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Company History

2004 Founding of

the company

2007

Elishacoy Brand Launch

2009~2014

Selection of Promising SMEs for Export Export to 15 countries worldwide Home shopping broadcasts in 8 countries worldwide 2015

Launch on Malaysian home shopping networks Launch on Chinese home shopping networks Launch on Japanese home shopping networks Entry into Korean duty-free shops 2016

Home shopping launch in the Philippines Home shopping launch in India ISO 9001:2008 (Quality Management System) certification acquired INNOBIZ certification acquired 2017

Entry into CVS, U.S. drugstores Bouquet Essence Cushion won the MondSelection Gold Award Domestic home shopping launch Korea Excellent Enterprise Award Brand Award received

2018

Home shopping launch in Japan Certified as a Global Small and Medium Enterprise and Venture Business Brand exclusive model 'Jung Insun' selected HLB Global acquired Elishacoy 2019~2020

Domestic department store pop-up store held Selected as an Innovative Product in the Cosmetics category at the Seoul Awards 2021~2022

PPL in BTS's variety show 'Run BTS'
PPL in T-ARA's Jiyeon 'What's in My Bag'
Home shopping launch in China
Brand launch on DOUYIN (Chinese TikTok)
Entry into beauty stores in Thailand
Company name change
(Elishacoy → HLB Life & Health)

2023

Awarded the Korea Small and Medium Enterprise Award Launch of 'Empty Bottle Collection Green Campaign' Consumer Brand Award : 'Clean Beauty' for two consecutive years KBSN Awards: Eco-friendly Cosmetics Award PPL in Brian's 'What's in My Bag' 2024

Participated in Japan K-CON
Participated in Indonesia K-Circle Asia Kpop
Dance Festival
Participated in the 2024 Jakarta Beauty
Exhibition in Indonesia
Launch event for Elishacoy in CIS countries
Participated in KINTEX 'K-Beauty Expo'
Launched the Korean Premium Whitening
Brand 'MIIN SILOK'
Participated in 2024 COSMOPROF ASIA
PPL in Song Ga-in's 'Style Me'



Overseas Business

Establishing a global O2O platform!

Successfully launched in approximately 22 countries worldwide!

Global cosmetic brand Elishacoy

- United States Online Malls (Amazon, Weee!, TikTok)
- China T-mall, Douyin (Chinese TikTok), JD.com
- Middle East Online platforms Boutiqueat, Herb&Oil
 Offline Herb&Oil & FACES, Dawaa, ICM Mall
- Romania Online & Offline
- Kyrgyzstan Offline Dordoi Market, Olive green
- Uzbekistan Offline Dera Cos
- Mongolia Offline Ajila Beauty
- Taiwan SASA Store
- Japan Online & Offline SKIN GARDEN
- Indonesia Online Malls and Offline Mybestie Beauty
- Myanmar Offline 1ST ANTHENNA SHOP































Overseas Business

Offline Event

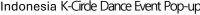














2024 INDO BEAUTY 2024 K-CON in Japan EXPO 2024



2024 InterCHARM Russia



Elishacoy Launch Event in Kyrgyzstan





2024 COSMOPROF ASIA



Overseas Business

Key Export Status





CIS (Kyrgyzstan)

Asia mall

Elishacoy, a representative K-beauty brand, has entered the main first floor of a large shopping mall in Bishkek. The brand offers a variety of products and services to customers from CIS countries, including Kyrgyzstan and Kazakhstan.

In particular, the MIIN SILOK and TETRAFORCE lineups are the most popular.



KUWAIT Boutiquat

\$1 Million in Exports in 2023



500,000 units of Moist Up Sleeping Mask exported Promoted by Instagram celebrities, the product became a hot item on Kuwait's largest beauty online platform

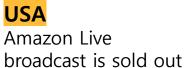
SAUDI ARABIA

MOU Agreement Signed for \$2 Million in June 2024

600,000 units of Moist Up Sleeping Mask exported Secured 3,000,000 VIEWS through TikTok promotion in Saudi Arabia

Completed entry into FACES, HERB & OIL, with both offline and online sales







Indonesia
Kombucha
& MIIN SILOK
Exclusive Distributor
Agreement Signed







Overseas Business

Key Export Status







Indonesia my bestie

Entry into Beauty Stores in Indonesia









China TikTok brand stores / Wanghong live sales

C Lijachi: Sold out 10,800 units of 'Bvio All-in-One Cleanser' C Ji Yeohyeong: Sold out 10,000 units of Mineral BB Cream Dong Saengsaeng: Sold out 16,000 units of 'Bvio All-in-One Cleanser'



Domestic Business

Offline stores with international buyers' touchpoints Over 40 major domestic online stores Global cosmetic company

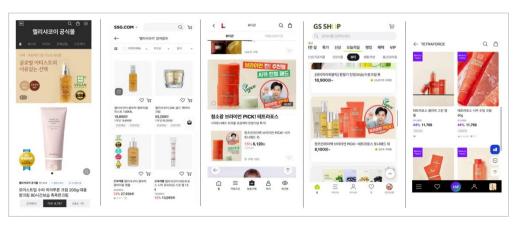
Hyundai Department Store (Samsung World Trade Center)



All Mask Story (Myeongdong Stores 1-4)



Online Entry Status

















































Domestic Business

Brand Award Selected by Consumers



Awarded at a Highly Fair Beauty Award

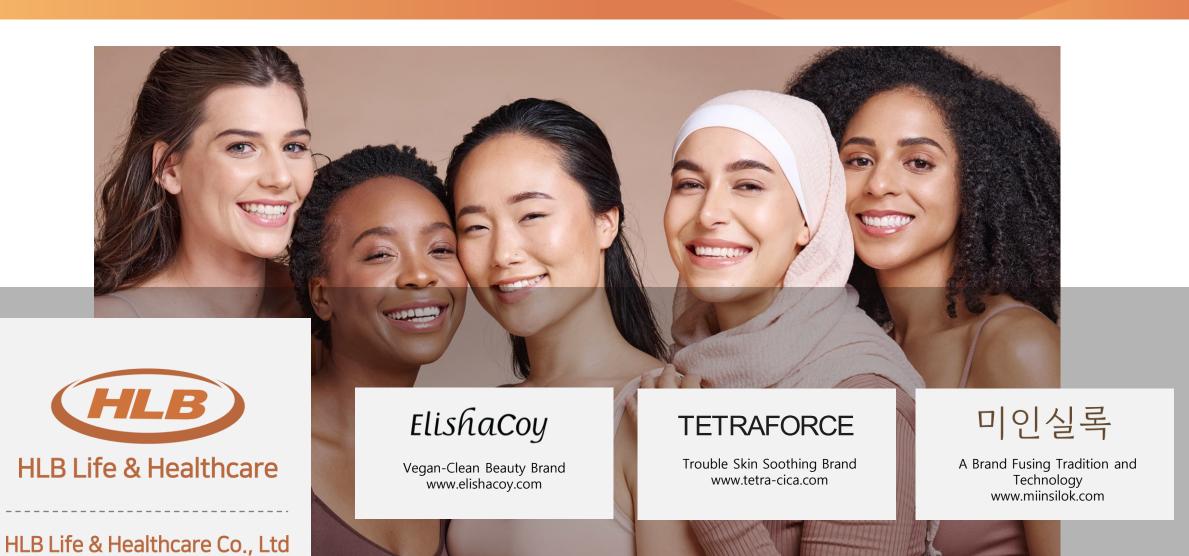
Major Product Award Achievements

- Selected as an Innovative Product and Idea Product at the Seoul Awards for 4 consecutive years
- 2021 Glowpick Award: 'Gyeol-Biome Mist'
- 2021 Glowpick Clean Award: 'Gyeol-Biome Line'
- 2021 Allure Beauty Award: 'Youth Water Eye Cream'
- 2022 Glowpick Award: 'OR.DAY Mild Sunscreen'











Brand Introduction

ElishaCoy

Vegan-Clean Beauty Brand www.elishacoy.com



Kombucha Antioxidant Care



Skin Refining Snail
Regeneration /
Moisturizing



Moist Up Hydration & Vitality



OR.DAYSun Care



Premium Gold Collagen Anti-Aging Premium

Marketing





Brand Introduction

TETRAFORCE

Trouble Skin Soothing Brand www.tetra-cica.com



CicaTrouble / Soothing Care

미인실록

A Brand Fusing Tradition and Technology

www.miinsilok.com



Radiance Whitening Care

Marketing



▲ Domestic Celebrities PPL



▲ Idol Model



Dorm

Dermatologist

▲ Overseas Celebrity

Marketing



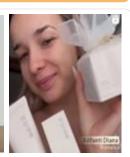
▲ 100-Year-Old Traditional Brewery's Unique Ingredients



▲ Win-Win Project (Preserving Traditional Culture & Senior Employment)



▲ Domestic Celebrities PPL



▲ Overseas Celebrity

THANK YOU