

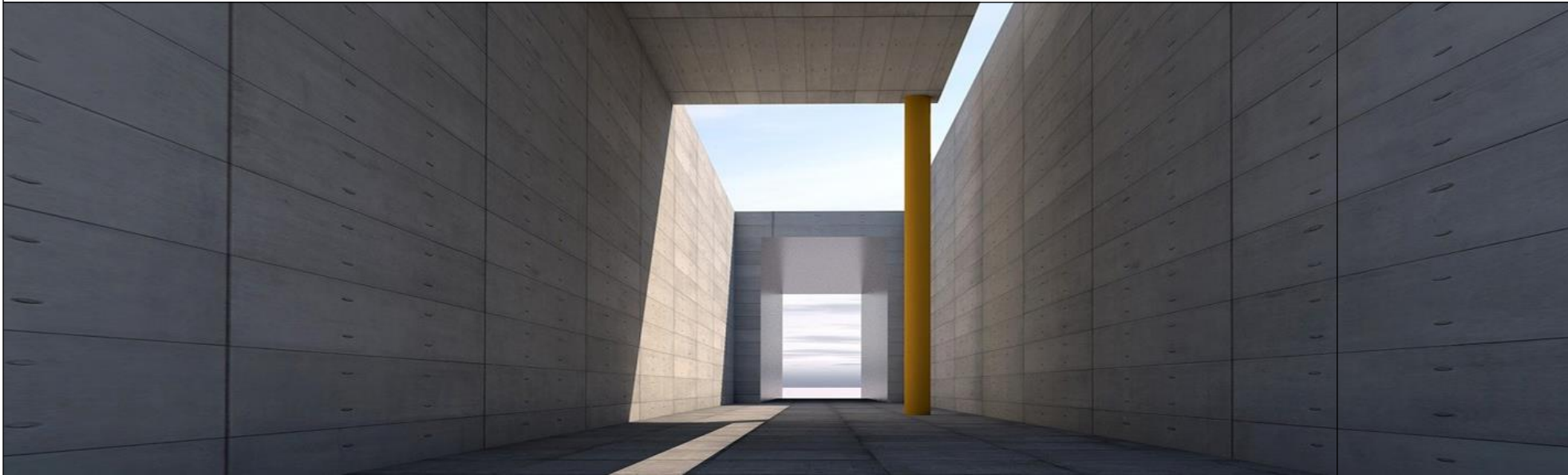


DIFFER+&CEEPER+

Beyond the Cosmetic.

Differ&Deeper was created from the accumulated clinical data and dermatological treatments and procedures, seeking simple and efficient home care methods for solving various skin concerns and enhancing beauty. We Combining more than 100 years of experience from professional cosmetics developers and doctors with patient prescription results.

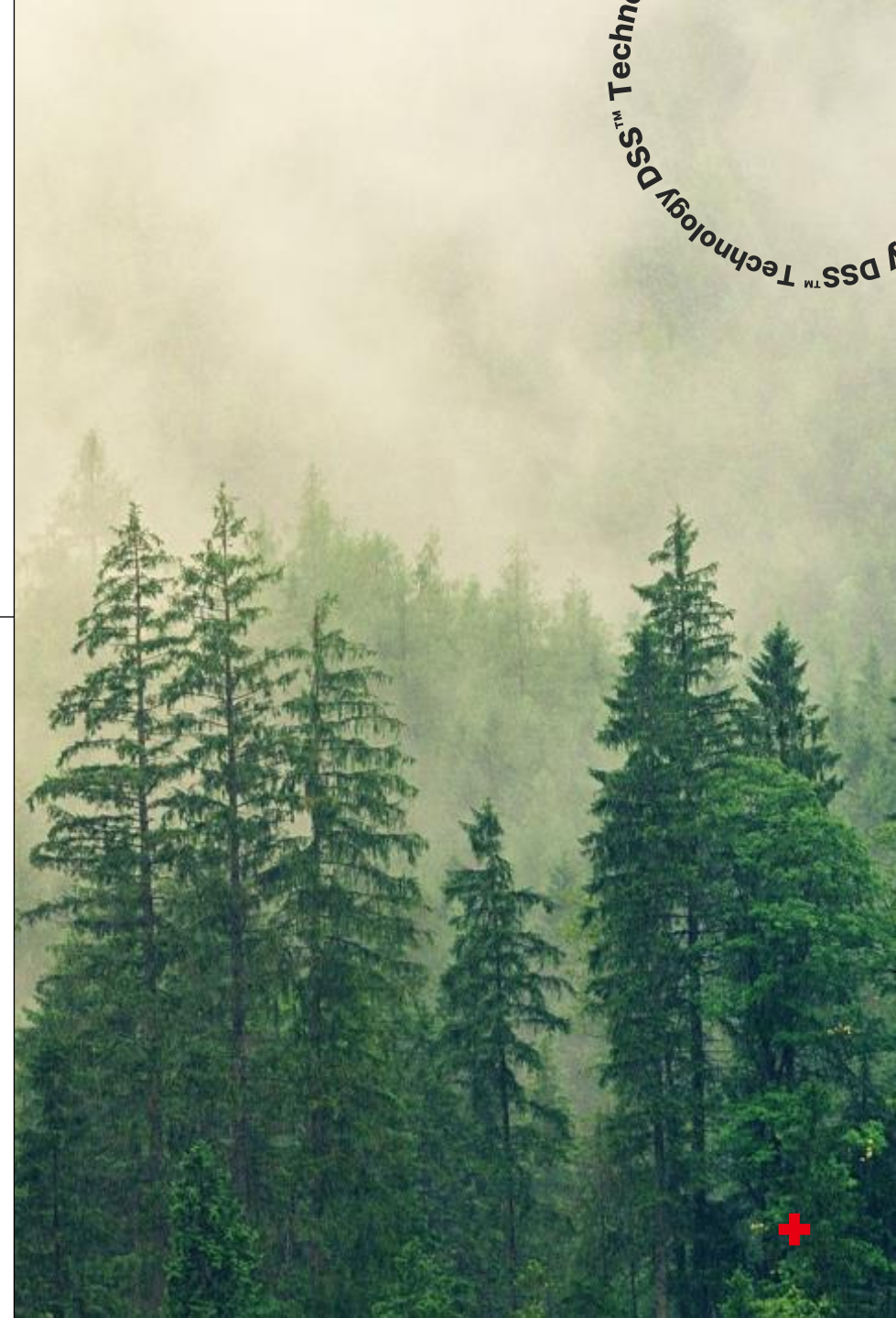
From the beginning, Differ&Deeper makes a difference.



Derma Science Solution

Differ&Deeper believes in the inherent power of the skin.
We starts with the question of **How to restore the skin's regeneration cycle against external factors and various environmental changes.**

For the healthy and beautiful skin of women, Differ&Deeper offers professional cosmeceutical products that encapsulate the expertise of outstanding researchers in various fields and the advice and know-how of several hospitals and clinics



Brand Mission.

The Beginning

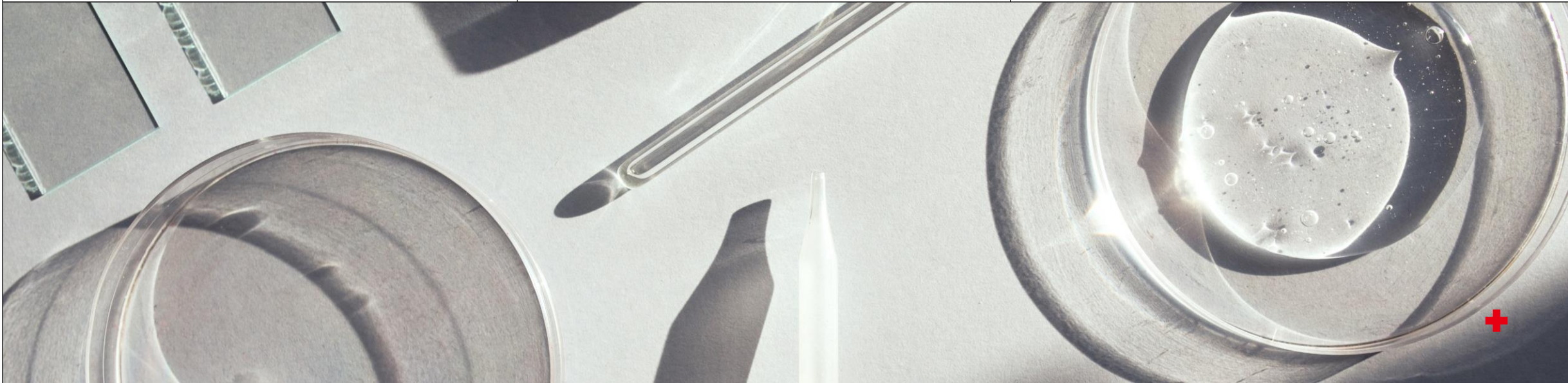
Products created solely for the skin, developed with the consultation of skin experts and various clinics.

Difference in Formulation

A reliable cosmetic formulation that maximizes the stability and efficacy of active skin ingredients.

Professional Packaging

Medical concept packaging designed for easy and professional home care.



Brand Awards.

CERTIFICATE

We promise to make a derma-cosmeceutical brand providing a leading solutions for healthy skin.



ISO9001



ISO14001



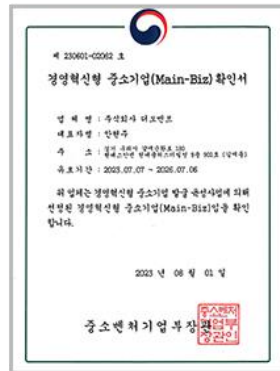
벤처기업확인서



의료기기판매업신고증



한국소비자 브랜드 대상



경영혁신형 중소기업



생산성경영체제(PMS)



연구개발전담부서 인증서



Brand Map.

Anti – Aging

Whitening Focus

Home Care

Moisturizing



B – Tox for Daily



Ascorbic For Daily
Vitamin C dark spot ampoule



Pink lifting up toning
Cream mask
-
Sky watering cryo
Cream mask



Ceraluronic™
Water core cream

Brand Map.

Lifting - Up



EctoXylane™
Firming band cream

Skin - Booster



Moisture & Revital
Skin booster

**B-TOX
FOR DAILY.**





Prodct Name Differ & Deeper B – tox for Daily

Content 30ml(3ml x 10pcs)

Selling Points

- Anti-aging effects : **Botulinum peptide, Spider venom peptide, Lactoglobulin**
 - Differ&Deeper's unique wrinkle improvement C-TECH COMPLEX : Combination of 4 active ingredients
 - **Polyethoxylated retinamide, High-concentration peptide, Retinol, Adenosine**
 - Liposome method to maximize absorption of active ingredients
 - T HA8 COMPLEX, Designed for optimal absorption from low to high density
 - Combining **8 Types of Hyaluronic Acid** with varying densities to supply moisture and form a moisture barrier
-

Concept Ingredients

- Contains peptides derived from **Botulinum** genes, excluding toxicity, and liposome-form **Peptides**.
 - **Spider venom peptide** help to improve wrinkle with 10 times better **cell proliferation effect** than general EGF.
 - **Lactoglobulin, albumin and sulfur amino acids**, are ingredients rich in fresh milk and with its sufficient nutritions, it help to improve skin elasticity.
-

Formulation Light viscosity, watery ampoule type

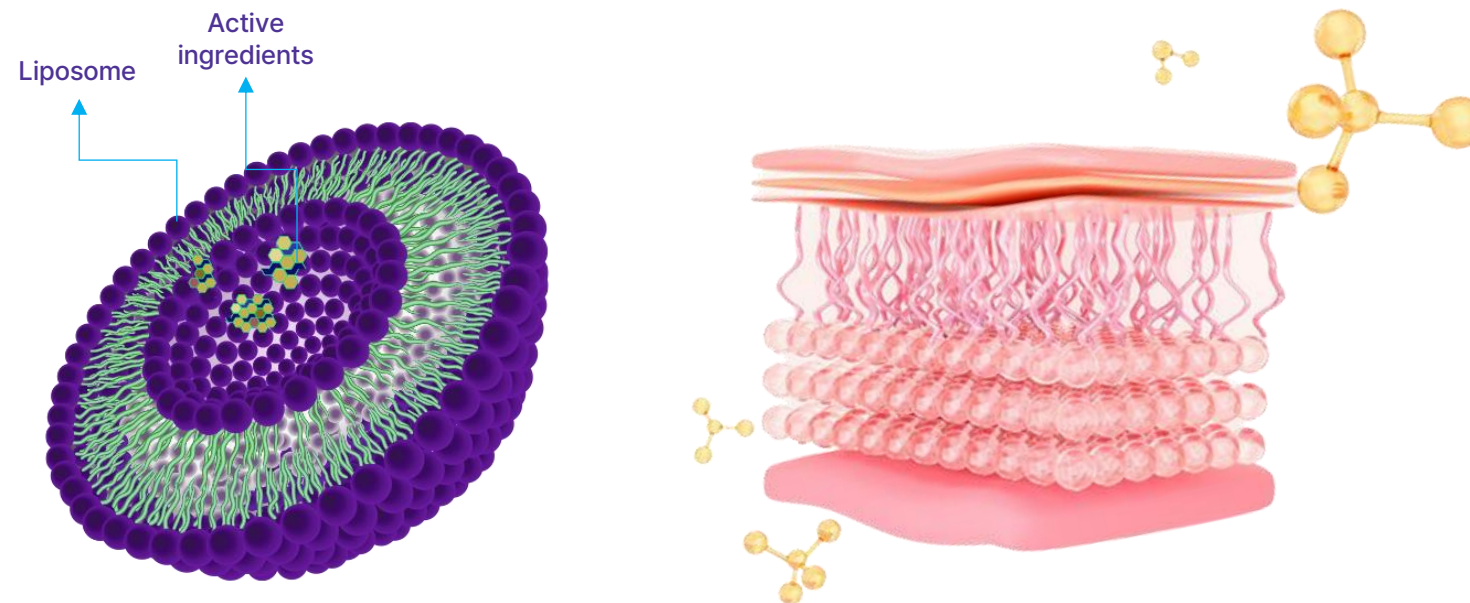
Clinical Test Completed skin irritation test

*The above content is based on the characteristics of the raw materials.

B-TOX FOR DAILY.

Return Back Time of the Skin

Liposome method helps to maximize absorption rate of active ingredients into the skin!



Liposome method?

: Liposomes can effectively deliver active ingredients deeper into the skin due to their structural similarity to skin cell membranes. This enhances the penetration and absorption to beneficial compounds.



B-TOX FOR DAILY.

Return Back Time of the Skin

Key ingredients for **Slow aging**



SR-SPIDER PLITYPEPTIDE-1

Spider Venom Peptide

10Times more effective
than standard EGF

Helps improve **Wrinkles and
Elasticity** with superior cell
proliferation effects



BOTURINUM PLIYPEPTIDE

Boturinum peptide

Liposomalized
Botulinum – derived
with toxicity removed

perfect source of Anti-aging



LACTOGLOBULINL

Lactoglobulinl

Ruch in milk, along with
albumin and sulfur
aminoacids, its
**Highly nutritious
molecules** improve skin
elasticity and wrinkles



ASCORBIC FOR DAILY.





Product Name Differ&Deeper Ascorbic for Daily

Content 2ml x 30pcs

Selling Points

- **Contains 150,000ppm pure vitamin C in the form of ascorbic acid**
- Brown glass bottle **maintains the stability of pure vitamin C** keeping the pure vitamin C fresh by preventing it from deteriorating by contacting with light
- Helps to remove freckles and spots by adjusting the melanin turnover cycle
- **Promotes collagen production** in the skin by synthesizing fibroblasts and amino acids
- Neutralizes reactive oxygen within cells, **activating antioxidant functions**
- 5 types of hyaluronic acid fully supply moisture to deeper layer of skin

**Concept
Ingredients**

- **Pure vitamin C 150,000ppm**, completely sealed to keep the solution fresh for a long time
 - **Niacinamide** (Vitamin V3) inhibits the movement of melanin cell from inner layer to skin surface
 - **Glabridin in licorice extract** prevents melanin synthesis and helps to tone up.
 - **Albutin** inhibits tyrosinase activity to suppress melanin production, enhancing the brightening effect **when used with vitamin C**
-

Formulation Light watery ampoule type that can absorb to skin quickly

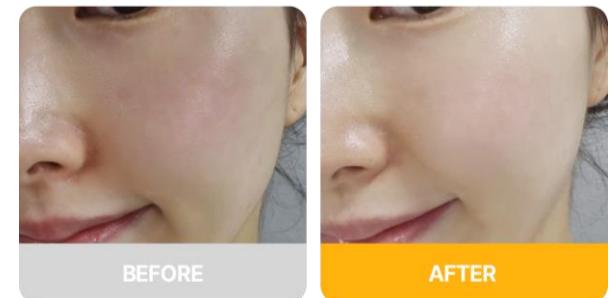
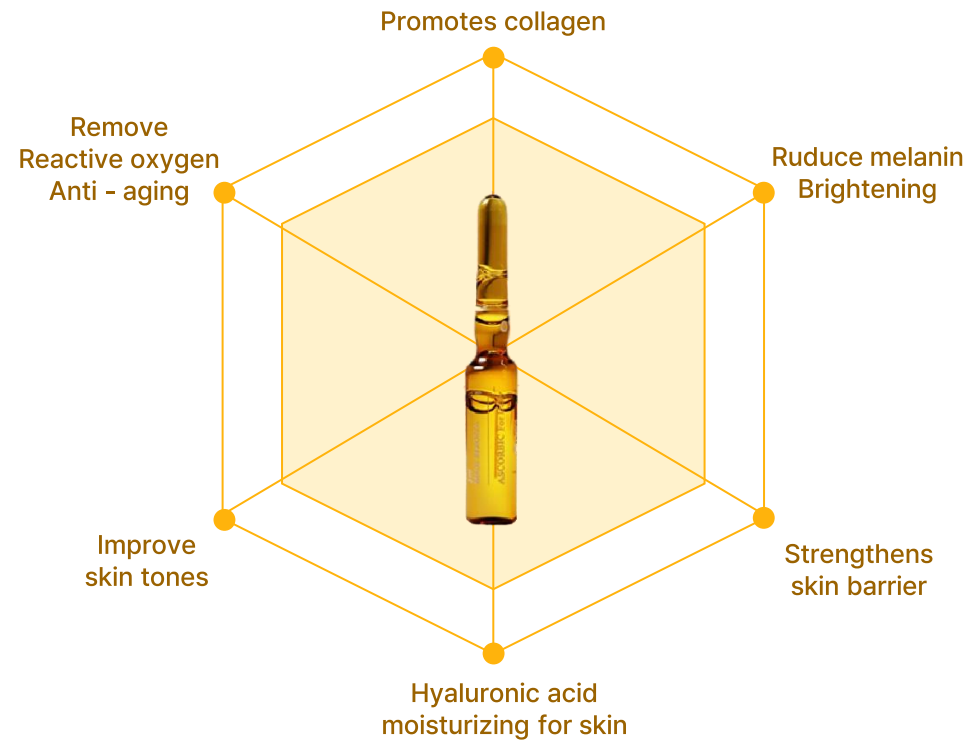
Clinical Test Completed skin irritation test

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ASCORBIC FOR DAILY.

Vitamin C Ascorbic Acid

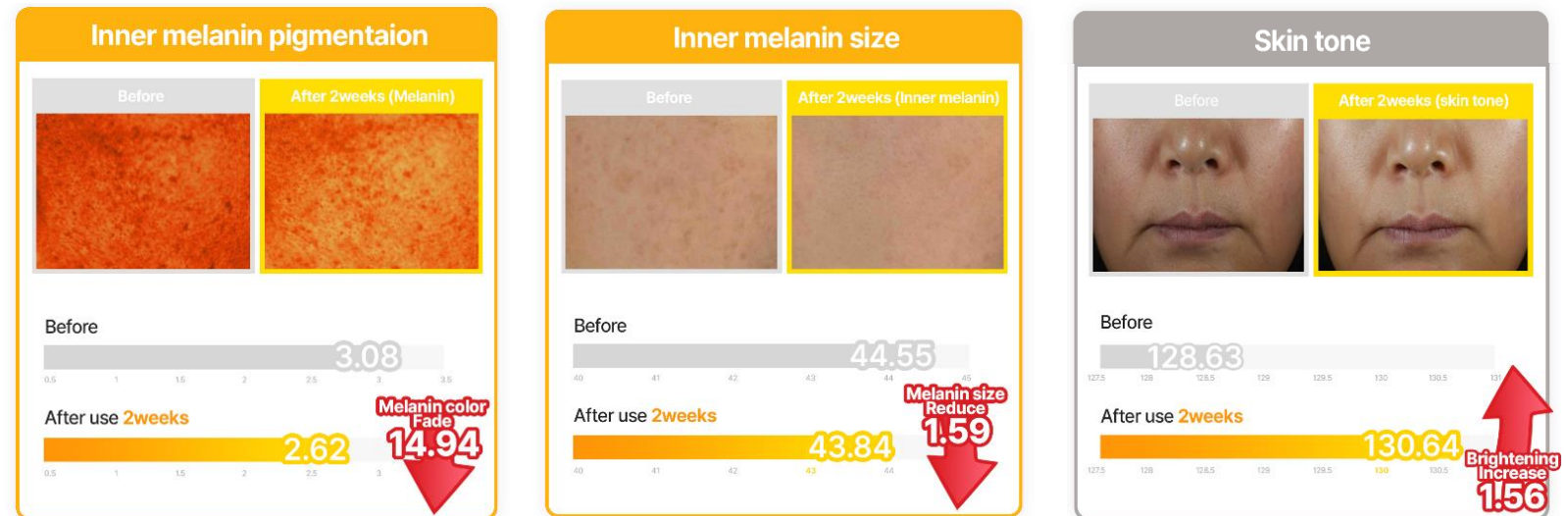
The amazing effects of pure vitamin C



ASCORBIC FOR DAILY.

Vitamin C Ascorbic Acid

Clinical test results On dark spots and skin tone



CREAM MASK.





Product Name	Differ & Deeper Sky Watering Cryo Cream Mask (Hydration & Soothing)
Name	Differ & Deeper Pink Lifting Up Toning Cream Mask (Brightening & Firming)

Content	150g
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Selling Point

- Immediate **deep hydration** effect (clinical trials completed, Sky)
 - Immediate **skin tone up** effect (clinical trials completed, Pink)
 - wash-off type cream mask that can be used for home care after acne extraction or other dermatological procedures.
-

Concept Ingredients

- Contains French **Deep sea water** (Sky)
 - Contains French **Damask rose water** (Pink)
 - Hyaluronic acid provides rich moisturizing effect
 - Bentonite and silica fully cleanse skin impurities
-

Texture	Soft cream texture (Wash off type)
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Clinical Test	Completed skin irritation test
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SKY&PINK CREAM MASK.

Sky Watering Cryo
Pink Lifting Up Toning



Sky cream mask

French

Thalasso care water



Mineral water extracted from the beautiful island of **Brehat Archipelago in Brittany, France**

Helps to supply essential minerals, thus **balancing healthy skin condition**

Pink cream mask

French

Damascus rose water



Water extracted from French Damascus rose petals helps to **improve dull skin tone to be more clear and bright**

And Revitalizes skin that has lost its elasticity



SKY&PINK CREAM MASK.

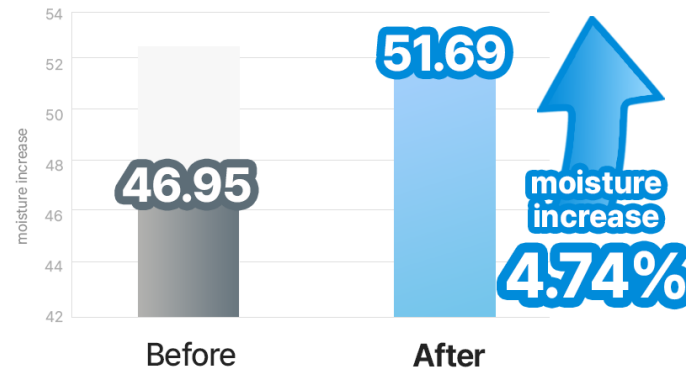
Sky Watering Cryo
Pink Lifting Up Toning

Clinical study

on moisturizing & brightening effects

SKY

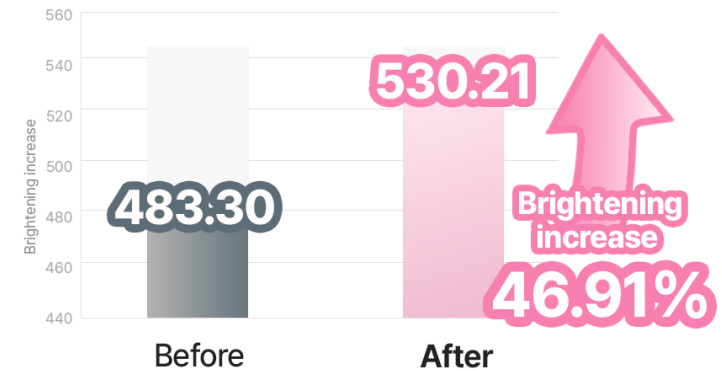
Measurement of moisture content
in 2.5mm deep skin layer.



KSRC Korea Skin Research Center /
Sky Watering Cryo Cream Mask Evaluation
*Individual results may vary.

PINK

Measurement of skin clarity (transparency).



KSRC Korea Skin Research Center /
Pink Lifting Up Toning Cream Mask
*Individual results may vary



CERALURONIC™ CORE CREAM.





Product Name	Differ&Deeper Cerahyaluronic™ Water Core Cream
Contents	50g
Selling Points	<ul style="list-style-type: none">· Clinical Test Completed (by KSRC) for 17-layer moisture penetration It is the first test method done in Korea to check the moisturizing effect· Unique synergistic ingredients help to hydrate skin most effectively· Squalane controls excess sebum in the skin· Brightening and anti-wrinkle Function certified by KFDA
Concept Ingredients	<ul style="list-style-type: none">· Ceramide + 10 types of Hyaluronic Acid = Ceraluronic· Ceraluronic provides even more powerful moisturizing effect with mild finish than applying hyaluronic acid alone.· High-concentration 'squalene' balances skin's oil and moisture without clogging pores
Functional	Dual Functions (Brightening, Anti-Wrinkle)
Texture	Milky White Moisturizing Cream
Clinical Test	Completed Skin Irritation Test

*The above content is based on the characteristics of the raw materials.

CERALURONIC™
**WATER
CORE
CREAM.**

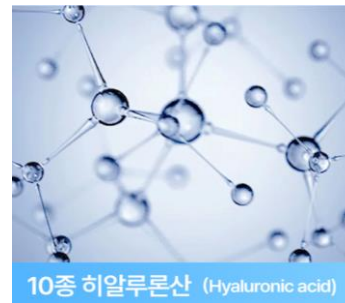
Point 1.

Developed by Differ&Deeper

Contains celaruronica™



+



Ceraruronic™ is a combination of Hyaluronic acid (ultra-low, low, medium, and high molecular weight) and Ceramide.

Strengthens the weakened skin barrier
and **provides abundant moisture**

Point 2.

Balances oil-moisture in the skin

**High concentrated
'squalene'**



Contains plant-derived squalene which is similar to the skin's lipid structure

Regulates excess sebum secretion
and **balances** oil and moisture level
of the skin

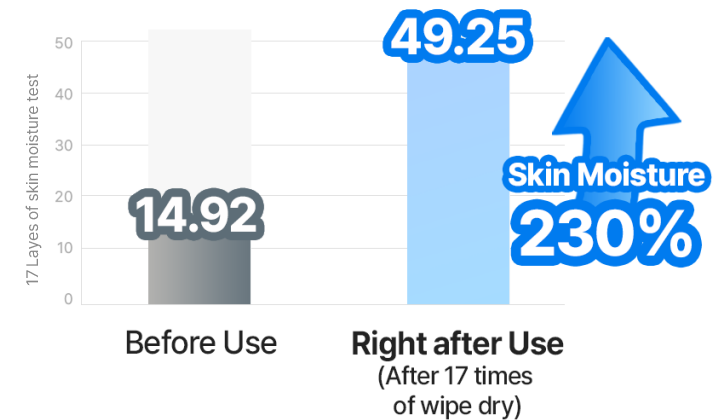
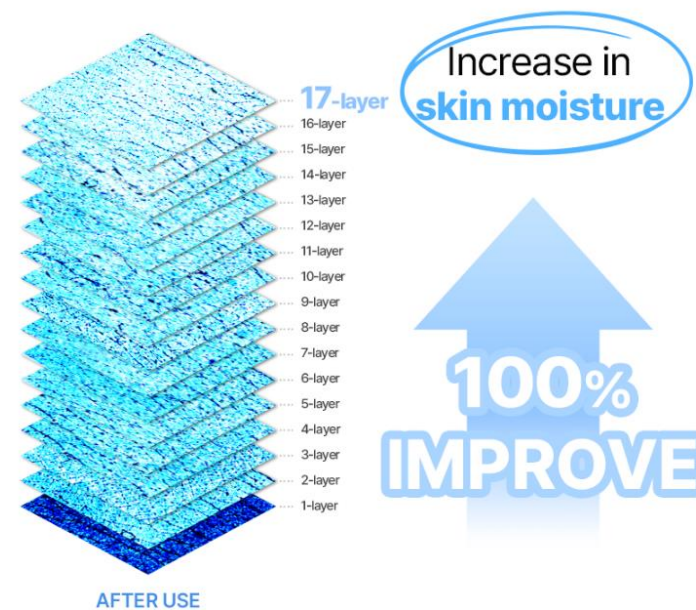


CERALURONIC™
**WATER
 CORE
 CREAM.**

Clinical Study

Skin moisture test after 17times of wipe off

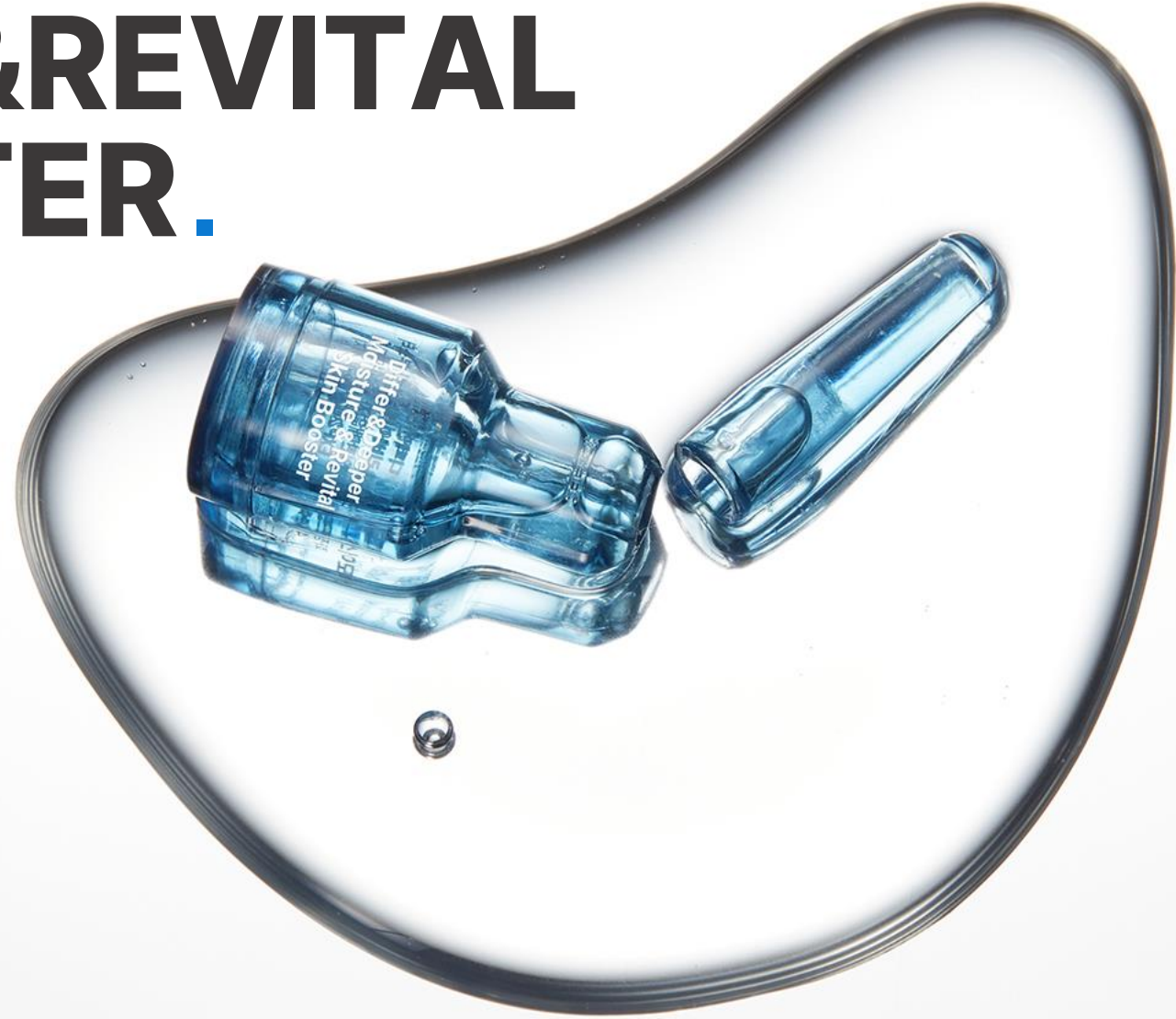
Still 49.25% improved skin moisture Confirmed
 after clinical study done by KSRC



*DIFFER&DEEPER Ceraluronic™ Water Core Cream Human Patch Test Completed
 KSRC Korea Skin Clinical Research Center
 Test dates : 24.03.19-04.03 / **Individual results may vary.



MOISTURE & REVITAL SKIN BOOSTER.





Product Name Differ & Deeper Moisture & Revital Skin Booster

Contents 2ml x 14ea(+safe cap 2ea)

Selling Points

- **Immediate Moisturizing Proved by Clinical Study**
- **Immediate Skin Density improvement Proved by Clinical Study**
- Enhanced absorption with **advanced liposome technology**
- Packaged in 2ml x 14 units for fresh use
- Active ingredients included that are in injectable solutions for skin moisturizing and revitalization purpose

Concept Ingredients

- Contains 5,000ppm of PDRN, the main ingredient in Rejuran Healer injectable solution
- Contains 40 key active ingredients from Chanel skin booster injections

Functional Brightening, Anti - Wrinkle

Texture Watery light viscosity formula that absorbs quickly without stickiness

Clinical Test Completed skin irritation tests

Scent Fragrance - free

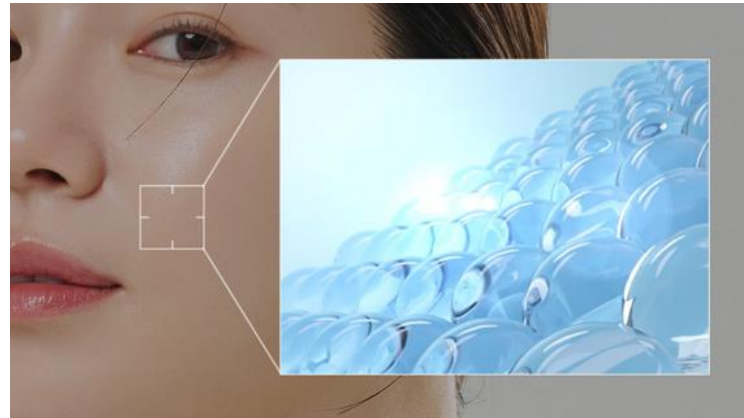
*The above content is based on the characteristics of the raw materials.

MOISTURE & REVITAL SKIN BOOSTER.

Point 1.

Skin Cell Regeneration

**Contains 5,000ppm of
High-Purity Salmon PDRN**



High-Purity Salmon 5,000ppm PDRN, which is 95% identical to human DNA, helps strengthen the skin barrier, promotes collagen production, **improves skin density, and results in clear, bright skin.**

Point 2.

Comprehensive Skin Improvement Effects

**Key ingredients selected from
Chanel skin booster ampoules**

10 Amino acids

Essential protein building blocks that improve skin texture and fine lines

8 Hyaluronic acid

Enhances the skin's intrinsic moisture, improving inner dryness and providing a high level of hydration

12 Vitamins

Suppresses active oxygen and revitalizes the skin, providing strong anti-aging effects

**+
10 Various active
ingredients**



* The above content is based on the characteristics of the raw materials.

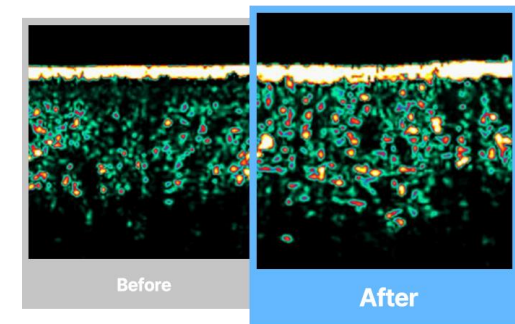
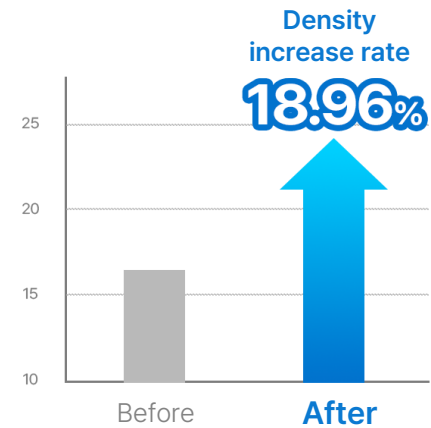
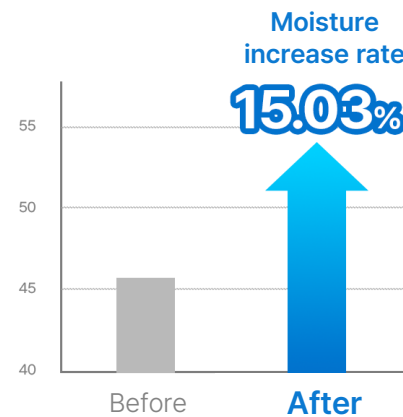


MOISTURE & REVITAL SKIN BOOSTER.

Clinical test completed

Immediate improvement in **skin moisture** at 2.5mm depth (**15.03%**)

Immediate improvement in **skin density** at 2.5mm depth (**18.96%**)



ECTOXYLANE™ FIRMING BAND CREAM.





Product	Differ & Deeper Ectoxylane™ Firming Band Cream
Concent	30g
Selling Point	<ul style="list-style-type: none">· Unique micro fibers visible under a microscope micro fibers tightly band up giving a firming effect· Completed clinical tests for facial elasticity lifting· Applied heat activation technology to enhance skin firmness· Melt the cream with the warmth of your palms then gently press on face. This helps to add little heat to the cream and stimulate the activity of micro fibers
Concept	· Ectoxylene™ (Ectoine + Proxylene)
Ingredients	· Contains 6 types of peptide complex
Function	Brightening, Anti - wrinkle
Texture	High-concentration balm type
Test	Completed skin irritation tests
Scent	Subtle floral scent

*The above content is based on the characteristics of the raw materials.

ECTOXYLANE™ FIRMING BAND CREAM

Point 1.

Perfect complex for ultimate skin elasticity

Ectoxylene



+



Proxylene, a unique low-molecular-weight anti-aging ingredient with **dual effects of improving elasticity and hydration** and **Ectoin**, an active ingredient that prevents cell aging, **combined into a complex to rejuvenate and firm saggy skin**

Point 2.

skin regeneration and wrinkle improvement

Peptide cocktail 6 complex



ECTOXYLANE™ FIRMING BAND CREAM ■

#Band cream #Firming cream #Night cream #V-line #Lifting care

“ **Differ & Deeper Band cream** ”
Intensive tightening effect with maximum
improvement of skin elasticity



STEP 01 Scoop out the Band Cream and warm it with your hands



STEP 02 Press and absorb it firmly onto your entire face



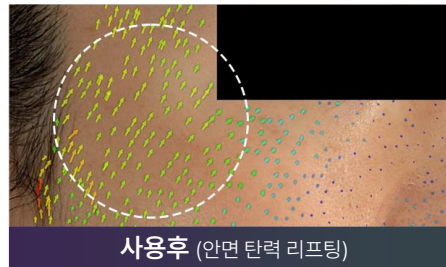
STEP 03 For areas needing more firmness, press and lift to absorb the cream and enhance elasticity



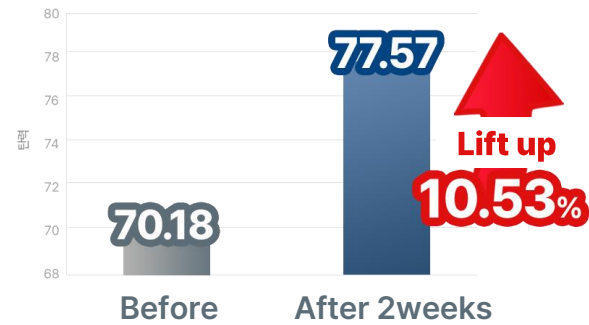
ECTOXYLANE™ FIRMING BAND CREAM

Improvement in facial
firmness and lifting

Clinical trials

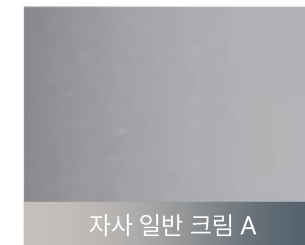


여기에 영문쓰시면 됩니다



여기에 영문쓰시면 됩니다

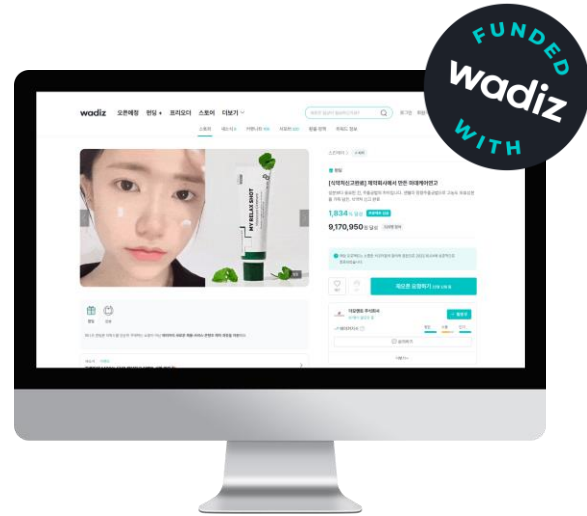
Dense texture markedly
different from regular
cream **formulations**



Differ&Deeper

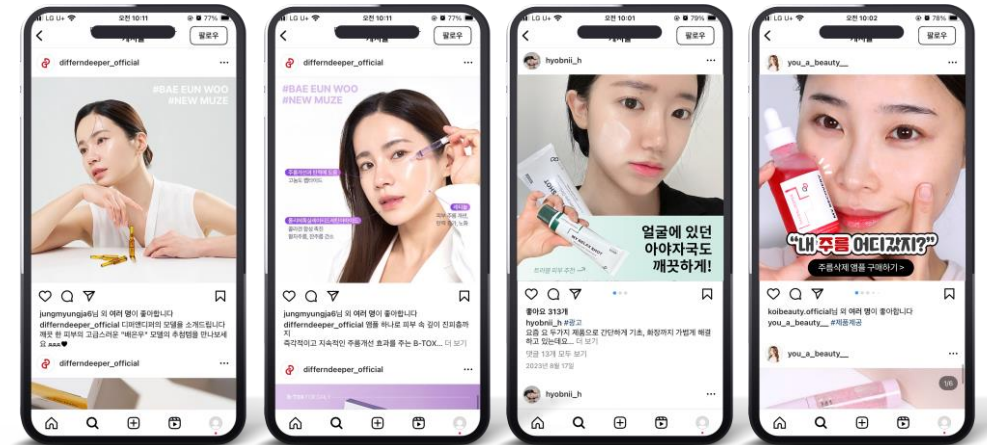
Marketing Operations Overview.

Wadiz Funding



Achieved **1,834%** funding on wadiz for my relax shot madecare cream

Creation of Instagram & youtube short – form videos



Differ & Deeper's exclusive brand mdel reaturing actor Bae eun-woo short – form video production

Content creation sith influencers on Instagram, you tube, tik-tok and other social media platforms

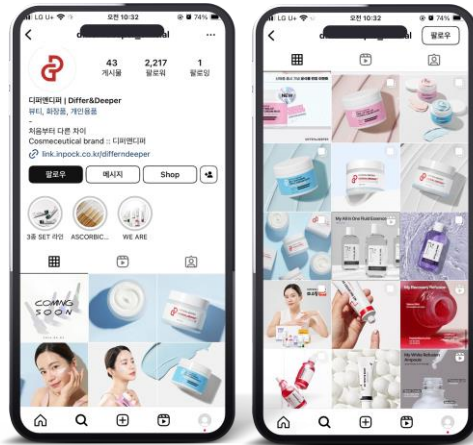
Differ&Deeper

Marketing Operations Overview.

Instagram
Meta advertising

Naver blog
Review team

Dongdaemun doota
Offline store entry



Meta-advertising and events for Differ&Deeper's brand account

Seeding content for new Differ&Deeper products with influencers and review teams

Allowing customers to directly experience and purchase products

Gathering consumer feedback

Differ&Deeper

Marketing Operations Overview.

Overseas offline



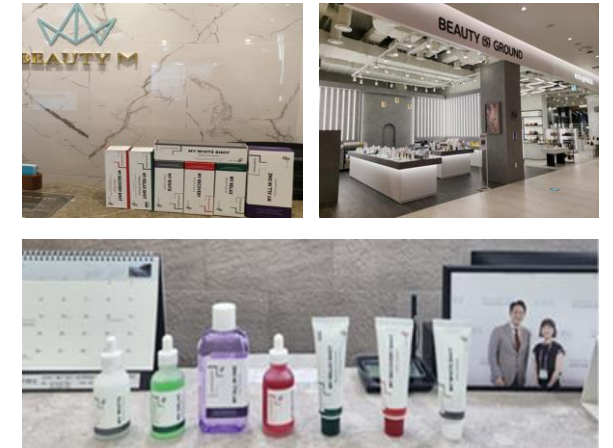
Kansai kobe sannomiya OPA, Japan

Domestic aesthetic



Domestic aesthetics & salons

Dermatological clinics



Domestic dermatology clinics
Providing post-treatment skincare products

Differ&Deeper

Brand Design Direction.



Pore care line

PANTONE® 367C

Differ&Deeper

Brand Design Direction.



Brightening line

PANTONE® 7403C

Differ&Deeper

Brand Design Direction.



Moisturizing line

PANTONE® 291C

Differ&Deeper

Brand Design Direction.



Regeneration line

PANTONE® 282C

Differ&Deeper


Brand Design Direction.




Smoothing line

PANTONE® 3425C


E.O.D


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