

I'm NOT
A Baby!

Specially Made for Kids'
Skin, Hair and Body

I'm Not A Baby! Products made by MOMS especially for KIDS



There are lots of good baby products to choose from for our kids when they are very young. However, such baby products become increasingly unsuitable as our children grow older.

During their growing period, kids show greater physical activity, leading them to sweat a lot while the likelihood of them being exposed to environmental pollutants increases as well. It was clear to us that regular baby products could not completely wash scalp greasiness and pollutants away. At the same time, using adult products or functional products would be too irritable for our sensitive children.

We make reliable products that are suitable for growing children's skin concerns.

Children's skin and hair, What's the difference?

In contrast to adults, growing children between the ages of 4~12 are characterized by thin skin and a scalp along with a wide body surface area.

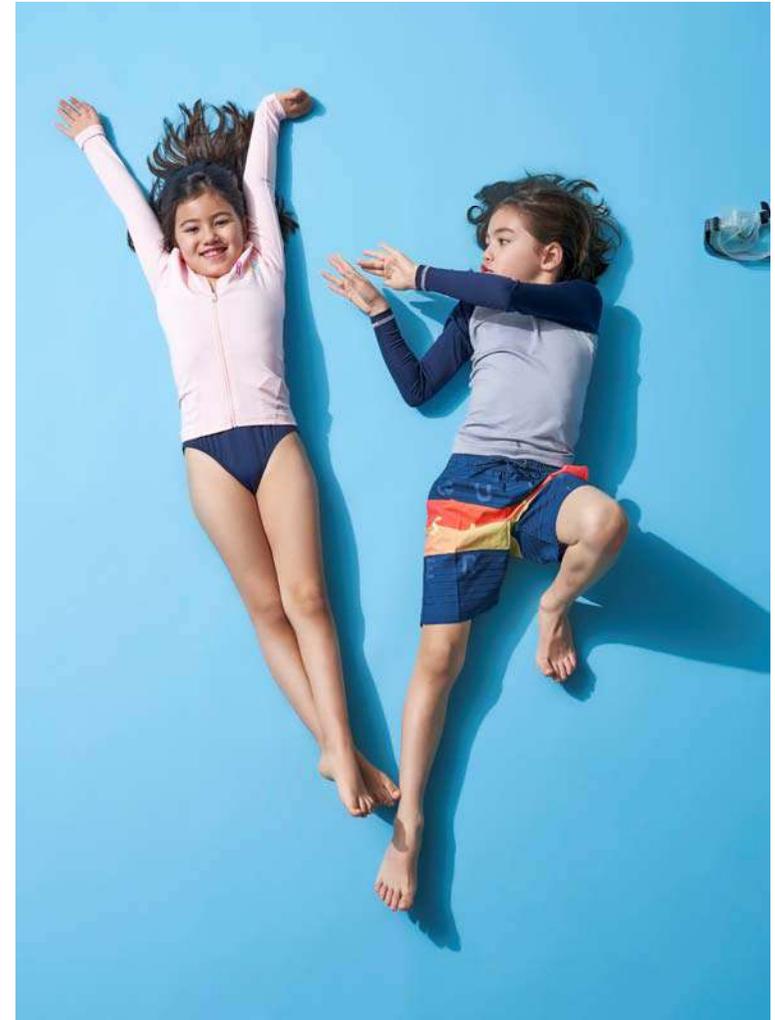
So, due to the greater loss of heat and moisture, kids' skin easily gets dry which leads to the easy absorption of harmful ingredients into their skin that does not have a keratin layer.

Besides, the unmaturing immune system exposes kids to a high risk of infection, which may lead to deteriorated immunity.

In particular, kids older than the age of 4 sweat a lot by enjoying outdoor activities, and this offers a favorable environment for microbial growth. Also, their reduced skin moisture content compared to when they were babies results in dry skin.

Despite their skin dryness, since they secrete only 1/3 of sebum compared to the amount that adults do to protect the scalp, young kids frequently experience scalp troubles and have an easily sensitized scalp.

Although infants do not usually have damaged hair, in the case of children, their weak hair can be easily damaged because of a hair perm or dye and exposure to harmful environmental conditions.



Key Ingredients_Goat Milk



Goat Milk

Containing various kinds of nutrients and body modulators, goat milk is both a complete food and the best ingredient for our skin and hair.

Possessing the highly similar protein composition with breast milk, goat milk is comprised of protein-bound polysaccharides to enhance immunity levels and enriched nutrients including different kinds of fatty acids, minerals, and vitamins.

Also, because it has 28% greater amount of selenium (mineral) than other regular milk, which is an essential healthy element required for detoxification and immunity, goat milk has been widely known as a valuable ingredient for our health and skin since the ancient times.

Goat milk's enriched nutrients and selenium, which can be defined as an essential health element and an antioxidant, eliminate harmful substances on the skin and provide intensive nutrition to our children's scalp and hair.

In addition to removing dead skin cells, by providing deep hydration and creating a natural protective layer on the scalp, lactic acid which has the most similar composition with breast milk is the most reliable ingredient for the sensitive scalp and hair of our children.

Calipro Clean N

The natural origin ECOCERT washing element is a natural ingredient that can be decomposed without any chemicals, which helps with the thorough and clean washing of the scalp and hair without any irritation whatsoever. Shampooing one's hair becomes extremely easy due to the rich and soft bubbles, while the residues are easily washed away by the water as well.

I'M NOT A BABY Kids Shampoo with Goat Milk



Children's shampoo that soothingly resolves the scalp and hair concerns of growing children including the bad smell that comes from the crown of the head, dry hair, and weak hair.

- ✓ 99.7% EWG GREEN formula for children's sensitive skin
- ✓ Goat milk provides an enriched moisturizing effect, maintains the perfect oil-water balance, and creates a protective layer.
- ✓ Contains a natural origin conditioner element that provides natural hair elasticity, soft hair, and a hair protection layer.
- ✓ Clean and thorough cleansing with rich and mild bubbles
- ✓ Easy-washing formula
- ✓ Favorable daisy bouquet scent to refresh your mood
- ✓ Pumping type product for easy use by kids

I'M NOT A BABY Kids Body Wash with Goat Milk



Keep the skin moisturized without any feeling of straining even after taking a shower! Easy-washing intensive hydrating body wash for children.

- ✓ 99.5% EWG GREEN formula for children's sensitive skin
- ✓ Goat milk provides an enriched moisturizing effect, maintains the perfect oil-water balance, and creates a protective layer.
- ✓ Special body care for children with 3 different patented ingredients
- ✓ Moisturized body even after taking a shower due to the intensive triple-hydration effect from three kinds of hyaluronic acids
- ✓ Easy-washing formula complete with rich and mild bubbles for clean and thorough washing
- ✓ Favorable daisy bouquet scent to refresh your mood
- ✓ Pumping type product for easy use by kids

I'M NOT A BABY Kids Hair Conditioner with Goat Milk



Silicone-free natural hair conditioner for the thin and weak hair of children

- ✓ 99.5% EWG GREEN formula for the sensitive scalp and hair of young children
- ✓ Goat milk and shea butter provide an enriched moisturizing effect, maintain the perfect oil-water balance, and create a protective layer.
- ✓ The natural silicone-free ingredients of the conditioner present instant softness and elasticity to hair.
- ✓ Takes care of and protects rough and damaged hair affected by the harmful environment.
- ✓ The light and the easy-washing formula is complete with an antistatic feature.
- ✓ Favorable daisy bouquet scent to refresh your mood
- ✓ Pumping type product for easy use by kids

I'M NOT A BABY

Kids Facial Cleanser with Goat Milk



Easy-use daily facial bubble cleanser for kids

- ✓ Hypoallergenic formula for children's sensitive skin
- ✓ Enriched hydration, excellent oil-water balance, and even a skin protection layer is formed by the goat milk from New Zealand
- ✓ Hypoallergenic formula - Tested and verified by the Ministry of Food and Drug Safety (MFDS) and Personal Care Products Council (PCPC) standards, this product is carefree to be used on the sensitive and weak skin of children.
- ✓ With the easy-washing bubble foam product no residues remain at all even when young kids wash their face by themselves.
- ✓ Favorable daisy bouquet scent to refresh your mood
- ✓ Pumping type product for easy use by kids

I'M NOT A BABY Face & Body lotion with Goat Milk



Ultra moisturizing lotion for dry and sensitive skin for kids

- ✓ Reliable formula with safe ingredients
- ✓ Goat milk provides an enriched moisturizing and nourishing effect
- ✓ Triple moisturizing skin care of three patented hyaluronic acids
- ✓ Strengthen skin barriers with clean deep-sea natural minerals
- ✓ Milk sugar ingredients forming a moisture barrier on the skin
- ✓ 99.9% EWG GREEN Formula for safe use
- ✓ Pumping type product for easy use by kids

I'M NOT A BABY Face & Body Sun Cushion SPF50+, PA++++



Sun cushion that children can enjoy using on their own.

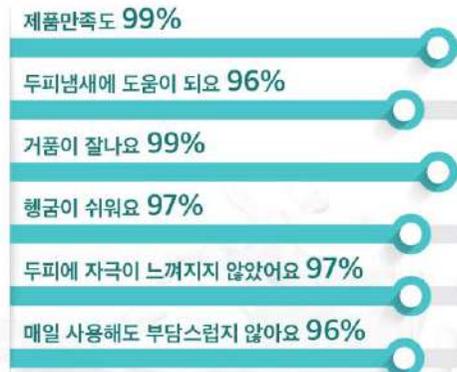
- ✓ Block both UVA and UVB rays
- ✓ Minimizing stimulating causing factors and harmful ingredients
- ✓ Strong in sweat and water, suitable for outdoor activities
- ✓ 100% mineral sunscreen
- ✓ Moist yet non sticky, soft and silky texture
- ✓ Helps skin nourishment and skin texture arrangement
- ✓ Perfect UV protection with a puff or two
- ✓ Sun cushion without a white cast
- ✓ Both body and face are available
- ✓ Easy to carry and can be frequently used when going out
- ✓ Hygienic products applied using a rubicell puff

Korean No.1 cosmetic information platform "Hwahae" survey result

Product Satisfaction - 99%

화해화장품 설문회

289인의 솔직한 후기
아임낫어베이비 고트밀크 키즈 샴푸



자료출처 : 화해화장품 설문회 / 화해 설문당 : 289명 / 본 설문 결과가 모든 사람들에게 적용되지 않음

Hi! Seoul Award Winners - All Products!



Seoul Awards are outstanding Korean products selected by specialists in each field and handpicked carefully by Seoul

+82-1577-7119

<http://sba.seoul.kr>



<p>No.아이디어상품_201906_036</p> <h2>Certificate of Designation</h2> <p>2019 Seoul Award</p> <p>Award Category : Idea product Company Name : Genie the bottle Inc. Product Name : I'm not a baby / Kids shampoo with goat milk</p> <p>We hereby certify that the above product has been given a 「2019 Seoul Award」 in recognition of its growth potential as an excellent product on the basis of outstanding ideas.</p> <p>Jun 11, 2019</p> <p>Chairman of the Private Brand Selection Committee, Seoul Business Agency</p> 	<h2>Designation</h2> <p>Award</p> <p>body wash with goat milk</p> <p>The above product has 「2019 Seoul Award」 in recognition of its growth potential as an excellent product on the basis of outstanding ideas.</p> <p>2019</p> <p>Private Brand Selection Committee, Seoul Business Agency</p> 	<h2>Designation</h2> <p>Award</p> <p>facial cleanser with goat milk</p> <p>The above product has 「2019 Seoul Award」 in recognition of its growth potential as an excellent product on the basis of outstanding ideas.</p> <p>2019</p> <p>Private Brand Selection Committee, Seoul Business Agency</p> 	<h2>Designation</h2> <p>Award</p> <p>hair conditioner with goat milk</p> <p>The above product has 「2019 Seoul Award」 in recognition of its growth potential as an excellent product on the basis of outstanding ideas.</p> <p>2019</p> <p>Private Brand Selection Committee, Seoul Business Agency</p> 	<h2>Designation</h2> <p>Award</p> <p>face & body lotion with goat milk</p> <p>The above product has 「2019 Seoul Award」 in recognition of its growth potential as an excellent product on the basis of outstanding ideas.</p> <p>2020</p> <p>Private Brand Selection Committee, Seoul Business Agency</p> 	<h2>Designation</h2> <p>Award</p> <p>body sun cushion</p> <p>The above product has 「2019 Seoul Award」 in recognition of its growth potential as an excellent product on the basis of outstanding ideas.</p> <p>2020</p> <p>Private Brand Selection Committee, Seoul Business Agency</p> 
--	--	--	---	---	--

Celebrities love I'm Not A Baby!



Suk Jun Han- Entertainer



Ji Yoon Park - Entertainer



Sung Moon Baek - Lawyer



Seung Jae Kim – anchor,
Yonhap News



Sun Young Kim – anchor,
YTN



Nam Hee Kim – Announcer

Offline stores – Galleria Dept. store,
SSG Food Market, PK Market



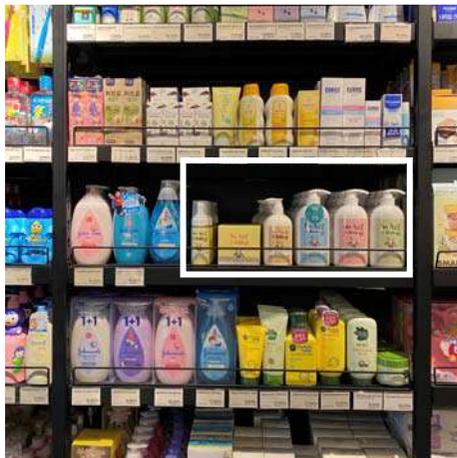
Galleria Gourmet 494
Apgujung



Galleria Gourmet 494
Gwanggyo



Galleria Gourmet 494
Nine One Hannam



SSG Food Market Dogok



SSG Food Market Chungdam



PK Market Wirye

Online stores

SSG.COM

Hmall

LOTTE.com

Shopping Smart
CJmall

GS SHOP

롯데홈쇼핑

emart mall

NAVER
StoreFarm

boribori

MARKET
Kurly

coupang

TMON

I'm NOT
A Baby!



THANK YOU

GENIE
T H E
BOTTLE





CLEAN BEAUTY SIMPLE ROUTINE

Across society, the decision to wear fancy and heavy makeup is fading, as more and more people are now interested in and want to have **healthy and natural skin**.

Now, lots of people prefer healthy and **hypoallergenic natural ingredients** rather than artificial ingredients that highlight cosmetic functions.

For your healthy skin, we make only safe products with good ingredients.

The container for the product is manufactured from **100% recyclable plastic**. The product packaging also uses only paper fillers and paper boxes made from **FSC-certified paper materials**. We strive to protect the global environment where we live together, and we promise to satisfy you with safe products in the future.

A NEW LIFESTYLE



GENIE THE BOTTLE



GENIE THE BOTTLE



GENIE THE BOTTLE

GENIE THE BOTTLE

is an **eco-friendly skincare brand** for consumers who wish to focus on staying healthy and beautiful.

GENIE THE BOTTLE

studies and researches the products that our consumers want and need by reflecting the diverse **lifestyles** of trendy consumers.



BRAND PHILOSOPHY

“Our wish to produce the finest products that are beneficial to the world.”

Nowadays, people no longer seek to spend their money on meaningless luxury products. That is, their consumption pattern has changed from unconsciously buying products from famous brands to placing greater emphasis on the product values.

Consumption with the aim of achieving a more valuable life is changing the lifestyle of all manners of people.

Valuing greater healthiness of oneself rather than caring about one’s appearance in the face of others. This lifestyle is pursued by GENIE THE BOTTLE, which is an eco-friendly skincare brand.

Apart from attempting in vain to create a fancy brand image by spending a huge amount of money on marketing, we will always put our customers first and think about the environment, nature, and the value of a sustainable brand.



THE GENIE THE BOTTLE PROMISES

PROMISE 1_ SKIN SAFETY FIRST. GREAT INGREDIENTS! GREAT PRODUCTS!

GENIE THE BOTTLE pays great attention to every single ingredient that is used in the products and always carefully considers the methods to maintain healthy and youthful skin.

All of our products contain carefree EWG green grade ingredients and are completely free from any ingredients that could be harmful to your skin.

The carefully selected natural active ingredients provide essential functions to your skin without experiencing any irritation, while strengthening the skin energy to actively maintain the most ideal skin condition and health.

The power generated from excellent products made with the best ingredients that are essential in achieving the self-revitalization of our skin.

That is the energy from the best products pursued by GENIE THE BOTTLE.

PROMISE 2_ BREAK THE CYCLE

Our dressing tables are filled with a variety of products from an array of different brands.

There are so many cosmetic products that we should apply every day, and the makeup process has become too complex and tiresome for the most of us.

Thus, GENIE THE BOTTLE rejects any complicated and unnecessary makeup routines and offers the most carefree, effective, and simplest routine that helps to recover the natural power of your skin.

Applying essential products with a suitable amount only instead of using too many cosmetic products –

It is the healthy skin care routine that GENIE THE BOTTLE seeks.

Magic Cleansing Pad

An all-in-one pad for removing make-up, exfoliation, and deep cleansing!



- ✓ 99.96% EWG GREEN
- ✓ Free from 20 harmful ingredients
- ✓ Easy and quick cleansing
- ✓ Provides clean and clear skin with the patented ingredient extracted from Moroccan saffron flowers
- ✓ Hypoallergenic ingredients for exfoliation – the perfect healthy cleanser for your skin

Magic Cleansing Pad

Main Ingredients & Effects



SAFFRON FLOWER EUTECTYS™

Patented ingredient extracted from Moroccan saffron flowers

Renowned as the red-gold of the East, saffron is the most expensive spice in the world. The value of saffron is beyond our imagination as 60 tons of saffron flowers are needed to obtain 1kg of saffron spice. Saffron has been used as a natural coloring agent, spice, and for medical purposes since the times of ancient Greece and Rome, and due to its excellent skin whitening and antioxidation effects, it is also a popular ingredient for cosmetic products. What makes this ingredient even more special is the application of the patented low-temperature extraction method called NaDES (Natural Deep Eutectic Solvent). NaDES is a method that allows the soundest extraction of invaluable active ingredients from plants, and the ingredients obtained by such a method retain a greater level of active ingredients compared to what other regular extractions do. Saffron is a great ingredient that helps with skin whitening, complexion improvement, and antioxidation while providing outstanding effects on dry and sensitive skin.

TRIPLE MOIST HA™

Intensive triple-layered hydration complete with 3 different kinds of hyaluronic acids

GREENOL™

Patented ingredient comprised of 6 different natural herbal extracts

Vitamin B12 Bubble Cleanser

For naturally good-looking skin



Vitamin B12 Bubble Cleanser

Main Ingredients & Effects

Vitamin B12 (Cobalamin)

Contains essential minerals

Enhances the skin complexion and vitality

Controls sebum and soothes skin

Mild on skin, strong against wastes

Exfoliation care with soft and rich micro bubbles minimizes skin irritation and provides sebum control, the deep cleansing of pores, and solutions to pore blockage.

Naturally clear skin

Helps to improve the skin complexion and vitality to offer a clean and clear skin tone only through cleansing.

Moisturized even after cleansing

Minimizes the moisture loss of sensitive and dry skin to result in deep hydration even after cleansing.

7 different natural plant ingredients

Skin soothing, pore tightening, and moisturizing
Help with antioxidation. It improves skin hydration and health



ALL-DAY HYDRATING MASK

Replenish moisture and nutrition deep into the skin

Easy-to-use, instant skin calming effect



- ✓ fresh essence type without stickiness
- ✓ Skin calming, pore shrinkage, skin texture improvement
- ✓ Moisture locking system for more moisturizing effect
- ✓ Natural origin triple sheet provides excellent adhesion, absorption, and smooth texture
- ✓ Easy to use – anytime, anywhere

ALL-DAY HYDRATING MASK

Main Ingredients & Effects

ALPA STONE FLOWER from the clean Alps

The root of A. Stone Flower, which lives between the 2,700-meter-high Alps and rock walls, is rich in anthocyanin, which helps to relieve skin irritation, reduce pores and improve skin texture. ALPA STONE FLOWER, contained in the All Day Hydrating Mask, is organically grown using glacial water from the clean Alps Valley.



3x more moisturizing – Moisture Locking System

The moisture locking system fills the essence's moisturizing, whitening, and nutrients deep into the skin. It keeps your skin moist and healthy.

Natural triple petit sheet - #strongness #silky texture #moisturizing

The natural triple sheet absorbs and maintains 20 times of essence

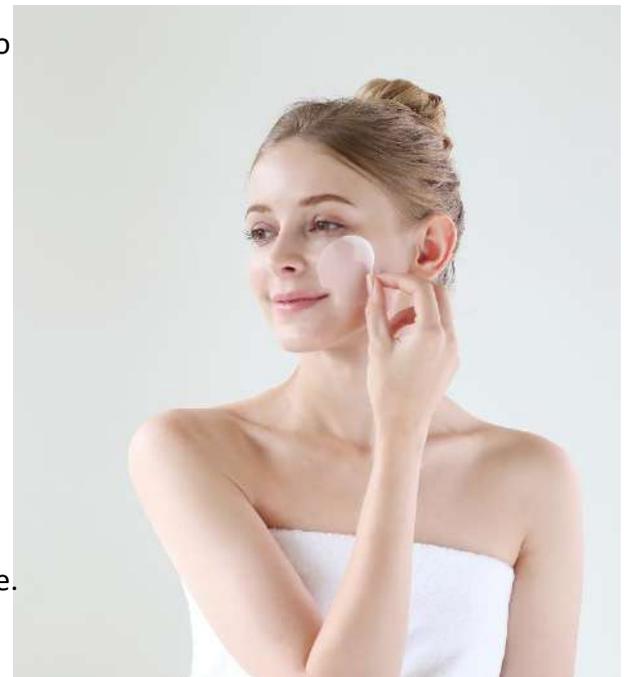
It helps to deliver to the s the weight of the fabric.

Thickness enhances skin adhesion, and effective components kin without drying.

S.O.S. petit mask – NO stickiness, NO trickling down

The All Day Hydrating Mask improves the discomfort of the sheet mask covering the entire face.

Easy to use anywhere, anytime.



Offline stores – Galleria Dept. store, SSG Food Market, PK Market



Galleria Gourmet 494
Apgujung



Galleria Gourmet 494
Gwanggyo



Galleria Gourmet 494
Nine One Hannam



SSG Food Market Dogok



SSG Food Market Chungdam



PK Market Wirye

Online stores

SSG.COM

Hmall

LOTTE.com

Shopping Smart
CJmall

GS SHOP

롯데홈쇼핑

emart mall

NAVER
StoreFarm

boribori

MARKET
Kurly

coupang

TMON

GENIE
T H E
BOTTLE