

Anua

2024

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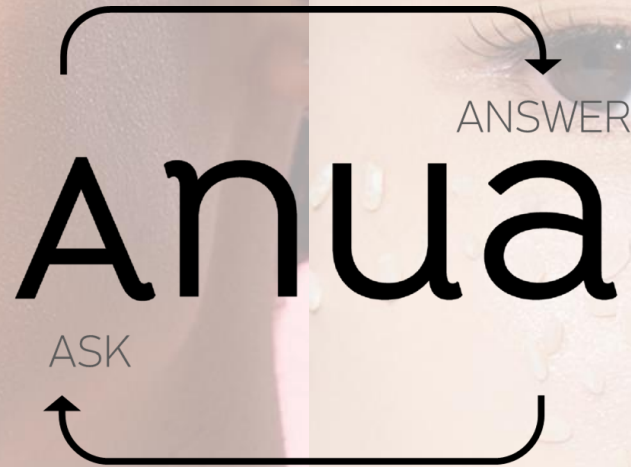
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01 BRAND INTRODUCTION

- BRAND IDENTITY
- BRAND CORE VALUES
- ACHIEVEMENTS

BRAND IDENTITY

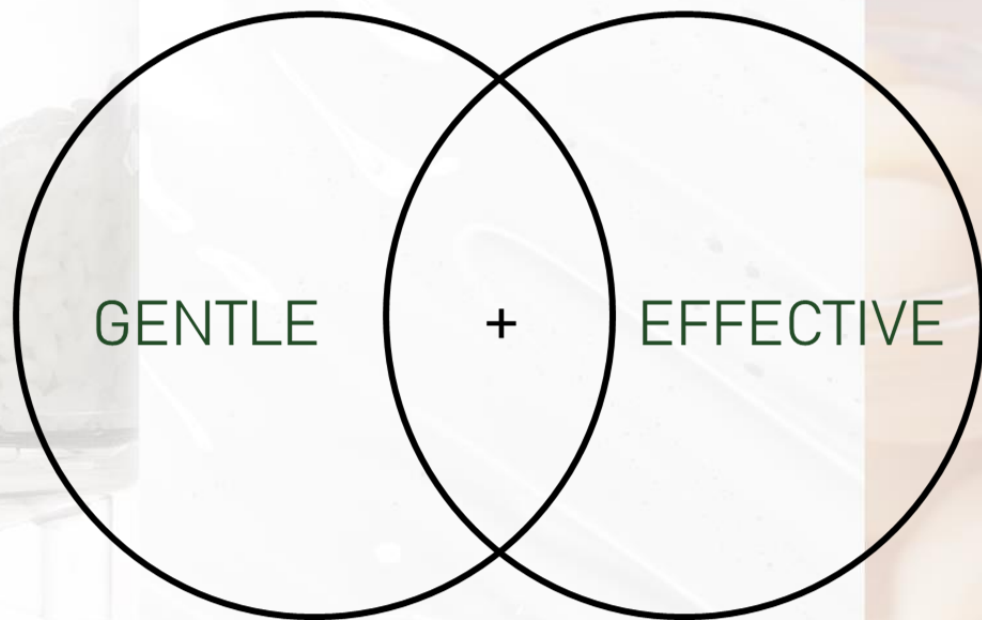
"**A**"s stand for "**A**sk" and "**A**nswer", while the "**N**" and "**U**" in the middle represent intersection and union, respectively.



We ask our customers their needs and answer them with our products.



BRAND IDENTITY



ANUA responds to customers' skincare needs with products that are
Gentle, Effective, or both Gentle & Effective.

BRAND CORE VALUE



ANUA develops products from the customer's perspective, not the manufacturer's.

The "**customer's perspective**" means providing precise solutions to skincare concerns and embodying ANUA's spirit of continuously pursuing what customers truly desire.

CUSTOMER PERSPECTIVE CASES

[Case 1] Cleansing Oil Pump

Issues:

Nozzle damage caused by external impacts such as transport, delivery, or mishandling.

Splashing of product due to stiff pumping action.

Improvements:

Strengthened pump thickness for durability and applied protective caps to ensure product integrity upon delivery.

Enhanced pump mechanism for smoother pumping action.



Before



After

[Case 2] Matt But Glow Pump

Issues:

Pump Tube Type Packaging
Received multiple customer complaints about the pump not working properly.

Container-related negative mentions accounted for 3.2% of total reviews on the official website.

Improvements:

Strengthened pump thickness for durability and applied protective caps to ensure product integrity upon delivery.

Enhanced pump mechanism for smoother pumping action.



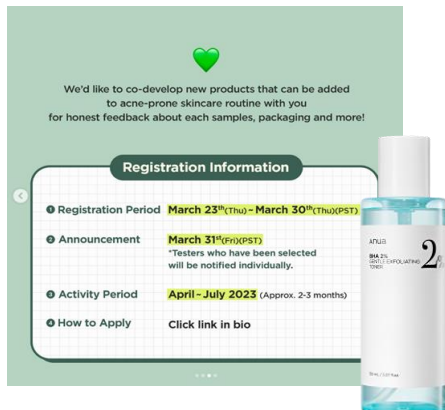
AS-IS



TO-BE

CUSTOMER PERSPECTIVE CASES

Co-development of new SKUs with 43 skincare influencers & ANUA's online community for 4 months, receiving feedback for each sample batches, to find the best packaging, texture and effects for customers



ANUA

OVERVIEW OF THE 4th SAMPLE

What's this sample about?

From previous testing & feedback of various samples, we found that this sample had the most positive feedback that it is a gentle yet effective exfoliant for acne-prone / sensitive skin.

Hence, we ought to finally test the sample which includes **Salicylic Acid (BHA)**, Teatree extract, Hyaluronic Acid and Willow Bark extract for the most effective exfoliating effect as well as gentleness.

How to Use

- Please use maximum once every 2 days (Everyday use may cause over exfoliation for some skin types)
- Can be used morning & night, but please wear SPF protection in mornings
- Kindly test on the palms of your hands first**, then to areas where exfoliation is needed, then to the whole face!

Sample Information

- There will be **1 bottle** for this batch for quick tests and reviews!
- Main active ingredients (*Full ingredients list is in the next page):

- 2% Salicylic Acid: Effective in unclogging & minimizing pores
- 1% Teatree Extract: Soothing effect & slight scent
- 1% Anti-Sebum P+: Pore & sebum production care

ANUA

OVERVIEW OF THE 5th SAMPLE

What's this sample about?

From test results of the 4th sample, there were opposing opinions on how lightweight the serum was - and how it didn't absorb into the skin fully.

To test this, we've changed the texture watery and lightweight for better absorption into acne-prone skin.

In addition, we've removed fragrance (parfum) to prevent any irritation that may occur - alongside with a fungal acne (Malassezia Folliculitis) triggering ingredient 'Polyglyceryl-10 Oleate'.

How to Use

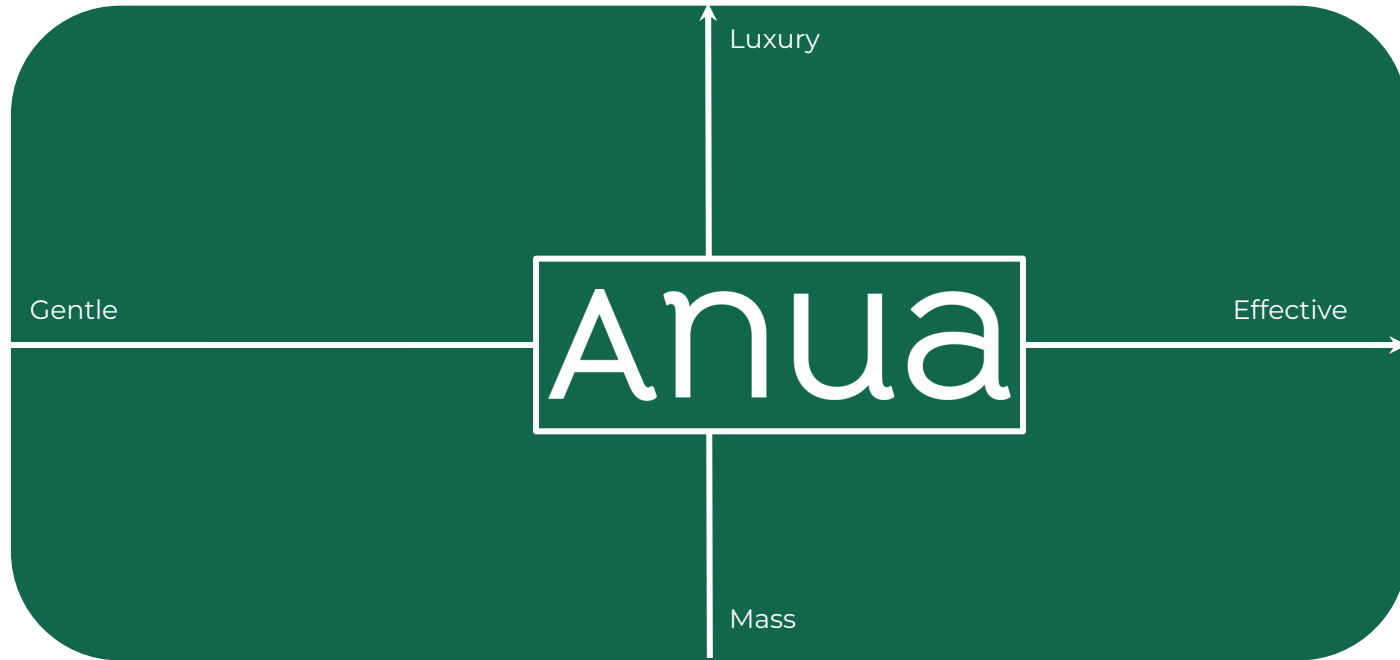
- Can be used for everyday daily use
- Can be used morning & night, but please wear SPF protection in mornings
- Kindly test on the palms of your hands first**, then to areas where dark spot treatment is needed, then to the whole face!

Sample Information

- There will be **2 bottles** for this batch for quick tests and reviews!
- Main active ingredients (*Full ingredients list is in the next page):

- 10% Niacinamide: Helps to break down excess melanin
- 4% TXA: Interrupts excess melanin production
- 2% Arbutin

BRAND POSITIONING

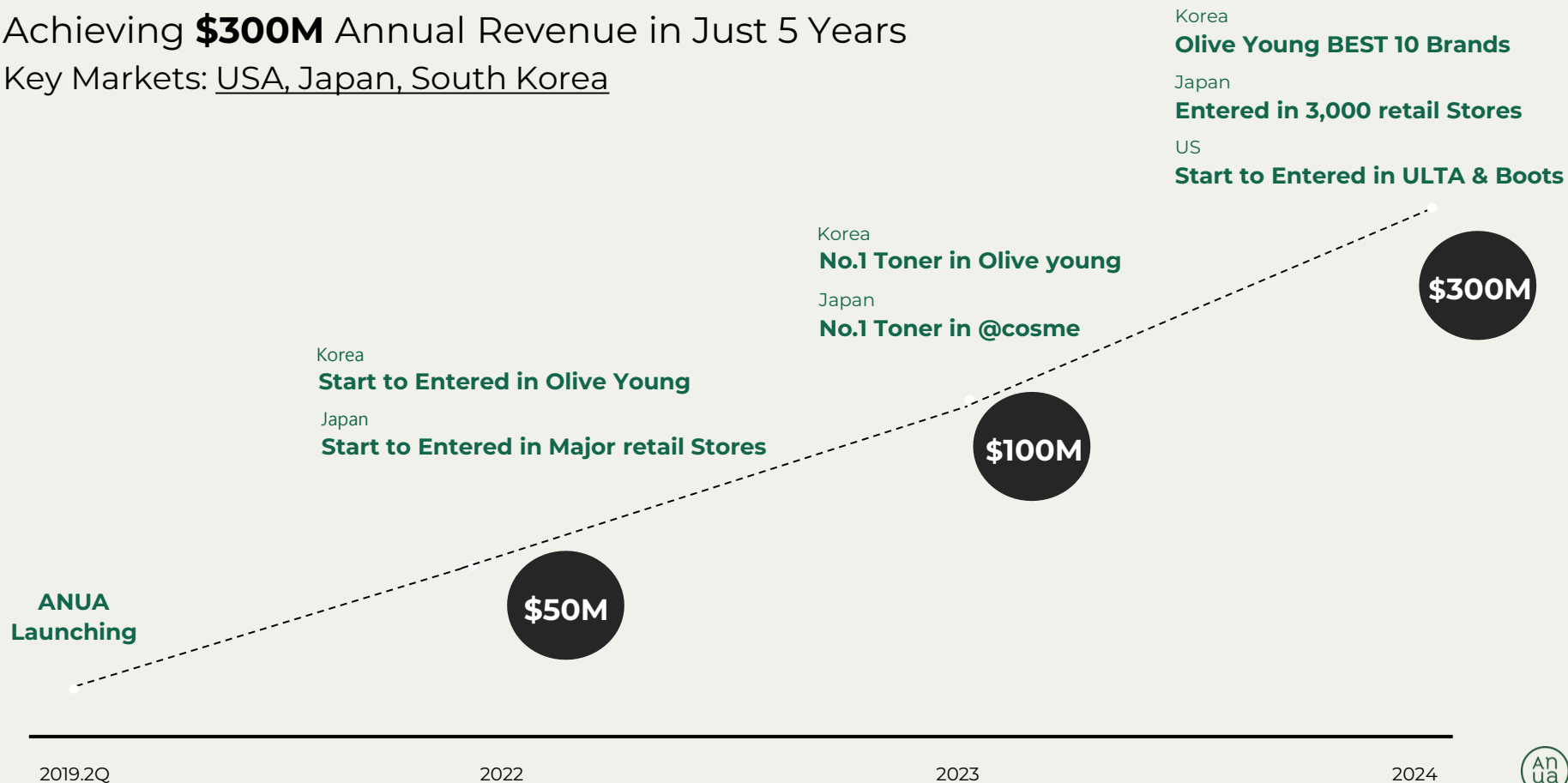


ANUA aims to provide **gentle and effective** cosmetics at an **accessible mid-range price point**.

ACHIEVEMENTS

Achieving **\$300M** Annual Revenue in Just 5 Years

Key Markets: USA, Japan, South Korea



ACHIEVEMENTS



\$100M
FY23
revenue

**40M
Units**
Sold Globally
2023

**10,000
Doors**
Worldwide

**Amazon
No.1**
Toners &
Cleansing Oil

**2.2B
Views**
#anua in
TikTok

**15+
New
SKUs**
2024

02 PRODUCTS

- PRODUCT DEVELOPMENT PHILOSOPHY
- GENTLE & EFFECTIVE: BY LINE
- GENTLE & EFFECTIVE: BY CATEGORY

PRODUCT DEVELOPMENT PHILOSOPHY

GENTLE YET EFFECTIVE

1. Exclusive/Patented Ingredients and Formulations Unique to ANUA
1. Proven Effectiveness and Safety Through Testing
1. A Sensory Experience That Satisfies Everyone
1. Practical and Eco-Friendly Packaging



VEGAN



CRUELTY-FREE FORMULA

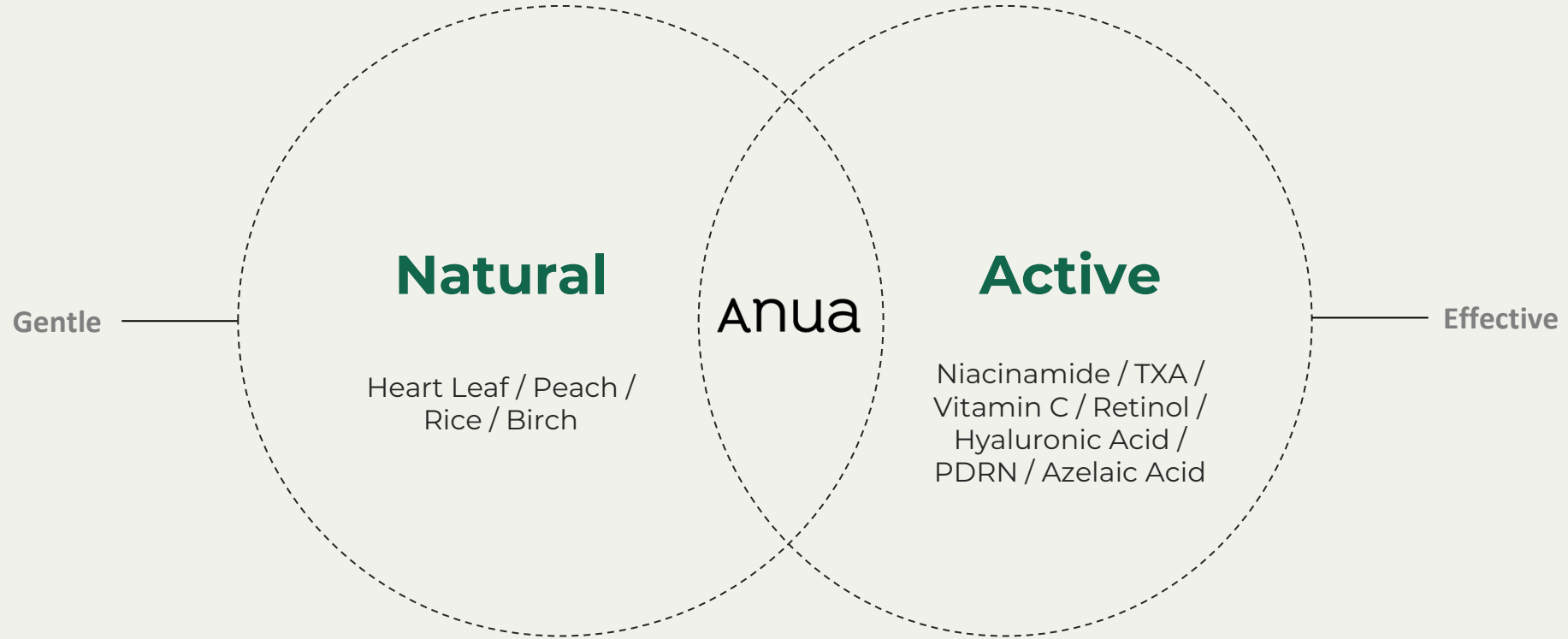


FSC CERTIFIED



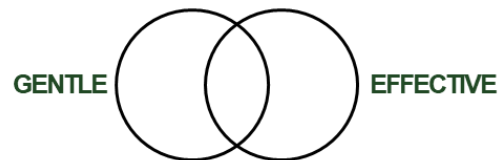
EWG GREEN

ANUA : Gentle Yet Effective INGREDIENTS





BY INGREDIENT



HEARTLEAF

NIACINAMIDE

RICE

HYALURONIC ACID & PDRN

PEACH

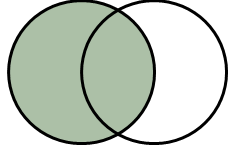
AZELAIC ACID

BIRCH

VITAMIN C

RETINOL

BHA, CERAMIDES



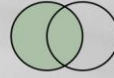
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GENTLE - 01 HEARTLEAF LINE

HEARTLEAF

Soothe Redness Irritation

GENTLE



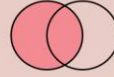
*This content contains statements that have not undergone legal review, which may render it unsuitable for use in official advertising material.

GENTLE - 03 PEACH LINE

PEACH

Brighten Even Tone Smooth Texture

GENTLE



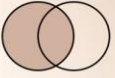
*This content contains statements that have not undergone legal review, which may render it unsuitable for use in official advertising material.

GENTLE - 02 RICE LINE

RICE

Glow Brighten Hyperpigmentation

GENTLE



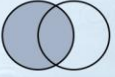
*This content contains statements that have not undergone legal review, which may render it unsuitable for use in official advertising material.

GENTLE - 04 BIRCH LINE

BIRCH

Hydrate Soothe Dehydrated Skin

GENTLE



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EFFECTIVE - 01 NIACINAMIDE LINE

NIACINAMIDE

Dark Spots | Blemish Scars | Hyperpigmentation



EFFECTIVE

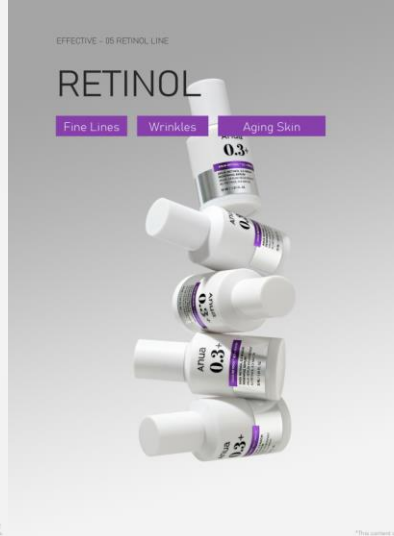


*This content contains statements that have not undergone legal review, which may render it unsuitable for use in official advertising materials.

EFFECTIVE - 05 RETINOL LINE

RETINOL

Fine Lines | Wrinkles | Aging Skin



EFFECTIVE

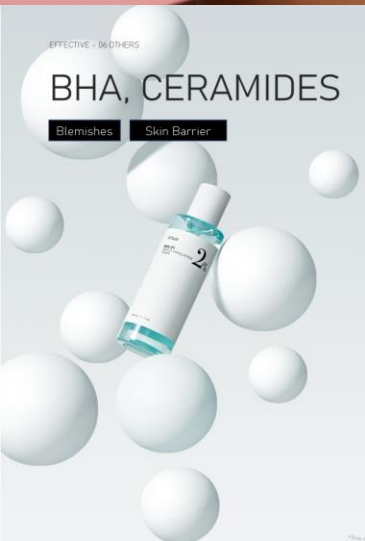


*This content contains statements that have not undergone legal review, which may render it unsuitable for use in official advertising materials.

EFFECTIVE - 06 OTHERS

BHA, CERAMIDES

Blemishes | Skin Barrier



EFFECTIVE



*This content contains statements that have not undergone legal review, which may render it unsuitable for use in official advertising materials.

EFFECTIVE - 04 VITAMIN C LINE

VITAMIN C

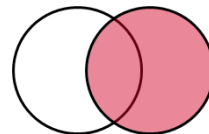
Dull Skin | Age Spots | Hyperpigmentation



EFFECTIVE



*This content contains statements that have not undergone legal review, which may render it unsuitable for use in official advertising materials.



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RECENTLY LAUNCHED



BY CATEGORY

- CLEANSERS OIL-BASED / WATER-BASED / ETC.
- TONERS
- TONER PADS
- SERUMS DAILY / SPECIAL
- LOTIONS & EYE CREAMS
- MOISTURIZERS / CREAMS
- FACE MASKS SHEET MASKS / ETC.
- SUN CARE
- BASE MAKEUP
- PIMPLE PATCHES
- TOOLS



SKINCARE ROUTINE BY SKIN CONCERNS

Double Cleanse

Exfoliate/Tone

Boost

Moisturize

Special Care

Oily/ Blemish-Prone Skin



Sensitive Skin/ Redness



Dull Skin / Uneven Skin Tone



Dry Skin / Dehydrated Skin



HERO ITEMS OF ANUA NATURAL & ACTIVE



CLEANSING OIL



SOOTHING TONER



TXA SERUM

HERO ITEMS OF ANUA - NATURAL LINE



'24 OLIVEYOUNG
KR MD'S PICK
(CLEANSING)

NO.1
AMAZON US
(MAKEUP CLEANSING
OILS)

NO.2
SWEET JP
(KOREAN BEST
CLEANSERS)

**HEARTLEAF PORE
CONTROL CLEANSING OIL**

SIGNATURE LINE - HEARTLEAF

- Successfully led the “Double Cleansing” trend on social media world wide
- Expanding all doors within 3 months of launch in Olive Young
- No.1 Cleansing Oil in Amazon (23.08~)

Beauty & Personal Care > Makeup > Makeup Remover > Makeup Cleansing Oils



Roll over image to zoom in

🔖 Anua Heartleaf Pore Control Cleansing Oil, Oil Cleanser for Face, Makeup Blackhead Remover, Korean Skin Care 6.76 fl oz(200ml) (original)

[Visit the ANUA Store](#)

4.3 ★★★★★ 13,408 ratings | [Search this page](#)

#1 Best Seller in Makeup Cleansing Oils

100K+ bought in past month

-11% \$17⁶⁹ (\$2.64 / Fl Oz)

List Price: \$49.99



HERO ITEMS OF ANUA - NATURAL LINE



**HEARTLEAF 77%
SOOTHING TONER**

'24 NO.1
OLIVEYOUNG KR
(TONERS)

'23 NO.2
OLIVEYOUNG KR
(TONERS)

'22 NO.1
OLIVEYOUNG KR
(TONERS)

'23 NO.1
WWD JP
(COSME TONERS)

SIGNATURE LINE - HEARTLEAF

- Harvested in April with the highest concentration of active ingredient for acne
- No.1 Toner in Amazon (2023.05~)
- No.1 Toner in Olive Young
 - Total sales of 1M units / 30K reviews
- No.1 Toner in Japan @cosme
 - Total sales of 2M units / 100K reviews



HERO ITEMS OF ANUA - ACTIVE LINE



TOP RANK
AMAZON US
(FACIAL SERUMS)

**NIACINAMIDE 10
+ TXA 4 SERUM**

NIACINAMIDE + TXA

- Product development based on data reach in USA
- Conducted product development with 40 heavy users over 180 days
- Achieved daily sales of 1,000 units within 2 months of launch
- Amazon customer review rating 4.7 with no 1 star reviews

Best Sellers in Facial Serums

#3



Anua 10% Niacinamide+ 4% Tranexamic Acid Serum, Ceramide, Hyaluronic Acid, Vitamin B12 natural color, for Sensitive skin, Korean Glass...

Anua 10% Niacinamide+ 4% Tranexamic Acid Serum, Ceramide, Hyaluronic Acid, Vitamin B12 natural color, for Sensitive skin, Korean Glass Skin, Fragrance-Free (30ml / 1.01 fl.oz.)

[Visit the ANUA Store](#)

4.4 ★★★★★

2,957 ratings | [Search this page](#)

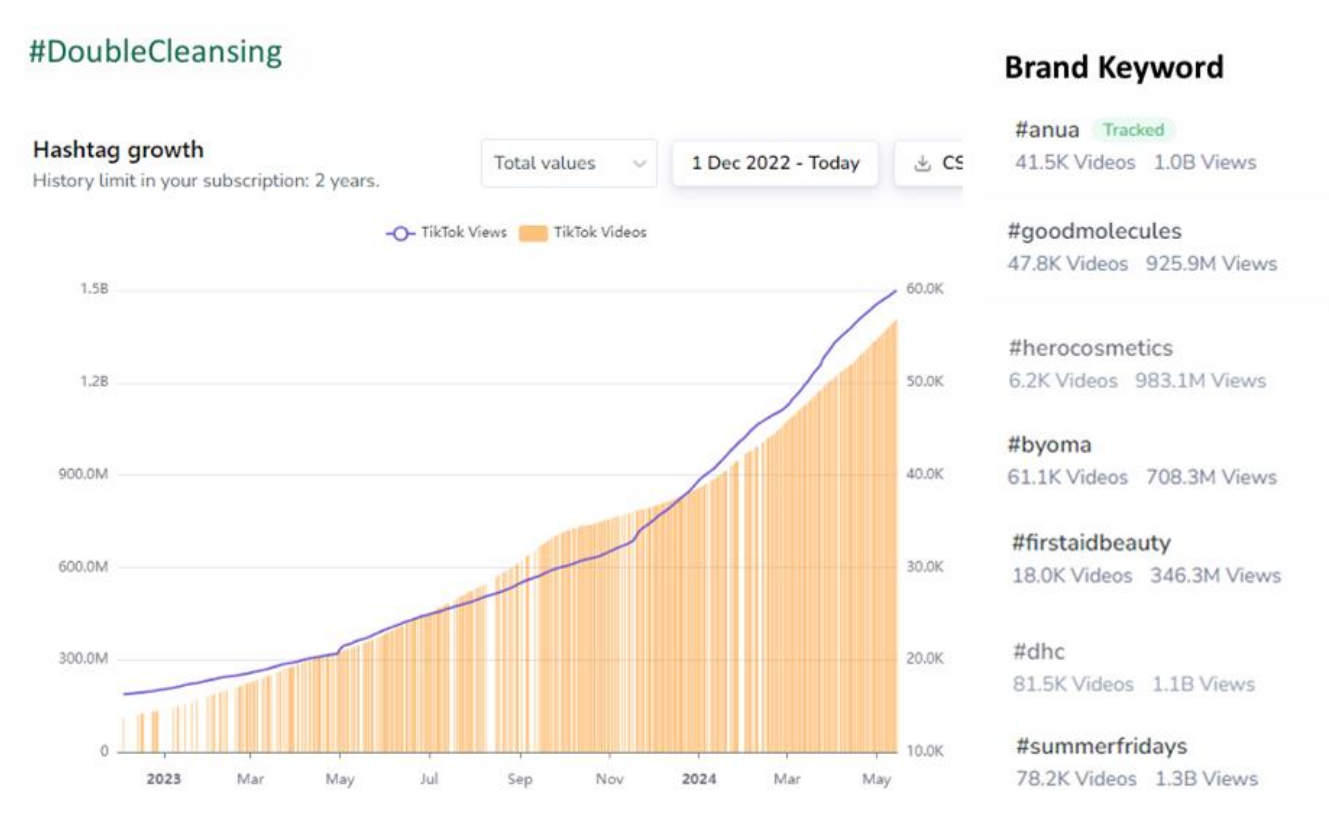
Amazon's Choice

80K+ bought in past month

03 MARKETING

- DRIVING GROWTH
- MARKETING & PR ACTIVITIES

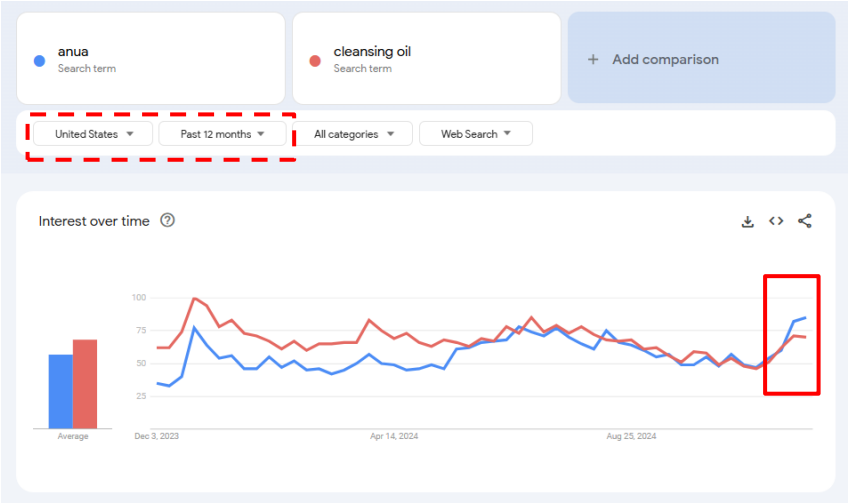
Anua Key Business Driver: Creating New Demand on TikTok



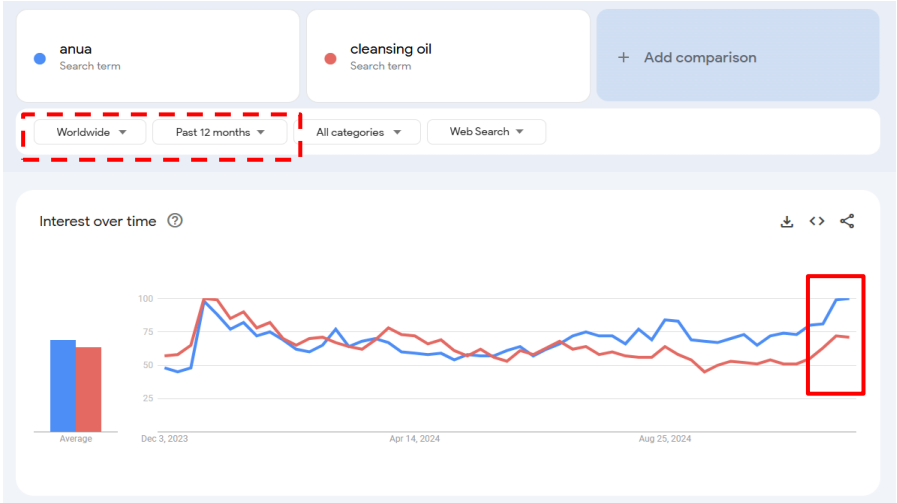
Anua Key Business Driver: GOOGLE TREND

US & WORLDWIDE TREND: ANUA / CLEANSING OIL

TREND IN US



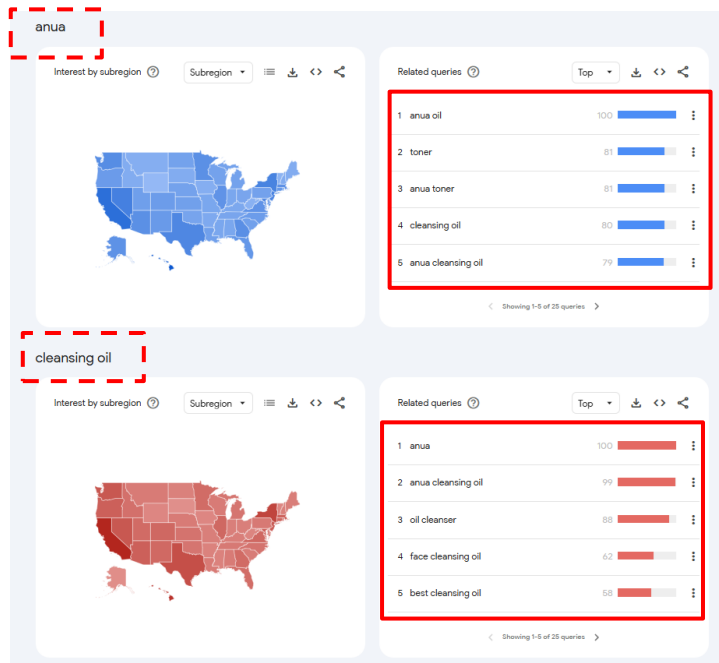
TREND WORLDWIDE



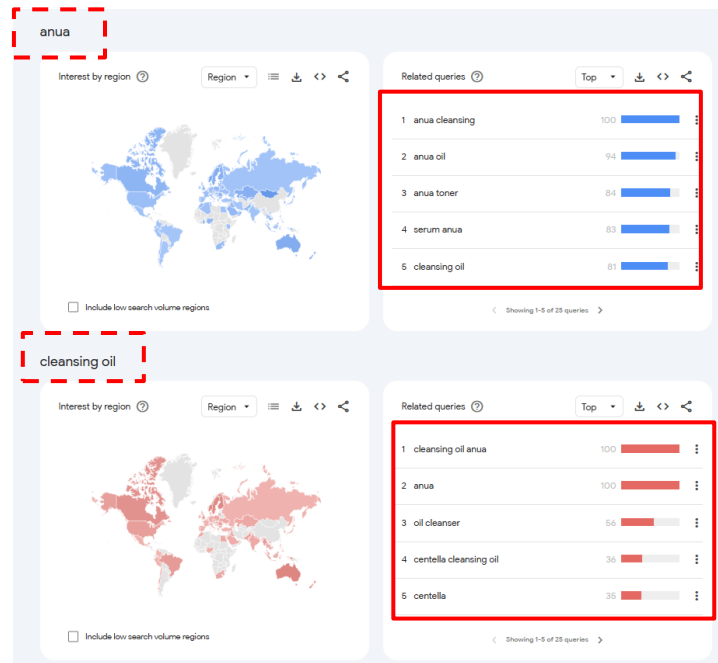
Anua Key Business Driver: GOOGLE TREND

TOP KEYWORDS: ANUA / CLEANSING OIL

TREND IN US

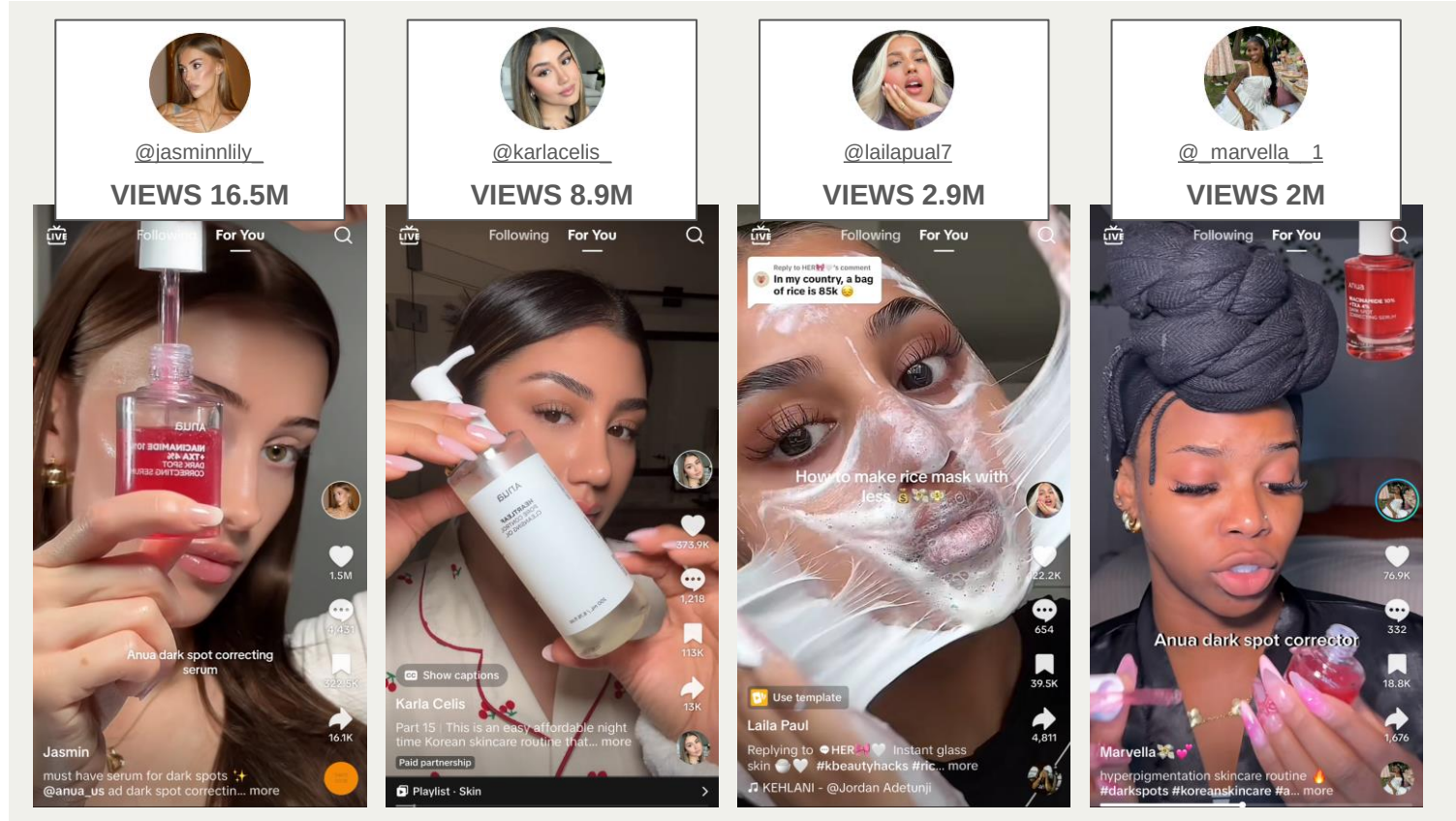


TREND WORLDWIDE



MARKETING & PR ACTIVITIES

Ongoing collaborations with 300+ influencers globally



MARKETING & PR ACTIVITIES

UGC & Ambassador Marketing



**TXA SERUM & PEACH
NIACIN SERUM**

Views: 1.4M Likes: 70K
Shares: 2.6K



**HEARTLEAF CLEANSING
DUO**

Views: 3.3M Likes: 159K
Shares: 11.6K



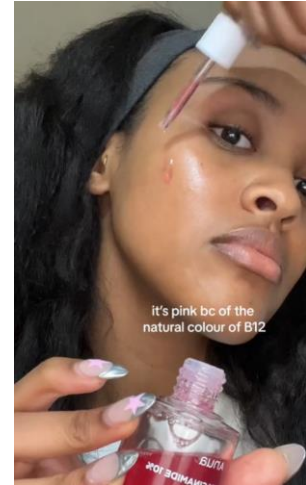
**RICE GLOWY
MILKY TONER**

Views: 655K Likes: 16K
Shares: 11.9K



**HEARTLEAF PORE
CONTROL CLEANSING OIL**

Views: 3.8M Likes: 158K
Shares: 14.8K



**NIACINAMIDE 10 +
TXA 4 SERUM**

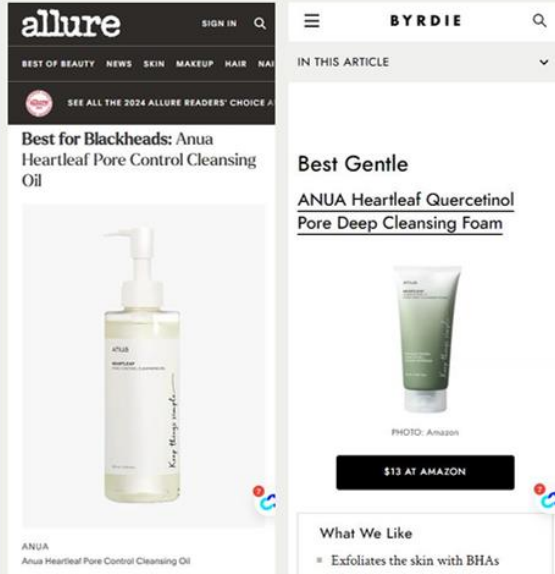
Views: 1.6M Likes: 73.5K
Shares: 3.8K

MARKETING & PR ACTIVITIES

BRAND PR ACTIVITIES IN THE US

EXPOSURE TO TRADITIONAL MEDIA

ALLURE, BYRDIE, VOGUE, ETC.



INFLUENCER EVENT

GLOBAL INFLUENCER
PRIVATE INVITATION EVENT



MARKETING & PR ACTIVITIES

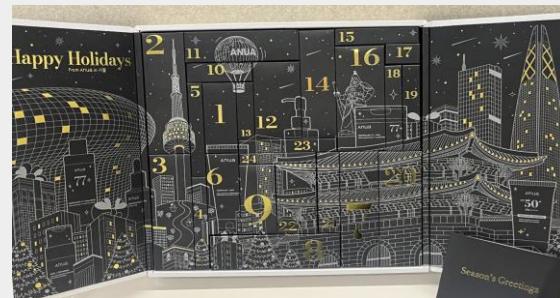
PR BOXES & ADVENT CALENDARS



RICE LINE PR BOX



JAPAN LIMITED EDITION
BOX



2024 ADVENT CALENDAR



US SEEDING BOX



COLLAGEN MASK PR BOX



INFLUENCER BOXES



MARKETING & PR ACTIVITIES

COLLABORATIONS

ANUA X HOONION



ANUA X ALLA BEAUTY



ANUA X TAKETAROUTIME



04 MARKET PRESENCE

- INTERNATIONAL DISTRIBUTION CHANNELS
- KEY MARKETS : US / JAPAN / KOREA

INTERNATIONAL DISTRIBUTION CHANNELS

160+ COUNTRIES including USA, Canada, Europe, Japan, Southeast Asia, etc.

With international sales contributing to 50% of the total revenue,
ANUA is evolving into leading trend setting in the beauty and lifestyle sectors

OFFLINE RETAILS



BOOTS
UK



SAMARITAINE
PARIS



WATSONS
THAILAND



LUXPLUS
DENMARK

amazon

ULTA
BEAUTY

Boots

Qoo10

YESSTYLE

TikTok Shop

**OH!
SOME**

guardian

sociolla

Shopee

Lazada

watsons

dm

ROSSMANN
A život je krásnější

Normal

SAMARITAINE
PARIS PONT-NEUF

MiiN
KOREAN COSMETICS

Rakuten

GLOWSTATION
by orientrade

LYKO

PARTNERS

NOTINO

 **flaconi**

Farmacia **+Tei**

SUPER-PHARM 

iHerb®

W
COSMETICS
Beauty Wonderland

EVE**AND**BOY

BEAUTRIUM

FIRSTER



SOKO GLAM



ninja



Ksisters

 **Dermaspace**

konvy

orienttrade

 luxplus  **APOTEK1**

KEY MARKET: US



Rank	Shop	Sales score ^⑦	Growth score ^⑦	LIVE Count	Video Count
7 1 8	Anua Store US	98.48	97.49	10.79K	4.85K
1 2 3	The Ordinary Store	100	100	5.87K	7.72K
2 3 4	Anua Store US	98.48	97.49	10.79K	4.85K
3 4 5	CANVAS BEAUTY BRAND	98.14	96.26	3.33K	1.53K
4 5 6	wavytalk	97.82	0	3.43K	4.36K
5 6 7	Gopure	97.61	0	12.4K	11.44K
6 7 8	Tarte Cosmetics	97.24	0	8.86K	5.6K

Tiktok Shop
TOP RANK Record _ Jun 2024

Best Seller

Anua Heartleaf 77% Soothing Toner I
pH 5.5 Trouble Care, Calming Skin,
Refreshing, Hydrating, Purifying,...
Natural 8.45 Fl Oz (Pack of 1)
★★★★☆ ~ 2,180
40K+ bought in past month

Visit the ANUA Store

4.3 ★★★★★ 7,364

ANUA Heartleaf Pore Control Cleansing Oil, Oil Cleanser for Face, Makeup Blackhead Remover, Korean Skin Care 6.76 fl oz(200ml) (original)

#1 Best Seller in Makeup Cleansing Oils

70K+ bought in past month

Amazon Best Sellers

Our most popular products based on sales. Updated frequently.

Best Sellers in Facial Cleansing Washes

Pond's Acne Foaming Wash Benzoyl Peroxide 10% Maximum Strength Antiseptic, 5.5 Oz (156.7g) \$5.17

CeraVe Hydrating Facial Cleanser | Moisturizing Non-Foaming Face Wash with Hyaluronic Acid, Ceramides and Squalene | Fragrance Free, 12 Fl Oz \$15.49

CeraVe SA Cleanser | Salicylic Acid Cleanser with Hyaluronic Acid, Niacinamide & Ceramides | Moisturizes the Skin | Fragrance Free, 12 Fl Oz \$12.24

ANUA Heartleaf Pore Control Cleansing Oil, Korean Facial Cleanser, Daily Makeup Blackhead Remover 6.76 fl oz(200ml) \$17.68

Cetaphol Face Wash, Daily Facial Cleanser for Sensitive, Combination to Dry Skin, NEW 16 fl. Oz. Fragrance Free, Gentle Foaming, Soap Free, \$13.97

La Roche-Posay Toleriane Hydrating Gentle Face Cleanser, Daily Facial Cleanser with Niacinamide and Ceramides for Sensitive Skin, 6.76 fl. oz. \$15.99

KEY MARKET: US

US ULTA

ULTA.com

24.12

All door
Single Shelf

25.2

All door
Dual Shelf

25.7

#No.1 BRAND
At ULTA

2025



PLANOGRAM: ULTA

4 Steps for Glass Skin

Anua

HEARTLEAF

ANUA HEARTLEAF PORE CONTROL CLEANSING OIL
ANUA HEARTLEAF PORE NETTOYANT DE CONTRÔLE DES PORES

Anua

HEARTLEAF + BHA

ANUA HEARTLEAF QUERCETINOL™ PORE DEEP CLEANSING FOAM
ANUA HEARTLEAF QUERCETINOL™ MOUSSE NETTOYANTE EN PROFONDEUR POUR LES PORES

Anua

RICE + CERAMIDE

ANUA RICE ENZYME BRIGHTENING CLEANSING POWDER
ANUA RICE ENZYME BRIGHTENING CLEANSING POWDER

Anua

HEARTLEAF 77 + PHA

ANUA HEARTLEAF 77 CLEAR PAD
ANUA HEARTLEAF 77 TONER

Anua

HEARTLEAF 77 + HYALURON

ANUA HEARTLEAF 77 SOOTHING TONER
ANUA HEARTLEAF 77 TONIQUE APaisANT

Anua

RICE 70 + CERAMIDE

ANUA RICE 70 GLOW MILKY TONER
ANUA RICE 70 TONIQUE LAITIÉ LUMINEUX AU FIL

Anua

10+

ANUA AZELAIC ACID 10 BRIGHTENING CALMING SERUM
ANUA AZELAIC ACID 10 SÉRUM CALMANT ÉCLAIRCISSANT

Anua

10+

ANUA NACAMIDE 10 TXA-B SERUM
ANUA NACAMIDE 10 SÉRUM

OVER 40+ M UNITS SOLD GLOBALLY

STEP 1

DOUBLE CLEANSE

Oil + Foam / Cleansing Powder

STEP 2

EXFOLIATE / TONE

Toner Pad / Toner

STEP 3

EXFOLIATE / TONE

Toner Pad / Toner

STEP 4

BOOST

Serum

Anua HEARTLEAF PORE CONTROL CLEANSING OIL 6.76 FL. OZ. \$ 20.00	HEARTLEAF QUERCETINOL™ PORE DEEP CLEANSING FOAM 8.87 FL. OZ. \$ 14.00	RICE ENZYME BRIGHTENING CLEANSING POWDER 1.41 OZ. \$ 18.00	HEARTLEAF 77 CLEAR PAD 70 SHEETS \$ 22.00	HEARTLEAF 77 SOOTHING TONER 8.45 FL. OZ. \$ 21.00	RICE 70 GLOW MILKY TONER 8.45 FL. OZ. \$ 21.00	AZELAIC ACID 10 HYALURON BRIGHTENING CALMING SERUM 1.01 FL. OZ. \$ 22.00	NACAMIDE 10 TXA-B SERUM 1.01 FL. OZ. \$ 22.00
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ANUA's **Glass Skin routine** integrated into VMD with **cohesive skincare and product display**.



KEY MARKET: US

US AMAZON

Beauty & Personal Care › Makeup › Makeup Remover › Makeup Cleansing Oils



Roll over image to zoom in

Anua Heartleaf Pore Control Cleansing Oil, Oil Cleanser for Face, Makeup Blackhead Remover, Korean Skin Care 6.76 fl oz(200ml) (original)

Visit the ANUA Store

4.3 ★★★★★ 13,408 ratings | Search this page

#1 Best Seller in Makeup Cleansing Oils

100K+ bought in past month

-11% \$17.69 (\$2.64 / fl Oz)

List Price: \$19.99



Makeup Cleansing Oils ▾			Serums ▾			Toners & Astringents ▾			Washes ▾		
Best Sellers	New Releases	Most Wanted For	Best Sellers	Most Wanted For	Gift Ideas	Best Sellers	Most Wanted For	Gift Ideas	Best Sellers	Most Wanted For	Gift Ideas
#1  Anua Heartleaf Pore Control Cleansing Oil, Oil Cleanser for Face, Makeup Blackhead Remover, Korean Skin Care... ★★★★★ 13,304 \$17.69			#1  COSRX Snail Mucin 96% Power Face Serum 3.38 fl oz 100ml, Hydrating Serum for Face, Self Care, Glow Skin under Makeup,... ★★★★★ 75,344 7 offers from \$18.48			#5  Tower 28 SOS Daily Rescue Facial Spray for Sensitive Skin, Hypochlorous Acid Spray Helps Reduce Redness and Breakouts,... ★★★★★ 1,729 \$28.00			#4  CeraVe Foaming Facial Cleanser Daily Face Wash for Oily Skin with Hyaluronic Acid, Ceramides, and Niacinamide Fragrance... ★★★★★ 92,708 \$15.48		
#2  Farmacy Makeup Remover Cleansing Balm - Green Clean Waterproof Makeup Remover + Oil Based Cleanser - Gentle... ★★★★★ 7,836 1 offer from \$36.00			#2  TruSkin Vitamin C Serum - Anti Aging Facial Serum with Vitamin C, Hyaluronic Acid, Vitamin E and More - Brightening Serum for... ★★★★★ 147,282 \$37.36			#6  Anua Heartleaf 77 Soothing Toner pH 5.5 Trouble Care, Calming Skin, Refreshing, Hydrating, Purifying, Cruelty... ★★★★★ 9,567 \$18.54			#5  CeraVe Renewing Salicylic Acid Cleanser, Formulated With Hyaluronic Acid, Niacinamide, & Ceramides, Gentle BHA... ★★★★★ 72,706 \$15.48		
#3  SKIN1004 Madagascar Centella Light Cleansing Oil 6.76 fl.oz, 200ml Gentle Oil Cleanser for Face, Korean Facial Cleanser,... ★★★★★ 3,510 \$18.60			#3  Anua 10% Niacinamide+ 4% Tranexamic Acid Serum, Ceramide, Hyaluronic Acid, Vitamin B12 natural color, for... ★★★★★ 2,851 \$19.00			#7  TIRTIR Milk Skin Rice Toner Deep Moisturizing, Hydrating Toner for face, Niacinamide, Ceramide, Rice Bran Extract,... ★★★★★ 2,786 \$25.00			#6  La Roche-Posay Toleriane Purifying Foaming Facial Cleanser, Oil Free Face Wash for Oily Skin and for Sensitive Skin... ★★★★★ 37,267 1 offer from \$17.99		
#4  Beauty of Joseon Ginseng Cleansing Oil Waterproof Makeup Remover for Sensitive, Acne-Prone Facial Skin. Korean... ★★★★★ 1,957 \$19.00			#4  CeraVe Resurfacing Retinol Serum For Post Acne Marks, Formulated With Licorice Root Extract & Niacinamide,... ★★★★★ 49,079 1 offer from \$18.99			#8  COSRX 6X Peptide Collagen Booster Toner Serum, Niacinamide & Hyaluronic Acid Skin Renewal Boosting Facial... ★★★★★ 2,830 \$19.89			#7  ANUA Heartleaf Quercetinol Pore Deep Cleansing Foam, Facial Cleanser, for Double Cleansing, BHA, Hyaluronic Acid, Glycerin,... ★★★★★ 5,977 \$13.00		

NO. 1 Cleansing Oil sales on US AMAZON (2024. 12)

TOP 10 in other categories (2024. 12)



KEY MARKET: JAPAN

500 Doors

21.05

1,500 Doors

22.05

3,000 Doors

23.06

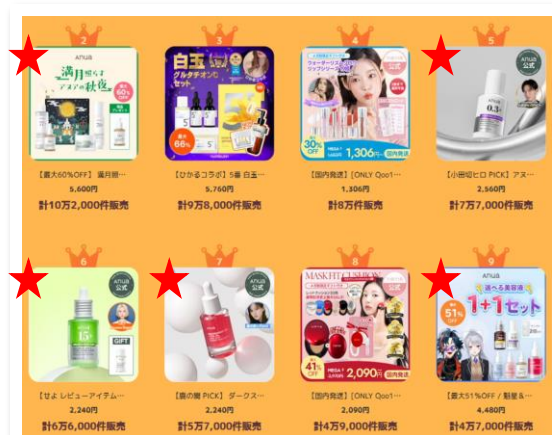
8,500 Doors
#No.1 BRAND

24.11



KEY MARKET: JAPAN

TOP SELLER IN JAPAN PLATFORMS



As of September 2024
ANUA tops in Q3 promotional activities on Japan's Qoo10



As of June 2023
ANUA leads in Q2 promotional activities on Japan's Qoo10



As of June 2023
ANUA ranks No.1 in Facial toner sales on @cosme

KEY MARKET: KOREA

OLIVE YOUNG



KEY MARKET: KOREA

DOMESTIC CHANNELS

ANUA reigns in South Korea, dominating sales at the leading H&B stores, **Olive Young**, with presence across **1,300** locations. With strong presence in major outlets, we continuously expand our reach, ensuring ANUA's easy accessibility for customers



OLIVE  YOUNG



SHINSEGAE
D U T Y F R E E

W.CONCEPT.



THE SHILLA
duty free
Cosmetics & Perfumes

S.I.VILLAGE
by SHINSEGAE INTERNATIONAL

N 스마트스토어



롯데면세점



05 UPCOMING LINEUPS & PLANS

ANUA's New Product Package

Before



After



ANUA PRODUCT BIRD VIEW

BRAND PORTFOLIO_AFTER Package Renewal

	1ST CLEANSE	2ND CLEANSE	TONER PAD	TONER	SERUM	LOTION	MOISTUR- IZE	FACE MASK	SPECIAL CARE	SUN CARE	BASE MAKEUP
HYDRATE											
PLUMP			COMING UP				COMING UP	COMING UP			
GLOW / SKIN BARRIER											
SOOTHE											
BLEMISH & REDNESS			COMING UP					COMING UP	COMING UP		
DULLNESS			COMING UP								
DARK SPOTS			COMING UP					COMING UP			
SUNSPOTS											
WRINKLES & FINE LINES								COMING UP			

*This content contains statements that have not undergone legal review, which may render it unsuitable for use in official advertising materials.

Upcoming Product Lineup for 2025



Pimple Patch

2024 4Q



Moisturizer

2024 4Q



Serum

2025 1Q



Face Mask

2025 1Q



Serum Pad

2025 2Q

Digital Marketing Plan for Q1-Q2 2025

2024 4Q

2025 1Q

October

November

December

January & February

March



Rice Line



TXA Serum



Barrier Cream



Azelaic Acid & PDRN Serum



Serum Pads



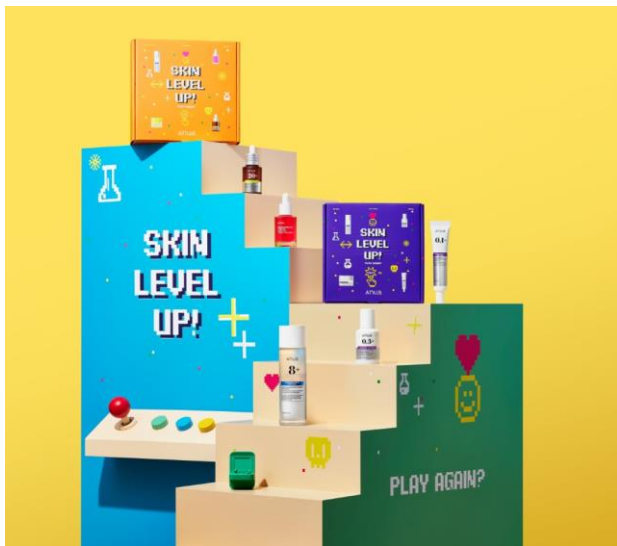
ANUA Brand References - Collaborations

Characters - The Powerpuff Girls, Peanuts (Snoopy)



ANUA Brand References - Special Package

Olive Young Bundle Package



Influencer Seeding

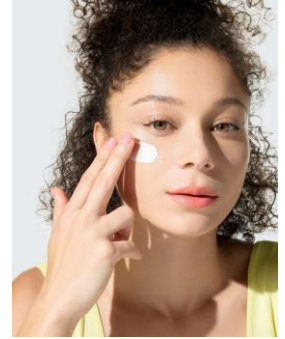


ANUA Brand References - Events

Booth Design for Exhibition



ANUA Brand References - Models



ANUA Brand References - POG / VMD

The image displays a variety of Anua skincare products arranged on a shelf. Each product is accompanied by a small image of a person's face and a price tag. The products are categorized by color and type:

- HEARTLEAF 77+:** A white bottle with a green cap. The price tag is 00,000 KRW.
- HEARTLEAF 80+:** A white bottle with a green cap. The price tag is 00,000 KRW.
- HEARTLEAF 70+:** A white bottle with a green cap. The price tag is 00,000 KRW.
- PDRN 100+:** A blue bottle with a white cap. The price tag is 00,000 KRW.
- PEACH 77+:** A pink bottle with a white cap. The price tag is 00,000 KRW.
- PEACH 70+ NIACIN:** A pink bottle with a white cap. The price tag is 00,000 KRW.
- PEACH 70+ NIACIN:** A pink bottle with a white cap. The price tag is 00,000 KRW.
- PEACH 70+ NIACIN:** A pink bottle with a white cap. The price tag is 00,000 KRW.
- PEACH 70+ NIACIN:** A pink bottle with a white cap. The price tag is 00,000 KRW.

The Anua logo is visible at the bottom center of the image.



E.O.D

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