

A day that slipped by unnoticed,
ending with the kindest touch.

JULY MORNING

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VISION

K-Beauty that Satisfies the Beauty and Emotions
of Global Customers, a Lifestyle Creator

MISSION

1. Provide functional and practical products with an emotional design.
2. Instagrammable designs + high-performance ingredients.
3. Expand sustainable distribution strategies.
(with the goal of exporting to 20 countries worldwide.)
4. Plan to expand categories annually (pads, creams, packs, bath salts, etc.).

BEAUTY
INDUSTRY
STRATEGIST

CONSUMER
PERSPECTIVE

GLOBAL
MIND

FOCUS ON
DIGITAL
CONTENT

WELL MADE
WELL VISIBLE, WELL SOLD

[CEO] Shin Ju-hee

[BUSINESS AREA] Beauty & Lifestyle Brand Development, Marketing, Global Distribution

HISTORY

- 2021** ● July Morning Launch (Independent Business)
- 2022** ● YouTuber Collaboration Promotion
Body Emulsion Renewal
Hair Care Line Expansion
- 2024** ● YouTuber Collaboration Promotion
Department Store Pop-up Store
Body Care Line Exported to Taiwan
Hair Care Line Exports to the Middle East Begin
- 2025** ● Shin Communication Co., Ltd. Established
July Morning Product Renewal
Skincare Brand, GOBACKTIME Launched
YouTuber Collaboration Promotion (Expansion of YouTuber Line)
Hair Care Line Exports to the Middle East Begin

GOBACKTIME

Every day,
a time to return to the most beautiful me.

If the earth's population is 7 billion, there are 7 billion types of skin.
A person's skin in midsummer, for example, is different from winter skin
exposed to cold and dry air.

It is constantly changing due to the external environment such as weather and lifestyle.
Cosmetic needs vary depending on the skin's condition.
The need for customized skin care tailored to each skin problem
and situation GOBACKTIME started with belief.

EVERY DAY,
I RETURN TO THE MOST BEAUTIFUL DAY. GOBACKTIME

NOW,
WHEN I AM THE MOST WONDERFUL ME GOBACKTIME

Helps improve skin elasticity.

Helps improve skin tone and create brighter skin.

It helps prevent premature aging by protecting
the skin from external harmful factors.



SEA GRAPE PEPTIDE PORE AMPOULE

30 ml

Enriched with Sodium Hyaluronate, this ampoule provides intense moisture and helps maintain a plump, dewy complexion.

“Formulated with hyaluronic acid, it delivers deep hydration and helps maintain a moisturized, dewy complexion for a healthy-looking skin texture.”

HOW TO USE

Apply an appropriate amount to the skin and gently pat for absorption.



PDRN COLLAGEN EXO-RECOVERY AMPOULE

30 ml

Collagen & PDRN: The revitalizing ampoule for skin recovery and enhanced elasticity.

“Formulated with soothing agents like Panthenol and Allantoin, this ampoule calms the skin while supporting deep hydration and a healthy-looking texture.”

HOW TO USE

Apply an appropriate amount to the skin and gently pat for absorption.



GLUTATHIONE RETINOL WHITENING AMPOULE

30 ml

Glutathione & Retinol: The whitening ampoule for brighter skin and enhanced vitality.

“Formulated with Glutathione for radiance and Retinol to support skin renewal, this ampoule helps to even skin tone and supports a healthier, revitalized skin texture.”

HOW TO USE

Apply an appropriate amount to the skin and gently pat for absorption.



NMN NUTRITION ELASTICITY AMPOULE

30 ml

NMN & Nutrition: The elasticity ampoule for plump skin and revitalization.

“Formulated with NMN for nutrition, this ampoule supports skin vitality and elasticity, resulting in a moisturized, healthy-looking skin texture.”

HOW TO USE

Apply an appropriate amount to the skin and gently pat for absorption.



GALACTOMYCES BOOSTER AMPOULE

30 ml

Galactomyces Booster: The radiance ampoule for boosting skin vitality and clarity.

“Formulated with Galactomyces for enhanced absorption and Allantoin for soothing, this ampoule supports a smoother skin texture and increased radiance.”

HOW TO USE

Apply an appropriate amount to the skin and gently pat for absorption.



BIRCH HYALURONIC ACID MOISTURIZING AMPOULE

30 ml

Birch & Hyaluronic Acid: The moisturizing ampoule for deep, lasting hydration and soothing care.

“Formulated with Birch Tree Bark Extract for hydration and Allantoin and Panthenol for soothing, this ampoule delivers deep moisture for a revitalized, healthy-looking skin.”

HOW TO USE

Apply an appropriate amount to the skin and gently pat for absorption.



GREEN TANGERINE VITAMIN DARK SPOT AMPOULE

30 ml

Enriched with Sodium Hyaluronate to provide intense moisture and help maintain a plump, dewy complexion.

“Formulated with hyaluronic acid, it delivers deep hydration to the skin and helps to maintain a moisturized, dewy complexion for a healthy-looking skin texture.”

HOW TO USE

Apply an appropriate amount to the skin and gently pat for absorption.



HEARTLEAF CICA SOOTHING AMPOULE

30 ml

Heartleaf & Cica: The soothing ampoule for calming sensitive skin and hydration.

“Formulated with Heartleaf and Cica to soothe the skin, this ampoule calms sensitive areas and uses Panthenol and Allantoin to deliver deep moisture and maintain a healthier skin barrier.”

HOW TO USE

Apply an appropriate amount to the skin and gently pat for absorption.

Now, make your body as
beautiful as your face.

JULY MORNING

This body and hair brand was created to bring
a fresh and moist feeling like a July morning to your skin.

Ultimate



Skin soothing & barrier care

MultiEX BSASM (EG2)

A complex of seven plant extracts, including Centella Asiatica, licorice, and green tea, provides excellent skin soothing and antioxidant care.

DERMA-CLERA™

Enhances skin protection, providing gentle care even for sensitive skin.

Clean marine ingredients & antibacterial protective film

Ceramide NP

Strengthens the skin barrier and prevents moisture loss

Panthenol (Vitamin B5)

Attracts and retains moisture, providing long-lasting hydration

Enhanced hydration & barrier protection

Amino Acid Complex 17

17 amino acids work gently on the skin for gentle cleansing and moisture retention.

Hydrolyzed Collagen

Leaves skin feeling plump and smooth after use without feeling tight.



RELAXING PERFUMED BODY WASH No.5 Good Morning Orchard

400 ml

Enriched with Sodium Hyaluronate to provide intense moisture and help maintain a plump, dewy complexion.

“Formulated with hyaluronic acid, it delivers deep hydration to the skin and helps to maintain a moisturized, dewy complexion for a healthy-looking skin texture.

HOW TO USE

Take an appropriate amount on a bath sponge or towel, create a rich lather, gently massage your body, and rinse thoroughly with water.



RELAXING PERFUMED BODY WASH No.6 Dancing in the Moon Light

400 ml

Enriched with Sodium Hyaluronate to provide intense moisture and help maintain a plump, dewy complexion.

“Formulated with hyaluronic acid, it delivers deep hydration to the skin and helps to maintain a moisturized, dewy complexion for a healthy-looking skin texture.

HOW TO USE

Take an appropriate amount on a bath sponge or towel, create a rich lather, gently massage your body, and rinse thoroughly with water.

No.5

JULY MORNING is a body and hair care brand born to capture the fresh and dewy feeling of a JULY MORNING on your skin.

Now, care for your body as beautifully as you do for your face!



No.6



HYDRATING PERFUMED BODY EMULSION No.5 Good Morning Orchard

400 ml

MultiEX BSASM (EG2) provides excellent skin soothing and antioxidant care, while DERMA-CLERA™ strengthens the skin barrier, allowing for comfortable skin even on sensitive skin.

“Enriched with Sodium Hyaluronate to provide intense moisture and help maintain a plump, dewy complexion.”

HOW TO USE

Take an appropriate amount and gently massage it onto your body after showering. Apply more to dry areas.

“A gentle whisper of nature lingering on the skin.”
The delicate freshness of green tea and herbs permeates the skin, and the refreshing blend of bergamot and petitgrain washes away the day's fatigue. The velvety finish of Cedarwood and Amber Musk adds a profound sense of natural comfort



HYDRATING PERFUMED BODY EMULSION No.6 Dancing in the Moon Light

400 ml

MultiEX BSASM (EG2) provides excellent skin soothing and antioxidant care, while DERMA-CLERA™ strengthens the skin barrier, allowing for comfortable skin even on sensitive skin.

“Enriched with Sodium Hyaluronate to provide intense moisture and help maintain a plump, dewy complexion.”

HOW TO USE

Take an appropriate amount and gently massage it onto your body after showering. Apply more to dry areas.

“Bathed in moonlight, the scent of ripe figs and blooming flowers.”
Natural fruit notes softly unfold, awakening the rhythms of the tired day. Jasmine, vanilla, and musk leave a subtle lingering scent. The deep amber musk conveys a gentle sensibility, as if walking through a moonlit forest.

**NO.7 DEEP MOISTURE
SHAMPOO**

for dry hair

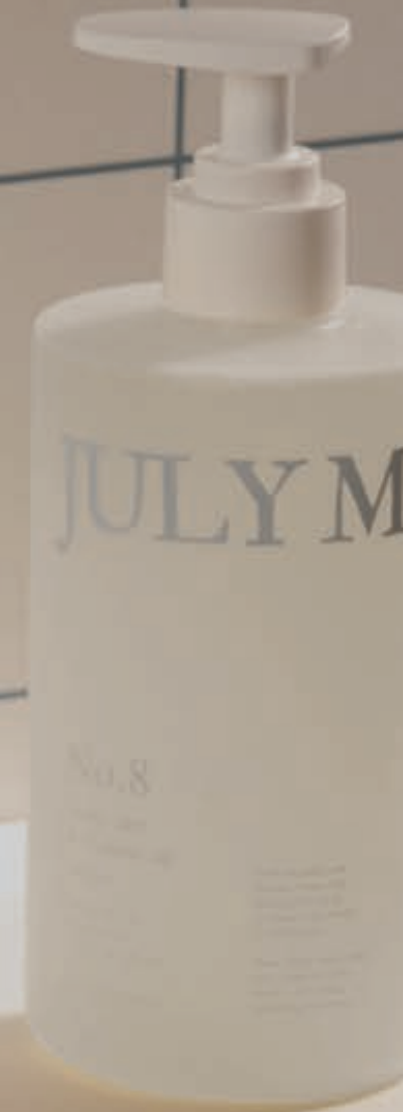
**NO.8 SCALP CARE
SHAMPOO**

for Oily Scalp

**NO.9 HIGH NUTRITION
TREATMENT**

for Damaged Hair

J U L Y M O R N I N G



The fresh vitality of a July morning awakens from head to toe.

Just as our skin changes with the seasons and lifestyle, the scalp and hair continuously demand delicate care. JULY MORNING goes beyond simple cleansing, offering a head-to-total solution dedicated to achieving the perfect balance between your scalp and hair.

The journey to beautiful hair begins with a resilient scalp. Our functional, MFDS-certified shampoo gently calms scalp heat and alleviates itchiness. Specialized patented ingredients and the mildly acidic formula work together to reinforce hair roots and aid in the alleviation of hair loss symptoms without irritation. This creates a revitalized, healthy scalp environment from the root.

Following this, our high-concentration treatment carries that energy to the very tips of your hair. The potent synergy of Fermented Horse Oil and the Protein Complex deeply replenishes the structure of severely damaged hair. The luster from Camellia Phyto Placenta embraces the cuticle layer, ensuring that dryness and frizz vanish. Your hair returns to its most youthful and beautiful state, becoming as soft as silk yet full of elasticity and volume.

With JULY MORNING, your day will always begin in your most radiant and healthy state.

JULY MORNING

Born to bring the freshness and vitality of a July morning to your skin, JULY MORNING inspires a healthy and radiant beauty that lasts.

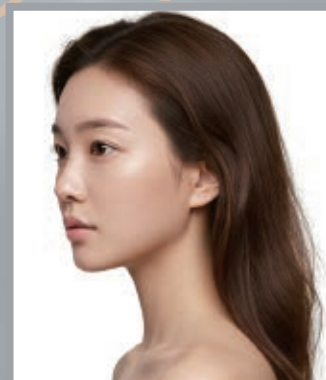
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From head to toe, we deliver everything essential for youthful, balanced, and beautifully harmonized skin.

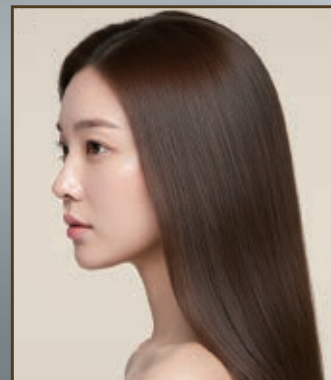
Welcome to JULY MORNING.

Deeply nourishing and

beautiful
Hair



BEFORE



AFTER

*There may be individual differences.

No.7 Deep Moisture & Softest Shampoo 500 ml

A product certified by the Ministry of Food and Drug Safety (MFDS) for alleviating hair loss symptoms and caring for scalp health from the root.

“The patented ingredient, Camellia Phyto Placenta Extract, offers three functions (antioxidant, scalp nutrition, and scalp soothing). Combined with Hydrolyzed Silk, Keratin (II), and Coarse Protein(H), it helps restore damaged hair structure, strengthen cuticles, and make hair soft and firm”.



A fresh and moist feeling like a July morning

JULY MORNING

A day with
a clear mood and
no stress

As if your peaceful mind is visible
on your face deep relaxation and inner comfort
are also reflected on the skin.

No.8 Scalp care & Volume up Shampoo 500 ml

A product certified by the Ministry of Food and Drug Safety (MFDS) for alleviating hair loss symptoms and caring for scalp health from the root.

“Beyond the scalp, this formula delivers high-performance protein to revitalize and strengthen every strand of hair.

The patented Camellia Phyto Placenta Extract provides vital antioxidants and nutrition, promoting healthy hair growth. A powerful blend of Hydrolyzed Silk, Keratin, and Coarse Protein rapidly repairs damaged hair structure and strengthens cuticles. Experience light, non-greasy volume and elasticity, resulting in hair that is soft, firm, and visibly healthier.



A fresh and moist feeling like a July morning

JULY MORNING

Intensive moisturizing & protein supply for damaged hair

Fermented Horse Milk

Highly nutritious and moisturizing, it provides protein to repair damaged cuticles, creating bouncy, soft hair.

High-protein hair restoration & shine enhancement

Camellia Phytoplacenta

Provides nutrients to hair roots and maintains healthy hair with antioxidant effects.

AMINO ACID COMPLEX (B)

A 17-amino acid protein complex repairs damaged hair and adds elasticity.

Scalp soothing & scalp care combined treatment

MultiEX BSASM (EG2)

Contains 7 plant extracts to relieve scalp redness, itchiness, and sensitivity.

HP DCC Complex™

Patented ingredient reduces scalp heat and provides a refreshing cooling effect.

Soft with hair coating effect

Grape Seed Oil

A light yet powerful oil coating gently envelops the hair surface, enhancing shine.
→ Rich in vitamin E and antioxidants, it prevents hair aging.

No.9 Hair Repair & High Nutrition Treatment 500 ml



The No.9 Hair Treatment delivers dramatic transformation to severely damaged hair, infused with high-concentration protein and Fermented Horse Oil.

“After using this treatment, your hair becomes supremely soft and retains moisture for an extended period without dryness. Crucially, the cuticle layer is strengthened, reducing breakage and split ends caused by damage. You will experience a transformation into hair that is elastic and resilient, with a natural lustrous shine from root to tip. It simultaneously calms scalp heat and supplies essential nutrients, ensuring a healthier hair environment.”

