



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.

雪

Seol (Snow)

Pure, clear beauty like freshly fallen snow

五

O (Five)

The five natural energies in harmonious flow

談

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

GOUNGYEOL SUJEONG SET

SEOL O DAM

SEOL O DAM GOUNGYEOL SUJEONG SET Point



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.

POINT

SEOL O DAM GOUNGYEOL BIDAN SOO



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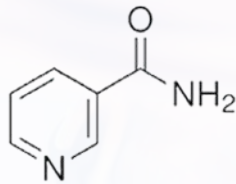
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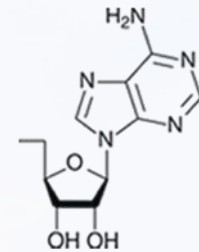
Brightening & Wrinkle Improvement

Dual Functional Care Brightening & Wrinkle Improvement



Niacinamide

A brightening functional ingredient that helps promote a clearer, more even-looking skin tone.



Adenosine

A wrinkle-improving functional ingredient that helps support the synthesis of skin DNA, proteins, and collagen for firmer-looking skin.

Comfortable skin condition

Comforting Skin Conditioning



Calmskin A7

Calmskin A7 contains plant-derived ingredients that help soothe the skin, including Centella asiatica extract, Passiflora incarnata extract, mugwort leaf extract, houttuynia cordata extract, bamboo leaf extract, Polygonum multiflorum root extract, and Eclipta prostrata extract—helping support sensitive skin.

COOLIF™ Patent No. 10-2621398

COOLIF™ is a patented cooling complex formulated with an optimized blend of lemongrass, aloe vera leaf, eucalyptus leaf, cornmint extract, and erythritol. It provides an instant refreshing sensation and helps lower skin temperature elevated by external irritation.

ACTI-BARRIER™

ACTI-BARRIER™ is a clinically tested ingredient shown to help improve the skin barrier. Formulated with mung bean extract, Lactobacillus ferment, purslane extract, and Coptis japonica extract, it helps support healthy skin condition and hydration.

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, dandelion whole plant extract, and Ixeris dentata extract. It helps maintain a healthy skin condition.

Healthy Skin Care



TeaTree-Exo

Melaleuca Alternifolia (Tea Tree)
Flower/Leaf/Stem Extract

TeaTree-Exo consists of exosomes approximately 133.0 nm in size, directly derived from tea tree. It helps deliver essential nutrients and hydration to the skin.

PDRN Sodium DNA

Sodium DNA is a stabilized DNA fragment derived from salmon, also known as PDRN, a high-performance cosmetic ingredient. It helps maintain firm skin and supports moisturizing care.

CeraPlex5

Composed of five types of ceramides (Ceramide NP/EOP/NS/AS/AP), CeraPlex5 forms a moisturizing barrier on the skin to reduce moisture loss and help maintain healthy-looking skin.

Moisture Layering

Hydration Layering for Moisturized Skin



Hyal 11

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

Sea Water

Derived from purified seawater, this mineral-rich ingredient helps maintain skin balance and supports a fresh, healthy-looking complexion.

Panthenol

A vitamin B5 derivative that helps keep skin feeling comfortable while supporting firm, healthy-looking skin.

Glycerin

A well-known moisturizing ingredient that attracts moisture to the skin, helping maintain hydration and balance.

Cordyceps Sinensis Extract

Helps soothe skin that may be easily irritated by external factors and supports a hydrated, comfortable skin condition.

EGF for skin firmness

Firmness Boost with EGF Peptide

What is EGF(SH-Oligopeptide-1)?

EGF (SH-Oligopeptide-1) is a recombinant peptide ingredient produced through a fermentation process. It helps improve skin firmness, smooths the skin's texture, and supports the maintenance of a healthy skin condition.

*Limited to ingredient characteristics.

POINT

SEOL O DAM GOUNGYEOL BIDAN JEONG

1

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2

Skin Condition Care Formula

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

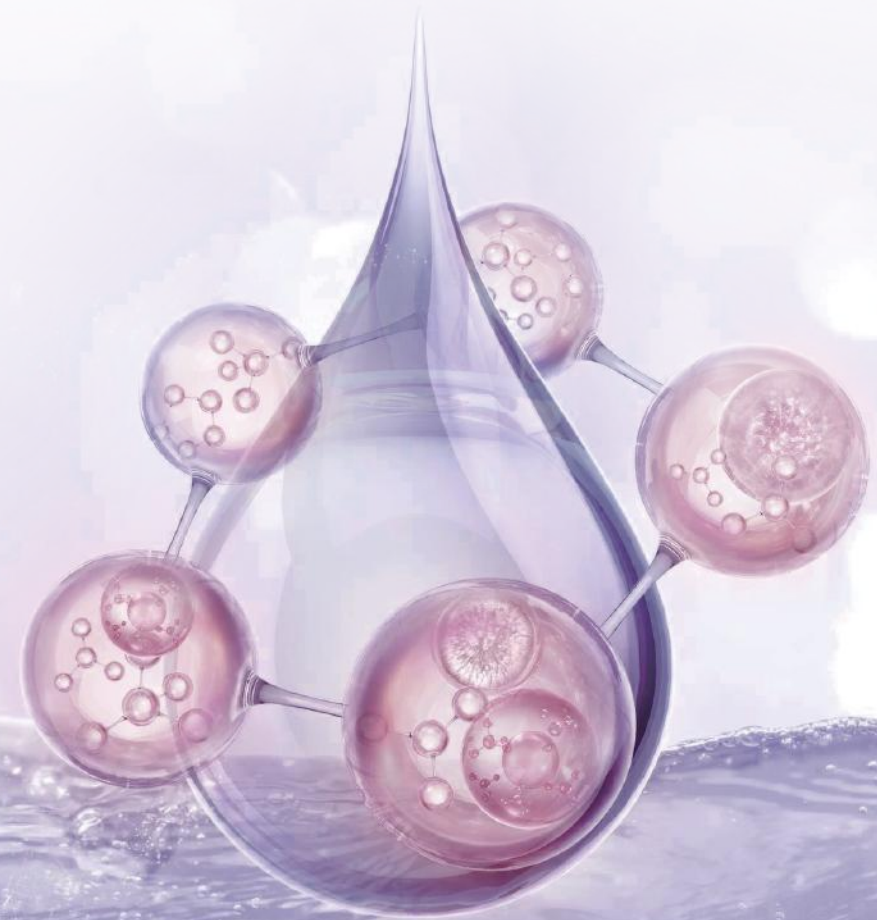


Skin Energy Care

Skin Energy Balance Care

Nicotinamide Mononucleotide (NMN)

Nicotinamide Mononucleotide (NMN) is a derivative of niacin (Vitamin B3) and a precursor to NAD⁺ (Nicotinamide Adenine Dinucleotide), a molecule that plays a vital role in cellular energy production and metabolic processes. NAD⁺ is involved in various biological functions such as energy metabolism, DNA repair, cell signaling, and anti-aging mechanisms.



Skin Conditioning Care

Skin Conditioning Care



Sodium Hyaluronate

A moisture-attracting hydrating ingredient that helps replenish skin hydration. It absorbs lightly into the skin to help smooth and soften dry skin.



Algin

A polysaccharide derived from seaweed that helps form a moisturizing barrier on the skin and provides a comfortable, hydrated finish.



Carthamus Tinctorius (Safflower) Flower Extract

A plant-derived ingredient obtained from safflower that helps soothe the skin and supports overall skin condition care.

How to use



1. Open the SEOL O DAM
GOUNGYEOL BIDAN JEONG.



2. Pump the SEOL O DAM GOUNGYEOL
BIDAN SOO 2-3 times onto the capsule.



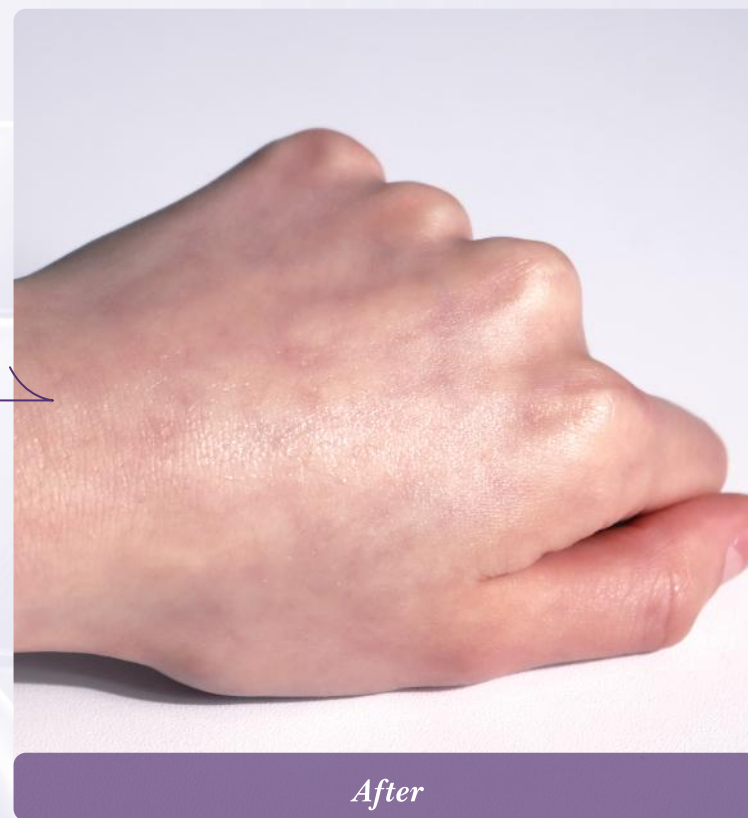
3. Gently blend until the capsule and
essence are evenly mixed.

Texture



The moment the Silken Essence and Silken Capsule meet, they melt together smoothly, creating a silk ampoule texture that absorbs clearly and lightly like water.

Before & After



Results may vary by individual.

Test

Oil / Moisture / Stickiness Test



*Results are based on internal testing and may vary from person to person.

Recommend for

Those who want to target brightening and wrinkle care at the same time

Those who want to manage overall skin condition in one step

Those whose skin easily feels dry and lacks vitality

Those who want both hydration and firmness care

Those who want to strengthen their skin's foundation



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*This material includes background images created using AI technology.