

omitted.

The Next K-Beauty Sensation



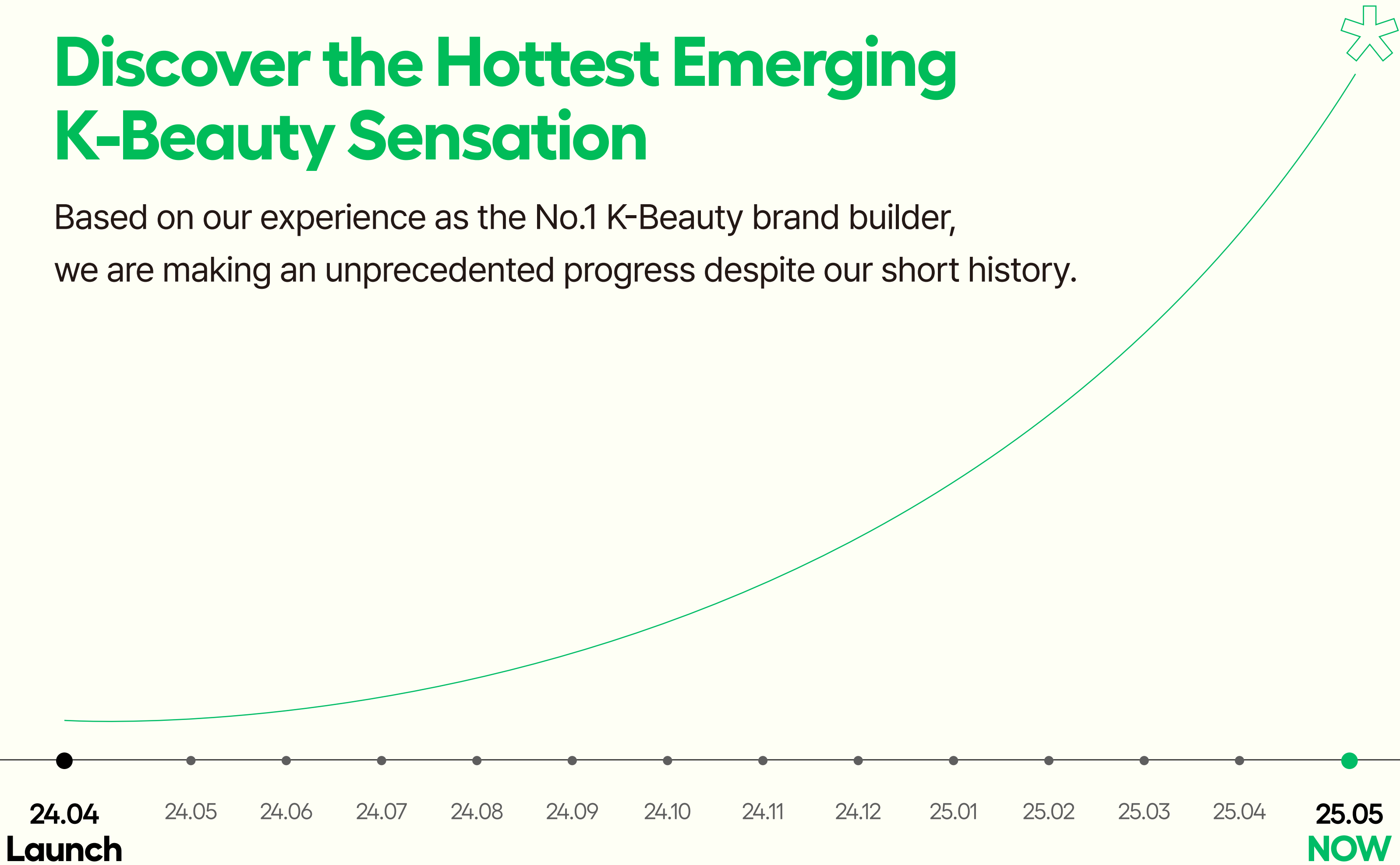
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a start of a better you.



Discover the Hottest Emerging K-Beauty Sensation

Based on our experience as the No.1 K-Beauty brand builder, we are making an unprecedented progress despite our short history.



- **Ranked #1** in the Overall Beauty Category in Japan
- Launched on **Guardian Singapore (+40 Stores)**
- Launching in **Europe in May 2025 (+50 Stores)**
- Launching in **GCC Countries in June 2025 (+30 Stores)**
- **Official Stores**
 - Qoo10 (JP), Shopee (SG, MY, TW, VN, PH)

Henry Kwon

Founder



- 2023 – Venturist CEO (Brand name: Omitted.)
- 2018 – Haneul Damda* CEO (Brand name: Skybottle)
- * SM Entertainment Group
- ** 2022 Forbes Selected 2030 Power Leader

Founded by
our founder

No.1 Fragrant Body Care Brand in Olive Young
+Over 10 Million Units Sold



skybottle

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Brand Introduction



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Product Description

“a start of a better you”

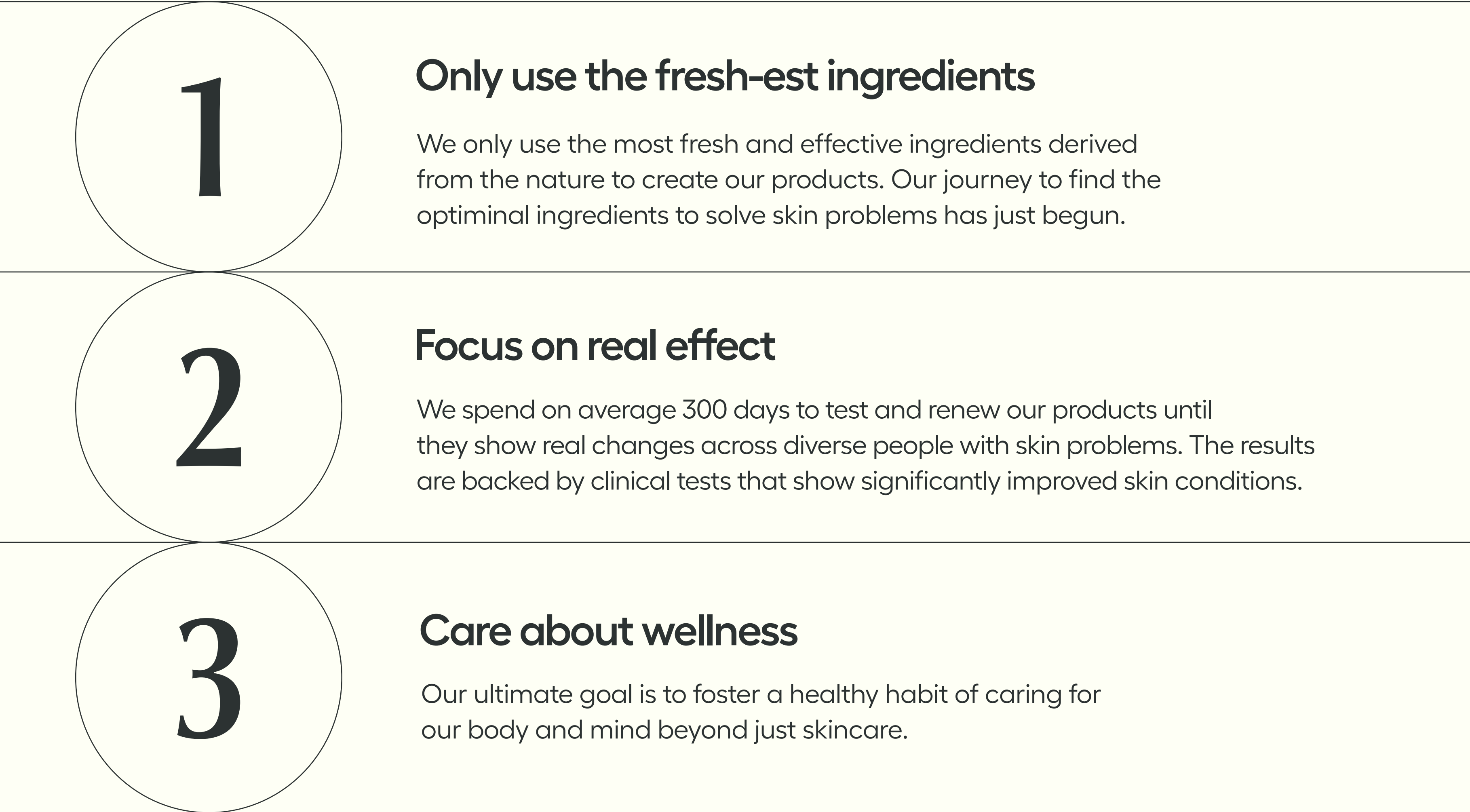
A simple skincare routine by omitted for a healthy and balanced lifestyle.

We pride ourselves in strictly adhering to three main principles:

**Fresh Ingredients, Clinically Tested
Effects and Wellness Beyond Skincare**



What we are all about.



1

Only use the fresh-est ingredients

We only use the most fresh and effective ingredients derived from the nature to create our products. Our journey to find the optimal ingredients to solve skin problems has just begun.

2

Focus on real effect

We spend on average 300 days to test and renew our products until they show real changes across diverse people with skin problems. The results are backed by clinical tests that show significantly improved skin conditions.

3

Care about wellness

Our ultimate goal is to foster a healthy habit of caring for our body and mind beyond just skincare.

Omitted Fresh Lime Line

Clinically potent ingredients are extracted from the fresh green limes harvested in the Jeju island. The efficacy of the green, healthy ingredients in the limes are well preserved due to a low-temperature extraction technology, all of which lead to a healthier skin.

→ Our Lime! 



*

Omitted

Fresh Lime Line

Moist pore care line with clinically backed results



Fresh Lime Pore
Clearing Deep Cleansing Oil

| 200ml, USD 22.00

A light, non-greasy cleansing oil that effectively cleans pores and clears away makeup, sunscreen and sebum.



Fresh Lime Glow &
Pore Refining Serum

| 50ml, USD 24.00

A pore refining serum with natural extracts and complexes that reduce pore problems leading to firmer, cleaner and more vibrant skin.



Fresh Lime Glow &
Super Hydrating Cream

| 80ml, USD 26.00

A daily moisturizer nourishes and replenishes skin's hydration, leaving skin suppler, smoother and more luminous; revealing its inner radiance and healthy glow.



Fresh Lime Ultra Light
& Hydrating Sunscreen

SPF 50+, PA++++

| 50ml, USD 23.00

A light-weight, fast-absorbing sunscreen that protects your skin from UV rays and environmental stressors while providing effective hydration. It leaves no whitecast and has a matte finish without leaving any oily residue.



Fresh Lime Dewy
& Pore Purifying Toner Pad

| 70 Pads, USD 26.00

Say goodbye to clogged pores and hello to a refreshed, poreless complexion. This daily facial toner pad cleanses pores, blackheads and impurities for a visibly clear and smoother skin.

Stay Tuned!

Spoilers for the next line-up.

confidential

New Line-up

Launch Target: 2Q, 2025

In the 2Q of 2025, Omitted will be launching 3 more SKUs that will enhance the product lineup. Stay tuned for the next game-changer!





Product Description

Dermatologically Tested for Skin Irritation

CPNP Registered

Fresh Lime Pore Clearing Deep Cleansing Oil

A light, non-greasy cleansing oil that effectively cleans pores and clears away makeup, sunscreen and sebum

| 200ml, USD 22.00

MAIN INGREDIENTS

- **7-Oil Complex:** Formulated with seven naturally-derived oils, this cleansing oil cleanses pores and strengthens skin barrier and moisturizes with the perfect blend of plant-based extracts.
- **LHA:** LHA is a versatile ingredient that deeply exfoliates and renews the skin, while still being gentle enough for sensitive skin.
- **Pore Blend Complex:** The Pore Blend Complex helps to minimize pores, control sebum production and clean up skin dirt for a cleaner, smoother skin.

Reduced By

Pore Impurities 98.22%	Blackheads 28.35%	Excess Facial Oils 55.70%	Dead Skin Cells 28.29%
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Clinically Tested by the OATC Skin Clinical Trial Center (Korea)
Test Period: 24.01-24.02 | Participants: +20 Participants Between the Age of 20-60.



Product Description

Dermatologically Tested for Skin Irritation

CPNP Registered

Fresh Lime Glow & Pore Refining Serum

A pore refining serum with natural extracts and complexes that reduce pore problems leading to firmer, cleaner and more vibrant skin.

| 50ml, USD 24.00

MAIN INGREDIENTS

- **LHA:** LHA is a versatile ingredient that deeply exfoliates and renews the skin, while still being gentle enough for sensitive skin.
- **Anti-Sebum P | Pore Blend Complex:** The patented complexes help to minimize pores, control sebum production and clean up skin dirt for a cleaner, smoother skin.
- **Triple Hyaluronic Acid:** This formulation penetrates into deep skin layers for effective hydration and for dewy glow and visibly plumped skin.

Reduced By				Improved By
Black/Whiteheads	Excess Facial Oils	Dead Skin Cells	Pore Size	Skin Texture
24.71%	55.71%	34.70%	35.00%	10.22%

Clinically Tested by the OATC Skin Clinical Trial Center (Korea)
Test Period: 24.01-24.02 | Participants: +20 Participants Between the Age of 20-60



Product Description

Dermatologically Tested for Skin Irritation

CPNP Registered

Fresh Lime Glow & Super Hydrating Cream

A daily moisturizer nourishes and replenishes skin's hydration, leaving skin suppler, smoother and more luminous; revealing its inner radiance and healthy glow.

| 80ml, USD 26.00

MAIN INGREDIENTS

- **Triple Hyaluronic Acid:** This formulation penetrates into deep skin layers for effective hydration and for dewy glow and visibly plumped skin.
- **Triple Soothing Ingredients (Centella Asiatica, Allantoin, Panthenol):** The triple soothing ingredients help to restore a damaged skin barrier and soothe irritated skin.
- **Anti-Sebum P | Tannin Complex HR:** The patented complexes help to minimize pores, control sebum production and clean up skin dirt for a cleaner, smoother skin.

★★★★★ Satisfaction Rate by the Omitted Review Panels		
>	Overall User Experience	4.8/5.0
>	Suitability for Daily Use	4.9/5.0
>	Improvement of Skin Texture	4.8/5.0

*Reviewed by 30 Participants Between the Age of 20-40.



Product Description

Dermatologically Tested for Skin Irritation

CPNP Registered

Fresh Lime Ultra Light & Hydrating Sunscreen

SPF 50+, PA++++

A light-weight, fast-absorbing sunscreen that protects your skin from UV rays and environmental stressors while providing effective hydration. It leaves no whitecast and has a matte finish without leaving any oily residue.

| 50ml, USD 23.00

MAIN INGREDIENTS

- **Triple Hyaluronic Acid:** This formulation penetrates into deep skin layers for effective hydration and for dewy glow and visibly plumped skin.
- **Centella Asiatica and Panthenol:** These soothing ingredients help to restore a damaged skin barrier and soothe irritated skin.
- **Anti-Sebum P | Tannin Complex HR:** The patented complexes help to minimize pores, control sebum production and clean up skin dirt for a cleaner, smoother skin.

★★★★★ Satisfaction Rate by the Omitted Review Panels		
>	Overall User Experience	4.8/5.0
>	Suitability for Daily Use	4.9/5.0
>	Super Hydrating without Any Oily Residue	4.9/5.0

*Reviewed by 30 Participants Between the Age of 20-40.



Product Description

Dermatologically Tested for Skin Irritation

CPNP Registered

Fresh Lime Dewy & Pore Purifying Toner Pad

Say goodbye to clogged pores and hello to a refreshed, poreless complexion. This daily facial toner pad cleanses pores, blackheads and impurities for a visibly clear and smoother skin.

| 70 Pads, USD 26.00

MAIN INGREDIENTS

- **LHA:** LHA is a versatile ingredient that deeply exfoliates and renews the skin, while still being gentle enough for sensitive skin.
- **Anti-Sebum P:** A lightweight, fast-absorbing solution that clinically regulates oil production, minimizes pores, and delivers a flawless matte finish.
- **Triple Hyaluronic Acid:** This formulation penetrates into deep skin layers for effective hydration and for dewy glow and visibly plumped skin.

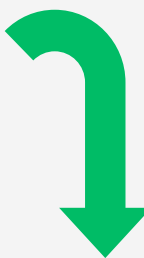
Reduced By

Pore Size
45.94%

Pore Density
49.19%

Pore Area
27.92%

Pore Depth
20.63%



Improved By

Pore Elasticity
1.26%



Clinically Tested by the OATC Skin Clinical Trial Center (Korea)
Test Period: 24.11.13 | Participants: +20 Participants Between the Age of 20-60.

We build products 100 people love,
not something 1 million people kind of like.

Our Marketing

Since our launch in 2024, Omitted has been going viral in Korea due to active marketing campaigns and support by influencers. Over hundreds of contents have been created within just few months and the numbers continue to grow.

We focus on customers in their mid 20's to 40's who care mostly about slow-aging, specifically on pore treatments and skin-deep hydration.



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Marketing

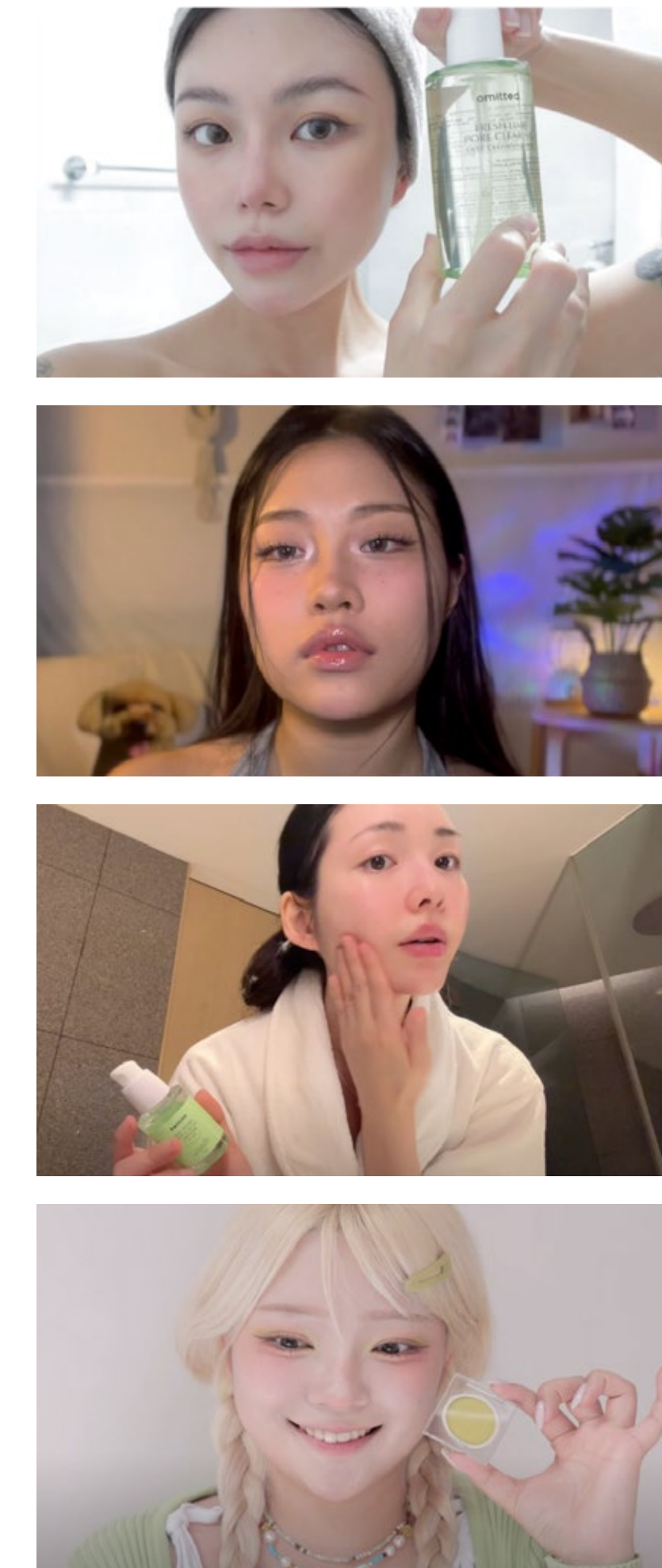
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Actively collaborate with global influencers and channels

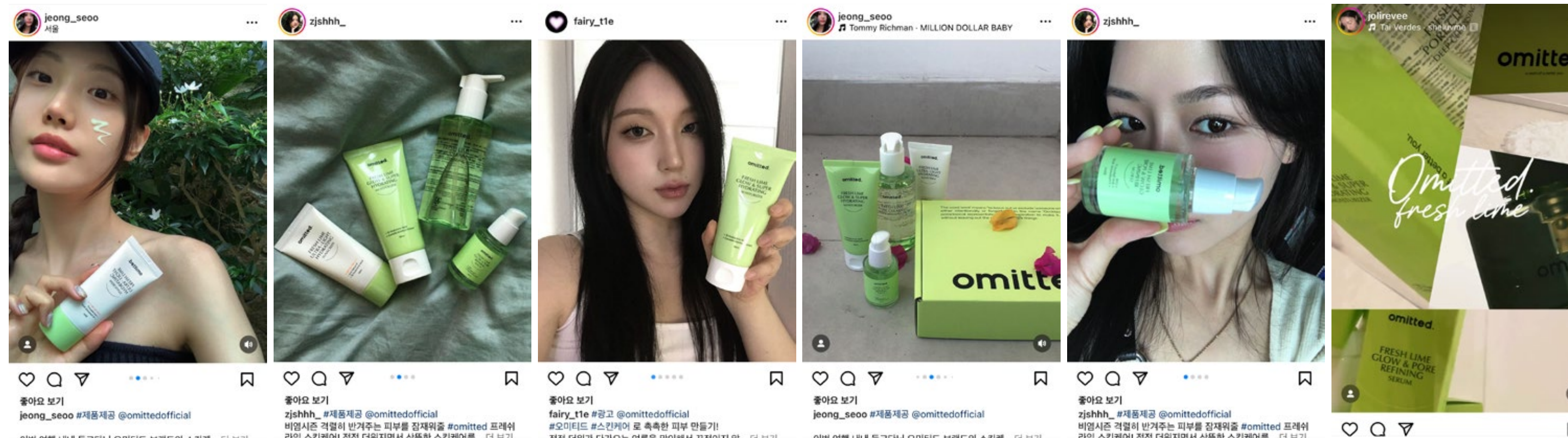
TikTok



Youtube



Instagram



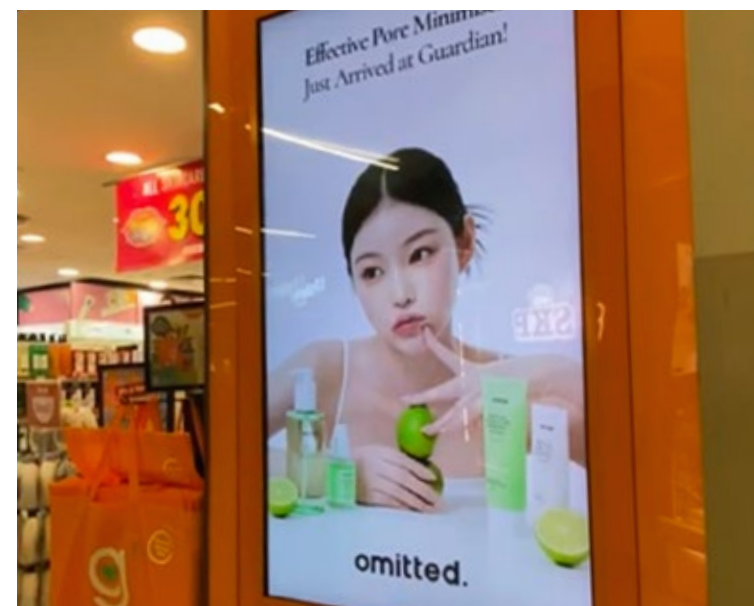
Distribution

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Global Vision, Global Action.

We are expanding beyond limits, reaching every corner.

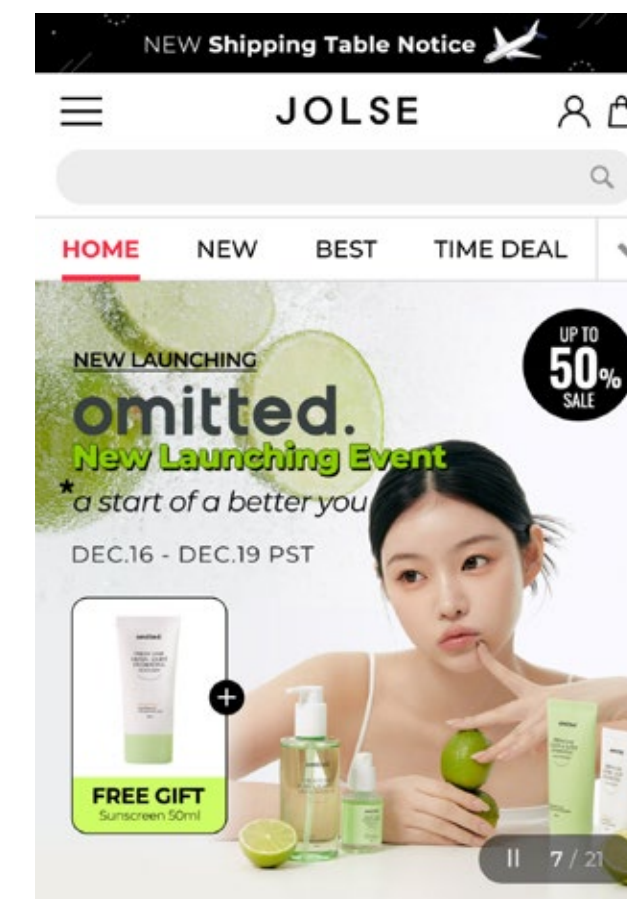
guardian



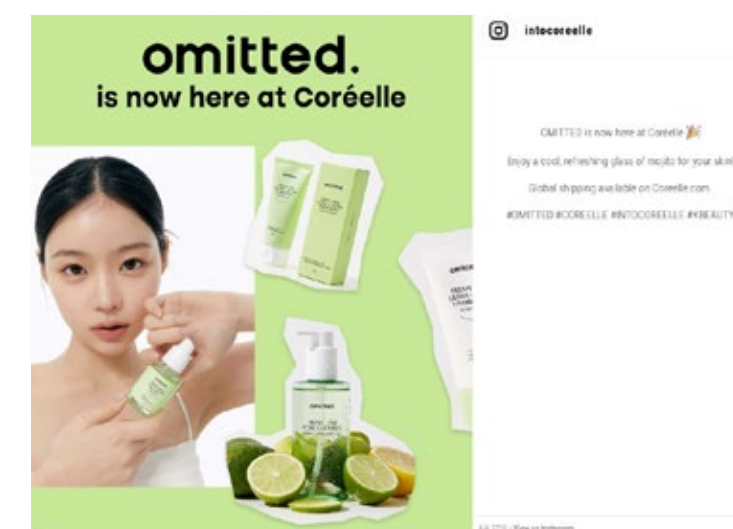
Qoo10



JOLSE



Coréeelle

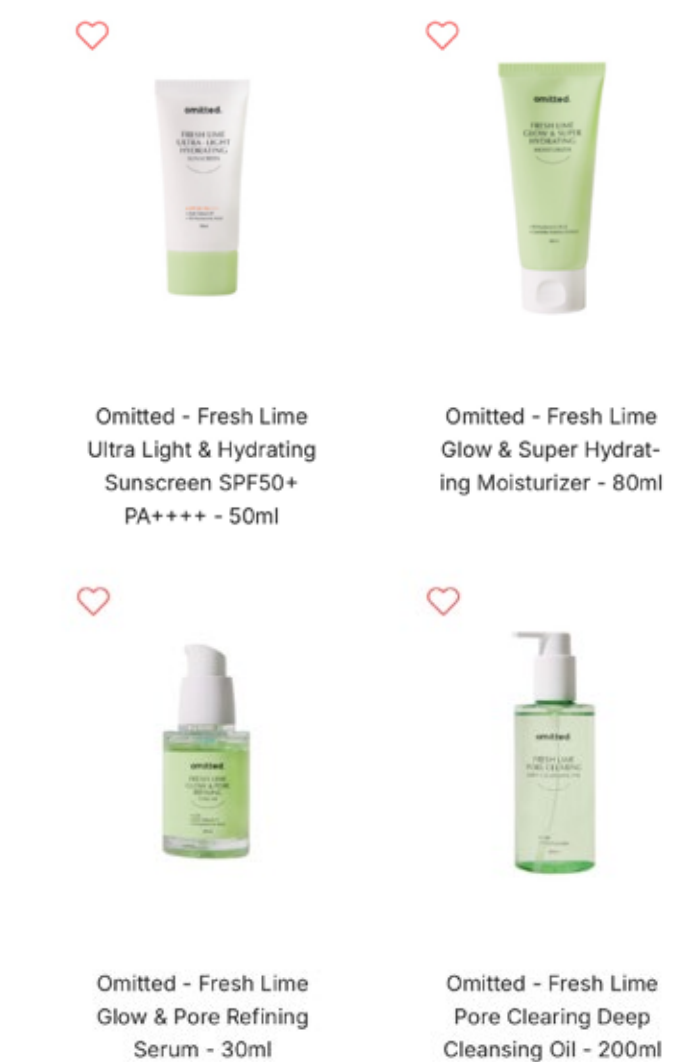


STYLEVANA



SEARCH RESULTS FOR 'OMITTED'

12 | SORT BY POPULARITY



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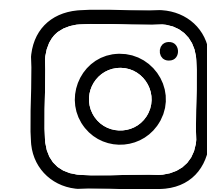
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Official Homepage
: www.omitted.kr



Official Instagram
: @omittedofficial



For Partnership
: admin@omitted.kr



Official TikTok
: @omittedofficial

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Thank you