VIVORA
BRAND INTRODUCTION

VIVORA.CO.KR

CONTENTS

01. BRAND STORY
02. TECHNOLOGY & CORE SCIENCE
03. KEY INGREDIENTS
04. PRODUCT LINE
    4-1 VIVORA GENĒON LINE
    4-2 VIVORA JOSEON LINE
05. WHY VIVORA?
06. FROM LAUNCH TO GLOBAL MARKETS
07. BRAND VISION

1. BRAND STORY

A BRAND INSPIRED BY THE FOUNDER'S PERSONAL SKIN CONCERNS.

As we experienced increasing skin dryness and sensitivity over time, we came to realize that daily skincare is not just a cosmetic routine, but an essential factor that continuously influences overall skin condition.

Rather than seeking temporary improvements, we focused on identifying ingredients that genuinely support and improve the skin. Through extensive research on raw materials, consultations with experts, and continuous testing, we established a clear direction.

As a result, VIVORA was built on three core principles: carefully selected efficacy-driven ingredients, well-balanced formulations, and a comfortable daily user experience.

"VIVORA focuses on balanced formulations that support the skin's natural ability to maintain its own healthy condition."

2. TECHNOLOGY & CORE SCIENCE

Our formulations are developed based on skin science research, carefully considering ingredient characteristics and skin compatibility.

We study the balance of functional ingredients in relation to different skin conditions and usage environments, aiming to support hydration, soothing care, and overall skin conditioning.

Selected products incorporate fermented ginseng-derived ingredients developed based on research technology from the Gyeongsangbuk-do Agricultural Research & Extension Services.

This technology originated from studies focused on enhancing the characteristics of active components through enzymatic processing, and is applied as an ingredient designed to support skin conditioning.

By selecting appropriate ingredients according to product characteristics, we aim to propose balanced skincare solutions.

3. KEY INGREDIENTS

Functional ingredients designed to support balanced skin condition.

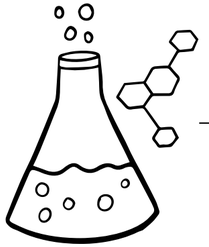
PATENTED FERMENTED RG3
(BACILLUS/PANAX GINSENG ROOT FERMENT FILTRATE)

RG3 is a ginseng-derived ingredient researched to support balanced skin condition.

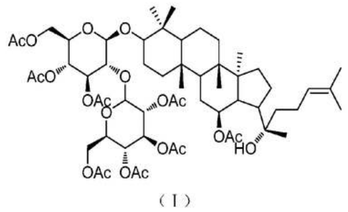
Fermented ingredients developed based on research technology from the Gyeongsangbuk-do Agricultural Research & Extension Services are applied in selected product lines.

Used in skincare designed to support hydration, soothing care, and skin conditioning.

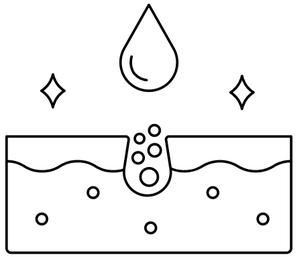
GINSENG-DERIVED INGREDIENT



FERMENTATION PROCESS



FERMENTED RG3 ACTIVE COMPOUND



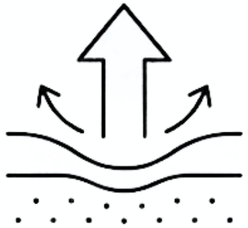
We select appropriate functional ingredients according to product characteristics to deliver balanced skincare solutions.

3. KEY INGREDIENTS

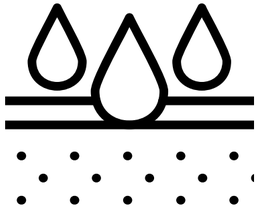
Functional ingredients designed to support balanced skin condition.

PDRN (SODIUM DNA)
An ingredient formulated with skin barrier care in mind, helping the skin appear healthier and firmer.

PEPTIDE COMPLEX
A combination of ingredients designed to support skin firmness and texture, helping promote a smooth and refined-looking skin appearance.



NIACINAMIDE
Designed to support a clear and even-looking skin tone, helping the skin appear brighter and more radiant.



We select appropriate functional ingredients according to product characteristics to deliver balanced skincare solutions.

4. PRODUCT LINE

1) VIVORA Genēon Line

Skin Mist, Amploule, Cream

2) VIVORA Joseon Line

Sunscreen, Amploule, Mask

4. PRODUCT LINE

4-1 VIVORA Genēon Line

Signature Functional Skincare Line

This is VIVORA's core skincare line formulated with fermented RG3, developed based on research technology from the Gyeongsangbuk-do Agricultural Research and Extension Services.

Composed of a fundamental skincare routine — Mist · Ampoule · Cream — the line is designed to support skin hydration, conditioning, and elasticity care, offering a balanced daily skincare solution.

Through the harmonious combination of nature-derived active ingredients and skin science-based formulations, it helps support the skin's natural healthy condition.

1. VIVORA Genēon RG3 Revive Skin Mist

100 ML / 3.38 FL. OZ.

A fine mist spray that delivers lightweight hydration, helping to quickly replenish moisture and maintain comfortable skin condition, especially when the skin feels dry.

The lightweight texture allows comfortable use before or after makeup, formulated with consideration for skin conditioning and suitable for everyday skincare routine.

Formulated with fermented RG3 and functional ingredients to help the skin appear more hydrated and healthy-looking.

- Fine mist spray for quick hydration
- Glycerin-based moisture support
- Lightweight formula for daily use

KEY INGREDIENT

- Niacinamide → Brightening & skin tone improvement
- PDRN (Sodium DNA) → Skin conditioning & elasticity support
- Adenosine → Wrinkle care & skin smoothness support
- Multi-Peptide Complex → Skin firming & elasticity support
- Glycerin → Hydration & moisture retention
- Trehalose → Moisture protection & hydration support

2. VIVORA Genēon RG3 Revive Ampoule

30 ML / 1.01 FL. OZ.

A concentrated ampoule designed with consideration for skin conditioning, helping provide hydration and nourishment to maintain a firmer and healthier-looking skin appearance.

The smoothly absorbing texture allows comfortable use without stickiness, developed to provide intensive care within a daily skincare routine.

Formulated with fermented RG3 and functional ingredients to support hydration, skin conditioning, and firmness care.

- Concentrated formula for intensive care
- Helps maintain hydrated and smooth skin condition
- Comfortable texture suitable for daily use

KEY INGREDIENT

- Fermented RG3 (Ginsenoside RG3) → Skin vitality & antioxidant support
- PDRN (Sodium DNA) → Skin conditioning & elasticity support
- Multi-Peptide Complex → Skin firming & smoothing care
- Niacinamide → Brightening & skin tone improvement
- Adenosine → Wrinkle care & skin smoothness support

3. VIVORA Genēon RG3 Revive Cream

100 ML / 3.38 FL. OZ.

The smooth texture adheres comfortably to the skin, helping form a moisture barrier that supports a hydrated and healthy-looking skin appearance.

Formulated with fermented RG3 and various functional ingredients, the balanced formulation is designed to support skin conditioning and firmness care while providing a comfortable feel on the skin.

Natural bergamot oil is used to provide a subtle and refined scent, enhancing a pleasant daily skincare experience.

- Moisture barrier supporting formula
- Helps maintain hydrated and comfortable skin condition
- Smooth texture suitable for daily use

KEY INGREDIENT

- Fermented RG3 (Ginsenoside RG3) → Skin vitality & antioxidant support
- PDRN (Sodium DNA) → Skin conditioning & elasticity support
- Multi-Peptide Complex → Skin firming & smoothing care
- Niacinamide → Brightening & skin tone improvement
- Sunflower Seed Oil → Nourishing & skin barrier support
- Squalane → Moisturizing & skin softening support

4. PRODUCT LINE

4-2 VIVORA JOSEON LINE

“Why do Korean products often lack distinctly Korean imagery?”

The VIVORA JOSEON line began with this question.

Although K-Beauty is loved worldwide, it has often been difficult to find designs that truly reflect the aesthetics of Korea.

By reinterpreting the restrained elegance and sense of balance found in traditional Korean beauty through a modern perspective, the refined sophistication of the Joseon era has been expressed in the package design.

Through the harmony of traditional aesthetics and modern skin science, VIVORA JOSEON presents a renewed vision of Korean beauty.

4-2 VIVORA Joseon Line

1. VIVORA JOSEON RG3 Revive Sunscreen SPF50/PA+++

50 ML / 1.69 FL. OZ.

Designed as a daily sun care product to help protect the skin from UV exposure, featuring a hybrid formulation that combines both organic and inorganic UV filters for a comfortable skin feel.

The lightweight and smooth texture adheres naturally to the skin, allowing comfortable use in everyday routines. It applies evenly without heaviness and is suitable for use before makeup.

Formulated with moisturizing ingredients and plant-derived oils to help prevent dryness, supporting skin conditioning as part of a balanced daily sun care routine.

- Hybrid uv filter supporting formula
- Helps protect skin from daily uv exposure
- Lightweight texture suitable for daily use

KEY INGREDIENT

- Hybrid UV Filter System → Broad-spectrum UV protection (UVA & UVB)
- Fermented RG3 (Ginsenoside RG3) → Skin vitality & antioxidant support
- Ceramide NP → Skin barrier support & moisture retention
- Aloe Vera Extract → Soothing & hydrating care
- Glycerin → Hydration & moisture retention
- Plant-Derived Oils → Nourishing & skin conditioning support

2. VIVORA JOSEON Gold Capsule Ampoule

50 ML / 1.69 FL. OZ.

This premium all-in-one ampoule features a triple active system combining gold threads, capsule beads, and rose cell-derived ingredients (exosome-derived).

Fine gold threads help enhance the skin's natural radiance and glow, while capsule beads containing a vitamin complex gently melt upon application to deliver active ingredients in a fresh state. In addition, rose callus-derived extracellular vesicles help balance the skin and maintain a more comfortable, healthy condition.

Designed as an all-in-one solution, this ampoule provides hydration, skin conditioning, and a radiant finish in a single step.

- Provides hydration to the skin and helps relieve dryness
- Improves the appearance of a clearer and more even skin tone
- Supports overall skin condition for a healthier-looking complexion

KEY INGREDIENT

- Gold → Enhances natural radiance and glow
- Capsule Beads (Vitamin Complex) → Helps improve skin tone and conditioning with niacinamide and vitamins
- Rosa Damascena Callus Extracellular Vesicles → Supports skin conditioning and balance
- Sodium DNA & Acetyl Hexapeptide-8 → Helps improve skin condition and elasticity
- Fermentation Complex (Saccharomyces / Aspergillus / Rice) → Helps keep the skin smooth and healthy
- Sodium Hyaluronate, Glycerin, Trehalose → Provides hydration and helps maintain moisture

3. VIVORA JOSEON Clear Care Mask

26 g / 0.92 oz

This daily intensive care mask is formulated to address both skin tone care and barrier care, helping to maintain a healthy and balanced complexion.

Formulated with Tranexamic Acid, Niacinamide, and Glutathione, it helps improve the appearance of a clearer and more even skin tone, while Panthenol and Tremella-derived ingredients help support the skin barrier and provide hydration, keeping the skin comfortable against external stressors.

In addition, moisturizing ingredients and naturally derived extracts help deliver sufficient hydration and support overall skin condition.

- Dual care formula designed for both skin tone and barrier care
- Helps keep the skin hydrated, soft, and comfortable
- Adhesive sheet with a rich, moisturizing essence suitable for daily use

KEY INGREDIENT

- Tranexamic Acid, Niacinamide, Glutathione → Helps improve the appearance of a clearer and more even skin tone
- Panthenol, Tremella Fuciformis Sporocarp Extract → Helps support the skin barrier and form a moisture barrier
- Hexylresorcinol → Helps condition the skin and provide antioxidant care
- Diospyros Kaki Leaf Extract, Botanical Extract Complex → Helps balance and soothe the skin
- Glycerin, Butylene Glycol, Trehalose → Helps provide hydration and maintain moisture

4. VIVORA JOSEON Vital Mask

26 g / 0.92 oz

This all-in-one mask is designed to provide balanced care for hydration, elasticity, and overall skin conditioning, helping to improve weakened skin condition through daily care.

Centered around Adenosine, a regeneration care system combining PDRN and Centella Asiatica callus-derived extracellular vesicles (exosome-derived) helps strengthen the skin barrier and support the recovery of damaged skin.

In addition, Croton Lechleri Resin Powder (Dragon's Blood) provides antioxidant care, helping to protect the skin and promote a firmer, more resilient appearance.

- An intensive anti-aging formula designed to care for both wrinkle improvement and skin regeneration
- PDRN × exosome-based system to support skin barrier strengthening and soothing care
- A highly moisturizing essence that helps keep the skin hydrated and firm

KEY INGREDIENT

- Centella Asiatica Callus Extracellular Vesicles → Helps strengthen the skin barrier and provide soothing care
- Croton Lechleri Resin Powder (Dragon's Blood) → Provides antioxidant care and helps improve skin firmness and volume
- Tremella Fuciformis Sporocarp Extract & Moisture Complex → Helps provide hydration and maintain moisture
- Adenosine → Functional ingredient for wrinkle improvement, helping enhance skin elasticity and structure
- Sodium DNA (PDRN) → Helps support skin regeneration and recovery of damaged skin

5. WHY VIVORA

Skin Benefits

- Hydration Care

Helps provide moisture to the skin, supporting comfortable skin condition when the skin feels dry.

- Skin Conditioning

Supports balanced skin condition, helping maintain a healthy-looking skin appearance.

- Firmness Care

Helps improve the appearance of smooth and firm-looking skin.

- Daily Derma Skincare

Formulated with consideration for comfortable daily use as part of an everyday skincare routine.

Brand Strength

- RG3-based skincare concept

Core formulation centered on ginseng-derived ingredient RG3.

- Research institute-based ingredient technology

Fermented ingredients developed based on research technology from the Gyeongsangbuk-do Agricultural Research & Extension Services.

- Balanced formulation with functional ingredients

Formulated with functional ingredients such as PDRN, peptides, and niacinamide, selected to support skin conditioning.

- Skin irritation test completed

All products have completed skin irritation testing, developed with consideration for comfortable use.

6. FROM LAUNCH TO GLOBAL MARKETS

1) Domestic Distribution Channels

VIVORA has established brand credibility through its presence in major offline retail channels in Korea, including Lotte Department Store. The brand continues to expand consumer touchpoints and brand experience through participation in domestic and international beauty expos and pop-up events.

In addition, collaboration with professional distribution channels such as dermatology clinics and aesthetic shops helps strengthen product reliability, supporting VIVORA's position as a premium skincare brand with a stable foundation in the market.

In-store View of Lotte Department Store Sangin Branch

Exterior View of Lotte Department Store Gwangbok Branch

6. FROM LAUNCH TO GLOBAL MARKETS

2) Global Expansion (Global Markets)

Following its product launch, VIVORA has expanded into international markets and continues to grow as a global K-beauty brand. VIVORA is currently exporting its skincare products to various countries including Austria, Bulgaria, Serbia, Hungary, Thailand, the United States, and Canada.

Among the product range, the sunscreen line has shown strong market response, supporting the brand's expansion into the European market.

VIVORA also participates in overseas beauty exhibitions and international pop-up events, creating opportunities to introduce the brand directly to global consumers and buyers.

To support global market entry, VIVORA has completed key cosmetic registrations in majc

- EU CPNP Registration completed
- U.S. FDA Cosmetic Registration completed
- Vietnam Cosmetic Notification completed

Through product development and quality control aligned with global standards, VIVORA continues to expand its presence in international markets.

Key export markets are expanding across Europe, North America, and Asia.

6. FROM LAUNCH TO GLOBAL MARKETS

3) Global Market Expansion Activities

VIVORA has participated in key international beauty exhibitions and pop-up events to build brand awareness and expand its global buyer network.
These activities have led to export opportunities and distribution partnerships through direct market validation.

As of April 2026, discussions are underway with major retail chains in the Middle East and Japan for potential multi-store entry.

Category	Region	Key Outcomes
Lotte Brand Expo	Mexico, Middle East, Paris (France), Vienna (Austria)	Sell-out achieved through buyer meetings, followed by distribution discussions and sample order opportunities
Milan Pop-up, Hidden Gems in Milano Pop-up	Milan, Italy	Validated local consumer demand and strengthened brand awareness
KRis Dia POP-UP	Seattle, USA	Validated local consumer demand and strengthened brand awareness
Various Overseas Exhibitions	Europe, Middle East	Identified new buyers and initiated partnership discussions

Milan Pop-up (2026.04)

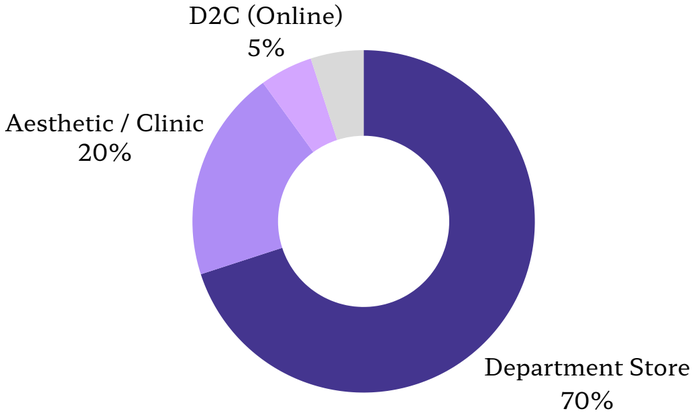
Lotte Brand Expo (2025.10)

6. FROM LAUNCH TO GLOBAL MARKETS

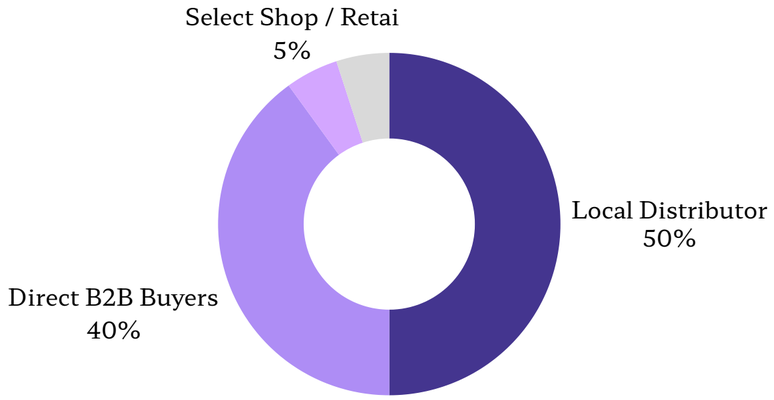
4) SALES & DISTRIBUTION CHANNEL MIX

Sales & Distribution Channel Mix

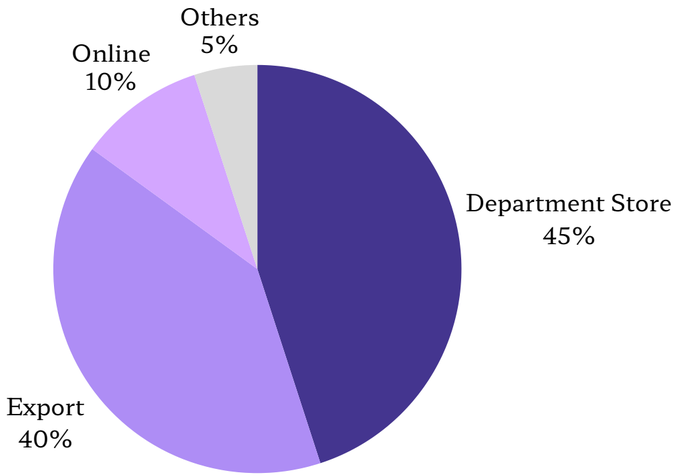
Domestic Distribution Channels



Global Sales Channel Mix



Sales Channel Mix



VIVORA has established a balanced distribution structure across premium offline retail, global export channels, and direct online sales.
Department store sales account for the highest share, supporting brand credibility and premium positioning.

7. BRAND VISION

Balanced Skincare for the Skin's Natural Health

We believe in supporting the skin's natural balance and healthy condition. Based on skin science, carefully selected efficacy-focused ingredients are combined in formulations designed to maintain harmony between hydration, skin conditioning, and elasticity care.

Created for comfortable daily use, our skincare brings together naturally derived ingredients and advanced skin science technology to help the skin maintain its own healthy state over time.

VIVORA

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