, it calms down the skin.



CICA CARE Intensive Calming Mask Sheet

EXTRACT

- Centella ·Tea tree
- Chamomile

VOLUME

25g / 0.88oz

WHAT IT DOES

Centella asiatica extract calms down the weakened skin and recovers the strength. With the Tea tree ingredient which has the energy of nature in it, evens out the skin.



CICA CARE Facial Foam Cleanser

EXTRACT

- Centella ·Tea tree ·Purslane
- Lavender ·Alba flower

VOLUME

150ml

WHAT IT DOES

Creamy foam cleanser with centella asiatica, tea tree extract helps to calm down the sensitive skin. Creamy and moldy oam cleans out waste and make up residue from the pores.

GLUTA PLUS



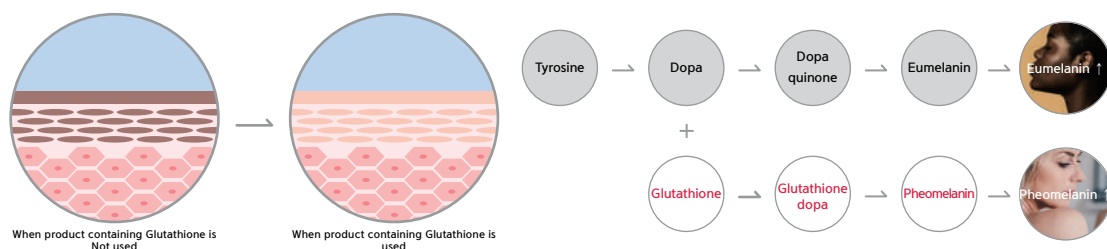
MASK CLEANSER BODY LOTION

What's a Glutathione?

It is known as a substance that helps whitening the skin as it turns out to be brightening skin color by suppressing the activity of melanin pigment. It is a protein made in your body to protect ourselves from active oxygen. It is made of cysteine, glycine, and glutamic. It is one of the main ingredient of antioxidation network.

Whitening mechanism of Glutathione

An antioxidation substance which is 100 times stronger than Vitamin C, is an ingredient that whitens the skin. It makes the skin clear and gorgeous by increasing pheomelanin and suppressing eumelanin through blocking the activation of tyrosinase.





GLUTA PLUS Whitening Mask Sheet

EXTRACT

- Vitamin
- Glutathione
- Niacinamide

VOLUME

25g / 0.88oz

WHAT IT DOES

Glutathione, Vitamin E(tocopheryl acetate) derivate brighten the skin, and functional ingredient Niacinamide helps to brighten the skin



GLUTA PLUS Brightening Foam Cleanser

EXTRACT

- Vitamin
- Glutathione
- Niacinamide

VOLUME

150ml

WHAT IT DOES

A chewy whipped cream bubble cleans the pores and neatly after washing. Removes old keratin effectively and keeps the skin tone bright.



GLUTA PLUS Whitening Body Solution

EXTRACT

- Vitamin
- Glutathione
- Niacinamide

VOLUME

300ml

WHAT IT DOES

Moist cream type texture adjust skin tone evenly as soon as applied and tones up the skin naturally. Three ingredients which helps whitening the skin, helps to manage the skin.



GLUTA PLUS Premium Skin Care Box

COMPOSITION

- Brightening Foam Cleanser
- Whitening Mask Sheet
- Whitening Body Solution

VOLUME

Foam Cleanser 150ml Body Solution 300ml
Mask Sheet 1BOX (25g x 10ea)

WHAT IT DOES

A skin care set consist of foam cleanser, mask sheet and body solution will help whitening the skin when used together. It is more effective when used step by step.



PORE SOLUTION Facial Foam Cleanser

EXTRACT

- kudzu root · Vitamin Bead
- pine leaf · AHA
- evening primrose

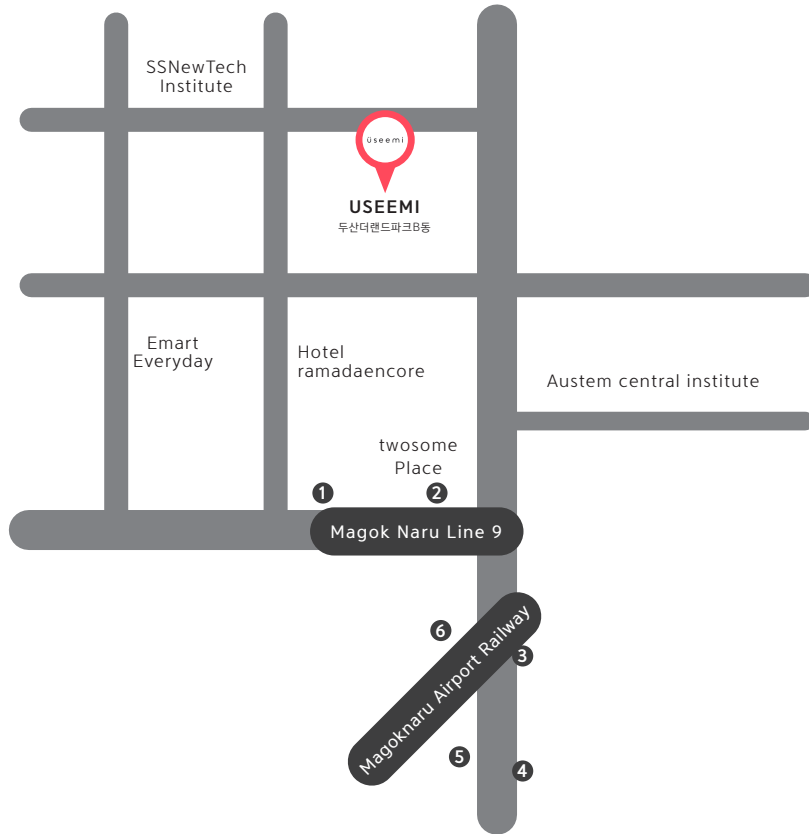
VOLUME

150ml

WHAT IT DOES

Fresh peeling cleanser with soft and rich foam without tightening the skin after washing. Jeju volcanic ash and soft cream-type texture removes waste from the inside and outside of the skin and keeps the skin clean.

Location



4F, B-dong, 161-8, Magokjungang-ro, Gangseo-gu, Seoul, Republic of Korea

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Feel the Difference, Beautiful Change, Love Yourself

The way to find my real beauty.

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www.useemi.co.kr