

GREETY.

BRAND INTRODUCTION

HELLO ! I'm GREETY.

For you, who desires to shine irresistibly





GREETY.

GREEDY + BEAUTY

BRAND STORY

For those of us who live in the moment:
no more compromising with boredom in our busy lives.

There's only one choice to make:
something special, something that makes your heart flutter.

Introducing GREETY: an innovative skincare brand born to fulfill your 'natural desire.'

More than just skincare, GREETY offers the ultimate gift for your daily life.

With cutting-edge ingredients, luxurious textures,
and designs that awaken the senses,

GREETY's uncompromising attention to detail brings brilliance to your day.

"Choose only what you love and live your life more freely."

It's okay to be a little greedy.

In fact, you should be greedy.

This skincare brand, embracing a new value system,
enhances your beauty like never before.



GREETY. X Keyword



GREETY. X Principles & Mission

GREETY's Promise and Mission

With the trendiness and unique sensibility of K-Beauty, GREETY strives to bring beauty and joyful moments to everyone's daily life through our products.

[Another Me in the Mirror]

One morning, as I felt drained by the demands of daily life,
I realized what was truly wearing me down:
my tired expressions and dull skin.

A sense of something being out of place crept into my heart,
leading me to ask myself,
"What is my best version?"

GREETY aspires to be more than just a product.
We aim to be your trusted partner in a journey
where you confidently
discover your own unique beauty and identity.



Creative

Trend

Joy



「 Expressed with a
beauty that
no one can imitate 」

Simple yet unique, natural yet impactful.

Skin doesn't lie.

Enhance your skin's power with **GREETY.**

PHILOSOPHY OF GREETY.

love LIFE

GREETY does not conduct animal testing and strictly excludes all animal-derived ingredients from its products and raw materials

love NEW

GREETY creates something new that you've never seen before, enriching your life and adding excitement, making your life even more fulfilling

love ME

GREETY strives for a life where the true 'me' can coexist with 'us' as it is

PRODUCT



Over 2,000 units⁽¹⁾ sold within
just two days of launch!



ACE Pore Cleanser

ACE Pore Cleanser 120ml



Azelaic Acid Management

Balances skin troubles with the functional ingredient, Azelaic Acid.
Regulates skin condition and initiates care for a clearer complexion.

Long-Lasting Moisturization Care

Ceramide helps strengthen the skin barrier by deeply moisturizing and enhancing its protective function.
It soothes sensitive skin after cleansing and creates a healthy moisture barrier for long-lasting hydration.

Pore Care

The enzymatic action of oats improves pore care.
It gently exfoliates and smooths the skin, promoting an even tone.
Recommended for those seeking enhanced clarity and improved texture.



whitening functional cosmetics

GET Tone Up Toner

GET Tone Up Toner 150ml



Transparent Skin Without Blemishes!

Contains 5% tranexamic acid to regulate melanin production, a primary cause of pigmentation and blemishes. It reduces excessive pigmentation and evens out skin tone.

Improves Skin Elasticity and Radiance

Galactomyces ferment filtrate strengthens and smooths the skin, enhancing its health. It boosts the skin's natural radiance and overall condition.

For Smooth Skin

Niacinamide 2% helps balance the skin's condition by reducing visible blemishes and improving skin tone. It minimizes dark spots caused by UV exposure and supports the skin's protective barrier, shielding it from external irritants.



HAS Cellbiome Watery Cream

HAS Cellbiome Watery Cream 50ml



Using Sea Extract Instead of Purified Water

Formulated with sea extract (sea grapes) enriched with minerals and nutrients to hydrate the skin and enhance its moisture barrier. It soothes the skin, strengthens its defense mechanisms, and replaces purified water for a more hydrating and healthy skincare experience.

5% Azelaic Acid Formula

Effectively addresses and alleviates various skin concerns caused by external irritants. It evens out skin tone, soothes troubled areas, and provides deep hydration.

A Hydrating Cream for Resilient Skin

A moisturizing cream infused with sea-derived ingredients to maintain the skin's moisture barrier and improve its resilience against external irritants. It protects the skin from environmental stress and reinforces its natural defense mechanisms.

The secret to poreless, radiant skin is this!

The trending 'azelaic acid cleanser' among beauty experts on social media



★★★★★ 5 / 5

ha6*** | 2024.07.16

肌タイプ: 乾燥肌
肌トーン: イエベ
肌の悩み: ニキビ・肌荒れ, 毛穴, 乾燥, シミ

泡立ち 満足です | 洗い上がり 満足です

不思議な感触で、洗い流しもよく、すっきりでした。



★★★★★ 5 / 5

zuc*** | 2024.07.07

肌タイプ: 脂性肌
肌トーン: イエベ
肌の悩み: ニキビ・肌荒れ, 毛穴

泡立ち イマイチ | 洗い上がり 満足です | 洗浄力 満足です

脂性肌でサリチル酸の洗顔料を使っていましたが、なかなか吹き出物が減らず、新しいものを探していました。アゼライン酸が合ってるようで吹き出物が減ってきました。また洗い上がりもスッキリでかさつくこともありません。お値段以上がかもしれません。



★★★★★ 5 / 5

hes*** | 2024.10.06

肌タイプ: 敏感肌
肌トーン: イエベ
肌の悩み: 乾燥, しわ・たるみ, ツミ

保湿力 満足です | 浸透力 満足です | テクスチャ

初めて購入しました。サラッとしていて使いやすいと思います。



★★★★★ 5 / 5

mar*** | 2024.07.04

肌タイプ: 乾燥肌
肌トーン: イエベ
肌の悩み: 毛穴, くすみ・色むら, 乾燥, シミ

泡立ち 満足です | 洗い上がり 満足です

ニキビに良いと聞いて購入しました♡楽しみです。



Consistency and Authenticity

Platform

1. Diverse Content: Providing various formats such as images, videos, and stories.
2. Enhanced Communication: Building relationships by diligently responding to comments and messages.

Content Types

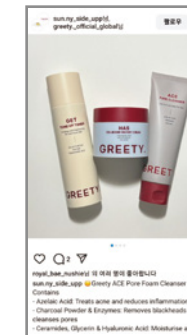
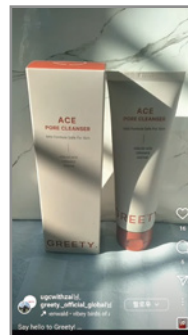
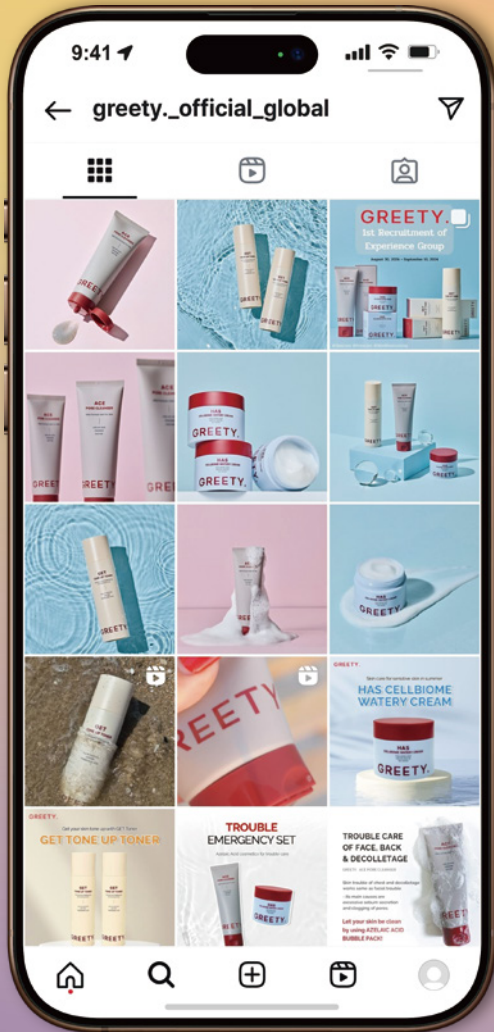
1. Hashtags and Keywords: Using them to improve accessibility.
2. Analysis and Feedback: Monitoring responses and adjusting content strategies accordingly.

Target Audience

1. Hashtags and Keywords: Leveraging them to enhance accessibility.
2. Analysis and Feedback: Observing audience reactions and refining strategies for better engagement.

Future Plans

1. Content Calendar Sharing: Encouraging participation by sharing campaign and promotion schedules.
2. Behind the Scenes: Offering transparency to spark interest and build trust.



GREETY. Overview of the X Exhibition

Exhibition Name : **COSME Week 2024 OSAKA**

Dates : September 25 (Wednesday) - 27 (Friday), 2024

Location : INTEX Osaka

[Purpose of Participation]

- 1.Product Launch: Introduce a product line featuring innovative ingredients and effects, providing customers with a unique experience.
- 2.Brand Awareness Enhancement: Promote the brand to consumers and industry professionals while conveying its core values.

[Key Activities]

- 1.Booth Operation: Offer opportunities for product displays and direct communication with customers.
- 2.Product Experience: Provide testers for notable products, allowing customers to explore usage methods and effects, highlighting product value.

[Expected Outcomes]

- 1.New Partnership Development: Establish strategic partnerships through networking with various companies and professionals.
- 2.Increased Brand Awareness: Enhance brand visibility among consumers and industry professionals, fostering long-term customer loyalty and driving increased sales.



Global Beauty Brand

As a global beauty brand,
we have expanded to 7 countries
worldwide :

**the USA, Singapore, Vietnam,
Philippines, Malaysia,
Kazakhstan, and Kenya!**

amazon **Qoo10** **S Shopee**





Release Date: March 28, 2024 ~

Over 1,000 units

Qoo10
Reviews

**Qoo10 Overall Ranking
3rd Place**

As of July 5, 2024, 12:00 PM

**Cumulative sales of
over 10,000 units**

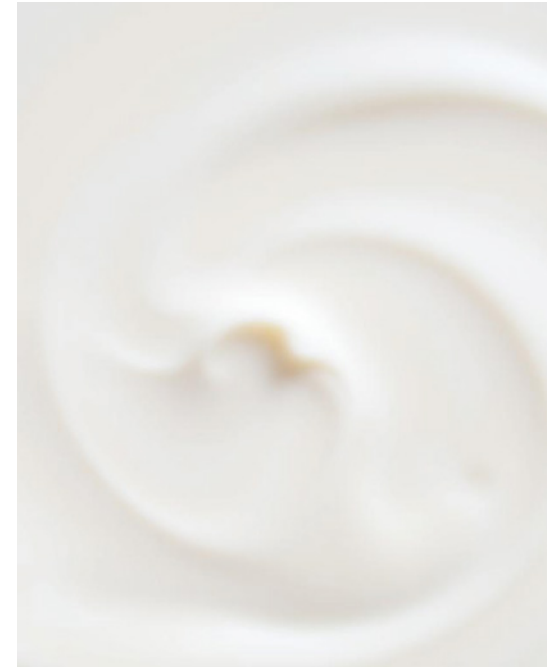
Repurchase Rate
76%

Product SatisfactionRate
97%

Proven Functional Ingredients

Pleasant Application

Free from Harmful Substances



GREETY.

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