



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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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.



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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 seiseon

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 Kkom-Chae Set
- Winner of Device Category, 2025 InterCHARM Korea Rising Awards
- Finalist, 4th Challenge Business Contest (MakiChalle 2025)
- Achieved Highest Rating (T1-1) 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
- Selected as 2026 Seoul Award Outstanding Products by Seoul Business Agency (SBA)
 - BALANX Personalized Essence
- Selected as an Innovative Company for the Stanford GSB MBA Global Study Trip
- Skin & Scalp Diagnostic Device "Muilli 2" awarded the Grand Prize at the Cosmobeauty Seoul Premium Awards 「2026 Rookie of the Year」 / Minister of SMEs and Startups Award



LILLYCOVER CEO & Founder An Sunhee

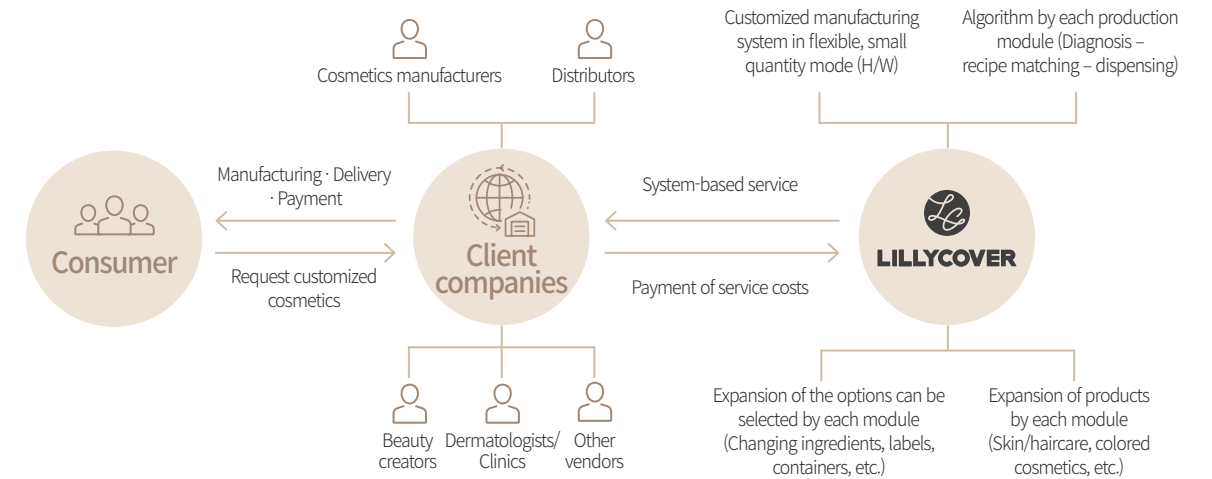
Lillycover Co., Ltd. is an innovative BeautyTech company recognized for its outstanding technology in providing advanced skincare services and customized cosmetics optimized for individual skin needs. Beyond the domestic market, we collaborate with global companies and institutions to expand the boundaries 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 daily changes in the skin and the language of the skin Beauty-tech begins with LILLYCOVER technology



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.

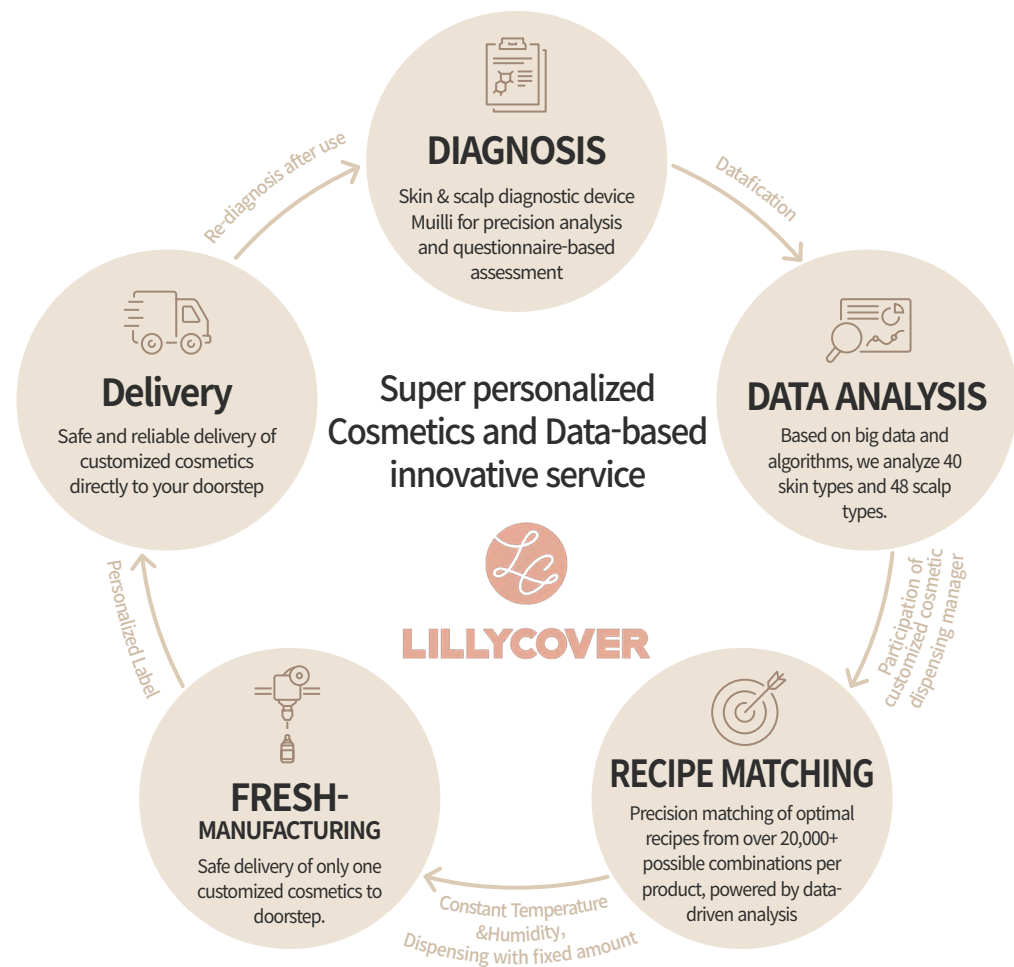
With a compact, space-efficient formulation system and standardized processes, the solution enables fast deployment and scalable operation across diverse B2B environments, including medical clinics, aesthetic centers, and beauty brands—while establishing an O2O personalized beauty model that extends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

Why LILLYCOVER?

<p>High-precision skin and scalp analysis using 60× magnification camera diagnostics</p>	<p>Personalized recipe optimization based on extensive skin data analytics</p>	<p>Simplified manufacturing processes through automated formulation systems, enhancing overall customer experience</p>
<p>Hygienic and safety-compliant formulation systems enabling fresh, on-demand production</p>	<p>Four types of formulation systems supporting diverse product business models</p>	<p>One-stop personalized solution covering the entire journey— from diagnosis to customized cosmetic subscriptions</p>

One Customized Technology

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

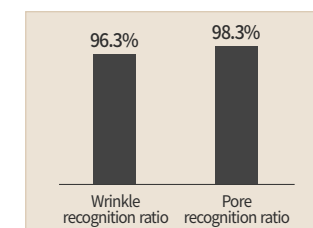


The perfect combination of hyper-personalized service and data-driven technology

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 — personalization inspired by MBTI

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

Skin diagnosis result for BALANX

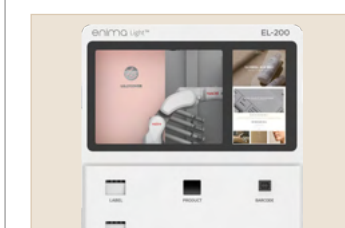
OBFA

Oily Moist oily skin
 Barrier High resistance
 Fair No pigmentation
 Aged High wrinkle index

AI Robot Cosmetics

Special tool for customized cosmetics and fresh manufacturing rule

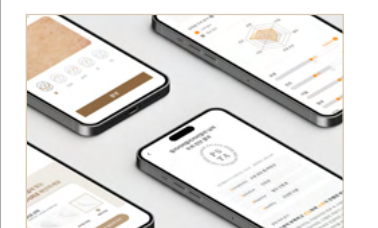
Customized Cosmetics Smart Factory passed the special demonstration regulatory sandbox



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



Understand Your Skin, Precisely

Precise care begins with data.
Analyzing global skin data with high precision,
we derive personalized insights.

Skin expert in your hands, Muilli2

Muilli 2

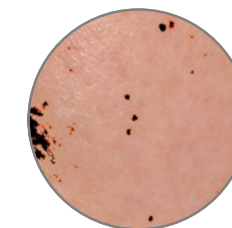


A skin and scalp diagnostic device that delivers precise condition analysis and defines personalized care standards

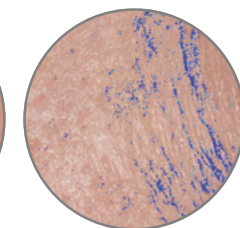
- Easy and convenient diagnosis at home by connecting your phone or table PC
- Smart diagnosis method through big data collected and algorithmized regardless of gender, age, race.
- 60x magnification system enables accurate analysis of the data.
- Measurement of skin moisture level through microcurrent of impedance sensor

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

- Skin Analysis Parameters
Oil & Moisture, Pigmentation, Pores, Wrinkles, Redness, Trouble (Acne), Sensitivity
- Scalp Analysis Parameters
: Oil & Moisture, Keratin (Dead Skin Cells), Redness, Hair Damage Level, Sensitivity, Forehead Width, Hair Thickness, Hair Count per Pore, Pore Density, Hair Loss Progression



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

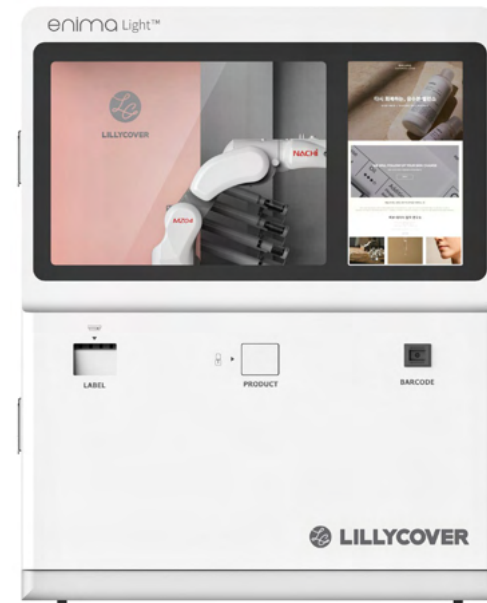


Planetary Mixer makes stirring of high-viscosity raw materials possible in a short time

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		

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)

- ✓ Maximize operational efficiency and utilization by selecting the optimal capacity based on product and production needs.
- ✓ Production capacity: 15ml, 30ml, 50ml, 100ml, 200ml

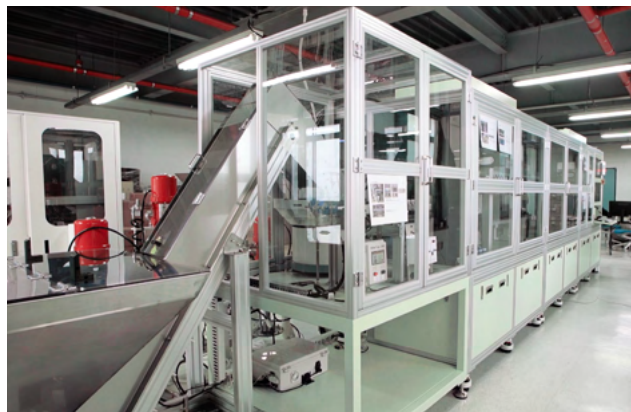
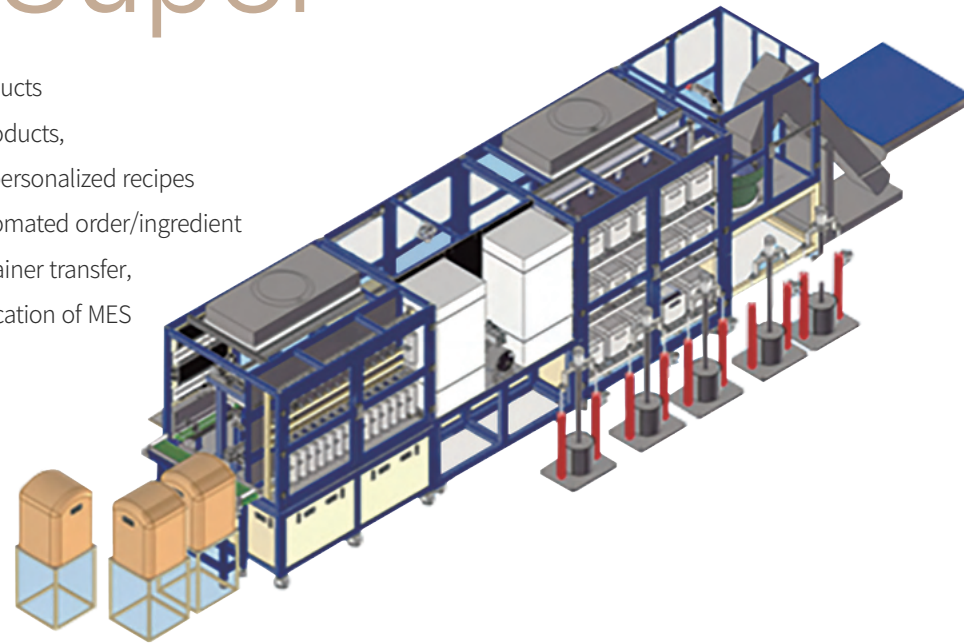
EL-30 15ml + 30ml	EL-50 30ml + 50ml	EL-100 50ml + 100ml	EL-200 100ml + 200ml	EL-200A 50ml + 200ml
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Product name	Custom Cosmetics Manufacturing System ENIMA Light		
Size	1400 x 930 x 1775 mm	Dispensed products	Facial & Hair Care Line (toner, essence, 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

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

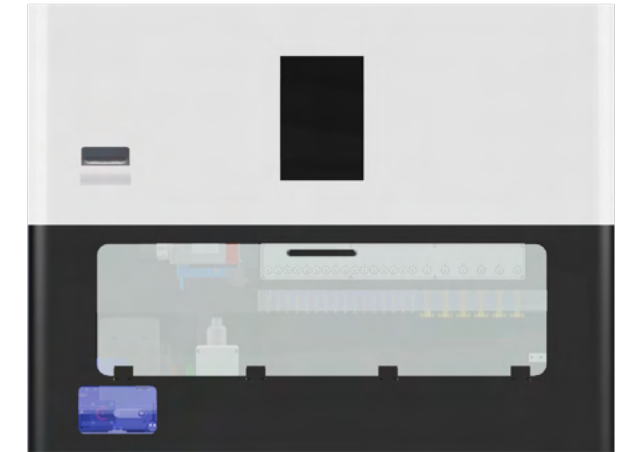


Product name	Custom cosmetics manufacturing system, ENIMA Super	Cycle time	1~3 minutes
Size	1400 x 5000 x 1890 mm	Dispensed products	Facial / Hair care products
Viscosity available for dispensing	6,000-20,000 cP	Production capacity	30ml, 100ml, 250ml

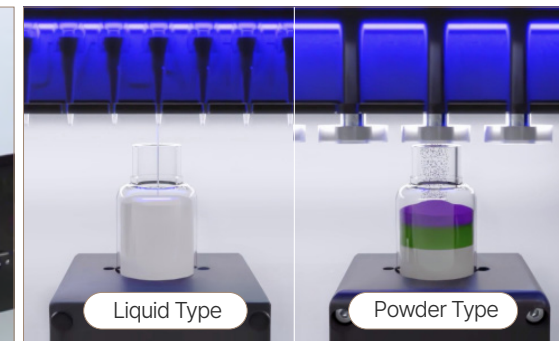
A Compact Customized Cosmetic Formulation Solution Scalable Across Medical, Aesthetic & Retail

LIVY™

- ☑ Dual pump system that simultaneously handles liquid and powder ingredients
- ☑ Compact design that responds to various environments such as clinics, aesthetic centers, and beauty shops, enhancing ease of installation and operation
- ☑ Supports high-end personalized prescription formulation based on individualized skin data and recipes
- ☑ Maximizes operational efficiency by selecting appropriate capacity according to product and production purpose
- ☑ Enables a wide range of formulations from personalized skincare to waterless and clean beauty formulas
- ☑ Minimizes on-site operational burden with an intuitive interface and easy maintenance



Real-Time Data-Based Customized Formulation



Dual Formulation System Expands Application Range and Maximizes Operational Efficiency



Precision Custom Formulation System in a Compact Design

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

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.



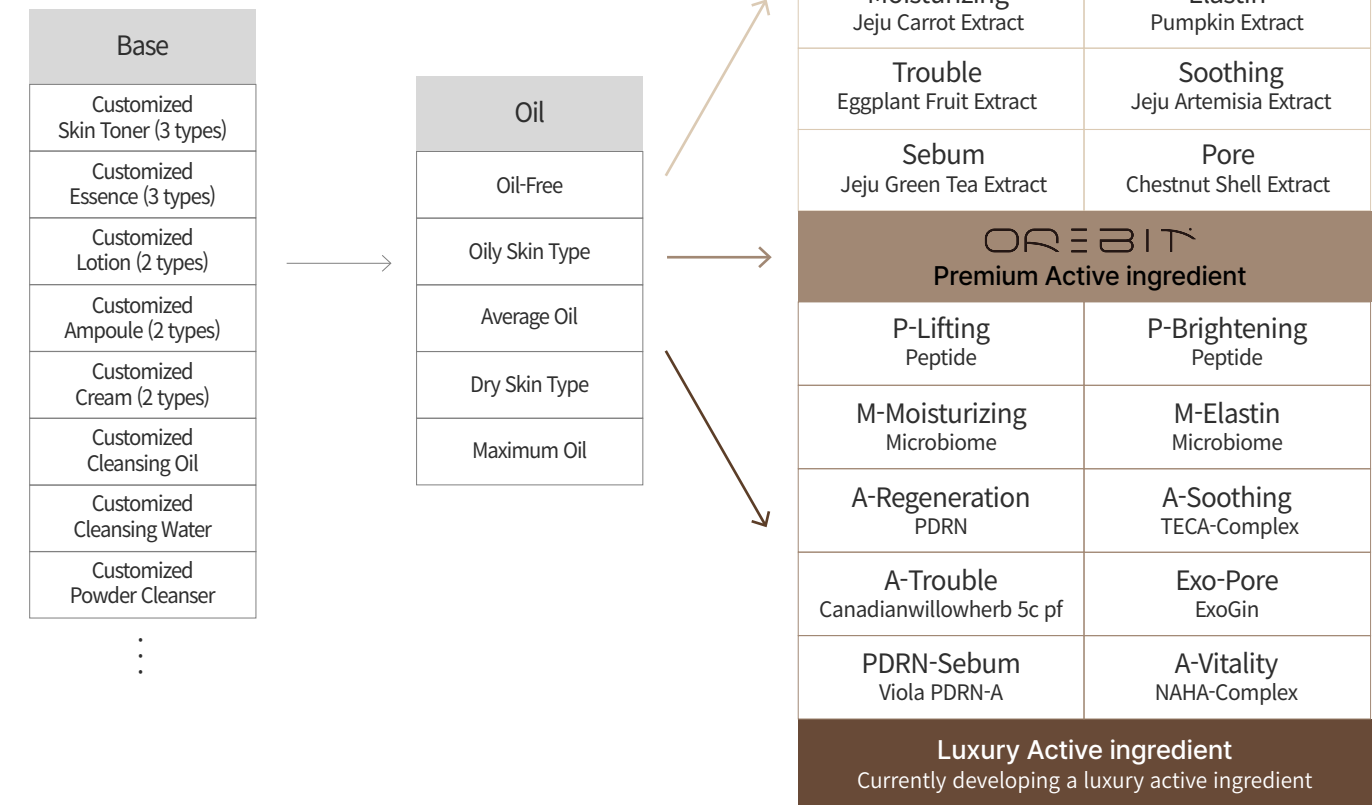
Just as every tree has its own grain,
and every person has a unique fingerprint,
we ultimately focus on the essence.

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.

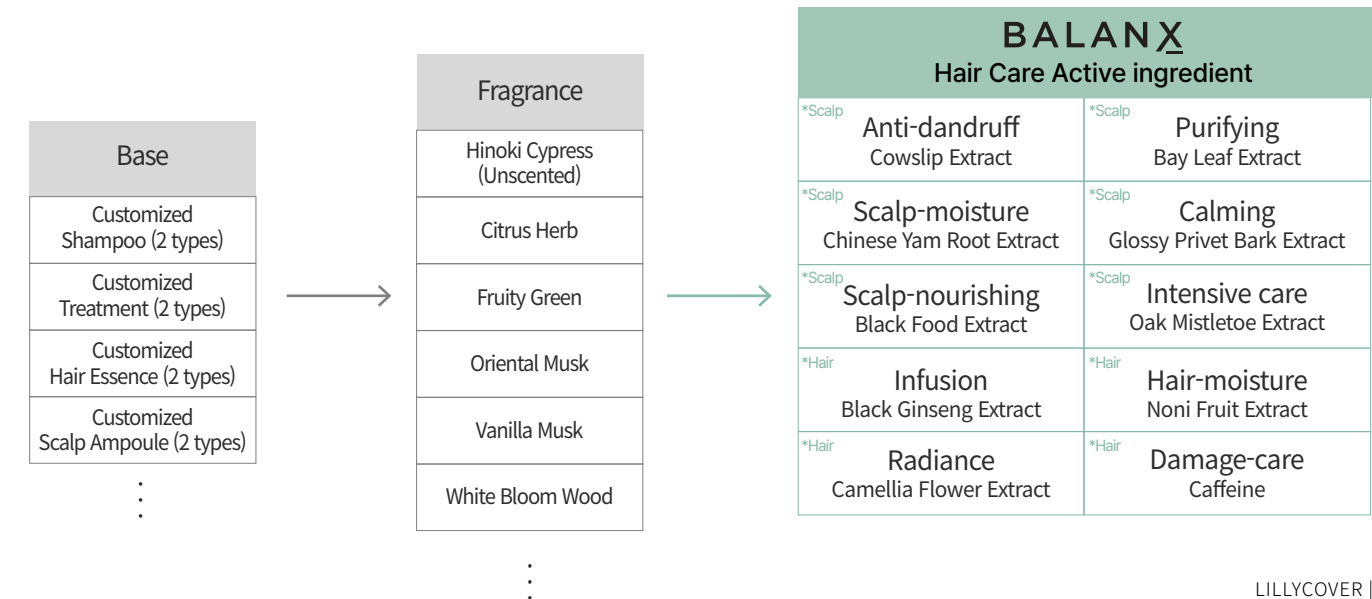


FORMULATION PROCESS

Customized Skincare Products



Customized Hair Care Products





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

1:1 Customized Skin Toner – Precisely formulated to reflect current skin condition and individual skincare needs.

Customized Skin Toner

- ☑ A customized skin toner formulated by selecting recommended ingredients based on skin diagnosis results.
- ☑ Allows selection of base type, oil level, and active ingredients, with personalized labeling reflecting individual skin diagnosis results.
- ☑ A refreshing water-type texture that quickly delivers hydration to the skin.
- ☑ Skin-balancing care that helps enhance absorption of the next skincare step.
- ☑ Daily moisturizing design considering the skin's oil-moisture balance.
- ☑ A mild care formula that gently soothes and comforts the skin.



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

1:1 Customized Moisturizing Essence – Powered by AI skin analysis, formulated with tailored ingredients based on skin condition to support intensive care.

Customized Essence Customized Spicule Essence ^{*Spicule}

- ☑ A customized essence formulated by selecting recommended ingredients based on skin diagnosis results.
- ☑ Allows selection of base type, oil level, and active ingredients, with personalized labeling reflecting individual skin diagnosis results.
- ☑ Intensive care formula designed according to skin condition.
- ☑ A smooth texture that gently adheres to the skin and absorbs quickly.
- ☑ Daily intensive care delivering both hydration and nourishment.
- ☑ A base containing micro spicules to enhance skin absorption and vitality care.



Light / Heavy (2 base types)
Volume: 15ml, 30ml, 50ml, 100ml, 200ml

1:1 Customized Moisturizing Lotion – Powered by AI skin analysis, formulated to maintain skin balance while delivering comfortable hydration.

Customized Lotion Customized Fluid Lotion ^{*Oil Beads}

- ☑ A customized lotion formulated by selecting recommended ingredients or user-selected ingredients based on skin diagnosis results.
- ☑ Allows selection of base type, oil level, and active ingredients, with personalized labeling reflecting individual skin diagnosis results.
- ☑ A balanced moisturizing formula base designed to maintain the skin's oil-moisture balance.
- ☑ A smooth texture that spreads easily and adheres comfortably to the skin.
- ☑ A refreshing finish without stickiness.
- ☑ Conditioning care that helps protect and stabilize the skin.



Fluid / Cera Capsule (2 Base Types)
SPF 50+ PA++++
Volume: 15ml, 30ml, 50ml, 100ml, 200ml

1:1 Customized Daily UV Care Lotion – Powered by AI skin analysis, designed based on skin condition and usage environment for personalized daily UV protection.

Customized Sun Lotion

- ☑ A customized sun lotion formulated by selecting recommended ingredients or user-selected ingredients based on skin diagnosis results.
- ☑ Skin-fit sun care that adheres thinly and evenly to the skin.
- ☑ UV protection SPF 50+ / PA++++.
- ☑ Stable daily UV protection suitable for everyday use.
- ☑ Maintains a natural skin tone without white cast.
- ☑ A refreshing finish without stickiness.



Balance-P / Hydra-C (2 Base Types)
Volume: 15ml, 30ml, 50ml, 100ml, 200ml

1:1 Customized High – Concentration Ampoule
Optimally formulated for rapid absorption and immediate effects.

Customized Ampoule

- ☑ Customized cosmetics formulated by selecting or recommending ingredients based on skin diagnosis results
- ☑ Dual formula with a balanced design of Vitamin C and peptides (Vitamin C-based antioxidant & hydration / Peptide-based elasticity & oil-moisture balance)
- ☑ Provides moisturizing & radiance or fresh balancing & soothing care depending on skin type
- ☑ Stabilizes and maintains skin condition through a flower & Centella-based complex formulation
- ☑ Customized care designed to flexibly respond to changes in skin condition



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.
- ☑ Water-soluble labels that peel off easily without residue and eco-friendly packaging.



Volume: 50ml, 100ml, 200ml

1:1 Customized Oil Mist – Powered by AI skin analysis, formulated with tailored ingredients based on skin condition to deliver personalized hydration and nourishment.

Customized Oil Mist

- ✓ Upcycled Jeju hinoki cypress water 99% base.
- ✓ A customized cosmetic formulated by selecting recommended ingredients or user-selected ingredients based on skin diagnosis results.
- ✓ Allows selection of base type, oil level, and active ingredients, with personalized labeling reflecting individual skin diagnosis results.
- ✓ Re-formulation and regular re-compounding available according to the skin's renewal cycle after use.
- ✓ Formulated without 20 cautionary ingredients.
- ✓ Easy-peel separable label that leaves no residue, combined with eco-friendly packaging materials.



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

1:1 Customized Cleansing Water(No-Wash Type) – A customized cleansing water designed to match your skin, providing gentle cleansing without rinsing.

Customized Cleansing Water

- ✓ A customized cosmetic formulated by selecting recommended ingredients or user-selected ingredients based on skin diagnosis results.
- ✓ No-wash type that does not require additional rinsing after use.
- ✓ Water-type base that provides a refreshing cleansing feel without residue.
- ✓ Formulated with a combination of naturally derived surfactants and moisturizing ingredients.
- ✓ Minimizes moisture loss by maintaining the skin's oil-moisture and pH balance.
- ✓ Low-irritation mildly acidic formula that helps reduce skin burden.



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

1:1 Customized Cleansing Oil – A mild customized cleansing oil formulated by selecting recommended ingredients based on skin diagnosis results.

Customized Cleansing Oil

- ✓ A customized cleansing oil formulated by selecting recommended ingredients based on skin diagnosis results.
- ✓ A gentle base designed to minimize skin burden.
- ✓ Clean formula excluding 20 cautionary ingredients to reduce potential skin irritation.
- ✓ Oil cleansing that gently dissolves makeup, sebum, and impurities.
- ✓ Lightly emulsifies upon contact with water for a clean rinse without residue.
- ✓ Hydrating finish that helps reduce post-cleansing tightness.



Volume: 25g, 50g

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

Customized Powder Cleanser

- ✓ An enzyme-based powder cleanser designed to gently break down impurities, dead skin cells, and excess sebum for thorough yet non-irritating cleansing
- ✓ Custom formulation with the addition of functional capsules tailored to specific care needs
- ✓ 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



Skin Tone: C · N · W · O
Shade Range: No.03 – No.52 (26 Shades)
Volume: 30ml, 50ml

1:1 Customized Foundation – A personalized foundation created by selecting texture and shade based on skin tone and condition, enhanced with functional ingredients.

Customized Foundation

- ✓ Select texture and shade based on skin diagnosis results, reflecting individual skin tone and needs.
- ✓ Texture options allow various skin finish expressions and a wide range of shades for different skin tones.
- ✓ Clean formula designed with naturally derived ingredients primarily rated EWG Green Grade (1–2).
- ✓ Free from 20 harmful ingredients and common allergen cautionary ingredients.
- ✓ Cruelty-free formula excluding animal-derived ingredients.



SAK / KKOM / JJON / TOK / SSOK Pads (5 Types)
10 Sheets per Type
Pad Size: 80mm

Portable Customized Skincare Pad – A portable customized pad designed to be filled with skincare tailored to your current skin condition.

Customizing Pad

- ✓ A customizable pad that can be filled with selected products such as toner, essence, or ampoule.
- ✓ A portable skincare solution that can be conveniently used according to skin condition even while on the go.
- ✓ Various pad types can be selected depending on the skin condition.
- ✓ Complete your own personalized pad care anytime, anywhere.

SSAK Pad	Gentle exfoliation	TOK Pad	Spicule absorption boost
KKOM Pad	Deep hydration balance	SSOK Pad	Skin conditioning
JJON Pad	Firm soothing carecare		



Moisture Gel / Cooling Gel (2 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

- ✔ A customized shampoo formulated with a personalized recipe based on diagnosis and prescription.
- ✔ Allows selection of base type according to scalp condition, with customizable fragrance and fragrance intensity.
- ✔ Cooling Gel Base: Refreshing deep cleansing care for oily scalp.
- ✔ Moisture Gel Base: Hydrating and soothing care for sensitive scalp.
- ✔ Clean formula using EWG Green grade ingredients.
- ✔ Mildly acidic formula suitable for sensitive scalp, excluding 19 cautionary ingredients.
- ✔ Database-based reordering and subscription options available.

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

Customized Body Wash

- ✔ 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



Vinegar / Water to Cream (2 base types)
Volume: 250ml

Dual-Care Customized Hair Treatment – A customized treatment designed to care for both scalp and hair condition simultaneously.

Customized Treatment

- ✔ A customized treatment formulated with a personalized recipe based on diagnosis and prescription.
- ✔ Allows selection of base type according to scalp and hair condition.
- ✔ Vinegar Base: pH balancing care that helps refine and condition both scalp and hair.
- ✔ Water to Cream Base: Intensive nourishing care for damaged hair.
- ✔ Formulated with hinoki cypress water base and naturally derived moisturizing ingredients.
- ✔ Silicone-free and mildly acidic formula.
- ✔ Database-based reordering and subscription options available.

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

Customized Body Lotion

- ✔ 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.



Volume: 250ml

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

Customized Scalp Ampoule

- ✔ A customized scalp ampoule formulated by blending base and intensive care ingredients according to scalp condition and type.
- ✔ Applies Jeju hinoki cypress water or seawater base depending on scalp type.
- ✔ Designed to balance scalp oil and moisture while managing keratin and sebum, leaving a refreshing finish without stickiness.
- ✔ Provides nourishment to maintain a healthy scalp environment.
- ✔ Soothes and comforts sensitive scalp.
- ✔ Designed to enhance scalp vitality and help relieve symptoms of hair loss.



For Dry Skin / For Oily Skin / Scalp Care (3 Base Types)
Volume: 30ml, 50ml, 100ml



Light Oil
Rich Oil

For Oily Skin / For Dry Skin (2 Base Types)
Light / Rich (2 Body Oil Types)
Volume: 30ml, 50ml, 100ml

1:1 Customized Body Mist – A personalized body mist formulated with the optimal recipe balancing fragrance and hydration.

Customized Body Mist

- ✔ A customized body care mist designed according to skin type and condition.
- ✔ Balanced body care achieved through tailored combinations of base and oil depending on skin type, leaving a refreshing finish without stickiness.
- ✔ Base options include a soothing formula with hinoki cypress water and a moisturizing formula with marine mineral water.
- ✔ Database-based reordering and subscription options available.
- ✔ Applies easy-peel separable labels that leave no residue, along with eco-friendly packaging materials.
- ✔ Adjustable hydration level with oil options (Rich / Light).
- ✔ Formulated with EWG Green grade ingredients, suitable even for sensitive body skin.



A fill-and-use customized pad, tailored to your skin each day
Customized Toner Pad Biuum/Chaeum

Smoothing skin texture	Option	Moisture, Calm, absorption
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



BALANX Foam Cleanser Allskin type 100ml
 BALANX Foam Cleanser Acne skin type 100ml

*Functional cosmetics that help alleviate acne-prone skin

All skin types	Customized Selection	Acne prone 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 through personalized recipe matching and daily skin tracking, with an average satisfaction rate of 97%</p>	<h3>Domestic and overseas expansion plans</h3> <p>By the second half of 2027, we plan to expand to 5 overseas stores (China, Europe, Japan, Dubai), 3 domestic department stores, and 10 medical/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)



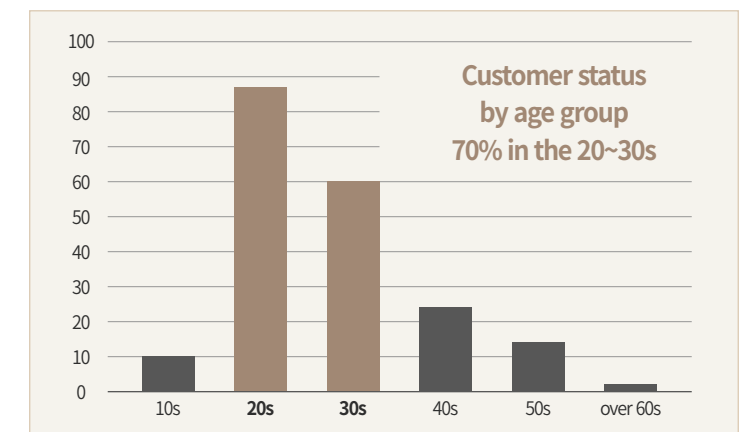
THE HYUNDAI SEOUL / DAEGU
Store type : POP-UP
Area : 66m²
MD : Custom cosmetics, Other hair care included
About 10 items (including sets)

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

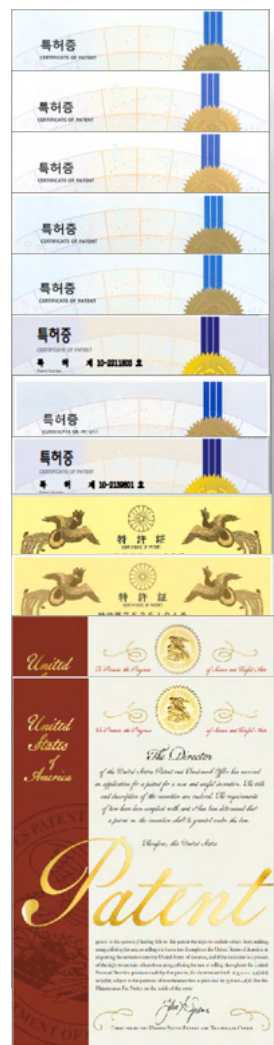
High interest in the new concept of beauty tech and robot performing customized cosmetics

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



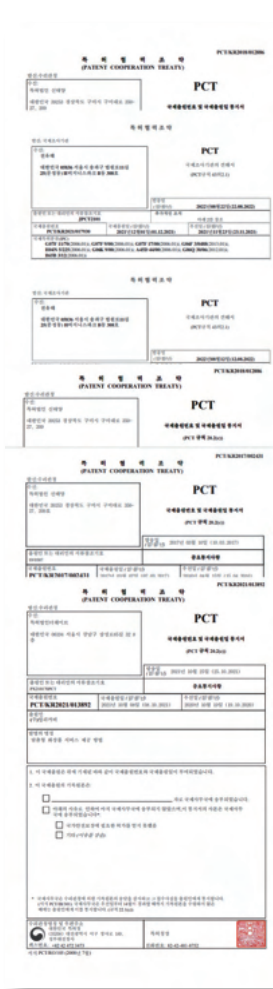
IP registration status

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



Certificate of Trademark Registration

44 applications for domestic and overseas patents, trademarks and designs

