

Vegan ; Put purity in my skin

CHOROK CHORONG



OVERVIEW

- **FROMVEGAN CO., LTD**
- **Established in March 2024**
- **C E O** CHOI YOUN MIN
- **Main Business** Cosmetics export and distribution business



- **VEGAN COSMETICS**
Brand Name | CHOROK CHORONG
Launching | July 2024

PHILOSOPHY

We aim **for eco-friendly clean beauty** that is beneficial to both people and nature by using certified vegan ingredients excluding animal ingredients, donations to promote animal welfare, and eco-friendly paper packaging.



We do not test on animals and only use **certified vegan ingredients**, excluding animal ingredients.



To promote animal welfare, we **donate a portion of our monthly sales** to animal protection organizations.



By excluding ingredients suspected of being harmful and using eco-friendly paper packaging, we practice **eco-friendly clean beauty** that is beneficial to both people and nature.

PRODUCTS

It is a vegan herbal cosmetics that uses **peppermint leaf water grown in the clear and clean environment of Jeju Island instead of purified water** as a base, contains herbal complex extracts, and excludes 20 suspected harmful ingredients designated by Olive Young.



CHOROK CHORONG VEGAN HERB EXFOLIATING & SEBUM CARE JEJU PEPPERMINT TONER PAD

280mL+70pads KRW 29,000 [Whitening functional Cosmetics]

01 Toner pad that removes dead skin cells and sebum to smooth skin texture after 10 minutes

This is a vegan exfoliation and sebum care toner pad that gently dissolves and **removes old dead skin cells and sebum in pores with AHA, BHA, PHA, and LHA ingredients** without irritation, and moisturizing ingredients provide moisture to a dry face.

02



Contains 80% Jeju
peppermint leaf water



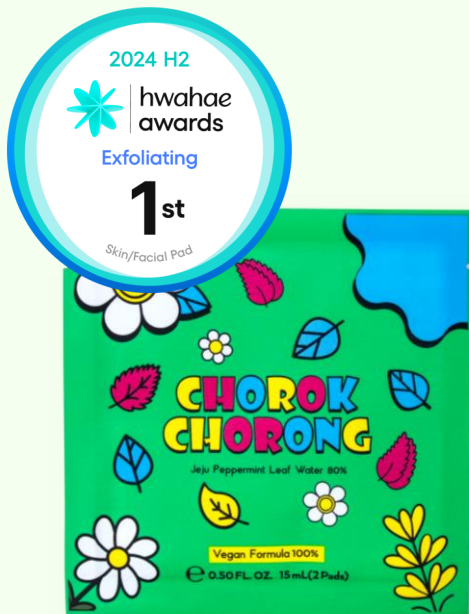
AHA,BHA,
PHA,LHA



Triple
hyaluronic acid

PRODUCTS

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CHOROK CHORONG VEGAN HERB EXFOLIATING & SEBUM CARE JEJU PEPPERMINT TONER PAD (Travel Size)

(15mL+2Pads)×15EA KRW 19,000 [Whitening functional Cosmetics]

01 Toner pad that removes dead skin cells and sebum to smooth skin texture after 10 minutes

This is a vegan exfoliation and sebum care toner pad that gently dissolves and **removes old dead skin cells and sebum in pores with AHA, BHA, PHA, and LHA ingredients** without irritation, and moisturizing ingredients provide moisture to a dry face.

02



Contains 80% Jeju
peppermint leaf water



AHA,BHA,
PHA,LHA



Triple
hyaluronic acid

PRODUCTS

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CHOROK CHORONG VEGAN HERB HYALURONIC JEJULEMONGRASS SERUM

50mL KRW 37,000 [Whitening & Anti-wrinkle Functional Cosmetics]

01 5-layer hyaluronic acid serum that deeply hydrates from the surface to the inner layers and brightens the skin

A vegan whitening and anti-wrinkle serum with **5 layers of hyaluronic acid** to hydrate skin from the surface to the deepest layers, and **70% Jeju lemongrass** to smooth skin.

02



5-layer
hyaluronic acid



Contains 70% Jeju
Lemongrass Leaf Water



Whitening & Anti-
Wrinkle Functional

PRODUCTS

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CHOROK CHORONG

VEGAN HERB NON-NANO JEJU PEPPERMINT TONE-UP SUNSCREEN

50mL SPF50+ PA++++ KRW 27,000 [UV protection functional Cosmetics]

01 Non-nano tone-up sun cream with mineral UV-blocking ingredients that forms a protective film on the skin and reflects UV rays.

This is a vegan sunscreen that contains **NON-NANO particle-sized** mineral UV-blocking ingredients that form a protective film on the skin, **physically reflecting UV rays and tone-up to a natural pink color.**

02



Zinc Oxide 100%
(mineral UV filters)



Triple
hyaluronic acid



Contains Jeju
peppermint leaf water

PRODUCTS

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CHOROK CHORONG

VEGAN HERB NIACINAMIDE 5% JEJU PEPPERMINT MASK

27mL×10EA KRW 29,000 [Whitening functional Cosmetics]

- 01 A whitening and moisture mask pack with high content of 5% brightening ingredients to brighten and moisturize the skin.

With a high concentration of 5% Niacinamide, known for its excellent brightening effects, it helps to even out skin tone, leaving your complexion clear and radiant. Additionally, it contains Vitamin C, which cleanses the skin, improves dullness, and restores a natural, healthy glow

02



Brightening
ingredients 5%



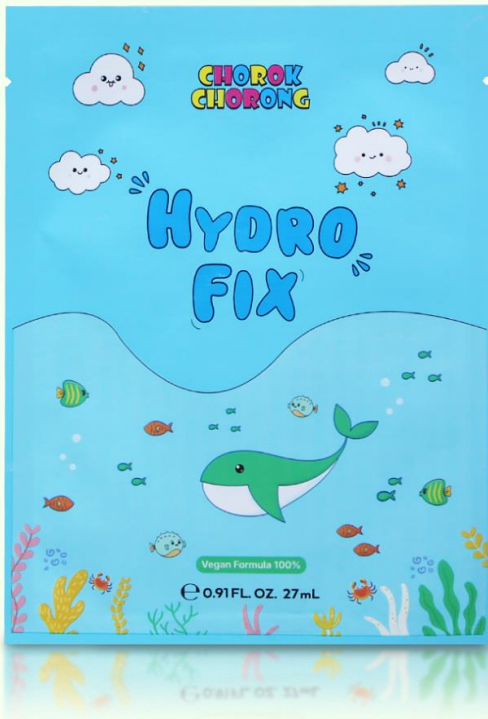
Jeju peppermint leaf
water 77%



Ascorbic Acid

PRODUCTS

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CHOROK CHORONG VEGAN HERB HYDROFIX MASK

- Type 1 : 27mL×10EA KRW 25,000
- Type 2 : 27mL× 5EA KRW 13,000

01 Provides deep hydration to dry skin through triple-layer moisture delivery with 8 types of hyaluronic acid.

Formulated with **8 types of hyaluronic acid**, this mask deeply hydrates the skin from the surface to its deepest layers. Jeju peppermint extract soothes and minimizes pores, while **Trehalose and Allantoin calm and strengthen** the skin barrier.

02



8 types of
Hyaluronic Acid



Soothing



Jeju peppermint
leaf water

PRODUCTS

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CHOROK CHORONG VEGAN HERB AHA MILDLY ACIDIC CLEANSING FOAM

150g

- 01** With a soft, whipped cream texture, this mildly acidic cleansing Foam gently removes dead skin cells and impurities, leaving skin Smooth and clean.

The mildly acidic formula helps keep skin balanced, while AHA and Jeju peppermint leaf water gently remove dead skin and excess oil for smooth skin texture. Soft microfoam cleanses deep into pores without irritation.

02



Mildly acidic formula
(pH 5.3–5.9)



Contains AHA & Jeju
peppermint leaf water



Triple
hyaluronic acid

UPCOMING PRODUCTS LAUNCH

2025



CHOROK CHORONG GLOW CUSHION

15g+ refill(15g)

[UV protection, Whitening, and anti-wrinklefunctional Cosmetics]



CHOROK CHORONG JOJOBA & LEMONGRASS MIST

100mL

[Anti-wrinkle functional Cosmetics]

BEAUTY AWARDS



JEJU PEPPERMINT

CHOROK
CHORONG

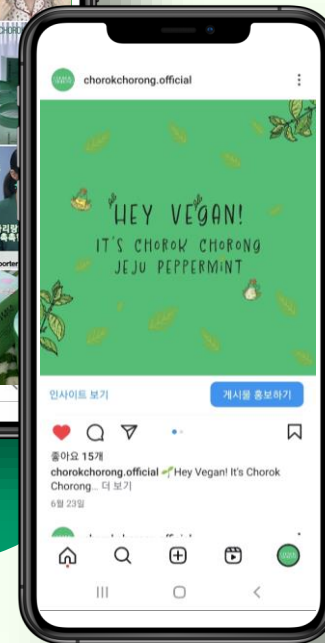
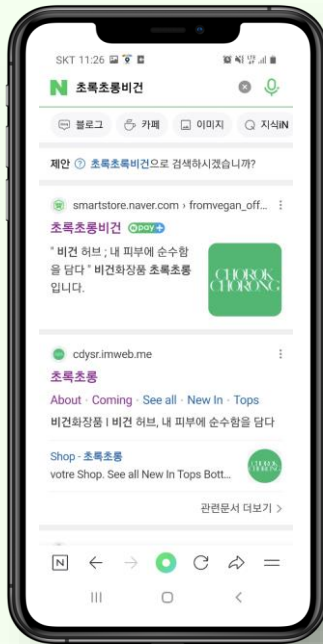
VEGAN HERB
EXFOLIATING & SEBUM CARE
TONER PAD

Jeju Peppermint Leaf Water 80%

e 9.46 FL. OZ. 280 mL (70 Pads)

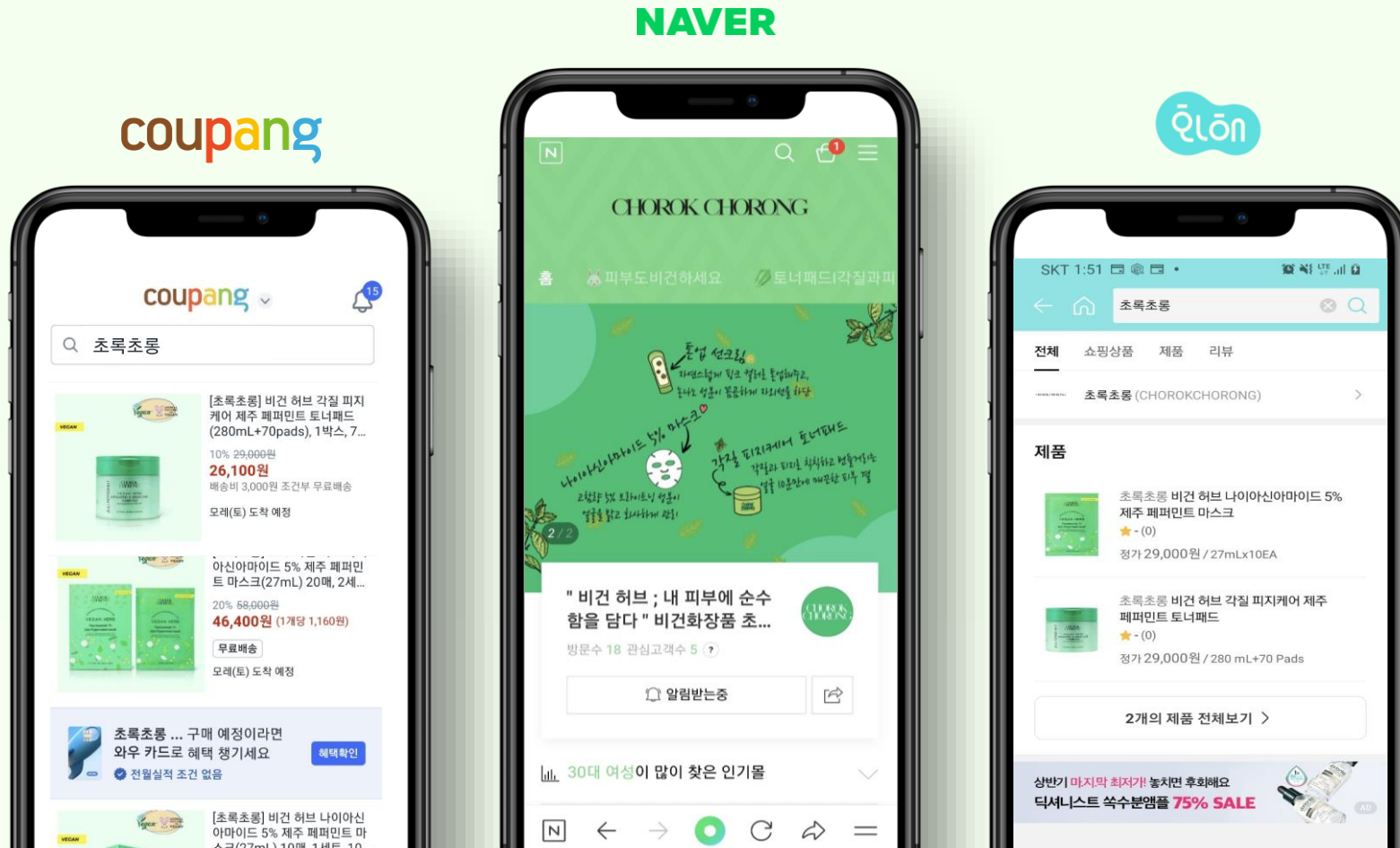
INFLUENCER REVIEWS & ON LINE MARKETING

We are conducting online marketing through Naver SA, DA, beauty influencer blog (VIEW), and SNS (Meta, Instagram)



SALES CHANNELS

We are expanding our sales channels, focusing on online shopping malls such as open markets, select shops, and review platforms, as well as overseas exports.



GLOBAL EXPANSION

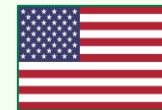
Currently, we have signed export contracts with five countries and are exporting (preparing for export)



- **Exporting Countries and Contract Months**



TAIWAN
Sep 2024



USA
Oct 2024



CHINA
Jan 2025



JAPAN
Feb 2025



VIETNAM
Mar 2025

INTERNATIONAL EXHIBITION JOURNEY

2025 COSME TOKYO

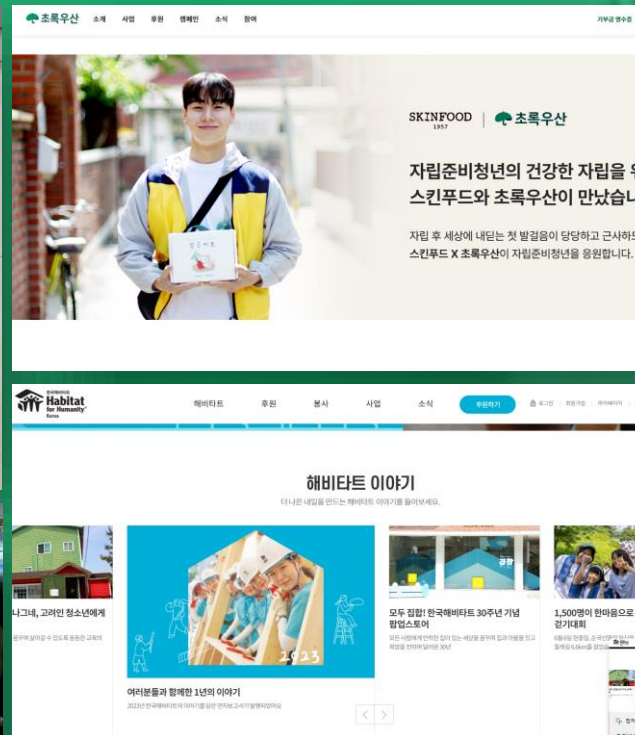


2024 COSME WEEK OSAKA



VOLUNTEER

CHOROKCHORONG supports vulnerable groups and young people preparing for self-reliance, and donates to animal protection organizations to promote animal welfare.





THANK YOU



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