



Company Introduction
(English)

T A L E N T
I N N O V A T I V E B E A U T Y

탈 렌 트 화 장 품 (주)



Talent cosmetics, established in 1980 in Myeong-dong, Jung-gu, Seoul (also known as "TALENT"), has been trying to inform the beautiful culture of Korea to domestic and foreign tourists for 30 years.

In addition to the trust based on good quality of "Human commodity" and reasonable price, together with "K-POP" popularity, Talent is marching its way beyond Asia as a global brand in the world.

"Talent & K-Story store" of "Talent cosmetics" has gotten a lot of attention from not only the domestic but also the world, especially Japan and South East Asia, as the cultural exchange and meeting place of "K-POP & Drama" and "Cosmetic" where you can enjoy the Korean culture and various cosmetic items.

Talent cosmetics will become a brand that goes beyond Asia and represent the Korean Wave across generations all around the world.

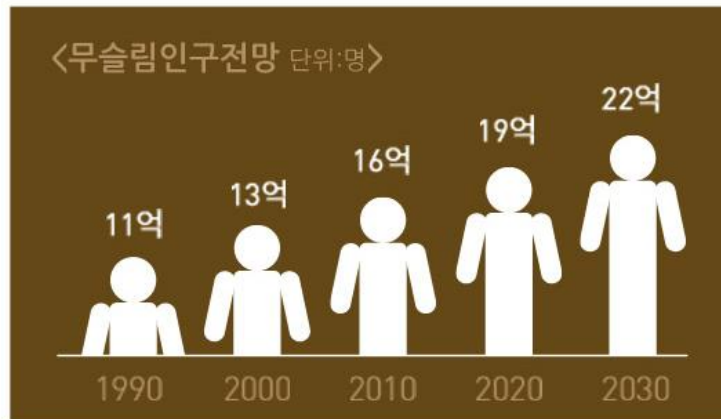
02. Company History

- 1980** - Established Myeong-dong Choong-moo Cosmetics
- 1997** - Converted the corporation to Talent Cosmetics
- 2000** - Opened the 1st Myeong-dong branch
- 2002** - Opened the 2nd Myeong-dong branch
- 2005** - Launched Talent Cosmetics' Brand "Levenne"
- 2008** - [Sunwoo Cosme] brand launching
 - Export contract with Idadongyasang of Japan
 - Launched in 'Parco Department Store,' Sinjjukku
 - Launched in Mirukosi Department Store
 - Launched in 40 other Sinjjukku stores
 - Product 90.9: 2nd place in Rakuten, Japan's renowned online website
 - Snail mask: 1st place in the cosmetic section on AMAZON
- 2010** - Opened <http://www.talentcosme.jp>
 - Haruna-ai as the exclusive model
- 2011** - Established Talent Cosmetics Corporation
 - Opened KSTORY, K-POP location in Myeong-dong
 - Launched in duty free shops(Sogong-dong, Jamsil World, Busan)
 - Listed as the main foreign tour shop (Seoul tour information site 'konest', 'Seoul Nabi' etc.)
 - Choshinsung as the exclusive model 2011~2013
- 2012** - Opened 3rd branch in Myeong-dong (Se-jong hotel)
 - Launched in Dong-wha duty free shop
- 2013** - 4 minute (~2015 March) , Ocean as exclusive models
 - Thailand/ Vietnam/ Indonesia/ Singapore/
 - Export in Hong Kong and other South East countries
 - Established Chinese branch
 - Media exposure on Tokyo TV of Japan, Daching of China about 12 times
- 2014** - "Halal certification" by JAKIM of Malaysia (on lipstick as the 1st in the world)
 - Opened "Talent KPOP" store
 - Exclusive Talent Store
 - Press conference celebrating halal certification with LPG as exclusive model
- 2015** - Participated in the International Cosmetic Beauty Exhibition 2015
- 2016** - Applied for approval on 30 products for Chinese Hygiene Approval
 - Participated in the International trade & Consumer Exhibition
 - Participated in International Rotary Competition "House of Friendship" 2016
 - Export contract with Poiland
- 2017** - SABASA brand launched
 - Participated in Malaysia Beauty Fair
 - KTV broadcast program appearance
 - Participated in beauty world Tokyo fair
 - Participated in Myanmar Beauty Fair
 - Participated in Delhi Beauty Fair in India
 - Participated in Guangzhou Beauty Expo, China
 - Participated in Osaka Beauty Fair in Japan
 - Obtained ISO 9001 / ISO14001 certification

Rapidly growing potential market Halal market

- '620 million people' Giant consumer market Southeast Asia ...
From 'K Beauty to Halal Food'

- Halal market is a huge market of 1.8 billion Muslims and is expected to grow to \$ 1.6 trillion by 2020.



HALAL

; '허락된 것'을
뜻하는 아랍어



〈전 세계 할랄 식품 시장 규모 단위:달러〉



Acquired Malaysia's JAKIM HALAL certification for world-class authority!
Halal cosmetics representing Korea! Talent cosmetics!



What is Halal Certification?

Halal in Arabic means "the allowed" and halal certification can only be achieved through strict and rigorous assessment process covering from raw materials to production facilities.



Talent cosmetics is Halal certified from JAKIM, an official government authority respected globally including France, Russia, and Japan, that covers various categories such as food, medical, and cosmetics.

We attempt to grow as a front runner for Halal cosmetics around the world.

Talent Cosmetics is growing as a leader in Halal cosmetics, from Korea to the world, by acquiring the HALAL certification mark from 'JAKIM', the official certification body of the Malaysian government.

To ensure the safe use of our products globally, Talent cosmetics has obtained Halal certification from JAKIM, an official government authorization of Malaysia, effective to over 150 products including skincare, makeup, face masks, and eye patches.

Acquired CFDA from China

We have obtained the Chinese sanitation permit, which is a prerequisite for entering the Chinese market.

Sanitary approval products are being added continuously.

CFDA China Food and Drug Administration

탈렌트화장품 “선우코스메” 제품
중국 위생허가 (CFDA) 획득!

中国卫生许可认证

CFDA

TALENT cosmetics ISO 9001 / ISO 14001 certification

TALENT cosmetics have been certified to ISO 9001 and ISO 14001, the international standard for quality and environmental systems, which have been established worldwide.



ISO 9001



ISO 14001

SUNWOO
cosme



Sunwoo cosme is our brand with a concept of an unconditional love between a mother and a daughter. The intent is to make products for safe use to all generations, from skin care to makeup.

Levenne



Levenne is a brand created to celebrate love and womanhood, inspired from the legendary beauty of the Greek goddess, Venus of love

huihuang



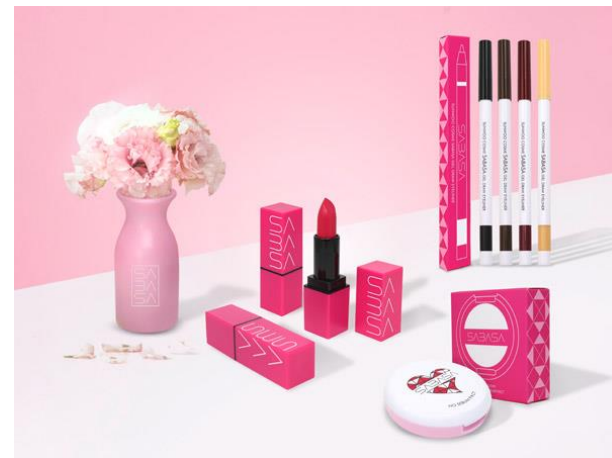
Huihuang is an oriental medicinal herb cosmetics, introduced to aim for the Chinese market. It is originated to make a universal impression by sharing the secrets of the world-famous Korean skincare take off focal point.

JACSKIN



JACSKIN is abbreviation of “Jewel and Captive”, which implies beauty so sparkling that it captivates. A prestige brand collaboration with a Japanese celebrity Ai Haruna, this is an exclusive collection that brings out your skin’s natural radiance to the maximum level.

SABASA



‘SABASA’ has a similar meaning to the ‘case by case’. It means ‘different depending on the person’ in Korean style. Express freedom and personality in the own style. Trendy style, special attractions, cosmetics brand.

Product line (about 60 Halal products)

Skin Care

Lotion
Toner
Essence
Cream
Moisture Cream
Eye Cream
Ampoule

Make Up

Powder
Foundation
Concealer
Mascara
Remover
Eye Liner
Eye Shadow
Lip Stick/Gloss/Balm

Mask

Face Mask
Eye Patch

Sun/BB/CC

Sun Cream
BB Cream
CC Cream

Cleansing

Cleanser
Foam Cleansing
Peeling
Soap

Body/Hair

Body Wash
Body Lotion
Hand Cream
Shampoo

TALENT Best Product

영원히 빛나는 다이아몬드 처럼
눈부신 보석광 피부를 원한다면

SUNWOO COSME
TENSION DIAMOND &
COLLAGEN SKIN CARE SET

텐션 다이아몬드 & 콜라겐 스킨케어 4종세트



피부에 젊음을
선물하다

달팽이 점액추출물 90.9%

JACSKIN

HYALURONIC ACID
ESSENCE 90.9

With 90.9% of real
collagen fraction



한번의 터치로
입술에 녹아 감기듯
밀착되는 매트 립스틱

SABASA
MELTING MATTE LIPSTICK



자연스러운 커버력
끈적임없는 산뜻함

JAC
SKIN

잭스킨 커버링
파운데이션 쿠션



일본 유명 연예인 하루나 아이 (はるなあい HARUNA AI)

물에서도
무너지지 않는
엷지있는 눈매

SABASA
GEL DRAW
EYELINER



미스 아시아 퍼시픽 월드 우승자 MAY MYAT NOE

아쿠아 함량강화

수분폭탄!
풍부한 에센스

콜라겐 아쿠아 마스크

Collagen Aqua



Whitening Diamond Vitamin Cream
투명하게 빛나는 피부

마백 집중 진동 마사지

SUNWOO

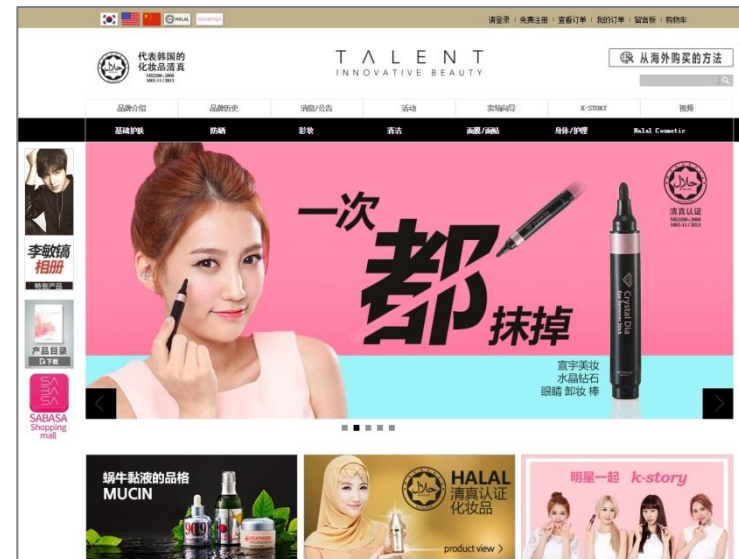
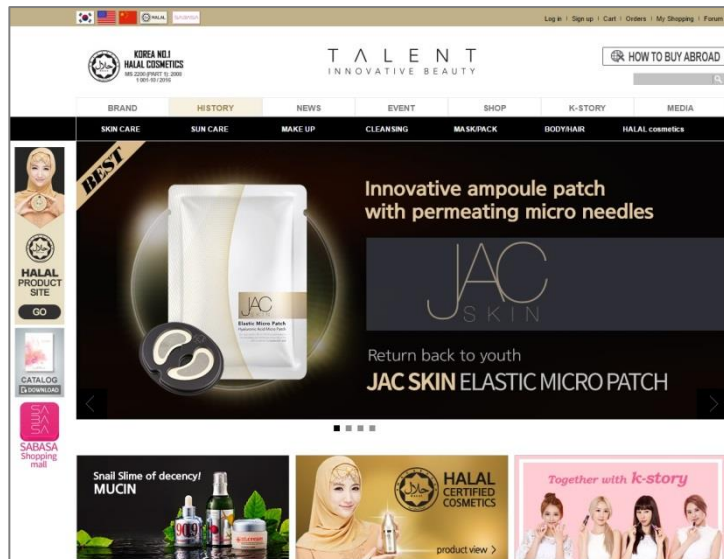
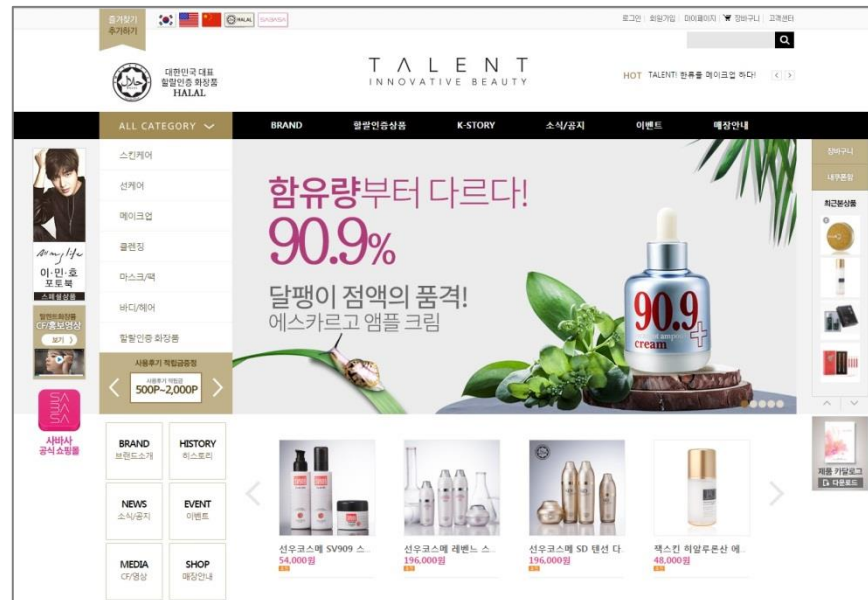
WHITENING
DIAMOND VITAMIN CREAM

Deep White Cream



09. Online Shopping Mall

- Online Shopping Mall: www.talentcosme.com /.ner / .kr (Korean / English / Chinese)



09. Online Shopping Mall

- Halal product site : www.talentcosme.co.kr (English)

The screenshot displays the TALENT Innovative Beauty website, which is halal-certified. The header includes a navigation bar with links for BRAND, PRODUCT, HISTORY, CONTENTS, and SHOP. The main banner features a woman in a hijab holding a product, with text stating "Halal certified TALENT Cosmetics Representing the Republic of Korea". Below this, there are four product banners: "Attachable nutritious essence EYE PATCH", "TOUCHup on-the-spot" (Crystal Dia Eye Remover Stick), "Crystal Dia CHEEK STICK", and "Luminous and hydrated skin BB Pact".

Log in | Sign up | Cart | Orders | My Shopping | Forum

T A L E N T
INNOVATIVE BEAUTY
HALAL Certified Cosmetics

BRAND PRODUCT HISTORY CONTENTS SHOP

Halal certified TALENT Cosmetics
Representing the Republic of Korea

MS 2200 (PART 1): 2008
1 001-10 / 2016

Attachable nutritious essence
EYE PATCH

TOUCHup
on-the-spot

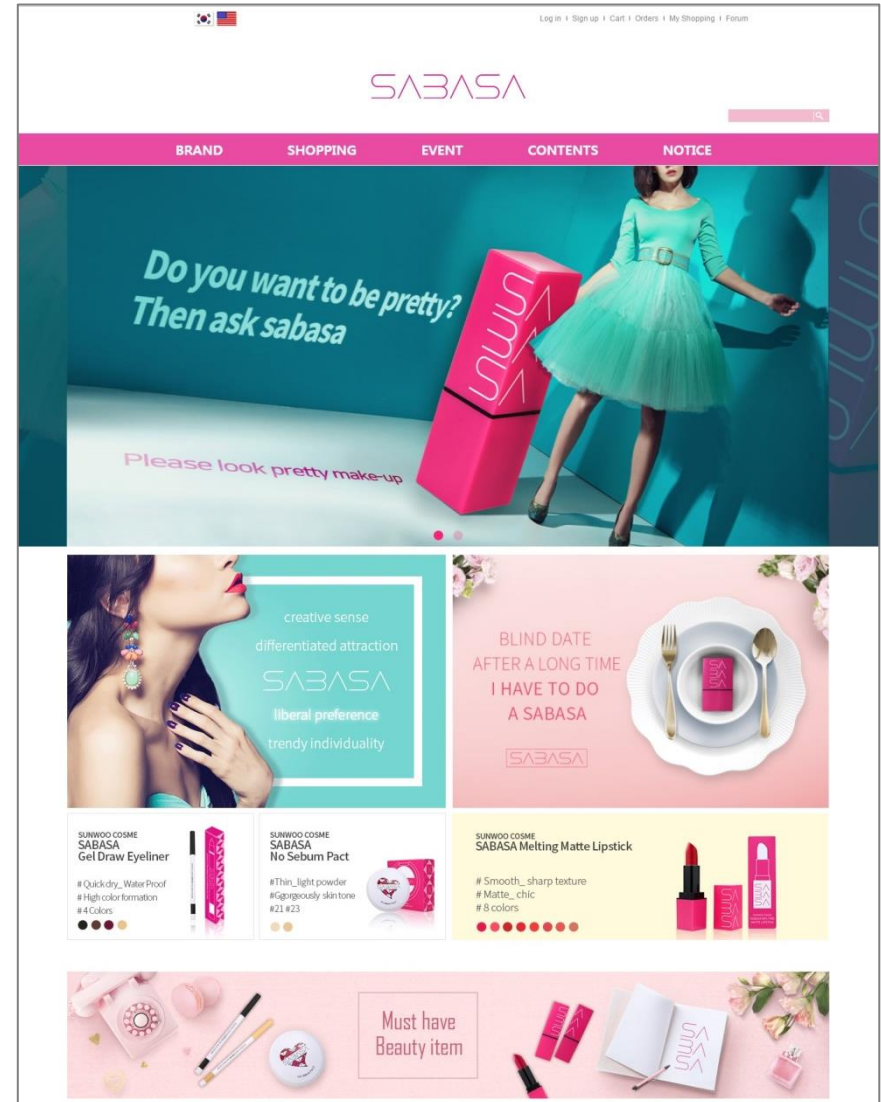
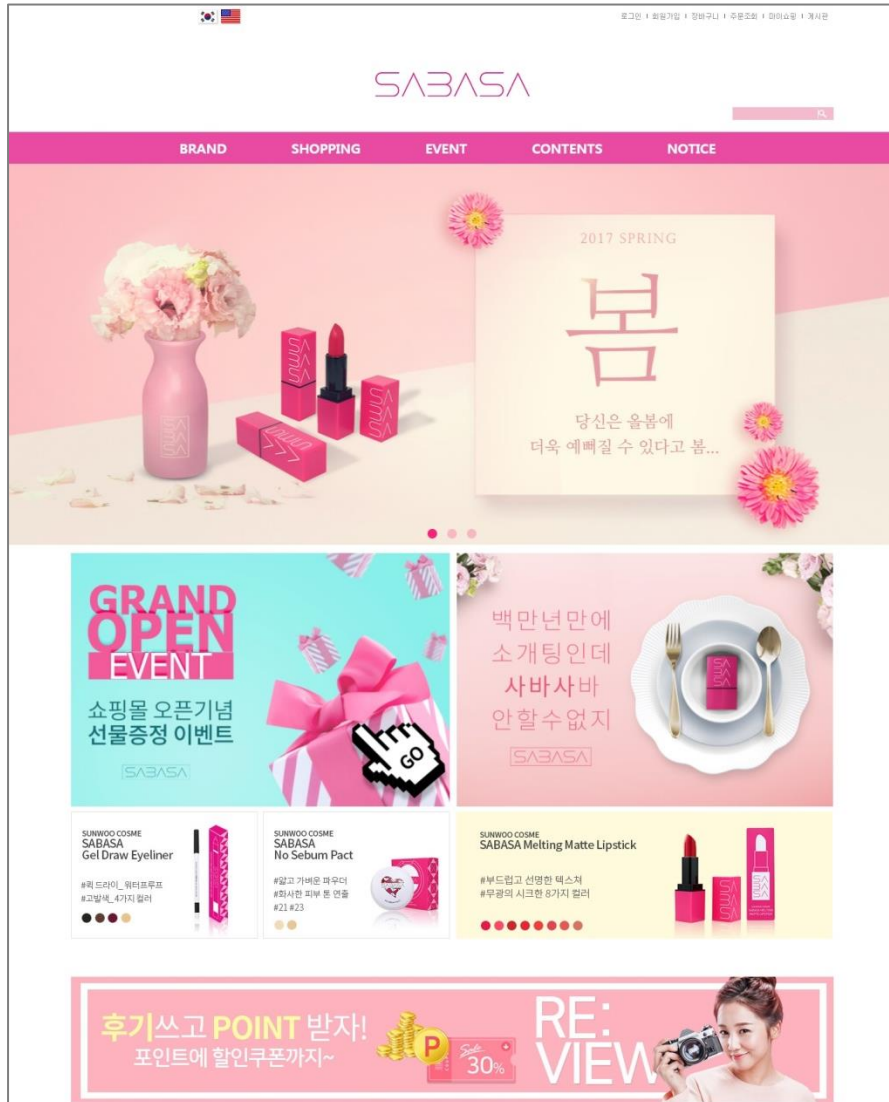
SUNWOO COSME
Crystal Dia
Eye Remover Stick

Crystal Dia
CHEEK STICK

Luminous and
hydrated skin
BB Pact

09. Online Shopping Mall

- SABASA brand shopping mall : www.sabasa.co.kr / .net (Korean / English)



- NAVER
메이커스룸
로그인

탈렌트화장품

소호아름키

 - 스킨케어
 - 섀도우
 - 립스틱
 - 파우더
 - 마스카라
 - 에센셜
 - 향수
 - SARASA

스물셋 상품
프리미엄 구매형
로그인 혜택가
종류 다양

한번에 쓱 지운다!

CRYSTAL DIA EYE REMOVER STICK
선우코스메 크리스탈 다이아 아이 리무버 스틱

선우코스메 크리스탈 다이아 아이 리무버 스틱 ₩10,000원

HALAL 인증 화장품

SD 텐션 다이아몬드 & 콜라겐 스킨케어 4중세트

합랄인증 화장품

크리스탈 다이아 멀티 치크

크리스탈 다이아 치즈스틱

크리스탈 다이아 에센셜 립밤

국내최초 자립 생활 인증 화장품을 브랜드 소싱, 해외주요 쇼핑몰 판매처+

SPECIAL

객신 플라스틱 마이크로 - ₩68,000원

주간 RANKING

선우코스메 세바사 노세럼 팩트 ₩13,000원

MD 추천

MAKE UP

MU-A의 메이크업 제품 롤러보거

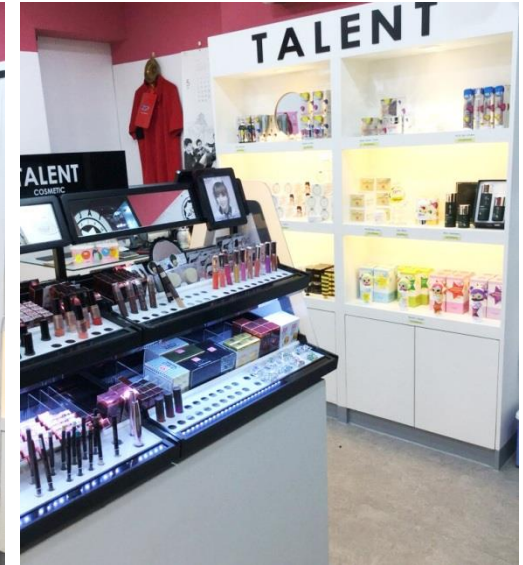
선우코스메 로얄제리 베이스 크림 ₩10,000원	선우코스메 크리스탈 다이아 아이 리무버 ₩10,000원	선우코스메 크리스탈 다이아 아이 브로워 ₩5,000원	선우코스메 크리스탈 다이아 아이 크림 ₩9,800원
선우코스메 로얄제리 베이스 크림 ₩10,000원	선우코스메 크리스탈 다이아 아이 리무버 ₩10,000원	선우코스메 크리스탈 다이아 아이 브로워 ₩5,000원	선우코스메 크리스탈 다이아 아이 크림 ₩9,800원

10. Stores - Korea

• Seoul Myeongdong Store



• Seoul Itaewon Store



10. Stores - Other countries

• Taiwan



• Malaysia



11. Star Marketing

As a global beauty brand, we attempt to be one step ahead to inform our products, by taking actions to associate with the Korean wave and working with variety of celebrities. Currently, a South Korean girl group LPG, and Ai Haruna are active members of our company.



- 1.Haruna Ai
- 2.4minute
- 3.Amber (Fx)
- 4.LPG
- 5.Supernova





Beyond Asia
I will repay you with the world NO.1 brand.

TALENT Cosmetics C.E.O 김충순



-



12. PR materials

- Taiwan beauty professional broadcasting
- Japanese Broadcasting



12. PR materials

- Sponsor of the 2015 Supermodel International contest



12. PR materials

- Malaysia Home Shopping Broadcasting



12. PR materials

T A L E N T
INNOVATIVE BEAUTY

- Lakumall TV, the famous home shopping in Malaysia

LAKU
MALL



12. PR materials

• Celebrity products PPL

Domestic entertainers and Japanese and Southeast Asian popular celebrity products, visit the store directly



[illegible]

製品ですよね。男性アイテムから7つの選手も。スーパーモデルも使っていて、日本でも話題に出ています。

[illegible]

1600
Pierrelle Colubert
スク
近頃の人はよく英語に「バイバイオセロース」のかわきと
使われ方を知らずに使っています。 30ページ

[illegible]

製品ですよね。男性アイテムから7つの選手も。スーパーモデルも使っていて、日本でも話題に出ています。

嵐山心 サンショ

白蒸露 韓国芳直白クリーム

山々へのエスキネなど各種の蘭を成分を配合した贅沢なクリーム。なじみやす、香爽しく肌に浸透。化粧水と併用することで、より深くお肌へ沁みこみます。
30ml / 180,000円

※「1」は必ず「保湿液」を併用し、手で顔に叩きつけます。

MOIST CREAM

スーパードバイタル

エクストラモイストクリーム

韓国で育ちように売られた商品。高品質に配合成分を配合し、潤滑効果も優れている。乾燥肌や敏感肌にも使えます。保湿度も高い。アジア・エジントに最適な効果を発揮します。
70ml / 160,000円

※「1」は必ず「保湿液」を併用し、手で顔に叩きつけます。

[illegible][illegible]

Thank you

비즈니스문의
Business

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C.E.O

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