

K-Beauty Superfood Skincare

 **fitneskin**[®]
Nourishment Made Simple





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03 OUR MARKETING & SALES (B2C)

04 OUR MANUFACTURER & CONSUMER PLATFORM

05 OUR PARTNERSHIP (WHOLESALES, B2B)

Our Brand



Fitneskin - Skincare as Fitness

Global wellness?

Just as our body thrives on consistent training and proper nutrition, our skin flourishes with daily nourishment.

That's why our **superfood-powered K-Beauty formulations** deliver essential nutrients, hydration, and protection, helping skin stay healthy, strong, and radiant.

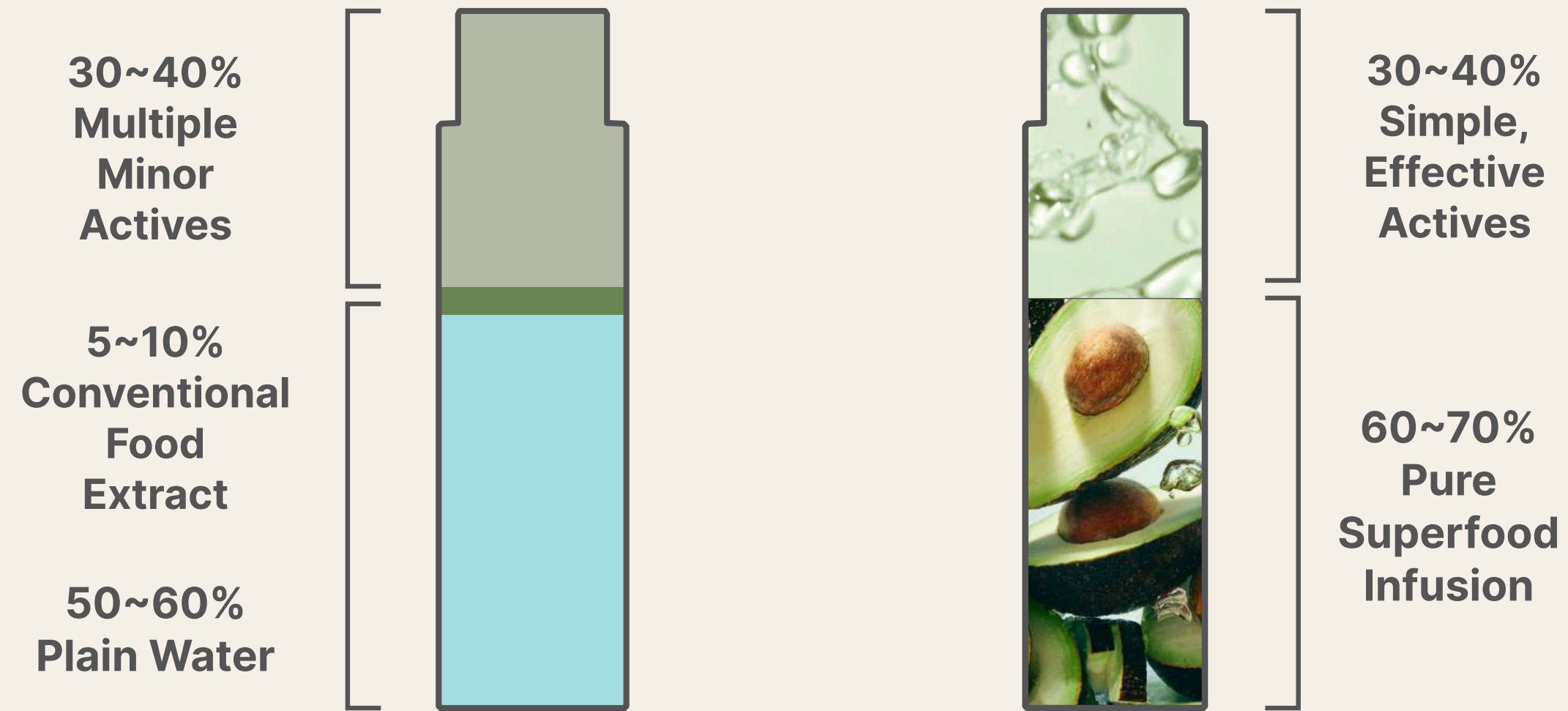


Body needs training → **Skin needs care**

Nutrition for fitness → **Superfoods for skin**

Consistency matters → **Daily skincare ritual**

We are building a global leader in K-Beauty Superfood Skincare Category



Other Skincare = Conventional Food Formula	VS	Fitneskin = Superfood Formula
Standard to low nutritional value	Nutrition Content	Nutrient dense and naturally rich
Plain Water	Base Formula	100% Pure Superfood Infusion
Multiple minor actives ingredients	Formula Complexity	Simple, concentrated, no unnecessary fillers



Nourishment Made Simple

Our Product



Curate Your Ritual
Select Your Ideal Step 2&3

HYDRATION + MOISTURIZATION	Avocado for Lasting Moisturization		Hyaluronic Acid for Deep Hydration		STEP 1	STEP 2	STEP 3
		+					<p>Hydrating Avocado Toner</p> <p>Hydrating Avocado Serum</p> <p>Hydrating Avocado Moisturizer</p>
	Matcha for Gentle Redness Care		Cica for Calming Comfort		STEP 1	STEP 2	STEP 3
REDNESS + CALMING		+		TBD			<p>Calming Matcha Serum</p> <p>Calming Matcha Moisturizer</p>
	Pomegranate for Pore Tightening		PDRN for Firm Elasticity		STEP 1	STEP 2	STEP 3
PORE TIGHTENING + ELASTICITY		+		TBD			<p>Pore Tightening Pomegranate Serum</p> <p>Pore Tightening Pomegranate Moisturizer</p>

Nourish and hydrate your skin with the **power of avocado**. Rich in essential fatty acids, vitamins, and antioxidants, our formula creates a **soft, protective barrier** that **locks in moisture**, while **hyaluronic acid** delivers **deep, multi-layer hydration** for plump, smooth, and supple skin.



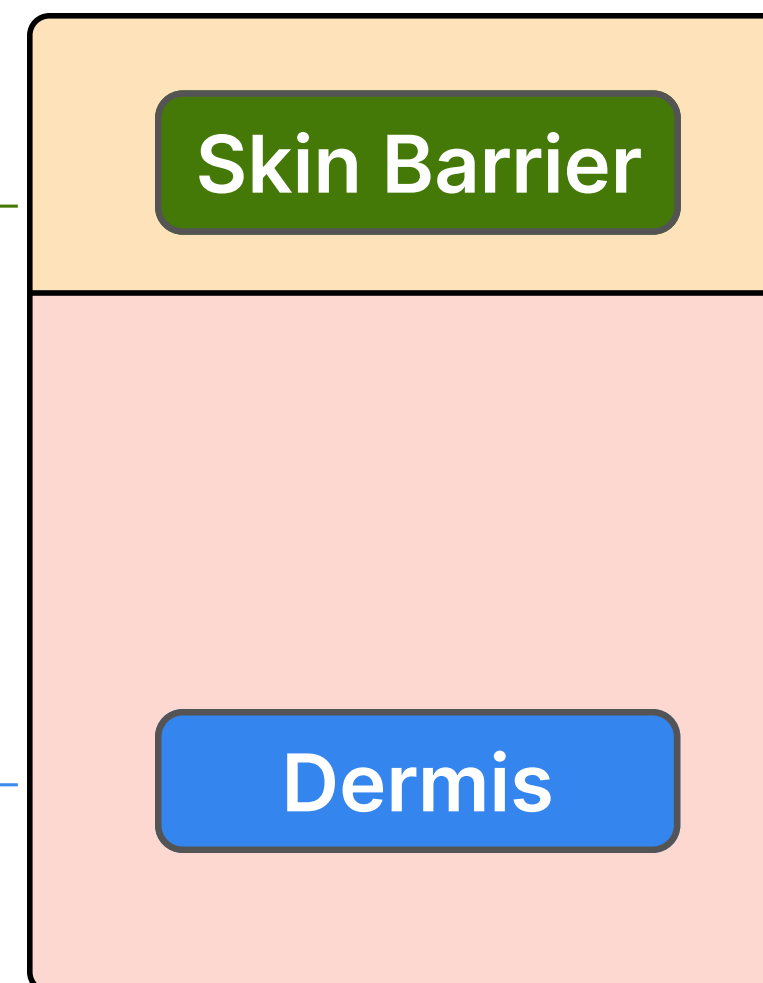
LOCK with Avocado

for lasting moisturization



FUEL with Hyaluronic-Acid

for deep hydration



Formulated with **100% Pure Avocado Infusion** and Hyaluronic Acid + Clean Derma Actives, this formula delivers comfortable **hydration that lasts all day for soft, smooth, and nourished skin**

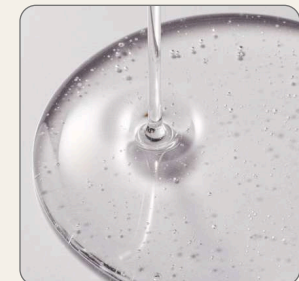
MSRP: \$24.90 | Volume: 150ml (5.1 fl.oz.) | Skin-Type: All-Skin Type, including Sensitive Skin

- Skin Concerns** | Dehydrated & Flaky Skin | Damaged Skin Barrier
- Key Benefits** | Transforms dry, flaky skin into hydrated, smooth, and nourished skin
- Texture & Scent** | Non-comedogenic | Lightweight, Fast-absorbing | Unscented

Key Ingredients



100% Pure Avocado Infusion



Hyaluronic Acid



Panthenol



Ceramide NP

Clinically Tested

211% Immediate Soothing improvement after external irritation



*Results of a clinical study on 21 subjects to evaluate the temporary skin calming effect of the test sample, after external (physical) irritation. Clinical test conducted by Korea Dermatology Research Institute (2025.10.15)

76% improvement in 24 hour long-lasting moisturizing efficacy



Vegan



Cruelty Free



Sulfate Free



Fragrance Free



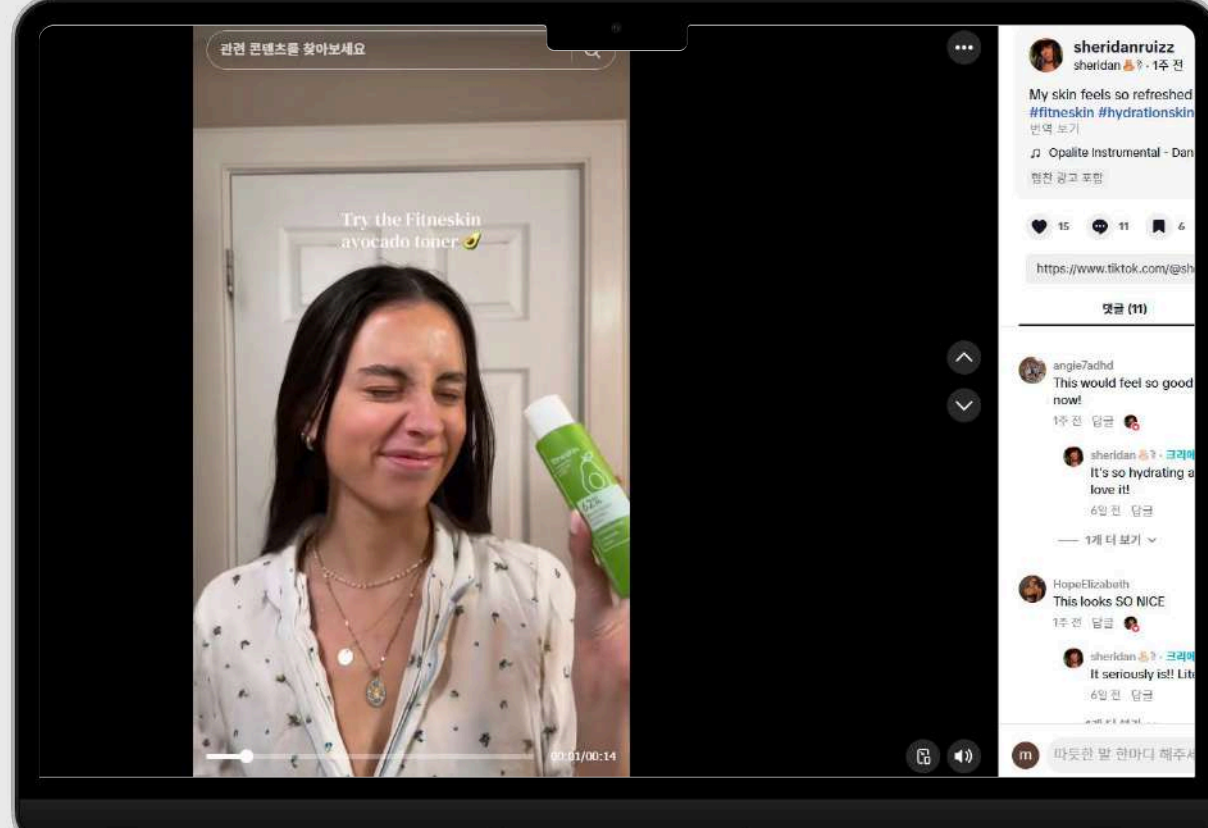
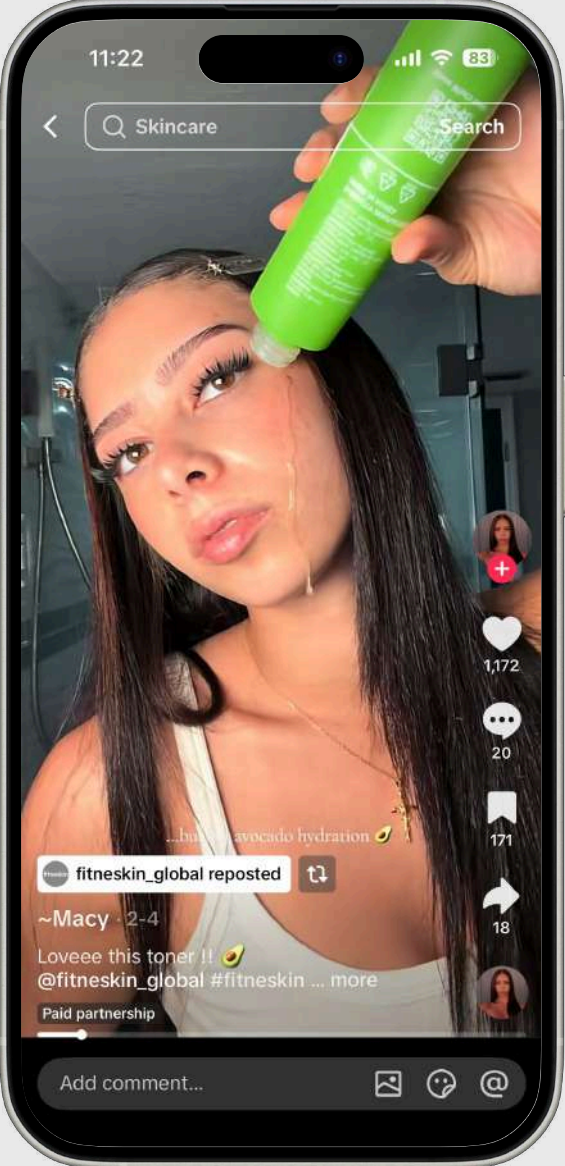
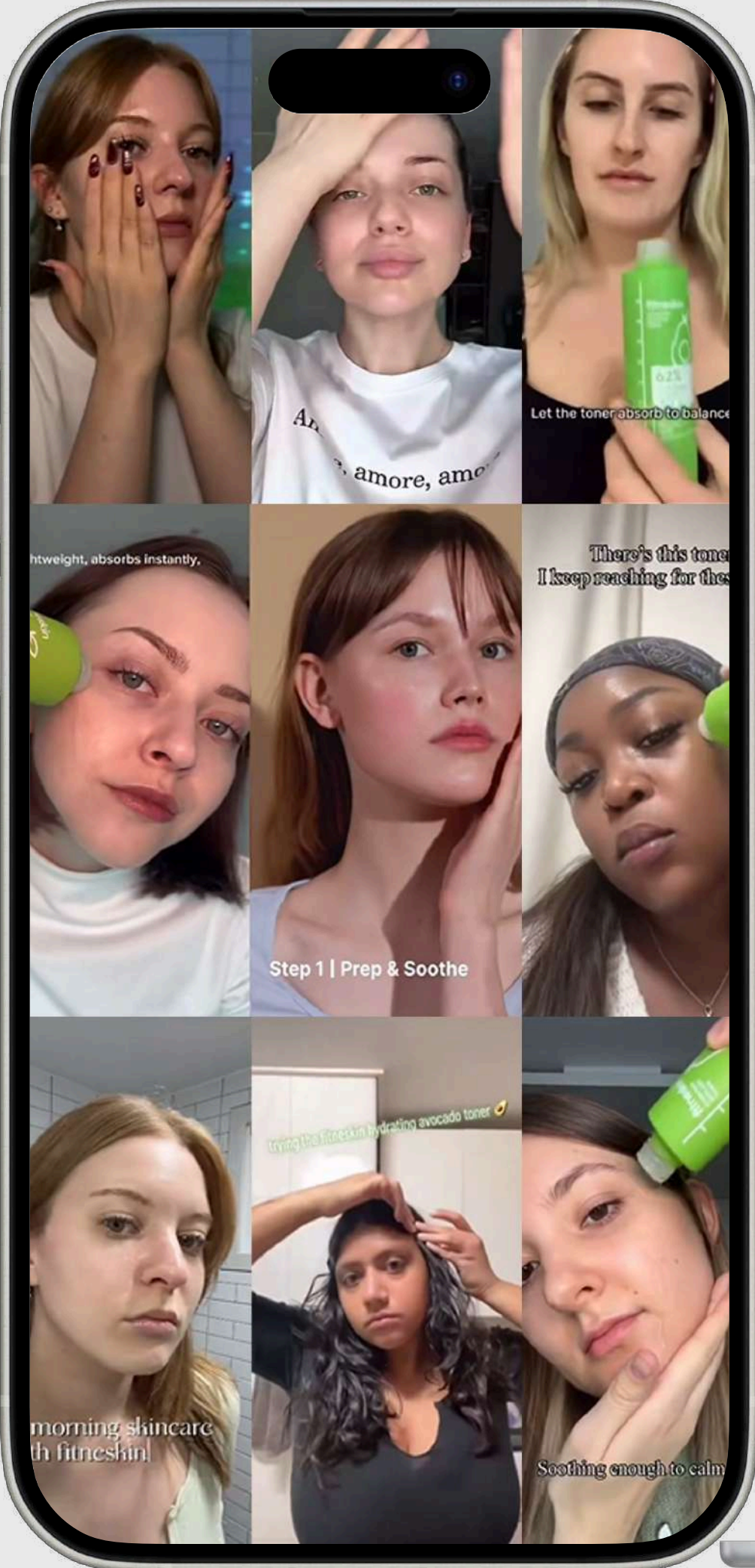
Artificial Color Free



Paraben Free



fitneskin HYDRATING AVOCADO TONER



fitneskin HYDRATING AVOCADO SERUM

Formulated with **100% Pure Avocado Infusion** and Hyaluronic Acid + Clean Derma Actives, this formula delivers comfortable **hydration that lasts all day for soft, smooth, and nourished skin**

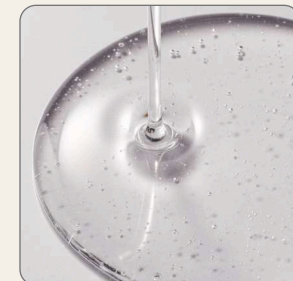
MSRP: \$23.50 | Volume: 30ml (1.0 fl.oz.) | Skin-Type: All-Skin Type, including Sensitive Skin

- Skin Concerns** | Dehydrated & Flaky Skin | Damaged Skin Barrier
- Key Benefits** | Transforms dry, flaky skin into hydrated, smooth, and nourished skin
- Texture & Scent** | Non-comedogenic | Lightweight, Fast-absorbing | Unscented

Key Ingredients



100% Pure Avocado Infusion



Hyaluronic Acid



Panthenol



Niacinamide

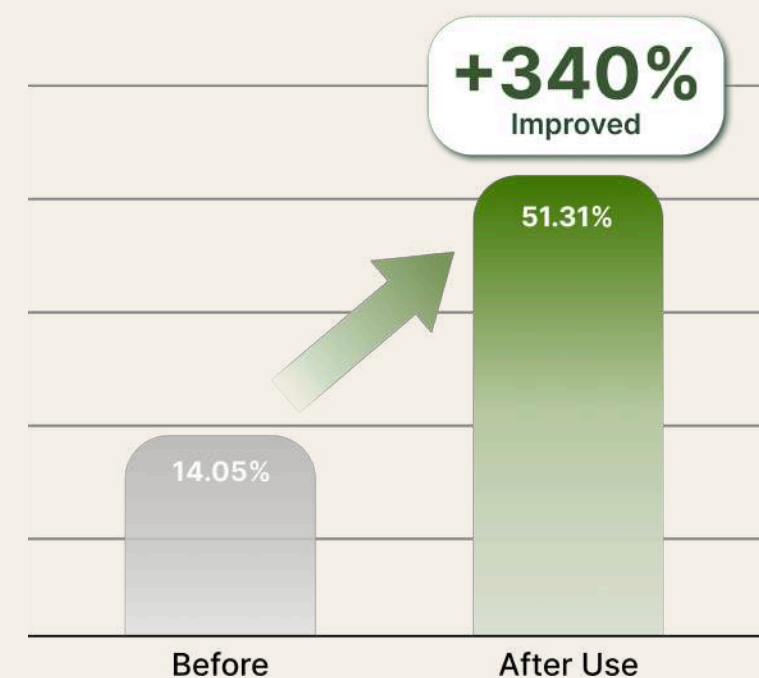
Clinically Tested

32.7% Immediate Brightening and Radiance improvement



*Results of a clinical study on 22 subjects to evaluate the temporary skin shine(glossiness) improvement efficacy of the test sample. Clinical test conducted by Korea Dermatology Research Institute (2025.10.15)

340% Skin Moisture Retention improvement (cumulative)



Vegan



Cruelty Free



Sulfate Free



Fragrance Free



Artificial Color Free



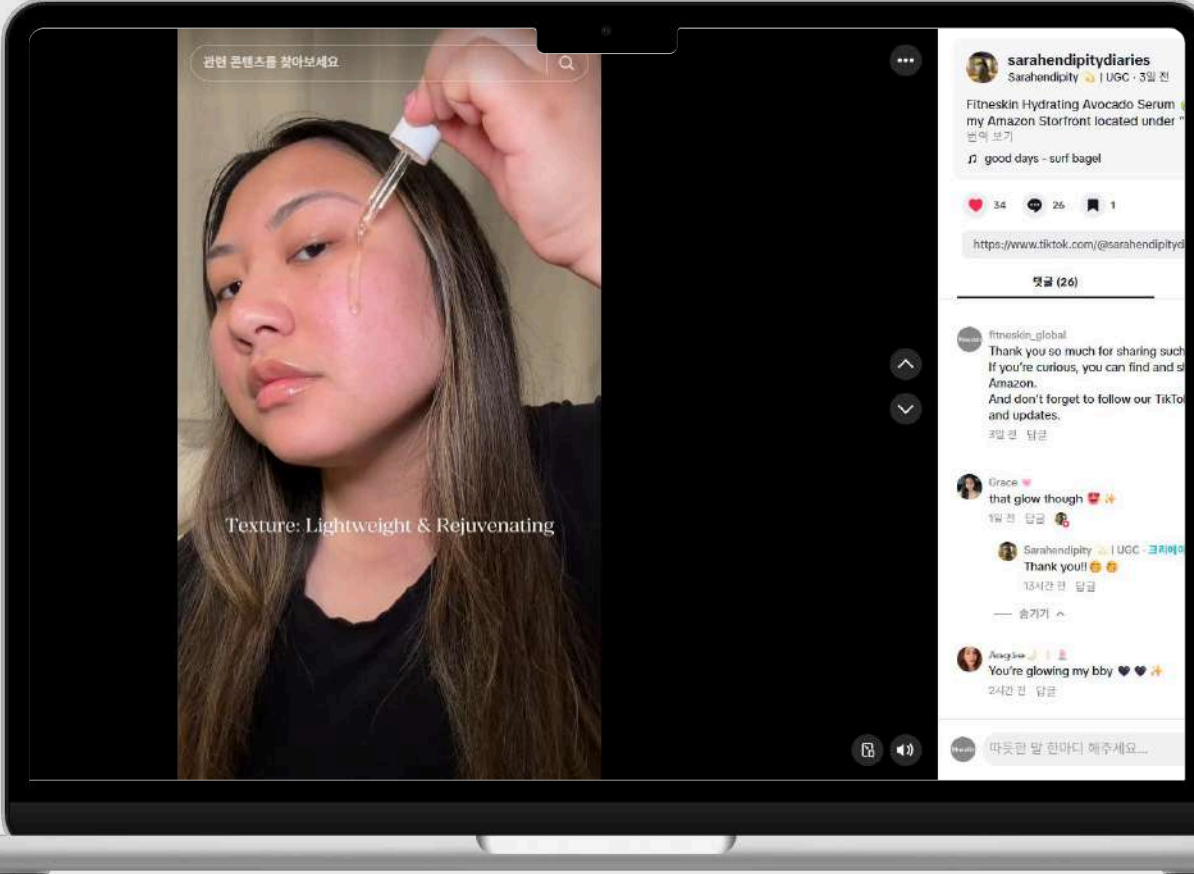
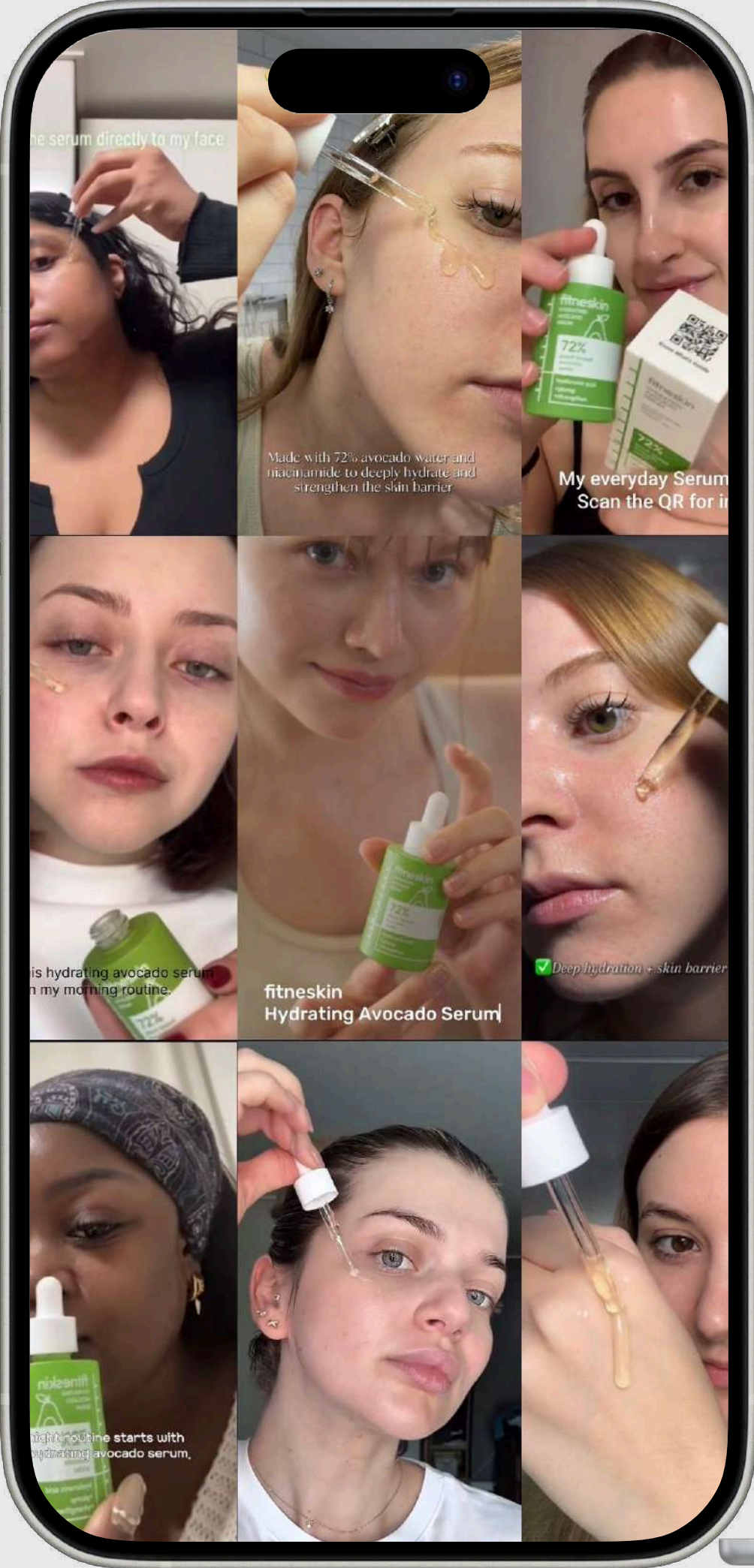
Paraben Free

Amazon's Choice

Overall Pick



fitneskin HYDRATING AVOCADO SERUM



fitneskin HYDRATING AVOCADO MOISTURIZER

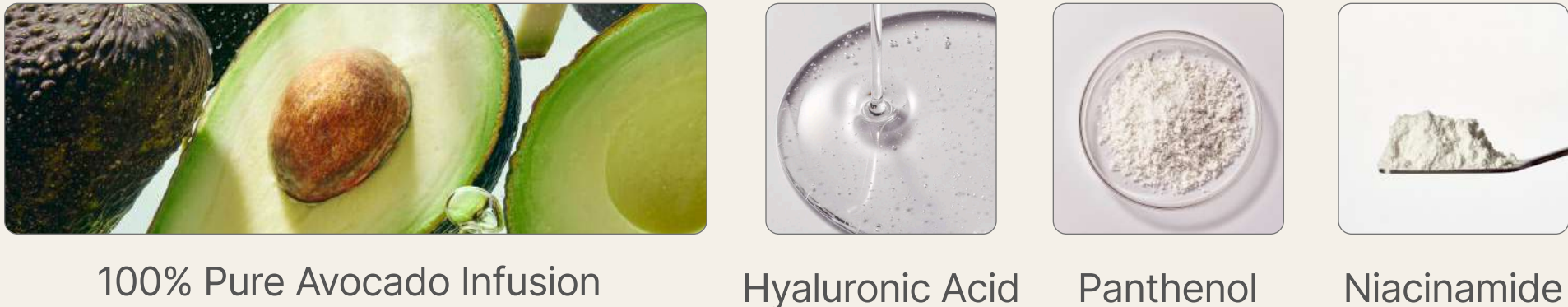


Formulated with **100% Pure Avocado Infusion** and Hyaluronic Acid + Clean Derma Actives, this formula delivers comfortable **hydration that lasts all day for soft, smooth, and nourished skin**

MSRP: \$23.50 | Volume: 50ml (1.7 fl.oz.) | Skin-Type: All-Skin Type, including Sensitive Skin

- Skin Concerns** | Dehydrated & Flaky Skin | Damaged Skin Barrier
- Key Benefits** | Transforms dry, flaky skin into hydrated, smooth, and nourished skin
- Texture & Scent** | Non-comedogenic | Lightweight, Fast-absorbing | Unscented

Key Ingredients



100% Pure Avocado Infusion Hyaluronic Acid Panthenol Niacinamide

Clinically Tested

313% Skin Barrier Condition improvement after external irritation



*Results of a clinical study on 20 subjects to evaluate the temporary skin barrier improvement efficacy of the test sample on physically irritated skin condition, measuring TEWL after one use. Clinical test conducted by Korea Dermatology Research Institute (2025.09.26)

Instant 74.83% Scaly skin improvement



Vegan



Cruelty Free



Sulfate Free



Fragrance Free

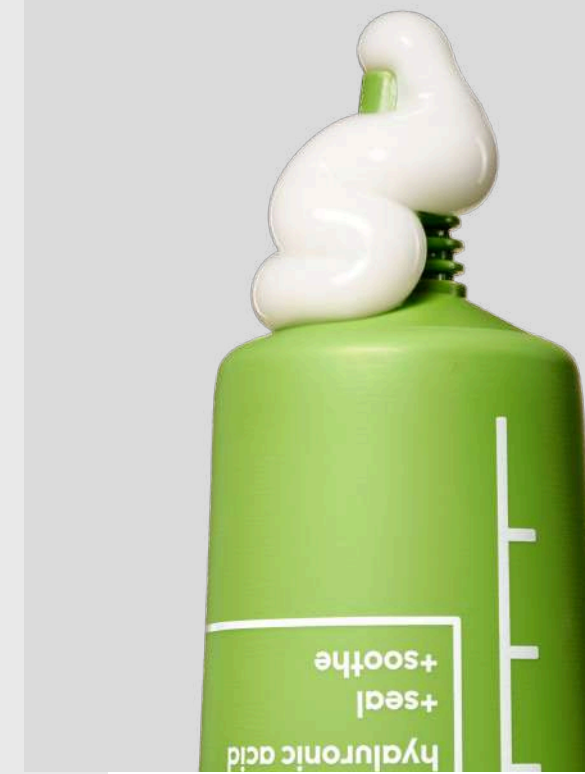
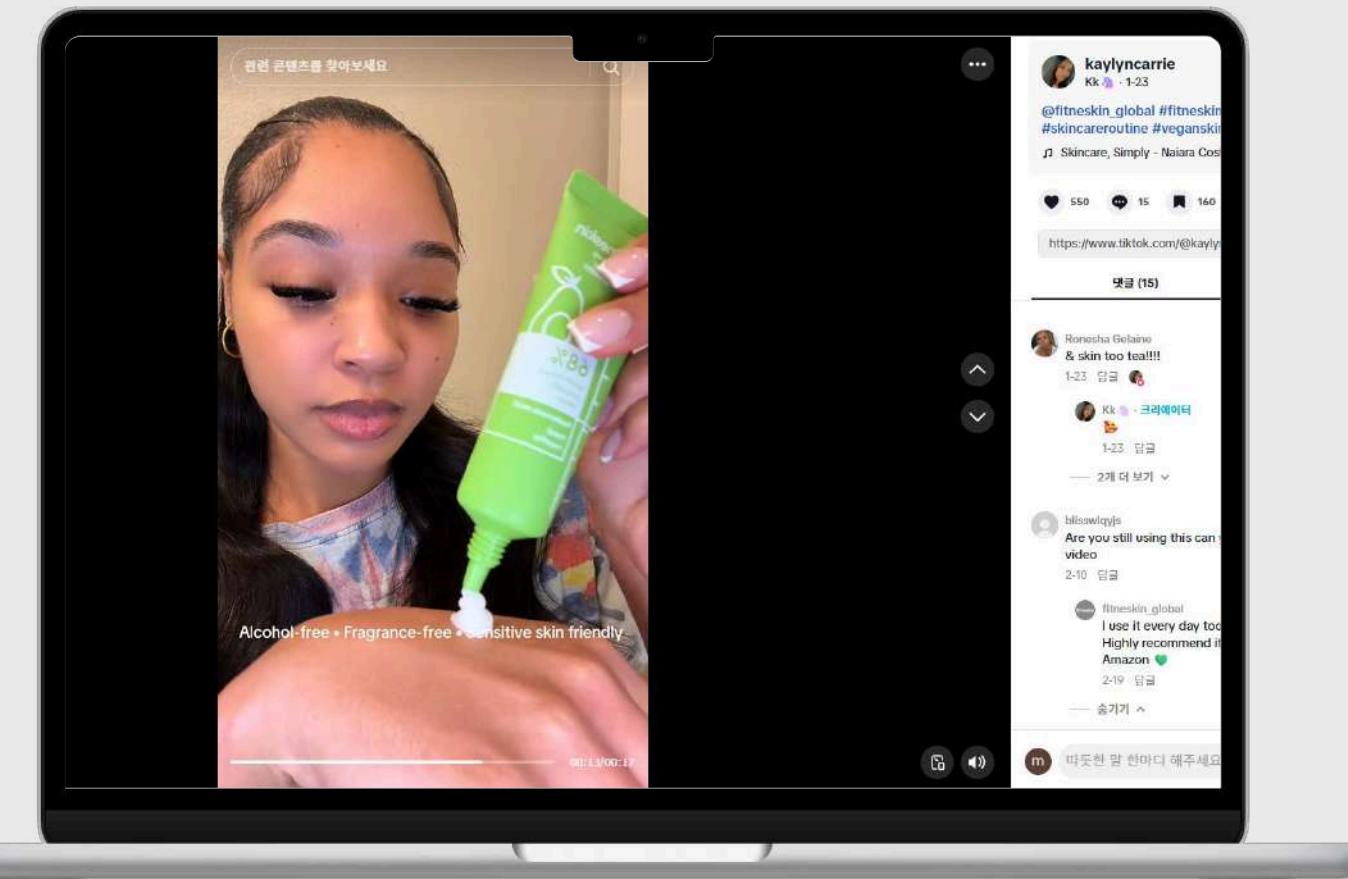
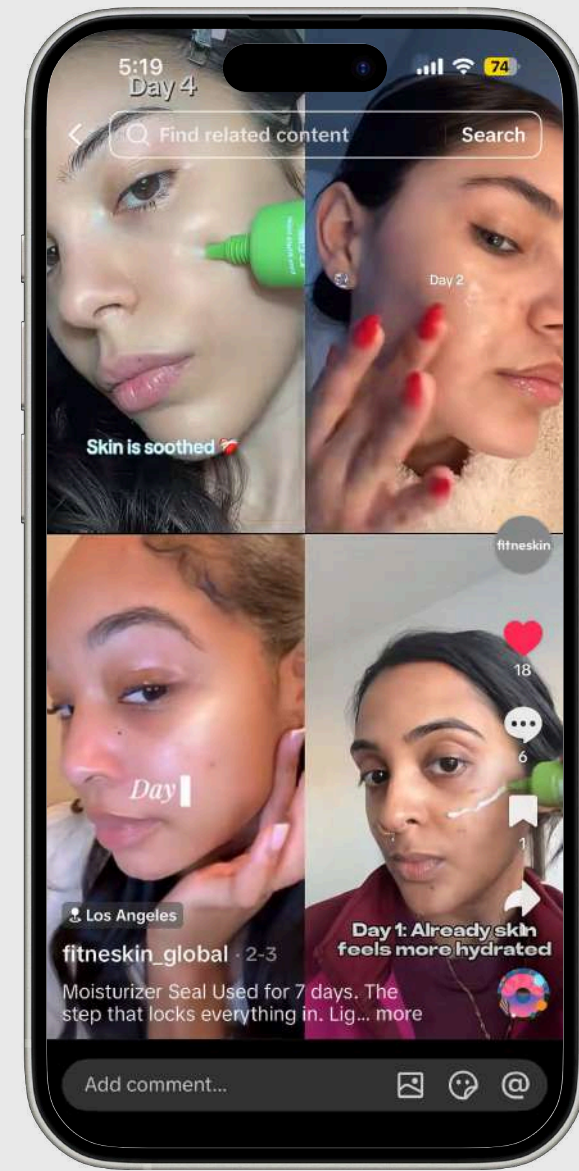
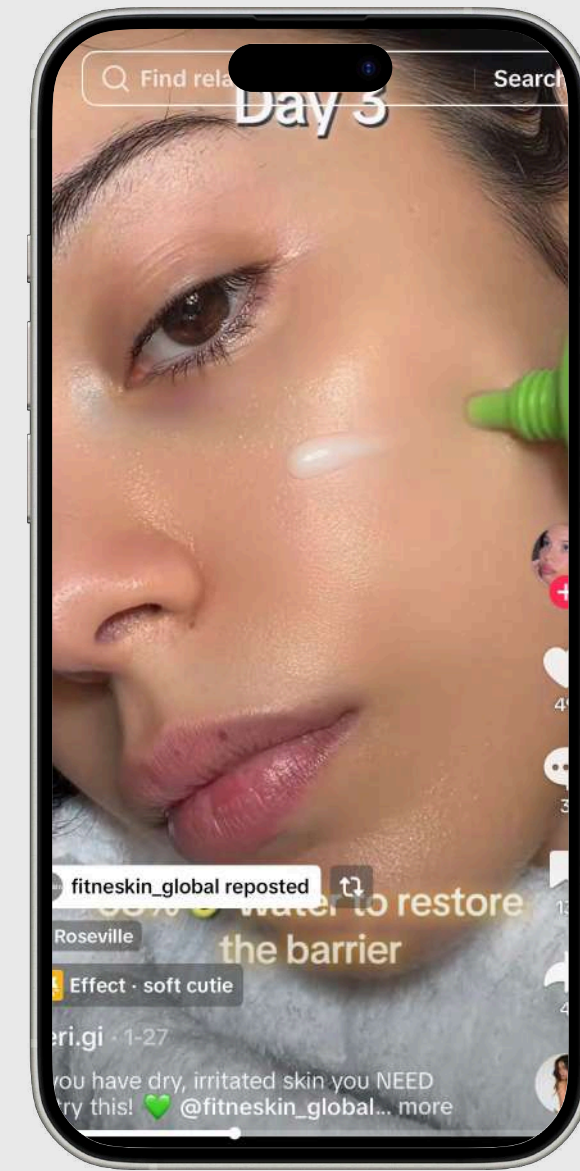
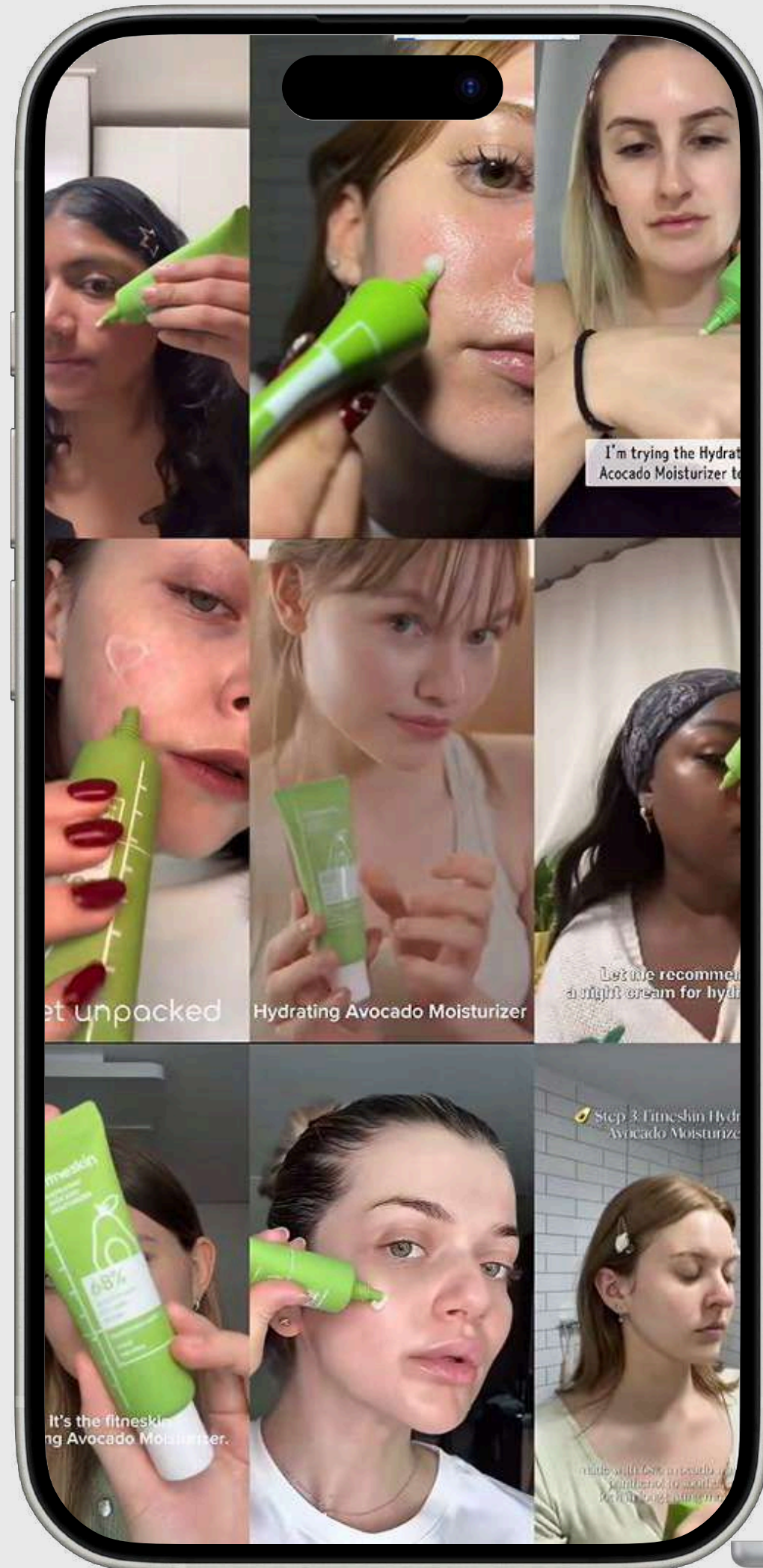


Artificial Color Free



Paraben Free

fitneskin HYDRATING AVOCADO MOISTURIZER



Our Marketing & Sales (B2C)



Markets (D2C)

- United States - Active (Since 2025 November)
- South Korea - Launch planned (2026)

Online Sales Channels (D2C)

- Brand Website -Fitneskin
- Commerce Website - Amazon, TikTok Shop, YesStyle (2026), Olive Young (2027)

Social Media Channels

Our **multi-platform content strategy** drives **brand awareness, credibility, and conversion**

- **100+ Influencer Video Reviews/month** authentic, high-performing
- **20+ Brand & Product Contents/month** across our social media channels



Our Manufacturer & Consumer Platform





Kolmar Korea - No.1 K-Beauty Skincare Manufacturer

Manufacturing Excellence

- Advanced R&D and formulation expertise
- Global-standard quality and compliance systems
- Scalable production for international expansion



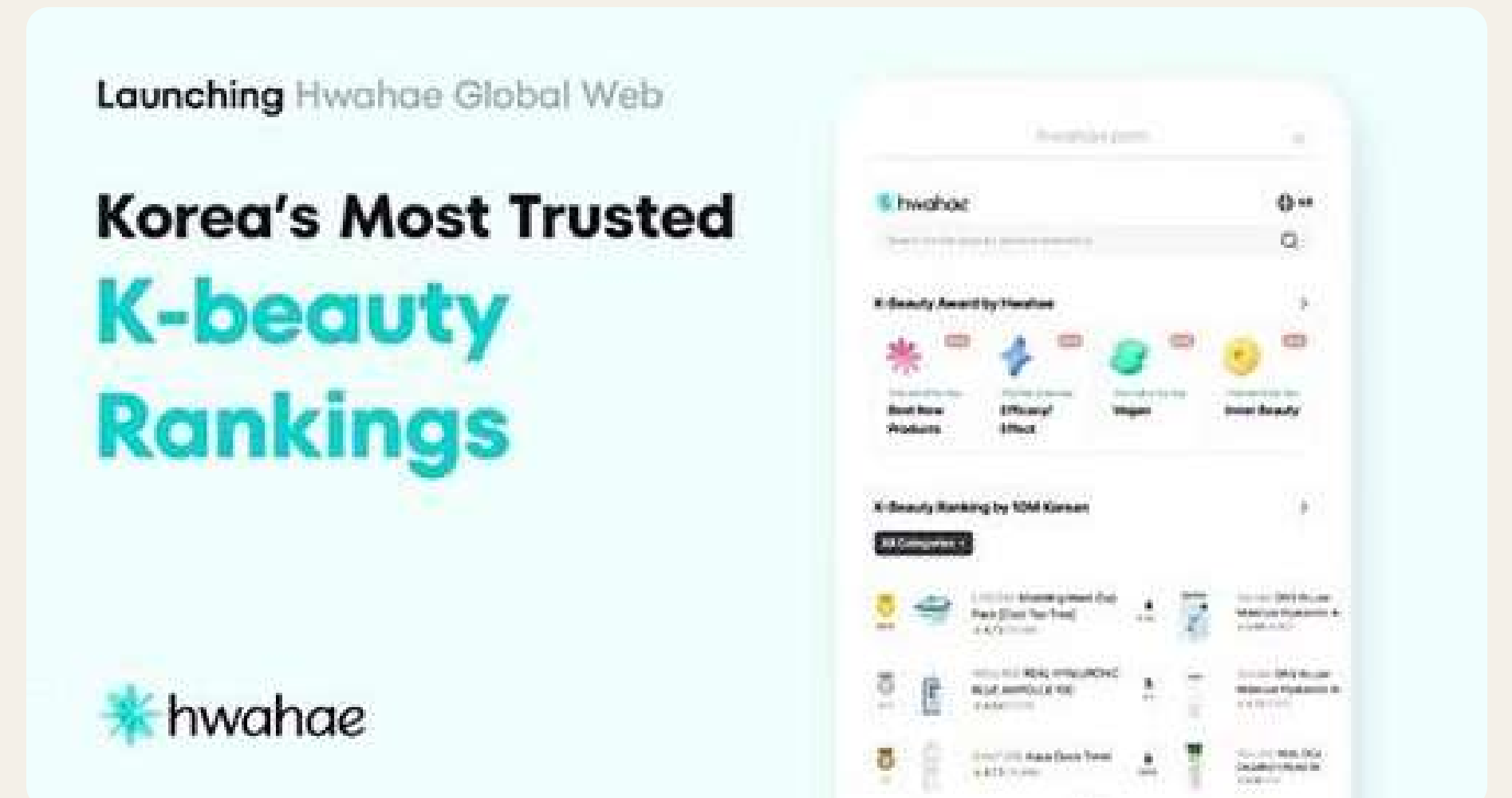
Hwahae Global - No.1 K-Beauty Consumer Platform

Consumer Intelligence

- Ingredient transparency backed by trusted consumer data
- Data-driven product positioning and validation
- Real-time trend alignment within the K-Beauty ecosystem

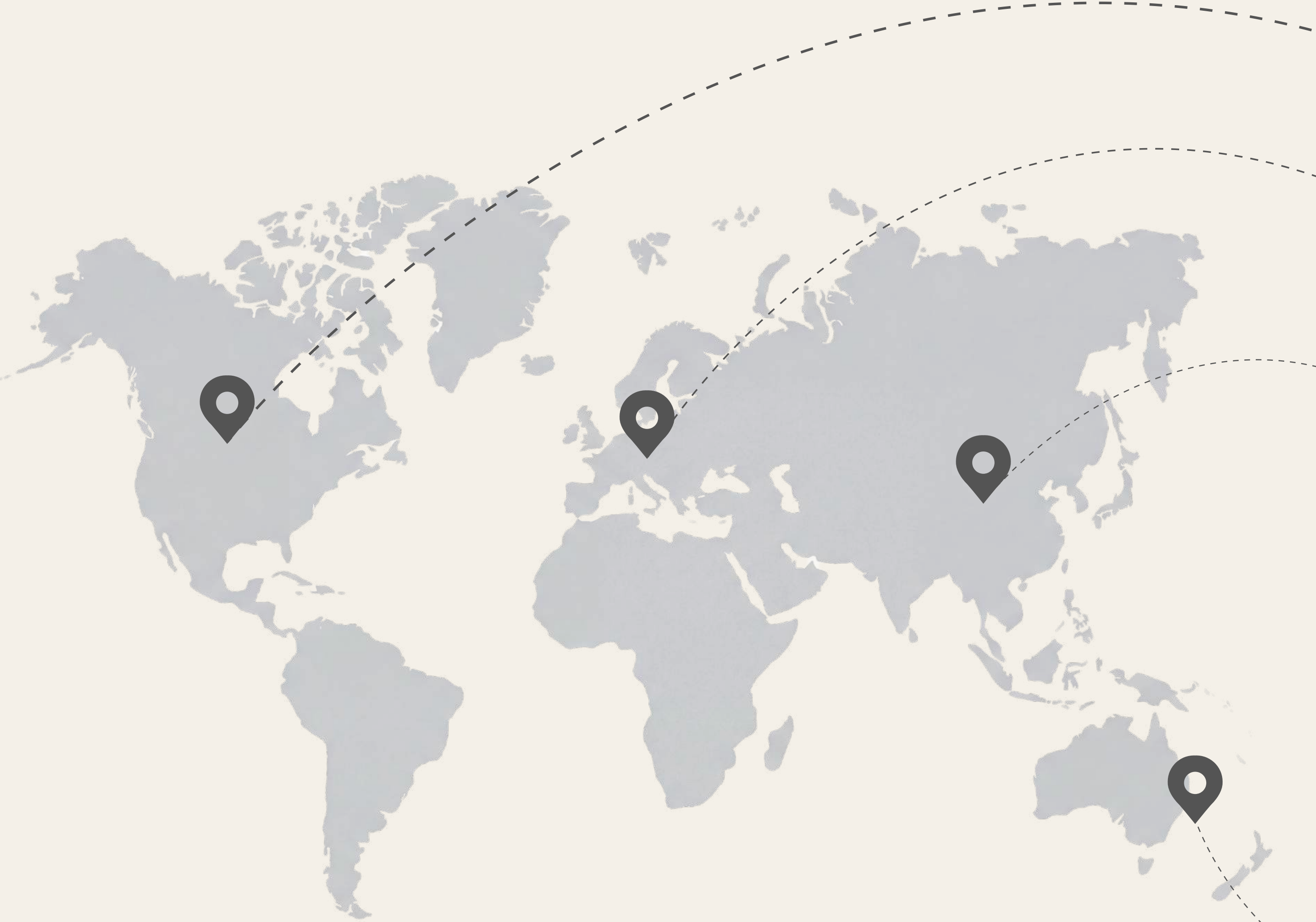


**Manufacturing Excellence + Consumer Intelligence
= Scalable Global Growth Foundation**



Our Partnership (Wholesales, B2B)





North America	Regulatory Compliance	Brand Trademark
US	✓(MoCRA)	✓
CANADA	CNF (Expected by 2H 2026)	Expected by 2H 2026
Europe / UK	Regulatory Compliance	Brand Trademark
EU	CPNP (Expected by 1H 2026)	✓
UK	SCPN (Expected by 1H 2026)	✓
Asia	Regulatory Compliance	Brand Trademark
SOUTH KOREA	✓	Expected by 1H 2026
JAPAN	MHLW (Expected by 2H 2026)	Expected by 1H 2026
CHINA	NMPA (required)	Pending
SINGAPORE	NA	✓
THAILAND	NA	Expected by 2H 2026
VIETNAM	NA	Expected by 2H 2026
INDONESIA	BPOM (Expected by 2H 2026)	Expected by 2H 2026
MALAYSIA	NA	Expected by 2H 2026
PHILIPPINES	NA	Expected by 2H 2026
TAIWAN	TFDA (required)	Expected by 2H 2026
HONKONG	NA	Expected by 2H 2026
INDIA	CDSCO (required)	Expected by 2H 2026
Oceania	Regulatory Compliance	Brand Trademark
AUSTRALIA	AICIS (required)	Expected by 2H 2026
NEW ZEALAND	NA	Expected by 2H 2026



We are open to new markets!

* All legal documents and certificates to be shared via e-mail

* Regulatory compliance status for Hydrating Avocado Toner, Serum, Moisturizer

Collaboration & Ordering Options

We offer flexible partnership models designed to support both market testing and scalable long-term growth.

Flexible Order Structure

- **Low MOQ starting from 50 units** for market validation
- **Test orders available** for new partners and pilot launches
- **Scalable production capacity up to 5,000+ units**
- Orders above 3,000 units may require approximately 8 weeks production lead time

Sell-Through Support

We actively support our partners to maximize sell-through performance.

- **Ready-to-use brand and content assets**
- **Digital marketing and influencer collaboration support**



**K-Beauty
Superfood Skincare**



fitneskin®

Nourishment Made Simple

