

High-performance skincare powered by vegan technology

# SO BASE

“The essence of skincare begins with the base.”



**SO BASE** is a high-performance skincare brand that blends skin-friendly vegan ingredients with advanced formulation technology. We focus on essential efficacy and simplified routines, delivering visible results with convenient, intuitive usability.



### Focus on Essential Values

SO BASE removes the unnecessary and selects only what the skin truly needs, preserving the purity and integrity of each formula while staying true to the essential values of skincare.



### Exploration of the Efficacy of Natural Bases

We scientifically study the healing power and energy found in nature, continuously discovering effective natural active ingredients and expanding the potential of natural bases to benefit the skin.



### Technology that Maximizes the Power of the Base

Our proprietary formulation technologies with advanced scientific processes enhance the stability and absorption of natural ingredients, creating strong synergy and optimized performance.



### A Minimalist and Practical Lifestyle

We simplify complex skincare steps, offering streamlined and efficient routines that focus only on essential functions, making skincare easy to maintain and seamlessly integrated into everyday life.



### Restoring the Skin's Natural Balance

With low-irritation, skin-friendly formulas, we support the skin's ability to maintain its own balance, creating a healthy skin environment that allows natural beauty to emerge effortlessly.

#### Ingredients

Developed with collaborative R&D, featuring effective vegan-friendly active components.



#### Formulation

Smooth-spreading, fast-absorbing texture that delivers a refined feel and superior absorption.



#### Efficacy

Clinically tested formulas to ensure visible and reliable skin improvement.



#### Usage

Simple, intuitive routines designed for modern lifestyles and long-lasting results.



# GLOBAL BUSINESS NETWORK



**SO BASE** is steadily expanding beyond the domestic market to establish a strong and sustainable presence in the global beauty industry. By building stable revenue structures and fostering long-term growth in key international markets, we continue to strengthen our position as a reliable and competitive global skincare brand.

Currently, **SO BASE** exports to a wide range of regions worldwide, including Asia, North America, Latin America, Europe, the Middle East, Africa, and Russia. In each market, we collaborate closely with trusted local distributors and strategic partners to ensure efficient distribution while executing tailored marketing and sales strategies aligned with regional consumer needs.

Looking ahead, **SO BASE** remains committed to delivering differentiated product performance and a clearly defined brand identity to global consumers. Through continuous research, innovation, and new product development, we aim to enhance brand value, support our partners' long-term growth, and further expand the global footprint of K-beauty in international markets.

# PRODUCT

## Collagen Anti-Aging & Shine Muscat Lines

Powered by vegan collagen and peptides to improve wrinkles, elasticity, and skin firmness. Shine Muscat helps reduce the appearance of pores, control excess sebum, and relieve skin troubles.



# PRODUCT LINE

SO BASE creates high-performance vegan skincare through advanced formulation technology. Each product is designed to deliver visible results through a simplified routine, using gentle yet highly effective ingredients.

SO BASE

## Collagen Anti-Aging Line

A high-performance anti-aging line powered by vegan collagen and peptides for firm, lifted, youthful-looking skin.

## Shine Muscat Pore Care Line

A refreshing pore-care line powered by Shine Muscat to refine pores, balance oil, and soothe troubled skin.

STEP 1



COLLAGEN BUBBLE TONER



Dual Effect

STEP 2



COLLAGEN REAL POWDER DUAL SERUM



Dual Effect

STEP 3



COLLAGEN LIQUID CREAM



Dual Effect

STEP 4



COLLAGEN LIFTING VIBE EYE CREAM



Dual Effect

STEP 5



COLLAGEN NO WASH CREAM MASK PACK



Dual Effect

STEP 6



SHINE MUSCAT SHINE STICK SPF50+ PA++++



Dual Effect

# EYE CREAM

## COLLAGEN LIFTING VIBE EYE CREAM

**Winner of the Seoul Awards 2024  
“Excellent Product”**

Unique Eye Cream that Combines Collagen Eye Care with a Vibrating Galvanic Device

Dual Functional Cosmetics for Wrinkle Improvement and Brightening  
NET WT. 15mL / 0.50 fl.oz.



- 60% Vegan Collagen, 300DA ultra-small molecule collagen, and collagen boosting peptide (SYN-COLL)
- 3,300 vibrations per minute of the galvanic vibration device maximize the absorption of active ingredients by 30% and provide a soothing massage effect for tired-looking eyes
- The patented spider-web-like formulation maximizes the massage effect, enhancing elasticity through the device's vibrations
- Highly effective ingredients for anti-aging around the eyes: Palmitoyl Tripeptide-5, Fig extract, Safflower Seed Oil, Evening flower oil, Cacao Seed Extract, Coptis root extract, Centella asiatica extract, Ceramide NP, Squalane, Shea Butter, Glycerin, Adenosine and Niacinamide
- Clinically proven instant results: After a single use, +112% wrinkle improvement, +111.33% skin density +105.6% lifting effect
- Dermatologically Tested

## COLLAGEN BUBBLE TONER

Easy-to-Apply Bubble Toner that Absorbs Instantly without Dripping

Dual Functional Cosmetics for Wrinkle Improvement and Brightening  
NET WT. 140mL / 4.73 fl.oz.



- 300DA ultra-small molecule collagen, hydrolyzed collagen, and 7 kinds of peptide complex
- Natural cleansing power and rich foam of saponin soap grass leaf extracted by the ultra-sonic extraction technique, the technology of SO BASE
- Effects of exfoliation, antioxidation, wrinkle improvement, moisturization, and brightening from “SING GREEN”, a natural compound of four ingredients (Shine Muscat, Green Apple, Green Plum, and Green Papaya) with the color of nature, green
- Effects of calming, relieving troubles and brightening from “LOC Complex”, a naturally derived compound of Mandarin Extract, Safflower Extract, Sea Buckthorn Fruit Extract, Rice Bran Extract, Lactobacillus Lemon Peel-fermented Extract, and Lemon Water
- Mildly acidic toner that is mild on the skin and balances oil and moisture making the skin comfortable without skin irritation

# TONER

SERUM

# COLLAGEN REAL POWDER DUAL SERUM

**Winner of the Seoul Awards 2024  
“Excellent Product”**

A Lifting Serum that Contains Collagen Powder and Peptide Serum in a Dual Container

Dual Functional Cosmetics for Wrinkle Improvement and Brightening  
NET WT. Serum 30g / 1.05 oz. · Powder 0.6g / 0.02 oz.



- Technically designed special dual container to store collagen powder and peptide serum separately and to mix just before use
- Powerful lifting effect of 100% pure collagen powder, AVA-certified vegan collagen, 300DA ultra-small molecule collagen, and collagen boosting peptide(SYN-COLL)
- Intensive moisturizing, wrinkle improvement and soothing effect of pink vitamin “Vitamin B12”, ultra-small molecule hyaluronic acid “Oligo-HA”, and hyaluronic acid
- Anti-Glycation benefits that help prevent sugar-induced aging, featuring Carnosine Peptide, an advanced anti-aging ingredient that supports improved skin elasticity and overall complexion
- Clinically proven instant results: After a single use, +120.37% wrinkle improvement, +113.34% elasticity, +104.2% lifting effect
- Dermatologically Tested



# COLLAGEN LIQUID CREAM

**Vegan-certified Product**

Technically Liquefied Cream Designed for Easy Spray Application, Delivering Moisture, Firmness, and Natural Glow

Dual Functional Cosmetics for Wrinkle Improvement and Brightening  
NET WT. 50mL / 1.69 fl.oz.



- An advanced “Two-Phase Nutritional Emulsification” technology liquefies and stabilizes the cream, separating it into a concentrated cream layer and a serum layer
- Easy to use, delivering deep nourishment and an instant glow upon application, perfect anytime skin feels dry or over makeup
- Elastic synergy with vegan collagen and collagen boosting peptide(SYN-COLL)
- Intensive moisturizing and soothing effects from vitamin B5 “Panthenol” known as a moisture magnet
- Nano liposome technology that maximizes absorption and efficacy of active ingredients
- Moisturizing, soothing and elasticity effects of natural ingredients: Gardenia extract, Centella asiatica extract, Fig extract, Ceramide NP, Raffinose, Pine dietary sulfur, Coptis root extract, Safflower seed oil, Evening primrose oil, Squalane
- Clinically proven instant results: After a single use, +167.7% moisturization, +142.43% radiance(glow), +114.3% wrinkle improvement, +112.84% elasticity, +107.15% lifting effect
- Dermatologically Tested

CREAM

MASK  
PACK

# COLLAGEN NO WASH CREAM MASK PACK

A no-wash, leave-on cream mask with 45% Collagen Water for hydration, firming, and smoothing.

Dual Functional Cosmetics for Wrinkle Improvement and Brightening  
NET WT. 50g / 1.76 oz.



- Innovative no-wash cream mask that requires no rinsing—simply apply and let it absorb for effortless day & night care
- Formulated with 45% high-content Collagen Water instead of purified water, delivering triple benefits: deep hydration, improved elasticity, and strengthened skin barrier
- Hygienic grinder-type container that freshly grinds only the amount needed each day, minimizing air exposure for clean and sanitary use.
- Soft sherbet-to-balm texture that gently melts into the skin, providing a rich, nourishing finish
- Synergy of vegan collagen and collagen-boosting peptides for enhanced firmness and lifting care
- Enriched with five skin-identical ceramides, panthenol, and shea butter to deliver intense and lasting moisture
- Clinically proven instant results: After a single use, +222% Moisturization, +112% wrinkle improvement, +108% skin texture refinement
- Dermatologically Tested



# SHINE MUSCAT SUN STICK

SPF50+ PA++++

## Vegan-certified Product

Non-Sticky Moisturizing Sun Stick with 15% Shine Muscat Extract

Triple Functional Cosmetics for Wrinkle Improvement, Brightening and UV Protection  
NET WT. 18g / 0.63 oz.



- “Water Capture System” with micro-encapsulated moisture particles delivers immediate hydration and a cooling sensation
- Lightweight formula that helps wick away sweat and absorb excess oil with unique oil absorbing powders
- Patented ingredient “UB-PROTECTOR” protects the skin from ‘Blue Light’ emitted by digital devices such as smartphones, PCs, TVs, and LED lights
- Effects of skin moisturization, soothing, and antioxidation from Sprout Complex Water(Hordeum Vulgare Leaf, Wheat Sprout, Camellia Sinensis Leaf), Hyaluronic Acid, Green Tea Water, Tocopherol, Madecassoside, Centella Asiatica, Panthenol, Apple Extract, Ceramide NP
- Infused with naturally derived fragrance inspired by Shine Muscat, developed by EXPRESSION PARFUMÉES, a leading natural fragrance company in France
- Easy-to-use twist-up design with a high-quality container
- Dermatologically Tested



SUN  
STICK