


2023



BE' BALANCE

COMPANY INTRODUCTION

BE' BALANCE

<http://www.bebalance.co.kr>

C.E.O Company Story



21 years **Good people**
make good products

In the belief that “good people make good products,” our employees and consumers are developers and researchers ourself, making better and better product one by one, resulting in Be’balance.

Through continuous communication, we want to share the beauty balance and healthy life with you.

LOGO Story



01 **Beauty** + 02 **Balance**
아름다움 균형

Balancing the inherent beauty

Be'balance was established in 2005 with the brand philosophy of creating healthy skin by putting the original beauty value of skin first, based on the skin know-how of cosmetic researchers and estheticians.

History

2018년부터 쉬지 않고 달려온 비밸런스의 히스토리입니다



2018

Established Be'Balance Co., Ltd.

Entered Lotte, Shilla, and Doosan Duty-Free Stores

Exclusive distribution contract with Taiwan and Russia

Germany's 100-year-old aesthetic brand 'Rosagraf' Exclusive domestic import

Collaboration with Influencers

2019

Participated in Shanghai Beauty Expo, China

Exclusive import of overseas brand 'PN' (Italy)/'TEGODER' (Spain)

Launching stores in in Shinsagae Duty Free

2020

Contract with Be'Balance Vietnam exclusive distributor

Centecassol Line - Exclusive domestic distribution

2021

1st place in skin/toner and essence category in KCIA Korea

ISO 22716 certification

Awarded 1 million dollars in exports on the 58th Trade Day

2022

Certified as an excellent corporate brand in Seoul by Hi-Seoul

Participation in Seoul Music Festival

Relocation of Be'balance 21 building

China exclusive distributor contract with Cheongdam Global Co., Ltd.

2023

Established health fuction food distribution division - Witch-B Brand

Exclusive distribution for 'Coresatin' brand - Switzerland

Exclusive distribution for Yukgam (wagyu jerky) brand

Acquisition of the Lenect brand

1st place in "Facial Mask" in KCEB Korea

B
BALANCE

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BE BALANCE

Main Businesses

Be'Balance

Main Business

- Our brands
 - Be'balance, Le'nect, Witch-B
- Sales Channel
- Oversea Sales
- Distribution business
- Manufacturing
- OEM / ODM
- 3PL



Our Brands

Be'Balance – Le'nect – Witch-B

Be'Balance manufactures, and sells more than 100 products, including cosmetics and health functional foods, as well as we are planning to launch more brands.

BE' BALANCE



le'nect

Witch-B



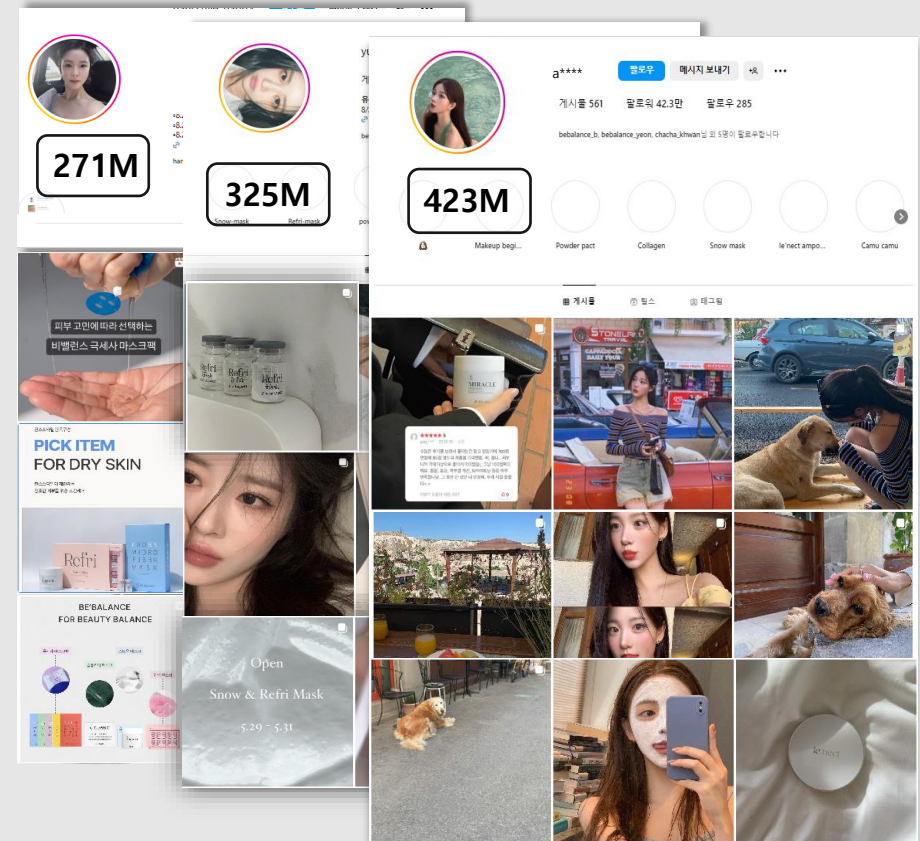
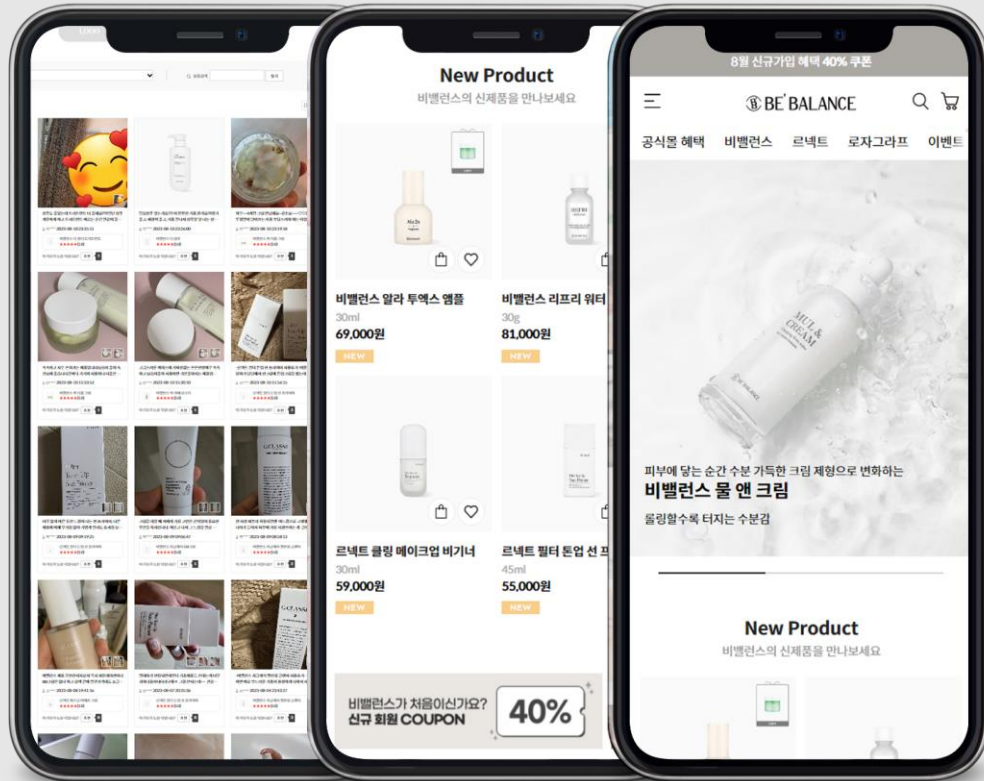
Sales Channel

BE' BALANCE'S MALL

INFLUENCER

Activate our own online shopping mall so that our consumers could easily access to the products

Collab with Korean influencers for selling products through social medias



Sales Channel

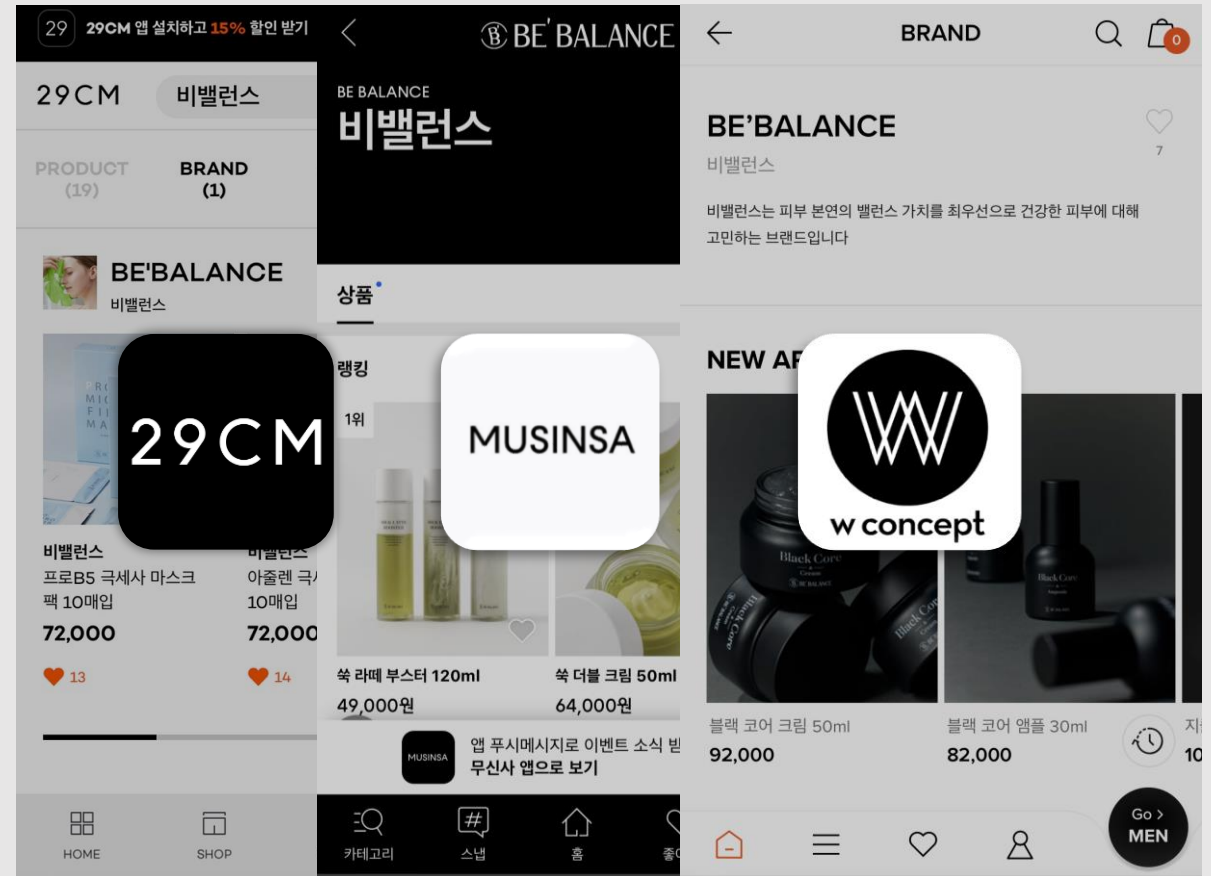
DUTY-FREE STORE

Entered Lotte Duty Free Shop, Shinsegae Duty Free Shop, Doosan, and Shilla Department Store



29CM

Recently entered '29CM', 'W.Concept', 'Musinsa', the most Korean famous platforms for young people in their 20s and 30s



International Sales

Be'balance
spreading into the world

Be'balance has been active worldwide since 2018. Starting with overseas offline stores, we are active globally through various activities such as participation in overseas and contracts with overseas buyers.



Manufacturing Factory

ISO Certification



Manufacturing System

Be'balance manufactures products with the brand philosophy of creating healthy skin, considering the inherent skin beauty's balance value as the top priority, based on the skin know-how of skincare products researchers and estheticians.

We are the manufacturer trusted by customers with ISO certification issued by the International Organization for Standardization.



Healthy and immediate efficacy product research and product development



Correct amount Filling Machine



Trendy and sensuous Design

OEM/ODM

Process

With 21 years of experience and know-how, Be'Balance is conducting OEM/ODM with 6 domestic and oversea companies

FORMULATION

We formulate and develop skin care product customers love.



PACKAGING & GRAPHIC DESIGN

Create unique cosmetic packaging for your brand



MANUFACTURING & FILLING

We manufacture, fill, and assemble your skincare products according to ISO



PACKAGING SOLUTION

A unique skin care product deserves a unique packaging solution.



Brands Distribution

Since 2016, we have been studying the European premium aesthetic cosmetics market, and started exclusive distribution and sales in the Korean market.

Started exclusive distribution of Australian Wagyu brand "Yuk Gam" from 2023



coresatin[®]
skin antiseptis with optimal care



**ROSA
GRAF**



L I L I B E T H



명품수제 와규 육포
PREMIUM BEEF JERKY

Warehouse - 3PL

Warehouse

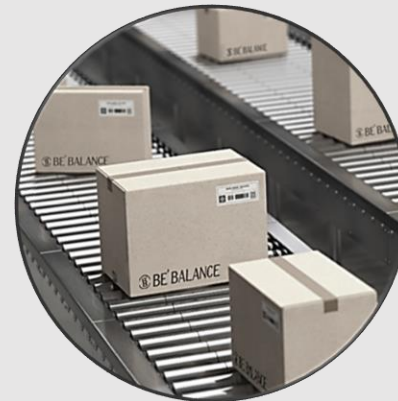
3PL System

Be'Balance has an own warehouse and provides more accurate and prompt delivery services to consumers as well as 3PL services



Be'Balance warehouse

Compliance with humidity and temperature standards according to cosmetics storage regulations



Delivery system

Establish a fast and accurate delivery system to increase customer satisfaction



Thank you



Find your natural beauty balance

BE' BALANCE

<http://www.bebalance.co.kr>