

# VT COS ME TICS

VT COSMETICS  
**COMPANY CREDENTIAL**

2019.12

02

Company Philosophy

Company Summary

Brand History

Brand Model History

14

Collaboration Project

Collaboration Project 01

Collaboration Project 02

Collaboration Project 03

Collaboration Project 04

Collaboration Project 05

Collaboration Project 06

Collaboration Project 07

Collaboration Project 08

Collaboration Project 09

Main Product

Main Product 01 - CICA LINE

Main Product 02 - Real Collagen Pact

Main Product 03 - Gentle Flavor Classic

Marketing Strategy

Marketing Strategy 01

Marketing Strategy 02

Marketing Strategy 03

Marketing Strategy 04

Distribution Strategy

Distribution Strategy 01

Distribution Strategy 02

VT COSMETICS

# Company Philosophy

- 01 Natural Ingredients
- 02 Skin Science Technology
- 03 Trendy



## K-BEAUTY — —LEADING BRAND VT COSMETICS

Offers trendy K-beauty with innovative skin science technology, attractive colors, and stylish designs.





# Company Summary



Company name	VT Cosmetics
CEO	JEONG CHEOL, KIM YANG-PIOUNG
Date of Establishment	July 22, 2014
Sales	Approx. 69.1 billion won (as of 2018)
Products	Cosmetics, oral care products, perfumes, candles, hygiene products, and beauty products
Company Addresses	Gangnam office: VT Cosmetics, 23, Samseong-ro 76-gil, Gangnam-gu, Seoul Sinsa office: 561-13, Sinsa-dong, Gangnam-gu, Seoul Gwangju office: 20, Sangmunuri-ro, Seo-gu, Gwangju
Website	<a href="http://vt-cosmetics.com/">http://vt-cosmetics.com/</a>



# Brand History



## Brand Model History





**COLLABORATION  
PROJECT**

## Collaboration Project <sup>01</sup>

# VΓ×BTS

1st collaboration in 2017

### VTXBTS COLLAGEN PACT

The perfect ratio of collagen foundation and essence that fills your skin as soon as applying the product.  
A special collaboration product featuring the BTS autographs on the BTS bromide photograph and puff.

### VTXBTS JUMBO KIT

The soft texture of the jumbo toothbrush made with eco-friendly material and  
freshness of the mint fragrance toothpaste.  
A special collaboration product having individual photo cards of BTS.

VTXBTS COLLAGEN PACT LINE SKU | 4 Types

VTXBTS JUMBO KIT LINE SKU | 2 Types





## Collaboration Project<sup>02</sup>

# VT×BTS

2018 EDITION ‘The best shining moment of yours’

### BORN NATURAL

The moisture aging care from the skincare line that offers revitalized skin with the enriched moisture and antioxidant ingredients containing anthocyanin.

### GLORIOUS GLORIA

The basic makeup line that reduces the makeup steps with its comfortable adhesion and excellent texture when applied on the skin.

### SUPER TEMPTING

The big scale color makeup line completed with VT’s knowhow that provides the power long lasting point makeup without smudging.

LINE SKU | 59 Types

MAIN PRODUCT LINE | VTXBTS Gloria Powerdation / Gloria Lip Color Balm





## Collaboration Project<sup>03</sup>

# VT X BTS

## 2018 VT X BTS The Sweet Special Edition Set

### 4th Collaboraion of VT X BTS

VT's special edition featuring the beautifully designed product package with zodiac signs on the night sky.

A special gift that will make you shine more on a special day.

Product package designed with zodiac signs other than those of the 7 members of BTS.  
The VT X BTS on the product center means the star (zodiac sign).

A quick makeup set comprised of the enriched moisture cushion foundation with outstanding coverage and the two-color tints with intense color expression and tinting power.

LINE SKU | 2 Types





## Collaboration Project <sup>04</sup>

# VT × BTS

2019 2nd EDITION

Add colors to the most shining moment of yours

### BORN NATURAL

Moisture anti-aging skin care line,  
contains anti-oxidant, 'Anthocyanin' which revitalizes your skin

### STAY IT

Long-lasting makeup line with luxury pink gold design and vivid coloration as if it is coated

LINE SKU | 22 Types

MAIN PRODUCT LINE | VTXBTS STAY IT HALF N HALF TINT





—

# Collaboration Project <sup>05</sup>

—

# VT×BTS

2019 L'ATELIER PERFUME

### SPOTLIGHT YOURSELF L'ATELIER

Collaborated with experienced perfumer F. BURTIN who worked with Dior, fresh and Diptyque to select scents, design, package and marketing plans.

Selected the most popular 7 notes based on SCENT MAP  
Soft Floral / Fruity / Green / Water / Citrus / Woods / Oriental

Launched 7 perfumes that express the sensuous image of BTS

LINE SKU | 7 Types





## Collaboration Project<sup>06</sup>

# VΓ × BTS

### 2019 L'ATELIER Signature Hand Collection

#### SPOTLIGHT YOURSELF L'ATELIER

Collaborated with experienced perfumer F. BURTIN who worked with Dior, fresh and Diptyque to select scents, design, package and marketing plans.

Selected the most popular 7 notes based on SCENT MAP  
Soft Floral / Fruity / Green / Water / Citrus / Woods / Oriental

Launched 7 Hand Collection that express the sensuous image of BTS

LINE SKU | 7 Types





## POP-UP STORE PROPOSAL

Korea LOTTE Dep. Jamsil Branch

2019.05.30-2019.06.09



Korea LOTTE Dep. Centum City Branch

2019.06.13-2019.06.20



Japan Osaka

2019.05.30-2019.06.09





## Collaboration Project <sup>07</sup>

# BT21

UNIVERSTAR BT21 and VT meet

### WHO IS BT21?

The millennial character made from the collaboration between the global character brand LINE Friends and BTS.

### BT21 MAKEUP COLOR LINE

The package designed with the universe star BT21 characters offer high value of possession, and this big scale makeup line presents diverse colors for daily use from the base to lip & eye makeup.

LINE SKU | 47 Types

MAIN PRODUCT LINE | BT21 REAL WEAR SATIN CUSHION / LIP LACQUER





## Collaboration Project<sup>08</sup>

# BT21

UNIVERSTAR BT21 and VT meet

### WHO IS BT21?

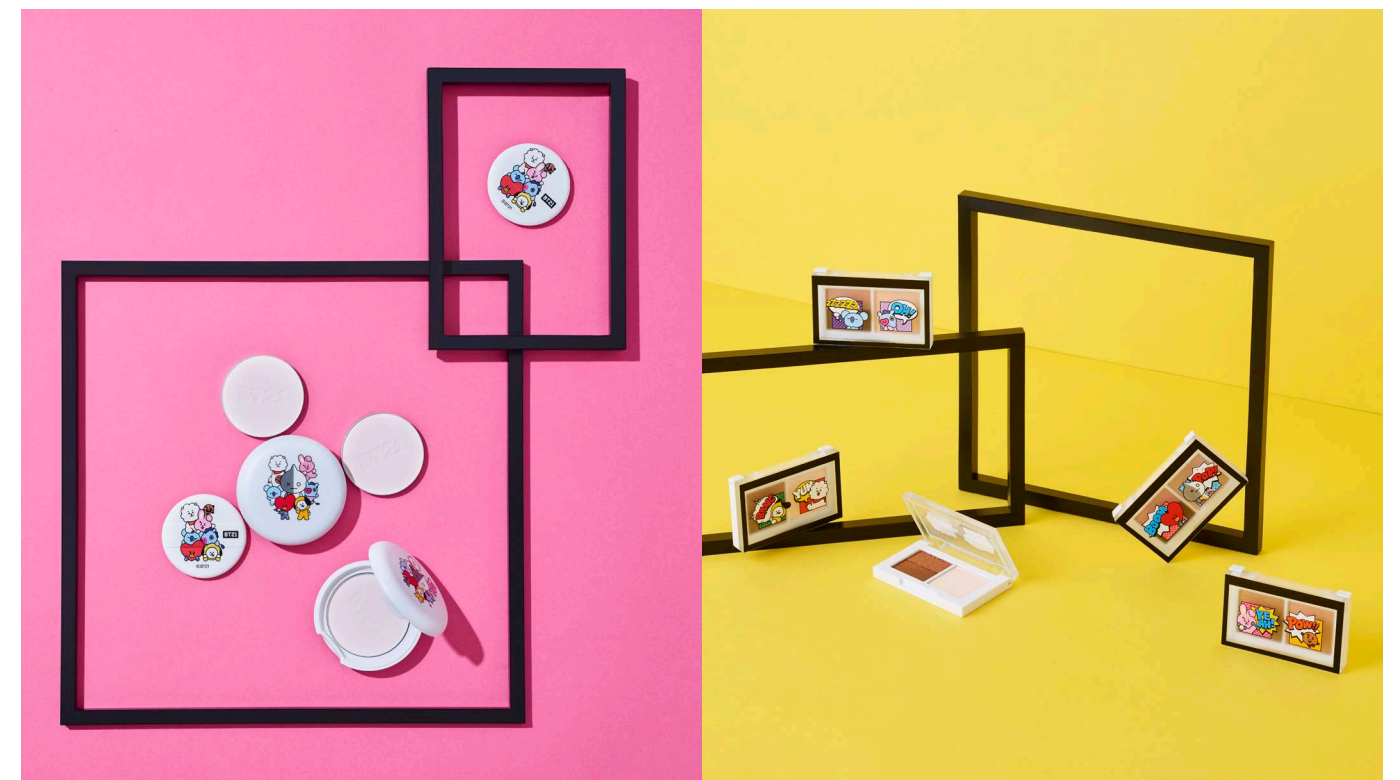
The millennial character made from the collaboration between the global character brand LINE Friends and BTS.

### BT21 MAKEUP COLOR LINE

Valuable makeup line comprised of big lineup made up with various and daily useful colors for base and point make up with package designed with universal star BT21

LINE SKU | 36 Types

MAIN PRODUCT LINE | BT21 REAL WEAR SATIN CUSHION / LIP LACQUER





## Collaboration Project <sup>09</sup>



Soothing care with Roy6 and VT

### WHO IS ROY6?

Characters created by the collaboration with global character LINE FRIENDS and ROY WANG who is the member of China FTBOYS as the 2nd collaboration project after BT21

### ROY6 SKIN CARE LINE

Highly individual packages reflect the feeling of ROY6 character's warmth, and VT CICA SPECIAL CARE lineup that is great for soothing.

LINE SKU | 6 Types

MAIN PRODUCT LINE | ROY6 PRO-CICA MASK / CICA SLEEPING MASK



**MAIN PRODUCT**



Main Product<sup>01</sup>



VT CICA LINE

Centella, the so-called tiger herb only growing in clean areas is an ingredient of the ointment for healing wounds. In the past, the native people of Madagascar island could maintain soft skin without any skin troubles by using this herb.

Experience the CICA LINE containing CICALIAO™, the unique recipe of VT that was developed after conducting consistent research on its core ingredient ‘Centella’ growing in the clean area of Madagascar that also has outstanding effects.

CICA 料 [ liào ] CICALIAO™

VT’s unique CICA recipe having the most reliable EWG Green grade contains four core ingredients such as Centella 4X complex and green propolis along with Centella Asiatica extract for soothing care for sensitive skin and strengthening the moisture barrier.

LINE SKU | 35 Types  
MAIN PRODUCT | VT CICA REDNESS MOISTURE COVER CUSHION



Main Product<sup>01</sup>

VT’s representative skincare line containing the unique ingredient CICALIAO™ for skin soothing care where the products offer healthy skin by helping soothe exhausted and delicate skin and strengthening of the skin barrier.



VT CICA  
MILD FOAM CLEANSER

Big size cleanser gets rid of waste in pore (300ml)



VT CICA  
SKIN

Wonderful skin hydrates your skin deeply (200ml)



VT CICA  
EMULSION

Soothing emulsion completes skin moisturizing (200ml)



VT CICA  
CREAM

Soothing cream soothes and hydrates skin (50ml)



VT PRO CICA  
MASK PACK

Centella asiatica extract soothes skin (28g\*6ea)



VT CICA  
TONE-UP MASK

Revitalization recipe for dull skin (28g\*6ea)



VT CICA  
MOISTURE MASK

Moisture recipe for dry and sensitive skin (28g\*6ea)



VT CICA  
NUTRITION MASK

Nutrition recipe for puffiness skin (28g\*6ea)



VT CICA  
DOUBLE MIST

Double layering of the moisturizing layer and the green essential layer (120ml)



VT CICA  
HYDRATION ESSENCE

Give moist energy to skin (50ml)



VT  
SPOT PATCH

Care the skin trouble and protect skin from contaminants (12ea, 48ea)



VT CICA  
MICRO PATCH KIT

Sooth skin trouble (0.7g\*6ea, 7mg\*6patches)



VT CICA  
MASK PACK

CICA Centella ingredient in one sheet mask (25g\*10ea)



VT CICA  
SLEEPING MASK

Recharge your skin vitality while you sleep (4ml\*30ea)



VT CICA  
3STEP MASK

3-step special care (STEP1 1.5g + STEP2 25g + STEP3 1.5g)



VT CICA  
CAPSULE MASK

Wash-off cream mask revitalizes your worn out skin (7.5g\*10ea)



# Main Product<sup>01</sup>

VT’s representative skincare line containing the unique ingredient CICALIAO™ for skin soothing care where the products offer healthy skin by helping soothe exhausted and delicate skin and strengthening of the skin barrier.



**VT CICA  
DAILY SOOTHING MASK**  
One day, one sheet.  
Easy soothing mask  
(30ea)



**VT CICA  
SUN SPRAY**  
UV block and  
sooth sensitive skin  
(90ml, 150ml)



**VT CICA  
ESSENCE SUN**  
Moist and fresh essence type  
sun block  
(60ml)



**VT CICA  
NATURAL EYE GEL PATCH**  
Vitalize and  
firm eye zone skin  
(87g\*60ea)



**VT PRO CICA  
LIQUID FOUNDATION GLOW**  
Smooth and glow base makeup  
with glow texture foundation  
(30ml)



**VT PRO CICA  
LIQUID FOUNDATION SLIM FIT**  
Long-lasting smooth makeup  
with slim fit texture foundation  
(30ml)



**VT CICA  
REDNESS SPOT CONCEALER**  
Cover and soothing,  
dual care concealer  
(5.5g)



**VT CICA MILD  
CLEANSING WATER**  
Cleanse dirt and  
makeup thoroughly  
(500ml)



**VT CICA MILD  
CLEANSING TISSUE**  
Cleanse heavy makeup and  
dirt easily and quickly  
(50ea)



**VT CICA  
SMOOTHER**  
Vitalize and moisturize skin  
(300ml)



**VT CICA  
MOISTURE MIST**  
Moisturize and  
hydrate deeply into skin  
(60ml, 250ml)



**VT CICA  
REDNESS COVER  
CUSHION**  
Soothing+Cover+Protection  
3 Step Cushion  
(14g+14g)



**VT CICA  
REDNESS MOISTURE  
COVER CUSHION**  
4 Care cushion for dry and  
sensitive skin  
(14g+14g)



**VT CICA  
REDNESS COVER  
CUSHION SPECIAL  
CRYSTAL EDITION**  
Soothing+Cover+Protection  
3 Step Cushion  
(14g+14g)



**VT CICA  
REDNESS MOISTURE  
COVER CUSHION  
SPECIAL CRYSTAL  
EDITION**  
4 Care cushion for dry and  
sensitive skin  
(14g+14g)

Main Product<sup>01</sup>

Increasing the awareness and sales of the VT Cosmetics CICA line through PPL by the power sellers of the Little Red Book in China having more than 3 million followers and celebrities.





Main Product<sup>02</sup>

VT Real Collagen Pact

The newly launched pact having the unique texture of VT featured with the world’s first marble balm shape contains high enriched collagen, the ingredient which has been unfamiliar with makeup products.

The dense collagen ampoule creates healthy and supple skin.

The Real · Berry · Black · Blue lines are featured with different complexes, allowing customers to choose the appropriate Collagen Pact for their skin types and concerns.

This signature product of VT Cosmetics achieved more than 1,100,000 accumulated product sales.

LINE SKU | 5Types  
MAIN PRODUCT | VT REAL COLLAGEN PACT





Main Product<sup>03</sup>

VT Gentle Flavor Classic

Made with the concept of “the subtle differences of the scent affect the mood of the day,” this toothpaste free from seven chemical ingredients and paraben can make variations of the scents depending on one’s dental condition of the day.

The VT Dental Care line contains natural ingredients having organic certification and keeps your mouth refreshing and healthy for a long time.

Instead of using artificial synthetic sweetening agents, this reliable VT Dental Care line contains the EWG grade 1 enzymatically modified stevia.

LINE SKU | 34 Types  
MAIN PRODUCT LINE | VT Gentle Flavor Classic - Jasmine Mint





**MARKETING  
STRATEGY**

## Marketing Strategy<sup>01</sup>

Organic internal system optimized  
for the SNS marketing



**Objective** Applying the organic ONE STEP system among the divisions in accordance with the SNS channel-focused environment where the contents' power and influencers have become important.

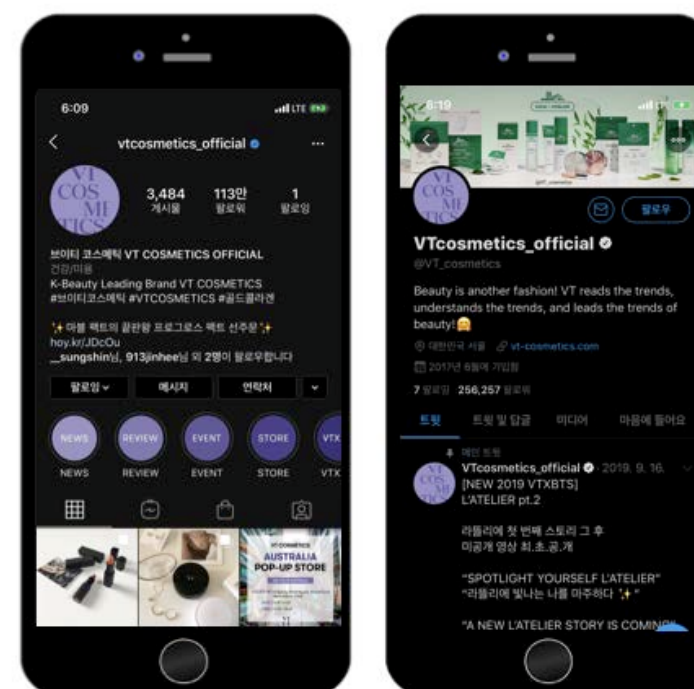
**Composition** Induce voluntary viral marketing from the customers by proceeding contents designing and production that are appropriate for continuous monitoring and signal issues.

**Result** Expansion of the brand awareness through the contents accumulation and the voluntary viral marketing from the customers.

## Marketing Strategy<sup>02</sup>

CASE 01

**Over 1.1M followers**



VT Official Instagram | 1.1M Followers  
 VT Official Twitter | 0.25M Followers  
 VT Official Facebook | 0.1M Followers  
 VT Official YouTube | 0.09M Followers

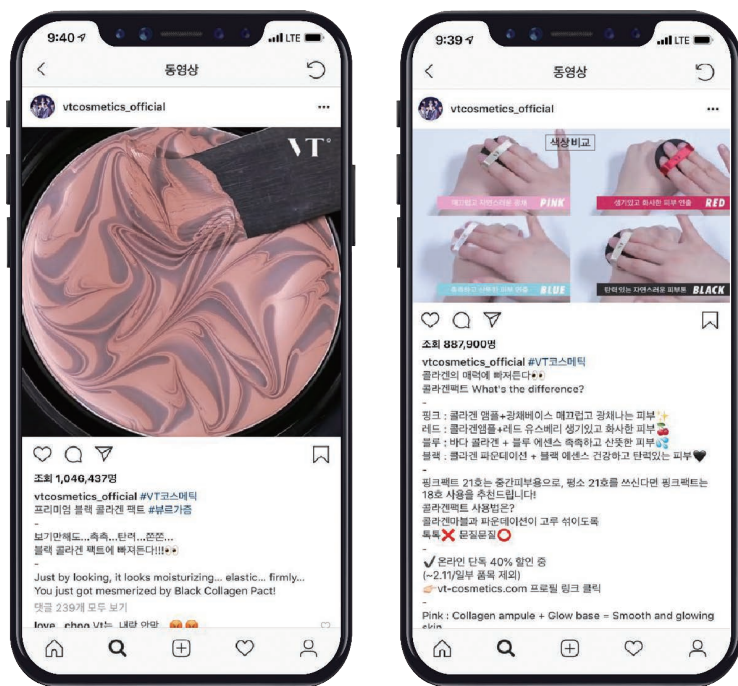
Operate official VT COSMETICS SNS accounts by ourselves to get viral marketing effect



## Marketing Strategy<sup>03</sup>

### CASE 02

#### Snackable contents



Planning and producing the contents that are the core of the social marketing trend through specialized research and data center.

#### In the case of VT Black Collagen Pact video,

the planning and production of the “satisfying makeup video” that went viral online recorded 1,046,437 views without conducting any extra advertisements.

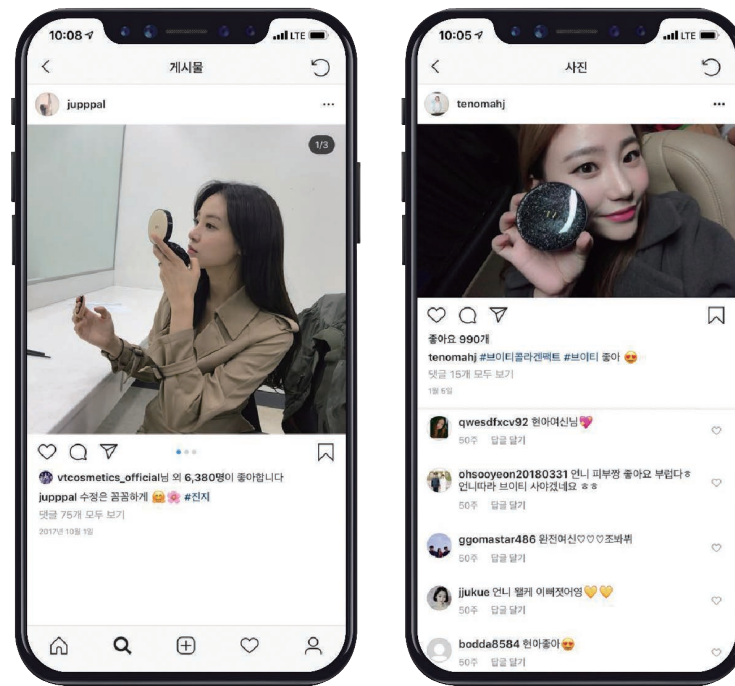
#### In the case of the video comparing the 4 different VT collagen pacts,

it showed color/coverage/waterproof tests to provide a purchasing guide for customers and recorded 887,900 views without conducting any additional advertisements.

## Marketing Strategy<sup>04</sup>

### CASE 03

#### Holds 10,000 influencers



Direct management of the powerful influencers from Instagram/YouTube/Power Blogs allows quick product viral compared to other brands.

YouTube, Instagram | 5,000 influencers

Power Blo | 5~6,000 influencers

# **DISTRIBUTION STRATEGY**



# Distribution Strategy<sup>01</sup>

Sales boom effect through launching in regions that have interests and influences for K-Beauty · K-Pop.  
Enhancing the interactions with overseas customers by opening the official and pop-up stores from  
the collaboration between the distribution companies, thus promoting global sales as a result.



# Distribution Strategy<sup>02</sup>

The effect of the sales boom through the target location in the nation with attention and  
Influential to the K-Beauty · K-Pop Official flagship stores and pop-up shops provide international consumers  
with a high-touch experience.



## Korea VT Cosmetics Head Office

### VT ONLINE

- Official online shopping mall
- Naver smart store
- Lotte/Shinsegae
- CJ / GS

### VT SHOWROOM

- Haengbok Department store (Seoul)
- Namak (Mokpo)
- Gwangju Sangmujigu (Gwangju)

### DRUG STORE

- Olive Young / Lalavla
- LOHB's / Chicor
- Boots / Nunc / On and the Beauty

### VT IN JEJU

- Toscana SPA (Jeju)
- Hado Escape (Jeju)
- Handong Escape (Jeju)
- Haga Escape (Jeju)

### DUTY FREE

- Shinsegae Duty Free Shop Myeongdong (Seoul)
- Shinsegae Duty Free Shop Gangnam (Seoul)
- Shinsegae Duty Free Shop Incheon Airport (Incheon)
- Lotte Duty Free Shop Coex (Seoul)
- Lotte Duty Free Shop Jeju (Jeju)
- Lotte Duty Free Shop Sogong (Seoul)
- Shilla Duty Free Shop Seoul (Seoul)
- Online Duty Free Shop HDC (Seoul)
- Doosan Tower Duty Free Shop (Seoul)
- Busan Duty Free Shop Yongdusan (Busan)

### DEPARTMENT STORE

- Shinsegae Gyeonggi (Gyeonggi)
- Shinsegae Chungcheong (Chungcheong)



## Malaysia

- Isetan Department Store
- Garden Mall



## Singapore

- Plaza



## Vietnam

- Ho Chi Minh 1st Store
- Ho Chi Minh 2nd Store



## China

- SMDCK



## Hong Kong

- Sasa



## Myanmar

- Yangon



## United States

- Dallas, TX
- Houston, TX
- Del Amo Fashion Center, CA
- Santa Anita Westfield Mall, CA
- Westfield Palm Desert Mall, CA
- Hoboken, NJ
- Atlanta, GA



## Japan

- Don Quijote Shinjuku
- Cree Mare Shinjuku
- Cree Mare Nagoya
- Cree Mare Osaka
- Cree Mare Lucua Mall
- Cree Mare Fukuoka
- Fukuoka
- Shinjuku
- Shibuya



## Philippines

- Robinsons Place
- Glorietta

—

# Contact Us

—

WEB	<a href="http://www.vt-cosmetics.com">http://www.vt-cosmetics.com</a>
TEL	+82 2-508-3785
FAX	+82 2-508-3786
OFFICE	VT Cosmetics Daechi Office, 23, Samseong-ro 76-gil, Gangnam-gu, Seoul VT Cosmetics Sinsa Office, 7, Dosan-daero 19-gil, Gangnam-gu, Seoul VT Cosmetics Gwangju Office, 20, Sangmunuri-ro, Seo-gu, Gwangju

PROPOSAL	<b>Partnership in Korea</b> <a href="mailto:yoonsungmin@vt-cosmetics.com">yoonsungmin@vt-cosmetics.com</a>  <b>Overseas partnership</b> <a href="mailto:jakim2@vt-cosmetics.com">jakim2@vt-cosmetics.com</a>  <b>Marketing partnership</b> <a href="mailto:kimkyubong@vt-cosmetics.com">kimkyubong@vt-cosmetics.com</a> <a href="mailto:parksukhyun@vt-cosmetics.com">parksukhyun@vt-cosmetics.com</a>
----------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------