

The Story of CHÖUCHÖU



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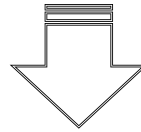


1. Brand Story – CHOUCHOU Development Background

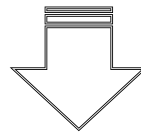
K-beauty fever
All over the world

Understanding
cosmetic **trend** based
cosmetics distribution
experience for many years

Cosmetic **Needs** Analysis
From customers
around the world



Functional Cosmetics Reflecting Trends
Differentiated **design**, not just cosmetics for beauty
Cosmetics that **make customers special**



CHÖUCHÖU

Premium make-up brand was born for differentiated, special people

2. Brand Story – CHOUCHOU Story

A special product that will make you special
"CHOUCHOU" means
special people
In French



We believe that CHOUCHOU can always maintain
the best condition to make your beauty shine even brighter.

CHOUCHOU is with you until the day you are born
as a perfect and special person
who knows beauty, dignity

3. Brand Story – CHOUCHOU Design Philosophy

CHÖUCHÖU



Luxury

Gorgeous and luxurious black with gold color package



Premium

Premium products designed for texture, feel, color and case



Beauty

Make it an accessory to make me shine, not just cosmetics

제품정보



Signature Premier Matt Rouge

- Capacity :3.5g
- Price:21,000 won



Waterproof UV Protect Cream

- Capacity :50ml
- Price:12,000 won



Super easy Eyeliner Brush

- Capacity :0.5g
- Price:12,000 won



The Great Desire Matte rouse

- Capacity :3.5g
- Price:21,000 won



The Great Desire Pro Perfection Cover Pact

- Capacity :8.5g
- Price:28,000 won



Green Therapy Cleansing Water

- Capacity :300ml
- Price:15,000 won

Product information



Signature Premier Matt Rouge

The Signature Premier Matte Rouge boasts an ultra-strong matte box, and the low-viscosity light oil gently adheres to the lips, creating a lustrous lips. A single lipstick for you, with various colors and expressions, completes your beauty.

❖ Colors



- 01. Light Orange Red
- 02. Nude Brown tone of luxury
- 03. Clean orange
- 04. Dreamy Pink Red
- 05. Red and sophisticated red
- 06. Rose pink rose
- 07. Basic clean red

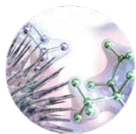
❖ Characteristic :

- The inside is moist but not sticky, but smooth on the outside.
- The combination of black and gold adds fun to the luxurious case.
- Excellent color strength and clean and clear color expression with just one or two touches

❖ Ingredients



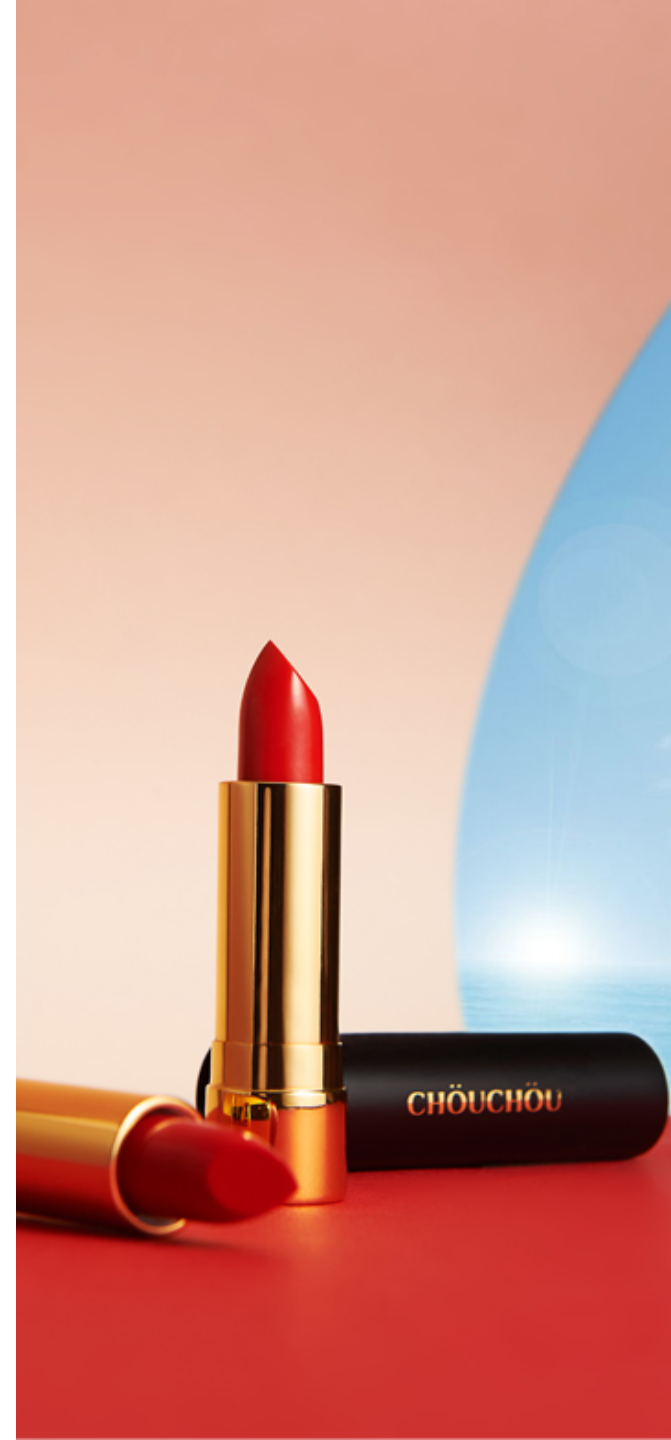
- **Rosemary leaf oil**
Prevent aging, oxidative damage of lips



- **Tocopheryl acetate**
Helps to make moist and healthy lips

❖ How to use:

Apply a full lips line along the lips line to create a full cover lips, or tap it in the center and naturally stretch it to complete the gradient lips



Product information



Waterproof UV Protect Cream

Ultraviolet UVA and UVB simultaneous blocking effect effectively protects skin from intense sun. Moisturizing ingredients effectively prevent roughness and dryness of the skin and provide a moist and soft skin. It is a water-proof functional sun cream that is less sticky, fresh and watery.

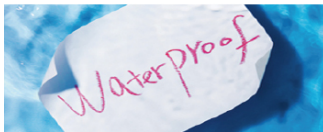
❖ Characteristic : 5 in 1



- UV protection



- Whitening
- Oil control



- Water proof



- Makeup base

❖ Ingredients



- **Share Butter**
UV protection,
For the burn and
wound regeneration



- **Tocopherol acetic acid**
Prevent aging and
trouble of skin,
moisturizing effect



- **Sodium hyaluronate**
Moisturizing the skin with
natural moisturizing factor

❖ How to use:

Take this product in an appropriate amount and spread it evenly on the skin



Product information



Super Easy Eyeliner Brush

Deep black color makes eyes clear, A resilient and soft brush tip completes tidy eye lines without irritating the eyes

❖ Characteristic :

- It spreads so smooth and tender
- Speed make up with quick dry
- 0.1mm extra fine brush to produce more delicate
- Powerful Waterproof



A large amount of water spread state

After spreading water

❖ Ingredients



- **Caprylic / capric triglyceride**
Natural ingredients derived from coconut oil with excellent permeability and spreadability

❖ How to use:

It adjusts the force from the front of the eyes to the desired part from the tail, and produces line thickness



Product information



The Great Desire Matte rouse

The Great Designer Matte rouse, showed different innovations to show that different REDs are possible by showing RED of different temperature difference

❖ Colors



#01	#02	#03	#04	#05	#06	#07
RUBY ROSE	GARNET	CANDY RED	DOVE WINE	COIN BERRY	SCARLEY RED	CREAM APPLE

- 01. Elegant Rose Light Red
- 02. Stylish Burgundy Red
- 03. Red and clear red
- 04. Luxury Wine Red
- 05. Rustic red
- 06. Dazzlingly colorful red
- 07. Calm and warm red

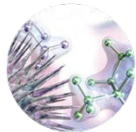
❖ Characteristic :

- A rich color expression
- Smooth finish without dry
- Magnetic case adds luxury and feminine sensibility

❖ Ingredients :



- **Rosemary leaf oil**
Prevent aging, oxidative damage of lips



- **Tocopheryl acetate**
Helps to make moist and healthy lips

❖ How to use:

Apply a full lips line along the lips line to create a full cover lips, or tap it in the center and naturally stretch it to complete the gradient lips



Product information



The Great Desire Pro Perfection Cover Pact

A foundation fact that moist and fine powder particles come in contact with skin flexibly and cover skin defects. It does not clump or pile up even if you use it many times, and it produces bright and smooth skin without darkening for a long time.

❖ Characteristic :

- It is a fact type powder so can help effective and matte cover
- Effect of sebum control by absorbing sweat and sebum
- Prevents peeled off and drying with moist, fine particles
- Long lasting coating without darkening
- Strong UV protection with SPF45 / Pa +++

❖ Colors



#21 Pure beige
Ivory beige



#23

❖ How to use:

Use the built-in puff to apply an appropriate amount of content and apply it smoothly over the entire face
Press carefully nostrils, eye patches, etc., and hairline and jaw line will be gently swept away with the remaining extra.



Product information



Green Therapy Cleansing Water

A moist, no-wash seaweed cleansing water containing organic botanical extracts. With its exceptional cleansing power, it removes impurities and make-up residue smoothly, and gives you a fresh, shiny skin

❖ Characteristic :

- Cleansing without water cleansing
- Micellar solution without skin irritation and clean
- Non-alcoholic, paraben, non-irritating moisturizing cleanser of soap, no irritation to sensitive skin
- Contains moisturizing ingredients, moisturizing cleanser for everyday moist

❖ skin Ingredients :



• Green tea extract

Soothing sensitive skin, skin elasticity, antioxidant function



• Centipede extract

Acne Skin Inflammation Suppressed, UV-stimulated skin calmed.

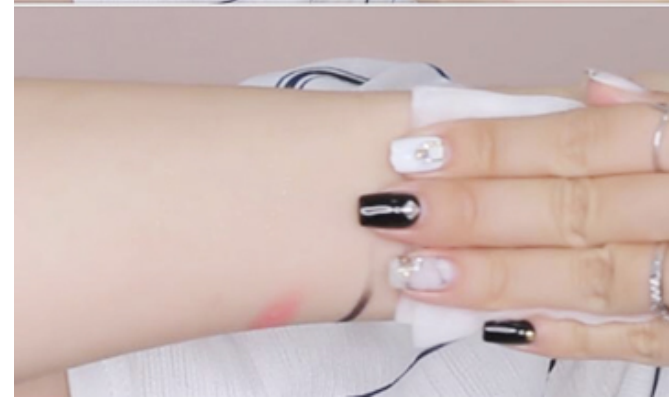


• Fig extract

Softens and moisturizes skin texture. Anti-aging

❖ How to use:

After thoroughly soaking the contents in the cotton swab, the face make-up should be wiped gently with the eyes and mouth for 5 to 10 seconds depending on the texture of the skin





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