Find your own beauty
with clean, vegan, and effortless
skincare routine

face republic

# contents


| | | |
|---|---|---|
| **brand** | brand philosophy | 6 |
| | what we promise | 7 |
| | milestones | 11 |
| **product** | hydro line | 14 |
| | calming line | 15 |
| | glow line | 16 |
| | blooming line | 17 |
| | face masks | 18 |
| | travel kit | 19 |
| **brand presence** | social media | 21 |
| | online channel | 22 |
| | offline stores | 23 |
| | events | 24 |
| **appendix** | skin type test & routine set recommendation | 25 26 |

brand philosophy 6
what we promise 7
milestones 11

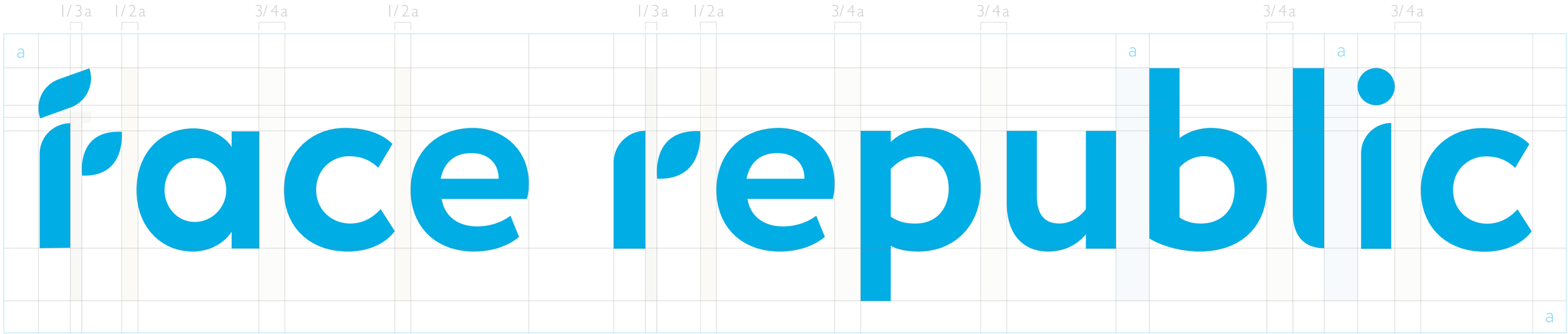
# brand


We believe beauty cannot be defined by others.
True beauty can be found from loving andmagnifying yourself.
Define your own beauty in face republic
find

# Find your own beauty in Face Republic

**Face Republic** is a K-beauty skincare brand founded on the belief that everyone is unique and beautiful in their own way.
Our mission is to help you discover your own beauty for **clean** skin, with **vegan** products, by **effortless** routine.

Every Face Republic product is made clean, safe and sustainable for our delicate skin and nature.
And we are dedicated to helping you build a simple yet effective skincare routine suitable for every skin type.



# brand philosophy

## Finding true beauty

We believe beauty cannot be defined by others.
True beauty can be found from loving
and magnifying yourself.
Define your own beauty in Face Republic.

## Together in Face Republic

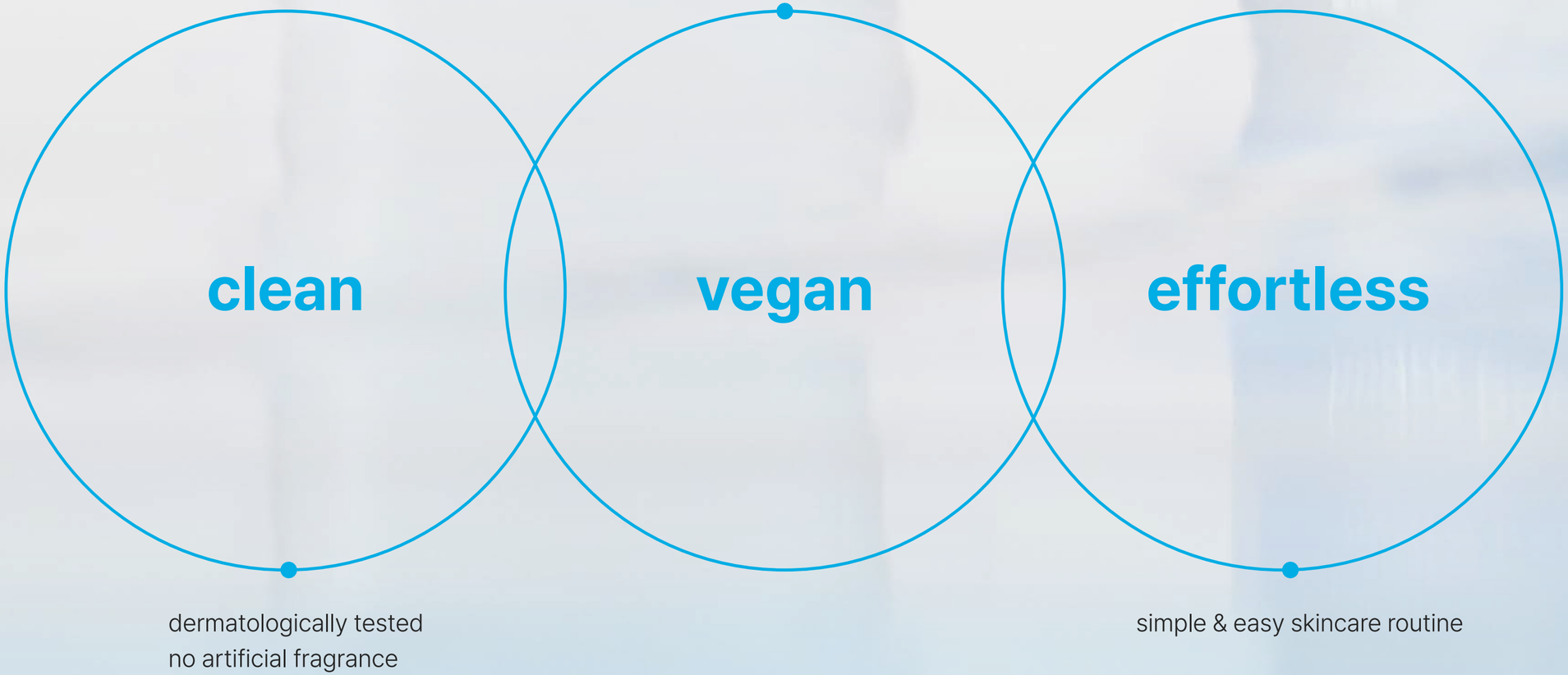
We navigate safe and reasonable solutions
to not only rediscover but also maximize
each individual's natural beauty.



CLEAN BEAUTY

DERMATOLOGICALLY TESTED

# what we promise



# clean

dermatologically tested

no artificial fragrance

We use carefully selected ingredients which focus on its core functions, helping our skin to return to its true and original healhty state. Our products are dermatologically tested to make sure they are safe and gentle for the skin.



# vegan

vegan-certified

cruelty-free

We are committed to make products which are safe, comfortable and sustainable not only for the skin but also for the environment.



# effortless

simple & easy skincare routine

We are committed to make simple yet effective skin care routines with four color-coded product lines that can address different skin types and skin concerns. Our products are designed to mix & match, making them easy to incorporate into each individual's daily routine.



hydro line 14
calming line 15
glow line 16
blooming line 17
face masks 18
travel kit 19

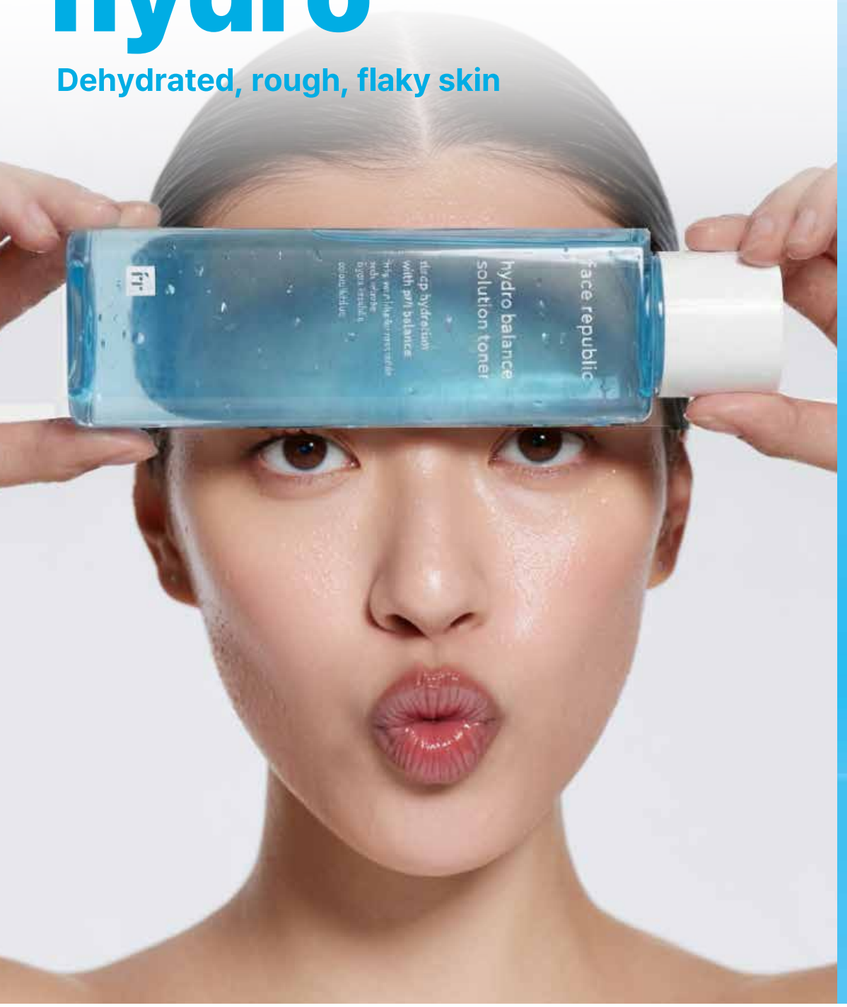
# product

# face republic


face republic
hydra barrier ceramide cream
face republic
hydra intensive aha lotion
face republic
hydra balance solution toner
face republic
hydra boost solution serum
face republic
purity
face republic
calming care AHA/BHA moisturizer
face republic
calming relief sun lotion
face republic
face republic
face republic

# hydro

## Dehydrated, rough, flaky skin







### 1) Hydro Derma Gentle Cleanser

hydrating | purifying | mild pH

removes impurities, leaving the skin clean and moisturized with physiological formula.

### 2) Hydro Balance Solution Toner

hydrating | mild pH | wrinkle care

deeply hydrates with 8 types of Hyaluronic Acids while balancing skin's pH level.

### 3) Hydro Boost Solution Serum

hydrating | wrinkle care | mild care

deeply hydrates and relieves with 11 types of Hyaluronic Acids, leaving a non-drying, plumped skin.

### 4) Hydro Barrier Ceramide Cream

hydrating | soothing | protection

strengthens damaged skin barrier and soothes the skin with rich, long-lasting hydration

### 5) Purity Sun Essence

lightweight | water resistant | reef-friendly

protects skin from UV rays with non-sticky, lightweight finish.

# calming

## Oily, acne-prone skin






### 1) Calming Salicylic Acid Cleanser

**calming | mild pH | clarifying**

calms acne and blemishes as it gently removes dirt and excess oil.

### 2) AHA/BHA Toner

**calming | clarifying | mild care**

clarifies rough skin and controls sebum with AHA, BHA ingredients while calming irritated skin with tea tree extracts.

### 3) Calming Tea Tree Madecassoside Serum

**calming | lightweight | moisturizing**

soothes troubled skin and blemishes with madecassoside and tea tree extracts.

### 4) Calming Care AHA/BHA Moisturizer

**calming | moisturizing | clarifying**

calms irritated skin with cica and aloe extracts while deeply hydrating with plant-derived squalane.

### 5) Calming Spot Oint Gel

**calming | protection | clarifying**

calms acne and blemishes with salicylic acid (BHA), tea tree leaf extract and centella asiatica extract.

### 6) Calming Relief Sun Lotion

**calming | cottony | reef-friendly**

protects and calms the skin from UV rays with a non-greasy, cottony finish.

# glow

## Dull, uneven skin tone







Vegan

DERMATOLOGICALLY TESTED

### 1) Glow Gold Mineral Cleanser

glowing | purifying | mild care

removes impurities with rich, dense foam, leaving the skin clean and vitalized with gold and vitamins.

### 2) Vita Glow Niacin Toner

brightening | glowing | purifying

vitalizes and purifies dull, uneven skin tone with vitamin ingredients, leaving the skin smooth and hydrated.

### 3) Vita Capsule Luminous Serum

brightening | glowing | moisturizing

brightens dull skin with vitamin ingredients and capsulized jojoba seed oil, leaving your skin with a healthy radiant complexion and a dewy finish.

### 4) Vita Radiance Niacin 10 Cream

brightening | tone up | moisturizing

vitamin cream with 10% Niacinamide that helps to care for sebum, refine pores, and leave the skin smooth and moisturized.

### 5) Vitamin C 25 Concentrated Ampoule

glowing | vitalizing | nourishing

High-concentration ampoule containing 25% pure vitamin C that helps improve skin tone and maintain clear skin.

### 6) Glow Screen Sun Gel

glowing | lightweight | reef friendly

protects the skin from UV rays with a radiant glow and non-sticky finish.

# blooming

## Aging,wrinkled skin







### 1) Blooming Rose Melt & Remove Pore Cleansing Oil

vitalizing | purifying | nourishing

effortlessly melts away makeup, impurities, and excess sebum while deeply cleansing pores for a refreshed, balanced skin.

### 2) Blooming Essence Rose Mist

vitalizing | nourishing | balancing

Dual-layer essence mist infused with rose water and oil that helps maintain revitalized skin with a dewy glow.

### 3) Blooming Forever Rosé Serum

nourishing | wrinkle care | vitalizing

replenishes tired skin with rose water and bakuchiol, while restoring skin firmness with adenosine.

### 4) Blooming Time Bakuchiol Cream

firming | wrinkle care | brightening

restores skin firmness and elasticity with plant-derived bakuchiol, leaving a youthful, plump skin.

### 5) Blooming Collagen Eye Booster

firming | wrinkle care | nourishing

nourishes and firms up fine lines and wrinkles with plant-based collagen and filling powder.

### 6) Full Bloom Sun Tint

tone up | wrinkle care | reef friendly

protects skin from UV rays and evens out skin tone with a natural blooming finish.

# Face Masks

## Sleeping Beauty masks

**Mask Variants:**
Nourishing Snail Essence
Calming Tea Tree Oil
Whitening Rice Formula
Soothing Aloe Extract
Brightening Lemon Extract
Hydrating Cucumber Extract
Rejuvenating Honey Nutrient



# Travel Kit

## Skincare essentials in handy-size sachets!

Perfect for starter's trial kit and traveler's kit.
Take them with you wherever you go.






social media 21
online channel 22
offline stores 23
events 24

# brand presence

# Global Presence

Face Republic was first launched in 2017 outside of Korea, specifically designed for the Southeast Asian market.
The brand quickly gained popularity and has been loved by many.

Now, we are excited to expand further into the global market, bringing our unique approach to skincare to more people around the world.



amazon
watsons
NORDSTROM
guardian
OHLOLLY
PRISMA
TikTok Shop
upbase
YESSTYLE
Этуаль
STYLEVANA
SUPERMARKET
trendyol
Robinsons Department Store
Shopee
METRO
Lazada
BHG
¡Qué Coreana!
Minayi
Qūdo
SUGARGLAMOUR K-Beauty
PETITE AMELIE

# social media




16.610 Likes

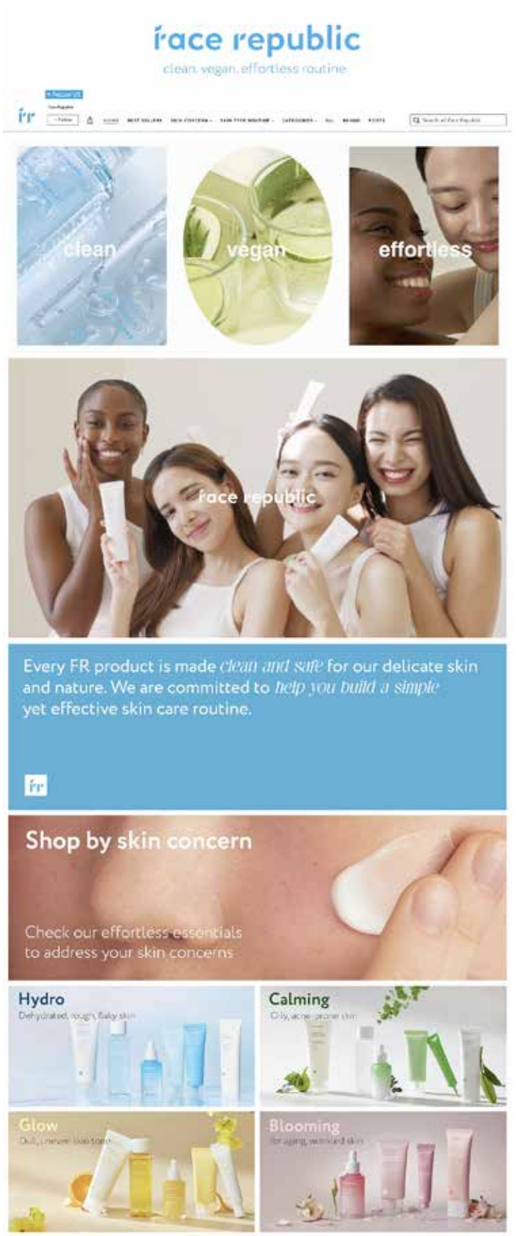
#facerepublic #페이스리퍼블릭 #instagram #tiktok

6 MINUTES AGO

1

# online channel

amazon







Shopee






# offline stores

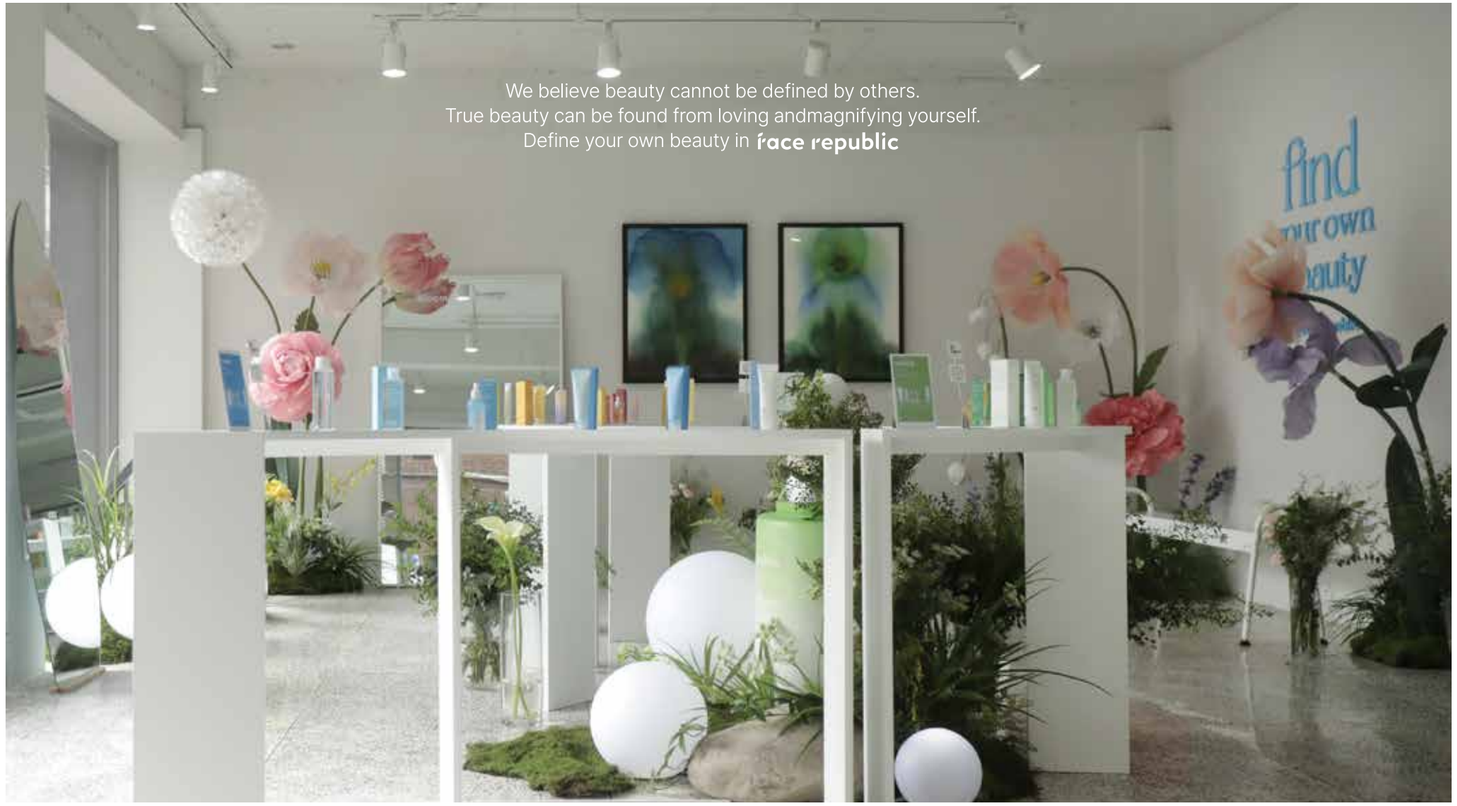








# brand pop-up store



















# influencer event











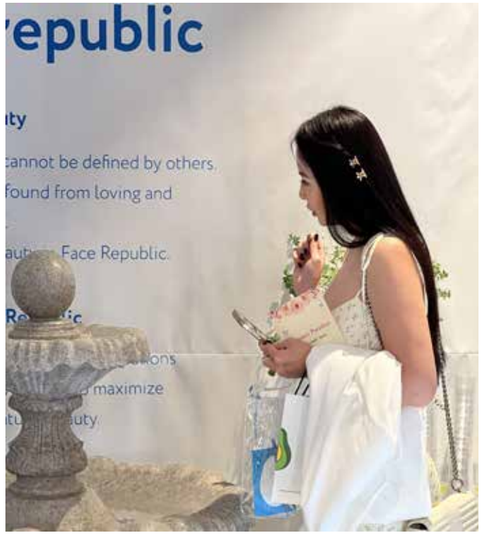















# influencer seminar
## with Asia's top 30 influencers





















# influencer seminar
## with global 30 influencers











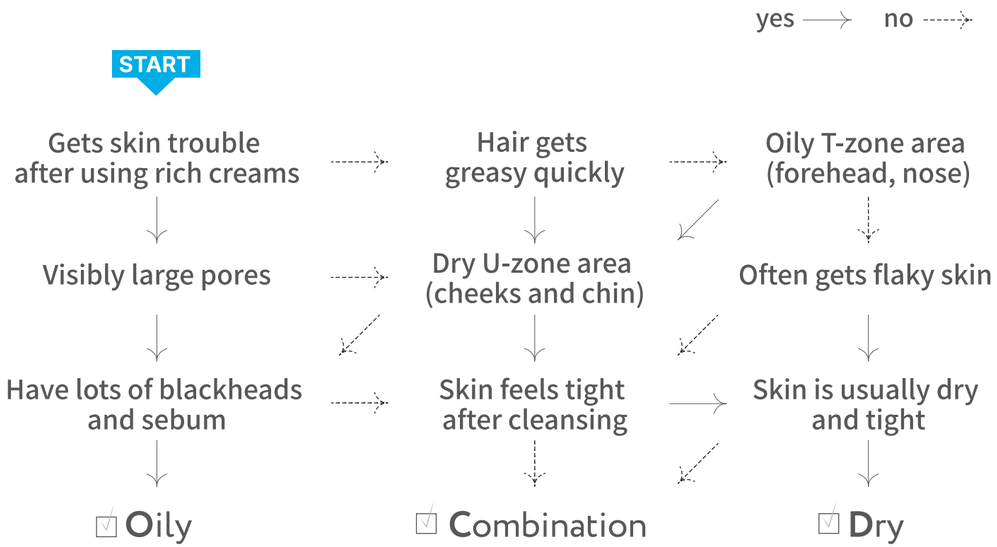
skin type test & routine set recommendation 29 30

# appendix

# find your skin type

Ready for skincare tailored specifically to your needs?
Take a quick test to discover your skin type and unlock personalized product recommendations!

## STEP 1 | How does your skin feel normally?




## STEP 2 | What's your main skin concern?

Choose one skin concern that bothers you the most



| Becomes red and irritated easily | Has dark spots and pigmented skin | Reduced skin elasticity |
|---|---|---|
| Often gets skin reaction and skin trouble | Has dull and uneven tone | Has visible wrinkles and fine lines |
| ☑ Sensitive | ☑ Uneven | ☑ Wrinkled |

## Your skin type is ...

| | | |
|---|---|---|
| ☑ Dry I Sensitive **DS** | ☑ Oily I Sensitive **OS** | ☑ Combination I Sensitive **CS** |
| ☑ Dry I Uneven **DU** | ☑ Oily I Uneven **OU** | ☑ Combination I Uneven **CU** |
| ☑ Dry I Wrinkled **DW** | ☑ Oily I Wrinkled **OW** | ☑ Combination I Wrinkled **CW** |

# recommended skin care routine

| | AM | PM |
|---|---|---|
| **DS** Dry-Sensitive |  |  |
| **DU** Dry-Uneven |  |  |
| **DW** Dry-Wrinkled |  |  |

| | AM | PM |
|---|---|---|
| **OS** Oily-Sensitive |  |  |
| **OU** Oily-Uneven |  |  |
| **OW** Oily-Wrinkled |  |  |

| | AM | PM |
|---|---|---|
| **CS** Combination-Sensitive |  |  |
| **CU** Combination-Uneven |  |  |
| **CW** Combination-Wrinkled |  |  |

# contact us


facerepublickorea@gmail.com

https://facerepublic.co.kr

@facerepublic.official

E-mail : sales@facerepublic.co.kr

Whatsapp : +82 10 8699 0610

face republic

# product list

# Hydro Derma Gentle Cleanser

100ml / 3.38 fl.oz.

hydrating | purifying | mild pH




**MoCRA** **CPNP**

**Extra gentle foam cleanser that removes impurities without stripping the skin, and keeps the skin healthy with skin-identical ingredients.**

## Key Ingredients

Skin-identical ingredients: Ceramide NP + Cholesterol + Free Fatty Acids [Oleic Acid, Palmitic Acid, Stearic Acid]
8 types of Hyaluronic Acids
Panthenol.

## Benefits

- Hydrate as you cleanse
- Strengthens skin moisture barrier
- Maintains natural pH level
- Soothes and purifies stressed skin

## Texture

Creamy type with rich, silky foam

## FInish

Soft, non-drying finish

# Hydro Balance Solution Toner

160ml / 5.41 fl.oz.

hydrating | mild pH | wrinkle care




MoCRA | CPNP

**Hydrating essence toner that deeply hydrates with 8 types of Hyaluronic Acids while balancing the skin's pH level.**

### Key Ingredients

8 Types of Hyaluronic Acids
Panthenol
Allantoin
Betaine
Adenosine

### Benefits

- Deeply hydrates inside out
- Smoothens skin texture
- Improves skin elasticity
- Balances skin pH level

### Texture

Refreshing essence type

### FInish

Soft and fresh, plumping finish

# Hydro Boost Solution Serum

45ml / 1.52 fl.oz.

hydrating | wrinkle care | mild care




MoCRA | CPNP

**Hydrating serum that boosts up the moisture level with 11 types of Hyaluronic Acids, leaving a non-drying, plumped skin.**

### Key Ingredients

11 Types of Hyaluronic Acids
Adenosine
Allantoin

### Benefits

- Deep, long-lasting hydration
- Plumps and firms the skin
- Softens skin texture
- Improves skin elasticity

### Texture

Lightweight, transparent ampoule type

### FInish

Soft and supple, non-sticky finish

# Hydro Barrier Ceramide Cream

50ml / 1.69 fl.oz.

hydrating | soothing | protection




MoCRA | CPNP

**Ceramide cream that strengthens damaged skin barrier and soothes the skin with all-day hydration.**

## Key Ingredients

Shea Butter
Ceramide NP
Phytosterols
Beta-Glucan
7 Types of Hyaluronic Acids

## Benefits

- Strengthens skin moisture barrier
- Nourishes dehydrated, tired skin
- Soothes and relieves irritated skin
- Improves moisture retention

## Texture

White, rich concentrated cream type

## FInish

Spreads smoothly with a non-oily finish

# Purity
# Sun Essence

50ml / 1.69 fl.oz.

lightweight | water resistant | reef-friendly




**CPNP**

**Weightless sunscreen that protects the skin from UV rays, leaving the skin with zero white cast.**

### Key Ingredients

Niacinamide
Adenosine
Ceramide NP
Tocopherol
Aloe Leaf Extract

### Benefits

- SPF50+ PA++++ UV protection
- Water-resistant & Reef-friendly formula
- Moisturizing & soothing
- Brightening & wrinkle care

### Texture

White, lightweight lotion type

### FInish

Refreshing, non-sticky finish with no white cast

# Calming Salicylic Acid Cleanser

100ml / 3.38 fl.oz.

calming | mild pH | clarifying




**CPNP**

**Acne clearing gel cleanser that calms and clarifies skin troubles while as it gently removes dirt and excess oil.**

### Key Ingredients

Salicylic Acid 5,000ppm
Green Tea Leaf Extract
Centella Asiatica Extract
Tea Tree Leaf Extract
Beta-glucan

### Benefits

- Calms acne and skin troubles
- Regulates excess sebum
- Clears clogged pores
- Clarifies and exfoliates skin texture

### Texture

Gel type with soft & gentle foam

### FInish

Soft, non-drying finish

# AHA BHA Toner

160ml / 5.41 fl.oz.

calming | clarifying | mild care




MoCRA | CPNP

**AHA, BHA, PHA, LHA toner that clarifies rough skin and controls sebum, leaving a clear and smooth skin.**

## Key Ingredients

AHA | Citric Acid
BHA | Salicylic Acid
PHA | Gluconolactone
LHA | Capryloyl Salicylic Acid
Tea Tree Leaf Extract

## Benefits

- Clarifies and refines skin texture
- Clears excess oil and impurities
- Gently exfoliates dead skin cells
- Soothes and calms irritated skin

## Texture

Clear, watery liquid type

## FInish

Refreshing, non-sticky finish

# Calming Tea Tree Madecassoside Serum

45ml / 1.52 fl.oz.

calming | lightweight | moisturizing




MoCRA | CPNP

**Lightweight serum that soothes skin troubles and blemishes with Madecassoside and Tea Tree leaf extracts.**

### Key Ingredients

Madecassoside
Tea Tree Leaf Extract & Oil
Centella Asiatica Extract
Niacinamide
Panthenol

### Benefits

- Calms skin troubles and blemishes
- Controls sebum production
- Reduces redness and irritation
- Provides soothing moisture

### Texture

White, milky essence type

### FInish

Light and refreshing, non-sticky finish

# Calming Care
# AHA/BHA Moisturizer

50ml / 1.69 fl.oz.

calming | moisturizing | clarifying




MoCRA | CPNP

**Soothing gel cream that calms irritated skin with Cica and Aloe extracts while deeply hydrating with plant-derived squalane.**

### Key Ingredients

Plant-derived Squalane
AHA | Lactic Acid
BHA | Willow Bark Extract
Aloe Barbadensis Leaf Extract
Centella Asiatica Extract

### Benefits

- Soothing moisture and instant relief
- Balances oil production
- Clarifies skin texture
- Enhances skin tone and firmness

### Texture

Semi-gel lotion type

### FInish

Soft and moist, refreshing finish

# Calming Spot Oint Gel

20ml / 0.68 fl.oz.

calming | protection | clarifying







**Spot treatment gel that soothes and clears acne and blemish spots with salicylic acid and cica extracts.**

## Key Ingredients

Salicylic Acid 20,000ppm
Tea Tree Leaf Extract
Centella Asiatica Extract
Madecassoside
Niacinamide

## Benefits

- Instantly soothes acne spots
- Alleviate redness and irritation
- Strengthens damaged skin
- Lightens blemish spots

## Texture

Transparent gel ointment type

## FInish

Soft and moist finish

# Calming Relief Sun Lotion

50ml / 1.69 fl.oz.

calming | cottony | reef-friendly




**Non-nano mineral sunscreen that protects sensitive skin from UV rays with a non-greasy finish.**

### Key Ingredients

Niacinamide
Adenosine
Centella Asiatica Extract
Aloe Leaf Water
Eucalyptus Leaf Extract

### Benefits

- SPF50+ PA++++ UV protection
- Gentle for sensitive & delicate skin
- Calming & moisturizing relief
- Brightening & wrinkle care

### Texture

White, creamy lotion type

### FInish

Non-greasy, cottony finish with natural tone-up effect

# Glow Gold Mineral Cleanser

100ml / 3.38 fl.oz.

glowing | purifying | mild care




**MoCRA**

**Deep pore purifying cleanser that removes impurities with rich, dense foam, leaving the skin clean and vitalized with gold and vitamins.**

### Key Ingredients

Gold
Ascorbic acid
Niacinamide
Ginseng extract
Rice bran extract

### Benefits

- Deeply cleanses the pores
- Enhances skin texture
- Improves dull, uneven skin tone
- Revitalizes tired skin

### Texture

Creamy type with rich, dense foam

### FInish

Non-stripping finish

# Vita Glow Niacin Toner

160ml / 5.41 fl.oz.

brightening | glowing | purifying




MoCRA | CPNP

**Vitamin toner that revitalizes and refines dull, uneven skin with vitamin ingredients, leaving the skin smooth and hydrated.**

## Key Ingredients

Ascorbic Acid
Niacinamide
Hippophae Rhamnoides Fruit Extract
7 Types of Hyaluronic Acids
Mushroom Extract

## Benefits

- Vitalizes dull, uneven skin
- Improves skin tone & dark spots
- Refines and smoothes skin texture
- Balances skin pH level

## Texture

Yellowish watery liquid type

## FInish

Fresh, hydrating finish

# Vita Capsule Luminous Serum

45ml / 1.52 fl.oz.

brightening | glowing | moisturizing




MoCRA | CPNP

**Glow serum that brightens and rejuvenates dull skin with vitamins and capsulized jojoba seed oil, leaving your skin with a radiant, dewy glow.**

### Key Ingredients

Hippophae Rhamnoides Water
Niacinamide
Lemon Fruit Extract
Panthenol
Tocopherol

### Benefits

- Vitalizes and energizes dull, tired skin
- Evens out skin tone
- Brightens dark spots and hyperpigmentation
- Rejuvenates for a healthy radiance

### Texture

Lightweight fluid type with tiny capsules

### FInish

Soft, dewy glow finish

# Vita Radiance Niacin 10 Cream

50ml / 1.69 fl.oz.

brightening | tone up | moisturizing




**MoCRA** | **CPNP**

**Vitamin cream with 10% Niacinamide that helps to care for sebum, refine pores, and leave the skin smooth and moisturized.**

### Key Ingredients

Niacinamide 10%
Panthenol
Ascorbic Acid
Tocopherol
3 Types of Hyaluronic Acids

### Benefits

- Revitalizes dull skin with vitamins
- Natural tone-up effect
- Brightens skin complexion from within
- Replenishes moisture and firmness

### Texture

White, lightweight cream type

### FInish

Soft and smooth finish with a natural tone-up

# Glow Screen Sun Gel

40ml / 1.35 fl.oz.

glowing | lightweight | reef friendly




**CPNP**

**Lightweight sun gel that protects the skin from UV rays with a radiant glow, leaving no white cast.**

### Key Ingredients

Niacinamide
Adenosine
Tocopherol
Balloon Vine Extract
Sunflower Seed Oil

### Benefits

- SPF50+ PA++++ UV protection
- Ultra lightweight with no white cast
- Airy skin fit with subtle glow
- Brightening & wrinkle care

### Texture

Light watery gel type

### FInish

Silky, translucent finish with a dewy glow

# Blooming Rose Melt & Remove Pore Cleansing Oil

150ml / 5.07 fl.oz.

vitalizing | purifying | nourishing




MoCRA | CPNP

**Rose-infused cleansing oil that effortlessly melts away makeup, impurities, and excess sebum while deeply cleansing pores for a refreshed, balanced skin.**

## Key Ingredients

Rose Flower Oil
Damask Rose Water
Rice Bran Oil
Sunflower Seed Oil
Camellia Japonica Seed Oil

## Benefits

- Removes waterproof makeup
- Cleanses pores and dissolves buildup
- Clears excess sebum, blackheads and whiteheads
- Leaves the skin soft and moist.

## Texture

Clear, transparent oil type

## FInish

Soft, hydrating finish

# Blooming Essence Rose Mist

100ml / 3.38 fl.oz.

vitalizing | nourishing | balancing




MoCRA | CPNP

**Dual-layer essence mist infused with rose water and oil that helps maintain revitalized skin with a dewy glow.**

### Key Ingredients

Damask Rose Water & Oil
Flower extracts & oils
Bakuchiol
Adenosine
Niacinamide

### Benefits

- One-second glass skin
- Instant hydration and glow
- Revitalizing & nourishing with Damask Rose
- Anti-wrinkle & brightening care

### Texture

Pink and white dual-layer liquid type

### FInish

Dewy glow finish

# Blooming Forever Rosé Serum

45ml / 1.52 fl.oz.

nourishing | wrinkle care | vitalizing




MoCRA | CPNP

**Rose serum that replenishes tired, aging skin with rose water and bakuchiol, while restoring skin firmness with adenosine.**

## Key Ingredients

Damask Rose Flower Water
Bakuchiol
Bifida Ferment Lysate
Soluble Collagen
Apple Seed Oil

## Benefits

- Revitalizes with rose infusion
- Enhances skin firmness & elasticity
- Promotes collagen production
- Moisturizes and soothes tired skin

## Texture

Light, semi-transparent ampoule type

## FInish

Silky, velvety finish

# Blooming Time Bakuchiol Cream

50ml / 1.69 fl.oz.

firming | wrinkle care | brightening




MoCRA | CPNP

**Day & night anti-aging cream that restores skin firmness and elasticity with plant-derived Bakuchiol, leaving a youthful, plump skin.**

## Key Ingredients

Bakuchiol
Lupinus Albus Seed Extract
Panthenol
Adenosine
Niacinamide

## Benefits

- Anti-wrinkle care, gentle for daily use
- Enhances skin firmness & elasticity
- Replenishes moisture & nourishment
- Improves skin tone & texture

## Texture

White lotion type

## FInish

Soft and smooth, non-sticky finish

# Blooming Collagen Eye Booster

15ml / 0.50 fl.oz.

firming | wrinkle care | nourishing




**MoCRA** | **CPNP**

**Eye cream that nourishes and firms up fine lines and wrinkles with plant-based collagen and filling powder.**

## Key Ingredients

Plant Collagen Complex
Vita Peptide
Adenosine
Niacinamide
Flower extracts & oils

## Benefits

- Smoothes fine lines with an instant lifting effect
- Improves skin firmness & elasticity
- Promotes collagen production
- Restores nourishment and moisture

## Texture

Translucent lotion type

## FInish

Soft, cottony finish

# Full Bloom Sun Tint

50ml / 1.69 fl.oz.

tone up | wrinkle care | reef friendly




**Tinted sunscreen that protects skin from UV rays and evens out skin tone with a natural blooming finish.**

### Key Ingredients

Niacinamide
Adenosine
Sodium Hyaluronate
Rosemary Leaf Oil
Tocopherol

### Benefits

- SPF50+ PA++++ UV protection
- Skin tone-up effect with sheer coverage
- Hybrid filter, mild for sensitive skin
- Brightening & wrinkle care

### Texture

Tinted lotion type

### FInish

Smooth cottony finish