

# FINDIVE

HIGH EFFICACY · HIGH PURITY · HIGH CONCENTRATION

BRAND INTRODUCTION



# FINDIVE

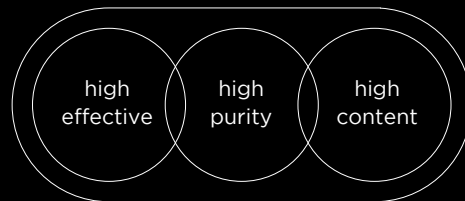
FINDIVE'S STORY

**FIND** | Beneficial Ingredients for Your Skin

**DIVE** | Committed to Deep Research and Focus

**FINDIVE**

The mission of FINDIVE is to deliver healthy benefits to the skin through principles of high efficacy, high purity, and high concentration.



## Slow

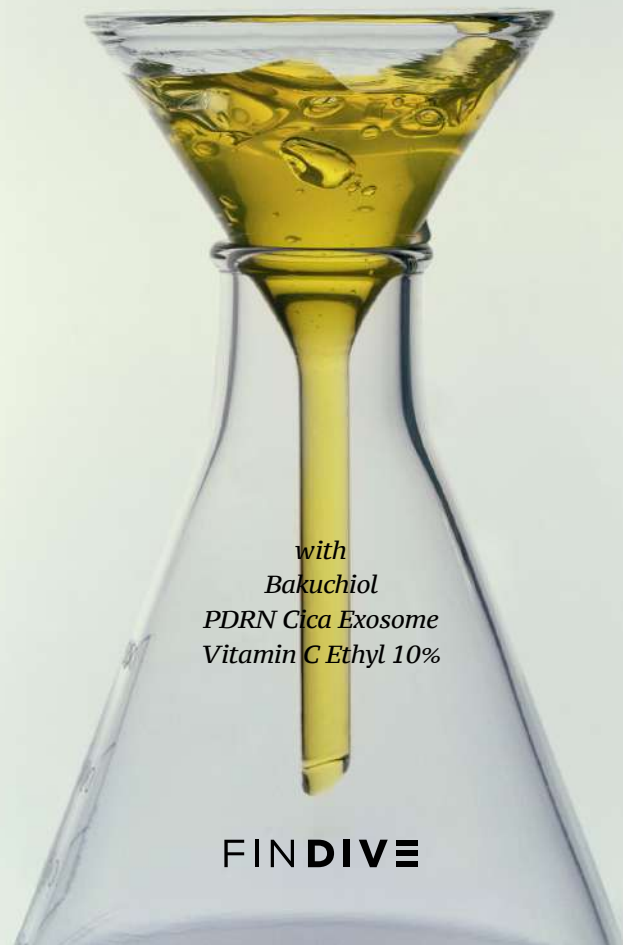
We have meticulously invested time in selecting the right ingredients and stabilizing the formulation to deliver a highly concentrated formula that brings visible transformation to your skin.

## Sustainable

We develop Eco-friendly products infused with the value of coexistence, promoting a sustainable life in harmony with the Earth.

## Sincere

We are committed to sincere formulations by eliminating unnecessary ingredients that irritate the skin.



with  
*Bakuchiol*  
*PDRN Cica Exosome*  
*Vitamin C Ethyl 10%*

**FIND DIVE**

FIND DIVE

BRAND OVERVIEW

FIND DIVE

A personalized home care routine that  
protects and enhances your skin's  
health balance better than yesterday

BETTER CARE

CARING ME

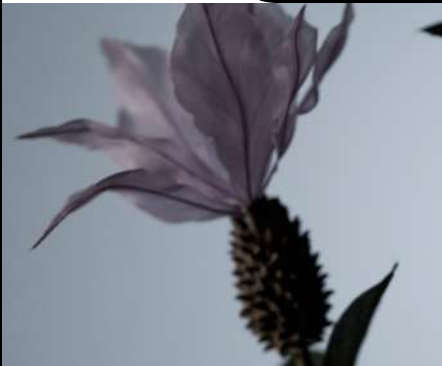
TOUCH ME

BETTER ME

Your unique line, color, and texture  
a beautiful discovery of yourself

FIND ME

## Vision



In a rapidly changing world, our mission is to cultivate a healthy vitality that shines with its own beauty.

We find the answer in pure, wholesome ingredients and synergistic formulations that maximize their efficacy delivering true skin wellness.

## Philosophy



True beauty begins with self-respect and belief. Those who love and embrace their unique lines, colors, and textures shine the brightest.

This is the essence of Korean beauty—a standard that resonates globally.

## Core



A skincare philosophy rooted in resilience and purity—awakening your innate beauty. Through honest, unadorned care that nourishes both body and mind, we redefine beauty as holistic wellness.

## PRODUCT LINE UP

| BAKUCHIOL



## PRODUCT LINE UP

| PDRN CICA EXOSOME



## PRODUCT

| VITAMIN C ETHYL



PRODUCT LINE UP | BAKUCHIOL INTRODUCTION

01 SKIN CARE  
DAILY

02 LIP CARE

03 SUN CARE

04 AFTER CARE  
SPECIAL

05 CLEANSING



BAKUCHIOL LIPOSOME  
AMPOULE TONER  
150ml ₩34,000



BAKUCHIOL  
TONING AMPOULE  
30ml ₩48,000



BAKUCHIOL  
AMPOULE CREAM  
30ml ₩42,000



BAKUCHIOL LIPOSOME  
AMPOULE MIST  
100ml ₩32,000



BAKUCHIOL  
AMPOULE LIP MASK  
8g ₩32,000



BAKUCHIOL  
AMPOULE SUN  
30ml ₩38,000



BAKUCHIOL  
AMPOULE IN MASK  
200ml ₩78,000



BAKUCHIOL  
COLLAGEN BOOSTER MELTING MASK  
30g x 5ea ₩27,000



BAKUCHIOL ENZYME POWDER  
VITAMIN C CLEANSER  
40g ₩30,000

PRODUCT LINE UP | PDRN CICA EXOSOME INTRODUCTION



PDRN CICA EXOSOME  
BUBBLE TONER  
150ml ₩34,000



PDRN CICA EXOSOME  
SERUM  
50ml ₩54,000



PDRN CICA EXOSOME  
STEMCELL LIPSOME CREAM  
50ml ₩42,000



PDRN CICA EXOSOME  
SERUM IN MASK  
200ml ₩78,000



PDRN CICA EXOSOME  
CARE MASK  
30g x 8ea ₩38,000

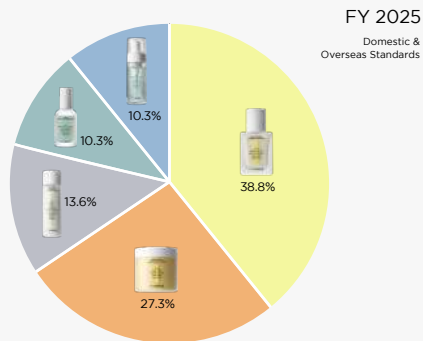


VITAMIN C ETHYL 10%  
SERUM TREATMENT  
30ml ₩48,000

## \* Sales status by product

Specific gravity(%)

## TOP 5



Since 2021 38.8%

BAKUCHIOL TONING AMPOULE 30ml

Since 2021 27.3%

BAKUCHIOL AMPOULE IN MASK 200ml

Since 2023 13.6%

BAKUCHIOL LIPOSOME AMPOULE TONER 150ml

Since 2024 10.3%

PDRN CICA EXOSOME SERUM 50ml

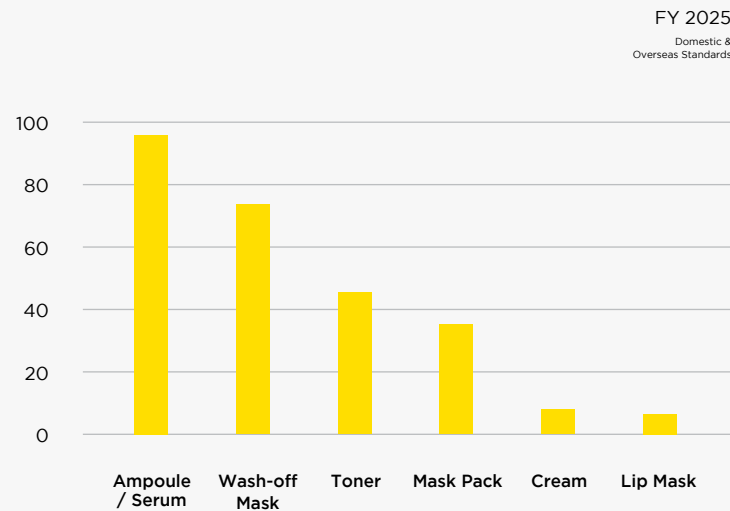
Since 2024 10.3%

PDRN CICA EXOSOME BUBBLE TONER 150ml

## \* Sales status by category

Sales proportion(%)

## Category





## GLOBAL NETWORK

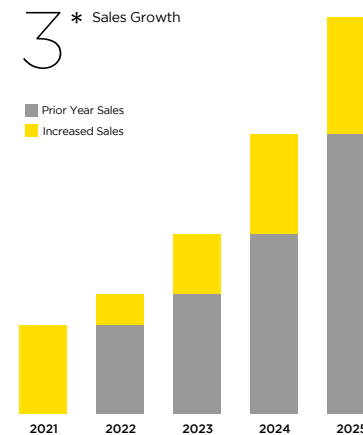


Based on the principles of high efficacy, high purity, and high concentration ingredients, along with proprietary technologies and localization strategies, we are continuously expanding our sales in the global market, including the United States, and maintaining strong growth overseas.

United States, Russia, China, Taiwan, Hong Kong, Malaysia, Iran, Singapore, Nepal, Japan, Vietnam, Thailand, Uzbekistan, Greece, Norway, Spain, Mexico, Jordan, Laos

2025'  
MoCRA completes  
CPNP certification

FINDIVE Sales Growth Projected for 2021-2025



\* Compared to 2021

# FINDIVE

High Efficacy · High Purity · High Concentration

Clinically proven effects through 45 types of human application tests across 8 products

Patented purification technology for high-purity Bakuchiol



1

## High Efficacy · High Purity · High Concentration

- Low-irritation retinol alternative: 3% Bakuchiol
- Skin regeneration from salmon DNA: 1% PDRN
- Whitening booster: 10% Vitamin C Ethyl

2

## Clinically proven effects through 45 types of human application tests across 8 products

- Improves dark spots and deep-layer melanin
- Reduces blemishes and enhances skin clarity
- Minimizes pores and improves skin elasticity
- Provides up to 100 hours of hydration
- Enhances antioxidant activity

3

## Patented purification technology for high-purity Bakuchiol

- Proven skin improvement efficacy
- Inhibits wrinkle formation
- Long-lasting moisturizing effect



## High-purity Bakuchiol Refinement Invention

### FINDIVE BAKUCHIOL

#### Patent Application

**【 Patent Application Number 】**

1-2025-041546-8

**【 Inventor 】**

Findive Co., Ltd.

**【 Title of Invention 】**

Method for Purifying High-Purity Bakuchiol and  
Cosmetic Composition Containing the Same

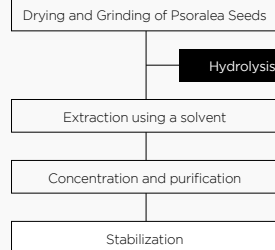
**【 Effects of the Invention 】**

The purification method for high-purity bakuchiol according to the present invention can effectively remove impurities from bakuchiol and demonstrate high purification efficiency.

Due to the stabilization process, the oxidation and UV stability of bakuchiol can be improved. Enhanced purification capability ultimately leads to increased productivity of high-purity bakuchiol. Furthermore, when bakuchiol purified by the method of the present invention is used in cosmetic compositions, it exhibits excellent effects such as skin improvement, wrinkle growth inhibition, and long-lasting moisturizing.



#### High-purity Bakuchiol Stabilization Process \*





## BAKUCHIOL TONING AMPOULE

Bakuchiol 3%, Myrciaria Dubia Fruit Juice 74%

a plant-based alternative to retinol,  
3% highly concentrated ampoule of bakuchiol extracted from Bogolji seeds

### POINT 1

Slow-Aging  
Synergy Ingredients  
Combination

### POINT 2

Hypoallergenic  
Retinol Alternatives  
Maximum content  
Bakuchiol 3%

### POINT 3

Completion of 5 clinical trials  
U.S. Patent  
High purity Bakuchiol

SIZE : 30ML - 1.21 FL.OZ

MSRP : ₩48,000

Launched in Apr 2021



## BAKUCHIOL AMPOULE IN MASK

Bakuchiol 5000ppm, 3-O-Ethyl Ascorbic Acid 1%, Adenosine, Panthenol

Plant-based collagen boosters filled with transparent light  
a cream mask that contains the nutrition of ampoules

### POINT 1

### POINT 2

### POINT 3



Whitening & wrinkle  
improvement functionality  
Synergy Ingredients  
Combination

1% 3-O-Ethyl Ascorbic Acid  
To Help Bacuchiol  
Synthesis Of Collagen

Wash-off & Sleep Pack  
2-way Utilization

SIZE : 200ML - 6.76FL.OZ

MSRP : ₩78,000

Launched in Oct 2022



## BAKUCHIOL LIPOSOME AMPOULE TONER

Liposome Bakuchiol, Natural Protector 2%, Liposome Squalane 1% ,  
Allantoin, Psoralea Corylifolia Fruit Extract

If you apply it once, it's toner

If you apply it twice, it's ampoule treatment

### POINT 1

### POINT 2

### POINT 3



Liposome bakuchiol and  
Synergy Patent Ingredients  
Combination

quadruple pores and  
improved moisture on the  
outside and inside  
Completion of clinical trials

antioxidant effect  
In-vitro Efficacy  
Assessment Completed

SIZE : 150ML - 5.07 FL.OZ

MSRP : ₩34,000

Launched in Sep 2023



## BAKUCHIOL AMPOULE CREAM

Bakuchiol 1%, Tripeptide 1%, Centella Asiatica Leaf Water 49%,  
Aloe Barbadensis Leaf Extract 18%, Ceramide

Slow-Aging

Instant fine wrinkle improvement mechanism

POINT 1

POINT 2

POINT 3



Instant fine wrinkle  
improvement  
Deep wrinkle improvement  
after 4 weeks

Underwent clinical trials  
showing skin density  
improvement  
Microfluidizer method

Skin application test for intense  
hydration lasting 100 hours  
Dermal Irritation Index 0.00  
Completed hypoallergenic skin test

SIZE : 30ML - 1.01 FL.OZ

MSRP : ₩42,000

Launched in May 2023

100  
Hours



Natural collagen  
Bakuchiol

Hydrates

Wrinkles

Smooths

Illuminates

## BAKUCHIOL COLLAGEN BOOSTER MELTING MASK

Bakuchiol, AQUAXYL[Synergy Patent Ingredients],

Collagen Extract 63%, Lactobacillus

30g bottle of highly concentrated collagen ampoule with one mask

POINT 1

POINT 2

POINT 3



Bakuchiol and  
Synergy Patent Ingredients  
Combination

Completed human application  
tests for four types  
of pores, wrinkles, cheek lifting,  
and skin density

antioxidant effect  
In-vitro Efficacy  
Assessment Completed

SIZE : 30G - 1.05 oz x 5EA

MSRP : ₩27,000

Launched in Sep 2023





## BAKUCHIOL AMPOULE LIP MASK

Bakuchiol, 8-Peptides, Shea Butter 9 %, Lavender Oil, Volufiline, Ceramide

lip aging accelerated by dryness

Moisturizing elasticity from the inside

POINT 1

POINT 2

POINT 3



Lips volume, anti-aging  
Synergy Ingredients  
Combination

a plant-based  
collagen booster  
bakuchiol

Intensive moisturizing care  
Moist multi balm

SIZE : 8G / 0.28 OZ

MSRP : ₩32,000

Launched in Dec 2023

## BAKUCHIOL LIPOSOME AMPOULE MIST

Liposome Bakuchiol 1%

POINT 1

POINT 2

POINT 3



FINDIVE's  
Ingredient Layering with  
Proprietary Formulation

Patent Pending  
Innovation in High Purity  
Bakuchiol Refinement

Liposome Method  
Fine Mist  
Ampoule Care

SIZE : 100ML - 3.38 FL.OZ

MSRP : ₩32,000

Launched in Oct 2025





## BAKUCHIOL AMPOULE SUN

Bakuchiol 5000ppm, Dermatic AC3[a sebum-relieving patent],  
Daisy Flower Extract, Bisabolol, Tomato Fruit Extract

Ampoule and sunscreen combination  
Everyday antioxidant management beyond sunscreen

### POINT 1

Antioxidant sun care  
5 Patent Ingredients

### POINT 2

hypoallergenic  
collagen booster  
bakuchiol 5000 ppm

### POINT 3

Proven UV Protection Index  
Completion of clinical trials

SIZE : 30ML - 1.21 FL.OZ

MSRP : ₩38,000

Launched in Mar 2022

Clear aging care with an enzyme cleanser

## BAKUCHIOL ENZYME POWDER VITAMIN C CLEANSER

BAKUCHIOL  
ENZYME POWDER  
VITAMIN C CLEANSER

with  
*Bakuchiol*  
*Pure Vitamin C 4.5%*  
*Vitamin E*  
*Betaine 2%*  
*Probiotics*  
*Ceramide*  
*Papain*

FINDIVE

POINT 1

POINT 2

POINT 3



FINDIVE Ingredient Layering  
Proprietary Blend

Double-Core Shell  
Vitamin C Capsule Coating

Micro Bakuchiol  
Enzyme Powder Wash

SIZE : 40ML - 1.41FL.OZ

MSRP : ₩30,000

Launched in Jul 2025

## BAKUCHIOL SKIN CARE DUO SET

· FINDIVE Bakuchiol Liposome Ampoule Toner ..... 150 ml / e 5.07 fl. oz.  
[Dermatologist Tested]

+ Bakuchiol + EGF + Collagen + Natural Protector 2%

· FINDIVE Bakuchiol Toning Ampoule ..... 30 ml / e 1.01 fl. oz.  
[Dermatologist Tested]

+ Bakuchiol 3 % + Pure Vitamin C + Vitamin E + Alpha-Bisabolol

SIZE : 150ML - 5.07 FL.OZ / 30ML - 1.01 FL.OZ

MSRP : ₩82,000

Launched in Mar 2024





## BAKUCHIOL SKIN CARE TRIO SET

· FINDIVE Bakuchiol Liposome Ampoule Toner ..... **150 ml / e 5.07 fl. oz.**  
[Dermatologist Tested]

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+ *Bakuchiol*      + *EGF*      + *Collagen*      + *Natural Protector 2%*

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· FINDIVE Bakuchiol Toning Ampoule ..... **30 ml / e 1.01 fl. oz.**  
[Dermatologist Tested]

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+ *Bakuchiol 3 %*      + *Pure Vitamin C*      + *Vitamin E*      + *Alpha-Bisabolol*

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· FINDIVE Bakuchiol Ampoule Cream ..... **30 ml / e 1.01 fl. oz.**  
[Dermatologist Tested]

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+ *Bakuchiol 1 %*      + *Liftderm 2000 1 %*      + *Triple Collagen Complex*      + *Amino Acid Complex*

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SIZE : 150ML - 5.07 FL.OZ / 30ML - 1.01 FL.OZ / 30ML - 1.01 FL.OZ

MSRP : ₩124,000

Launched in Mar 2024



## PDRN CICA EXOSOME SERUM

PDRN(Sodium DNA) 1%, Melaway™ 1 %

Soothing Regenerative Care for Intensive Nutrition on Stimulated Skin

POINT 1

POINT 2

POINT 3



Soothing Regenerative  
Complex Solution

PDRN(Sodium DNA) 1%  
Melaway™ 1 %

Slow aging Completion  
of human application test

SIZE : 50ML - 1.69 FL.OZ.

MSRP : ₩54,000

Launched in Sep 2024



## PDRN CICA EXOSOME BUBBLE TONER

PDRN(Sodium DNA) 1000ppm, Melaway™ 1 %

The first step in regenerative care where microbubbles soothe irritated skin and wake up the natural power of the skin

### POINT 1



Soothing Regenerative  
Complex Solution

### POINT 2

PDRN 1000ppm  
Melaway™ 1 %

### POINT 3

Slow aging Completion  
of human application test

SIZE : 150ML - 5.07 FL.OZ.

MSRP : ₩34,000

Launched in Sep 2024



## PDRN CICA EXOSOME SERUM IN MASK

PDRN(Sodium DNA) 5000ppm, Niacinamide 5 %

Soothing Regenerative Care for Intensive Nutrition on Stimulated Skin

POINT 1

POINT 2

POINT 3

Soothing Regenerative  
Complex Solution

PDRN 5000ppm  
Niacinamide 5%

Wash-off & Sleep Pack  
2-way Utilization

SIZE : 200ml - 6.76 fl.oz.

MSRP : ₩78,000

Launched in Sep 2024

## PDRN CICA EXOSOME CARE MASK

PDRN(Sodium DNA) 5000ppm, OLIGO-HA

A soothing moisturizing care mask that nourishes skin damaged by irritation with high content salmon PDRN and Cica exosomes

POINT 1

POINT 2

POINT 3



Soothing Regenerative  
Complex Solution

PDRN 5000ppm  
OLIGO-HA

Slow aging Completion  
of human application test

SIZE : 30g - 1.05 FL.OZ x 8ea

MSRP : ₩38,000

Launched in Sep 2024



## PDRN CICA EXOSOME STEM CELL LIPOSOME CREAM

PDRN (Sodium DNA) 1%, D-Panthenol 3%

Soothing and regenerative care that delivers intensive nourishment to skin damaged by irritation

### POINT 1



Soothing & Regenerating  
Complex Solution  
Proprietary Blend

### POINT 2

High-Efficacy, Purity,  
Concentration  
PDRN & CICA EXOSOME

### POINT 3

For Deeper Absorption  
Nano-Liposome  
Delivery Technology

SIZE : 50ML - 1.69 FL.OZ.

MSRP : ₩42,000

Launched in Jul 2025



## VITAMIN C ETHYL 10% SERUM TREATMENT

Vitamin C Ethyl 10% + Arbutin 2%

High-concentration serum treatment delivers radiant, even-toned skin

### POINT 1



Dual Brightening System  
Optimized Formula

### POINT 2

Whitening Booster  
Vitamin C Ethyl

### POINT 3

Antioxidant Layering  
Effective Potency

SIZE : 30ML - 1.21 FL.OZ

MSRP : ₩48,000

Launched in Jul 2025

2021   04	BAKUCHIOL TONING AMPOULE WADIZ FUNDING 2155% over the target amount
2021   06	BAKUCHIOL TONING AMPOULE WADIZ FUNDING 5548% over the target amount
2021   08	BAKUCHIOL TONING AMPOULE WADIZ FUNDING 3803% over the target amount
2022   03	BAKUCHIOL AMPOULE SUN WADIZ FUNDING 3890% over the target amount
2022   10	BAKUCHIOL AMPOULE SUN WADIZ FUNDING 5550% over the target amount
2022   10	BAKUCHIOL AMPOULE IN MASK LAUNCH
2023   05	BAKUCHIOL AMPOULE CREAM LAUNCH
2023   09	BAKUCHIOL LIPOSOME AMPOULE TONER COLLAGEN BOOSTER MELTING MASK LAUNCH
2023   12	BAKUCHIOL AMPOULE LIP MASK LAUNCH
2024   09	PDRN CICA EXOSOME [BUBBLE TONER / SERUM / SERUM IN MASK / CARE MASK] LAUNCH



### / FINDIVE PDRN CICA EXOSOME

2025 | 07 PDRN STEMCELL LIPOSOME CREAM 50ml  
LAUNCH

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### / FINDIVE BAKUCHIOL

2025 | 07 BAKUCHIOL ENZYME POWDER VITAMIN C CREAMSER  
LAUNCH

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2025 | 10 BAKUCHIOL AMPOULE MIST  
LAUNCH

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### / FINDIVE VITAMIN C

2025 | 07 VITAMIN C ETHYL 10% BAKUCHIOL SERUM 30ml  
LAUNCH

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| LOCAL |

FINDIVE OFFICIAL

NAVER

W.CONCEPT

29CM

MUSINSA

COUPANG

THE HYUNDAI

GIFT-TALK KAKAO

CHICOR

LOTTE DUTY FREE



| GLOBAL |

AMERICA | AMAZON

United States, Russia, China, Taiwan,  
Hong Kong, Malaysia, Iran, Singapore,  
Nepal, Japan, Vietnam, Thailand,  
Uzbekistan, Greece, Norway, Spain,  
Mexico, Jordan, Laos



@findive\_official



M\_\_SZ

follower 192 k



misszzie\_

follower 106 k

## SEEDING & VIRAL

Finding influencer that fits the brand mood and product fit

Production and exposure of contents such as new product launch, brand introduction, product introduction, etc  
FINDIVE X influencer Collaboration Promotion

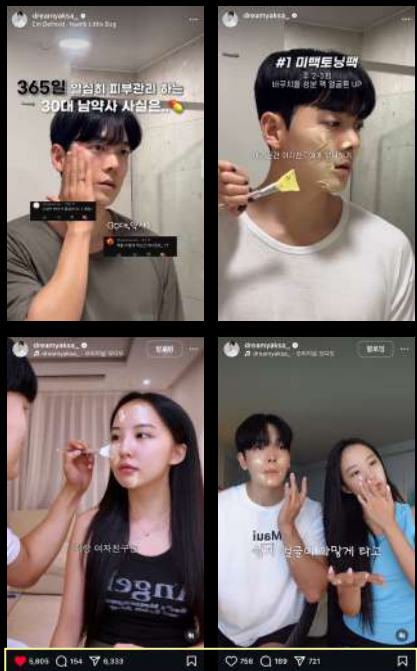
## TO-BE

Planning set/event configuration considering channel and customer characteristics

- Special set composition, gifts, samples, and differentiated planning sets [Effects of securing customers of various age groups]
- Issue discount codes exclusively for influencer followers

[Looking forward to the synergy effect of purchasing their products X influencer by issuing special discount codes]





@dreamyaksa\_

## CONTENTS

### FINDIVE X @dreamyaksa\_

Issuing contents of collaboration with pharmacist YouTubers on '30s Male Pharmacist Night Care'

The effect of building a brand image that emphasizes 'professionalism' through expert know-how and recognition  
[Product tutorials and detailed instructions can be used as DA materials]

### PPL for YouTube and broadcasting

Natural and continuous product exposure through YouTube channels

[Exposure can be made repeatedly or if you need to target the product with algorithms, search, shorts, etc.]

### TO-BE

It is expected to increase product and brand credibility by recruiting and producing professional influencer such as dermatologists

Based on the success of K-culture including K-beauty, we are continuously securing overseas markets

@mailstyle



Proceeding and selling TikTok and broadcasting bakuchiol PPL

< Vietnamese TikToker >

\*Continuing to sell 10,000 units per month after surpassing  
40,000 cumulative sales in December 2023 (growth)

@feliciasher



Hosting and selling FINDIVE Bakuchiol PPL for Instagram Live Broadcasting

< Company/Personal/Fan Page 500,000 influencer >

\*Collaborative development such as FINDIVE new PDRN sheet mask is underway



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proven high-functioning  
raw materials

Use of proven,  
highly functional raw materials

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hypoallergenic  
compounding

Hypoallergenic  
Recipe Development

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No harmful  
ingredients added

Minimize harmful ingredients

# FINDIVE

HIGH EFFICACY

HIGH PURITY

HIGH CONCENTRATION



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