

# hellocell®

Korea's Derma Cosmetics representative



@hellocell.official

# 01 | Innercure & hellocell

## Innercure Co., Ltd.

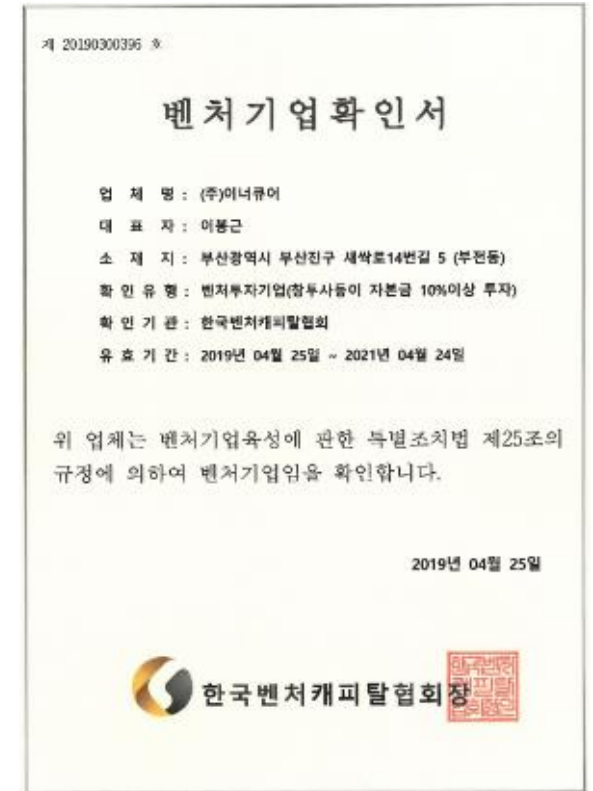


Leading Korean DERMA cosmetics firm  
A new realm of fundamental cure and defense

## Derma Cosmetics brand "hellocell"



DERMA cosmetic that delivers  
beneficial ingredients deep down to my cells



**OUR VISION**  
Revitalize Your Skin

Develop 'DERMA cosmetics' that are as safe and effective as medicines.  
Consumers can improve the quality of life with our reasonable-priced products.



**What are the obvious & realistic skin concerns?**

— bruise / dark circle / skin trouble(including acne)



**Visiting dermatologist**

Too expensive & Time-consuming



**Medicated products**

Prescription & Skin irritation

Amazon's Choice

Hi Seoul 2020 Awards

**Product Features**

- Tea Tree Oil
- Salicylic Acid
- 0.5 mm
- Invisible
- Quick & Easy

**Tea Tree Spot Patch BeFore & After**

BeFore After

Amazon's Choice

Hi Seoul 2020 Awards

Pre&Post clinic care

Bruise Care Reduce Dark Circles Sunburn Care

Vitamin K + Panthenol + Trehalose + Allantoin creates synergy to speed up recovery process

Dr+Petit CREAM

- Clears & fades bruising  
- Helps to improve pigments, veins, skin texture  
- Hydrates, soothes, & moisturizes irritated skin

Soft & firm texture

Bruise Care | Dark Circles Treatment | Sunburn Care

**Tea Tree Spot Patch :**  
acne, skin troubles

- Salicylic acid gets rid of skin troubles
- Tea tree oil soothes my skin

**Vitamin K Dr+Petit Cream :**  
Bruise, Dark circles(Eye bags), Sunburn

- Vitamin K complex with fast absorption
- Panthenol and Allantoin with skin protection



# 04 | Why hellocell?

# hellocell®

## Definition of Derma Cosmetics by hellocell

### 1) Mild ingredients

- All products EU CPNP certified & approved from 8 countries
- European Skin Patch Test certified

### 2) Improve skin recovery functions faster & Optimum mixture for proactive protection to maintain healthy skin

- Cooperate with doctors, certified customized cosmetics specialists, and others
- Customized prescription for each product, such as patented ingredient Ectoin, vitamin K, salicylic acid, etc.

### 3) Collaboration with dermatology professionals

- Strategic collaboration with "Doctor Petit," a nationwide skin clinic network



# 05 | Very Positive Consumers' Feedback



**참마 스티키크림 50ml 최강보습크림 탄력크림**

**22,400원**

화장품/미용 > 스킨케어 > 크림

주요제품특징 : 촉촉함(수분공급), 저자극, 부드러운 발림 | 세부제품특징 : 유수분밸런스조절, 흡수력, 보습, 피부탄력, 영양공급 | 피부타입 : 모든피부용 | 용량 : 50ml(g) | 사용부위 : 페이스용

리뷰 501 · 구매건수 238 · 등록일 2019.08. · ♥ 찜하기 241 · 신고하기

hellocell 정보


패워 | 고객센터

N Pay + 포인트 224원

배송비 무료 | 오늘출발

적립 | 쿠폰 | 할인 | 구매정보





**비타민K 닥터쁘띠 크림 15ml**

**12,000원**

화장품/미용 > 스킨케어 > 크림

주요제품특징 : 촉촉함(수분공급), 저자극, 부드러운 발림 | 세부제품특징 : 트러블케어, 흡수력, 피부탄력, 영양공급, 피부진정 | 피부타입 : 모든피부용 | 형태 : 튜브형 | 용량 : 15ml(g) |

리뷰 561 · 구매건수 936 · 등록일 2020.05. · ♥ 찜하기 146 · 신고하기

hellocell 정보

패워 | 고객센터

N Pay + 포인트 120원

배송비 무료

적립 | 쿠폰 | 구매정보



리뷰수 478 · 사용자 총 평점 4.8/5

포토/동영상리뷰 (348)

★★★★★ 5

jhsh\*\*\*\* · 20.08.28.

상품 분실로 배송에 약간의 문제가 있었었는데 직접 배송까지 해주셨어요~ 고객센터 대응도 좋았고 판매자분이 너무 ...

★★★★★ 5

sosi\*\*\*\* · 20.07.05.

멍이 잘 드는 피부여서 멍이 들면 너무 속상한데요. 멍크림으로 닥터쁘띠크림이 써보니 좋다고 친구가 추천 해 ...

★★★★★ 5

ilov\*\*\*\* · 20.07.16.

남편이 유전적으로 다크써클이 심한편이라 다크써클 없애려고 지방 채배치 수술도 받고했는데 살빠지면서 지방...

★★★★★ 5

luck\*\*\*\* · 20.07.02.

다크써클이 진하니 아무리 화장으로 가려도 한두시간 지나면 푸르딩딩하게 올라오고 했어요. 좋다는 다크써클 ...

Arial



★★★★★ I LOVE IT!!!!

Reviewed in the United States on June 27, 2020

Verified Purchase

I happened to try out this patches for my acne and i'm fall into it. Left it overnight and fluid on bumps are removed!!! It's completely transparent like how it's shown in the photo.

Also how thin it is and its adhesion are satisfying indeed. And it is so affordable, less than 5 bucks for 30 patches. I LOVE IT!!!



Coupang/Naver's top preferred products in "bruise cream" category (Vitamin K Dr+Petit Cream)  
 Amazon US "Amazon's choice" (Tea Tree Spot Patch, Vitamin K Dr+Petit Cream)  
 High consumer satisfaction & positive feedback based on superior product quality

## CEO

**Lee, Bong Keun**

- Rice University, MBA (Marketing)
- Yonsei University, Bachelor (Economics)
- Sales VP of L&P Cosmetics ("Mediheal")
- Global Retail Team Leader of Cheil Worldwide
- Managing Director of Cheil Malaysia
- Sales representative of IBM Korea

## Sales/Marketing

**Harry Eom** Team leader

- Hongik University, Bachelor (Advertising and PR)
- Cheil Worldwide, Middle East/ South East Asia
- Sales/Marketing
- Management of manufacturing partners, logistics
- Customized cosmetics specialist

**Cha, Na Rae** Staff

- Sookmyung University, Bachelor (Consumer Economics / Chinese)
- HSK Level 6
- Sales/Marketing (China)
- Customized cosmetics specialist

## R&amp;D/Support

**Kim, Sung Chul** Team leader

- Korea University, Master (Materials)
- Korea University, Bachelor (Materials)
- Product R&D
- Management of manufacturing
- Business support

## Design

**Kim, Ji Hun** Staff

- Jeonju University, Bachelor (Game Contents)
- Design
- SNS & Website management

Effective combination of human resources based on global sales/marketing experts  
External experts' consultation on design and marketing

### “Skin Clinic, Doctor Petit”

피부 고민 해결을 위한 전문가들의  
**콜라보레이션 프로젝트**



### “Brand Ambassador, Jung Shinye”

Love Playlist / tvN Roller Coaster Reboot



### “Overseas Marketing”



### “Sponsorship with Samsung BLUEFANGS”



“Excellent Weather Management Company by KMA”  
(Korea Meteorological Administration)

Various Marketing initiatives in  
clinic collaboration / brand model / sports Marketing / government certification / overseas channel Marketing





Exporting 7 countries / Under discussion 8 countries  
Innovation Explore Europe 2020 in progress (Busan Center for Creative Economy)



# hellocell<sup>®</sup>

Affordable Derma Cosmetics For Problem-prone Skin

Contact: Harry Eom (Overseas MKT & Sales Team Leader)  
[harry.eom@hellocell.com](mailto:harry.eom@hellocell.com) / +82 (0)2 718 9981

