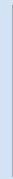




Dr. Althea

Dr. Althea



BRAND INTRODUCTION

2020

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Brand Story

The name of the brand, Dr. Althea, is the embodiment of the brand identity. “Doctor” represents the research and expertise in the product development process. “Althea” is the national flower of South Korea and represents the country that inspires our approach to skincare and cosmetics.

Dr. Althea strives to become an internationally recognized leader in Korean Beauty.

The fundamental principle of our brand is to connect stunning design aesthetics with innovative formulas.

Dr. Althea consults dermatologists and cosmetic researchers to ensure that we are producing the most effective products. The scientific and systematic methodology paired with beautiful trendy packaging has proven to appeal to our consumers over the years.

With in-house product development, design, content planning production, marketing, and logistics team -

Dr. Althea can complete steps from A to Z in product distribution to buyers and consumers alike which allows the brand to be highly capable of expansion and growth.





- PRO LAB -

Dr. Althea Pro Lab series is made to effectively solve our consumers' skin concerns. This includes tired skin due to external stressors, sensitive skin, and weakened skin functions. The development process involves specialists who conduct extensive research on the safe formulation of skin care products. Dr. Althea believes that perfect products start with pure ingredients. Pro Lab researchers focus on helping our customers achieve optimal skin health using natural substances in specially formulated skincare. Products are formulated with Resveratrol, Squalane, Azulene, Amino acids, and more. Each formula is thoroughly tested and trialed. The products are carefully created for cleansing, detoxifying, and hydrating the skin, while simultaneously preventing signs of aging, and improving primary skin functions. At the core of the Pro Lab products, is the intention to return the skin to its original immaculate state as if an in-person specialist treated the consumer's skin.

Pro Lab Origins

Dr. Althea

- PRO LAB -

Brand History

2014

- Established Company.
- Launched Dr. Althea sheet mask line.
- Launched Dr. Althea skincare line.

2015

- Won 1st prize in Most Trusted Consumer Brand
- Garosu-gil and Hongdae flagship stores opened.
- KFDA Certified

2016

- Won 1st prize in Korean Preference Brand of 2016
- FDA, CPNP Certified
- Exceeded \$9B USD in sales revenue

2020

2017

- The Aurora Cover Cushion was named the Best Cushion Product in Korea and China.
- Dr. Althea opened in Lotte Duty-Free Shop, Shilla Duty-Free Shop, and CHICOR (cosmetics store).

2018

- Launched Dr. Althea Pro Lab line.
- Selfridges in England became a retailer for Dr. Althea.
- Wojooh in the Middle East began to sell Dr. Althea products in their stores.
- New flagship store opened in Seoul.
- Expansion into Europe. This includes Poland, Spain, Italy, and Germany.

2019

- Manor, a Swiss department store, became a retailer.
- Available at Soko Glam, the biggest K-Beauty online marketplace.
- Development of the US branch office.
- Launched stores at SOGO and Sephora, Indonesia.
- Successfully entered the Japanese market.
- Won 2019 SEOUL AWARD.

2020

Corporate Belief & Vision

Dr. Althea seeks to become a leading expert in sensitive skin care and Korean beauty. It is the brand's mission to discover safe, effective, and natural ingredients to create high-quality products. Thorough research and testing methods are used to identify fundamental problems and causes of problematic skin. Dr. Althea produces safe formulas made with natural ingredients to relieve sensitive skin or severe skin symptoms.



Management Philosophy

1

**CONSUMERS ARE
TOP PRIORITY**

Dr. Althea consistently produces products that are catered to consumer's needs.

2

**OPEN
COMMUNICATION**

Dr. Althea is devoted to having open communication with consumers to identify their skin care problems. The brand can then create products that are most suitable to them.

3

**CONSTANT
INNOVATION**

Dr. Althea aims to be in the forefront of the cosmetics industry by creating new innovative products.

4

**SAFE & NATURAL
INGREDIENTS**

Dr. Althea products are made with natural ingredients. We believe customers deserve the best products for their skin. That is why natural ingredients are incorporated into our care formulas.

5

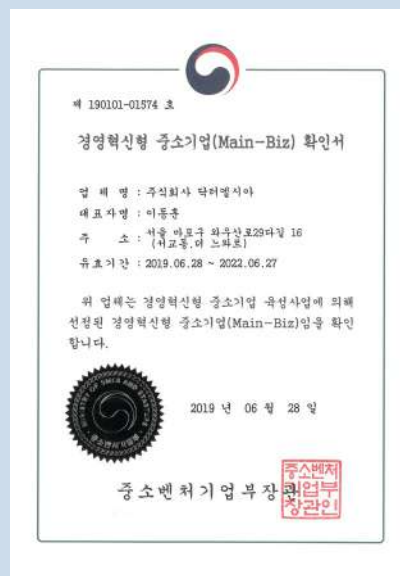
**THE PURSUIT OF
PERFECTION**

Dr. Althea is attentive to the smallest details and ensures that the consumers receive the best experience.

Government Certificates



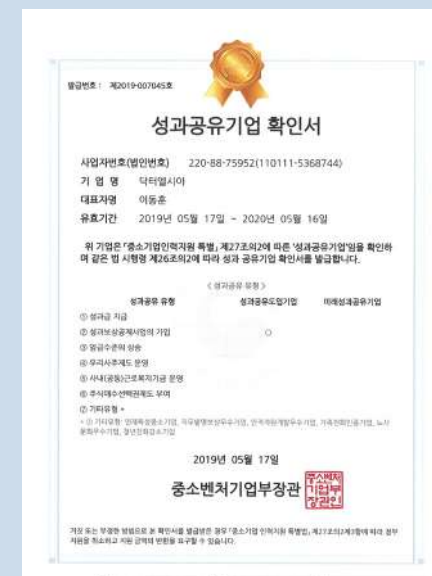
Seoul Small Business
Confirmation Letter



Confirmation of Small
and Medium Business for
Innovation in Management



Certificate of the Corporate
Subsidiary Research Institute



Performance-sharing
company confirmation

Winning Awards

TRUST BRAND AWARDS 2015
고객이 신뢰하는 브랜드대상



한국경제

2015 | 1st place in Most Trusted Consumer Brand

2016 KBPA
한국브랜드선호도 1위
Korea Brand Preference Award



한국경제매거진

2016 | 1st place in Korean Preference Brand



SBA가 엄선한 중소기업 우수상품!
서울어워드 우수상품



2019 | Awarded 2019 SEOUL AWARD for Excellent Products



2020 대한민국 브랜드파워 1위



2020 | 1st place in Korea Brand Power

Social Responsibility

Dr. Althea donated 20,000 (or \$65,000 worth of) hand sanitizers to prevent COVID-19 and is consistently demonstrating CSR(Corporate Social Responsibility) through donations and other activities.



Donated hand sanitizers to front-line healthcare workers such as doctors, pharmacists and paramedics.



Donated 5,000 hand sanitizers to the Vietnamese Students Association.

Social Responsibility

Dr. Althea donated 20,000 (or \$65,000 worth of) hand sanitizers to prevent COVID-19 and is consistently demonstrating CSR(Corporate Social Responsibility) through donations and other activities.



Donated 3,000 hand sanitizers to Ansan, Gyeonggi-Do.

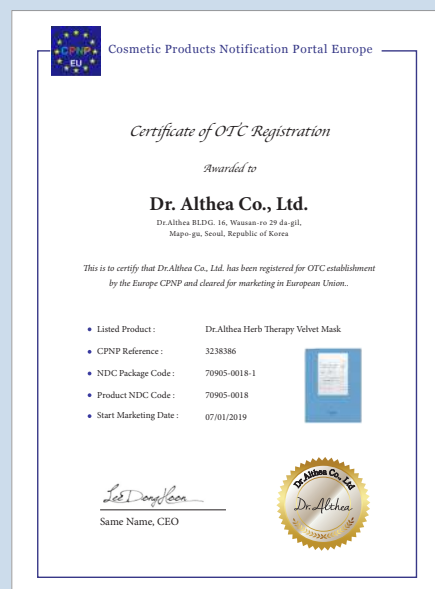


Donated 4,500 hand sanitizers to Saha-Gu, Busan.

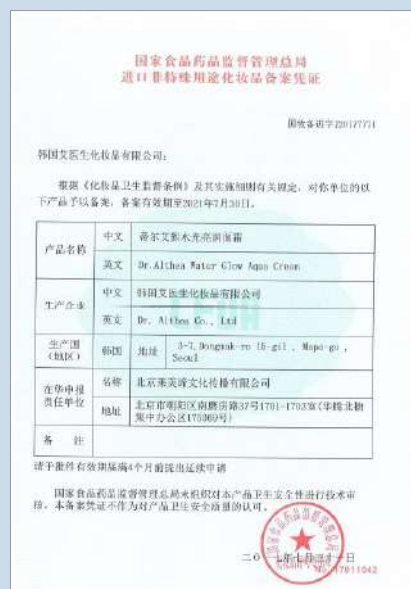
Product Registration



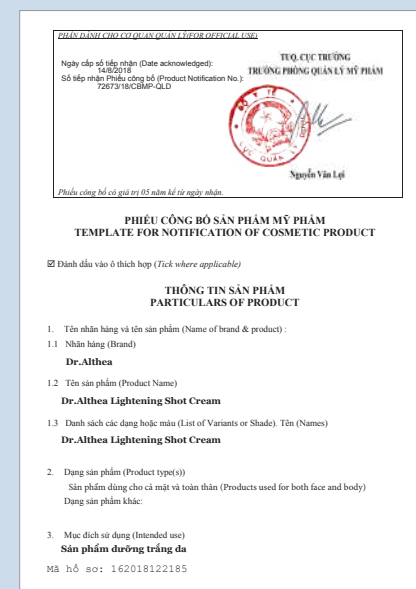
American Certification



European Certification



Chinese Certification



Vietnamese Certification

With years of experience in overseas sales, Dr. Althea is capable of all logistics in regards to legal exportation of K-beauty products. As of 2020, products are registered and tested in accordance to European, American, Chinese, and Indonesian product standards.

Marketing - Dr.Althea Offline

Dr.Althea manages all online and offline marketing in-house.



Hongdae Flagship Store (2018~)



Hongdae Flagship Store 1F - Store



Hongdae Flagship Store 2F - Cafe



Hongdae Flagship Store 2F - Cafe



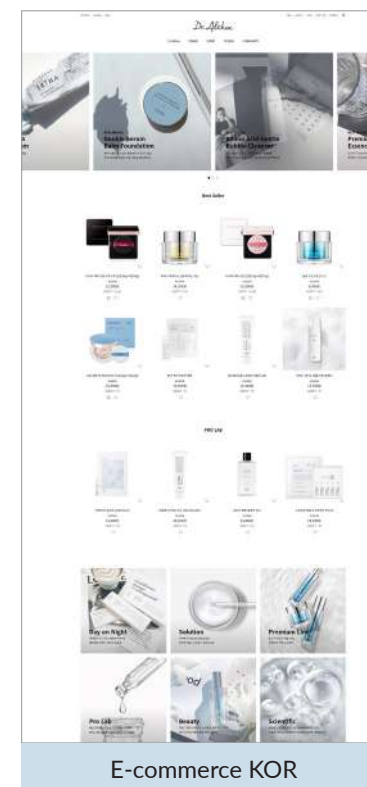
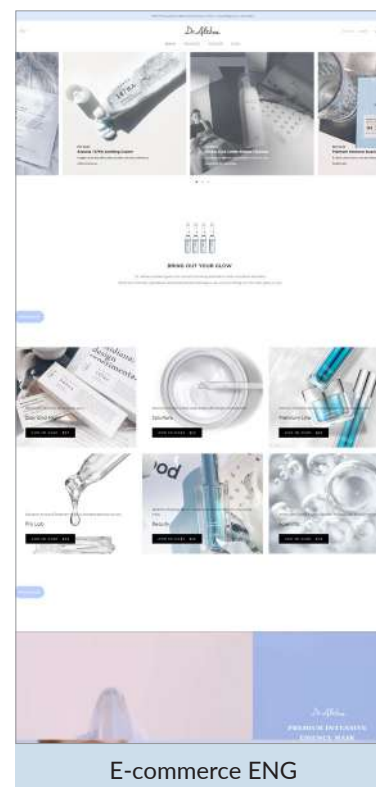
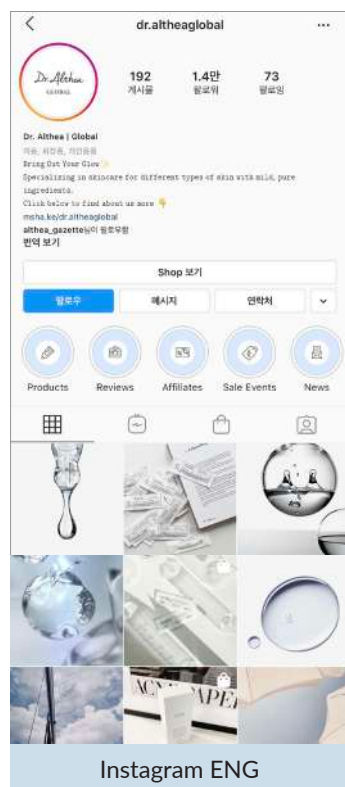
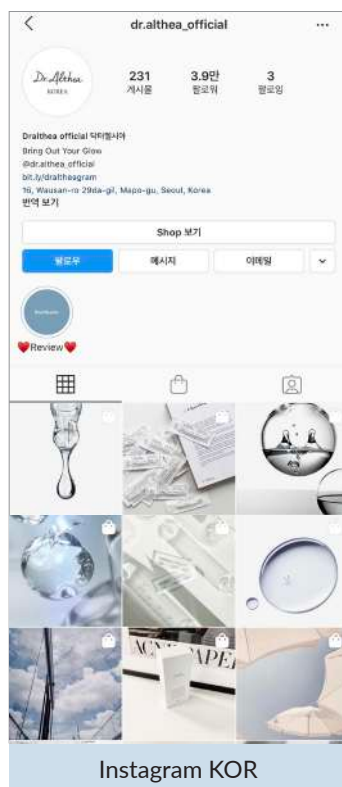
Hongdae Flagship Store 4F - Film Production Room



To bring out the beauty lying within, Dr. Althea

Marketing - Dr.Althea Online

Dr.Althea has its own channels for marketing and selling. Multiple marketing strategies are implemented through official Instagram accounts and blogs. This attracts a lot of customers to visit our websites and ultimately leads to sales.



Marketing - Dr.Althea Online

Videos are an integral part of our marketing strategy - from editorial videos to relatable tutorials.

Video contents allow us to communicate our brand identity and product purposes via online and offline marketing channels.



Marketing - South Korea

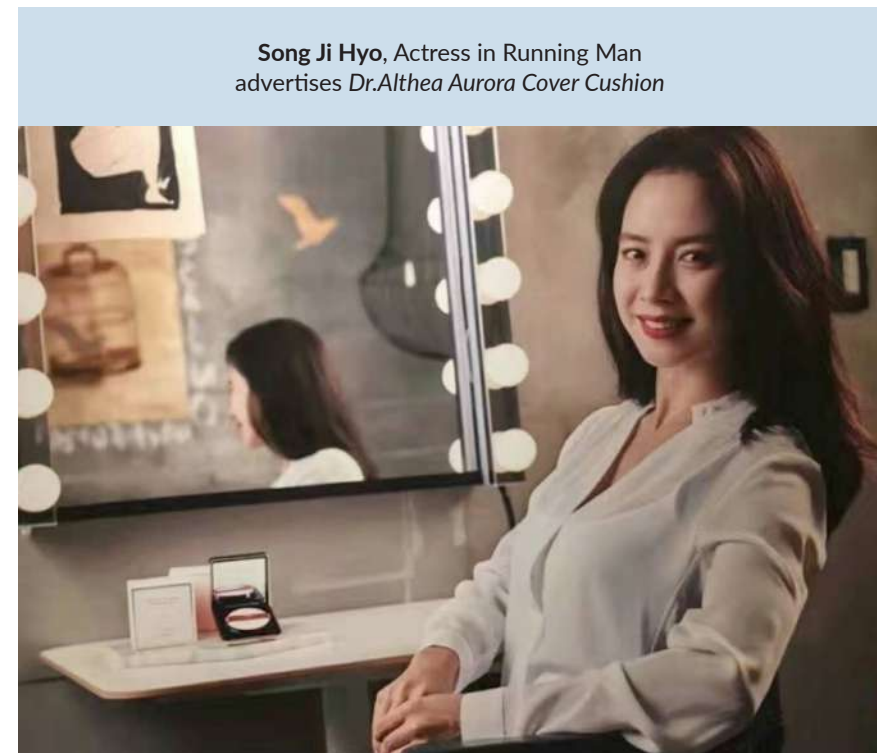
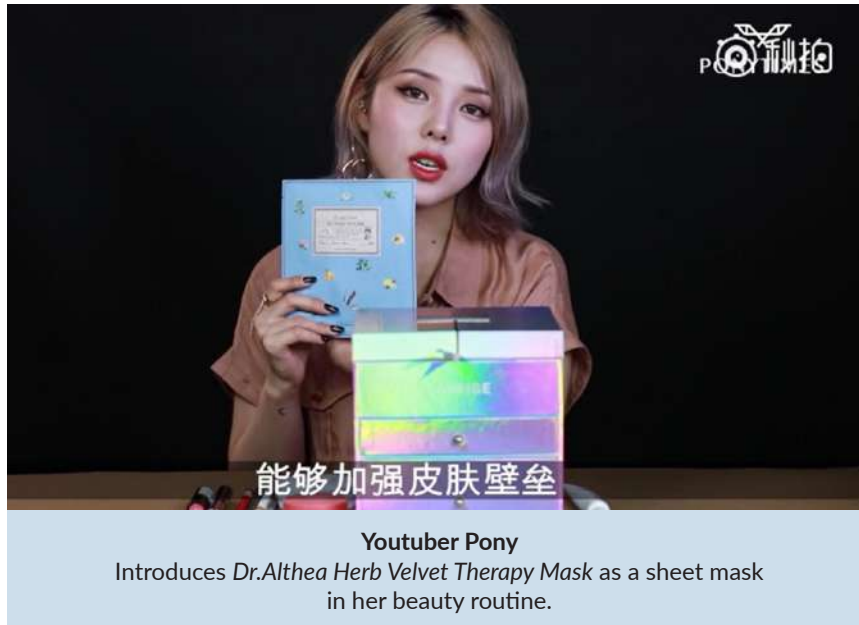


KBS "Beauty Bible"
Girls Generation's Jessica recommends Dr.Althea Power Brightening Glutathione Cream



Fashion N "My Private TV"
Son Dam Bi, Korean actress recommends Dr.Althea Aurora Cover Cushion Moisture

Marketing - China



Marketing - Japan



Dr.Althea products and store featured in three famous Japanese Magazines “SPRING”, “up PLUS”, “ViVi”.



Azulene 147HA_Intensive Soothing Cream, Aurora Cover Cushion, and Power Brightening Glutathione Cream in Influencer posts.

Marketing - Vietnam

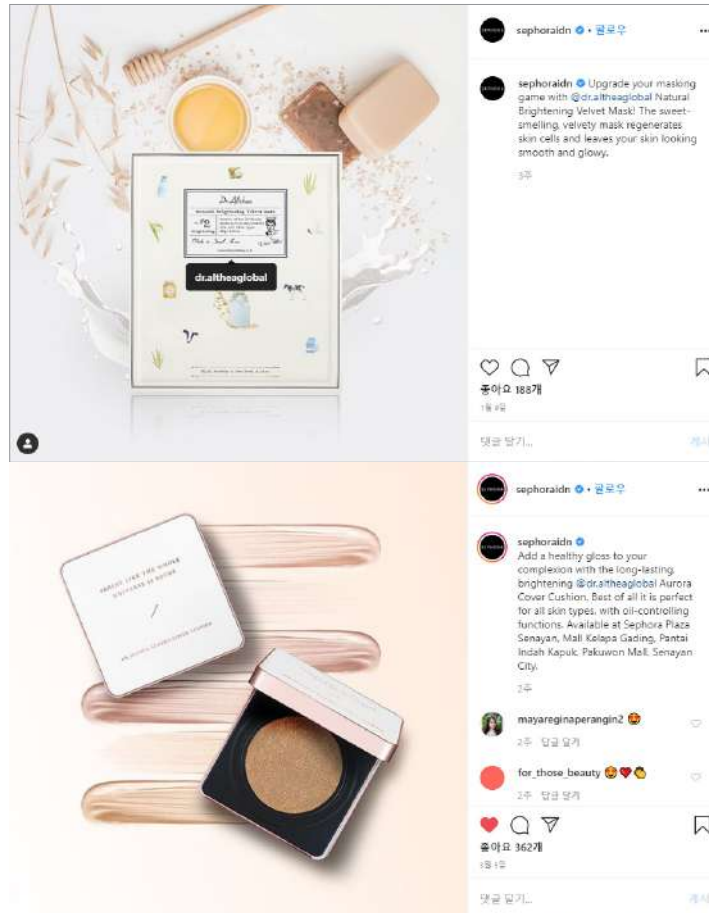


Cosmobeaute Vietnam
Participated in one of the biggest annual Vietnamese beauty conventions.

SBS-HTV “Từ Lạ Thành Thương - Love game”
mentions Dr.Althea Lightening Shot Cream
as a PPL product



Marketing - Indonesia



Sephora Indonesia features the Natural Brightening Velvet Mask and Aurora Cover Cushion on Instagram.



SOGO
Dr. Althea store event currently in discussion.

Marketing - Russia



Russian influencers share reviews on Dr.Althea products.



2019 Intercharm Moscow
Succeeded in making contracts with 4000 retail & wholesale distributors.
Anticipating 2020 sale to be 0.3 billion within Russia alone.

Marketing - United States



Soko Glam, the biggest US online marketplace for K-beauty features our Essential Conditioner Silk Mask in their summer 2019 Pop-up store in LA.



New York City Pop-up store: A chance to meet and hear customer reviews in person

To bring out the beauty lying
within, Dr. Althea

Marketing - Europe



Koibird, London
A multi-brand concept store introducing Dr. Althea's products



the most effective cream for uneven skin tone

Dr. Althea Power Brightening Glutathione Cream featured in **Glamour's Top 11** creams & serums pick.



POP-UP Store
A surprise pop-up store opened in London to interact with London customers.

Business Map

Exported Countires

Dr.Althea products have exported to more than 20 countries. These include U.S, Canada, Spain, Germany, UK, Switzerland, Poland, Australia, Indonesia, Malaysia, Japan, China, Hong Kong, Taiwan, Singapore, Vietnam, Thailand, Saudi Arabia, Kuwait, Bahrain and more.



Distribution Channel - Korea



Hongdae Flagship Store



Lotte Internet Duty Free



Shilla Internet Duty Free



Aland - Myondon, Coex



Chicor - Gangnam, Gangnam Station, Gangnam Timesquare, Goyang



Garosugil Flagship Store



AK Plaza - Tag On Beauty

Distribution Channel - China



SASA
HongKong's largest drugstore chain



Bonjour
HongKong's cosmetics chain store



Colourmix
HongKong's cosmetics chain store



France Printemps
Department Store in Paris

Distribution Channel - Japan



Q10

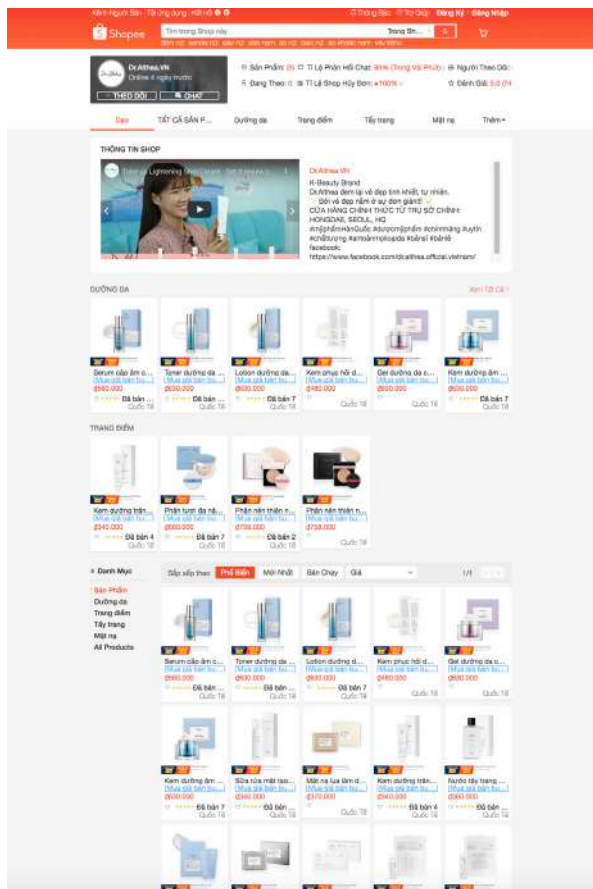
Monthly sales of \$40,000. 100% monthly growth.
Brand touch point with Japanese customers through in-house blog.



Cosme store | Tokyu hands

Currently in discussion of joining the offline channel.

Distribution Channel - Vietnam



Shopee VN
All products available on Shopee Vietnam.



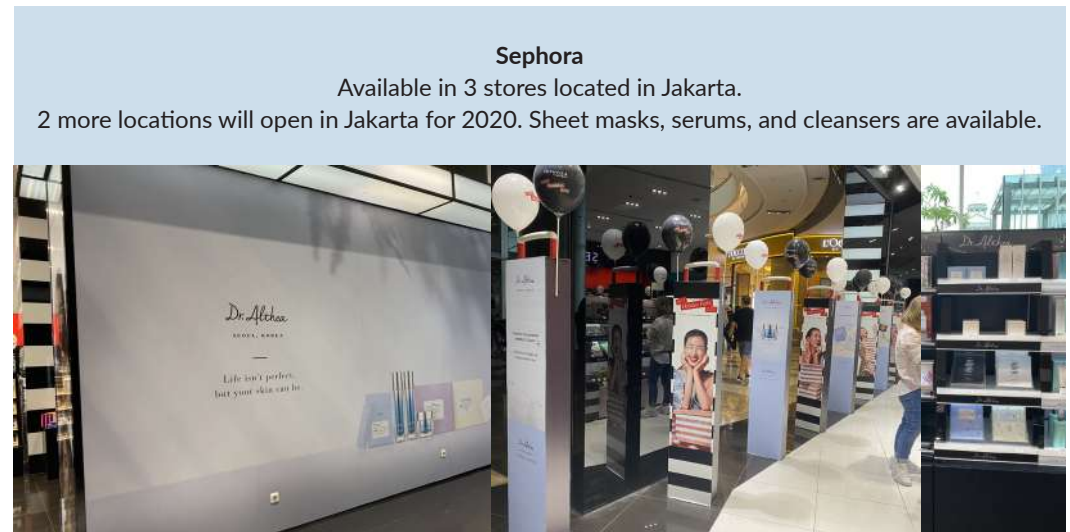
Lazada | Sammi Shop | Watsons
Amino Acid Gentle Bubble Cleanser, Brightening Glutathione Cream, Lightening Shot Cream will be available in all three retailers soon.

Distribution Channel - Indonesia



SOGO

Available in 2 locations (Medan and Jakarta).
1 more will be open in 2020 in Jakarta.
Current curation includes sheet masks, creams, and cleansers.



Sephora

Available in 3 stores located in Jakarta.
2 more locations will open in Jakarta for 2020. Sheet masks, serums, and cleansers are available.

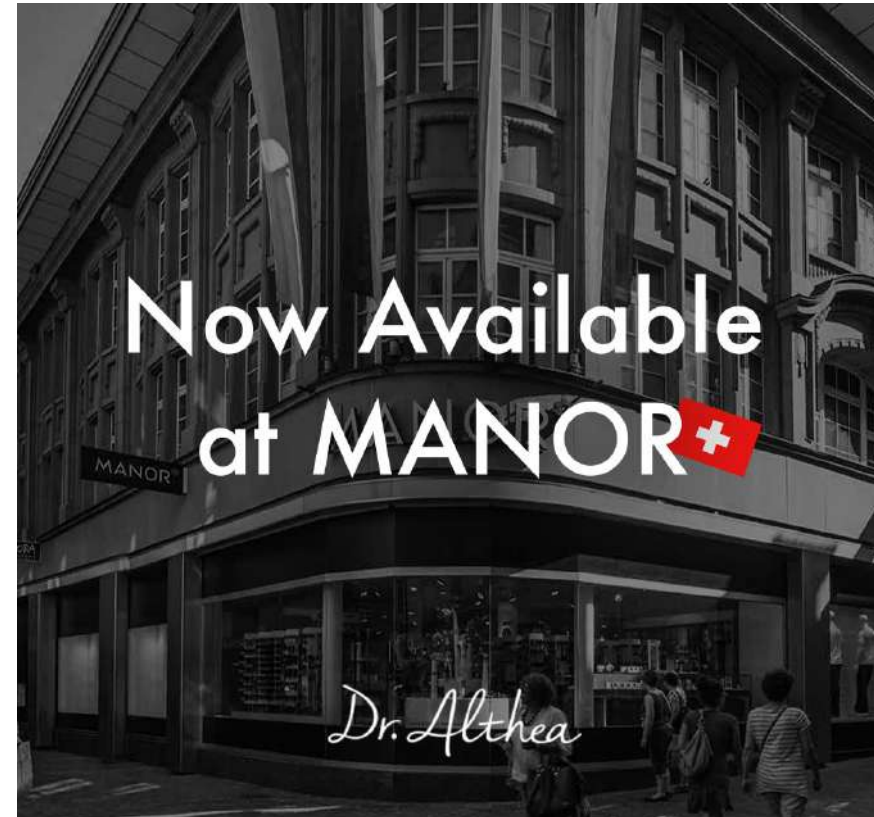
Distribution Channel - Europe

Dr. Althea X  **SELFRIDGES&CO**



Selfridge

An English department store, holding many high-end brands.
Selling mask sheets, and creams.



Manor

A Switzerland department store, known for many classic and iconic brands.

Distribution Channel - Europe



Poland | Kontigo

An on- offline channel with diverse curation of beauty brands.
Our sheet masks, eye serum and creams are available online.



Germany | Douglas

A high end beauty and personal care chain.
Currently in discussion of the contract.

Distribution Channel - Middle East



KSA | Kuwait | Qatar | UAE | WojooH

One of the biggest on-offline retailer in the Middle East.

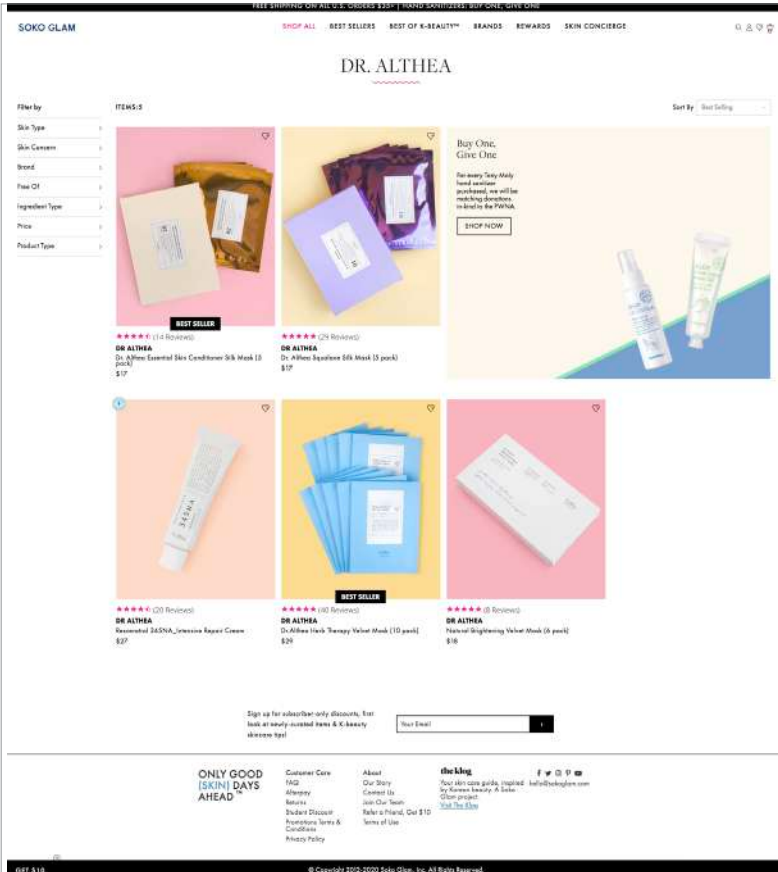
A variety of products are available: from sheet masks to cushions.

Currently in discussion to expand to Bahrain and Monaco.

Faces.com(30 stores), Saks(1 store), Trayano(1 store), Nykka(online), Al Andalousia Group(5 stores)

To bring out the beauty lying within, Dr. Althea

Distribution Channel - United States

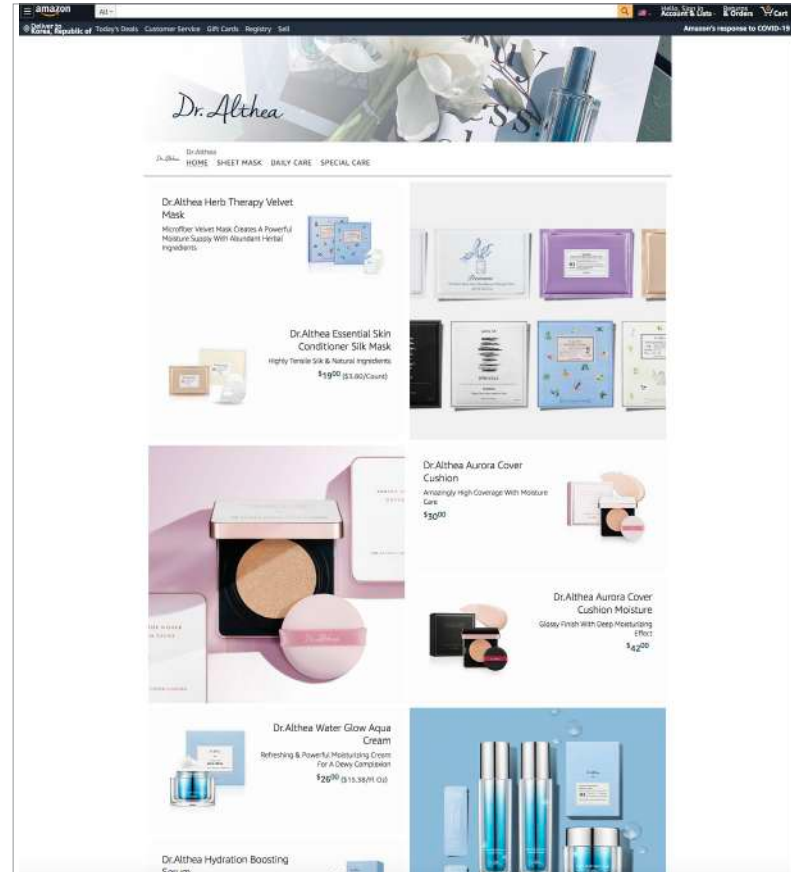


The screenshot shows the Soko Glam website's product page for Dr. Althea. The page features a grid of product images with their names and prices. The products include:

- Dr. Althea Herb Therapy Velvet Mask**: \$17
- Dr. Althea Essential Skin Conditioner Silk Mask**: \$17
- Dr. Althea Replenish 242DNA Intensive Repair Cream**: \$27
- Dr. Althea Herb Therapy Velvet Mask (10 pack)**: \$27
- Dr. Althea Natural Brightening Velvet Mask (8 pack)**: \$18

The page also includes a navigation bar with links like 'SHOP ALL', 'BEST SELLERS', and 'REWARDS'. A footer section contains social media links and a newsletter sign-up form.

Soko Glam
The most famous K-beauty curation, Sokoglam.
Average customer review 4.5 out of 5.



The screenshot shows the Amazon website's product page for Dr. Althea. The page features a grid of product images with their names and prices. The products include:

- Dr. Althea Herb Therapy Velvet Mask**: \$19.00 (\$13.00/Case)
- Dr. Althea Essential Skin Conditioner Silk Mask**: \$19.00 (\$13.00/Case)
- Dr. Althea Aurora Cover Cushion**: \$39.00
- Dr. Althea Water Glow Aqua Cream**: \$26.00 (\$13.99/Case)

The page also includes a navigation bar with links like 'HOME', 'SHEET MASK', and 'DAILY CARE'. A footer section contains social media links and a newsletter sign-up form.

Amazon
All products are readily available for our America consumers.

Distribution Channel - Russia



ICON

A popular Russian beauty retailer.
Dr. Althea pop-up store to increase brand presence.



Top Products



Category - Cleanser

Amino Acid Gentle Bubble Cleanser

A gentle, low pH cleanser that eliminates bacteria while protecting acne prone skin.



Category - Facial Mask

Dr. Althea Squalane Silk Mask

A product with excessive moisture supply for a radiant complexion.



Category - Facial Mask

Essential Skin Conditioner Silk Mask

Highly effective sheet mask in soothing irritated, sensitive, or acne-prone skin.

Top Products



Category - Cushion

Dr.Althea Double Serum Balm Foundation

A remedial balm foundation. It features buildable coverage, skincare, and a dewy finish.



Category - Skincare

Dr.Althea Azulene 147HA_Intensive Soothing Cream

An ointment cream filled with rich nutrients highly effective in relaxing irritated and sensitive skin.



Category - Skincare

Dr.Althea Resveratrol 345NA_Intensive Repair Cream

A regenerating ointment gel cream rich in nutrients.



Category - Cushion

Dr.Althea Aurora Cover Cushion

A high coverage foundation with intensive moisture. The formula is long-lasting and is made up of 60% essence which soothes and moisturizes the skin.

2020 Sale Target

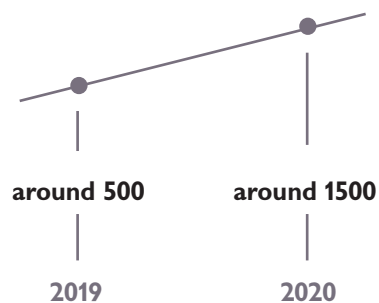
In 2020, Dr.Althea is aiming to reach a sales goal of USD \$40million.
Thanks to the consistent investment in marketing and thorough examination and testing on the products, Dr.Althea was able to meet and export to diverse countries. This year, we are planning to invest in more diversified categories as shown below.

CONVENTION

Actively meet and discuss future plans with distributors in person.

INFLUENCER

Expand the number of influencers



VIDEO

Dr. Althea will continue to provide high-quality beauty videos to increase brand awareness and reinforce marketing.

ADVERTISEMENT

Expand in advertisements such as PPL

2020 Expo



2020.02
K-beauty Expo Vietnam

Dr.Althea will be participating in the following expos to meet more distributors and to present new products in person.

Held inside **LIFESTYLE Week**

7th Health & Beauty Goods Expo Tokyo July

2020.09
Health & Beauty Goods Expo Tokyo



2020.10
Intercharm Moscow

2020 New Products Release



To Be Eyeconic Eye Serum
- Renewed design



Skin Balancing UV essence



Swing Mirror Cushion



Premium Intensive Essence Mask
- Renewed design

Dr. Althea

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