

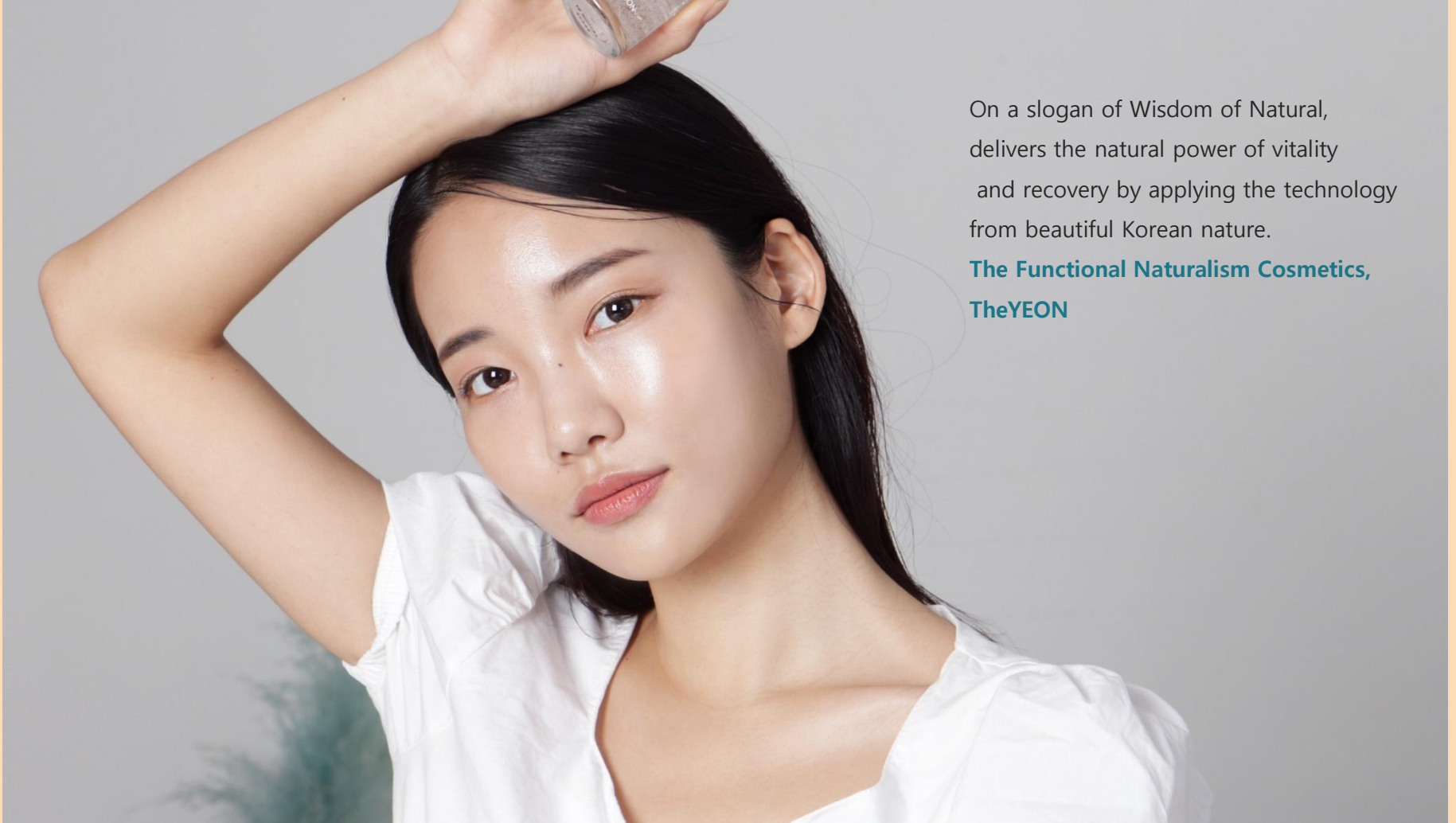
The YEON 

BRAND INTRODUCTION

ENGLISH ver.



Wisdom of Nature, TheYEON



On a slogan of Wisdom of Natural,
delivers the natural power of vitality
and recovery by applying the technology
from beautiful Korean nature.

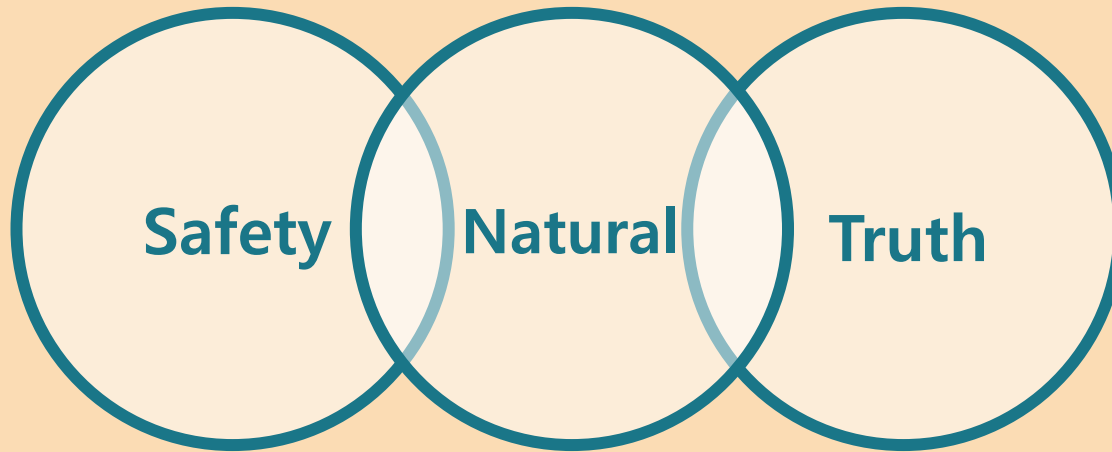
**The Functional Naturalism Cosmetics,
TheYEON**

OUR INGREDIENTS

TheYEON insists on using ingredients found in clean nature in Korea.
TheYEON constantly studies to find the wisdom of nature.



Brand Story



We believe in the strength of the skin itself, so we go the right way, not the fast way.

We believe in the power of nature, so we choose to be essential, not excessive.

We believe in the customer, so we focus on the product, not marketing.

**TheYEON will research constantly
with the knowledge from the nature,
in order to be used by all skin types with relief.**

Brand History



Company Name	TheYEON Co., Ltd
President	Kang, Young Ae
Establishment Date	2012/ 08/23
Business	Cosmetics
Address	706 181, Gasan digital 1-ro, Geumcheon-gu, Seoul, Korea

Year	Contents
2012	<ul style="list-style-type: none"> • TheYEON is founded in Korea • TheYEON online website (www.theyeon.net) open
2013	<ul style="list-style-type: none"> • Signed South Korean actress Baek Jin-Hee as the brand spokesperson • TheYEON Myeongdong Store No.1 open
2014	<ul style="list-style-type: none"> • Contracted with USA Saipan Beauty Supply • Product launched in Tmall China Contracted with Sns Media (China, HK, Malaysia etc) • Registered FDA NDC
2015	<ul style="list-style-type: none"> • TheYEON New York Manhattan Store 2nd open • Contracted with HKTV and Natural Icon Product launched in VIP.COM / ZD.COM (China) • Signed South Korean Super Model Han eu-ddeum as the brand spokesperson
2016	<ul style="list-style-type: none"> • TheYEON Myeongdong Central Store open • Product launched in Hong Kong SASA 110 Shops • Exhibited in Cosmoprof Las Vegas USA • Exhibited in Cosmoprof Asia
2017	<ul style="list-style-type: none"> • Product launched in Shilla Dutyfree Online • Product launched in London Drugs Canada • Exhibited in HK,Thai, Vietnam, USA Beauty Shows
2018	<ul style="list-style-type: none"> • 2018 Product launched in Beauty Box Vietnam • Product launched SSG, Hyundai Duty Free Shop • Product launched in Amazon US, opening TheYEON offline shop
2019년	<ul style="list-style-type: none"> • Product launched in 300 large H&B stores in Japan • Product launched in 22 Singapore SASA • Product launched Shopee online in Malaysia/Indonesia/Singapore • Exclusive contract with Mongolia and product launched in 13 offline stores



The possibility of TheYEON

ACTIVITIES



● Shanghai Beauty Fair (2015 , 2016)



● Hong Kong Cosmoprof (2015 , 2016)



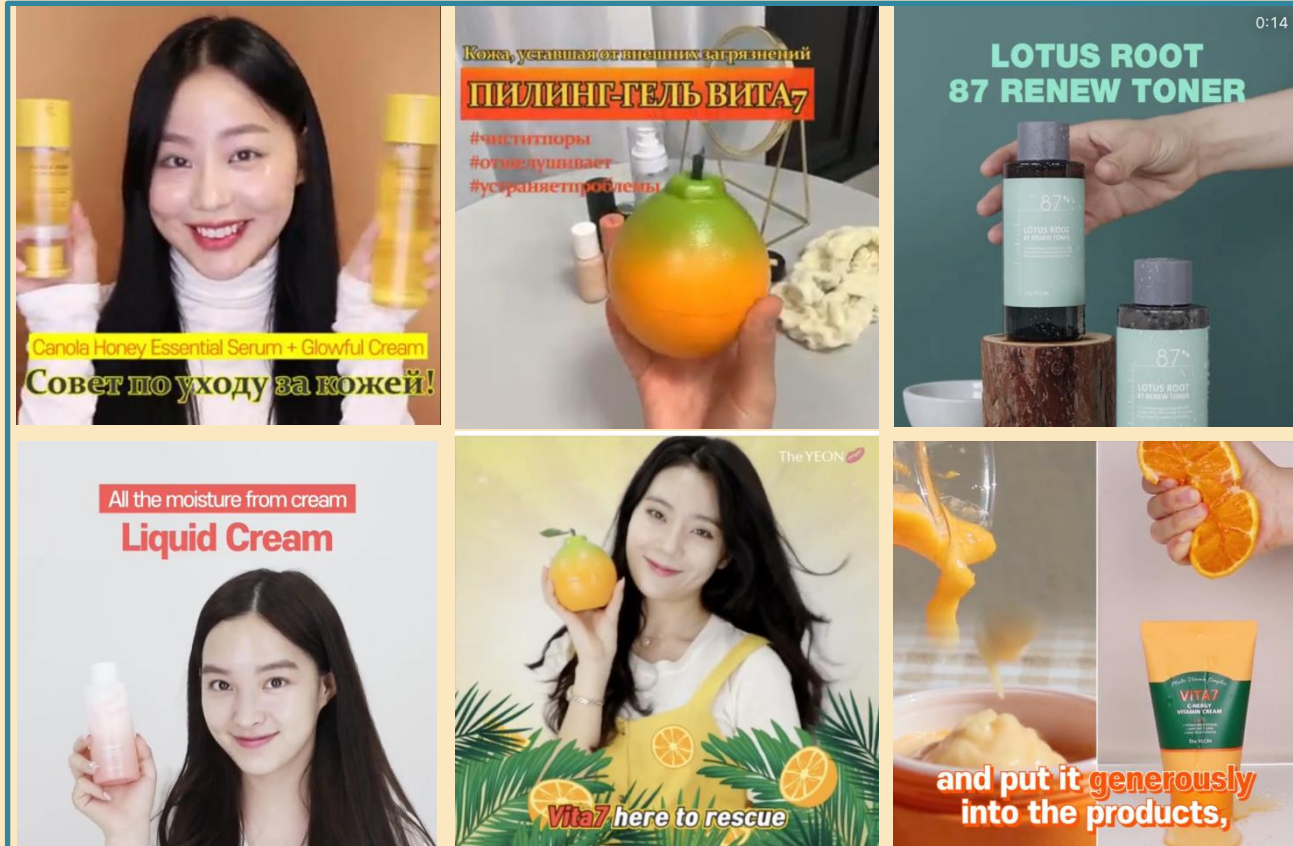
● US Cosmoprof Beauty Show(2016)



● KCON LA booth(2019)

Production of various viral video contents by language (IN , ENG , RU , VN)

https://drive.google.com/drive/folders/1j9o7VzzR4rJkRdvFk3fheRJVh36_tRPO?usp=sharing



TheYEON kakaomakers Launching

kakaomakers

Pre-launching exclusively through KakaoMakers



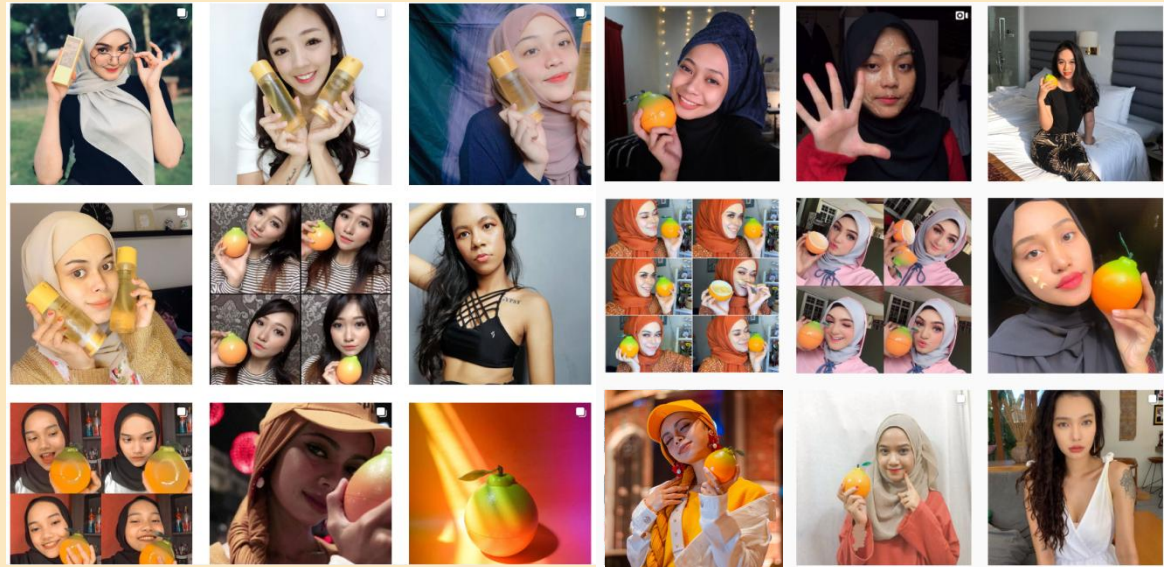
98% satisfied with consumers

TheYEON VITA7 Energy Peeling gel #best iteam #viral contents

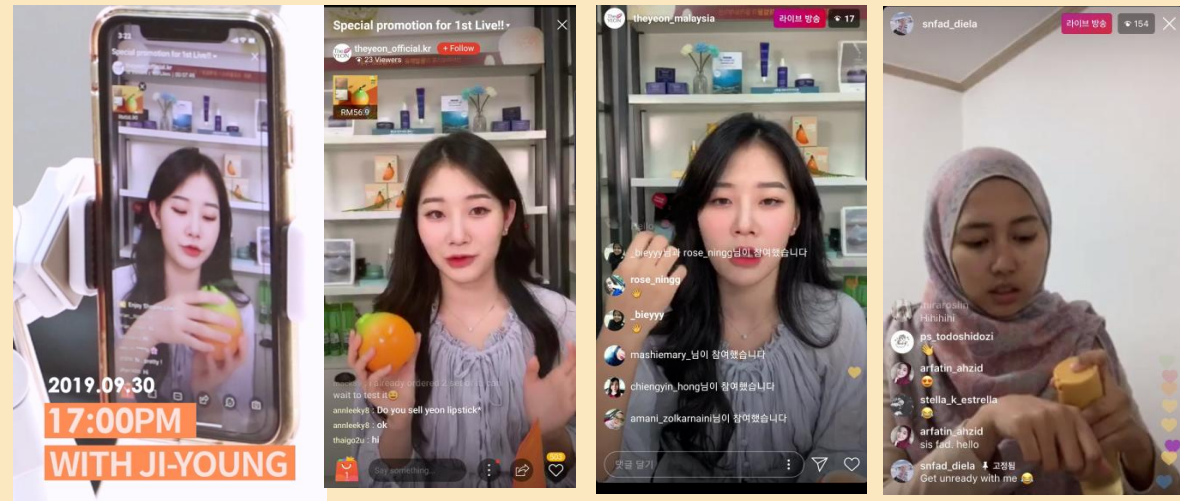




Creating review contents from the influencers



Live stream to communicate with the customers



Mega-Influencer Collaboration



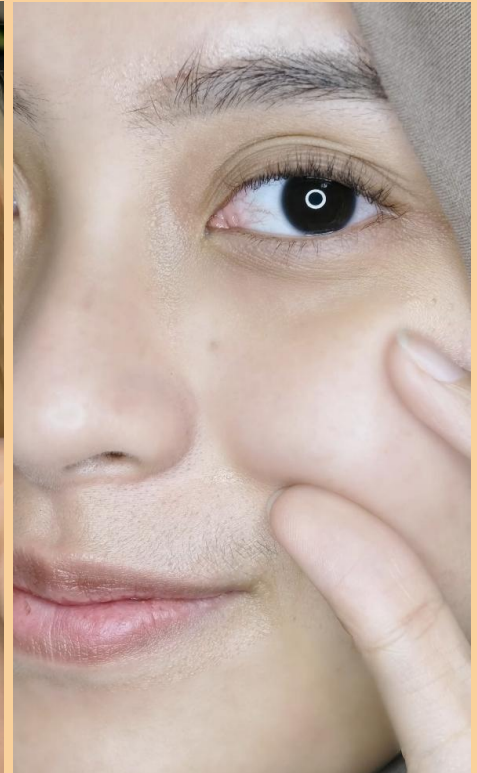
@YENJII
Followers:11.5K



@maryschoice
Followers:24.1K



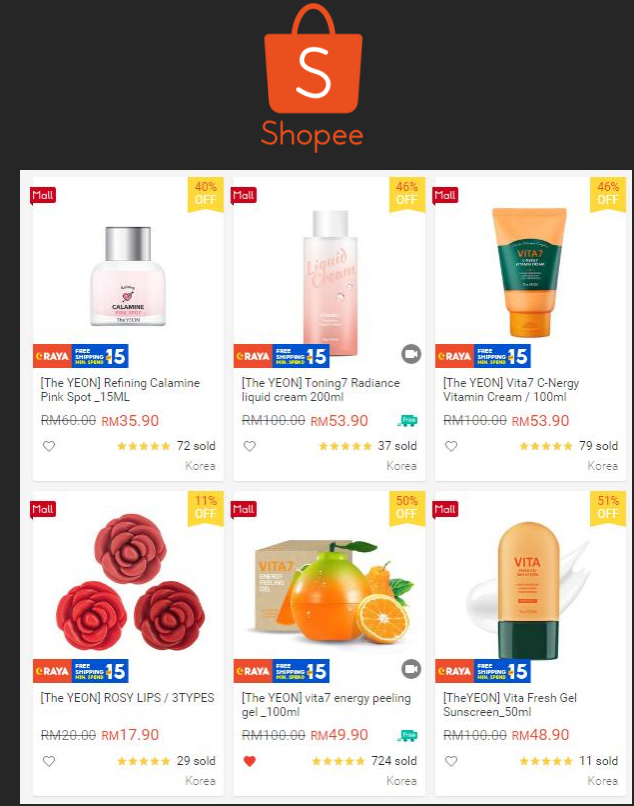
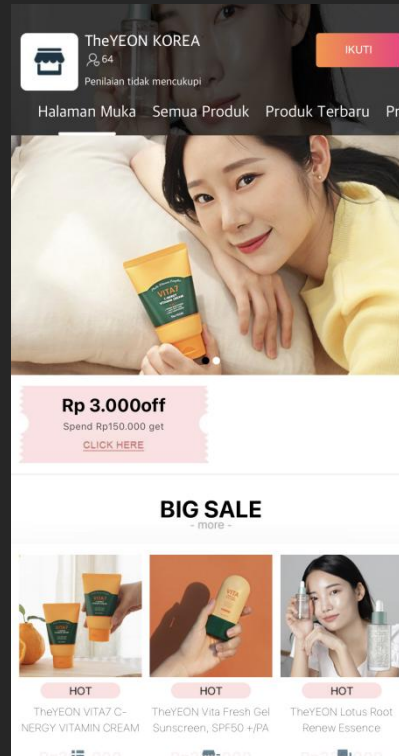
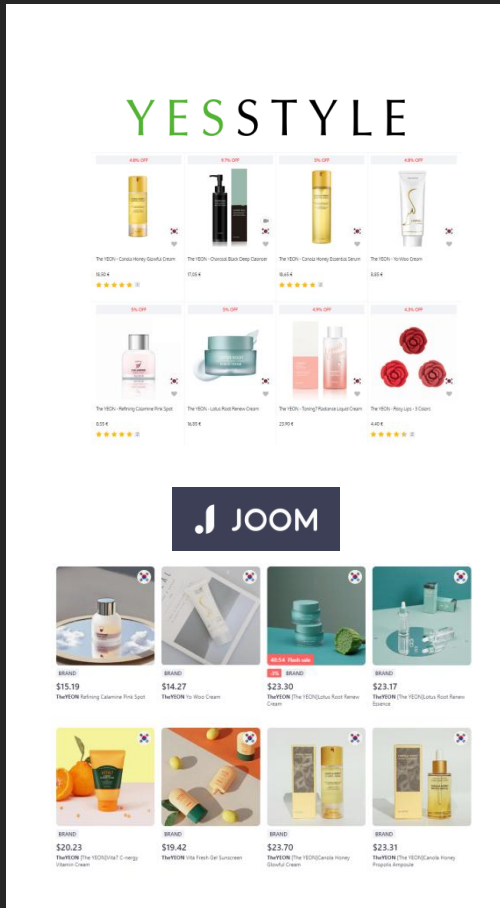
@kriv.da
Followers:29.2K



@biancakartika
Followers:38.6K

#ONLINE MARKETING

AMAZON , SHOPEE , LAZADA , YES STYLE , JOOM



Mongolia



Cambodia



Vietnam



The YEON 

THANK YOU

KOREA : [https:// theyeon.kr](https://theyeon.kr)
GLOBAL: <https://theyeon.net/>