

æAro



SEEN WITHIN

‘Subtle Beauty Through Healing and Balance’

Not the glamour that shines on the surface,
but the quiet moment when inner healing awakens the senses —
where subtle charm, identity, and balance rise from within.

Lee Mina Founder, K-Wellness Curator / Healing Professional

Through sixteen years of operating a premium aesthetic spa,
we have cared for countless skin, bodies, and minds —
realized that true beauty goes far beyond what appears on the surface.
We believe genuine beauty is born from healing and balance,
and it is completed in the harmony between body and mind.

This belief became the origin of aeAro.

aeAro introduces a new wellness ritual that restores inner peace
and energy through the healing touch of spa therapy
and the sensory power of aromatherapy.

SPA THE EL

At the heart of K-Beauty in Dosan, Gangnam, Seoul,
Spa the EL has been a premium aesthetic spa trusted
by countless celebrities and entertainers
for over 16 years of professional care and expertise.

IU

Super Junior

Kim Jong-kook

Haha

Park Chan-ho

Park Shin-hye

Cho Hye-ryeon





aeAro was created by experts from diverse fields —
skincare, aromatherapy, and holistic wellness —
coming together with a shared vision of healing and balance.

aeAro is a K-Wellness ritual brand that goes beyond skincare.

Rooted in 16 years of premium spa heritage

and the professional formula of a certified aromatherapist with 25 years of experience,

aeAro defines beauty as a daily sensory ritual that awakens the senses.

We go beyond superficial beauty to propose a new culture of wellness —

embracing the healing and balance of body and mind, sensuality and confidence, and the true art of self-care.

Premium Wellness Rooted in Inner Balance and Sensory Healing

A global premium wellness brand centered on daily rituals.

- Authentic differentiation through premium spa solutions and professional therapeutic formulas
- A unique focus on hormonal balance, slow aging, and healing rituals that restore both body and mind
- Establishing an exclusive realm of refined sensuality and emotional sophistication
- Offering personalized rituals that feel like receiving professional spa care — your own intimate ritual of self-care
- Positioned in the mid-premium to high-end segment
- Defining a new category in beauty and wellness: the K-Wellness Ritual

aeAro aspires to become a global ambassador of K-Wellness,

presenting a ritual-centered wellness experience that goes beyond what conventional K-Beauty has offered.

Through this differentiated positioning, aeAro aims to embody the evolution

from K-Beauty to K-Wellness, symbolizing a new global movement in holistic beauty and health.

We strive to establish ourselves as a premium lifestyle wellness brand

that unites beauty, health, sensibility, and identity into one harmonious experience.

Inner Blessing
Dropper

10ml / 0.34 fl.oz

aeAro

Through sensory rituals that awaken all five senses,
aeAro guides you to experience emotional balance, hormonal harmony, and slow aging.
By embracing the art of self-care, you rediscover your confidence and inner presence.

1

K-Wellness Ritual

Global Ambassador
of K-Wellness

2

Authenticity, Expertise

Heritage &
Professional Expertise

3

Healing Balance

Restoring Balance of
Body, Mind, and Hormones

4

Reflection

A Ritual That
Blends into Everyday Life

5

Slow Aging

The Way We Embrace Time

6

Sensual Confidence

Sensuality and the Restoration
of Self-Confidence

K-Wellness Ritual

From K-Beauty to the Global Ambassador of K-Wellness.

Founded in Dosan, Gangnam — the heart of K-Beauty — aeAro was born from years of caring for countless clients and celebrities at a premium aesthetic spa.

Beyond simple treatments, we offer rituals that purify the day and awaken the senses.

Rooted in Korea's delicate culture of caring for both body and mind, aeAro reinterprets K-Wellness into a modern healing ritual for everyday life.



Authenticity, Expertise

Heritage & Professional Expertise

aeAro brings together experts —
professional therapists, healing counselors, and international aromatherapists.
From carefully sourced ingredients to precise formulations for optimal results,
every product reflects the touch of true craftsmanship.

Born from the hands of professionals,
aeAro embodies trust and depth refined over time.



Healing Balance

Restoring Balance of Body, Mind, and Hormones

We believe true beauty is restored not only through visible skin changes, but when the body, mind, and hormonal rhythm exist in perfect harmony. This is the essence of wellness that aeAro pursues.

Even amid stress, fatigue, and imbalance, small daily rituals can help restore inner balance. It is more than care — it is a gentle message of recovery, a healing process that nurtures the unseen depths within.



Reflection

A Ritual That Blends into Everyday Life

aeAro believes that taking time to care for yourself is a sacred ritual. The simple moments that begin and end each day become gentle pauses for self-reflection.

Looking into the mirror is not just seeing yourself — it is an act of understanding and loving your inner being. aeAro speaks of quiet beauty found in the space between caring and contemplating.



Slow Aging

The Way We Embrace Time

aeAro believes that beauty is not about stopping aging,
but about understanding and accepting yourself gracefully as time passes.
The flow of time cannot be stopped,
but within it, we can learn to honor ourselves.

Slow Aging is the art of living gently —
a continuous act of self-care.
aeAro invites you to embrace the natural passage of time with elegance and serenity.



Sexual/Sensual Confidence

Sensuality, Sexuality, and the Restoration of Self-Confidence

True wellness is achieved when physical senses and emotional fulfillment exist in harmony.

For aeAro, sexuality is not about exposure, but a deep connection with oneself — the ability to understand your own rhythm and love who you are.

It is the quiet emotion of falling in love with your reflection once again, the moment you truly feel and accept your own presence.

aeAro guides you on this sensual journey of self-assurance, inviting you to rediscover your beauty through gentle scents, soft touch, and serene light.





Seen Within 'The Moment the Inner Self Emerges'
: Time to take care of your inner self

Core Products

aeAro Inner Blessing





aeAro Inner blessing Y Oil 100ml

'Fill your feminine'

A luxurious floral fragrance designed to enhance your natural beauty and support balance and vitality for intimate care. Promotes intimate wellness, nurtures femininity, and helps maintain hormonal balance. Ideal for pre-pregnancy hormonal support and post-pregnancy recovery.

HOW TO USE

Safe for use on the intimate area and for breast massage.
Gently apply and massage to allow full absorption.
Suitable for use anytime, including before and after your menstrual cycle. Can also be used as a natural alternative to perfume.

KEY POINT

- Intimate Wellness
- Hormonal Balance
- Enhanced Sensual Attraction
- Love & Connection Synergy
- Elasticity & Vitality Support
- Deep Hydration & Gentle Care

ESSENTIAL OIL

- Rose Absolute
- Clary Sage
- Neroli
- Lavender
- Sea Buckthorn



aeAro Inner blessing Dropper 10ml

‘Drops for woman’

Provides comforting healing and soothing care, even during your menstrual cycle, ensuring a sense of calm and freshness. The convenient dropper design makes it easy to carry and use anytime. Supports intimate health, hormonal balance, and adds a natural fragrance to the Y-zone. Helps improve Candida control with 99.9% antibacterial efficacy.

HOW TO USE

Apply 1–2 drops onto your undergarments or directly onto your fingertips to gently massage the intimate area, nurturing your natural beauty. If needed, lightly dab with a tissue for a refreshed and clean finish. This versatile formula is also safe for use on your skin—simply apply to areas in need of soothing care. Enjoy its elegant fragrance as a natural perfume, leaving you feeling confident and refreshed throughout the day.

KEY POINT

- Intimate Health
- Hormonal Balance
- Increased Sensual Attraction Maximized
- Love Synergy Gentle & Low-Irritation
- Care Antibacterial
- Moisturizing - Calming Formula

ESSENTIAL OIL

- Jasmine
- Rose Absolute
- Ylang Ylang
- Geranium
- Lavender
- Frankincense



aeAro Inner blessing Mist 30ml

‘Open Your Inner Window’

Refresh and purify your inner self, clearing stagnant air from the Y-zone and filling it with invigorating energy. This formula supports Y-zone health, enhances the intimate environment, balances female hormones, and provides effective antibacterial care. Clinically tested to improve odor by 60% with just one use, bringing a renewed sense of freshness and confidence.

HOW TO USE

Lightly spray onto the Y-zone and allow it to absorb naturally into the skin for optimal results. If needed, gently dab with a tissue for a refreshed finish. Suitable for use not only on the Y-zone but also on other areas of the body. Spray onto any part in need of a refreshing boost, anytime, anywhere.

KEY POINT

- Intimate Health
- Improved Y-Zone Environment
- Inhibition of Bacterial Growth
- Odor Reduction
- Gentle Antibacterial Care

ESSENTIAL OIL

- Tea Tree
- Palmarosa
- Patchouli
- Rosemary
- Bergamot

Product Description





aeAro Recover Heal Cream 200g

'A Slim Body Filled with Warm Energy'

Rediscover your body's natural rhythm with a comforting warmth that reaches deep within. This warming body-slimming care enhances circulation and vitality, addressing fatigue and stress-in-duced stagnation. Effective for relieving chronic pain and reducing the appearance of cellulite, it revitalizes your body with every use.

HOW TO USE

Take an appropriate amount of the cream and evenly apply it to areas in need of hydration or massage. Gently massage until fully absorbed for optimal results. After exercise, apply to sore muscles and massage gently to help alleviate muscle pain. With just one RecoverHeal Cream, enjoy the dual benefits of deep moisturization and effective cellulite care.

KEY POINT

- Improved Circulation
- Cellulite Care
- Pain Relief
- Warming Sensation
- Detoxification
- Body Slimming Care

ESSENTIAL OIL

- Cinnamon Leaf
- Cajeput
- Scots Pine
- Clove Bud



aeAro Care Tox Oil 200ml

'Relief & Detox'

Cleanse deeply and restore balance with the gentle touch of nature. This natural detox formula helps eliminate impurities, revitalize your body, and bring a sense of comfort and vitality to every part of you. Designed to effectively support detoxification and cellulite improvement, it leaves you feeling refreshed, renewed, and re-energized.

HOW TO USE

Dispense an appropriate amount of oil into your palm and apply it to the desired area. Gently massage in circular motions until fully absorbed for the best results.

KEY POINT

- Improved Circulation
- Cellulite Management
- Detoxification
- Emotional Calmness
- Relaxation
- Body Contouring Care

ESSENTIAL OIL

- Juniper Berry
- Lemon Peel
- Rosemary
- Cinnamon Leaf



aeAro St. John's wort Oil 50ml

'Time to Heal Myself'

Protect and restore sensitive, delicate skin with soothing care designed to bring balance and recovery. This healing oil offers anti-inflammatory, antiviral, and antibacterial benefits while promoting skin regeneration, hydration, and calming relief. Effective for nerve pain and overall skin healing, it's the perfect companion for moments of self-care and rejuvenation.

HOW TO USE

Dispense a suitable amount of oil and gently apply it to the targeted area of concern. Massage lightly for better absorption and optimal results.

KEY POINT

Skin Protection
Moisturization
Calming Relief
Skin Regeneration
Wound Healing
Nerve Pain Relief
Body and Mind Relaxation

ESSENTIAL OIL

Olive
St.John's Wort



aeAro Cypress Oil 5ml

‘Powerful Essential Oil’

Harness the potent energy of essential oils to restore balance and normalize various conditions within the body. Provides effective relief from stress and anxiety, promoting a sense of calm and well-being.

HOW TO USE

This highly concentrated essential oil is best used when blended with creams or other oil products, or diluted for safer application. For a soothing experience, add a few drops to an oil diffuser or stone. It can help alleviate stress, promote better sleep, and support respiratory health, providing balance and relaxation in your daily life.

KEY POINT

Stress Relief and Calming Effects
Improved Blood Circulation
Respiratory Health Support
Regulation of Body Conditions
(Blood Vessels, Fluids, Sebum, etc.)

ESSENTIAL OIL

Scots Pine Needle
And Branch



aeAro Facially Oil 50ml

‘Most brilliant moment’

Adds vitality to the skin while forming a non-sticky, hydrating barrier, helping you rediscover your skin's natural radiance. Provides nourishment, vitality, and supports cell regeneration, making it highly effective for troubled skin.

HOW TO USE

Dispense an appropriate amount and gently massage onto your face until fully absorbed. For enhanced hydration, mix with lotion or cream before application. For oily skin, allow the oil to absorb fully, then gently dab off any excess with a tissue and finish with toner. This versatile multi-use oil can also be applied to hair and body, providing nourishment and hydration wherever needed.

KEY POINT

Skin Vitality
Brightening
Nourishment
Revitalization
Cell Regeneration
Effective for Troubled Skin

ESSENTIAL OIL

Neroli
Roman Chamomile
Rosehip
Lavender
Patchouli



aeAro Suave Baby Oil 200ml

'Sense of stability'

A gentle blend of essential oils offering anti-inflammatory benefits and promoting emotional stability. Its lightweight, non-sticky formula absorbs effortlessly, making it suitable for all ages, including infants. This versatile product is particularly effective for atopic skin conditions and inflammatory disorders, providing soothing care and lasting comfort.

HOW TO USE

Take an appropriate amount and gently apply it to areas needing care, allowing it to absorb fully. Ideal for use on atopic skin conditions and diaper rash, providing soothing and gentle care for sensitive skin.

KEY POINT

Effective for Atopic Conditions
and Inflammatory Disorders
Safe, Nourishing
Hydrating Formula for Sensitive Skin

ESSENTIAL OIL

Lavender
Roman Chamomile
German Chamomile
Everlasting

Brand Marketing



1. Domestic Distribution & Marketing Strategy

- **Premium Offline Expansion**

Entering premium beauty select shops

: Chicor, La Perva, and Shinsegae International.

Introducing Ritual Zones to make spa rituals part of daily life.

: aroma, meditation, and massage experience spaces

- **Hotel, Spa & Resort Partnerships**

Collaborating with Park Hyatt, Banyan Tree, and Aqua Planet Spa

to connect the brand message — ‘Bringing the hotel spa experience home.’

- **Strengthening Premium Online Channels**

Expanding D2C through the official website and premium platforms

: 29CM, Musinsa Beauty, and Naver Premium Zone.

Enhancing conversion with ritual-based product curation and personalized routine content.

**Securing a unique market position through
premium home spa, hormonal balance, and sensory rituals —
a space where no existing brand currently competes.**

Beauty-full Lounge
CHICOR

 **SHINSEGAE**

—————
P A R K H Y A T T®
—————

29CM

2. Global Distribution & Sales Strategy

- **Expansion into the Middle East**

Export contracts worth approximately ~~¥~~¥500 million are underway as of 2025, with entry planned into Emirates Airlines and Dubai Duty Free in the second half of the year. This will establish a strong foothold in the global premium airline and duty-free market.

- **Entry into the European Market**

Distribution partnership discussions are in progress with Douglas (Germany), with a phased expansion plan across Europe.

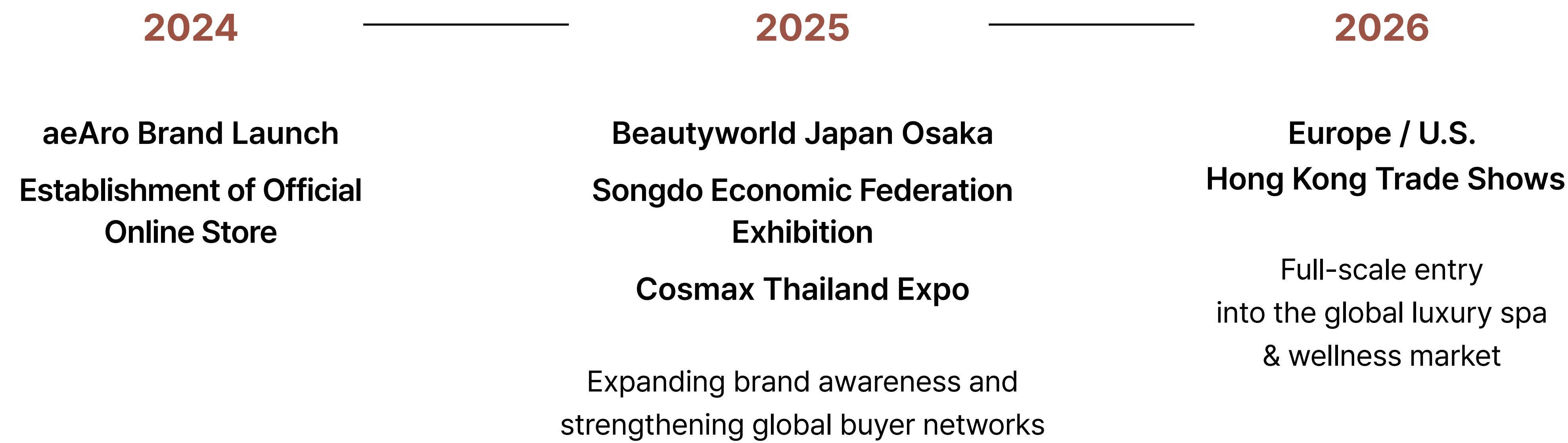
By leveraging Douglas's network of over 2,000 stores, aeAro aims to strengthen its recognition as a K-Wellness & Ritual Beauty brand across the continent.

- **Expansion into Oceania**

An official distribution agreement with an Australian partner is scheduled for the second half of 2025, laying the foundation for entry into the vegan and natural beauty-focused Oceania market.

**Presenting the next evolution of K-Beauty
through the K-Wellness Ritual,
connecting with the Slow Aging and Sexual Wellness markets.**

3. Exhibition & Global Trade Show Plan



4. Content & Brand Story Strategy

- **K-Wellness Ritual Care**

Proposing wellness rituals for balance and recovery through the “Morning Balance Ritual” and “Evening Healing Ritual” routines.

- **Expertise-Based Content**

Collaborating with **international aromatherapists** to create expert columns and infographics on **hormonal balance** and **slow aging**.

Delivering spa, meditation, and sensory care culture to global consumers in an exotic yet authentic way.

- **Emotional Visual Branding**

Enhancing the “Subtle & Sensual Healing” visual concept — focusing on silhouettes, light, and the reflection of skin.

Promoting the philosophy of living naturally and harmoniously, rather than merely delaying aging, to build a distinctive aesthetic that aligns with Western wellness trends.

5. Brand Achievements

- Ongoing ₩5 billion export contract in the Middle East; entering **Emirates Airlines** and **Dubai Duty Free** in the second half of 2025.
- Distribution partnership discussions with **Douglas (Germany)** to expand across Europe.
- Preparing for entry into the **Oceania market** with an official distribution agreement in Australia (H2 2025).
- Expanding presence in **Japan, the U.S., and China** through premium retail and online platforms.
- Strengthening global brand awareness through continuous participation in **international exhibitions (2025–2026)**.
- Establishing aeAro as a **Korean premium ritual wellness brand** through partnerships with domestic and international **hotels, spas, and experiential channels**.

æeAro

Seen Within: Subtle Beauty through Healing and Balance