



“OO”

oh!oh!

oh!oh~

诞生

*the 1st product has born;
the birth of Sumer Serum*

Serum : Sumer

Sumer : Serum



1. Brand

- *Overview*
- *“OO” is*
- *Philosophy*
- *Direction of product*
- *BI & Font*
- *Logo & Webpage*

2. Product

- *Concept*
- *Philosophy*
- *Bottle 诞生*
- *Package box outside & inside*
- *Overview*
- *Three key ingredients*
- *For optimal effects*
- *Four features for fresh*
- *Annex. Graphic artist portfolio*

Brand

00



“OO” brand is now looking for what you need

*“OO” brand infuses its own story, its own code,
its own objet to the “OO” product.*

“OO” product breathes with its own unique character.

*Each “OO” product is not connected to each other the only
connection is the fact “OO” is discovered by “OO” brand.*

*“OO” brand can not be defined by just a single word or
sentence, but it can contain the whole inside your “OO”
brand basket.*



untitled; no title

oh! oh~ (Wonder! Recognition~)

circle, star, earth, space, cosmos

zero, born

cycle, recycle, reborn

spherical wave, extend

etc...

A product has the story you may not have known before. 00!

A code number has the meaning. 00!

An object, it also has its story. 00!



Excavation :

Discover and excavate “OO”

Carefully collect and gather the pieces

And then trim and polishit, again and again, “OO”

(Ingredient) Discover...

(Put in a bottle) Gather...

(Under the skin) Drop deep down...

(The skin) Breathes again...



- Name

Extinct language (a word);

Latin language, Coptic, Hebrew, Sumerian, Akkadian, Sanskrit language

- Code number

For the first time “OO”

A time had faded away “OO”

A meaningful number in a complicated story “OO”

- Objet

Extinct thing;

Amber (Fossil tree resin)

Relics, Ruins

Cuckoo clock, smoking pipe, monocle

Back to the origin of the ingredient;

Ancient creature

Ancient plant

Ancient mineral

Meteorite

Stardust

Type : Bodoni MT family italic

Main BI :

oo

Variation 1 :

eye

óó

Variation 2 :

cleanse

øø

Variation 3 :

mask sheet

ōō

Variation 4 :

sun cream

ǎǎ

www.oo-88.com

Main BI :

oo

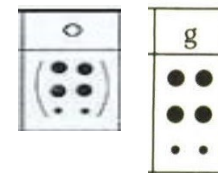


*Korean
Braille* 点字

子音	ㄱ	ㅋ	ㆁ	ㄷ	ㅌ	ㄴ	ㄹ	ㅇ	ㅈ	ㅊ	ㅅ	ㅆ	ㅇ	ㅊ	ㅇ
초성	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠
중성	⠡	⠡	⠡	⠡	⠡	⠡	⠡	⠡	⠡	⠡	⠡	⠡	⠡	⠡	⠡

*English
Braille* 点字

a	b	c	d	e	f	g	h	i	j
⠁	⠃	⠉	⠙	⠑	⠑	⠑	⠑	⠑	⠑
⠅	⠋	⠍	⠎	⠕	⠕	⠕	⠕	⠕	⠕
⠉	⠌	⠍	⠎	⠕	⠕	⠕	⠕	⠕	⠕
⠥	⠦	⠭	⠮	⠯	⠯	⠯	⠯	⠯	⠯
⠨	⠨	⠨	⠨	⠨	⠨	⠨	⠨	⠨	⠨



Braille

A system of writing invented by Louis Braille, in which letters and some combinations of letters are represented by raised dots arranged in three rows of two dots each and are read by the blind and partially sighted using the fingertips.



Product

Sumer Serum



Sumer Serum

What makes your skin fundamentally beautiful and healthy?

From this question the first OO Sumer Serum has began.

Like the first lunar calendar of mankind and the first time,

1 year 364 days

Code name 364

A serum is the first ritual for my skin.

wishing to have a long lasting and healthy skin,

putting the serum drop deep down under the skin.



Sumer Serum

Code name 364

*Discover
Gather
Drop deep down*

Breathes again

*Three key ingredients, objet and product name
Fine six ingredients in a bottle
by four fresh features*

with Antioxidant, brightening and moisturizing

Sumer serum is the first and primary birth of “OO”

*Meteorite from space to earth is reflected in the objet of stone;
substitute the stone objet as a Meteorite from the space.*

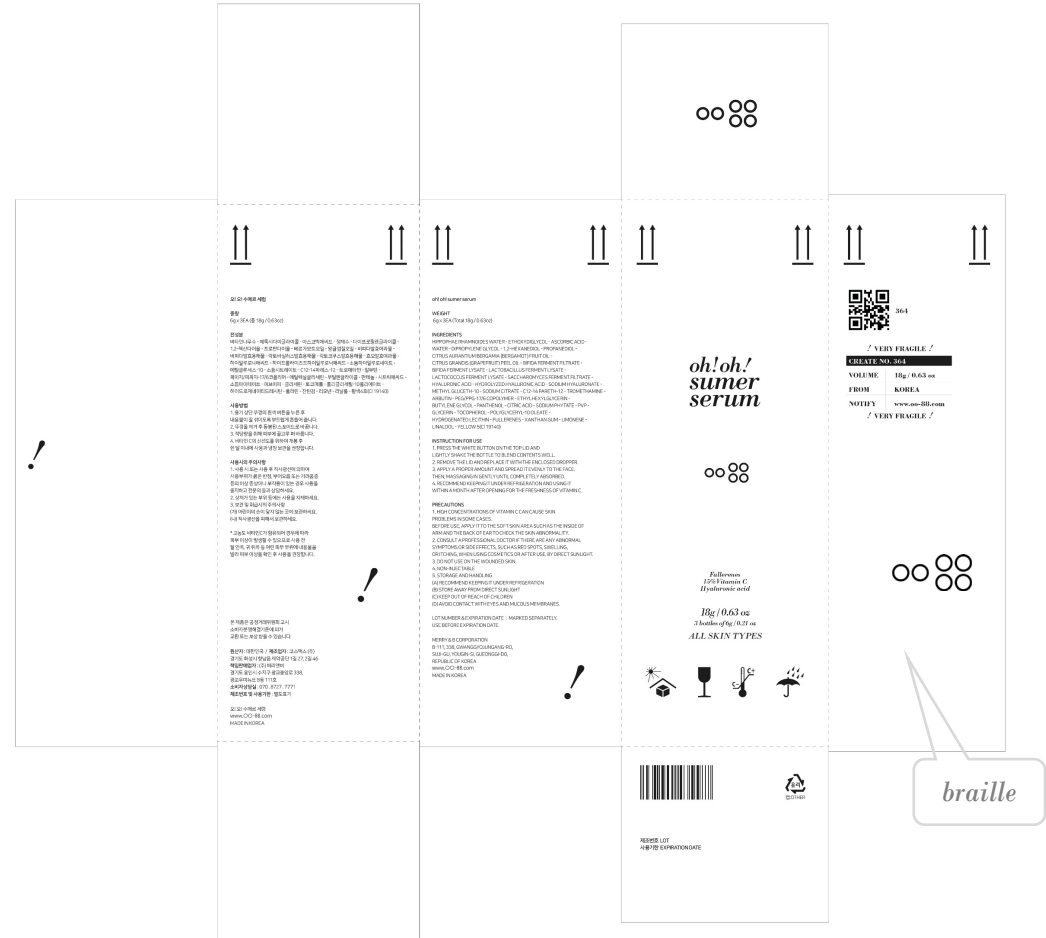
*One of several hypotheses about the origin of lives on the
earth, a fact that there is an organic matter in the meteorite
that is highly possible to be identical as in the earth.*



Pack the Sumer serum and contain the earthy scent.



*At the moment of discover and excavation,
you greet and welcome the Sumer serum with an
earthy scent.*



"OO" is precious, contained like a package of relic, treasure, and artwork.

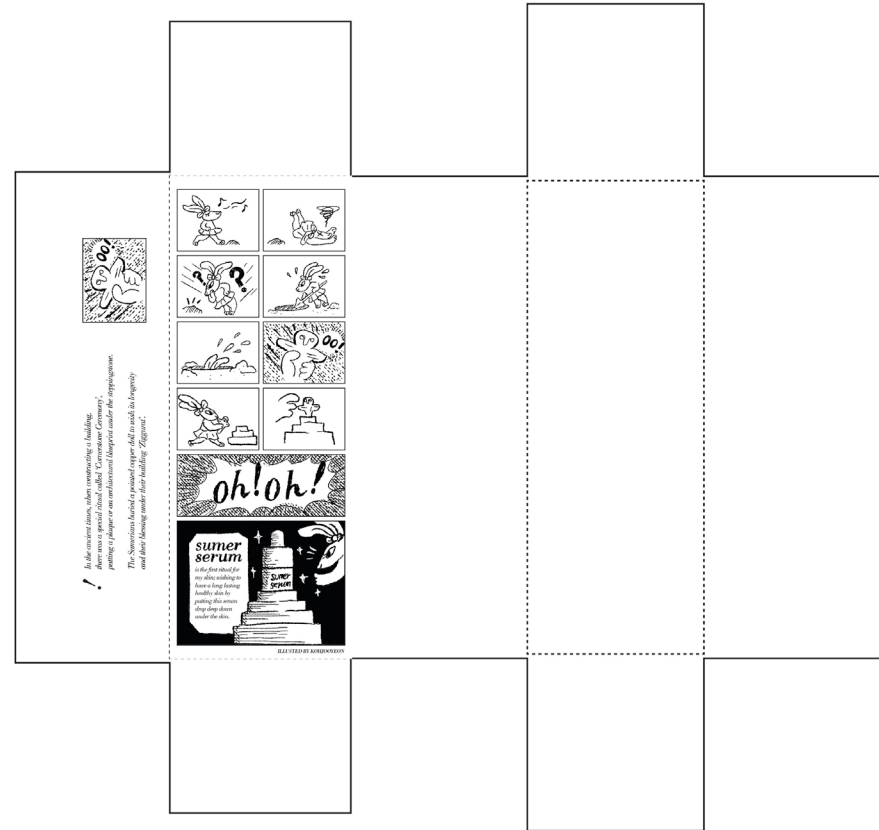


! In the ancient times, when constructing a building, there was a special ritual called 'Cornerstone Ceremony', putting a plaque or an architectural blueprint under the steppingstone.

The Sumerians buried a painted copper doll to wish its longevity and their blessing under their building 'Ziggurat'.



ILLUSTRATED BY KORJOYEON



Collaboration with graphic artist Jooyeon Koh
(Annex_portfolio)



Sumer Serum

Code name 364

Three

key ingredients that make Sumer serum special

Antioxidant by Fullerenes

Brightening by Vitamin C 15%

Moisturizing by Hyaluronic Acid

Six

ingredients for optimal effects, with skin base care and barrier strengthening

Probiotics Complex;

1) *Lactobacillus Ferment Lysate*

2) *Lactococcus Ferment Lysate*

3) *Saccharomyces Ferment Filtrate*

4) *Bifida Ferment Filtrate & Lysate*

Vitamin Complex;

1) *Vitamin B5 (Panthenol)*

2) *Vitamin E (Tocopherol)*

Four

features for fresh

Fresh texture (Anti irritation pH4.0)

Fresh optimal skin absorption

Fresh light feeling of use, non-sticky

Fresh pure Vitamin C for daily use



Three key ingredients that make Sumer serum special

Antioxidant
by Fullerenes

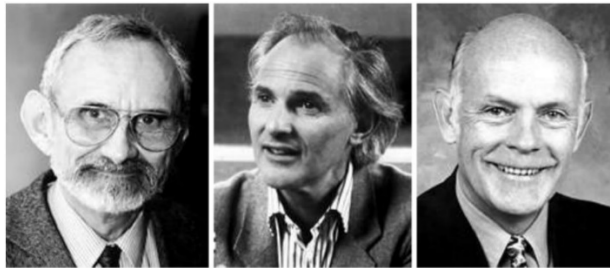
Brightening
by Vitamin C



Moisturizing
by Hyaluronic Acid



Fullerenes for Antioxidant

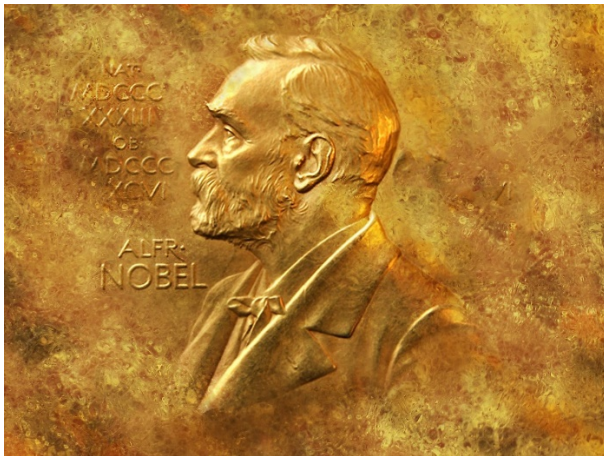


Robert F. Curl Jr.

Sir Harold W. Kroto

Richard E. Smalley

*"for their discovery of fullerenes".
(1996)*



“ Fullerene was discovered in 1985. It was a soccer ball shaped that composed of 60 carbon atoms and the diameter of fullerene was 0.7 nanometers. Three chemists who discovered were awarded the 1996 Nobel Prize in Chemistry and attracted wide attention around the world.

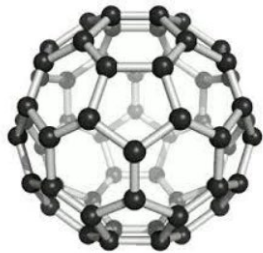
Fullerene is a third form of carbon along with graphite and diamond that features unique properties and enable a range of application from electronics to medicine and cosmetics.

As cosmetics ingredient, fullerene has antioxidant ability to prevent oxidation by active oxygen. It is known that vitamin C and vitamin E, which are representative antioxidants, are highly reactive to certain active oxygen and free radicals. On the other hand, it is known that fullerene exerts its full effect on representative active oxygen and free radicals. Furthermore, fullerene is said to has about 125 times more antioxidant activity than vitamin C.

Fullerene is a kind of ‘vacuum cleaner’ which absorbs active oxygen more rapidly without changing itself because of its unique structure. “



Fullerenes for Antioxidant



Efficacy

- 1) Antioxidant*
- 2) Strong against active oxygen by ultraviolet rays*
- 3) Removing free radical*
- 4) Suppress the occurrence of melanin*

Awarded the 1996 NOBEL PRIZE in chemistry

Consisting of 60 carbon atoms and soccer ball-like structure

0.7 nanometers diameter

High penetration as skin care

About 125 times more antioxidant activity than vitamin C

‘Vacuum cleaner’ which absorbs active oxygen



Fullerenes for Antioxidant



*On the SCIE (Science Citation Index Expanded) journal “Materials Today”
Research review “Fullerene: biomedical engineers get to revisit an old friend”
Issue 8, October 2017*

Fullerenes in cosmetics

‘Fullerenes, thanks to their antioxidant activity, are used in moisturizers.’

‘Fullerene derivatives were reported to exhibit antioxidant activity and also anti-melanogenesis without any detectable cytotoxicity, and so they also have been used for anti-aging products.’

‘...could be applied in cosmetic products due its free radical scavenging and as a barrier repair agent for promoting keratinocyte differentiation.’



Fullerenes for Antioxidant

Improvement of Melanin Production and Skin Tone by Fullerene Serum

Hyun-Sook Lim, Mi-Bun Lee, Jae-Nam Lee*

Dept. of Cosmetology Graduate School, Engineering Konkuk University

On the journal of the Korea Academia-Industrial cooperation Society, Vol.19, No.6, 2018

‘...As fullerenes were reported to be non-toxic to the human body, serum containing fullerenes in this study was found to be stable in the skin.

‘...Serum containing 0.1% of fullerenes showed improvement of melanin pigment and skin tone (skin brightness), and suggested the possibility of cosmetics material.’



Vitamin C for Brightening



Pure Vitamin C Ascorbic Acid

Origin from Great Britain

15% content

Stabilized with microparticles

Efficacy

- 1) Brightening*
- 2) Antiaging by antioxidant and decreasing active oxygen*
- 3) Stimulation collagen production*
- 4) Strengthen the skin elasticity*



Hyaluronic Acid for Moisturizing

Triple Moisturizing Complex

*3 kinds of the high, mid and low molecule are together used.
The moisturizing power is enhanced.*

Hyaluronic Acid

Instant moisturizing

Sodium Hyaluronate

High molecule

Formation the moisturizing on the skin surface

Hydrolyzed Hyaluronic Acid

Low molecule

Moisturizing effect of infiltration into the skin



SIX ingredients for optimal effects, with skin base care and barrier strengthening

*Antioxidant
by Fullerenes*

*Brightening
by Vitamin C*



*Moisturizing
by Hyaluronic Acid*

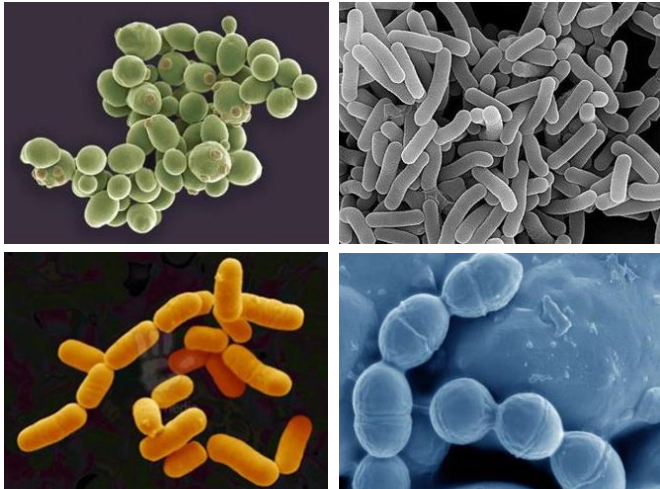
**Proiotics
Complex**

**Vitamin
Complex**

Probiotics Complex

The balance of microbiome (skin microbial ecosystem) is made into the optimal state.

Probiotics complex increases skin immunity, helps strengthen skin barriers, and optimizes the effects of key active ingredients.



Lactobacillus Ferment Lysate

Trouble soothing

Improving skin tone

Moisturizing

Lactococcus Ferment Lysate

Help the renewal of skin

Antiaging

Restraint the increase of melanin prgment

Saccharomyces Ferment Filtrate

Fermentation and filtering of 'Schizosaccharomyces' yeast

Improvement to smooth skin

Supply moisturizing, nutrition and elasticity for vibrant skin

Bifida Ferment Filtrate & Lysate

Abundant protein, vitamin and mineral

Improving skin tone

High moisturizing

Low trouble possibility available to use for oily and acne skin

(Key ingredient of ESTEE LAUDER Advanced Night Repair)



Vitamin Complex



Vitamin B5, Panthenol

Skin stress relief
Helping the collagen production
Moisturizing



Vitamin E, Tocopherol

Antioxidant
Moisture retention
Skin conditioning

***Four** features for fresh serum*



Fresh texture

Anti irritation pH 4.0

Fresh optimal skin absorption

*Vitamic C content for optimal skin absorption
(15-20% ratio is known as optimal content)*

Fresh and light feeling of use, non-sticky

*The great sense of use found after numerous tests
Fresh but moist*

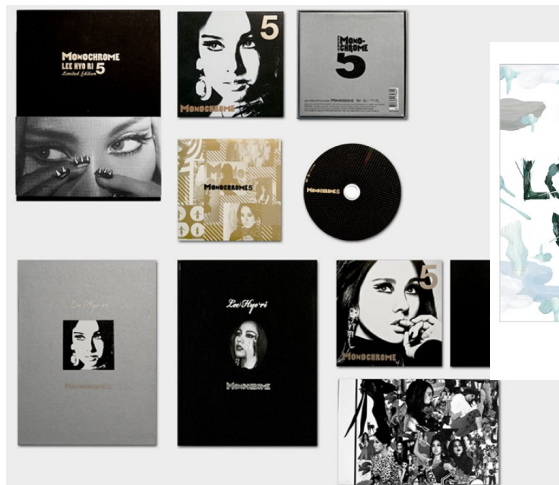
Fresh pure Vitamin C for daily use

*Activates vitamin powder just before use
(Recommend keeping it under refrigeration and using it
within a month after opening for the freshness of vitamin C)*

Cosmetic brands; Innisfree, MISSHA



Artwork with singer; Lee hyo-lee, Jang jane, Sweet sorrow



Fashion brands; Beyond Closet, Annacroix x Beaker - Annacroix, Lie Sangbong, DAKS, etc.



TV show program; Infinite challenge(MBC), Change class(TVN), Mari and I(JTBC),etc.



Magazine; Vogue, TEATRO, etc.

