



VAROL

VAROL ICE ROLL SERUM Brand Brochure

When your skin feels overheated,
Roll it instantly with
VAROL ICE ROLL SERUM

Instant
Cooling

Gua Sha
Massage

Firming
Serum



Everyday Factors That Repeatedly Raise Skin Temperature

Skin imbalance from UV, heat, and stress requires a deeper solution



Skin Condition Imbalance

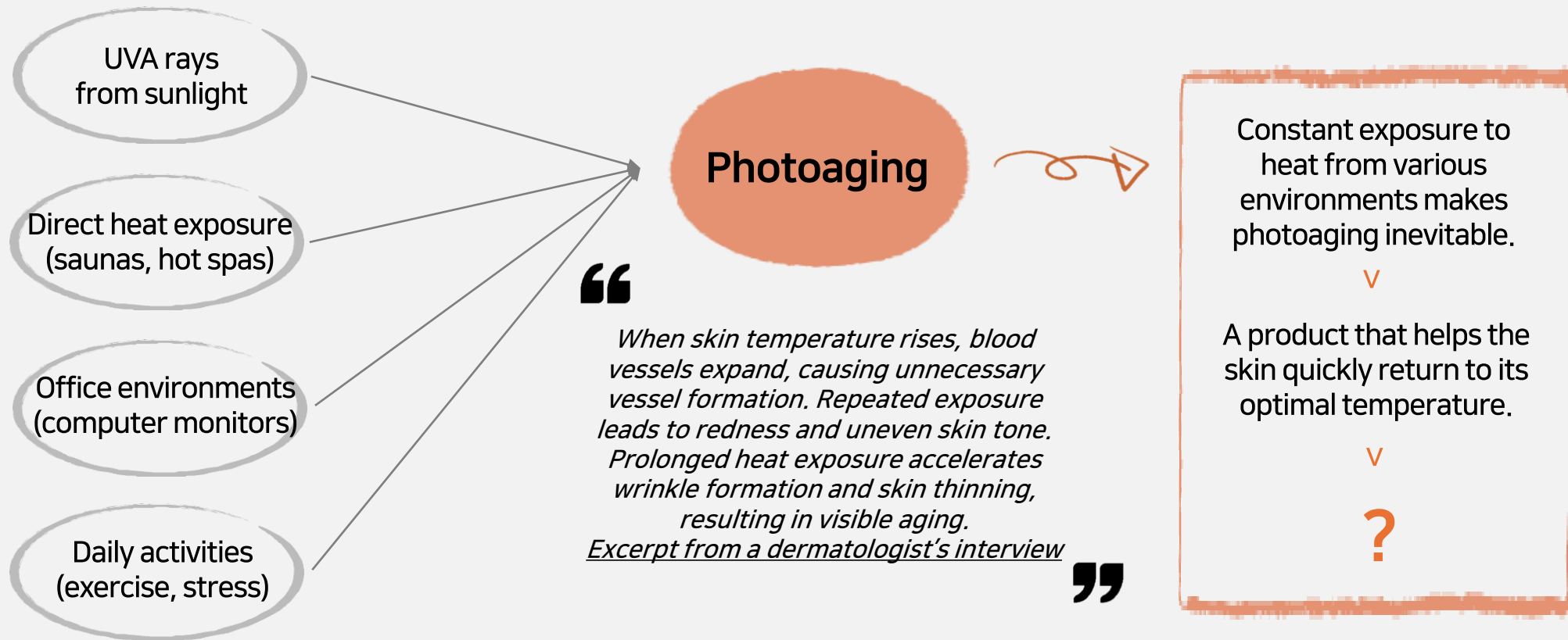
Heat
sensation

Puffiness

Dryness

Raising awareness of skin warming and photoaging caused by elevated skin temperature

Main Causes of Photoaging



Inspired by the concept of restoring skin's optimal temperature



Core Concept: Optimal Beauty Temperature (32°C)

- Capillaries expand, causing redness.
- Excess sebum triggers breakouts.
- Collagen loss reduces elasticity.
- Moisture loss upsets balance.



When skin
temperature rises
(above 33°C)



A serum that instantly
restores skin's optimal
temperature.



Core Concept:
Optimal Beauty
Temperature
(32°C)

- Puffiness and keratin increase.
- Skin becomes rough and dull.
- Product absorption slows.
- Irritation and dryness occur.



When skin
temperature drops
(below 31°C)



The Optimal Beauty Temperature: 32°C

Research has shown that maintaining the skin's optimal beauty temperature of 32°C helps suppress blood vessel dilation and melanin production, keeping the skin tone even and bright while minimizing cellular fatigue.



Hydration and soothing care are key to maintaining balance.

By controlling temperature and humidity, the skin can stay balanced at 32°C—effectively protecting it from external irritants, maintaining proper absorption and excretion through pores, and supporting immunity and metabolism.



The Rise and Limitation of K-Beauty Devices

While many beauty devices exist, most separate the formula from the tool, requiring manual application and reducing convenience.

Product Highlights



Convenient 2-in-1
design combining
serum and Gua Sha
massage.

Features a 1-inch, medical-
grade stainless steel ball.

VAROL

Ice Roll Serum
for Face

Functional serum that
penetrates deep into the skin.

01 Instant Cooling Effect

- Lowers skin temperature by an average of 4.2°C within 3 seconds
- 43.33% soothing effect on heat-damaged skin
- Delivers instant satisfaction

02 All-in One

- Korea's first 1-inch stainless-steel ball integration
- Dual-action care combining serum and massage
- Skincare and massage — all in one step.

03 Solutions for 20s~50s Women

- Pore-Tightening: Deep pore care for clearer, refined skin
- Double-Elasticity: Comprehensive anti-aging treatment
- Restores firmness and definition to sagging facial lines

Product Lineup

#1 DOUBLE-ELASTICITY ICE ROLL SERUM

#2 PORE-TIGHTENING ICE ROLL SERUM



Instant Cooling for skin damaged by heat Tighten loose elasticity

VAROL Double-Elasticity Ice Roll Serum

-43.33% Cooling and Soothing effect for heat-damaged skin

-Collagen + Bakuchiol,
Premium treatment for elasticity maintenance

-Improvement in
Wrinkle: 20.66%, Elasticity: 8.66%, Moisture: 23.01%,
Pigmentation: 2.09%

Clinical trial of soothing (cooling) effects on skin stimulated by heat
Clinical trial on the comprehensive skin anti-aging effect

/ Testing agency: SKINMED
/ Test Period: 2024.03.11 ~ 2024.04.09
/ Test Subjects: 20 adults aged 30 to 60 years



Lower Skin temperature in 3 seconds, Firm up Enlarged pores

VAROL Pore-Tightening Ice Roll Serum

-Instantly reducing skin temperature by an average of 4.2°C

-A combination of ingredients for firm pores,
8-types of TANNIN Complex

-Improving number of pores by 23.14%,
Depth of pore by 14.09%, Elasticity of pore by 12.61%

-Depuffing face caused by loosen elasticity by 11.02%

Clinical trial of soothing (cooling) effects on skin stimulated by heat
Clinical trial on the dual improvement of pores
Clinical trial on the improvement of pore elasticity
Clinical trial on depuffing face

/ Testing agency: SKINMED
/ Test Period: 2024.03.11 ~ 2024.03.26
/ Test Subjects: 21 adults aged 20 to 60 years



Key Ingredients

Collagen + Bakuchiol

Natural protein collagen helps maintain skin elasticity,
while bakuchiol provides anti-aging care suitable for all hours of the day.

Key Ingredients

8-Type Tannin Complex

A botanical complex of eight natural extracts
that helps tighten pores and control excess sebum.

Key Ingredients

DOUBLE-ELASTICITY ICE ROLL SERUM

PORE-TIGHTENING ICE ROLL SERUM

Collagen

Low-molecular collagen that improves firmness and reduces wrinkles, while strengthening the skin barrier against UV damage.

Bakuchiol

A plant-derived retinol alternative that improves wrinkles' appearance, enhances elasticity and skin tone, and delivers powerful antioxidant benefits.

Beta-Glucan

A moisturizing and soothing ingredient derived from *Grifola frondosa* (Maitake mushroom) that strengthens the skin barrier and supports immune balance.



8-Type Tannin Complex

A blend of eight natural tannin-rich extracts that tightens pores, controls sebum, and prevents skin aging through antioxidant effects.

Panthenol

Reinforces the moisture barrier, soothes irritation, and protects skin from external stressors.

Hibiscus "Keratin-Free" Complex

Removes dead skin cells, refines texture, and promotes skin regeneration and hydration.

Microbiome Cooling

A 100% naturally derived cooling complex that delivers long-lasting cooling effects even at room temperature.

Clinical Test



- 1 43.33% improvement in heat-induced skin damage
- 2 20.66% reduction in wrinkles after 4 weeks
- 3 8.66% increase in skin elasticity after 4 weeks
- 4 23.01% improvement in hydration after 4 weeks
- 5 2.09% reduction in pigmentation after 4 weeks
- 6 Skin reactivity: 0.00 — Certified non-irritating

DOUBLE-ELASTICITY ICE ROLL SERUM

- Human application test on the soothing (cooling) effect for heat-stimulated skin
- Human application test on overall anti-aging effects
- / **Testing Institute:** SkinMed
- / **Test Period:** Mar 11 – Apr 9, 2024
- / **Subjects:** 20 adults aged 30–60



- 1 Decreased skin temperature by 4.2°C after use
- 2 23.14% reduction in pore count after 2 weeks
- 3 14.09% reduction in pore depth after 2 weeks
- 4 12.61% increase in pore elasticity after 2 weeks
- 5 11.02% reduction in facial puffiness after use
- 6 Skin reactivity: 0.00 — Certified non-irritating

PORE-TIGHTENING ICE ROLL SERUM

- Human application test on the soothing (cooling) effect for heat-stimulated skin
- Human application test on dual pore-improvement effects
- Human application test on pore-area elasticity
- Human application test on facial puffiness reduction
- / **Testing Institute:** SkinMed
- / **Test Period:** Mar 11 – Mar 26, 2024
- / **Subjects:** 21 adults aged 20–60

Acquired key cosmetics certifications and registrations, including CPNP and MOCRA

Product Certifications

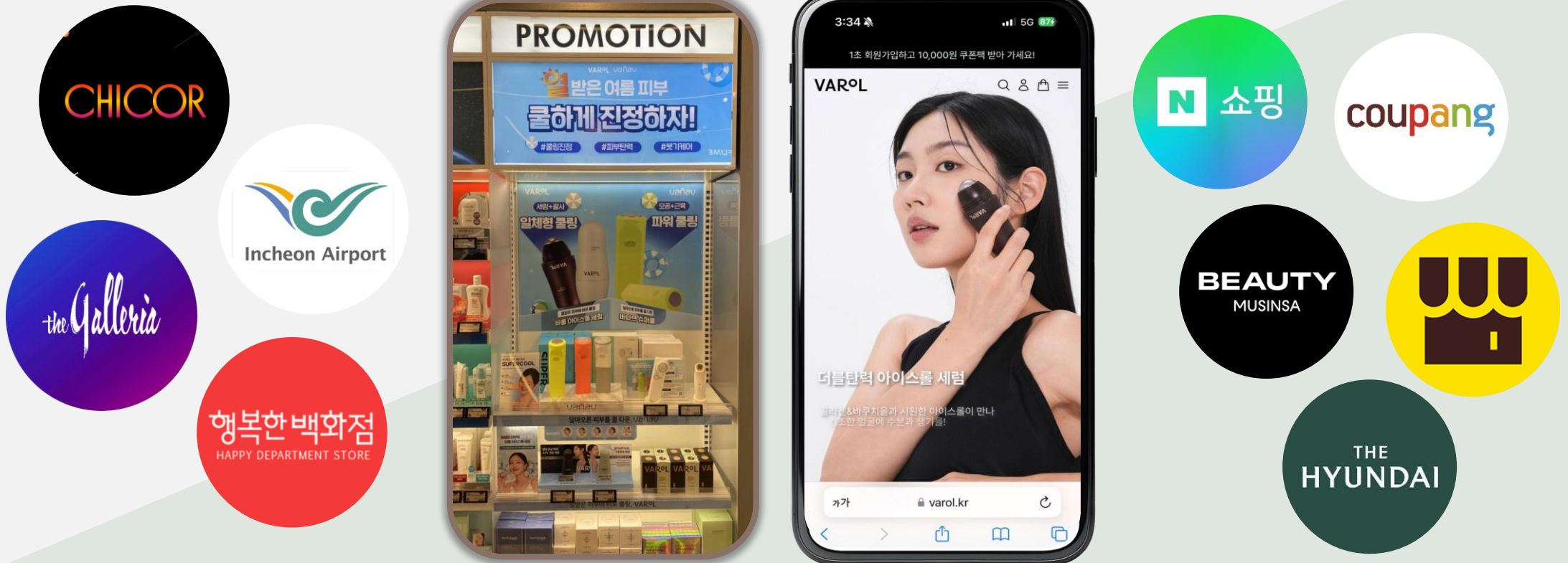


Product Awards



Available across major online and offline channels (CHICOR, duty-free shops, and The Hyundai)

Expanding presence across online and offline channels



Viral marketing campaigns featuring K-pop idols and influencers

TV Product Placement



[Selling Life] — Tighten heated pores and restore firm elasticity with a cooling touch! ✨



Influencer Content



@ddobini619



@weehee_



@hyo.ppeu



OOH placed in high-traffic areas such as Gangnam and Itaewon

Gangnam Station



Itaewon (Musinsa Building)



Enhanced brand exposure through premium event sponsorships

Professional golf tournaments



Kookmin Bank VIP events



Export



USA



Hong Kong



Russia



Japan



Indonesia



Vietnam



Singapore



Kazakhstan



Mongolia



Taiwan



India



China



UAE

Online

amazon

Qoo10

COCOMO

WB

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Offline

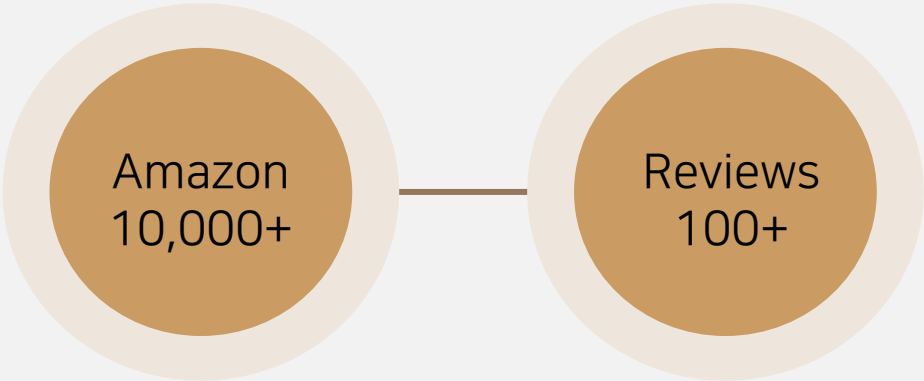
Jagalchi

龍豐集團
LUNG FUNG GROUP

Guardian

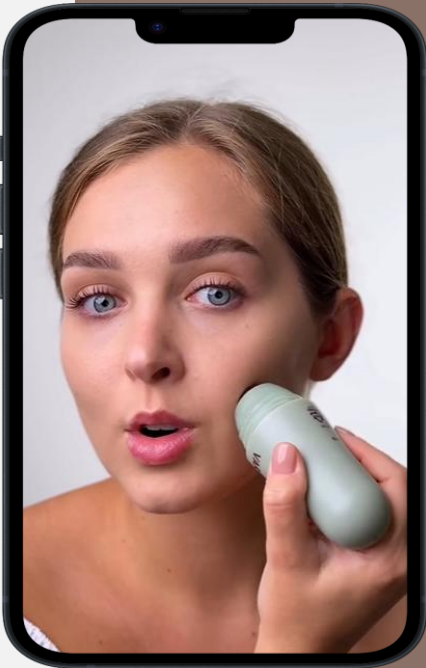
...

Achieved 10,000+ sales on Amazon US through global influencer collaborations



[Product Listing Page]

Influencer Marketing



@that.tania.vibe



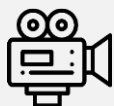
@makeup_kauai



@tako_ugc



Participated in the premium K-Market “Jagalchi” event hosted by Nongshim Megamart



[\[Jagalchi event highlight video\]](#)



Jagalchi showcase on-site photos



VAROL x JAGALCHI



[\[Related Article URL\]](#)



Participated in a pop-up event by Guardian, Southeast Asia's largest drugstore

(Achieved sales of approximately USD 590,000)



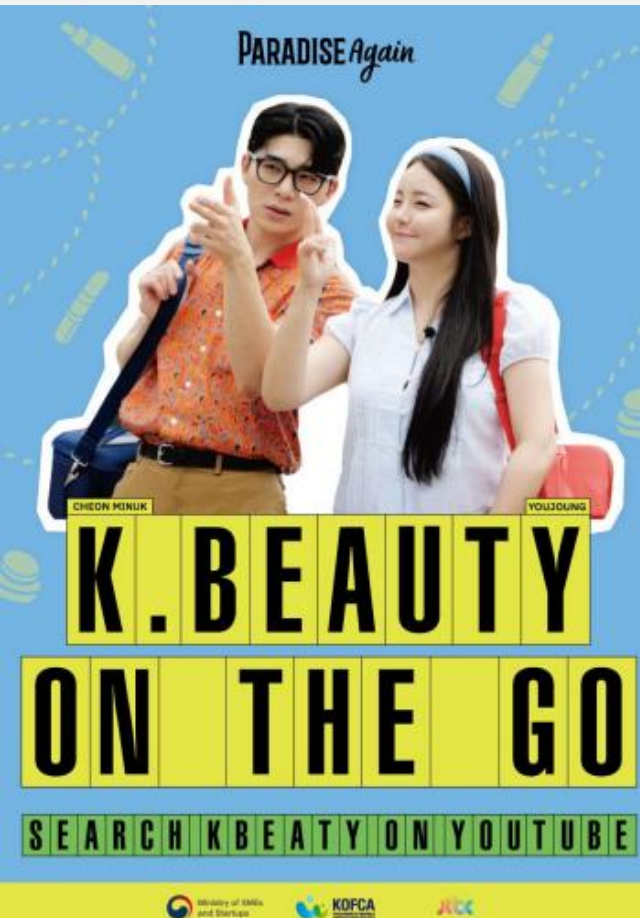
GLOW&GROW Korea Beauty Pop-up



Produced promotional videos with leading Southeast Asian influencers



PPL sponsorship for JTBC's "Vietnam PARADISE AGAIN"



[PARADISE Again] Featuring Brave Girls' Yujeong and Vietnamese influencer Tran Minh Wook



[PARADISE Again - K.BEAUTY ON THE GO]



Contact Us

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