

NEOGEN

BRAND INTRODUCTION



NEOGENLAB

Our Founder

With an extensive background in cosmetics product design, Mr. Youngwook Choi decided to use his acquired experience from one of Korea's biggest cosmetic giant, Amore Pacific, to create what he called and envisioned as Korea's first affordable and widely accessible skincare brand that is created to cater the Western audience.

While building Outin Future's first in-house brand; Neogen, Mr. Choi focused on bringing mass consumers the benefits of high-end cosmetics while keeping it within a minimal price point. With its D2C distribution network and all components and personnel in-house, this was achievable. Thus, solidifying Mr. Choi's core vision and belief: True Benefit.

Which is why at first glance, Neogen and its products look like a typical Western brand, but at closer look you'll realize that it has its roots and components of an advanced Korean formulation.

Our Company

Name: Outin Futures

Founded: 2000

Core Businesses: ODM, Design, In-house Brands

Employees: 100+

No. of In-house Brands: 7+

Capital: 2.98 Billion won

Publicly traded on the KSE since 2019



CEO
CHOI YOUNG WOOK

Our Philosophy —

True Beauty, Real Ingredients

With all the elements and expertise to build the perfect brand and products under one roof, Outin Futures created NEOGEN. Its first ever in-house beauty brand which embodies Mr. Choi's vision of affordable and effective skincare.

Whether it's the product design or the ingredient, each and every product under NEOGEN's label has at least one key element which differentiates it from all the others on the market.

All of NEOGEN's products are built on one core principle;

simple, but effective innovation. True Benefit.

Our Capabilities

Dedicated Manufacturing Facility
cGMP Certified in 2014

We hold production capacity of 200 billion won worth of skincare products and 100 billion won worth of make-up products annually and produce quality products based on cGMP standards.

We also have dedicated formulation labs on site at the factory and also an in-city lab at our HQ.



Our Distribution Network& Channels

D2C

NEOGENLAB

amazon

Shopee

Qoo10

Lazada

Retail Partners

LOOKFANTASTIC

pureseoul

SOKO
GLAM

OLIVE  YOUNG

HSN

Costco
WHOLESALE

IPSY

watsons

StyleKorean

sociolla

Gold Apple

The Guardian

MYER
MY STORE

YESSTYLE

Sasa

SUPERBALIST

NYKAA

JCPenney

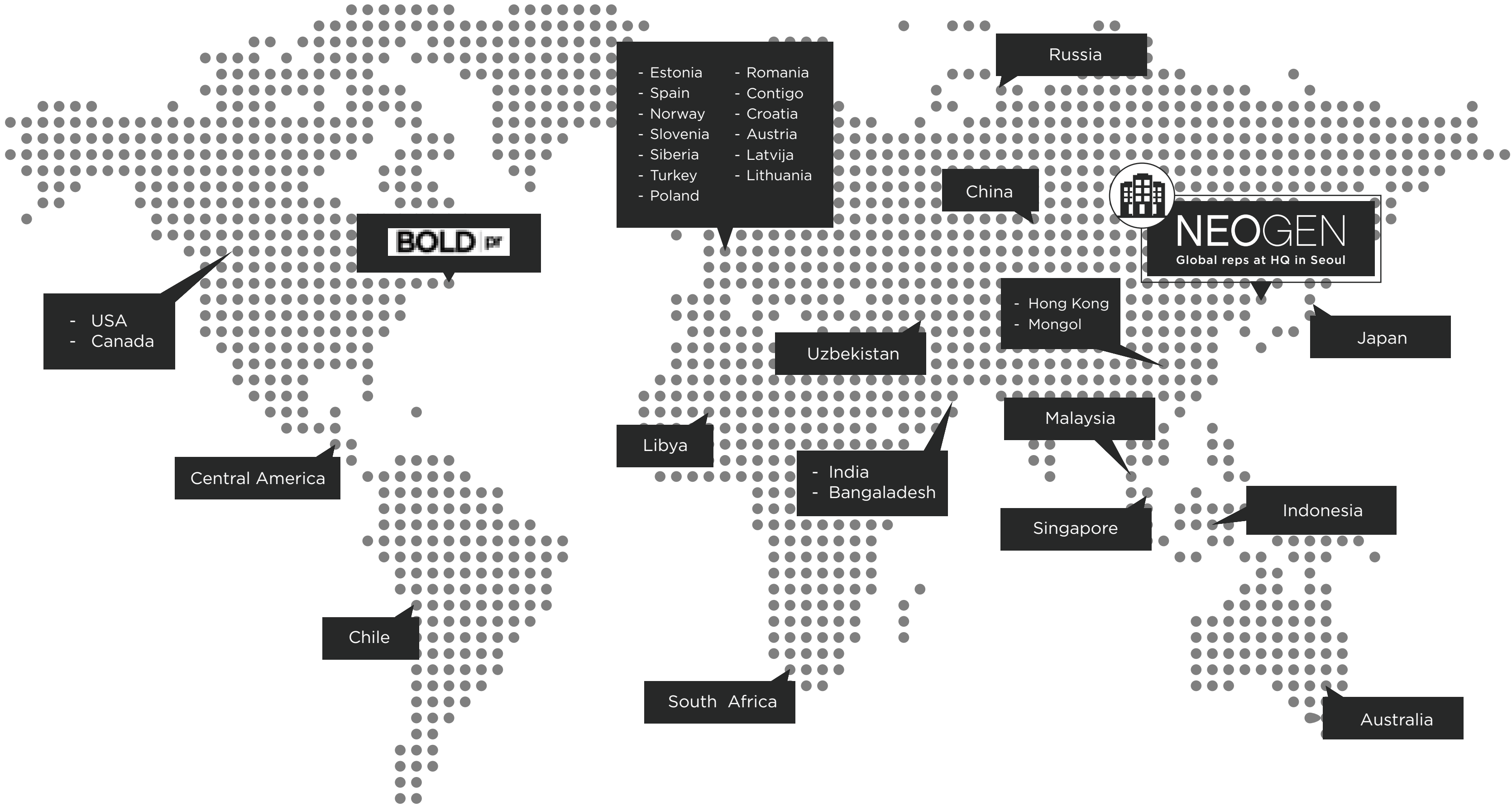
ADOREBEAUTY

A'rya

Our Network

BOLD pr

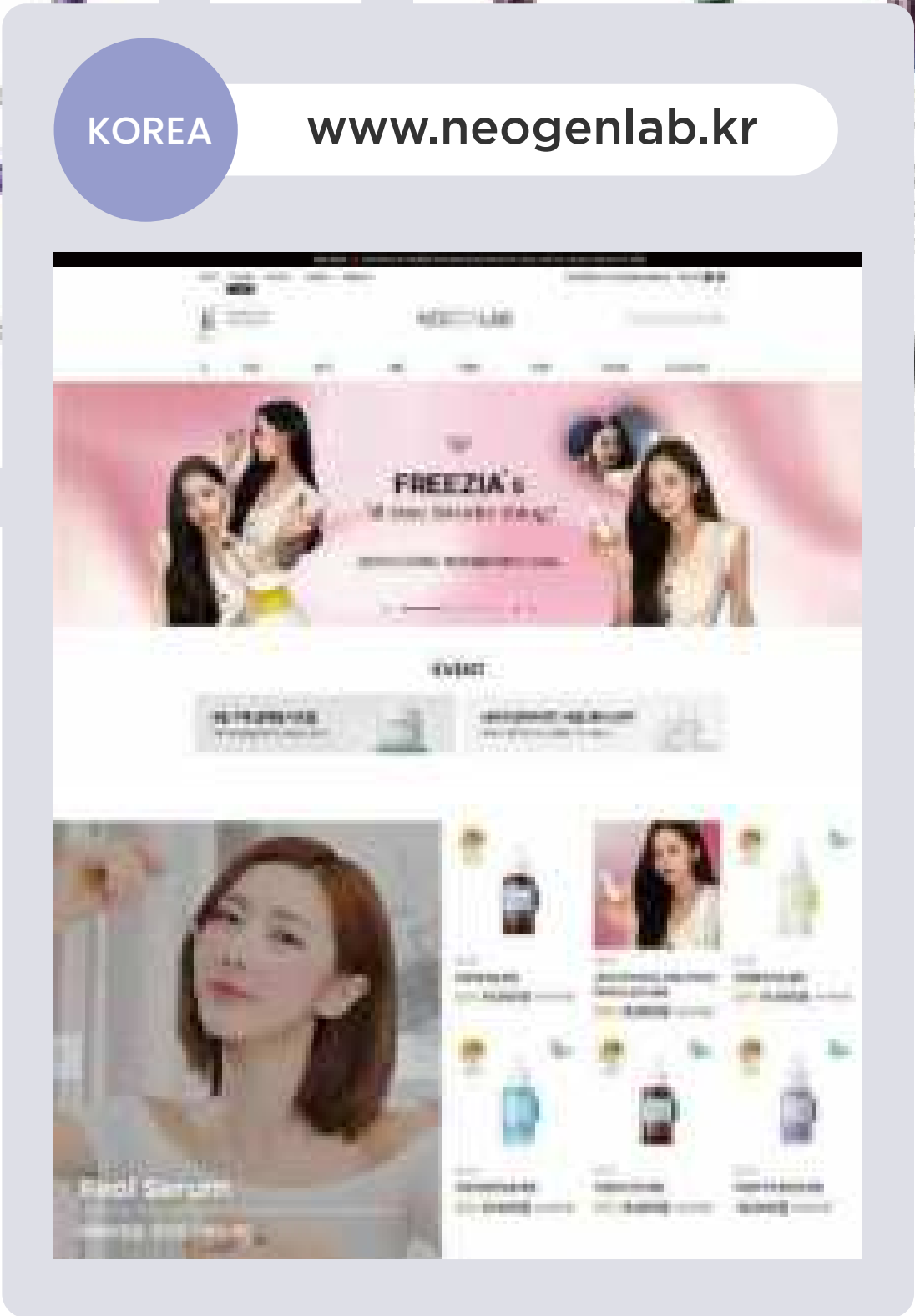
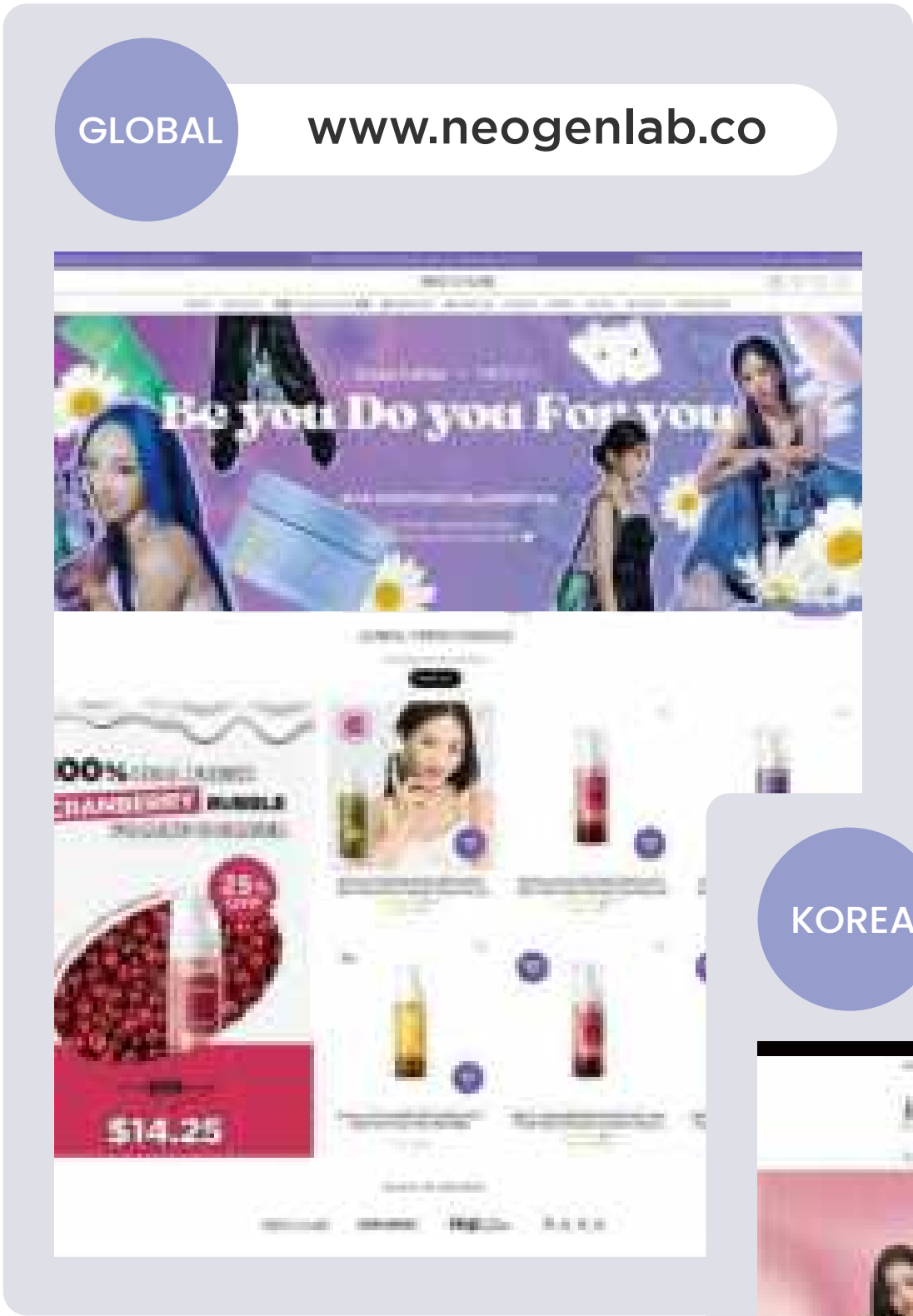
We work closely with BOLD PR
- a reputable US PR agency in the beauty industry



Our D2C Platforms

NEOGENLAB

GLOBAL	www.neogenlab.co
KOREA	www.neogenlab.kr
USA	www.neogenlab.us
JAPAN	www.neogenlab.jp



Our Social

- Instagram
- TikTok
- Youtube



ALLURE STORE

191 Lafayette Street, New York City





WE DESIGN

EVERYTHING

IN BEAUTY

When we say real,

#REAL FRESH FOAM CRANBERRY \$19

Incorporating cranberry fruit extract and water, this rich cleansing foam helps gently cleanse skin and pores, bringing vitality to the skin.

#REAL FRESH FOAM BLUEBERRY \$19

Incorporating blueberry fruits and water, this rich cleansing foam helps gently cleanse skin and pores while hydrating and moisturizing skin.

NEW



#REAL FRESH FOAM HEARTLEAF \$19

Incorporating 60% heartleaf water and heartleaf leaves, this rich cleansing foam helps gently cleanse skin and pores, purifying and soothing skin at the same time.



#REAL FRESH FOAM GREEN TEA \$19

Incorporating 60% green tea water and green tea leaves, this rich cleansing foam helps gently cleanse skin and pores while soothing sensitive skin



We mean "REAL"

Innovation with just one flip!



#BIO PEEL GAUZE PEELING PAD GREEN TEA \$27

Exfoliate and helps soothe irritated skin

With Green tea and Glycolic Acid, these pads gently exfoliate dead skin cells while helping soothe irritated skin, leaving skin smoother and clearer.

#BIO PEEL GAUZE PEELING PAD LEMON \$27



Exfoliates and helps brighten skin

Enriched with Lemon extract and Vitamin C, these pads help gently exfoliate physically and chemically skin while perfectly clearing clogged pores for a more radiant and bright skin.

#BIO PEEL GAUZE PEELING PAD WINE \$27

Exfoliates and helps firm skin

Formulated with key ingredient, Resveratrol found in Wine, these pads deliver firming and tightening benefits for a healthier look, while gently exfoliating skin.

A pad for every concern



CALMING CICATREE PAD \$21

#CALMING PAD

KEY POINTS

Calms irritated skin
Contains non-irritating PHA, LHA
for a gentle peel
Hypoallergenic, microfiber material

MAIN INGREDIENTS

Cica (Centella Asiatica)
Teatree

GREEN TEA MOIST PHA GAUZE PEELING \$28

#SOOTHING PEEL

KEY POINTS

FRESH & SOOTHING
CONTAINS PHA, AHA, BHA, LHA

MAIN INGREDIENTS

Green Tea, Hyaluronic Acid
Green tea helps soothe and
hydrate fatigued skin.

CARROT DEEP CLEAR \$24

#REMOVER PAD

KEY POINTS

Infused in Carrot seed oil, rich in
beta-carotene, and Moringa, these
oil pads help remove makeup and
clean skin impurities and sebum.

MAIN INGREDIENTS

Carrot Seed Oil, Multi Vita 15,
Moringa, PHA, LHA

WINE LIFT PHA GAUZE PEELING \$28

#FIRMING PEEL

KEY POINTS

Firms with healthy berries
Contains PHA, AHA, BHA,
LHA

MAIN INGREDIENTS

Wine, Peptide
Polyphenols from wine revitalizes
and Nourishes fatigued skin.

REAL CHARCOAL PAD \$22

#PORE CARE

KEY POINTS

Black Bamboo Charcoal Pad
Helps exfoliate and purify pores
Helps reduce sebum and offers a cooling
effect with Ginger Mint Cooling Extract

MAIN INGREDIENTS

Charcoal, Canadian glacial
soil, Hungarian moor mud,
peat water

LEMON BRIGHT PHA GAUZE PEELING \$28

#GLOWING PEEL

KEY POINTS

Revitalizes dull skin
Exfoliate dead skin cells
Contains PHA, AHA, BHA, LHA
Hypoallergenic, microfiber material

MAIN INGREDIENTS

Lemon, Glutathione, Vitamin C
Helps revitalize, brighten skin and boost
radiance with glow peeling.



Because some of us are Sensitive



#CALMING CICATREE MICELLAR CLEANSING WATER \$22

Enriched with skin soothing ingredients, Centella Asiatica extract and Madecassoside, it gently finishes to a dewy and smooth skin with a moderate pH (5.5-6.5)

#CALMING CICATREE MICELLAR CLEANSING FOAM \$17

Enriched skin soothing ingredients, Centella Asiatica extract from Madecassoside, combined with formula with a moderate pH (5.5-6.5), help mildly finish to a dewy and smooth skin texture

#CALMING CICATREE MICELLAR CLEANSING OIL \$29

Formulated skin soothing ingredients, Centella Asiatica extract and Madecassoside, help pamper skin for a dewy and healthy finish

#CALMING CICATREE PAD \$21

Cica repair essence & PHA moisture peeling ingredient supplies skin-calming hydration while removing dead skin cells and excess sebum



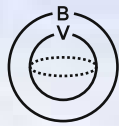
We proudly presents, the Power of "V.Biome capsule"



red dot design award 2022

NEW

Key Ingredients Vitamin + Bio Liposome™



CAPSULE CONTAINS:

- Vitamin C : Premium Vitamin C made in the UK
- Blue Mallow Flower Extract (outer layer)
- Probiotics: Skin Barrier Strengthening Microbiome

Key Technology

NEOGEN'S UNIQUE
ENCAPSULATION TECHNOLOGY
Made with encapsulated active ingredi-
ents that penetrates through the skin
barrier and absorbs into the skin

#V.BIOME FIRMING CREAM \$38

Includes 10% of V.BIOME LIPOSOME™ that help increase collagen production and Natural Moisturizing Factor (NMF), Neogen's exclusive capsule technology, to provide intense firming care and help slow signs of aging.



#V.BIOME Soothing CREAM \$38

A powerful antioxidant anti-aging vitamin serum that contains 5% of V.BIOME LIPOSOME™ and over 10 types of vitamins, improving the skin's elasticity and providing a healthy, radiant skin complexion

* Non-Comedogenic



#V.BIOME INFUSION SERUM \$34

A high-performance antioxidant anti-aging vitamin serum that contains 5% V-Biome Liposome™ and over 10% of vitamins, providing a visible glow, brightening, and firm skin elasticity



#V.BIOME ADVANCED EYE CREAM \$38

Contains 10% of V.BIOME LIPOSOME™ and 11 multivitamins, that includes peptides to help increase skin elasticity around the eyes



A smarter way to apply cream with our globe massager! No more dirty hands for a relaxing massage at home.



A spatula with antibacterial test completed to scoop the cream more conveniently and hygienically.



Ahhhh, What a Relief.

REAL HEARTLEAF SOOTHING MASK \$2

A thick-knit fabric soothing mask that contains 82% heartleaf extract & 8 types of hyaluronic acid & 6 types of skin calming ingredients.

REAL HEARTLEAF SOOTHING CREAM \$28

Benefits: Moisturizing, Improve skin texture & Skin radiance

Main Active Ingredients: Lupin peptide, collagen boosting peptide, hydrolyzed lupin protein

REAL HEARTLEAF SOOTHING ESSENCE \$38

Vegan formulated water-type essence that contains 87.5% heartleaf extract & 8 types of hyaluronic acid & 6 types of skin calming ingredients. Quickly absorbed, it hydrates and soothes the skin.

REAL HEARTLEAF SOOTHING DAILY MASK \$32

Enriched with an impressive 88% heartleaf extract, it calms irritated skin and provides quick replenishment of moisture



Get lucky Real 7 serum

It effectively brightens dull & tired skin,

Get lucky with skin that radiates effortlessly with formulas so clean and effective, Wondering how you got so lucky with such flawless skin.

- 1 REAL BAKUCHIOL FIRMING SERUM
- 2 REAL NIACINAMIDE SERUM
- 3 REAL VITA C SERUM
- 4 REAL VITAMIN C SERUM
- 5 REAL RETINOL SERUM
- 6 REAL PEPTIDE SERUM
- 7 REAL HYAL PANTHENOL SERUM



We just changed the Vitamin C game

#REAL VITAMIN C SERUM \$38

A Vita C powder that can be used with all skin products

#REAL VITA C CREAM \$20

A Vita C powder that can be used with all skin products

#REAL VITA C POWER \$20

A Vita C powder that can be used with all skin products



#REAL VITAMIN C SERUM \$38

Mixture of 12% of Vita C Acero-la-plex and 10% of Sodium Ascorbyl Phosphate works as powerful reboot ingredients to help brighten up skin tone

#REAL VITA C FOAM \$38

Mixture of 10% of Vita C Ace-rola-plex and 10% of Sodium Ascorbyl Phosphate works as powerful reboot ingredients to help brighten up skin tone



Second to none – Kakadu Plum

Introducing to you the top of it's class
Vitamin C serum – Kakadu Plum.

The plum is known for it's high Vitamin C
content and is also rich in Magnesium,
Calcium, Phosphorus and Folic acid
that aids to preserve skin health.

460 x more than blueberry
58 x more than lemon
21 x more than kiwi

REAL VITAMIN C SERUM \$38

Benefits: Moisturizing, Improve skin
texture & Boosts radiance

Main Active Ingredients: 10% stabilized Vitamin C deriva-
tives, 12% Kakadu C-plex, Vitamin C & E and Ferulic acid.



AH, Your skin so blinding Bright

The game changer in our serum line.
This tiny bottle contains a mix of powerful
ingredients – niacinamide, arbutin,
ferulic acid and vitamin B.

It effectively brightens dull & tired skin,
helping skin back to its prime condition.

In addition to the skin brightening effect,
Niacinamide is known to deliver countless of
skin benefits – lighten hyperpigmentation,
protect against sun damage, and many more.

Achieve that natural glow with the
Real Niacinamide Serum.

REAL NIACINAMIDE SERUM \$38

Benefits: Elasticity, Soothing & Brightening
Main Active Ingredients: 15% Niacinamide,
Ferulic Acid, Alpha-bisabolol



Glowy Skin Everyday

**CONTAINS NIACINAMIDE FOR
CLEAR, BRIGHT, GLOSSY SKIN**

A Glow-up Moisturizing Daily Mask that contains Niacinamide to make skin moisturized and bright

A patch-type mask made of a wide thick knit fabric that can be attached to wide curved areas.

A daily mask that allows 6 times more essence to be delivered to the skin than average daily masks



REAL NIACINAMIDE GLOW UP DAILY MASK \$35

A 2-in-1 Glow Daily patch-type mask for clear and bright skin that offers a more intensive care than serums and creams

Better Than RETINOL

**Bakuchiol – a new,
alternative to Retinol.**

This go-to anti-aging ingredient is less irritant, making it skin-friendly for those who are sensitive.

The Bakuchiol also hold the same benefits as Retinol such as, preventing fine lines, wrinkles and helps with skin firmness, elasticity and pigmentation.

Rewind time with the new Retinol, Bakuchiol.

REAL BAKUCHIOL FIRMING SERUM \$38

Benefits: Moisturizing, Improve skin texture & Skin radiance
Main Active Ingredients: Lupin peptide, collagen boosting peptide, hydrolyzed lupin protein



Plump me, Lift me, Love me

Collagen, a protein found naturally in the body, plays a primordial role in maintaining the skin healthy and young.

As we age, our collagen production diminishes, leading to fine lines, wrinkles, and sagging skin.

This is where our collagen cream comes into play!

#COLLAGEN LIFTING CREAM \$28

A cream that combines collagen and various moisturizing ingredients that are essential for skin barrier strengthening. This cream fills in spaces between cells and smoothens out fine lines to create plump, healthy skin.



Blemish Care+Soothing +Firming What Else?

Cares for trouble prone skin and blemishes
Includes 8 types of plant ingredients for mild,
moderate, and severe blemish care

Includes up to 96% of snail mucin, and centella
asiatic extract (also known as cica) to maximize
the benefits for the skin, providing soothing &
trouble care, and firm and youthful-looking skin

#CICA REPAIR SNAIL ESSENCE \$27

96% of Snail mucin extract, hya-
luronic acid, antioxidants and
AC-CICA PURE COMPLEX. Made
from the healthiest snail ingredi-
ent. Increases elasticity and
soothes skin.

#CICA REPAIR SNAIL CREAM \$27

88% of Snail mucin extract, Niaci-
namide, hyaluronic acid, antioxi-
dants and AC-CICA PURE COM-
PLEX that clears the skin tone
from the inside



Have you met, our TikTok Famous Mascara yet?

A slim metal brush that is thin and delicate
and can reach the root of the eyelashes!

#EXTRA SLIM METAL MAXICARA BLACK \$42

The ultra-precise slim metal brush of Neogen's new iconic
defining mascara, creates even and detailed strokes for every
application. The metal tip, featuring 50 degree angle dents
with a constant depth of 0.42mm, helps coat and lift every
single lash without smudging, clumping and smearing

KEY TECHNOLOGY

Featuring a hygienic metal brush!
Designed with a gold-coated metal brush tip that is
easy to clean with water or cleansing tissue



**Hard and powerful
Metal Brush**

0.42mm

50°

2.5mm

Constant depth



Glass Skin



#REAL FERMENT MICRO ESSENCE \$38

Hydrating and brightening essence made with over 93% skin-compatible fermented ingredients

#REAL FERMENT MICRO SERUM \$38

Micro Bio Ferment Complex, 61% of ferment components deliver a concentrated boost of nutrients and moisturizing benefits to skin





OH! The sun is NO JOKE

**NEW # DAY-LIGHT PROTECTION
AIRY SUNSCREEN SPF 50/PA+++
\$32**

Sun protection as light as air
Chemical Sunscreen
Actives
Homosalate, Octocrylene, Avobenzone
Texture
Light milky, non-oily, no white cast

Skin Goals : A-Clear Skin



A-CLEAR TONER \$28

Light tonic water texture that absorbs smoothly upon application on the skin



A-CLEAR SERUM \$32

A refreshing skin soothing serum formulated with plant extracts that focuses on calming sensitive skin quickly



A-CLEAR ACNE FOAM CLEANSER \$32

GEL-to-FOAM formula cleansing foam with skin calming ingredients and Salicylic Acid



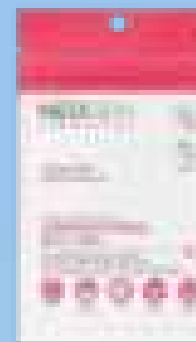
A-CLEAR SOOTHING FOAM CLEANSER \$19

This gentle cleanser clarifies clogged pores and helps remove excess oil, which is one of main factors for acne skin, while controlling excess sebum



A-CLEAR SOOTHING OVERNIGHT MASK \$19

The formula helps soothe the skin for all night to prevent future breakouts, while controlling sebum production for a healthy balanced skin



A-CLEAR SOOTHING CLEAR SPOT PATCH \$19

Hydrocolloid patches help to absorb secretions from the blemishes, spots, while creating a moist environment to prevent scabbing and scarring



A-CLEAR PINK ERASER \$15

A natural pink Calamine ingredient from Sulfur intensively helps soothe and relieve blemishes and problem areas



A-CLEAR PINK ERASER AMPOULE \$28

A BHA-based ampoule for exfoliation, pore care and sebum controlling at the same time.



Canadian clay Pore Cleanser!

CANADIAN CLAY PORE CLEANSER \$27

Canadian Clay Pore Cleanser is made with micro-particles of glacial marine soil, colloidal clay from West Coast British Columbia, Canada and carbonated water ingredients.

Canadian Clay Pore Cleanser minimizes enlarged pores, lifts up sagging skin, and evens out skin texture leaving skin clean, refreshed, and vitalized!



Where day meets night

#NEOGEN VITA DUO DAY NIGHT CREAM \$32

#VITA DUO DAY CREAM \$28 (REFILL \$22)

#VITA DUO NIGHT CREAM \$28 (REFILL \$22)

The first ever vita cream made in collaboration with Joan Kim. Day & Night – all in one. Hypoallergenic formula great for those who are sensitive. Why carry 2 creams when you can in 1?



DAY

Lightweight moisturizer that delivers countless of skin soothing benefits, relieving fatigue and energizing the skin.

Main Active Ingredients:
Green Tea & Vitamin C



Have a joanday
& night! ♥



NIGHT

Turn down for the night.

This moisturizer works as a night sleeping mask. Delivering intensive hydration and soothing benefits throughout the night.

Main Active Ingredients:
Lavender & Vitamin E



Now comes in separated
and refillable containers!

Our Global Ambassadors

DREAMCATCHER 2021-2022

We collaborated with the talented members of Dreamcatcher to create 7 unique scents.

These scents are made into perfume body mists & hand creams that are perfect for any occasion.

Subtle yet classy, catch your dream with Dreamcatcher.

Catch Your Dream



*Disclaimer: Confidential, for internal use only.
Not to be used for advertising.

Our Global Ambassadors

FROMIS 9 2022-2023

The faces of K-POP,
8 stunning members of Fromis 9 are
now the main representatives of NEOGEN.

This breathtaking collaboration has
not only garnered attention from fans
all over the world but has positively refreshed
our brand image.

Be the next generation.
Be NEOGEN.



from
NEOGEN

Our Global Ambassadors

DREAMCATCHER JI U & YOOHYEON 2023-2024

After a successful collaboration in 2021,
they are back!

Introducing Dreamcatcher Ji U & Yoohyeon –
our Neogen brand ambassador for 2023.

They have captured our hearts and those of fans
all over the world.

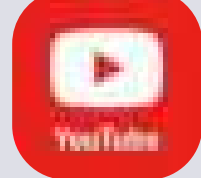
Be ready for a year full of surprises.



Our social influence

 Instagram

 TikTok

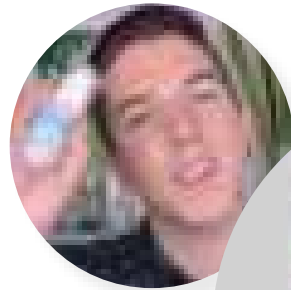
 Youtube

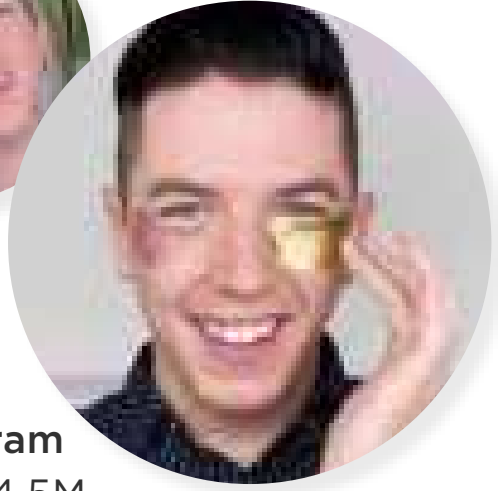


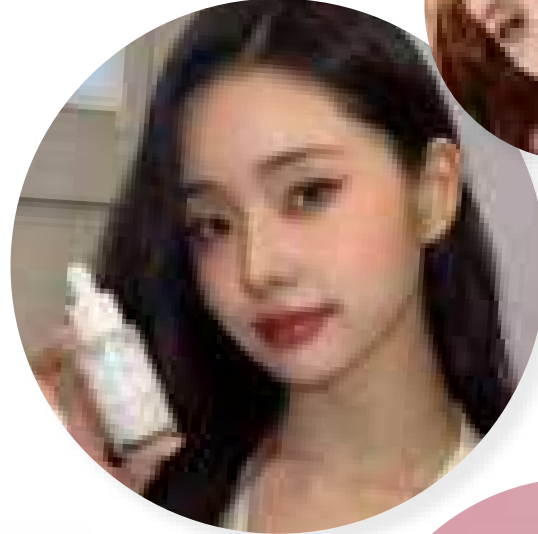
@pomemama_blyou
IG : 54K



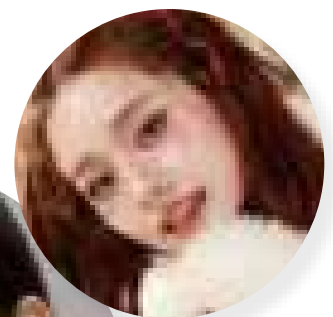
@skincarebyhyram
YT: 4.5M
IG : 54K







@dear.zia
YT: 455K
IG: 5M





@chihirosawa
IG: 38K

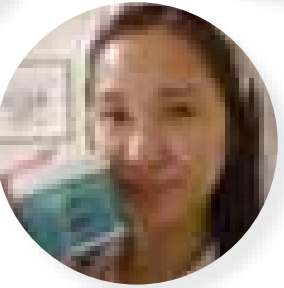






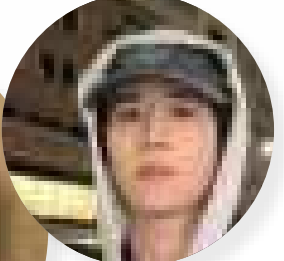
@beautywithin
YT: 2.43M



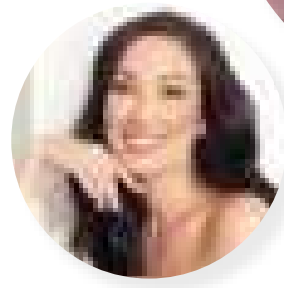




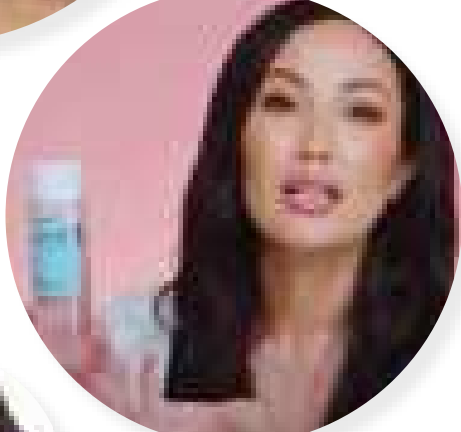
@kanockstar
IG: 300K







@mixedmakeup
YT: 1.5M

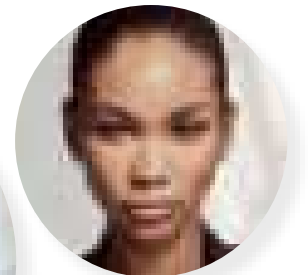




@jazzk
IG: 82K





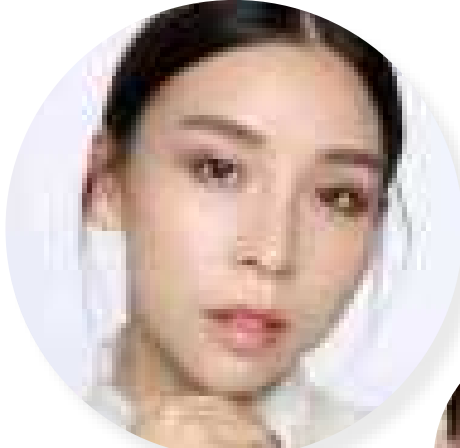


Chanel Iman
US Top Model
IG: 4M



@joanday
IG: 290K
YT: 513K

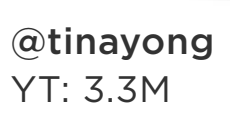




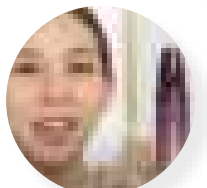
Lily Aldridge
VS Angel
IG: 6.9M

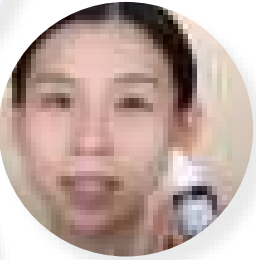


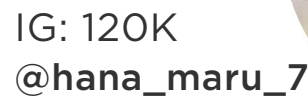




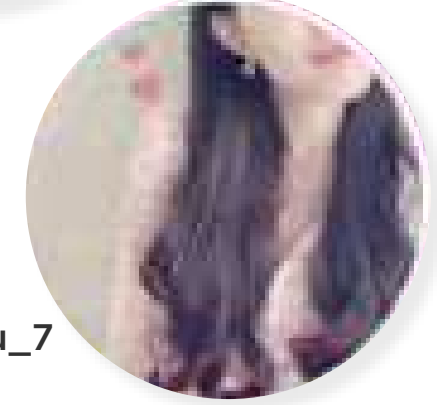
@tinayong
YT: 3.3M







IG: 120K
@hana_maru_7



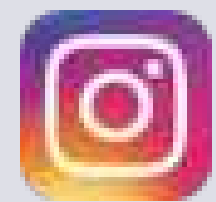


@annhaksoon
IG: 30K

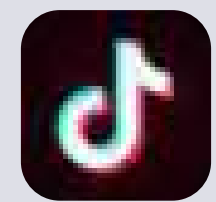


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The NEOGEN Family



Instagram



TikTok



Youtube



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Featured mentions



INDEPENDENT SPOTLIGHT
CENTELLA ASIATICA
Although this herb is trending to be in vogue, it's actually been around for centuries and has a long list of healing benefits.
BY CASSIDY

What is it?
Centella asiatica, also known as gotu kola, is a herb that has been used for centuries in traditional Chinese medicine. It's known for its ability to improve circulation, reduce inflammation, and promote skin healing. It's also been shown to have antioxidant and anti-aging properties.

What does it do?
Centella asiatica is a powerful antioxidant that helps to protect the skin from free radicals and environmental damage. It also promotes collagen production, which helps to keep the skin firm and youthful. Additionally, it has anti-inflammatory properties that can help to soothe irritated skin and reduce redness.

How to use it?
Centella asiatica is available in a variety of skincare products, including serums, creams, and masks. Look for products that list Centella asiatica as one of the main ingredients. You can also use it in the form of a tea or supplement.

What to look for?
When choosing a Centella asiatica product, look for high-quality ingredients and a reputable brand. It's also important to check the concentration of the active ingredient, as higher concentrations are generally more effective.

ELLE
Here Are The 100+ Best Black Friday Beauty Deals To Shop Right Now
— by Lauren Torgue's research and product picks for 2023

Black Friday is the best time to score big on beauty products. From luxury skincare to drugstore essentials, there are deals everywhere. Here are the 100+ best Black Friday beauty deals to shop right now.

DERMADOL by HYDOLAB
Bio-Peel-Complex-Feeling-Reds, Wine 2D Cream
\$120 (was \$150)
\$120 (was \$150)
\$120 (was \$150)

10% off all the under-eye cream, including this 2D cream with Wine 2D Cream.

BYRDIE
EDITORS' PICKS
BEAUTY PRODUCTS THAT MAKE US FEEL HAPPY

1. The Ordinary
The Ordinary is a skincare brand that offers a wide range of products at affordable prices. Their products are based on science and are designed to be effective and gentle on the skin.

2. Glossier
Glossier is a skincare and makeup brand that focuses on creating products that are easy to use and make you feel good. Their products are designed to be gentle and effective.

3. Fenty Beauty
Fenty Beauty is a makeup brand by Rihanna that offers a wide range of products. Their products are designed to be inclusive and effective.

Mist Opportunity
A collection of various beauty products, including serums, creams, and masks, arranged in a circular pattern. The products are from various brands, including The Ordinary, Glossier, and Fenty Beauty.

BYRDIE
11 Exfoliators That Are Gentle Enough For Sensitive Skin

Exfoliation is a key part of any skincare routine, but it can be tricky for those with sensitive skin. Here are 11 exfoliators that are gentle enough for sensitive skin.

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Introducing The Women's Health Best of Skincare Awards 2023

SKINCARE AWARDS

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