

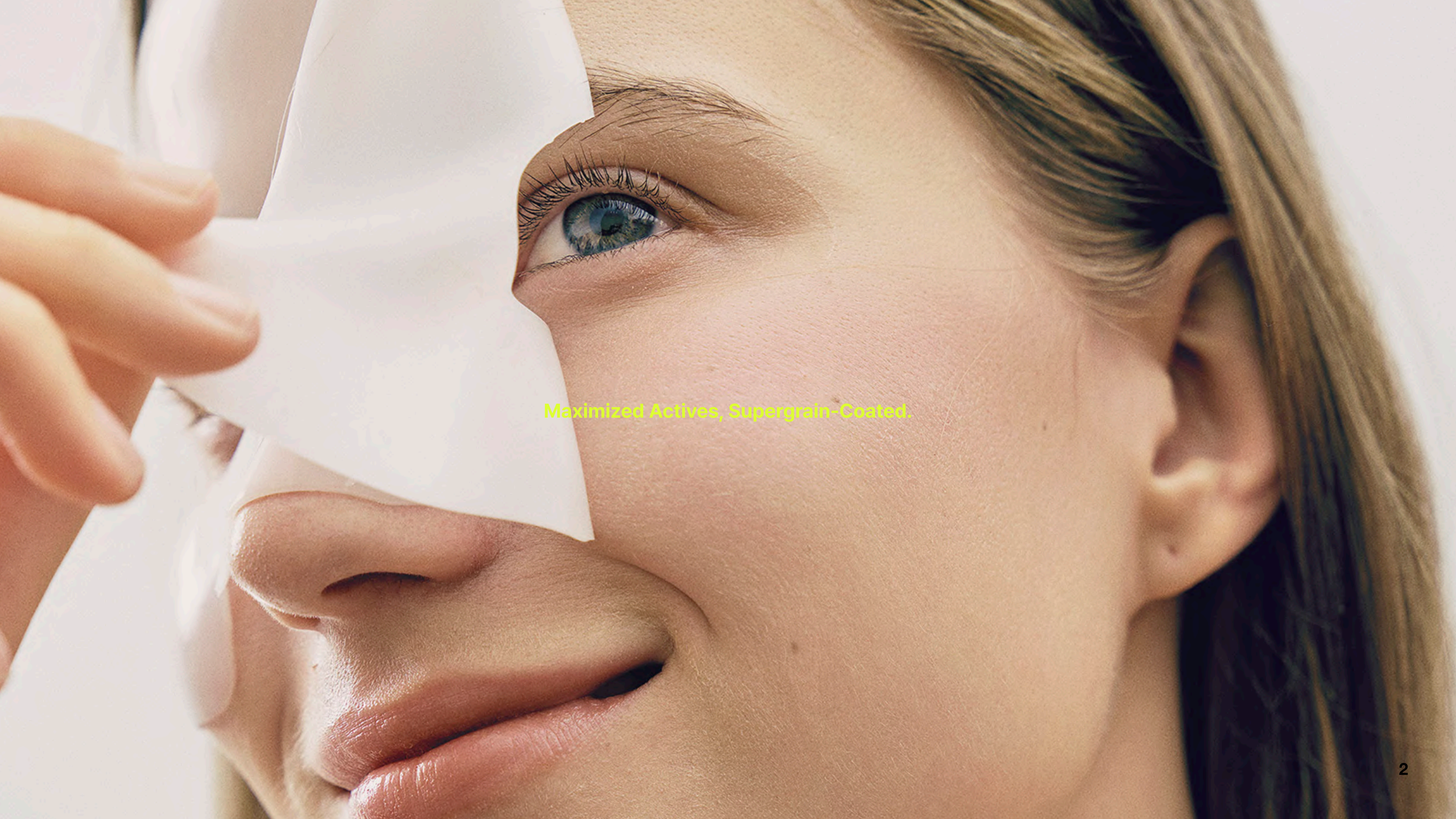


PO:DL

**Brand Profile
2025**

A large, billowing cloud of white smoke or steam against a light gray background. The smoke is thick and textured, with many folds and ripples, giving it a sense of movement and volume. It fills most of the frame, with the text 'Essential Softness — PO:DL Ritual' centered within it.

Essential Softness — PO:DL Ritual



Maximized Actives, Supergrain-Coated.



Actives, Supergrain

Our supergrain-coated formula
delivers a sensory transformation
—with efficacy that's globally trusted.

Sustainable Care

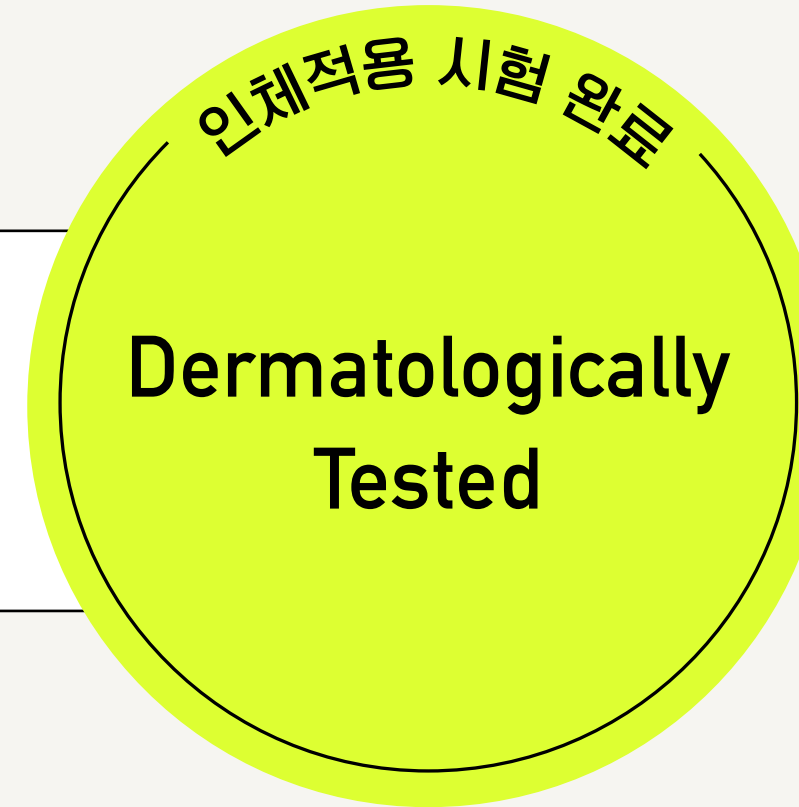
We prioritize transparent formulas
aligned with vegan, clean, and
sustainable standards—
championing ethical, long-lasting beauty.

PO:DL Ritual

The ‘podl-podl’ absorption sensation
turns your skincare into a daily delight
—an at-home ritual crafted
for your everyday routine.

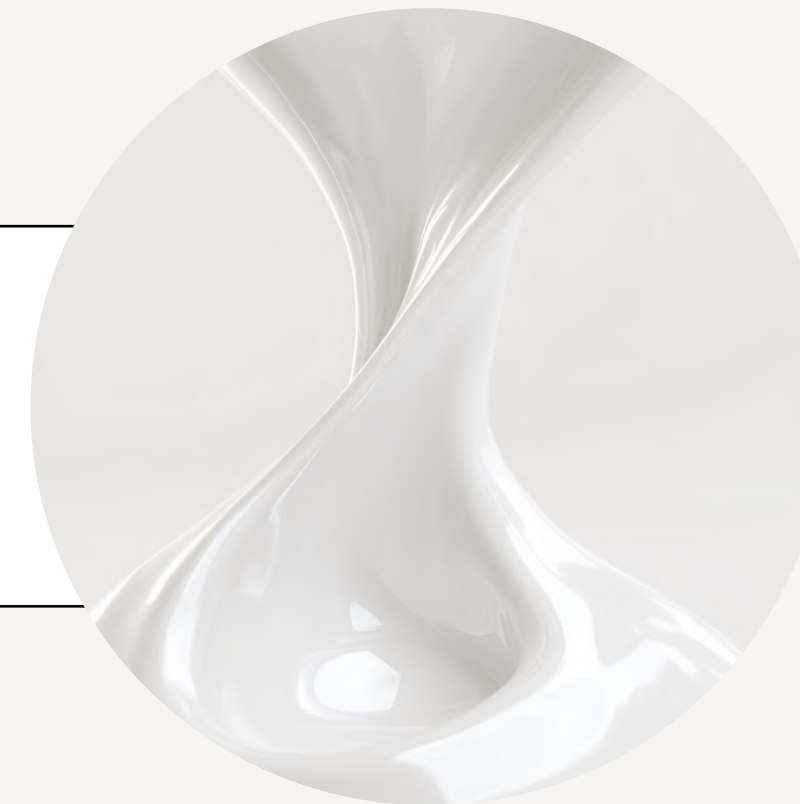
Vegan · Clean · 0.00

Trusted formulas. Alcohol-free. Sensorial-first.

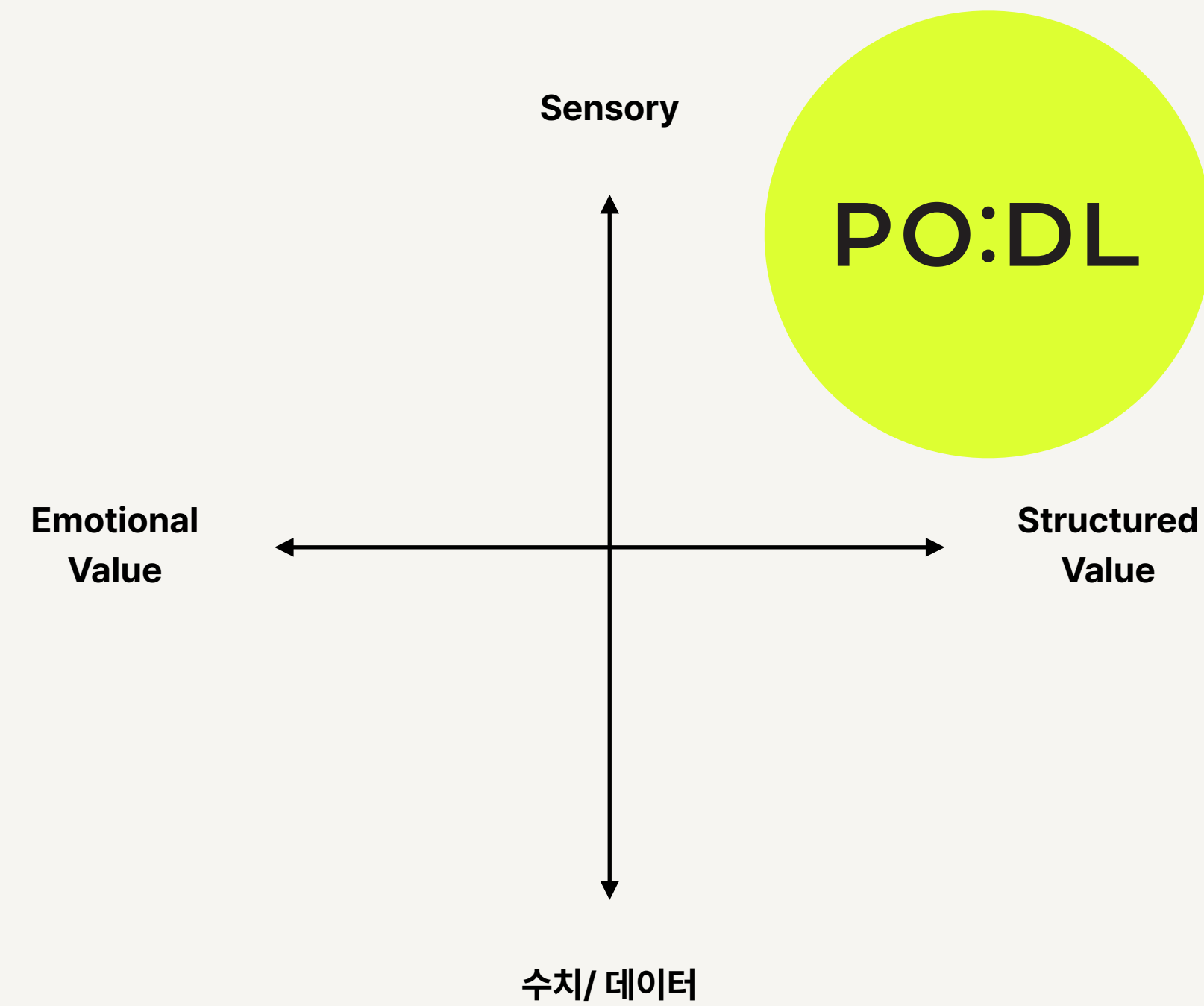


Soothing Hydration

Calm + hydration for hot, dry climates.



Market Positioning



Texture-First Skincare with a Distinct Market Edge

- Visually cohesive. Content-ready.
- Formula × Content × Branding synergy
- Proven execution. Strong market fit.
- Retail-friendly storytelling
- Built for loyalty & organic growth

PRODUCT

Product 01

Balm to Foam

Balm-to-Foam innovation. No more double cleansing.

Cleansing Innovation. One-Step Only

No double cleansing. 2x faster.
Balm-to-foam: clean & fresh.
Hydrating finish. No tightness.



Weak cleansing



.....



Deep cleansing

Oily residue

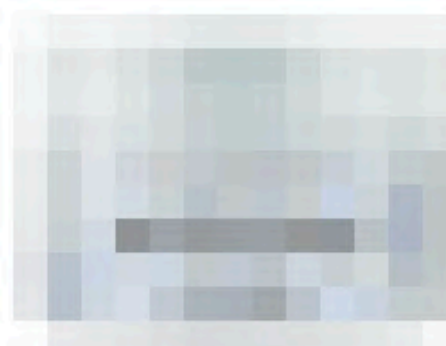


.....



Clean finish

Harsh on skin



.....



All vegan

Dry, tight feeling

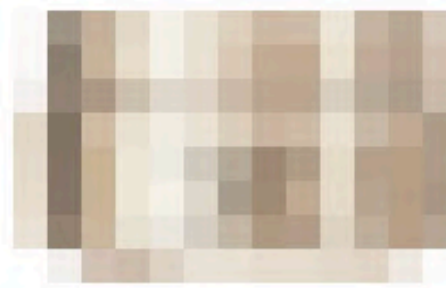


.....



Moisturized

Overpriced



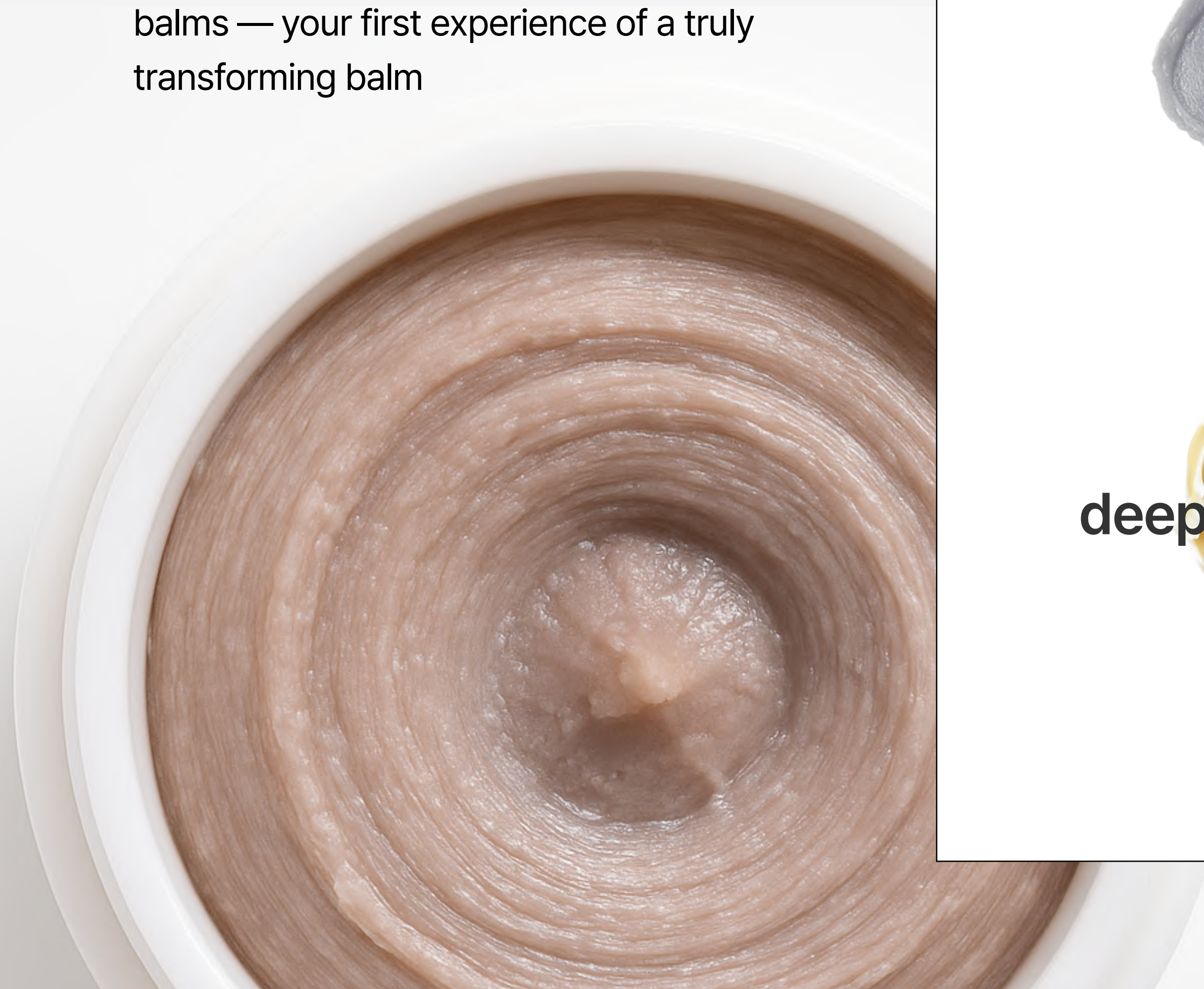
.....



Smartly priced

4-in-1 Transforming Balm

Born from the best of four cleansing
balms — your first experience of a truly
transforming balm



Dermatologically Tested

Removes
93.49%
of pore impurities

Vegan®



2X FRESH BAM BALM TO FOAM

Powerful cleanse with chestnut shell extract. Removes makeup and impurities, cares for pores.

93.49%	removal of pore impurities
81.65%	removal of sunscreen residue
+8.14%	increase in skin moisture
-6.16%	reduction in post-wash tightness
-5.7%	improvement in skin texture
0.00	certified safe for sensitive skin

Size	130ml / 4.39 fl.oz
Type	Makeup cleanser
Ingredients	Chestnut shell extract, AHA, BHA, LHA
Price	₩32,000

2X FRESH BAM BALM TO FOAM
FACIAL CLEANSER
PO:DL

FORMULA

Balm-to-foam

One texture, one step.
No double cleansing needed.

INGREDIENT

Nature-derived ingredients

Gongju chestnut extract for
pores & sebum.

AHA · BHA · LHA for
exfoliation & clarity.

FOR SKIN

Soft finish

No tightness.
Hydrated, even-toned finish.



Product 02

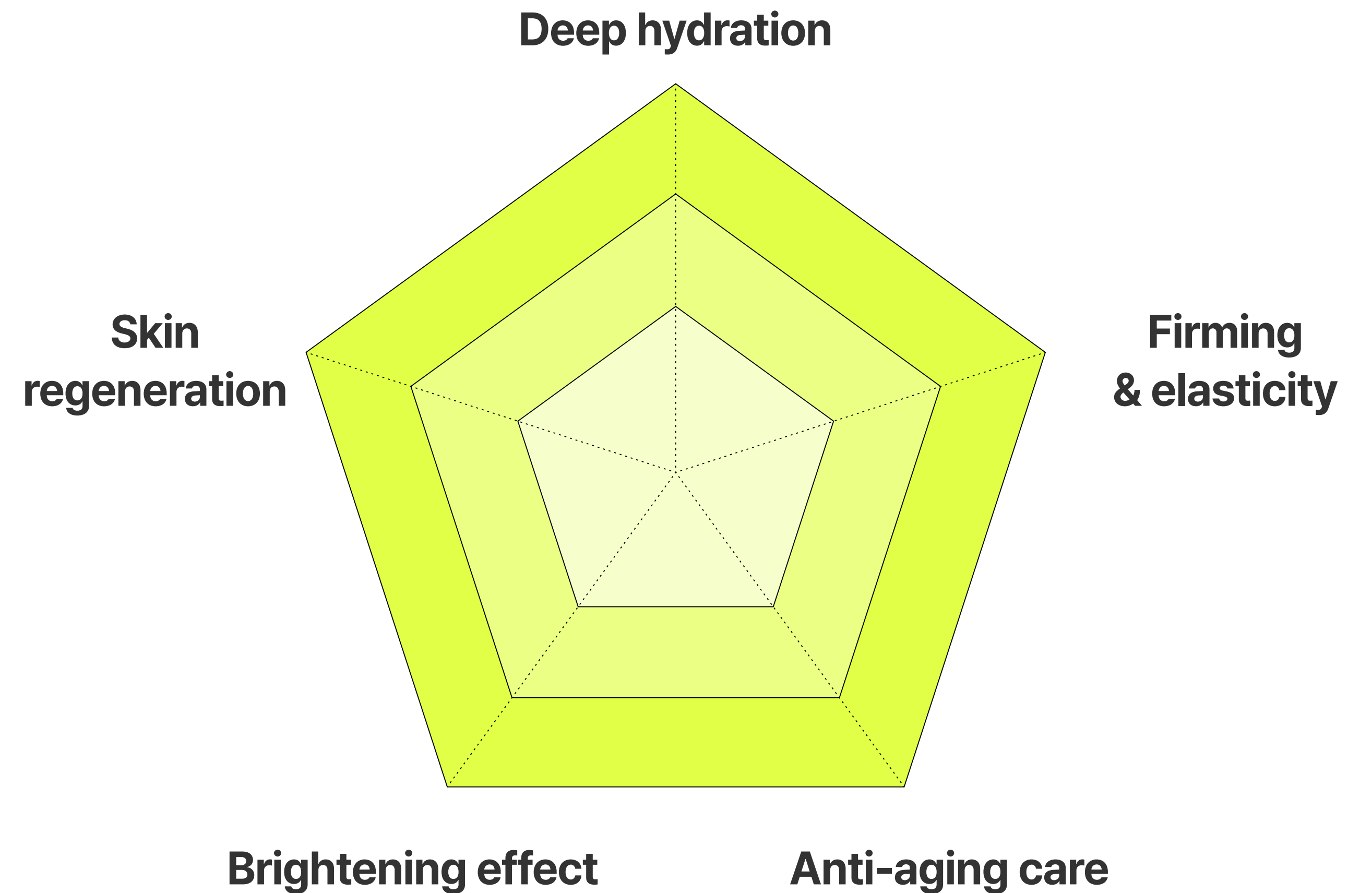
TGG Hydrogel Mask

Perfect tone, texture & glow with 10-layered hyaluronic acid and natural ingredients.

Exclusive

All-in-one

- 🌊 10-layered hyaluronic acid
- 🔬 EGF (Epidermal Growth Factor)
- 🛡️ Ectoin
- 🥛 Milk Amino Acids
- 🍯 Honey Extract
- 👶 Baby Collagen Water



Luxury Home Esthetic Routine

01 Spa-Level Hydration

Feels like a facial,
in just 30 minutes or overnight.



02 10-layer hydration

Powered by hyaluronic acid
& natural actives.



03 Solid ampoule

42g of pure care,
melted into your skin.



04 Multi-effect care

Visible skin renewal
in just 30 minutes.



High-Function Ampoule
42g
Moisture-locking hydrogel

Instant glow
+387.02%
improvement

EWG VERIFIED
FOR YOUR HEALTH
EWG.ORG

2X TGG CARE HYALURONIC
HYDROMASK

42g of Rich Hydration
A dense gel texture wraps
the skin in deep moisture
and nourishment.

- +387.02% increase in skin radiance
- +10.67% boost in multi-depth hydration
- 31.65% reduction in redness
- +8.43% more even skin tone
- +9.0% smoother skin texture

Size	42g / 4 sheet
Type	Hydrogel Mask Pack.
Ingredients	Hyaluronic Acid, EGF, Ectoin, Milk Amino Acids, Baby Collagen Water, White Honey Extract (HD)
Price	₩6,000 per sheet

FORMULA

longer-lasting hydration

10-Layered hyaluronic acid melts into skin like a second layer.

INGREDIENT

Nature-derived ingredients

A clean blend of nature-derived and functional actives.

FOR SKIN

Tone, Texture & Glow Care

No dryness, no tightness.
Just balanced, luminous skin.

Product 03

CLEANSING BRUSH

Soft on skin, strong on results. your new daily cleansing essential.

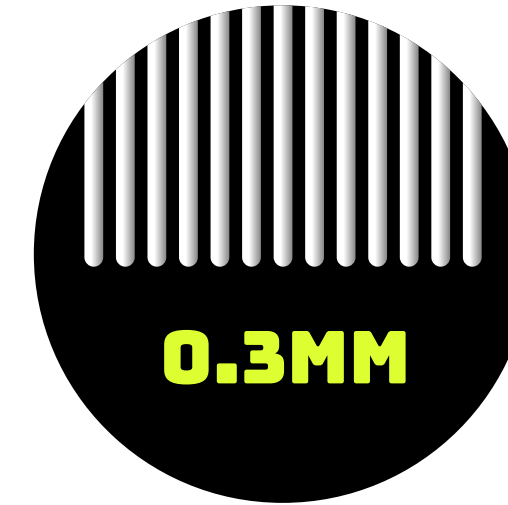




BO:DL BRUSH

With 2,000 ultra-fine silicone bristles just 0.3mm thin, it gently lifts away deep pore impurities that hands can't reach.

Material	Silicon, ABS
Retail Price	KRW 19,000



Ultra - Fine Silicon

2,000 ultra-fine 0.3mm bristles cleanse deep into pores
Gently removes blackheads and sebum



Skin Fit Air Pump

Adjustable cushion for custom comfort
Fits any skin and face shape



99.9% Anti-Bacterial

Safe, hygienic cleansing
No irritation, no bacteria

Product 04

RED BEAN PANTHENOL COOLFIT GELFTING MASK

#Coolfting #Fitting Jelly

Size	33g / 4 sheet
Type	Hydrogel Mask Pack.
Ingredients	Panthenol, Red Bean Extract, PerpperMint Water Carbonated Water
Price	₩ 6,000 per sheet



PO:DL Recipe

Panthenol

Contains 10,125 ppm of Provitamin B5 (Panthenol) for effective soothing and hydration.

Red Bean Extract

Red bean extract from Haenam, Korea's southernmost region, helps soothe the skin, reduce puffiness, and purify the skin.

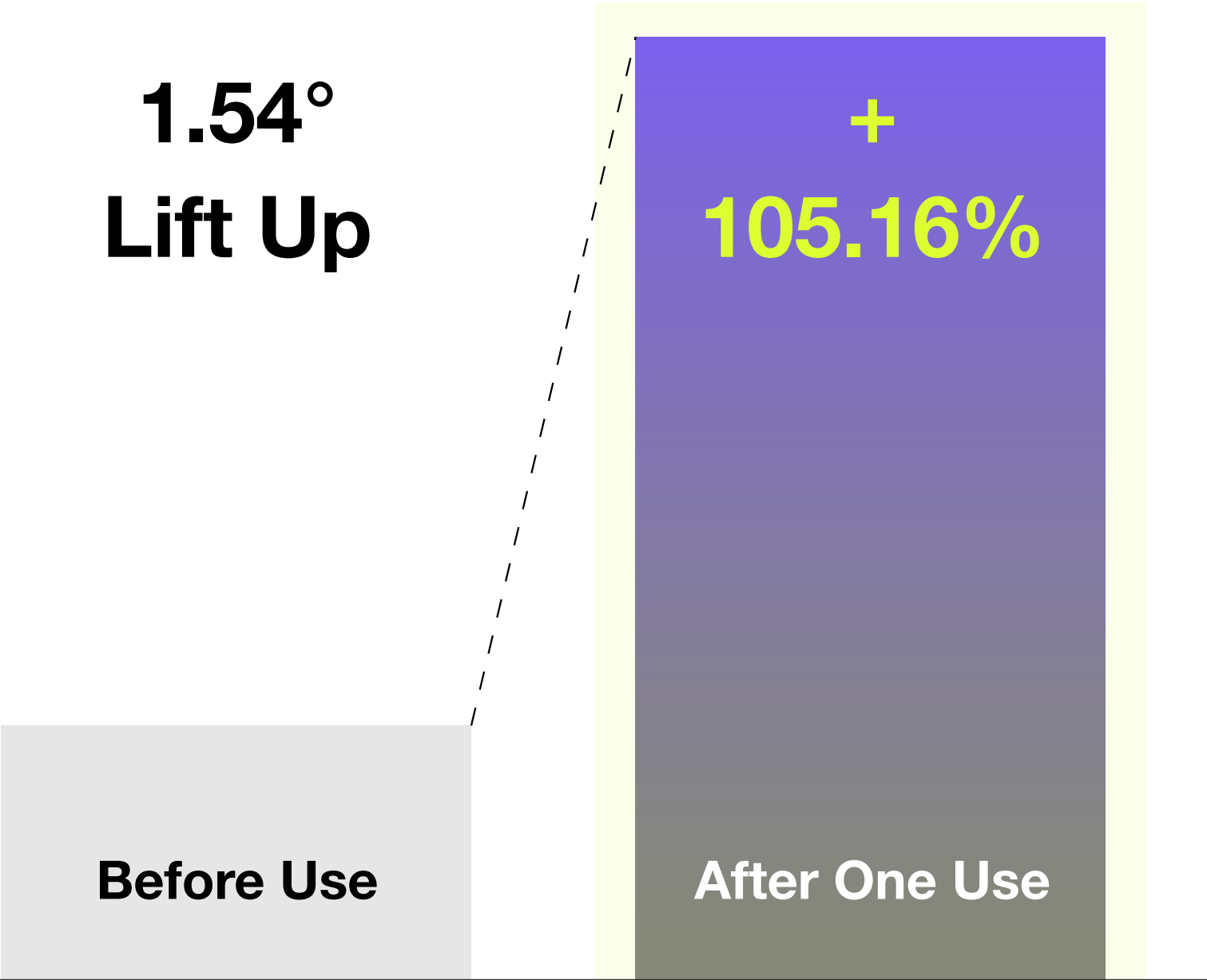
PepperMint Water

Delivers instant cooling with a refreshing feel that maximizes the cool-fit effect.

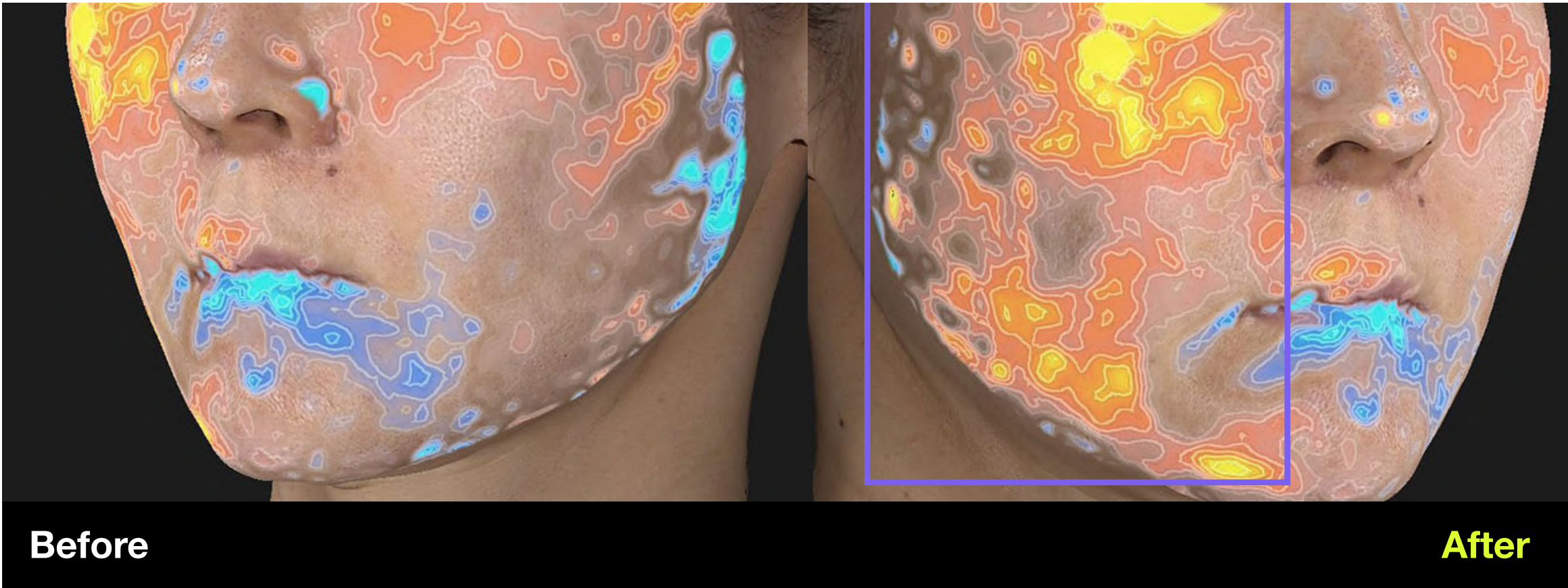


Cheek lifting improvement effect— 105.16%

1.54°
Lift Up

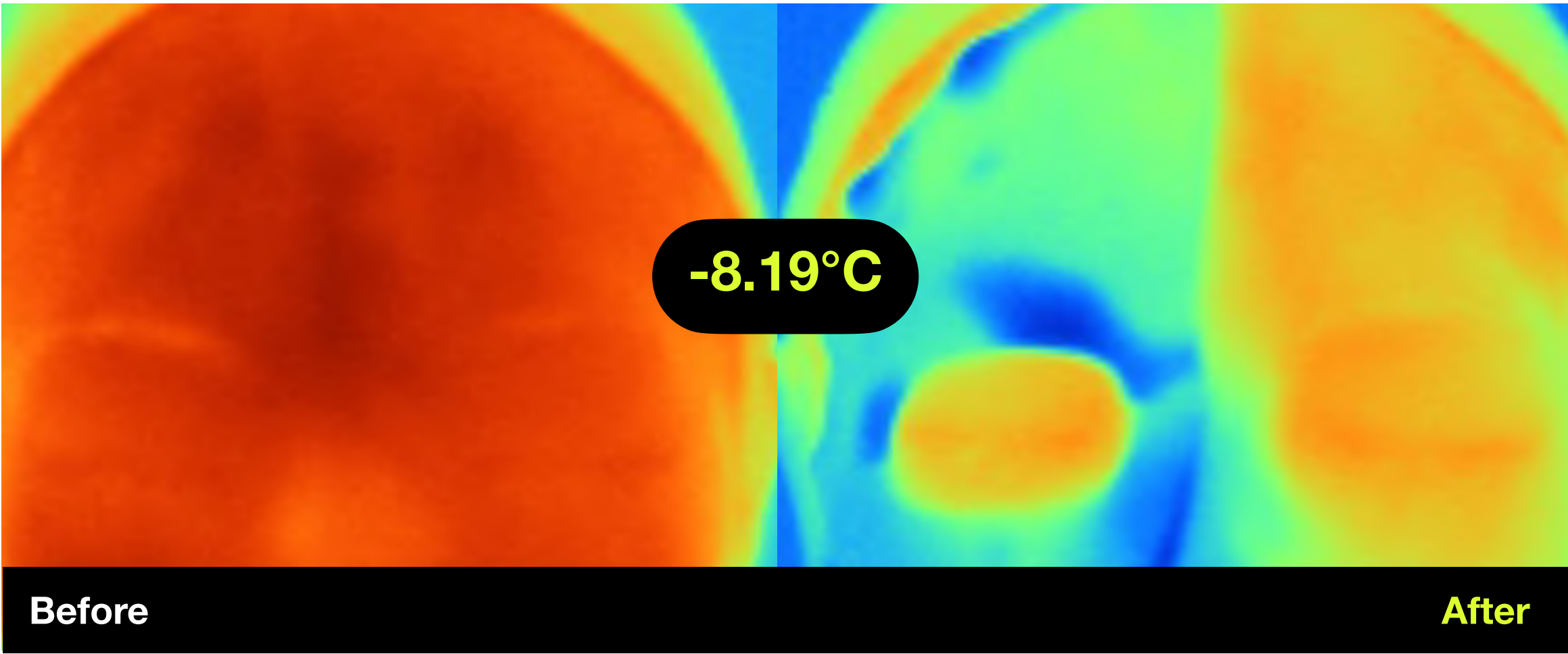


Facial Puffiness Reduction Effect



*Refers to a visible decrease in yellow and orange tones associated with swelling.

Instant Cooling Effect : Skin Temp -8.19°C



Product 05

BARLEY HYAL-SOME HYDROMASK

#WaterBomb #Hydrating Ampoule Mask

Size	36g / 4 sheet
Type	Hydrogel Mask Pack.
Ingredients	8X Hyaluronic Acid HYAL-MICROSOME, Barley Extract, Canadian Glacier Water Acacia Peptide
Price	₩6,000 per sheet





***100 Hours
Long Lasting***

Layer-by-layer hydration
through 20 skin layers!

+225.10%

PO:DL Recipe

8X Hyaluronic Acid HYAL-MICROSOME

Encapsulated 8-type hyaluronic acid in 11 sizes boosts absorption for deep hydration, volume, and elasticity.

Barley Extract

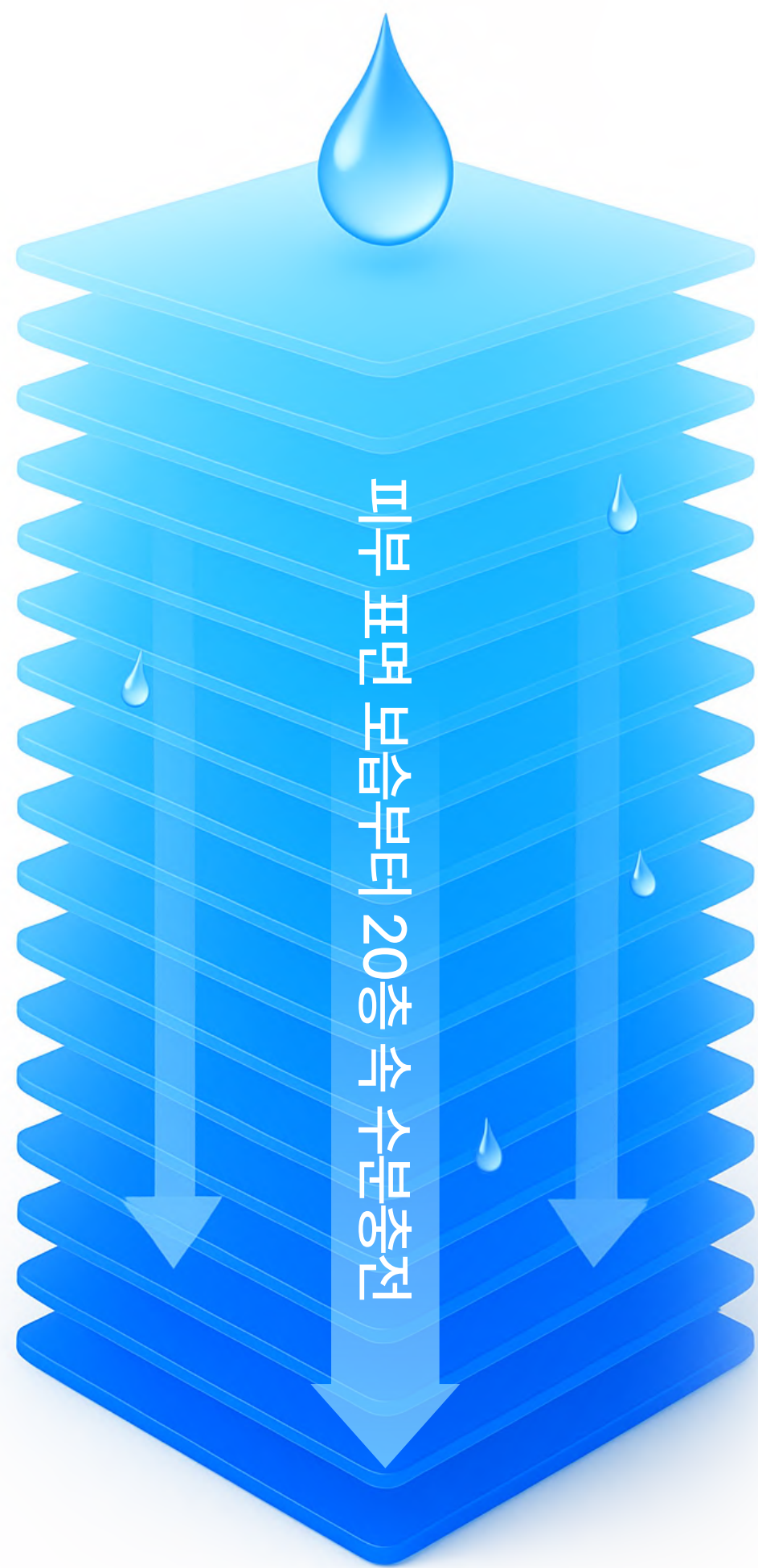
Soothes sensitive skin, balances sebum, and delivers antioxidant and moisturizing benefits.

Canadian Glacier Water

Pure glacier water from Whistler, Canada, rich in minerals, delivers hydration and nourishment.



Layer-by-layer hydration through 20 skin layers!



Improves skin hydration

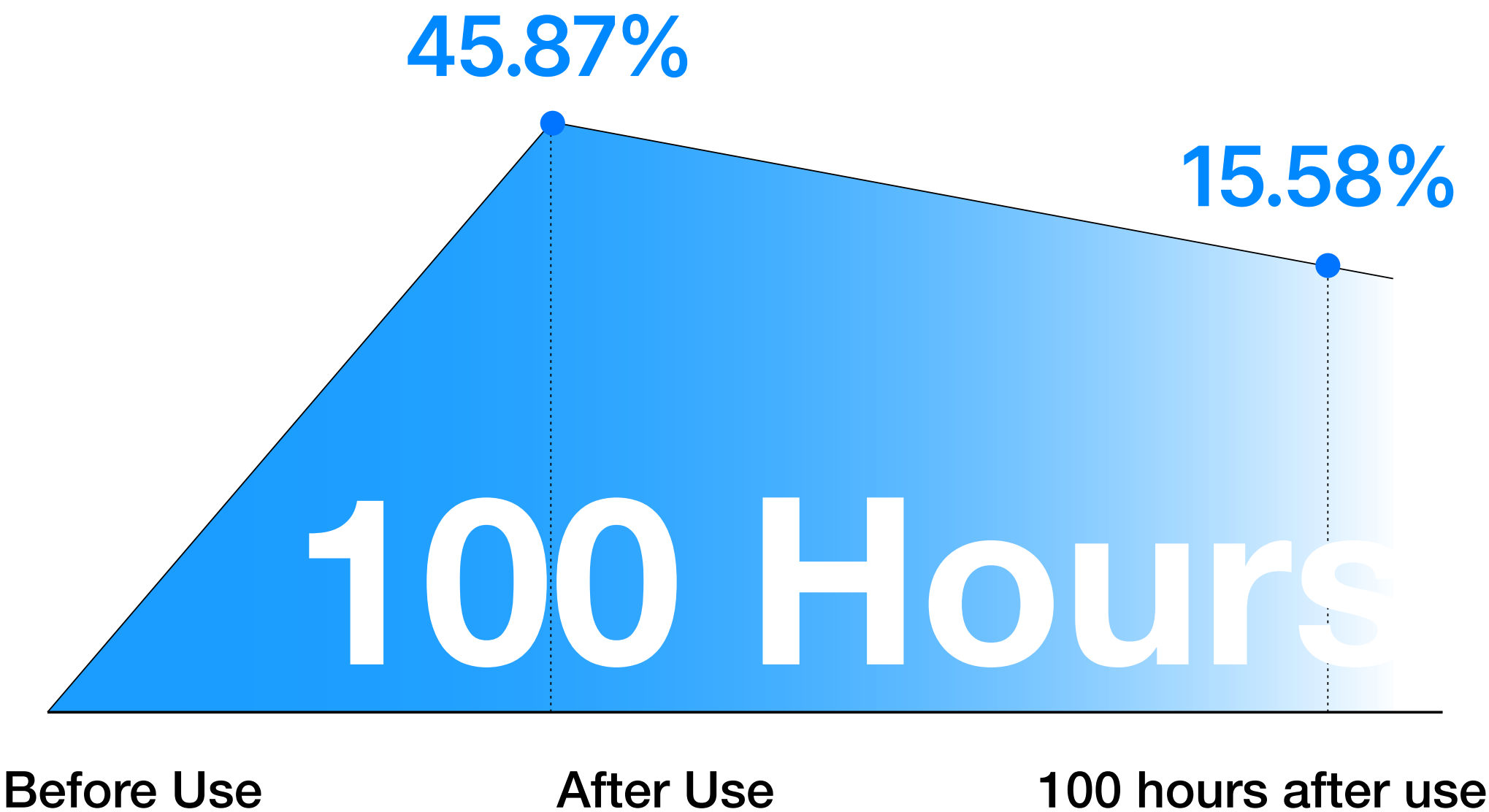
1st layer
+488.67%

5th layer
+383.44%

10th layer
+289.74%

20th layer
+225.10%

100 hour hydration lock for long-lasting moisture



Product 06

OAT CERAMIDE HYDROMASK

#WaterBomb #Hydrating Ampoule Mask

Size	42g / 4 sheet
Type	Hydrogel Mask Pack.
Ingredients	4x Ceramide, Oat Kernel Extract, Plant-Driven Protein, TECA-MICROSOME
Price	₩ 6,000 per sheet





PO:DL Recipe

4X Ceramide

Formulated with 4 types of ceramides and cholesterol to strengthen the skin barrier and build a protective moisture layer

Oat Kernel Extract

Low-temperature extracted oat kernel extract delivers soothing and moisturizing benefits to irritated skin.

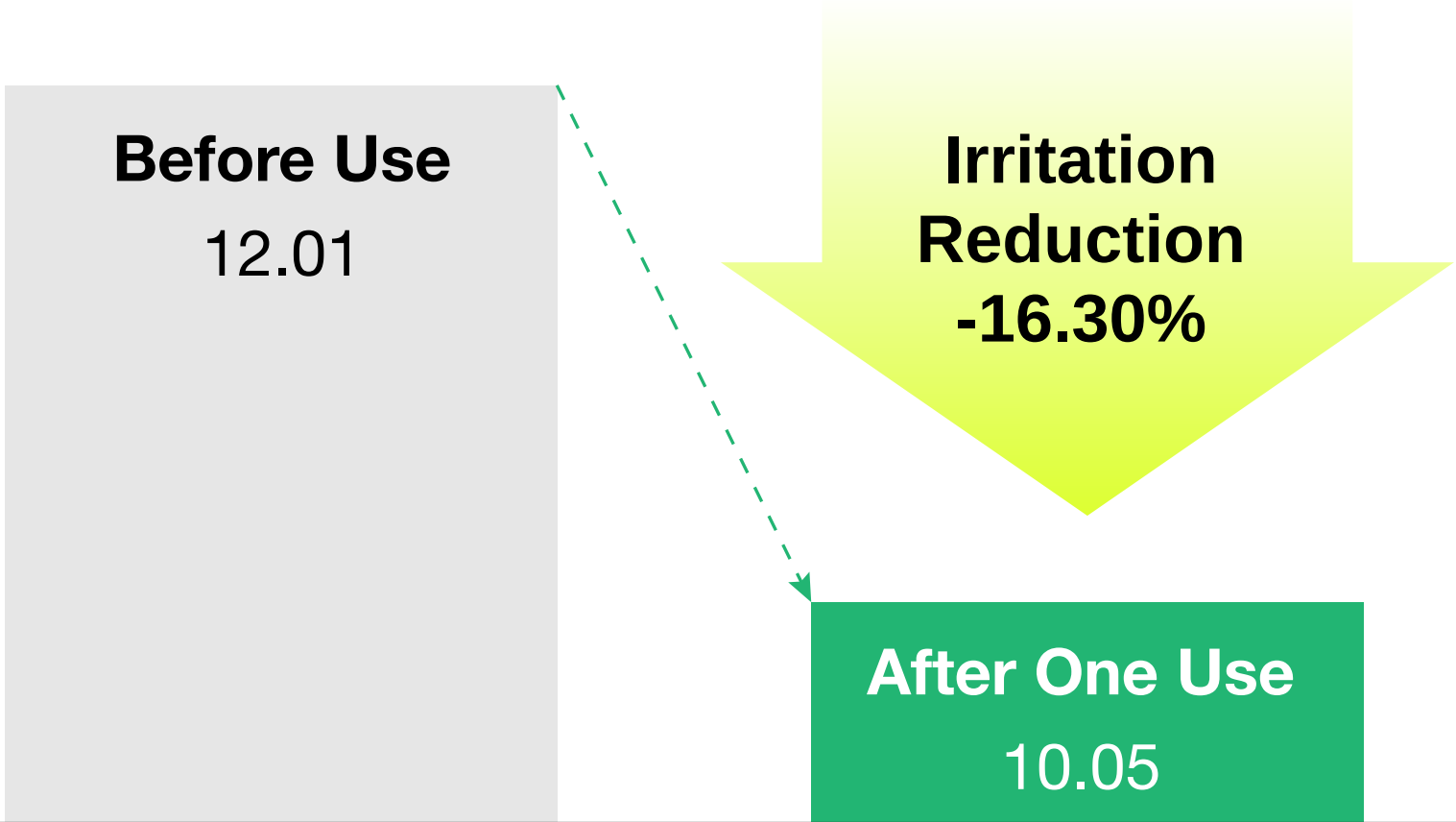
Plant-Derived Protein

Phyto protein from superfoods like lupin, avocado, maca, and schisandra helps boost skin hydration and resilience.

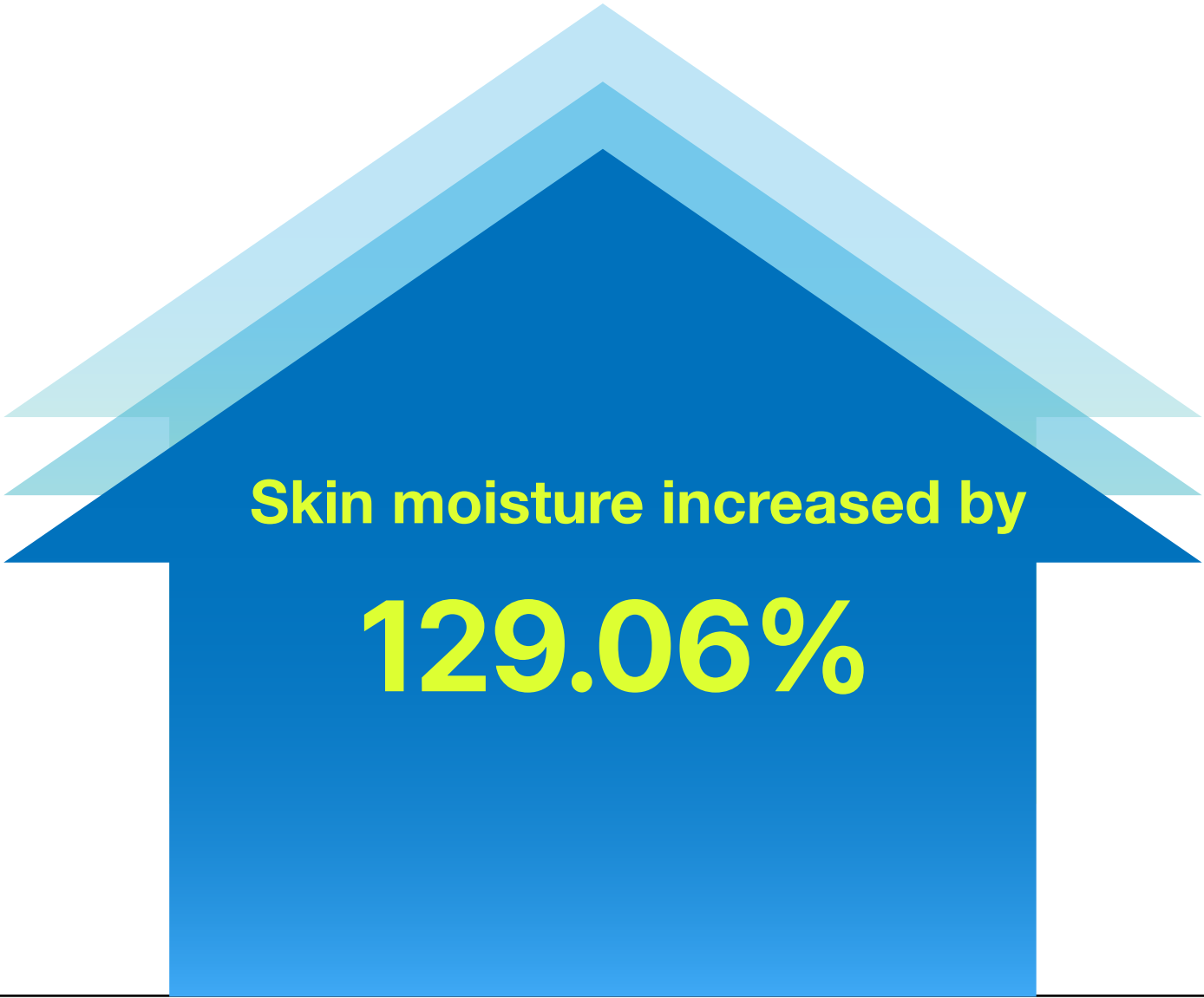
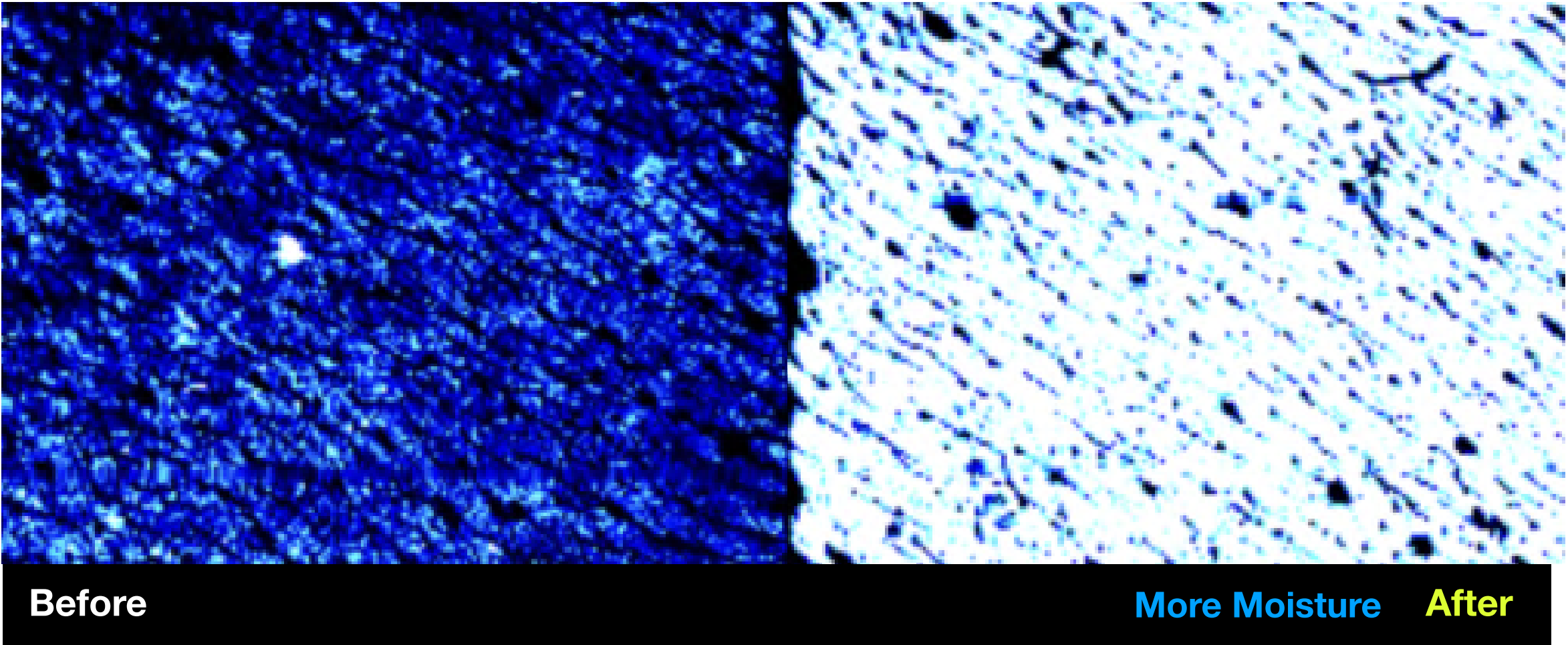
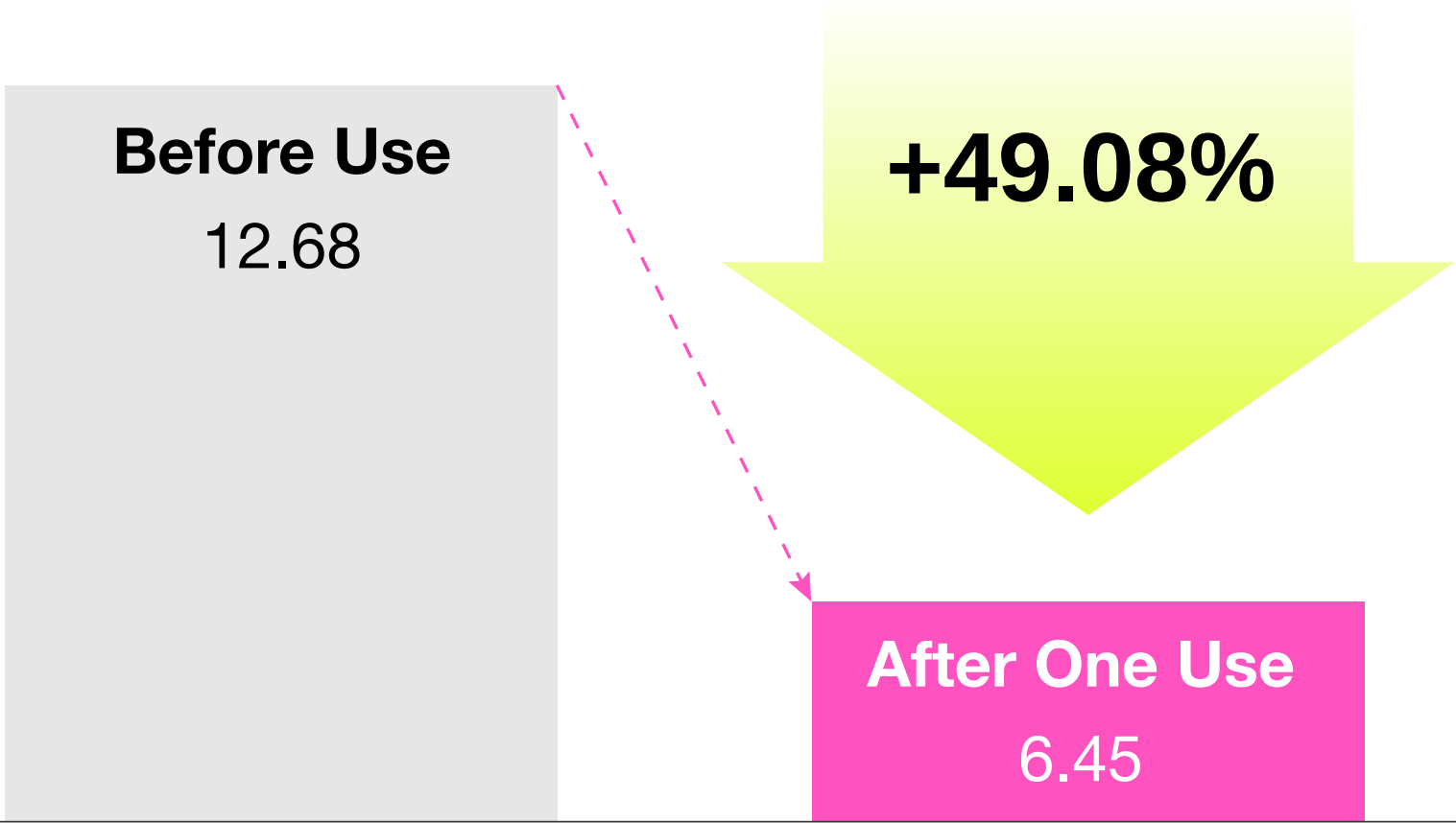
GlassBarrier42™



Skin-soothing effect



Improves damaged skin barrier +49.08%



Product 07

RICE GLUTATHIONE HYDROMASK

#Radiance #Niacinamide 50,000ppm

Size	38g / 4 sheet
Type	Hydrogel Mask Pack.
Ingredients	Glutathione-Some, Niacinamide(5%), Rice Germent Riltrate, Sea Daffodil
Price	₩ 6,000 per sheet





*100 Hours
Long Lasting*

Niacinamide
50,000 ppm

PO:DL Recipe

Glutathione-Some

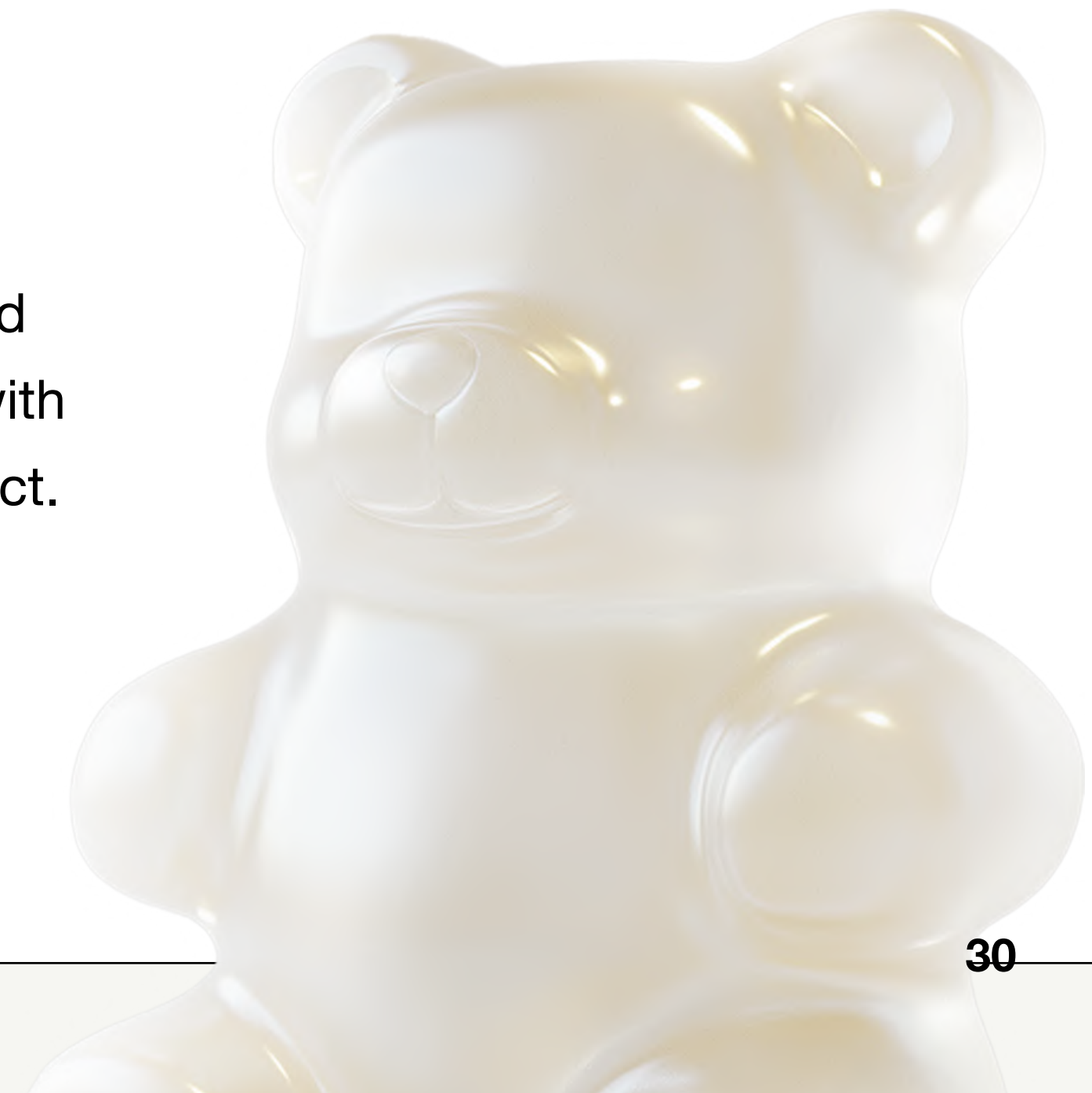
Glutathione is encapsulated in a lamellar-structured liposome similar to the skin's structure, effectively delivering radiance care.

Niacinamide (5%)

A functional brightening ingredient that helps inhibit pigmentation and improve skin tone.

Rice Ferment Filtrate

Gentle exfoliation, tone-up, and naturally derived brightening with skin-friendly rice ferment extract.



Triple tone improvement

+101.94%

improves yellowish skin tone

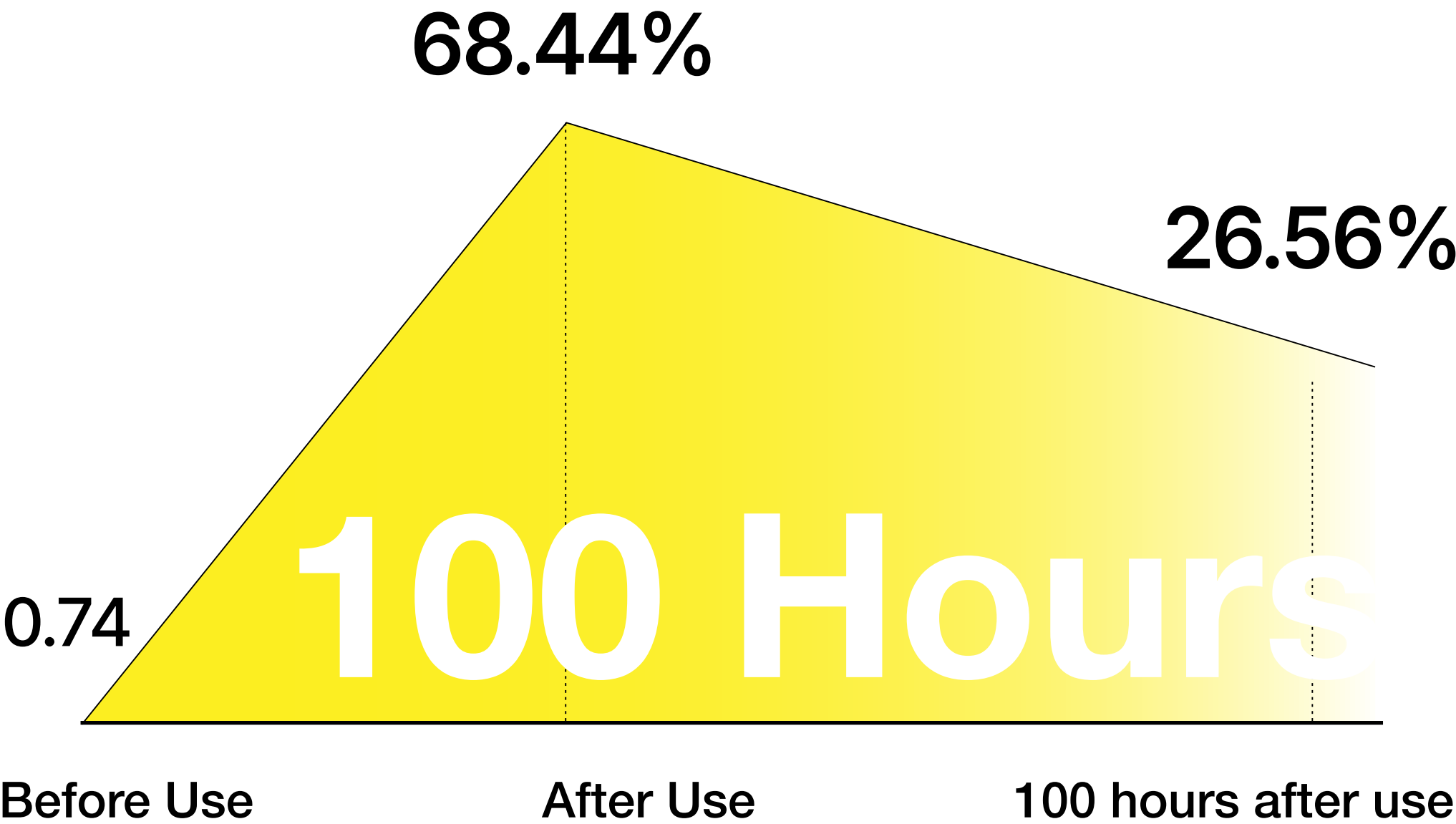
+101.01%

improves skin brightness

+103.72%

improves dark skin tone

100 hour glow retention



Contact us

podl.biz@lastspring.com