

# ELROEL



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### + Company Description

ELROEL is a K-beauty makeup brand created with the delicate sensibility, touch, and technique of the professional makeup artist, Yoo Yang-Hee. The brand portrays the know-hows from her experience working with supermodels and celebrities for 30 years. ELROEL helps women express their uniqueness in an easy and beautiful way through their products.

### + Additional Information

- 2014 · Launched ELROEL
  - Launched 'Pang Pang Cushion'
  - Sold out on the day of launching (20,000 units)
  - Ranked no.1 on make-up category of 'Coupang'
- 2015 · Opened an online store of ELROEL
  - Developed big case mold for cushion compacts (Exclusive / The origin of big cases)
  - May - Participated in Shanghai Beauty Expo (CBE)
- 2016 · Launched 'Blanc Pact'
  - Reached KRW 10 billion of sales in 3 months on Home Shopping
  - Nominated as '2016 Hot Seller'
- 2017 · Opened a flagship store of ELROEL (Hongdae)
  - March - Participated in Bologna Cosmoprof
  - Oct - Participated in Busan Asia Festival (BOF)
- 2018 · Entered Lotte Department Store (Myeong-dong, Jamsil)
  - Entered online malls (Duty Free shops, Lotte, GS, etc.)
  - March - Participated in Bologna Cosmoprof (Entered Prime Zone)
  - November - Participated in Hong Kong Cosmoprof
- 2019 · Mar. - Participated in Bologna Cosmoprof (Prime Zone, Finalisted in make-up category)
  - Entered 'Marionnaud' in Italy (Milano Branch, Viareggio Branch)
- Nov. - Participated in Hong Kong Cosmoprof
- Nov. - Participated in Korean-ASEAN K-Beauty Festival
- Nominated as a brand of pioneering market in Southeast Asia by GS Home Shopping
- Signed a contract with an exclusive partner for Great China Region (KRW 50 billion of order intake)
- 2020 · Acquired Chinese sanitary certificate (NMPA) ('Blanc Cover Cream Stick', 'Blending Compact Cushion')
  - Product SKU 76 items (Based on Jun. 2020)
  - Entered 'Marionnaud' in Italy (Verona Branch)
  - Opened LAZADA Lazmall store (Singapore, Malaysia, Philippines)
- 2021 · Brand K certification (Blanc Cover Cream Stick)
  - Awarded with Seoul Awards (Blanc Cover Cream Stick V, Idea Product)
- 2022 · Brand K certification (Blanc Cover Cream Stick V, Blanc Cover Mela Stick MX)
  - Feb. - Entered Qoo10 Japan
  - Mar. - Entered Rakuten Japan
  - May - Participated in Bologna Cosmoprof (Prime Zone, Finalisted in make-up category, Selected in Cosmotrends)
  - Jul. - Participated in Cosmoprof North America
  - Upcoming - participate in Dubai Beauty World
  - Upcoming - participate in Cosmoprof Asia

**Export History** Europe, Japan, Hong Kong, Taiwan, Canada, Vietnam, Malaysia, Philippines, Singapore  
**Fair Participation History** 2017~2019, 2022 Bologna Cosmoprof, 2018~2019 Hong Kong Cosmoprof, 2022 Cosmoprof North America, 2022 Dubai Beauty World (Expected), Cosmoprof Asia (Expected)  
**Certification** CPNP, Brand K, Vietnam CBMP, India CDSCO, Trademark(USA, China, Europe)

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## Product

### + Pang Pang Big Sun Cushion



- 01 Big size, high capacity sun cushion in a cushion compact container for quick and easy UV protection without getting it on your hands. It has the maximum UV protection index and is waterproof and sweatproof. It protects the skin with its effect of blocking fine dust and blue light, and has a cooling effect of -4.7 degrees. Skin and eye irritation tests have been completed.
- 02 Aloe Vera Leaf extract, Vitamin Complex, Patented Cooling ingredients (Soothing Cooling ingredients)
- 03 Take an appropriate amount on the cushion puff inside and gently pat on the areas such as face, neck, body, etc. where UV protection is needed.
- 04 2 years from the date of manufacture

### + Blanc Cover Cream Stick V



- 01 It's Elroel's exclusive formula stick foundation that changes from collagen lifting cream to foundation. It's a one-color product that changes according to your skin tone, so you don't need to choose a shade. It comes with a built-in brush, and covers blemishes and also provides skin volume and lifting care.
- 02 Collagen extract, Patented Volume Ingredient (VOLUFILINE)
- 03 Gently swipe the product across your face and spread it with the built-in brush on the bottom. The brush is detachable, so it can be washed and used semi-permanently.
- 04 2 years from the date of manufacture

### + Blanc Cover Mela Stick MX



- 01 It's Elroel's exclusive stick foundation that changes from vitamin brightening cream to foundation. It's a one-color product that changes according to your skin tone, so you don't need to choose a shade. It comes with a built-in brush, and covers blemishes and provides melanin care of dark spots and blemishes at the same time.
- 02 Hippophae Rhamnoides Water, Vitamin C, Tranexamic acid, Patented Brightening ingredients
- 03 Gently swipe the product across your face and spread it with the built-in brush on the bottom. The brush is detachable, so it can be washed and used semi-permanently.
- 04 2 years from the date of manufacture

### + Blanc Double Shadow Stick



- 01 It's a two-tone stick eyeshadow with base and point colors. Formulated with a high-adhesion cream texture that makes it easy and fast to create a natural gradient eye makeup with a single touch. It also comes with a blending sponge tip on the bottom of the product, making it easier to use without any other applicator.
- 02 Pearl powder, 4 types of hydrating ingredients
- 03 Take out the content, spread it on the eyelids, and blend it with the built-in blending sponge.
- 04 2 years from the date of manufacture