GLOBAL PRODUCT CATALOG

SAM'U

SAM'U SKIN CARE LINE

Safe for Sensitive Skin, Powerful in Performance

GALACTO PORE

Pore care line powered by the revitalizing energy of Galactomyces fermentation.

BORN PANTHENOL

Panthenol-enriched soothing line that rapidly calms and strengthens the skin barrier.

PH SENSITIVE

SENSITIVE

Gentle moisturizing line that preserves optimal skin pH balance while caring for sensitive skin.

PURE & PURE

Soft-touch makeup line that enhances natural radiance and beauty, infused with skincare benefits.

SYNERGY SHOT

High-performance skincare line combining Step 1's core activator with Step 2's potent serum for maximum results.

HAIR & BODY

Functional hair and body care line with a refined touch, delivering total care from head to toe.

GALACTO PORE

Gentle pore care from Galactomyces

01

GALACTO PORE LINE

Galactomyces-powered gentle pore care

Inspired by brewers' soft, firm hands, 'Galactomyces' helps clear impurities and control sebum, keeping sensitive skin smooth, healthy, and refined.

Refine pores and restore freshness for visibly healthier skin.

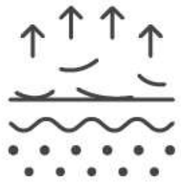
The Secret Behind Brewer's Smooth and Resilient Hands: **GALACTOMYCES**

A rare fermented extract enriched with essential vitamins, minerals, and amino acids.

It absorbs seamlessly into the skin to refine pores, balance sebum, and reveal a luminous, healthy complexion.

Soothe redness & calm troubled skin

Reveal clear radiant skin



Remove built-up dead skin cells

Powered by Galactomyces: 6 Steps, 1 Formula

Melt impurities, cleanse, refine, hydrate, balance and protect

Product Name	Galacto Pore Water Full Cleansing Oil	Galacto Pore Chewy Powder Wash	Galacto Pore O2 Toner	Galacto Pore Serum	Galacto Pore Sebum Care Cream	Galacto Pore Deep Clean 2Step Mask
Product Image						
Product Description	Lightweight watery cleansing oil that effortlessly dissolves makeup and impurities while replenishing the skin with soothing hydration	Foamy powder cleanser that transforms into soft, elastic bubbles to gently exfoliate and lift away impurities, leaving skin smooth and refreshed	Refreshing lightweight toner that hydrates the skin with oxygenated care. Perfectly primes it as the first step in pore care routine	Targeted serum that addresses 7 types of pores with Galactomyces ferment filtrate	Lightweight cream that refines uneven skin texture while delivering gentle matte-finish pore care without irritation	2-Step mask with a bio-cellulose sheet that dissolves and lifts away dead skin cells, followed by a serum to deeply hydrate and soothe
Volume	200ml	50ml	180ml	40ml	60ml	4ea (mask 23ml + serum 1.5ml)
Fragrance	Fragrance-Free	Fragrance-Free	Citrus Herb (Allergen-Free)	Citrus Floral (Allergen-Free)	Fragrance-Free	Fragrance-Free
Function	-	-	-	Wrinkle Improvement	Wrinkle Improvement	-
Texture	Water-Based Oil	Powder	Water-Based Gel	Essence	Gel-Type Ointment	Bio-Cellulose Sheet
Color	Transparent	White	Transparent	Translucent White	Translucent White	Transparent
Main Ingredients	Galactomyces Ferment Filtrate, 10 Botanical Oils, LHA	Galactomyces Ferment Filtrate, Natto Gum, Papain Enzyme	Galactomyces Ferment Filtrate, Oxygenated water, Witch Hazel, PHA	Galactomyces Ferment Filtrate, AHA/BHA/PHA	Galactomyces Ferment Filtrate, Retinol, Peptides, Niacinamide	Galactomyces Ferment Filtrate, AHA/BHA/PHA

GALACTO PORE WATER FULL CLEANSING OIL

Light as water, but powerful for clearing pore waste

200ml

What Makes it Special

1. Lightweight watery texture emulsifies instantly for a fresh clean finish suitable for all skin types.
2. Gently dissolves makeup impurities and pore clogging dead skin cells for a deep yet comfortable cleanse.
3. Enriched with Galactomyces LHA and 10 Botanical Oils to leave skin smooth hydrated and refreshed without tightness.

Key Ingredients

Galactomyces (+)	
10 Botanical Oils	LHA

GALACTO PORE CHEWY POWDER WASH

Soft stretchy bubbles purify as this daily enzyme powder cleanser removes impurities and locks in moisture

50g

What Makes it Special

1. Chewy S'more-like bubbles stretch and cling to skin to capture impurities for a thorough cleanse.
2. Mild papain enzyme exfoliates gently for a smooth daily finish.
3. Enriched with Galactomyces and fermented natto extract, it hydrates, nourishes and refines skin.

Key Ingredients

Galactomyces & Natto Gum	Papain Enzyme & Corn Extract
3 Mucin Active Complex	Fermented Soy Extract

GALACTO PORE O_2 TONER

Oxygen facial experience that begins your pore care journey with a refreshing burst of O_2

180ml

What Makes it Special

1. Removes pore waste and clarifies skin tone for a pore-scaling effect like an oxygen facial.
2. Oxygen bubbles activate when shaken to regulate sebum, hydrate pores and leave skin soft and moisturized.
3. Powered by Galactomyces fermentation to refine pores and reveal a clean bright complexion.

Key Ingredients

Oxygen (O_2)	+	Witch Hazel
PHA		Galactomyces

GALACTO PORE SERUM

Gentle pore serum with Galactomyces
to improve 7 pore concerns

40ml | Wrinkle Improvement Cosmetic

What Makes it Special

1. Targeted pore care for sensitive skin with Galactomyces delivering visible results across 7 pore concerns in a single use.
2. Formulated with 1% AHA+BHA+PHA to exfoliate dead skin cells and impurities, refining and smoothing texture.
3. Enriched with 5 moisturizing ingredients to hydrate and leave skin soft and radiant.

Key Ingredients

Galactomyces	AHA+BHA+PHA
Centella Asiatica Extract	Hyaluronic Acid

GALACTO PORE SEBUM CARE CREAM

Lightweight cream that refines uneven skin texture while delivering gentle matte-finish pore care without irritation

60ml | Wrinkle Improvement Cosmetic

What Makes it Special

1. Delivers lasting hydration like a hydrogel patch while suppressing excess sebum and improving rough uneven texture.
2. Formulated with Retinol to calm overactive sebum and restore healthy oil-moisture balance.
3. Peptides and Niacinamide improve firmness and texture for a soft, pore-refined complexion.

Key Ingredients

Galactomyces	Retinol
Peptide	Niacinamide

GALACTO PORE DEEP CLEAN 2STEP MASK

A dual-step treatment that exfoliates with a bio-cellulose mask and replenishes with a hydrating serum

Mask 23ml, Serum 1.5ml x 4 sheets
Serum : Wrinkle Improvement Cosmetic

What Makes it Special

1. A 2-step mask that deeply purifies pores and replenishes hydration with a bio-cellulose mask first and a serum second for enhanced results.
2. The bio-cellulose sheet made from fermented coconut lifts away impurities while infusing deep hydration and nourishment.
3. Enriched with Galactomyces and AHA+PHA+LHA for gentle exfoliation. 17 types of amino acids and 5 Centella derived ingredients to keep skin hydrated and radiant.

Key Ingredients

Galactomyces	AHA+BHA+PHA
17 Types of Amino Acids	5 Types of Cica Complex

BORN PANTHENOL

Soothing, born from panthenol

02

BORN PANTHENOL LINE

An intensive skin soothing care line powered by Panthenol, delivering fast and lasting relief for sensitive skin.

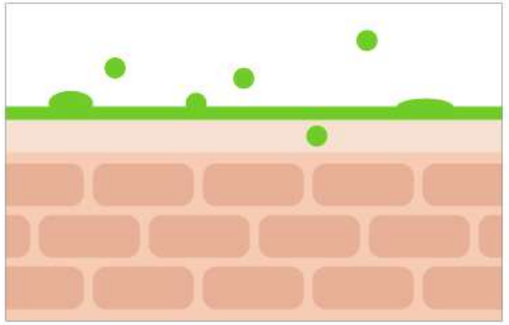
Purifies and refines the skin to remove barriers to absorption, allowing soothing actives to deliver their full calming power.

PANTHENOL
– The Soothing Master for Easily Irritated Skin

Panthenol exists in two forms — D,L-Panthenol and D-Panthenol.
SAM'U select only high-purity D-Panthenol, renowned for superior skin absorption and more effective soothing benefits.
Calms everyday irritation while infusing deep hydration, helping to strengthen and protect the skin's moisture barrier.

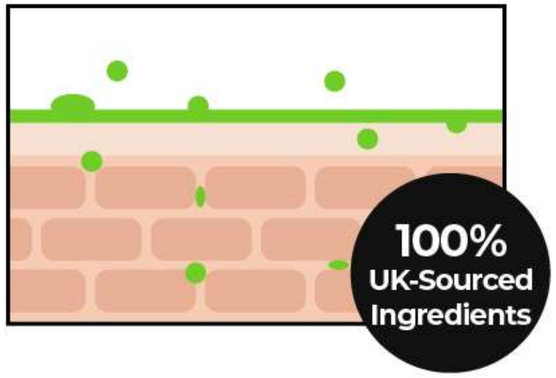
D,L-Panthenol

L-Panthenol component does not penetrate the skin



D,L-Panthenol

Composed entirely of D-Panthenol for optimal skin penetration



Delivers long-lasting soothing care, powered by the proven stability and efficacy of **Panthenol**

Product Name	Born Panthenol Jelly Wash	Born Panthenol Peel Toner	Born Panthenol Two To Serum	Born Panthenol My Recipe Cream	Born Panthenol Chilling Mask Pack
Product Image					
Product Description	Moisture jelly-textured cleanser that cleanses gently and leaves skin refreshed and hydrated	Gentle PHA exfoliating toner that refines skin texture and removes dead skin cells without irritation	Serum powered by Centella and Green Tea Seed to soothe irritation and reduce visible redness	Customizable cream that lets you blend a refreshing water gel with a rich panthenol cream to suit your skin's needs for truly tailored care	A sheet mask infused with refreshing, hydrating essence that cools, soothes, and leaves skin radiant and revitalized
Volume	100ml	180ml	50ml	50ml	25ml X 5ea
Fragrance	Fresh Floral (Allergen-Free)	Fresh Floral (Allergen-Free)	Fresh Floral (Allergen-Free)	Fresh Floral (Allergen-Free)	Fresh Floral (Allergen-Free)
Function	-	-	-	-	-
Texture	Jelly	Fluid Toner	Essence	Half-and-half Cream Formula (Water Gel + Panthenol Cream)	Watery Essence Serum
Color	Transparent	Translucent	Light Green (Natural Colour)	Water Gel : Green Cream : White	Transparent
Main Ingredients	Panthenol, 7 types of Hyaluronic Acid	Panthenol, PHA	Panthenol, Centella Asiatica Extract	Water Gel : Aqua Pore Cream : Panthenol, Ceramide	Panthenol, Chestnut Tree Extract

BORN PANTHENOL JELLY WASH

Mild on skin, strong on dirt – ideal for sensitive types

100ml

What Makes it Special

1. Moisture-rich jelly texture leaves skin hydrated even after cleansing.
2. Soft, dense, low-acid bubbles lift away impurities while locking in moisture for a gentle yet thorough cleanse.
3. Panthenol fortifies the skin's protective barrier providing safe and calming care for all skin types.

Key Ingredients

Panthenol	Glacial Water
7 types of Hyaluronic Acid	Allantoin

BORN PANTHENOL PEEL TONER

Aurora pearl essence toner that leaves a radiant, glowy finish

180ml

What Makes it Special

1. Gentle PHA Exfoliation: Smooths texture and removes dead skin cells without irritation.
2. Delivers deep hydration into 15 layers of the stratum corneum for lasting moisture.
3. Ceramide and Lecithin boost radiance with an aurora-like glow while reinforcing the moisture barrier.

Key Ingredients

Panthenol	PHA
7 types of Hyaluronic Acid	Ceramide

BORN PANTHENOL TWO TO SERUM

Soothing Duo: Centella & Green Tea Seed for 3X faster calming care

50ml

What Makes it Special

1. 98% pure Panthenol and naturally derived actives work in synergy for deep rapid calming care.
2. Advanced liposome technology for deeper absorption on all skin types.
3. 3x faster heat relief with Hyaluronic Acid that strengthens the skin's moisture barrier.

Key Ingredients

Panthenol	Centella Asiatica Extract
Camellia Sinensis Seed Extract	Low-molecular Hyaluronic Acid

BORN PANTHENOL MY RECIPE CREAM

Two textures, one cream – blend of water gel and panthenol cream for personalized care

50ml

What Makes it Special

1. Mix and match gel & cream to create your perfect hydration ratio—light for oily zones, rich for dry spots.
2. Helps calm and moisturize while forming a rich protective layer to support the skin barrier.
3. Designed to emphasize the refreshing synergy of panthenol and complementary ingredients, rather than just high concentration levels.

Key Ingredients

Panthenol	+	Ceramide
Aquaporin		Low-Molecular Hyaluronic Acid

BORN PANTHENOL CHILLING MASK PACK

One sheet of Panthenol care—Infused with refreshing moisture essence to cool and soothe sensitive skin

25ml X 5 sheets

What Makes it Special

1. Instantly cools and hydrates to calm sensitive and overheated skin.
2. Panthenol and Japanese chestnut extract deliver intense long-lasting moisture.
3. 100% pure cotton gauze sheet allows air to circulate for breathable wear without stickiness.

Key Ingredients

Panthenol	Chestnut Extract
Green Calm Complex	Xylitol

PH SENSITIVE

Optimal pH balance care for sensitive skin

03

PH SENSITIVE LINE

Gentle on sensitive skin, powerful in results.
Skin's natural pH to calm, protect and enhance clarity.

Meet the Hydration Hero: Hyaluronic Acid

Hyaluronic acid is a cornerstone of the skin barrier,
and it is essential for maintaining long-lasting hydration.

Upgrade your skin beyond hydration with the effective care of

PH Sensitive ingredients.

The **PH Sensitive Line** is formulated for delicate skin, delivering gentle care that helps maintain its ideal balance while minimizing irritation.

Product Name	PH Sensitive Gel Foam	PH Sensitive Toner	PH Sensitive Toner Pad	PH Sensitive Ampoule	PH Sensitive Cream	PH Sensitive Facial Treatment
Product Image						
Product Description	A mildly acidic moisture bubble foam that cleanses gently while keeping skin hydrated	Watery texture dives deep into layers of the skin, deliver immediate hydration and soothing effect	A double-sided pad with an easy-split design and a dotted center line for precise, targeted application	A highly concentrated ampoule that revitalizes and restores the skin's natural vitality	Locks in hydration for 48 hours, delivering intensive moisture care that leaves skin soft and comfortable	Locks in hydration as the final step of skincare and creates the perfect canvas for flawless makeup
Volume	150ml	130ml	185ml X 60pads	30ml	50ml(Jar), 60ml(Tube)	50ml
Fragrance	Floral & Fruity (Allergen Free)	Floral Bouquet (Allergen Free)	Fresh Floral (Allergen-Free)	Fresh Floral (Allergen-Free)	Fresh Floral (Floral & Fruity(Allergen)	Floral Musk (Allergen Free)
Function	-	-	-	Brightening, Wrinkle Improvement	-	Brightening, Wrinkle Improvement
Texture	Cream Foam	Fluid	Watery cotton pad with an embossed side for exfoliation	Essence	Cream	Essence
Color	White	Transparent	Transparent	Translucent	White	Opaque White
Main Ingredients	Hyaluronic Acid, Cica	Triple Hyaluronic Acid, Ceramide	5 Types of Hyaluronic Acid, Rose of Jericho	Hyaluronic Acid, Niacinamide, Adenosine	Hyaluronic Acid, Meadowlactone (Patented)	Fermentation-enriched oil, Ceramide

The PH Sensitive Line is formulated for delicate skin,
delivering gentle care that helps maintain its ideal balance while minimizing irritation.

Product Name	PH Sensitive Spot Cream	PH Sensitive Sun Cream	PH Sensitive Cream Mist	PH Sensitive Cloud Peeling Gel	Sensitive Oil Full Cleansing Oil	Sensitive Pocket Sun Stick
Product Image						
Product Description	Emergency care for a damaged skin barrier with naturally blue Guaiazulene to calm sensitive areas	Gentle daily sunscreen with a refreshing moisturizing texture that protects skin all year round	Lightweight ceramide mist that instantly replenishes moisture	Cloud-soft texture that cleanses gently for smooth comfortable skin	A silky oil-infused cleansing milk that purifies with strength yet comforts sensitive skin	Pocket-sized sun stick for powerful, on-the-go protection
Volume	30ml	50ml	30ml	100ml	200ml	10g X 2ea
Fragrance	Floral Musk (Allergen Free)	Fruity (Allergen Free)	Floral (Allergen Free)	Floral Musk (Allergen Free)	Floral Musk (Allergen Free)	Floral Musk (Allergen Free)
Function	-	UV Protection (SPF50+PA++++)	-	-	-	UV Protection(SPF50+PA++++), Brightening, Wrinkle Improvement
Texture	Cream	Serum	Watery texture	Gommage texture	Lotion	Stick balm
Color	Blue (Natural Color)	White	White	White	White	Pastel Yellow
Main Ingredients	Guaiazulene	Hyaluronic Acid, Cica	Hyaluronic Acid, Panthenol, Ceramide, Collagen	PHA, Pine-Peel	Soymilk, Olive Oil, Sunflower Seed Oil	Porous Powder, 8 Types of Hyaluronic Acid

Your sensitive skin's daily companion
A daily mask you can choose to suit your needs

Product Name	PH Sensitive Mask Aqua Fit	PH Sensitive Mask Vital Fit	PH Sensitive Mask Pore Fit	PH Sensitive Mask Tone-Up Fit	PH Sensitive Mask Relief Fit	PH Sensitive Mask Cool Fit
Product Image						
Product Benefits	Deep Hydration	Lift & Firm	Pore Refinement	Radiance Boost	Calm & Restore	Cool Relief
Volume	30ml X 5ea	30ml X 5ea	30ml X 5ea	30ml X 5ea	30ml X 5ea	30ml X 5ea
Fragrance	Floral Musk (Allergen Free)	Floral Powdery (Allergen-Free)	Fresh Green (Allergen-Free)	Floral Musk (Allergen Free)	Fresh Herb (Allergen-Free)	Tea Tree (Allergen-Free)
Function	-	Wrinkle Improvement	-	Brightening	-	-
Sheet Type	Microfiber Bamboo Sheet	Soft Creamy Sheet	Silk Skin Cell Sheet	Natural Microfiber Sheet	Embossed Stripe Sheet	Semi-Gel Sheet
Texture	Moisture Essence	Creamy Serum Essence	Watery Serum Essence	Refreshing Serum Essence	Light Clear Essence	Rich Serum Essence
Color	Transparent	White	Transparent	Transparent	Transparent	Transparent
Main Ingredients	Hyaluronic Acid	Low-Molecular Collagen	AHA, BHA, PHA, LHA	Glutathione	Calamine	Guaiazulene

PH SENSITIVE GEL FOAM

A mildly acidic moisture bubble foam that cleanses gently while keeping skin hydrated

150ml

What Makes it Special

1. pH-balanced formula supports the skin's natural protective barrier for minimal irritation.
2. Coconut-derived cleansing agents provide a soft gentle cleanse.
3. Hypoallergenic tested for safe use on all skin types.

Key Ingredients

Hyaluronic Acid	Centella Asiatica Extract
Lactobacillus, Soybean Ferment Extract	Ceramide Barrier

PH SENSITIVE TONER

Watery texture dives deep into layers of the skin, deliver immediate hydration and soothing effect

130ml

What Makes it Special

1. Deep hydration with Triple Hyaluronic Acid & Ceramide.
2. Soothing moisture care powered by 5 plant extracts (Centella, Houttuynia, Juniper, Mung Bean, Fig).
3. Gentle midly acidic toner for non-irritating daily use.

Key Ingredients

Triple Hyaluronic Acid	Ceramide
Houttuynia Cordata Extract	Centella Asiatica Extract

PH SENSITIVE TONER PAD

A double-sided pad with an easy-split design and a dotted center line for precise, targeted application

185ml x 60 pads

What Makes it Special

1. Easy-split design for precise customizable use (up to 120 applications).
2. Generous 185ml essence for lasting hydration and nutrient-rich care.
3. Vegan certified pad, mildly acidic and non-irritating formula suitable for all skin types.

Key Ingredients

5 types of Hyaluronic Acid	Rose of Jericho
Panthenol Barrier	Allantoin

PH SENSITIVE AMPOULE

A high-concentrated ampoule helps to rejuvenate and revive the skin's vitality

30ml | Brightening, Wrinkle Improvement Cosmetic

What Makes it Special

1. Hydrating blend of Hyaluronic Acid, Panthenol & Ceramide.
2. Brightening & firming care with Niacinamide & Adenosine.
3. Mildly acidic, low-irritation ampoule safe for sensitive skin.

Key Ingredients

Hyaluronic Acid	Panthenol Ceramide
Soluble Collagen	Aloe Barbadensis Leaf Juice

PH SENSITIVE CREAM

Locks in hydration for 48 hours, delivering intensive moisture care that leaves skin soft and comfortable

50ml(Jar), 60ml(Tube)

What Makes it Special

1. +407% moisture boost after one use!
2. Refines rough texture for smooth firm skin.
3. Hypoallergenic, mildly acidic cream safe for sensitive & acne-prone skin

Key Ingredients

Hyaluronic Acid	Centella Asiatica Extract
Squalane	Patented Meadowlactone (Patented)

Over 2M Units Sold Wordwide

BADAN POM

FDA

PH SENSITIVE FACIAL TREATMENT

Locks in hydration as the final step of skincare
and creates the perfect canvas for flawless makeup

50ml | Brightening, Wrinkle Improvement Cosmetic

What Makes it Special

1. 280,780ppm actives & fermented oil for deep hydration.
2. Nano-emulsion (600x smaller than pores) for boosted absorption.
3. Mildly acidic, low-irritation formula safe for sensitive skin.

Key Ingredients

Oryza Sativa Germ Oil, Passiflora Edulis Seed Oil	Centella Asiatica Extract
Panthenol Ceramide	Fermented Oil U-ferment Oil Summer CB (Patented)

PH SENSITIVE SPOT CREAM

Emergency care for damaged skin barrier
Blue barrier cream to calm sensitive areas

30ml

What Makes it Special

1. Soothes & strengthens skin after treatments, lasers or sudden redness.
2. Powered by Guaiazulene from eucalyptus for calming & barrier repair.
3. Naturally blue cream with no artificial colorants.

Key Ingredients

Guaiazulene	5 types of Ceramides
6 types of Peptides	DERMACLERA (Patented)

*No artificial colorants - the pure hue of natural Guaiazulene

PH SENSITIVE SUN CREAM

Gentle daily sunscreen with a refreshing moisturizing texture that protects skin all year round

50ml | SPF50+ / PA++++ UV Protection Functional Cosmetic

What Makes it Special

1. Lightweight serum-like texture that absorbs quickly and applies smoothly without stickiness.
2. Finishes without pilling and doubling as a makeup booster
3. Clinically tested for sensitive and acne-prone skin; a mildly acidic low-irritation sunscreen suitable for all skin types.

Key Ingredients

Hyaluronic Acid	Proctan
Astaxanthin	Centella Asiatica Extract

PH SENSITIVE CREAM MIST

A lightweight yet moisturizing ceramide cream mist for instant moisture replenishment

100ml

What Makes it Special

1. Ceramide locks in moisture for healthy hydrated skin.
2. Fast-absorbing fine particles deliver light refreshing soothing care.
3. Mildly acidic low irritation mist clinically tested for sensitive & acne-prone skin.

Key Ingredients

Hyaluronic Acid	Allantoin
Ceramide	Patented Meadowlactone (Patented)

PH SENSITIVE CLOUD PEELING GEL

Cloud-soft texture that cleanses gently for smooth comfortable skin

120ml

What Makes it Special

1. Gentle gommage gel with 7 Hyaluronic Acids for soft hydrating exfoliation.
2. Activates only on dead skin cells – not on water.
3. Clinically tested mild formula safe even for sensitive skin.

Key Ingredients

7 types of Hyaluronic Acid	PHA Bromelain
Cellulose	Centella Asiatica Extract

SENSITIVE OIL FULL CLEANSING MILK

A silky oil-infused cleansing milk that purifies with strength yet comforts sensitive skin

200ml

What Makes it Special

1. Enhanced cleansing power with boosted oil content.
2. Moisture-rich milk formula that leaves skin hydrated like lotion.
3. Powerful, yet gentle cleansing safe for sensitive skin.

Key Ingredients

Soymilk	Olive Oil
Sunflower Seed Oil	Almond Extract

SENSITIVE POCKET SUN STICK

Pocket-size UV Stick with SPF50+ / PA++++
Compact yet powerful protection.

10g X 2ea | 3-in-1 Functional Formula – UV protection, Radiance Boost & Anti-wrinkle care

What Makes it Special

1. Pocket-size UV protection with 8 types of Hyaluronic Acid – locks in moisture, locks out UV rays.
2. Twin-stick set for sharing or multi-use – one for face, one for body.
3. Controls excess sebum for a fresh matte finish like blotting paper

Key Ingredients

Porous Powder	8 types of Hyaluronic Acid
Super Centella	Aloe Vera Extract

PH SENSITIVE MASK AQUA FIT

All-in-one sheet mask addresses hydration, soothing, barrier-care and pore-care

30ml x 5 sheets

What Makes it Special

1. One sheet for deep hydration & soothing care – perfect for dry, irritated skin.
2. 30ml essence with Hyaluronic Acid, Allantoin & Panthenol for dewy glowing skin.
3. Gentle vegan-certified microfiber bamboo sheet safe for sensitive skin delivering moisture without irritation.

Key Ingredients

Hyaluronic Acid	Allantoin
Panthenol	Lactobionic Acid

PH SENSITIVE MASK VITAL FIT

Collagen rich sheet & essence duo for lifted firmer skin

30ml x 5 sheets | Wrinkle Improvement Cosmetic

What Makes it Special

1. Firming mask that nourishes skin with rich adherence.
2. Tight-fit gauze sheet with amino acid complex for a snug, comfortable fit.
3. Creamy essence with plant-derived collagen to firm, strengthen & revitalize skin.

Key Ingredients

Ultra-Low Molecular Collagen	12 types Of Peptides
4 types Of Probiotics	Nanoliposome Ceramide

PH SENSITIVE MASK PORE FIT

Pore-refining mask that smooths rough texture for clear even skin

30ml x 5 sheets

What Makes it Special

1. Refreshing watery essence smooths texture & refines pores with the tightening mask.
2. 4HA complex exfoliates, removes impurities and purifies pores.
3. Silky, skin-fitting sheet adheres gently for breathable non-heavy care.

Key Ingredients

4HA	Urea
Patented PORE FREE	Black Cherry Fruit Extract

PH SENSITIVE MASK TONE-UP FIT

A tone-up mask that brightens dull skin,
dark spots & hidden melanin in one step

30ml x 5 sheets | Brightening Functional Cosmetic

What Makes it Special

1. Gluthathione brightens overall skin tone for radiant clarity.
2. Niacinamide & Vitamin C targets blemishes, dark spots and hidden melanin.
3. Panthenol + Hyaluronic Acid deliver deep hydration for enhanced brightening care.

Key Ingredients

Glutathione	Niacinamide
Vitamin C	Hyaluronic Acid

Vegan®
*Only Sheets

BADAN POM

PH SENSITIVE MASK RELIEF FIT

A soothing mask packed with pink calamine powder to calm inflamed and troubled skin

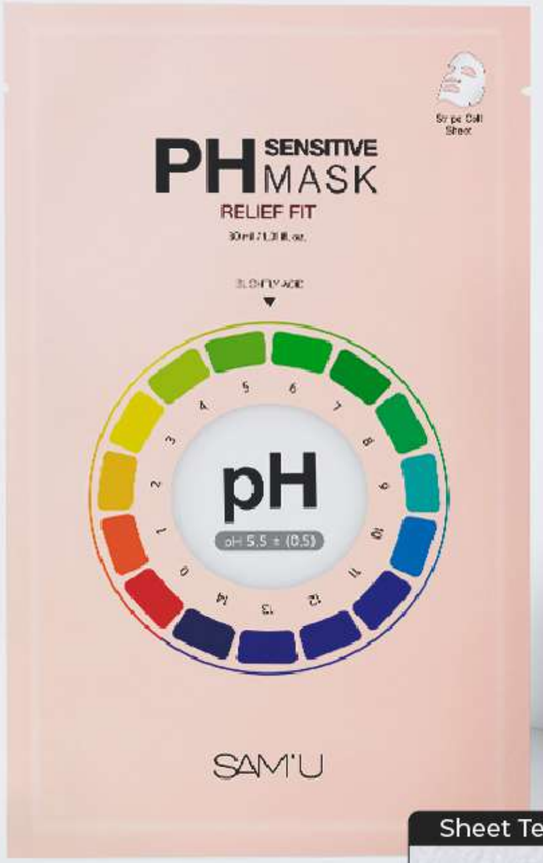
30ml x 5 sheets

What Makes it Special

1. Calamine powder calms redness, soothes irritation & reduces inflamed breakouts.
2. 5-Cica complex cares for skin health & helps prevent future breakouts.
3. Unique 11-stripe sheet holds rich essence & boosts absorption of actives.

Key Ingredients

Calamine	5 types of Cica
Tea Tree Leaf Extract	Allantoin



Sheet Texture Close-Up

PH SENSITIVE MASK COOL FIT

A cooling mask that soothes heated skin with a refreshing, aloe-infused chill sensation

30ml x 5 sheets

What Makes it Special

1. Semi-gel sheet with aloe-like bounce and softness.
2. Cooling essence locks in hydration and soothes skin.
3. Aloe Vera leaf extract delivers gentle calming relief.

Key Ingredients

Aloe Vera Leaf Extract	Azulene
Erythritol	Xylitol

PURE & PURE

The first base makeup line from SAM’U
Bringing purity to your natural beauty for a luminous finish

04

PURE & PURE LINE

Designed for a fresh, natural finish.

Pure & Pure Line blends skincare and makeup
in perfect harmony. With skin-caring ingredients,
it delivers comfortable coverage
that lets your skin breathe.

Enhancing your natural beauty with clarity and purity
SAM'U's first base makeup line — **PURE & PURE**

Product Name	Sensitive Pure & Pure Skin Tint	Sensitive Pure & Pure Cushion #21 Pure	Sensitive Pure & Pure Cushion #23 Neutral
Product Image			
Product Description	A tone-up base sunscreen that gives a radiant, naturally flawless look — like healthy skin from the start	A perfectly balanced cushion that delivers a clear and clean finish without heaviness for comfortable fresh skin	A perfectly balanced cushion that delivers a clear and clean finish without heaviness
Volume	30ml	14g	14g
Fragrance	Floral(Allergen-Free)	Floral Musk(Allergen-Free)	Floral Musk(Allergen-Free)
Function	UV Protection(SPF30 PA++), Brightening, Wrinkle Improvement	UV Protection(SPF30 PA++), Brightening, Wrinkle Improvement	UV Protection(SPF30 PA++), Brightening, Wrinkle Improvement
Texture	Cream Texture	Cushion Foundation	Cushion Foundation
Color	Subtle Pink Glow	#21 Pure	#23 Neutral
Main Ingredients	80% of skincare ingredients (Calamine, Pink Flower Complex, etc.)	53% of skincare ingredients (alamine, Lactobacillus Ferment Lysate, etc.)	53% of skincare ingredients (alamine, Lactobacillus Ferment Lysate, etc.)

SENSITIVE
PURE & PURE SKIN TINT

Gentle skin tint that melts into sensitive skin with a soft non-sticky texture leaving a naturally radiant glow

30ml | SPF30, PA++, Brightening, Wrinkle Improvement Cosmetic

What Makes it Special

1. 80% skincare-infused formula with a cream like texture for a radiant glow.
2. Refreshing gel-water base provides cooling hydration that lasts.
3. Calamine powder enhances adhesion for a smooth firm makeup finish.

Key Ingredients

Calamine	Rose Flower Extract
19 Skincare Ingredients	Lotus Flower Extract

SENSITIVE PURE&PURE CUSHION

Lightweight cushion that flawlessly covers imperfections with a thin delicate layer, leaving the complexion clear and radiant

14g | SPF50+, PA+++, Brightening, Wrinkle Improvement Cosmetic

What Makes it Special

1. Lightweight refined coverage that blends seamlessly without caking.
2. Delivers a radiant transparent glow without heaviness or grease.
3. Glowy gel polymer boosts hydration while enhancing lasting power.

Key Ingredients

Lactobacillus Ferment Filtrate Oil	Hyaluronic Acid
Calamine	Soft Focus Oil & Pearl

SYNERGY SHOT

High-functionality skin care

05

SYNERGY SHOT LINE

The Synergy Shot Line, crafted from dedicated research for sensitive skin, combines powerful results with a gentle touch.

Inspired by the philosophy **“Advanced Care, Gentle by Nature,”** it provides advanced care that is both safe and effective.

The **Synergy Shot Line** offers four targeted treatments designed to deliver firm radiant skin through an intensive 2-week routine.

Product Name	PDRN SHOT	Retichiol Shot	Peptitin Shot	Glutamide Shot
Product Image				
Product Benefits	**PDRN** **Barrier Support**	**RETINOL+BAKUCHIOL** **Skin Firming & Pore Refinement**	**PEPTIDE+ASTAXANTHIN** **Wrinkle Care & Lifting Effect**	**GLUTATHIONE+NIACINAMIDE** **Blemish Control & Radiance Boost**
Product Description	A high-performance regenerative serum that strengthens the skin barrier and restores balance after external stress	A high-performance firming serum that tightens pores and smooths rough texture for a resilient complexion	A wrinkle and lifting care serum that restores firmness from within for a smooth Botox like finish	A brightening serum that fades dark spots and pigmentation to reveal flawless luminous glass skin radiance
Volume	21.5ml (Activator: 1.5ml + Serum: 20ml)	21.5ml (Activator: 1.5ml + Serum: 20ml)	21.5ml (Activator: 1.5ml + Serum: 20ml)	20.6g (Activator: 0.6g + Serum: 20g)
Function	Wrinkle Care & Radiance Boost	Wrinkle Care & Radiance Boost	Wrinkle Care & Radiance Boost	Wrinkle Care & Radiance Boost
Fragrance	Citrus / Floral / Musk	Fresh / Citrus / Floral	Floral Green	Floral Musk
Texture	**Dose 1 Activator** Nano Liposome Activator with Salmon PDRN **Dose 2 Serum** Oil Capsule Serum with Centella and Marine PDRN	**Dose 1 Activator** 98% Pure Bakuchiol Nano Emulsion Activator **Dose 2 Serum** Firming Serum with Retinol	**Dose 1 Activator** Red Activator with Astaxanthin **Dose 2 Serum** Lifting Serum with 12 Peptides	**Dose 1 Activator** 99.77% Pure Niacinamide Powder **Dose 2 Serum** Radiance Serum with Glutathione
Main Ingredients	3 Types of PDRN (Derived from Salmon, Centella, and Marine Algae)	Retinol + Bakuchiol	1 Peptide + Astaxanthin	Glutathione + Niacinamide

PDRN SHOT

A high-performance regenerative serum that strengthens the skin barrier and restores balance after external stress

21.5ml (Activator: 1.5ml + Serum: 20ml)
Wrinkle Care & Radiance Boost

What Makes it Special

1. High-dose salmon PDRN liposome activator boosts absorption and prepares skin for treatment
2. Nutrient-rich oil capsule serum with Centella and marine-derived PDRN nourishes and revitalizes
3. Strengthens the skin barrier and seals in actives for lasting glow and resilience

Key Ingredients

3 Types of Sodium DNA	Cyanocobalamin (Vitamin B12)
Ceramide	Hydroxyethyl Urea

RETICHIOL SHOT

A high-performance firming serum that tightens pores and smooths rough texture for a resilient complexion

21.5ml (Activator: 1.5ml + Serum: 20ml)
Wrinkle Care & Radiance Boost

What Makes it Special

1. High-purity Bakuchiol and Retinol work together to deliver a powerful firming effect.
2. Nano-emulsion activator enhances ingredient absorption for deeper results.
3. Tannin Complex refines pores and regulates excess sebum for a smooth balanced finish.

Key Ingredients

Retinol	Bakuchiol
TANNIN COMPLEX	Biosaccharide Gum-1

PEPTITIN SHOT

A wrinkle and lifting care serum that restores firmness from within for a smooth Botox like finish

21.5ml (Activator: 1.5ml + Serum: 20ml)
Wrinkle Care & Radiance Boost

What Makes it Special

1. Astaxanthin antioxidant power visibly lifts and smooths wrinkles for a firmer youthful look.
2. Botox inspired peptide care with Acetyl Hexapeptide 8 to smooth firm and revive the delicate eye area.
3. Nano liposome delivery drives potent actives deep into the skin for maximum effectiveness.

Key Ingredients

12 types of Peptides	Astaxanthin
Volufiline	Low-Molecular Collagen

GLUTAMIDE SHOT

Brightening serum that fades dark spots and pigmentation to reveal flawless luminous glass skin radiance

20.6g (Activator: 0.6g + Serum: 20g)
Wrinkle Care & Radiance Boost

What Makes it Special

1. 99.77% pure Niacinamide and Glutathione power this brightening serum to transform dullness into a radiant glass-like glow.
2. Multi-action brightening formula targets melanin at every stage to fade dark spots and pigmentation for a clearer complexion.
3. Deep intensive radiance care works from within to instantly reveal luminous flawless skin.

Key Ingredients

Niacinamide	Glutathione
Arbutin	Acetyl Hexapeptide-1

HAIR & BODY

A daily indulgence that transforms your bathroom into a spa-like retreat

06

HAIR & BODY LINE

Elevate your everyday with the **SAM'U Hair & Body Line** — gentle head-to-toe care, deep hydration without dryness, and a luxurious fragrance that lingers long after your shower.

Indulges your skin and hair with spa-like moisture and nourishment - leaving a long-lasting fragrance that lingers well after your shower.

Product Name	Moisture Burst Body Cream	Moisture Burst Bath & Body Wash	Full Bubbling Scalp Shampoo	Water To Ampoule Treatment
Product Image				
Product Description	Rich creamy formula that deeply replenishes moisture, leaving skin hydrated, and comfortably fresh without any sticky residue	Creates a rich soft lather that gently cleanses and hydrates the skin for use as both a body wash and a bubble bath	A functional scalp care shampoo with caffeine and active ingredients that energize the scalp and help reduce hair loss symptoms	A water-type ampoule that activates on contact with moisture to nourish and soften dry, rough hair and scalp.
Volume	400ml	490ml	490ml	200ml
Fragrance	Ginger Lily(Allergen)	Ginger Lily(Allergen)	Citrus Herb Woody Musk(Allergen)	Citrus Herb Woody Musk(Allergen)
Function	-	-	Hair Loss Symptom Relief(Functional)	-
Texture	Cream	Gel	Gel	Water to rich ampoule upon contact with moisture
Color	White	Transparent	Transparent	Translucent
Main Ingredients	Shea Butter, Jojoba Seed Oil, Oenothera Biennis Oil, Almond Oil, Centella Asiatica Extract, Panthenol	Panthenol, Jojoba Seed Oil, Forest Diffusion Complex, Hyaluronic Acid	STAR-DERMA, Caffeine(Functional Ingredient), Biotin, Black Bean, Saccharomyces Cerevisiae Extract, Silk Amino Acid, Silk Keratin, Collagen	Polymer Ingredient, Aquqrich, Silk Amino Acid, Silk Keratin, Biotin

MOISTURE BURST BODY CREAM

From face to body - PH Sensitive Cream formulated to deeply moisturize dry sensitive skin

400ml

What Makes it Special

1. Luxurious creamy hydro-gel texture inspired by freshly whipped cream.
2. Lightweight finish that layers effortlessly with no stickiness.
3. Formulated with gentle low-irritation ingredients for soothing everyday care.

Key Ingredients

Gossypium Herbaceum(Cotton) Fruit Water	Shea Butter
Botanical Oil	Centella Asiatica Extract-Panthenol

MOISTURE BURST BATH & BODY WASH

A richly moisturizing, multi-use body wash designed for both bathing and daily cleansing

490ml

What Makes it Special

1. Dual-purpose formula that works as both a body cleanser and a bath soak delivering hydration and comfort in one.
2. Moisturizing agents create a soft non-drying lather that rinses away cleanly.
3. Plant-derived surfactants and gentle exfoliating particles make it ideal for everyday use.

Key Ingredients

Panthenol Jojoba Seed Oil	Forest Diffusion Complex
Hyaluronic Acid	Saponaria Officinalis Leaf Extract

FULL BUBBLING SCALP SHAMPOO

A 3-step scalp care shampoo that improves the scalp environment nourishes with essential nutrients and strengthens the scalp, designed as a hair loss relieving functional cosmetic

490ml

What Makes it Special

1. Improves scalp condition with rich active ingredient–infused foam.
2. Plant-derived mild surfactants and a bubble-boosting system create fast abundant foam for deep cleansing.
3. Enriched with scalp-loving nutrients including Biotin, Black Soybean, and Beer Yeast Extract.

Key Ingredients

STAR-DERMA	Caffeine
Biotin Black Bean	Silk Amino Acid Silk Keratin

WATER TO AMPOULE TREATMENT

From water to ampoule in seconds – intensive protein care in a flash!

200ml

What Makes it Special

1. Delivers rich nutrition with 54% moisturizing content – higher than purified water.
2. Transforms into an ampoule in just 5 seconds when rubbed, spreading smoothly without dripping for a nutrient-rich application.
3. Creates a milky coating when mixed with water, using a steam pack effect to boost nourishment and shine.

Key Ingredients

Polymer	AQUA RICH
Silk Amino Acid Silk Keratin	Biotin

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