

**24-hour lasting
Innovative watercolor
lip tattoo**

Earlyance Brand and Product Brochure

#GROWTH

#TREND

#TARGET

#ABOUT

#HOWTO

+





EARLY RADIANCE

Company Overview

Company name	Tulib
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Brand	Earlyance
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address	52 Ewha Yeodae-gil, Seodaemun-gu, Seoul, Ewha Startup Open Space
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Earlyance

Natural Radiance

Infuse your everyday look with effortless vitality
일상의 얼굴에 자연스런 생기를 부여해드릴게요





Earlyance

Earlyance, a compound word of Early and Radiance,

As the brand name suggests, we pursue makeup that shines with the naturalness and health of childhood.

Give yourself a natural-looking makeup look.

Earlyance

Brand growth stages

2024.07 ~ 2025.02

Building brand awareness



- Generating initial customer interest Using crowdfunding
- (wadiz Lip Makeup Category Ranking 1st)
- Influencer Collaboration & Content Creation

2024.12 - 2025.01

Live commerce activation
Customer inflow



- Actively utilize of user-generated content (UGC)
- Check customer response through live commerce grip

2025.02-2025.05

Securing customer loyalty
Growing sales



- Brand official community & Hosting social media events and launching our shopping mall & Entry into domestic malls such as Kakao Makers

2025.03-2028

Global Expansion
Continuous Growth



- export to overseas markets & K-Beauty
- Utilizing Trends Cross-border e-commerce & Expand global SNS marketing

Watercolor Lip Tattoo Market Opportunity Analysis

Earlyance's Differentiation

Earlyance is not simply a brand that sells cosmetics, but a brand that solves everyday inconveniences and changes customers' lifestyles.



The market for long-lasting lip products is booming

- Opportunity to preempt the premium market with an annual growth rate of 6.8% and the domestic and international long-lasting market
- Lip Makeup Market Size in 2025 is Expected to be Over USD 3,200 Million



Consumer Trends Preferring Natural/Eco-Friendly Products

- Suitable for use with natural extracts
- Differentiated positioning possible with natural ingredients, natural coloring, and peel-off usage



Increase in lip tattoos, fillers and other related procedures

- It not only simply adds color to the lips, but also has the function of lip expansion and lip correction, meeting the needs of customers.



The number of consumers who want skin-friendly products that maintain long-lasting power and natural coloring power, especially among the MZ generation, is steadily increasing.

In addition, the need for products that can be corrected with makeup instead of procedures is growing stronger, and lip makeup products such as lip liners are being used not simply to color, but to correct the lip line and expand the lips. Because consumers want both safety and effectiveness, good ingredients and convenience are essential factors in choosing a product.

Domestic target

- 1) Housewives in their 30s and 40s who are raising children
- 2) Domestic women aged 25-54, busy office workers, housewives
- 3) Consumers with complex about their lips
- 4) Men and those who enjoy sports activities



The global long-lasting lip tint market size is estimated to be approximately \$2.71 billion in 2023 and is expected to grow to approximately \$4.89 billion by 2032. Lip stain is also listed as a main keyword on Amazon Beauty, but the number of domestic lip stains is small compared to the steady growth in the market size.

Based on this, Earlyance aims to expand sales on Amazon in the US based on the keyword 'lip stain'.

Overseas target

- 1) American consumers are sensitive to long-lasting lip trends
- 2) Southeast Asia is expected to have high demand for strong adhesion to water, sweat, and oil.
- 3) Japanese market with high preference for Korean cosmetics
- 4) The Middle East market is open to tattoos

Color line-up

wadiz best

1위

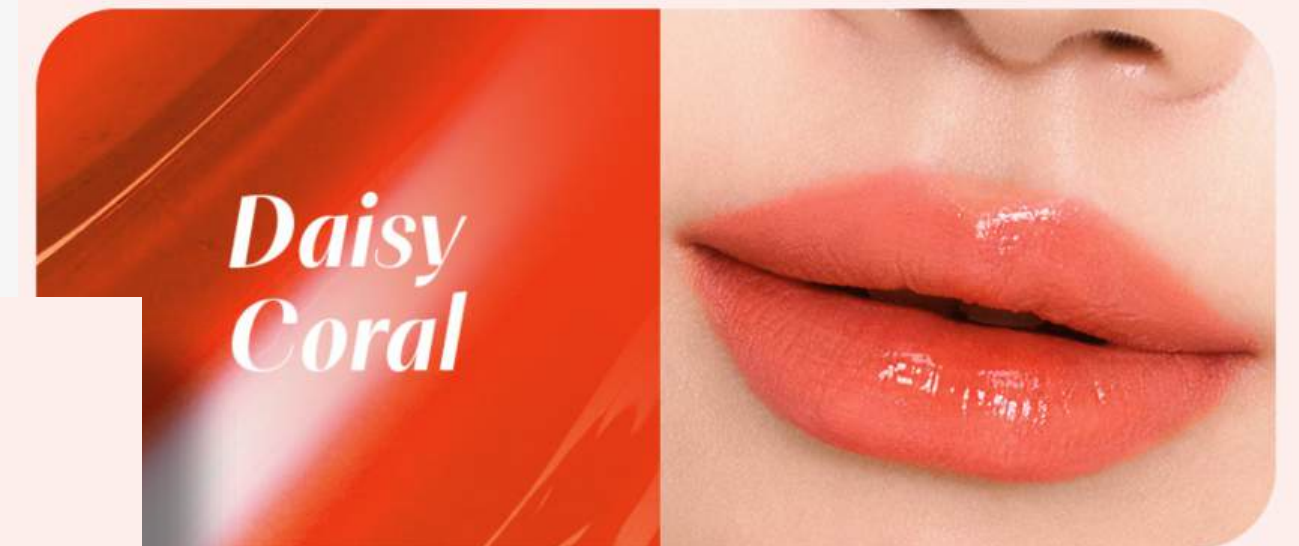
WADIZ

립 메이크업 부분

01 발레리나 핑크 청순함을 가득 머금은 듯한 핑크 컬러



02 데이지 코랄 열은 주황빛이 도는 코랄 컬러



03 브러쉬 레드 NEW 자연스러운 혈색감을 연출하는 뉴트럴 레드 컬러



Naturally expanded lip area
and clear lines, along with
a shortened philtrum, create a face
that looks younger

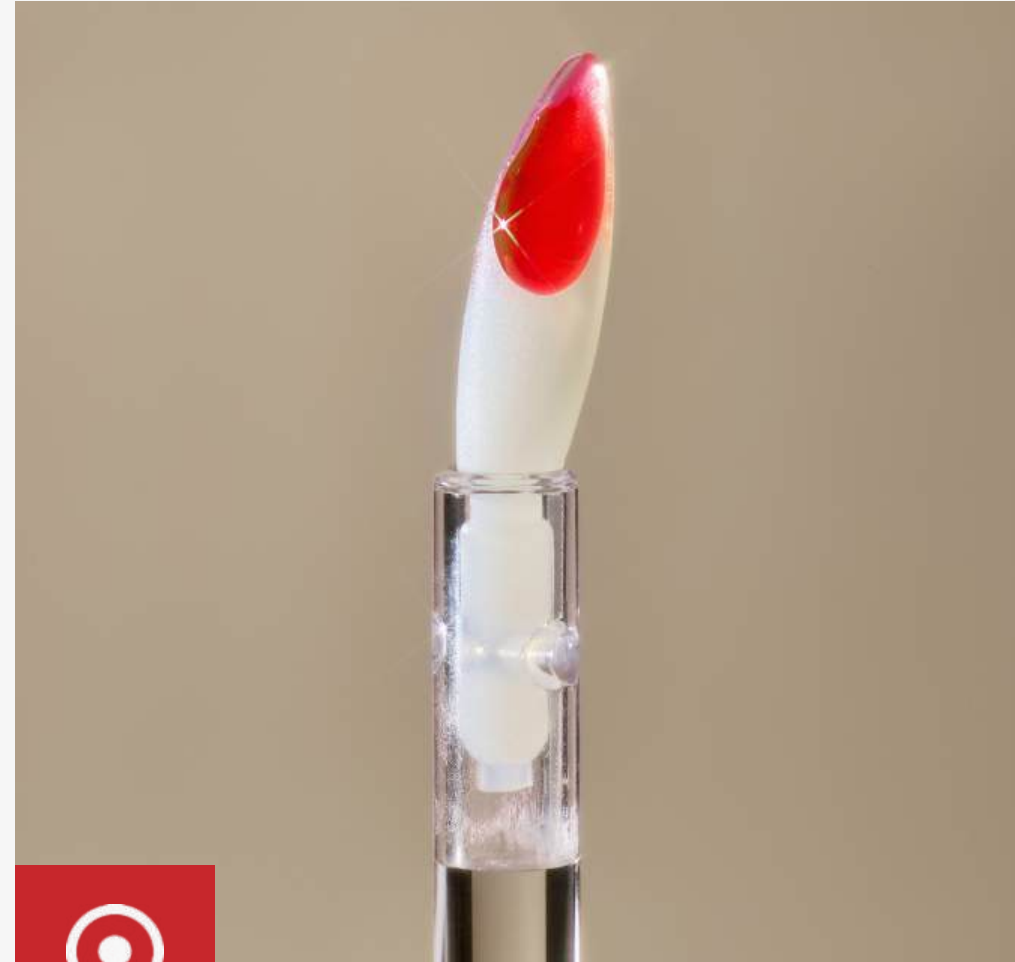
Make your lips look clear and bigger

functional differentiation



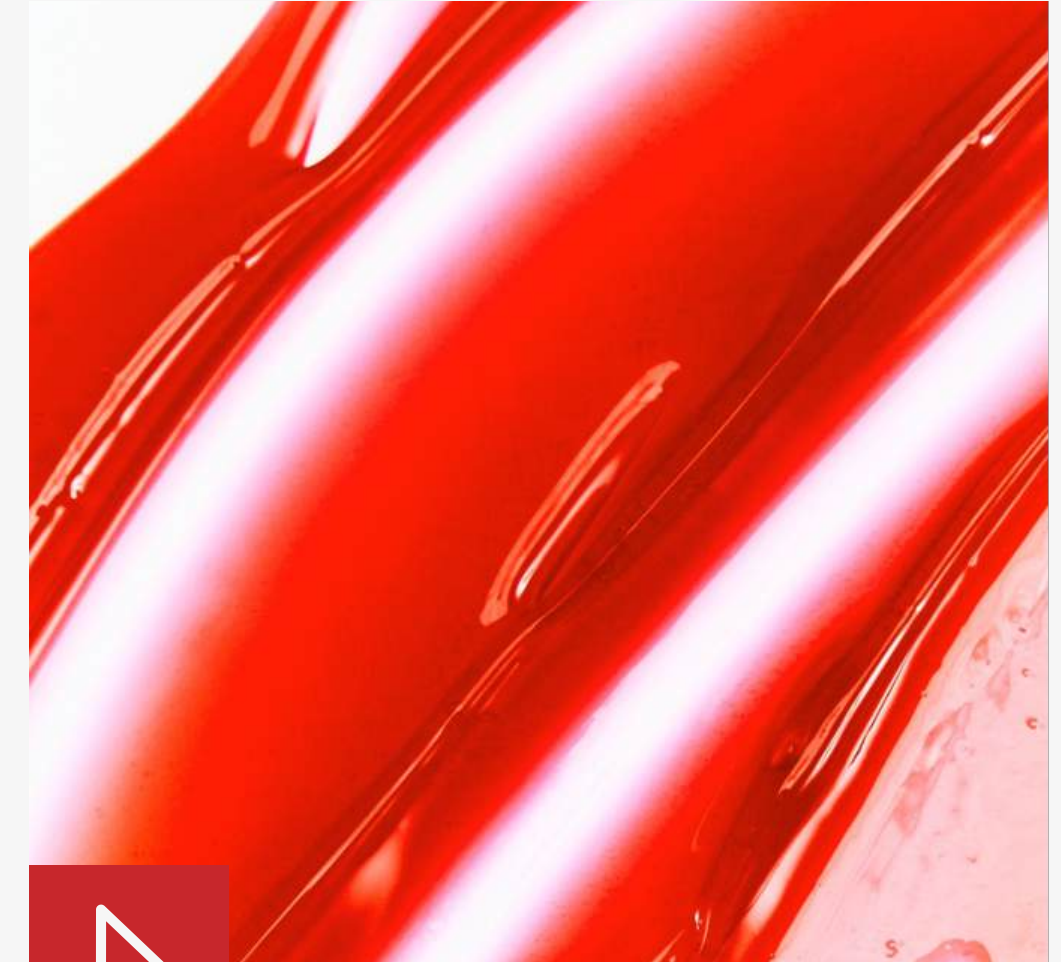
Watercolor lip tattoo concept

- Existing lip tattoos have strong color development and are stained in a blotchy way, but 'watercolor color development' naturally expands the lips, giving the effect of making the philtrum look shorter.



Differentiated tip shape for refined lines

- Compared to existing lip tattoo products, the tip design is sharper and allows for more delicate lip contour adjustment.



Improved spreadability and durability

- Existing lip tattoo products are often too thick to apply or lack staying power.
- Optimal non-sticky formulation + clinical differentiation for 24-hour lasting power

Customer Requirements Response Plan



Natural Color & Lip Extension Makeup

- Provides a natural extension effect of lip contour with soft watercolor coloring
- The existing product has unnatural boundaries



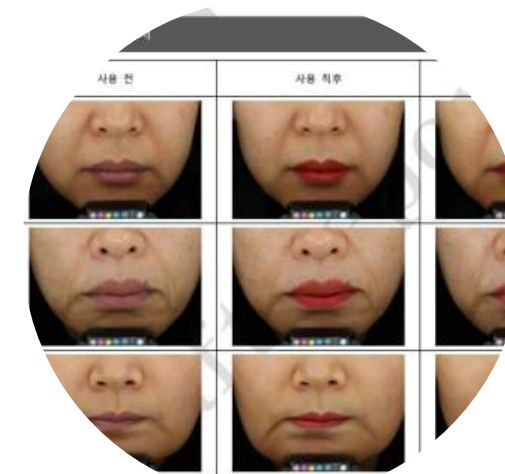
Sophisticated outlines Can be produced

- The sharp silicone tip allows for precise expression of even delicate areas such as the lip line and corners of the mouth.
- The existing tips make it difficult to draw fine lines.



Improved ease of use through improved formulation

- A formulation that maintains appropriate fluidity, applies smoothly and enhances adhesion



Clinically proven 24-hour longevity & non-irritating, plumping effect

- 24-hour continuous clinical test completed (P&K)
- Non-irritating and plumping function

Earlyyance's exclusive recipe & patented peel-off ingredients



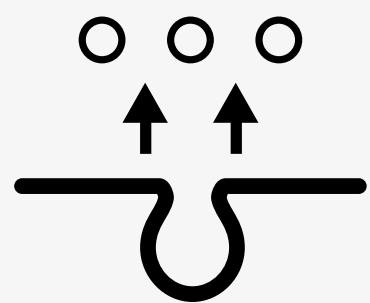
Pigment | Natural extract
Pink: Raspberry extract
Orange: Tangerine peel extract



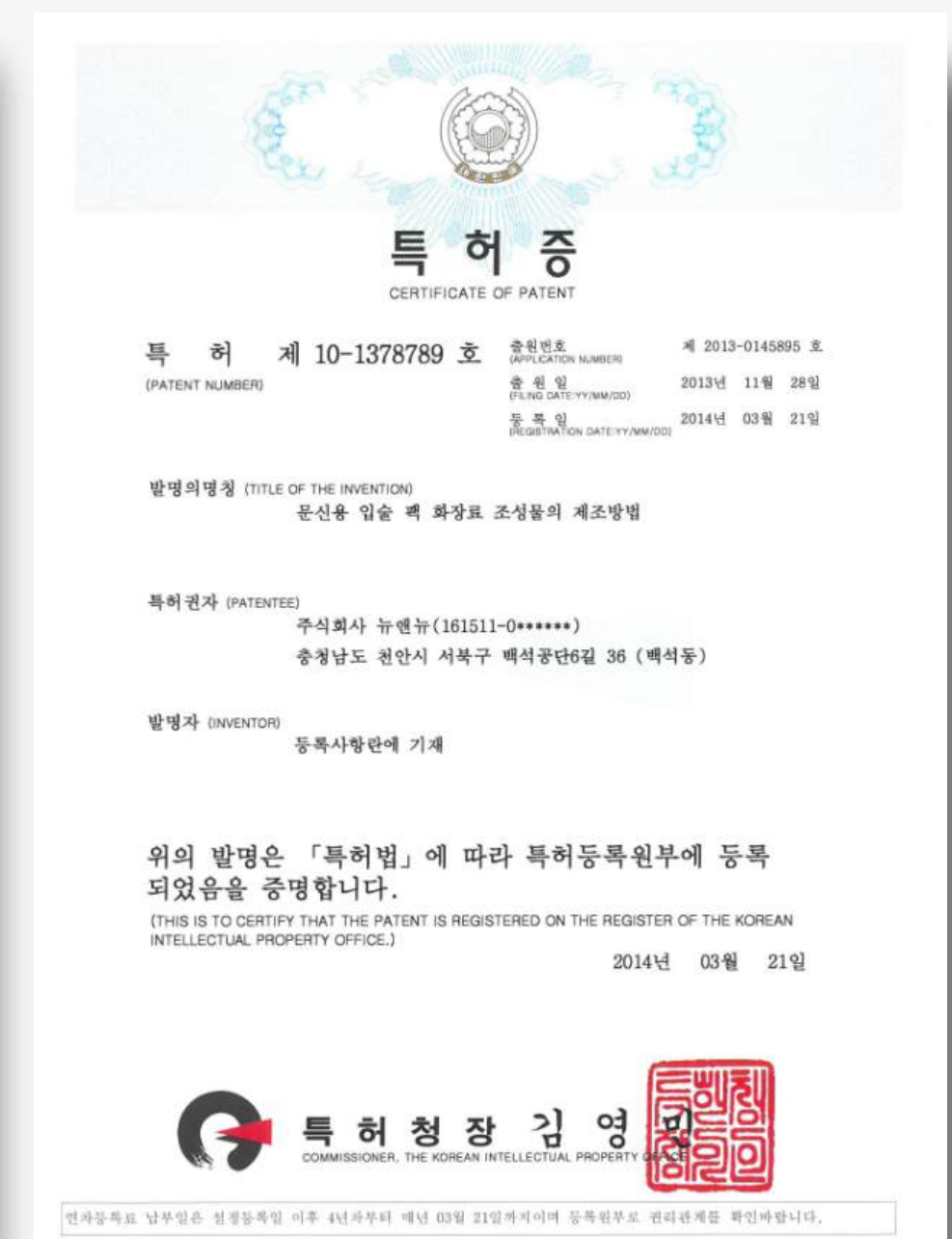
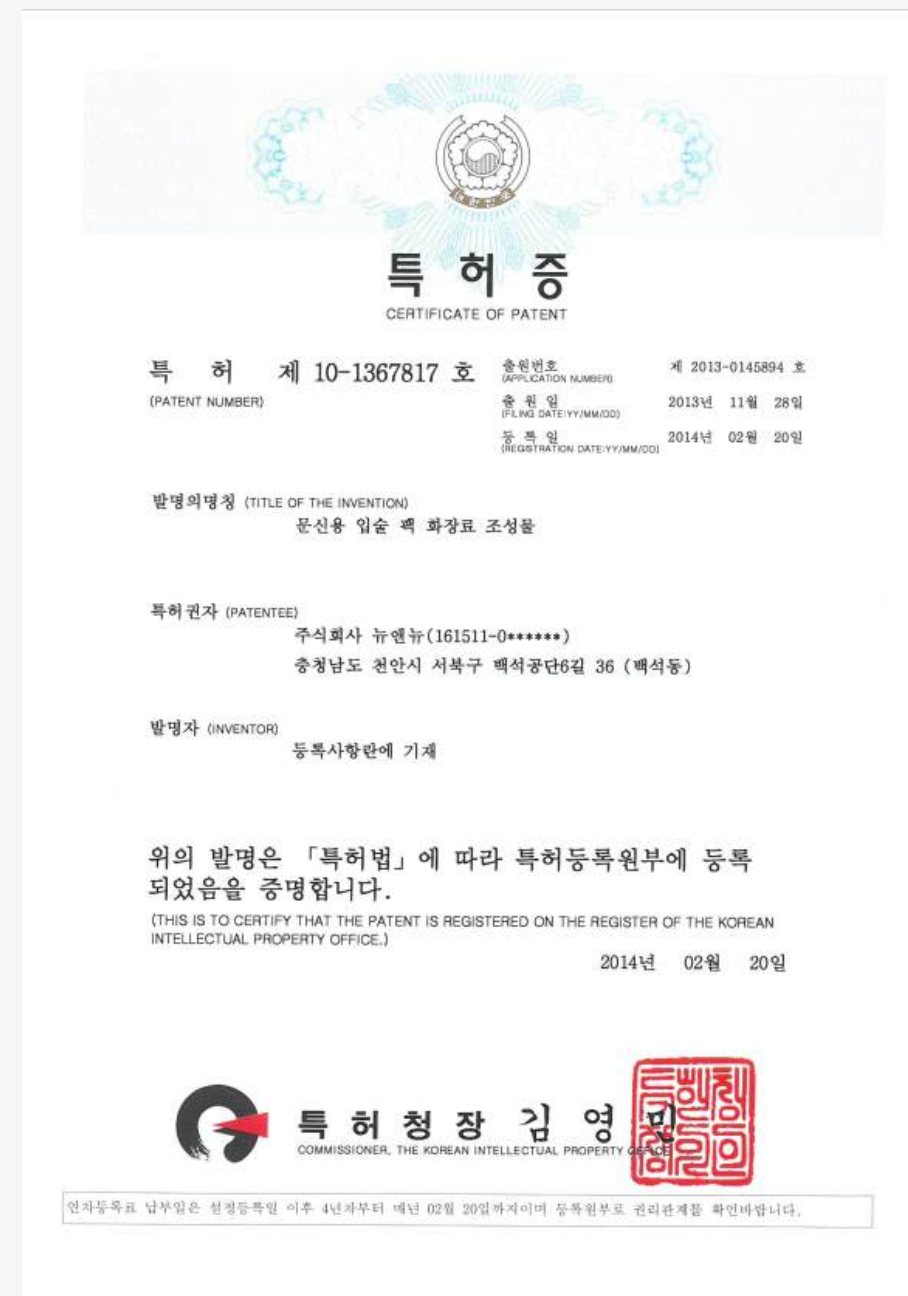
Plumping effect
Stimulating
Contains borphyrin



Lip Care | Anti-aging
Ingredients
Pink Plankton



Elasticity care |
Collagen
composition
Moisturizing care |
Hyaluronic acid



단, 10분이면 충분해요
24시간 지속되는 **립타투**



01

원래 입술 라인보다
살짝 확장하여
넓게 바르고



02

10~15분간
굳힌 후



03

음-파
가볍게 떼어내세요



04

남은 부분은 손으로
가볍게 떼어낸 후
오일까지 발라주면
글로시한 입술 완성

Give your face a more
natural makeup look.





Earlyance

We pursue natural makeup
and healthy skin care.

Earlyance

Thank you for reading

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