

HELLO!  
NICE TO  
MEET YOU.

WE ARE  
MEDIUS  
WE ARE FROM KOREA.

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### About AUBE Corporation

- Company name
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# Aube cosmetics

**Aube helps to open the bright beginning of everyone's dream, life and beauty.**

In French, 'aube' means 'dawn' or 'beginning' we wish the products of Aube will deliver vitality of the dawn. Company Aube is a total cosmetic company that enables its consumers to enjoy impressive beauty as well as have happy dreams and vibrant lives.

2



**Brand & Product**

- **Brand platform**
- **Brand image**
- **Product**

MEDIUS

## NAME |

Professional mask pack brand concerning 'us'

## MISSION |

Professional mask pack that enables consumers to recognize skin correction effects and changes on a daily basis based on expertise and highly reliable remedy technique

## CONCEPT |

"Aesthetic plastic surgery effect that you can recognize everyday"

## CORE |

Differentiating points in professional, medical scientific and functional aspects

## PROMISE |

MEDIS will introduce its consumers a variety of products that can enable them to recognize the skin improvement every day with its own 'skin correction system' in a safe way. Consumers no longer need to go to dermatologists or plastic surgeons to become more beautiful.

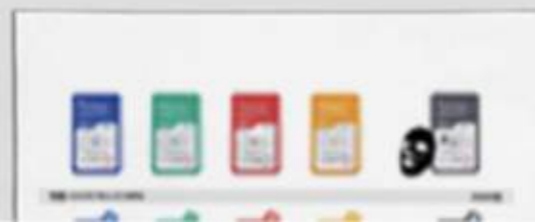


BRAND IMAGE



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## PRODUCT MAP



Ampoule Synergy Mask



Ampoule Synergy Mask PLUS



Cream Mask



SOS water balm Mask



Double effect Mask



Heart Ppyoung Ppyoung Eye Patch



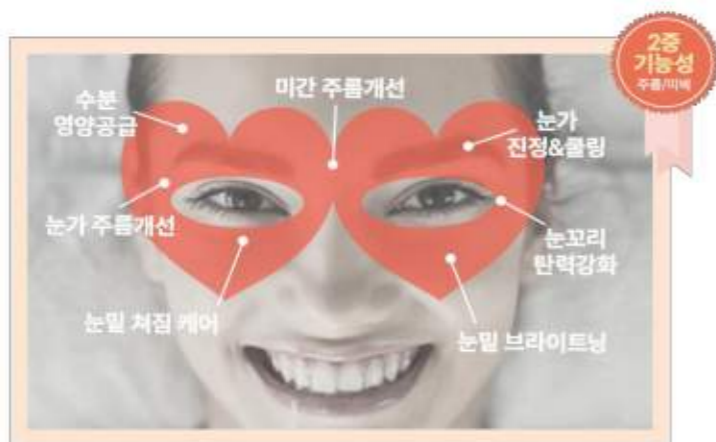
3D Silicone Mask

Can't take my eyes off you

# Heart Ppyoung Ppyoung Eye Patch



Eye care for all eyes  
"Heart goggles type" all-in-one eye patch



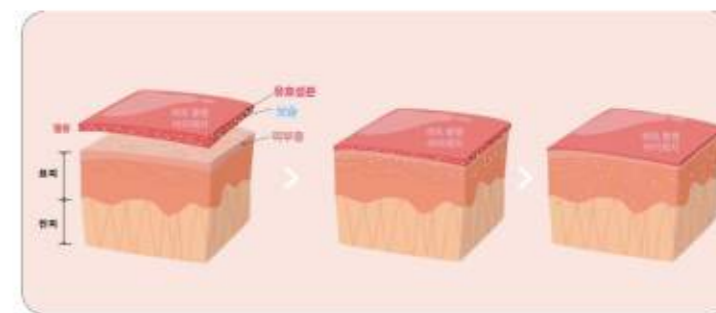
Whitening function + wrinkle improvement function  
A lovely and functional heart goggle type eye patch that covers all of the eyes and the eyes.

World's first heart-shaped design



Hearts full of both eyes are perfect, of course, It is a novel and new design that adds to the beauty of the eyes while keeping the whole eye zone.

Depending on skin temperature  
Hydrogel sheet to deliver the active ingredient



After it comes into contact with the skin, it transfers the active ingredient and moisturizing ingredients that have been gradually absorbed to the skin depending on the temperature of the skin.

Help my skin with SOS water balm!  
**SOS WATER BALM MASK**



**When you get in emergency skin problem situation, find nurse face!**

- This design motive by a vintage nurse illustration that make powerful identity.
- It make from trandy ingredients that loved in the world market.
- This sheet mask have moisture, brightening, soothing and pore care line.

- \*Moisture care : Ceramide, Marin-collagen
- \*Brightening care : Damask rose, Pearl extract
- \*Soothing Care: AHA , Aloe extract
- \*Pore care : Calendula extract, Tea tree extract

**Emergency moisturizing!  
 'Quick water balm' texture**



This formula like an ointments. and quickly soothes and moisturizes. It formed from small molecules of hyaluronic acid

**Elaborate select sheet fabric  
 Lyocell sheet that contain eucalyptus.**



- Eucalyptus leaf is an age-old bandage. also this sheet fabric containing eucalyptus as main ingredient.
- Lyocell sheet has good adherence and help soothing effect.

The first introduction of Essence Pad + Optimal Essence + Best feeling  
**AMPOUL SYNERGY MASK 33ml**



**Differentiated**  
 Step 1.applied Essence pad



**-Step 1 : Boosting Essence pad**  
 Helps to treat dead cells and **makes skin smooth.**

-Organized by the fermentation of **soy keratin essence**, and helps with the absorption of certain essential Step 2 synergy jelly - skin calibration system up to feel the effects

**Biggest volume among Korean Products**



L's single mask  
 KRW 3,000  
 25ml

M's single mask  
 KRW 3,000  
 25ml

**33% more** essence contained than other company products.

**Of our own Jelly essence : does not flow**



-Co-developed with IMINE Co., Ltd., Korea's No. 1 Mask Developer

-**Jelly texture** → **changing into watery essence**, deeply absorbed into skin

-Including **LMW hyaluronic Acid**

Made at the request of customers who want to take daily care  
**AMPOUL SYNERGY MASK 25ml**



**Fingerprint-like high-fitting sheet is perfectly fit**



- The thinnest long fiber means "long fiber", and the wavy fiber made by imprinting the fingerprint like shape,
- The essence has excellent moisturizing power, and it is ideal to transfer to the skin.
- The wave pattern of the whole sheet enhances the adhesion of the skin surface like fingerprints and delivers the effective ingredient of the essence perfectly to the skin without falling down or dropping.

**Full of low-molecular hyaluronic acid**



- Low molecular weight hyaluronic acid with the ability to hold water at 1000 times its own weight
- Not only the formation of the skin of the skin, but also absorbed into the dermis, resulting in intense and intense moisturization.

**Of our own Jelly essence : does not flow**



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Three sizes of hyaluronic-acid are gotten every skin layers  
**MEDIUS CREAM MASK**



**Premium High moisture cream,**  
not a common transparency essence



-Gently melts together with complete nutrition and water to give premium on the skin cream.  
-Focused on dry skin and sensitive advanced prescription.

-Differentiated the finest ingredients made from cream.

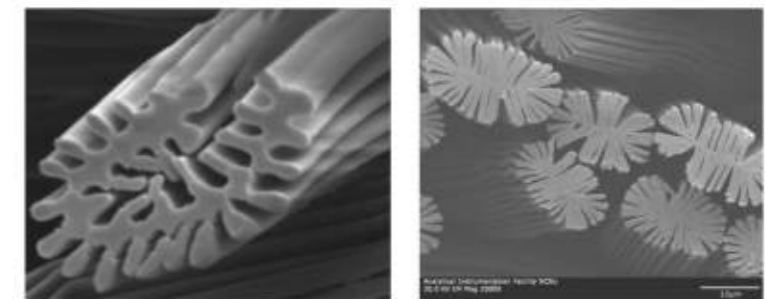
- \*Seacucumber : Moist Focus
- \*Gold Sericin : Lifting (Anti-aging)
- \*Crocodile oil : Pore-care
- \*Black Pearl : Brightening (Whitening)

**Three sizes of hyaluronic-acid fomula**



Low molecular weight hyaluronic acid, macromolecular polymer hyaluronic acid, and hyaluronic acid are ingress of water supply to layer upon layer of skin.

**Implements a fine ultimate tenderness with a microfiber sheet**



-A microfiber material used for medical applications.

-To the nutritional content without the stimulus.

The Premium care in the face, the V line on the chin  
**DOUBLE EFFECT MASK**

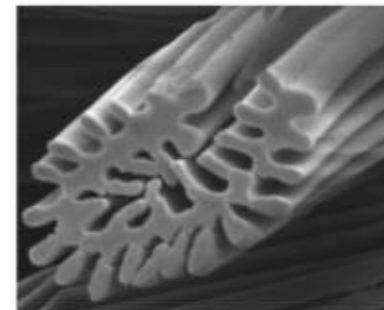


Face care with Face line care :  
 Site-specific calibration mask



- This site-specific skin problems originate from customer insight.
- Full face with perfect adhesion **low molecular weight hyaluronic acid** enriched care to maintain the natural moisture does dry out in the deep penetration.
- At the same time as chin lift only seat designed to promote resilience sagging **chin-up care**.

Containing the essence Premium High  
 adhesion Ultra microfiber sheet



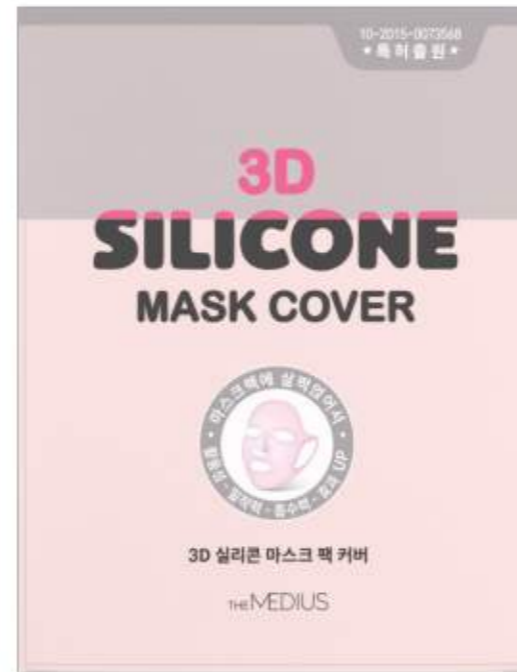
- Medically prescribed reconstruct the famous water essence.
- Maximize adhesion to the skin**, fine microfiber sheet 1/346 of the thickness of hair thickness
- Safe prescription** ; available to Sensitive, young children (completed Skin clinical tests)

For lifting the chin, a specially designed  
 High adhesive hydrogel sheet

Small, slender face for good **Quinoa seeds** making the light emission face line for water to extract caffeine unnecessary.

Innovative smart beauty item that allows time to enjoy the mask pack!

## 3D SILICONE MASK



Sold out nationwide in Japan :  
Innovative mask covers

For the duration of the mask pack  
All activities are possible!

Can use every day!  
Economical and smart items



\* TV On-air : 2015.4.10. KBS Beauty Bible

- Elastic type made of **100% silicone**.
- 3-dimensional structure** that fits for face curves rather than flat surface.
- 2 types of size** adjustment for a variety of face sizes.



-The items that can be used every day by **simple washing with water**.

-Cool in the refrigerator **cold pack** is available, and a **warm poultice** is also available.



3



**Medius Sale channels**

LUNCHED COUNTRY



CHINA

AND WE LAUNCHED 3,000 OFF LINE SHOPS IN CHINA.

SOUTH KOREA

<a href="http://www.medius.co.kr">www.medius.co.kr</a>	

## China off-line channel

In China, Launched in “Watsons” 2800 stores “SEPHORA” 200 stores, and premium market “City Super” all stores of China.

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## England & Russia off-line channel

In England, Launched in “Selfridge” Department stores,  
and In Russia, Launched in “Podryzka”, and “Tabris” 13 stores.

**SELFRIDGES & CO**

Подружка

**Табрис**  
Супермаркет



## Philippines & Taiwan off-line channel

In Philippines, Launched in “Beauty in Seoul” 20 stores in SM mall,  
and In Taiwan, Launched in premium market “POYA” 150 stores, and “RT Mart” 19 stores.



### South Korea off-line channel

In Korea, Mask sheet specialty store Myeong-dong "All masks story" in Myeong-dong.  
And We lunched "Boots" and "PLO" all stores in korea, and started lunching at "Lalavla"(Watsons-korea).



Recent overseas expansion

US



- Launched 120 stores at 27th. Jan. 2019
- Expansion to 1800 stores after 6 months.

Singapore



- Launched at 60 locations nationwide in Singapore (Apr. 2019)
- 8 SKU running

El Salvador



- Opened Medius Flagship Store in 1H
- Expansion of whole store in Shimane



PR status



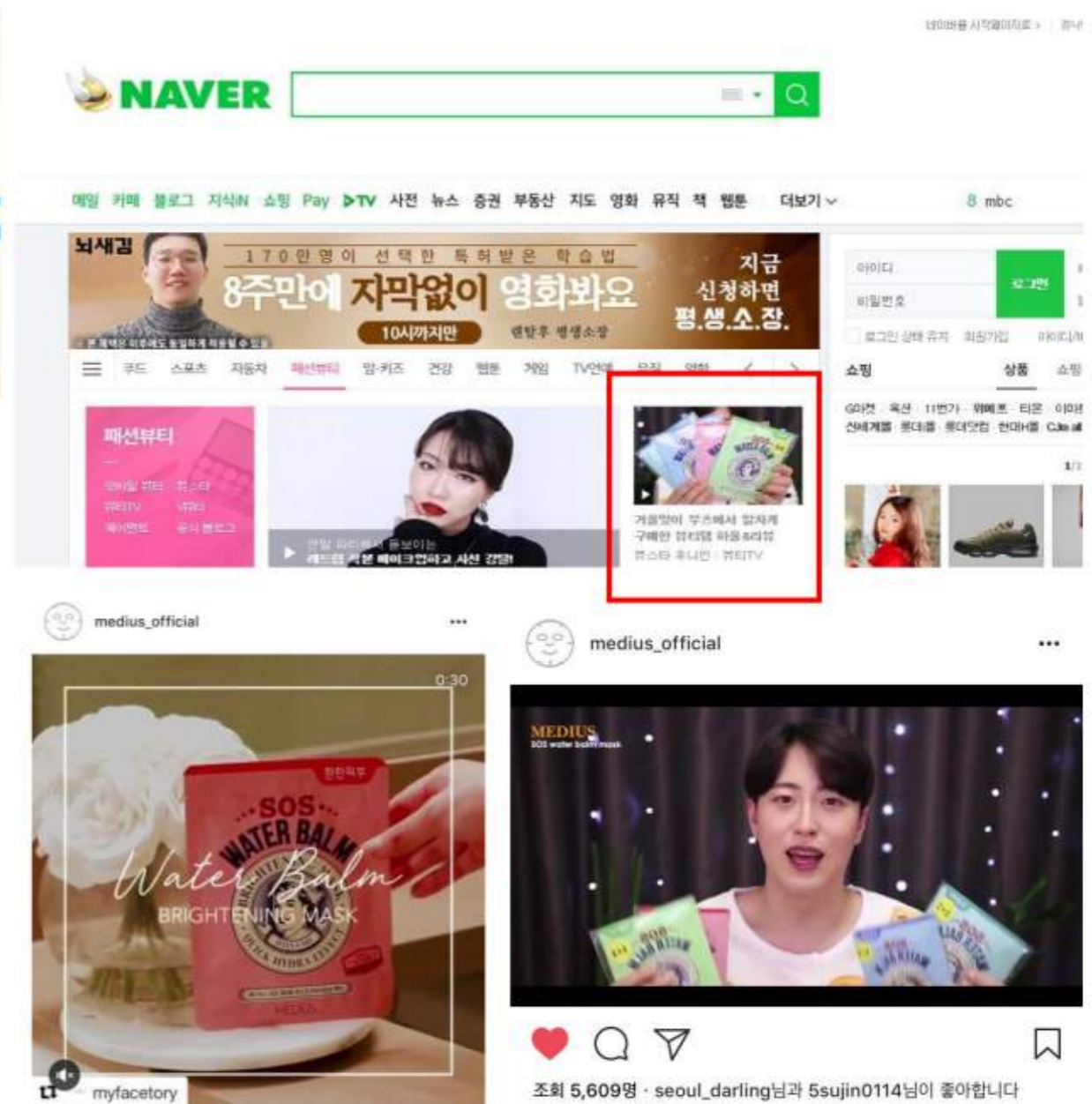
### Online Viral in Korea

And to proceed with the promotion of **Korea famous beauty celebrities**, Combined with the publicity and advertising, social networks, etc. through the beauty community.

#### TOP KOREA BEAUTY CELEB



#### MAKE ISSUE



## News stories Release / Celebrity Marketing in China

Press releases and actively made the issue so related to intellectual content on the portal site "Baidu" MEDIUS search just easy access to the brand news and promotion to Chinese customers through a well-known celebrity in China. We are committed to spreading the brand through appearances on Beauty information TV programs.



DIVERSIFICATION OF PUBLIC RELATIONS CONTENTS

We are constantly exposing global contents such as Instagram, Facebook and so on so that we can communicate with more diverse customers.



Дистрибьютор в РФ

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**<https://vbg-cosmetic.ru/>**

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