

Brand Overview



**A wellness lifestyle brand inspired by
the essence of Finland**

Torhop captures the tranquility and mystical sensibility of Finland. Rooted in Finnish traditions, Torhop brings the spirit of the sauna through its unique wash-off product line designed to offer a new kind of home spa experience that delivers moments of calm and restorative self-care.

Brand Launch: November 2021

2024 Annual Revenue: KRW 2 billion

2020 GMV (Gross Merchandise Volume): KRW 5.8 billion



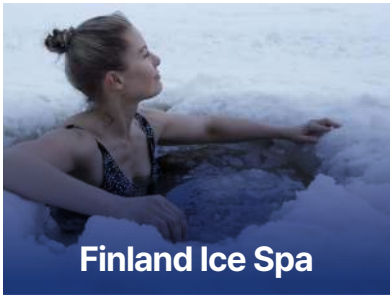
Brand Overview

“We offer a new experience unlike anything you've felt before”

Serene and mystical
spirit of Finland



Product Lineup

 Finland Smoky Sauna	We have recreated Finland's traditional sauna method, harnessing the heat of firewood and charcoal-heated stones. These products provide a refreshing, sauna-like experience.
 Finland Forest Spa	We recreate the refreshing atmosphere of the birch forests that cover over 70% of Finland's land, offering a unique experience that feels like a purifying forest bath.
 Finland Ice Spa	We recreate the cold atmosphere of the snow and ice that cover Finland, offering a unique experience with a refreshing and clear sensation, as if you're enjoying an ice spa.

Product Range
by Category

 Facial Masks (Wash-off Masks, Sleeping Masks, Sheet Masks, Pad Masks)
 Cleansers (Foam Cleansers, Cleansing Balms, Cleansing Milks, Cleansing Oils)
 Body Care (Body Wash, Body Lotion, Body Scrub)

Launched Product – Facial Pack Category

The original Finland-Sauna thermal salt pack Saunan Heating Salt Mask

OLIVE YOUNG

no.1

Ranked NO.1 in total sales at Olive Young

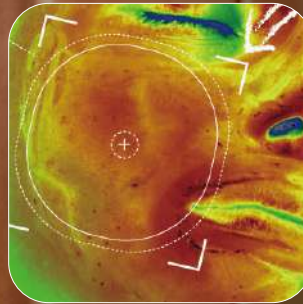
N 쇼핑

no.1

NO.1 in Scrub/Peeling category on Naver Shopping

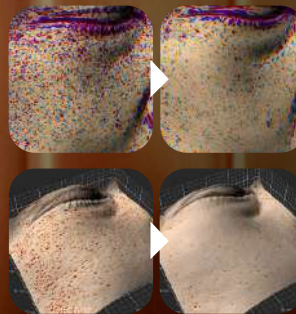
Point 01**Feel the True Heat of a Finnish Sauna**

This self-heating salt mask warms your skin by 16.7% instantly upon application, helping to flush out impurities just like a real sauna. Enjoy the comfort of a traditional salt sauna experience right from home.

**Point 02****After Just One Use, Clinically Proven 7-in-1 Pore Improvement**

Tested and verified through a 7-point clinical study, this mask effectively removes impurities from pores while visibly improving pore condition.

- 71% reduction in pore volume
- 53% reduction in pore density
- 55% reduction in pore count
- 91% reduction in total pore volume

**Point 03****130,000 Salt + 120,000 Sugar Grain
Refined for Skin Comfort**

*Primary Skin Irritation Test 0.00
-Certified Non-Irritating

With carefully calibrated particle processing, the salt and sugar grains in the Saunan Heating Salt Mask exfoliate effectively while minimizing irritation to the skin.



Launched Product – Facial Pack Category



60-Second Pore Detox with Black Charcoal Capsules Musta Conte Mask

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Point 01

Just 1 Minute, When It Turns Black, Your Pores Are Clean!

This innovative color-changing formula darkens as it absorbs sebum from deep within the pores. Watch the transformation unfold on your skin see the color change, feel the difference.

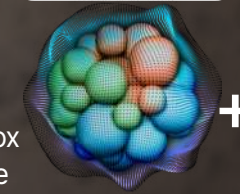


Point 02

The Secret Behind the Black Capsules That 'Eat' Sebum

To deliver deep, visible results, we've combined two types of clay with charcoal capsules for intensified detox power. Even on the busiest days, you can clear out pore impurities quickly and effectively in just one minute.

2 Types of Sebum-Absorbing Mud



+



Charcoal Capsules

Point 03

All-in-one Pore Mask for Blackheads, Whiteheads, and 7 Types of Pore Concerns

Clinically proven to improve 7 key pore concerns, this smart mask reduces buildup and impurities.

- 149% reduction in blackheads
- 120% reduction in whiteheads (based on 100% baseline before use)



Launched Product – Facial Pack Category

3-Step Overnight Tone-Up While You Sleep

Finlande Aurora Night Glow Mask



Point 01



20,000 Starlight Glow Capsules Infused with 8-Layer Hyaluronic Acid

When crushed, these radiant starlight capsules release a concentrated blend of aurora glow essence and 8 types of hyaluronic acid, spreading across your skin to deliver deep hydration and luminous radiance while you are sleeping.

Point 02



Dual-Action Brightening & Anti-Wrinkle Sleeping Mask

It brightens skin tone, smooths fine lines, and refines pores—all while you sleep, And also clinically proven 0.00 non-irritating.

Point 03



101% Brighter Skin After One Use — Whitening Sleeping Mask

Skip the cream! This mask uses a unique liquid crystal cholesterol technology, one of the skin's 3 essential components, to tone and firm your skin while you sleep. Just wake up visibly brighter and stronger!

- Skin tone improved by 101% (based on 100% baseline before use)

Launched Product – Facial Pack Category

No Cracking new-generation mud + collagen pack

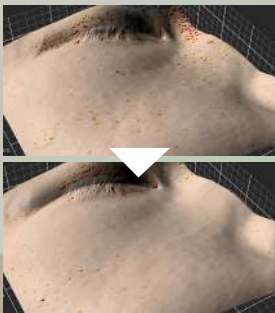
Loyly Green Mud Collagen Mask



Point 01

Moisturizing Finish with Vegan Collagen!

Say goodbye to the dryness of traditional mud masks. This formula features certified vegan collagen, a high-absorption, eco-friendly alternative that leaves your skin hydrated, bouncy, and healthy.



Point 02

+48% Skin Elasticity After Just One Use!

Powered by rich collagen and mineral mud, this mask improves skin elasticity by 48% in a single application. Clinically tested for 7 types of pore concerns, it's your all-in-one solution for firmer, smoother skin.

*Clinically proven for elasticity and 7-in-1 pore improvement



Point 03

180,000 ppm Dual Mud Blending

Formulated with two types of ultra-soft clay at 180,000 ppm, this blend delivers powerful impurity absorption while also calming and soothing the skin.

Launched Product – Cleansing Category



Gargle Away Sebum with Black Salt Foam

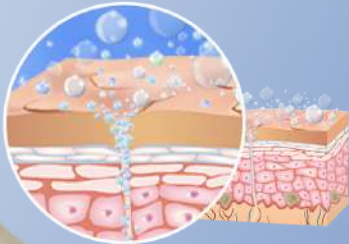
Kaamos Black Salt Foaming Cleanser



Point 01

The Secret of Black Salt Foam

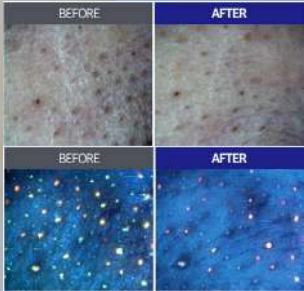
A powerful blend of 5,000 ppm ultra-fine charcoal powder and 350,000 ppm micro sea salt from New Zealand creates rich black bubbles packed with minerals, perfect for sebum absorption and pore purification.



Point 02

Micro Salt Foam That Deep-Cleans Pores

Salt bubbles enriched with natural minerals penetrate deep into pores to remove built-up impurities. The mineral content also supports firming care through a natural osmotic effect.



Point 03

Visible Results After Just One Use*

Clinically shown to reduce by just one use: Blackhead surface area by 134%, And Pore impurities by 147%.

*[KAMOS Black Salt Bubble Cleanser] Human Application Test Cleansing efficacy on blackheads and pore-clogging impurities (sebum) after a single use. Tested by TRUE Dermatology Clinical Trial Center (May 22, 2024) / 21 participants. Results may vary.

Launched Product – Cleansing Category

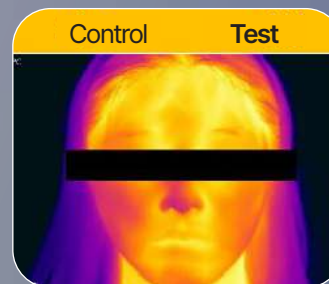
Gel meets steam: For a flawless makeup cleanse

Kaamos Black Salt Warm Steam Cleansing Balm

OLIVE YOUNG

no.1Ranked NO.1 in
cleansing sales at
Olive Young**Point 01****A Next-Gen, Bouncy Gel Type Cleansing Balm**

This soft, elastic gel balm blends water-and-oil-soluble ingredients for a gentle yet powerful cleanse. It clings closely to the skin, removes makeup effortlessly, and leaves your skin feeling hydrated, not greasy.

**Point 02****Gentle Pore Cleansing with Warm Salt & Charcoal Steam**

As you massage, a subtle warming sensation opens pores and melts away buildup. The mild heat helps lift out fine dust and deeply lodged impurities from the skin without harsh rubbing.

**Point 03****Dual Salt & Charcoal Formula-99% Impurity Removal**

Infused with 2,000 charcoal particles and dual-layered salt, this low-irritation gel balm draws out and clears away fine dust and impurities.

- Removes 99% of fine dust
- Eliminates 99% of impurities
- Clears sebum from pores by 118%
(based on 100% baseline before)

Launched Product – Cleansing Category

Gentle Yet Powerful Cleansing with Milky Protein* Care Proni Salt Peptide Cleansing Milk Oil

*'Protein' and 'Milk Protein': refers to the 13-peptide complex and milk protein extract included in the product

OLIVE YOUNG

no.1

Ranked NO.1 in
cleansing sales at
Olive Young

Point 01

Milk-to-Oil Transformation

A refreshing new take on cleansing textures—this lightweight milk melts into a silky oil as you massage, delivering the softness of milk and the deep-cleansing power of oil in one transformative formula.

Point 02

Mild Barrier Care with Salted Milk Protein

Infused with high-purity milk protein to hydrate and nourish while protecting the skin barrier. A complex of 13 peptides further boosts moisture and elasticity, making this a gentle yet intensive cleansing milk oil for sensitive skin.

Point 03

Triple European Oil Blend for Deep Cleansing

Formulated with a blend of two European botanical oils and Swedish oat kernel oil, this cleanser lifts away everything from heavy makeup to deep-seated pore impurities.

- 94% removal of foundation, eyeliner
- 95% removal of pore-clogging debris
- 96% removal of sunscreen and lipstick

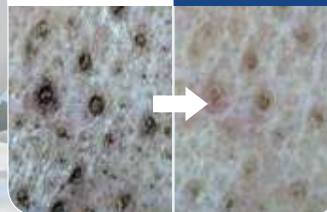


Contains
milk protein
extract

With 13
types of
peptides

Before Use

After 1 Use



Launched Product – Cleansing Category

2-Way Peeling-to-Foam Cleanser Proni Milk Protein* Pack Cleanser

*'Protein' and 'Milk Protein': refers to the 13-peptide complex and milk protein extract included in the product

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Olive Young

Point 01

All-in-one solution: Pack, Cleansing & Peeling

1. Pore care: Milk protein pack massage
2. Texture refinement: Gommage massage with protein clusters
3. Daily cleansing:
Creamy protein foam wash



Point 02

Gentle pore-deep care for sebum & dead skin cells

Ceramides and rich minerals within milk protein work to soften and dissolve sebum and dead skin buildup, while providing mild hydration and soothing care for dry, sensitive skin.

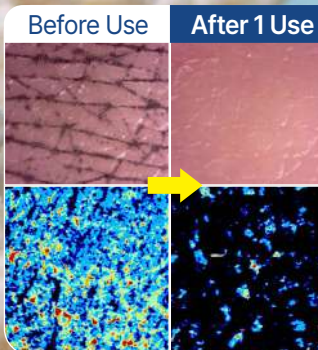


Point 03

From Nourishing Nordic Naturals to Advanced 4HA Care

Formulated with Swedish oat kernel oil and Finnish birch sap, blended with AHA, BHA, PHA, and LHA for complete cleansing and refined skin in one step.

- Removes 150% of dead skin cells
- Removes 99.9% of fine dust
- Eliminates 119.1% of pore impurities
- Primary skin irritation test: 0.00 (Non-irritant)
(based on 100% baseline before)



Launched Product – Accessories Category



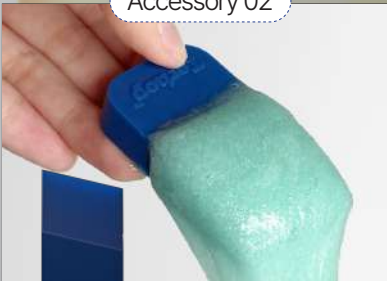
Accessory 01



Convenient Brush Lapio

A dedicated brush designed to apply Torhop's mask products more evenly and effectively

Accessory 02



Mini Brush Pieni

A compact and portable brush for convenient, precise application of Torhop masks, perfect for travel

Accessory 03



Spa Headband Kupla

A soft, non-pulling headband designed for comfort while using facial masks keeping hair back without tension

Accessory 04



Seasonal Gift Bag

Paper gift bags with seasonal designs, making it easy to present Torhop products

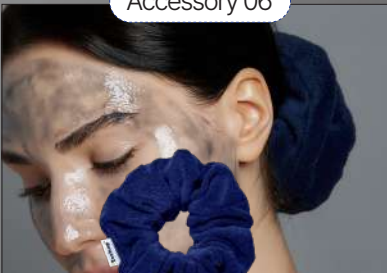
Accessory 05



Travel-Size Mask Container

A convenient container for carrying a portion of your mask products while traveling, perfect for on-the-go skincare.

Accessory 06



Torhop Scrunchie

A soft, microfiber hair scrunchie made with care for a gentle, tangle-free hold during your skincare routine.

Designed by Torhop

Product Development Roadmap

Category	Line	Benefit	Product Name	2021	2022	2023	2024	2025	2026
Facial Mask	Smoky Sauna	Pores, Sebum Control	Saunan Heating Salt Mask						
	Forest Spa	Soothing, Firming	Loyly Green-mud Collagen Mask						
	Smoky Sauna	Pores, Sebum	Musta Conte Mask						
	Ice Spa	Hydration, Tone-Up	Finlande Aurora Night Glow Mask						
	Forest Spa	Soothing, Pores	Mask						
	Forest Spa	Soothing, Nourishing	Pad						
Cleansing	Smoky Sauna	Pores, Sebum	Kaamos Black Salt Foaming Cleanser						
	Smoky Sauna	Pores, Sebum	Kaamos Black Salt Warm Steam Cleansing Balm						
	Forest Spa	Hydration, Nourishing	First Cleanser						
	Forest Spa	Hydration, Nourishing	Second Cleanser						
Body Care	Smoky Sauna	Pores, Sebum	Body Wash & Lotion Set						
	Forest Spa	Hydration, Nourishing	Body Wash & Lotion Set						
	Smoky Sauna	Pores, Sebum	Bath Salt						
	Forest Spa	Hydration, Nourishing	Bath Salt						
	Smoky Sauna	Pores, Sebum	Body Scrub						
	Forest Spa	Hydration, Nourishing	Hand Cream						
	Forest Spa	Hydration, Nourishing	Lip Mask						
Skin Care	Ice Spa	Soothing, Radiance	Serum						
	Forest Spa	Hydration, Nourishing	Cream						