

# Costro introduction

costro  
The story of Skin Solution –

# costro History

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Established Costro since June 15<sup>th</sup> 2015

Released ABALOVITA23 cream on Sep. 1<sup>st</sup> 2015

Released Costro 7daysup mask sheet on Sep. 1<sup>st</sup> 2015

**Contract with HongKong ShaSha on Nov. 10<sup>th</sup> 2015**

First goal to export 9,000 pcs of ABALOVITA23 to HongKong ShaSha reached on Nov. 23<sup>th</sup> 2015

Released Costragram BTS HIPHOP MONSTER hand cream on Sep. 28<sup>th</sup> 2015

**Top seller Korean Cosmetics in HongKong ShaSha from Sep.2015 to Jan.2016**

Released AYURFACE HIMALAYA GREEN SOAP on Jan.28<sup>th</sup> 2016

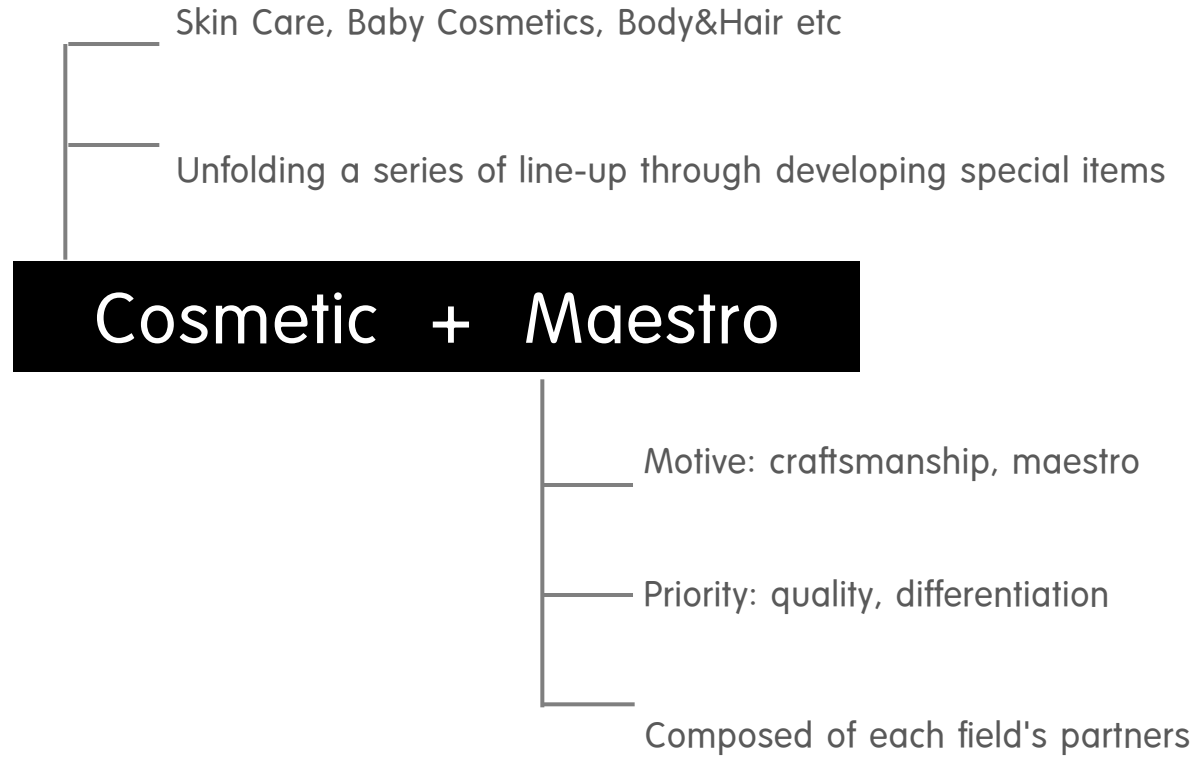
**Entered JD Worldwide and Chinese Tmall global on Apr.1<sup>st</sup> 2016**

**Abalovita23 Sungel, Season's Best in HongKong ShaSha on Jun.2016**

**Okcat Milk face Cream, Best Seller in Myeongdong Boons on Aug.2016**

# costro Brand

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# costro Brand

| Brands          | costro                                                                                                                                                        | costagram                                                                                             |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| Introduction    | [Cosmetic + Maestro]<br>Cosmetic + Aesthetic + Pharmaceutical                                                                                                 | Young trend cosmetics , motif in K-POP stars                                                          |
| launch items    | Abalovita23 cream<br>7day's up mask (7 items)<br>Ayurface Himalaya Green Soap                                                                                 | BTS Hiphop monster hand cream<br>2PM Okcat Character Cosmetics<br>etc                                 |
| price range     | Middle-High price                                                                                                                                             | Middle-Low price                                                                                      |
| target          | Age of 18~30 / Career Woman                                                                                                                                   | Age of 15~24 / Young Students                                                                         |
| characteristics | <ul style="list-style-type: none"> <li>- High functional special skin care</li> <li>- Costhetic meceutical brand</li> <li>- Ayurveda healing brand</li> </ul> | <ul style="list-style-type: none"> <li>- Smart trendy care</li> <li>- Brilliant star brand</li> </ul> |
| Plan            | Abalone series line<br>Expand basic special line                                                                                                              | BTS Hiphop monster, 2PM Ockat etc.                                                                    |

# costro #0. ABALOVITA23 CREAM

| CLASSIFICATION  | CONTENTS                                                                                                                                                                                  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BRAND           | costro                                                                                                                                                                                    |
| PRODUCT NAME    | ABALOVITA23 CREAM                                                                                                                                                                         |
| FUNCTIONS       | Improvement of wrinkles, Whitening                                                                                                                                                        |
| CHARACTERISTICS | <ul style="list-style-type: none"><li>- Contains 23% abalone extract</li><li>- Ceramide hydrating dosage form</li><li>- Healthy beauty System (no artificial/toxic ingredients)</li></ul> |
| SKIN EFFECT     | hydrating/soothing/vitalizing/wrinkle-improving/whitening/smoothing                                                                                                                       |
| PRICE / SIZE    | 68,000원 / 50g                                                                                                                                                                             |
| MANUFACTURER    | Corp. Kolmar Korea / Costro                                                                                                                                                               |



# costro #1. Abalovita23 Youth Carat Cream

| CLASSIFICATION              | CONTENTS                                                                                                                                                                                                                            |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 브랜드 BRAND                   | costro                                                                                                                                                                                                                              |
| 제품명<br>PRODUCT NAME         | ABALOVITA23 YOUTH CARAT CREAM<br>아바로비따23 유스 캐럿 크림                                                                                                                                                                                   |
| 기능성<br>FUNCTIONS            | 미백 / 주름 [이중 기능성 화장품]                                                                                                                                                                                                                |
| 제품특징<br>CHARACTERISTICS     | <ul style="list-style-type: none"> <li>- 유스캐럿 만의 보습효과를 보석의 1캐럿 1캐럿으로 표현한 고보습 안티에이징 크림</li> <li>- 고보습 특허성분 탁월한 보습파워 (SOLINE BIO, NATURAL PROTECTOR, ANTARCTICINE)</li> <li>- 전복콜라겐과 바이올렛 허브의 진한 수분컬렉션(마시멜로우, 선백리향, 라벤더 등)</li> </ul> |
| 피부 효과<br>SKIN EFFECT        | 피부장벽 강화, 고보습 지속, 아쿠아 리프팅 효과                                                                                                                                                                                                         |
| 가격/ 용량<br>PRICE / CAPACITY  | 68,000원 / 50g                                                                                                                                                                                                                       |
| 제조사 및 제조판매자<br>MANUFACTURER | 한국콜마 (Corp. Kolmar Korea) / 코스트로(주) (Costro)                                                                                                                                                                                        |



# costro #2. ABALOVITA23 ABALOTOX AMPOULE

|                 |                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------|
| CLASSIFICATION  | CONTENTS                                                                                                            |
| BRAND           | costro                                                                                                              |
| PRODUCT NAME    | ABALOVITA23 ABALOTOX AMPOULE                                                                                        |
| FUNCTIONS       | Improvement of wrinkles, Whitening                                                                                  |
| CHARACTERISTICS | <ul style="list-style-type: none"><li>- Cosmetic maceutical Botox cosmetics</li><li>- Give baby face glow</li></ul> |
| SKIN EFFECT     | Elastic moisturizing effect + Skin-volume botox effect                                                              |
| PRICE / SIZE    | 68,000KRW / 50ml                                                                                                    |
| MANUFACTURER    | Corp. Kolmar Korea / Costro                                                                                         |



# costro #3. ABALOVITA23 AQUA FACE SUN GEL SPF50+ PA+++

|                 |                                                                                  |
|-----------------|----------------------------------------------------------------------------------|
| CLASSIFICATION  | CONTENTS                                                                         |
| BRAND           | costro                                                                           |
| PRODUCT NAME    | ABALOVITA23 AQUA FACE SUN GEL SPF50+ PA+++                                       |
| FUNCTIONS       | UV protection / Whitening / Anti-aging [triple functional cosmetic]              |
| CHARACTERISTICS | Premium Quality Sun Gel Cream for face<br>- High-moisturizing                    |
| SKIN EFFECT     | Gel type' s Quick-delivery Texture Highly absorption<br>Skin Relax, Moisturizing |
| PRICE / SIZE    | 32,000KRW / 60ml                                                                 |
| MANUFACTURER    | Corp. Kolmar Korea / Costro                                                      |



# costro #4. 7 DAY'S UP MASK

| CLASSIFICATION  | CONTENTS                                                                                                                                                               |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BRAND           | costro                                                                                                                                                                 |
| PRODUCT NAME    | 7 DAY'S UP MASK                                                                                                                                                        |
| FUNCTIONS       | Improvement of wrinkles (Tue/Sun) / Whitening (Fri/Sun)                                                                                                                |
| CHARACTERISTICS | <ul style="list-style-type: none"> <li>- Providing skin solution for skin concerns each day</li> <li>- Mask ingredients and materials is different each day</li> </ul> |
| SKIN EFFECTS    | <p>Strengthening skin barrier/realizing hydration/moisture care</p> <p>Skin solution effect according to each concept</p>                                              |
| PRICE / SIZE    | 24,000KRW(7 pieces/box set) / 23~30g                                                                                                                                   |
| MANUFACTURER    | Corp. Kolmar Korea / Costro                                                                                                                                            |



## costro #5. AYURFACE HIMALAYA GREEN SOAP

| CLASSIFICATION   | CONTENTS                                                                                                                                                                                                            |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BRAND            | costro                                                                                                                                                                                                              |
| PRODUCT NAME     | AYURFACE HIMALAYA GREEN SOAP                                                                                                                                                                                        |
| CHARACTERISTICS  | <ul style="list-style-type: none"><li>- Herb from Himalaya clean natural environment</li><li>- Ayurveda prescription, medicine for natural healing</li><li>- Outstanding cleansing and moisturizing power</li></ul> |
| SKIN EFFECTS     | Hydrating daily wash care<br>Excellent cleansing ability (make-up and waste removal)<br>Natural herb antibacterial effect                                                                                           |
| PRICE / CAPACITY | 38,000KRW(4EA) / 88g x 4ea                                                                                                                                                                                          |
| MANUFACTURER     | CYMBIO Pharma (Made in India)                                                                                                                                                                                       |



# costagram #0. BTS HIPHOP MONSTER HANDCREAM

| CLASSIFICATION  | CONTENTS                                                                                                                                                                                                                                                      |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BRAND           | costagram                                                                                                                                                                                                                                                     |
| PRODUCT NAME    | BTS HIPHOP MONSTER HANDCREAM                                                                                                                                                                                                                                  |
| CHARACTERISTICS | <ul style="list-style-type: none"><li>- Collaboration HIPHIP MONSTER and Northern Europe style</li><li>- High moisture effect for each hand cream</li><li>- Fittable design origin of Northern Europe</li><li>- Contain Shea butter and Avocado oil</li></ul> |
| SKIN EFFECTS    | <ul style="list-style-type: none"><li>- Dust Cust System</li><li>- Excellent moisturizing effect and Silky texture from Northern Europe</li></ul>                                                                                                             |
| PRICE / SIZE    | 55,000KRW(7pcs 1set) / Tube per 30ml                                                                                                                                                                                                                          |
| MANUFACTURER    | Corp. Kolmar Korea) / Costro                                                                                                                                                                                                                                  |



# costagram #1. OKCAT MILK FACE CREAM (50ml)

|                 |                                                                                                                                                                                                               |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CLASSIFICATION  | CONTENTS                                                                                                                                                                                                      |
| BRAND           | costagram                                                                                                                                                                                                     |
| PRODUCT NAME    | OKCAT MILK FACE CREAM                                                                                                                                                                                         |
| CHARACTERISTICS | <ul style="list-style-type: none"><li>- Whitening Cosmetic (FDA Approved)</li><li>- Contain Milk protein 50% / Contain Extracted Tiller</li><li>- Special Collaboration between OKCAT and Milk Pack</li></ul> |
| SKIN EFFECTS    | <ul style="list-style-type: none"><li>- Whitening</li><li>- Moisturizing</li></ul>                                                                                                                            |
| PRICE / SIZE    | 35,000KRW / 50ml                                                                                                                                                                                              |
| MANUFACTURER    | HanKook Cosmetic /Costro                                                                                                                                                                                      |



## costagram #2. OKCAT Milk Cera Soothing Cream (50ml)

| CLASSIFICATION   | CONTENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BRAND            | costagram                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| PRODUCT NAME     | costagram OKCAT MILK CERA SOOTHING CREAM                                                                                                                                                                                                                                                                                                                                                                                                                   |
| CHARACTERISTICS  | <p>High moisturizing cream for fresh moisture silky &amp; soothing care</p> <ul style="list-style-type: none"><li>- Moisturizing ingredients such as milk protein, peptide, mineral, ceramide</li><li>- Green sprout extract (canola sprout, blackcurrant sprout, and pinus sylvestics sprout) for fresh moisturizing power</li><li>- Oat kernel extract help exfoliating for soft skin texture effect</li><li>- Skin soothing flower collection</li></ul> |
| SKIN EFFECTS     | Moisturizing-lasting effect, skin soothing, soften skin texture                                                                                                                                                                                                                                                                                                                                                                                            |
| PRICE / CAPACITY | 25,000 KRW / 50ml                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| MANUFACTURER     | Corp. Kolmar Korea / Costro                                                                                                                                                                                                                                                                                                                                                                                                                                |



# costagram #3. OKCAT&YEONCAT Milk Cera Hand Cream Set

| CLASSIFICATION   | CONTENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BRAND            | costagram                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| PRODUCT NAME     | costagram OKCAT& YEONCAT MILK CERA HAND CREAM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| CHARACTERISTICS  | <ul style="list-style-type: none"> <li>- High-moisturizing hand care of Ceramide, argan oil, sweet almond oil and shea butter</li> <li>-Contain moisturizing ingredients such as milk protein peptide, mineral, and ceramide</li> <li>- Soft hand care by oat kernel extract removing dead skin cells</li> </ul> <p>1) Okcat Milk Cera Hand Cream-----30ml<br/>High moisturizing &amp; nutrition hand cream filled with gentle &amp;Chic lemon scent like Okcat</p> <p>2) Yeoncat Milk Cera Hand Cream-----30ml<br/>High moisturizing &amp; nutrition hand cream filled with angel pure powder scent like Yeoncat</p> |
| SKIN EFFECTS     | High-moisturizing & Dead skin cell hand care                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| PRICE / CAPACITY | 12,000 KRW / 2pcs X 30ml                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| MANUFACTURER     | Corp. Kolmar Korea / Costro                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |



## costagram #4. OKCAT Milk Cera Deep Choc Lip Balm

| CLASSIFICATION   | CONTENTS                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BRAND            | costagram                                                                                                                                                                                                                                                                                                                                                                                                                      |
| PRODUCT NAME     | costagram OKCAT MILK CERA DEEP CHOC LIP BALM                                                                                                                                                                                                                                                                                                                                                                                   |
| CHARACTERISTICS  | <ul style="list-style-type: none"><li>- Argan oil, sweet almond oil, jojoba oil, tangerine oil and shea butter are high moisturizing lip care ingredients</li><li>- Contain moisturizing ingredients such as Lanolin, milk protein, peptide, mineral, and ceramide</li><li>- Exfoliation care with oats kernel extract to have silky lip</li><li>- Fresh menthol's plumping effect help to keep lip firm and elastic</li></ul> |
| SKIN EFFECT      | Moisture lip bal with highly moisturizing, exfoliation care, and fresh plumping effect                                                                                                                                                                                                                                                                                                                                         |
| PRICE / CAPACITY | KRW 8,000 / 3.4g                                                                                                                                                                                                                                                                                                                                                                                                               |
| MANUFACTURER     | Corp. Kolmar Korea / Costro                                                                                                                                                                                                                                                                                                                                                                                                    |



# costro Sales in Hong Kong Sha Sha

## ABALOVITA23 CREAM

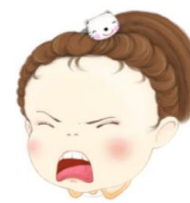
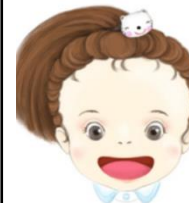
=> Top seller Korean Cosmetics in HongKong ShaSha from Sep.2015 to Jan.2016

## ABALOVITA23 AQUA FACE SUN GEL SPF50+ PA+++

=> Season's Best on June in HongKong ShaSha



# costro 7 DAY'S UP MASK - Details

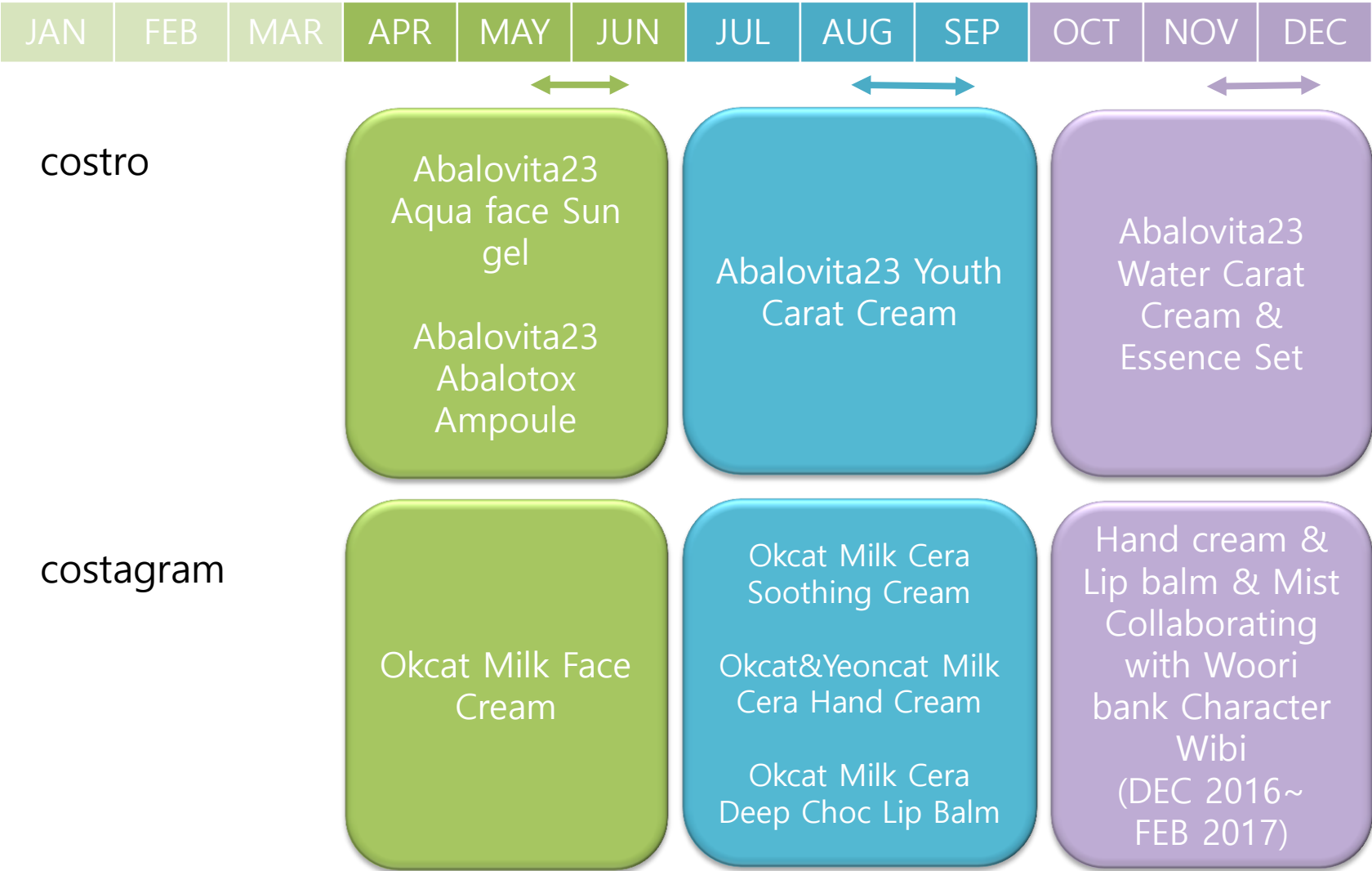
|                |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|----------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Product name   | 7DAY'S MONDAY UP MASK                                                             | 7DAY'S THESDAY UP MASK                                                            | 7DAY'S WEDNESDAY UP MASK                                                          | 7DAY'S THURSDAY UP MASK                                                            | 7DAY'S FRIDAY UP MASK                                                               | 7DAY'S SATURDAY UP MASK                                                             | 7DAY'S SUNDAY UP MASK                                                               |
| Character      |  |  |  |  |  |  |  |
| Skin condition | Tense                                                                             | Stress                                                                            | Annoying                                                                          | Super Tired                                                                        | Thanks God It's Friday!                                                             | Happy                                                                               | Depressed                                                                           |
| Solution       | Refresh UP                                                                        | Soothing UP                                                                       | Moisturizing UP                                                                   | Peeling UP                                                                         | Whitening UP                                                                        | Detox UP                                                                            | Elasticity UP                                                                       |
| Ingredient s   | Sparkling water, Blackberry Collagen, Freshsel,                                   | Natural protector(pat ent), Royal peptide22, goat milk,Ceramid e                  | Dual hyaluronic acid, Pearl                                                       | Clean pore complex, Lock and pore complex                                          | Vitamin tree, Rice bran, Green tea, 세 피 캄(patent)                                   | Lotus, Juniper berry, Moringa                                                       | Acetyl Hexapeptide-8,Hydrolized Collagen, Volupiline, ARGATENSYL (patent)           |
| Mask Sheet     | filament (Cotton)                                                                 | Tencel (Eucalyptus)                                                               | filament (Cotton)                                                                 | Tencel (Eucalyptus)                                                                | superfine fibres (high density)                                                     | bamboo charcoal                                                                     | superfine fibres (high density)                                                     |

# costagram BTS HIPHOP MONSTER HANDCREAM - Details

| Korean product name        | English product name                                  | Script<br>(Northern Europe style)                    | Ingredient  |
|----------------------------|-------------------------------------------------------|------------------------------------------------------|-------------|
| 힙합몬스터 정국<br>클라우드 베리 핸드크림   | HIPHOP MONSTER JUNGKOOK<br>CLOUD BERRY HAND CREAM     | The texture is very soft like<br>cloud               | CLOUDBERRY  |
| 힙합몬스터 진<br>윈디 피오르드 핸드크림    | HIPHOP MONSTER JIN<br>WINDY FIORD HAND CREAM          | Fresh and soft                                       | Island mos  |
| 힙합몬스터 지민<br>스카이 모링가 핸드크림   | HIPHOP MONSTER JIMIN<br>SKY MORINGA HAND CREAM        | Moringa perfume                                      | Moringa     |
| 힙합몬스터 뷔<br>스칸디아 허니레몬 핸드크림  | HIPHOP MONSTER V<br>SCANDIA HONEY LEMON HAND<br>CREAM | Lemon and Honey,<br>Scandinavia Style                | LEMON,HONEY |
| 힙합몬스터 슈가<br>프레시 쉐어버터 핸드크림  | HIPHOP MONSTER SUGA<br>FRESH SHEA BUTTER HAND CREAM   | Moisturizing with shea butter ,<br>Fresh Shea butter | SHEA BUTTER |
| 힙합몬스터 랩몬스터<br>시크릿 베이비 핸드크림 | HIPHOP MONSTER RAP MONSTER<br>SECRET BABY HAND CREAM  | Cutty, Angel, Cotton                                 | POWDER      |
| 힙합몬스터 제이홉<br>아이슬 라임 핸드크림   | HIPHOP MONSTER J-HOPE<br>ICEL LIME HAND CREAM         | Lime AND Island=ISLIME!                              | LIME        |

# costro New Line-up In 2016

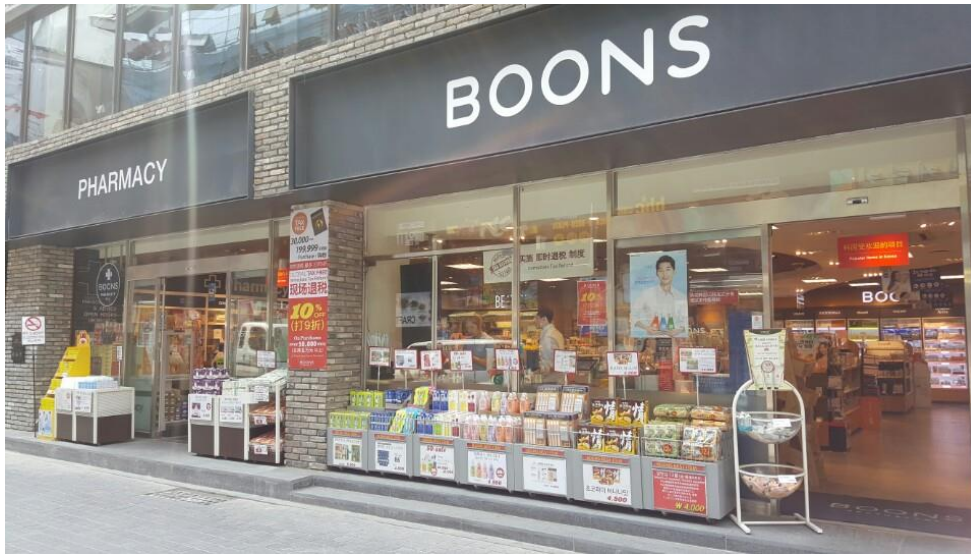
Line-up Expansion based on ingredient of Abalovita 23 cream



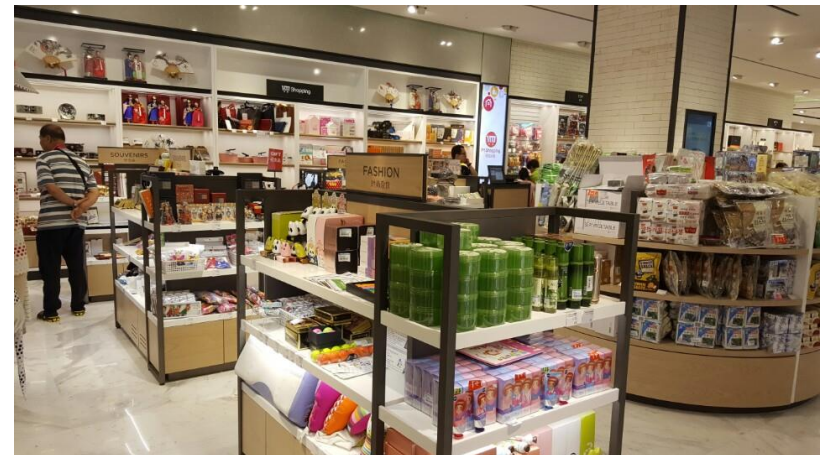
# costro in Sha Sha Hong Kong



# costro in BOONS Myung Dong



# costro in Shinsaenge Centum Duty-Free Mall





**Thank you.**

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Costro