# RºUND LAB



Healthy raw materials delivered with warmth, Enjoy RoundLab today!



**SEORIN Company Co., Ltd.** 



# **Company Introduction**

# **OUR COMPANY**







Thinks

ks Collaborates

**Shares** 

SEORIN COMPANY Co., Ltd. constantly thinks about the needs of our customers.

In collaboration with excellent researchers in Korea and overseas countries, our company makes effective cosmetics that solely focuses on beauty and wellness of customers with all skin types rather than simply just doing commercial activities as a producer. We are engaged in many sponsorships to improve and provide the wellness and beauty to our customers from all around the world.

# **BRAND**

### **ROUND LAB**



At the end of a weary day, like a little joyfulness that makes me smile, For you who need to rest, we offer a kind of sheer relaxation for your skin With warmth delivered by healthy raw materials enjoyed "ROUND LAB" today.



# **ROUND LAB, sorting clean raw materials.**

Deep water of Ulleungdo in the deep ocean out of human reach, Birch Sap grown in fresh and refreshing Inje, Sea Breeze Mugwort grown in Geomundo where the clean sea breeze blows. Black Soybean grown in Jeongseon, where the dawn is cold and cool.

ROUND LAB uses natural clean ingredients to make cosmetics that are beneficial to the skin.



# **ROUND LAB**, worrying about your skin.

ROUND LAB puts down complex and heavy ingredients in hopes of healthy ingredients in full contact with the skin. We considered the formulas and ingredients that can contain the effect.



# **ROUND LAB toward a better value.**

The use of recycling paper packaging materials, eco-friendly soy ink printing for nature, expressing warmness with our neighbors, ROUND LAB is not only about making cosmetics, but also valuable to make our world beautiful one step at a time.



AWARDS FROM KORFA'S POPULAR REVIEW APPSI

# **AWARDS**

Korean customers selected the most effective products



# **2019 HWAHAE BEAUTY AWARDS**

TOP SKIN / TONER 1025 DOKDO TONER



# **2017 HWAHAE BEAUTY AWARDS**

TOP SKIN / TONER

1025 DOKDO TONER



### **2018 HWAHAE BEAUTY AWARDS**

TOP SKIN / TONER

1025 DOKDO TONER



### **2019 MEMEBOX BEAUTY AWARD**

BEST SKIN / TONER 1025 DOKDO TONER



# **2019 HWAHAE BEAUTY AWARDS**

WINNER LOTION / EMULSION 1025 DOKDO LOTION



# **2019 HWAHAE BEAUTY AWARDS**

BEST SUNCREAM / LOTION
365 DERMA RELIEF SUNCREAM



# 2020 DIRECTORPI TOP OF TOP

TOP OF TOP SUNCREAM
BIRCH JUICE MOISTURIZING SUNCREAM



# **2020 UNPA WINNER**

BEAUTY REVIEW WINNER
1025 DOKDO CLEANSING OIL

# **Company Introduction**



# **PRODUCT LINE**



The 1025 DOKDO Line products for sensitive skin

#Beauty Awards No.1 Item #Moisture #Low Stimulation #Trouble Soothing



The 365 Line products, made for skin care for 365 days

#Daily Suncare
#Moisture #Low Stimulation
#UV Protection



The Local Line products containing healthy local ingredients

#Skin Customized Solution #Local Material #Soothing #Nutrition #Moisture

# 1025 Dokdo Line products for sensitive skin



# **DOKDO LINE**

# "October 25"

This product is RoundLab's first project that was launched to commemorate Dokdo Day.

Dokdo is an island which is part of the Republic of Korea.

# Why DOKDO LINE?

# Balanced moisture care using deep sea water from Ulleungdo

The 1025 Dokdo Line products of Round Lab use it's specially processed deep seawater from Ulleungdo, containing 74 kinds of safe natural minerals such as magnesium, calcium, and zinc. Made with patented technology for manufacturing mineral water using nano-filtration membrane (Patent No. 10-0992428).

# Perfect exfoliation care, soft treatment for sensitive skin

The HATCHING EX-07 ingredient obtained from the clean area of Gangwon-do takes gentle care of sebum and old keratin on the skin surface.

# Skin soothing care for tired and sensitive skin

Panthenol, allantoin, and betaine ingredients, which are effective in relieving skin, help to gently safe guard the skin that has been stimulated by the external environment.

# Skin irritation test completed



# 1025 Dokdo line products for sensitive skin

# DOKDO TONER 200ml / 500ml

- As the HATCHING EX-07 ingredient obtained from the clean area of Gangwondo takes a gentle care of sebum and old keratin on the skin surface, it is a boosting toner that makes smooth skin.
- · Skin soothing care for tired and sensitive skin

Panthenol, allantoin, and betaine ingredients, which are effective in relieving skin, help protect the skin gently that has been stimulated by the external environment.

 Fresh and moist water-type product which helps a low-irritation keratin care

A water-type texture composed of key ingredients moisturizes the skin at the moment it is applied, thereby enabling fresh finishing makeup without the stickiness.





# Tips for how to use Dokdo Toner

### **#N Skin**

When you feel that your skin is excessively rough, apply an appropriate amount of toner several times to help moisturize your skin.



# # Water pack

When the skin is stimulated by the external environment, use moisten cosmetic cotton pad with plenty of toner and put it on the skin as a pack for 5 to 10 minutes.



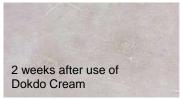
# DOKDO CREAM 80ml

Triple hyaluronic acid keeps skin moist for 24 hours. Five-ceramide complex enhances the skin barrier. The barrier cream help enables you to have firm skin.



# Smooth texture care that can perfectly remove keratin





After using Dokdo Cream, the product showed keratin reduction by 92.5%, thereby helping to cultivate your skin into texture.

# Moist balm type that gently adhere to skin



A high-moisturizing balm formulation that can replenish skin with moisture, creating a soft, sliky moisture barrier.

# 1025 Dokdo line products for sensitive skin

# DOKDO LOTION 200ml

The product is a moisture lotion that is made with Ulleungdo deep seawater, rich in minerals, and triple hyaluronic acid, replenishing your skin with moisture and making your skin moisturized.

# •A strong moisturizing effect from triple hyaluronic acid

It fills your skin with moisture, helps to moisturize, and gets you more moisturized skin.

### Adherent protective layer soothes sensitive skin

Panthenol, Centella Asiatica Extract, and Chamomile flower extract, which are effective for relieving the skin, comfortably protects the skin stimulated by the external environment.

# Fluid type with high water content without oiliness

It is diluted fluid texture with an intermediate degree of texture between an essence and a cream. Applying it in multiple layers enables more moist protection





# TIP. Realizing water-gloss makeup, full of moisture, with the Dokdo lotion

Mix Dokdo lotion and BB cream or foundation at a ratio of 2:1. The mixture will adhere to your skin and create water gloss without causing cakey makeup.









# DOKDO MASK 25ml

It is a moisture-calming mask whose bio-cellulose sheet helps to absorb the active ingredients and whose ingredients (Ulleungdo deep seawater and triple hyaluronic acid) enables skincare for making moist and clear skin.

# Strong moisturizing effect of triple hyaluronic acid

It densely replenishes your skin with moisture, helps to moisturize, and gets you more moisturized skin...

# Moisture wrapping bio-cellulose

It is a mask sheet made from natural coconut water (harvested from nature) after the natural ageing process. The product is excellent in skin affinity and moisturizing power.

# Water protective layer soothes sensitive skin

Panthenol, Allantoin, Betaine, Centella asiatica extract, and Trehalose ingredients, which are effective for relieving the skin, can comfortably protect the skin stimulated by the external environment

# An elastic essence-type moisturizing product

It is an essence type product that can be smoothly applied on the skin, enabling you to have elastic skin through moisturizing skin-soothing care.

# 1025 Dokdo line products for sensitive skin

# DOKDO PAD 70pads

It is a pure cotton soothing pad that offers easy care of old dead skin cells and sebum. It comforts your skin from the end of cleansing to the beginning of your basic skincare routine.

# Ulleungdo Island's Deep Sea Water

- Rich mineral ingredients maintain moisture balance

### Double-sided pure cotton pad

- Front side of the pad cleans up the skin texture by removing impurities and dead skin cells.
- The other side of the pad is for soothing the skin filling up with moisture

# Panthenols soothing effects

- Comfortable care with soothing ingredients

# Convenient exfoliation care with no skin irritation

-The ingredients of HATCHING EX-07 acquired from the clean nature of Gangwon-do and low-irritant PHA provide smooth care to the skin by softening and removing old dead skin cells and sebum.

# Tips for how to use DOKDO PAD **DIRECTIONS:** After cleansing, gently wipe a pad along the entire

face while following the skin texture and avoiding the skin around the eyes and mouth. Lightly pat the remaining content to aid absorption into the skin.



### **DIRECTIONS:**

- 1. Apply and appropriate amount to the dry face.
- 2. Massage the content onto the entire face to melt away make up and impurities.
- 3. Apply a small amount of water and massage until the water t urns milky white. Rinse off with lukewarm water.



# DOKDO CLEANSING OIL 200ml

It is a fresh cleansing oil that does not leave a heavy or study finish. It will create healthy skin with absolute cleansing that removes even color makeup and sebum.

# •Ulleungdo Island's Deep Sea Water

Rich mineral ingredients maintain moisture balance

# Nature-derived Oil Cleansing

Neat and fresh cleansing of impurities without a heavy finish

# Evening Primrose Oil

Comfortable care with soothing ingredients

# Water protective layer soothes sensitive skin

The nature-derived oil emulsifies and turns in to a milky white color upon contact with water, removing impurities and helping the skin to retain moisture, even after cleansing.



# An elastic essence-type moisturizing product

By compressing the many complicated cleansing steps in to one, like sunscreen + foundation +lip + eye, we reduced inconvenience to help you with quick and definite cleansing.

# Light and fresh daily oil

The fresh and alight oil that does not leave any residue or oiliness offers daily cleansing of skin that is not fond of oils.

# 1025 Dokdo line products for sensitive skin

# DOKDO SLEEPING PACK 100ml

The skin balancing ingredients of Derma-CLOCK ™ helps to restore the rhythm of skin, which has been irritated by external stimuli such as ultraviolet rays and stresses, and removes excess sebum and old keratin on the skin, which is caused by accumulated PHA on the skin surface. As such, the sheet-free filling mask product helps to cultivate your skin into smooth and sliky skin.

 Moist gel type product without stickiness, helping you sleep comfortably

The product with moisturizing gel-type texture lightly adheres to the skin, and its moist moisture barrier without stickiness helps you to sleep comfortably.



# TIP. 01 Synergy effect with "UP" Beauty devices

Use our products (which have smooth gel-type texture) with beauty devices, and you will feel great synergy effects! Feel the sense of deep moisture.



# TIP. 2 Store it in refrigerator for a cooling sensation

If you put the sleeping pack in the refrigerator, its cooling effect will be upgraded! It reduces the heat of the skin and quickly calms the skin irritated by UV rays during the day.



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# DOKDO CLEANSER 150ml

This weak acidic cleanser and dense foam removes invisible ultrafine dust causing clear and healthy finish without causing skin tightness.

 A weak acid cleanser product of PH 5.0 to 6.0 to balance the acidity level with the skin

It is a weakly acidic surfactant close to the skin pH, balancing the oil and moisture of the skin and maintaining healthy skin.

- Moisturizing factor makes your skin moisturized without tightness
  Its moisturizing factor (NMF) forms a water protective layer on dry skin and its
  triple hyaluronic acid ingredient keeps your skin moisturized.
- True cleansing that soothes and protects the skin
   Its calming ingredients (Panthenol, Allantoin, and ceramide) comfortably protects
   the skin stimulated by the external environment.
- Soft, abundant close-up bubble cleansing
   A dense and rich micro-bubble that cannot be felt in other companies' weakly acidic cleanser products helps to cleanse the skin



# 1025 Dokdo line products for sensitive skin

# DOKDO MIST 100ml

Moisturizes skin by creating a moisture barrier on dry and sensitive skin Feel free to enjoy the fine particles of light and soft mist spray A moisturizing soothing mist that penetrates into the skin without clumping and delivers deep moisture.

# ROUND LAB's original ingredient 'Dokdo Biome"

Dokdo Biome Ingredients, composed of two types of microorganisms found in the West Sea, fills in the moisture tightly and takes care for healthy skin condition.

# · Moisture charge anytime, anywhere

Easy to carry portable Hypoallergenic mist spray provides moisture to dry skin anytime, anywhere.

# Tips for how to use DOKDO MIST

**V** Just after washing your face or shower, please spray lightly to the skin before the moisture is gone.

**V** Spray before using makeup or apply it on the base puff to help make the makeup more moist.

**V** Spray on the cotton pad and use as a substitute for toner





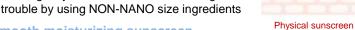


# DOKDO SUN CREAM 100ml

It's a non-nano physical sunscreen that immediately reflects the UV rays after application. The triple hyaluronic acid component that is tightly hydrated and adheres to the skin. Moisturizing sunscreen that can be used comfortably on sensitive skin.

# non-nano UV protection blocker

NON-NANO Inorganic UV blocker that can be used more gently on the skin without causing skin trouble by using NON-NANO size ingredients





effect with a soft finish that improves

Daily sunscreen that provides a natural tone-up effect with a soft finish that improves the specific stiffness of inorganic sunscreen that provides rich moisture to the skin.

# Hydrating and soothing

The triple hyaluronic acid component provides moisture to dry skin being in contact by UV rays, panthenol and centella extract is effective for soothing the skin and protects the irritated skin from the external environment.

# REEF SAFE

Using only good formula that does no harm or kill the coral reef (Does not contain oxybenzone and octinoxate)







# 1025 Dokdo Ampules simultaneously gives skin soothing and hydrating



The 1025 ("October 25") product is Round Lab's first project product that was launched to commemorate Dokdo Day and Dokdo, which is part of the Republic of Korea's territory. Its low-molecular hyaluronic acid and aqua ceramide ingredients, which help rapid absorption, replenish your skin with water, and its panthenol ingredient can safely protects the skin that has been stimulated by the external environment. As such, the product is a moisturizing soothing ampoule.

• 1STEP

Opening a pathway for moisture

Glyceryl glucoside (aquaporin)

• 2STEP

**Moisture supply** 

Low molecular weight hyaluronic acid, low molecular collagen

• 3STEP

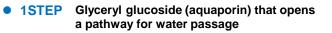
**Moisture storage** 

Aqua ceramide

• 4STEP

Calming, protection

Panthenol, betaine, DPG



Selaginella lepidophylla, which grows in the desert, is a plant that survives in a long-term sterile state and turns green in the rainy season. It stimulates the production of 'aquaporin', which is a water passage inside the skin, and reduces the rate of water loss in the skin.



# 2STEP Low-molecular hyaluronic acid, which is a "magnet" for moisture

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라운드램

- Because polymer hyaluronic acid has a large molecular weight, it is not absorbed by skin but it does moisturizing work on skin surface.
- Low molecular weight hyaluronic acid maintains the existing moisture retention with improved skin permeability
- As it activates stem cells, it gives a skin wrinkle improvement effect



# 3STEP Aqua ceramide, making a tight moisture barrier

# Transparent crystal ceramide

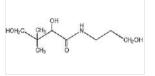
NEW ceramide that shines transparently on the exterior as it is split into fine particles.

Effective rapid absorption of active ingredients

Its small-sized particles are fully absorbed into deep skin

Highly concentrated ceramide Highly concentrated ceramide (1%) makes a strong barrier to fragile skin

# Skin care for calming and protecting the skin stimulated by the external environment



# **Panthenol**

Vitamin B5 derivative is effective for skin calming and helps improve moisturizing function



### Betaine

It is a natural moisturizer that prevents skin dryness and strengthens skin barrier, making healthy skin.



# DPG (licorice)

It helps to calm and improve skin stimulated by external environment

# 365 DERMA/REILF/TONE UP SUN CREAM line products, made for daily sun care

# **DERMA RELIEF SUN CREAM 50ml**

It is a low-irritating safe sunscreen that effectively blocks UVA and UVB. Its aqua ceramide and panthenol ingredients protect the skin from external stimuli and supply moisture for skin.

 Non-nano inorganic sunscreen that will reflect ultraviolet rays immediately upon application

It is a non-nano physical sunscreen that reflects ultraviolet rays from the skin surface. Due to less skin irritation, the product can give comfortable skin care for you.





Physical sunscreen

Chemical sunscreen

Moisture barrier of aqua ceramide

Aqua ceramide, which suppresses moisture evaporation from the skin and supplies moisture, keeps your skin moist.

Skin soothing care for UV-sensitive skin

Panthenol, Heartleaf Houttuynia extract, and Centella asiatica extract, which are effective for skin soothing, can comfortably soothe skin that has been stimulated by the external environment.

Moisturizing cream type products

The product is a moisturizing cream-type formulation that creates a soft, moist sunscreen without causing cakey makeup or turbidity.





SPF 50+ PA++++



# **TONE-UP SUN CREAM 50ml**

It is a sunscreen that can naturally adhere to the skin and complete your makeup in a dry and soft way. It is a pink-toned sunscreen that helps block UVA and UVB effectively. Its calamine powder absorbs sebum and its peach extract helps to keep the skin alive and give skincare for clear skin.

 365 days Ultraviolet blocking Organic and Inorganic Complex Sunscreens

Strong UV protection by organic and inorganic complex sunscreens (SPF index 50+ PA +++) can protect irritated skin

Skin calming care for skin that has been stimulated by ultraviolet
 The calamine, panthenol, allantoin and peach extract ingredients, which are
 effective in soothing the skin, comfortably calm the skin that has been stimulated by
 the external environment.

Tone-up effect that brightens skin
If you are covering your pretty skin with a
thick make-up, make your makeup
foundation-free with tone-up sun cream







 A smooth cream type product that is gently absorbed It is a high-adhesion cream formulation that creates a soft, moist UV barrier without causing cakey makeup.

# Local Line products (made from healthy material that has been grown and harvested domestically)



"

Fresh birch Juice grown in Inje by cool breeze
Rhynchosia volubilis grown in Jeongseon, which has cold climate at dawn
Mugwort is grown in Geomundo Island by its pure sea breeze

"

As such, ROUND LAB creates healthy cosmetics that can improve skin, with fresh ingredients that are domestically grown and fit pleasantly to our skin.

# **LOCAL LINE**







#Inje Birch Juice #Moisturizing

**#Jeongson Black Soybeans #Nutrition** 

#Geomondo Mugwort #Calming







RºUND LAB

# The Local Line products made from healthy material that has been grown and harvested domestically

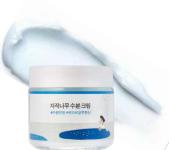




# **Birch Juice Moisturizing Toner** 300ml

It is an ampoule-type product that reminds you of birch sap, and it is absorbed smoothly, helping to moisturize your skin without stickiness





- Non- comedogenicity
- Moisturizing capsule formula
- √ Double the moisturizing effect

A collagen capsule with high-concentration moisture content fully replenishes skin with moisture and the vita halo hyaluronic acid ingredient turns your skin into live skin.







# **Birch Moisture Mask 25ml**

It is a 100% pure cotton sheet without chemical additives that can gently wrap your skin and convey the rich active ingredient of birch sap to skin.

# The Local Line products made from healthy material that has been grown and harvested domestically

# Birch Juice Moisturizing Sun Cream 50ml

Provides moisture to the skin irritated by UV rays and makes the skin sensitive A refreshing moisture sunscreen that protects and soothes the skin even if applied lightly several times.

Organic self moisturizing sunscreen with a fresh essence formulation.

### √ Waterfull Sun Care

The rich mineral content of Inje Birch juice provides moisturizing care to the skin.

# Vitamin Moisture Care

Vita-moisture care that keeps the skin vital to vitamins and keeps moisture on the skin's surface.

### Make-up Boosting

A boosting role that the fresh moisture essence formulation is lightly adheres to the skin to create a moist make-up base.







# Birch Juice Moisturizing Serum 50ml

The moisture essence formulation fills the skin with moisture, giving fresh moisture to make the skin look more smooth and lively.



- Before After
- ✓ Clinical completion of skin moisture improvement, moisture lasting effect
- ✓ Clinical completion of skin 2.5mm moisturizing improvement
- √ Refreshing feeling and smooth touch

# Birch Juice Moisturizing Cleanser 150ml

Naturally derived surfactant removes skin waste residues and makeup without irritation. It soothes skin irritated by external environment without worrying bout skin tightness. It is a moisturizing cleanser

### ✓ Weakly acidic cleansing

The cleanser maintains a healthy pH balance with a weakly acidic prescription with a pH level of 5.0 to 6.0 and balances oil and moisture to help manage skin condition.

# √ Moisturized cleansing

Birch juice and Vita Hyaluronic acid form a moisture film to maintain a moisturizing feeling without skin tightness even after washing up.

# ✓ Mild adhesive cleansing without irritation

The transparent gel formulation creates a rich, soft foam that gently removes skin waste, sebum, and makeup residues without irritation.









# The Local Line products made from healthy material that has been grown and harvested domestically

# To those who need high nutrition

The extracts of Rhynchosia volubilis, grown in Jeongseon (which has cold climate at dawn), and the ceramide ingredient can provide high nutrition to skin damaged by external environment and stress, thereby turning your skin into firm, healthy skin.

# Soybean Nourishing Toner 300ml

It is a highly-moisturizing nutrition cream toner filled with rich active ingredient of Rhynchosia Volubilis, forming a thick moisture-protective nutritional barrier and turning your skin into firm skin



# Soybean Nourishing Cream 80ml

It is a nutrition cream whose ceramide ingredient deeply nourishes and moisturizes the skin that has become rough due to external environment and stress.

# **Beneficial Nutrition Line**

#Jeongseon RhynchosiaVolubilis #Ceramide



Jeongseon Rhynchosia volubilis

Intensive nutrition care



Ceramide Skin nutrition

protection



Rich and creamy type

Soft nutrition care



# Rhynchosia Volubilis **Nutrition Mask** 25ml

It is a 100% pure cotton sheet without chem ical additives that can gently wrap your skin and convey the rich active ingredient of Rhy nchosia Volubilis to the skin.

# To those who need rest,

The extract of wormwood, grown in Geomundo Island where pure sea breeze blows, and the Madecassoside ingredient can comfortably relax and calm the skin that has been sensitive to the external environment and stress, thereby turning your skin into smooth and healthy skin.



# **Mugwort Calming Toner** 300ml

Minimal ingredients for sensitive skin. It is a moisturizing soothing toner full of the skin-soothing and protective ingredients of the Mugwort extract and Madecassoside. The more you apply it to the skin, the moister your skin becomes.

# **Comfortable Soothing Line**

#Geomundo Mugwort Calming # Madecassoside



Geomundo Island Skin protection Skin soothing





Wormwood from Madecassoside Fresh water type Moist calm care



# Mugwort Calming Mask 25ml

It is a 100% pure cotton sheet without chemical additives that can gently wrap your skin and convey the rich active ingredient of Mugwort to skin.





euna •



좋아요 2,698개

\_euna 요즘 사용하고 있는 토너 ! 겨울이라 스킨케 j \_\_euna 요즘 사용하고 있는 도너! / 겨울이라 스킨게 어 제품만 거의 6-7가지 바르는데, 그 중 토너함 앱플 은 죽어도 꼭 바르는 ☺ 독도토너는 정말 순해서 약하 고 민감한 피부도 안심하고 쓸 수 있어요. (제가 극예 민, 극건조 피부!) 네이버에 '토너'라고만 검색해도 맨 위에 뜰 정도로 이미 유명한 것 중 ❤️ #라운드랩 #독도토너 #무자극닦토 #토너추천 #ad



kexinkexinn •



좋아요 570개

kexinkexinn Tq @roundlab.my ♥ 这真的是我目前用 过最好用又平民价格的牌子!!

那时候去韩国在网上search到说这牌子的toner是必买 的 我就买了一支500ml和一支200ml的toner回来 真的 很好用!!

很开心的是现在终于在马来西亚买得到了!! 🚭 🚭 这次试用他们的防晒霜和lotion后也是彻底爱上这牌 子的产品 真的对皮肤没有负担!敏感肌肤的也是可以 用喔!!

#roundlabskincare



7h.03 •



(제) round.lab님 외 237명이 좋아합니다

7h.03 기초장인 #라운드랩 에서 #독도클렌징오일 출 시▲

1-2주 동안 오일로 클렌징 후에 속건조를 잡아주는 산 뜻촉촉한

#독도앰플 #독도크림 까지 야무지게 발라서 기초를 해줬더니,

최근에 났던 모낭염도 줄어들고 피부가 촉촉해지면서 속광도 나고 많이 깨끗해졌어요 ⊱๑⁰□□◡<๑3♦

# HI REVIEW: 1025 DOKDO TONER & LOTION

18 DECEMBER 2019 REVIEWS

WRITTEN BY NATALIE ONG

https://hikoco.co.nz/blogs/hilog/hi-review-round-lab-1025-dokdo-toner-lotion

"My skin has always been hyper sensitive and very dry, but I can never find the perfect lotion or cream that doesn't break me out. Initially, I had my doubts on the lotion, but now, this could be the only lotion I can use so far".

"Both the **toner and lotion** did not irritate me at all, my skin was effectively hydrated and is always glowy throughout the day."

"The toner by itself, is very moisturizing and soothes my redness."

"The lotion is so lightweight, but is great for both day and night."

"I definitely highly recommend this toner and lotion to every skin type, especially for the sensitive skin beauties!"





 $\underline{https://www.yesstyle.com/en/round-lab-1025-dokdo-toner-200ml/info.html/pid.1074112897}$ 

@onewoori

Dokdo Lotion moisturized my skin very









# Dokdo Cleanser 150ml



# @mong\_bee









# Birch Juice Moisturizing Cream 80ml



nikkkosszg24965 | 2020-01-29 15:49:54 | View 80

1 It was helpful.

### water splash on your face

Splash of water on your face - this is what i feel each time I use this cream. It is so light and watery, I almost feel as it turns into water as im smearing it on the skin. It is so hydrating and soothing.

I feel as it would not be enought for dry skin people, but at the same time it could be perfect for oily skin.

There is no smell what so ever, ot has clean ingred.list. Possibly good for sensitive skin.

And the tub is big-80 mi!

Was this review helpful to you? Yes



# Birch Juice Moisturizing Toner 300ml





# \*\*\*\*

julietisabe28660 | 2020-01-12 06:25:05 | View 62

1 It was helpful.

# Love it!

Really like the viscosity texture of it, looks watery, but when I apply it just glide on my face and my skin like it so much. (similar to the Tiam vita b5 toner) My face has a better complexion. I like the minimal ingredients and packaging, comes in a big bottle, does it's job.

# Mugwort Calming Toner 300ml

\*\*\*\*

0 It was helpful.

gayatripoth33367 | 2020-02-15 23:39:49 | View 58 Excellent mugwort toner

I tried previously mugwort products and wanted to try mugwort toner.it reduces redness and softens skin very well.it smoothens texture well and is available at very reasonable price.i will repurchase it again

Was this review helpful to you? Yes





# **Mugwort Calming Mask 25ml**



https://sokoglam.com/products/round-lab-mugwort-calming-sheet-mask

April Hi\*\*\*\* \*\*\*\* Try this mask SKIN TYPE sensitive I am so happy that I found this mask. It's all that!! I have sensitive 50's skin and this leaves my skin feeling so good. I CONCERN dh, sensitive highly recommended it. 50s Miller Ma\*\*\*\* My Favorite Sheet Mask Ever!!!! SKIN TYPE sensitive
CONCERN acne, redness
AGE 20s I was so exited when I heard that TM FROM created these mugwort sheet masks, because I love the mugwort essence so much!!! These sheet mask completely exceeded my expectations and these sheet masks are extremely hydrating!

One of my favorite things about the sheet masks is that I have seen such at \( \text{\text{MOSE}} \) \( \text{\text{MOSE}} \) \( \text{\text{TM MOSE}} \)

https://www.wishtrend.com/shop/mugwort-sheet-mask/



# 365 Derma Relief Sun Cream 50ml

# Perfect as a primer of to give you little coverage on day

If you like using your sunscreen to 'tone up' your skin without looking like a ghost, Roundlab's 365 Derma Relief Sun Cream is a must. It's perfect as a primer or to give you a little coverage on days when you're skipping makeup. As the name suggests, this sunscreen is all about being kind to sensitive skin and will not break you out even if you have acne-prone skin.

https://www.cleo.com.sg/beauty/kbeauty-sunscreen-sunblock/?egallery=0&eslide=0



# **ONLINE EXPOSURE**

# Social Media



# Youtube

# BIG HAUL of 20 products all from ROUND LAB! 1025 DOKDO LINE, LOCAL LINE AND SUNCREAM LINE



https://www.youtube.com/watch?v=h8SHOEkmEdM



Publised on Sep 30, 2019

# **JOOHKY** JOOHKY 구독자 2.4만명

Youtube channel: JOOHKY

# **Roundlab Cream Review**



https://www.youtube.com/watch?v=nLv9bC-8BIY

Publised on Dec 28, 2019



https://www.youtube.com/watch?v=zQ5mRzVrtqY

Publised on Jan 3, 2020



# **INSTORE ADVERTISING**

OLIVE () YOUNG

**ROUND LAB in Korea's No.1 Health and Beauty Store!** 



# **INSTORE ADVERTISING**

**ROUND LAB in Korea's popular Health and Beauty Store!** 





# **INSTORE ADVERTISING**

ROUND LAB in Costco!

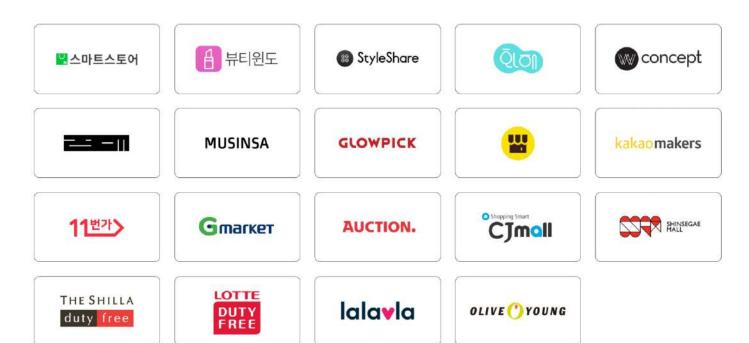




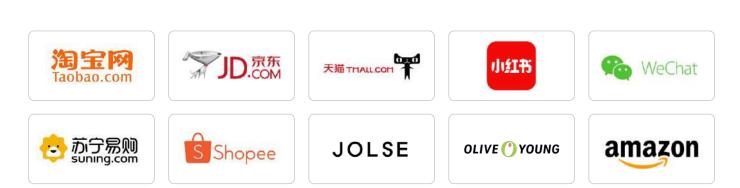
Our Dokdo Toner and Lotion Set has launched in the worlds well known Wholesale store Costco! The products are fitted in all 16 locations in South Korea.

# **DOMESTIC/OVERSEAS CHANNELS**

# Korea's online shopping channels



# Overseas online shopping channels



# **ROUND LAB WORLD MAP**

Where ROUND LAB's products are being sold right now.



ROUND LAB users are all scattered across the globe! We are providing customers with our products from all over the world. We are not done yet so stay tuned! ©





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