

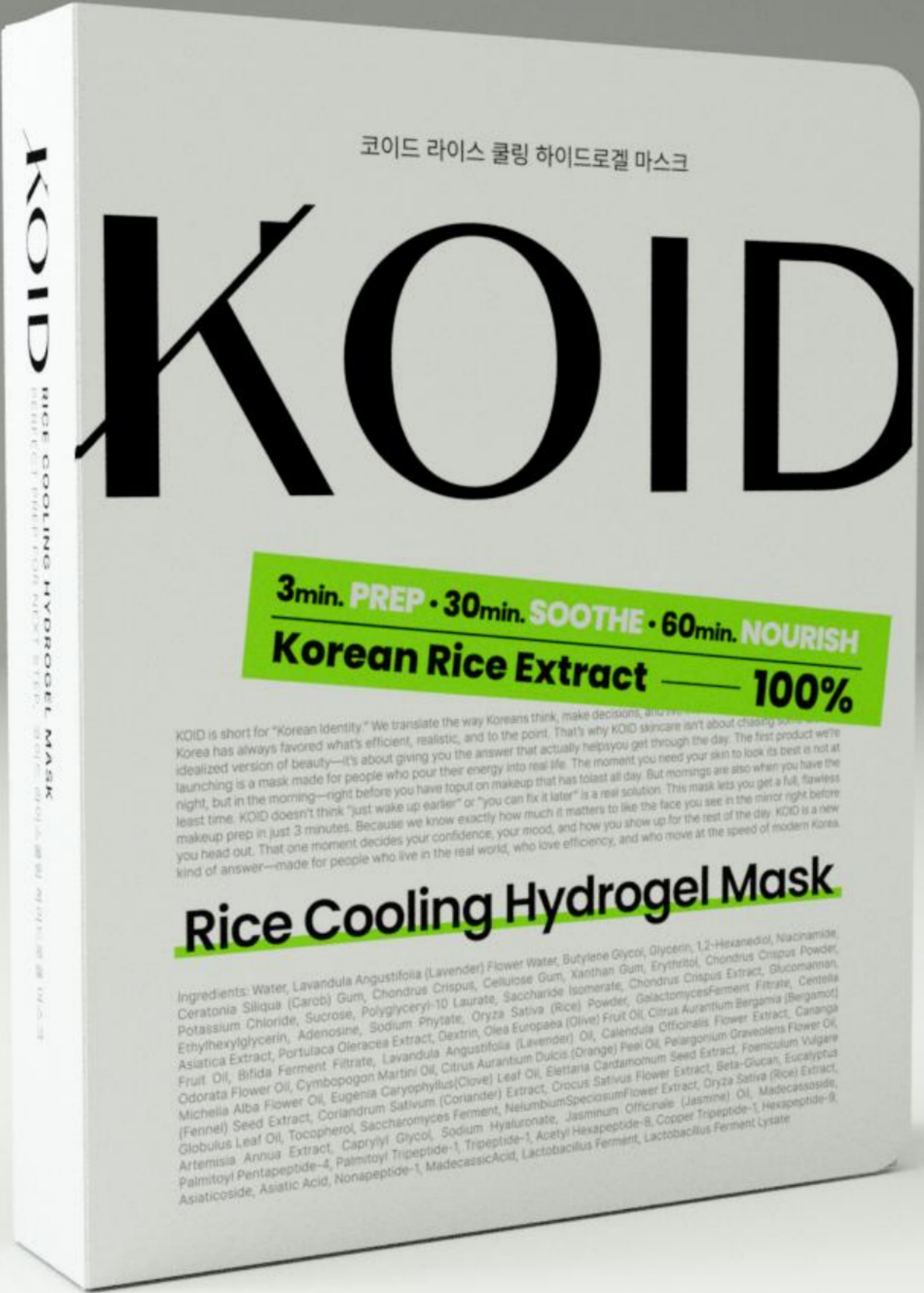
3min PREP · 30min SOOTHE · 60min NOURISH

Korean Rice Extract 100%

Skin, designed at the tempo of Seoul.

서울의 속도로, 피부를 설계한다.

BRAND	DOCUMENT	AUDIENCE	YEAR
KOID — 코이드	Brand Book v1.0	Beauty Partners	2026



CONTENTS

Contents.

KOID's identity and product,
organized in 10 chapters.

05	Brand Philosophy	Philosophy · Tempo / Contrast / Imagine
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BRAND DEFINITION

A skincare brand born within the speed of Korea.

The speed of Korea is not simply about being fast. Within it, two conflicting sensibilities quietly coexist — the drive to push forward, and the will not to lose yourself. KOID began in that gap.

If sheet masks have existed only as products, KOID exists as an experience. From the moment you put it on to the moment you peel it off, and into the next morning — KOID designs all of that time.

POSITION	The brand that finds the most realistic answer.
tone	Urban · Refined · Minimal · Understated premium · Trustworthy
CORE VALUE	Endless questions about the essentials + fast, precise solutions = the most realistic answer
SLOGAN	Every moment for yourself.
DECLARATION	In every shining scene of you, there is KOID.

ORIGIN STORY

Some days, 10 minutes
for yourself change
the entire day.

Living in Seoul feels like always running toward something. Schedules, deadlines, appointments, notifications. In the middle of it all, we often take care of ourselves last. KOID was made for that last moment.

"You put on the mask and close your eyes for a moment. The feeling of cool, moist gel clinging to your skin. The scent of lavender and jasmine drifting through the air. Ten minutes where nothing is required of you. In that moment, it is no longer a routine — it becomes a ritual."

— Why this brand exists

KOID doesn't stand in the spotlight. But it becomes your most reliable routine. The first skincare your hands reach for each day — the one that firmly holds up every shining scene of you.

3 PILLARS

It runs at the tempo of Seoul.

Resolving the contrasts of a fast city's rhythm
through changes possible right now — KOID's three pillars.
Tempo · Contrast · Imagine.

01 / SEOUL TEMPO

Tempo.

The tempo of Seoul

We don't go against the city's speed. We operate within it.
Efficiency · immediacy · reality — skincare that delivers at
any speed.

Effect from a single use

3MIN PREP

02 / CONTRAST

Contrast.

The balance of contrast

Between a fast pace and a delicate routine, technology
fills the gap.
Tired skin and a mind that needs rest — skincare that
satisfies both.

Cooling · 5 centella

30MIN SOOTHE

03 / IMAGINE

Imagine.

Imagination, realized

The speed at which imagination becomes reality — that is
KOID's standard.
Real, visible change in a short time. Clinically verified.

Clinical verification complete

60MIN NOURISH

MANIFESTO 1 OF 1

SLOGAN

Every moment for yourself.

In every shining scene of you, there is KOID.
A place where a mask exists not as a product, but as an experience.

나를 위한 순간이 쌓입니다.
KOID is the moment that lets you stay you.



BRAND PERSONA

Calm, refined, and quietly strong.

Not flashy, yet gets things done. Consistent, sincere, effortlessly cool. An urban woman who values efficiency and immerses herself in her work.

AGE	Women, early 20s — mid 30s
MBTI	ESFJ — warm, responsible, efficiency-driven
VIBE	Urban beauty — refined, never excessive
REF.	Lee Chung-ah · Roh Yoon-seo · Go Youn-jung

— TARGET AUDIENCE

Priority 1

Trendsetters

Late 20s to mid 30s, sharing their lifestyle on social media. They research ingredients and efficacy themselves and spread the word.

Priority 2

Core users

Working women who need efficient skincare within busy schedules. Women in their 30s–40s short on self-care time.

Priority 3

Followers

A broad base of consumers who aspire to the trendsetters' lifestyle and trust their recommendations.

✓ Words we use

"Every shining scene of you"

"Your most reliable routine"

"Different from the moment you put it on"

"A night that makes you look forward to tomorrow morning"

"3 minutes or 60 — it's your ritual"

"Cooling proven by temperature, not by feeling"

X Words we don't use

~~"Insane results!" / "Unbelievable change!"~~

~~"Buy now"~~

~~"You'll regret not using it"~~

~~"Limited stock — almost gone"~~

Hydration 103% → "Skin feels like it just drank water"

Cooling 29.7% → "The chill a thermal camera captured"

Irritation index 0.00 → "Safe on sensitive days, on tired skin"

7 pore metrics improved → "You'll see it yourself in the mirror tomorrow morning"

— Data, spoken in the language of feeling

SIGNATURE 01

Cooled by rice.
Designed for skin.

A cooling hydrogel built on rice extract. Over 65 ingredients —
a full ampoule concentrated into a single sheet. KOID's first signature.

Korean Rice Extract 100%

Format	Hydrogel sheet	Functionality	Brightening + Wrinkle care
Duration	3 · 30 · 60 min	Ingredients	65+
Gums	Carob gum 0.875%	Price	₩5,000 / sheet



WHY HYDROGEL

Why hydrogel was chosen.

Hydrogel holds moisture far better than sheet masks.
The moment it touches skin, it forms a vacuum seal — delivering ingredients deeper.

KOID saturates the sheet with essence, so skin takes in as much as it can absorb — with nothing left behind after removal.

— 2 years of development

65+ ingredients selected · 6-peptide formulation trials · human application tests supervised by a board-certified dermatologist

WHY RICE

Why rice is at the center.

Rice is Korea's oldest skin-beauty wisdom.
This concentrated natural rice gel mask blends the 'Rice' in its name in two real forms — rice powder and rice extract.

A transparent formula where the name matches the ingredients — that is the KOID way.

Ingredients 65 +	Development 2 years
Rice complex 2 forms	Peptides 6 types

KEY INGREDIENTS

65 and more.
Every one,
for a reason.

From hero ingredients at concentrations worth claiming, to the synergy of complex formulation — every ingredient KOID chose has its reason.

Lavender flower water 9.2%

Soothing · Scent

A spa-level experience through high concentration

Niacinamide 2% (20,000PPM)

Brightening

MFDS-certified functional ingredient

Irish moss, 3 forms 1%+

Cooling · Hydration

The physical and compositional basis of cooling

Adenosine 0.04%

Wrinkle care

MFDS-notified anti-wrinkle ingredient

6-peptide complex

Anti-aging

Palmitoyl pentapeptide-4 and 5 more

Centella x5 + 3 ferments

Soothing · Repair

Madecassoside and 4 more · Galactomyces and 2 more

+ 14 natural aroma oils (lavender · bergamot · jasmine · ylang-ylang · palmarosa · eucalyptus...) + Rare botanical extracts (saffron · lotus · sweet wormwood · portulaca) + Dual rice complex (rice powder · rice extract)

3 · 30 · 60

Time becomes the prescription.

3, 30, 60 minutes.
Skin that changes with your time.

3min PREP

3min

PREP

Hydrate & calm

MORNING · BEFORE WORK

Toner, lotion, and cream in one sheet — in 3 minutes.
Cooling tightens pores and preps skin for makeup that lasts.

SEOUL TEMPO

→ 01

30min SOOTHE

30min

SOOTHE

Firming coat

EVENING · AFTER WORK

Calms skin stressed through the day and tightens pores.
Balance between a fast day and a delicate routine.

CONTRAST

→ 02

60min NOURISH

60min

NOURISH

Deep nourishment

WEEKEND · BEFORE A BIG DAY

An hour of active delivery without drying out.
Imagined change becomes tomorrow's reality.

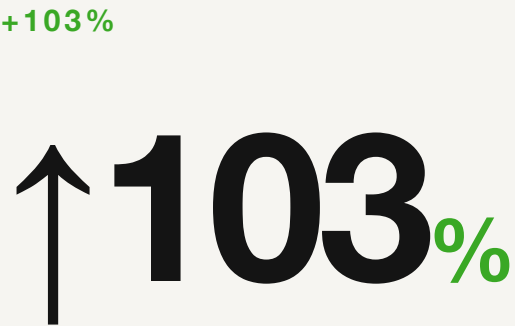
IMAGINE

→ 03

VERIFIED IN VIVO

The numbers speak.

Supervised by a board-certified dermatologist. Two GCP-standard human application tests complete. Measured after a single use.



Hydration increase

Measured immediately after one use; stratum corneum moisture.



Skin temperature drop

Thermal imaging; cooling 291% vs untreated skin.

7 INDEX



Pore metrics improved

Size, depth, count — all improved at once. $p < 0.001$.

0.00 INDEX



Irritation index

Sensitive-skin patch test, highest non-irritant grade. $n = 33$.

FIVE THINGS

Five positions only KOID holds.

At the same price point, a density two tiers above.
Rare assets for a new brand to hold at once.

01

Time-Based Care

The category's first time prescription. 3 · 30 · 60 minutes — staged results that follow the user's time.

02

Dual-functional: brightening + wrinkle care

Both MFDS certifications at once. A rare double certification in the mask category — instant differentiation on the shelf.

03

100% natural-gum formula philosophy

No synthetic polymers. Designed around carob gum 0.875%. Korean honesty, built into the formula.

04

Dermatologist-led clinical verification

Two GCP-standard human application tests supervised by a board-certified dermatologist. Objective proof of single-use effect.

05

65+ ingredient density

6 peptides · 5 centella · 3 ferments · 14 natural aroma oils. Overwhelming diversity vs the market average.

PARTNERSHIP

Why KOID matters.

Why KOID, and why now. Four clear reasons.

WHY KOID, WHY NOW.

01 **A new standard for the category**

Same price band in hydrogel, two tiers above in density. Not just another mask — a daily ritual.

02 **Certification that differentiates instantly**

Brightening + wrinkle care, certified simultaneously by Korea's MFDS. One line is all it takes — on shelf or in content.

03 **Simple to explain**

3 · 30 · 60. A usage scenario consumers grasp in 30 seconds. Ready for display and content as-is.

04 **K-Identity, a global asset**

A roadmap to Amazon, Qoo10, and Shopee. A clear brand identity bridging Korea and the world.

SEOUL 2026

In every shining scene of you, there is KOID.

나를 위한 순간이 쌓입니다.

A new tempo for skin, designed in Seoul. Every moment for yourself.

PARTNERSHIPS

in@idlabs.co.kr

WEB

www.koid.co.kr