



Awaken Your Skin's Potential

SEOL O DAM

Where skin finds its clarity.
Thoughtfully crafted skincare, SEOL O DAM.



Awaken Your Skin's Potential

SEOL O DAM

Brand Philosophy

SEOL O DAM (雪五談) embraces a philosophy of skin as pure and clear as snow, and the beauty that comes from the balance of the Five Elements. At the beginning and end of each day—when skin feels most at ease—it combines the harmony of nature with modern skin science to offer a restorative ritual that goes beyond simple skincare. “As the night deepens, the skin should return to its natural rhythm.” Inspired by nature’s cycles and the restorative power of night, SEOL O DAM is a nighttime ritual care brand that goes beyond functionality, blending sensibility and self-revitalizing energy to help skin regain its own strength and radiance.



Seol (Snow)

Pure, clear beauty like freshly fallen snow



O (Five)

The five natural energies in harmonious flow



Dam (Story / Dialogue)

A sincere conversation shared with the skin

“Seol (Snow)” represents purity and clarity, “Ohaeng (Five Elements)” symbolizes the five natural energies that balance the skin, and “Dam (Dialogue)” signifies a conversation between your skin, yourself, and your life.

All SEOL O DAM products are designed to help the skin regain its natural strength and glow with its own radiance.

SEOL O DAM

VELLOAR LINE



SEOL O DAM is a skincare brand inspired by the harmony of nature and the skin's innate balance, focusing on the moments throughout the day when skin feels most at ease. In the quiet hours of night, it harmoniously blends sensibility and science to propose a ritual care experience that nurtures and maintains healthy skin condition.

VELLOAR AURORA MIST



100ml / 3.38 fl. oz.

VELLOAR TOWAY CREAM



100ml / 3.38 fl. oz.

VELLOAR AURORA DUO SET



100ml / 3.38 fl. oz.

SEOL O DAM

GOUNGYEOL LINE



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GOUNTANE AMPOULE



50ml / 1.69 fl.oz

GOUNGYEOL BIDAN CREAM



100g / 3.52 oz

GOUNGYEOL SUJEONG SET



50ml / 1.69 fl.oz

VELLOAR TOWAY CREAM

SEOL O DAM

SEOL O DAM VELLOAR TOWAY CREAM Point



100ml / 3.38 fl. oz.

01

Dual Functional Brightening & Wrinkle Improvement

Certified by the MFDS as a functional cosmetic for brightening and wrinkle improvement.

02

Skin Balance Solution

Formulated with COOLIF™, BIORAN EX Infla Care™, and ACTI-BARRIER™ to help comfort and balance skin.

03

Ingredients for Skin's Natural Strength

Contains TeaTree-Exo and CeraPlex5 to support healthy skin condition

04

Moisture & Oil Layering

Infused with hydrating ingredients such as Hyal 11, Seawater, Panthenol, and Glycerin to deliver lasting moisture to the skin.

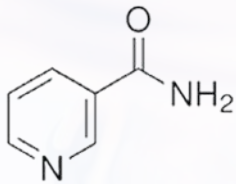
05

Contains 4 Naturally Derived Ingredients

Includes naturally derived components that help refine and comfort skin

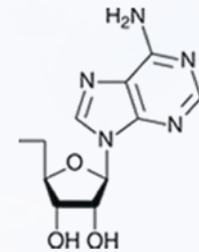
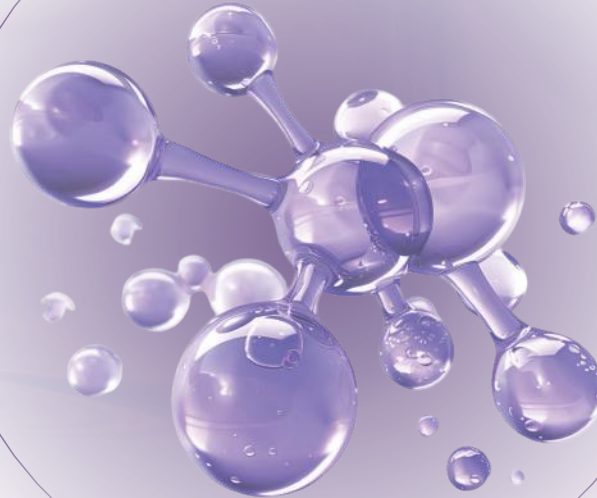
Brightening & Wrinkle Improvement

Dual Functional Care Brightening & Wrinkle Improvement



Niacinamide

A brightening functional ingredient that helps improve skin clarity and promote a more even skin tone



Adenosine

An anti-wrinkle functional ingredient that helps support the synthesis of skin DNA, proteins, and collagen.

Supporting Skin's Natural Strength

Ingredients for Skin's Natural Strength

CeraPlex 5

Ceramide NP/EOP/NS/AS/AP

Contains five types of ceramides that help keep skin moisturized and firm, especially when it is prone to dryness.

CERAMIDE

EXOSOME

TeaTree-Exo

Tea Tree Flower/Leaf/Stem Extract

Formulated with tea tree-derived ingredients to help clarify skin and support hydration care..

Moisture & Oil Layering

The Perfect Blend of Moisture and Oil for Hydrated Skin

Hyal 11

Formulated with 11 types of hyaluronic acid in various molecular sizes, it helps deliver moisture deep into the skin and care for dryness.

Seawater

A mineral-rich ingredient derived from purified seawater that helps support skin balance and promote healthy-looking, revitalized skin

Panthenol

A Vitamin B5 derivative that helps maintain comfortable skin condition and supports firm, healthy-looking skin.

Glycerin

A well-known moisturizing ingredient that helps attract moisture to the skin, maintain hydration, and support moisture balance

Cordyceps Extract

Helps comfort and protect skin that is easily affected by external environmental factors, while replenishing moisture to maintain a hydrated skin condition.

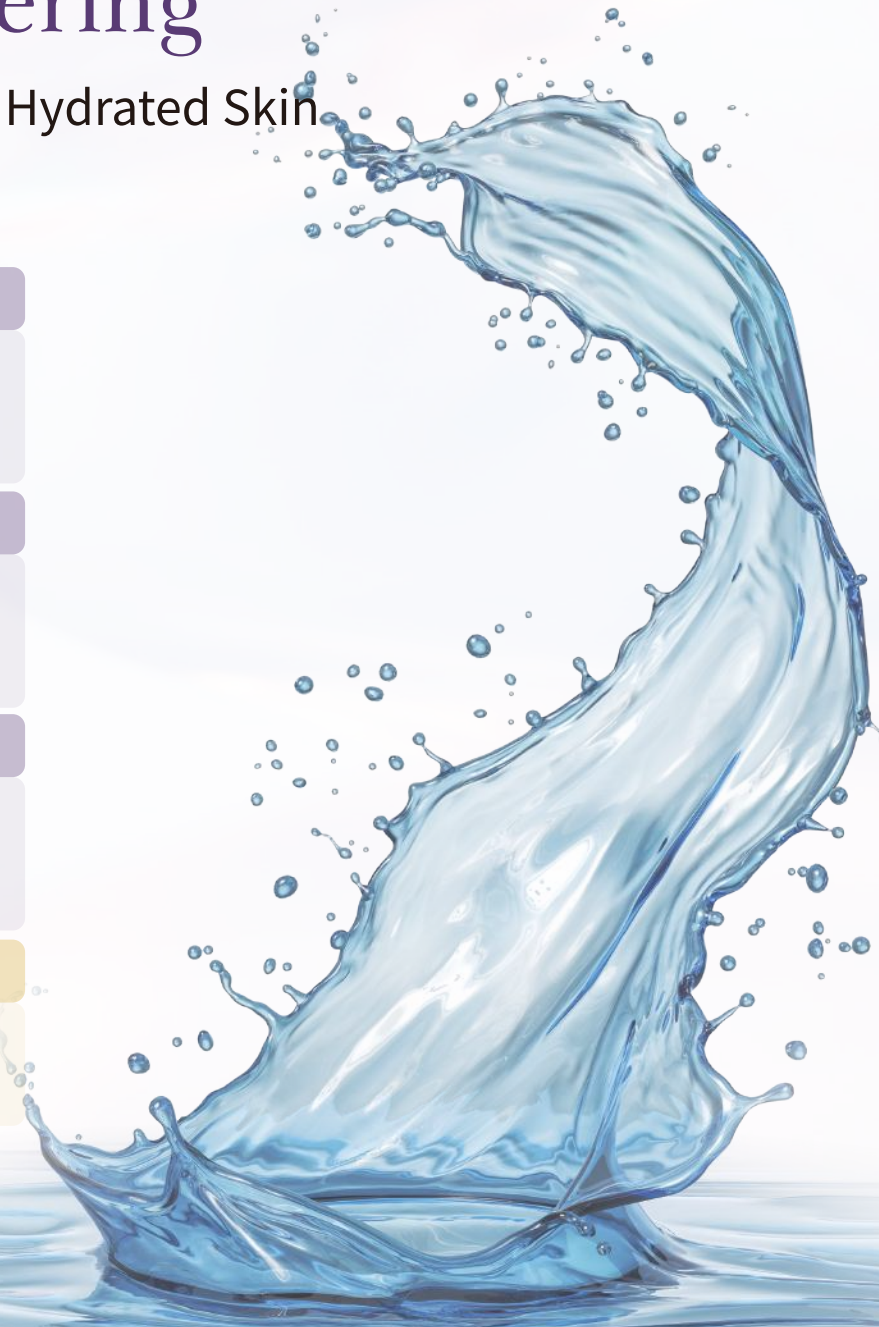
5 Moisturizing Ingredients

Formulated with Saccharide Isomerate, Glucose, Shea Butter, Squalane, and Arginine, it helps support skin hydration care.



Helianthus Annuus (Sunflower) Seed Oil

Contains linoleic acid and vitamin E, helping form a moisture barrier on the skin and support moisture retention. It also helps smooth rough, dry skin and maintain a healthy skin condition



4 Natural-Derived Ingredients

Contains 4 Naturally Derived Ingredients



Melia Azadirachta Flower Extract

Helps smooth skin texture and maintain a comfortable skin condition.



Coccinia Indica Fruit Extract

Helps refresh skin and refine skin texture, contributing to a revitalized-looking skin condition.



Lithospermum Erythrorhizon Root Extract

Helps comfort skin and smooth skin texture for a soft, well-refined appearance.



Chrysanthellum Indicum Extract

Helps support skin hydration care and protect skin comfortably.

Texture



Seolodam Velora Two-Way Cream *Texture*

A rich yet flexible texture spreads evenly across the skin and leaves a smooth finish.
This sensorial cream formula features a soft lavender tone blended with delicate violet capsules.

Before & After



*Based on internal test results; individual results may vary.

Test

Oil/Moisture & Stickiness Test



*Based on internal test results; individual results may vary.

Recommend for

Those who want functional care for brightening and wrinkle improvement at the same time

Those whose skin is easily affected by dryness

Those who prefer a cream that feels fresh yet rich in density

Those looking for a cream gentle enough to use even on sensitive days

Those who want to strengthen their skin's fundamental condition



SEOL O DAM

*This document contains background images created using AI technology.

Comfortable skin condition

Skin Balance Care Solution



COOLIF™ Patent No. 10-2621398

COOLIF™ is a patented cooling complex formulated with an optimal ratio of lemongrass, aloe vera leaf, eucalyptus leaf, cornmint extract, and erythritol. It delivers an instant cooling sensation and helps reduce elevated skin temperature caused by external irritants.

BIORAN EX Infla Care™ Patent No. 10-2174260

BIORAN EX Infla Care™ is a patented ingredient containing Inula Britannica Flower/Leaf/Stem Extract, Lactobacillus Ferment Lysate, Taraxacum Platycarpum Extract, and Ixeridium Dentatum Extract, which helps support healthy skin condition.

Calmskin A7

Calmskin A7 contains plant-derived ingredients that help soothe and comfort the skin, including centella asiatica extract, Passiflora Incarnata Extract, Urtica Dioica (Nettle) Extract, Houltuynia Cordata Extract, Phyllostachys Nigra Leaf Extract, Polygonum Multiflorum Root Extract, and Eclipta Prostrata Extract, helping care for sensitive skin.

