

COMPANY INTRODUCTION

As It Is, Beauty Rabee

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I ABOUT BRAND

Raw & Beauty “Healthy Skin”

Rabee stands for **raw beauty** as it is.

We have an idea of “**going from nature to nature**” and avoid using animal-related material and testing by having an **American Beveg** certification.

Healthy skin and beauty are our final mission.

I BRAND HISTORY

Rabee



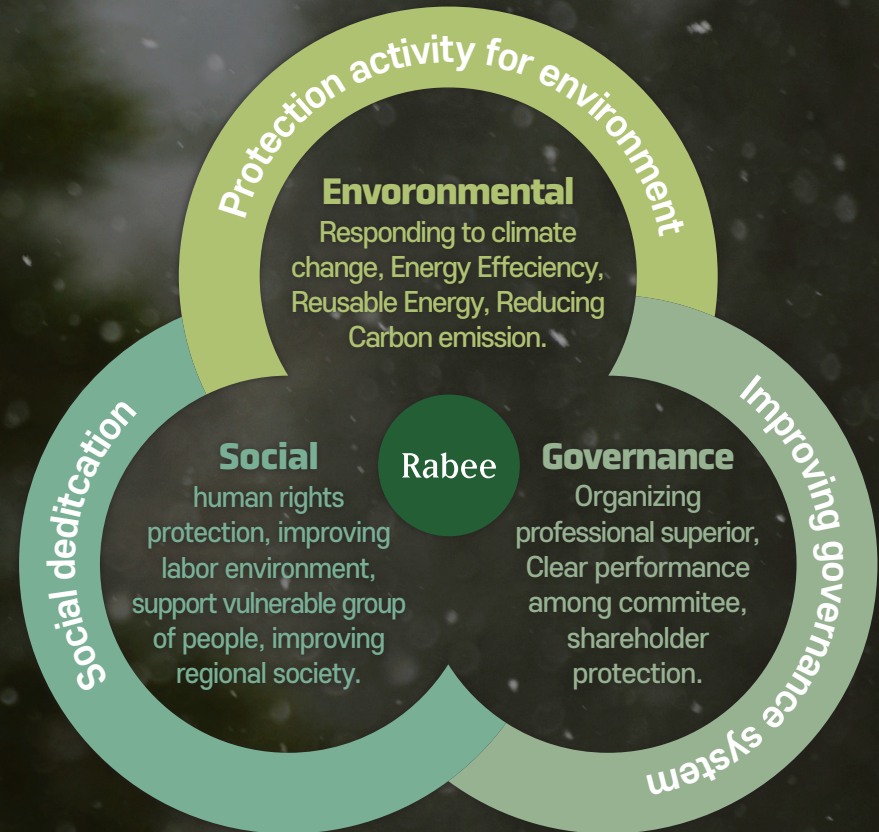
Eco-Friendly matters for all of us.

Beyond global warming, the era of global heating has begun.

In a past, We care 'Price' but now,
we care 'Environment and social value'

We agree to be responsible for the movement that
impact to our society as on a corporations.

The responsibilities for a sustainable development.



I BRAND VALUE

#ZERO_WASTE
#ZERO_PLASTIC
#SAVE_THE_EARTH

We use FSC certified paper for a product package and bean derived oil ink to protect a forest.
Pregnant women and children use available.





Exclusive Quality

Variant Prototypes for a new products.

Perfect combination of ingredients.

We find the perfect combination of an ingredients for each product, following the effect of each one of them. We avoid all that same based combination.

Natural source(Ingredients) determine a characteristic of a product.

Using old and poor quality of ingredients strongly affect to the products.

We are always picky to choose ingredients and those are almost equivalent to the ones edible that people can eat.

We make to suit the efficacy and characteristics of each bar using expensive essential oils rather than using artificial flavors to strengthen the aroma with a small percentage of ingredients.

#From nature to nature# until the last drop # Safe daily care



FOFORE SHAMPOO BAR

포포레 샴푸바

This is a bar-typed shampoo contained Moringa, Jojoba seed oil that are perfect for moisturizing and aromatic Rosemary. A fluffy bubble from the Loeselia mexicana can release stress and provide full of nutrition by clearing scalp.

Would you start a fresh morning with FOFORE Shampoo bar ?

FOFORE is made by multiple kneading to minimize the inner air and strengthen harder



ZERO
PLASTIC



Children
use
available



Pregnant
women use
available



100%
natural
ingredients



MORINSE BAR

모린스바

Experience effective moist with full of refreshing orange scent.

Plant-based ingredients like Coconut oil, sunflower seed oil, Camellia seed oil can provide effectiveness of keeping moist for hair. Those help hair to maintain silky and healthy.

By safe ingredients of a solid conditioner,
Replenish nutrition to your hair!



ZERO
PLASTIC



Children
use
available



Pregnant
women use
available



100%
natural
ingredients



ZERO
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women use
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100%
natural
ingredients

BODYCLE WASH BAR

바디클워시바

This is Body & Facial cleansing bar made by Heartleaf, Greentea, apricot stone. those provide mild and hypoallergenic ingredients. The black dot on its surface is a powder of a Bentonite that helps for body scrub. Good for Foundation cleansing and body wash.

Lemon Grass and Tea Tree scent release the stress and make body chill. It is finely made at low temperature and the ingredients are put in soap as it is without nutrient destruction.

BODYCLE WASH BAR got most positive feedbacks among the bar lines from the blind test.



RARA DISH BAR

라라디시바

Lemon scent foam can perfectly wash from dishes to fruits.
Coconut-derived natural surfactant can clean oil stain and remaining smell.

There are no chemical ingredients and side effects.

Highly recommend to use with confidence.

Castor oil, soybean oil, and sunflower oil help moisturize a bare hands.



ZERO
PLASTIC



Children
use
available



Pregnant
women use
available

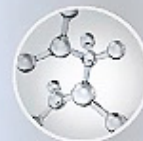


100%
natural
ingredients

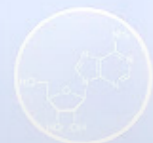
Clean the dishes with the RARA DISH BAR vitamin E contained.



Sodium Hyaluronate
Skin
Moisturization



Hydrolyzed Collagen
Reinforcement
of Elasticity



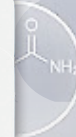
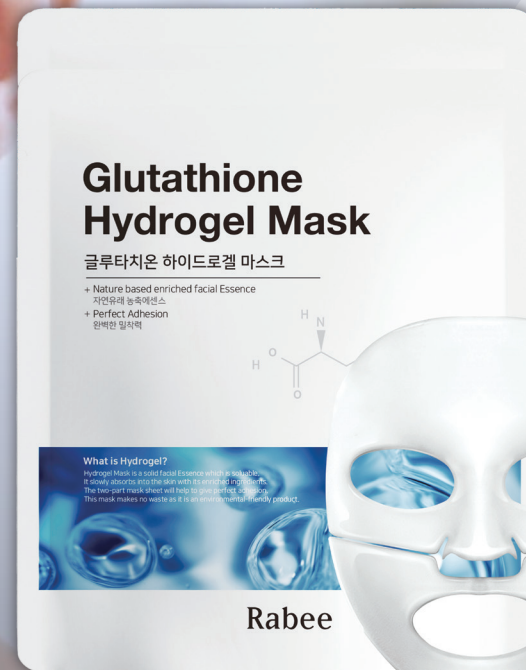
Adenosine
Wrinkle
Improvement



Allantoin
Moisturization
& Soothing

All about Trouble Skin Care

Make dry skin **glow** and **brightening**



amide
whitening

I Hydrogel Mask

Rabee



Water-soluble



Reduce Skin Temperature



Brightening



Excellent Moisturizing

Glutathione Hydrogel Mask

It provides an enrich nature-based essence and perfect adhesion.

Capacity

Hydrogel composed of natural plant polymers that delivers active ingredients and nutrients deep into the skin.

Trust

User can see the gel component gradually melts and be absorbed into the skin in response to skin temperature.

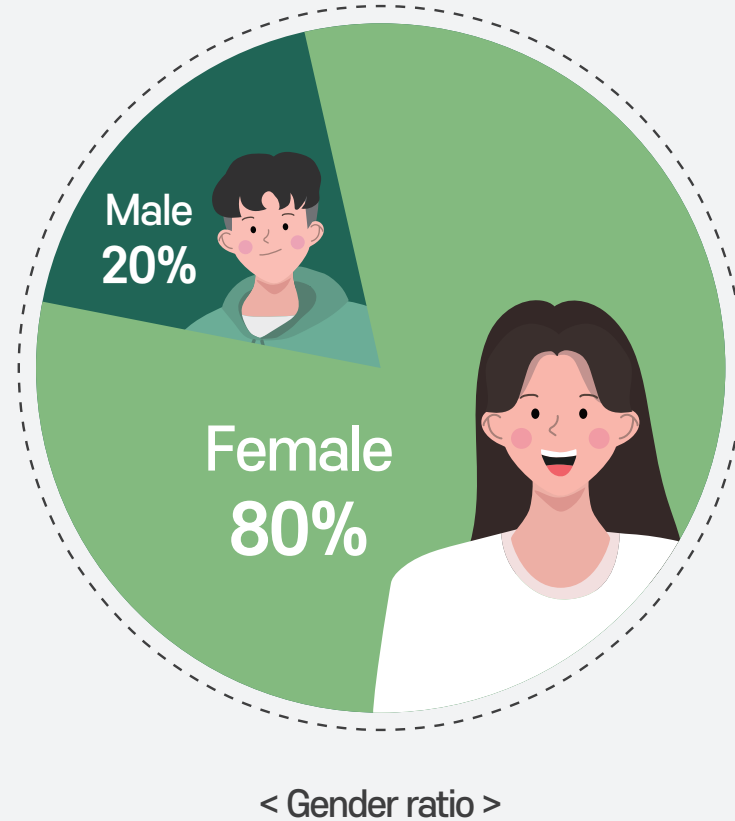
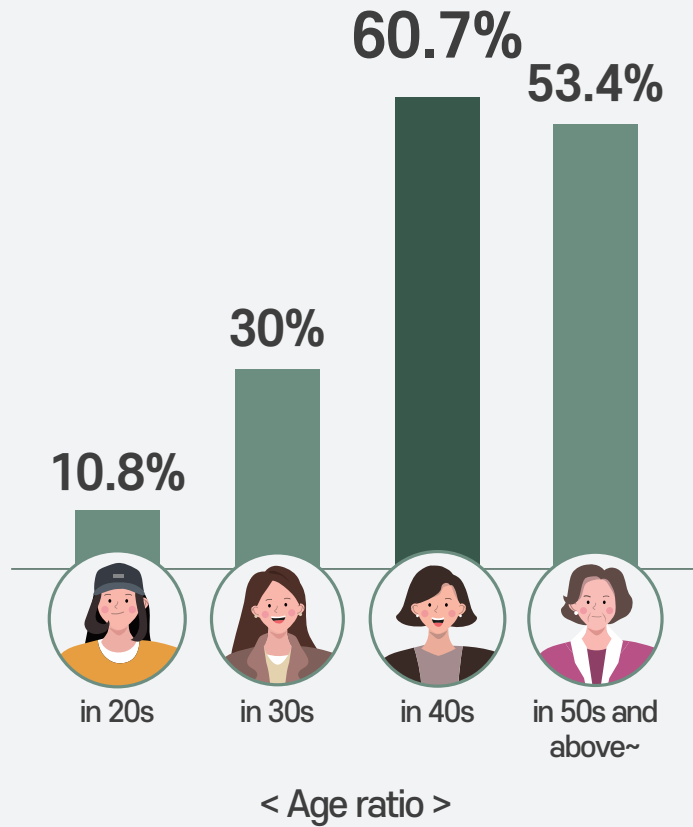
Durability

Unlike regular non-woven mask sheets, evaporation of an active essence be delayed even under the long time use.

[?] This is Eco-Mask sheet that is water-soluble and make no waste of sheets.

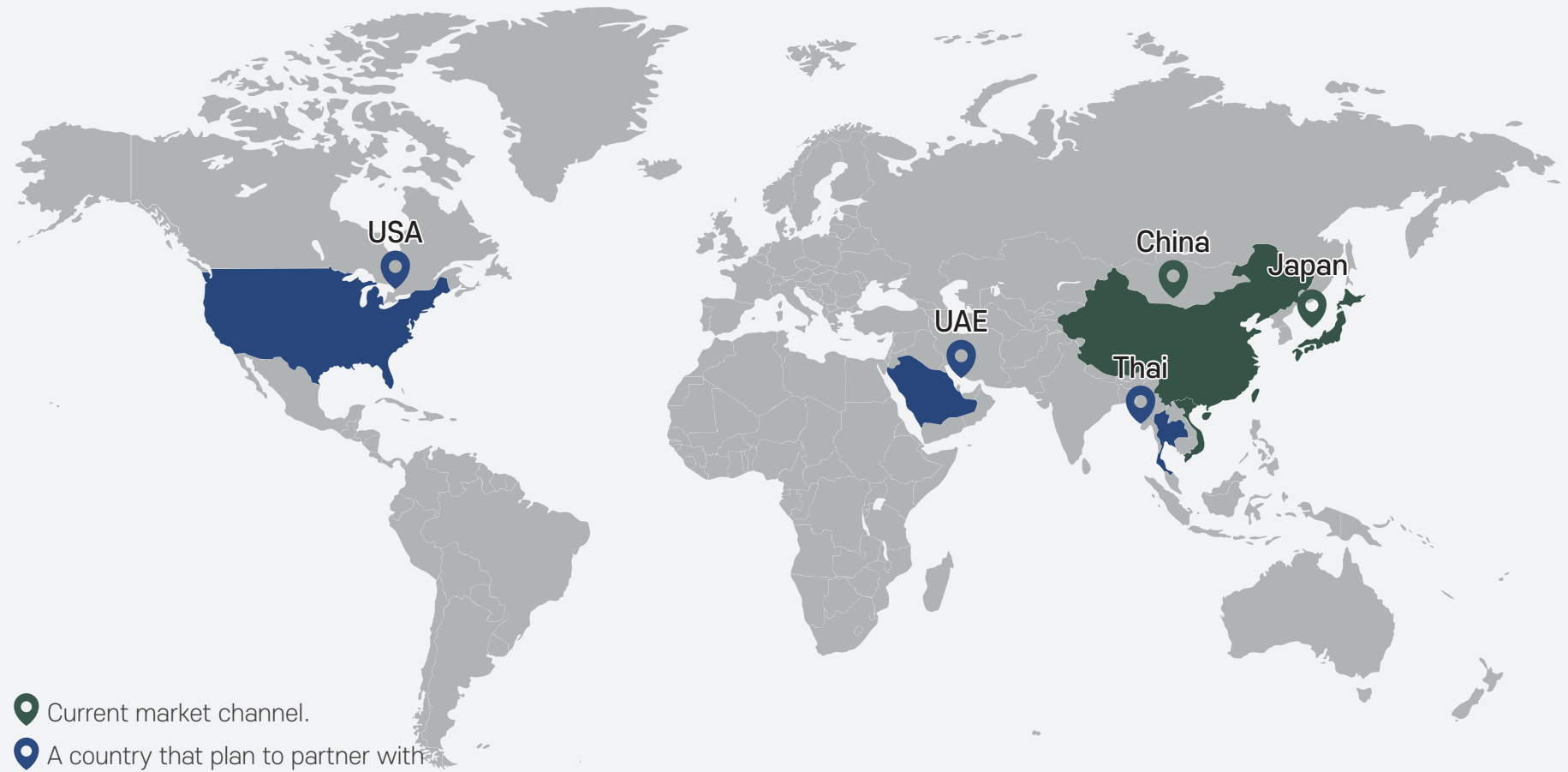
| Gender and Age group of the main customers

Rabee



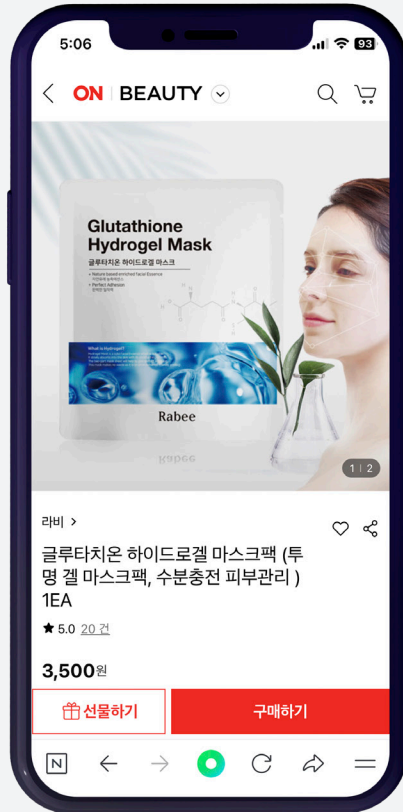
I Overseas partner and marketing strategy (2023. 11. criteria)

Rabee

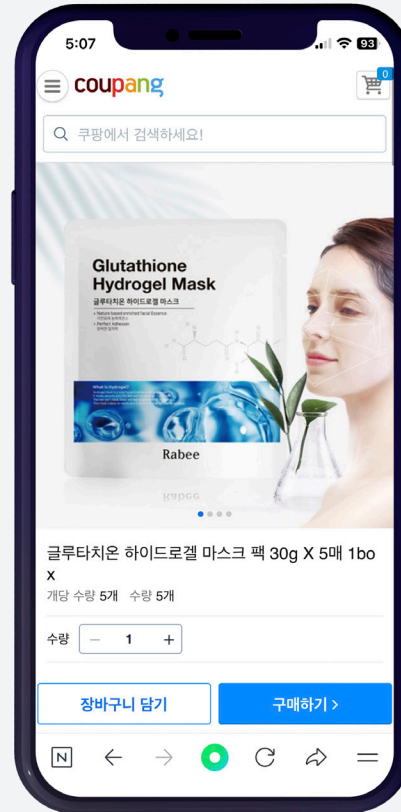


I Domestic sales and marketing status (2023. 11. criteria)

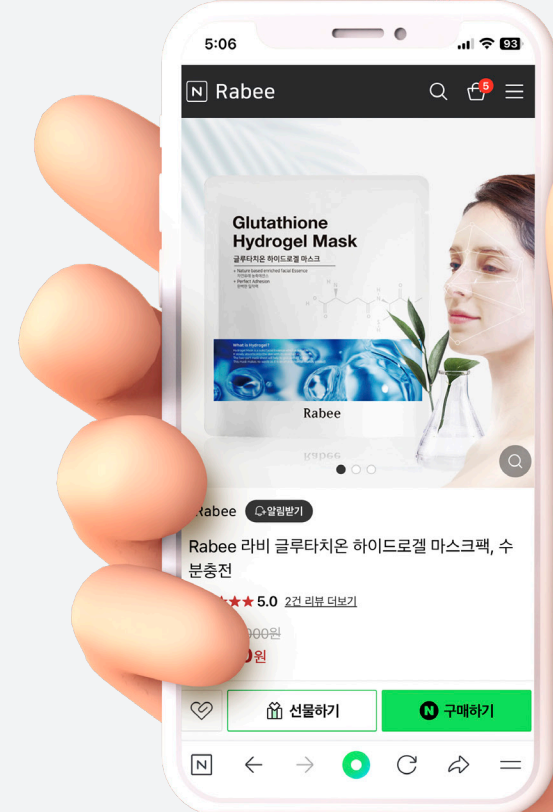
Rabee



Lotte Beauty ON



Coupang



NAVER SMART STORE

We care our nature!

Going from nature to nature, We don't make a waste.