



THE BLESSED MOON

“Beauty On-The-Go “



BLESSED MOON

BLESSED MOON

1. Company Introduction
2. Products
3. Information



Seoul Branch | 122, Mapo-daero, Mapo-gu, Seoul
서울특별시 마포구 마포대로 122

Headquarters | 84, Noksansandan 261-ro, Gangseo-gu, Busan
부산광역시 강서구 녹산산단261로 84

1. Greetings



“For the blessed girls”

We are “Beauty-on-the go” cosmetics, targeting young ladies from the late teens to 30s. Blessed Moon aims to maximize natural beauty. We deliver convenience, portability and customizing in fashion. The BLESSED MOON presents “customization” to enhance the charm that is uniquely yours.

BLESSED MOON means Blessed People. We at BLESSED MOON believe that everyone is blessed with their own unique charm. We want every individual to recognize their uniqueness as a blessing. Just like how iphone changed the world, we are changing the beauty life so you can just grab it, go, enjoy.

Bless you!



2. History



Since 2018

2018.09.10	Found 'THE BLESSEDMOON'	2019.12.03	Korea Brand Expo in LA
2018.09.21	Life Innovation start-up support project	2019.12.11	Korea-Vietnam Design Week COSTCO Vendor registered & Order Completed
2018.11.01	Smart Entrepreneurship (Tehcnology Innovation)	2019.12.27	Japan Offline-shop launched in Fukuoka
2018.12.01	Launched Cosmetics Brand 'BLESSEDMOON'	2020.02.19	London Road shop Launch
2018.12.27	2018 Hit Brand Awards of the Year	2020.04.08	Contract with PT CSN Indonesian distributor
2019.03.27	USA L.A K-BEAUTY SHOW hosted by, MATTSON	2020.04.14	'Fluffy Lip Tint' 2020 Seoul Awards
2019.04.18	2019 PECC International Trade&Investment Fair	2020.04.17	Contract with I Lotte Indonesia
2019.04.21	KOTRA 2019 K-BEAUTY in Cairo	2020.04.28	Bio anti-aging Industry
2019.04.27	2019 Hongkong Gifts&Premium Fair	2020.05.15	Busan Leading Tech Startup 'BrightClub'
2019.05.08	Cooperation of technology development business	2020.05.27	Found 'Institute of Development'
2019.05.09	2019 Taobao Power Seller Export Conference WangHong Live Promotion Exhibition	2020.07.09	France Online Shop Ma Petite Coree
2019.05.22	Cosmetics Brand 'BLESSEDMOON' Hongkong mall open	2020.07.31	CPNP Europe for all products
2019.05.28	B-Startup Challenge TOP 10	2020.08.01	2020 Busan Corp Innovated Growth Voucher Support Business
2019.06.04	Korea Consumer Goods Export Competition	2020.08.13	India Shopclues, Amazon, Flipkart, Snapdeal launch Vietnam Lazada launch
2019.06.25	MWC Shanghai 2019	2020.08.20	STEP2020 Top3 selected
2019.07.08	Shopee Vietnam, Singapore, India, Malaysia etc launched	2020.09.14	Techcrunch Disrupt 2020
2019.07.10	Canada Montreal Startup fest 2019	2020.09.18	Netherland Amsterdam Road shop launch Start-up NEST 8th
2019.08.10	Tokyo K-FES 2019	2020.09.26	Contract with Saudi Arabia
2019.08.16	KCON 2019 LA	2020.10.05	Cosmoprof Bologna 2020
2019.08.21	New York Indie Beauty Expo	2020.10.09	Russia Vladivostok K-Beauty Korea Day
2019.09.26	New York K-beauty in USA	2020.11.04	Vogue K-beauty Night Out 2020
2019.09.27	Bangkok KCON 2019 Thailand	2020.11.09	CosmoProf Hongkong 2020
2019.10.31	German International Trade Fair "Ideas-Investition-New Products"	2020.11.11	BLESSEDMOON KIT 2020 Seoul Awards
2019.11.11	LAUNCHPAD LA 2019	2020.12.10	Amazon US Brand Page launch
2019.11.13	Hongkong CosmoProf Asia 2019		
2019.11.28	Hyundai Department Store Duty Free in Seoul		

* *Differentiation of product*



Which one would you take to the party?



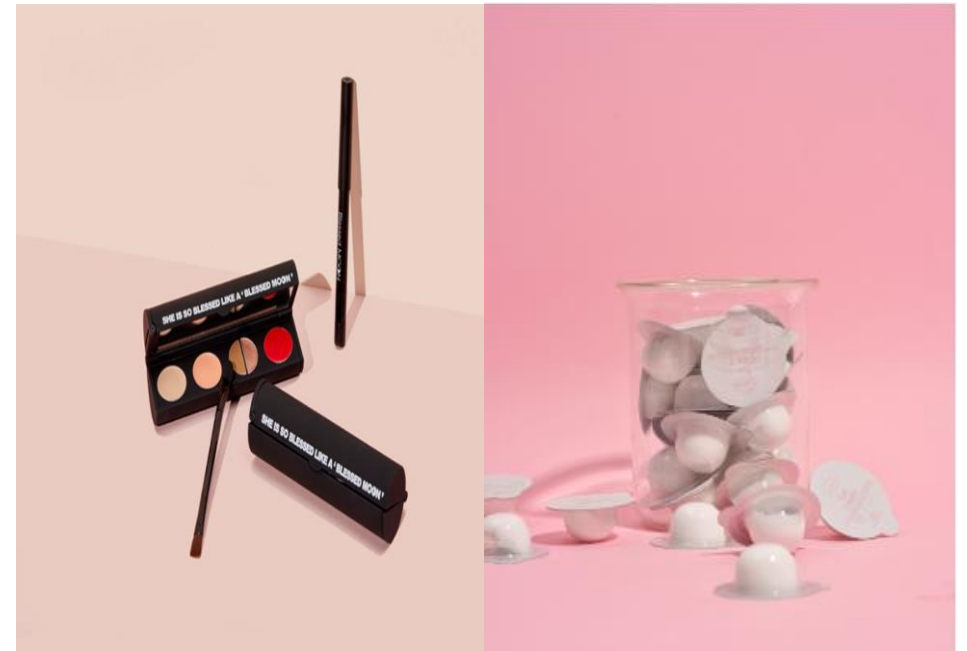
* *Differentiation of product*



Which one would you take to the party?



Heavy & Bulky
Messy
Not cool



Portable
Compact
Feel free and cool

Major Retail Status

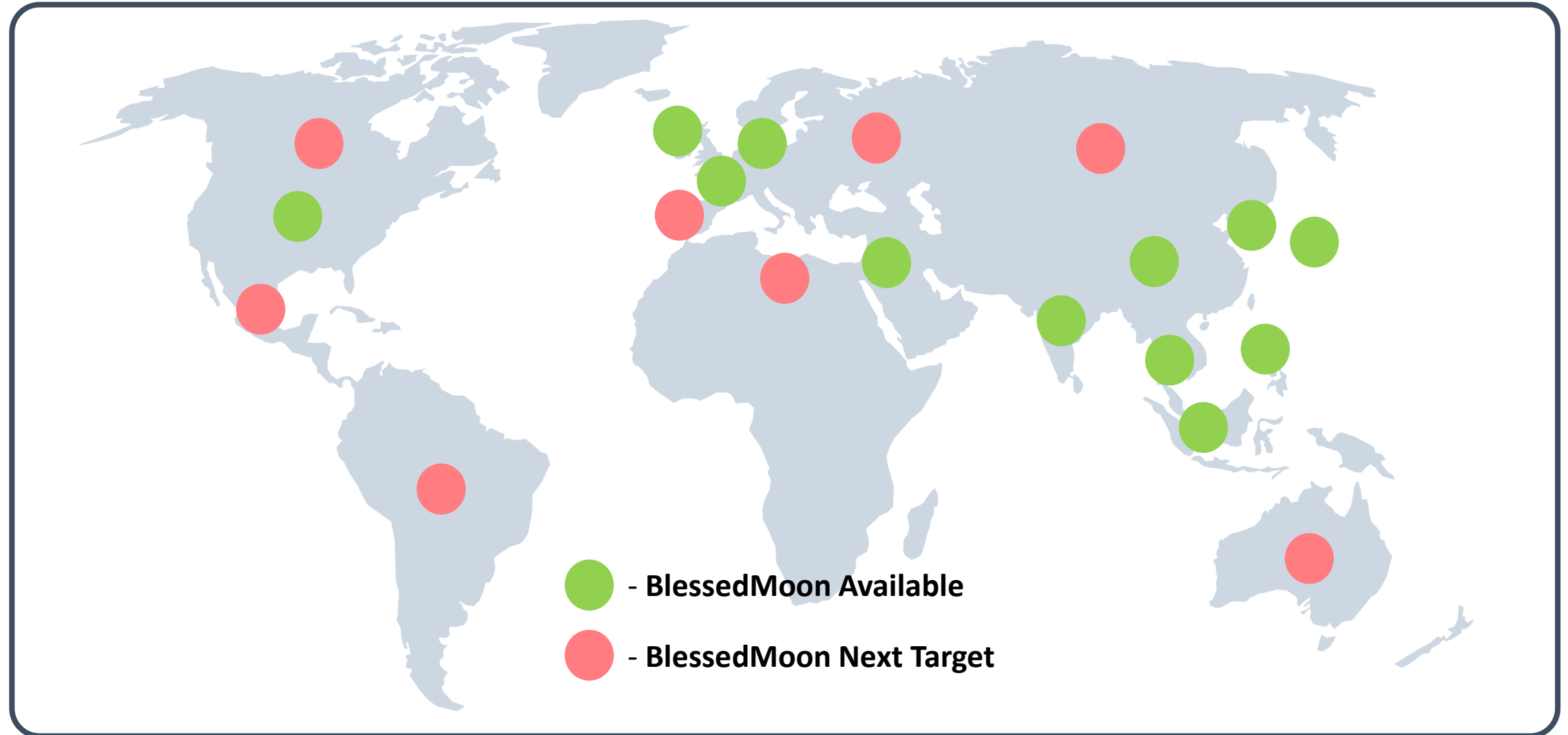


Major Retail Status



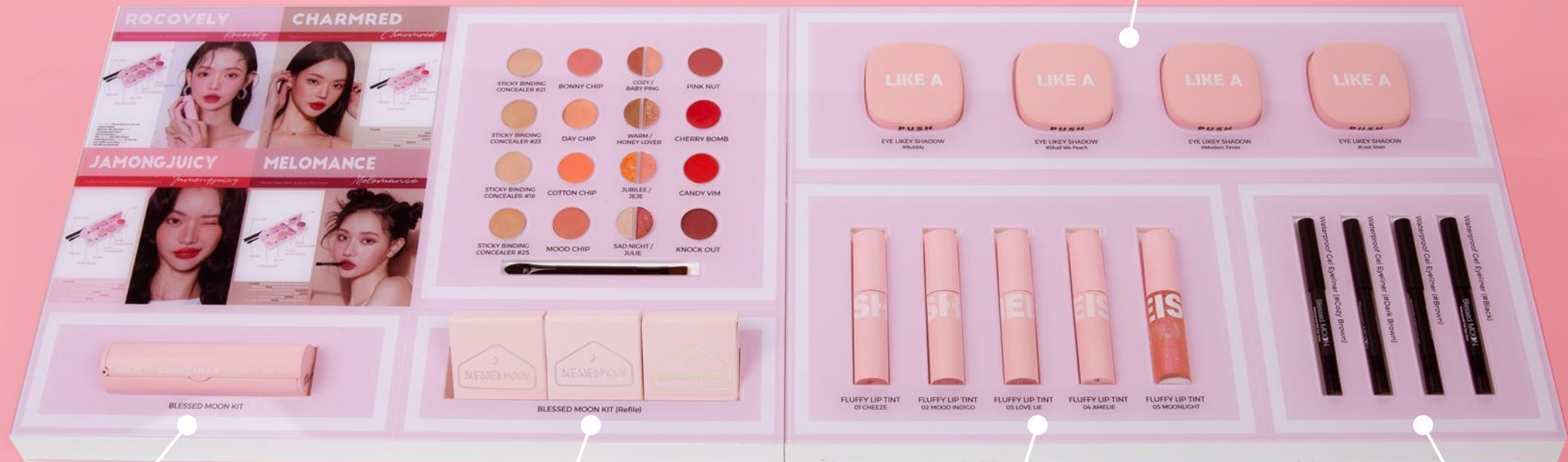
- Korea	Hyundai Department Duty Free	Nov. 2019
- Japan	Parco Department	Dec. 2019
- U.K	MK2UK Road-shop	Feb. 2020
- China	TaoBao Online Mall	Apr. 2020
- Hongkong	Official Online Mall	Apr. 2020
- U.S	Costco	May. 2020
- Indonesia	I Lotte	Jul. 2020
- Southeast Asia	Shopee	Aug. 2020
- Netherland	HaruHaru Amsterdam	Aug. 2020
- Vietnam	Lazada	Aug. 2020
- India	Shopclues, Flipkart, Amazon	Aug. 2020

Roadmap



Product List

Like A Shadow



Blessed Moon Kit

Refill

Fluffy Lip Tint

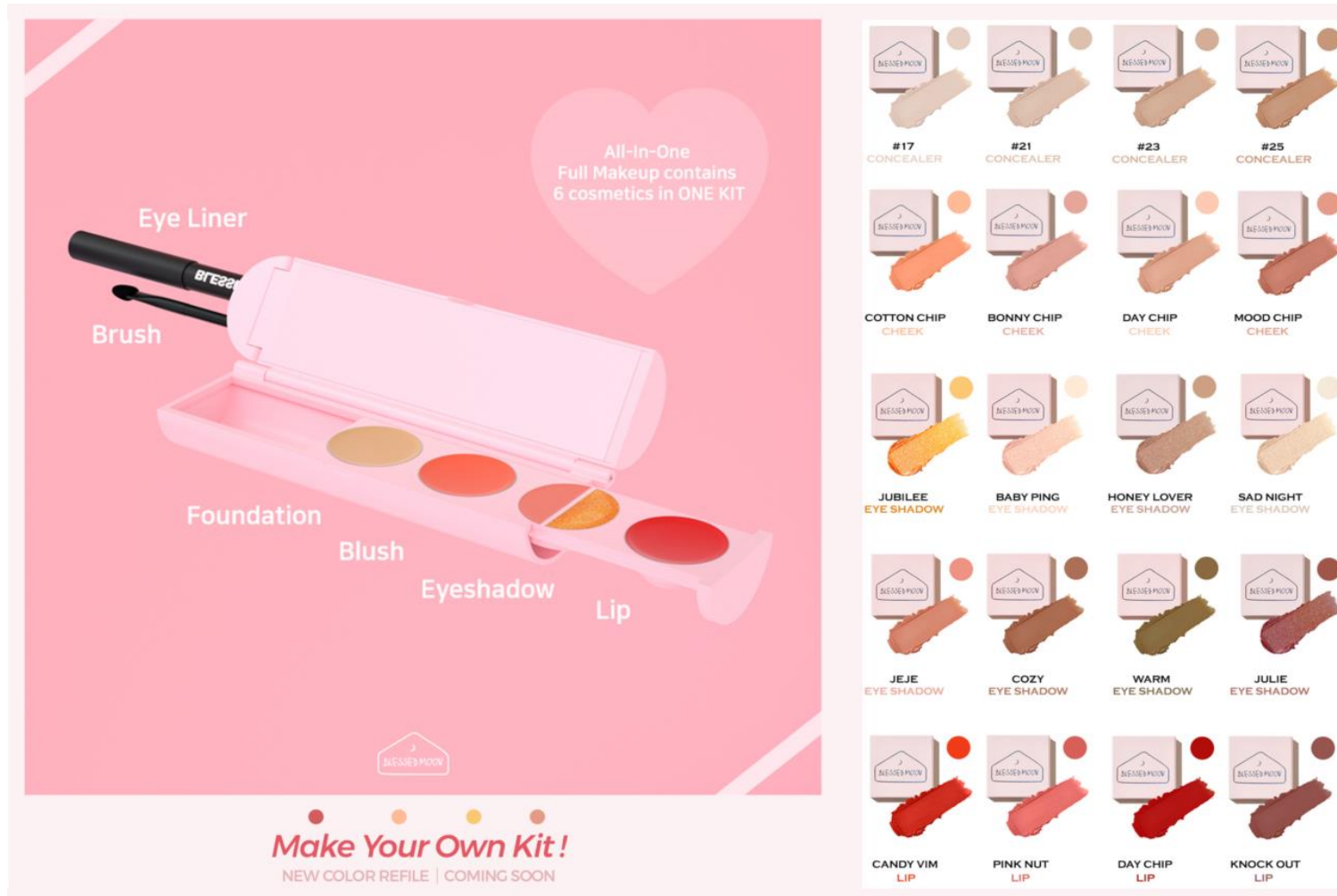
Waterproof Gel Eyeliner



| 1. BLESSED MOON KIT |

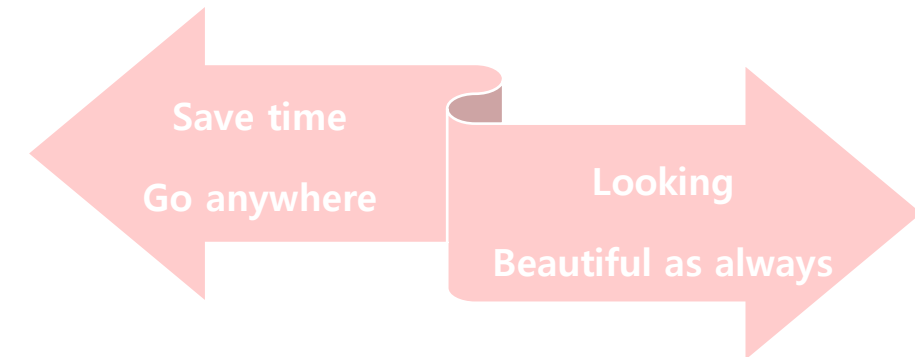


1. BlessedMoon Kit

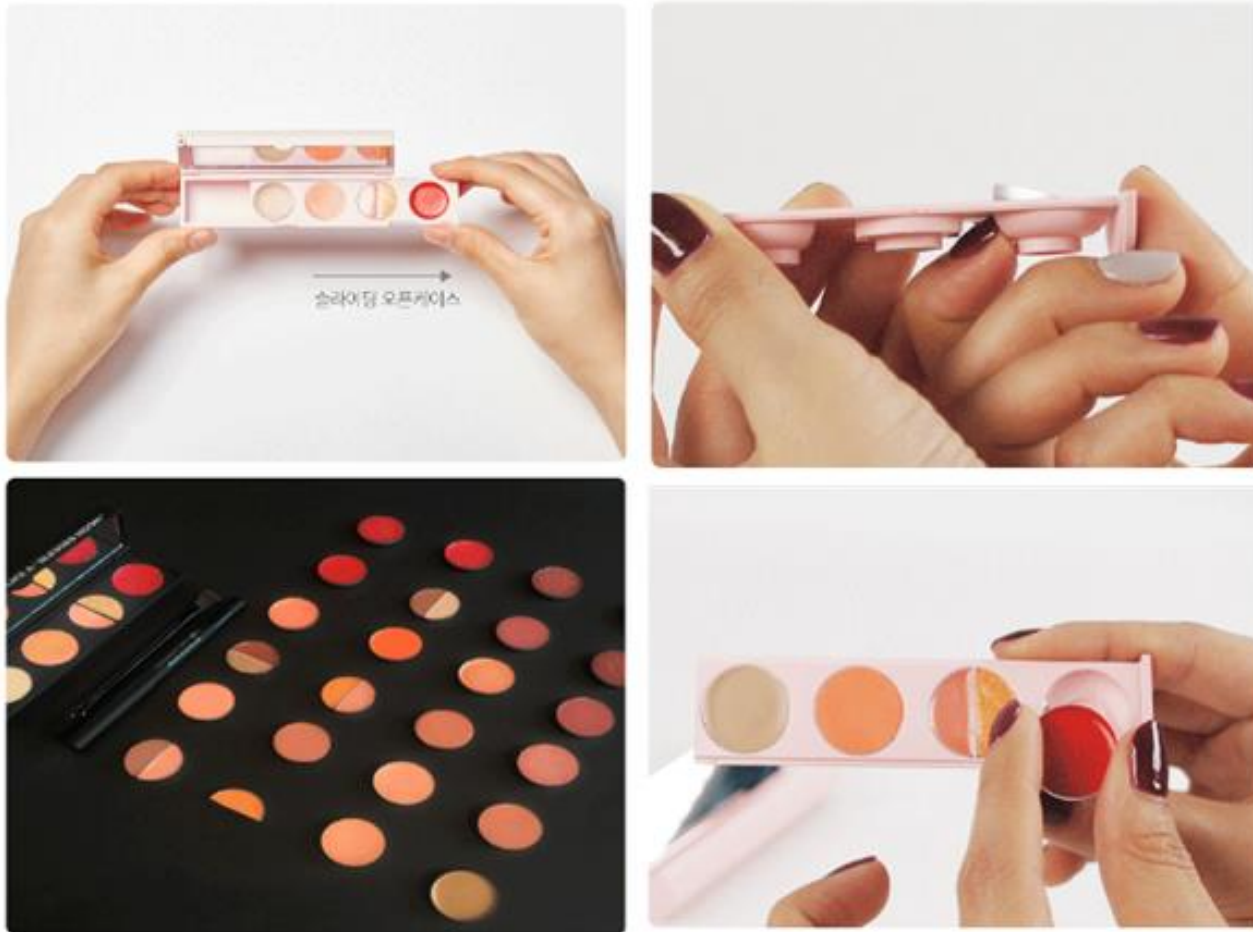


All in One On the Go

- All 6 key cosmetics in lovely designed package
- Just a size of a lip stick



1. BlessedMoon Kit



Customaziable

1. Pull the slide to the right to separate it
 2. Press a small groove on the bottom to remove contents
 3. Put in a new refill
- Easy replacement with magnet

1. BlessedMoon Kit



ROCOVELY



JAMONJUICY



CHARMRED



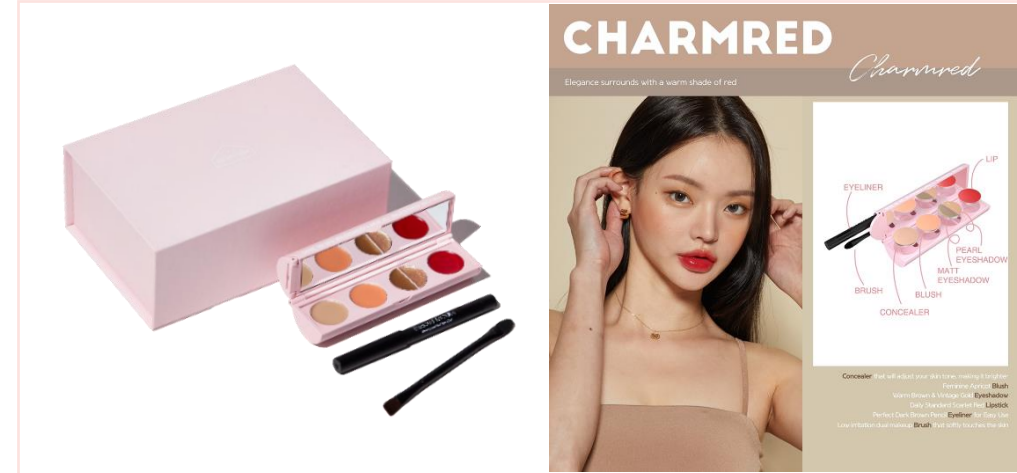
MELOMANCE



1. BlessedMoon Kit



BlessedMoon Kit (Melomance)



BlessedMoon Kit (Charmred)



BlessedMoon Kit (Jamonjuicy)



BlessedMoon Kit (Rocoveily)

| 2. VITA KIT |



2. Vita Kit

* Vitamin Skin care



2. Vita Kit



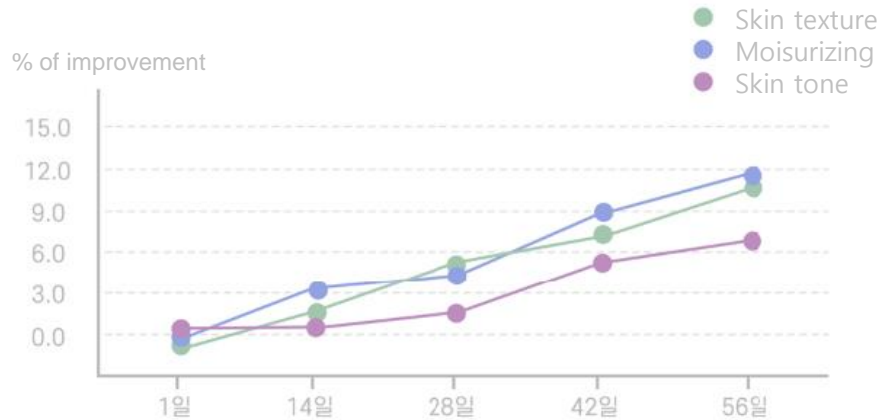
Skin changing

After using Vita kit over 56days

Eye Kit



Water Kit



Why Vita-Kit??



- Vitamins proven to be good
- Can't last in ordinary container
- Vita-Kit is the solution

2. Vita Kit

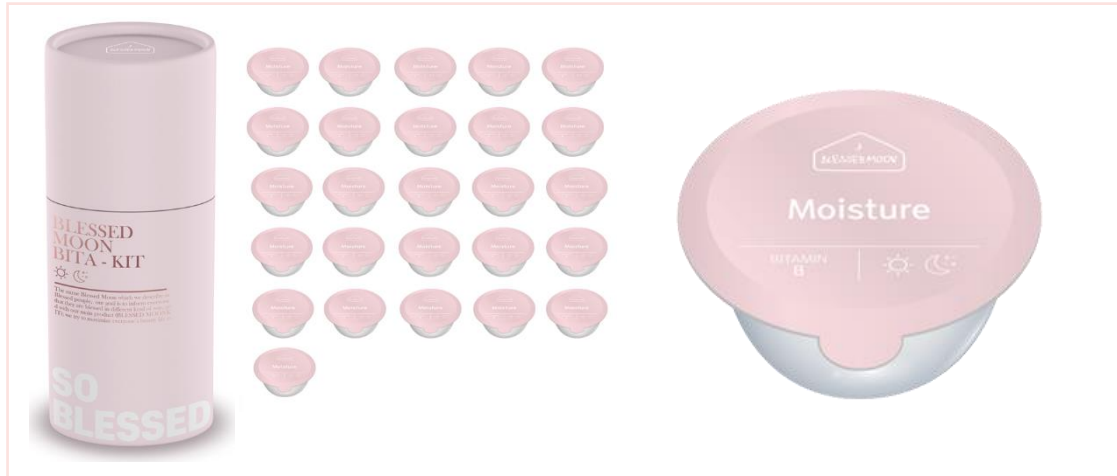


Vita-Kit Category

*** 31 capsules in each package**

- **Eye Kit**
(Eye cream)
- **Water Kit**
(Moisture cream)
- **Clean Kit**
(Foam cleanser)
- **Skin Care Collection**
(Little bit of everything)

2. Vita Kit



Vita Kit #Water Kit (Moisture cream)



Vita Kit #Clean Kit (Foam cleanser)

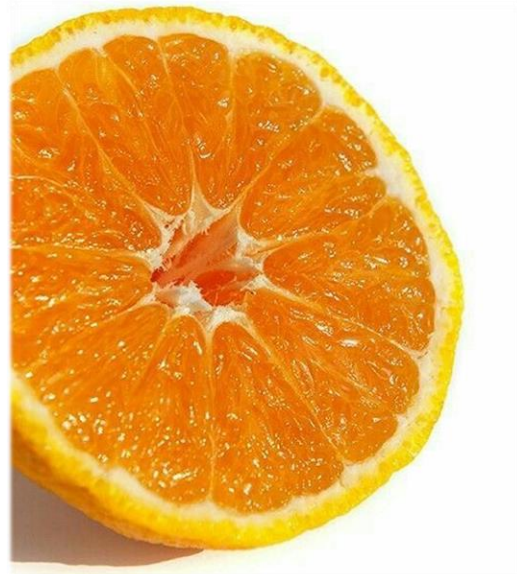


Vita Kit #Eye Kit (Eye cream)



Skin Care Collection(all of 3)

2. Vita Kit



Vitamin Ingredients



SUPER Anti-oxidation effect

Contains 5 vitamins A,B,C,E,P
Which gives you super anti-oxidation effect of
Vitamin complex.

- 1 VitaminA : Improve skin elasticity
- 2 VitaminB : Smoothen and clam skin texture
- 3 VitaminC : Promote collagen synthesis
- 4 VitaminE : Active anti-oxidation
- 5 VitaminP : Anti-oxidation function

2. Vita Kit



15 Vitamins into Greentea water



GREEN VITA COMPLEX

Greentea water with 15 vitamins provides both
"Soothing and Nutrition" to weakened skin

[Function of 15 vitamins]

- 1 Thiamine HCL : Conditioning exhausted skin
- 2 Pantothenic Acid : calming and moisturize skin
- 3 Folic Acid : Conditioning
- 4 Tocopheryl Acetate : Protects skin from harmful oxygen
- 5 Sodium Ascorbyl Phosphate : Protects skin from oxygen radicals

etc

- 6 Biotin
- 7 Niacinamide
- 8 Panthenol
- 9 Pyridoxine
- 10 Cyanocobalamin
- 11 Ascorbic Acid
- 12 Magnesium Ascorbyl Phosphate
- 13 Retinyl Palmitate
- 14 Riboflavin
- 15 Menadione

2. Vita Kit



Everyday, Fresh & Tiny Beauty
| **Vitamin Capsule 31** |



Vita-Kit Slogan

- New Capsule Each Day
- Best quality Every Day
- Best hygiene Every Day
- Just grab what you need

| 3. Fluffy Lip Tint |

3. Fluffy Lip Tint

* Lip balm + Lip Tint



3. Fluffy Lip Tint

6



| Avocado Oil |

Filled with fatty acids, carotenoids, antioxidants, anti-inflammatory, and very high moisturizing properties



| Vitamin E |

Antioxidant effective at reducing UV damage in skin. Helps nourish and protect your skin from damage caused by free radicals



| SHINE ESSENTIAL | | OIL COMPLEX |

10 vegetable oils comfort and moisturize your lip with long lasting color



| Mango Seed |

Enhances dry skin and contain Antioxidants



| Cotton Seed |

Emollients soften the skin by forming an occlusive oil film on the stratum corneum



| Camellia Oil |

Protects the skin from drying out while replenishing vital nutrients with outstanding moisture retaining ability

3. Fluffy Lip Tint



Before



After

Unbelievable color performance with 6 nutrition oils

[Can solve nutrients and tones at the same time]

6 Nutritional Ingredients

[Mango Seed Oil / Cotton Seed Oil / Avocado Oil/ Camellia Oil / Vitamin E / Shine Essential Oil Complex]

Fluffy Lip Tint can satisfy both **moisturizing effect** and **beautiful coloring**. It has completely solved the dry lip problem while looking beautiful.

3. Fluffy Lip Tint

* Matt or Glossy ?

BLESSED MOON

Choose your mood everyday



SPECIAL GIFT
05 MOONLIGHT



01 CHEEZE



+ 05 MOONLIGHT

02 MOODINDIGO



+ 05 MOONLIGHT

03 LOVELIE



+ 05 MOONLIGHT

04 AMELIE



+ 05 MOONLIGHT

3. Fluffy Lip Tint



Fluffy Lip Tint 01Cheeze



Fluffy Lip Tint 02Moodindigo



Fluffy Lip Tint 03Lovelie



Fluffy Lip Tint 04Amelie



Fluffy Lip Tint 04Amelie+05Moonlight

3. *Fluffy Lip Tint*



“Catch both the color performance & nutrition.”



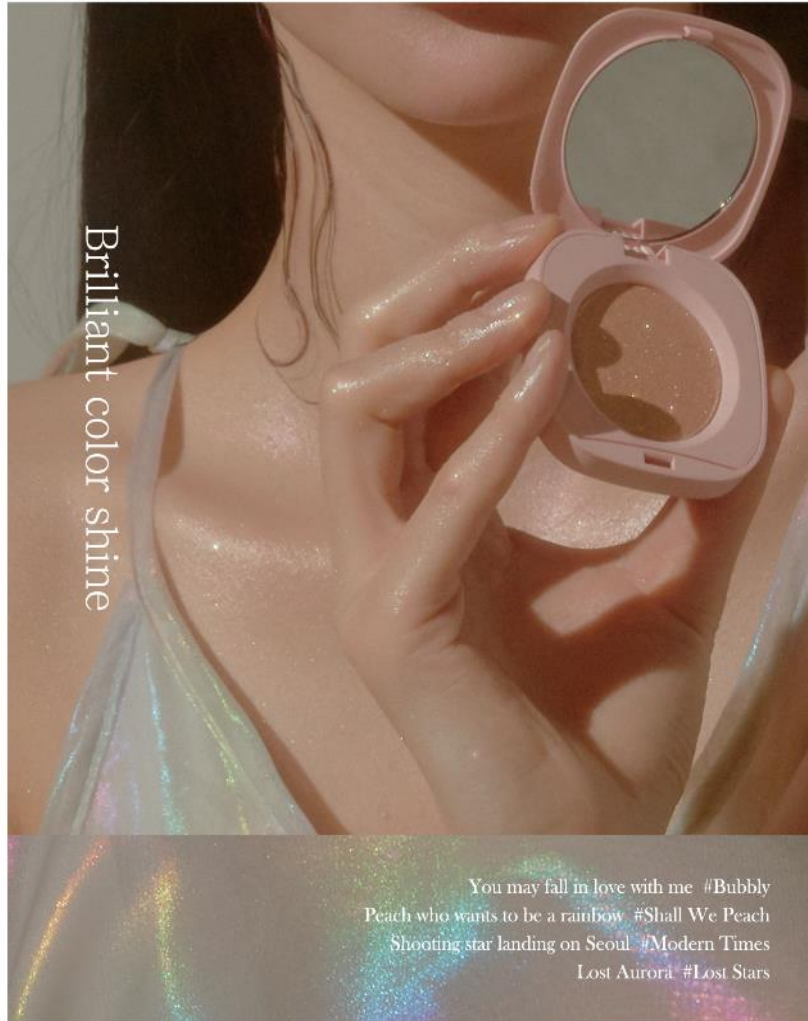
| 4. LIKE A SHADOW |



4. *Like A Shadow*



As if you wore galaxy around your eyes —



4. Like A Shadow



#Bubbly



#Shall We Peach



#Modern Times



#Lost Stars

The Milky Way Glitter Shadow

- **Sheer Radiance**
- **Various shining** on different angles
- A color that shines brightly as if **stars of the galaxy** came close to your eyes
- **Golden ratio** found by BlessedMoon

4. Like A Shadow



Oil coating



Silica powder



Serum control

Sustainability King

3 main ingredients in shadow

1. Oil coated particles

It is lightly compressed formulation of **oil-coated particles**, so you can see the **dewy reflection** effect without powder blowing.

2. Serum Control Formulation

Compatible with oily eyes and keeps any eye area **bright** for long without smearing or crease.

3. Plant-derived silica powder

It contains **plant-derived silica powder**.

4. *Like A Shadow*



Average capacity per 1 existing shadow **1.5g**



Like A Shadow **3g**

2 times larger than the average of the existing shadow

Feel free to use as much as you want with doubled size

4. Like A Shadow



Like A Shadow 01Bubbly



Like A Shadow 02Shall We Peach



Like A Shadow 03Lost Stars



Like A Shadow 04Modern Times

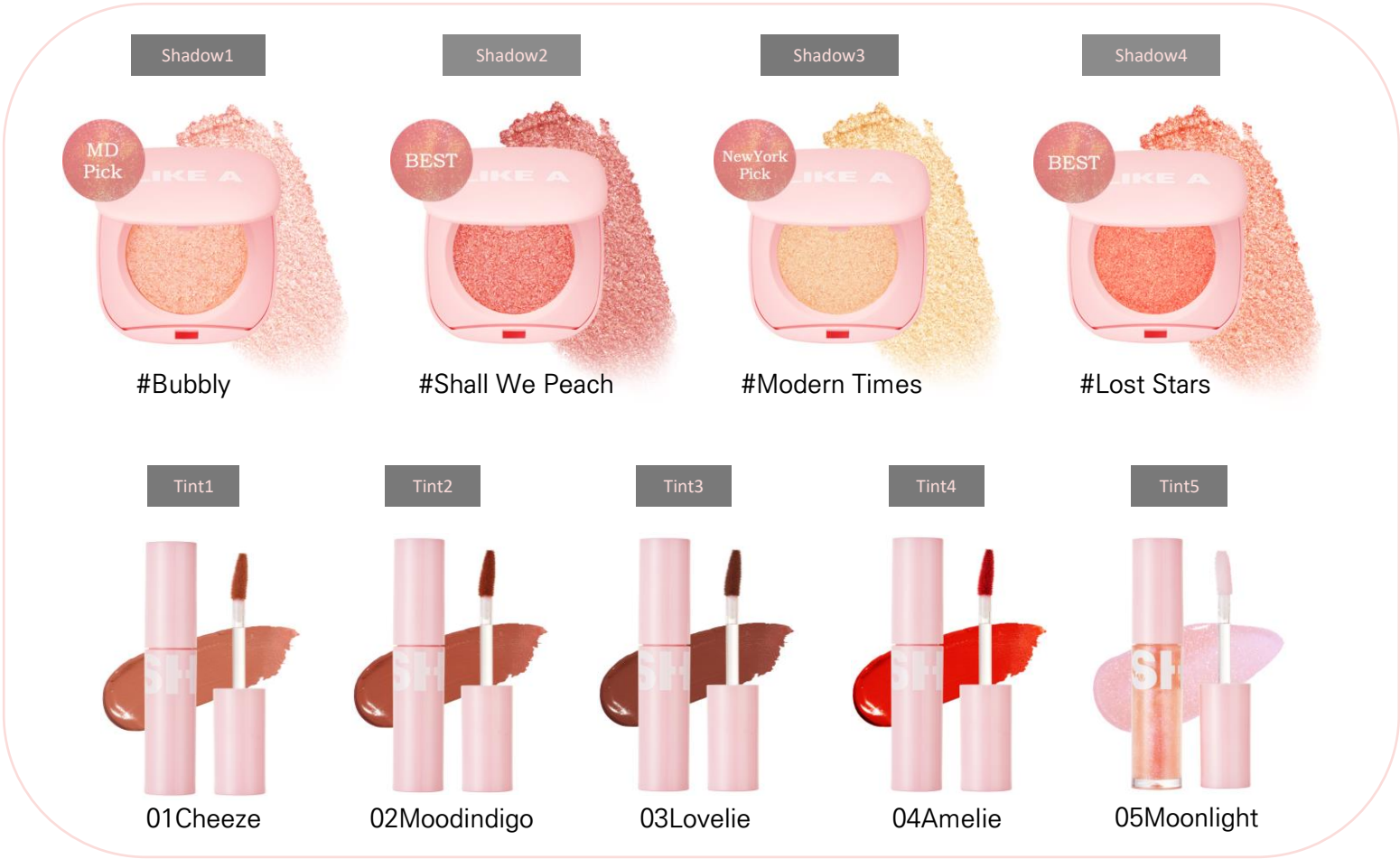


| LIKE A FLUFFY EDITION |

* Like A Fluffy Edition



Contains 4 shadows and 5 tints



* *Like A Fluffy Edition*

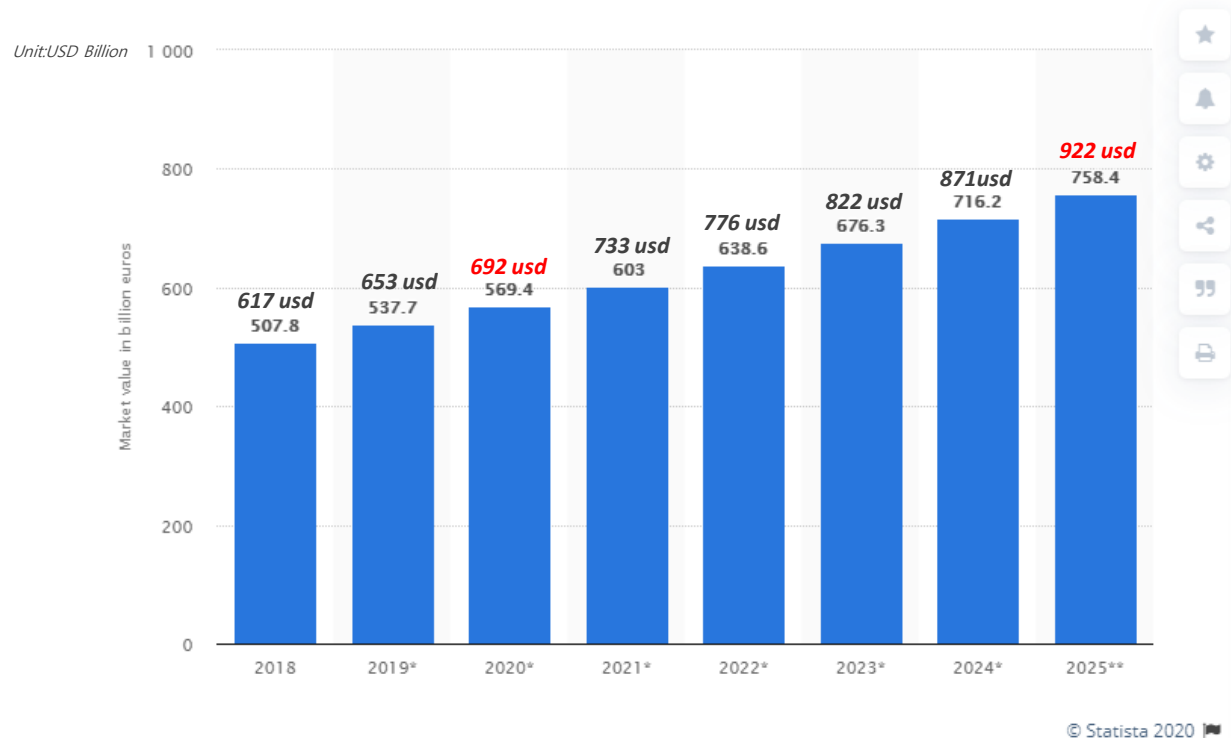


Name	Like A Fluffy Edition
Picture	A collection of makeup products from the 'Like A Fluffy Edition' set, including four eyeshadow shades in a palette and five lip tints in various shades of pink and red, arranged on a light purple background.
Category	4 shadows + 5 tints
Description	<p>Special Edition made up of BEST products from BlessedMoon.</p> <p>A heart-warming gift-set for both giver and receiver.</p>

1. Market Scale



Value of the cosmetics market worldwide from 2018 to 2025



2020 692 Billion USD Value
150% Growth in next 5 years

Targeting Ladies 16~30s






















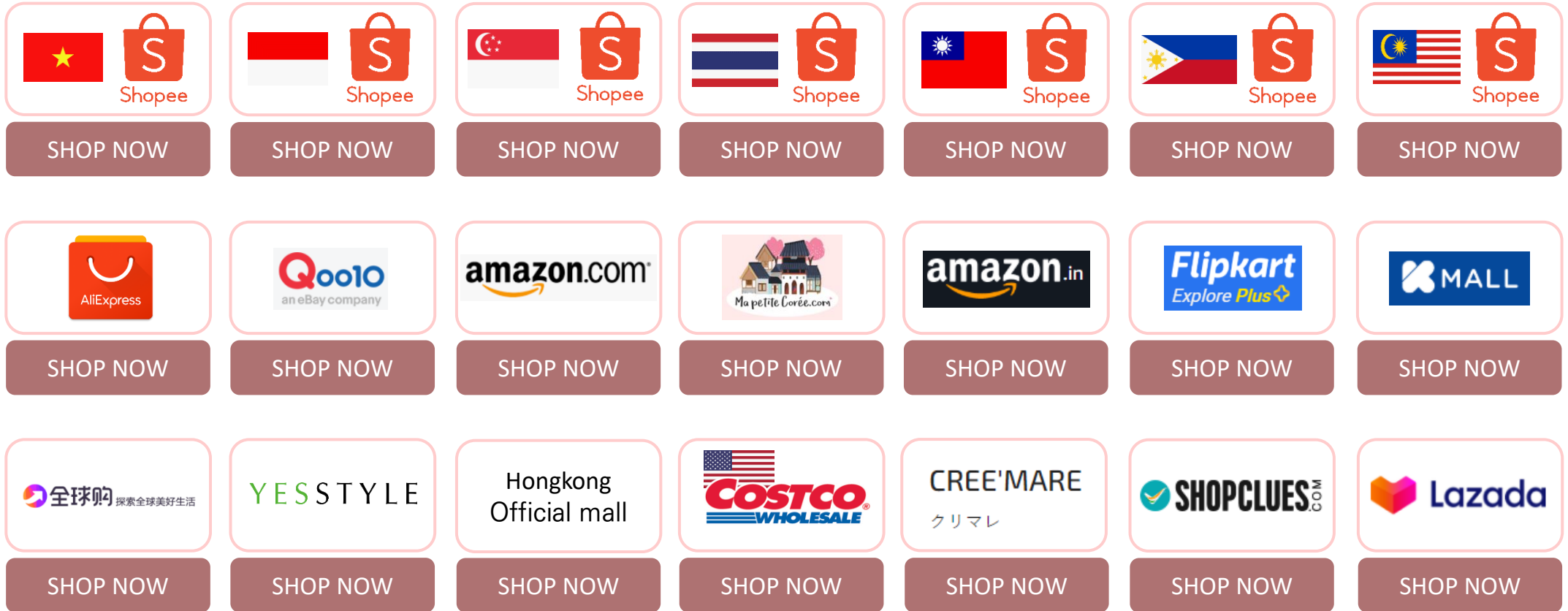
New Make up trend “On The Go”

Customers are looking for product that can provide more freedom and fun. Just like how Iphone changed the market, Cosmetics market is changing.

2. Domestic Online Stores



						
SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW
						
SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW
						
SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW		



2. Domestic Offline Store



Hyundai Department Store Duty Free

Trade Center Store 9F |

517, Teheran-ro, Gangnam-gu, Seoul, Republic of Korea

T 1811-6688

2. Overseas Offline Stores



Japan Shop

日本の福岡にある「Tenjin Core」でBLESSED MOONを満たす
ロケーション：福岡市中央区天神1-11-11天神コア4F OZ SISTER



Department Store

Address : 2-11-1 Tenjin, Chuo-ku, Fukuoka City, Fukuoka (5F, OZ Shop)
Business hours 10:00-20:30

3. Patent Status



- 12 Trade Marks
- 10 Design Patent



4. Achievements

BLESSED MOON

- 23 Global EXPO (Sweden, U.S, China, Russia, Hongkong etc)




 **LA K-BEAUTY**




 **NEW YORK INDIE BEAUTY EXPO**



 **K-BEAUTY NY**



 **K-Beauty OSAKA**



 **K-FES JAPAN**



 **Russia Show**



 **Canada SF**




 **HK Show**



 **Germany iENA**



 **Cosmoprof HK**




 **KCON2019 LA**



 **MWC Shanghai**



 **K-Beauty Cairo**




 **Brand Expo LA**



 **LAUNCHPAD LA**




 **KCON2019 TH**



 **CHINA FW CHIC**



 **Sweden Show**



 **CHINA Show**



 **StartupCON KR**



 **China Conference**



 **Tianjin Conference**

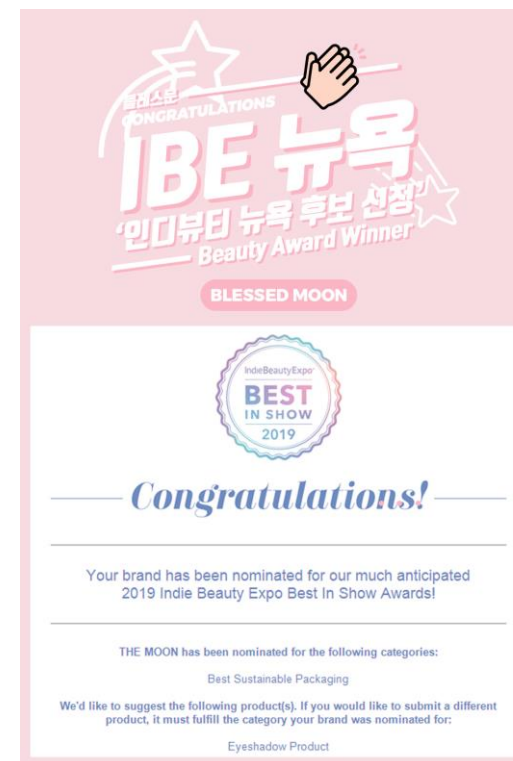


 **China CCBE**

4. Achievements



Korea/Germany/USA



- 2018 Hit Brand of the Year
- 2019 German IENA Cosmetics Container Exclusive Design
- 2019 U.S IBE Best in Show sustainable packaging
- 2020 8th StartupNEST

5. Vision



World Vision



Charity : BlessedMoon School

Support development with poor educational environment

6. Goals



The name Blessed Moon which we describe as “Blessed people”.

We at BLESSED MOON believe that everyone is blessed with their own unique charm. We want every individual to recognize their own uniqueness is a blessing. BLESSED MOON’s “customization” is the ability to match individuals charm. Until the day that everyone find their blessing, we will work hard for a beautiful life. Bless you.

Everyone is ‘BLESSED’

THANK YOU

Contact info

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She Is So Blessed!

