

P R E M I U M



DXN  
GEMPYURI



## BRAND STORY

**GEM** (Precious stone) + **PYURI** ( 피우리 Blooming in Korean)

GEMPYURI means the nature of skin glowing like jewels  
to bloom the beauty of women more gloriously



# GEMPYURI

**BRAND SLOGAN**

GEMPYURI

for shiny skin like jewel

**BRAND SYMBOL**

MEANING

Gempyuri symbolizes skin glowing like gem



SYMBOL

Jewel



Gempyuri's three unique and distinct values

**G**EMPYURI

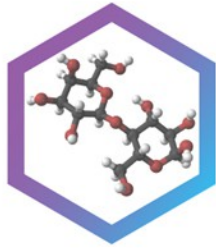
# PACKAGE DESIGN



## MAIN INGREDIENTS



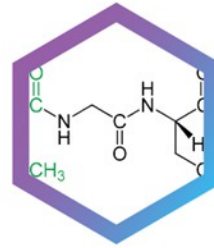
Amethyst



Hydrolyzed  
RNA



Truffle  
Extract



Peptide



Ganoderma  
Extract



Spirulina  
Extract



# SKIN CARE LINE



## STEP TO USE

# DXN Gempyuri Self-Aesthetic Skin Care

Step 1



### **MULTI MASSAGE CLEANSER**

Apply an appropriate amount of product to your wet face and neck. Gently massage for up to 3 minutes and wash off with lukewarm water.

Step 2



### **TIGHTENING FRESH TONER**

After washing the face in the morning & evening, apply the product evenly to the face and neck and tap gently to increase absorption.

Step 3



### **VOLUME ENERGY SERUM**

After washing the face in the morning & evening, apply the product evenly to the face and neck and tap gently to increase absorption.

Step 4



### **LIFTING IMPACT AMPOULE OIL**

Apply the ampoule oil and pat from inward to outward of the face. Gently press for deep absorption with fingertips around the face.

Step 5



### **DERMA PERFECTION REJUVENATION CREAM**

Apply the cream onto face and neck in the morning and evening every day after using toner and essence. Gently massage face and neck.



# SKIN CARE LINE

MULTI  
MASSAGE  
CLEANSER

TIGHTENING  
FRESH  
TONER

VOLUME  
ENERGY  
SERUM

LIFTING  
IMPACT  
AMPOULE OIL

DERMA  
PERFECTION  
REJUVENATION  
CREAM

# DXN GEMPYURI

## **MULTI MASSAGE CLEANSER**

Multi Massage Cleanser contains truffle extract (also known as black diamond) and amethyst that help to moisturize and clear the skin.

125 ml



# DXN GEMPYURI

## TIGHTENING FRESH TONER

A concentrated emulsion-type toner helps to moisturize and tighten the skin. It also works together with its dedicated ingredients to improve skin vitalization and tone up the skin.

100 ml



# DXN GEMPYURI

## **VOLUME ENERGY SERUM**

Volume Energy Serum helps to maintain skin elasticity to soften and smooth the skin. It also contains the amethyst and peptide proteins.

50 ml



# DXN GEMPYURI

## LIFTING IMPACT AMPOULE OIL

An ampoule-type oil containing Argan Oil which can deliver nutrients and moisture for dry and poor skin; thereby tone up and bring you a lifted and tightened glowing skin.

30 ml



# DXN GEMPYURI

## **DERMA PERFECTION REJUVENATION CREAM**

Derma Perfection Rejuvenation Cream with its special formulation helps to tone up, hydrate and brighten the dull skin. Its anti-aging and lifting effects also brings the skin back to life.

50 ml





“

*We have customers who have never used our product,  
but not those who have used just once.*

”



**THANK YOU**