



COMPANY INTRODUCTION
2025

NATURE'S FRIEND

allNATURAL

allNATURAL

We use only healthy ingredients sourced from nature.

We reduce excessive packaging and advertising costs to offer fair pricing.

We listen to our customers.

We make only products that benefit both people and nature.

We develop products free from controversial ingredients.

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Since 1994, Cosmetics that Go Beyond the Basics.

Since the time when the concept of natural cosmetics was unheard of, All Natural has been developing safe and gentle cosmetics based on natural extracts and natural preservative technology. We hold patents on cosmetic compositions, and we are committed to advanced R&D that enhances skin's natural beauty and health.



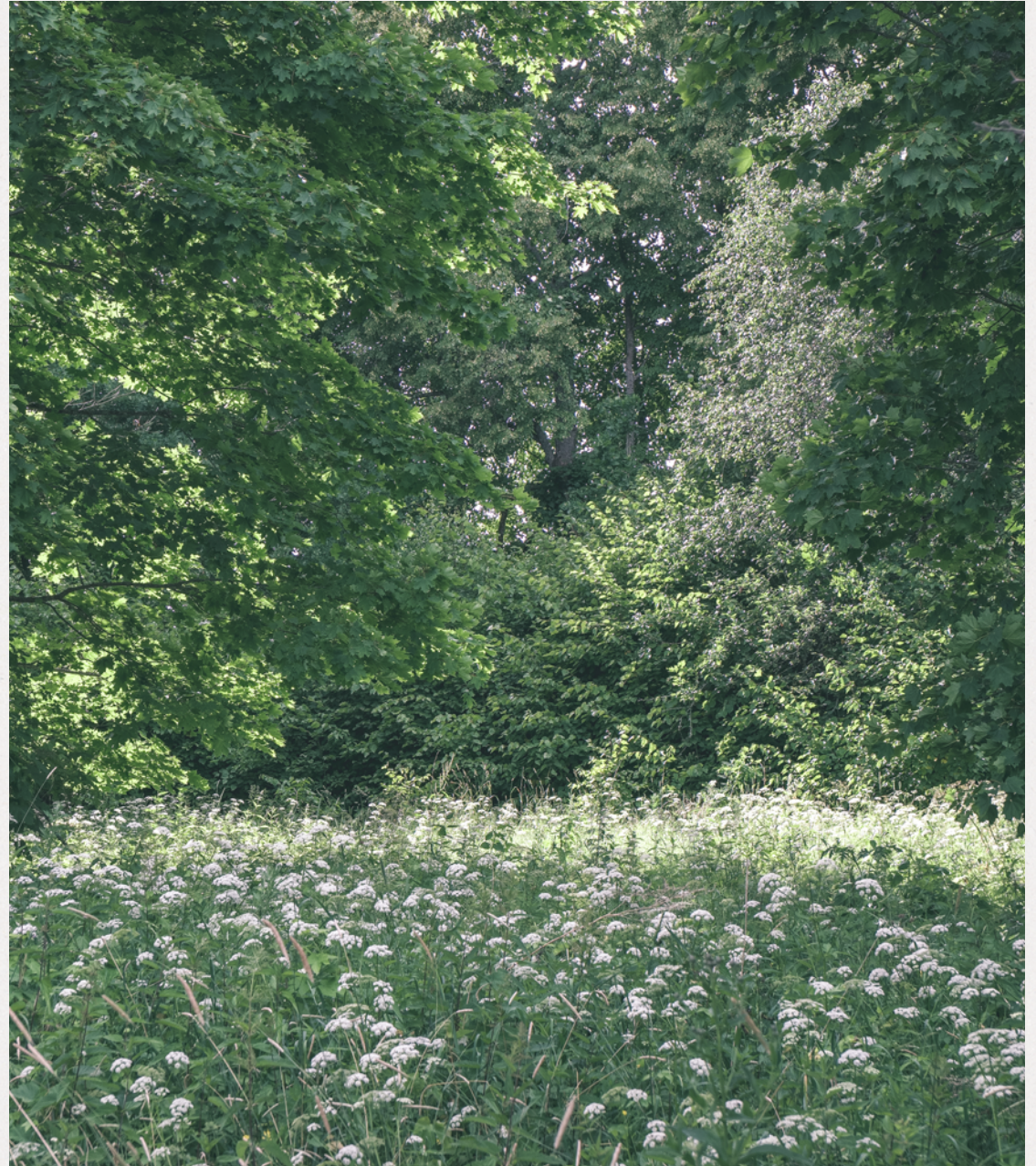
Abundance and Comfort from Nature

To everyone exhausted by repetitive routines,
All Natural offers comfort and abundance.
All Natural crafts and distributes products with ingredients
from nature, telling an honest story built over 30 years
to touch hearts and inspire emotional experiences.

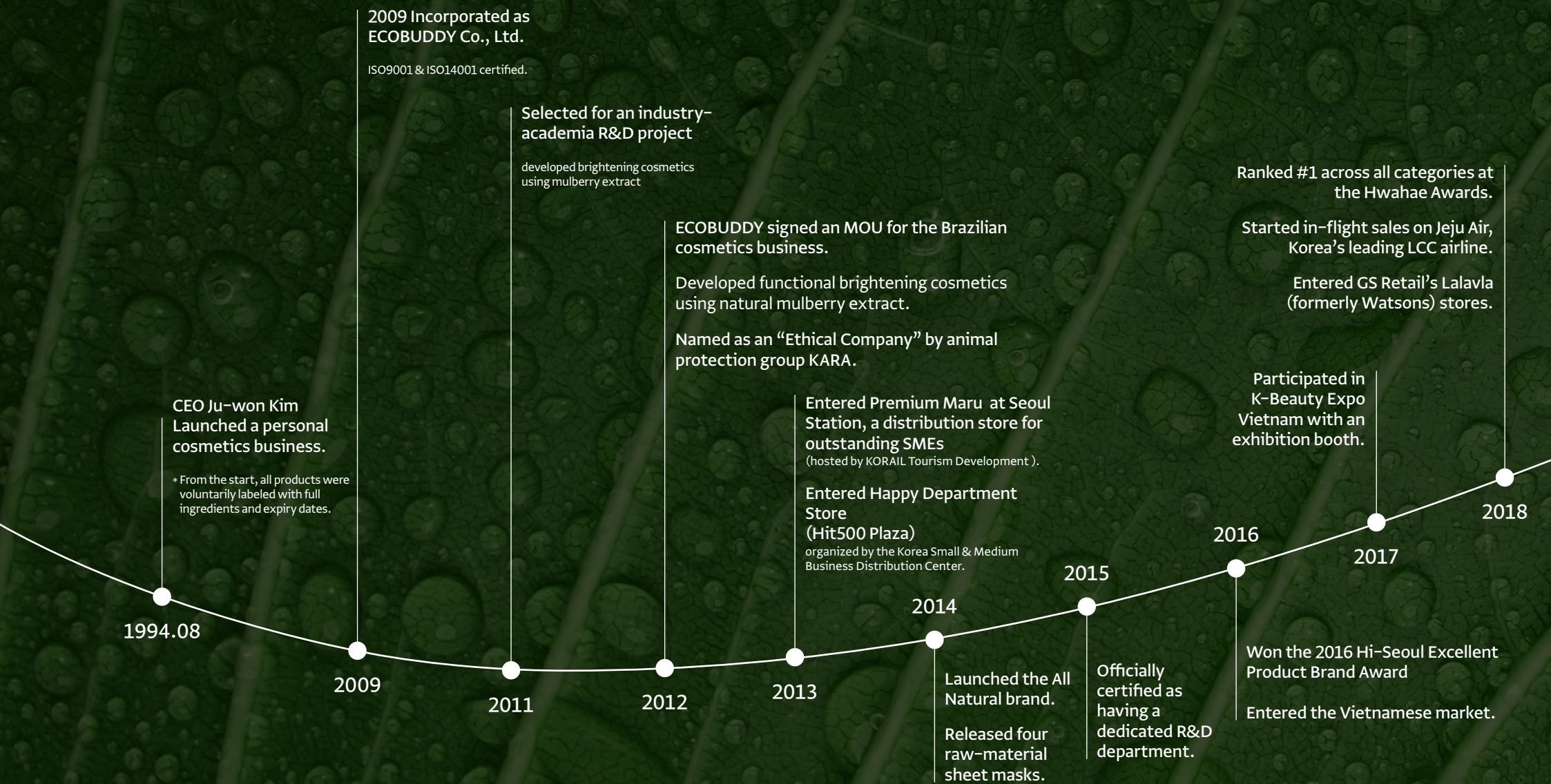
All Natural is a local beauty brand that reinterprets
Korea's regional specialties into premium skincare.
We collaborate with local farms to promote mutual growth
and deliver trusted, locally sourced premium beauty.

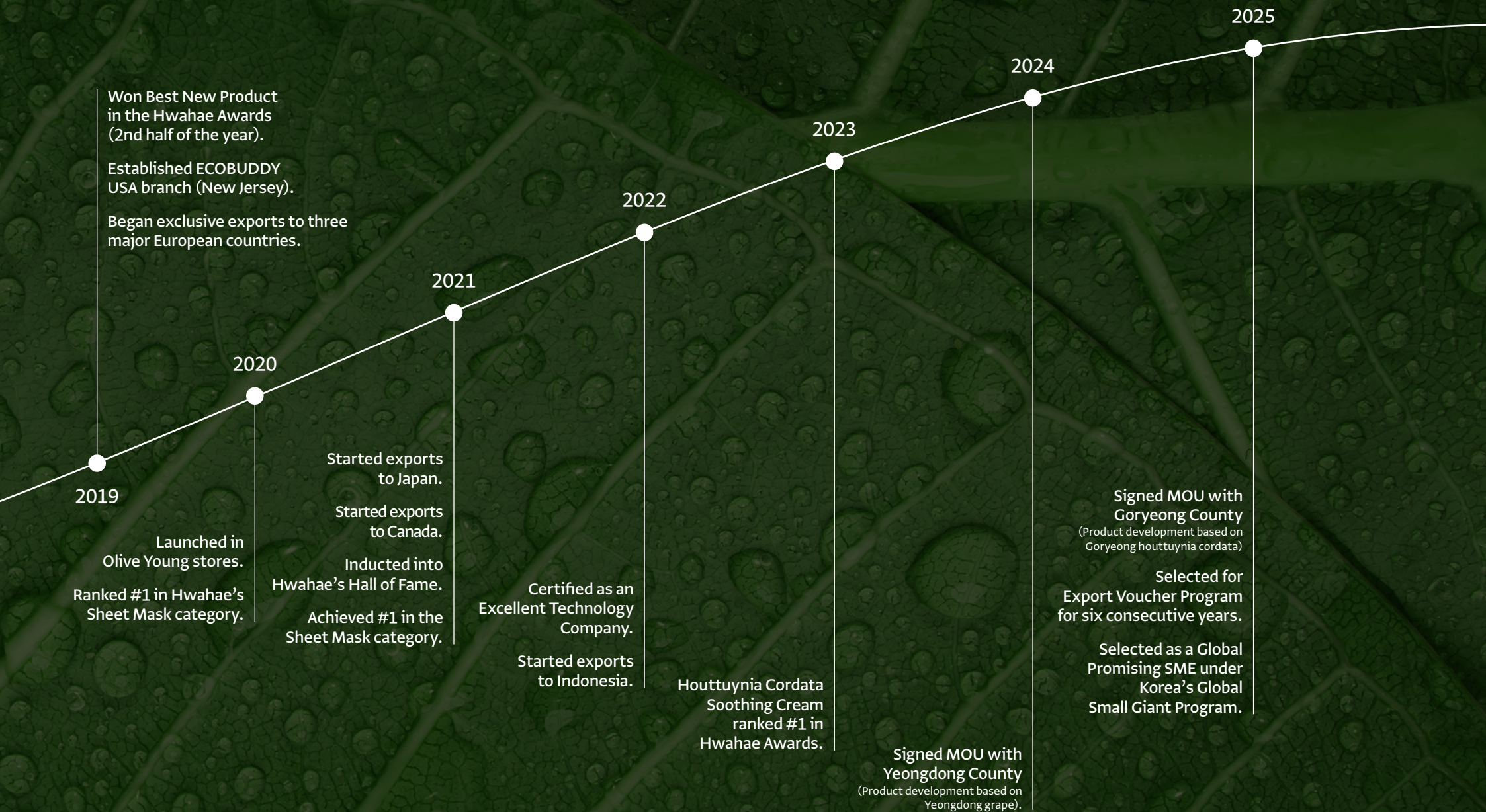
Harnessing the pure power of nature,
we aim to create healthy and sustainable beauty.

allNATURAL



Key Milestones that Shaped All Natural





Creating Harmony and Synergy with All Natural

Safe products

We develop and distribute safe, non-irritating cosmetics using natural extracts and natural preservatives, aiming to benefit both the people and the environment.

A vision of the future

At a time when even the concept of natural cosmetics was unheard of, we had the foresight to believe in the long-term value of this industry. We have led the market and expanded globally since then.

The happiness of sharing

Every month, we donate to organizations in need such as the Childfund Korea, Good Neighbors, and JTS, practicing small but meaningful acts of sharing.



Brand Features



Localized Beauty with Regional Ingredients

We collaborate with Korean farms to develop skincare products using regional specialties like Yeongdong grapes and Goryeong houttuynia cordata.

Through MOUs, we secure a stable, sustainable raw material supply chain that revitalizes local economies and spreads the value of Korean local beauty.



Clinically Proven High-Performance Clean Beauty

We do not stop at “natural origin.” Our formulas use scientifically verified ingredients for maximum effectiveness.

With over 30% more concentrated natural ingredients than most brands, our products deliver real skin improvements with low-irritant, skin-friendly formulas that are safe even for sensitive skin.



Sustainable ESG Beauty

We promote ethical consumption and environmental care by sourcing local ingredients and producing eco-conscious products.

We use eco-certified paper and soy ink to support sustainable, responsible beauty.



All Natural's Natural Science Laboratory

We are dedicated to ongoing research and development in harmony with nature and humanity. Our cosmetics use natural extracts to ensure that they are safe and non-harmful. Even when there are easier options, we believe in the raw and powerful purity of good ingredients. We develop exclusive All Natural products using local Korean ingredients to showcase the beauty of our land.

We believe in nature's **power to restore.**

We believe in nature's **brilliance.**

We believe in nature's **vitality.**





MOU Partnerships with Local Governments MOU

Development of eco-friendly, high-performance ingredients from regional specialties.



Signed an MOU with Goryeong County to utilize locally grown houttuynia cordata as raw material.



Signed an MOU with Yeongdong County to utilize locally harvested grapes for product development.



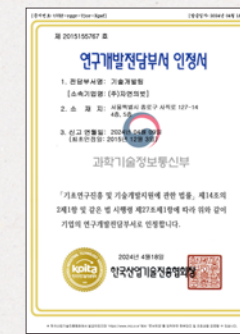
Laboratories and Certifications

Domestic trademarks and patents, and additional certifications

Trademark registration in Korea



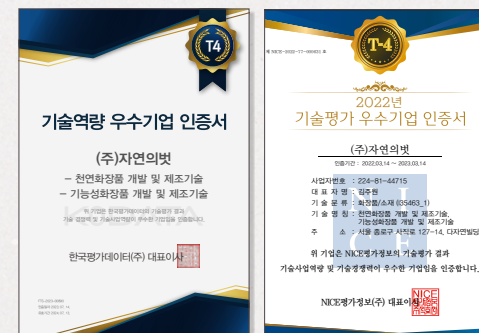
Accreditation for dedicated R&D department



Patent registration



Certificate of excellence in cosmetics development



Certification as an approved exporter by item origin



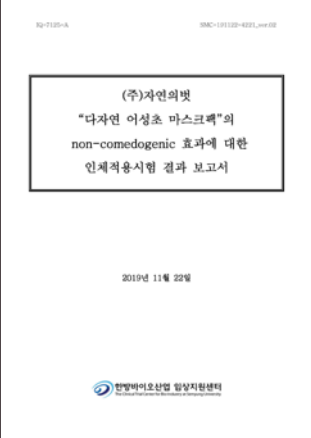
Laboratories and Certifications

Domestic trademarks and patents, and additional certifications

International trademark registrations



Product Clinical Testing Overview

 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2019년 11월 22일 한방바이오산업 임상시험센터	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2023년 07월 17일	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2023년 07월 27일	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2023년 07월 27일	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2023년 07월 17일	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2023년 07월 05일
Houttuynia Cordata Mask Sheet non-comedogenicity test	Houttuynia Cordata Mask Sheet immediate hydration improvement test	Mask Sheet paraben-free preservative test	Houttuynia Cordata Care Serum non-comedogenicity test	Houttuynia Cordata Care Serum immediate hydration improvement test	Houttuynia Cordata Care Serum sensitive skin irritation test
 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2022년 12월 12일	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2022년 08월 22일	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2023년 05월 31일	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2023년 10월 06일	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2023년 10월 04일	 인체적용시험 결과보고서 비효연 피부임상시험센터 인체적용시험 결과보고서 2022년 05월 31일
Houttuynia Cordata Soothing Cream non-comedogenicity test	Houttuynia Cordata Soothing Cream immediate skin-soothing test	Blue Agave Pore Serum seven types of pore-related efficacy tests	Blue Agave Pore Essence Toner test on skin texture improvement and others	Blue Agave Pore Sleeping Mask test on stratum corneum turnover and additional effects	Blue Agave Pore Sleeping Mask test on stratum corneum turnover and additional effects

Global Product Registration

United States, Japan

United States FDA Product Registration

The image displays four FDA product registration forms for Houttuynia Cordata products. Each form includes the following sections:

- PRODUCT IDENTIFICATION:** Name, Brand, and Manufacturer.
- PRODUCT CATEGORY:** Classification of the product.
- INGREDIENTS:** List of ingredients and their concentrations.
- SAFETY INFORMATION:** Potential risks, side effects, and contraindications.
- TESTING AND ANALYSIS:** Results of safety and efficacy testing.
- REGULATORY COMPLIANCE:** Confirmation of adherence to FDA regulations.

Accompanying the forms are images of the products: a Mask Sheet, a Cordata Care Serum bottle, a Cordata Toner Pad jar, and a Cordata Care Cream tube. Each product is labeled with its name and volume/weight.

Japan Ministry of Health, Labour and Welfare Product Registration

The image displays four Japanese Ministry of Health, Labour and Welfare product registration forms for Houttuynia Cordata products. Each form includes the following sections:

- 製品名 (Product Name):** Name of the product in Japanese.
- 製造者 (Manufacturer):** Name and address of the manufacturer.
- 成分 (Ingredients):** List of ingredients and their concentrations.
- 安全性 (Safety):** Information on potential risks and side effects.
- 有効性 (Efficacy):** Information on the product's effectiveness.
- 試験結果 (Test Results):** Results of safety and efficacy testing.
- 規制 (Regulation):** Confirmation of adherence to Japanese regulations.

Accompanying the forms are images of the products: a Mask Sheet, a Cordata Care Serum bottle, a Cordata Toner Pad jar, and a Cordata Care Cream tube. Each product is labeled with its name and volume/weight.

Global Product Registration

Europe, Vietnam

Europe CPNP Registration

General information

CPNP Reference: 2307028
Industry Reference: Cosmetics
Version: 1
Date first notification: 24/03/2017 14:36:53
Last modification date: 24/03/2017 14:36:53

Product Name	Shades (if applicable)	Language
Nature's Blessing Natural Blooming Lifting Toner		Multilingual

Product specifically intended for children under 3 years of age: No

Responsible person: Irena (Irena)
Responsible person address: Hlinka 438/12, 1921 Prague Czech Republic
Phone: +420224000000
Fax: +420224000000
Email: irena@cordata.cz

Contact person: Irena Agajkova
Contact person address: Hlinka 438/12, 1921 Prague Czech Republic
Phone: +420224000000
Additional phone 1: +420224000000
Additional phone 2: +420224000000
Fax: +420224000000
Email: cordata@cordata.cz

Product ready to go on the market or product already on the market: No

Product imported in the Community: No
Country of origin: Czech Rep.
Member State of first placing on the market: Czech Republic

Created on: 23/03/2017 14:36:53 Status: Drafted Page: 1 of 2

General information

CPNP Reference: 2307027
Industry Reference: Cosmetics
Version: 1
Date first notification: 24/03/2017 14:45:36
Last modification date: 24/03/2017 14:45:36

Product Name	Shades (if applicable)	Language
ALL NATURAL BLOOMING LIFTING ESSENCE		Multilingual

Product specifically intended for children under 3 years of age: No

Responsible person: Irena (Irena)
Responsible person address: Hlinka 438/12, 1921 Prague Czech Republic
Phone: +420224000000
Fax: +420224000000
Email: irena@cordata.cz

Contact person: Irena Agajkova
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Created on: 23/03/2017 14:45:36 Status: Drafted Page: 1 of 2

Vietnam National Product Registration

PHIẾU ĐƠN CHAI CỘNG QUÂN LƯU LƯU (FORM APPROVAL CARD)

Ngày cấp và cấp cấp (Date administrative): 24/03/2017 14:45:36
Số cấp và cấp cấp (Date administrative): 24/03/2017 14:45:36
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TU CỤC TRƯỞNG
TRƯỜNG PHÒNG QUẢN LÝ VẬT PHẨM
Người Văn Viên

Phân công và cấp cấp (Date administrative): 24/03/2017 14:45:36

PHIẾU CÔNG BỐ SẢN PHẨM MỸ PHẨM
TEMPLATE FOR NOTIFICATION OF COSMETIC PRODUCT

Đã đánh dấu vào ô thích hợp (Tick where applicable)

THÔNG TIN SẢN PHẨM
PARTICULARS OF PRODUCT

- Tên sản phẩm và tên của sản phẩm (Name of brand & product):
 - Nhãn hiệu (Brand): ALL NATURAL
 - Tên sản phẩm (Product Name): ALL NATURAL BLOOMING LIFTING TONER
 - Danh sách các dạng bào chế (List of Variants or Shades): Tên (Name)
- Dạng sản phẩm (Product type):
 - Kem, sữa dưỡng, sữa, gel hoặc các dạng khác (cream, lotion, gel, etc.)
 - Sản phẩm chống nắng (Anti-sunscreen products)
 - Dạng sản phẩm khác:
- Màu sắc và dạng (Shaded and)

Hồ sơ số: 142022191009

PHIẾU ĐƠN CHAI CỘNG QUÂN LƯU LƯU (FORM APPROVAL CARD)

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TRƯỜNG PHÒNG QUẢN LÝ VẬT PHẨM
Người Văn Viên

Phân công và cấp cấp (Date administrative): 24/03/2017 14:45:36

PHIẾU CÔNG BỐ SẢN PHẨM MỸ PHẨM
TEMPLATE FOR NOTIFICATION OF COSMETIC PRODUCT

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THÔNG TIN SẢN PHẨM
PARTICULARS OF PRODUCT

- Tên sản phẩm và tên của sản phẩm (Name of brand & product):
 - Nhãn hiệu (Brand): ALL NATURAL
 - Tên sản phẩm (Product Name): ALL NATURAL BLOOMING LIFTING EMULSION
 - Danh sách các dạng bào chế (List of Variants or Shades): Tên (Name)
- Dạng sản phẩm (Product type):
 - Kem, sữa dưỡng, sữa, gel hoặc các dạng khác (cream, lotion, gel, etc.)
 - Sản phẩm chống nắng (Anti-sunscreen products)
 - Dạng sản phẩm khác:
- Màu sắc và dạng (Shaded and)

Hồ sơ số: 142022191009

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Người Văn Viên

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PHIẾU CÔNG BỐ SẢN PHẨM MỸ PHẨM
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 - Nhãn hiệu (Brand): ALL NATURAL
 - Tên sản phẩm (Product Name): ALL NATURAL BLOOMING LIFTING ESSENCE
 - Danh sách các dạng bào chế (List of Variants or Shades): Tên (Name)
- Dạng sản phẩm (Product type):
 - Kem, sữa dưỡng, sữa, gel hoặc các dạng khác (cream, lotion, gel, etc.)
 - Sản phẩm chống nắng (Anti-sunscreen products)
 - Dạng sản phẩm khác:
- Màu sắc và dạng (Shaded and)

Hồ sơ số: 142022191009

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PARTICULARS OF PRODUCT

- Tên sản phẩm và tên của sản phẩm (Name of brand & product):
 - Nhãn hiệu (Brand): ALL NATURAL
 - Tên sản phẩm (Product Name): ALL NATURAL BLOOMING LIFTING CREAM
 - Danh sách các dạng bào chế (List of Variants or Shades): Tên (Name)
- Dạng sản phẩm (Product type):
 - Kem, sữa dưỡng, sữa, gel hoặc các dạng khác (cream, lotion, gel, etc.)
 - Sản phẩm chống nắng (Anti-sunscreen products)
 - Dạng sản phẩm khác:
- Màu sắc và dạng (Shaded and)

Hồ sơ số: 142022191009

General information

CPNP Reference: 2307029
Industry Reference: Cosmetics
Version: 1
Date first notification: 24/03/2017 14:36:53
Last modification date: 24/03/2017 14:36:53

Product Name	Shades (if applicable)	Language
ALL NATURAL BLOOMING LIFTING ESSENCE		Multilingual

Product specifically intended for children under 3 years of age: No

Responsible person: Irena (Irena)
Responsible person address: Hlinka 438/12, 1921 Prague Czech Republic
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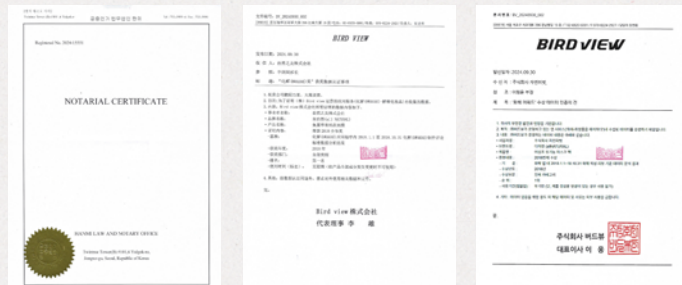
Product imported in the Community: No
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Member State of first placing on the market: Czech Republic

Created on: 23/03/2017 14:36:53 Status: Drafted Page: 1 of 2

Laboratories and Certifications

Official award letter for Houuttuynia Cordata Mask Sheet at the Hwahae Awards (notarization and apostille completed)

2018: Ranked No. 1 overall at the Hwahae Awards for All Natural Houuttuynia Cordata Mask Sheet



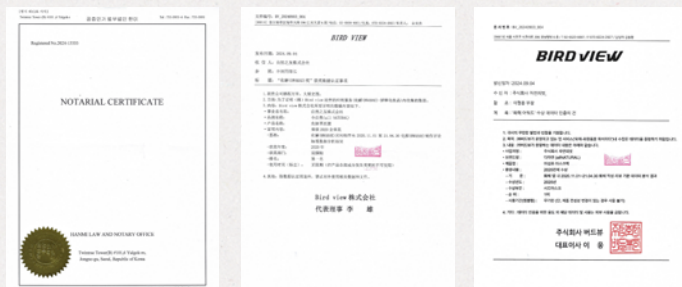
2019: Ranked No. 1 in the sheet mask category at the Hwahae Awards for All Natural Houuttuynia Cordata Mask Sheet



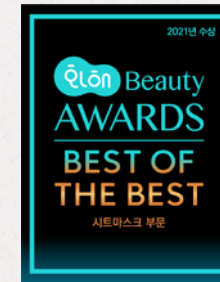
Laboratories and Certifications

Official award letter for Houttuynia Cordata Mask Sheet at the Hwaha Awards (notarization and apostille completed)

2020: Ranked No. 1 in the sheet mask category at the Hwaha Awards for All Natural Houttuynia Cordata Mask Sheet



2021: Inducted into the Hwaha Hall of Fame for All Natural Houttuynia Mask Pack



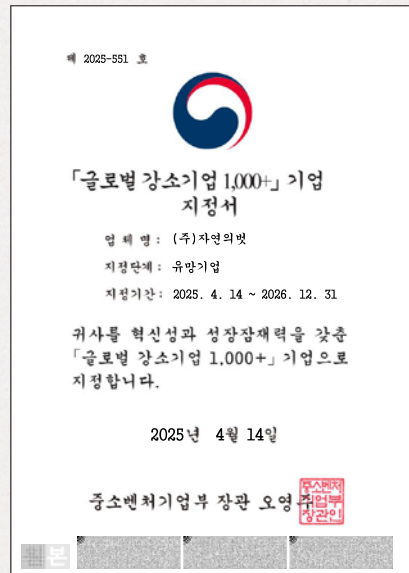
Selected for Export Voucher Program for Six Consecutive Years

Certified by the Ministry of Trade, Industry,
and Energy and the Ministry of SMEs and Startups,
ECOBUDDY has been recognized as a global
high-performing company through competitive
annual selection for six consecutive years.



Selected as Global Small Giant Company 1000+

Selected as a “Global Small Giant 1000+ Project” company for 2025, certified by the Korea SMEs and Startups Agency.



Sales Channels



Smart Store



Hwahae



Olive Young



oupang Rocket



Musinsa



CJ OnStyle



SSG



H Mall
(Hyundai Home Shopping)



Shinsegae TV Shopping



GS Shop



NS Home Shopping



Smart Store



LF Mall



Baby Billy



IM TYPE



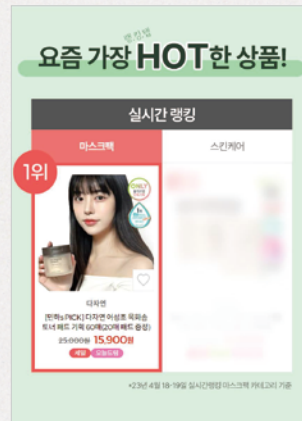
Cash Deal

Sales Channels

Sales in H&B Store

OLIVE YOUNG

Available in over 1,300
Olive Young stores nationwide



Hwahae mobile app

hwahae

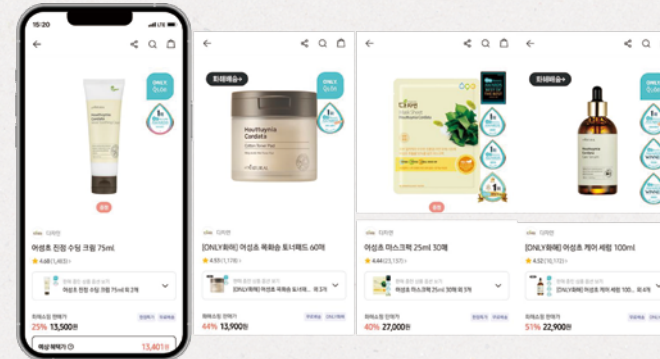
Korea's largest beauty review platform, Hwahae

Registered Users

Over 8.5 million

Registered Reviews

More than 5.1 million reviews



다자연 allNATURAL

Average Rating

4.62

Average Rating

52,500

Global All Natural

Europe | Spain, France, Italy, Germany, Switzerland, Czech Republic, Romania

MiiN cosmetic

A K-beauty specialty retail channel operating stores in five European countries: Spain, France, Italy, Germany, and Switzerland

Beauty Effects

Operating online and offline beauty item channels throughout Eastern Europe

North America | United States, Canada

H MART / Oomomo

Entered H MART and Oomomo, which operate 70 stores across the US, and channels established by the US branch

Asia | Vietnam, China, Japan, Hong Kong, Mongolia, Myanmar

Entered offline variety shops and online channels throughout Japan, selling via local partners across countries through both online and offline channels while conducting local brand marketing. Canada, America, France, Germany, Czech, Spain, Switzerland, Italy, Mongolia, Myanmar, China, Vietnam, Hong Kong, Japan



Sales Channels | Export – Europe

- In cooperation with a local company based in Spain, operating stores across six European countries including France, Italy, Germany, and Switzerland to run a specialized Korean K-beauty sales channel
- Key partner for expansion to Eastern Europe, operating online and offline stores across Eastern Europe with focus on the Czech Republic



Paris



Madrid



Barcelona



Barcelona



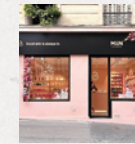
Rome



Paris



Munchen



Millano

North America | United States, Canada

- Entered H MART, which operates 70 stores across the United States
- Entered Canadian offline channel Oomomo



Asia | Japan

- Entered over 400 offline variety shops throughout Japan
- Operating official All Natural online mall
- Operating All Natural Instagram, X (formerly Twitter), and other social media channels

Vietnam, Indonesia

- Entered a variety of local on- and offline sales channels in Vietnam
- Entered Indonesian offline channel Sociolla
- Participated in local beauty expos and HTV broadcast interviews in Vietnam
- Participated in Vietnamese home shopping broadcasts to introduce and sell products

Mongolia, Myanmar

- Entered local department stores and various offline stores in Mongolia
- Operating B2B and B2C through local partners in Myanmar
- Conducting SNS marketing through local influencers for brand promotion

All Natural Sheet Mask Line

Sheet masks infused with plant extracts on skin-hugging sheets

Developed as a professional clean beauty sheet mask line using local foods from each region as cosmetic ingredients to enhance skin's natural function and beauty.



allNATURAL
Houttuynia Mask Sheet

A soothing and moisturizing sheet mask with Goryeong Houttuynia Cordata extract and various natural ingredients, providing excellent calming effects.



allNATURAL
Centella Asiatica Mask Sheet

A gentle formula sheet mask that helps calm skin quickly and balance oil and moisture with Centella Asiatica Extract and Camellia Sinensis Leaf Extract.



allNATURAL
Ginseng Mask Sheet

A nourishing sheet mask with saponins and six peptides extracted from ginseng, helping revitalize tired skin and improve elasticity.



allNATURAL
Grape Sheet Mask

A slow-aging sheet mask made with Yeongdong grapes, with polyphenol extracts giving dull skin glow and radiance in a scent-boosting experience.



All Natural Houttuynia Cordata Care Line

Rich in Houttuynia Cordata Extract to soothe sensitive skin and purify pores, this skincare line uses naturally derived ingredients to hydrate and strengthen skin barrier for moisturized, healthy skin.

			
allNATURAL Houttuynia Cordata Care Toner	allNATURAL Houttuynia Cordata Care Serum	allNATURAL Houttuynia Cordata Moisture Care Cream	allNATURAL Houttuynia Cordata Soothing Cream
A refreshing toner that soothes the skin and balances oil and moisture,	A hydrating serum that soothes sensitive skin and supports pore care,	A moisturizing and calming cream that supplies hydration while soothing the skin,	A vegan soothing cream that provides immediate calming and a light moisturizing feel for irritated skin,
			
allNATURAL Houttuynia Cordata Daily Calming Gel	allNATURAL Houttuynia Cordata Cotton Toner Pad	allNATURAL Houttuynia Cordata Cleansing Foam	
A calming gel that soothes dry, sensitive skin while delivering hydration.	Toner pads that effectively calm irritated skin and refresh while moisturizing.	A weakly acidic cleanser that provides rich, dense foam for effective cleansing while keeping skin hydrated after washing,	

All Natural Ginseng and Grape Care Line

This product provides instant soothing and oil-moisture balance care with domestically grown Centella Asiatica Extract. It is a gentle skincare line that forms a moisturizing barrier to protect skin, safe even for sensitive skin



allNATURAL
Cica Toner

A toner with Centella Asiatica Extract and cica liposomes that offers comfortable hydration and refreshing glow.



allNATURAL
All Natural Cica Lotion

A lotion formulated with Centella Asiatica Extract, cica liposomes, and fermented black tea that soothes skin and provides hydration and nourishment.

All Natural Ginseng and Grape Care Line

A natural functional skincare line developed using regional specialties like ginseng and grapes, offering effective and practical skin benefits.



allNATURAL
Ginseng Ampoule 3-Piece Set

A set of ampoules combining Panax Ginseng Root Extract, saponins, and patented peptides to nourish skin deeply and help make skin firm and elastic.



allNATURAL
Yeongdong Grape Mist

A mist containing Vitis Vinifera (Grape) Fruit Extract and patented peptides, offering hydration and clear skin tone.

All Natural Blooming Lifting Line

A functional anti-wrinkle skincare line using Centaurea Cyanus Flower Water instead of purified water, designed for firming and hydrating skincare.

		
allNATURAL Blooming Lifting Toner Low-irritation anti-wrinkle toner with Centaurea Cyanus Flower Water	allNATURAL Blooming Lifting Emulsion Oil-moisture balancing anti-wrinkle lotion with Centaurea Cyanus Flower Water.	allNATURAL Blooming Lifting Essence Nourishing, anti-wrinkle essence with Centaurea Cyanus Flower Water.
		
allNATURAL Blooming Lifting Cream Nourishing and firming anti-wrinkle cream with Centaurea Cyanus Flower Water.	allNATURAL Blooming Lifting Eye Cream Dual-function eye cream for brightening and wrinkle care, containing Centaurea Cyanus Flower Water.	allNATURAL Blooming Lifting Cleansing Foam Floral water-based cleansing foam with calendula floral water for gentle comfort.

All Natural Blue Agave Pore Care Line

A skincare line containing high amounts of domestic Agave Tequilana Extract for effective pore care to make skin firm and refined.

		
allNATURAL Blue Agave Pore Essence Toner	allNATURAL Blue Agave Pore Serum	allNATURAL Blue Agave Pore Sleeping Mask
A toner that removes dead skin cells and sebum from pores while replenishing moisture for clear complexion.	A serum delivering freshness and firmness through synergy between blue agave and patented ingredients.	A pore-care sleeping mask that revitalizes tired skin with radiance and clarity.

The background of the entire image is a dense field of green plants with small white flowers. The plants are tall and thin, with clusters of tiny blossoms at the top of their stems. The lighting is soft and natural, creating a vibrant, fresh atmosphere. The text is overlaid on the upper right portion of the image.

allNATURAL

The Abundance and Comfort Provided by Nature

allNATURAL

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