

SO BASE

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The meaning of true skin care,
finding the answer in the base.

SO BASE

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finding the answer in the base.

SO BASE is a high functional skincare brand that aims to improve consumers' beauty lives by developing products with unique formulations and easy-to-use methods that are differentiated from existing products through skin-friendly natural ingredients and advanced technology.



Concentration on the Most Fundamental Value

In the flood of overflowing information and products, we focus on the importance of the original value of raw materials and ingredients that means the base.



Exploration of the Natural Base with Efficacy

We believe in the healing and restorative power and healthy energy of the nature, keep exploring new natural ingredients with true efficacy.



Technology that Maximizes the Power of Base

To maximize the power of the base provided by nature, we make dramatic synergy of natural ingredients and scientific technology.



Minimalism and Pragmatism Lifestyle

As minimalism with simple design and simplifying skincare steps, and pragmatism with convenience and easy usage, customers can choose our brand according to their lifestyle.



Aesthetic Balance of True Skin

To find the balanced beauty that comes from healthy skin itself, we propose a unique and special skin care routine that is skin-friendly and differentiated.

Ingredient

Joint research with ingredient R&D Lab to find skin-friendly new active ingredients



Formulation

Applying new advanced formulations differentiated from existing products



Effect

Immediate and visible anti-aging effect clinically proven



Way of Use

Suggesting new skincare steps and usage to improve skin condition



GLOBAL BUSINESS PARTNERS



USA



MEXICO



SWEDEN



CZECH REPUBLIC



SPAIN



TURKIYE



SAUDI ARABIA



KUWAIT



UNITED ARAB EMIRATES



NIGERIA



UZBEKISTAN



RUSSIA



MONGOLIA



CHINA

SO BASE



JAPAN



HONG KONG



THAILAND



VIETNAM



PHILIPPINES



MALAYSIA



SINGAPORE



INDONESIA



AUSTRALIA

SO BASE has discovered the potential of the global market, where K-Beauty is leading the trend and gaining high popularity beyond the domestic market.

As a result of our continuous efforts and the positive response of many overseas buyers to our products, we entered the global market, increasing new sales, strengthening business stability and branding power in overseas markets.

With trustworthy partnerships with global buyers, **SO BASE**'s products are exported to many global countries, including Asia, America, Europe, Russia, and Africa. At the same time, local marketing and sales are in progress, and we plan to support more active marketing and promotion.

Through innovative products, active global marketing, and brand strategies, we will provide consumers with **SO BASE**'s unique value and strengthen our brand identity to become a beauty company that leads K-Beauty in the global market.

PRODUCT

Collagen Anti-againg Line & Shine Muscat Line

Vegan collagen and peptides with wrinkle improvement, elasticity, and lifting effects

Shine Muscat's pore-reducing, sebum control, trouble-relieving effects



PRODUCT LINE

SO BASE is based on highly effective ingredients that are non-irritating to the skin and developed through extensive research. It offers a simple and easy skincare ritual that suits the busy lifestyle of customers

SO BASE

Collagen Anti-aging Line

Vegan collagen and peptides with wrinkle improvement, elasticity, and lifting effects

Shine Muscat Pore Care Line

Shine Muscat's pore-reducing, sebum control, trouble-relieving effects

STEP 1



SO BASE
COLLAGEN
BUBBLE TONER
150ml / 5.07 fl.oz

COLLAGEN BUBBLE TONER

Wrinkle reduction

Brightening

Dual functionality

STEP 2



SO BASE
COLLAGEN
REAL POWDER
DUAL SERUM

COLLAGEN REAL POWDER
DUAL SERUM

Wrinkle reduction

Brightening

Dual functionality

STEP 3



weVegan®
SO BASE
COLLAGEN
LIQUID CREAM
50ml / 1.69 fl.oz

COLLAGEN LIQUID CREAM

Wrinkle reduction

Brightening

Dual functionality

STEP 4



SEOUL AWARDS 2024
COLLAGEN
LIFTING VIBE
EYE CREAM
SO BASE
EYE CREAM
WITH DEVICE

COLLAGEN LIFTING VIBE
EYE CREAM

Wrinkle reduction

Brightening

Dual functionality

STEP 5



weVegan®
SO BASE
SHINE MUSCAT
SHINE STICK
SPF50+ PA++++
18g / 0.63 oz.

SHINE MUSCAT SHINE STICK
SPF50+ PA++++

UV Protection

Wrinkle reduction

Brightening

Triple functionality

EYE CREAM

COLLAGEN LIFTING VIBE EYE CREAM

Chosen for Excellent Product for Seoul Award 2024

Unique Eye Cream that Combines Collagen Eye Cream and a Vibrating Galvanic Device

Dual Functional Cosmetics for Wrinkle Improvement and Brightening
VOLUME 15ml (0.50 fl.oz)



- 60% Vegan Collagen, 300DA ultra-small molecule collagen, and collagen boosting peptide (SYN-COLL)
- 3,300 vibrations per minute of the galvanic vibration device maximize the absorption of active ingredients by 30% and give massage effect to exhausted, depressed eyes
- Maximizing massage effect applying the patented formulation like spider web to enhance elasticity by vibrations of the device (*Formulation Patent: Lipid-Hydrogel Nanosome)
- Highly effective ingredients for anti-aging around the eyes: Palmitoyl Tripeptide-5, Fig extract, Safflower Seed Oil, Evening flower oil, Cacao Seed Extract, Coptis root extract, Centella asiatica extract, Ceramide NP, Squalane, Shea Butter, Glycerin, Adenosine and Niacinamide
- With just one use, improving wrinkles around the eyes by 112%, skin density by 111.33% and lifting by 105.6% (*Clinically tested)
- Skin hypoallergenic tested for sensitive skin

More

COLLAGEN BUBBLE TONER

Easy to Apply Bubble Type Toner that is Absorbed Immediately without Dripping

Dual Functional Cosmetics for Wrinkle Improvement and Brightening
VOLUME 140ml (4.73 fl.oz.)



- 300DA ultra-small Molecule collagen, hydrolyzed collagen, and 7 kinds of peptide complex
- Natural cleansing power and rich foam of saponin soap grass leaf extracted by the ultra-sonic extraction technique, the technology of SO BASE
- Effects of exfoliation, antioxidation, wrinkle improvement, moisturization, and brightening from "SING GREEN", a natural compound of four ingredients (Shine Muscat, Green Apple, Green Plum, and Green Papaya) with the color of nature, green
- Effects of calming, relieving troubles and brightening from "LOC Complex", a naturally derived compound of Mandarin Extract, Safflower Extract, Sea Buckthorn Fruit Extract, Rice Bran Extract, Lactobacillus Lemon Peel-fermented Extract, and Lemon Water
- Subacid toner that is mild on the skin and balances oil and moisture making the skin comfortable without skin irritation

More

SERUM

COLLAGEN REAL POWDER DUAL SERUM

A Lifting Serum that Contains
Collagen Powder and Peptide
Serum in a Special Bottle

Dual Functional Cosmetics for Wrinkle Improvement and Brightening
VOLUME Serum 30g (1.05 oz.) / Powder 0.6g (0.02 oz.)



- Technically designed special dual container to store collagen powder and peptide serum separately and to mix just before use
- Powerful lifting effect of 100% pure collagen powder, AVA-certified vegan collagen, 300DA ultra-small molecule collagen, and collagen boosting peptide(SYN-COLL)
- Intensive moisturizing, wrinkle improvement and soothing effect of pink vitamin "Vitamin B12", ultra-small molecule hyaluronic acid "Oligo-HA", and hyaluronic acid
- Anti-glycation effect (preventing aging by sugar), a new anti-aging mechanism beyond anti-oxidation of "Carnosine Peptide" known as collagen anti-aging peptide to strengthen skin elasticity and improve complexion
- With just one use, improving wrinkles by 120.37%, elasticity by 113.33% and lifting by 104.2% (*Clinically tested)
- Skin hypoallergenic tested for sensitive skin

More



weVegan®

COLLAGEN LIQUID CREAM

Vegan-certified Product

Technically Liquefied Cream easy
to use by spraying for moisturizing,
firming and skin glow

Dual Functional Cosmetics for Wrinkle Improvement and Brightening
VOLUME 50ml (1.69 fl.oz.)



- Liquefied cream applied advanced technology "Two-Phase Nutritional Emulsification" that liquefies, stabilizes and divides cream into a highly concentrated cream layer and a serum layer
- Easy to use cream you can feel the deep nutrition and skin glow immediately the moment you spray it and that can be sprayed whenever your skin is dry or on top of makeup for glowing skin
- Elastic synergy with vegan collagen and collagen boosting peptide(SYN-COLL)
- Intensive moisturizing and soothing effects form vitamin B5 "Panthenol" know as moisture magnetic
- Nano liposome technology that maximizing absorption and efficacy of active ingredients
- Moisturizing, soothing and elasticity effects of natural ingredients: Gardenia extract, Centella asiatica extract, Fig extract, Ceramide NP, Raffinose, Pine dietary sulfur, Coptis root extract, Safflower seed oil, Evening primrose oil, Squalane
- With just one use, improving moisturization by 167.7%, skin glow by 142.4%, wrinkles by 114.3% elasticity by 112.8%, and lifting by 104.4% (*Clinically tested)
- Skin hypoallergenic tested for sensitive skin

More



SUN
STICK

weVegan®

SHINE MUSCAT SUN STICK

SPF50+ PA++++

Vegan-certified Product

Non-Sticky Moisturizing Sun Stick
with 15% Shine Muscat Extract

Triple Functional Cosmetics for Winkle Improvement,
Brightening and UV protection

VOLUME 18g (0.63 oz.)



- "Water Capture System", moist particles in micro capsules providing immediate hydration and cooling sensation
- Lightweight formula that helps wick away sweat and absorb excess oil with unique oil absorbing powders
- Patent ingredient "UB-PROTECTOR" with effect of blocking 'Blue Light' detrimental to your skin from smart phone, PC, TV etc.
- Effects of skin moisturization, soothing, and antioxidation from Sprout Complex Water(Hordeum Vulgare Leaf, Wheat Sprout, Camellia Sinensis Leaf), Hyaluronic Acid, Green Tea Water, Tocopherol, Madecassoside, Centella Asiatica, Panthenol, Apple Extract, Ceramide NP
- Applies high-priced, naturally derived fragrances that remind you of Shine Muscat of "EXPRESSION PARFUMES", the top global natural perfume company in France
- Easy to use twist-up, high quality bottle applied
- Skin hypoallergenic tested for sensitive skin

More



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The meaning of true skin care,
finding the answer in the base.

SO BASE pursues the natural beauty and aesthetic balance from healthy skin itself, through perfect synergy with naturally derived ingredients and advanced technology to maximize the effect of the base

