

# SHO



Special  
Homecare  
Origin



It's a promise from Suin Cosmetics to share your skin and mind.

# Soo'in Cosmetic

The alluring beauty of a special moment

## / A company going global

Soo'in Cosmetic Co., Ltd has expanded its business to Asia, Central Asia and the USA based on an accurate regional risk analysis, and been increasing its brand awareness through a constant effort to secure local accounts and brand localization.

## / Business Areas



### Trading

Exporting cosmetics and importing subsidiary materials



### Distribution

Supplying cosmetics to duty-free shops and overseas market



### OEM/ODM

Skin care, body care, hair care, base make-up

Soo'in Cosmetic Co., Ltd has been growing as a global cosmetic brand



## / Korea Premium Cosmeceutical Brand

Through embodying the natural plant components, which contain natural vitality, in the scientific composition, Sooin Cosmetic Co., Ltd is pursuing the friendliness and effectiveness of 'premium Cosmeceutical' for the essential skin health care of modern people who become tired in a variety of pollution and harmful environments and irregular life rhythm, and provides products bringing an ideal skin. All products of Sooin Cosmetic Co., Ltd are produced in the best cosmetics manufacturer in Korea to ensure quality and acquired ISO9001, ISO22716(CGMP) certificate of authentication which is internationally recognized.

## / Philosophy of Management

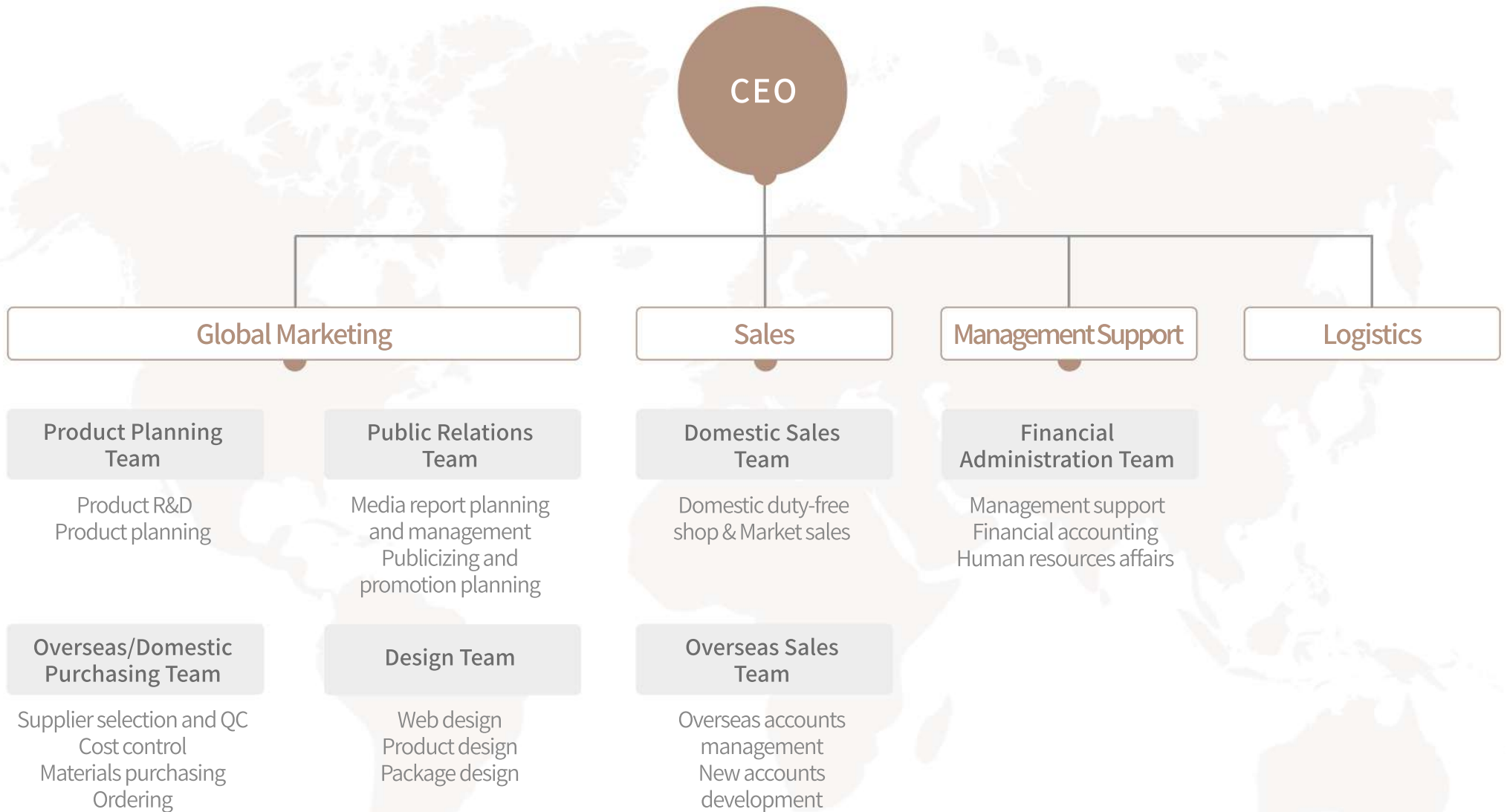
Cooperation

Globalization

Change

Soojin Cosmetic Co., Ltd has been growing as a global cosmetic brand





Sooin Cosmetic Co., Ltd has been growing as a global cosmetic brand

## 2017

- ◆ Launched our own brand 'SHO' in GS home shopping channel (SHO C 20 ampoule)
- ◆ Signed a direct supply contract with GOME in China
- ◆ Signed a contract to be the exclusive distributor of SHO & SSO in China
- ◆ Attended in China Shanghai Beauty Expo
- ◆ Attended in Vietnam Korea Brand & KEBB
- ◆ Launched 'SHO Ampoule Mask' in 好易购 home shopping channel in China
- ◆ Planning to operate directly overseas purchase business in JD.COM

## 2016

- ◆ Launched in JUMEI, China Shopping mall
- ◆ Attended in China Shanghai Beauty Expo
- ◆ Launched our own brand 'BEAULIANT'

## 2015

- ◆ Launched our own brand 'SHO'
- ◆ Launched our own brand 'SSO'
- ◆ Launched our own brand 'Top Cloud'
- ◆ Launched in Korean popular duty-free shops
- ◆ Attended in China Shanghai Beauty Expo
- ◆ Export our own brand 'ORTHIA' to Russia as the exclusive distributor
- ◆ Entered Chinese broadcasting market 'Jiangsu broadcasting station' Beauty channel (SHO, MIRUM products)
- ◆ Awarded Export Tower Trophy for \$10 million 'The 52nd Annual Trade Day' organized by Korea International Trade Association (KITA)

## 2014

- ◆ Launched and began to export own brand 'MIRUM'
- ◆ Registered as a full member of the KOTRA and Korea International Trade Association
- ◆ Supply own developed Cosmetics to Duty Free
- ◆ Contract with the National Agricultural Cooperative Federation
- ◆ Entered the global market (Southeast Asia, U.S.A., Europe. etc.)
- ◆ Delivery subsidiary materials to major company
- ◆ Contracted to be the sole distributor of 'It's SKIN'

## 2008

- ◆ Corporation name changed to Sooin Cosmetics Co., Ltd.
- ◆ Launched our own brand 'ORTHIA'

## 2005

- ◆ (Co)PBL  
SK M&C started OCB out-bound TM

## 2003

- ◆ Established (Co)Ninefox  
Managing 56 cosmetics shop

## 1999

- ◆ Established (Co)Ja-Hwa Hanbang  
Started Out-bound TM and DM

## 1997

- ◆ Established (Co)EVAS CNS  
Sales of EVAS Cosmetics(DM/Home Shopping)

## 1995

- ◆ Established (Co)Crecos  
Sales of Lamy Cosmetics

Sooin Cosmetic Co., Ltd has been growing as a global cosmetic brand



# Natural values, **HOME AESTHETIC**

The idea of SHO

**The one and only special thing**  
that is most likely to come  
closer to the essence  
of a raw material that is  
not comparable  
to anything else.

More beautiful  
and elegant  
**aesthetic  
management,**  
like managed  
by professional

**HOME is**  
a comfortable space  
that everyone feels  
comfortable





# 01

## Pure Nature

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Looking for a variety of special materials from all over the world, we stick to the principle that only the perfect quality can convey on our skin the way to beauty.



# 02

## Skin Care program

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It gives you a special and relaxed feeling as you receive skin care treatments in the hands of a professional.





# 03

## For Everyone

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Comfortable and familiar space,  
It conveys the comforts of a natural place  
that enjoys my own freedom  
and relaxation.

# You must have home care **SHO TIME**

It reduces irritation and delivers a complete home care solution to skin by combining aesthetic with cleansing, moisture, and nutrients in all product lines.

World's Easier Home Care!

Home Special Care!

It focuses on the basics for improving the **strength of the skin** rather than the temporary effects seen on the surface, and makes it readily accessible to anyone with solutions that fit into different skin states each day.







Special care is also simple

For the easiest way  
to enjoy **home care**

Skin care is difficult and complex.



We create innovation in small changes  
to get rid of stereotypes.

I know it's good, but home care  
is hard to do every day.

For the busy modern day, we reduced the steps to  
feel the home aesthetic with **minimal effort**,  
and increased the effectiveness.





## RODIN SHO RECOVERY TIMELESS PROGRAM [28DAYS INTENSIVE CARE]

RODIN SHO RECOVERY TIMELESS AMPOULE 2ml x 28ea  
RODIN SHO RECOVERY TIMELESS EYE CREAM 10ml x 2ea

ANTI-WRINKLE FUNCTION

### 28DAYS INTENSIVE PROGRAM

A new concept of skin science. A scientific program that has an ideal synergistic effect for maintaining skin elasticity with anti-wrinkle ingredients.



## RODIN SHO TIMELESS 7DAYS PROGRAM

RODIN SHO RECOVERY TIMELESS AMPOULE 2ml x 7ea  
RODIN SHO CREAM 15ml

ANTI-WRINKLE FUNCTION

### 7DAYS INTENSIVE PROGRAM

The active ingredients of cream and ampoule gives an excellent moisturizing effect to keep oil · water balance.



## RODIN SHO TIMELESS AMPOULE MASK [2-set] x 10ea

RODIN SHO TIMELESS AMPOULE MASK  
RODIN SHO RECOVERY TIMELESS AMPOULE

ANTI-WRINKLE FUNCTION

### Elasticity Improvement (Ampoule) / Skin Elasticity & Anti-Wrinkle (Mask)

The ampoule includes patented ingredients that are effective in improving skin elasticity. The essence has plenty of capacity for keeping moisture on the sheet for a long time and helps make your skin firm and elastic.



## RODIN SHO SPECIAL DOULBE PACKAGE

RODIN SHO ESSENCE(WRINKLE FUNCTION) 50ml  
RODIN SHO RECOVERY EYE CREAM (WRINKLE FUNCTION) 10ml x 2ea

### Elasticity Improvement / Highly Moisturizing Care

An intensive elasticizing product that enhances vitality of dry, rough skin by caring for wrinkles and moisture.



## RODIN SHO TIMELESS INTENSIVE EYE 7DAYS PROGRAM

RODIN SHO RECOVERY TIMELESS AMPOULE 10ml x 7ea  
RODIN SHO TIMELESS EYE CREAM 15ml

ANTI-WRINKLE FUNCTION

### 78DAYS INTENSIVE PROGRAM

The program includes active ingredients that helps skin elasticity, which improves the elasticity of tired skin on your face and around your eyes.



## RODIN SHO TIMELESS INTENSIVE EYE PROGRAM

RODIN SHO RECOVERY TIMELESS EYE CREAM 10ml x 3e

ANTI-WRINKLE FUNCTION

### Elastic Facial & Eye Care

The program provides an ideal synergistic effect to maintain skin elasticity, elasticizes wrinkles and delivers moisture and nutrition to make your skin healthy.



## RODIN SHO RECOVERY TIMELESS EYE CREAM 10ml

ANTI-WRINKLE FUNCTION

### Intensive Care for Deep Wrinkles / Skin Care around Eyes

Provides intensive moisture and nutrition for the sagging skin around your eyes



## RODIN SHO RECOVERY TIMELESS AMPOULE 2ml x 28ea

ANTI-WRINKLE FUNCTION

### 28DAYS INTENSIVE PROGRAM

A new concept of skin science. A scientific program that has an ideal synergistic effect for maintaining skin elasticity from active ingredients.



## RODIN SHO CREAM 70ml

WHITENING FUNCTION ANTI-WRINKLE FUNCTION

**Extracts from JEJU (Horse oil, 8 Complex)  
/ Patented ingredients**

Highly moisturizing cream that delivers deep radiance by including 8 complex, horse oil from Jeju, which makes skin healthy.



## RODIN SHO WRINKLE CARE SET

RODIN SHO CLEANSING FOAM 140ml  
RODIN SHO ESSENCE [ANTI-WRINKLE FUNCTION] 50ml  
RODIN SHO CREAM [ANTI-WRINKLE FUNCTION]  
[WHITENING FUNCTION] 70ml  
RODIN SHO RECOVERY EYE CREAM  
[ANTI-WRINKLE FUNCTION] 15ml (sample)

### Intensive moisturizing set

A special set that solves your problems from the start to the end of healthy skin care.



## RODIN SHO AVOCADO WRINKLE EYE SERUM 30ml x 3ea

ANTI-WRINKLE FUNCTION

### Avocado/ Elasticity Improvement

Avocado oil supplies nutrition and moisture for weak skin around the eyes. The eye serum can be used not only the skin around your eyes but also all over your face.



## RODIN SHO AVOCADO WRINKLE EYE SERUM 30ml

ANTI-WRINKLE FUNCTION

### Avocado/ Elasticity Improvement

Avocado oil supplies nutrition and moisture for weak skin around the eyes. The eye serum can be used not only the skin around your eyes but also all over your face.



## RODIN SHO HYDRO SKIN ESSENCE 200ml

ANTI-WRINKLE FUNCTION

### Moisturizing / Tested the Hypoallergenic

The moisturizing skin essence provides a soothing effect, moisture to your sensitive skin, and controls skin pH and oil · water balance.



## RODIN SHO 24K HYDRA GOLD CREAM 50ml

ANTI-WRINKLE FUNCTION

### Includes gold / Highly moisturizing cream

The deep moisturizing cream creates firm skin and maintains oil · water balance with moisture by including a gold component.



## SHO RADIANCE 24K GOLD ESSENCE 100g

ANTI-WRINKLE FUNCTION

### Contained 24k pure gold / Gold Therapy / Supplying nutrients

It contains pure gold, which helps to clear skin and provides nourishment to the rough skin that makes the skin moist and elastic.



## RODIN SHO MOIST POWER SUN CREAM 50ml

ANTI-WRINKLE FUNCTION

WHITENING FUNCTION

UV BLOCKING (SPF50+, PA+++)

### Daily Sun Cream

The fresh sun cream that keeps moisture and protects your skin from strong UV rays in daily.



## RODIN SHO MILKY DROP BODY LOTION 200ml

**Fully nourishing milk ingredient**  
**Brightening / Unique formula**

A milk protein extract keeps moisture by absorbing nutrition deeply into your skin.



## RODIN SHO MILKY DROP CREAM 50ml

WHITENING FUNCTION

**Fully nourishing milk ingredient**  
**Brightening / Unique formula**

A milk protein extract nourishes your skin as well as works as a whitening factor for bright and radiant skin.



## RODIN SSO REAL AMPOULE VITA COMPLEX

ANTI-WRINKLE FUNCTION

**Vitamin / Real Ampoule**

Vitamin helps to manage clear and clean skin by nourishing and giving vitality.



## RODIN SSO REAL AMPOULE AMPOULE PROPOLIS

ANTI-WRINKLE FUNCTION

**Propolis / Real Ampoule**

Propolis strengthens your tired skin by nourishing and moisturizing.



## RODIN SHO HAMP SEED RELIEF MASK 30g x 10ea

ANTI-WRINKLE FUNCTION

**Cannabis Sativa Seed Oil / Skin Elasticity**

A functional mask that gives your skin rest by providing vitality and soothing sensitive skin.



## RODIN SHO PROPOLIS ENRICH MASK 30g x 10ea

ANTI-WRINKLE FUNCTION

**Propolis extract / skin nutrition**

A functional moisturizing mask that strengthens a skin barrier by forming a hard power on your skin



## RODIN SHO WRINKLE CARE DOUBLE SYSTEM

ANTI-WRINKLE FUNCTION

RODIN SHO WRINKLE CARE MASK  
[ANTI-WRINKLE FUNCTION] 27mlx10ea  
RODIN SHO WRINKLE CARE EYE CREAM 20ml

**Intensive wrinkle care / Moisturizing care**

Provides double-care of the nutrition of moisturizing eye cream and mask pack for complete wrinkle management.



## RODIN SHO PORE CLEAR CLEANSING FOAM 150ml x 3ea

ANTI-WRINKLE FUNCTION

**Exfoliation of dead skin / Skin waste care**

Cleanses your skin softly with mild foam and cares for moist skin with a superior moisturizing effect even after using it.





## RODIN GUNG GOHEUN 6 set

ANTI-WRINKLE FUNCTION

RODIN GUNG GOHEUN SKIN 125ml  
 RODIN GUNG GOHEUN LOTION 125ml  
 RODIN GUNG GOHEUN ESSENCE 50ml  
 RODIN GUNG GOHEUN EYE CREAM 20ml  
 RODIN GUNG GOHEUN CREAM 50ml  
 RODIN GUNG GOHEUN PREMIUM CREAM 55ml  
 (SAMPLE)ESSENCE30ml EYE CREAM10g  
 PREMIUM CREAM 30ml

### Premium Herbal Medicinal set

6 piece set that improves elasticity and wrinkles to care for moist and glowing skin with prestigious oriental plant ingredients.



## RODIN GUNG GOHEUN PREMIUM CREAM 55ml

Natural Jade Beauty Massager

ANTI-WRINKLE FUNCTION

### Premium Herbal Medicinal Cream / Massager

Cares for loss of skin elasticity effectively with the massager set that consists of a high quality premium cream and a natural jade.



## GUNGSEOLYEON YUNSEOL 6 set

ANTI-WRINKLE FUNCTION

GUNGSEOLYEON YUNSEOL SKIN 150ml  
 GUNGSEOLYEON YUNSEOL AMPOULE 40ml  
 GUNGSEOLYEON YUNSEOL LOTION 150ml  
 GUNGSEOLYEON YUNSEOL ESSENCE 55ml  
 GUNGSEOLYEON YUNSEOL EYE CREAM 30g  
 GUNGSEOLYEON YUNSEOL CREAM 50g  
 (Sample)Skin 30mlX2ea Cream 15gX2ea

### Herbal Medicinal Ingredient / Elasticity Improvement

GUNGSEOLYEON YUNSEOL 6 piece set that includes herbal medicinal ingredients made carefully provides nutrition and moisture for rough skin.



## SHO BEAULIANT GOGUEUM 7 set

ANTI-WRINKLE FUNCTION

SHO BEAULIANT GOGUEUM SKIN 150ml  
 SHO BEAULIANT GOGUEUM AMPOULE 30ml  
 SHO BEAULIANT GOGUEUM LOTION 150ml  
 SHO BEAULIANT GOGUEUM ESSENCE 50ml  
 SHO BEAULIANT GOGUEUM EYE CREAM 30g  
 SHO BEAULIANT GOGUEUM DAY CREAM 60g  
 SHO BEAULIANT GOGUEUM NIGHT CREAM 60g

### White Truffle / Wrinkle Improvement

Anti-wrinkle 7 piece set that delivers deep nutrition to your skin with prestigious white truffle.



## SHO BEAULIANT GOGUEUM LOTION 150ml

ANTI-WRINKLE FUNCTION

### White truffle / Wrinkle Improvement

Lotion that moisturizes your skin and controls oil · water balance by including prestigious white truffle.



## SHO BEAULIANT GOGUEUM PRESTIGE SET

SHO BEAULIANT GOGUEUM FOAM CLEANSER 100ml

SHO BEAULIANT GOGUEUM SKIN  
 [ANTI-WRINKLE FUNCTION] 150ml  
 SHO BEAULIANT GOGUEUM LOTION  
 [ANTI-WRINKLE FUNCTION] 150ml

### White Truffle / Wrinkle Improvement

3 piece set that cares for your skin from cleansing to basic moisture with prestigious white truffle.



## BEAULIANT 6 SET

ANTI-WRINKLE FUNCTION

BEAULIANT SKIN 130ml  
 BEAULIANT AMPOULE SKIN 40ml  
 BEAULIANT LOTION SKIN 130ml  
 BEAULIANT ESSENCE 50ml  
 BEAULIANT EYE CREAM 55g  
 BEAULIANT CREAM 55g  
 (SAMPLE) SKIN30ml LOTION30ml

### Ganoderma Lucidum(Mushroom) Stem Extract Wrinkle improvement

6 piece set made with the deep and full beauty of flowers that gives vitality and energy to your skin by including Ganoderma Lucidum(Mushroom) Stem Extract.



## SHO BEAULIANT GOGUEUM NOBLESSE SET

ANTI-WRINKLE FUNCTION

SHO BEAULIANT GOGUEUM SKIN 150ml  
 SHO BEAULIANT GOGUEUM LOTION 150ml  
 SHO BEAULIANT GOGUEUM ESSENCE 50ml  
 SHO BEAULIANT GOGUEUM DAY CREAM 60g

### White truffle / Wrinkle Improvement

Anti-wrinkle 4 piece set that delivers deep nutrition to your skin with prestigious white truffle.



## BEAULIANT 3 SET

ANTI-WRINKLE FUNCTION

BEAULIANT SKIN 130ml  
 BEAULIANT LOTION 130ml  
 BEAULIANT ESSENCE 50ml

### Ganoderma Lucidum(Mushroom) Stem Extract / Wrinkle improvement

3 piece set made with deep and wide beauty of flowers that gives vitality and energy to your skin by including Ganoderma Lucidum (Mushroom) Stem Extract.



## SHO BEAULIANT GOGUEUM SKIN 150ml

ANTI-WRINKLE FUNCTION

### White Truffle / Wrinkle Improvement

Skin that moisturizes your skin and prepares skin texture by including prestigious white truffle.



## SHO AQUA HYALURONIC AMPOULE 50ml

The most ideal ingredient for  
moisturizing skin : Hyaluronic

### Hyaluronic / Moisturizing / Highly Enriched Ampoule

The ampoule includes Hyaluronic acid that moisturizes  
and keeps moisture of tired and dry skin for a long time  
from the external environment.



## SHO REAL VITA. AA2G AMPOULE 50ml

The most ideal ingredient for dark and dull skin : AA2G

### AA2G / Brightening / Highly Enriched Ampoule

The ampoule includes pure vitamin C and vitamin C d  
erivatives that help make your dull skin radiant and bright.



## SHO WRINKLE LIFT PEPTIDE AMPOULE 50ml

The most ideal ingredient for elastic skin : Peptide

### Peptide / Elasticity Improvement Highly Enriched Ampoule / Anti-wrinkle

The ampoule includes Acetyl Hexapeptide-8, Hydrolyzed  
Collagen and Hydrolyzed Elastin that help make smooth  
and healthy skin.



## SHO WRINKLE LIFT PEPTIDE AMPOULE 50ml

The most ideal ingredient for healthy skin : Red Ginseng

### Red Ginseng / Nourishing ampoule Highly Enriched Ampoule

The highly enriched ampoule that includes 42% red  
ginseng extract supplies intensive nutrition to make  
your skin healthy and glow.



## SHO AQUA HYALURONIC AMPOULE MASK

27ml x 7ea

Customized skin care : Moisturizing + Clear skin

### Hyaluronic / Moisturizing / Cupra fabric

The intensive moisturizing mask includes the hyaluronic  
acid that moisturizes and smooths dry and rough skin.



## SHO REAL VITA. AA2G AMPOULE MASK

27ml x 7ea

Customized skin care : Skin radiance + Moisturizing

### AA2G / Brightening / Cupra fabric

The mask includes vitamin C derivatives that help your dark  
and dull skin appear clearer and brighter.



## SHO WRINKLE PEPTIDE AMPOULE MASK

27ml x 7ea

Customized skin care : Elasticity Improvement+  
Moisturizing

### Peptide / Anti-wrinkle / Cupra Fabric

Marine originated collagen composite moisturizes and  
elasticizes for your skin. Adenosine that includes anti-wrinkle  
functional ingredient helps reduce wrinkles on your skin.



## SHO AGING RED GINSENG AMPOULE MASK

27ml x 7ea

Customized skin care : Elasticity Improvement+  
Red Ginseng Nutrition

### Red Ginseng / Nourishing / Cupra Fabric

Prestigious herbal medicinal ingredients such as Red ginseng,  
Mulberry root, Licorice, Pleuropterus multiflorus etc. nourish  
your skin to make an ideal skin condition and help your skin  
keep healthy and glowing.





## SHO CALMING MADECASSOSIDE AMPOULE 50ml

Key Ingredient for Skin Barrier Care : Madecassoside

**Madecassoside/Soothing/Highly Enriched Ampoule**

Provides a soothing effect to your sensitive skin and Cares for a skin barrier to make it healthy.



## SHO REAL BARRIER MADECASSOSIDE AMPOULE MASK

27ml x 7ea

Customized skin care : Soothing + Skin Protection

**Madecassoside / Soothing / Cupra Fabric**

The prestigious herbal medicinal ingredients such as Red ginseng, Mulberry root, Licorice, Pleuropterus multiflorus etc. nourish your skin to make an ideal skin condition and help your skin keep healthy and glowing.



## SHO HYALURON LUMINOUS AMPOULE 2mlx7ea

ANTI-WRINKLE FUNCTION

**ANTI-WRINKLE FUNCTION**

Gloss ampoule/ Hyaluron ampoule

Delivers hyaluronic acid rapidly to moisturize your dry and rough skin.



## SHO HYALURON CONCENTRATE

SHO HYALURON MOISTURIZING CAPSULE 7ea

SHO HYALURON LUMINOUS AMPOULE

[ANTI-WRINKLE FUNCTION]

(2ml x 7ea) (2 set)

**Intensive moisturizing care / Moisturizing capsule / Moisturizing ampoule**

The special care product that melts an ampoule in a hyaluron capsule, moisturizes rough skin to make it healthy and glossy.



## SHO ROSE PETAL BLOOMING SKIN ESSENCE 120g

ANTI-WRINKLE FUNCTION

**Clear skin / Skin texture preparation**

Essence helps to moisturize sensitive skin and exfoliate dead skin with rose water.



## SHO ROSE PETAL BLOOMING GEL CREAM 55g

ANTI-WRINKLE FUNCTION

**Moisturizing / Moisturizing capsule**

The rose water and capsule delivers moisture and nutrition to moisturize your skin and give skin a soft texture.



## SHO HYDRATING B5 INTENSE WRINKLE EYE CREAM 30g

ANTI-WRINKLE FUNCTION

**Vitamin B5 / Eye wrinkles treatment**

Vitamin component nourishes the skin and is absorbed rapidly with moisture so that people of all ages can use it.



## SHO DOJAGI VEIL LIGHT CREAM 50g

ANTI-WRINKLE FUNCTION

**Smooth skin / Moisturizing layer**

Cream that helps to moisturize and soothe the skin and creates a moisturizing coating layer to make it smooth.