



## **BRAND INTRODUCTION**

Nature brand for Teenager Skin

TOUCH of Teen's Emotion

Expression of teen's personality

# *The Concerns of Teenagers about their Skin*

## ❖ What are the problems and concerns that teenagers, the target consumer, have about their skin?

- Breakouts that come out of blue.
- Finger warts that makes you feel like everyone is starring.
- An oily complexion that shines out of control.
- Skin care products are all different and there are too many of them.
- Want make up like grown-ups but their cosmetics are too chemically strong for teenagers' skin.
- Lack of knowledge about how to take care of skin.



## TN, The Right Solution for Teenagers' Skin



- Application of YK CoC\* guideline : TN has been developed based on YK's strict safety/quality standard of baby care product.
- Best solution for skin trouble : TN completed the skin irritation test and has been proven good to use on teenagers' sensitive skin.
- No Paraben, Triclosan : TN uses only the clinically proven ingredients.
- Sophisticated Design : TN is designed as per today's teenagers taste.
- Natural ingredients : TN contains the nature derived ingredients such as, TASMANIA, HOUTTYUNIA, etc.
- Easy way to care : TN offers a complete line of products for every need of teenagers' skin.



## Brand Profile – POSITION

<b>Brand</b>	TN
<b>Audience</b>	Teenagers who pursue a cheerful and pleasant daily life
<b>Core need</b>	Needs for bright and clean skin to enjoy pleasant life
<b>Frame of Reference</b>	Cosmetics or skincare brand that makes products for teenagers
<b>Point of Difference</b>	Product uses nature derived ingredients, right for teenagers
<b>Support</b>	Various line up for teen's skin condition
	Less irritating, mild products / Not sticky but moist
	Proven clinically and scientifically effective for teenagers' skin
	The brand by Yuhan Kimberly that is recognized as a sincere & trustworthy company
	Natural skin care brand by Yuhan Kimberly's nature loving spirit



# Brand Profile

<b>Target</b>	The teenagers who want to enjoy life with bright and clean skin thru using the right skin care products for them.		
<b>Functional Promise</b>	Nature derived ingredients make bright and clean skin with no trouble.		
<b>Emotional Promise</b>	Everyday is enjoyable when people recognize your bright skin.		
<b>Support</b>	<u>Performance</u>	<u>Imagery &amp; Values</u>	<u>Symbols &amp; Associations</u>
	Indepth understanding about teenagers skin	Secret Garden	Nature
	Ingredients derived from Nature	Reliability	Green & Brown
	Scientific (safety test)	Enjoyable recognition	Flower pot

# Product line segmentation

DAILY CARE LINE

Skin Type	Step 1	Step 2	Step 3	
	Cleansing	Stablizing	Moisturizing	
Oily & Sensitive	 TN ACNE CLEANSER 130ml	or  TN ACNE BUBBLE CLEANSING FOAM 160ml	 TN AC CONTROL RECIPE TONER 150ml	 TN AC CONTROL RECIPE LOTION 150ml
Combination & Dry	 TN MOISTURE RECIPE CLEANSING FOAM 130ml	or  TN MOISTURE RECIPE CLEANSING WATER 200ml	 TN MOISTURE RECIPE TONER 150ml	 TN MOISTURE RECIPE LOTION 150ml

SPECIAL CARE LINE

Special Line				
 TN MOISTURIZING CREAM 50ml	 TN SUN CREAM SPF 50+ PA+++	 TN BB CREAM 40ml	 TN AC CLEAR SHOT DAY 10g + NIGHT 10g	 TN MOISTURE RECIPE MIST 50ml

## Review and comments about TN by teenagers

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Mildness

I have tried many other products before. When I tried TN products I think TN products are milder than other products. Also, the foundation is in a order of skin, lotion and moisturizer. Some use only skin and lotion, some don't use skin and lotion but moisturizer lol Everyone is different but usually use in that order.

Anti-trouble

I am 14 years old student this year. I also often have skin trouble so I use TN products^^. I think Cosmetics for adults like Etude, Innisfree, Aritaum and so on do not fit on teens :(  
And if you look at TN products, moisturizer is TN moisturizing cream and it is diversified for dry skin, oily skin and trouble skin. I recommend to use moisturizer for skin trouble. I truly recommend it.

Diversification

I think TN products are great because toner and essence, which are good at oily skin or pimple skin, are diversified :)!

Volume

I use TN skin lotion and it is super great! I already almost finished it and my mom likes it as well once she used it haha it would not fit on every skin... but the volume is just fine and good!

Pimple care

I like TN cosmetics. For your information, I have used TN AC control lotion for 2 years and pimples on my face disappear a lot haha I recommend TN cosmetics although everyone would not feel in same way haha If you buy one, it is even better to use Bubble foam cleansing haha



# PRODUCT INTRODUCTION



## TN MOISTURE RECIPE



# TN MOISTURE RECIPE PRODUCT LINE

## 1. CLEANSING



TN MOISTURE RECIPE  
CLEANSING WATER 200ml

OR



TN MOISTURE RECIPE  
CLEANSING FOAM 130ml

## 2. STABILIZING



TN MOISTURE RECIPE  
TONER 150ml

## 3. MOISTURIZING



TN MOISTURE RECIPE  
LOTION 150ml



TN MOISTURE RECIPE MIST  
50ml

## TN MOISTURE RECIPE CLEANSING WATER 200ml

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TN MOISTURE RECIPE  
CLEANSING WATER 200ml

- Daily Care : Step 1 Cleansing
- Amount : 200ml
- Skin type : Combination & Dry
- Shelf life : 30M
- Key Ingredient
  - WINTER GREEN soothes and softens the skin
  - TASMANIA provides moisture to the skin
  - SCABIOSA ARVENSIS nourishes the skin
- Cleanse for fresh and moist skin with plant derived and moisturizing ingredients in its oil-free formula.
- ✓ How to use : dab it on cotton pad and softly rub on skin.

## TN MOISTURE RECIPE CLEANSING FOAM 130ml



TN MOISTURE RECIPE  
CLEANSING FOAM 130ml

- Daily Care : Step 1 Cleansing
- Amount : 130ml
- Skin type : Combination & Dry
- Shelf life : 30M
- Key Ingredient
  - WINTER GREEN soothes and softens skin
  - TASMANIA provides moisture to the skin
  - SCABIOSA ARVENSIS nourishes the skin
- Creamy and rich foam gently purifies and leave the skin perfectly moisturized.
- Gently removes light make-up(BB, Sun), excessive sebum, and debris
- ✓ How to use : 1. Squeeze an amount in your hands and rub them together to create a foam.
  2. Gently apply and rub the foam around your face.
  3. Wash it off with water.

## TN MOISTURE RECIPE TONER 150ml



TN MOISTURE RECIPE TONER  
150ml

- Daily Care : Step 2 Stabilizing
- Amount : 150ml
- Skin type : Combination & Dry
- Shelf life : 30M
- Key Ingredient
  - WINTER GREEN soothes and softens skin
  - TASMANIA provides moisture to the skin
  - SCABIOSA ARVENSIS nourishes the skin
- Gently exfoliates and penetrates deep to remove pore-clogging debris.
- Soothes skin texture by removing excess dirt and dead skin cells to leave skin feeling refreshed and even.
- Use daily for continuous results.
- ✓ How to use : rub it over the face after cleansing with foam

## TN MOISTURE RECIPE LOTION 150ml

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TN MOISTURE RECIPE LOTION  
150ml

- Daily Care : Step 3 Moisturizing
- Amount : 150ml
- Skin type : Combination & Dry
- Shelf life : 30M
- Key Ingredient
  - WINTER GREEN soothes and softens skin
  - TASMANIA provides moisture to the skin
  - SCABIOSA ARVENSIS nourishes the skin
- Maximizes the effectiveness of soothing and moisturizing treatments.
- Instantly tones and refreshes.
- ✓ How to use : rub it over the face after stabilizing with toner

## TN MOISTURE RECIPE MIST 50ml

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TN MOISTURE RECIPE MIST  
50ml

- Special Care
- Amount : 50ml
- Skin type : Combination & Dry
- Shelf life : 30M
- Key Ingredient
  - WINTER GREEN soothes and softens skin
  - TASMANIA provides moisture to the skin
  - SCABIOSA ARVENSIS nourishes the skin
- Add moisturizing + cooling function to the skin
- Cool fruity green fragrance brings fresh feeling to the skin
- ✓ How to use : frequently spray over face with eyes closed, and pat softly to finish.

## TN AC CONTROL RECIPE



# TN AC CONTROL RECIPE

## 1. CLEANSING



OR



TN ACNE CLEANSER  
130ml

TN ACNE BUBBLE  
CLEANSING FOAM 160ml

## 2. STABILIZING

## 3. MOISTURIZING



TN AC CONTROL  
RECIPE TONER 150ml

TN AC CLEAR SHOT  
DAY 10g + NIGHT 10g

TN AC CONTROL  
RECIPE LOTION 150ml

## TN ACNE BUBBLE CLEANSING FOAM 160ml

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TN ACNE BUBBLE CLEANSING  
FOAM 160ml

- Daily Care : Step 1 Cleansing
- Amount : 160ml
- Skin type : Oily & Sensitive
- Shelf life : 30M
- Key Ingredient
  - HOUTTYUNIA delivers extent moisturizing effect
  - CAMOMILE provides hydration to the skin
  - CENTELLA ASIATICA calms the skin
- Gently sooth and calms the skin with the expert bubble.
- Washes off the sebum and debris from pores.
- ✓ How to use :
  1. Put an amount in your hands.
  2. Gently apply around your face.
  3. Wash off the foam with water.

## TN ACNE CLEANSER 130ml



TN ACNE CLEANSER  
130ml

- Daily Care : Step 1 Cleansing
  - Amount : 130ml
  - Skin type : Oily & Sensitive
  - Shelf life : 30M
  - Key Ingredient
    - HOUTTYUNIA delivers extent moisturizing effect
    - CAMOMILE provides hydration to the skin
    - CENTELLA ASIATICA calms the skin
  - Specialized for cleansing oily & sensitive skin that easily gets clogged with everyday dirt and filth.
  - Keeps the skin moisturized after use.
- ✓ How to use : 1. Squeeze an amount in your hands and rub them together to create a foam.
2. Gently apply and rub the foam around your face.
  3. Wash it off with water.

## TN CN CONTROL RECIPE TONER 150ml

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TN AC CONTROL RECIPE  
TONER 150ml

- Daily Care : Step 2 Stabilizing
- Amount : 150ml
- Skin type : Oily & Sensitive
- Shelf life : 30M
- Key Ingredient
  - HOUTTYUNIA delivers extent moisturizing effect
  - CAMOMILE provides hydration to the skin
  - CENTELLA ASIATICA calms the skin
- Help refine surface texture while providing the ideal preparation for Lotion.
- Infuses skin with hydrating actives for noticeably cleaner and softer skin.
- ✓ How to use : smooth it over the face after washing the face.

## TN CN CONTROL RECIPE LOTION 150ml

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TN AC CONTROL RECIPE  
LOTION 150ml

- Daily Care : Step 3 Moisturizing
- Amount : 150ml
- Skin type : Oily & Sensitive
- Shelf life : 30M
- Key Ingredient
  - HOUTTYUNIA delivers extent moisturizing effect
  - CAMOMILE provides hydration to the skin
  - CENTELLA ASIATICA calms the skin
- Mildly apply to the skin to reduce excess oil that can lead to future breakouts.
- Infuses skin with hydrating actives for noticeably cleaner and softer skin.
- ✓ How to use : smooth it over the face after stabilizing with toner

## TN AC CLEAR SHOT DAY 10g + NIGHT 10g



TN AC CLEAR SHOT  
DAY 10g + NIGHT 10g

- Special Care
- Amount : 10g
- Skin type : For Skin Trouble
- Shelf life : 30M
- Key Ingredient
  - HOUTTYUNIA delivers extent moisturizing effect
  - CAMOMILE provides hydration to the skin
  - CENTELLA ASIATICA calms the skin
- Specialized for spots and pimples
- Gives concentrated care on the troubled part of the skin
- Gently exfoliates to keep pores clear without causing irritation.
- Day – gently absorbed into sensitive skin to take care of pores and dead skins
- Night – give a concentrated nutrition to trouble skin at night when the skins rest(must be used at night time)
- ✓ How to use : apply constantly on the troubled part.

## TN AC CONTROL RECIPE



## TN SPECIAL LINE



TN AC CLEAR SHOT  
DAY 10g + NIGHT 10g



TN MOISTURE RECIPE MIST  
50ml



TN BB CREAM  
40ml



TN MOISTURIZING CREAM  
50ml



TN SUN CREAM SPF 50+  
PA+++

Steps for an effective use

## TN AC CLEAR SHOT DAY 10g + NIGHT 10g



TN AC CLEAR SHOT  
DAY 10g + NIGHT 10g

- Special Care
- Amount : 10g
- Skin type : For Skin Trouble
- Shelf life : 30M
- Key Ingredient
  - HOUTTYUNIA delivers extent moisturizing effect
  - CAMOMILE provides hydration to the skin
  - CENTELLA ASIATICA calms the skin
- Specialized for spots and pimples
- Gives concentrated care on the troubled part of the skin
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- Day – gently absorbed into sensitive skin to take care of pores and dead skins
- Night – give a concentrated nutrition to trouble skin at night when the skins rest(must be used at night time)
- ✓ How to use : apply constantly on the troubled part.

## TN MOISTURE RECIPE MIST 50ml

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TN MOISTURE RECIPE MIST  
50ml

- Special Care
- Amount : 50ml
- Skin type : Combination & Dry
- Shelf life : 30M
- Key Ingredient
  - WINTER GREEN soothes and softens skin
  - TASMANIA provides moisture to the skin
  - SCABIOSA ARVENSIS nourishes the skin
- Add moisturizing + cooling function to the skin
- Cool fruity green fragrance brings fresh feeling to the skin
- ✓ How to use : frequently spray over face with eyes closed, and pat softly to finish.

## TN MOISTURIZING CREAM 50ml



TN MOISTURIZING CREAM  
50ml

- Special Care
- Amount : 50ml
- Skin type : Combination & Dry
- Shelf life : 30M
- Absorbed deeply into the skin, keeping it moisturized with its fresh sorbet ingredients.
- Gives moisture and vitality to the teenagers' skins preventing secretion of sebum.
- ✓ Moisture lasts for 24 hours / Suitable for acne



Steps for an effective use

# TN SUN CREAM SPF 50+ PA++



TN SUN CREAM SPF 50+  
PA+++

- Special Care
- Amount : 60ml
- Skin type : All Skin type
- Shelf life : 30M
- Effectively absorbs sweat and sebum to keep fluffy feeling on the skin.
- Cream with mild whitening effect that also gives fresh feeling when used.
- ✓ Suitable for acne



Steps for an effective use

## TN BB CREAM 40ml



TN BB CREAM  
40ml

- Special Care
- Amount : 40ml
- Skin type : All Skin type
- Shelf life : 30M
- Conceals imperfection while enhancing, and clarifying the skin.
- Revises skin tone while keeping rich skin texture.
- Moisturizes skin to prevent it from drying out with its unique texture that softly touches the skin.



Steps for an effective use



# MARKETING & SALES



# MARKETING ACTIVITY – DIGITAL CAMPAIGN



# MARKETING ACTIVITY – MAGAZINE



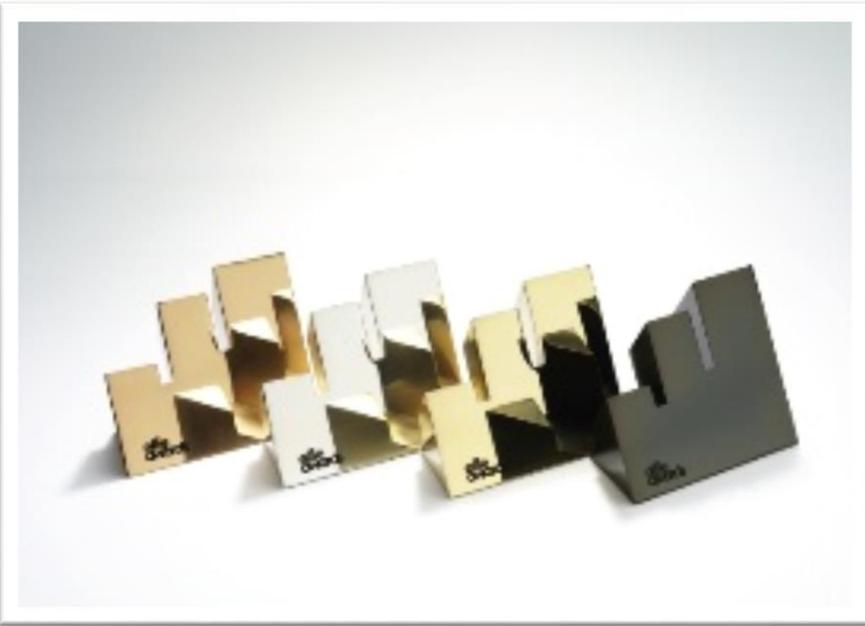
10대 피부를 위한  
생기발랄  
그린레서피, tn<sup>®</sup>  
teen's nature



# MARKETING ACTIVITY – TV COMMERCIAL



# AWARDS AND RECOGNITION



Effie Award



Good Design Award

# INSTORE DISPLAY



# INSTORE DISPLAY



**THANK YOU**