

[FRANKLY SKINCARE]

- INCREASE ACCESSIBILITY: We communicate with customers constantly and 'frankly'. Increase accessibility of high-quality products by lowering price barriers.
- EXCEPTIONAL QUALITY: The best researchers have gathered to solve skin problems. You can know its special feeling and effectiveness by using it once.



Name	Niacinamide 15% Zinc Beads Serum (NEW)	Function	<u>Trouble & sebum control serum</u>
		About this item	
		• 2024 NEW ITEM • FROM SPOT-TO TOTAL CARE SOLUTION: Contains 15% niacinamide and Zinc PCA in bead form, targeting problem areas effectively like spot patches. • SEBUM CONTROL: This Problematic Skin Improvement Serum regulates excess sebum and oil, treating clogged pores and skin troubles. • BRIGHTENING BOOST: Enriched with niacinamide, it enhances skin clarity and transparency for a luminous, even-toned complexion. • NOT STICKY: Lightweight liquid serum absorbs fast with no tacky feel or leftover residue.	
		Key Ingredients	Niacinamide 15%, Zinc PCA
		Skin type	Oily, Every skin type
		Safety / Eco-friendly	Vegan, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Use day and night. After cleansing, apply 1-2 drops of serum onto the face and neck.

Name	Deep Cleansing Oil (NEW)	Function	Pore cleansing & care oil
		About this item	
		• 2024 NEW ITEM • PORE-PURIFYING CLEANSER: Deep cleansing oil with BHA and LHA, specifically designed to unclog pores and control sebum. • MAKEUP DISSOLVING POWER: Features quick emulsification to effortlessly remove makeup. • MOISTURE-RICH FORMULA: Infused with 17 amino acids and 7 types of hyaluronic acid, it leaves skin feeling deeply moisturized and soft.	
		Key Ingredients	BHA, LHA, Amino Acids
		Skin type	Every skin type
		Safety / Eco-friendly	Vegan, artificial fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Use day and night. After cleansing, apply 1-2 drops of serum onto the face and neck.

Name	Closer Serum	Function	Pore tightening serum
		About this item	
		• FRANKLY BEST SELLER • PORE REDUCER: Peptide exfoliates and significantly minimizes pores to improve skin texture • ANTI-AGING EFFECT: Adenosine+Collagen make the perfect synergy to help reduce the signs of aging and boost skin's radiance. • INSTANT HYDRATION: Moisturizing formula helps deeply hydrate and plump up skin immediately. • DEWY GLOW: Make skin more elastic and radiant. Helps tighten the look of skin and soothe blemishes. Skin looks and feels dewy overtime. • NOT STICKY: Lightweight liquid serum absorbs fast with no tacky feel or leftover residue.	
		Key Ingredients	Peptide, Collagen, Adenosine
		Skin type	Oily, Every skin type
		Safety / Eco-friendly	EWG green, vegan, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Use day and night. After cleansing, apply 1-2 drops of serum onto the face and neck.

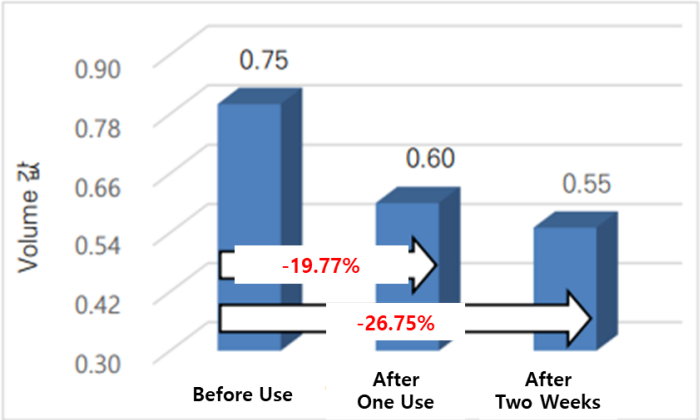
Name	Closer Serum	Function	Pore tightening serum
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About this item

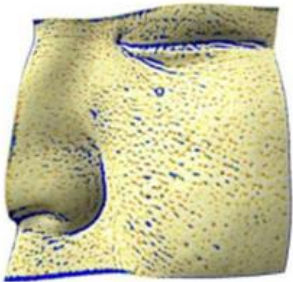
Human Clinical Effectiveness Test Result

- **After one use:** Pore volume decreased by **19.77%**
- **After two weeks:** Pore volume decreased by **26.75%**

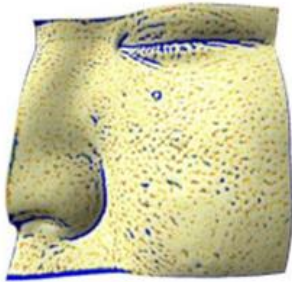


Change in pore volume and rate(%)

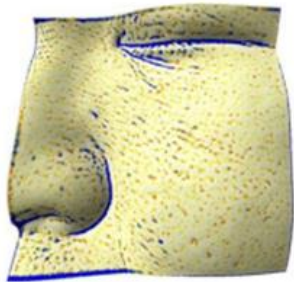
Before Use



After One Use



After Two Weeks



Name	Vitamin C 21 Serum	Function	<u>Blemish care vitamin serum</u>
		About this item	
		• FRANKLY BEST SELLER • CONCENTRATED BLEMISH CARE: 21% pure vitamin C perfectly cares freckles and blemishes on the skin. • INTENSIVE BRIGHTENING: Niacinamide inhibit excess melanin production. This serum brightens your skin tone and remove dark spots. • NOT STICKY: We solved the stickiness peculiar to high-content vitamin C serum. No tacky feel or leftover residue.	
		Key Ingredients	Vitamin C 21%
		Skin type	Every skin type
		Safety / Eco-friendly	No animal derived ingredients, fragrance free, cruelty free, paraben free, non GMO, no artificial dyes.
		How to use	Use day and night. After cleansing, apply 1-2 drops of serum onto the face and neck.

Name	Sunday Glow Serum	Function	Brightening & glow serum
		About this item	
		• FRANKLY BEST SELLER • INTENSIVE TONE UP EFFECT: Our advanced tone-up ingredient, 2% Boron Nitride instantly promote your skin tone even and clear. • GENTLE BRIGHTENING: 5% Niacinamide inhibit excess melanin production. This serum gently brighten your skin tone and remove dark spots without irritation. • NOT STICKY: Lightweight opaque serum absorbs fast with no tacky feel or leftover residue.	
		Key Ingredients	Niacinamide, Boron Nitride
		Skin type	Every skin type
		Safety / Eco-friendly	EWG green, vegan, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Use day and night. After cleansing, apply 1-2 drops of serum onto the face and neck.

Name	Vita Bomb Serum	Function	Calming & relief serum
		About this item	
		- CALMING & SOOTHING: The hypoallergenic formula calms your skin down quickly. - IMPROVE BRIGHTNESS: Vitamin B3 & Vitamin C complex target impurities (dark spots, blemishes, wrinkles, fine lines, uneven skin tone, dullness). This serum makes your skin tone more even. - FOR SENSITIVE SKIN: The technology, which properly mixing vitamin C derivatives with pure vitamin C has been applied. Non-irritating, so it can be used to sensitive skin. - NOT STICKY: Lightweight liquid serum absorbs fast with no tacky feel or leftover residue.	
		Key Ingredients	Vitamin B3, B5, C, E
		Skin type	Sensitive, Every skin type
		Safety / Eco-friendly	EWG green, vegan, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Use day and night. After cleansing, apply 1-2 drops of serum onto the face and neck.

Name	Heyday Serum	Function	Deep hydrating serum
		About this item	
		• BOOST HYDRATING: 1% Panthenol and Hyaluronic Acid make the perfect synergy to deliver higher hydration levels for skin. It attracts moisture and locks it in. It provides up to 48-hour hydration. • ANTI-AGING: Adenosine reduce the signs of aging and boost skin's radiance. It helps repair and replumps skin. Rich serum texture leaves skin feeling plump to the touch. • DERMATOLOGICALLY TESTED • GENTLE FOR SENSITIVE SKIN: This serum has non-greasy texture that feels amazing even on sensitive skin. • Natural fragrance with no allergen. The blue color was made by natural flower extract.	
		Key Ingredients	Panthenol 1%, Hyaluronic Acid
		Skin type	Dry, Every skin type
		Safety / Eco-friendly	EWG green, vegan, fragrance free, cruelty free, paraben free, non GMO, no artificial dyes.
		How to use	Use day and night. After cleansing, apply 1-2 drops of serum onto the face and neck.

Name	Betaine 10 Serum	Function	Enriched calming & softening serum
		About this item	
		• ENRICHED CALMING: 10% betaine helps soothe the skin and hydrates it. Betaine obtained from clean land in Finland is an ingredient that helps moisturize the skin. • INSTANTLY SOFTENING: 1% niacinamide helps regenerate your skin. Skin should be smoother. • SPECIAL FORMULA: Serum is made with carefully selected ingredients that meet the highest beauty standards. This serum incorporates 10% betaine, 1% niacinamide, panthenol and trehalose, the perfect combination to restore your skin's beauty and elasticity. • DERMATOLOGICALLY TESTED SERUM • Beautiful green color was made by natural flower extract.	
		Key Ingredients	10% Betaine, 1% Niacinamide
		Skin type	Sensitive, Every skin type
		Safety / Eco-friendly	EWG green, vegan, fragrance free, cruelty free, paraben free, non GMO, no artificial dyes.
		How to use	Use day and night. After cleansing, apply 1-2 drops of serum onto the face and neck.

Name	CICA 80 & Hyaluronic Acid Toner	Function	<u>Soothing toner</u>
		About this item	
		• NEW ITEM • SKIN SOOTHING: 80% CICA (centella asiatica) extract calms sensitive skin quickly. • HYDRATING CARE: 7 types of hyaluronic complex moisturize the dry skin. This toner was shown to increase the skin moisture levels after 2 weeks. • 80% NATURAL CICA INGREDIENTS: Made with certified organic centella asiatica • GENTLE FACE TONER: Non-stimulated toner formulated to soothe, tone, and hydrate the skin. It balances the oily skin and maintains the moisture barrier of the skin. • NOT STICKY: Water like texture. It is absorbed quickly for softened skin without greasy, sticky feel.	
		Key Ingredients	CICA 80%, Hyaluronic Acid
		Skin type	Sensitive, Every skin type
		Safety / Eco-friendly	EWG green, vegan, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Use day and night. After cleansing, apply this toner onto the face and neck.

Name	AHA 8.05% Toner	Function	Clearing & exfoliating toner
		About this item	
		• NEW ITEM • DEAD CELL CARE: Formulated with Glycolic acid with belongs to the family of AHAs known for removing dead cells & promoting cell turnover. • PORE CLEARING: Glycolic Acid and 17 kinds of amino acids in a rejuvenating formula that works to refine pores and skin balance. • SUITABLE FOR OILY SKIN: Balances for radiant, healthier-looking skin. Keeps the skin hydrated and oil balanced. • NOT STICKY: Water like texture. It is absorbed quickly for softened skin without greasy, sticky feel.	
		Key Ingredients	AHA(Glycolic Acid) 8.05%, Amino Acids
		Skin type	Every skin type
		Safety / Eco-friendly	No animal derived ingredients, artificial fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Use it at night. After cleansing, apply this toner to your face and neck with a cotton pad.

Name	Butter So Much Cream	Function	<u>Concentrated nourishing cream</u>
		About this item	
		• DEEP MOISTURIZING: 5% Murumuru butter(Vegan butter) provides deep moisturization and elasticity to the skin. It fortifies skin's moisture barrier for healthier looking skin. • CONCENTRATED NOURISHING: 6.3% Jojoba oil and 20% natural seed oil delivers rich nutrition to the skin. For sensitive and irritated, dry skin to instantly smooth. • Not sticky, lightweight cream texture. The finish is moist and soft. • Vegan formula with vegan butter and oil	
		Key Ingredients	5% Murumuru butter, 6.3% Jojoba oil
		Skin type	Dry, Every skin type
		Safety / Eco-friendly	Vegan, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Apply evenly after cleansing and using serum. Use daily, morning and evening.

Name	Madecassoside & Allantoin Cream	Function	Revitalizing & turnover cream
		About this item	
		• REVITALIZING EFFECT: Gently exfoliate dead skin cells and promote cell turnover for more even skin texture and tone. Skin surface feels velvety smooth, plumpy and luminous. • GENTLE ON DELICATE SKIN: Powerful CICA ingredient, Madecassoside relieves sensitive skin. Allantoin helps strengthen skin moisture barrier. • ANTIOXIDANT FACIAL CREAM: Centella Asiatica blends with Ubiquinone, Acetyl Glucosamine to promote your skin's response to signs of aging like dullness, wrinkles, & dark spots. • Lightweight cream texture absorbs fast with no tacky feel or leftover residue.	
		Key Ingredients	Madecassoside, Allantoin
		Skin type	Every skin type
		Safety / Eco-friendly	Vegan, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Apply evenly after cleansing and using serum. Use daily, morning and evening.

Name	Retinol 0.1 Cream	Function	<u>Wrinkle care cream</u>
		About this item	
		• ADVANCED ANTI-AGING: Mid-strength Retinol formula delivers lifting and rejuvenating benefits to the skin without the dryness commonly associated with Vitamin A. • Ceramides and Ginseng fruit extract intensely nourishes, helps restore the skin, protects against dehydration and increases blood microcirculation. In addition, it tones, stimulates regeneration, strengthens the epidermal matrix. • CLEAN. NATURAL. AND FREE FROM NASTIES. All-natural, vegan ingredients. Made in Korea, and has no artificial fragrances or colors, and is free of gluten, parabens, phthalates, SLS, SLES, and petroleum. And we never have nor ever will test on animals.	
		Key Ingredients	Pure Retinol 0.1%
		Skin type	Every skin type, Dry skin
		Safety / Eco-friendly	Vegan, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Apply evenly after cleansing and using serum. Recommend using in the evening.

Name	Retinol 0.3 Cream (NEW)	Function	Intensive wrinkle repair cream
		About this item	
		- POWERFUL RETINOL EFFECT: High strength Retinol cream. 3X stronger retinol formula has a skin barrier firming effect and wrinkle repair effect - RICH MOISTURIZING: It features pure retinol, a dermatologist-proven ingredient that fights fine lines, dullness, wrinkles, and dark spots. It also contains pure Vitamin E (Tocopherol). - CLEAN. NATURAL. AND FREE FROM NASTIES. All-natural, vegan ingredients. Made in Korea, and has no artificial fragrances or colors, and is free of gluten, parabens, phthalates, SLS, SLES, and petroleum. And we never have nor ever will test on animals.	
		Key Ingredients	Pure Retinol 0.3%, Vitamin E
		Skin type	Every skin type, Dry skin
		Safety / Eco-friendly	Vegan, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Apply evenly after cleansing and using serum. Recommend using in the evening.

Name	CICAHAE Sunscreen (NEW)	Function	Calming & soothing daily sunscreen
		About this item	
		• SOOTHING SUNSCREEN: Sunscreen formulated with CICA ingredients(Centella asiatica), which soothes and moisturizes your skin. It has a soft and smooth texture that makes it suitable for year-round use. • SUITABLE USE: This sunscreen doesn't leave a white cast, even if you apply it multiple times. It also absorbs easily into your skin, without any sticky residue. • EXCELLENT UV PROTECTION SPF50+ PA++++: It offers excellent protection against both UVA and UVB rays. Furthermore, it can effectively block blue light, making it suitable for use both indoors and outdoors. • COOLING EFFECT: Infused with hyaluronic acid, it has a refreshing and cooling effect that helps to soothe and cool down heated skin.	
		Key Ingredients	CICA, Hyaluronic Acid
		Skin type	Every skin type
		Safety / Eco-friendly	EWG green, reef-safe, fragrance free, cruelty free, paraben free, non GMO, no dyes.
		How to use	Apply evenly as the final step in your skincare routine.

Name	Bright Up Sunscreen (NEW)	Function	Brightening & tone up Sunscreen
		About this item	
		• BRIGHTENING SUNSCREEN: Enriched with Vitamins B, C, E, and Peony Flower, this product is designed to naturally brighten your skin. Unlike other products, it won't leave you feeling sticky or congested. • SKIN TONE & TEXTURE CARE: This light pink formula naturally corrects dull skin, while also concealing blemishes and dark spots to create a more even skin texture. • EXCELLENT UV PROTECTION SPF50+ PA++++: It offers excellent protection against both UVA and UVB rays. Furthermore, it can effectively block blue light, making it suitable for use both indoors and outdoors. • GENTLE FORMULA: It has undergone complete hypoallergenic testing, ensuring that it is gentle and easy to use on all skin types.	
		Key Ingredients	Multi Vitamin, Peony Flower
		Skin type	Every skin type, Dull skin
		Safety / Eco-friendly	Reef-safe(Ocean friendly), cruelty free, paraben free, non GMO
		How to use	Apply evenly onto your face and neck as the final step in your skincare routine.