

# HMJ KOREA



## HMJ KOREA CO., LTD

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### + Company Description

HMJ KOREA established in 2002 and is specialized company for K-BEAUTY. Cledbel is key to K-BEAUTY and introduces anti-aging skin care including lifting mask, ampoule balm and lifting cream etc. And lifting cushion foundation gives flawless coverage and lifting, anti aging effect. Brand model is very famous Korean actress, HeeAe Kim and SoYoung Ko. Cou:tur hair is anti-aging hair care brands for grey hair coverage and hair volume. Cou:tur hair color change shampoo for grey hair is super hero brands in Korea in 2022.

### + Additional Information

2002. 2. Established HMJ KOREA Co. Ltd.  
 2002-2004 Best partner of CJ home shopping  
 2004-2008 Best partner of GS home shopping  
 2007 Launched Cledbel at Lane Crawford department, Hong Kong  
 2008 Launched Cledbel at Joyce beauty, Hong Kong  
 2010 Launched Cledbel hydrogel gold mask at Lotte home shopping  
 2012 Launched Cou:tur hair volume at NS home shopping  
 Launched Soleil sun spray(the first sun spray for face) in Korea  
 2015 Launched Cledbel lifting home care program at Hyundai home shopping  
 2018 Launched Cledbel cushion at TV home shopping  
 Launched Cou:tur hair color treatment  
 2019 Top 2 sales from Korean cushion market(Cledbel cushion)  
 2020 Launched rose glow cream with sun protection  
 2022 No. 1 sales from home & shopping beauty category (Cledbel)  
 No. 1 sales from home & shopping shampoo category (Cou:tur hair)



**Export History** China, HongKong, Taiwan, Australia, Vietnam, Japan, Indonesia etc.  
**Fair Participation History** Cosmoprof Hong Kong, Cosmoprof Las Vegas



Contact Information					
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## Product



### ⊕ Cledbel Gold collagen lifting ampoule balm



- 01 A concentrated treatment and touch-up balm packed with frozen melting collagen fiber, hyaluronic acid, and collagen capsule to target dryness and signs of aging. It has 3 pcs of massage ball to help blood circulation and give Anti-aging effect to the skin.
- 02 Frozen melting collagen fiber / Frozen melting collagen fiber with Vit. C / Bee toxin / Collagen capsule / Hyaluronic acid
- 03 Room temperature / Glide on anytime, anywhere you desire to add smoothness and moisture with 3 pcs of massage ball
- 04 Please refer expire date on product

### ⊕ Cledbel Glow Power Lift V Cushion



- 01 A skincare compact that blurs the look of imperfections and helps minimize visible signs of aging, leaving skin looking flawless with lifting effect. No. 2 sales share of total cushion market in Korea(2019)
- 02 Frozen collagen fiber, 24k gold, peptide and Hyaluronic acid
- 03 Room temperature/ Press lightly onto cushion and use sponge applicator to apply.
- 04 Please refer expire date on product

### ⊕ COU:TUR HAIR PROFESSIONAL LUXURY COLOR CHANGE BLACK SHAMPOO



- 01 It helps to give grey hair dye for hair shampoo. It is very easy and convenient for grey hair changing with 30% silk protein, amino acid and macadamia oil.
- 02 30% silk protein, amino acid, black food complex and macadamia oil
- 03 Room temperature / please shampoo and leave for 3-5min. and rinse hair well.
- 04 Please refer expire date on product