

BRAND BOOK

The *Journey* to _____ *Personal* Beauty

Maybena

Time to find own beauty in the city center. We pursue brands that come to mind with good ingredients, excellent effects, and honesty. We believe is joy to be found in taking time ourselves whist considering the impact on our environment.

01
MAYBENA Story

MAYBENA is a lifestyle K-beauty brand that offers personal beauty experiences.
Our journey towards personal beauty at MAYBENA connects from the packages we use to the essence of cosmetics that transform customers' lives happily.
We strive to be a lifestyle K-beauty brand that always stays by our customers' sides, using mild and safe ingredients instead of harsh ones to bring 'good ingredients, excellent effects, and honesty' to mind.



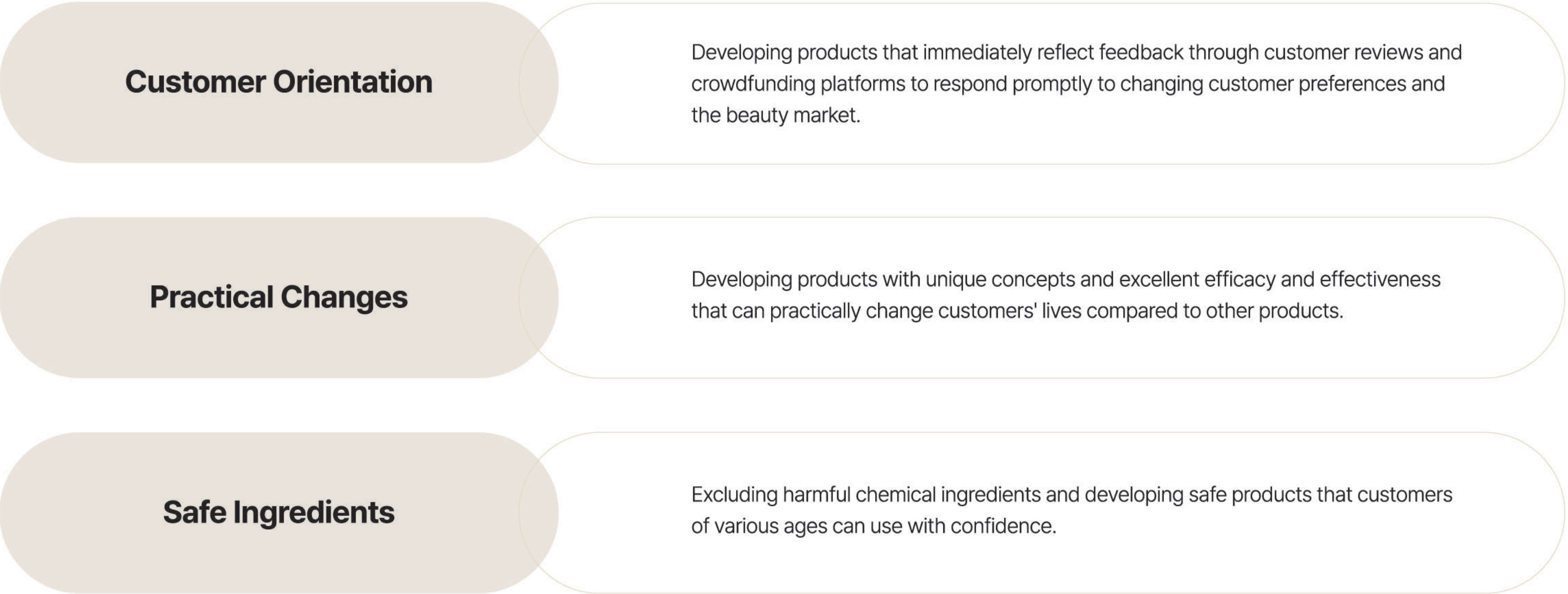
02
MAYBENA Identity

MAYBENA is a BI created by combining "Maybe" and the Korean pronunciation "Na" (me).
It implies the expectation that there might be _____ for me in each moment of customers' daily lives, aligning with our brand story of making customers' lives happier.
To make customers' lives happier, MAYBENA products are created based on the following principles.



03
MAYBENA Principles

To make customers' lives happier, MAYBENA products are created based on the following principles.



04
MAYBENA Domestic/Global



Export to *21* Countries

United States (USA), Canada, Finland, Russia, Germany, Spain, Latvia, Netherlands, Hungary, Vietnam, Thailand, Mongolia, Indonesia, Cambodia, Malaysia, Taiwan, Japan, Myanmar, Hong Kong, Australia

05
MAYBENA History

20192020202120222023

Launched MAYBENA 'Pull-out Mask Pack'
Registered MAYBENA trademark in South Korea
Registered MAYBENA trademark in China
Launched MAYBENA 'Pure Cleanser (Tea Bag Type)'
Achieved cumulative funding of 200 million KRW
in the cleanser category on crowdfunding platforms
Selected for Arirang TV's 'SmartBIZ Export SME'

Obtained 'CFDA' certification for cosmetics hygiene in China
Obtained 'CPNP' certification for cosmetics hygiene in Europe
Completed KOTRA Academy 'China Cosmetics
Market Development Course'
Participated in the Busan Economic Promotion
Agency marketing panel
Designated as an exporter with item-specific origin certification
Established MAYBENA 'Company-affiliated Research Institute'
and obtained venture business certification

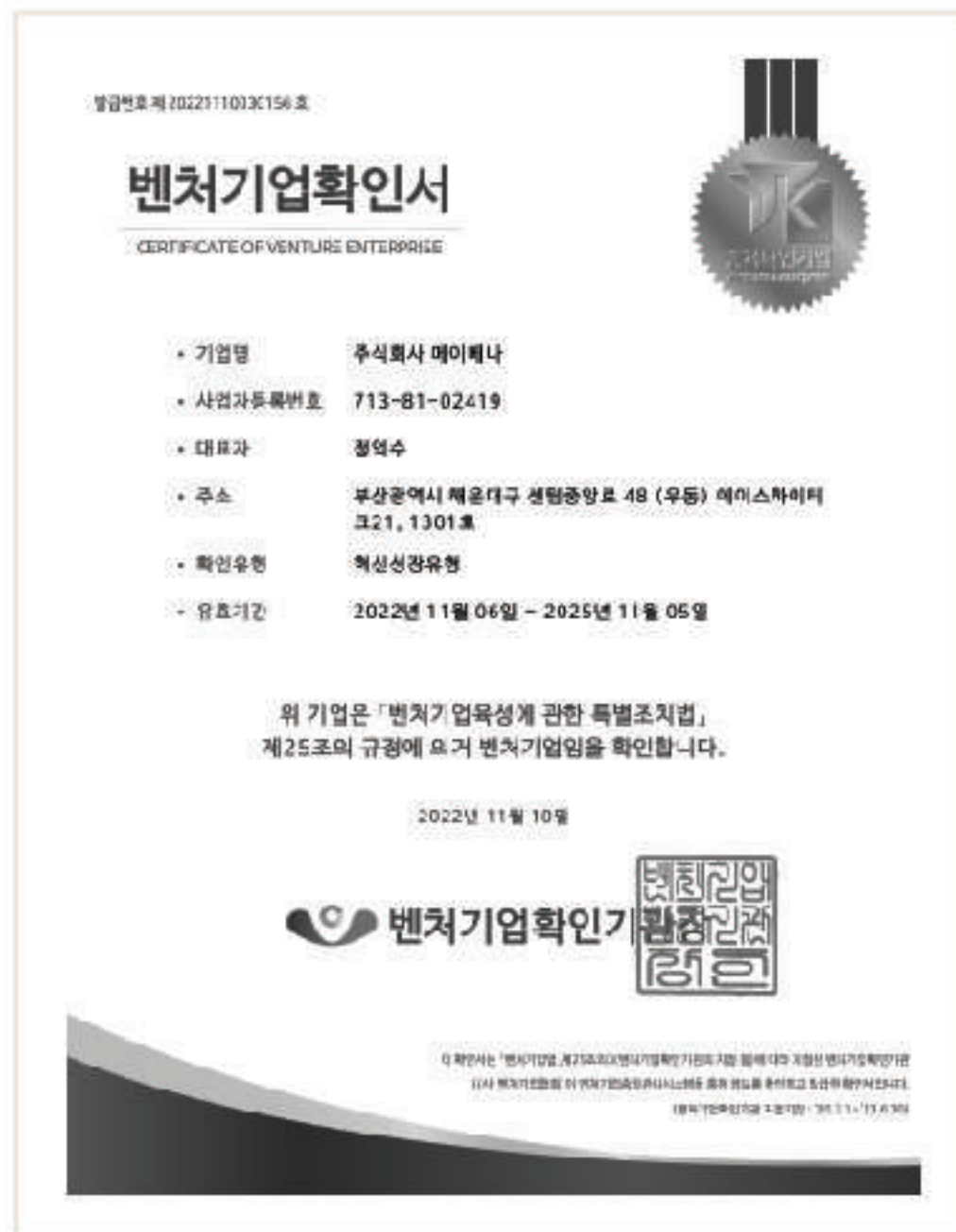
Transitioned to MAYBENA Co., Ltd.
Launched MAYBENA 'Pure Enzyme Body Wash' on Wadiz
Achieved 1st place in the body wash category on Wadiz and
reached 100 million KRW in single project funding
Selected as a 'Good Company in Busan'
Selected for the initial startup package by the Korea
Startup Promotion Agency
Ranked 1st in the cosmetic section of the 2021 KCIA
Korean Consumer Industry Evaluation
Launched 'Pure Enzyme Scalp Shampoo' on Wadiz
Applied for the international trademark in Madrid

Achieved total funding of 700 million KRW on Wadiz
Launched 3 products in the 'Active Cica' line for
trouble improvement
Launched the premium wrinkle improvement line
'73 Wrinkle Cream'
Signed an exclusive contract with a Chinese
state-owned enterprise
Selected as a representative technology startup
company in Busan (Million Club)
Selected as a promising export SME in 2022
Launched the waterless beauty brand 'Y-Water'
Selected as an innovative and excellent product in the Seoul Awards
Ranked 1st for two consecutive years in the beauty online
sales section of the Korean Consumer Industry Evaluation

Rebranded MAYBENAt
Completed relocation of the MAYBENA headquarters to Seoul
Exceeded total funding of 1 billion KRW on Wadiz
Launched 'Zero Blemish Ampoule' for spot and blemish improvement
Launched additional 'Retonin Pack' specializing in elasticity and
radiance for the pull-out mask pack series
Launched the 'CeraminB5' line (foam cleanser, moisture cream,
Ceramin Pack) specializing in moisture barriers

06 MAYBENA Certification

벤처 기업 확인서



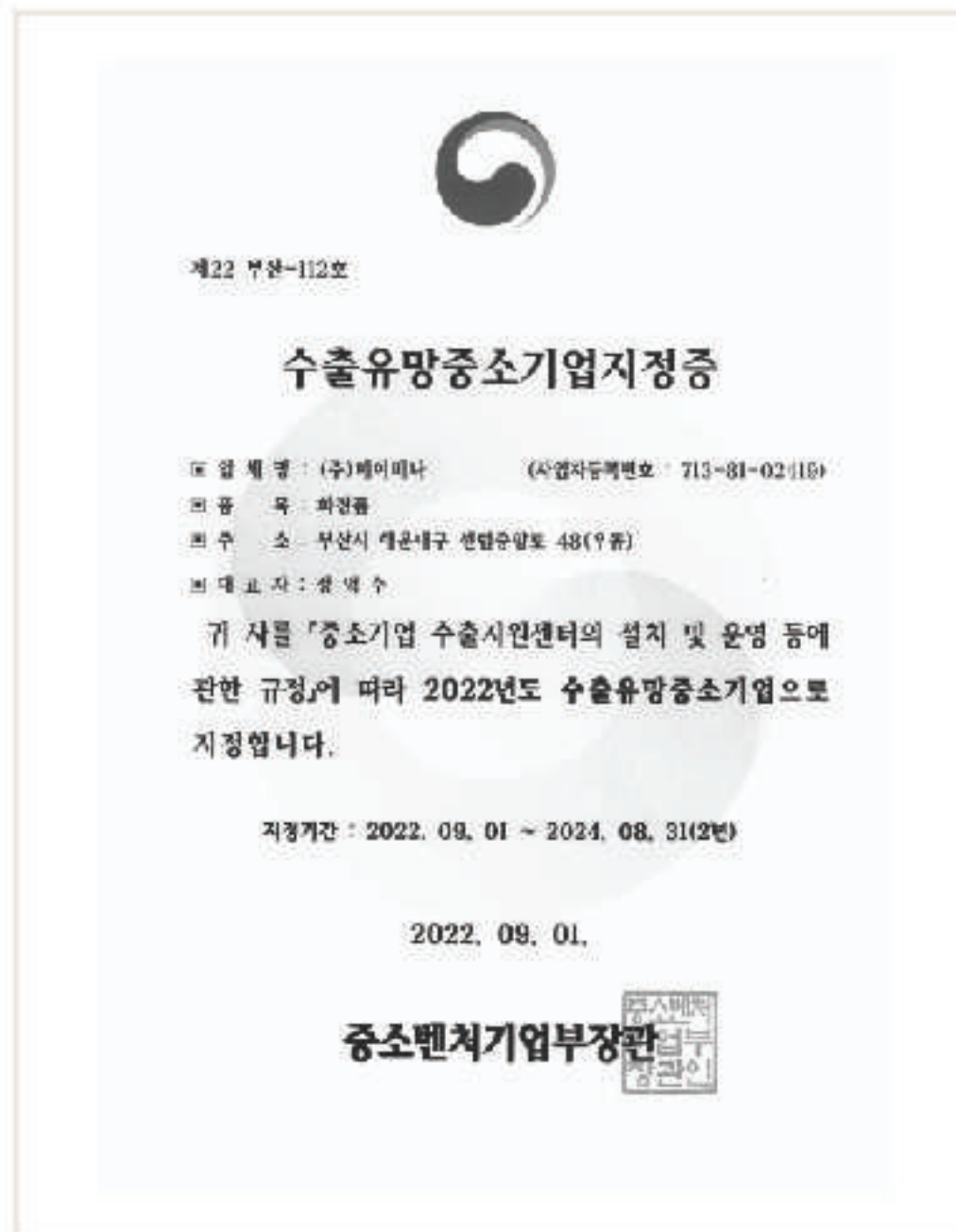
기업부설연구소 인정서



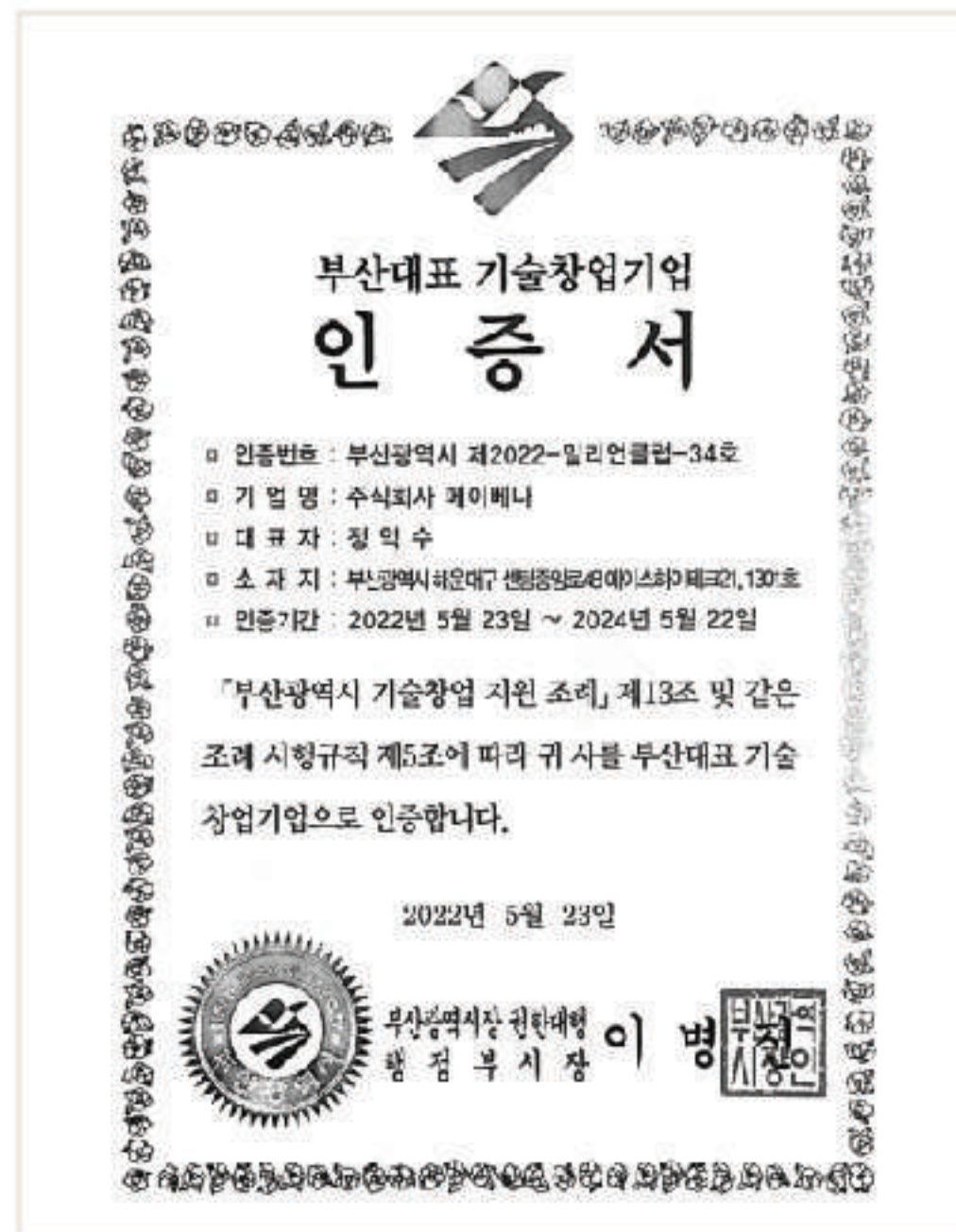
국내상표등록증



수출유망중소기업지정증



기술창업기업 인증서



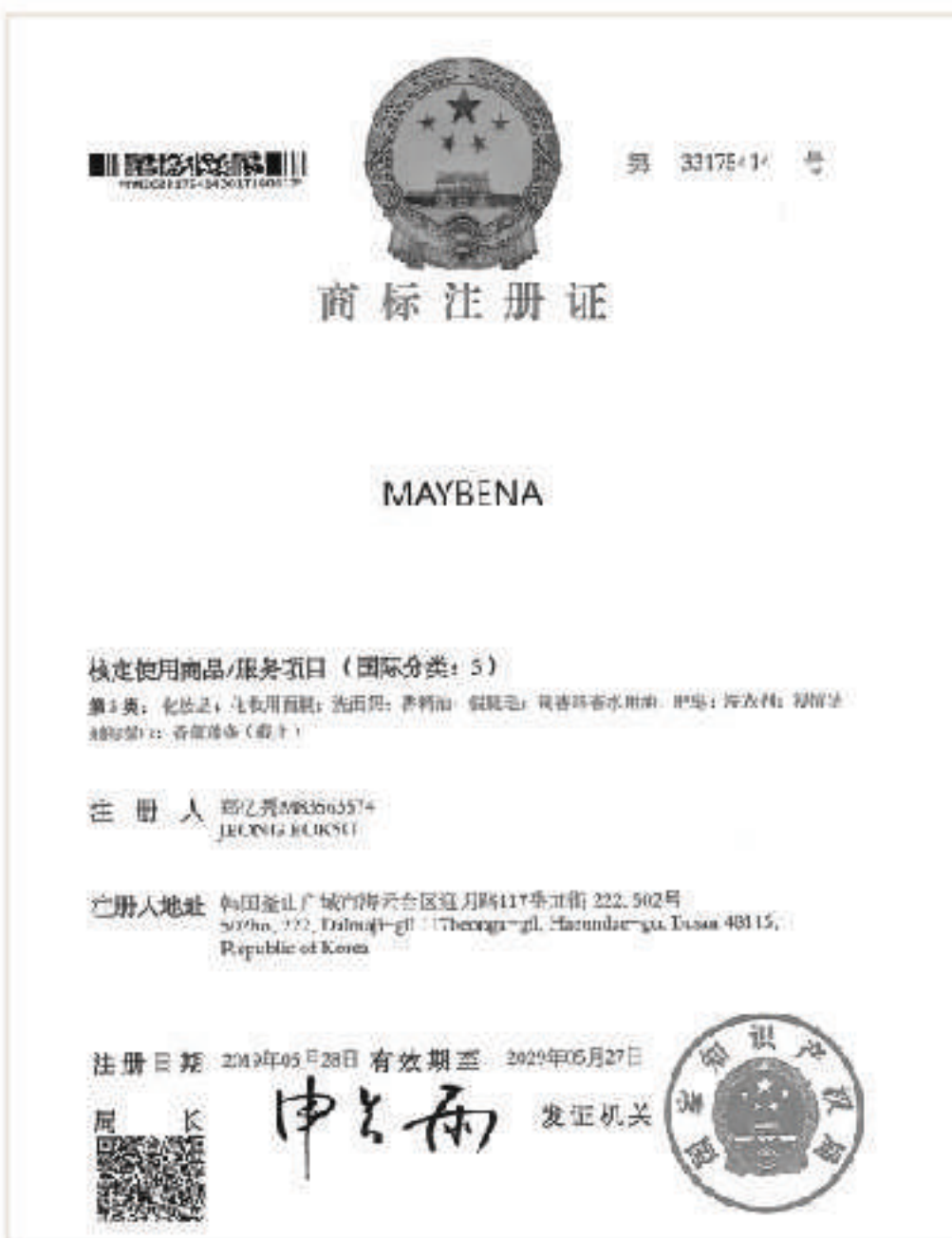
메이베나 ISO9001 인증



일본 후 생성 결과보고서



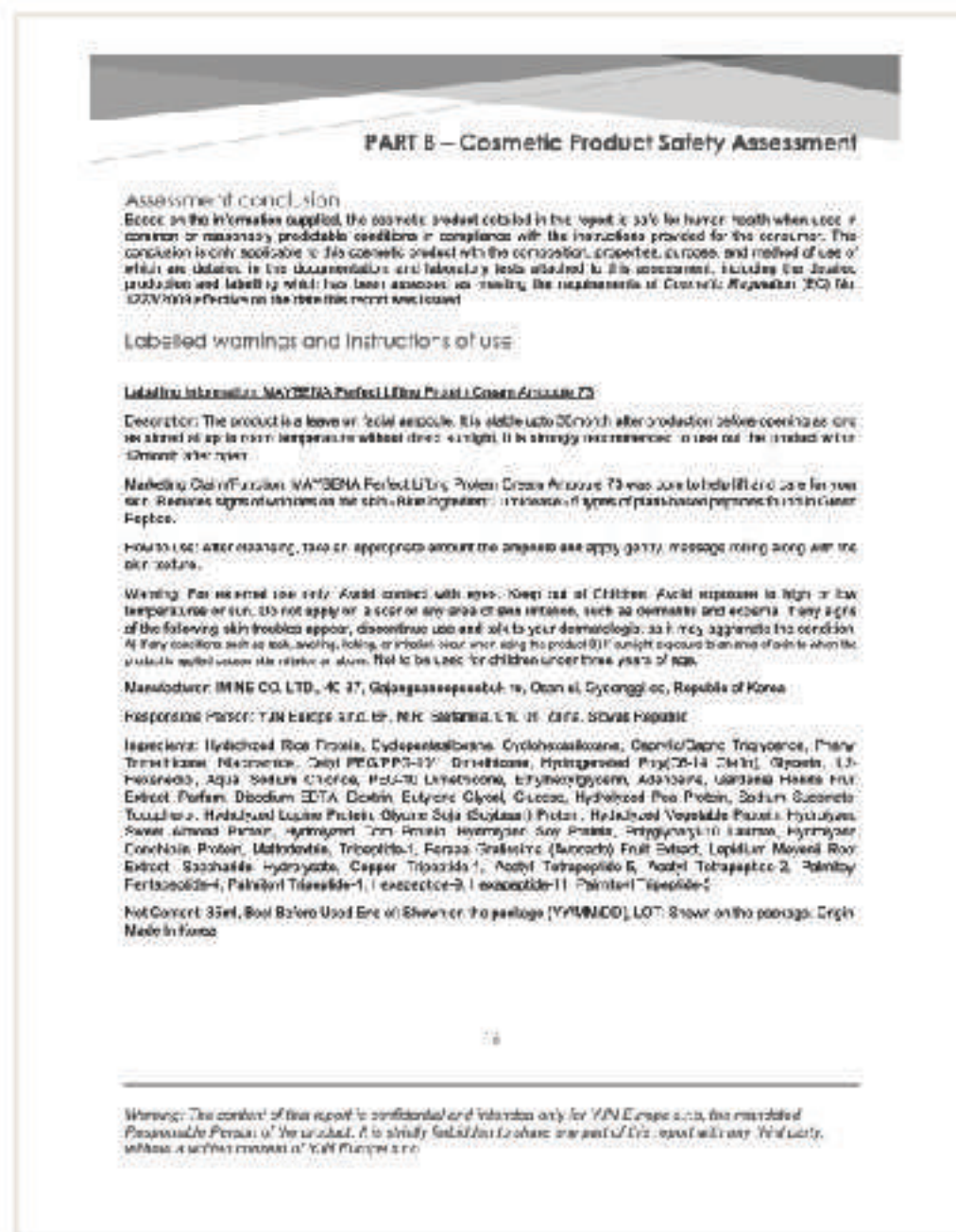
메이베나 중국상표증



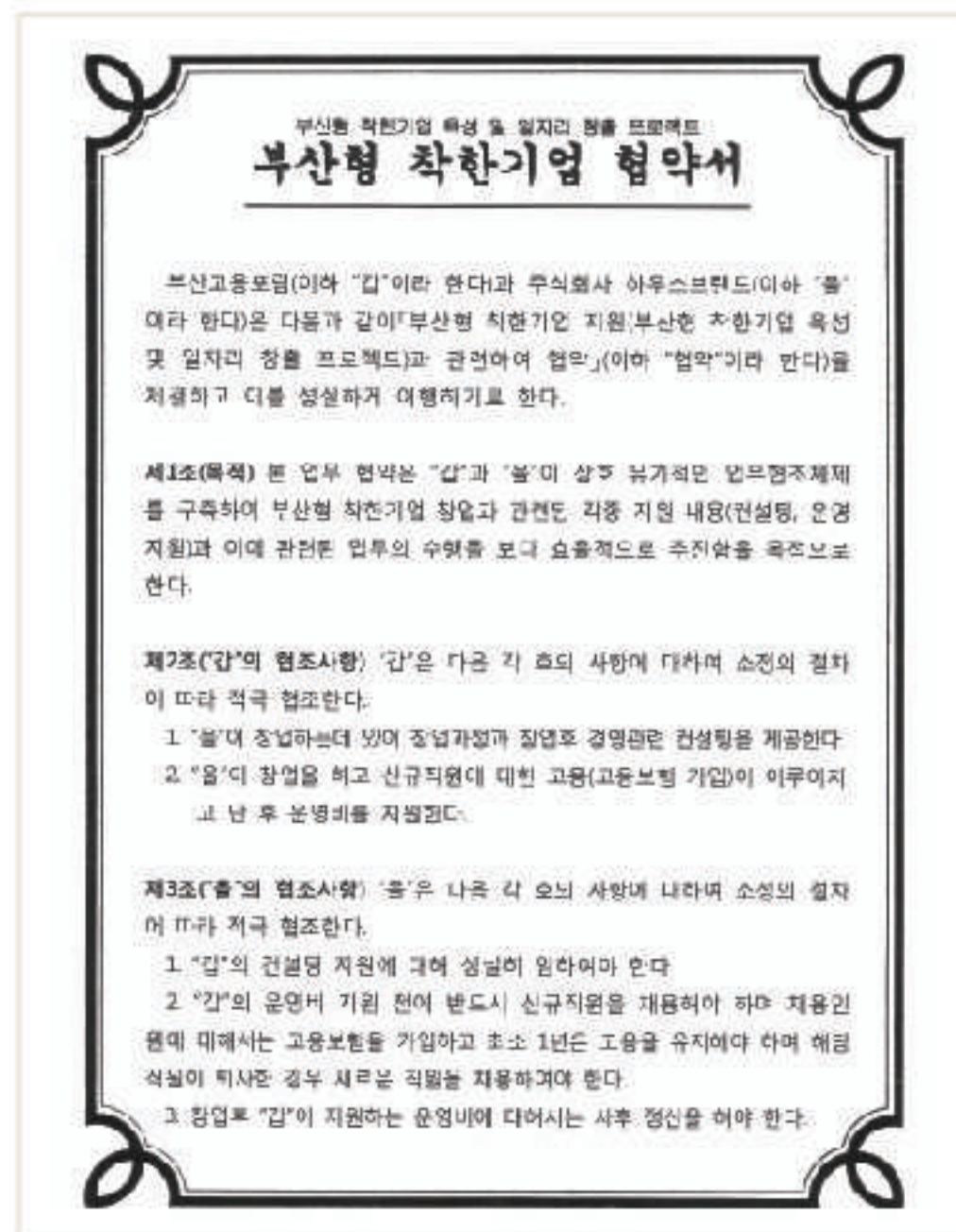
CFDA 등록 인증서



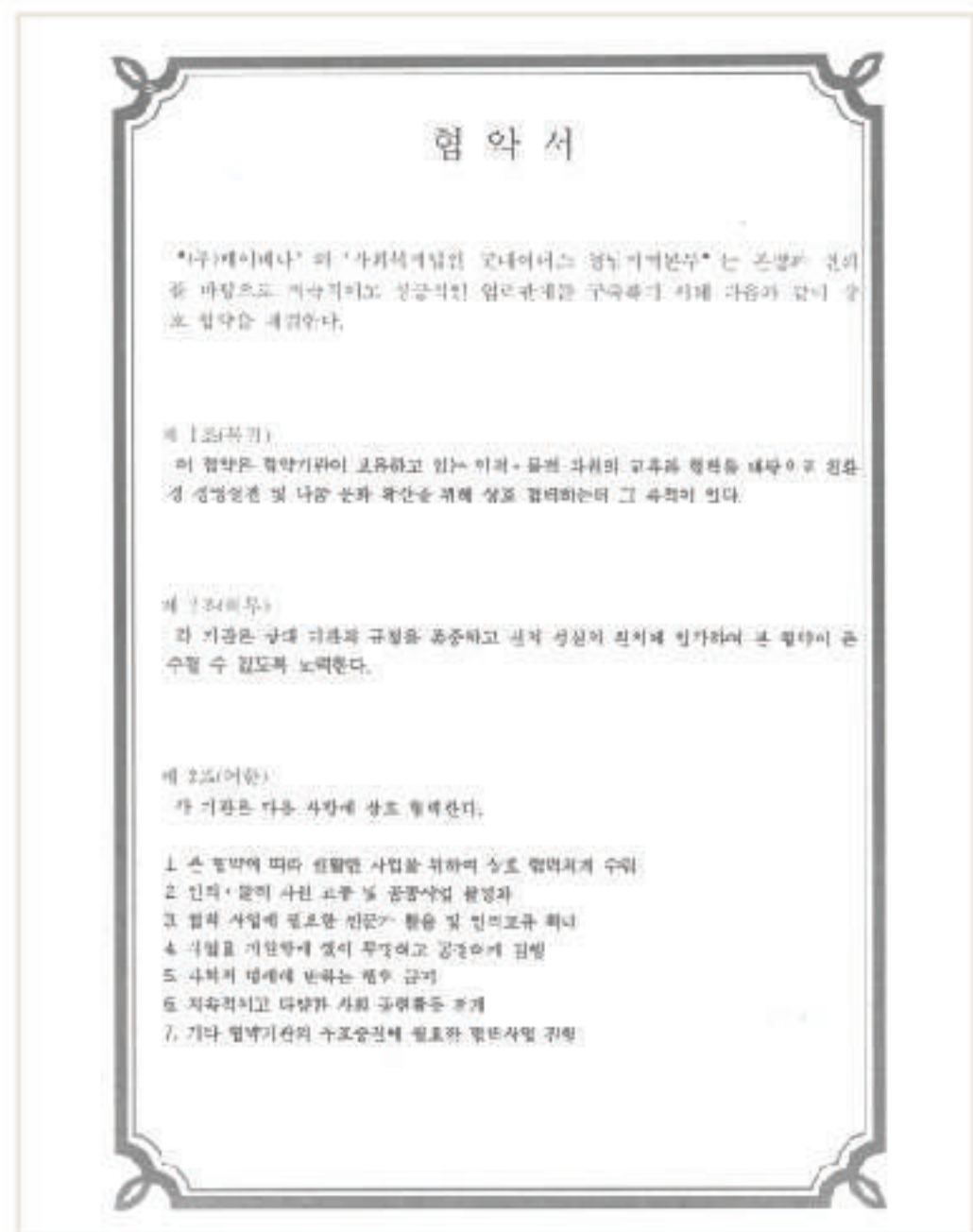
CPNP 등록서



부산고용기업 착한기업



굿네이버스 MOU 체결





MAYBENA's *Products*

01. Serum

02. Facial Mask

03. Ampoule

04. Facial Pad

05. Cleanser

01
Serum

RICE × GLUTATHIONE MELA-CARE 60 WATER IN SERUM

Rice×Glutathione
mela-care 60 Water In Serum

Be My Glowzy A.M

Effortless spot care for busy mornings
A 2-week toning serum
that reveals the skin's natural light

LEAVE ON / WASH OFF

40 ml

FOR Those needing spot, dehydration, skin texture care **SCENT** Fragrance Free
TEXTURE Two-layered cream and moisture
TEST Completed Skin Irritation Test, Completed Skin Surface/Deep Moisture Improvement Test,
Completed Skin Surface/Deep Melanin Reduction Test



A hypoallergenic water-in-serum with
a moisturizing water layer rich in whitening
ingredients and a creamy layer as white as rice

- 1

Quick and Easy 0.1-Second Spot Care

One bottle for comprehensive spot care with high concentrations of active ingredients!

+ 60% Rice Bran Water, 98% Pure Glutathione, Vitamin C & Vitamin C Derivative Complex, 5% Niacinamide
- 2

Clinically Proven 100% Satisfaction, 2-Week Spot Toning Serum

Achieved 100% satisfaction in skin texture, spot improvement, hydration, and usability in clinical trials. Improved spots by 59% in just 2 weeks, while being safe for sensitive skin with zero irritation.
- 3

Clearer Skin with Each Shake, Your First Slow-Aging Serum

The blending of the cream layer and moisturizing water layer creates a moisture glow layer! A serum with a fresh texture like a cream toner that prepares the perfect base for makeup

#0.1SecondSpotSerum

#SpotEraserSerum

#DarkSpotSerum

#MakeupReadySerum

Rice x Glutathione
MELA-CARE 60
WATER IN SERUM

RICE × GLUTATHIONE MELA-CARE 60 WATER IN SERUM

**Crystal Clear Skin from
Surface Spots to Deep Within**

Reclaim your skin's natural radiance
with the 2-week Rice Water Spot Serum

Records

Newly Launched on July 1, 2024
Ranked 1st in 'Rice Spot Serum' keyword on Naver Shopping (as of July 16, 2024)
Ranked 1st in 'Rice Spot Serum' keyword on Naver Shopping (as of July 16, 2024)

Test

Reduced melanin on the surface and
deep within the skin by 58.53%
Improved surface moisture by 267.3%
Instantly improved deep moisture by 58.58%

01
Serum

RICE × RETINOL PORE LIFTING 60 SERUM

Rice×Retinol
Pore Lifting 60 Serum

Stretch out your P.M

Tightly Packed Elasticity for Pores

Your first gentle retinol and anti-aging solution



60% rice bran water, high-concentration retinol, and four types of peptides in a non-sticky, fast-absorbing, hypoallergenic pore serum

1 High-Concentration Retinol, Zero Irritation, Your First Gentle Retinol Serum

Formulated with 98% pure retinol and retinol derivatives combined with 60% rice bran water and optimal ingredients for effective pore care without irritation!

2 Clinically Proven 100% Satisfaction, Pore Correction Serum

Achieved 100% satisfaction in skin elasticity, pore tightening, and usability in clinical trials. Demonstrated improvement in 7 major pore issues with just one use

(*pore count, size, volume, depth, index, width, and length)

3 Elasticity from Within, Topical Botox Serum

Contains Botox-mimicking peptide ingredients and vegan collagen that deeply penetrate the skin, creating a layered elasticity effect. Achieved 100% satisfaction in elasticity and pore improvement within just 2 weeks.

LEAVE ON / WASH OFF

40 ml

FOR Those needing pore and elasticity care SCENT Fragrance Free

TEXTURE Yellow low-viscosity cream

TEST Completed Skin Irritation Test, Completed Skin Elasticity Improvement Test, Completed Fine Wrinkle Improvement Test, Completed 7 Major Pore Issue Improvement Test

#PoreCorrectionSerum

#RetinolPoreSerum

#FocusedPoreSerum

#PoreElasticitySerum

Rice x Retinol
PORE LIFTING 60
SERUM

Maybena
40ml / 1.35 fl.oz.

RICE × RETINOL PORE LIFTING 60 SERUM

Say goodbye to concerns about pores and elasticity.

Achieve clean and smooth skin with the powerful strength of retinol.

Introducing the gentle yet effective Rice Retinol Pore Serum,

mild retinol product that

minimizes irritation while delivering full efficacy.

Records

Newly Launched on July 1, 2024

Ranked 1st in 'Rice Pore Serum' keyword on Naver Shopping
(as of July 16, 2024)

Test

With Just One Use, Improved 7 types of pore issues

(Pore count by 55.6%, Pore size by 73.1%, Pore volume by 75.6%, Pore depth by 40.9%,
Pore index by 75.9%, Horizontal pore size by 42.9%, Vertical pore size by 51.8%)

Immediately improved fine wrinkles around the eyes by 41.5%

Immediately improved skin elasticity by 5.08%

Completed Skin Irritation Test

02
Facial Mask

CERAMIN B5™ MULTIPLE INTENSIVE MOISTURE MASK

CeraminB5™ Multiple Intensive Moisture Mask

MAYBENA'S best-seller mask pack
selling 6 pieces per second*

Cumulative sales of 18 million pieces,
maintaining the top spot

(*Cumulative sales since January 7, 2019)



Daily Quick Moisture Recharge! Immediate Soothing! Pore Care!

- 1 Convenient Moisture/Pore Care
Easy and quick pore care mask using tissue type, ideal for busy mornings and evenings
- 2 Mild Care with Exclusive Ingredient 'CeraminB5™'
A complex of Vitamin B5 (Panthenol) and Ceramide NP for mild skin moisture barrier care
- 3 Safe Care with 100% Natural Vegan /Biodegradable Sheets
Thin 0.02mm natural-origin fabric that adheres comfortably to the skin, using vegan-certified and biodegradable sheets for safe care

LEAVE ON / WASH OFF

350 ml / 30 Sheets

FOR Those needing pore care, moisture, soothing **SCENT** Aromatic greenery
TEXTURE Watery transparent essence

#PoreCare

#MoistureBarrier

#InstantSoothing

#OneMaskADay

02
Facial Mask



CERAMIN B5™ MULTIPLE INTENSIVE MOISTURE MASK

Feels like emptying a bottle of high-concentration ampoule

A watery essence daily mask pack

Records

Sold 18 million units (cumulative sales since January 7, 2019)

Ranked 1st in 'Mask Pack' keyword category on Naver Shopping (as of May 23, 2024)

Over 82,587 product reviews (including official website and Smart Store)

Product rating of 4.8/5 (including official website and Smart Store)

Certificate



dermatest-
guarantee.de

Test

Pore area reduced by 98.4%

Pore number reduced by 81.8%

Skin texture improved by 35.8%

Skin hydration improved by 404%

Skin temperature decreased by 16.6%

Completed skin irritation test

Conducted by | Korea Intertek Testing Services Co., Ltd. Research period | 2023.11.14~2023.11.14

Subjects | 22 participants / before and after / one-time use

[Results may vary depending on usage environment]

02
Facial Mask

RETONIN™ FACIAL TREATMENT MASK

Retonin™
Facial Treatment Mask

A daily mask that enhances skin radiance and
elasticity with just one sheet



Daily Quick Radiance Care!
Elasticity Care! Wrinkle Care!

- 1 Convenient Radiance/Elasticity Care
Easy and quick skin radiance and elasticity care with tissue type for busy mornings and evenings
- 2 Skin Tension Boost with 'Retonin™' Microbiome Complex
Comprehensive care with eight microbiome ingredients including Galactomyces Ferment Filtrate and Bifida Ferment Lysate
- 3 Safe Care with 100% Natural Vegan/ Biodegradable Sheets
Thin 0.02mm natural-origin fabric that adheres comfortably to the skin, using vegan-certified and biodegradable sheets for safe care

LEAVE ON / WASH OFF 350 ml / 30 Sheets

FOR Those needing radiance, elasticity, nutrition SCENT Floral jasmine
TEXTURE Watery milk essence

#RadianceCare #ElasticityCare #SkinCarePack #DailyMaskPack

02
Facial Mask



RETONIN™ FACIAL TREATMENT MASK

A fresh watery milk essence mask pack
That contains a full bottle of high-nutrition essence

Records

Achieved 8,941% funding rate in the 'Pull-out Mask Pack' category on Wadiz
Over 33,290 product reviews (including official website and Smart Store)t
Product rating of 4.8/5 (including official website and Smart Store)

Test

- Improved skin radiance by 70%
- Improved skin tone by 8.93%
- Improved skin texture by 11.17%
- Reduced eye wrinkles by 12.5%
- Reduced nasolabial wrinkles by 12.5%
- Improved dark spots/blemishes by 1.72%
- Completed skin irritation test

Conducted by | Korea Intertek Testing Services Co., Ltd. Research period | 2023.09.20~2023.10.05
Subjects | 22 participants / before and after / two weeks of use
[Results may vary depending on usage environment]

Maybena
RETONIN™
FACIAL TREATMENT MASK

Water, Glycerin, Butylene Glycol, Niacinamide, 1,2-Hexanediol, Dipropylene Glycol, Hydroxyacetophe
Polyglyceryl-10 Laurate, Ammonium Acryloyldimethyltaurate/VP Copolymer, Butyrospermum Parkii (Shea) E
Caprylic/Capric Triglyceride, Hydroxyethylcellulose, Olea Europaea (Olive) Fruit Oil, Hydrogenated Le
Squalane, Allantoin, Ethylhexylglycerin, Xanthan Gum, Adenosine, Disodium EDTA, Fragrance, Galactor
Ferment Filtrate, Ceramide NP, Cholesterol, Lactobacillus/Rice Ferment, Phytosphingosine, Bifida Fe
Chitin, Lactobacillus Ferment, Lucoto, Lactobacillus/Milk Ferment Filtrate, Lactococcus Fe

03
Ampoule

3PHASE MELATHISTLE BRILLIANCE AMPOULE EXPERT

3Phase Melathistle Brilliance Ampoule Expert

100% satisfaction in improving spots and blemishes
**Highly concentrated ampoule
with patented spot care ingredients**

LEAVE ON / WASH OFF **35 ml**

FOR Those needing spot and blemish care **SCENT** Marine fresh
TEXTURE Milky gel ampoule



**Spotless and Clear,
As if originally flawless and transparent**

- 1

Clinically Proven Effective Spot and Blemish Care

Proven to improve hidden spots by 90%, dark spots/blemishes by 69%, visible spots/blemishes by 60%, and reduce melanin content by 57%. This ampoule provides a definitive solution for spot care.

*Results based on specific test subjects / Results may vary depending on usage environment
- 2

Three-Stage Spot Management Process to Block Spot Activation

Packed with triple shield whitening ingredients* to prevent spot activation, this high-concentration synergy formula effectively manages spots

(*Contains Melazero v2 10,000ppm, Niacinamide 20,000ppm, Milk Thistle 10,000ppm, Glutathione, Tranexamic Acid) STEP 1. Reduce spots → STEP 2. Inhibit spot formation → STEP 3. Prevent spot migration
- 3

Zero Irritation, High Efficacy, Safe Spot Care

The milky ampoule is packed with 100,000ppm of active ingredient Melazero v2, enhancing product efficacy while ensuring low irritation for sensitive skin, proven by hypoallergenic testing.

#ZeroBlemishAmpoule #DarkSpotRemovalAmpoule #UltimateSpotSolution #FocusedSpotCare

03
Ampoule



3PHASE MELATHISTLE BRILLIANCE AMPOULE EXPERT

Highly Concentrated Milky Ampoule

Packed with Patented Spot Care Ingredients

Records

Ranked 1st in 'Whitening Ampoule' keyword on Naver
Shopping (as of December 19, 2023)
Over 1,382 product reviews (including official website and Smart Store)
Product rating of 4.7/5 (including official website and Smart Store)

Test

Improved hidden spots by 90%
Improved the darkest spots by 69%
Improved visible spots by 60%
Reduced melanin content by 56%
Improved triple skin tone (brightness, yellowness, blackness)
Completed skin irritation test

Conducted by | Korea Dermatology Research Institute Research period | 2022.09.26~2022.11.08
Subjects | 21 adult women aged 25-65 [Results may vary depending on usage environment]

04
Facial Pad

CERAMIN B5™ INTENSIVE WATER GLOW PAD

CeraminB5™ Intensive Water Glow Pad

MAYBENA'S NO.1 Ceramin Pack in Pad Version!

The ultimate skincare in one sheet every morning

Fresh and moisturizing watery texture pad
with the strengths of Ceramin Pack



Fresh and moisturizing watery texture pad

- 1 Convenient Start to Skin Texture Management**
A single #MakeupReadyPad every morning provides easy and convenient exfoliation and moisture care, creating a perfect base for makeup application
- 2 Mild Care with Exclusive Ingredient 'CeraminB5™'**
A complex of Vitamin B5 (Panthenol) and Ceramide NP for mild skin moisture barrier care
- 3 Safe Double-Sided Pad for Sensitive Skin**
Gentle, vegan, and Oeko-Tex certified wave fabric and natural-origin ingredients for a safe, hypoallergenic pad

*Completed Skin Irritation Test

LEAVE ON / WASH OFF

200 ml / 60 Pads

FOR Those needing exfoliation, moisture, soothing **SCENT** Citrus floral musk
TEXTURE Watery transparent essence

#WavePad

#MoistureLockPad

#SkipCarePad

#MakeupReadyPad

04
Facial Pad

Bromelain
Blackhead Clear Pad

A watery, refreshing texture pad with yellow essence
Packed with patented pore care ingredients

Gently clears out impurities with
pineapple-derived proteolytic enzymes and
replenishes with Panthenol!

LEAVE ON / WASH OFF

65 g / 30 Pads

FOR Those needing blackhead and sebum care **SCENT** Fruity citrus
TEXTURE Yellow watery essence

BROMELAIN
BLACKHEAD
CLEAR PAD



#PinePad

#BromelainPad

#ImFinePad

#3rdGenPorePad

A watery, refreshing texture pad with
yellow essence Packed with patented
pore care ingredients

- 1

Effective Blackhead Improvement with One Use

Active pore care ingredients combined with micro bubble technology cleanse every corner of the skin, resulting in a 36% reduction in blackheads after just one use *Temporary blackhead improvement test completed
- 2

Zero Irritation, Gentle and Moisturizing Pore Care

Plant-derived pore care ingredients gently dissolve blackheads and sebum, while Panthenol and Beta-Glucan provide mild and hydrating care

*Completed skin irritation test
- 3

Customized DIY Pad for Thorough Care

Pulp fabric divided into two sections allows for tailored application to specific areas like the nose, chin, and forehead

04
Cleanser

YUZU HONEY CHUNG PACK CLEANSER

Yuzu Honey Chung Pack Cleanser

What yellow booster?

2-in-1 pack cleanser that solves deep cleansing,
hydration, and skin texture care

Yellow Booster Found in Nature
Radiant and glowing cleanser from natural ingredients!

LEAVE ON / WASH OFF 100 ml

FOR Those needing daily exfoliation care **SCENT** Citrus yuzu honey
TEXTURE Yellow transparent gel



#NaturalGlowToneUpPack #EunkwangCleanser #YellowBooster #YuzuHoneyCleanser

Gel-type pack cleanser with rich and dense foam like honey

- 1

What is Yellow Booster?
Discover Yellow Energy from Korea

A gel-type pack cleanser filled with vibrant yellow energy from Goheung yuzu extract, grown under warm sunlight and gentle sea breeze, and special honey from Mt. Jiri, harvested only once in autumn
- 2

Start of Radiant Honey-Glow Skin, Skin Texture Care

Combines natural scrub agent yuzu peel powder and proteolytic enzyme to gently manage exfoliation and skin texture, achieving both cleansing and skin texture care at once
- 3

Wash-Off Pack or Foam Cleanser? A 2-in-1 Solution

A versatile cleanser that can be used both as a wash-off pack and a foam cleanser. Use it as a wash-off pack for one minute before washing to enhance the removal of dead skin cells and impurities

MAYBENA Contact

MAYBENA Official Website
maybena.com



Official Instagram Account
@maybena_official



Japanese Instagram Account
@maybena_jp



KakaoTalk for Domestic Inquiries
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Homepage	https://www.maybena.com

Maybena

Time to find own beauty in the city center. We pursue brands that come to mind with good ingredients, excellent effects, and honesty. We believe is joy to be found in taking time ourselves whist considering the impact on our environment.