

# When®

## INNOVATIVE SKINCARE BRAND

When® was created by Jin Han Lee, a healthcare specialist in Korea. Mr. Lee wanted to bring the high-quality, advanced skin treatments from dermatologist clinics and spas to fit the lifestyles of busy modern women who may not have the 'time' to afford such luxuries. To do so, he used the latest skincare innovations and research to craft a gentle yet effective skincare range that addresses the visible signs of aging, skin firmness, tone, texture, and radiance.

When® provides PREMIUM, INTELLIGENT SKIN CARE SOLUTIONS every time, everywhere, whenever your skin needs a 'mini spa by skin intelligence' experience.

# When Beauty

AUG 2019

BE HAPPY  
BE BRIGHT  
BE YOU!

WHAT WE THINK  
WE BECOME

BEAUTY IN  
THE CITY

HOW TO  
CARE FOR YOUR SKIN  
THIS SUMMER



7 2019 7777 7

REAL  
BEAUTY  
REAL  
LIFE

TEEN VOGUE  
2019 ACNE AWARDS!

BEST SHEET MASK:  
*When Travelmate Mask*

When®

INNOVATIVE  
SKINCARE BRAND

mini spa by skin intelligence

## GLOBAL PR/MARKETING ACTIVITIES

Selected as BEST SHEET MASK by Teen Vogue, a Top 3 Sheet Mask by ELLE US, and featured in Cosmopolitan, Harper's Bazaar, Marie Claire, People en Espagnol, Travel+Leisure, Glamour UK, Vogue Spain, ELLE Japan & Netherlands, Forbes.com, Bloomberg, CBS, and more



Skin-Quenching Mask

All nighter sat over can last epic lengths — and seriously parch skin. While you don't need water for your face, you do need hydration. And when it comes to those sheet masks, it really is time to mix things up. From the ones that whet your appetite to the ones that



THE 5 BEST SHEET MASKS ACCORDING TO HARD DATA

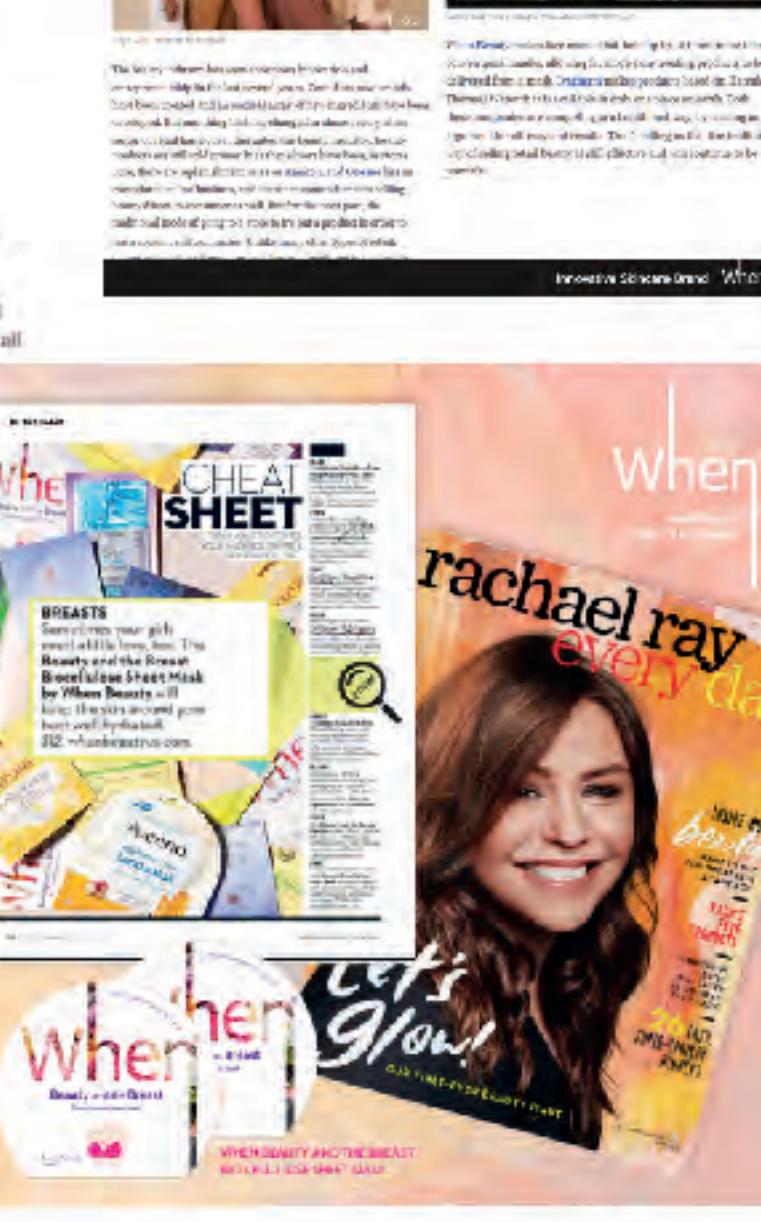
You know, those spooky things you see on celebrity Instagrams.

3. When Travelmate Sheet Mask Set, 1 for \$7; [sephora.com](http://sephora.com)



Best Sheet Mask: When Bio-Cellulose Sheet Mask

**WE**  
tv Bloomberg  
as sponsored content



## MAJOR MEDIA

VOGUE BAZAAR SINGAPORE

People EN ESPAÑOL

stella STYLIST

marie claire

POPSUGAR

COSMOPOLITAN

The Guardian

TRAVEL+ LEISURE

CBS

ELLE

REFINERY29

POPSUGAR

The Telegraph

Daily Mail

GLAMOUR

teen VOGUE

# When®



## PREMIUM BIO-CELLULOSE SHEET MASK

When® premium sheet masks are created with advanced bio-cellulose technology. When's effective Skin-to-Skin Sheets are infused with gentle yet effective Bio-Craft Serum formulated with Sodium Hyaluronate, Ginseng Extract, and various high quality plant extracts to provide your skin with a luxury 'mini spa by skin intelligence' treatment that can be enjoyed whenever, where ever you want!



When

# Premium Bio-Cellulose Sheet Mask

## When Skin-to-Skin Bio-Cellulose Sheet

### Exception Adhesion

superfine 3-dimensional fibers  
allows exceptional dermal contact,  
locking in moisture effectively delivering  
the serum's nutrients to the skin

### Super Fluid Retention

holds fluids 100 times its dry  
weight and 10 times more than  
fabric or paper mask sheets

### Instant Cooling Effect

the gel-like sheet naturally  
and instantly cools down  
skin leaving a soothing sensation



### 100% Natural Hypoallergenic Material

made from fermented coconut water  
with advanced bio-cellulose technology,  
the eco-friendly sheet is extra soft and  
gentle on the skin.

## When Bio-Craft Serum

### Gentle Formulation Following EU Guidelines

no parabens, sulfates,  
triclosan or artificial coloring

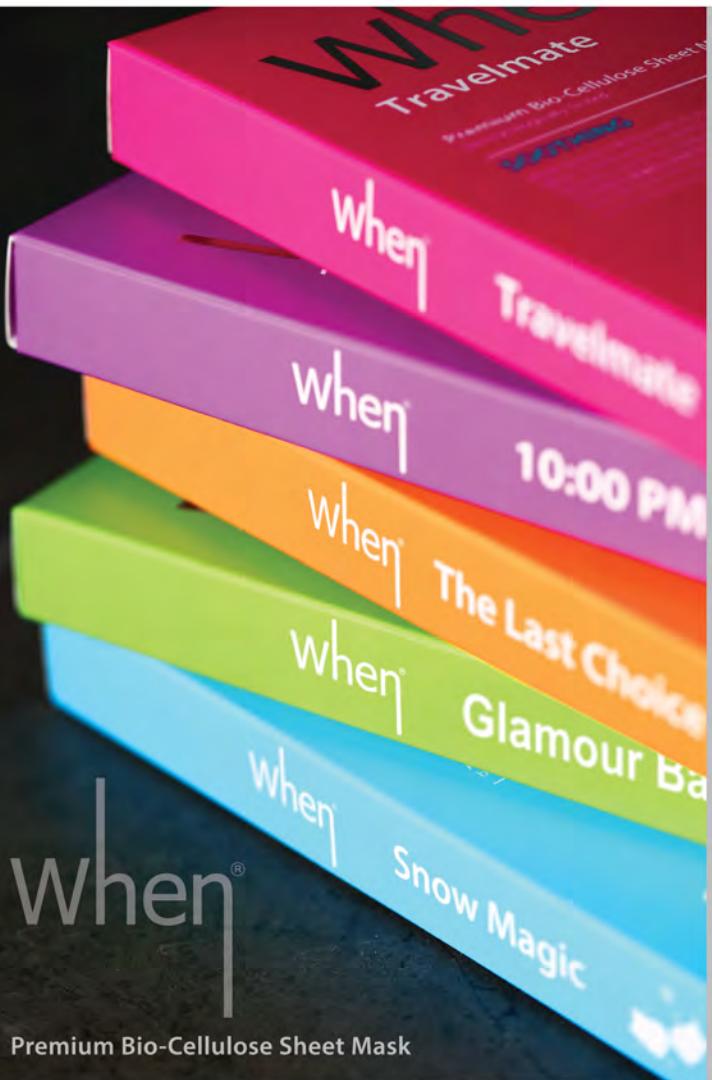


### Ginseng Extract

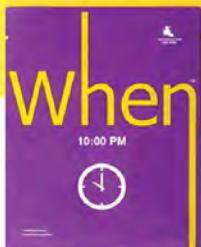
helps to keep skin looking  
and feeling healthy

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Dermatologically Tested / EU Compliant / No Animal Testing



## ANTI-AGING



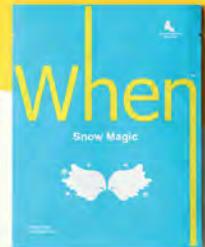
## FIRMING



## REFRESHING



## RADIANCE



## EXTRA HYDRATING



### When<sup>®</sup> 10:00 PM



When your skin is tired and needs its beauty sleep...

Your skin regenerates itself between 10PM to 2AM. When 10:00 PM will help boost your skin's beauty sleep

#### Key Ingredients

**Watermelon Extract**  
rich with antioxidants such as Vitamin C, lycopene and amino acids

**Hydrolyzed Collagen**  
helps skin hold on to moisture and ward off fine lines and wrinkles



### When<sup>®</sup> Glamour Base



When you need a fabulous base for a flawless face...

Prepare your special day and skin with When Glamour Base for smooth and firm looking skin

#### Key Ingredients

**Peptides**  
aid in increasing collagen synthesis and promote smooth and firm skin

**Hydrolyzed Collagen**  
helps skin hold on to moisture and reduce the appearance of wrinkles

**Adenosine**  
helps to smooth out skin and improve skin elasticity



### When<sup>®</sup> Travelmate



When travel is taking a toll on your skin...

When Travelmate will help to soothe and refresh your skin from UV rays, wind and dry cabin air.

#### Key Ingredients

**Chamomile Flower Water**  
gently hydrates and calms sensitive skin

**Swiss Alpine Herb Extracts**  
helps to soothe and refresh skin



\* For Sensitive Skin  
\* Vegan Product

### When<sup>®</sup> Snow Magic



When your skin is looking dull and lacklustre...

When Snow Magic will instantly add a beautiful glow back to skin stressed out by UV rays and heat

#### Key ingredients

**Niacinamide (Vitamin B3)**  
helps to reduce hyperpigmentation, retain moisture and brighten skin

**Aloe Vera Leaf Extract**  
acts as a protective layer on the skin and helps to replenish its moisture



\* Vegan Product

### When<sup>®</sup> The Last Choice



When your skin is dry and needs extra hydration...

Quench the thirst and drench your skin in long-lasting moisture with When The Last Choice.

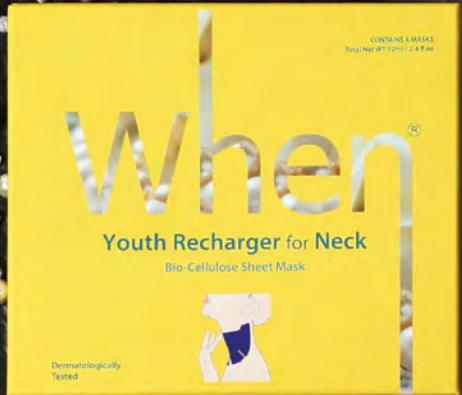
#### Key Ingredients

**Saccharide Isomerate**  
a highly effective water-binding agent that cannot be easily washed away resulting in long-lasting moisturization

**Achillea Millefolium Extract**  
helps to reduce flaking and restore suppleness to skin



\* For Sensitive Skin  
\* Vegan Product



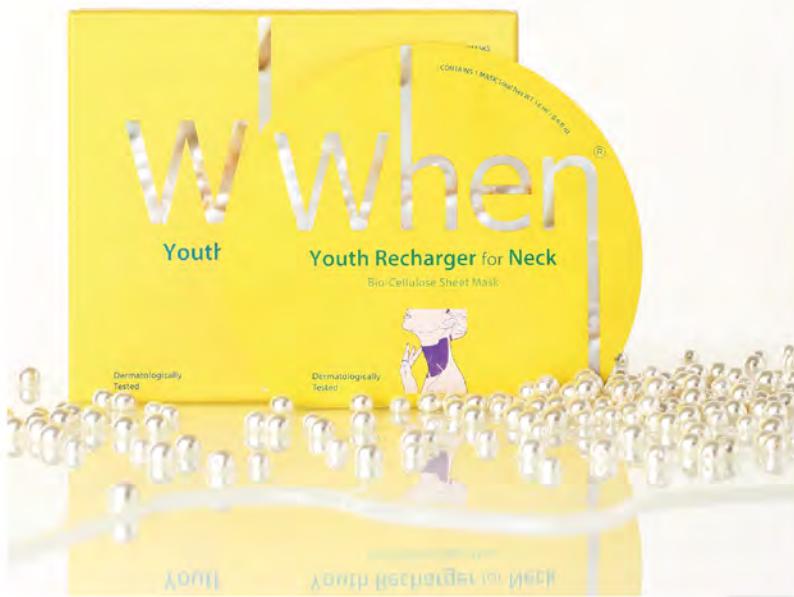
## YOUTH RECHARGER FOR NECK BIO-CELLULOSE SHEET MASK

Formulated with pearl (powder) extract, colloidal platinum, hydrolyzed marine collagen, and second skin like premium coconut bio-cellulose sheets, *When Youth Recharger for Neck* mask will help to effectively deliver radiance and elasticity to skin around the neck for smoother, younger-looking décolleté line.

# When®

## YOUTH RECHARGER FOR NECK

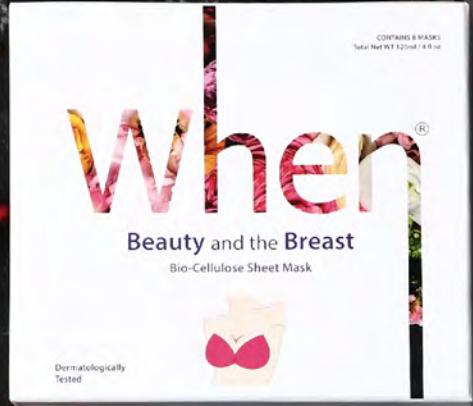
Bio-Cellulose Sheet Mask



UNIQUE BODY CONTOURING SHAPE  
NECK MASK by WHEN

super hydrating and exceptional dermal contact features of When Skin-to-Skin premium bio-cellulose sheets allow *When Youth Recharger for Neck* mask to provide special coverage and contoured fit on the body. The all-natural bio-cellulose sheet made from coconuts effectively deliver the serum's nutrients to skin with following key benefits:

- Firming & Vibrant Skin
- Brightening & Radiance
- Restoring & Anti-aging
- Nourishing & Moisturizing



## BEAUTY AND THE BREAST BIO-CELLULOSE SHEET MASK

Formulated with Volufiline™, pomegranate extract, hydrolyzed marine collagen, *When Beauty and the Breast* mask will help to nourish, firm up and brighten skin while the second skin-like bio-cellulose sheet made from coconuts will help to bring out the best feminine silhouette.

# When®

## BEAUTY AND THE BREAST

Bio-Cellulose Sheet Mask



### UNIQUE BODY CONTOURING SHAPE BREAST MASK by WHEN

super hydrating and exceptional dermal contact features of When Skin-to-Skin premium bio-cellulose sheets allow *When Beauty and the Breast mask* to provide special coverage and contoured fit on the body. The all-natural bio-cellulose sheet made from coconuts effectively deliver the serum's nutrients to skin with following key benefits:

- Firming & Vibrant Skin
- Brightening & Radiance
- Restoring & Anti-aging
- Nourishing & Moisturizing



## WHEN ROSE COCONUT GENTLE EXFOLIATING SCRUB MASK

Formulated with Natural Coconut Powder to gently exfoliate dull or flaky skin and remove blackheads. French Rose Extracts, Water & Essential Oil, and Calamine to help calm and soothe the skin and mind.

When®

## ROSE COCONUT GENTLE EXFOLIATING SCRUB MASK

For radiant fresh & smooth skin



### SMOOTH AND NON-IRRITATING SCRUB MASK by WHEN

- Fine, Natural Coconut Powder Scrub in rich and creamy texture for gentle exfoliation and smooth, radiant skin
- French Rose Water, Essential Oil & Extracts for soothing skin, natural fragrance, and luxurious aromatherapy
- Calamine helps to calm down sensitive and irritated skin



## WHEN CREAMY MUD PORE CLARIFYING & MINIMIZING MASK

Made with Pure Amazonian Clay and a gentle creamy formula to deeply cleanse and clarify pores and whiteheads without drying or cracking on the skin. Natural Peppermint essential oil and Tannin Pore Complex will help to cool and tighten pores, leaving skin feeling refreshed.

When®

## CREAMY MUD PORE CLARIFYING & MINIMIZING MASK

For deep cleansing & tightening of pores



### RICH CREAMY MUD MASK by WHEN

- Unique Rich, Creamy Texture will keep skin moist and hydrated unlike most other mud masks in the market
- Purest Mud from Amazon effectively absorbs oil and dirt from skin and pores for gentle deep cleansing
- Tannin Pore Complex (with persimmon tree leaf extract, green tea, Artemisia herbal extract, and chrysanthemums) is rich in antioxidants and helps to clarify skin, tighten and minimize pores
- Natural Peppermint Essential Oil for refreshing natural fragrance, cooling down and brightening up dull-looking skin



## WHEN BERRY DUAL GEL & CREAM SLEEPING MASK

Made with a special Dual Gel & Cream Texture, the gel formula contains Super-Antioxidant Berry Complex and Swiss Edelweiss Flower Stem Cells to help renew and energize tired skin while soothing and protecting the skin barrier. Meanwhile, Shea Butter, Adenosine and Vegfruit 6 Complex in the cream texture will help to moisturize, reduce fine wrinkles and firm up skin.



## BERRY DUAL GEL & CREAM SLEEPING MASK

For younger & brighter looking skin



### UNIQUE DUAL TEXTURE SLEEPING MASK by WHEN

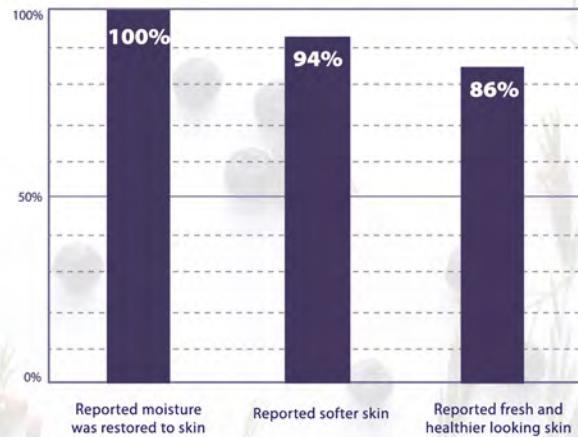
- Two formulations in One Jar can be customized to suit various skin types and needs according to time of day, season, and place
- Hydrating & Restoring Gel Texture formulated with Super-Antioxidant Berry Complex (with blackberry, cranberry, elderberry, and grape extracts) and Swiss Edelweiss Flower Stem Cells provides light, non-greasy but long-lasting hydration and rejuvenation
- Nourishing & Moisturizing Cream Texture formulated with natural shea butter, adenosine, and Vegfruit 6 Complex (with broccoli, avocado, kiwi, citrus peel, lemongrass, and aloe vera leaf extracts) will help to moisturize and firm up skin
- Natural Fragrance from Geranium & Bergamot Flower oils

# WHEN BERRY DUAL GEL & CREAM SLEEPING MASK

With Super Antioxidant Berry Complex  
& Edelweiss Stem Cells



Clinically Proven\*



Reduction in the Appearance of  
Wrinkles in 4 weeks \*\*



\* Based on clinical testing and consumer use evaluation data when used daily as directed

\*\* Significant improvements in skin hydration, crow's feet wrinkle count, and contour distance on the cheek (lifting) were measured with instruments after 4 weeks of daily usage.

When®



## WHEN BERRY DUAL

GEL & CREAM ANTI-AGING  
SLEEPING MASK

When®

When

ROSE COCONUT  
GENTLE EXFOLIATING  
SCRUB MASK

1.0 fl oz / 30 ml

CREAMY MUD  
PORE CLARIFYING  
& MINIMIZING MASK

1.0 fl oz / 30 ml

BERRY DUAL  
GEL & CREAM  
SLEEPING MASK

1.0 fl oz / 30 ml

MINI CREAM MASK TRIO SET  
SCRUB • MUD • SLEEPING

MINI CREAM MASK SET  
SCRUB • MUD • SLEEPING

Ensemble Mini Masque de Crème  
Gommage • Boue • Dormir

CONTAINS 3 Masks  
contient 3 masques  
Total Net WT 90ml / 3.0 fl. oz

## WHEN CREAM MASK 3 CARE SYSTEM

NOURISHING & ANTI-AGING – BERRY DUAL SLEEPING MASK  
DEEP PORE CLEANSING – CREAMY MUD MASK  
GENTLE EXFOLIATING – ROSE COCONUT SCRUB MASK

When®

- Innovative formulation with the world's purest ingredients and natural essential oils to deliver effective yet gentle skin care
- Unique differentiated textures
- Parabens-free, No Animal Testing , No Artificial Fragrances
- Dermatologically Tested & EU Compliant
- Suitable for All Skin Types and sensitive skin



Simply  
**When**<sup>®</sup>

## ULTRA-SOFT COTTON LINTER BEMLIESE™ SHEET MASK

Simply When<sup>®</sup> is the mass market-friendly line by When for younger consumers looking for 'affordable luxury'. Simply When uses the best-proven fabric sheet in the market, ultra-soft cotton linter Bemliese™ sheets by Asahi-Kasei. Made only with baby-soft cotton linter, Simply When's eco-friendly fabric sheets are light and breathable, yet effectively delivers the essence's nutrients to skin. Choose from 5 different masks addressing different skin concerns for a refreshing 20-minute 'Mini Spa On-the-Go' experience anywhere, whenever you want!



## Ultra-Soft Cotton Linter Bemliese™ Sheet

1. Excellent fluid absorption and retention
2. Superior adhesion
3. Made with 100% baby-soft cotton linter, bio-degradable and eco-friendly



## High Quality Gentle Essence

1. Gentle Ingredients and Plant Extracts
  - No Parabens, Sulfates, Triclosan
  - Gentle, high-quality plant extracts
2. Hyaluronic Acid
  - Contains Sodium Hyaluronate (fine hyaluronic acid) to protect skin and aid hydration

※ Dermatologically Tested / EU Compliant / No Animal Testing

ULTRA-SOFT COTTON LINTER  
BEMLIESE™ SHEET MASK

Simply  
**When**®





## COSMIC CALM

### SOOTHE

Stressed Out Skin

Give your skin a spiritual glow

Ultra soft, 100% cotton linter Bemilse™ sheet mask soaked in light, refreshing essence formulated with Tea Tree Oil, Calendula Flower and Arnica Montana Flower Extracts to help purify and soothe skin.

### Key Ingredients



\* For Sensitive Skin

\* Vegan Product



## FUTURE FRESH

### SMOOTH OUT

Flaky, Patchy Skin

The future will have you feeling fresh

Ultra soft, 100% cotton linter Bemilse™ sheet mask soaked in light, refreshing essence formulated with Honey Extract and Betaine Salicylate to help gently exfoliate and smooth out dry, rough skin.

### Key Ingredients



Betaine Salicylate (BHA)  
Honey Extract



## PRESENT PERFECT

### FIRM UP

Worn Out Skin

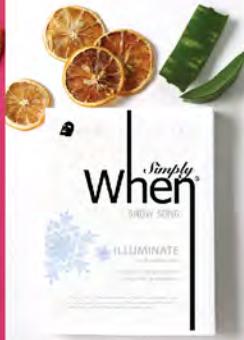
Turn tired skin into a perfect 10

Ultra soft, 100% cotton linter Bemilse™ sheet mask soaked in light, refreshing essence formulated with Adenosine, Collagen, Mango and Green Tea Extracts to provide antioxidants and help firm up skin.

### Key Ingredients



Hyaluronic Collagen  
Mango Extract  
Green Tea Extract



## SNOW SONG

### ILLUMINATE

Dull-Looking Skin

Snow white leaves skin bright

Ultra soft, 100% cotton linter Bemilse™ sheet mask soaked in light, refreshing essence formulated with Niacinamide and Vitamin C to help reduce the look of dark spots and photo-aging.

### Key Ingredients



Niacinamide (Vitamin B3)  
Vitamin C

\* Vegan Product



## WATER WISH

### HYDRATE

Dry Skin

Grant your skin its biggest wish

Ultra soft, 100% cotton linter Bemilse™ sheet mask soaked in light, refreshing essence formulated with Aloe Vera Leaf and Oatmeal Extracts to help skin replenish its moisture.

### Key Ingredients



Aloe Vera Leaf  
Oatmeal Extract

\* For Sensitive Skin  
\* Vegan Product



## Simply When Fantastic 5

### ASSORTED SHEET MASK SET

#### COSMIC CALM (SOOTHE)

#### FUTURE FRESH (SMOOTH OUT)

#### PRESENT PERFECT (FIRM UP)

#### SNOW SONG (ILLUMINATE)

#### WATER WISH (HYDRATE)



# When® REVIVIFYING

## ANTI-AGING SKINCARE

Innovative skincare line with 'anti-aging' benefits, When Revivifying™ line contains **brown algae extract** (INCI: Ecklonia Cava extract) of Jeju Island, a volcanic island in South Korea known for its clean environment and unique ecology. Ecklonia Cava are edible, packed with **marine polyphenols**, and found to have antioxidant, anti-inflammatory, antidiabetic, and anticancer properties. When® Beauty collaborated with a biotech R&D partner who used patented biotechnology to create a more powerful form of the Ecklonia Cava extract called **SEANOL®** in the **serum** and **cream** to increase their effectiveness.

\* Dermatologically Tested on Sensitive Skin



PURE FIVE SERUM  
with SΞANOL®  
80 ml • 2.7 fl oz

TONER MIST  
with Marine Complex  
125 ml • 4.2 fl oz



ULTIMATE CREAM  
with SΞANOL®  
50 ml • 1.69 fl oz

# When<sup>®</sup> REVIVIFYING

## ANTI-AGING SKINCARE

### PURE FIVE SERUM with SΞANOL®

CLEAN, FAST ABSORBING SERUM WITH ONLY FIVE INGREDIENTS AND NO FRAGRANCE FOR HEALTHY, RADIANT SKIN

### TONER MIST with MARINE COMPLEX

REFRESHING FINE MIST RICH IN MARINE POLY-PHENOLS FOR HYDRATED, GLOWING SKIN

### ULTIMATE CREAM with SΞANOL®

CLINICALLY PROVEN NOURISHING ANTI-AGING CREAM FOR YOUNGER, LOOKING SKIN



## TONER MIST with Marine Complex

REFRESHING FINE MIST RICH IN MARINE POLYPHENOLS  
FOR HYDRATED, GLOWING SKIN

\* Dermatologically Tested on Sensitive Skin





When<sup>®</sup>  
REVIVIFYING

## TONER MIST with Marine Complex

Refreshing fine mist with Ecklonia Cava extract, Sea Water & Hydrolyzed Collagen to immediately hydrate and nourish skin

125 ml • 4.2 fl oz

- Packed with marine polyphenols from Ecklonia Cava (brown algae) extract of Jeju Island, a volcanic island in South Korea known for its clean environment and unique ecology
- Refreshing super-fine mist spray
- For glowing, hydrated skin

# When<sup>®</sup> REVIVIFYING

## PURE FIVE SERUM with SΞANOL®

CLEAN, FAST ABSORBING SERUM WITH ONLY  
FIVE INGREDIENTS AND NO FRAGRANCE  
FOR HEALTHY, RADIANT SKIN

\* Dermatologically Tested on Sensitive Skin



**FINALIST 2019**

COSMOPROF NORTH AMERICA  
**Awards**

Strategic partner BEAUTYSTREAIIS



# When<sup>®</sup>

## REVIVIFYING

### PURE FIVE SERUM with SΞANOL<sup>®</sup>

Pure revivifying serum with only 5 simple, clean essential ingredients:  
SEANOL<sup>®</sup> (Ecklonia Cava extract), Vitamin C, Hyaluronic Acid, Water,  
1,2-Hexanediol for fast absorption and effectiveness

80 ml • 2.7 fl oz

- Energizes skin cells & revivifies dull, tired skin with patented sea polyphenol, SEANOL<sup>®</sup> extracted from Ecklonia Cava (brown algae) of Jeju Island
- Simple, clean but powerful nourishing serum
- Absorbs immediately for maximum effectiveness
- No fragrance added – allergens free



## ULTIMATE CREAM with SΞANOL®

CLINICALLY PROVEN NOURISHING  
ANTI-AGING CREAM  
FOR YOUNGER, LOOKING SKIN

\* Dermatologically Tested on Sensitive Skin





When<sup>®</sup>

REVIVIFYING

## ULTIMATE CREAM with SEANOL<sup>®</sup>

Clinically proven anti-aging cream with light, silky texture containing SEANOL<sup>®</sup> (Ecklonia Cava extract), Mango & Cocoa Seed Butter and Macadamia Seed Oil, rich in vital nutrients for younger looking skin

50 ml • 1.69 fl oz

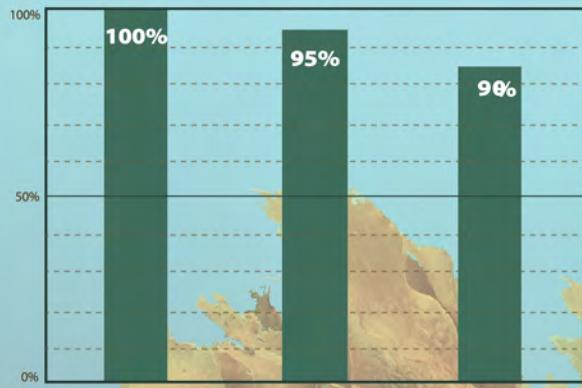
- Clinically proven to hydrate, reduce wrinkle count, and improve dermal density in 4 weeks of daily use. 100% of users reported moisture was restored to skin, 95% reported softer skin, 90% reported fresher & healthier looking skin
- Energizes skin cells & revivifies dull, tired skin with patented sea polyphenol, SEANOL<sup>®</sup> extracted from Ecklonia Cava (brown algae) of Jeju Island
- Helps to reduce wrinkles, brighten skin tone, and hydrate skin
- Fresh & silky texture

# When<sup>®</sup> REVIVIFYING

ULTIMATE CREAM with SΞANOL<sup>®</sup>  
CLINICALLY PROVEN NOURISHING ANTI-AGING  
CREAM FOR YOUNGER, LOOKING SKIN

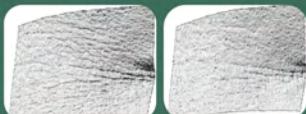


Clinically Proven\*



Significant Improvement  
in Skin Aging in 4 weeks\*\*

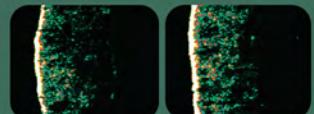
Anti-Wrinkle & Skin Moisture



Before

After 4 weeks

Dermal Density



Before

After 4 weeks

\* Based on clinical testing and consumer use evaluation data (average age 45) after repeated applications for 4 weeks.

\*\* Apparatus tests show significant improvements in wrinkles around the eyes (wrinkle count, volume, area), skin moisture, and dermal density after 4 weeks of daily usage.

# When® REVIVIFYING

## What is SΞANOL®?

In collaboration with a biotech R&D team, When® Beauty took the natural brown algae (Ecklonia Cava), from Jeju Island, a volcanic island off the coast of the southern tip of Korea, and created this more powerful form that is now in our anti-aging serum and cream!

## How is Ecklonia Cava useful?

Packed with marine polyphenols, the edible brown algae is often used as a natural remedy to stimulate the immune system, support weight loss, boost sports performance, promote hair growth, lower stress levels, and fight some forms of cancer.

It has also been found to have the following benefits on skin:

- Antioxidants
- Anti-inflammatory
- Anti-acne
- Brighten Skin Tone
- Regenerate
- Moisturize
- Natural UV Filter
- Promote Hair Growth

## ULTIMATE CREAM with SΞANOL®

CLINICALLY PROVEN NOURISHING ANTI-AGING  
CREAM FOR YOUNGER, LOOKING SKIN





SUPERWHEN  
FOR MEN

## ANTI-POLLUTION

Micro dust, environmental stress and pollution, frequent shaving, sebum and sweat irritates the skin of gentlemen today.

**URBALYS®** helps to detox, purify, restore balance, smooth texture, radiance, and protect skin.

### about URBALYS®

(INCI Name: Schisandra Chinensis Extract)

Also known as 'Omija' in Korea (literally meaning Berry with Five Tastes – sweet, sour, bitter, salty, and spicy), it has been used as an ancient Oriental Herbal Medicine and is also a popular tea drink.

**URBALYS®** from Greentech France, a pioneer in plant biotechnology, has a high content of lignans (large group of polyphenols), particularly schisandrin, which demonstrated antioxidant, anti-inflammatory and adaptogenic properties (adaptogen is a nontoxic substance, especially a plant extract that helps to increase the body's ability to resist the damaging effects of stress and promote or restore normal physiological balance)





# SUPERWHEN

FOR MEN

WITH URBALYS®  
FOR SKIN DEFENSE  
& PURIFYING

## CLEANSING & SHAVING SMOOTHERER

Gentle, cleansing gel lathers up to remove dirt, oil and urban pollutants from skin, and the soft foam helps razors glide on skin for closer and smoother shaving.

## AFTER SHAVE SOOTHING STAR

Formulated with 79% pure Witch Hazel Water, excellent for soothing skin irritated by shaving or urban pollutants, and Herbal Extracts to help prevent 5 o'clock shadow, dryness, or fine wrinkles.

## ALL-IN-ONE SPEEDSTER

Non oily, but smooth and hydrating essence helps to cool, calm and moisturize for younger looking skin.

ALL-IN-ONE  
SPEEDSTER  
2.5 fl oz / 75ml



AFTER SHAVE  
SOOTHING STAR  
6.1 fl oz / 180 ml



CLEANSING &  
SHAVING  
SMOOTHERER  
5.9 fl oz / 175 ml





SUPERWHEN

FOR MEN

WITH URBALYS®  
FOR SKIN DEFENSE  
& PURIFYING

CLEANSING &  
SHAVING  
SMOOTHERER







**SUPERWHEN**  
FOR MEN

**CLEANSING & SHAVING SMOOTHERER**

WITH URBALYS® FOR SKIN DEFENSE & PURIFYING

*Cleansing Gel with micro bubbles for gentle cleansing of the skin and smooth shaving, while protecting skin from scratches or irritation.*

5.9 fl oz / 175 ml

**• Cleansing & Shaving: 2 in 1 Effects**  
Rich, long lasting lather for smooth shaving  
Gentle bubbles effectively remove dirt, oil and impurities from skin

**• Skin is smooth, not dry, after cleansing**  
Moringa Pterygosperma Seed Extract and Portulaca Oleracea Extract help skin to retain moisture that could be lost during cleansing and shaving.

**• Skin Defense & Purifying (Anti-pollution effect)**  
URBALYS® from Greentech, a global anti-pollution ingredient extracted from 'omija' or five-flavoured fruit (*Schisandra Chinensis Extract*) that will help to protect the skin from urban pollution and activate the skin's natural defenses and detoxification system.



SUPERWHEN  
FOR MEN

WITH URBALYS®  
FOR SKIN DEFENSE  
& PURIFYING

AFTER SHAVE  
SOOTHING STAR



6.1 fl oz / 180 ml





**SUPERWHEN**  
FOR MEN

**AFTER SHAVE SOOTHING STAR**

WITH URBALYS® FOR SKIN DEFENSE & PURIFYING

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Contains 79% Pure Witch Hazel Water, best known for calming and healing skin irritated from shaving.  
Skin is left soft and smooth.

6.1 fl oz / 180 ml

**• Skin Calming Witch Hazel Water**  
Contains 79% Witch Hazel water to calm skin irritated by shaving

**• Hydrating Herbal Extracts and Hyaluronic Acid**  
Rooibos, Marjoram, Rosemary extracts and Hyaluronic acid and Betaine to instantly hydrate and nourish the skin for smoother, healthier skin

**• Purifying & Pore Tightening**  
Witch Hazel, Thyme, Peppermint extracts help to purify the skin and pores

**• Skin Defense & Purifying (Anti-pollution effect)**  
URBALYS® from Greentech, a global anti-pollution ingredient extracted from 'omija' or five-flavoured fruit (*Schisandra Chinensis Extract*) that will help to protect the skin from urban pollution and activate the skin's natural defenses and detoxification system.



SUPERWHEN  
FOR MEN

WITH URBALYS®  
FOR SKIN DEFENSE  
& PURIFYING

ALL-IN-ONE  
SPEEDSTER





SUPERWHEN  
FOR MEN

## ALL-IN-ONE SPEEDSTER

WITH URBALYS® FOR SKIN DEFENSE & PURIFYING

ALL-IN-ONE Solution to care for all men's skin problems:  
Urban pollution, sebum, irritation from shaving,  
dull & dry skin, and fine wrinkles

2.5 fl oz / 75 ml

- **All-In-One Care Speed Solution**

Lotion + Essence + Cream all in one  
Non-oily, smooth and light texture for speedy absorption

- **Hydration + Tone Up / Radiance + Anti-wrinkle**

Contains Niacinamide (Vitamin B3) to help skin to retain moisture, reduce dark spots & even out skin tone, and Adenosine to ward off fine wrinkles. It will help to turn dull, rough skin into radiant, firm and smooth skin.

- **Skin Moisture Balance**

Extracts of Glycine Max (black beans) and Evening Primrose will help to moisturize and energize the skin while Green Tea extract and Moringa Pterygosperma Seed extract help to control the sebum for clean, matte skin.

- **Skin Defense & Purifying (Anti-pollution effect)**

URBALYS® from Greentech, a global anti-pollution ingredient extracted from 'omiija' or five-flavoured fruit (*Schisandra Chinensis Extract*) that will help to protect the skin from urban pollution and activate the skin's natural defenses and detoxification system.