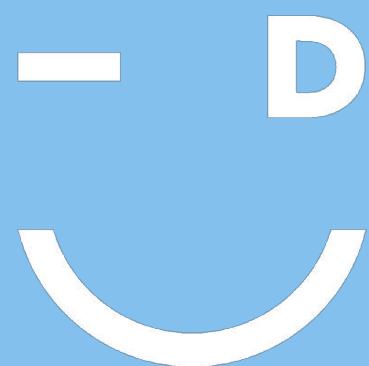


I DEW CARE

FOR INTERNAL USE ONLY

2024.08.09 updated



CONTENTS

1. Brand Introduction

2. NPD Calendar

3. Collections Portfolio

4. Performance

4. Product Portfolio

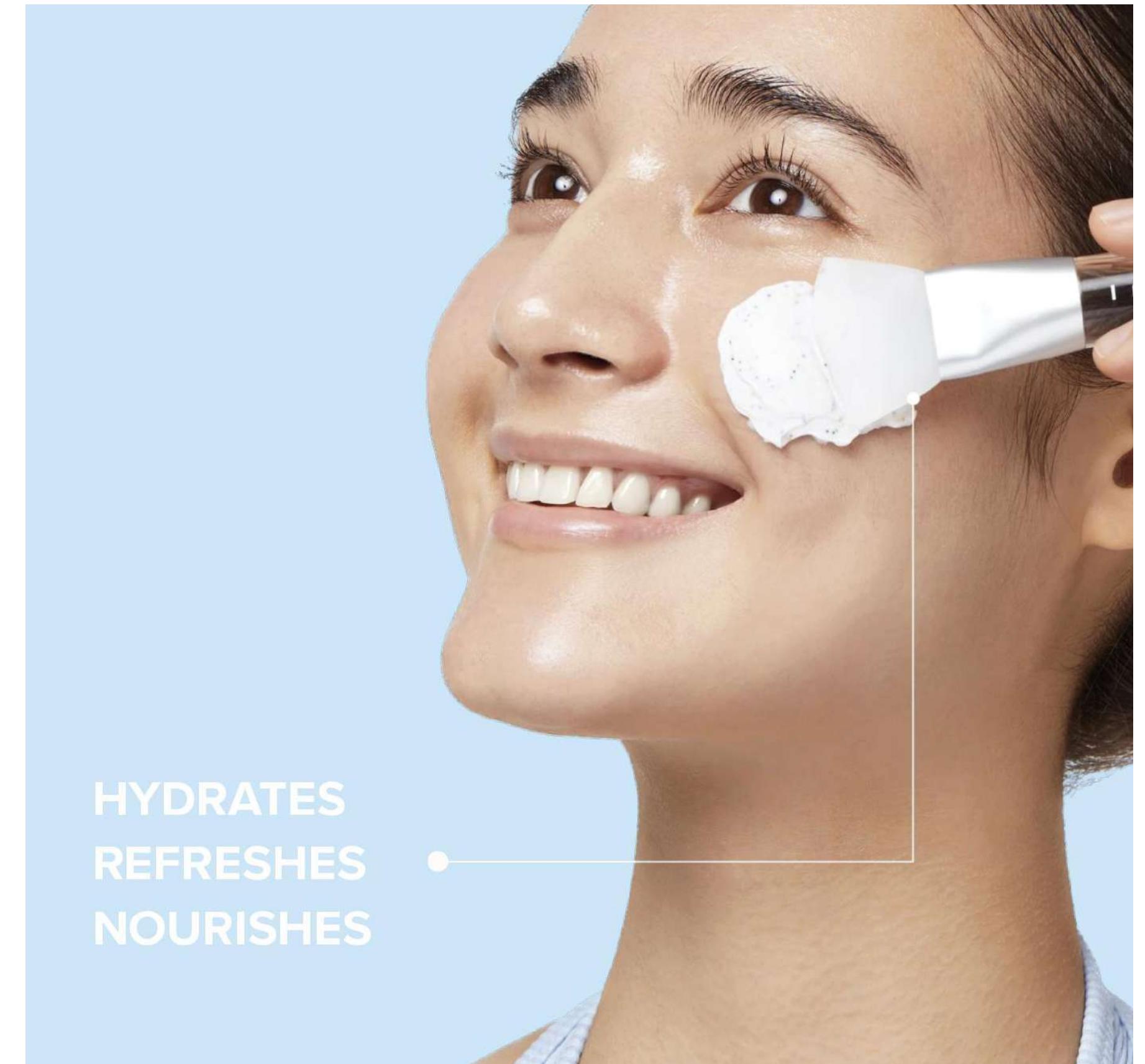
OUR BRAND

Life can be so serious, but your skincare doesn't have to be.

I Dew Care was created to offer the most fun and effective skincare experience ever developed. We call it Seriously Fun Skincare because we make fun formulas that seriously work.

From playful packaging to proven product efficacy, we strive to delight our customers with fun and unique textures, sensorial scents, and real visible results. Our clinically tested and efficacious formulas, developed with our labs in Korea, offer solutions to every skin concern and are proven safe for our customers and our planet.

Say you “dew” to smile-inducing K-beauty for her, him, they, and everyone.



CRUELTY FREE



VEGAN



GLUTEN FREE



SOY FREE



CLEAN

BRAND KEYWORDS



INFUSED WITH K-INGREDIENTS

I DEW CARE

OUR PURPOSE

At I Dew Care,
we're obsessed with creating game-changing skincare
that gets results.

We put our own unique twist on K-Beauty that's reflected in
packaging and product names
but it's our carefully curated formulas
(developed in South Korea)
that are designed to not only delight you,
but also deliver the results you want to see in the mirror.

By blending serious science with beauty,
we provide essential and effective skincare that works
for all skin-types.

Our goal?
To help you face every day with confidence and
ready to take on the world.



I DEW CARE

PRIMARY TARGET

Age: 14-24
Gen Z

CONCERNS:

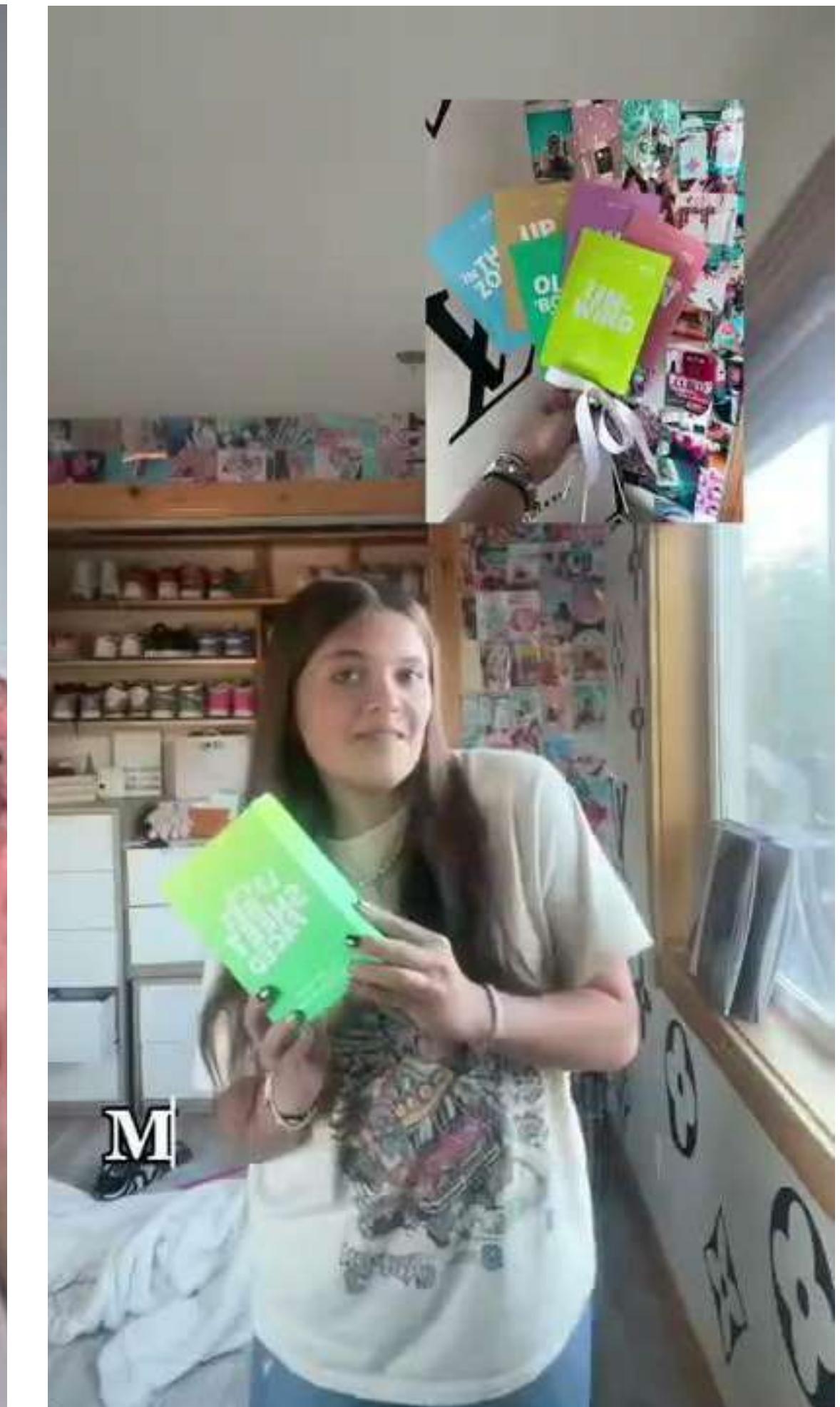
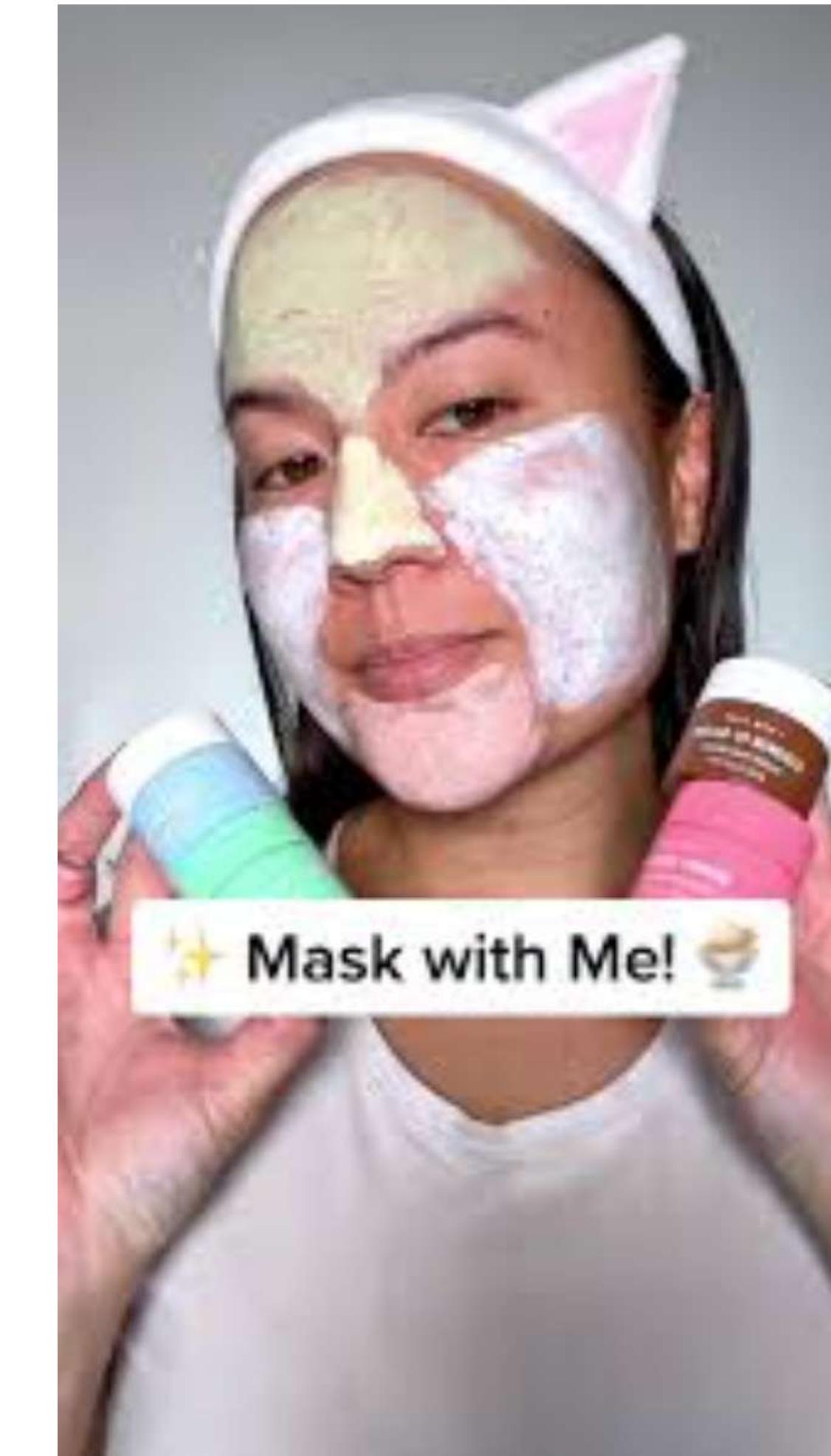
Dry skin, Acne, Pores

THEY NEED:

- Easy-to-use formulas
- Fun formats
- Affordable efficacy

KEY PRODUCTS:

- Headbands
- Blemish Skincare
- Ice Cream
- Magic Kitten



SECONDARY TARGET

Age: 24 - 34
Gen Z & Millennials

CONCERNS:

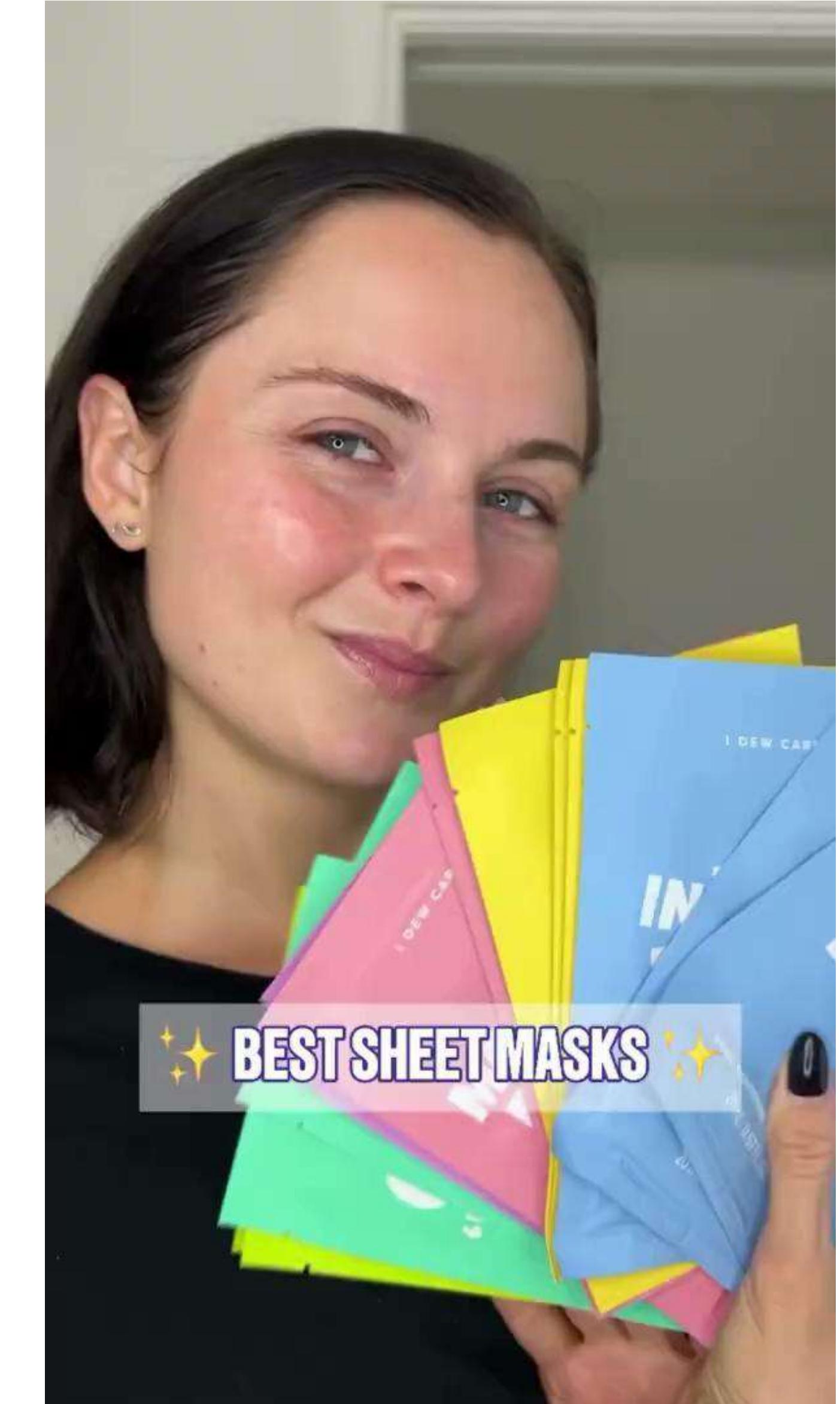
- Dry skin, Pigmentation, Aging

THEY NEED:

- Quick & easy solutions
- Potent ingredients
- Immediate results

OFFER:

- Sheet Masks
- Regimented Skincare
- Blemish Patches



OUR CORE VALUES



CONSUMER CENTRICITY

Our products are always designed with our consumers needs first.

UTHENTICITY

We care about staying true to who we are. We are at our best when we are our most authentic selves.

ESPOSIBILITY

We are constantly evolving to ensure our products are safe and effective for people and the planet.

XPERIENTIAL

We think about your experience using our products from start to finish to ensure it is positive and memorable.

COLLECTIONS

MAGIC KITTEN



SKIN CONCERN: Oily skin, blemishes, blackheads, roughness, irritated skin

SKIN TYPE: Oily and Combination skin

FUNCTIONALITY

Our Kitten collection mattifies skin, supports healthy skin hydration, reduces the look of pores and blackheads and soothes skin

EMOTIONALLY

Playful, quirky, unexpected, whimsical

ICE CREAM



SKIN CONCERN: Dry, depleted skin

SKIN TYPE: All skin types

FUNCTIONALITY

Our Ice Cream collection, inspired by ice cream textures and scents, are formulated for daily use to hydrate, soften & nourish skin

EMOTIONALLY

Nostalgic, youthful, fun, sweet treat for the skin

VITAMIN



SKIN CONCERN: Dull, dry skin

SKIN TYPE: All skin types

FUNCTIONALITY

Our Vitamin collection brightens and evens skin tone with our vitamin-packed Vitamin C formulas

EMOTIONALLY

Bright, colorful, spirited, approachable, good-for-you fun

COLLECTIONS

HAIR & SCALP



SKIN CONCERN: Unhealthy hair & scalp

SKIN TYPE: All skin & hair types

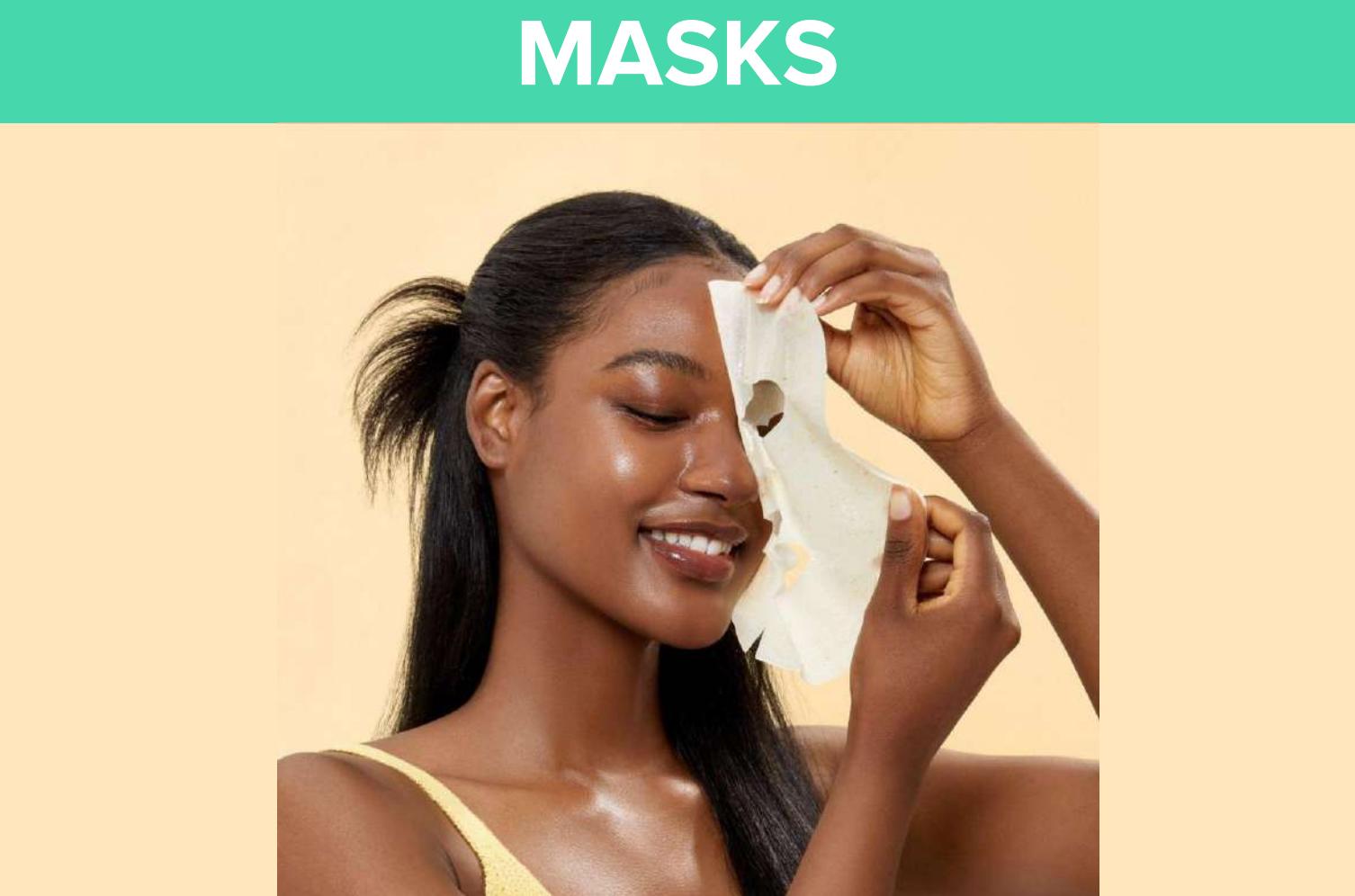
FUNCTIONALITY

Our Hair & Scalp collection cleans the scalp, protects hair, and boosts volume while helping maintain healthy hair & scalp

EMOTIONALLY

Freshen up, boost, authentic, healthy roots, self care massage, volume for days

MASKS



SKIN CONCERN: Dry skin

SKIN TYPE: All Skin Types

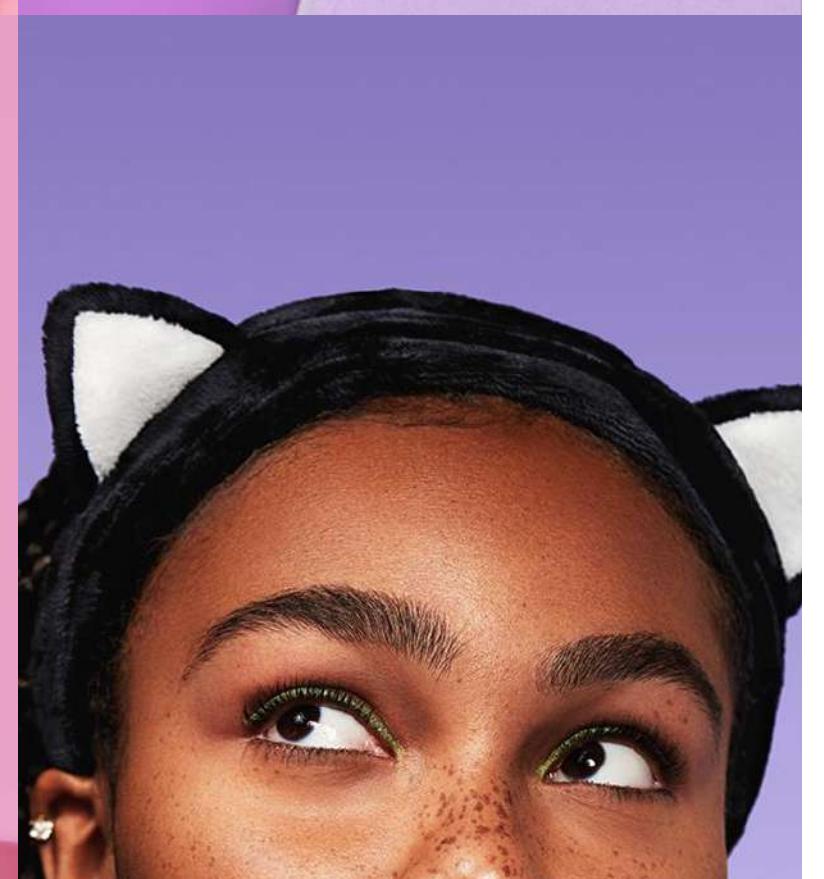
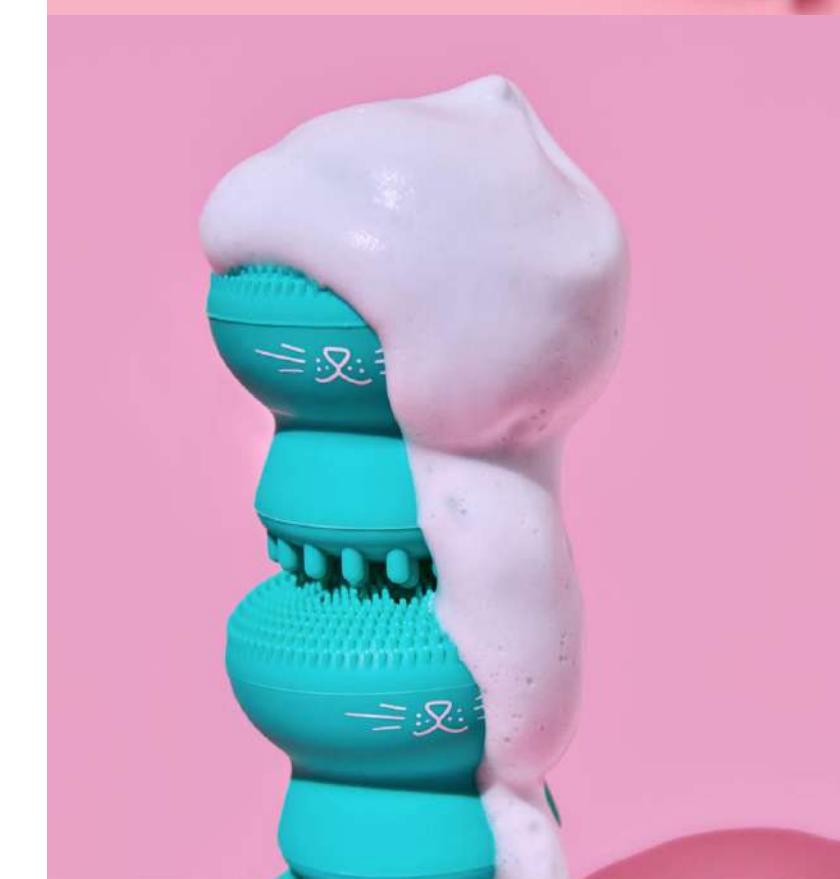
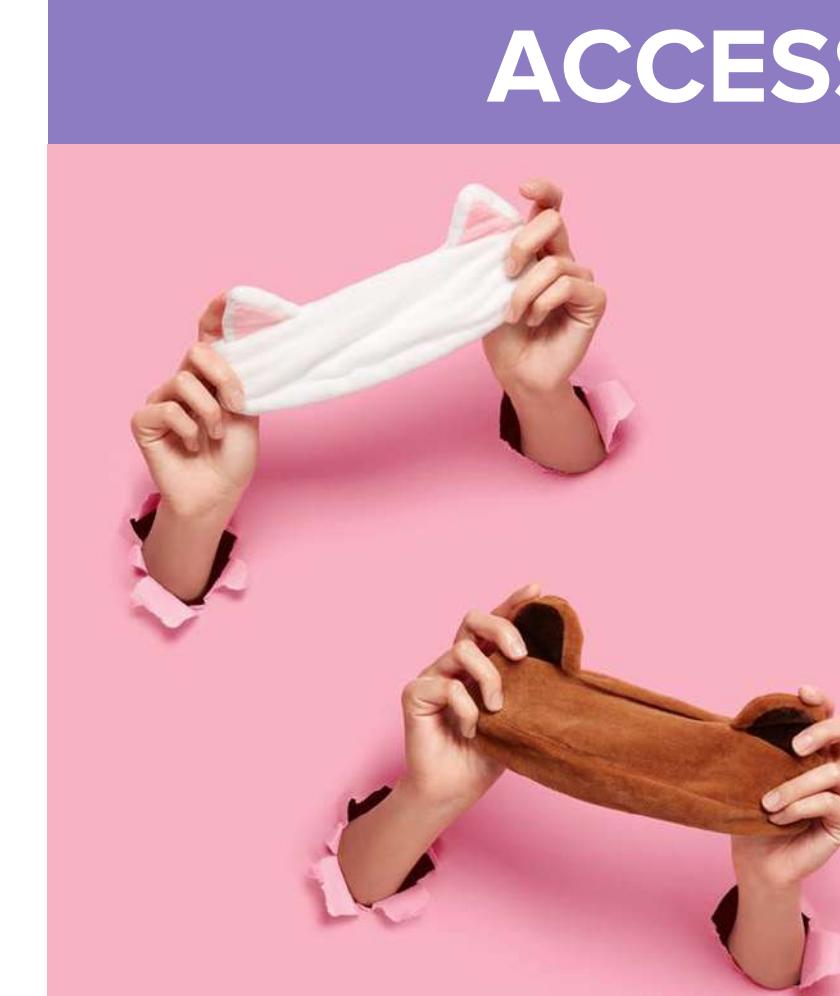
FUNCTIONALITY

Our Back to Basics collection offers efficacious sheet masks formulated to deliver potent active ingredients into the skin to address the major skincare concerns

EMOTIONALLY

Calming, Tightening, Soothing, Brightening, Dewy and Moisturized

ACCESSORIES



BRAND PRODUCT PORTFOLIO MAP (2024)

Face Masks



Lip Care



Hair



Value & Gift Sets

Sheet Masks



Spot Patch



Accessories





ICE CREAM FRANCHISE: WASH-OFF MASKS

*Best with:
Silicone Mask
Brush (SRP: \$10)

NPD 2024



CAKE MY DAY
Hydrating Mask
with Hyaluronic Acid



MATCHA MOOD
Soothing Mask
with Green Tea Extract



BERRY GROOVY
Brightening Mask
with Glycolic Acid



COOKIE O'GLOW
Purifying Mask
With Cocoa Powder



CHILL MO-MINT
Soothing Mask with
Peppermint Extract



ICE CREAM FRANCHISE: LOOK & FEEL



I DEW CARE

HAIR & SCALP FRANCHISE



✓ KEY INGREDIENTS

Root Boosting powder

Ultra-fine powder that helps prevents the scalp from becoming oily.

Black Ginseng

An antioxidant that helps stimulate and promote a healthy scalp.

Biotin (Vitamin B7)

Provides nourishment for a healthy-looking scalp.

MATTIFYING DRY SHAMPOO POWDER TAP SECRET

Freshen up your hair throughout the day
with our dry volume powder!

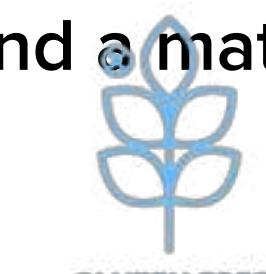
With just a few taps,
this ultra-fine root-boosting powder will
leave your hair looking clean and refreshed,
with instant volume and a matte finish.



CRUELTY FREE



VEGAN



GLUTEN FREE



SOY FREE



I DEW CARE Tap Secret is...

- ★ **No. 1 Best Seller in Amazon US**
- ★ **2022 Allure Best of Beauty award winner**

HAIR & SCALP FRANCHISE: PRODUCTS



TAP SECRET
Mattifying Dry Shampoo



TAP SECRET DARK BROWN
Mattifying Dry Shampoo



Root Boosting Powder
Black Ginseng
Biotin (Vitamin B7)

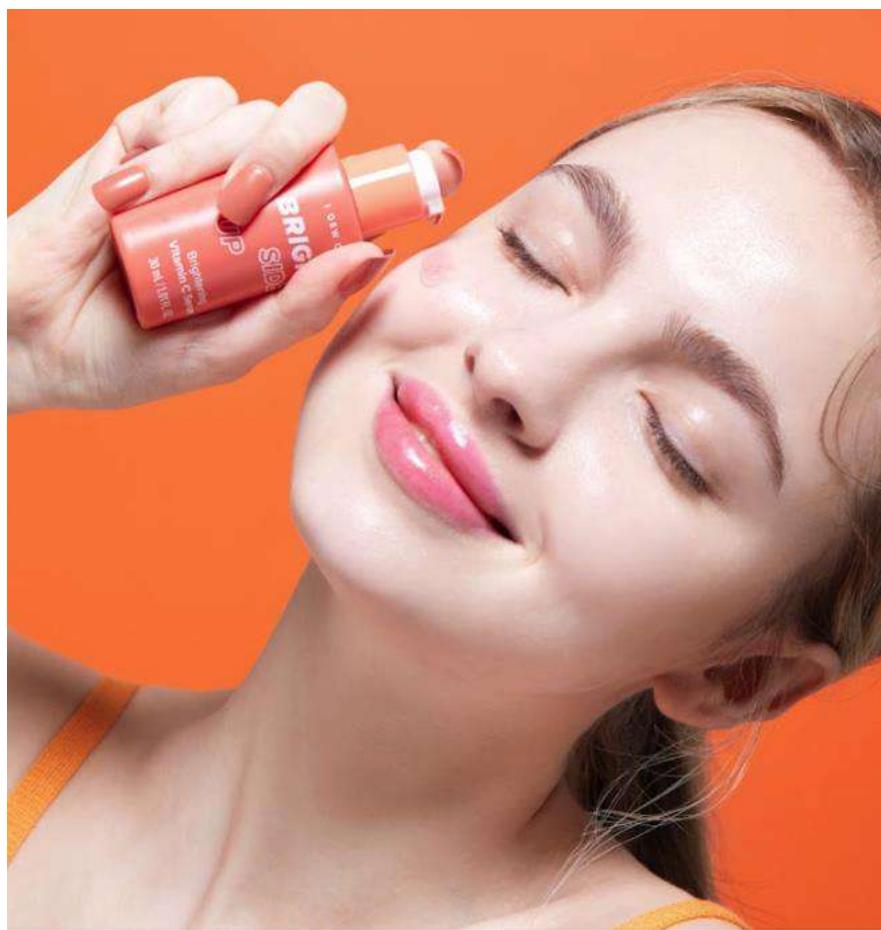
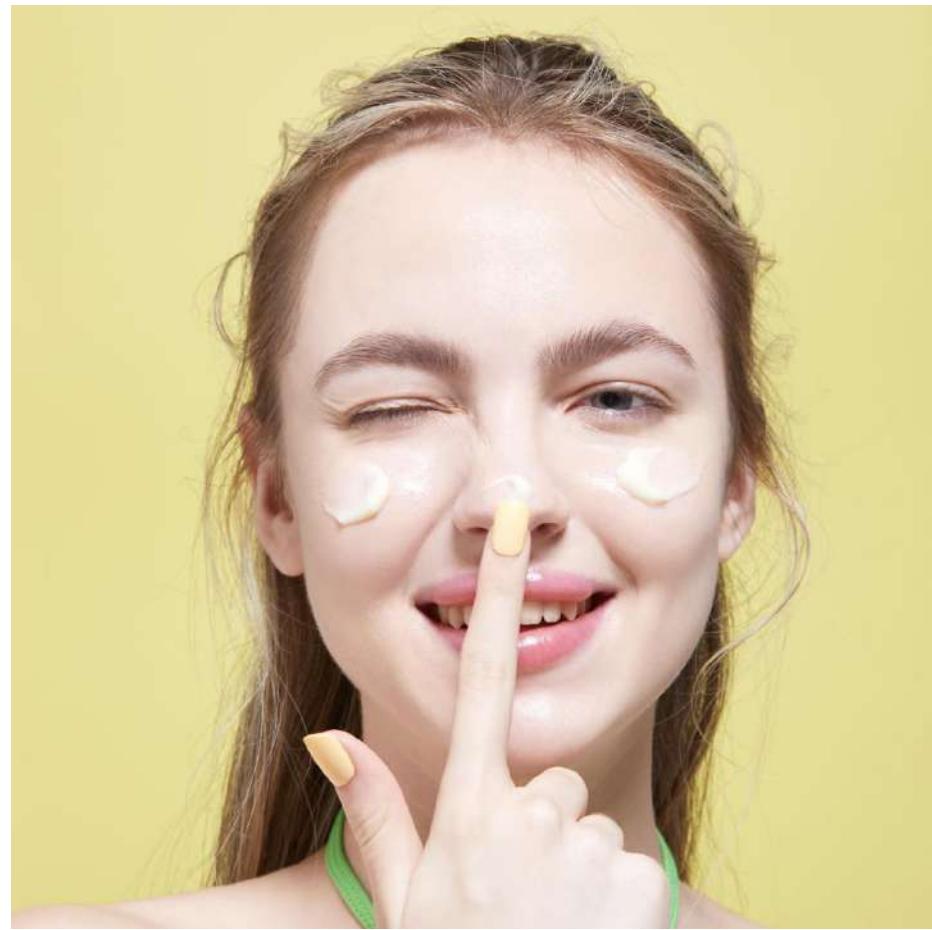


Root Boosting Powder
Betaine
Biotin (Vitamin B7)
Black Ginseng

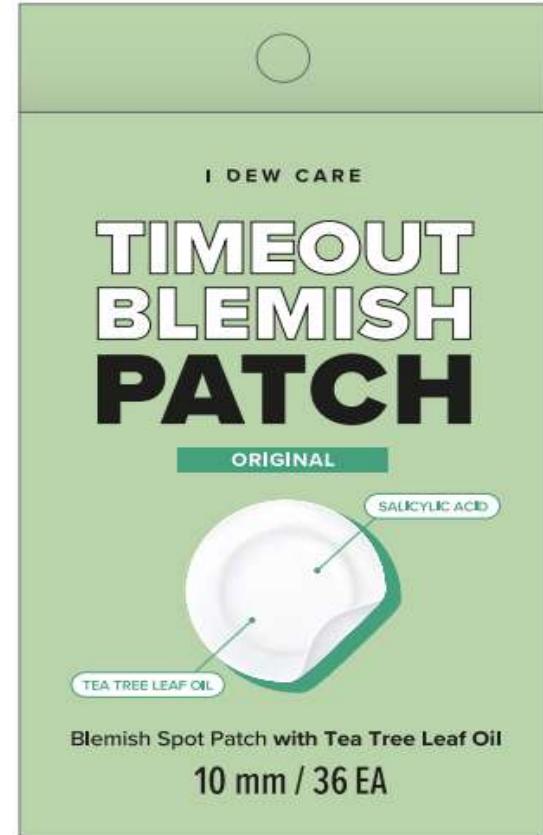
HAIR & SCALP FRANCHISE: LOOK & FEEL



VITAMIN FRANCHISE: LOOK & FEEL



BLEMISH FRANCHISE: PRODUCTS



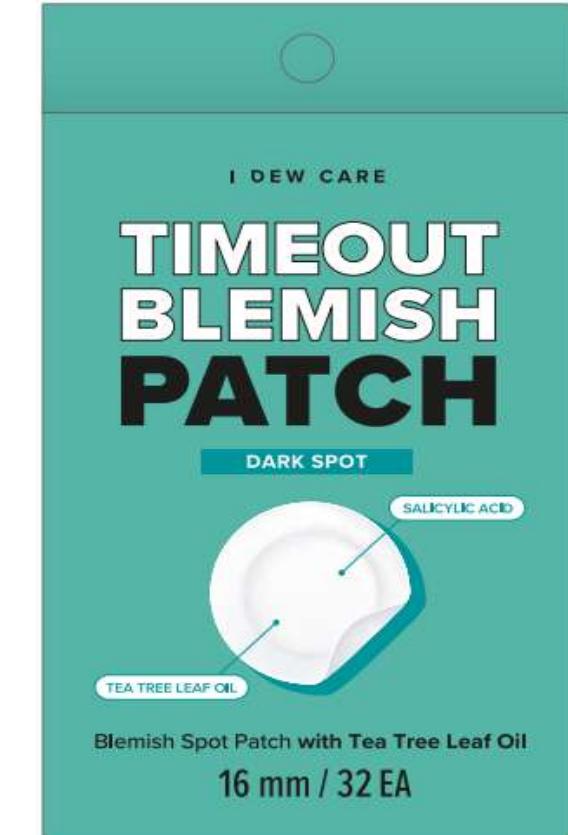
TIMEOUT BLEMISH PATCH ORIGINAL

Blemish Spot Patch with
Tea Tree Leaf Oil



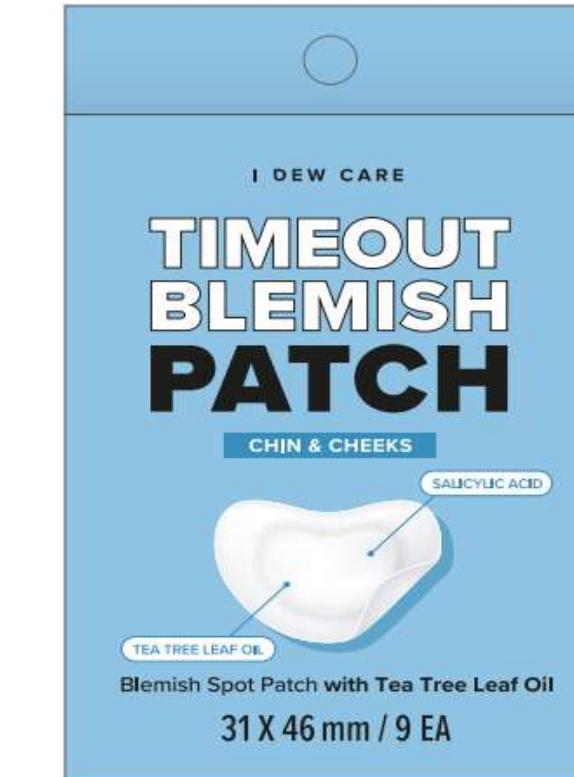
TIMEOUT BLEMISH PATCH PLUS

Blemish Spot Patch with
Tea Tree Leaf Oil



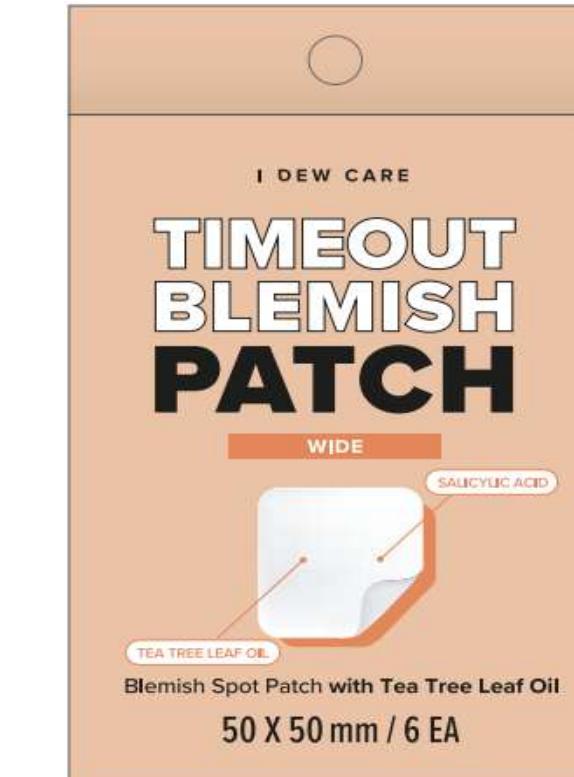
TIMEOUT BLEMISH PATCH DARK SPOT

Blemish Spot Patch with
Tea Tree Leaf Oil



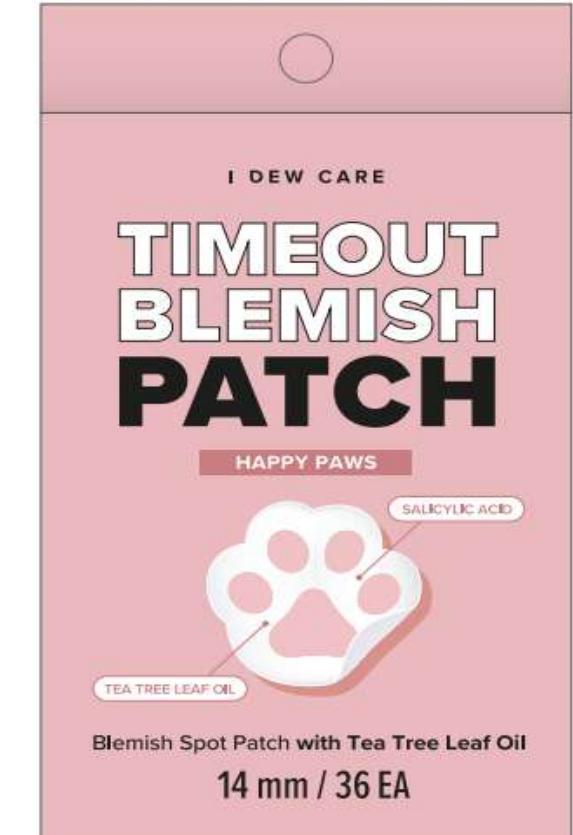
TIMEOUT BLEMISH PATCH CHIN & CHEEKS

Blemish Spot Patch with
Tea Tree Leaf Oil



TIMEOUT BLEMISH PATCH WIDE

Blemish Spot Patch with
Tea Tree Leaf Oil



TIMEOUT BLEMISH PATCH HAPPY PAWS

Blemish Spot Patch with
Tea Tree Leaf Oil

Salicylic Acid,
Tea Tree Leaf Oil,
Centella Asiatica Extract

Salicylic Acid,
Tea Tree Leaf Oil,
Centella Asiatica Extract

Salicylic Acid,
Tea Tree Leaf Oil,
Niacinamide

Salicylic Acid,
Tea Tree Leaf Oil,
Centella Asiatica Extract

Salicylic Acid,
Tea Tree Leaf Oil,
Centella Asiatica Extract

Salicylic Acid,
Tea Tree Leaf Oil,
Centella Asiatica Extract

TOOLS AND ACCESSORIES: PRODUCTS



HEADBANDs

Material: Microfiber



PERFECT SPA PAIR

200mm*90mm, SCRUNCHIE
113mm*92mm
Material: Microfiber



DO THE TWIST

Material: Silicone



FOAM POMS

Material: Stainless Steel



PROPER POPPER

Material: Metal



SILICONE MASK BRUSH

Material: Silicone & Aluminum



GET THE SCOOP

Material: Stainless Steel



TWEEZE THE

Material: Stainless Steel



PAWFECT FACE SCRUBBER

Material: Silicone



BRISTLE BOOST

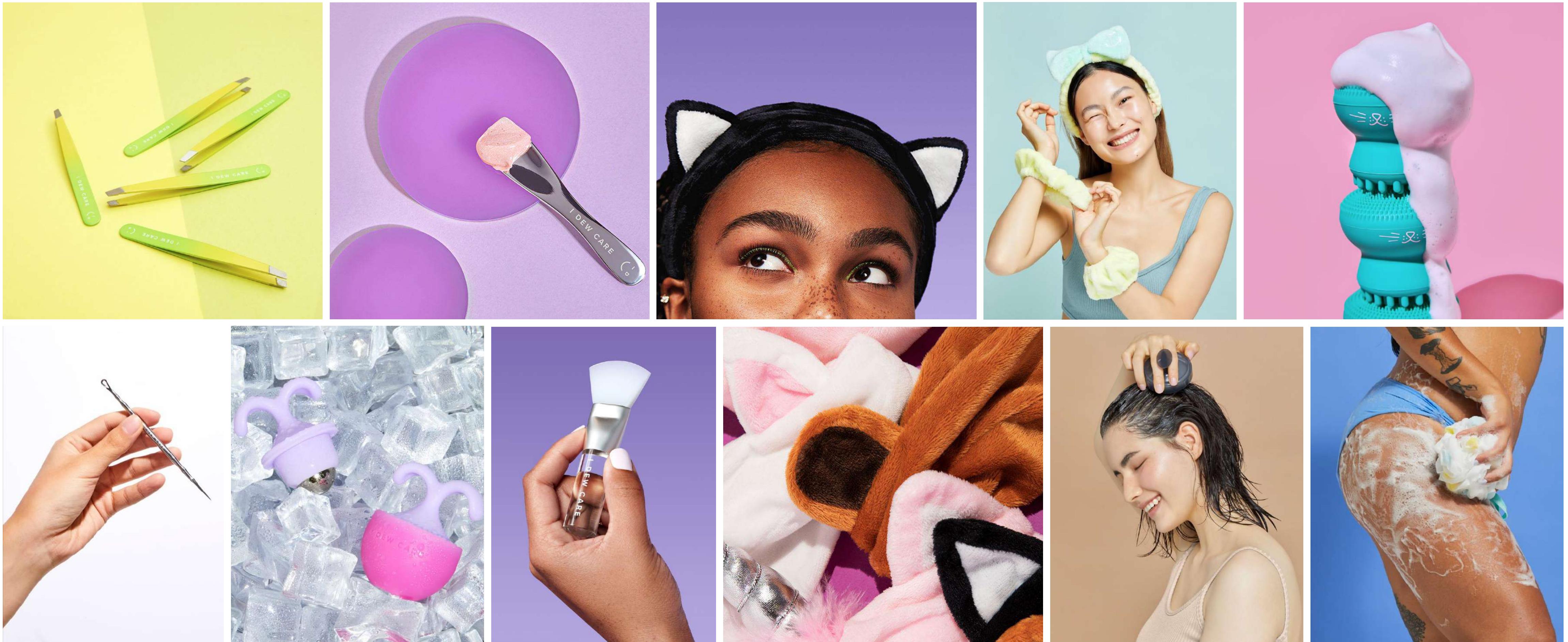
Material: PS + TPE



ROLLING WITH IT

Material: PP+Stainless Steel

TOOLS AND ACCESSORIES: LOOK & FEEL



For Internal Use Only

I DEW CARE

VALUE SETS: PRODUCTS



SCOOP PARTY
Ice Cream Wash-Off Masks
and Headband Set

- Cake My Day (full size):
Net Wt. 3.52 oz.
- Berry Groovy Mini, Matcha Mood Mini:
Net Wt. 0.35 oz.
- Pink Tiara Headband



HOW DOUGH I LOOK
Cookie Dough-Like Wash-off Mask
and Headband Set

Cookie O' Glow : 100 mL / 3.38 fl. oz.
Cookie Spa Headband : 1 ea



SUNDAE SCOOP
Ice Cream Wash-Off
Masks and Headband Set

- Cake My Day (full size):
Net Wt. 3.52 oz.
- Cookie O'Glow Mini,
- Chill Mo-Mint Mini:
Net Wt. 0.50 oz.
- Sprinkle Headband



MINI SCOOPS
Mini Ice Cream-Flavored
Wash-Off Mask Set

Net Wt. 0.35 oz. x 3 ea

VALUE SETS: PRODUCTS



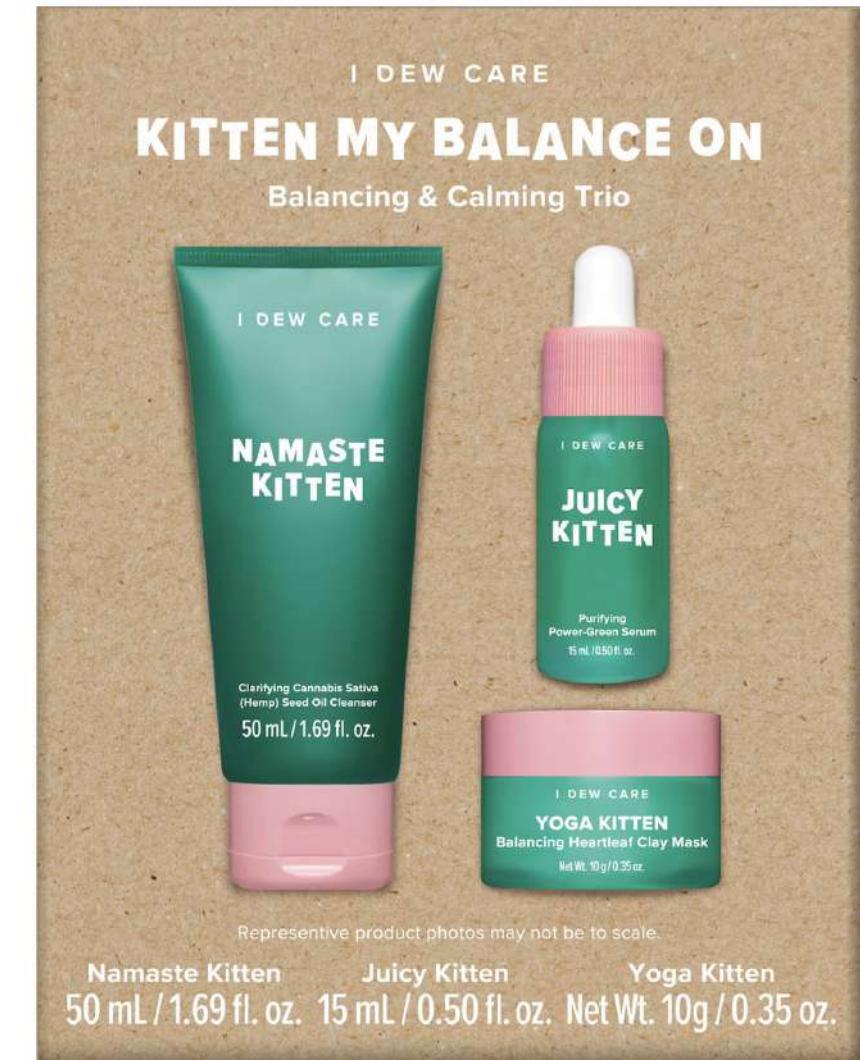
VITAMIN TO GLOW PACK Vitamin C Trio

Serum Mini: 0.50 fl.oz.
Lip Mask (full size):
Net Wt. 0.42 oz.
Moisturizer Mini: 1.01 fl.oz.



KITTEN CRUSH Soothing and Hydrating Duo

Toner Mini: 2.02 fl.oz.
Moisturizer Mini:
0.50 fl.oz.



KITTEN MY BALANCE ON Balancing and Calming Trio

Cleanser Mini: 1.01 fl.oz.
Serum Mini: 0.50 fl.oz.
Mask Mini: Net Wt. 0.35 oz.

VALUE SETS: PRODUCTS

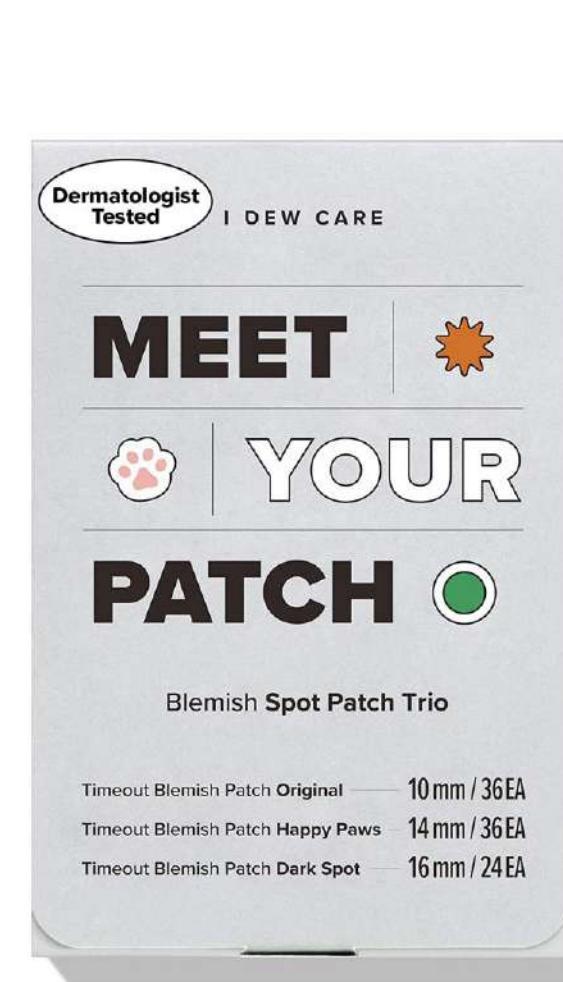


READY AIM CLEAR
Emergency Blemish Skincare Kit

Pimple Popper: 1 ea
Here's The Tea Tree:
0.81 fl. oz. x 5 ea
Timeout Blemish Original:
10mm x 12 ea
Timeout Blemish Happy Paws:
14mm x 12 ea

MEET YOUR PATCH
Blemish Spot Patch Trio

Timeout Blemish Original:
10mm x 36 ea
Timeout Blemish Happy Paw:
14mm x 36 ea
Timeout Blemish Dark Spot:
16mm x 24 ea



LET'S GET SHEET FACED
14 Days Sheet Mask Set

20 mL / 0.67 fl. oz. x 14 ea



LET'S DO THIS SHEET
5-Day Sheet Mask Set

0.67 fl. oz. x 5 ea



HOT AS SHEET
5-Day Eye & Face Multi-
Masking Set
SIZE: 100 mL / 5 mask
duos

Global Online Retail Partners



YES STYLE



Global Offline Retail Partners



**1200+ Ulta Stores across U.S.
carry IDC products**

SOCIAL MEDIA / PRESS

SOCIAL MEDIA

PRIMARY PLATFORMS



[@idewcare](#)
158K Followers



[@idewcare](#)
471.6K Followers
10.9M Total Likes

SECONDARY PLATFORMS



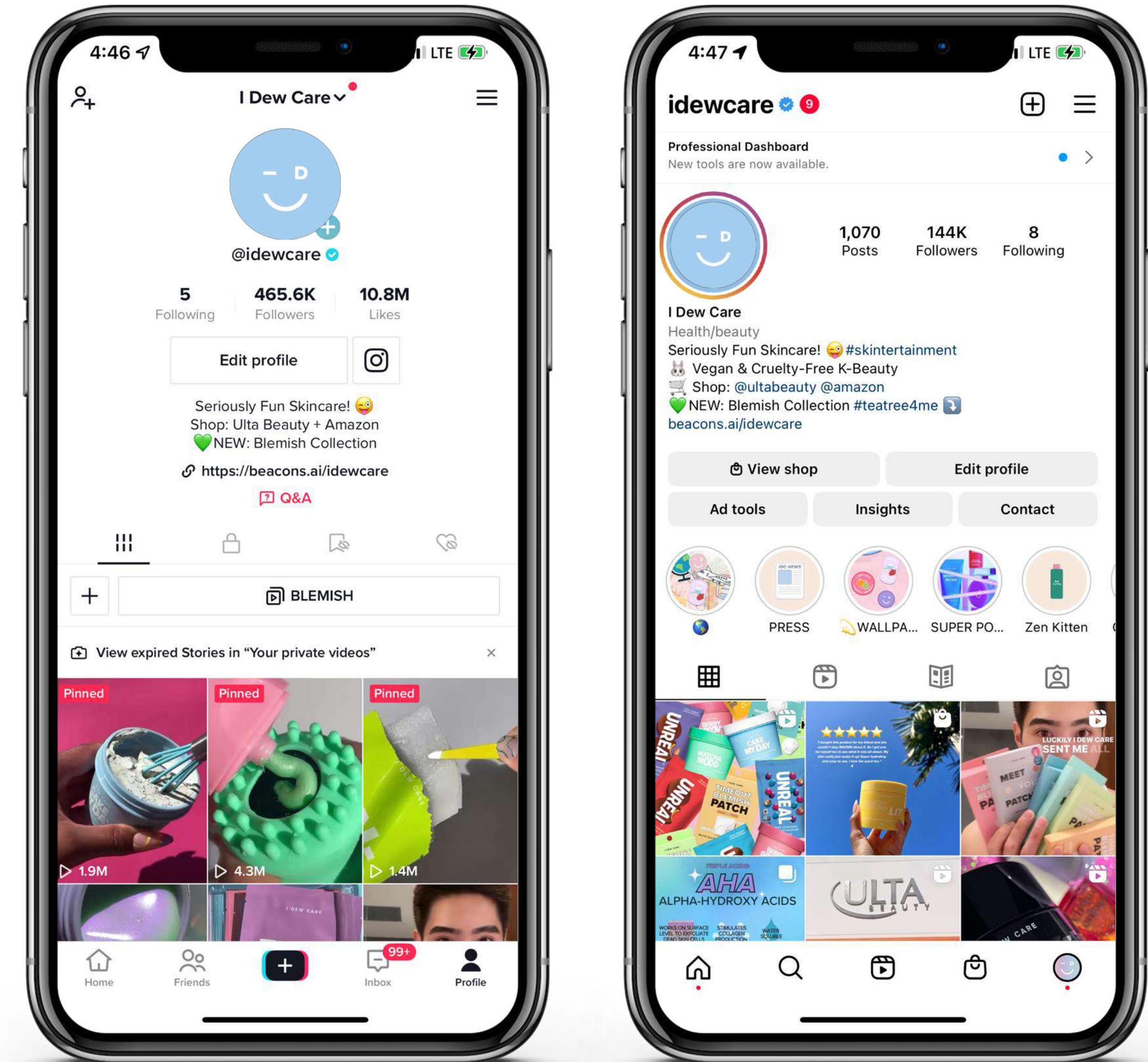
[@idewcare](#)
15.8K Followers
240.1K Monthly Viewers



[@idewcare](#)
4,764 Followers



[@idewcare](#)
464 Followers



*Updated on June of 2023

MARKETING (INSTAGRAM)

Collaboration with Instagram Influencers



@worldofcolorx (536K followers)
Upload date : 23.08.26
50K views



@darcybylauren (142K followers)
Upload date : 23.02.17
1.2M views



@tseitsvincent (109K followers)
Upload date : 24.02.21
18K views

Contents for Instagram



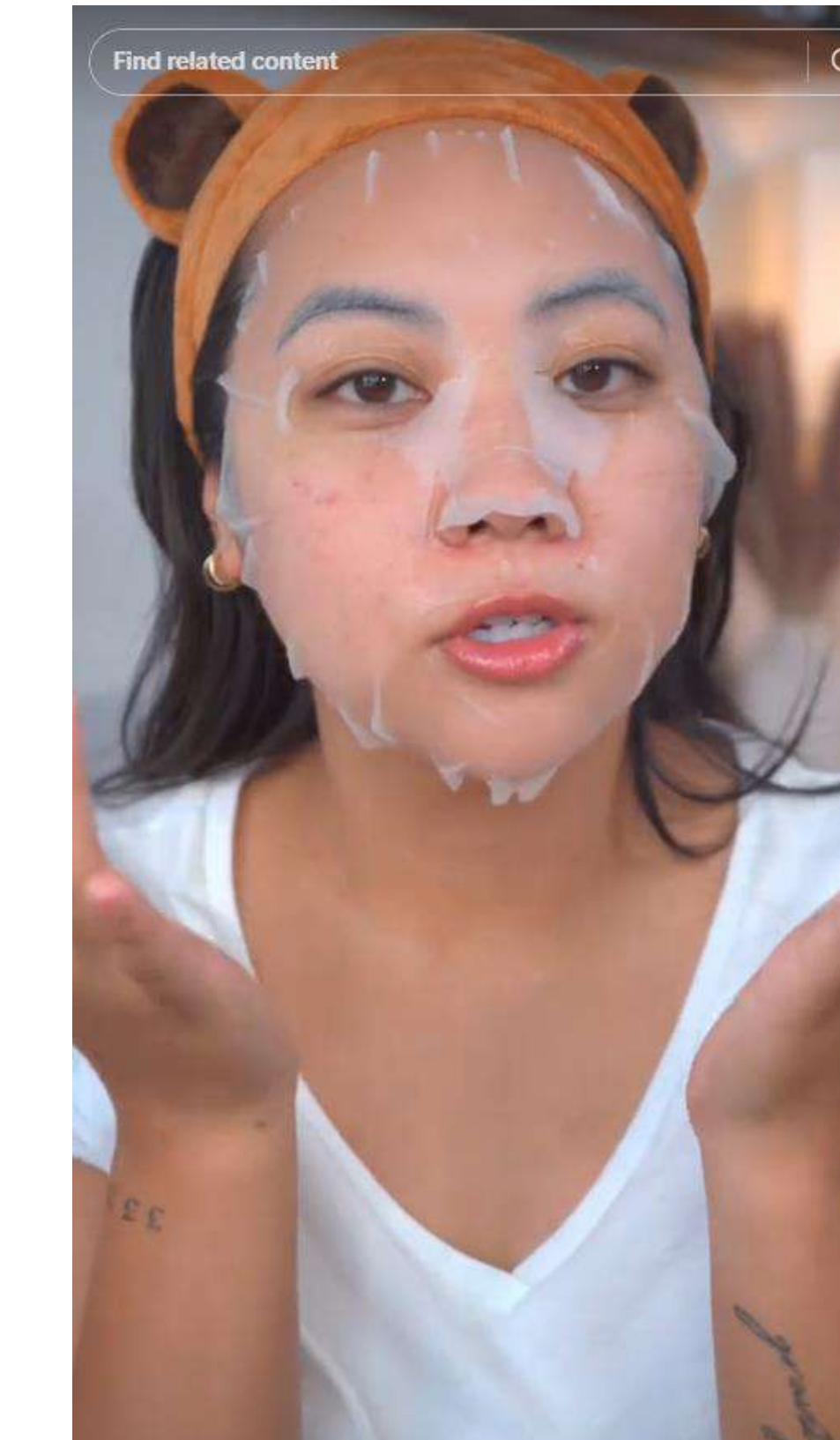
#Cake_or_mask
Upload date : 24.04.02
5,560 views

MARKETING (TIKTOK)

Visualizing Contents



Skincare_routine_under\$100
Upload date : 24.03.08
247.1K views
198 likes



Let's_get_sheet
Upload date : 23.11.03
599.9K views
1,167 likes



How_to_layer
Upload date : 22.01.05
1.1M views
84.8K likes

APPENDIX

PRODUCT DETAIL: TAP SECRET



LAUNCH: FEB. 2022

SIZE: Net Wt. 7g / 0.24 OZ.
Primary : Other (recycling #7)

Say goodbye to greasy hair!

Freshen up throughout the day with our dry volume powder that does more than a shampoo. This ultra-fine powder soaks up excess oil and **enhances instant volume** while leaving hair feeling **clean and refreshed**.

KEY INGREDIENTS:

- **Root Boosting powder** : Ultra-fine powder that prevents the scalp from becoming oily and prevents hair from weighing down.
- **Black Ginseng** : provides energy and nourishes scalp.
- **Biotin (Vitamin B7)**: provides nourishment for healthy scalp.

HOW TO USE:

1. Pat 3 to 5 times on the desired hair area.
2. Shake out excess powder with your fingertips and tidy up your hair to finish.

* Apply more throughout the day as needed.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Vegan, Cruelty-Free, Gluten Free
- ✓ FSC Packaging
- ✓ No Colorant
- ✓ No Fragrance

PRODUCT DETAIL: TAP SECRET DARK BROWN



LAUNCH: APR. 2024

SIZE: Net Wt. 7g / 0.24 OZ.
Primary : Other (recycling #7)

Say goodbye to greasy hair!

No more residue! Choose options to match your hair color. Our upgraded puff controls the amount used. This dry shampoo covers gray hair and hairlines, refreshes roots, and adds volume with Betaine, Root Boosting Powder, Black Ginseng, and Biotin. Perfect for dark hair, it absorbs excess oil and keeps your hair clean and refreshed all day.

KEY INGREDIENTS:

- **Betaine:** Helps keep moisture and soothe irritated skin
- **Root Boosting powder:** Ultra-fine powder that prevents the scalp from becoming oily and prevents hair from weighing down.
- **Black Ginseng:** provides energy and nourishes scalp.
- **Biotin (Vitamin B7):** provides nourishment for healthy scalp.

HOW TO USE:

1. Pat 3 to 5 times on the desired hair area.
2. Shake out excess powder with your fingertips and tidy up your hair to finish.

* Apply more throughout the day as needed.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Vegan, Cruelty-Free, Gluten Free
- ✓ FSC Packaging
- ✓ No Fragrance

PRODUCT DETAIL: TAP SECRET REFILL

DARK BROWN



LAUNCH: SEP. 2024

SIZE: Net Wt. 7g / 0.24 OZ.
Primary : Other (recycling #7)

Say goodbye to greasy hair!

No more residue! Choose options to match your hair color. Our upgraded puff controls the amount used. This dry shampoo covers gray hair and hairlines, refreshes roots, and adds volume with Betaine, Root Boosting Powder, Black Ginseng, and Biotin. Perfect for dark hair, it absorbs excess oil and keeps your hair clean and refreshed all day.

KEY INGREDIENTS:

- **Betaine:** Helps keep moisture and soothe irritated skin
- **Root Boosting powder:** Ultra-fine powder that prevents the scalp from becoming oily and prevents hair from weighing down.
- **Black Ginseng:** provides energy and nourishes scalp.
- **Biotin (Vitamin B7):** provides nourishment for healthy scalp.



HOW TO USE:

1. Pat 3 to 5 times on the desired hair area.
2. Shake out excess powder with your fingertips and tidy up your hair to finish.

* Apply more throughout the day as needed.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Vegan, Cruelty-Free, Gluten Free
- ✓ FSC Packaging
- ✓ No Fragrance

PRODUCT DETAIL: STARLIT KITTEN BRIGHTENING HYDROGEL EYE PATCH

Dancing under the starlit eyes!

These sparkling eye-brightening gel patches add dazzle and shine. Its shimmering formula is infused with real jewel powder, hydrogel to detox and depuff, and caffeine for a wide-awake, luminous look.



LAUNCH: Dec 2022

SIZE: NET WT. 3.2g / 0.11 OZ.X 5
EA

KEY INGREDIENTS:

- **Jewel Powder(Sapphire & Diamond Powder, Amethyst Extract):** helps de-tox and de-puff the look of the delicate eye area. improves luminosity and reduce the appearance of dark circles.
- **Niacinamide:** helps reduce the look of fine lines and wrinkles.
- **Hyaluronic Acid:** delivers moisturizing and firming ingredients into the delicate skin of the eye contour.
- **Caffeine:** improves micro-circulation for brighter tone and reduced puffiness.

HOW TO USE:

1. Place 1 Pair of gels onto clean, dry under eye area for 30 minutes
2. Discard after use and massage remaining serum into skin. No need to rinse your face.
3. Gently pat remaining serum on targeted under eye area.

WHY WE LOVE IT:

- ✓ Fragrance with sweet citrus to enjoy while doing care of your skin
- ✓ Dermatologically Tested: Skin Irritation Test
- ✓ PETA-approved Vegan & Clean ingredients
- ✓ FSC Packaging

PRODUCT DETAIL: CAKE MY DAY (PKG RENEWAL)

Did someone say sprinkles?

Scoop up this sprinkle wash-off mask packed with moisturizing rainbow sprinkles to give skin an **instant burst of hydration**. This soft-serve inspired face mask is infused with hyaluronic acid, squalane, and glacier water to deeply nourish the complexion with moisture.



LAUNCH: Apr 2021

SIZE: 100 mL / 3.38 FL. OZ.

KEY INGREDIENTS:

- **Hyaluronic Acid:** nourishes and plumps the skin
- **Squalane:** known to provide deep hydration and moisture retention
- **Glacier Water:** helps refresh the complexion

HOW TO USE:

1. Apply a generous, even layer to clean skin avoiding eyes and lips.
2. Leave on for 5-10 minutes. Mask will not dry.
3. Rinse off the mask with lukewarm water while massaging the skin in a circular motion.
4. For best results use 2-3 times a week.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Cruelty-Free
- ✓ Gluten Free
- ✓ Vegan
- ✓ FSC Packaging
- ✓ Target Concern: Dryness

PRODUCT DETAIL: MATCHA MOOD (PKG RENEWAL)



LAUNCH: Apr 2021

SIZE: 100 mL / 3.38 FL. OZ.

A perfect match-a!

Scoop up this green tea-scented face mask enriched with matcha, a powerful antioxidant. This sorbet-inspired face mask is formulated with green tea extract and aloe extract to soothe and cool the complexion.

KEY INGREDIENTS:

- **Green Tea Extract:** a powerful antioxidant known to soothe and revitalize skin
- **Aloe Extract:** calms and balances the complexion
- **Glacier Water:** helps refresh the complexion

HOW TO USE:

1. Apply a generous, even layer to clean skin avoiding eyes and lips.
2. Leave on for 5-10 minutes. Mask will not dry.
3. Rinse off the mask with lukewarm water while massaging the skin in a circular motion.
4. For best results use 2-3 times a week.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Cruelty-Free
- ✓ Gluten Free
- ✓ Vegan
- ✓ FSC Packaging
- ✓ Target Concern: Sensitive & Redness

PRODUCT DETAIL: BERRY GROOVY (PKG RENEWAL)

The berry best!

Scoop up this berry-scented face mask packed with antioxidants and exfoliating strawberry seeds. The gelato inspired face mask contains raspberry extract and glycolic acid to brighten and revitalize dull skin.



KEY INGREDIENTS:

- **Glycolic Acid:** diminishes dullness for a more brilliant complexion
- **Raspberry Extract:** helps to brighten the skin for radiant results
- **Strawberry Seeds:** A natural physical exfoliant to help improve skin's texture
- **Glacier Water:** helps refresh the complexion

LAUNCH: Apr 2021

SIZE: 100 mL / 3.38 FL. OZ.

HOW TO USE:

1. Apply a generous, even layer to clean skin avoiding eyes and lips.
2. Leave on for 5-10 minutes. Mask will not dry.
3. Rinse off the mask with lukewarm water while massaging the skin in a circular motion.
4. For best results use 2-3 times a week.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Cruelty-Free
- ✓ Gluten Free
- ✓ Vegan
- ✓ FSC Packaging
- ✓ Target Concern: Uneven texture

TIMEOUT BLEMISH PATCH LINE-UP

Invisible Hydrocolloid patch with **Salicylic Acid** and **Tea Tree Leaf Oil** to conceal blemishes easily and relieve skin worries.
6 types of patches to target different skin concern.



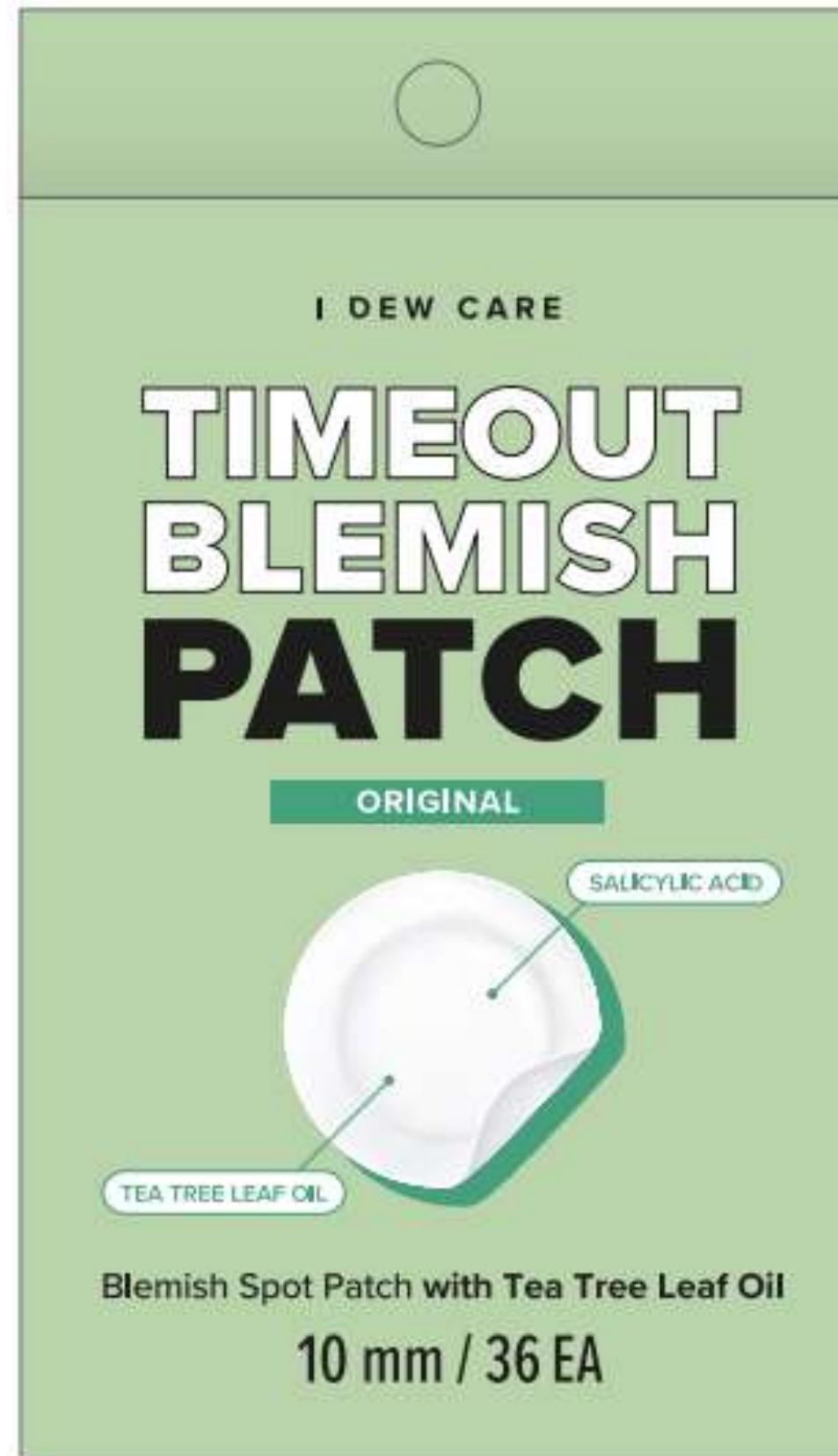
Product Name	ORIGINAL	PLUS	DARK SPOT	CHIN & CHEEKS	WIDE	HAPPY PAWS
Ingredient	Salicylic Acid, Tea Tree Leaf Oil, Centella Asiatica ¹⁾	Salicylic Acid, Tea Tree Leaf Oil, Centella Asiatica ¹⁾	Salicylic Acid, Tea Tree Leaf Oil, Niacinamide	Salicylic Acid, Tea Tree Leaf Oil, Centella Asiatica ¹⁾	Salicylic Acid, Tea Tree Leaf Oil, Centella Asiatica ¹⁾	Salicylic Acid, Tea Tree Leaf Oil, Centella Asiatica ²⁾
Size	10 mm	12 mm	16 mm	31 X 46 mm	50 X 50 mm	14 mm

¹⁾ Centella Asiatica Extract

²⁾ Asiaticoside, Madecassic Acid, Asiatic Acid

TIMEOUT BLEMISH PATCH ORIGINAL

Blemish Spot Patch with Tea Tree Leaf Oil



LAUNCH: JUL. 2022

SIZE: 10 mm / 36 EA

KEY POINTS:

- **Sweep It Under the Patch!**
This invisible patch with Salicylic Acid and Tea Tree Leaf Oil conceals blemishes easily and helps relieve skin worries. A farewell to your skin concern.
- **Hydrocolloid Patch** absorbs impurities, protects from external stressors, reduces the risk of scarring, and provides a waterproof barrier for your blemishes.

KEY INGREDIENTS:

- **Salicylic Acid:** Visibly improves skin texture by removing old dead skin cells, reducing acne inflammation and swelling.
- **Tea Tree Leaf Oil:** Soothes irritated and sensitive skin, tightens pores, and helps to control skin's excess sebum.
- **Centella Asiatica:** Soothes and strengthens the skin barrier, boosting skin recovery effect.

HOW TO USE:

1. Clean and dry your skin.
2. Apply spot patch on the troubled area.
3. Wear for 4-8 hours for the best results.

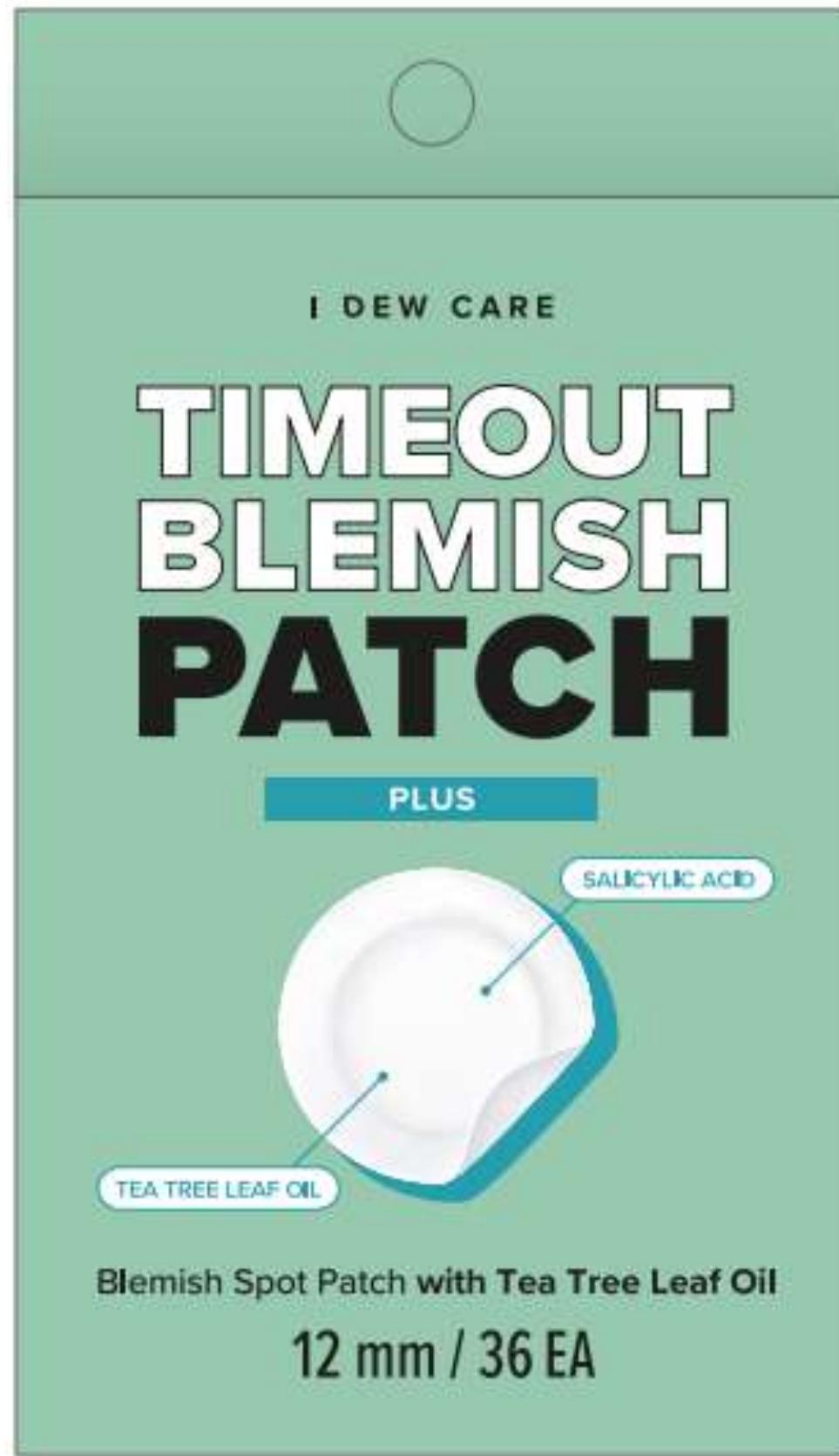
*For best results, avoid moisturizers between the patch and your skin.

WHY WE LOVE IT:

- ✓ Formulated without alcohol, parabens, sulfates, & phthalates
- ✓ Cruelty-Free & Vegan
- ✓ Gluten Free
- ✓ FSC Packaging

TIMEOUT BLEMISH PATCH PLUS

Blemish Spot Patch with Tea Tree Leaf Oil



LAUNCH: JUL. 2022

SIZE: 12 mm / 36 EA

KEY POINTS:

- **Sweep It Under the Patch!**
This invisible patch with Salicylic Acid and Tea Tree Leaf Oil conceals blemishes easily and helps relieve skin worries. A farewell to your skin concern.
- **Hydrocolloid Patch** absorbs impurities, protects from external stressors, reduces the risk of scarring, and provides a waterproof barrier for your blemishes.

KEY INGREDIENTS:

- **Salicylic Acid:** Visibly improves skin texture by removing old dead skin cells, reducing acne inflammation and swelling.
- **Tea Tree Leaf Oil:** Soothes irritated and sensitive skin, tightens pores, and helps to control skin's excess sebum.
- **Centella Asiatica:** Soothes and strengthens the skin barrier, boosting skin recovery effect.

HOW TO USE:

1. Clean and dry your skin.
2. Apply spot patch on the troubled area.
3. Wear for 4-8 hours for the best results.

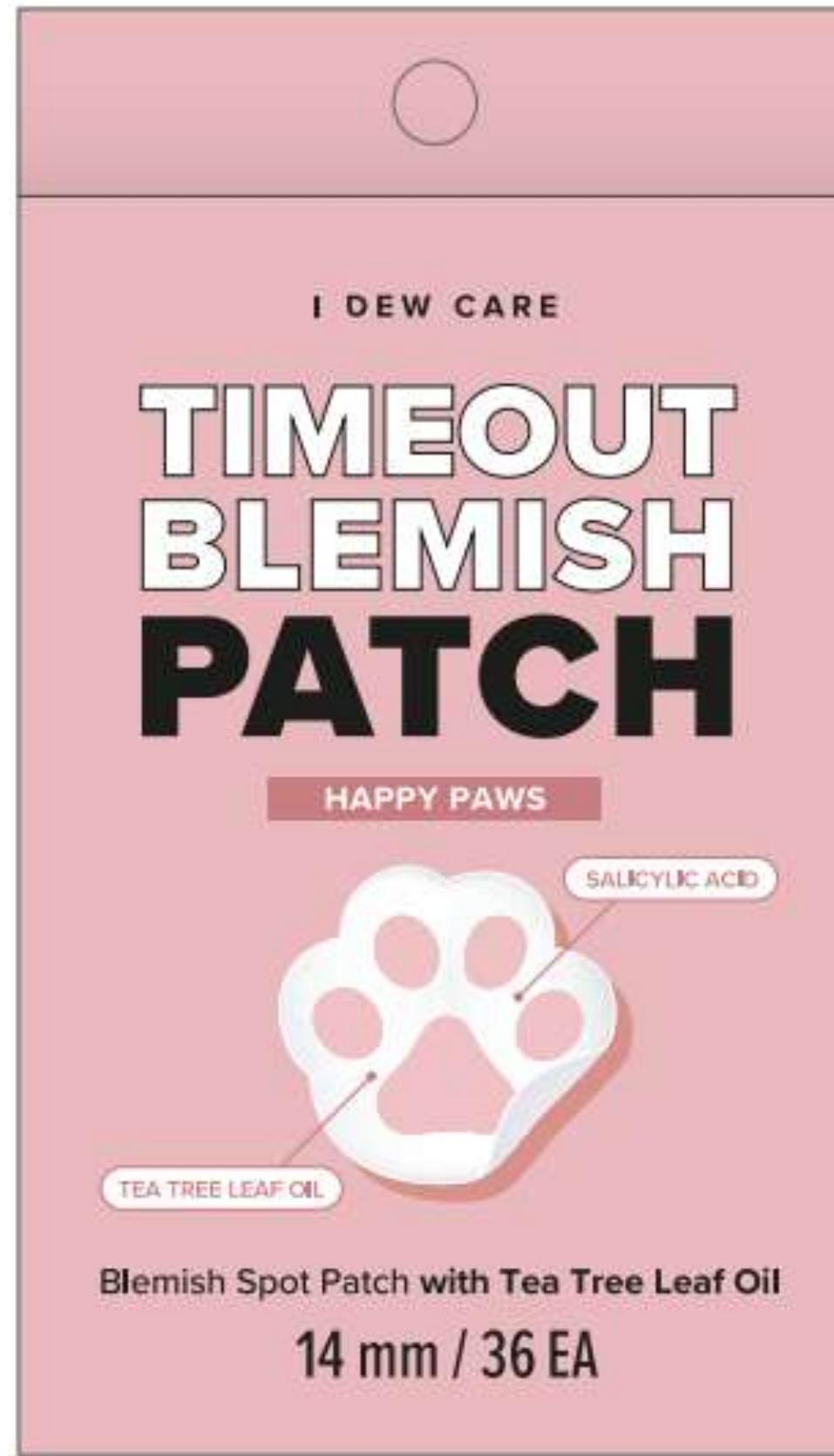
*For best results, avoid moisturizers between the patch and your skin.

WHY WE LOVE IT:

- ✓ Formulated without alcohol, parabens, sulfates, & phthalates
- ✓ Cruelty-Free & Vegan
- ✓ Gluten Free
- ✓ FSC Packaging

TIMEOUT BLEMISH PATCH HAPPY PAWS

Blemish Spot Patch with Tea Tree Leaf Oil



KEY POINTS:

- **Purrfect! How Clever the Paw is!**
This pawsome patch with Salicylic Acid and Tea Tree Leaf Oil conceals blemishes easily and helps relieve skin worries. A farewell to your skin concern.
- **Hydrocolloid Patch** absorbs impurities, protects from external stressors, reduces the risk of scarring, and provides a waterproof barrier for your blemishes.

KEY INGREDIENTS:

- **Salicylic Acid:** Visibly improves skin texture by removing old dead skin cells, reducing acne inflammation and swelling.
- **Tea Tree Leaf Oil:** Soothes irritated and sensitive skin, tightens pores, and helps to control skin's excess sebum.
- **Centella Asiatica:** Soothes and strengthens the skin barrier, boosting skin recovery effect.

HOW TO USE:

1. Clean and dry your skin.
2. Apply spot patch on the troubled area.
3. Wear for 4-8 hours for the best results.

*For best results, avoid moisturizers between the patch and your skin.

WHY WE LOVE IT:

- ✓ Formulated without alcohol, parabens, sulfates, & phthalates
- ✓ Cruelty-Free & Vegan
- ✓ **Gluten Free**
- ✓ FSC Packaging

PRODUCT DETAIL: PLUSH PARTY



LAUNCH: Jun 2019

SIZE: Net Wt. 12g / 0.42 OZ.

RSVP to softer, smoother lips

This rich, leave-on lip mask preps your pout for all those kissable moments thanks to a blend of cocoa butter, hibiscus flower extract, and Vitamin C. Use throughout the day to help nourish the lips or at night for an extra boost of moisture.

KEY INGREDIENTS:

- **Cocoa Butter:** rich in antioxidants and known for its emollient properties to help promote suppleness
- **Hibiscus Flower Extract:** a natural source of vitamin E, rich in antioxidants to help support healthy skin
- **Vitamin C:** helps boost radiance, even skin tone and protect against environmental stressors

HOW TO USE:

1. Dispose the inner cap after opening.
2. Use the spatula to scoop a pea-sized amount of product.
3. Apply generously to the lips.
4. Use during the day or as a sleep mask to moisturize lips overnight.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Cruelty-Free
- ✓ Gluten Free
- ✓ Vegan
- ✓ FSC Packaging
- ✓ Target Concern: Dryness

PRODUCT DETAIL: VITAMIN TO-GLOW



LAUNCH: Jul 2021

Take your vitamins to glow with this brightening vitamin C trio!

The Brightening Starter Kit is composed of vitamin C-rich product trio that brighten the skin on the go (overnight lip mask full size, serum & moisturizer travel size).

SET CONTAINS:

- ***Bright Side Up:***
Mini 15 mL / 0.50 FL.OZ.
- ***Plush Party:***
Full-size Net Wt. 12g / 0.42 OZ.
- ***Say You Dew:***
Mini 30 mL / 1.01 FL.OZ.

WHY WE LIKE IT:

- ✓ Our bestselling products from the Vitamin Collection
- ✓ Travel-sized and totally giftable
- ✓ Formulated without parabens, sulfates & phthalates
- ✓ Cruelty-Free
- ✓ Gluten Free
- ✓ Vegan
- ✓ FSC Packaging

PRODUCT DETAIL: SUNDAE SCOOP



LAUNCH: Jul 2024

SIZE: Net Wt. 100ml / 3.38 FL.OZ (Cake My Day)

Make it a Sundae Funday every day of the week!

Try them all with this trio of our yummy ice cream-inspired wash-off facial treatments! Featuring Cake My Day, Chill Mo-Mint, and Cookie O' Glow - with a **NEW** Cute Sprinkle headband.

SET INCLUDES:

- **Cake My Day:**
Full-Size Net Wt. 100ml / 3.38 FL.OZ
- **Chill Mo-Mint:**
Mini Net Wt. 15mL / 0.50 FL.OZ.
- **Cookie O' Glow:**
Mini Net Wt. 15mL / 0.50 FL.OZ.
- **NEW Sprinkle Headband***

WHY WE LIKE IT:

- ✓ Our bestselling products from the Ice Cream Collection
- ✓ Full-size and travel-size
- ✓ Formulated without parabens, sulfates & phthalates
- ✓ Cruelty-Free
- ✓ Vegan
- ✓ Gluten Free

PRODUCT DETAIL: SCOOP PARTY



LAUNCH: Sep 2021

SIZE: Net Wt. 100g / 3.52 oz. (Cake My Day)
Net Wt. 10g / 0.35 oz. (Berry Groovy, Matcha Mood)

Live the party with ice cream!

Scoop out your concerns with the flavor you like!

Try them all with this trio of our yummy ice cream-inspired wash-off facial treatments! Featuring Cake My Day, Matcha Mood and Berry Groovy - with NEW Cute pink tiara headband

SET INCLUDES:

- **Cake My Day:**
Full-Size Net Wt. 100g / 3.52 oz.
- **Berry Groovy:**
Mini Net Wt. 10g / 0.35 oz.
- **Matcha Mood:**
Mini Net Wt. 10g / 0.35 oz.
- **NEW Pink Tiara Headband**

WHY WE LIKE IT:

- ✓ Our bestselling products from the Ice Cream Collection
- ✓ Full-size and travel-size
- ✓ Formulated without parabens, sulfates & phthalates
- ✓ Cruelty-Free
- ✓ Vegan
- ✓ Gluten Free

PRODUCT DETAIL: MINI SCOOPS



LAUNCH: May 2023

SIZE : 15 mL / 0.50 fl. oz. x 3 EA

Primary : PP (recycling #5)

Triple the flavor, triple the fun!

Can't decide on just one? Try them all with this trio of our yummy ice cream-inspired wash-off facial treatments! Featuring Cake My Day, Matcha Mood and Berry Groovy — these masks are formulated to **hydrate, soothe and brighten** the complexion.

SET CONTAINS:

- ***Cake My Day:***
Mini 15 mL / 0.50 fl. oz.
- ***Berry Groovy:***
Mini 15 mL / 0.50 fl. oz.
- ***Matcha Mood:***
Mini 15 mL / 0.50 fl. oz.

WHY WE LIKE IT:

- ✓ All Ice Cream Collection SKUs
- ✓ Travel-sized and totally giftable
- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Cruelty-Free
- ✓ Gluten Free
- ✓ Vegan
- ✓ FSC Packaging

HOT AS SHEET 5 DAY EYE & FACE MULTI MASKING SET

Launch in 2024 JUL



LAUNCH: JUL. 2024

KET POINTS:

- Composed with 5 unique mask duos, each pairing a revitalizing hydrogel eye patch with a targeted sheet mask
- Designed to be used in tandem with eye patch and sheet mask

SET CONTAINS:

- HOT AS SHEET MASK DUO MOISTURIZING (1 EA)
- HOT AS SHEET MASK DUO BRIGHTENING (1 EA)
- HOT AS SHEET MASK DUO SOOTHING (1 EA)
- HOT AS SHEET MASK DUO PORE TIGHTENING (1 EA)
- HOT AS SHEET MASK DUO BOUNCING (1 EA)

SUGGESTED USE:

- Place a pair of eye patch onto clean and dry under eye area for 30 minutes (or longer if desired).
- Put a sheet mask onto the clean face with the eye patches applied on, and wear for up to 20 minutes.
- Remove and pat in remaining essence.

WHY WE LIKE IT:

- ✓ Hydrogel Eye Patch and Sheet Mask are paired in one single pouch
- ✓ 5 different types of sheet mask targeting common skin concerns
- ✓ Vegan, Cruelty-Free, Gluten-Free Formula
- ✓ Formulated without Alcohol, Parabens, Phthalates
- ✓ FSC Packaging



PRODUCT DETAIL: LET'S GET SHEET FACED



LAUNCH: Jun 2017

SIZE: 14 ct

Totally sheet faced

Need to get sheet faced every day of the week? Get 14 face masks all together in 1 mega value set. It contains 6 benefits on the skin of tightening the pores, dewy & moisturizing, nourishing and hydrating skin, firming skin, calming seriously stressed out skin and brightening the look of dull skin. Each mask is made from **Eucalyptus Fibers** and can be used daily.

KEY INGREDIENTS:

- **IN THE ZONE** | 3ea (Calms skin and tightens the pores)
: soothing chamomile and tightening tea tree extract
- **UP ALL NIGHT** | 3ea (Brightens the look of dull skin)
: brightening Vitamin B3
- **TIME WARP** | 2ea (Firms the look of skin)
: firming acai berry and fig
- **MORNING DEW** | 2ea (Helps skin look dewy & moisturized)
: moisturizing lotus flower extract and sodium hyaluronate
- **OLIVE 'BOUT YOU** | 2ea (Nourishes and hydrates skin)
: nourishing olive extract
- **UNWIND** | 2ea (Calms seriously stressed out skin)
: calming mugwort leaf

HOW TO USE:

1. Apply sheet mask onto clean skin.
2. Wear for up to 20 minutes.
3. Remove and pat in remaining essence.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Cruelty-Free
- ✓ Gluten-Free
- ✓ Vegan
- ✓ FSC Packaging

PRODUCT DETAIL: LET'S DO THIS SHEET

5-Day Sheet Mask Set

Need a self-care session to refresh? Let's do this sheet.

Find your favorite mask for the ultimate skincare experience.



LAUNCH: May 2022

SIZE: 5 x 20 mL / 0.67 FL. OZ

KEY INGREDIENTS:

- **IN THE ZONE** (Calms skin and tightens the pores): soothing **chamomile** and tightening **tea tree extract**
- **UP ALL NIGHT** (Brightens the look of dull skin): brightening **Vitamin B3**
- **TIME WARP** (Firms the look of skin): firming **acai berry** and **fig**
- **OLIVE 'BOUT YOU** (Nourishes and hydrates skin): nourishing **olive extract**
- **UNWIND** (Calms seriously stressed out skin): calming **mugwort leaf**

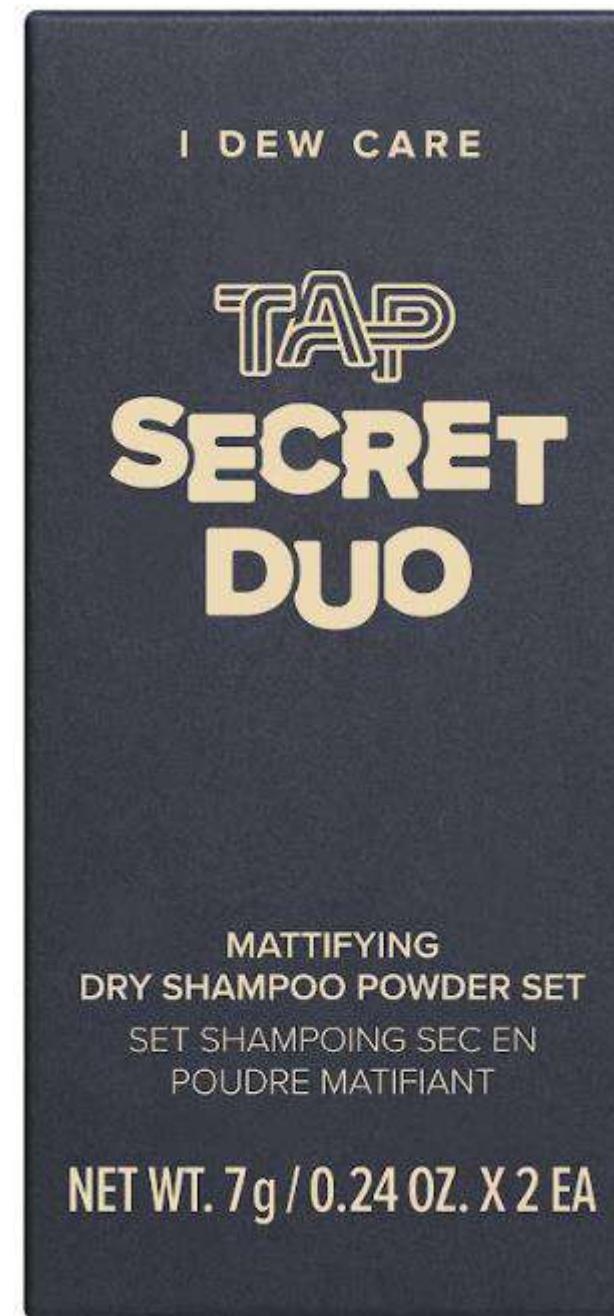
HOW TO USE:

1. Apply sheet mask onto clean skin.
2. Wear for up to 20 minutes.
3. Remove and pat in remaining essence.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Cruelty-Free
- ✓ Gluten-Free
- ✓ Vegan
- ✓ FSC Packaging
- ✓ Safety Tested: non-irritating product

PRODUCT DETAIL: TAP SECRET DUO



LAUNCH: Jan. 2023 / AMAZON

Size: Net Wt. 7 g / 0.24 OZ. x 2 EA

Say goodbye to greasy hair!

Freshen up throughout the day with our dry volume powder that does more than a shampoo. This ultra-fine powder soaks up excess oil and **enhances instant volume** while leaving hair feeling **clean and refreshed**.

KEY INGREDIENTS:

- **Root Boosting powder**: Ultra-fine powder that prevents the scalp from becoming oily and prevents hair from weighing down.
- **Black Ginseng**: provides energy and nourishes scalp.
- **Biotin (Vitamin B7)**: provides nourishment for healthy scalp.

HOW TO USE:

1. Pat 3 to 5 times on the desired hair area.
2. Shake out excess powder with your fingertips and tidy up your hair to finish.

* Apply more throughout the day as needed.

WHY WE LOVE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Vegan, Cruelty-Free, Gluten Free
- ✓ FSC Packaging
- ✓ No Colorant
- ✓ No Fragrance

PRODUCT DETAIL: TAP SECRET DUO

DARK BROWN



LAUNCH: Apr. 2024 / AMAZON

Size: Net Wt. 7 g / 0.24 OZ. x 2 EA



Say goodbye to greasy hair!

No more residue! Choose options to match your hair color. Our upgraded puff controls the amount used. This dry shampoo covers gray hair and hairlines, refreshes roots, and adds volume with Betaine, Root Boosting Powder, Black Ginseng, and Biotin. Perfect for dark hair, it absorbs excess oil and keeps your hair clean and refreshed all day.

KEY INGREDIENTS:

- **Betaine:** Helps keep moisture and soothe irritated skin
- **Root Boosting powder:** Ultra-fine powder that prevents the scalp from becoming oily and prevents hair from weighing down.
- **Black Ginseng:** provides energy and nourishes scalp.
- **Biotin (Vitamin B7):** provides nourishment for healthy scalp.

HOW TO USE:

1. Pat 3 to 5 times on the desired hair area.
2. Shake out excess powder with your fingertips and tidy up your hair to finish.

* Apply more throughout the day as needed.

WHY WE LIKE IT:

- ✓ Formulated without parabens, sulfates, & phthalates
- ✓ Vegan, Cruelty-Free, Gluten Free
- ✓ FSC Packaging
- ✓ No Fragrance

PRODUCT DETAIL: TAP SECRET BOX



LAUNCH: Sep. 2023 / AMAZON

Size: Tap Secret Net Wt. 7 g / 0.24 OZ. x 2 EA
Tap Secret Hair Brush 1 EA

Tap, tap, and awaken your hair!

Make a satisfying hair routine starting with I Dew Care's best-selling dry shampoo powder, Tap Secret, and finishing with our 2-in-1 black cat-shaped detangling hair brush.

SET INCLUDES :

- **Tap Secret:** Freshen up throughout the day with our dry volume powder that does more than a shampoo. This ultra-fine powder soaks up excess oil and enhances instant volume while leaving hair feeling clean and refreshed.
- **Tap Secret Hair Brush:** This 2-in-1 black cat-shaped hair brush helps to tidy hair while providing a scalp massaging effect, and fulfill your styling with the attached mirror.

WHY WE LOVE IT:

- ✓ PETA approved Vegan & Cruelty-free (Tap Secret)
- ✓ FSC Secondary Packaging
- ✓ Suit for Various Hair Types & Scalp Types
- ✓ Control the Intensity at Your Will
- ✓ Compact set for dry shampoo lovers

HEADBAND FRANCHISE

NEW 2025

Image								
Headband Name	Cat	Bear	Twinkle Star	Panda	Giraffe	Tiger	Bunny	Cow
Launch Date	2017. JUN	2017. JUN	2023. SEP	2023. DEC	2024. FEB	2024. FEB	2025. JAN	2025. JAN

KEY POINTS:

- Seriously cute and super soft
- Perfect for everything from washing your face to putting on makeup or just to wear on its own!
- Wear it over and over! Just make sure to hand wash if needed

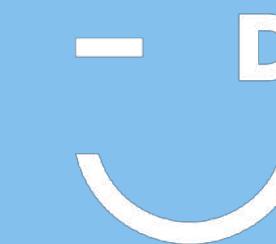
HOW TO USE:

Pull over the head, making sure cat ears are placed on top near the hairline.

WHY WE LIKE IT:

- ✓ FSC Packaging
- ✓ Reusable

THANK YOU!

 **C^I DEW CARE**