



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



O (Five)

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 Seolodam products are designed to help the skin regain its natural strength and glow with its own radiance.

SEOL O DAM VELLOAR LINE



Seolodam is a skincare brand inspired by the harmony of nature and the skin's innate balance, focusing on the moments within the flow of the day when skin feels most at ease. In the stillness of night, it blends sensibility and science in harmony to propose a ritual care experience that helps nurture 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



Seolodam is a skincare brand inspired by the harmony of nature and the skin's innate balance, focusing on the moments in the flow of the day when skin feels most comfortable. In the quiet hours of night, it harmoniously blends sensibility and science to propose a ritual care experience that helps nurture healthy skin condition.

GOUNTANE AMPOULE



50ml / 1.69 fl.oz

GOUNGYEOL BIDAN CREAM



100g / 3.52 oz

GOUNGYEOL SUJEONG SET



50ml / 1.69 fl.oz

VELLOAR AURORA MIST

SEOL O DAM

SEOL O DAM VELLOAR AURORA MIST



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

A comfortable skin condition

Formulated with COOLIF™, BIORAN EX Inflammation Care™, and ACTI-BARRIER™ to help support comfortable-looking skin.

03

Healthy Skin Care

Formulated with TeaTree-Exo, PDRN, and CeraPlex 5 for Healthy Skin

04

Skin moisture layering

Formulated with Hyal11, Sea Water, Panthenol, and Glycerin to help provide hydration to the skin.

05

Add firmness with EGF peptide

Ingredients for firm skin
Contains SH-oligopeptide-1

06

6 Naturally Derived Ingredients

Contains 6 Naturally Derived Ingredients

VELLOAR TOWAY CREAM

SEOL O DAM

SEOL O DAM VELLOAR TOWAY CREAM



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

GOUNTANE AMPOULE

SEOL O DAM

SEOL O DAM GOUNTAN AMPOULE



50ml / 1.69 fl. oz.

01

Dual Functional Brightening & Wrinkle Improvement

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

02

Comforting Skin Condition Care

Contains Calmskin A7, Soothing Cooler, ACTI-BARRIER™, and BIORAN EX Infla Care™ to help soothe and maintain a comfortable skin condition.

03

Ingredients for Healthy Skin

Formulated with TeaTree-Exo, PDRN, and CeraPlex5 to help support skin's natural strength and resilience.

04

Moisture Layering

Infused with Hyal 11, Sea Water, Panthenol, Glycerin, and Cordyceps Sinensis Extract to deliver deep hydration and help maintain a moisturized skin condition

05

16 Types of Peptides

Contains a complex of 16 peptides to help refine skin texture and promote firmer-looking skin.

GOUNGYEOL BIDAN CREAM

SEOL O DAM

SEOL O DAM GOUNGYEOL BIDAN CREAM



100g / 3.52 oz.

01

Dual Functional Brightening & Wrinkle Improvement

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

04

Hydration Layering

Formulated with Hyal 11, Sea Water, Panthenol, and Glycerin for deep hydration.

02

Skin Balance Solution

Formulated with BIORAN EX Infla Care™, Soothing Cooler and Calmskin A7 to help comfort and balance skin.

05

2 Naturally Derived Ingredients

Formulated with naturally derived extracts, Melia Azadirachta Flower Extract and Coccinia Indica Fruit Extract.

03

Ingredients for Healthy Skin

Formulated with TeaTree-Exo, PDRN, and CeraPlex5 to help support skin's natural strength.

GOUNGYEOL SUJEONG SET

SEOL O DAM

SEOL O DAM GOUNGYEOL SUJEONG SET



Bidan Jeong 35 mg × 9 ea
Bidan Soo 50 ml / 1.69 fl. oz.

GOUNGYEOL BIDAN SOO

1 Dual Functional Brightening & Wrinkle Improvement

Certified functional cosmetics for brightening and wrinkle improvement by the Ministry of Food and Drug Safety. Formulated with Niacinamide & Adenosine

2 Comfortable Skin Condition Care

Contains COOLIFT™, BIORAN EX Infla Care™, and ACTI-BARRIER™ to help promote a calm and comfortable skin condition.

3 Healthy Skin Care

Formulated with TeaTree-Exo, PDRN, and CeraPlex 5 to help support healthy skin care.

4 Hydration Layering for Skin

Contains Hyal 11, Sea Water, Panthenol, Glycerin, and Cordyceps Sinensis Extract to deliver rich moisture and keep skin hydrated.

5 Firmness Boost with EGF Peptide

Includes sh-Oligopeptide-1 to help promote firmer-looking skin.

GOUNGYEOL BIDAN JEONG

1 Formulated with Skin Energy Balance Care Ingredients

Contains Nicotinamide Mononucleotide (NMN), a vitamin B3-derived ingredient that helps support skin vitality.

2 Skin Condition Care Formula

Infused with Hyaluronic Acid, Algin, and Carthamus Tinctorius (Safflower) Flower Extract to help maintain a healthy-looking skin condition.

Recommend for

- For those who want brightening and wrinkle care
- For those with easily sensitive skin from external stress
- For those needing skin barrier and overall condition care
- For those with dry skin due to lack of moisture
- For those seeking firm and balanced skin care