

EITHER &

# BRAND BOOK





Either way, I'm confident!

Seoul-Chic-Soul

## Concept

### **Skincare meets performance.**

A next-gen base line where high-performance makeup fuses with skincare benefits—built to perfect the skin before color even comes into play. Think of it as your skin's best filter.

## Slogan

**"Either way, I'm confident."**

## Personality

### **Inspiring. Confident. Open-Minded. Real.**

We lead with quiet strength. We embrace individuality. We keep it smart, grounded, and always a step ahead.

## Keywords

### **Base-Obsessed. Seoul-Crafted. Effortlessly Refined.**

Born in the trend capital. Focused on the foundation. Designed to look chic, feel light, and stay real.

## Major Features

**Pore-Perfecting Coverage:** Smooths skin texture with a seamless finish.

**100H Longwear (Cushion Only):** Sets once, stays fresh—up to 100 hours.

**Skincare-Level Formulas:** Infused with high-performance, skin-comforting ingredients that care while you wear.



## Effortless Aura

A smooth, clean base that feels like second skin—refined yet natural. With softly defined brows and a sheer touch of lip color, it celebrates real beauty with zero filter, zero fuss.

## Detail-Obsessed

Every detail is intentional—delicate touches that add a subtle feminine twist to the cool, clever energy of geek chic.

## Monochrome Muse

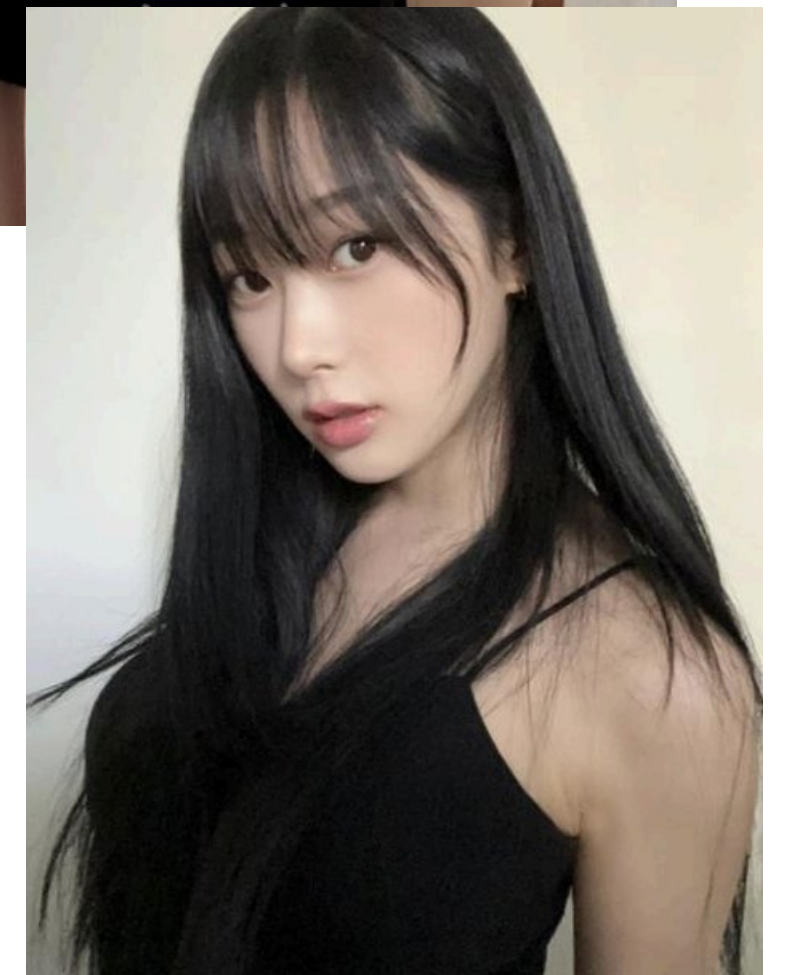
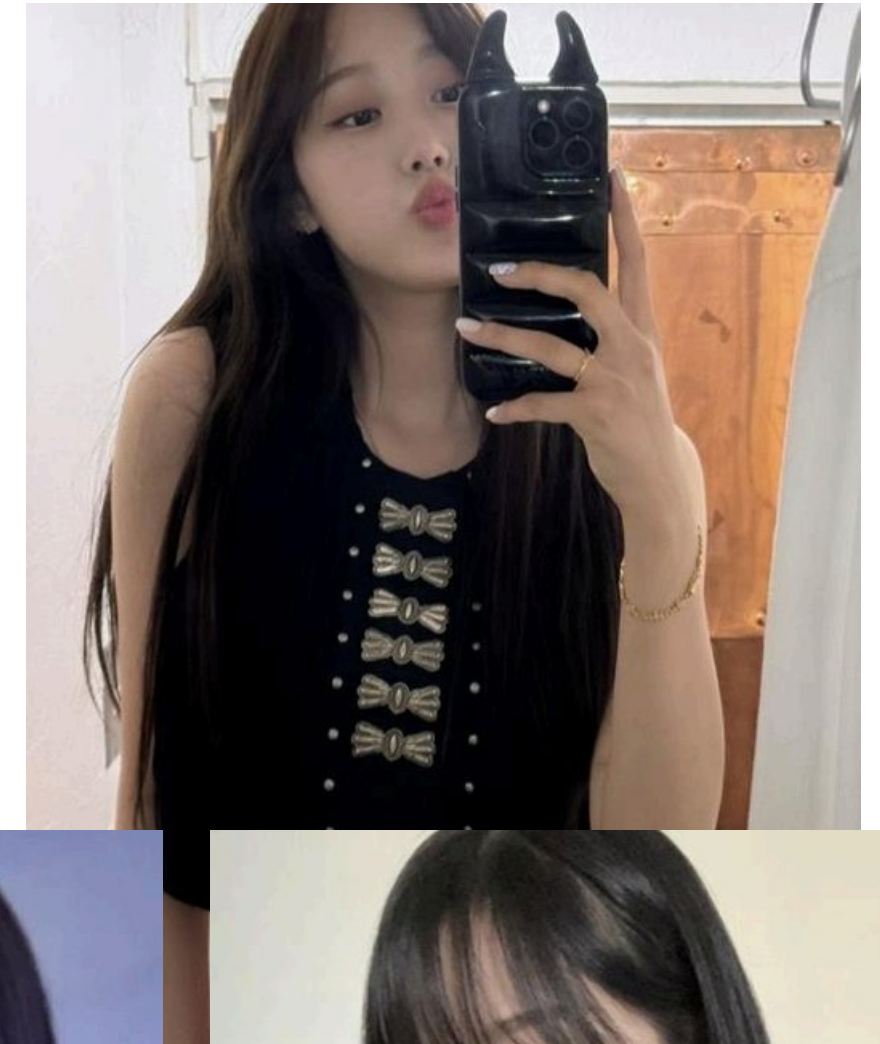
Black, white, and every perfect shade in between—this minimal palette channels a sleek, cold beauty that's effortlessly powerful.

## Bare But Better

No heavy layers needed. Just a flawless, pore-blurring base that enhances your natural skin texture while letting your color makeup take the spotlight.

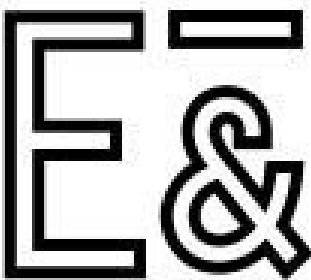
## Scroll-Stopping Chic

That feed-refreshing face you can't stop staring at. From luminous skin to head-turning detail, it's the look everyone's secretly trying to copy.



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LOGO

**EITHER&** is inspired by the phrase “either way”—a celebration of choice, individuality, and versatility. By combining “**EITHER**”, representing endless options, with the “**&**”, symbolizing connection and inclusivity, the logo delivers a confident, uplifting message:  
**“Either way, I’m confident.”**

SYMBOL

A distinctive emblem that fuses the elegance of ‘E’ with the versatility of ‘&’—refined for balance, crafted for clarity. The symbol captures the idea of duality and choice, while embodying EITHER&’s core: base expertise designed for all.



A woman with long dark hair is sitting on a black, tufted leather chair with a chrome base. She is wearing a grey suit jacket over a white collared shirt. Her right arm is resting on the chair's back, and her legs are crossed. The background is a light blue gradient. The word "PERFORMANCES" is written in white, uppercase letters across the middle of the image.

PERFORMANCES



# EITHER& 1st LAUNCH

@The Ritz-Carlton, TOKYO

2024.09



# OFFLINE LAUNCH

@LOFT, PLAZA, ATCOSME(180DOORS)

2024.10





# ATCOSME POPUPS

@TOKYO, OSAKA

# LOFT POPUP

@SHIBUYA



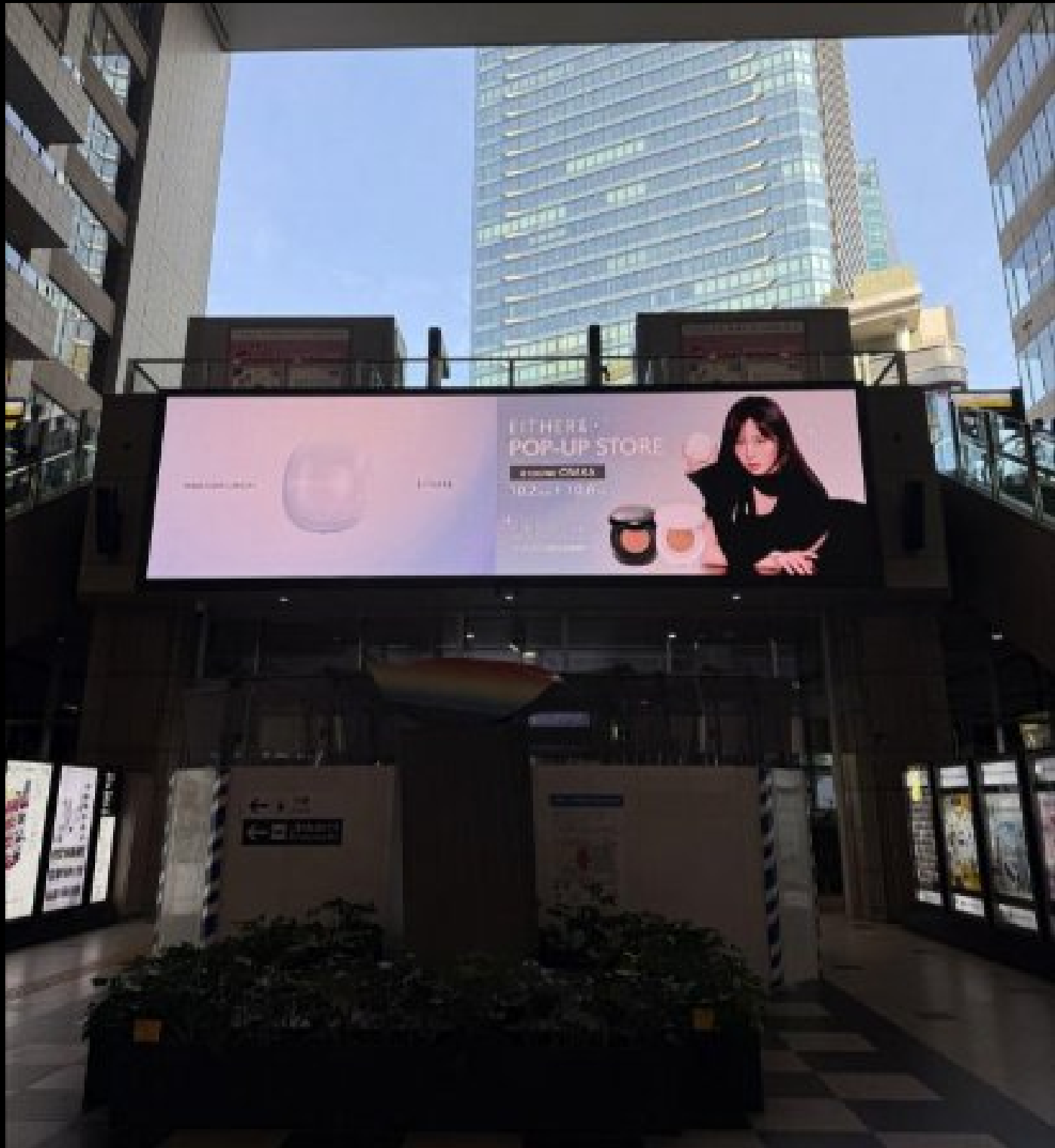


# LED BILLBOARD EXPOSURES

@SHIBUYA SCRAMBLE SQUARE

# JR STATION ADVERTISING

@OSAKA

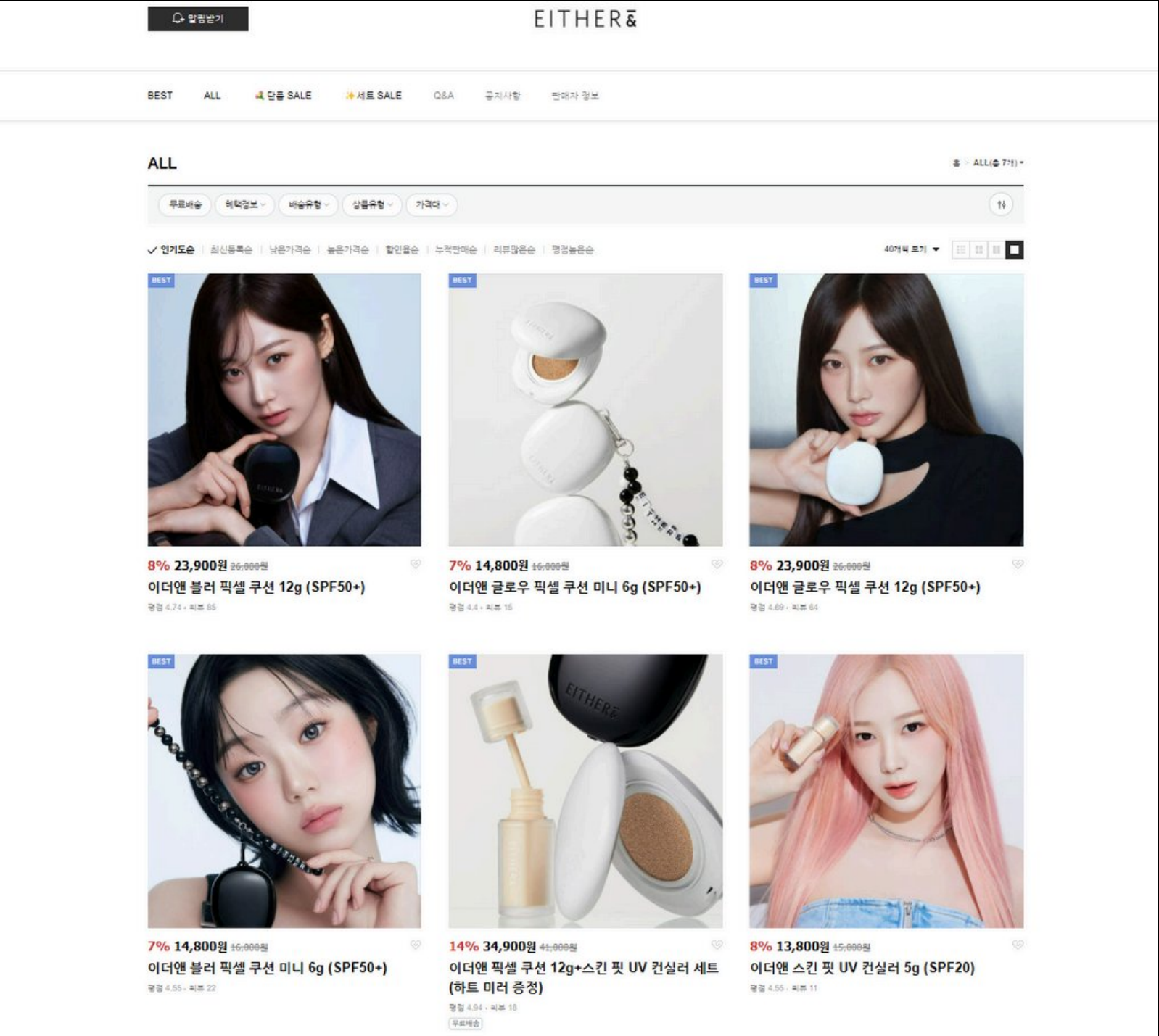
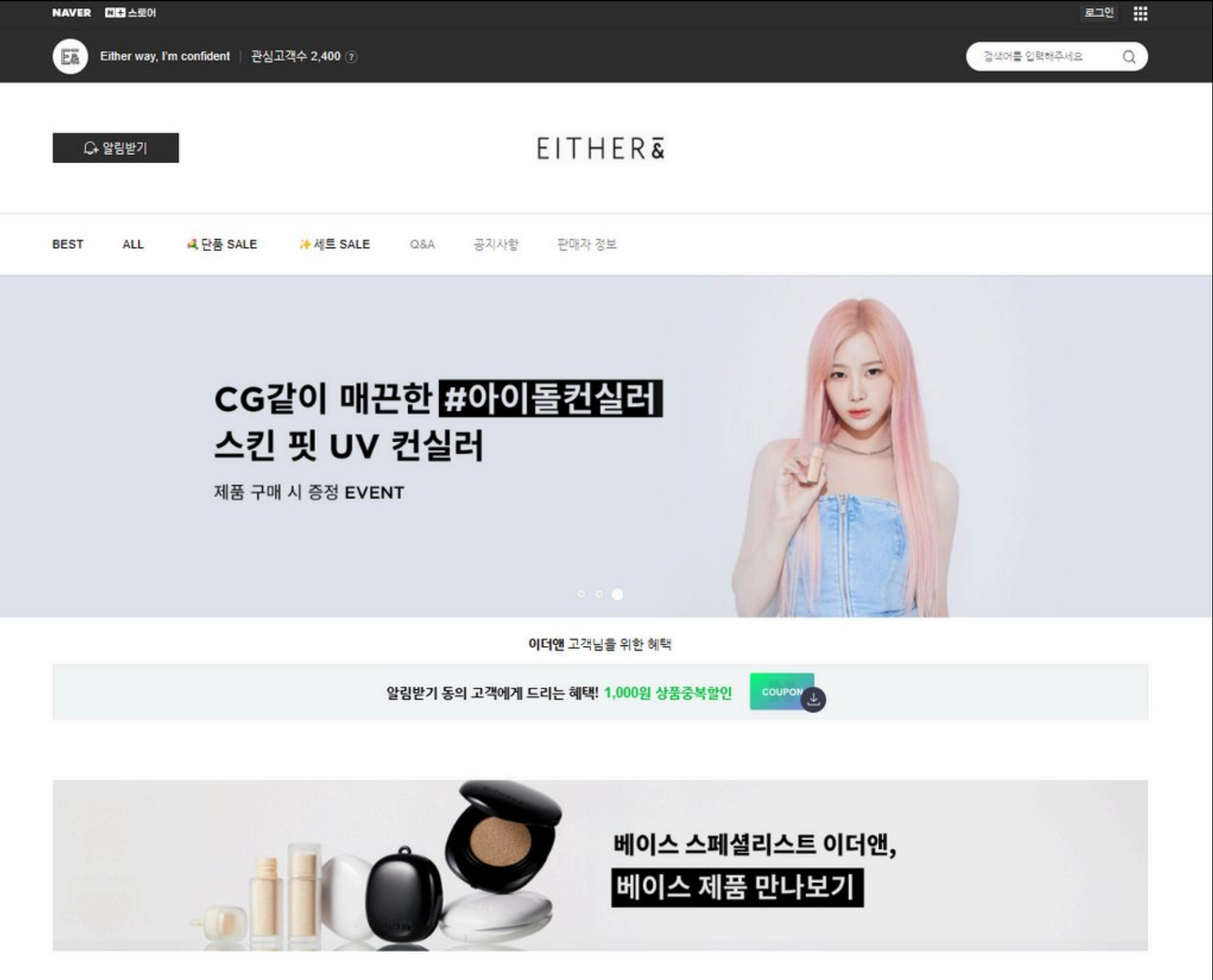




# KOREA E-Commerce LAUNCH

## @NAVER SMARTSTORE

2025.04





# LOCAL MARKET PLAY W/ MEGA INFLUENCERS

2024.09~2025.04





## EITHER&amp; NEXT

Amazon USA & JP,  
Olive Young Global,  
EITHER& Global Site Launch

2025.06



E-commerce, Tokyu Hands,  
KOL Live-Commerce,  
Initial Penetration

2025.08



US, EU, and Asian Multi-Channel  
Global Market  
Further Expansion

2025.Q4





# EITHER& AWARDS

CANCAM MEGAZIN  
COSME AWARD 2024  
K-COSMETIC BASE, UV CATEGORY



LDK THE BEAUTY  
MARCH 2025  
CUSHION FOUNDATION GRADE A



SWEET MEGAZIN  
KOREAN COSMETIC  
2024 AWARDS FOUNDATION NO. 3







# COLLECTIONS

EITHER&

Either way, I'm confident





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# AI Skin

Base Makeup



# Glow Pixel Cushion

Size : 12g, Mini : 6g

## Glow On

Achieve instant 'glass skin'. This skincare-rich cushion foundation melts in, delivering weightless hydration and a dewy, healthy radiance.

## Hydration Meets 100-Hour Wear

Experience lasting, flawless coverage. Packed with 10HA and collagen, this finely milled cushion foundation offers seamless, non-cakey wear that reportedly lasts.

## The Perfect Neutral

Designed for all skin shades, this stable undertone avoids redness or yellowing for a consistent, true-to-tone match all day.

### [Recommended Skin Type]

Ideal for combination and dry skin types seeking a hydrating cushion foundation with a radiant, dewy finish.

### [Shades]

17N / 21N / 22.5P / 23N / 23P / 24P / 25P / 25.5P / 30N / 32N / 34N / 40N

### [Clinically Tested]

- ① 100-hour makeup long-lasting test
- ② Mask stain prevention test
- ③ Hypoallergenic test





# Blur Pixel Cushion

Size : 12g, Mini : 6g

## Blur Pores, Matte Finish

Achieve a flawless, soft-focus finish. This cushion foundation appears to prime and blur imperfections, minimizing pores for a seamlessly matte complexion.

## Peptide-Infused, All-Day Stay

Experience lasting, comfortable wear. Infused with 9 peptides and a blend of powders, this cushion foundation reportedly glides on smoothly and stays put for hours.

## The Perfect Neutral

Designed for all skin shades, this stable undertone avoids redness or yellowing for a consistent, true-to-tone match all day.

### [Recommended Skin Type]

Ideal for oily skin with a tendency for dryness, aiming to achieve a refined, soft, and smooth skin texture.

### [Shades]

17N / 17P / 21N / 23N

### [Clinically Tested]

- ① 100-hour makeup long-lasting test
- ② Mask stain prevention test
- ③ Waterproof test
- ④ Hypoallergenic test





# Pebble UV Tone-Up Essence

SPF50 PA+++ / Size : 30ml

## Effortless Brightening

This skin priming base appears to subtly correct for a clear, fair complexion that looks naturally bright and makeup-free.

## Universal Tone Correction

Reportedly brightens dull, yellow, or red tones with a moisturizing formula that adheres seamlessly and adds a subtle, patented pearl glow.

## Your 3-in-1 Essential

This all-in-one primer, base, and sunscreen can be used solo or under makeup to refine texture and enhance longevity.

### [Recommended Skin Type]

Suitable for all skin types or those desiring a visibly brighter complexion than their usual makeup look.

### [Shades]

- ① Skin Beige : All skin tones
- ② Pure Lavender : Yellow skin tone



### [Clinically Tested]

- ① 72-hour makeup sustainability test
- ② Mask stain prevention test
- ③ Hypoallergenic test

\*\*Please shake well before use.





# Skin Fit UV Concealer

SPF20 PA++ / Size : 5g

## Clear Coverage

This non-comedogenic concealer is designed to adhere seamlessly without clogging pores, making it suitable even for acne-prone skin.  
(Zinc/Alcohol Free)

## Soothes & Conceals

Infused with a high concentration of tea tree extract, it's suggested to be gentle on sensitive skin while the ceramide-coated powder helps cover imperfections comfortably.

## Stay-Put Protection

This concealer is designed to resist water and sweat, offering reliable coverage with added daily UV protection.

### [Recommended Skin Type]

Suitable for all skin types.

### [Shades]

No. 1 (17N~21N) / No. 2 (23N or Darker Shades)



### [Clinically Tested]

- ① Water & Sweat proof
- ② Non-comedogenic tested
- ③ Hypoallergenic tested



**\*\*Enhanced Blending:** Comes with a mini finger puff to boost application synergy.





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# Crystal Clear

Point Makeup





## Instant Plump & Shine

This melting lip balm reportedly glides on effortlessly, delivering a bright, clear gloss for visibly plumper-looking lips upon application.

## Volumizing & Nourishing Care

Infused with patented plumping ingredients and plant-based antioxidant oils, this balm is suggested to care for lip volume while providing deep nourishment, like a treatment.

## Versatile Gloss Booster

This transparent gloss is designed to build both volume and shine, whether worn alone or layered over your favorite tint for a synergistic, enhanced effect.

### [Recommended Skin Type]

Suitable for all skin types or those desiring visibly more voluminous-looking lips.

### [Color]

- ① Spicy Pink : Achieve enhanced volume with a clear pink that adds a delicate rosy tint.
- ② Icy Blue : Experience increased fullness with a clear, naturally shiny finish.

### [Clinically Tested]

- ① Hypoallergenic test

### \*\*Usage & Care

- 1. Once dispensed, the formula cannot be retracted—so apply only a small amount at a time.
- 2. Due to its delicate melting texture, using too much at once may cause breakage.
- 3. This balm melts easily at body temperature. Store at room temperature, away from heat and direct sunlight.





A close-up portrait of a young woman with short black hair and bangs, holding a slice of grapefruit. She is wearing a red top and several rings. The text "EITHER &amp;" is visible in the top left corner.

Size : g , mini: 1.7g (not for sale)

This tint reportedly imparts a clear, soft wash of color that seems to melt into the lips, finished with a layer of brilliant, mood-enhancing gloss.

The moist gel texture is designed to deliver the color you see directly onto your lips, and is suggested to contain antioxidant oils that help minimize darkening, keeping the initial vibrancy intact.

Formulated with lip-loving ingredients like peptides and 8 types of hyaluronic acid, this tint aims to provide a moist, plump, and syrupy shine.

### ① Hypoallergenic test

⑤ Either Way  
(rosy cocoa)

② Tokyo Blossom  
(daily-wear pink)

① Melting Away  
(peach pink)

③ Little Bit  
(bright coral)

④ Hip Seoul  
(caramel brown)

⑥ Heart Attack  
(chili red)

[Cool] ← → [Warm]



## UV-Protecting Flush

UV-blocking cheek tint that helps protect against sun exposure while adding a dewy, translucent glow. Zinc-free and reef-safe for conscious beauty.

## Milky Pop Color

Soft, milky-bright pigment glides on effortlessly—no grit, just a clear and delicate flush that creates a dreamy, feminine mood.

## Cloud-Grip Texture

This moisture-locking formula, enriched with hyaluronic acid and collagen, hugs any base—matte or dewy—without clumping, for long-lasting wear.

### [Recommended Skin Type]

Suitable for all skin types.

### [Color]

- ① Pink Veil: A universally flattering pink with a soft, airy tone—perfect for both warm and cool undertones.
- ② Apricot Mood: A warm, sunlit flush with a peachy vibe—best for warm-toned beauties.
- ③ Lavender Whip: A cool-toned pastel with a dreamy twist—made to brighten and soften cool complexions.

### [Clinically Tested]

- ① 12-hour makeup long-lasting test
- ② Hypoallergenic test

### \*\*Mini Touch-Up Essential

Comes with a mini-sized finger puff for effortless touch-ups. Designed to boost blendability and maximize the product's performance when used together.





EITHER&

# Skintellect

Skincare





# PAPHA One Shot Cleansing Balm

Size : 80ml

## Squeeze & Go

A tube-type cleansing balm that's hygienic, travel-friendly, and skips the mess—no more scooping, no more spills. Say goodbye to oil drips and jar struggles.

## Melt, Milk, Done

This sherbet-soft balm melts into oil on contact, then emulsifies into a milky texture with water—gently dissolving makeup and impurities in one refreshing cleanse.

## PAPHA Polish

Powered by papaya enzyme and PHA (aka PAPHA), it lightly exfoliates while cleansing, leaving skin smooth, soft, and ready to glow.

### [Recommended Skin Type]

Suitable for all skin types.

### [Fragrance/Color]

A gentle herbal aroma with a fresh, naturally tinted light green hue.

### [Clinically Tested]

① Hypoallergenic test

### \*\*Usage & Care

1. This balm-type formula is sensitive to heat—store at room temperature, away from direct sunlight.
2. It may require a few firm squeezes when first used, but softens with continued use.
3. A small amount of oil may appear near the end of use, but this does not affect product quality.





# Make Ready Skin Pack

70 sheets (210ml)

## Your 3-Minute Makeup Prep

As the first step in your routine, this convenient pad reportedly primes your skin in just 3 minutes, creating the perfect canvas for effortless makeup application (Tip: Use while air-drying your hair!).

## Cool & Smooth Transformation

Infused with a natural, plant-based cooling agent (non-menthol), it's suggested to instantly tighten pores with a refreshing sensation. PHA gently exfoliates to reveal smoother skin, while 7 types of hyaluronic acid deliver deep hydration to prevent makeup from caking.

## Perfectly Adhering, Essence-Rich Sheet

The large, square pad is designed to hug every contour of your face without lifting. Crafted from a soft, lint-free sponge material with a three-layer fabric, it's engineered to hold and deliver a rich dose of essence, preventing premature drying.

### [Recommended Skin Type]

Suitable for all skin types.

### [Fragrance/Color]

Subtly scented with natural mint.

### [Clinically Tested]

① Hypoallergenic test





THE END

