



BRISNOW

"Innovation born from my own skin,
healing perfected by nature - a miracle for yours."



BALGEUN COSMETICS

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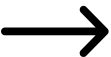
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Nothing stays on the skin.
Only the glow.

Since 2019, Balgeun Cosmetics has kept one rule:
'If it stays on the skin, it doesn't go in.'

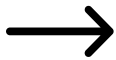
No chemical preservatives, no synthetic surfactants,
no artificial fragrance, no silicones, no petroleum-derived ingredients.

Taking things out made the textures lighter.
Nothing feels tacky once it is on.

Our founder grew up with atopic, troubled skin and started
this brand on a single thought:
"I won't make what I can't use myself."

Glow is not something you cover on.
It appears only when nothing is laid over it.

The first step to healthy skin - BRISNOW is with you.





Before adding anything good,
we decide what to leave out

BRISNOW proves itself not by what goes in,
but by what does not.

Ingredients used from habit - to lower cost,
to improve feel, to extend shelf life - are
excluded at the formulation stage.

The way to spare the skin turned out to be
the way to spare the environment.





Nature & Environment

- No chemical preservatives, synthetic surfactants or artificial fragrance
- Eco-conscious manufacturing & **small-batch production (freshness, premium quality)**

Sustainable Clean Beauty

- A philosophy built on **naturally derived and organic ingredients**
- The responsibility to "leave out the bad and keep only the good"

People-Centered Health

- **The CEO's own skin trouble** is where this began
- Improving quality of life and skin health first

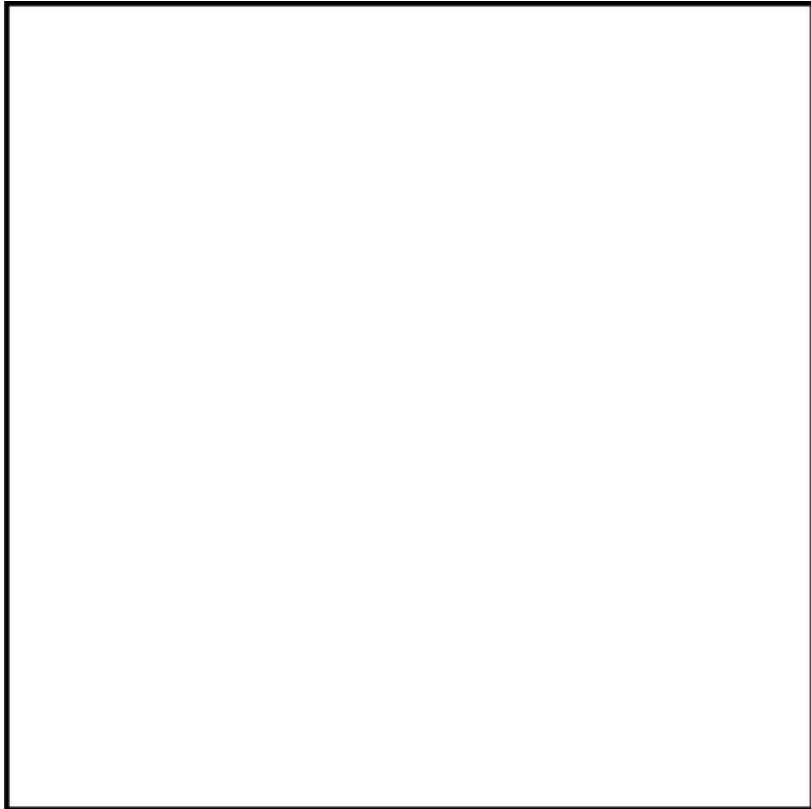


The promise is glow. The method is subtraction.

Instead of ingredients that make skin look better,
we chose what actually makes it better.
So we build by taking away, not by adding.

Raw materials: European organic certified. Manufacturing: ISO 22716.
Results are proven by 5,000+ reviews, repeat purchase rate,
#1 search keyword ranking, and crowdfunding past KRW 100 million.





PROMISE

- Glow and clarity

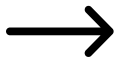
METHOD

- Subtraction

EVIDENCE

- Customer response

- Not smoothness made by covering, but glow the skin reveals on its own
- Dual functional (brightening, wrinkles), reported to Korea's MFDS
- No chemical preservatives, surfactants, fragrance, silicones or petroleum bases
- Balm sticks: 85%+ organic materials, stabilised with vitamin E only
- ISO 22716 manufacturing; raw materials certified by Soil Association & ECOCERT
- 5,000+ reviews and a high repeat rate
- #1 Naver keywords - pregnancy eye cream, underarm brightening, scalp cleanser
- Crowdfunding past KRW 100 million





CEO Kim Gyeol-i

Innovation born from my skin,
healing perfected by nature
- a miracle for yours.

“For as long as I can remember, 'skin trouble' was simply daily life.”

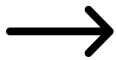
Atopic dermatitis and cystic acne made me avoid mirrors. I tried expensive creams and clinic after clinic, but my skin barely improved. Then one day I understood the real power of nature and organic ingredients.

“I studied it myself, and tested it on my own skin.”

For over ten years I cut artificial food from my diet, made cosmetics without artificial ingredients, and watched my skin change. I confirmed first-hand that cosmetics can work without unnecessary artificial ingredients. That commitment - leave out the bad, focus on what is truly good - is what built BRISNOW.

“Slow aging is about giving skin back its own pace.”

We cannot stop aging, but we can slow it and keep skin healthy. We develop products so that people with especially sensitive skin can use them without trouble. I hope more people feel the joy of fully loving and caring for their own skin. That is the vision I dream of, and the one BRISNOW works toward.



The hidden reason skin turns sensitive: what stays on it

Chemical preservatives, synthetic surfactants, artificial fragrance and silicones look good briefly. But as they stay and build up on the skin, they bring sensitivity and dryness underneath, and in the end they dim the skin's own light.



What stays on the skin does this



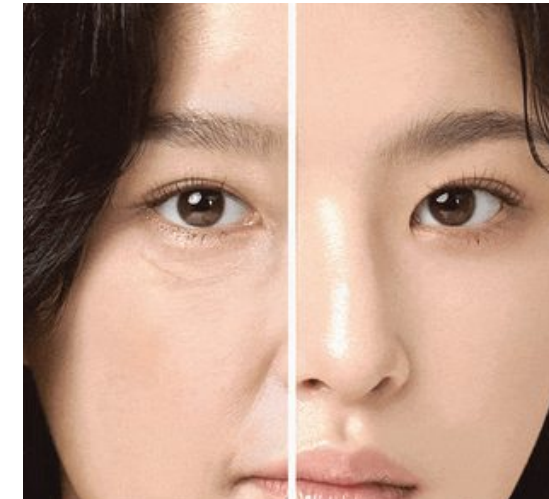
Barrier damage

Strong surfactants and artificial ingredients strip natural moisture, **leaving a thin barrier.**



Sensitivity, trouble

Preservatives and fragrance build up, bringing breakouts, dryness, and **lines that look sharper.**



A surface-only illusion

Silicones like dimethicone smooth only the surface, lowering the skin's own **power to recover.**



Glow needs one thing: “**subtraction**”.



Leaves no weight

Low-oil and silicone-free,
so no film is left on skin.
Layers without pilling.



Leaves no irritation

No chemical preservatives
or emulsifiers; made for
thin skin. **It respects
skin's own rhythm.**



Leaves no residue

16 ingredients - parabens,
silicones, PEG, mineral oil
- excluded. **Rinse-off
products too.**

No artificial ingredients, even for the most reactive skin

It began with a CEO who lived with atopic, inflamed skin, and it is made for people who read every ingredient. Chemical preservatives, synthetic surfactants and artificial fragrance are strictly excluded - clean skincare that keeps skin healthy and bright.





pH Balancing Whitening Toner (Step 1)

Restores skin to a mildly acidic pH right after cleansing - **the first step of any routine.**



Face Brightening Whitening Serum (Step 2)

The most important step 2 - it fills inner tightness and adds clear glow. **The concentrated heart of the routine.**



Moisture Charge Whitening Cream (Step 3)

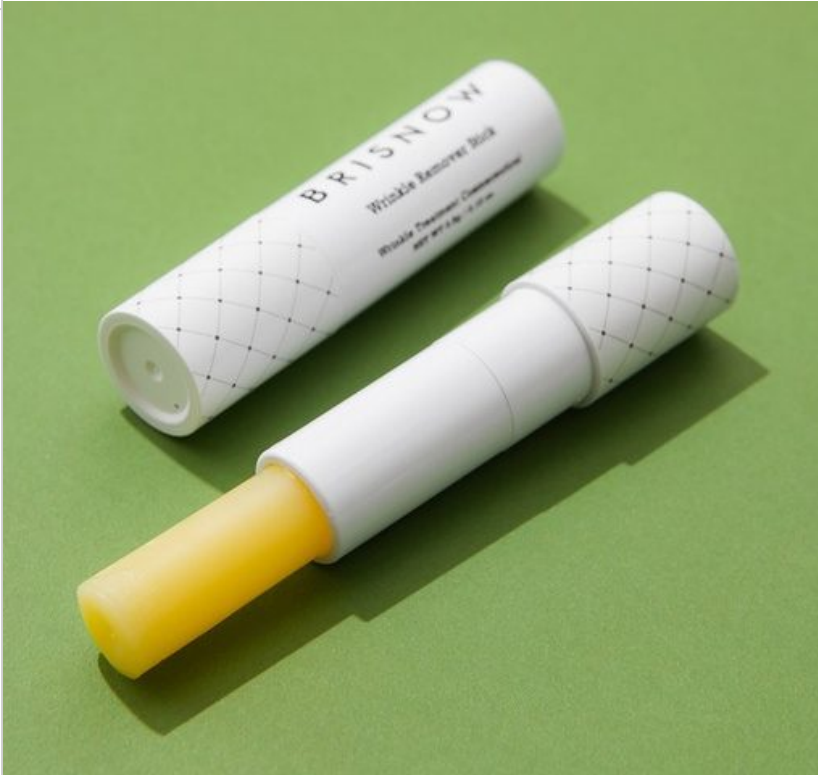
Seals the serum under a moist veil so it does not evaporate, with lavender oil to calm. **A cream that stays moist until morning.**



Basic Skincare Set

From pH balancing after cleansing to concentrated nutrition and a moist shield - toner, serum and cream **in one three-step set.**





Wrinkle Stick Eye Cream (Step 4)

Targets dry lines around the eyes, in a stick that travels, adding firm moisture and elasticity anywhere.



Wrinkle Stick Multi Balm (Step 4)

Locks in moisture after skincare - cheeks, brow, neck, under-eyes, anywhere. Firmness and moisture in one step.



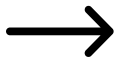
After-Waxing Brightening Cream

Calms the underarm and bikini line after waxing; niacinamide and glutathione brighten the tone of dull areas.



Moisture Tone-Up BB Cream

Free of artificial ingredients, it covers naturally for a luminous finish with brightening and wrinkle care.





Gentle Cleansing Foam
(Step 0)

Natural but strong cleansing removes makeup while keeping the skin's oil-water balance - made from coconut-derived natural ingredients.



Deep Cooling
Scalp Scaler

Cypress, menthol and keratin address **scalp heat, excess sebum and flakes - three concerns in one step.**



Blue Tansy Exfoliating
Sorbet Multi Balm

A sorbet texture for damp skin after showering; blue tansy and organic jojoba **smooth flakes, dryness and redness at once.**



Grapefruit & Mint
Body Firming Cream

Organic grapefruit oil supports smooth, firm body care, and mint oil's coolness eases tight shoulders - **one cream for shoulders and body line.**



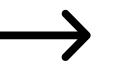
BRISNOW

- 1 No chemical preservatives, surfactants, fragrance or silicones
- 2 Light because things were removed; no film on skin

vs

Conventional

- 1 Synthetic preservatives, fragrance and other artificial ingredients
- 2 Silicones and oils used to create lightness





Before



After



The glow is unreal!

After using the BRISNOW glow serum my cheekbones catch the light. I worried natural meant weak, but the glow came right away. Completely satisfied.



Before



After



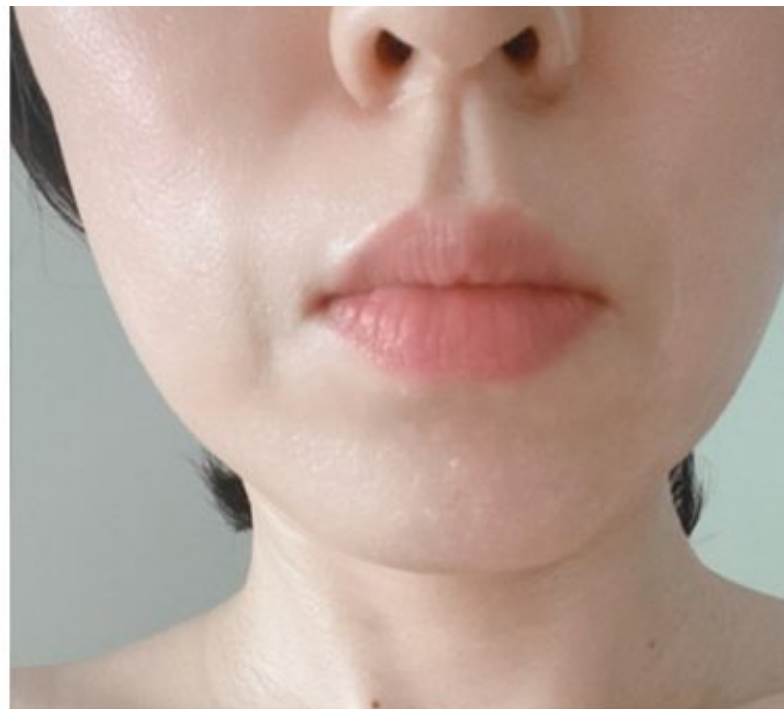
Best thing for neck lines

I use it all the time. No irritation, very moisturising, and the wrinkle and brightening effect is clear. Even in dry weather my skin stays moist.





Before



After



The perfect eye cream for my eyes

I've bought and tried many stick products, but none I've used beats BRISNOW. No stinging around the eyes - the perfect eye cream.



Before



After



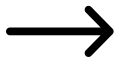
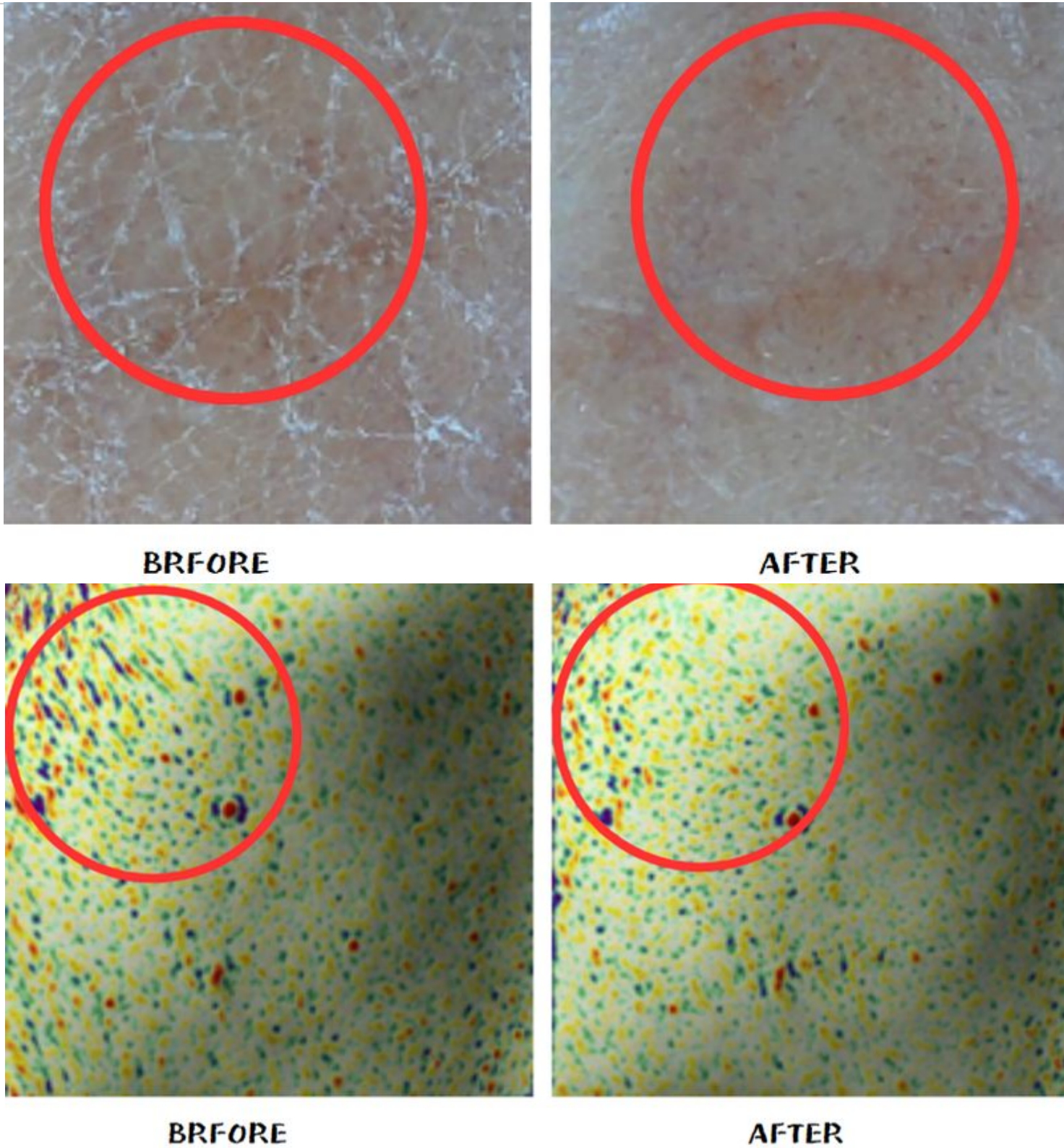
I'm scared to use anything else

My repeat product. With sensitive skin I'm scared to try anything else. This one I use without worrying about breakouts. Brighter, moist, fantastic.



Verified by human application testing

BRISNOW products are confirmed by human application testing for exfoliation, skin texture and low irritation.



**BRISNOW,
exported to
six countries**

Export records in six countries: Germany, the UK, Belgium, Spain, Vietnam and Singapore.

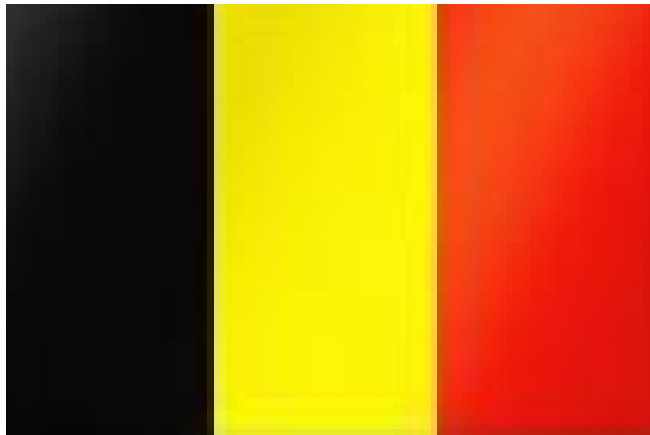
Made in an ISO 22716 certified facility.



Germany



UK



Belgium



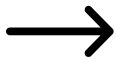
Spain



Vietnam



Singapore



**Certified organic
at the source**

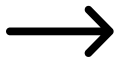
Raw materials certified by the Soil Association (UK) and by Ecocert Cosmos - the joint standard of five certifiers across four European countries.



Soil Association certified



Ecocert certified



Q. Without chemical preservatives, what is the shelf life?

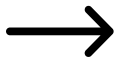
A. Twelve months from the date of manufacture. We produce to order and ship freshly made goods; for export volumes we agree the remaining shelf life with you. Please use quickly after opening.

Q. What if the product stings or itches after use?

A. BRISNOW products contain organic essential oils, so a particular ingredient may sting or itch on some skin.

If that happens, stop use and test a small amount again after one or two days, once the skin has settled.

(Tip: while pausing skincare, the 'Wrinkle Stick' or 'Blue Tansy Sorbet Balm' can help soothe.)



Q. Is it suitable for people who check every ingredient?

A. BRISNOW contains no chemical preservatives, synthetic surfactants, artificial fragrance, silicones or petroleum-derived ingredients. The formulations are designed around people who read every ingredient. Individual skin and health conditions vary, so please consult a doctor if you have any concerns.

Q. Besides leaving artificial ingredients out, what do you use?

A. Generous amounts of certified organic essential oils. They help keep skin comfortable and the texture even, and the scent comes from these oils rather than synthetic fragrance.



Q. Do I need to use all three steps of the set?

A. Each step has its own role. Step 1 toner settles the pH disturbed by cleansing, step 2 serum fills in nutrients, and step 3 moisture cream holds those ingredients in and adds hydration. Used together, each product carries on from the last.

Q. My skin is sensitive - is it still fine to use?

A. Our founder grew up with sensitive skin and built this brand on one thought: “I won't make what I can't use myself.”
No synthetic surfactants, no chemical preservatives. One essential oil may still not suit you - apply a little on the jaw, watch for a day, then use on the face.



Q. Why did you leave out artificial fragrance?

A. Fragrance is one of the things that stays on the skin, so BRISNOW chose to leave it out. Instead we use the scent that comes from the organic essential oils themselves. It is not a scent we built, so it differs a little from product to product.

Q. What about exports and international registrations?

A. We have exported to six countries - Germany, the UK, Belgium and Spain in Europe, Vietnam and Singapore in Southeast Asia. Some items hold EU CPNP registration and Vietnam CBMP; ask us and we will share the status item by item. We are now looking for new partners in each market.





Visit our website,
or reach us on social media and by
email for more information



Website

www.brisnow.com



Social Media

www.instagram.com/brisnow_korea



Email

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Thank You



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