efilow

slow life, slow beauty

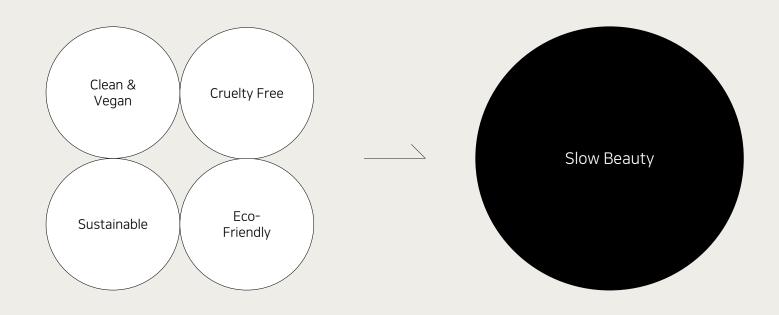
efilow

efil ("life" backwards) + ow (taken from "slow")

Our brand name 'efilow' contains the meaning of 'Slow Life'

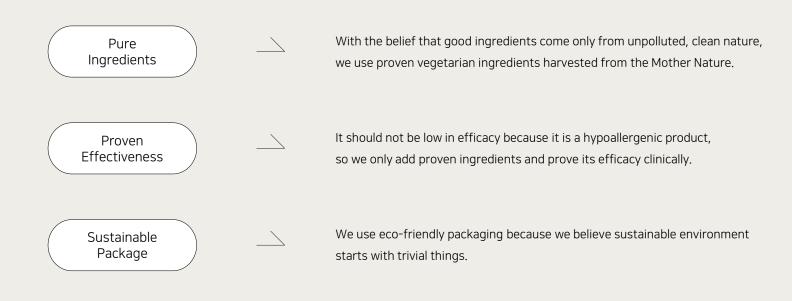
& 'Slow Aging', which are the values we pursue.

With clean & vegan ingredients selected by strict standards, efilow chooses a safer and better path. Even if it is a little slow, we and earth can stay healthy for a long time.



Core Values

efilow believes that the secret of achieving true beauty lies in slow beauty, which it strives to infuse into all of its products.



O1. Pure Ingredients

With the belief that good ingredients come only from unpolluted and clean nature, we use proven vegetarian ingredients harvested from the Mother Nature.



Bakuchiol

Hypoallergenic plant-based Retinol found in nature, extracted from 'Bogolji' seeds used in Ayurveda Medicine, India

✓ Takes care of pores ans wrinkles✓ Much safer than Retinol



Chaga Mushroom

Chaga Mushroom is born while a birch tree fights aginst a virus that penetrates it from the outside, then grows by absorbing the nutrients of the tree that survives the extreme cold.

- ✓ Containing Beta-glucan for skin elasticity and moisturization
- ✓ Tightens pore effectively and provide nutrition



Himalayan Heartleaf

Grown in the pure nature of the Himalayas at an altitude of 2970m above sea level, it soothes the skin tired from the external environment and replenishes moisture to the skin.

- √ For troubled skin
- \checkmark Solving skin concerns on sensitive skin



Jericho Rose

Jericho Rose boasts amazing vitality, even admidst dry deserts and blazing sunlight. It dries up during the drought period but blooms as a green plant upon absorbing just a few drops of rain.

- √ Excellent water retention ability
- √ Activating aquaporin(a skin hydration channel)

O2. Proven Effectiveness

It should not be low in efficacy because it is a hypoallergenic product, so we only add proven ingredients and prove its efficacy clinically.



EVE VEGAN® certified

Obtained eve vegan certification by EXPERTISE VEGANE EUROPE in France



KIND TO BIOME® certified

efilow is the very first skincare brand with KIND TO BIOME Certification

* What is the KIND TO BIOME certification?

It is certified by KIND TO BIOME laboratory located in Stockholm, Sweden.

Only skin microbiome-friendly skincare products are able to get the certification.

03. Sustainable Packaging

efilow adopts eco-friendly packaging because sustainable beauty is all about attention to details. Environment will always be our top priority in our slow beauty skincare journey.



Removable Label (Easy-to-remove)

Using easy-to-remove label for easy recycling



FSC-certified Eco-friendly Packaging

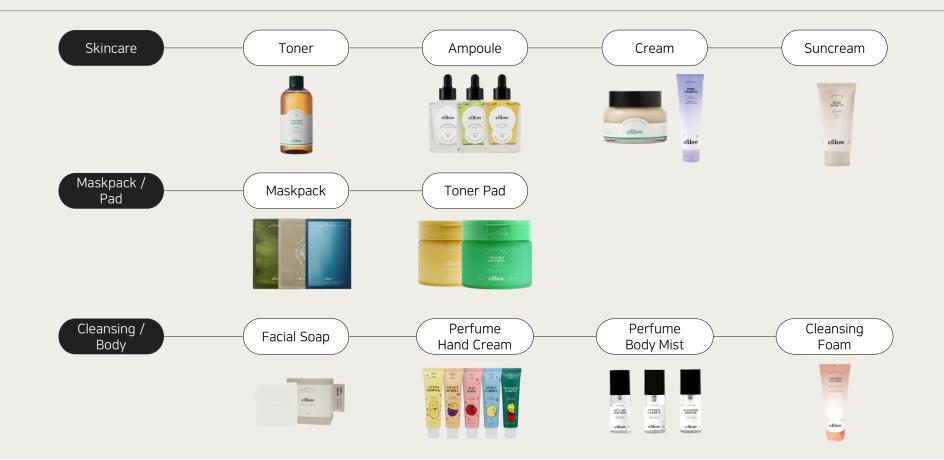
All paper boxes are made of eco-friendly paper certified by the Forest Stewardship Council.



Uncoated Transparent Glass Container

Using uncoated transparent glass bottles for easy recycling

04. Product Introduction









Chaga mushroom Biome Smoothing Ampoule 50ml

- ✓ Dermatologically tested hypoallergenic
- √ Government-recognized fuctional cosmetics (wrinkle and whitening)
- √ Clinical test completed
 - Epidermal water barrier Skin texture
- Transepidermal water loss Skin redness

■ Making smooth skin by nourishing the skin that have lost oil-moisture balance and elasticity

- · Chaga Mushroom Extract 83% with a high content of 'Beta-glucan', which has the effect of regenerating collapsed pore elasticy and anti-cancer effect.
- · Slow Vegan Biome™ 20,000ppm for fundamental skin condition improvement, not temporary skin problems.
- · Anti-Sebum Complex that helps smoothing skin texture by preventing excessive sebum secretion.
- · 10-fold Hyaluronic Acid that is effective for moisturizing by accumulating moisture from low to high molecular weight.

■ Proven efficacy completed with vegan recipe

- · Smoothing skin texture 25.8% · Improve epidermal water barrier 17.6%
- · Treansepidermal water loss reduced 76.1% · Skin redness reduced 62.7%

■ Pure Ingredients & Sustainable Package

EWG green / Free from 20 harmful ingredients / Allergy-free / Fragrance-free / Easy-to-remove label on glass bottle for easy recycling / FSC-Certified eco-friendly packaging







Jericho rose Biome Hydrating Ampoule 50ml

- ✓ Dermatologically tested hypoallergenic
- √ Government-recognized fuctional cosmetics (wrinkle and whitening)
- √ Anti-aging clinical test completed
 - Wrinkle
- Moisturizina
- Skin elasticity Skin density

■ A slow-aging ampoule that cares for skin aging and elasticity by replenishing moisture

- · Jericho Rose Extract 69% with excellent moisture retention that survive extreme dry deserts.
- · Slow Vegan Biome™ 20,000ppm for fundamental skin condition improvement, not temporary skin problems.
- · Vegan Peptide made from three grains of oat/wheat/soybean with excellent anti-aging effects while maintaining the efficacy of animal-derived peptides.
- · 10-fold hyaluronic acid that is effective for moisturizing by accumulating moisture from low to high molecular weight.

■ Proven efficacy completed with vegan recipe

- · Boosting moisture content 30.9% · Improve skin elasticity 24.7%
- · Improve skin density 9.7% · Reducing wrinkles around the eyes 9.4%

■ Pure ingredients & Sustainable package

EWG green / Free from 20 harmful ingredients / Allergy-free / Fragrance-free /
Easy-to-remove label on glass bottle for easy recycling / FSC-Certified eco-friendly packaging







Artichoke Biome Calming Ampoule 50ml

- ✓ Dermatologically tested hypoallergenic
- √ Government-recognized fuctional cosmetics (wrinkle and whitening)
- √ Clinical test completed
- Epidermal water barrier
- Skin redness (SLS; chemical stimulus)
- Skin redness (UV rays; external stimulus)

■ A calming ampoule that soothes skin and boosts skin condition

- · Artichoke Extract 75%, which contains 'Polyphenol' that inhibits cancer cell growth with antioxidant functions and 'Cinarin' that helps removing skin toxins.
- · Slow Vegan Biome™ 20,000ppm for fundamental skin condition improvement, not temporary skin problems.
- · 5-CICA COMPLEX for more perfect skin (Centella Asiatica/Iceland Moss/Sea Tangle/False Daisy/Ceramide NP)
- · 10-fold Hyaluronic Acid that is effective for moisturizing by accumulating moisture from low to high molecular weight.

■ Proven efficacy completed with vegan recipe

- · Improve epidermal water barrier 32.4% · Skin redness reduced after chemical stimulus (SLS) 12%
- · Skin redness reduced after external stimulus (UV rays) 68%

■ Pure Ingredients & Sustainable Package

EWG green / Free from 20 harmful ingredients / Allergy-free / Fragrance-free / Easy-to-remove label on glass bottle for easy recycling / FSC-Certified eco-friendly packaging





Silky Gardening Sheet Mask 10EA

- ✓ Dermatologically tested hypoallergenic
- √ Government-recognized fuctional cosmetics (wrinkle and whitening)
- ✓ Co-developed with L&P Cosmetic (Mediheal)

■ A sheet of moisture that nourishes weak skin texture and restores its balance

Olive extracts are effective for antioxidants and anti-inflammatory, fig extracts play an important role in skin cell division and growth, and slow vegan biome™ strengthens skin barriers and balances the skin from the inside of the skin.

■ An allergen-free botanical fragrance made from plant extract

The gardening fragrance made with plant extracts without the use of allergen-causing chemical ingredients.

■ A certified vegan PT-cell sheet with excellent moisture retention ability

A vegan sheet with excellent adhesion and moisture retention ability with 100% Cellulose that biodegrades within a month when buried in the ground.

■ Pure Ingredients & Sustainable Package

EWG green / Free from 20 harmful ingredients / Allergy-free / USDA certified eco-friendly pouch / FSC-Certified eco-friendly packaging





Calming Mindfulness Sheet Mask 10EA

- ✓ Dermatologically tested hypoallergenic
- ✓ Co-developed with L&P Cosmetic (Mediheal)

■ A sheet of soothing that comforts tired skin stimulated from the external environment

Tea tree extracts are effective for troubled skin, such as sterilizing hair follicles, lotus extracts protect skin cells by neutralizing harmful active oxygen, and slow vegan biome[™] strengthens skin barriers and balances the skin from the inside of the skin.

■ An allergen-free botanical fragrance made from plant extract

The mindfulness fragrance made with plant extracts without the use of allergen-causing chemical ingredients.

■ A certified vegan PT-cell sheet with excellent moisture retention ability

A vegan sheet with excellent adhesion and moisture retention ability with 100% Cellulose that biodegrades within a month when buried in the ground.

■ Pure Ingredients & Sustainable Package

EWG green / Free from 20 harmful ingredients / Allergy-free / USDA certified eco-friendly pouch / FSC-Certified eco-friendly packaging





Hydrating Teaism Sheet Mask 10EA

- ✓ Dermatologically tested hypoallergenic
- √ Government-recognized fuctional cosmetics (wrinkle and whitening)
- √ Co-developed with L&P Cosmetic (Mediheal)

■ A sheet of moisture that replenishes dry skin from the inside

Green tea extracts prevent cancer with antioxidant and anti-inflammatory action through a large amount of antioxidant vitamins, hibiscus extracts make skin clear and smooth with rich citric acid and vitamin C to eliminate blemishes such as spots and freckles, and slow vegan biome™ strengthens skin barriers and balances the skin from the inside of the skin.

■ An allergen-free botanical fragrance made from plant extract

The tea ceremony fragrance made with plant extracts without the use of allergen-causing chemical ingredients.

■ A certified vegan PT-cell sheet with excellent moisture retention ability

A vegan sheet with excellent adhesion and moisture retention ability with 100% Cellulose that biodegrades within a month when buried in the ground.

■ Pure Ingredients & Sustainable Package

EWG green / Free from 20 harmful ingredients / Allergy-free / USDA certified eco-friendly pouch / FSC-Certified eco-friendly packaging





Heartleaf Madecassocide Trouble Soothing Pad (100 pads)

- ✓ Dermatologically tested hypoallergenic
- √ Government-recognized fuctional cosmetics (wrinkle and whitening)

■ A non-irritant vegan toner pad that focuses on direct cause of skin trouble

- · Himalaya Heartleaf 70,000ppm grown in the clean environment that soothes the skin and replenishes moisture to the skin.
- · Madecassoside (50ppm), which helps soothe reddish-brown marks caused by skin trouble.
- · Slow Vegan Biome™ that strengthens the skin barrier and balances the skin from the inside by blending fermented brown rice from Jeju and patented lactobacillus extracted from dongchimi.
- · 6-fold hyaluronic acid for moisturizing by accumulating moisture from low to high molecular weight.
- · Patented Derma-Clear with three antibacterial plant extracts, including ginkgo leaves.
- · 8-SUPER CICA, which combines eight calming ingredients such as centalla asiatica, madecasoside, and panthenol.

■ 70-pi half-moon shape jumbo-size pad that adheres to the skin and delivers essence

- · Triple layered sheet with excellent moisture retention ablilty
- · It's thin and soft, so it adheres comfortably without irritation.

■ Pure Ingredients & Sustainable Package

EWG green / Free from 20 harmful ingredients / Allergy-free / Fragrance-free / Easy-to-remove label for easy recycling / FSC-Certified eco-friendly packaging / Refill products for less plasic





- ✓ Dermatologically tested hypoallergenic
- √ Government-recognized fuctional cosmetics (wrinkle and whitening)

■ A non-irritant vegan toner pad that tightens pore and smoothes skin texture

- · Chaga Mushroom Extracts 70,000ppm with beta-glucan that produces EGF (for moisture and moisturization) and collagen (for elasticity and nutrition) to fill pores that have lost elasticity.
- · Slow Vegan Biome™ that strengthens the skin barrier and balances the skin from the inside by blending fermented brown rice from Jeju and patented lactobacillus extracted from dongchimi.
- · Low-molecular Carrot Collagen fills the pores with elasticity by up to five times smaller molecules.
- · A Patented Tannin Complex made up of eight plant extracts that reduce the size of the enlarged pores and regulate sebum.
- · AHA/BHA/PHA/LHA that prevents skin trouble by removing dead skin cells and wastes without irritation.

■ 70-pi half-moon shape double-sided jumbo-size pad without skin irritation

- · 100% cotton pad with excellent moisture retention ability
- · OEKO-TEX Class 1 certified biodegradable vegan pad

■ Pure Ingredients & Sustainable Package

EWG green / Free from 20 harmful ingredients / Allergy-free / Fragrance-free / Easy-to-remove label for easy recycling / FSC-Certified eco-friendly packaging / Refill products for less plasic









Heartleaf 80 Hyalu-cica Trouble Soothing Toner 300ml

✓ Dermatologically tested - hypoallergenic

■ A trouble calming toner that balances oil & moisture, PH and good bacteria in the skin

- · Himalaya Heartleaf 80% grown in the clean environment that contains guercitrin, an ingredient that discharges toxins and purifies the blood to help take care of problematic skin.
- · Slow Vegan Biome™ 20,000ppm that strengthens the skin barrier and balances the skin from the inside by blending fermented brown rice from Jeju and patented lactobacillus extracted from dongchimi.
- · 10-fold hyaluronic acid that is effective for moisturizing by accumulating moisture, from low to high molecular weight.
- · Betain, Panthenol, Ceramide NP, Centella Asiatica, Madecassoside help create a firm yet soothing moisture barrier.

■ A slightly acidic toner that maintains a healthy skin balance

The slightly acidic toner has a PH range of 5.5-6, similar to the acidity of healthy skin. The toner gently soothes the skin by balancing the PH level after frequent irritation or cleansing.

■ Pure ingredients & Sustainable package

EWG green / Free from 20 harmful ingredients / Allergy-free / Fragrance-free / Easy-to-remove label on glass bottle for easy recycling / FSC-Certified eco-friendly packaging







Heartleaf Hyalu-cica Trouble Soothing Cream 70ml

- ✓ Dermatologically tested hypoallergenic
- √ Government-recognized fuctional cosmetics (wrinkle and whitening)
- √ Clinical test completed
- Moiture content of the substratum corneum (inner moisture) improved by 9.84% after using the product for four weeks.

■ A calming moisturizing cream that gently yet firmly fills the skin with nutrients and moisture to prevent problems and protect the skin barrier

- · Himalaya Heartleaf 80% grown in the clean environment that contains quercitrin, an ingredient that discharges toxins and purifies the blood to help take care of problematic skin.
- · Slow Vegan Biome™ 20,000ppm that strengthens the skin barrier and balances the skin from the inside by blending fermented brown rice from Jeju and patented lactobacillus extracted from dongchimi.
- · Betain, Panthenol, Ceramide NP, Centella Asiatica, Madecassoside help create a firm yet soothing moisture barrier.
- · 10-fold hyaluronic acid that is effective for moisturizing by accumulating moisture, from low to high molecular weight.

■ Proven effectiveness for inner skin moisturization

Moiture content of the substratum corneum (inner moisture) improved by 9.84% after using the product for four weeks.

■ Pure ingredients & Sustainable package

EWG green / Free from 20 harmful ingredients / Allergy-free / Fragrance-free /
Easy-to-remove label on glass bottle for easy recycling / FSC-Certified eco-friendly packaging





Heartleaf Biome Facial Soap

✓ Dermatologically tested – hypoallergenic

■ A vegan facial soap that calms your skin and fills moisture without irritation

Himalaya Heartleaf, which grew 2970 meters above sea level in the clean nature of the Himalayas, calms down tired skin from the outside environment. And keeps your skin healthy with a slow vegan biome™ made by blending fermented brown rice from Jeju and patented lactobacillus extracted from dongchimi.

■ Perfect cleansing with rich and sticky cream foam

- · A refreshing and smooth finish caused by dense foam.
- · Able to cleanse not only light color makeup and base makeup, but also skin waste.
- · Moisturizes skin after washing with 3 kinds of plant oils (Avocado/Olive/Jojova).

■ Pure ingredients & Sustainable package

EWG green / Free from 20 harmful ingredients / Free from preservative and chemical ingredients / Allergy-free / FSC-Certified eco-friendly packaging / Soy ink





[efilow × second morning] Perfume Hand Cream 60ml

- ✓ Dermatologically tested hypoallergenic
- √ EVE vegan certified
- ✓ Five different scents
 (After Shower, May Rose, Seoul Garden, Sweet Bubble, Tranquil Forest)

■ A vegan hand cream that nourished dry and rough hands

Plant based moisturizing ingredients such as shea butter and sunflower seed oil add moisture and nutrition to dry hand and gently tidy up rough skin texture.

■ Five different scents brighten up your daily life

· AFTER SHOWER: Woody Amber & Ginger Lily / MAY ROSE: Rose Floral Musk / SEOUL GARDEN: Fruity Floral Musk / SWEET BUBBLE: Sweet Fruity Floral / TRANQUIL FOREST: Citrus Herb Woody

■ Smooth texture without stickiness

It applies gently to the skin and is absorbed immediately without stickiness and slickness, making it convenient to use in everyday life.

■ Pure ingredients & Sustainable package

EVE vegan certified / Free from 20 harmful ingredients / FSC-Certified eco-friendly packaging





Natural Glow Nude Tone Up Sun Cream 60ml

- ✓ Dermatologically tested hypoallergenic
- \checkmark Vegan certified by Korea Agency of Vegan
- Certification and Services Inc.
- ✓ Government-recognized fuctional cosmetics (wrinkle, whitening and UV protection)
- ✓ SPF 50+ PA++++

■ Mild yet powerful sunscreen effect

- · It has the highest level of UV index (SPF 50+ PA++++) and is manufactured by Kolmar Korea, a famous sunscreen manufacturer.
- · It leaves moisture as if it is applied with moisture cream and physically blocks UV rays without being absorbed by the skin.

■ Skin-beige color that goes well with any type of skin

- · Ivory tone-up that melts naturally into skin tone and makes the skin clear and bright (No white turbidity, flushing, and darkening)
- Perfect skin adhesion completes smooth skin texture

The formulation that spreads evenly without clumping solves skin lifting, cracking, and jamming problems.

■ Effective ingredients that not only block UV rays but also help your skin improve

- · Rosehip Fruit Extract / Arbutin / Tranexamic Acid : Antioxidant and skin tone improvement
- · Glutathione / Bisabolol / Niacinamide : Whitening · Adenosine : Wrinkle improvement

■ Pure ingredients & Sustainable package

PCR 50% eco-friendly tube / Free from 20 harmful ingredients / FSC-Certified packaging / Allergy-free / Fragrance-free







- ✓ Dermatologically tested hypoallergenic
- √ EVE vegan certified
- √ Government-recognized fuctional cosmetics (wrinkle and whitening)

■ Slow-aging cream that cares pores and wrinkles with high content bakuchiol and Derma-sync[™]

- · Bakuchiol 10,000ppm, which is more stable and safer than retinol, improves pores and wrinkles.
- · The 6-layered peptide and collagen perfectly manage pore elasticity.

 (Acetyl Hexapeptide-8, Palmitoyl Tripeptide-1, Palmitoyl Pentapeptide-4, Tripeptide-1, Copper Tripeptide-1, Hexapeptide-9)
- · Derma-sync™ similar to skin lipids helps absorb bakuchiol and key ingredients to improve pores and skin elasticity.

■ Proven efficacy completed with vegan recipe

- · Improve the number of visible pores 17.5% · Improve pore area 25.13% · Improve pore depth 11.23%
- · Improve pore volume 27.38% · Improve pore elasticity 18.18% · Improve wrinkles around the eyes 9.3%
- · Improve wrinkles in the nasolabial folds 9.83% · Improve wrinkles between eyebrows 9.16%
- · Improve forehead wrinkles 9.19%

■ An allergen-free botanical fragrance made from plant extract

The gardening fragrance made with plant extracts without the use of allergen-causing chemical ingredients.

■ Pure ingredients & Sustainable package

PCR 50% eco-friendly tube / Free from 20 harmful ingredients / FSC-Certified packaging / Allergy-free







Perfume Body Mist 50ml

- ✓ Dermatologically tested hypoallergenic
- ✓ EVE vegan certified
- √ Three different scents
 (Blossom Breeze, Citrus Garden, Hug Me Cotton)

■ Recharge with your own scent from head to toe

Perfume joint mist that touches my skin and creates a subtle scent. Scent care for all my space.

■ Three different scents brighten up your daily life

- · CITRUS GARDEN: A citrus green scent that makes your heart flutter with fresh lime and basil
- · HUG ME COTTON: Must and Iris mingling together to give you a cozy hug
- · BLOSSOM BREEZE: Innocent floral scent that makes you look back with pure freesia and powder

■ Long-lasting fragrance

With the same level of scent persistence as Eau de Toilette, it leaves a subtle scent on the body as if using perfume. (Lasts 3-4 hours with a single spray)

■ Pure ingredients & Sustainable package

EVE vegan certified / Free from 20 harmful ingredients / FSC-Certified eco-friendly packaging





Heartleaf Biome Trouble Calming Cleansing Foam 150ml

✓ Dermatologically tested – hypoallergenic

✓ EVE vegan certified

■ Mild yet powerful cleansing effect

- · Hypoallergenic cleansing foam that leaves moisture without pulling your skin even after washing your face.
- · It cleans up waste and sebum in pores with microbubbles.
- · Texture is sticky and soft like whipped cream

■ Ingredients that improve your skin from the cleansing stage

- · Himalaya Heartleaf grown in the clean environment that contains quercitrin, an ingredient that discharges toxins and purifies the blood to help take care of problematic skin.
- · Patented Derma-Clear with three antibacterial plant extracts, including ginkgo leaves.
- fig extracts which plays an important role in skin cell division and growth.

■ Pure ingredients & Sustainable package

PCR 50% eco-friendly tube / Free from 20 harmful ingredients / FSC-Certified packaging / Allergy-free / Fragrance-free



O5. New products (under development)

efilow constantly develops products.

We are planning to realease five more products in the second half of this year and one make-up brand next year.

Our journey for the beauty never ends.



Developing Make-up brand (expected to be launched on 2st half, 2025)











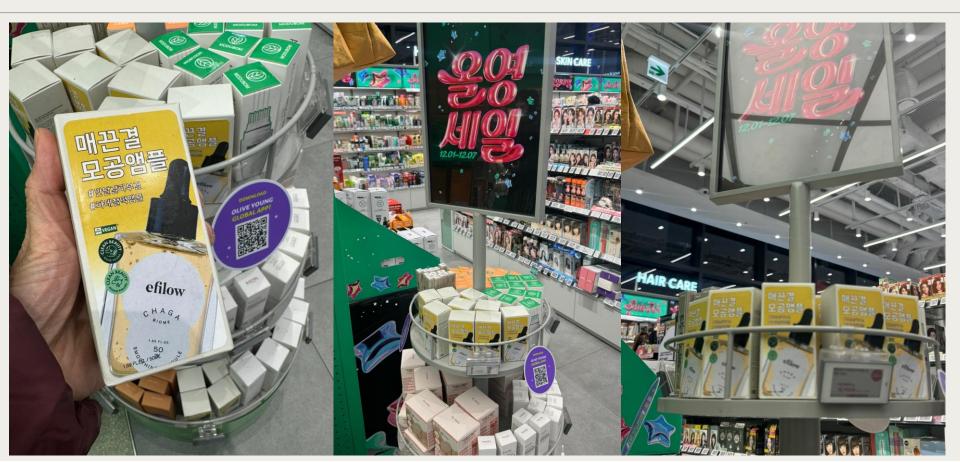
Developing five more skincare products

✓ Perfume Body Mist (NOV 2025)

- ✓ Bakuchiol Pore Firming Ampoule and Sheet Mask (OCT 2025)
- ✓ Chaga Mushroom Smoothing Cream (AUG 2025)
- \checkmark Moisturizing Sun Cream (DEC 2025)

Youtuber Name	연두콩 (@yeondukong)	뷰드름 유투버 인씨(@beautyacne_inssi)	터리(@MysterLee)
Followers	719k	462k	122k
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Products	Toner Pads and Ampoules	Chaga Mushroom Biome Smoothing Ampoules	efilow Ampoules
Link	<u>Link</u>	<u>Link</u>	<u>Link</u>
Youtuber Name	프롬젤라(@fromAngela)	담쓰뷰티(@DamsBeauty)	오션(@ocean_beauty)
Followers	165k	146k	177k
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Products	Heartleaf Cream and Toner Pad	Chaga Mushroom Amboule and Toner Pad	Natural Glow Nude Tone-up Sun Cream
Link	Link	Link	<u>Link</u>

07. Distribution Channel: **OLIVE () YOUNG**



Incheon International Airport Terminal 1;









Incheon International Airport Terminal 1; CITY DUTY FREE









Cometic Shops in Myeong-dong, Seoul

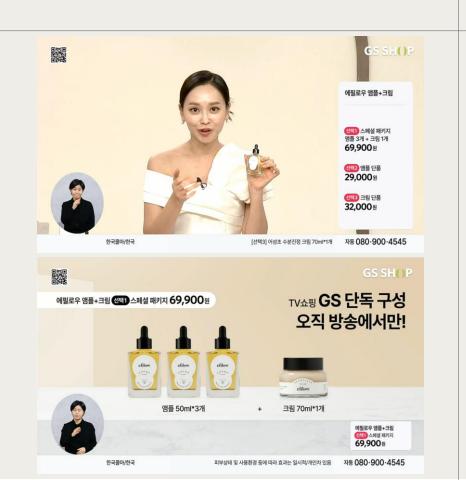






GS SH()P (TV shopping)







efilow official site (efilow.com)

Naver Smart Store (smartstore.naver.com/efilow)



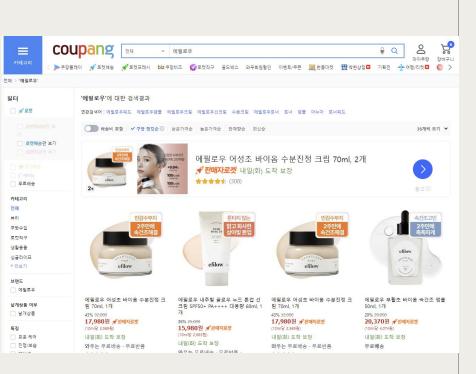
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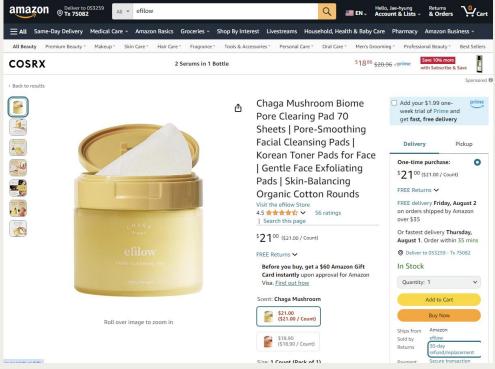












Thank you