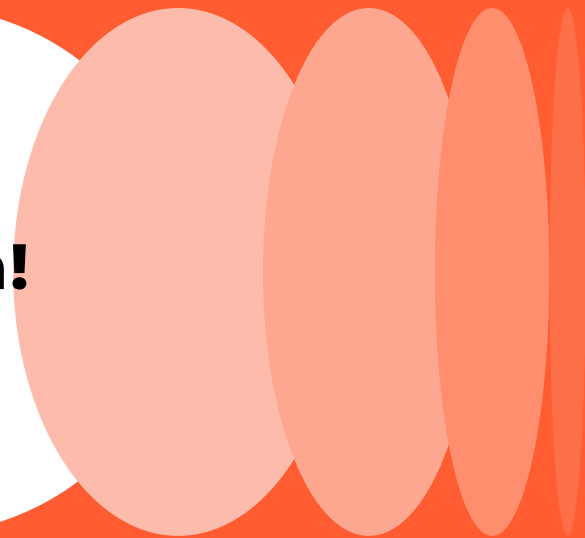


beplain



With beplain,
clean beauty becomes

Simple! Fun!



Simple and fun beauty life with beplain

**Beplain is a clean beauty brand
built upon honest feedback from customers
to spread easy and enjoyable beauty.**

As a leading pioneer in Korean clean beauty,
beplain has been actively engaged in
clean beauty initiatives
even before it became a trend.

BEPLAIN's clean beauty is rooted in 'authenticity'
rather than simply following trends.

We strive to create authentic products and content
that are easily accessible and enjoyable for everyone,
infusing our unique 'wit and joy' into them.



Don't worry,
beplain!



People of all ages and gender

For clean beauty that we can practice **together**

For clean beauty that we put into **action**

For clean beauty that is **sustainable**

Simple Fun

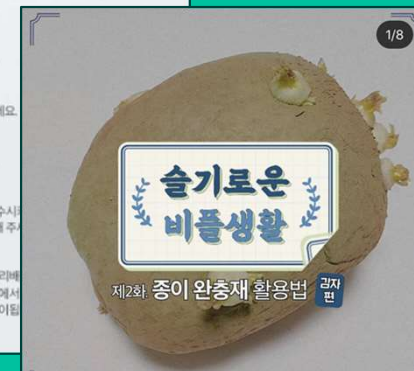
Simple

Product Package

Our packaging is more than just aesthetically pleasing and user-friendly. We have designed it with careful consideration for easy separation and recycling making it accessible for anyone.



- ▶ 스포이드 펌프+캡: 펌프(PP)+캡(PP)
물로 세척 후 플라스틱으로 분리배출해 주세요.
- ▶ 스포이드 대통: 유리
분리하여 물로 세척하고 유리로 분리배출해 주세요.
- ▶ 박킹: 플라스틱 (PE)
물로 세척 후 플라스틱으로 분리배출해 주세요.



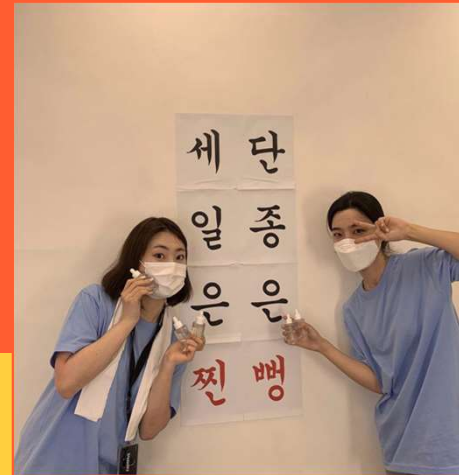
Brand Contents

Skincare can often feel overwhelming and complex. We strive to simplify your beauty routine with detailed guides and contents.

Fun

Communication

We believe in bringing joy to our customers through fun and witty communication.



Event & Promotion

We value fun and interactive brand activities that can be enjoyed and shared with our customers.



BEPLAIN's core values

#SUSTAINABLY-MINDED

#EFFICACY-OBSESSED

#GENDER-NEUTRAL

#SUSTAINABLY -MINDED

Beplain hopes to become a positive brand that harmonizes with all living things on earth, such as animals, plants and nature.

Continuous effort & research to introduce eco-friendly materials

- Gradual replacement with biodegradable materials (mask sheets, labels)
- Water-dispersible, removable labels that are easily separated for recycling
- FSC certified & 100% recycled packaging



Easy & clean delivery that does not use adhesive thus is easy to separate for recycling

- Changed the packaging materials used in parcel delivery to paper
- Use water-based adhesive for packing tape instead of glue





Bringing strength to the marginalized community! Red Nose Campaign for the year-end season

2021.11.15-2021.12.31

- Conducted an eco-friendly campaign with the Environmental Movement Alliance with the goal of expanding the signature campaign for enactment of the 'Marine Mammals Protection Act'
 - Achieved a total of 5,000 signatures, indirectly helping with the legislation of the law
 - Sponsored 5 million won to the Environmental Movement Alliance



Let's make it together #CleanOcean Sponsored sunscreens for University Beach Cleanup Campaign

2021.04.22-2021.05.16

- Establishment of clean beauty standards based on BEPLAIN's unique principles and criteria
 - A customer engagement campaign proposing the start of clean beauty life
- Create commitment kits (stickers + bracelets) and proceed with customer sampling

- Inspired by Rudolph who was isolated for being different, the Red Nose Campaign delivers a warm message of attention and support for the marginalized "Red Nose"
- Part of the proceeds were donated to the animal shelter association, disability support organizations, etc

Whales also have the right to live safely! 'Save the Whales' Brand Campaign

2021.04.22-2021.05.31



- Sponsorship for a beach cleaning campaign group that picks up trash along the coast
- Consistently collaborated/supported eco-friendly companies and organizations for sustainable clean beauty

Campaign with consumers! Join us #CleanBeautyFromToday

2019.07.14~2019.12.31

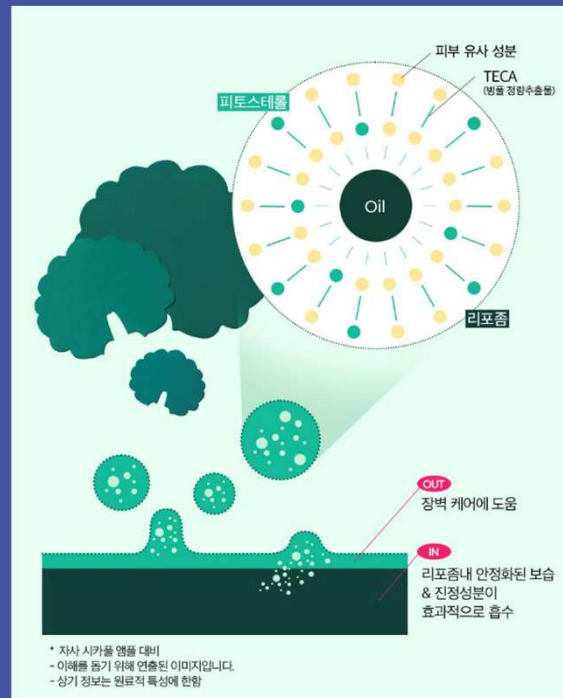


#EFFICACY-OBSESSED

Beplain continuously explores ingredients, technologies and efficacy to bring positive changes in customer's beauty lifestyle and realizes them with uncompromising product quality.

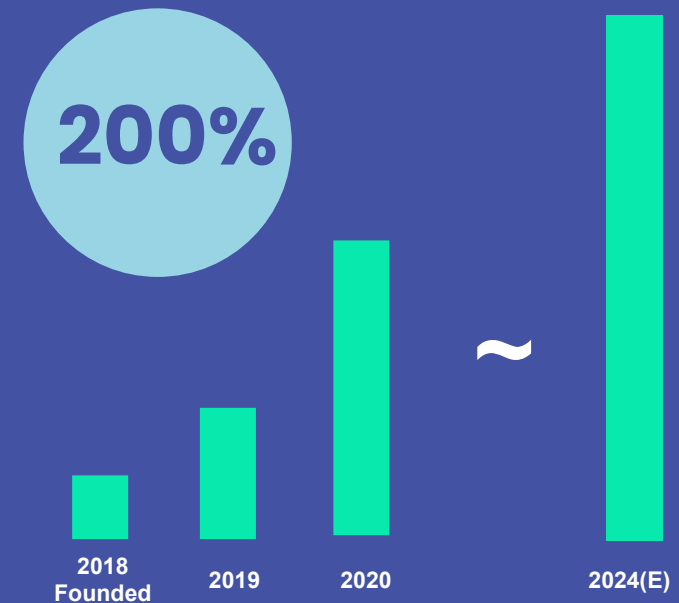
Innovative active ingredient

First in the industry to develop 'Cicaterol', which is Cica+Phytosterol



Approximately 200% annual growth with proven product excellence

- Won 3rd place in Olive Young awards. Chosen as Clean Beauty MD's Pick Brand of 2024
- Sustained growth at a rate of approximately 200% annually > \$ in 2024



#GENDER-NEUTRAL

Beplain believes that there is no need for gender distinction when it comes to mild skincare.

👍 Beplain approved by all genders



4.51



4.55



4.42



4.56



4.45



4.56

*22.05.18 Hwahae Rating

👍 Manufacturing principles for both men and women

- EWG Green Grade
- Free of harmful ingredients & artificial fragrances
- pH-balanced formula
- Hypoallergenic formula (skin irritation test conducted)