

Customized cosmetics, a drop of miracle.
Boundless possibilities,
capturing a deep understanding of skin
and preferences beyond expectations—
all in a single drop.



LILLYCOVER

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CONTENTS

- 04 Company Overview & History
- 06 One Customized Business
- 08 One Customized Technology
- 10 Personalized Cosmetics Total Solution
- 12 Muilli 2
- 13 ENIMA ™
- 14 ENIMA Super ™ LIVY ™
- 15 ENIMA Light ™
- 16 One Cosmetic Infinite Value - BALANX
- 18 Products | Customized Facial Care
- 20 Products | Customized Scalp & Body Care
- 24 Our Partners & BALANX Stores
- 26 IP Registration Status



Your skin
condition is our
1st ingredient

Every skin is different—so how deeply can mass-produced cosmetics truly understand individual skin needs?

Lillycover began with this fundamental question, reexamining conventional approaches and translating overlooked skin differences into technology-driven, precision manufacturing.



Company History



The perfect guide
to dazzling and flawless skin
for you and only you

2016~2019

- Selected as HongKong Global Sources Finalist Top 10
- Received the Grand Prize in the Women's Entrepreneurship Competition by the Ministry of SMEs and Startups
- Received the Grand Prize for Knowledge Service Promising Youth by the Ministry of Trade, Industry and Energy
- Received the Excellent Prize for International market entry by BI Technology Commercialization Association of Korea
- Selected as a promising export company in Daegu Techno Park
- Established corporate research institute
- Received the Global Sources The Best Technology Award
- Received the Global Innovator Festa Commercialization Award
- Established a corporation

2020~2021

- Received Daegu Technopark Excellent Company Award
- Awarded at Start-up league of Regulatory-Free Zone 2021
- Obtained ISO 9001 Certification
- BALANX selected as Best SME Product of the Month by the Ministry of SMEs and Startups
- Selected as Star company (Unicorn start-up on the track)
- Certified as Inno-Biz(Technology innovation business)
- Certified as venture company(The type of venture investment)
- Selected as the 3rd Nivea NX - Collaboration in the European market – Collaboration in China and North/South America
- Selected as 2021 GOOD Design, smart factory system ENIMA
- Expansion and relocation of LILLYCOVER headquarters
- Established LILLYCOVER Jeju Branch
- Awarded a silver prize from K-Camp
- Selected as K-Global 300 by the Ministry of Science and ICT
- Registered as responsible cosmetics sales business with the Daegu Ministry of Food and Drug Safety
- Established LILLYCOVER factory in Seongseo, Daegu
- Received the G-Fair Best Product Award
- Acquired MAIN-Biz (Management Innovation Business) certification
- Selected as Skincare of the Future QFC by Johnson & Johnson
- Received commendation from Hana Bank

2022

- Muilli1 designated as innovative product by the Korea Institute for Advancement of Technology
- Received Excellence Award at the 6th Daegu Startup Awards
- Selected as a person of merit for the development of ICT related SMEs
- Acquired ISO 14001 certification
- Acquired ISO 22716 certification for guideline of superior cosmetic manufacturing and quality management standards
- Acquired KC certification for Muilli2
- Entered B Clean store at The Hyundai Mokdong department store
- Received special award at the Daegu Gyeongbuk High Tech Industrial Awards
- Received Daegu Technopark Excellent Company Award
- Received 2022 Pin Up BEST 100 Design Award for Beauuly
- Won a prize for new market opening at Seoul beauty week
- Selected for Johnson&Johnson Expand collaboration
- Established LILLYCOVER Seoul Branch
- Selected as Global IP star company
- Received approval from regulatory of demonstration special cases sandbox

2023~2024

- Certified as an Innovation-driven SMEs (Main-Biz)
- Selected for the SW High Growth Club
- Completed export contract with L company in Hong Kong
- Conducted a pop-up store at The Hyundai Daegu
- Relocated and expanded Lillycover's Seoul branch office
- Selected as a Design Innovation Promising Company in 2023 by the Korea Institute of Design Promotion
- Awarded the Seoul Mayor's Prize at the Seoul Beauty Week Business Meetup Pitching Contest
- Conducted a pop-up store at The Hyundai Seoul
- Completed export contract with S company in the United States
- Won the Encouragement Award at the 2023 Creative Business Cup Korea Startup Competition
- Awarded the Chairman's Prize from the Daegu Gyeongbuk Small and Venture Business Grand Festival Credit Guarantee Foundation
- Received the Minister of Trade, Industry and Energy Commendation for Contribution to Trade Balance Improvement
- Selected as the Best Company in the SW High Growth Club
- Received the Minister of Science and ICT Award
- Conducted a pop-up store at The Hyundai Daegu
- Obtained FCC certification for MUILLI 2
- Obtained FCC certification for ENIMA Light
- Sponsored customized cosmetics for the Hallym Burn Foundation's '2024 Seoul Safety Fair' event
- Sponsored customized cosmetics for the Bestian Foundation
- Sponsored customized cosmetics for the Daegu Jung-gu Social Welfare Council
- Sponsored customized cosmetics for the International Development Cooperation NGO G-FOUNDATION
- Received the Minister of Gender Equality and Family Award at the Women in IT Digital Innovation Awards
- 1st Place at Vietnam Startup Competition 'Startup Wheel 2024'
- Operated a Pop-up Store at Lotte World Mall in Seoul
- Completed Export Agreement with Company T in Türkiye
- Nominated for the Overseas Branch Establishment Project in Hanoi & Tianjin
- Certified as a Specialized Company in Materials, Parts, and Equipment
- Graduated from the SW High-Growth Club Program
- Graduated from the Global IP Star Company Program
- Selected as a Business Restructuring Approved Company by the Ministry of Trade, Industry, and Energy
- Hosted the 'Hyper-Personalized Customized Solution Business briefing seseion

2025~2026

- <Hyper-Personalized Beauty Solution Business Briefing> held
- Selected as an Approved Corporate Restructuring Company by the Ministry of Trade, Industry and Energy (MOTIE)
- Selected as a Performance-Sharing Company by the Ministry of SMEs and Startups
- Appointed as a Member of the Women Entrepreneurs Committee, Korea Chamber of Commerce and Industry
- Selected as a 2025 Pre-Star Company by Daegu Metropolitan City
- Selected for Innovation Premier 1000 by the Ministry of Trade, Industry and Energy (MOTIE)
- Lillycover Personal Skincare Flagship Store (Shinnonhyeon No.1) officially opened
- Supply agreement concluded for customized cosmetics with a leading dermatology clinic in Korea
- Selected as 2025 Seoul Award Outstanding Products by Seoul Business Agency (SBA)
 - Muilli 2 Skin & Scalp Diagnostic Device
 - BALANX Infit Enzyme Powder Cleanser
 - BALANX Personalized Com-Chae Set
- Winner of Device Category, 2025 InterCHARM Korea Rising Awards
- Finalist, 4th Challenge Business Contest (MakiChalle 2025)
- Achieved Highest Rating (TI-1) from Korea Tech Credit Bureau (TCB)
- Final Selection, COMEUP Stars 2025 by Korea Startup Forum
- Finalist, 2025 Beautyworld Middle East Awards Technology Innovation of the Year
- Selected as a World-Class Product 2025 for "AI-Personalized Cosmetic Solution"
- Winner, 2025 Korea Digital Innovation Award
- Export agreement successfully concluded with Company B in Russia
- Solution partnership agreement successfully concluded with domestic cosmetics brand H



LILLYCOVER CEO & Founder An Sunhee

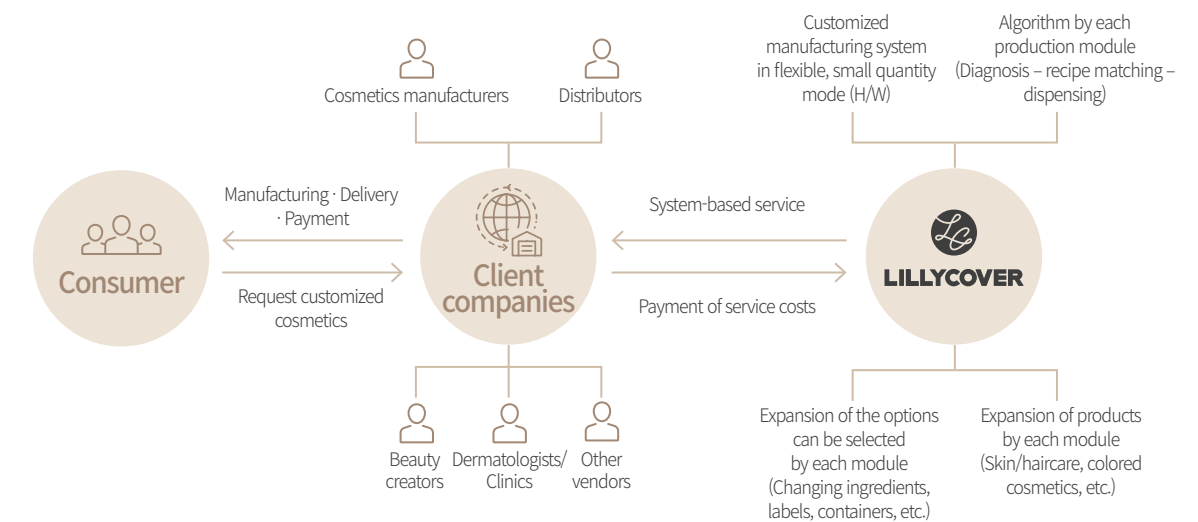
Lillycover Co., Ltd. is an innovative BeautyTech company recognized for its outstanding technology in providing advanced skincare services and customized cosmetics optimized for individual skin needs. Beyond the domestic market, we collaborate with global companies and institutions to expand the boundaries of skin science and technology, offering innovative beauty solutions.

One Customized Business

Beautiful, uniquely yours.
Driven by an ongoing pursuit of skin's true nature, we provide hyper-personalized solutions powered by precision technology.



Understanding the skin changes every day and the skin languages The beauty-tech starts from the technology of LILLYCOVER



Lillycover is a BeautyTech company delivering hyper-personalized cosmetic services through the convergence of ICT and Bio Technology. Powered by over 510,000 skin and scalp data points and AI-driven analytics, Lillycover operates an integrated system connecting diagnosis, customized prescription design, real-time formulation, and ongoing care. With a compact, space-efficient formulation system

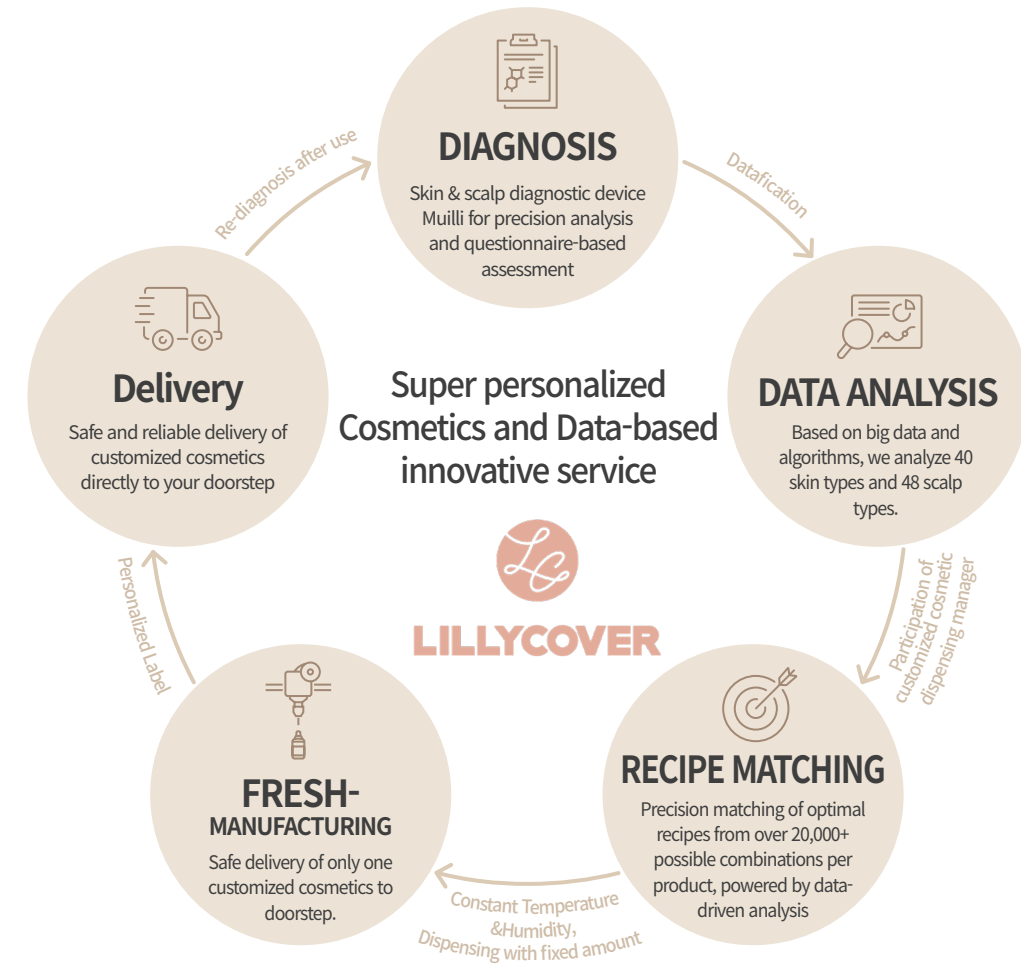
and standardized processes, the solution enables fast deployment and scalable operation across diverse B2B environments, including medical clinics, aesthetic centers, and beauty brands—while establishing an O2O personalized beauty model that extends beyond product sales to continuous skincare services.

Why LILLYCOVER?



One Customized Technology

Research on Individual tendencies and preferences through ICT
Realization of genuine customized cosmetics by optimized customizing

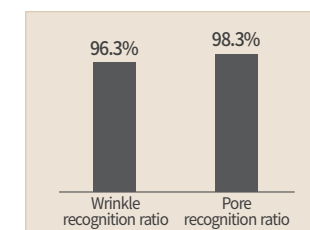


The perfect combination of super personalized service and data based service

Diagnostic accuracy 98.3%

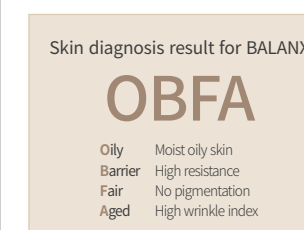
Expert-validated self-diagnostic assessment built on patented technology

※Patents for skin diagnostic methods, skin diagnostic devices, and recording device (No. 10-2139801)



40 skin types, 48 scalp types — an MBTI-inspired personalization system

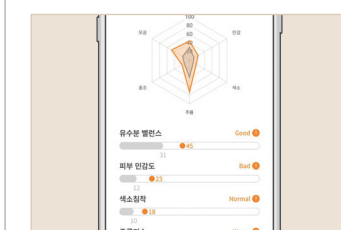
Big data- and algorithm-driven analysis classifying skin and scalp into 40+ types



AI Robot Cosmetics

Special tool for customized cosmetics and fresh manufacturing rule

Customized Cosmetics Smart Factory passed the special demonstration regulatory sandbox



Big Data-Based Skin History Management

Diagnostic results and customized formula recipes at once. Daily tracking of daily changing skin condition.

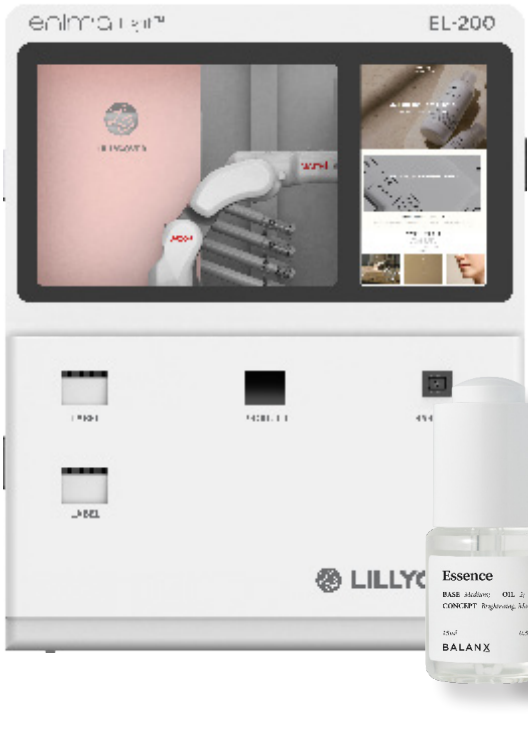
※ Patents for personalized cosmetics manufacturing, selling machines, and methods of manufacturing and selling cosmetics using them (No. 10 2351906)





Customized Cosmetic Total solution

Powered by precise analysis based on over 510,000 global skin data points, and MBTI-inspired classification across 40 skin types and 48 scalp types, we deliver a single, optimized solution through personalized recipe matching tailored to each individual.



Finding the answer for custom cosmetics with precise analysis using big data algorithm



Specification

- Compact size for easy installation 1400 x 93 x 1770 mm
- Enabling to manufacture ‘Bespoke cosmetics’ suitable for your skin within approx. 3 minutes.
- Ingredients can be chosen from the Essential - Premium - Luxury (Signature) tiered lineup.
- Containers (bottles) can be chosen to align with the brand’s appeal direction.
- Selected as 2021 GOOD Design
- RCS system with remote control through UI and monitoring
- Reflect feedback of online users through RCS system
- Each product can be formulated into more than 20,000 different recipes (lotion, essence, skin toner, etc.).
- Enable to Maximize customer experience

Product composition

- Smart factory system, ENIMA
- Facial/scalp diagnosis device, Muilli2
- BALANX, OREBIT customized cosmetics

Types of Contract

Subscription

- Monthly payment during the contract period (ex. 24 months)
- The final price varies depending on the subscription model and options for each device.
- Separate purchase of ingredients and subsidiary materials

Purchase

- Different final amounts depending on purchase options
- Separate purchase of ingredients and subsidiary materials

Skin expert in your hands, Muilli2

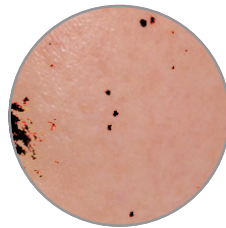
Muilli 2



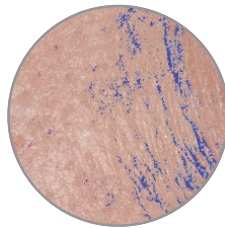
A skin and scalp diagnostic device that delivers precise condition analysis and defines personalized care standards

- ✓ Easy and convenient diagnosis at home by connecting your phone or table PC
- ✓ Smart diagnosis method through big data collected and algorithmized regardless of gender, age, race.
- ✓ 60x magnification system enables accurate analysis of the data.
- ✓ Measurement of skin moisture level through microcurrent of impedance sensor
- ✓ Facial Diagnosis items : Redness, sensitivity, moisture, wrinkles, pores, pigmentation
- ✓ Scalp diagnosis items : Redness, moisture, dead skin cells, forehead width, hair thickness, hair per pore, pore density

- Size • 52.8 x 34.7 x 174 (mm)
- Rated voltage • 3.6V
- KC certification • Compliance Certification R-C-LCV-LC-200
- FCC Certification • Compliance Certification 2BFGZLCM-01
- Weight • 140g
- Power consumption • 300mA



Pigmentation



Wrinkles



Scalp

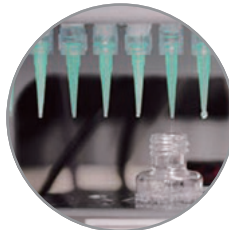
Customized cosmetics manufacturing system

ENIMA™

- ✓ Manufacturing system customized cosmetics in flexible mode
- ✓ Based on over 510,000 data points collected through skin diagnostics, the system identifies the ingredients each user needs by classifying them into one of 40 skin MBTI types
- ✓ Manufactured customized cosmetics with fixed amount by IoT system and robot in sterilized environment by plasma in within 3 minutes and 50 seconds
- ✓ Each product can be manufactured with approximately 20,000 different recipes.
- ✓ Freely changeable to bespoke recipes according to personal preferences.



Dispensing process utilizing a robot Simplified process with minimized pollution
※Cap separation, raw material supply, sub raw material connection, etc.



Quantitative dispensing and instant manufacturing using an IoT system



Hygienic environment maintained through regular plasma sterilization, disinfection, and constant temperature/humidity system



Air conditioner operates according to set temperature through automatic temperature control



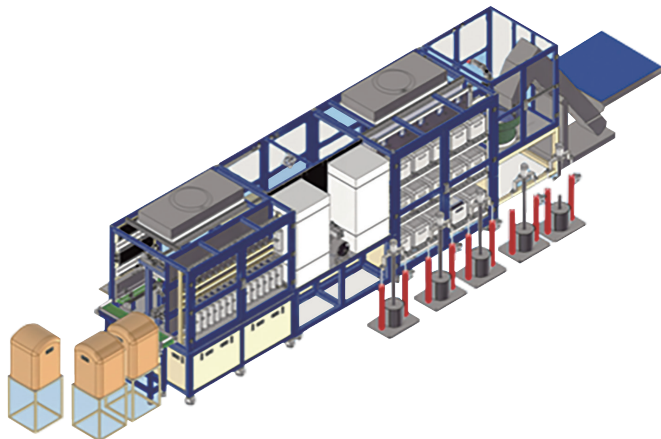
Planetary Mixer makes stirring of high-viscosity raw materials possible in a short time

Product name	Custom cosmetic manufacturing system, ENIMA	Cycle time	3 minutes 50 seconds
Size	1400 x 1400 x 1950 mm	Dispensed products	Facial care line (toner, essence, lotion, ampoule, etc.)
Product weight	1,000kg	Ingredients loaded in the machine	40 units of 1L 10 units of 500ml
Viscosity available for dispensing	6,000-10,000 cP	Daily production capacity (8 hrs per day)	120 bottles (15ml)
MOQ	1 Unit		

A factory-type system for mass production of multiple product varieties and customized cosmetic formulation

ENIMA Super™

- ✓ Mass production of high-viscosity products
- ✓ Possible to combine not only facial products, but also hair care products based on personalized recipes
- ✓ Monitoring of production line and automated order/ingredient management through automatic container transfer, automatic label attachment and application of MES

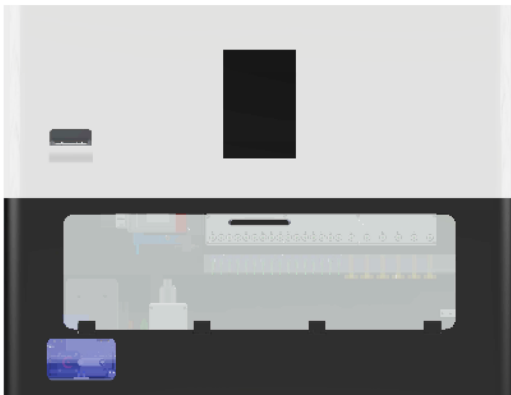


Product name	Custom cosmetics manufacturing system, ENIMA Super	Cycle time	1~3 minutes
Size	1400 x 5000 x 1890 mm	Dispensed products	Facial / Hair care products
Viscosity available for dispensing	6,000-20,000 cP	Production capacity	30ml, 100ml, 250ml

A compact customized cosmetic formulation system designed for medical and total beauty care

LIVY™

- ✓ Dual pump system for liquid and powder ingredients
- ✓ Compact design for easy installation across medical and beauty environments
- ✓ High-end customized formulation based on personalized skin data
- ✓ Flexible support from personalized skincare to clean and waterless formulas
- ✓ Intuitive operation with minimal maintenance requirements

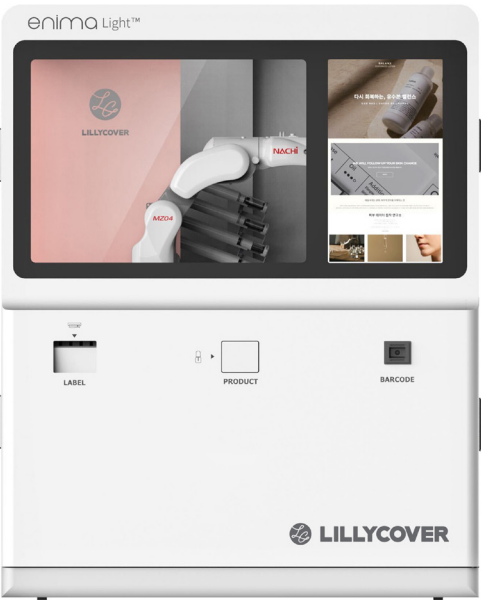


Product name	Compact Custom Cosmetics Manufacturing System, LIVY™	Cycle time	Within 3 minutes
Size	980 x 583 x 750 mm	Dispensed products	Liquid and Powder Formulations
Viscosity available for dispensing	10,000cP	Production capacity	30ml, 50ml

Compact customized cosmetics manufacturing system

ENIMA Light™

- ✓ Compact customized cosmetics manufacturing system without space limit
- ✓ The compact size makes it easy to install in domestic and overseas hospitals and beauty shops
- ✓ Customizable cosmetic production available in various formulations and five different capacity options
- ✓ Possible to provide professional premium service by combining high-performance products according to skin concerns
- ✓ Capable of producing customized cosmetics in various formulations and capacities
- ✓ Plans to operate a comprehensive platform integrating remote medical services, covering everything from skin health diagnostics to personalized solutions



EL Series(30/50/100/200/200A)

- ✓ Optimal capacity selection based on product or production purpose to maximize operational efficiency and usability
- ✓ Production capacity: 15ml, 30ml, 50ml, 100ml, 200ml

EL-30 15ml + 30ml	EL-50 30ml + 50ml	EL-100 50ml + 100ml	EL-200 100ml + 200ml	EL-200A 50ml + 200ml
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Product name	Custom Cosmetics Manufacturing System ENIMA Light			
Size	1400 x 930 x 1775 mm	Dispensed products	Facial & Hair Care Line (toner, essence, lotion, ampoule, etc.)	
Product weight	500kg	Ingredients loaded in the machine	10 units of 1L, 10 units of 500ml	
Viscosity available for dispensing	6,000-10,000 cP	Daily production capacity(8 hrs per day)	150 bottles	
Cycle time	3 minutes 90 seconds	Production capacity	15ml, 30ml, 50ml, 100ml, 200ml	

BALANX

A journey to uncover answers to skin concerns—
under the name of a single, sustainable
skincare solution, we study the unique skin
essence that belongs to one individual alone.

One Cosmetic Infinite Value

BALANX and ORBIT are Lillycover’s customized
cosmetic brands, designed around individual
skin characteristics and powered by diagnostic
technologies based on big data and advanced
algorithms.



Just as every tree has its own grain,
and every person has a unique fingerprint,
we ultimately focus on the essence.

Just as every person has a different personality, every skin has its own unique
character. Our first and most essential ingredient is your skin data. Through
diagnostics and analysis powered by big data and advanced algorithms,
Lillycover delivers the optimal combination—customized cosmetics precisely
tailored to each individual’s skin.

Customized Skincare Products

Base
Customized Skin Toner (3 types)
Customized Essence (3 types)
Customized Lotion (2 types)
Customized Ampoule
Customized Cream (2 types)
Customized Cleansing Oil
Customized Cleansing Water
Customized Powder Cleanser

⋮

Oil
Oil-Free
Oily Skin Type
Average Oil
Dry Skin Type
Maximum Oil

BALANX Essential Active ingredient	
Lifting Jeju Balloon Flower Root Extract	Brightening Apple Extract
Moisturizing Jeju Carrot Extract	Elastin Pumpkin Extract
Trouble Eggplant Fruit Extract	Soothing Jeju Artemisia Extract
Sebum Jeju Green Tea Extract	Pore Chestnut Shell Extract
ORBIT Premium Active ingredient	
P-Lifting Peptide	P-Brightening Peptide
M-Moisturizing Microbiome	M-Elastin Microbiome
A-Regeneration PDRN	A-Soothing TECA-Complex
A-Trouble Canadianwillowherb 5c pf	Exo-Pore ExoGin
PDRN-Sebum Viola PDRN-A	A-Vitality NAHA-Complex
Luxury Active ingredient Currently developing a luxury active ingredient	

Customized Hair Care Products

Base
Customized Shampoo (2 types)
Customized Treatment (2 types)
Customized Hair Essence (2 types)
Customized Scalp Ampoule (2 types)

⋮

Fragrance
Hinoki Cypress (Unscented)
Citrus Herb
Fruity Green
Oriental Musk
Vanilla Musk
White Bloom Wood

⋮

BALANX Hair Care Active ingredient	
*Scalp Anti-dandruff Cowslip Extract	*Scalp Purifying Bay Leaf Extract
*Scalp Scalp-moisture Chinese Yam Root Extract	*Scalp Calming Glossy Privet Bark Extract
*Scalp Scalp-nourishing Black Food Extract	*Scalp Intensive care Oak Mistletoe Extract
*Hair Infusion Black Ginseng Extract	*Hair Hair-moisture Noni Fruit Extract
*Hair Radiance Camellia Flower	*Hair Damage-care Artemisia Extract



Light / Medium / Heavy (3 base types)
Volume: 100ml, 250ml

1:1 Customized Skin Toner – Precisely and systematically designed based on your skin condition and personal needs.

Customized Skin Toner

- ✓ 99% Upcycled Jeju Hinoki Water Base
- ✓ Customized formulation with recommended or selectable ingredients based on skin diagnosis
- ✓ Options to choose base type, oil content, and key ingredients, with personalized labeling
- ✓ Refillable and regularly customizable according to skin regeneration cycles
- ✓ Free from 20 harmful ingredients
- ✓ Water-soluble label for easy removal and eco-friendly packaging



Light / Medium / Heavy (3 essence base types)
Volume: 15ml, 30ml, 50ml, 100ml, 200ml

1:1 Customized Hydrating Essence & Balancing Lotion

A deeply moisturizing essence and balancing lotion tailored to your skin.

Customized Essence / Lotion

- ✓ Customized formulation with recommended or selectable ingredients based on skin diagnosis
- ✓ Options to choose base type, oil content, and key ingredients, with personalized labeling
- ✓ Refillable and regularly customizable according to skin regeneration cycles
- ✓ Jeju Hinoki Water Base, free from 20 harmful ingredients
- ✓ Liposome technology for enhanced absorption, EWG All Green Grade ingredients
- ✓ Water-soluble label for easy removal and eco-friendly packaging



Volume: 15ml, 30ml

1:1 Customized High – Concentration Ampoule

Optimally formulated for rapid absorption and immediate effects.

Customized Ampoule

- ✓ Customized cosmetics formulated by selecting recommended or user-chosen ingredients based on skin diagnostic results
- ✓ An ampoule base designed for hydration and soothing care
- ✓ Formulated with eight moisturizing ingredients for deep hydration and smooth application
- ✓ A balanced formula optimized for skin oil-moisture equilibrium
- ✓ Silky, fast-absorbing texture with no stickiness
- ✓ Gently protects and stabilizes sensitive or stressed skin



Volume: 50ml

1:1 Customized Cream – A nutrient-rich, precisely and systematically designed personalized cream that reflects your current skin condition and needs.

Customized Cream

- ✓ A customized cosmetic product formulated with recommended or selected ingredients
- ✓ based on skin diagnosis results.
- ✓ Options available for base type, oil content, and concept ingredients, along with personalized skin diagnosis labeling.
- ✓ Reordering and subscription options available based on the skin regeneration cycle.
- ✓ Excludes 20 concerning ingredients.



Volume: 50ml, 100ml, 200ml, 250ml

1:1 Customized Cleansing Water & Cleansing Oil

with the optimal personalized formula.

Personalized Cleansing Water Personalized Cleansing Oil

- ✓ Customized cosmetics formulated by selecting recommended or user-chosen ingredients based on skin diagnostic results
- ✓ No-wash formula requiring no additional cleansing after use
- ✓ Water-type base delivering a fresh, residue-free cleansing experience
- ✓ Formulated with naturally derived surfactants combined with moisturizing ingredients
- ✓ Optimized oil-moisture and pH balance to minimize moisture loss
- ✓ Low-irritation, mildly acidic formula designed to reduce skin stress



Volume: 25g, 50g

1:1 Customized Enzyme Powder Wash – A gentle yet effective cleansing powder that helps cleanse, hydrate, and refine the skin.

Customized PowderWash

- ✓ An enzyme-based powder cleanser designed to gently break down impurities, dead skin cells, and excess sebum for thorough yet non-irritating cleansing
- ✓ Customized formulation with optional capsules added according to treatment goals
- ✓ Designed to deliver skincare benefits alongside cleansing
- ✓ Transforms into a fine, soft foam upon contact with water for gentle cleansing
- ✓ Mild and suitable for daily use

- Moisturizing
- Trouble
- Brightening
- Elastin
- Regeneration
- Pore

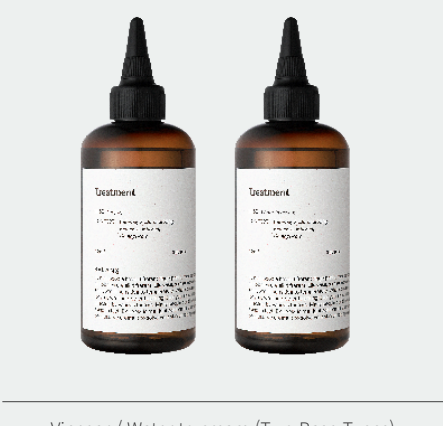


Cooling Gel / Moisture Gel (Two Base Types)
Volume: 250ml

1:1 Customized Shampoo – From Scalp to Hair Tips
Meticulously crafted through in-depth diagnosis for a perfect fit.

Customized Shampoo

- ✓ Customized formulation based on scalp diagnosis, with recommended or selectable ingredients
- ✓ Safe and gentle shampoo with EWG Green Grade ingredients
- ✓ Unique formulation using advanced technology for tailor-made shampoo
- ✓ Personal scalp diagnosis labeled for precise customization
- ✓ Free from 19 harmful ingredients
- ✓ Refillable and regularly customizable through a database system
- ✓ Water-soluble label for easy removal and eco-friendly packaging



Vinegar / Water to cream (Two Base Types)
Volume: 250ml

1:1 Customized Treatment – Designed Just for You
Analyzing both your scalp and hair condition to create the perfect treatment.

Customized Treatment

- ✓ A personalized recipe created through diagnosis and prescription.
- ✓ Formulated with active ingredients tailored to scalp and hair concerns, for healthier and more hydrated hair
- ✓ Personal scalp diagnosis labeled for precise customization
- ✓ Free from 19 harmful ingredients
- ✓ Refillable and regularly customizable through a database system
- ✓ Water-soluble label for easy removal and eco-friendly packaging



Oily / Dry (2 base types)
Volume: 30ml, 50ml, 100ml

1:1 Customized Scalp Serum(Ampoule) – A single bottle delivering the nutrients and care you scalp desires.

Customized Scalp Serum

- ✓ A personalized formula crafted based on diagnosis and prescription.
- ✓ A customized Scalp serum formulated with ingredients optimized for scalp concerns and scents tailored to your preference.
- ✓ Database-based reordering and subscription options available.
- ✓ Personalized scalp diagnosis labeling with water-soluble labels that peel off easily without residue and eco-friendly packaging.

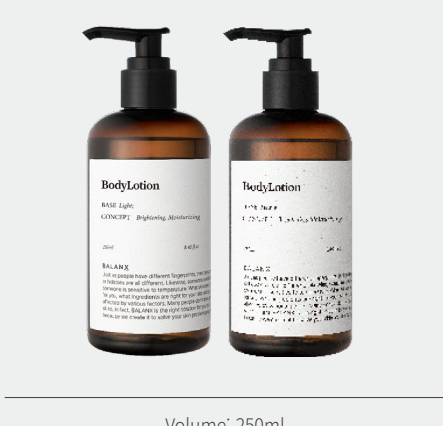


Volume: 250ml

1:1 Customized BodyWash – A personalized body wash that perfectly cares for you from the start to the end of your day

Customized BodyWash

- ✓ A customized body wash formulated with ingredients optimized for skin concerns and scents tailored to your preference, recommended or selected by you.
- ✓ A personalized formula matched based on diagnosis and prescription, manufactured with proprietary technology.
- ✓ Excludes 19 concerning ingredients.
- ✓ Database-based reordering and subscription options available.
- ✓ Water-soluble labels that peel off easily without residue and eco-friendly packaging.



Volume: 250ml

1:1 Customized BodyLotion – Deeply penetrating moisture and nourishment for long-lasting soft hydration

Customized BodyLotion

- ✓ A customized body Lotion formulated with ingredients optimized for skin concerns and scents tailored to your preference, recommended or selected by you.
- ✓ A personalized formula matched based on diagnosis and prescription, manufactured with proprietary technology.
- ✓ Excludes 20 concerning ingredients.
- ✓ Database-based reordering and subscription options available.
- ✓ Water-soluble labels that peel off easily without residue and eco-friendly packaging.



Oily / Dry (2 base types), Light / Rich (2 body oil types)
Volume: 30ml, 50ml, 100ml

1:1 Customized BodyMist – The perfect formula that considers both fragrance and hydration

Customized BodyMist

- ✓ A customized body mist formulated with skin concern–optimized ingredients, selected oils, fragrances, and actives
- ✓ Balanced, non-sticky body care achieved through skin type–specific base and oil combinations
- ✓ Soothing Hinoki cypress water and moisturizing marine mineral water–based formulas
- ✓ Reformulation and scheduled production enabled through accumulated data records
- ✓ Eco-friendly packaging with water-separable labels for easy, residue-free removal



BALANX
Chaeum Pad 60ea



Water retention capacity
3-Layer sheet



BALANX
Biuum Pad 60ea



Dual-pad
Embo & Smooth side

A fill-and-use customized pad, tailored to your skin each day

Customized Toner Pad Biuum/Chaeum

Biuum Pad	Smoothing skin texture	Option	Moisture, Calm, absorption	Chaeum Pad
	Dual-pad(Embo & Smooth side)	Characteristic	Easy-absorption pad	
	Moist finishing Cellulose sheet	Material	Water retention capacity 3-Layer sheet (Rayon+pulp+Rayon)	
	Eco-friendly / Vegan	Certification	Vegan	
	#Swiping_type_toner	#Associated tags	Facial_pack_type_toner #1 pack per day	
Eco-friendly Easy to peel off without residue				

Simple choices for cleansing that fits your skin

Foam Cleanser Allskin/Acne

*Functional cosmetics that help alleviate acne-prone skin



BALANX
Foam Cleanser
Allskin type 100ml

BALANX
Foam Cleanser
Acne skin type 100ml

All skin Type	All skin types	Customized Selection	Acne prone skin type	Acne Skin Type
	Rich and dense foam	Foaming Power	Fine whipped cream foam	
	20%	Moisturizing Ingredients	25%	
	19 excluded	Cautionary Ingredients	20 excluded	
	Sweet and Refreshing Fruity Floral Scent	Fragrance	Green, Natural Tea Tree Scent	
Naturally derived Naturally derived surfactants & extracts				
Stimulation Mild stimulation with hypoallergenic certification				
Finish Moist finish without tightness				

Be Original & Stay Healthy

We believe that beauty is not just about outward appearance but about preserving the natural radiance of the skin.

Lilycover focuses not on lavish embellishments that cover the skin but on the deep, nourishing health that rises from within.

Our partners



A new way of approaching cosmetics.
Experience hyper-personalized solutions with Lillycover.

Skin tells a slightly different story every day.
To ensure no subtle change is overlooked, we precisely record and continuously study the signals your skin sends.
When skin is truly understood, customization becomes not a choice, but a new standard.

<h3>Global Networks</h3> <p>Johnson&Johnson, NIVEA, Hankook Kolmar, etc. Providing data-based innovative services through global collaboration</p>	<h3>15,000 sets</h3> <p>Manufactured and sold 15,000 bottles of customized lotion/essence with an average repurchase rate of 48%</p>
<h3>Satisfaction level over 97%</h3> <p>Positive feedback and average satisfaction rate of 97% with personalized recipe matching and daily skin tracking</p>	<h3>Domestic and overseas expansion plans</h3> <p>By the second half of 2026, Lillycover aims to expand its presence with: 5 overseas stores in China, Europe, Dubai, and Japan, 3 department store locations in South Korea, 10 specialized stores in medical and aesthetic clinics</p>

BALANX Stores



SHINSEGAE Daegu, AK Plaza, Omotesando, Tokyo, Japan, etc.
Store type : POP-UP
Area : 33m²
MD : Custom cosmetics, Other skin care included About 10 items (including sets)



THE HYUNDAI (Mokdong store) B2F B Clean store
Store type : General standard
Area : 33~50m²
MD : Custom cosmetics, Other skin care included About 10 items (including sets)



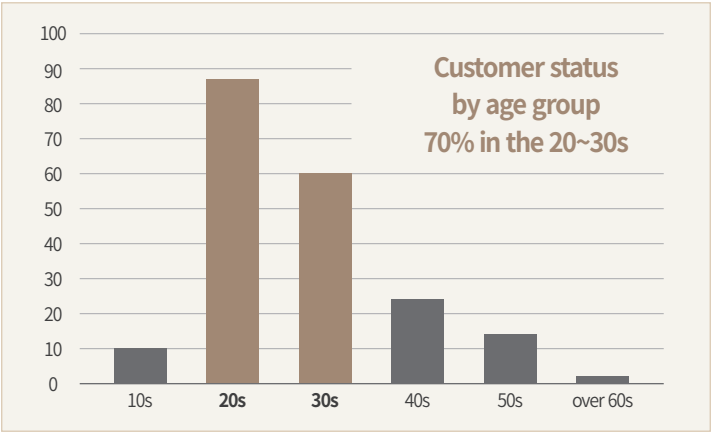
THE HYUNDAI SEOUL / DAEGU
Store type : POP-UP
Area : 66m²
MD : Custom cosmetics, Other hair care included About 10 items (including sets)

Lotte World Mall Jamsil
Store type : POP-UP
Area : 79m²
MD : Custom cosmetics, Other hair care included About 15 items (including sets)

For customers in the 20~40s

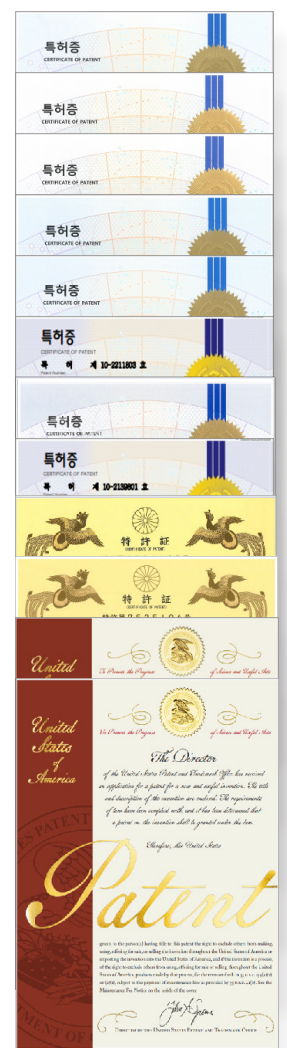
High interest in the new concept of beauty tech and robot performing customized cosmetics

Strong sales performance of skin and hair care lines produced on demand through skin diagnosis-based, personalized recipes



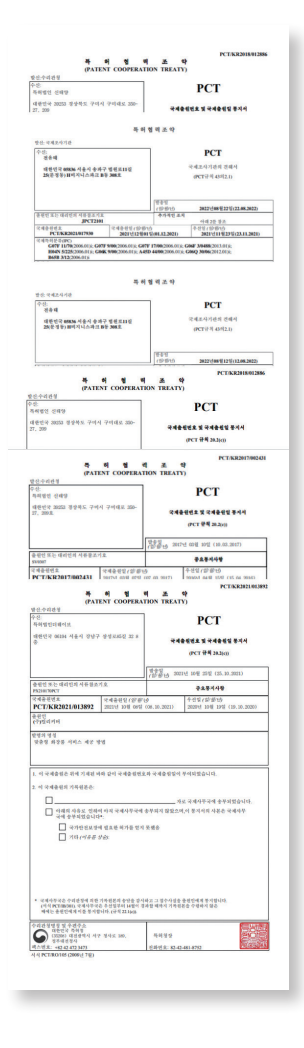
IP registration status

18 Domestic and International Patents



Certificate of Patent

26 Domestic and International Patent Applications



Certificate of Patent

6 service marks in Korea



Certificate of Service Mark Registration

10 domestic designs 9 overseas designs



Certificate of Design Registration

23 domestic trademarks 33 overseas trademarks

44 applications for domestic and overseas patents, trademarks and designs



Certificate of Trademark Registration

