

*Tide
on
Skin*

A progressive change

Brand & Product Trade Deck

For domestic & overseas retail partners

Many brands talk about peptides.

TideOnSkin sells with proof.

Peptide content · Clinical results · 1,500+ reviews

52.5ppm patented peptides across the 3-step routine · Clinical studies completed for each product

A low-irritation 3-step slow-aging routine powered by peptides

Overview

About Brand

Peptide-designed benefits,
not just peptide claims.

Target Consumer

20s–40s sensitive slow-aging
consumers

Texture · Pores · Barrier · Glow

1,500+

Cross-channel
reviews

No. 1

Hwahae Anti-
aging category

0.00

Low-irritation
test result

Retail Proof

- Online & offline sales in Korea
- Concept stores & pharmacy channels
- Samples · Testers · Promo sets available upon request

PRODUCT LINE-UP & Clinical highlights

STEP 1 · Toner

Makeup-prep texture toner

2.5ppm / Hydration / Skin texture



128.07%

15-layer hydration improvement

12.59%

Skin roughness reduction

STEP 2 · Serum

Pore & elasticity hero serum

20ppm / Pores / Lifting



25.74%

Lifting improvement

34.22%

Pore count Reduction

STEP 3 · Cream

Barrier-glow lock-in cream

30ppm / Barrier / Glow



30.79%

Skin radiance improvement

42.73%

TEWL improvement

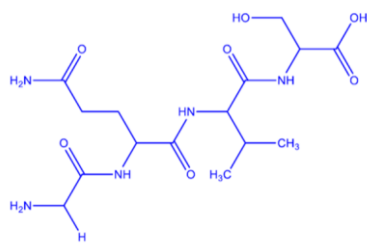
Clinical results are based on studies conducted for each product. Individual results may vary.

Consumer concerns, product roles, and set expansion are clearly connected

The key is not just product quality — it is having clear in-store selling points.

52.5ppm Daily Peptide

Peptide content designed by product role



Tetrapeptide-68

1,500+ Customer Reviews

Repeated purchase drivers across reviews



Award-winning Hero SKU

Hwahae No. 1 serum as the hero SKU



Basket Expansion

Single product entry
→ routine set growth



Ingredient design → Reviews → Award recognition → Set expansion
Ready for single-product testing and routine set planning

Bridging the gap between gentle care and visible efficacy

TideOnSkin offers a low-irritation, clinically backed peptide routine.

Consumer Concerns

- Makeup adherence issue
- Pores look more visible
- Afternoon dryness
- Skin condition does not last
- Skin feels different than before

Limits of Existing Options

- Gentle products
 - comfortable, but lack efficacy
- High-efficacy products
 - effective, but cause irritation
- Complex routines: hard to continue

TideOnSkin's Opportunity

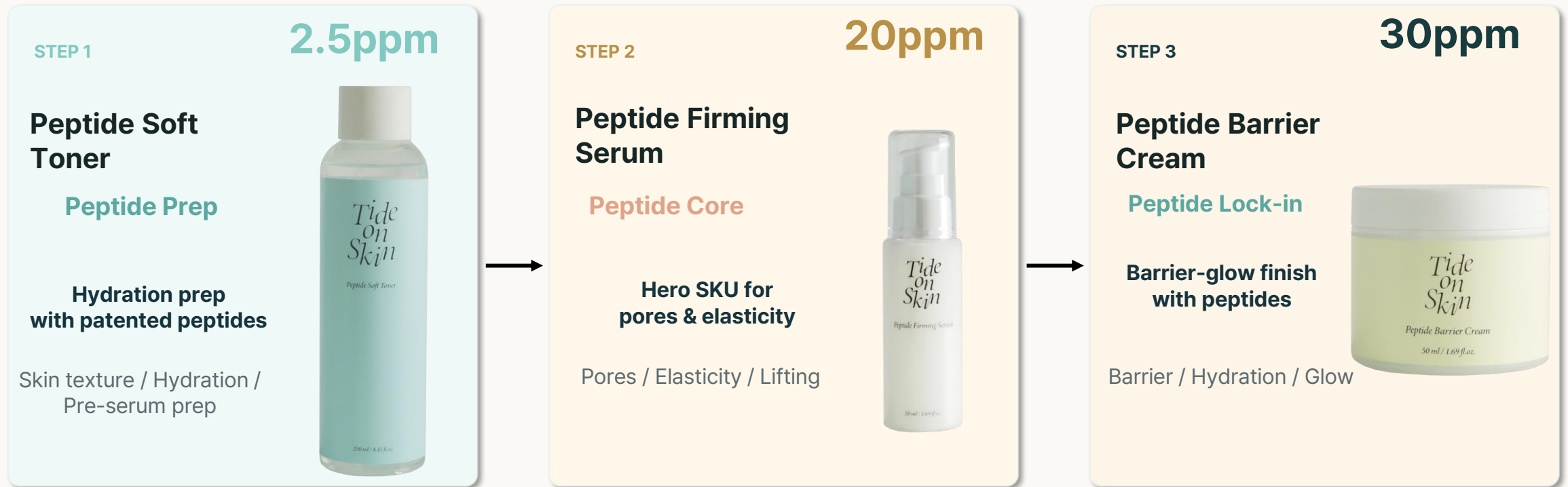
- Low-irritation peptide routine
- Clinical proof by product
- Daily-use texture

A daily peptide routine that bridges gentleness and efficacy

Not more peptides. Smarter peptide placement

52.5ppm total patented peptides, placed by step and product role.

52.5 ppm



Not concept-only peptides. Each step has a clear role.

Ingredient descriptions refer to raw material properties. / ppm values indicate the total peptide content in each product.

Single-product entry → Routine set expansion

One concern leads to one product. The routine grows it into a set.



Prep texture. Build elasticity. Lock in barrier & glow.

Texture-first hydration prep for a better makeup base

Refines skin texture and boosts hydration with 2.5ppm patented peptides, PHA, panthenol, and multi-molecular HA.



Product Introduction

- 15-layer hydration toner for makeup prep
- Refines texture and hydrates after cleansing
- Use for wiping, layering, or toner packs
- Light, non-sticky AM texture

Key Design

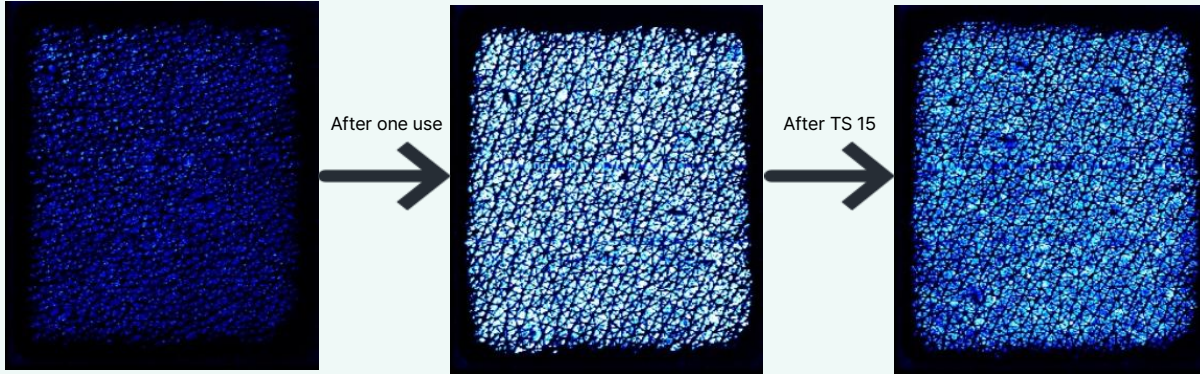
- 2.5ppm patented peptides
- Mildly acidic PHA care
- Panthenol + multi-molecular HA
- Layerable watery texture

Key Review Keywords

- Hydrating
- Skin texture
- Makeup prep
- Wiping toner / toner pack
- Low irritation

When skin texture is refined at the first step, the next steps work better

15-layer stratum corneum hydration improvement



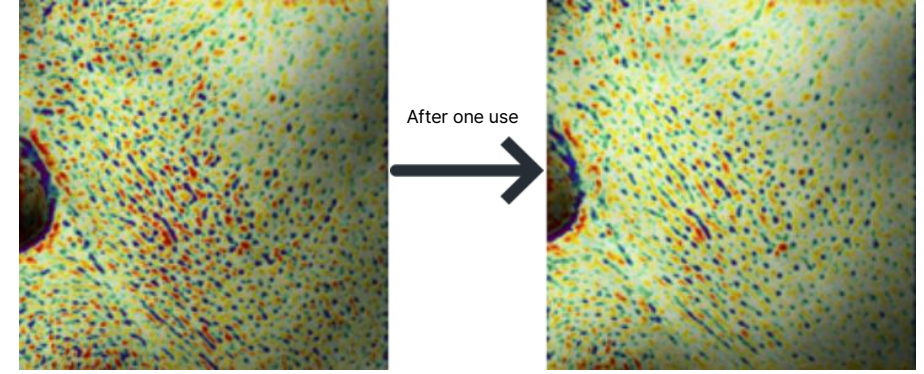
378.70%

Skin hydration improvement
after one use
→ Boosts first-step hydration

128.07%

15-layer hydration improvement
→ Supports moisture retention

Skin texture improvement



12.59%

Skin roughness reduction
→ Refines skin texture

Makeup-prep toner proof

- Subject: Clinical Efficacy Evaluation of [TideOnSkin Peptide Soft Toner] for 15-Layer Stratum Corneum Hydration Improvement and Skin Texture Improvement Through a Human Application Test
- Institute: ACE Skin Clinical Research Institute Co.,Ltd.
- Research Period: Sep. 22. 2025
- Study subjects: Twenty-one Korean adult men and women aged 19 years or older.
- * Individual results may vary

Pore & elasticity care with a non-sticky finish

A hero serum for pores, elasticity, and lifting, powered by 20ppm Peptide Core.



Product Introduction

- Hero serum for pores, elasticity, and lifting
- 20ppm Peptide Core
- Daily anti-aging care with low-irritation use
- Fast-absorbing, less-sticky finish

Key Design

- 20ppm patented peptides
- Fresh gel-emulsion texture
- Fast absorption
- Daily slow-aging care

Key Review Keywords

- Pores
- Elasticity
- Firmness
- Absorption
- Less sticky
- Makeup prep

The Hwahae No. 1 hero SKU is backed by pore and elasticity data

**HWAHAE
NEXT BEAUTY
AWARD**

**No. 1 in the
Anti-aging category**

2026 H1
hwahae
awards
Anti-Aging
1st
Essences/Ampoules/Serums

Peptide Firming Serum

Hero SKU

**Lifting improve
ment**

After 4 weeks

25.74%
Facial lifting improvement
→ Elasticity core

**Wrinkle improve
ment**

After 4 weeks

12.56%
Average wrinkle depth
reduction → Slow-aging care

**Temporary pore-size
reduction**

After 4 weeks

34.22%
Pore count reduction
→ Pore concern care

22.61%
Average pore area improvement
→ Smoother-looking skin texture

Clinical proof for the anti-aging serum

* Subject: Clinical Efficacy Evaluation of [TideOnSkin Peptide Firming Serum] for Wrinkle Depth Reduction, Skin Hydration Improvement, Skin Tone Improvement, Skin Elasticity Improvement, Facial Lifting Improvement, and Temporary Pore Size Reduction Through a Human Application Test

* Institute: ACE Skin Clinical Research Institute Co.,Ltd.

* Research Period: Sep. 23, 2025 ~ Oct. 21, 2025

* Study subjects: Twenty-one Korean adult women aged 30 years or older

* Individual results may vary

Barrier-glow lock-in for a natural K-Beauty finish

A daily cream with Peptide, Ceramide NP, and AQUAXYL for hydration, barrier, and glow.



Product Introduction

- Barrier-glow cream with a natural finish
- Supports hydration, barrier, and glow
- Comfortable daily lock-in cream
- Completes the routine after serum

Key Design

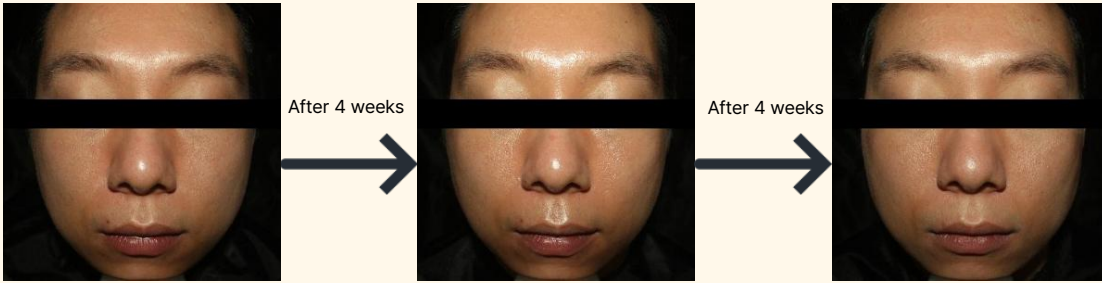
- Synergy of Peptide, Ceramide & AQUAXYL for barrier care
- Smooth application with a comfortable finish
- AM / PM use
- Leaves a natural healthy glow without greasiness

Key Review Keywords

- Hydrating
- Smooth application
- Glow
- Barrier
- Not heavy

Barrier and glow benefits backed by clinical results

Skin radiance improvement



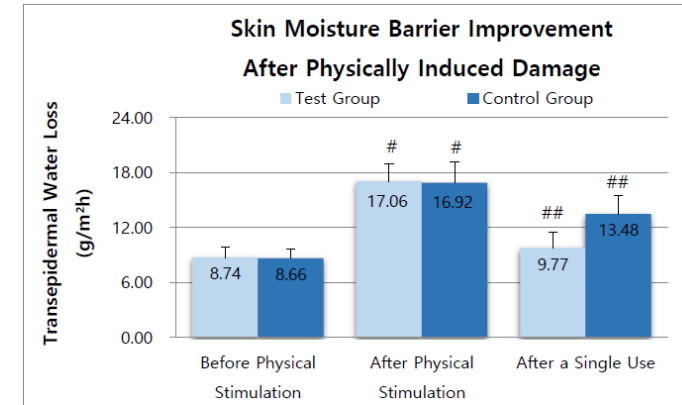
30.79%

Skin radiance
after one use

13.97%

Radiance after 4 weeks
→ Sustained glow benefit

Skin moisture barrier improvement after physically induced damage



42.73%

TEWL improvement
→ Supports barrier care

110.18%

higher barrier improvement
vs. non-use
→ Supports the lock-in effect

Clinical proof for the anti-aging cream

* Subject: Clinical Efficacy Evaluation of [TideOnSkin Peptide Barrier Cream] for Wrinkle Depth Reduction, Skin Moisture Barrier Improvement After Physically Induced Damage, Skin Tone Improvement, Skin Elasticity Improvement, Facial Lifting Improvement, and Skin Radiance (Gloss) Improvement Through a Human Application Test

* Institute: ACE Skin Clinical Research Institute Co.,Ltd.

* Research Period: Sep. 23. 2025 ~ Oct. 21. 2025

* Study Subjects: Twenty Korean adult women aged 30 years or older

* Individual results may vary

High-performance care with a K-Beauty texture

A non-sticky, fast-absorbing routine designed for daily use



Fast Absorption

Fast-absorbing texture

Less Sticky

Non-sticky finish

AM Routine

Easy for morning use

Makeup-ready

Suitable before makeup

Humid Weather

Fresh finish
in humid seasons

K-Beauty

glass-skin-ready canvas

Texture is not a detail. It is a reason for daily use.

Stronger than ad copy: the same reactions repeated across 1,500+ reviews

Reviews repeat the same purchase drivers: hydration, absorption, texture, makeup prep, elasticity, glow, and low irritation.



83%

Hydration · Moisture
· Relieves inner dryness

78%

Repurchase · Satisfaction
· Recommendation

74%

Absorption · Fresh finish
· Less sticky

73%

Skin texture · Makeup prep
· Makeup application

73%

Spreadability · Texture
· Skin feel

42%

Elasticity · Firmness
(Serum-focused)

% indicates reviews mentioning each keyword group at least once. One review may count in multiple groups. Not satisfaction or repurchase rates.

Toner

Hydration · Skin texture · Makeup prep · Wiping toner / toner pack
· Low irritation

Serum

Pores · Elasticity · Firmness · Absorption · Less sticky

Cream

Hydrating · Smooth application · Glow · Barrier · Not heavy

Set

Works well together · Simple routine · All-in-one care

Early proof across online and offline channels

1,500+ Cross-channel reviews	Hwahae No. 1 Next Beauty Awards Anti-aging category	Hwahae user trial Ratings secured through Hwahae user trial panel	Concept Store VORTEMA listing
20+ Pharmacies Pharmacy sales in Korea	0.00 Low-irritation test result	Fully Clinical Tested Comprehensive clinical studies completed for all SKUs	Online & Offline Online & offline sales in Korea

Hook with the serum. Grow with sets

Hero SKU entry + seasonal set planning.

01 • Serum Hero SKU

Pore & elasticity entry



02 • 3-Step Routine

Step-by-step set merchandising



03 • Sensitive Slow-aging Zone

Target sensitive-skin consumers with early-aging concerns



Set Module – Promotional Sets

S/S

Toner + Serum

Makeup Prep & Pore Set

F/W

Serum + Cream

Barrier & Elasticity Duo Set

Always-on

Toner + Serum + Cream

3-Step Peptide Routine Set

Merchandising Point: Entry through serum → basket growth through seasonal sets

More than products: sales tools, reviews, and set planning.

Content, sampling, and O2O support can be discussed after listing.

Sales Copy

POP & staff selling copy

Review Keywords

1,500+ review-based drivers

Product Assets

Product images · PDP assets · English materials

Sampling

Tester & sample support

Bundle Planning

Channel set planning

O2O Support

SNS · sampling · review-based messaging

O2O support is a discussion option, not a traffic guarantee.

Key questions for buyer review



Why peptides?	Patented peptides are used across all products to support barrier, elasticity, wrinkles, and overall skin condition.
What is the hero SKU?	Peptide Firming Serum, the Hwahae No. 1 anti-aging SKU for pores, elasticity, and lifting.
What does 52.5ppm mean?	It means step-by-step peptide design: toner 2.5ppm, serum 20ppm, cream 30ppm.
Why does the cream have a higher peptide level than the serum?	It's a strategic formulation. The 20ppm Serum is a high-density targeted treatment for pores, while the 30ppm Cream acts as a comprehensive moisture-locking shield.
Who is the target customer?	Women in their 20s–40s with sensitive skin and early-aging concerns.
Can the line expand into sets?	Yes. Toner for texture, serum for pores and elasticity, cream for barrier and glow.
Can channel-specific promotional sets be developed?	Yes. S/S toner + serum, F/W serum + cream, and 3-step routine sets can be discussed.

SubQ International develops peptide-based skincare

Built on research, formulation, and product-planning experience.

Not just a peptide concept. A brand with clear reasons to sell.

Company

- Company name: SubQ International Inc.
- Brand: TideOnSkin
- Key category: Peptide-based skincare
- Key products: Toner, serum, cream
- Address: Rm111, 6F, WeWork Hongdae, 147 Yanghwa-ro, Mapo-gu, Seoul, Republic of Korea

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