



코이드 라이스 쿨링 하이드로겔 마스크

KOID

3min. PREP • 30min. SOOTHE • 60min. NOURISH
Korean Rice Extract 100%

**Less Cover
More Skin**

KOID Rice Cooling Hydrogel Mask

Ingredients: Water, Lavandula Angustifolia (Lavender) Flower Water, Butylene Glycol, Glycerin, 1,2-Hexa
Ceratonis Siliqua (Carob) Gum, Chondrus Crispus, Cellulose Gum, Xanthan Gum, Erythritol, Chondrus Cr
Chloride, Sucrose, Polyglyceryl-10 Laurate, Saccharide Isomerate, Chondrus Crispus Extract, Gluco
Adenosine, Sodium Phytate, Oryza Sativa (Rice) Extract, Citrus Aurantium Bergamia (D
Portulaca Oleracea Extract, Lavandula Angustifolia (Lavender) Oil, Calendula Officinalis Flower Extract, Canan
Caryophyllus (Clove) Leaf Oil, Elettaria Cardamomum Seed Extract, Foeniculum Vulgare (F
(Coriander) Extract, Crocus Sativus Flower Extract, Beta-Glucan, Eucalyptus Glo
Ferment, Nelumbium Speciosum Flower Extract, Oryza Sativa (Rice) Extract
Glycol, Sodium Hyaluronate, Jasminum Officinale (Jasmine) Oil, Madec
Tripeptide-1, Tripeptide-1, Acetyl Hexapeptide-8, Copper Tripeptide-1, Hex
Madecassic Acid, Lactobacillus Ferment, Lactobacillus Ferment Lysate

로겔 마스크
KOID
NOURISH 100%

Rice C

KOID

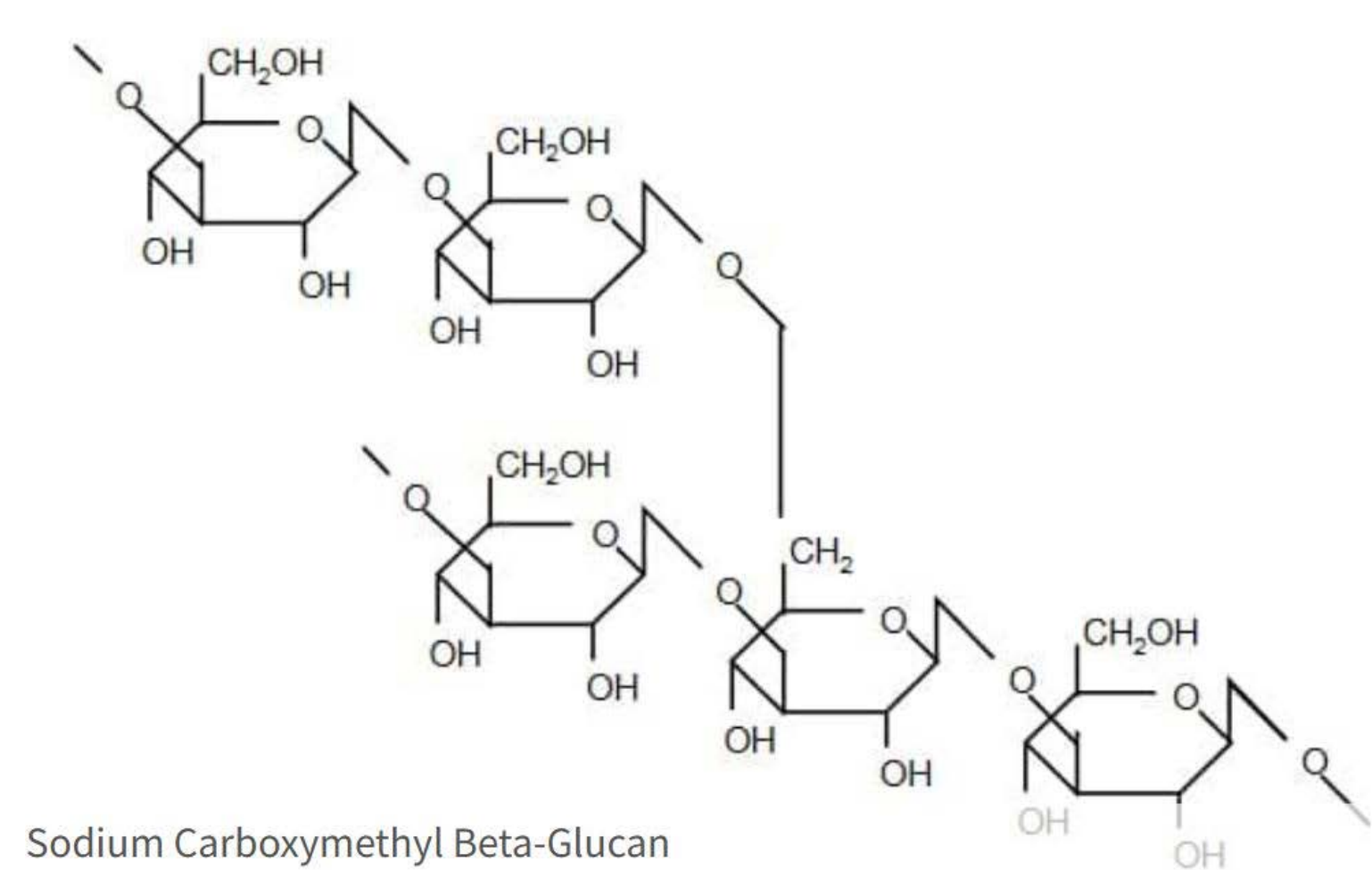
Engineered by Balance.

Not one aggressive ingredient, but a balanced design of 65+ ingredients.
Six technologies form its core.

● Beta-Glucan

Beta-Glucan · Moisture barrier

One of the world's top three moisturizers. 20%+ more moisturizing than hyaluronic acid, it boosts filaggrin to strengthen the skin barrier.



● Green Calming

5 types of Centella + Purslane

Four key centella compounds (asiaticoside, madecassoside, and more) support collagen synthesis, wound healing, and inflammation relief, in synergy with purslane's cell-protective effects.



● METACOOOL

Cooling patented ingredient Patent No. 10-2592171.

A complex of fennel seed, coriander, cardamom seed, and saffron flower extracts activates the cold receptor TRPM8, delivering a cooling sensation and easing UV-related irritation.



● Probiotic Complex

3 strains of Bifida & Lactobacillus ferment

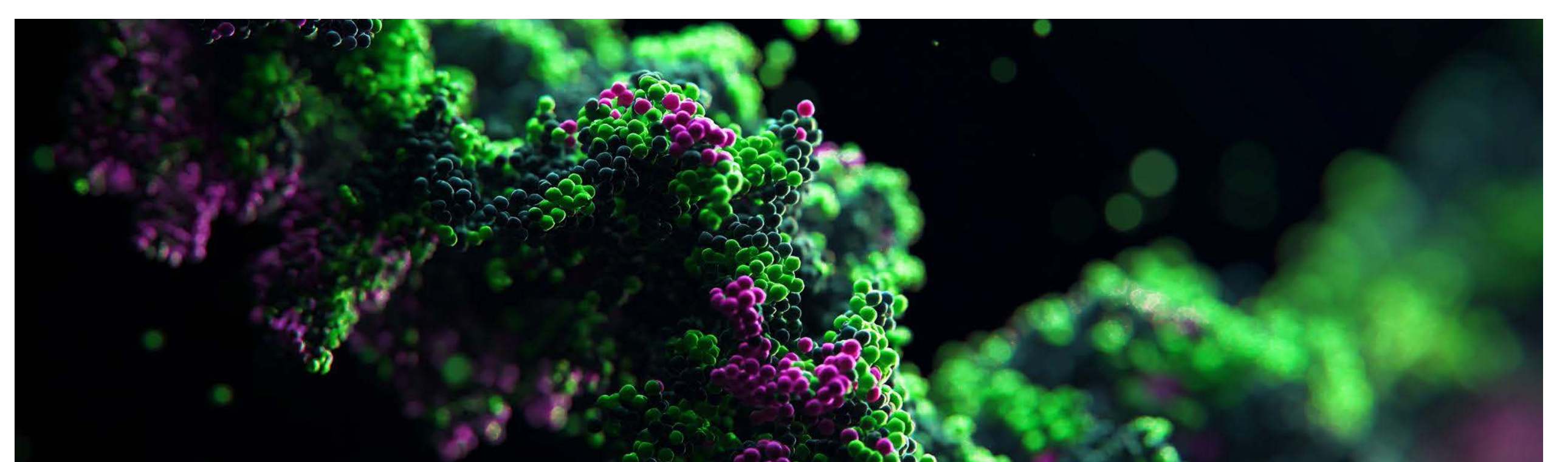
Bifida ferment filtrate, Lactobacillus ferment, and lysate revive the skin's natural vitality and keep the skin environment in healthy balance.



● Apep Complex

7-peptide complex

Seven peptides — three for skin repair, three for wrinkle care, one for brightening — work through distinct mechanisms in an anti-aging design that treats wrinkles, texture, and tone at the root.



● Korean Rice

Dual blend of Korean rice

100% eco-friendly rice grown in Korea. Blended as both rice powder and rice extract, it supplies proteins, amino acids, and vitamins to tired skin.



Proven, not promised.

Not emotion — papers and patents.
The action of key ingredients, proven with data.

Reported Efficacy



Collagen synthesis — Centella

With asiaticoside and madecassoside, human fibroblasts secrete 25–30% more Type I collagen.



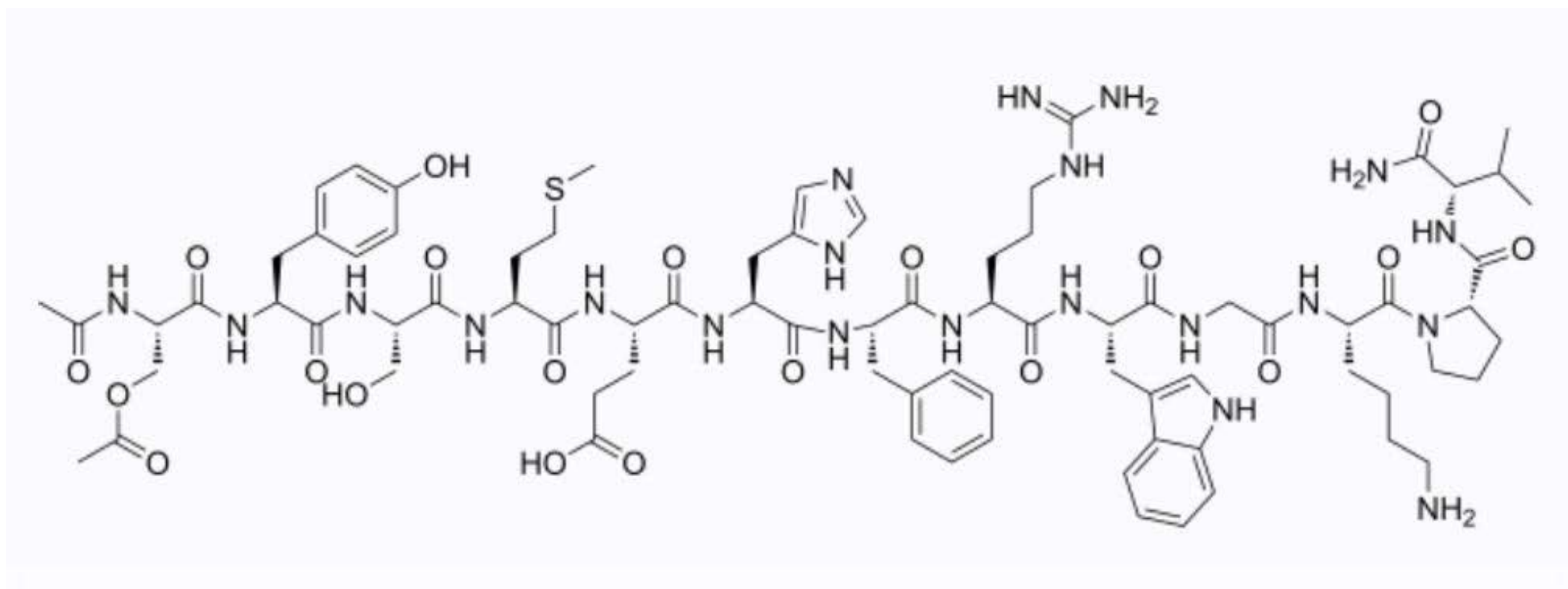
Anti-inflammatory — Lora Anti-S patent

Inflammatory mediators IL-1 α down 37%, NF- κ B down 26%.
Free-radical scavenging up 50%.
Patent-claimed content 1%.



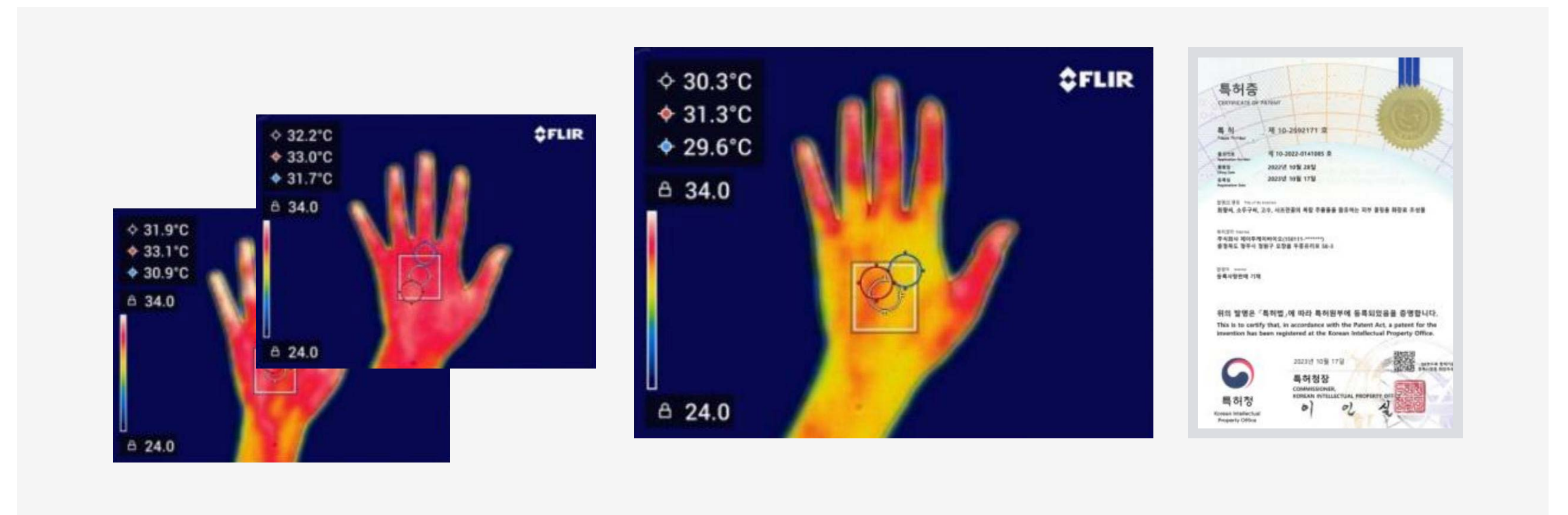
Ceramide · Collagen — Galactomyces

Fermented filtrate increases ceramides in the epidermis and promotes collagen biosynthesis in fibroblasts, smoothing rough texture.



Brightening — Nonapeptide-1

Suppresses melanin-production signals via an α -MSH-like structure.
Melanin inhibition more than 5,000 $\times$ stronger than arbutin.



Cooling — METACOOL

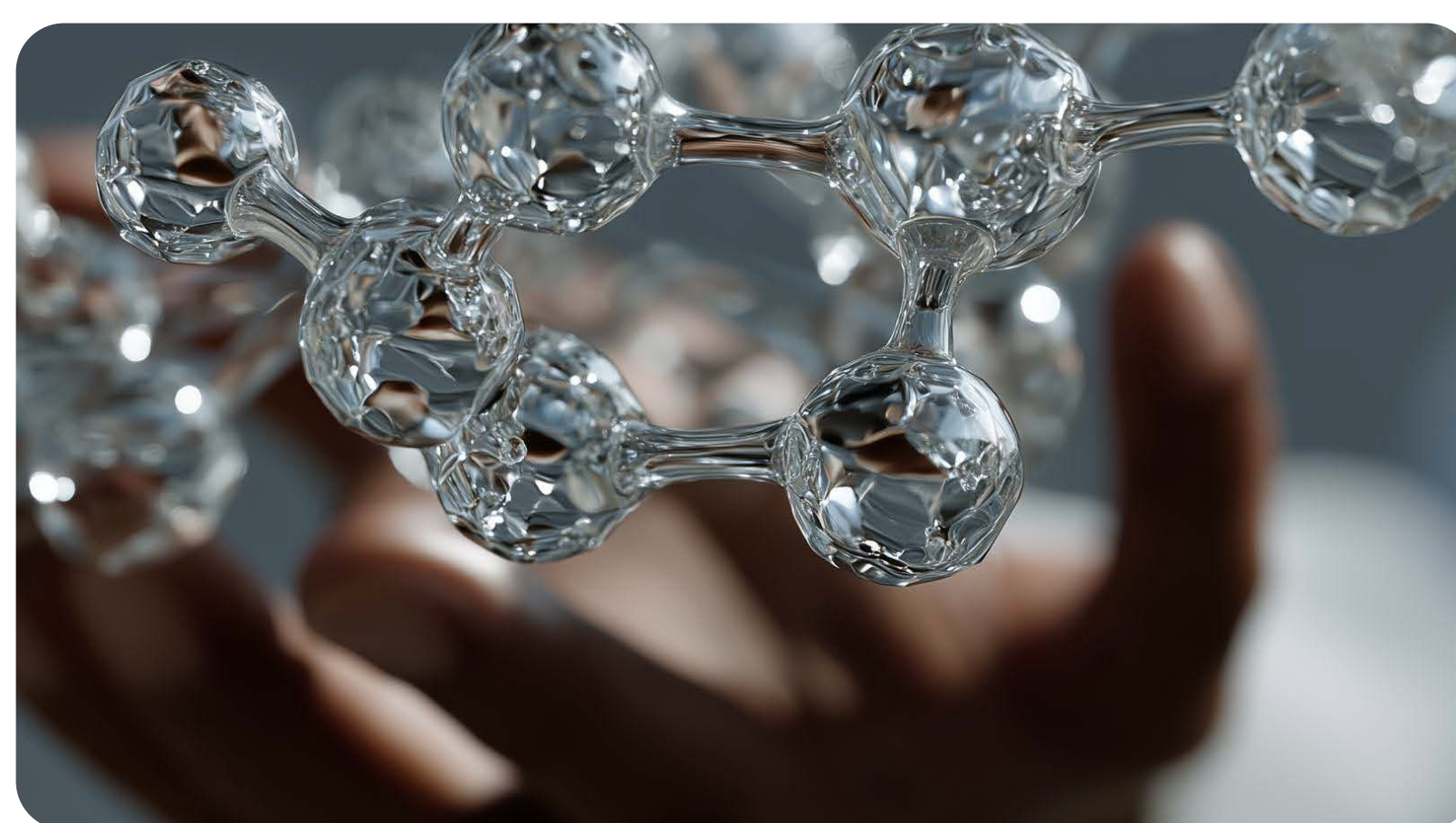
Thermal imaging confirmed a significantly greater surface-temperature reduction versus 30% BG and menthol.
Photodamage relief also demonstrated.

Hydrogel · Patent



3D gel network

A dense 3D structure holds moisture and actives without gaps — one sheet delivers a full bottle of ampoule deeply and evenly.



Natural gum formula

No synthetic polymers. A carob-gum-centered 0.875% design forms a moisturizing film that fits the face closely without tearing.



FUCO AQUA — long-lasting hydration

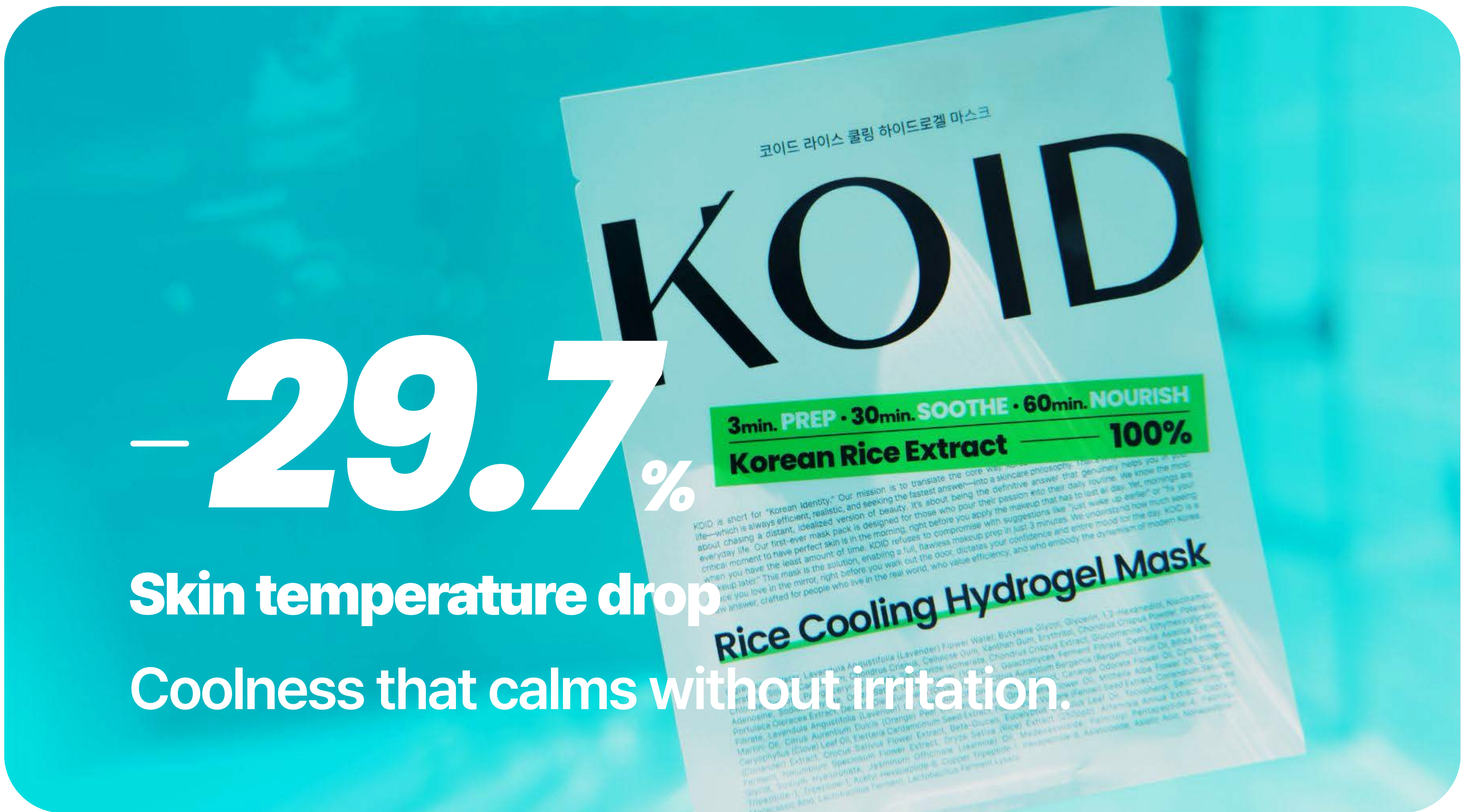
Saccharide isomerate bonds tightly with keratin in the stratum corneum, keeping skin hydrated even after cleansing. Low-molecular hyaluronic acid penetrates deeply.

Immediate change, proven by data.

KOID reflects the rhythm of a fast-moving city. It removes what is unnecessary and leaves only what matters — the same way we live, and the same way we apply the most precise method to the skin. Hydrogel holds moisture far better than ordinary sheet masks. The moment it adheres to the skin, it absorbs like a vacuum, delivering active ingredients more deeply. It acts only as much as it is absorbed, then disappears without residue. This change is proven not by feeling, but by numbers.



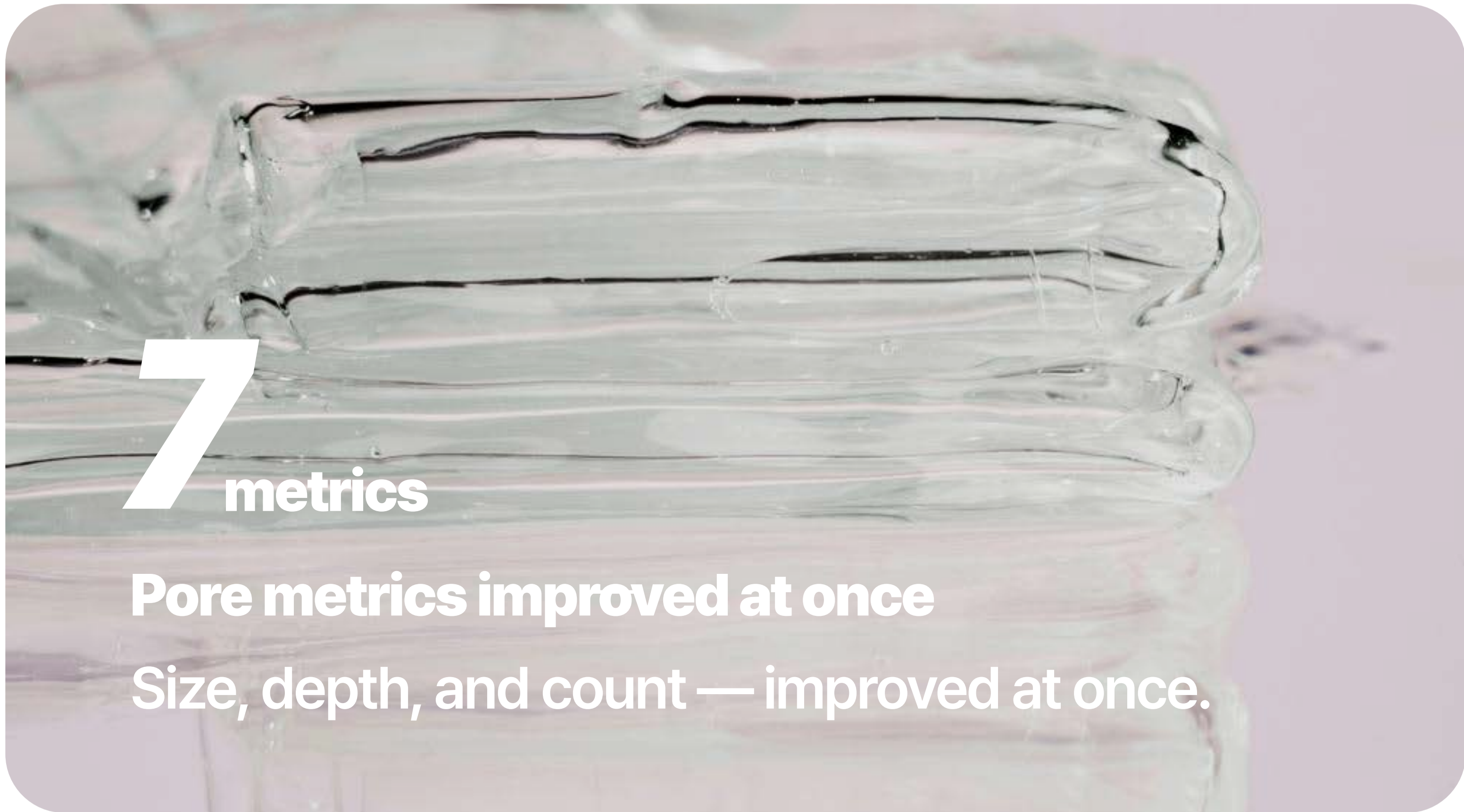
+103%
Moisture increase
Instant hydration, as if skin drank it in.



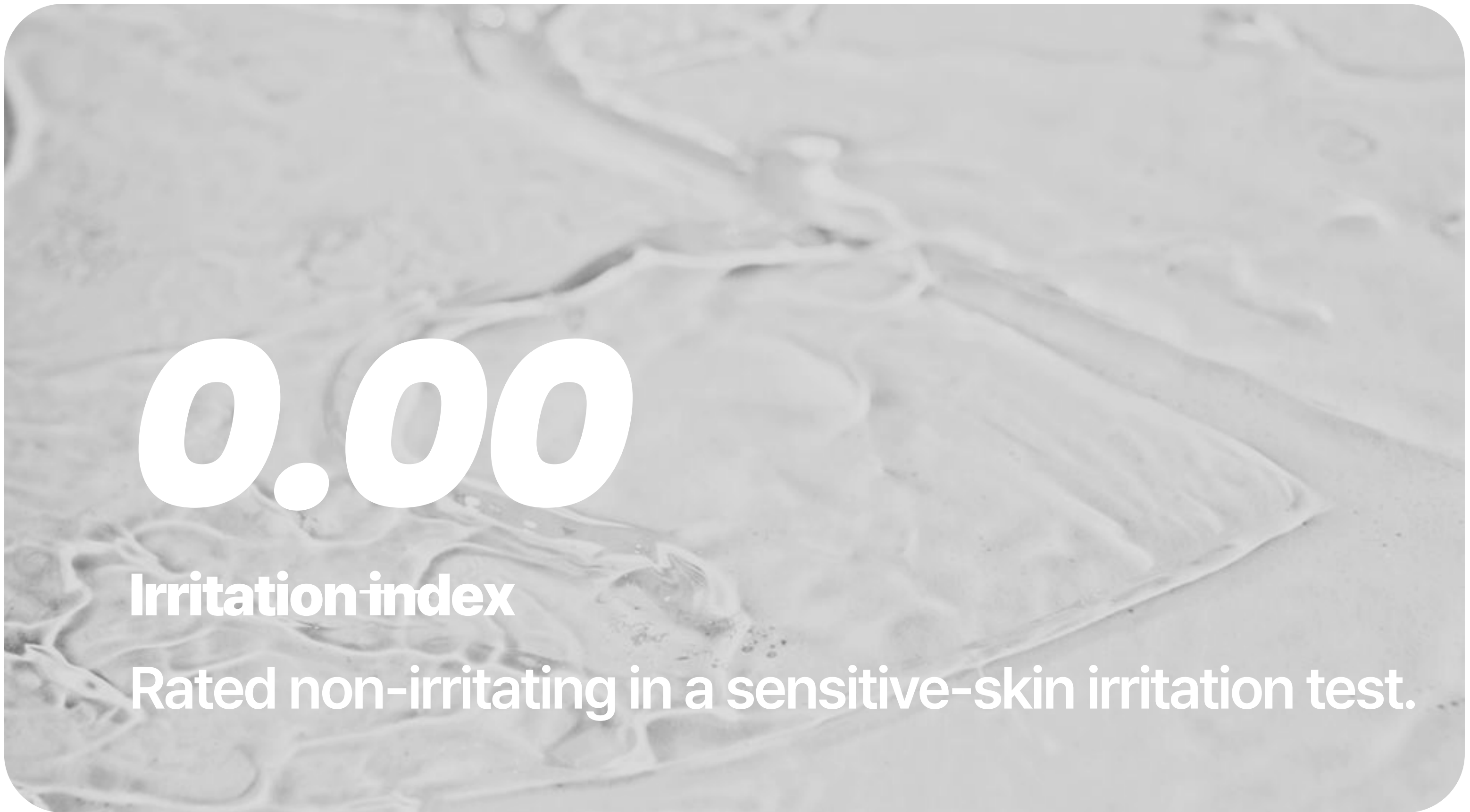
-29.7%
Skin temperature drop
Coolness that calms without irritation.



+244%
Moisture retention
Moisture that lasts long after a single use, measured by stratum corneum hydration.

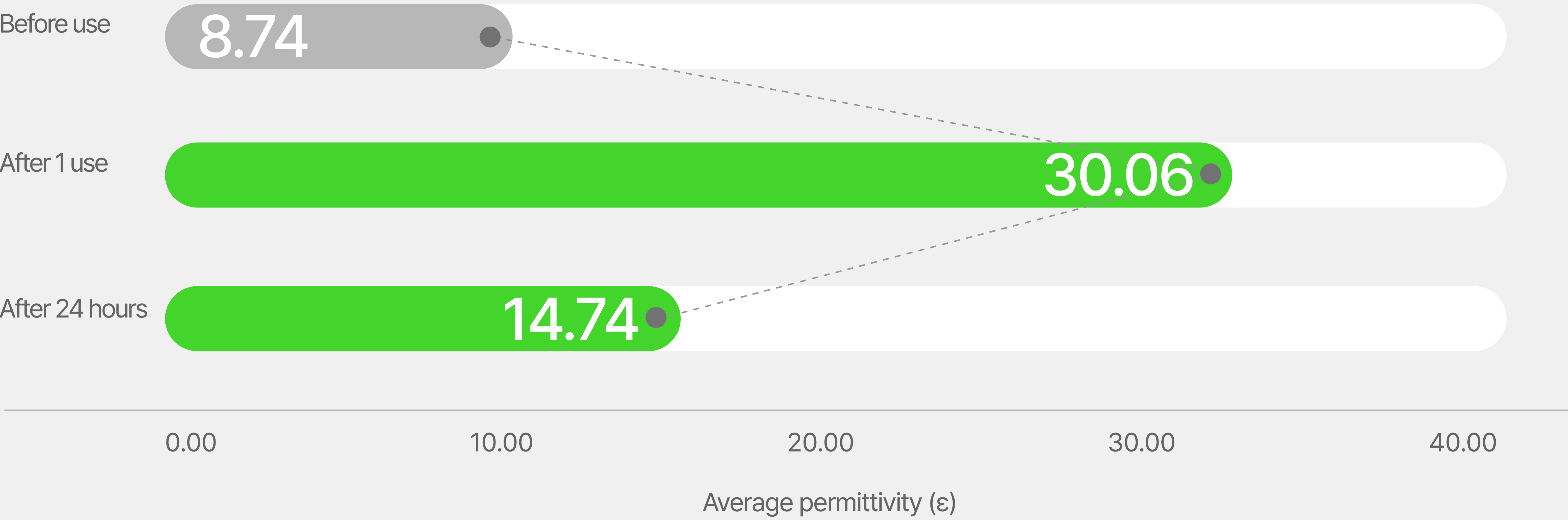


7 metrics
Pore metrics improved at once
Size, depth, and count — improved at once.



0.00
Irritation index
Rated non-irritating in a sensitive-skin irritation test.

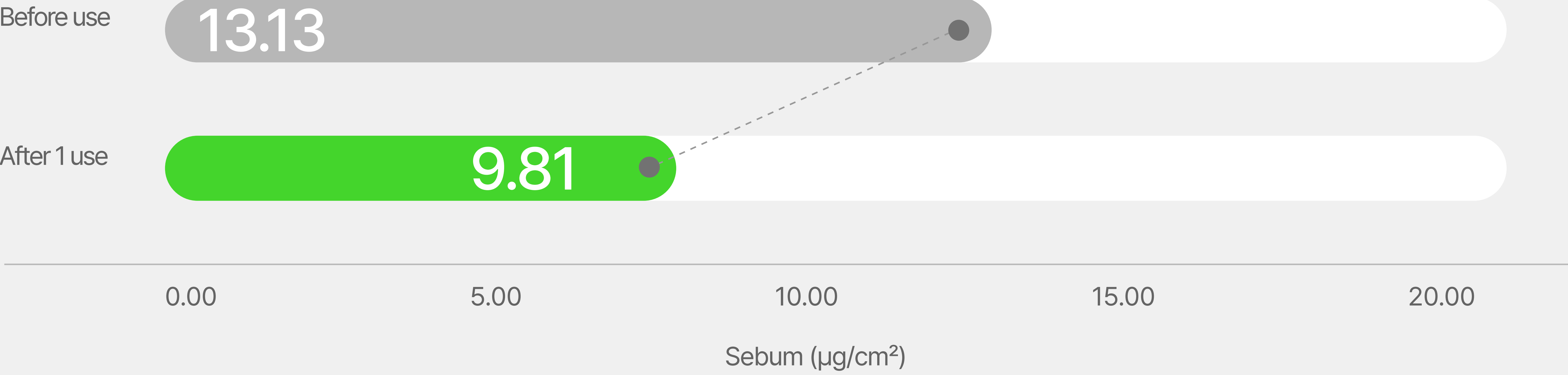
24-hour moisture retention test completed



Human clinical trial of [KOID Rice Cooling Hydrogel Mask]: 7-way pore improvement, oil-moisture balance, 24-hour moisture retention, and skin cooling after a single use
HUMAN Skin Clinical Trial Center Co., Ltd., Dec 29-31, 2025, 32 female participants

*Significant difference (p<0.05, comparison to initial value).

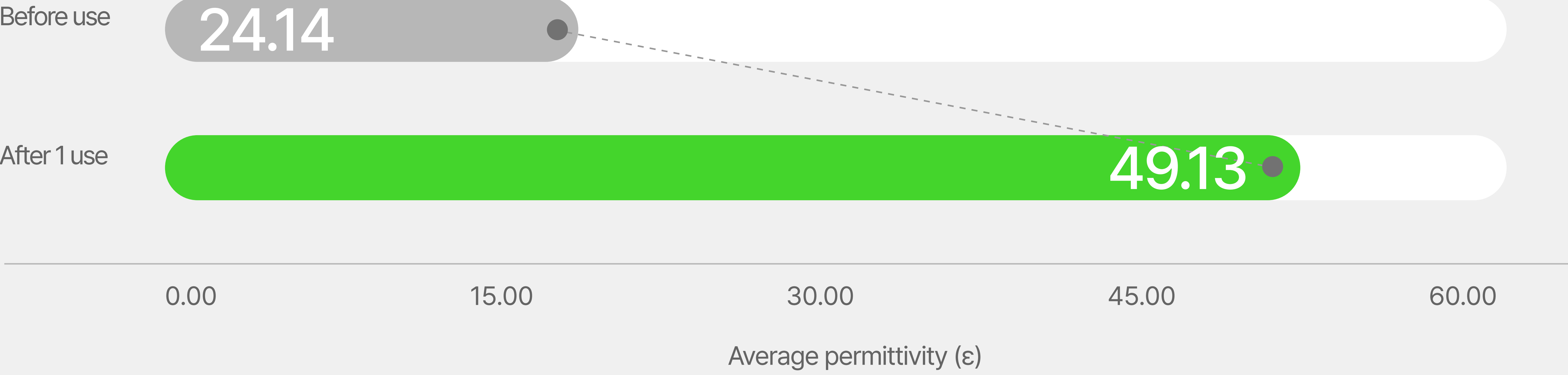
Sebum level change



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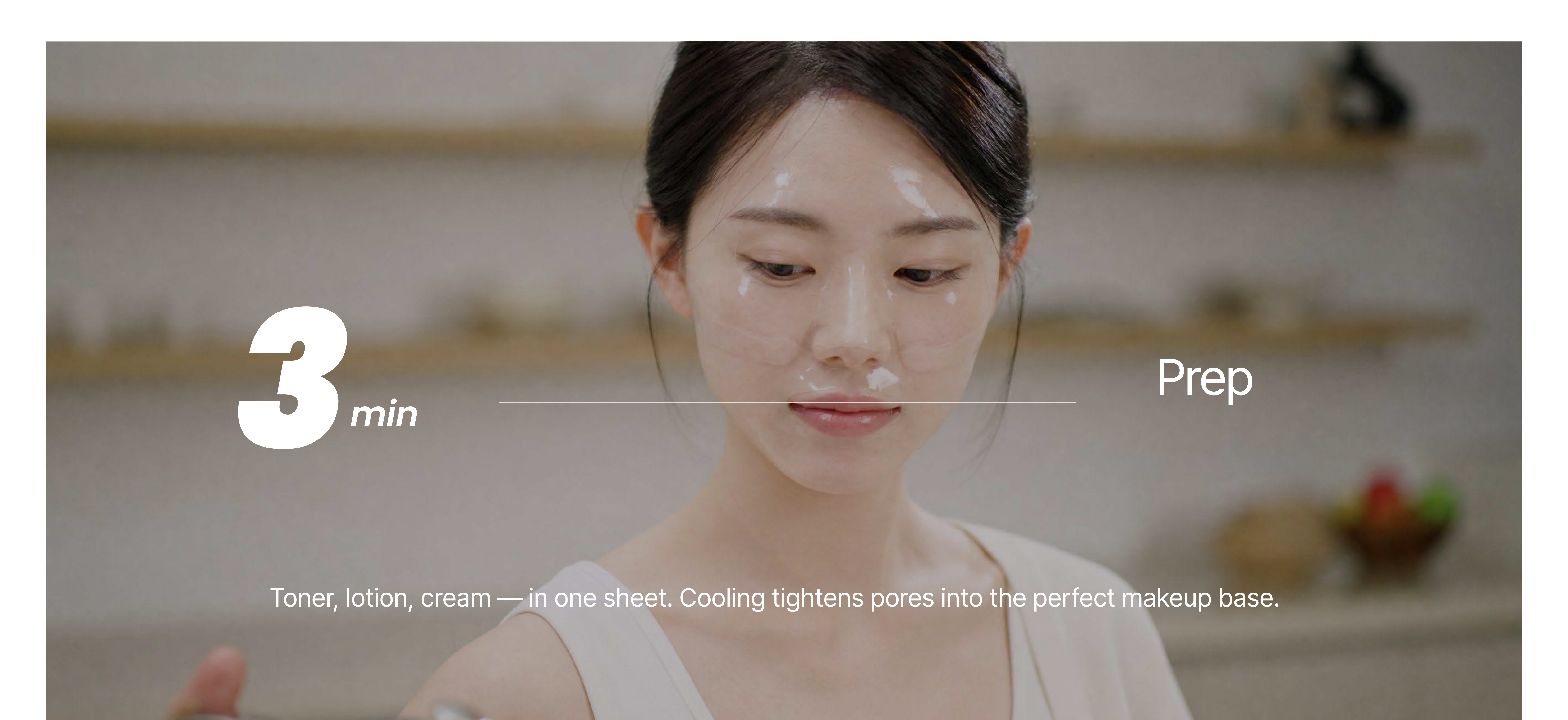
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Average permittivity evaluation



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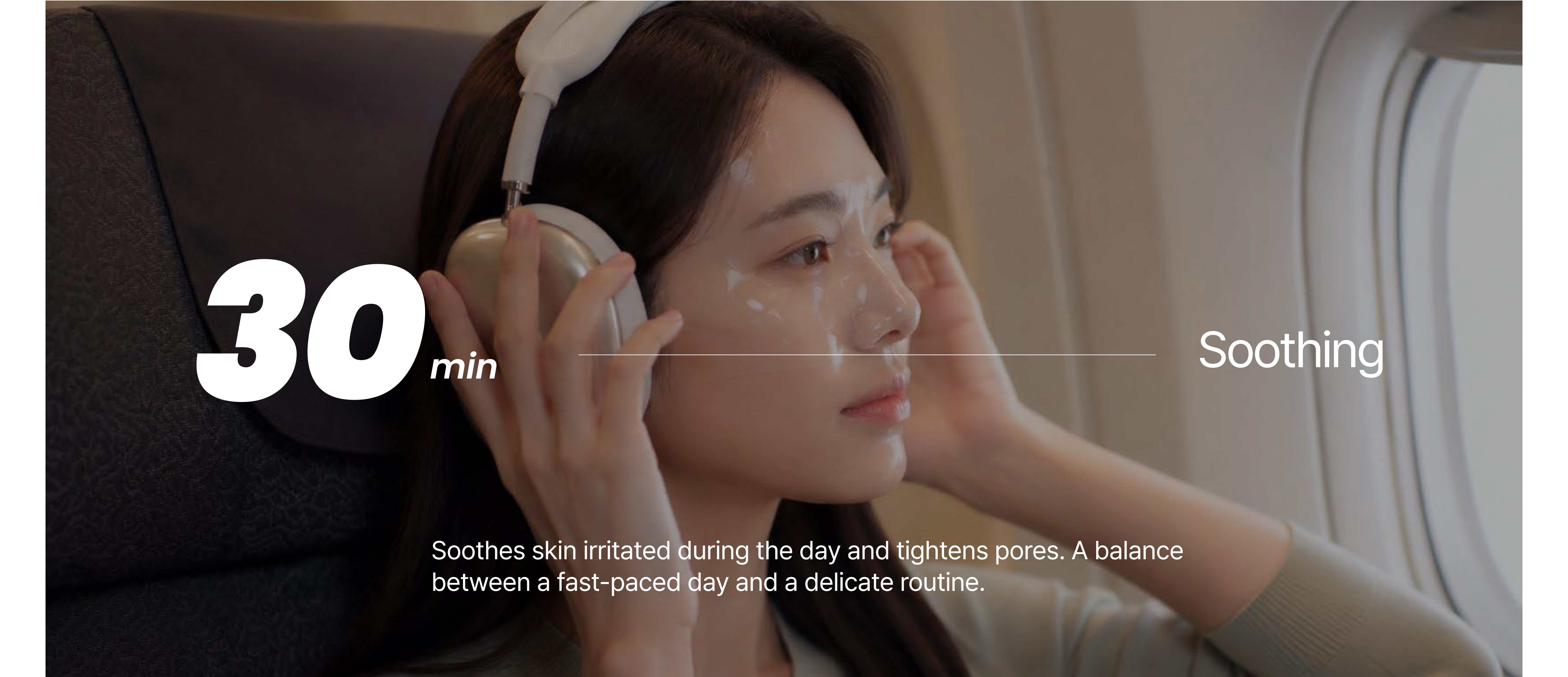
*Significant difference (p<0.05, comparison to initial value).

A woman with dark hair is shown from the chest up, applying a white sheet mask to her face. She is looking down at the mask. The background is a softly lit room with shelves and a bowl of fruit.

3 min

Prep

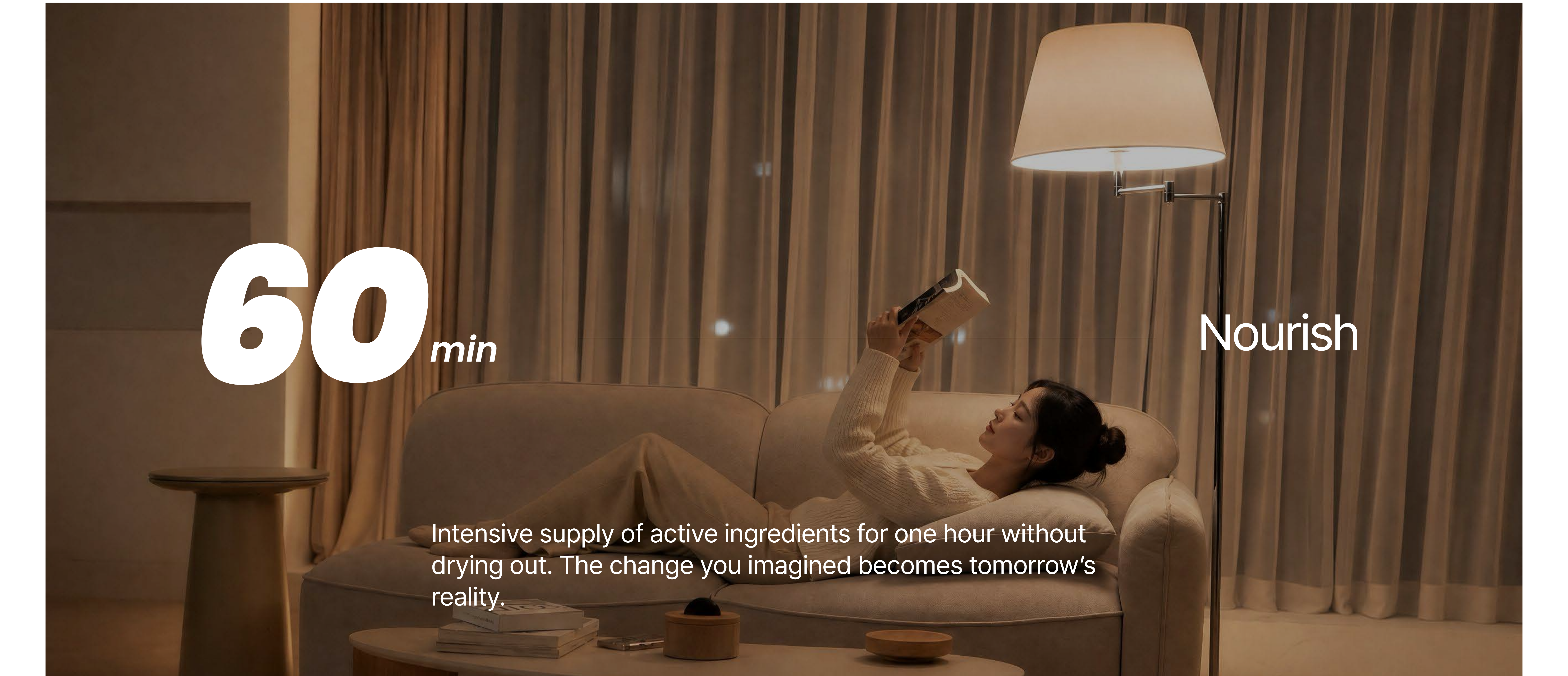
Toner, lotion, cream — in one sheet. Cooling tightens pores into the perfect makeup base.

A woman is lying down, using a white, handheld facial device on her cheek. She is looking towards the camera. The background is a dimly lit room with a window and a lamp.

30 min

Soothing

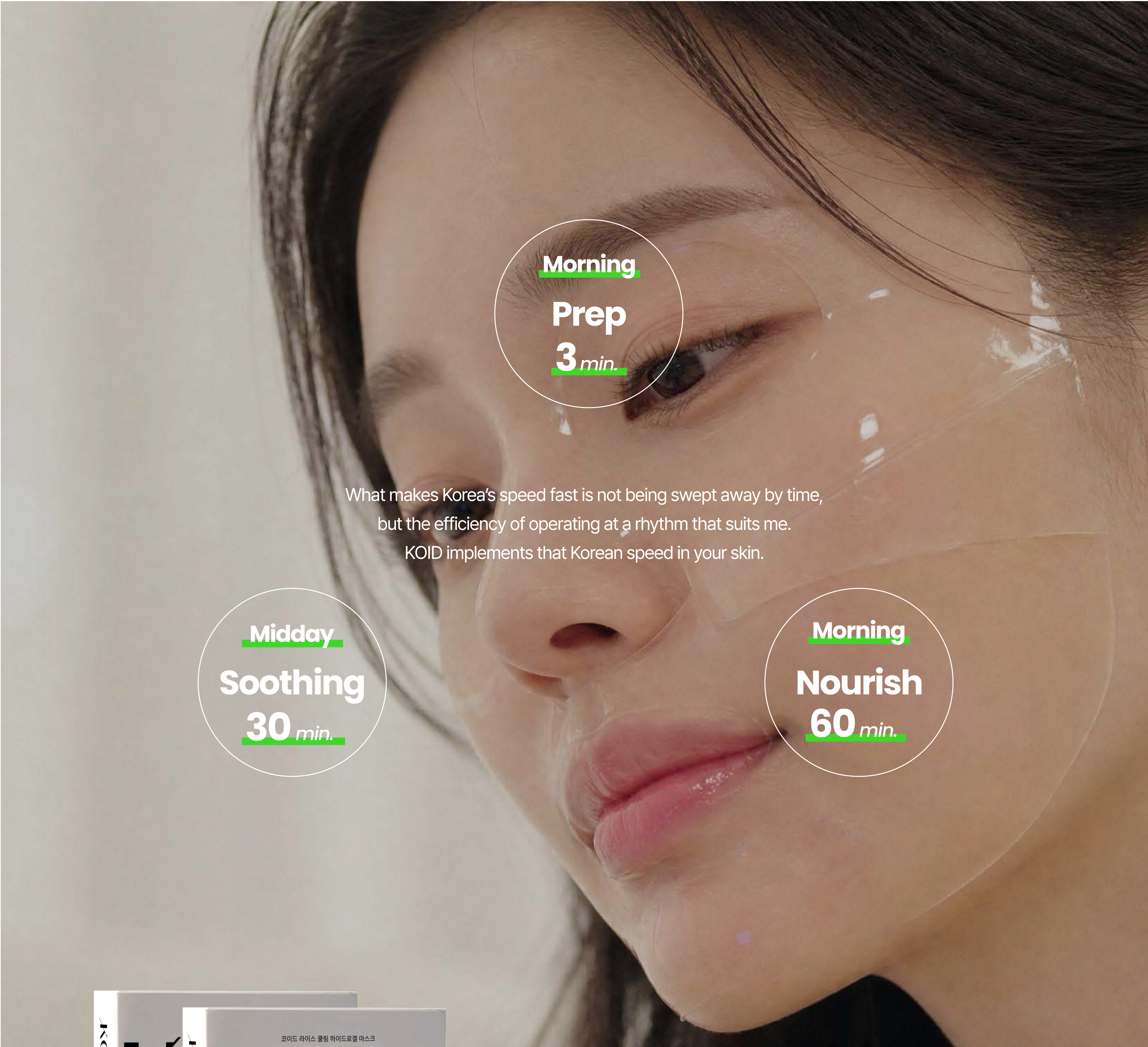
Soothes skin irritated during the day and tightens pores. A balance between a fast-paced day and a delicate routine.

A woman is lying on a light-colored sofa, reading a book. She is wearing a white sweater. The room is dimly lit with a floor lamp and curtains in the background.

60 min

Nourish

Intensive supply of active ingredients for one hour without drying out. The change you imagined becomes tomorrow's reality.



Morning

Prep

3 min.

What makes Korea's speed fast is not being swept away by time,
but the efficiency of operating at a rhythm that suits me.
KOID implements that Korean speed in your skin.

Midday

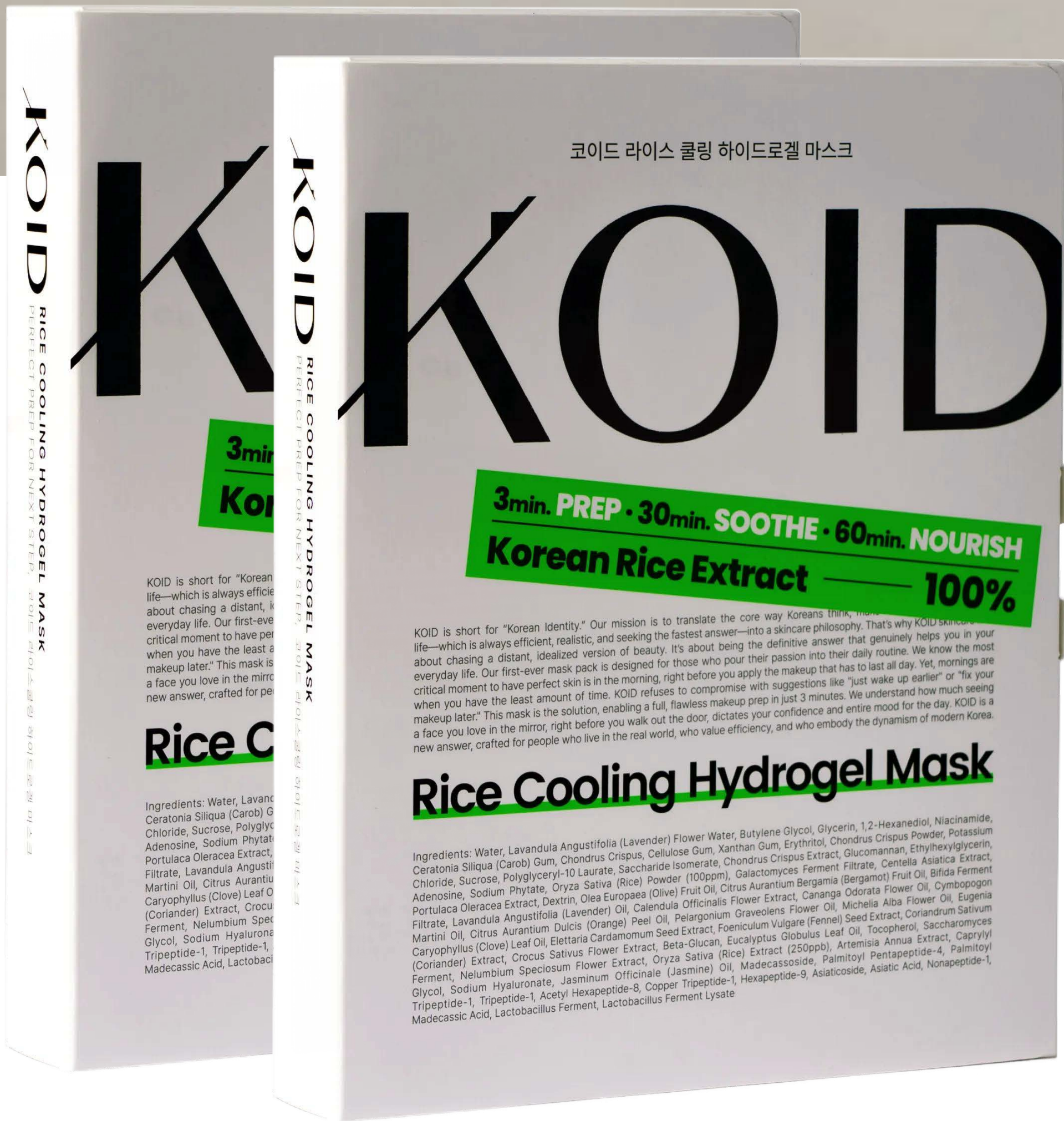
Soothing

30 min.

Morning

Nourish

60 min.



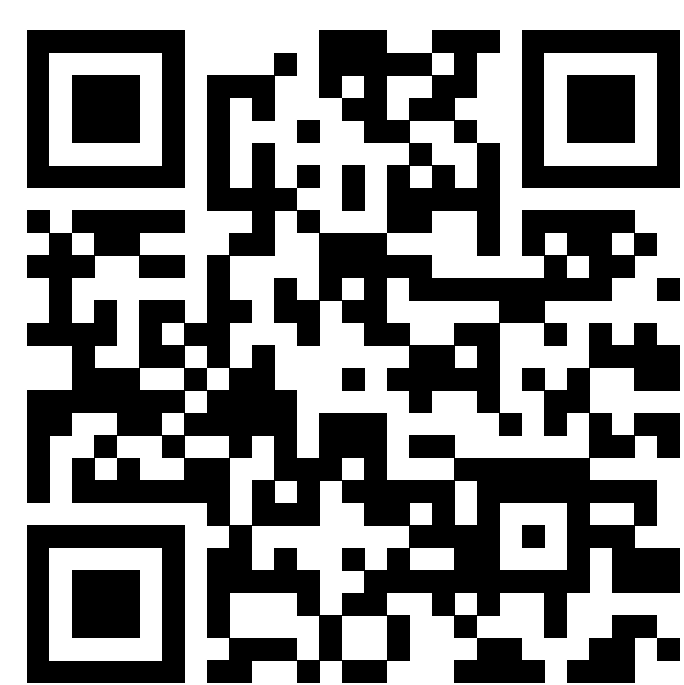
A skincare brand born within
the speed of Korea.

While ordinary mask packs exist only as products,
KOID exists as an experience — from the moment it's applied
to the moment it's removed, and until the next morning,
KOID designs that entire span of time.

KOID KOID Rice Cooling Hydrogel Mask

Formula	Hydrogel sheet	Functionality	Brightening + wrinkle care
Usage time	3 · 30 · 60 min	Number of ingredients	65+ ingredients

A skincare brand born within
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KOID