



NATURAN



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MAN LIKE HOMME

● About NATURAN

We believe nature has the answer

NATURAN strives through deep research and contemplation to bring nature and technology together for the very best in beauty.

Based on the rich experience and expertise in natural ingredient research, we create products from the rare GOLD HIBISCUS, which is rich in collagen and made using our proprietary fermentation technology. We ferment lactic acid bacteria, an internationally deposited strain, to achieve high collagen content, whitening, anti-wrinkle and anti-inflammatory properties, and we have numerous patents pending.

In recognition of our brand technology, we have also been selected for government-supported project. With thorough market research and data analysis, we develop products optimized for men's beauty and skin care, and strive to become a recognized men's skin care brand. Our excellent natural ingredients are also available for OEM.

● History

- 2021.03** • 2021 Selection/startup of Youth Entrepreneurship Academy
 - Inner beauty material research and product development using active ingredients (collagen) obtained from GOLD HIBISCUS and fermentation technology
- 2021.11** • Launched MAN LIKE HOMME PERFECT All-in-ONE Lotion
 - Crowd funding campaign, achieving more than 615% of the target in a short period
- 2021.12** • Official account opened on Instagram, various promotions, launched in 17 domestic online malls
 - Participated in many online/offline events to develop sales markets
- 2022~** • Currently, new technology patent applications for follow-up products are scheduled for product line ups, launched in seven Southeast Asian countries, Amazon, and large online malls in China for overseas expansion, and expanding sales by pioneering sales channels.

● NATURAN's personal brand

We are a new company that prides itself on high quality products.

With a brand identity that differentiates us from large companies, Clean Beauty will lead the trend by a number of small and new brands.

NATURAN is committed to leading millennial and z-generation consumers who love to try new and unique products with our convinced philosophy of clean beauty and brand image.



NATURAN

PRODUCTS

MAN LIKE HOMME PERFECT All-in-ONE Lotion



Vegetable collagen & lactic acid bacteria

Purified water 0% / Ingredient 78%

Human-applied low-irritation test

All ingredients are EWG green graded

Low molecular weight ingredients Absorption rate ▲

Soft and refreshing finish

No artificial fragrance

Intensive and subtle hub wood fragrance

What is GOLD HIBISCUS?

• A precious plant also dubbed “golden sunflower” with strong vitality that blooms early in the morning. Golden hibiscus is a rare plant that is rich in natural collagen with various amino acids. The flowers are a natural moisturizing material with high viscosity.

► Purified water 0%, ingredient 78% or more

With no purified water, the product comprises more than 78% fermented extracts researched and developed by NATURAN. (Check all ingredients marked)

► Special materials (contains vegetable collagen & lactobacillus ideal for daily skin care)

Rare in plants, our collagen-rich *Abelmoschus manihot* is fermented and extracted with our own strain of *Lactococcus* bacteria. It is a special material that further enhances the efficacy of the ingredients and collagen content. (**Abelmoschus manihot* used in NATURAN products is certified organic)

► All ingredients EWG green graded

Only the most stable ingredients for the skin are used, and our optimal combination of herbal extracts and natural ingredients ensures excellent application and absorption.

► Human skin irritation testing complete

Human application testing has proven the product to be safe on sensitive or acne-prone skin. Verified as a non-irritant. (Safe for problem skin and skin made sensitive by mask wearing, shaving and stress.)

► Trendy design

The container bears a line drawing depicting attractive men enjoying the beauty of GOLD HIBISCUS and a black & white matte finish. Designed for men who want a trendy look by emphasizing grip and individuality. Line drawing

► Airless Pump

Minimizes air contact to prevent contamination and deterioration. The airless pump container prevents waste so you can use the product down to the last drop.

► 3 in 1 toner, lotion, and essence

A convenient all-in-one product for men who resent the hassle of traditional skin care. Ensures moist and refreshed skin all day long with optimal oil-water balance.

► Ideal texture tailored for men

Our fermentation technology lowers the molecular weight of ingredients. The product is moist but not sticky thanks to increased absorption, for an ideal texture preferred by men.

► No artificial fragrance

Instead of a strong masculine artificial fragrance, wood scent is blended with natural herbal oil for a stress-free experience.