

K-BEAUTY

**NO.1
OCTOBER
2024**

JOIN US FOR FREE

BRAND STORY

**GARAM OF NATURE: REDEFINING THE
WORLD THROUGH TRADITION AND
INNOVATION**

TRENDS

- **K-BEAUTY LEVERAGES SHORT-FORM
CONTENT FOR GLOBAL GROWTH**
 - **THE RISE OF CLINICAL EFFICACY IN
K-BEAUTY**
 - **SUSTAINABLE BEAUTY**
-

HOT ITEMS

COMING SOON

Healthy skin solution chosen by nature
and oriental medicine science
Selected.



CONTENTS

PAGE 3

BRAND STORY

GARAM OF NATURE
A Dynamic Company Making Bold
Moves on the Global Stage

PAGE 7

CLEAN BEAUTY

K-Beauty's New Growth Engine

PAGE 6

K-BEAUTY TRENDS

K-Beauty Leverages Short-Form
Content for Global Growth

COMING SOON

HOT ITEMS

New and hot items
List of seller in Korea

BRAND STORY

"A Young Company Challenging the Global Stage"

GARAM OF NATURE: Redefining the World Through Tradition and Innovation

A Dynamic Company Making Bold Moves on the Global Stage

Founded in 2018, GARAM OF NATURE, under the visionary leadership of CEO Seongeum Oh, has rapidly expanded its presence from the domestic Korean market to the global arena. The company, which specializes in innovative skincare products based on traditional Korean herbal remedies, made its mark with the launch of its anti-pollution skincare line in 2019. This product line, designed to combat the effects of air pollution on the skin, quickly gained recognition by securing FDA approval in the United States and CPNP certification in Europe. This achievement positioned GARAM OF NATURE as a rising star in key markets such as Russia, Kazakhstan, and the United States. However, GARAM OF NATURE is not content to rest on its laurels. The company is committed to continuous innovation, constantly evolving to enhance its competitive edge in the global marketplace. At the core of its strategy is a dedication to research and development, with a focus on reinterpreting traditional Korean herbal remedies to appeal to modern consumers. As CEO Oh emphasizes, 'True growth in the global market is just beginning.' The company is determined to bring the benefits of traditional herbal medicine to a broader international audience.



Blending Tradition with Modern Innovation

The uniqueness of GARAM OF NATURE lies in its seamless fusion of traditional Korean herbal medicine with cutting-edge cosmetic technology. CEO Seongeum Oh, who has a background in oriental medicine, has dedicated himself to reinterpreting the efficacy of herbal ingredients for the modern consumer. One of the company's standout products is the Hwangryeon Haedok Tang, a traditional Korean remedy known for its anti-inflammatory properties, which has been reimagined as a skincare formula designed to promote skin health.

'We respect tradition, yet we strive to meet the demands of today's consumers,' says Oh. His approach has resulted in cosmetics that are not only environmentally friendly but also highly effective, earning the company positive feedback from consumers both in Korea and abroad. GARAM OF NATURE remains relentless in its pursuit of innovation, continually experimenting with new formulations to push the boundaries of herbal-based beauty.



Personal Struggles Inspiring a Greater Purpose

GARAM OF NATURE was founded by CEO Seongeum Oh, whose personal story is at the heart of the company. In 2005, while serving in the military, Oh survived a devastating avalanche that left him with severe injuries, including the loss of his arms and legs, and the struggle with bedsores. This experience inspired him to help others. The company's main goal is to create affordable treatments for people suffering from bedsores. This mission reflects Oh's commitment to making health and beauty accessible to everyone, guiding the company's work and vision.

Ethical and Social Responsibility

GARAM OF NATURE is more than just a profit-driven business; it is a company dedicated to social responsibility. CEO Oh's own struggles have led him to focus on helping those who face financial barriers to treatment. The company donates its bed sore creams to rehabilitation centers, nursing homes, and senior welfare facilities. Furthermore, they provide support to underprivileged communities in Africa and other regions in need.

The company also participates in technology transfers and collaboration projects to assist cancer patients in becoming self-sufficient. By consistently offering opportunities to marginalized groups, the company has established itself as an ethical enterprise that contributes to societal well-being. GARAM OF NATURE's initiatives transcend the pursuit of profit, aiming instead to foster a kinder, more compassionate world.



Future Challenges and Vision

Despite its success, GARAM OF NATURE remains a young company in the midst of its global journey. CEO Seongeum Oh envisions the brand expanding into even more international markets while diversifying its product offerings. Yet his focus remains clear: 'What matters most is not just success, but making a real positive impact on people's lives and creating meaningful change,' he emphasizes. This young company is determined to cement its place as a competitive global brand while staying true to its mission of improving the world through ethical cosmetics. GARAM OF NATURE's journey is far from over—indeed, it has only just begun.

E-MAIL ARSENEPLATFORM@GMAIL.COM

K-BEAUTY TRENDS

K-Beauty Leverages Short-Form Content for Global Growth

K-beauty brands are harnessing the power of short-form content, such as engaging, bite-sized videos, to accelerate their global expansion. This dynamic format, where concise yet compelling videos convey product details, has proven to be an effective tool in driving consumer engagement and purchases. Companies like Silicontwo have seen significant sales growth in markets like Poland, Mexico, and the UAE, demonstrating the potential of this strategy. However, the competitive nature of the market, coupled with increasing consumer fatigue, poses challenges for sustained success.



CLEAN BEAUTY: K-BEAUTY'S NEW GROWTH ENGINE

The K-beauty industry is moving beyond fleeting trends, embracing a new wave of consumer demands for healthier skin and environmental sustainability. The 'clean beauty' movement, which emphasizes the use of natural and safe ingredients, has become a central force driving K-beauty's international success. These products avoid harmful chemicals and instead promote skin-friendly formulations that align with growing consumer interest in ethical and eco-friendly beauty solutions. Clean beauty is no longer just a marketing buzzword; it has become a core purchasing criterion for global consumers who increasingly prioritize health-conscious and planet-friendly choices.



Skinstreaming: Simplified Skincare for Modern Consumers

In recent years, the trend of 'skinstreaming'—simplifying skincare routines by using multitasking products—has gained significant traction. Consumers seeking to save both time and money are gravitating toward products that offer multiple benefits in one formulation. These multitasking products deliver a range of skincare solutions, from hydration and brightening to anti-aging, all while streamlining the often-complicated skincare regimen. This trend is expected to continue growing as busy modern consumers seek out convenient yet effective skincare options that meet their diverse needs without compromising on results.

The Rise of Clinical Efficacy in K-Beauty

Global K-beauty brands are shifting their focus from trendy ingredients to clinically-proven efficacy. Today's consumers, especially in the U.S., prioritize scientific validation and clinically-tested results over mere 'clean' formulations. Ingredients like niacinamide, hyaluronic acid, retinol, and vitamin C are increasingly highlighted on product labels as brands seek to gain the trust of discerning customers who demand transparency and proven benefits. This shift toward evidence-based skincare is reshaping K-beauty's positioning in the global market as brands invest heavily in research and development to stay competitive and credible.

Sustainable Beauty: K-Beauty's Commitment to the Planet

With rising consumer awareness of environmental issues, sustainability has become an essential aspect of beauty brands' offerings. K-beauty is no exception. More and more brands are reducing excessive packaging, adopting recyclable materials, and formulating products with environmentally-friendly ingredients. These practices not only resonate with ethically-minded consumers but also position brands as leaders in the growing movement towards sustainable beauty. As sustainability shifts from a niche concern to a mainstream expectation, K-beauty brands that prioritize eco-conscious values are securing long-term consumer loyalty while contributing to a more sustainable future for the beauty industry.



COMING NEXT IN K-BEAUTY HUB

Hot & New: "Must-Have Items of the Season"

Discover the latest beauty products that are setting trends this season. We'll showcase all the must-have items you need to know about!

Exclusive List: "Top Korean Sellers"

Find out which products are currently the top-sellers in Korea. Get insights into the most popular items and the brands behind them.

Brand Story: "The Rise of New Brands"

Learn about the newest beauty brands making an impact. We'll share their stories, innovations, and what sets them apart in the industry.

Stay updated with the latest in K-Beauty.

Special Thanks

The publication of this issue would not have been possible without the support and assistance of many individuals. We extend our heartfelt gratitude to everyone who generously shared their valuable time and talents across various fields. First and foremost, we express our special appreciation to our partner brands. Your innovative products and inspiration have greatly enriched this issue. Additionally, thanks to the cooperation of top sellers in the Korean beauty industry, we were able to deliver the latest trends and market insights to our readers.

We also extend our sincere thanks to our readers. Your continued interest and feedback are the driving forces behind our growth. We promise to keep improving our content and look forward to continuing this beauty journey with you.