

# beauteers.

THE BEAUTIFUL PIONEERS

Where beauty finds its next chapter

COMPANY PROFILE

beauteers.com  
info@beauteers.com

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Beauty might bring  
happiness, but happiness  
always brings beauty.

“

OUR PHILOSOPHY

WHAT’S INSIDE

- 02 Who we are
- 04 What we do
- 05 Services
- 06 Marketing & Growth Strategy
- 10 Our Platforms / Our Partners



## Connecting K-Beauty to the World

Beauteers was founded in October 2014, and legally started in March 2015. We are a fully integrated skincare business working closely with a number of Korean cosmetic brands and skincare manufacturers as a marketing & distributing partner. We distribute, promote, and create high quality cosmetics and personal care products.

Beauteers continues to curate and introduce specialty K-Beauty brands, incorporating changing consumer needs which include more sustainable and conscious product choices.



## Global Expertise in K-Beauty

We have experience in numerous fashion & beauty related commercial trade shows such as Cosmoprof, and professional events such as NYFW in New York City, Las Vegas, Atlanta, Miami, Dallas, Milan (Italy) and Seoul (Korea).

Our experience also includes management of numerous nationwide wholesale accounts with many in-house/independent sales representatives. Beauteers is proud to discover and carry new, exciting brands straight from Korea, tested and curated by our team to ensure customer satisfaction.

Many of the existing online retailers carry already prominent brands. While we also carry familiar brands, our aim is to bring fresh, innovative products to our clients while adhering to our motto, K-Beauty Simplified™.

Our products may not be as well known, but they always have amazing results. Besides, we have more fun working together with our customers to discover and share new brands.

## Growing Partnerships, Expanding Reach

When we first launched, our main task was to maximize the presence of relatively unknown Korean brands. We've now grown to work closely with 25+ Korean cosmetic brands and 6+ contract manufacturers.

Our strength lies in building strong relationships with our partners in Korea and we strive to incorporate our knowledge of the U.S. beauty industry and markets to help their presence.

**Beauteers & Co.**  
뷰티어스앤컴퍼니 유한회사

## From Korea to the World

As Korea is the leading country in manufacturing high quality skincare products, our office in Korea focuses on not only distributing our own brand, Beklyn, in the Korean domestic market, but also provides trustworthy ODM and OEM services, ranging from testing specific ingredients, research in the cosmetic industry, and comparing various products for quality control.

## PREMARKET DEVELOPEMENT

We expose products to real U.S. consumers and allow for adjustment to the U.S. market. Then, we compare with other similar products currently on the market.

## ODM/OEM SERVICE

We provide ODM/OEM/Private label products, solutions, and development with our Korean partners and major cosmetics manufacturers.

## NATIONWIDE DISTRIBUTION

We connect brands with our partners to create placement opportunities that build brand presence and improve accessibility within the market.

## AGENCY ACTS

We promote and perform joint marketing with manufacturers through various U.S. trade exhibitions and our e-commerce.

## GATEWAY FOR PRODUCT DEBUT AND GROWTH

We introduce brands and strengthen their presence as newly established brands in the U.S. market.

## BRANDING

We conceptualize and develop product branding with a multilevel approach that captures value and quality to effectively connect with customers.

## Driving Brand Presence

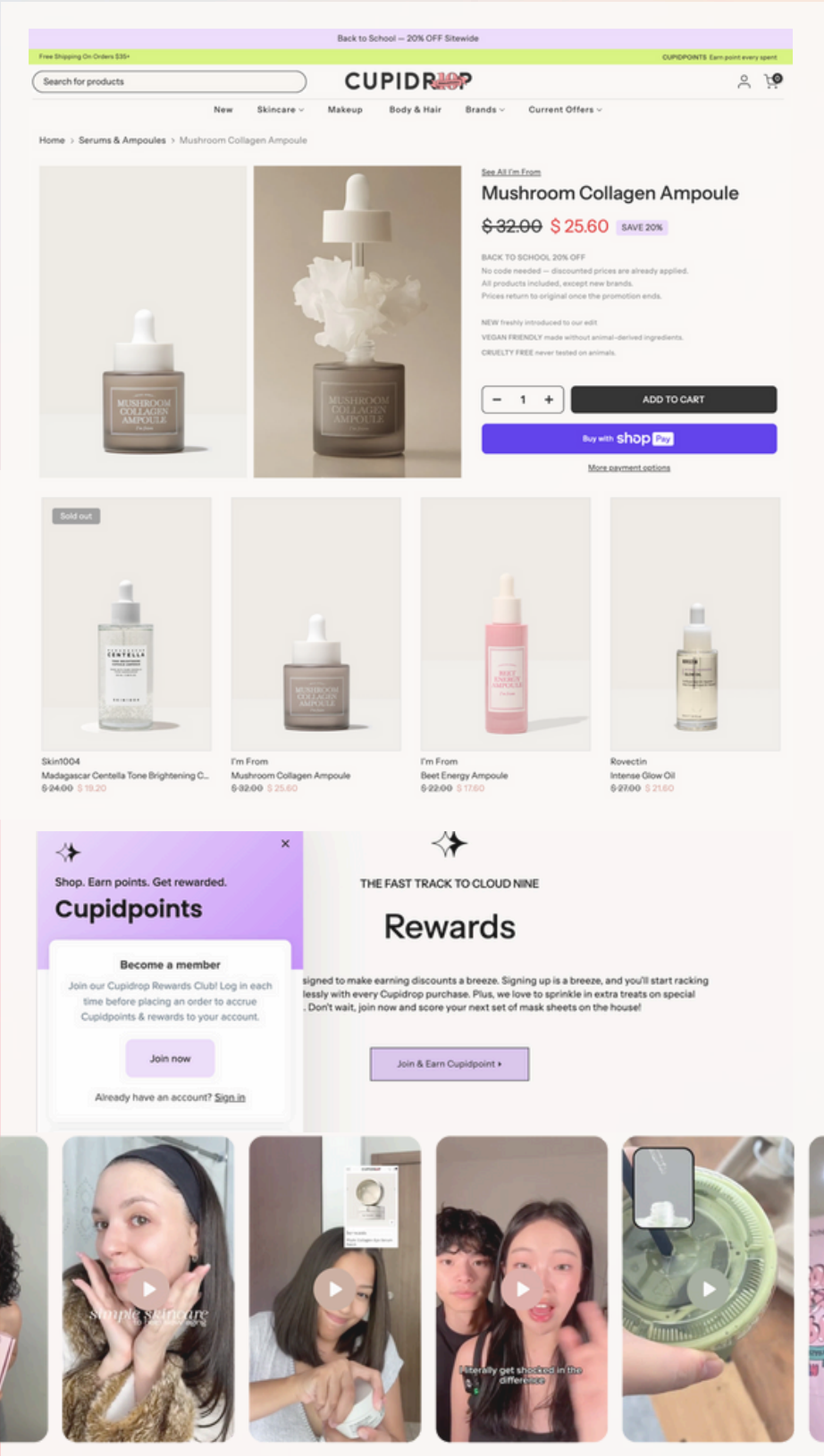
To effectively market the brands we carry, we prioritize continuously increasing the presence of our e-commerce platform. Through our own site, Cupidrop.com, we sell and promote curated K-Beauty products while also distributing to other popular retailers.

We further engage customers through events and promotions such as curated beauty boxes, pop-ups, and interactive campaigns. In addition, by collaborating with influencers via Cupidrop, we communicate each brand’s unique story quickly and with precision, building strong brand awareness.

CUPIDROP

cupidrop.com

@cupidrop





## Showcasing K-Beauty Globally

We are trade show experts! Over 10 years of trade show experience can help businesses construct successful exhibitions. Many Korean brand makers have difficulty introducing their products to the major U.S. Market. Our team is capable of top brand presentation and following up on all necessary preparations to market & promote the products in the U.S.



Beauteers exhibited at FounderMade Consumer Discover Show East, in New York City, where the brand Dear Klairs was featured and introduced to consumers looking to discover new brands to improve and complement their skincare needs. Within this same year, Beauteers exhibited at the IndieBeauty Expo and introduced to the U.S market Korean skincare made with natural ingredients from the clean beauty brand, Aromatica.

Retailers were also present at both shows to curate fresh and innovative brands for their selection of beauty offerings. Beauteers worked closely with Dear Klairs and Aromatica to help accurately convey their brand and match them with the right partners.

FOUNDERMADE

COSMOPROF

BeautyIndependent®



# Full Service Amazon Expert

We are here to provide the best of our knowledge and experience in Amazon. Our Amazon team has the experience and expertise to apply delicate and branding-focused practices across the platform’s entire suite of Brand Registry, Brand Store, Marketplace, Creative, Advertising services, and Inventory Service not only to build the customer feedback fast but also grow long-term revenue and profitability.



BRAND  
REGISTRY



LISTING  
OPTIMIZATION



PPC  
ADVERTISING



REVIEW  
MANAGEMENT



FBA  
SOLUTION

For a more detailed overview of our Amazon services, please request our separate Amazon services deck.



## Offline Marketing

Beauteers integrates online and offline marketing to increase brand awareness and build brand trust. Some of our offline marketing tools include pop-up stores, grand-opening events, and New York Fashion Week backstage sponsorships.

THE CUT

marie claire

BuzzFeed

NY  
FW  
NEW YORK  
FASHION WEEK  
THE SHOWS

## Bringing K-Beauty to Millions

Ipsy is the leading source of beauty education and inspiration, combining personalized sampling with authentic content to help the beauty community discover new products. With over 1.5 million subscribers, 20 million unique viewers monthly, and 500 million+ monthly impressions, Ipsy provides an unparalleled platform for brand exposure. Their curated Ipsy Glam Bag currently reaches more than 3 million subscribers and engages over 55 million followers across social media, showcasing 300+ innovative brands.

Beauteers has collaborated with Ipsy to bring widespread exposure to emerging Korean brands looking to break into the U.S. market. Some of the brands we've supported include Aromatica, BRTC, Cosrx, Pureheals, The Saem, The Vegan Glow, and many others. By leveraging Ipsy's personalized approach, we help brands connect with targeted audiences, generate high-quality leads, and build strong awareness in the competitive U.S. beauty landscape.



ADVERTISEMENT PLATFORMS



MAJOR RETAILERS



## OUR PATNERS

**COSRX**

beplain

AROMATICA

DEAR DAHLIA

**ROVECTIN**

*klairs*<sup>dear,</sup>

By Wishtrend

**CP-1**

BRING GREEN

colorgram

**COSNORI**

ONE THING

S K I N 1 0 0 4

*I'm from*

glōw

*espoir*

skybottle

107

CHICHO

be★wants



Thank You.

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