



All you need is me

#SAVE YOUR ALL MOMENT

YNM BRAND SLOGAN

All you need is me

Suggesting all the beauty routine that you need

'You, For You, For you only, Beauty Routine'

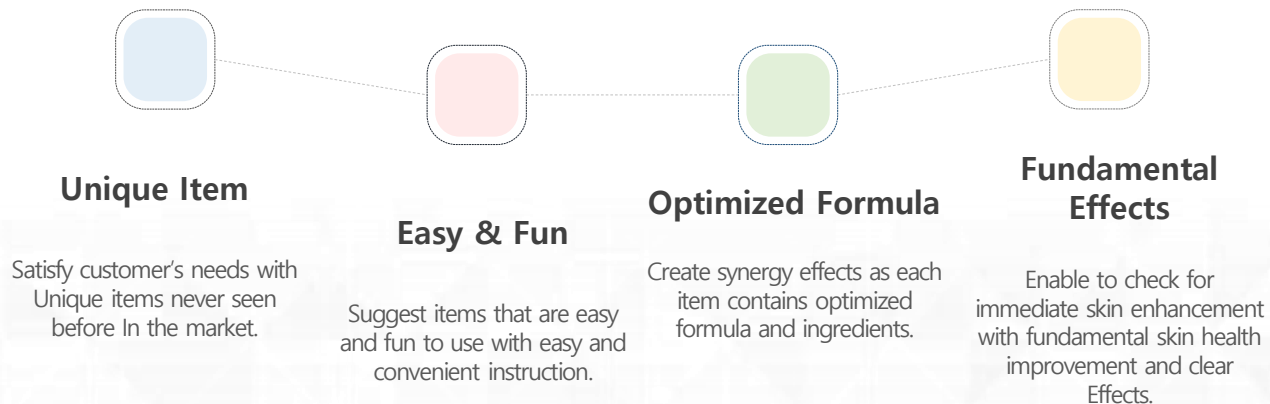
Brand that suggests tailored beauty routine by
Analyzing the rapid change of trends and customer needs,
And applying them with Y.N.M'S unique sense and trendiness.

YNM BRAND CONCEPT



Responding to drastic change of beauty market trends and customer needs,

**Unique item + Fun & Easy method + Optimized formula + Suggesting
Fundamental Effects**





HISTORY

2015 YNM launching

2019 Awarded GLOW PICK 2019 SUPER ROOKIE

2019 Opened the booths at OLIVE YOUNG stores nationwide

2020 Selected Allure Editor's Pick

2020 Opened booths at the head shop of Lotte duty-free shop

2020 Awarded OLIVE YOUNG SUPER LUKIE

2023 Opened booths at Indonesia Watsons

2023 Awarded 2023 OLIVE YOUNG AWARDS

2024 Awarded 2024 OLIVE YOUNG AWARDS

2024 Opened booths at @COSME, PLAZA in Japan



미국, 캐나다, EU, 인도네시아, 일본, 베트남, 중국 등 전세계 20여 개국 수출

10,000+

WORLDWIDE STORES

LOTTE



OLIVE YOUNG

ARTBOX

(KOREA)



Central



ROBINSON

(THAILAND)



(EU)

TJ-maxx
Marshalls

(USA)

康是美
COSMED



(TAIWAN)



(JAPAN)

WINNERS

(CANADA)

watsons

KiKV

sociolla (INDONESIA)

Saisai
making life beautiful



DONDON!
DONKI



(HONG KONG)

YNM PRODUCT LIST

와이엔엠 제품 리스트

No.	Image	Product Name	Weight	Sales Price	Details
1		YNM Rainbow Honey Lip Balm	3g	12,000 KRW	
2		YNM Candy Honey Lip Balm (Light Pink / Orange Red)	3g	12,000 KRW	2 SKU
3		YNM Natural Melting Honey Lip Balm	3g	12,000 KRW	Hypoallergenic test completed
4		YNM Unicorn Honey Lip Balm	3g	12,000 KRW	
5		YNM Fresh Green Lip Balm	4g	15,900 KRW	Vegan certification and Hypoallergenic test completed
6		YNM Candy Gloss Balm (01.Coral Moment/02.Pink Sunset/03.Crimson Chili 04.Peony Berry/05.Rosy Cozy/06.Coconut shell/07.Nougat Candy/08.Ballet Pink/09.Mauve Rosy/10.Dark Plum COMING SOON : 11 Melting Fig / 12 Bloody Mary / 13 After Mocha)	3g	17,000 KRW	10 SKU + 3 SKUs coming soon in November 2025
7		YNM Cream Matt Lipstick (01.Rose Beige/02.Dear Peach/03.Berry Smoothie 04.Flame Red/05.Chilling Chili/06.Plum Mauve)	5.5g	20,000 KRW	6 SKU
8		YNM Men's Vita Vitalizing Lip Balm	3g	12,900 KRW	Immediate improvement of lip color and completion of skin irritation test
9		YNM White Star Flower Tone-up Cream	50ml	23,000 KRW	Whitening functional cosmetics

YNM PRODUCT LIST

와이엔엠 제품 리스트

No.	Image	Product Name	Weight	MSRP	Details
10		YNM Ultimate Lip Plumper (Pink sparkle/Peach Soda/Pale Rosy/PINK CARPET)	3g	15,900 KRW	3 SKU
11		YNM Heart Jelling Tint (01.Peach Jelling/02.Cherry Jelling/03.Papaya Jelling 04. Bare Marron Jelling/05.Peper Jelling/06.Plum Jelling)	2.6g	14,900 KRW	6 SKU
12		YNM Dew Drop Lip Oil (01. Babypink/ 02. Rose Sorbet/ 03 Reddish Brown 04. Berry Plum)	2,5g	14,900 KRW	4 SKU
13		YNM Clear Fit Eyeliner (01 Black / 02 Brown)	0.6g	11,000 KRW	2 SKU
14		YNM Super Slim Skinny Brow (BK01 BLACK / BK02 BROWN)	0.07g	10,000 KRW	6 SKU
15		YNM LIP & CHEEK SYRUP POT (01 Peach Syrup /02 Maron syrup/03 Rose syrup/04 Very Love/05 Mocha Syrup/06 Plum syrup)	3.5g	14,000 KRW	6 SKU
16		YNM Lip & Cheek Butter Pot (01Cherry Butter /02Fig Butter/03Plum Butter/04Peach Butter/05Roast Butter/06Chocolate Butter)	3.5g	14,000 KRW	6 SKU
17		YNM Heart Veil Tint (01Salty Veil/02Muty Veil/03Rose Veil/04Nuttty Veil/05Mauve Veil/06Melting Veil/ 07Dipping Veil)	2.5g	14,900 KRW	7 SKU

Y.N.M PRODUCT LIST

와이엔엠 제품 리스트

No.	Image	Product Name	Weight	MSRP	Details
18		YNM Glow Honey Lip Balm (01 Even Coral / 02 Apple Lit / 03 Fig Caramel)	3g	12,000 KRW	3 SKU
19		YNM Lip Treatment Pack	6.5g	16,000 KRW	1 SKU
20		YNM Sugar Lip Scrub	6.5g	16,000 KRW	1 SKU
21		YNM Water Fixing Tint (01 Cherry Water/ 02 Rosy Water/ 03 Berry Water/ 04 Bloody Water)	4.2g	12,000KRW	4 SKU
22		Y.N.M MY POCKET GLOW (01 LYCHEE VANILLA / 02 STRAWBERRY CREAM / 03 CANDY BUBBLE / 04 GRAPEFRUIT HONEY)	2.8g	13,000KRW	4 SKU
23		YNM Detail Fixing Lip Pencil (2026.9 Coming Soon) (01 Lazy Apricot / 02 Baked Beige / 03 Fall in Pink / 04 Rose Mauvish)	0.2g	10,000KRW	4 SKU
24					
25					



COMING SOON

DETAIL FIXING LIP PENCIL



MY POCKET GLOW

Y.N.M MY POCKET GLOW

Marketing Point

- ▷ **Chewy glow** that adheres seamlessly to the lips with a non-sticky, comfortable finish—even with a quick application.
- ▷ Delivers the brilliant shine of a lip gloss while maintaining a **lightweight and comfortable texture**
- ▷ Optimized color payoff with soft, delicate shades that create an effortlessly **elegant mood**.
- ▷ **The oversized applicator** allows you to achieve full, plump, and dimensional lips with just one swipe.
- ▷ Designed with a **keyring-style** container, making it easy to attach to your bag or pouch for convenient touch-ups anytime, anywhere.

Ingredient

Vibrant color and natural shine

Plant-based oils for comfortable lip care

01



Olive Oil

02



Apricot Kernel Oil

03



Peach Extract

04



Apple Extract

Texture



A bouncy glow texture that plumps the lips without any stickiness.

PACKAGE

A dedicated applicator
to plump and enhance your lips

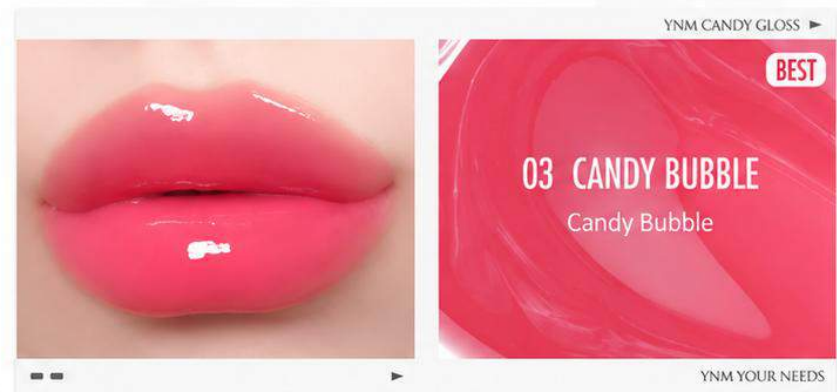


Free
Keyring
Gift

Color Chart



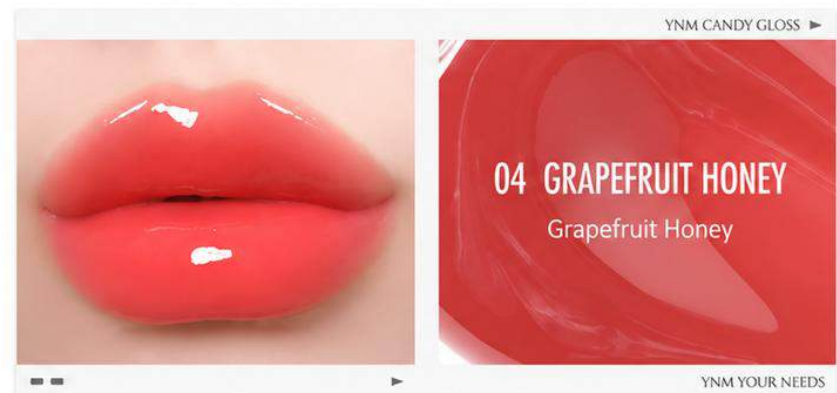
A lychee vanilla shade
that adds a **coral touch** to dull lips



A vibrant bubblegum pink
that **pops** on your lips



A fresh strawberry cream shade
that brightens your lips with a **soft tone**



A refreshing grapefruit coral
with a clear and **radiant glow**



COMING SOON

WATER FIXING TINT

Y.N.M WATER FIXING TINT

Marketing Point

- ▷ Lightweight, ultra-close adherence that blends in comfortably and lasts all day
- ▷ Powerful smudge-proof staying power keeps your look sharp and defined at all times
- ▷ Vivid staining and vibrant color payoff that stays true to the initial application
- ▷ Moisture-locking adherence keeps lips smooth, hydrated, and clean-looking without emphasizing flakes or dryness

Texture



Lightweight watery texture
that glides on effortlessly

Ingredient



Rich nourishing moisture care
Peach Extract



Keep lips hydrated and moisturized
Black Cherry Extract



Helps protect delicate lip skin
Pomegranate Extract

Before & After use



ALL-DAY wear that feels like time stands still
LONG-LASTING fixing with no smudging or fading

*For ingredient-specific benefits only



COMING SOON

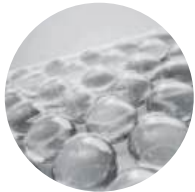
LIP TREATMENT PACK
&
SUGAR LIP SCRUB

LIP TREATMENT PACK

Marketing Point

- ▷ Inner and outer lip treatment care.
- ▷ Strengthens lips from within for a naturally fuller, firmer appearance.
- ▷ Helps improve line-prone lips for a smoother, more voluminous look.

Main Ingredients



5% Volufiline

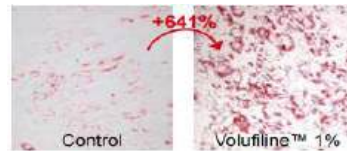
Helps enhance and maintain the natural firmness of lips, both inside and out.



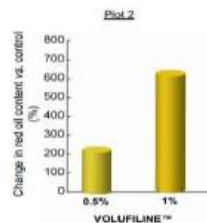
Peptides

Supports elasticity and skin recovery care.

*For ingredient-specific benefits only



When using 1% Volufiline, adipocytes increase by 641%
* In vitro test



Texture



A melting balm texture that melts softly at body temperature.

Before & After use [Example]



SUGAR LIP SCRUB

Marketing Point

- ▷ Exfoliating lip scrub for smooth lip care
- ▷ Use 2–3 times a week for soft lips all week long
- ▷ Visible sugar crystals and a thick, dense texture help remove rough, hardened flakes and long-built dead skin
- ▷ Ceramide and coconut oil that helps with moisturization and exfoliation

Main Ingredients



45% Edible Sugar (Sucrose)

Exfoliation and Moisturization



Ceramide

Supports skin barrier care and moisture retention



Coconut Oil

Powerful moisturizing effect & elasticity care

*For ingredient-specific benefits only

Texture



A thick moisturizing balm with 45% sugar that removes dead skin and softens the lips.

Before & After use





HEART VEIL TINT

YNM HEART VEIL TINT

Marketing Point

- ▷ Delicate, breezy texture **inspired by fluttering petals**
- ▷ Softly adheres and sets for a smooth, blurred finish without emphasizing lines
- ▷ **Ultra-lightweight** from the first touch for all-day comfort
- ▷ **Easy to layer and blend** for customizable lip looks
- ▷ **Fixes seamlessly** with minimal transfer for long-lasting wear

Texture



Soft matte formula with a light and blurred finish

Ingredient



Provence Rose Flower Extract
Helps moisturize, strengthen the skin barrier



Sugar Maple Extract
Provides hydration and improves skin elasticity

Package Using Details



Built-in silicone applicator



Angled Applicator



After applying to the lips

Color Chart



Warm
Best

01 솔티 베일 Salty Veil

솔티 밀크티에 햇살 머금은
복숭아를 더한 피치 베이지



Cool
Best

02 뮤티 베일 Muty Veil

흐드러지게 피어난
벚꽃잎의 청초함, 뮤트 핑크



03 로즈 베일 Rose Veil

빛바랜 장미꽃잎을
그대로 으깨어 담은 로즈 컬러



04 너티 베일 Nutty Veil

은은하게 구워낸
고소한 견과를 더한 핑크 브라운



05 모브 베일 Mauve Veil

무르익은 무화과에 오묘한
애쉬 그레이 한방울 더한 모브 핑크



06 멜팅 베일 Melting Veil

놓후하게 익은 와인의 깊은
풍미가 느껴지는 딥 브릭 컬러



07 디핑 베일 Dipping Veil

쌉쌀한 초콜릿이 더해진
깊은 감도의 레디쉬 브라운

COMING SOON



BUTTER POT & SYRUP POT

YNM LIP & CHEEK BUTTER POT

Marketing Point

- ▷ Scoop and spread — the **real texture reveals** itself upon application
- ▷ **Bouncy, whipped-butter texture** that melts smoothly on contact
- ▷ Melts at your fingertips, softly blurring fine lines and uneven texture
- ▷ Effortlessly smudges to create a natural, diffused lip & cheek look
- ▷ From soft muted tones to deep, sophisticated shades — **perfect for layering**

Ingredient



Deep hydration for soft, smooth lips
Shea Butter & Cupuaçu Seed Butter



Keeps lips moisturized and supple
Hyaluronic Acid



Helps protect delicate lip skin
Avocado Fruit Extract

View



Texture Point



Soft, balm-to-powder texture that melts
at your fingertips

*For ingredient-specific benefits only

Color Chart

01 체리 버터 Cherry Butter



02 피그 버터 Fig Butter



03 플럼 버터 Plum Butter



04 피치 버터 Peach Butter



05 로스트 버터 Roast Butter



06 초콜릿 버터 Chocolate Butter



YNM LIP & CHEEK SYRUP POT

Marketing Point

- ▷ Delivers a **healthy glow to lips & cheeks** with just one touch
- ▷ A multi-use balm with clear, dewy color and attractive gloss
- ▷ **Contains 80% skin-conditioning ingredients** for a moisturizing formula
- ▷ **Syrup balm texture with a translucent, high-gloss shine**
- ▷ Wide color range designed for versatile **multi-use**

Ingredient



Firm and nourished lips
with 6 types of peptides
(Tripeptide-1, Palmitoyl Tripeptide-1, Palmitoyl Pentapeptide-4, Hexapeptide-9, Hexapeptide-11, Copper Tripeptide-1)



Provides deep hydration for moisturized lips
Hyaluronic Acid



Helps improve skin elasticity
Sweet Cherry Fruit Extract

View



Texture Point



Glossy glow with a syrup-like clarity

*For ingredient-specific benefits only

Color Chart

01 피치 시럽 Peach Syrup



02 마롱 시럽 Marron Syrup



03 로즈 시럽 Rose Syrup



04 베리 시럽 Berry Syrup



05 모카 시럽 Mocha Syrup



06 자두 시럽 Plum Syrup





SUPER SLIM SKINNY BROW

Y.N.M SUPER SLIM SKINNY BROW

Marketing Point

- ▷ **1.5mm ultra-slim brow pencil** for precise, hair-like strokes
- ▷ **Long line-lasting formula** with wax and oil to create a smudge-proof coating for all-day wear
- ▷ **Easy daily use** with natural-looking shades for effortless everyday brows
- ▷ **Soft touch application** enhances each brow hair with delicate detail
- ▷ **Built-in spoolie brush** for grooming and blending

Color Shades



BK01 BLACK

A cool-toned grey shade with no yellow or red undertones.

Recommended for dark natural hair or black hair.

BR02 BROWN

A light brown shade that creates a softer impression.

Ideal for medium-toned dyed hair.

Texture



Soft texture that applies smoothly without clumping

Texture Point



1.5mm slim pencil for easy and precise application—even for beginners



CLEAR FIT EYELINER

YNM CLEAR FIT EYELINER

Marketing Point

- ▷ A precise eyeliner that lets you effortlessly draw the lines you desire
- ▷ Delicate line control with a soft yet resilient ultra-fine brush
- ▷ Cleanly fixed and tightly adhered with **long line-lasting film-forming** ingredients for all-day wear.
- ▷ Resistant to oil and water, yet easily removed with lukewarm water for gentle cleansing
- ▷ **Clear, vivid color** payoff in a single touch for a defined, captivating eye look

Color Shades



01 Black

A classic black shade that defines your eyes with sharp clarity. Deep and bold, it enhances your eye shape with undeniable presence.

02 Brown

A clean brown shade with no reddish undertones. Delivers both definition and a natural look in one stroke.

Texture



A shine-free film formula that strongly resists oil and moisture, setting clean and smudge-free

Brush Point



An ink tank container that dispenses the perfect amount, paired with a soft yet resilient brush for smooth application

Dew Drop Lip Oil



DEW DROP LIP OIL

Y.N.M DEW DROP LIP OIL

Marketing Point

- ▷ **Packed with 82% skin-conditioning ingredients:** Nourishes lips from within, leaving them healthy, firm, and beautifully smooth.
- ▷ **A lip oil that delivers four essential lip-care benefits:** Moisture barrier protection, plumping elasticity, lip recovery, and deep hydration — for lips that look and feel strong and supple.
- ▷ **Sensual, versatile shades:** Delicate colors designed to complement any lip look — practical yet refined.
- ▷ **Multi-use glow layering:** Perfect on bare lips, over tints, or on top of any lip color for a dewy, luminous finish.
- ▷ **Plump, cushiony applicator:** A chubby tip that glides on effortlessly, creating a full, dimensional glow in one swipe.

Ingredient



Glow & Flexibility
Moisture and elasticity for supple, glowing lips
MACADAMIA OIL



Moisture
Hydrates to keep lips smooth and plump
HYALURONIC ACID



Volume
Improve firmness and creates naturally fuller-looking lip
MARINE ELASTIN

Texture



A lightweight, non-sticky lip oil: Melts seamlessly onto the lips for a soft, comfortable finish without any heaviness or residue.

Before & After use



YNM



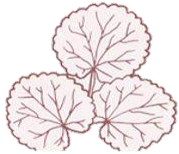
HEART JELLING TINT

YNM HEART JELLING TINT

Marketing Point

- ▷ A clear and plump jelly texture that becomes fuller over time.
- ▷ A built-in silicone lip brush container for 2-in-1 use as a tint and brush.
- ▷ An applicator designed at an angle similar to the lips.
- ▷ A long-lasting, moist, and snug fit that eliminates the need for frequent reapplication.
- ▷ No more color surprises! Stains exactly as seen, maintaining the original color from start to finish.

Ingredient



Centella Asiatica Extract

Soothes the skin and provides hydration



White Tree Mushroom Extract

(Phyto Collagen)

Moisturizing effect and elasticity improvement

*Limited to ingredient characteristics

Texture



A formula that applies waterlily and gradually develops a plump, jelly-like shine over time.

Package Using Details



Silicone brush used



Angled applicator



After applying to the lips

Color Chart



YNM

Ultimate LIP Plumper



Find your lip Volume potential



ULTIMATE LIP PLUMPER

YNM ULTIMATE LIP PLUMP

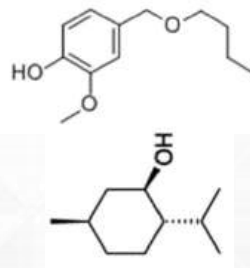
Marketing Point

- ▷ A melting formula that glides smoothly onto the lips, instantly melting and adhering with a rich, velvety finish.
- ▷ Upon application, a plump, glossy shine instantly appears, delivering a perfect plumping effect for fuller, more defined lips with a vibrant, voluminous look.
- ▷ The rich, vibrant color combined with the clear, translucent formula creates a fresh and radiant look, perfect for a soft and elegant mood.
- ▷ With three times the plumping ingredients and added pearls for a more refined, striking effect, the **Strong version** offers enhanced clarity, while the **standard version** provides a softer plumping effect with a touch of color. These two options expand the range of choices for a more tailored look.

Immediate Effect



▷ The combination of vanillyl butyl ether and menthol creates a coating effect on the lips, providing a distinct three-dimensional fullness for plump, luscious lips.



Texture



A glow-melting texture that effortlessly breaks down,
A glossy shine and enhancing volume for a fuller look.

Before & After use



YNM ULTIMATE LIP PLUMP COLOR CHART



Pink Sparkle

A transparent base that harmoniously blends with iridescent opal pearls and pink pearls.



Peach Soda

Like being captivated by an endless peach forest, the shade embodies a mysterious and delicate peach hue.



Pale Rosy

A pure and elegant pink rose that evokes the nostalgic feelings of girlhood.



Pink Carpet

A bright cherry pink infused with a touch of pink sparkle.





YNM
CANDY GLOSS BALM

10 Colors



CANDY GLOSS BALM

YNM CANDY GLOSS BALM

Marketing Point

- ▷ A candy gloss balm that delivers a clear, dewy glow the moment you apply it.
- ▷ Contains up to 79% moisturizing oil for a smooth, hydrating feel.
- ▷ Adds a burst of refreshing, sweet candy shine that sparkles from every angle.
- ▷ True-to-color payoff that builds with each layer, offering a transparent finish.
- ▷ Reduces stickiness while enhancing glow, creating a Tangy Glow Melting Balm

Product Features

- ▷ Lovely pink Fur packaging
- ▷ Contains 59% plant-derived moisturizing oils
- ▷ A highly moisturizing formula perfect for daily use
- ▷ Available in 6 versatile colors to suit every skin tone.

Ingredient



Mango Seed Butter

Nourishing moisturizing effect



Coconut Oil

Prevents moisture evaporation



Squalane

A component similar to the skin's natural protective barrier

Texture



A melting butter balm texture that gently melts with body temperature

Before & After use



*Limited to the characteristics of the ingredients

Color Chart

YNM COLOR CHART



HONEY LIP BALM COLLECTION

8 colors

BEST
Cool
Toned
Face



Rainbow Honey
Lip Balm

#Color_Changing_by_temperat
ure_Lip_Balm

Cool
Toned
Face



Candy Honey Lip Balm
(Light Pink / Orange Red)

#Natural_tinted_lip_balm
#Color_lip_balm

Warm
Toned
Face

Clear
Lip
Balm



Natural Melting
Honey Lip Balm

#For_all_family
#hypoallergenic_lip_balm



HONEY LIP BALM COLLECTION

8 colors

NEW
Apple
Lip
Balm



Unicorn Honey Lip Balm

Match Perfectly for every tone
#Clear_shade_of_apple_red

NEW
Feminine
Coral



Glow Honey Lip Balm
EVEN CORAL

A soft, delicate coral pink with a
sweet, feminine touch
#TintedLipBalm

NEW
Cheeky
Red



Glow Honey Lip Balm
APPLE LIT

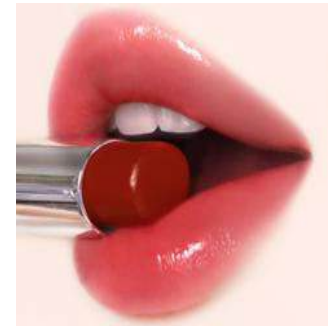
A bright, playful red that pops
with energy #CheekyRedApple

NEW
Trendy
Balm



Glow Honey Lip Balm
FIG CARMEL

A rich, muted fig tone for a
cozy, sophisticated look
#TrendyBalm





NEW



GLOW HONEY LIP BALM

01 EVEN CORAL / 02 APPLE LIT / 03 FIG CARAMEL

Y.N.M GLOW HONEY LIP BALM

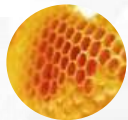
Marketing Point

- ▷ YNM's Signature Honey Lip Balm — Now in New Shades!
- ▷ The same comfortable wear, now with a soft, glowing finish. For lips that feel smoother, look dewier, and shine beautifully.
- ▷ Enriched with honey and beeswax
Delivers long-lasting hydration and a nourishing moisture barrier.
- ▷ Meet the new shades: Pink Coral – effortlessly delicate. Apple Red – bright and charming. Elegant Down Rose – graceful and refined.
- ▷ Gentle yet vibrant color payoff with powerful hydration. Lightweight, non-sticky, and perfectly balanced for everyday wear.

Ingredient



Deeply moisturizes and revitalizes the lips
HONEY



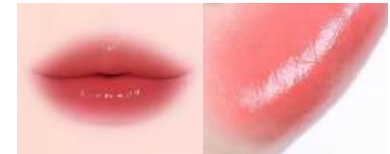
Protective barrier to lock in moisture
BEESWAX



Intense hydration and enhances natural shine
SQUALANE

*Based on the characteristics of the ingredients

View



Texture Point



A melting texture that glides on
and melts instantly upon
application.



RAINBOW HONEY LIP BALM



Korea YNM Rainbow Honey ...
dhyhtrading.com.지. 광고



YNM You Need Me Rainbow ...
natantak.com



Y.N.M Rainbow Honey Li...
ebay.com. 광고 있음



YNM Rainbow Honey Lip B...
ebay.com



YNM Rainbow Honey Li...
ebay.com



YNM - Rainbow Honey Lip B...
baringo.shop. 광고 있음



YNM You Need Me Ra...
image118.com. 광고 있음



YNM Rainbow Honey Li...
thgate.com



Qoo10 - South Korea ynm R...
qoo10.sg. 광고 있음



블러 릴립 YNM 레인보우...
blog.naner.com



한국코스메 YNM 레인보...
kt.koreadepart.com



YNM Rainbow Honey Lip ...
thgate.com. 광고 있음



USD 21.70] Kor...
chinaobao.com



YNM Rainbow Honey Lip ...
thgate.com. 광고 있음



USD 18.85] Fairy gas spark...
chinaobao.com



YNM Rainbow Honey Lip Balm...
bekeef.com. 광고 있음



Korea YNM 레인보우 레...
ki.thgate.com



ynm rainbow stary sky honey...
shopee.ph. 광고 있음



YNM Korean Rainbow Hone...
akeexpress.com



YNM Korean Rainbow Hone...
akeexpress.com



YNM레인보우허니립밤 instag...
granho.com



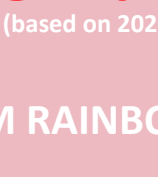
INKOA - 인코아 - YNM 레인보우 허...
facebook.com



Qoo10 - YNM rainbow honey...
qoo10.com



KOREAN YNM Rainbow Ho...
m.thgate.com



USD 18.85] Fairy gas spark...
chinaobao.com



YNM Rainbow Honey Lip Balm...
bekeef.com. 광고 있음



Korea YNM 레인보우 레...
ki.thgate.com



ynm rainbow stary sky honey...
shopee.ph. 광고 있음



YNM Korean Rainbow Hone...
akeexpress.com



YNM레인보우허니립밤 instag...
granho.com



Multy Beauty - YNM Rainbo...
ko-kr.facebook.com



YNM Rainbow honey dis...
skyanj.com



YNM레인보우허니립밤 Insta...
granho.com



Amazon.com - YNM You Nee...
amazon.com



유행 주전, 발색/보습/촉촉까지 모두 갖춘 원티도 립...
youtube.com



YNM You Need Me Rainbo...
shopee.com.my. 광고 있음



Son Dưỡng Môi Đổi Màu YN...
sachtaytenhouse.com. 광고



YNM Korean Rainbow Hone...
akeexpress.com. 광고 있음



YNM레인보우허니립밤 instag...
granho.com



YNM레인보우허니립밤 instag...
granho.com

Selling 2 per minute!

(based on 2022 sales record)

YNM RAINBOW LIP BALM

RAINBOW HONEY LIP BALM

Rainbow Honey Lip Balm 3g

My own lip balm that comes out naturally as my lips
#Magic_lip_balm

Hydrates chapped and dry lips

Applied with no stickiness

Honey Lip Balm with natural smooth of color

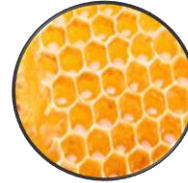


[Applying
once]

[Applying
twice]

[Applying
Three times]

MAIN INGREDIENTS



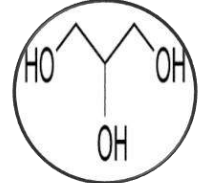
Honey

Keep moisturize lips for vital and energetic skin care



Squalane

Keep your lips moist with a high moisturizing effect



Glycerin

Keep your lips hydrated and Moisturizes to dry lips

SALES POINT

- ✓ ♥SNS HOT ITEM! Color changes depending on lip temperature
- ✓ Focused lip care for moist and glossy lips as covered by honey shield
- ✓ 3-IN-1 lip care depending on the condition of lips
(Moisturizing lip balm / Base lip balm / Lip treatment)

★TIP★

When applied in combination with tint and lipstick, which were difficult to apply, would be excellent for moisturizing & glossy synergy effect !

※Limited to raw material characteristics only

Recommended

- ✓ Lips that get chapped and flaky frequently
- ✓ Lip condition that lost color and vitality
- ✓ Lips with a lot of lip makeup

01

Apply Honey Lip Balm's smart temperature sensing technology that responds to lip temperature!



[Solid stick type of balm that reacts to the Ph and temperature of lips] **#Lip balm with a twist**

When you apply it on your lips, it gives your lips a moist glow and natural immediately,
You can feel the natural and delicate pink color of the lips as it's my lips if you apply it before
Lipsticks or lip glosses.

02

Containing 0.0005% of honey, provide intensive care for moist and glossy lips!

► A substance made by honeybees mixing their saliva and enzymes with a resin-like substance extracted from various plants for their survival and reproduction is called 'propolis'.
It contains organic matter and minerals for most, and vitamins, amino acids, fats, organic acids, and flavonoids play important roles in cell metabolism.

- It has antibacterial, antiviral and anti-inflammatory action, and flavonoids, the main ingredient, help to eliminate free radicals.
- It helps to calm sensitive skin by forming a moisturizing film on the skin.
- It helps to remove harmful substances and protect the skin from harmful acids.
- It helps to nourish and revitalize the skin.



RAINBOW HONEY LIP BALM SNS REAL REVIEW

ynm_rainbowhoney_lipbalm ...



♥️ 💬 📌

홍차님의 리뷰!
 3개월만에 해외에서 200만개나 판매된게 납득이가요!!
 예쁜 핑크색 컬러립밤이지만, 잠들기 전 나이트 립케어로
 사용할 수 있고 민낯 메이크업에 여러여리하게 연출할 수
 있어요! 입술이 탱글탱글해 보이고 세상 예쁘게 변신시켜
 줘요! 🍷
 #200만개판매된_립밤 #나이트케어_립밤 #온도립밤
 #원래_이쁜_줄_알아요 #민낯메이크업_립밤 #컬러감

ynm_rainbowhoney_lipbalm ...



♥️ 💬 📌

리뷰하는 여자님의 리뷰!
 바르기 어려웠던 매트 립스틱도!! YNM 하니 립밤과 🍷
 조합해서 바르면 매끈하게 잘 올라가고 자연스러운 컬러!
 컬러발색도 진짜 딱 뽀얍에 바라도 자연스러운 느낌 🍷
 #꿀광입술 #반짝반짝 #자연유래_보습성분 #립_베이스밤
 #티_안나는_예쁜입술 #아무것도_안바른_줄_알아요!

ynm_rainbowhoney_lipbalm ...



♥️ 💬 📌

마엘유님의 리뷰!
 여러번 덧발라도 촉촉함이 무겁게 느껴지지 않고
 글로시함은 두배로 살아나는 듯한!
 특히나 맑고 투명하게 올라오는 색이 느낌예뻐!! 🍷
 #촉촉한립밤 #온도에따라변하는_자연스러운_컬러
 #각질을 잠재워주는 마법!



NEW



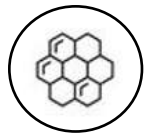
UNICORN HONEY LIP BALM

YNM UNICORN HONEY LIP BALM

Marketing Point

- ▷ A clear apple red color that brightens everyone's complexion of their skin tone.
- ▷ Light and non-sticky afterfeel.
- ▷ Multi-lip balm that can be used as a lip and cheek substitute with almost no coloring.
- ▷ Containing honey and glycerin to keep long lasting moisturized.
- ▷ Adorable package reminiscent of a pastel unicorn.

Ingredient



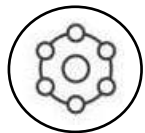
Honey

Nutrition filled Manuka honey



Glycerin

Protecting and moisturizing the skin



Tocopherol

Antioxidant fat-soluble vitamin

Texture



Melting texture that melts smoothly

Product Features

- ▷ Hyesun Choi's Pick ! (Appeared on Solohell 3)
- ▷ New type of Honey Lip balm launched in 42months.
- ▷ Containing Manuka honey, also known as a natural antibiotic honey.
- ▷ Using a YNM's signature Click-Type tube.

After use



Transparent and clear apple red color



CANDY HONEY LIP BALM OR001



CANDY HONEY LIP BALM PK001

CANDY HONEY LIP BALM

Candy Honey Lip Balm 3g

Lip maker for natural and live lips!

Candy Honey Lip Balm provides daily lip care anytime, anywhere with hydrated, glossy and rejuvenated lips just like tinted.



*#Honey moisturizing
#Color Lip Balm_Cool
tone recommendation
#Complexion Lip
Balm_Warm tone
recommendation
#Lip and cheek*

Lip balm + Tint = ALL CARE

**OR101
ORANGE RED**

It gives a lively and attractive lip production effect immediately when you apply it.



**PK001
LIGHT PINK**

It gives a lively and lovely look immediately when you apply it.

MAIN INGREDIENTS



Honey

Enhance skin moisture, prevent dryness, vitalize skin as it acts as a type of skin conditioning.



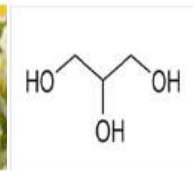
Blackcurrant seed oil

by forming a moisturizing barrier on the lips. Helps with rough, dry lip care.



Meadowfoam seed oil

Smoothly and glossy lips. Helping you manage.



Glycerin

Helps with conditioning for dry lips.



Squalene

Help with vital lip care.

SALES POINT

- ✓ A honey-gloss lip care that adheres well to the lips without dryness (**Season 1 Moisturizing Ingredients Up Grade**)
- ✓ Natural, vibrant watercolor tone.
- ✓ Melting moisturizing texture that melts softly without stickiness

★TIP★

It can be used in various ways to create makeup not only the lips but also the cheek role. **#Multi Lip Balm**

※Above explanations limited to features of ingredients

Recommended

- ✓ Those who want to protect sensitive and dry lips
- ✓ Those who want to regularly manage chapped and flaky lips
- ✓ Those who want to express fresh moisture and adorable color development at the same time

★TIP★

It provides more vivid the color by multiple times of applying.

한 번만



한 번만



★TIP★

Multi-item for honeyed glow makeup(lip&cheek)



KEY
POINT 04.

Y.N.M.'s perfectly matched One Pick!!

STEP 01.



When you're worried about your
dry and chapped lips

Rainbow Honey Lip Balm 3g

STEP 02.



When you're worried about lips
without vitality

Candy Honey Lip Balm 3g

STEP 03.



★Sleeping Lip Pack★

When you're worried about
dead skin on your lips

Lip Treatment Pack 15g

CANDY HONEY LIP BALM SNS REAL REVIEW

ynm_candy honey lipbalm ...



♥ 🔍 🗒

뷰스타_헤일리 님의 리뷰!

요즘따라 더 손이 자주 가는 컬러립밤!
YNM의 #엘팅보습립밤 캔디 허니 립밤이에옹🍯👄
요즘따라 더 손이 자주 가는 컬러립밤!
YNM의 #엘팅보습립밤 캔디 허니 립밤이에옹
#YNM신상 #립밤추천 #립케어

ynm_candy honey lipbalm ...



♥ 🔍 🗒

뷰스타_리미 님의 리뷰!

착색 잘되고 색감 생기있게 올라와
진짜 너무 마음에 들어요ㅠㅠ🍯
기존 레인보우립밤에서 보습감도 더 업글 되어 이것만
발라도 됩니다! #꾸안꾸메이크업 때 딱이에요💖
#리미립#립밤#컬러립밤#ynm캔디립밤

ynm_candy honey lipbalm ...



♥ 🔍 🗒

뷰스타_은빈 님의 리뷰!

매끄러우면서 반짝거리는 패키지에 투명하게 올라오는
색감의 #틴트립밤 이라 메이크업하고
덧바르기에 좋았어요
맑고 생기있는 컬러로 보습감까지
이거 뭐 데일리템으로 짱이쥬👉👉👉
#ynm캔디립밤 #립밤 #컬러립밤



NATURAL MELTING HONEY LIP BALM

NATURAL MELTING HONEY LIP BALM

Natural Melting Honey Lip Balm 3g

First step of lip care for my family!



Perfect improvement for lips
High moisture + Low stimulation solution care



**Extreme
moisturizing**

Adding extra
moisturizing



Mild Ingredient

Without
stimulation



**Melting Balm
Texture**

Melting gently

MAIN INGREDIENTS

Collaboration between honey and butter!
Family Lib Balm with hyper moisturizing



+



+



SALES POINT

- ✓ Stop worrying about cracked lips ! Lip balm with moisturizing and nourishing texture
- ✓ First lip care for my family! **3-STEP lip care systematically from the basics**
- ✓ Hyper moisturizing and glowing with natural transparent glow by multiple times of applying !
- ✓ **Hypoallergenic safety formula**, Daily lip care for my family
- ✓ **EWG Green grade (Relief prescription)** & 20 harmful ingredients are not added

★TIP★

It's good for soothing dead skin.

It can also be applied to the elbows or cuticles with frequent dead skin cells.

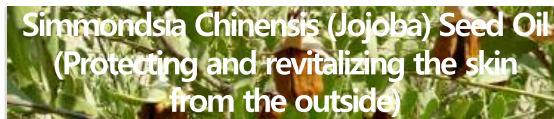
※ Above explanations limited to features of ingredients only.

Recommended

- ✓ Those who are troubled by dead skin and dryness
- ✓ Those with sensitive lips who could not use any products.
- ✓ Those who want to use it with children.

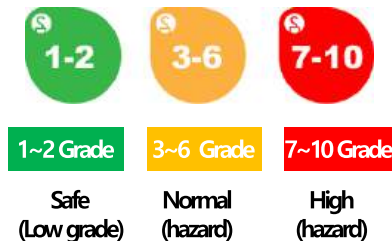
03 - Contains **Natural Seed Oil Complex** that moisturizes and moisturizes rough and dry lips

Hydrating chapped lips for long time



※Above explanations limited to features of ingredients.

EWG GRADE NATURAL MELTING HONEY LIP BALM



- | | | |
|------------------------------------|---------------------------------|--------------------|
| ① PTIS | ② Ethylhexylglycerin | ① 1,2-Hexanediol |
| ① Octyldodecanol | ① Glyceryl Caprylate | ① Purified Water |
| ① Ozokerite | ① Caprylyl Glycol | ① Propolis Extract |
| ① Squalane | ① Shea Butter | ① Butylene Glycol |
| ① Diisostearyl Malate | ① Mango Seed Butter | |
| ① Tridecyl Trimellitate | ① Argania Spinosa Kernel Oil | |
| ① Bis-Ciglyceryl Polyacyladipate-2 | ① Camellia seed oil | |
| ① Polybutene | ① Simmondsia Chinensis Seed Oil | |
| ① Beeswax | ① Macadamia Seed Oil | |
| ① Polyethylene | ① Sweet Almond Oil | |
| ① Silica Dimethyl Silylate | ① Safflower Oil | |

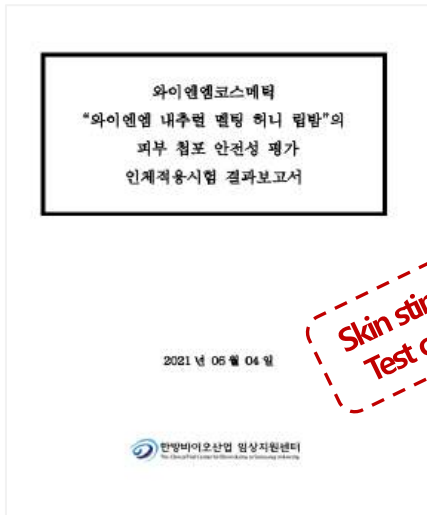
Skin Irritation Test Completed

Natural Melting Honey Lip Balm

Skin patch test done to see primary irritation

“0.00 Low-stimulation”

※ There are temporary/individual differences depending on the area used and skin condition



- ✓ Testing Institution
 - Clinical Support Center for Oriental Medicine Bio Industry
- ✓ Test item:
 - 24 hour skin patch safety evaluation
- ✓ Number of Tests: 30 Adults
- ✓ Test sites and methods:
 - Measurement of irritation level after skin patch test for 30 minutes, 24 hours, and 48 hours

시험 결과, “와이엔엠 내추럴 멜팅 허니 립밤”은 패치 제거 후 30분, 24시간, 48시간 모두에서 자극이 관찰되지 않았다. 평균 피부반응도는 0.00으로 피부 철포시험(Patch Test)의 판정기준에 따라 “와이엔엠 내추럴 멜팅 허니 립밤”은 무자극으로 판정하였다.

Results of primary irritation test on human skin
show Natural Melting Honey Lip Balm has **no irritation!!**

YNM
MEN'S VITA
LIP BALM



NEW



MENS VITA VITALIZING LIP BALM

YNM MEN'S VITA VITALIZING LIP BALM

Marketing Point

- ▷ Vitamin lip balm that instantly improves dull lip tone.
- ▷ Natural color development which is not artificial as my own lips.
- ▷ Reduce stickiness and glitter for men's preferred afterfeel experience.
- ▷ Skim off the heavy pink color development and create warm pink tone.
- ▷ Lip balm that brings vitality to lips which have become dull by cigarette and coffee.

Ingredient



Vitamin A

Preventing of skin aging



Vitamin C

Improving skin brightness



Vitamin E

Antioxidant action

Texture



Light moisturizing texture without stickiness

Product Features

- ▷ Minhyuk's Favorite Pick from BTOB
- ▷ Completion of immediate improvement test of lip color
- ▷ Sensitive Skin Hypoallergenic Test Completed
- ▷ Chic black matt leather package

Before & After use



* limited to raw material characteristics only

All New
**Fresh
Green**



FRESH GREEN LIP BALM

YNM FRESH GREEN LIP BALM

Marketing Point

- ▷ The highly moisturizing and nourishing, suitable for all four seasons
- ▷ Hypoallergenic test and Vegan assessment completed
- ▷ Free of artificial fragrances and colors as well as cautionary ingredients.
- ▷ The highly moisturizing and nourishing lip balm, safe for delicate lip skin.

*The description is limited to the properties of the raw materials.

→ **Cerapanthenolsome + Super Centella™**

Product Features

- ▷ Formulated with 50% of natural plant-derived ingredients
- ▷ 100% vegan formula
- ▷ Use a paper box with soy ink which is Eco-friendly material
- ▷ NEW dual-layered acrylic tube in emerald green.

Ingredient



Eggplant extract

Skin Conditioning



Moringa oil

Contains antioxidant components



Holy basil leaf extract

Skin stress relief

Texture



Well-moisturized and soft green vegan texture

Before & After use



Before Use



After Use

*Limited to raw material characteristics only

CREAM MATTE *Lipstick*



CREAM MATTE LIPSTICK

YNM CREAM MATTE LIPSTICK

Marketing Point

- ▷ It applies thinly without clumping with even and smooth coloration.
- ▷ Light powder particles adhere to the lips to give a vivid color.
- ▷ soft cream matt texture keep your lips comfortable even after you apply it
- ▷ It applies moistly with soft finish. No need to worry about exfoliating.
- ▷ 6 types of color which makes to match all skin tones from warm to cool tone

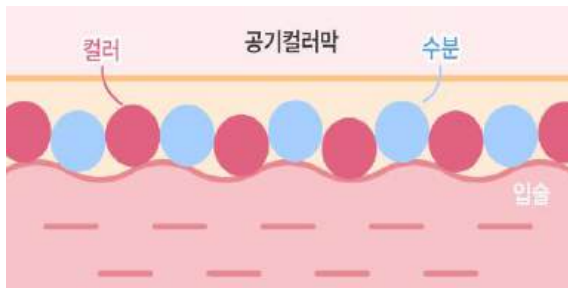
Texture



Sheer slim matt texture as soft cream

TECHNICAL STORY

In the **color pigments**, mixing **silicone elastomer gel** and various sizes of powder, it fits perfectly.



Best Layering Guide



BASE #01 Rose beige
POINT #02 Dear Peach



BASE #01 Rose beige
POINT #03 Berry smoothie

Color Chart

YNM CREAM MATTE LIPSTICK



YNM

White Star Flower Tone Up Cream

with Jeju Stellaria



NEW



WHITE STAR FLOWER TONE UP CREAM

YNM WHITE STAR FLOWER TONE UP CREAM

Marketing Point

- ▷ A natural tone-up that awakens a radiant vitality, leaving your skin looking hydrated and luminous.
- ▷ Equipped with a built-in spatula for hygienic use without concerns about contamination.
- ▷ Contains Jeju starflower extract, a patented ingredient for moisturizing and brightening.
- ▷ Uses eco-friendly packaging made with soy ink and FSC-certified paper.
- ▷ Whitening functional 100% vegan white tone-up cream

Product Features

- ▷ A colorless tone-up without staining, free from any colorants.
- ▷ The built-in spatula allows for neat and easy use of the product
- ▷ Formulated with KFDA-approved whitening functional ingredients and patented components: 2% Niacinamide and 75 ppm Jeju Starflower Extract
- ▷ Utilizes eco-friendly packaging materials for a sustainable environment

Ingredient



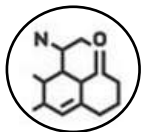
Starflower extract

Patented ingredient for moisturizing and brightening



Hyaluronic acid

Hydration binding and enhancement



Niacinamide

Whitening functional ingredient

Texture



Before & After use

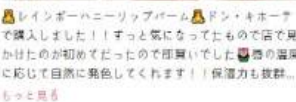


* Based on ingredient properties

Colorless white tone-up cream formula with no staining

Y.N.M. Lip Balm Series highly praised by foreign influencers!





2,000 stores in Japan

LOFT / TOKYU HANDS / Don Quijote / @cosme / Shop in / PLAZA / Champ de Herbe / Rosemary
AINZ&TULPE / TSUTAYA

★★★★☆ 4.2
(43件)
※ 営業時間内連絡先は25分以内

★5	65%
★4	26%
★3	7%
★2	0%
★1	0%

★この評価を得る

RYN(ワイニヌエム)RAINBOWHONEYlipbalm &
DYHONEYLIPBALM メーカー様よりいただきました。
お声がけいたただいて商品を見届けた瞬間。
RAINBOWHONEYlipbalmのパケに一目惚れ👀実物...
もって帰る



DISTRIBUTION CHANNELS

KOREA

OLIVEY OUNG

Y.N.M
you need me



- OLIVEYOUNG (Entered on Oct. 2019)
- Entered in 1,300 stores in South Korea
- Rainbow honey lip balm(Sales of 6,000 ea per week in progress)



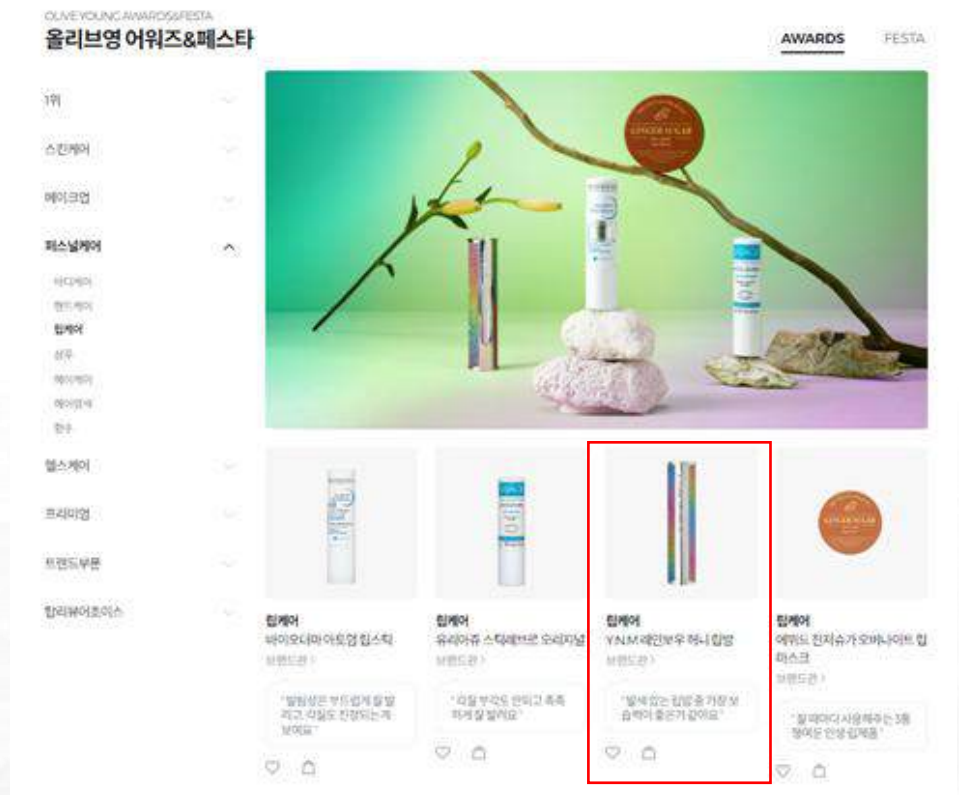
DISTRIBUTION CHANNELS

KOREA

2023, 2024

WINNER place on

“Oliveyoung awards Lip care”



DISTRIBUTION CHANNELS

KOREA

OLIVE YOUNG



Awarded "Oliveyoung Super rookie Award" on Jan.2020

1st and 3rd place in sales in lip balm category
(Oct.2022 ~ Nov.2022)

OLIVE YOUNG 원판 오늘도림 30% 관심해당초식 + 최근본상품 +

☰ 카테고리 오복 산상 명경 프리미엄관 기획전 세일 기프트카드 멤버십/무본 이벤트

립밤 검색결과 (전체 280개의 상품)

☐ 오늘도림 상품만 보기 검색

카테고리	비대머리	헤어크림	남성	더오프스팩	미용소품
브랜드	+ ☐ 비즈비	☐ 줄리베디	☐ 니베아	☐ 본리스팩스	☐ 맨소레임
기능	+ ☐ 폭립	☐ 발레	☐ 진형	☐ 멀티기능	☐ 보습/유문
핵심	+ ☐ 진피	☐ 쿠론상품	☐ 세일상품	☐ 1+1	☐ 2+1
가격대	최저가 ~ 최고가 가려내 제품				

전체 280개의 상품이 등록되어 있습니다.

인기순 | 최근등록순 | **반대수량순** | 낮은가격순 | 높은가격순 VIEW 24 35 48 ☰

YNM
[포니PICK]YNM 허니립밤 4종 1팩

12,000원 -

피리피리
[NEW] 페리페리 양크루드글로이밤

15,990원 9,880원

YNM
[포니PICK]YNM 레인보우 허니 립밤 2인기 4팩

18,990원 15,200원

에뛰드
[조호전PICK/울영단독] 에뛰드 진지슈가 립케어 3종 1팩 (립/마스크)

7,990원 6,300원

DISTRIBUTION CHANNELS

KOREA

LOTTE DUTY FREE SHOP



- Independent store at Lotte Duty Free HQ 11F (Opened on May 2019)
- Brand shop on Lotte Internet Duty Free Shop (Opened on Jun 2019)
- Lotte Duty Free Shop Main Branch " Lee Da-hae " Fan Signing Event (June, 2019)
- Hyundai Duty Free Shop COEX Branch (Opened on Dec. 2020)



KOREA_OLIVE YOUNG



KOREA_OLIVE YOUNG



THAILAND_CENTRAL



JAPAN_PLAZA



JAPAN_LOFT



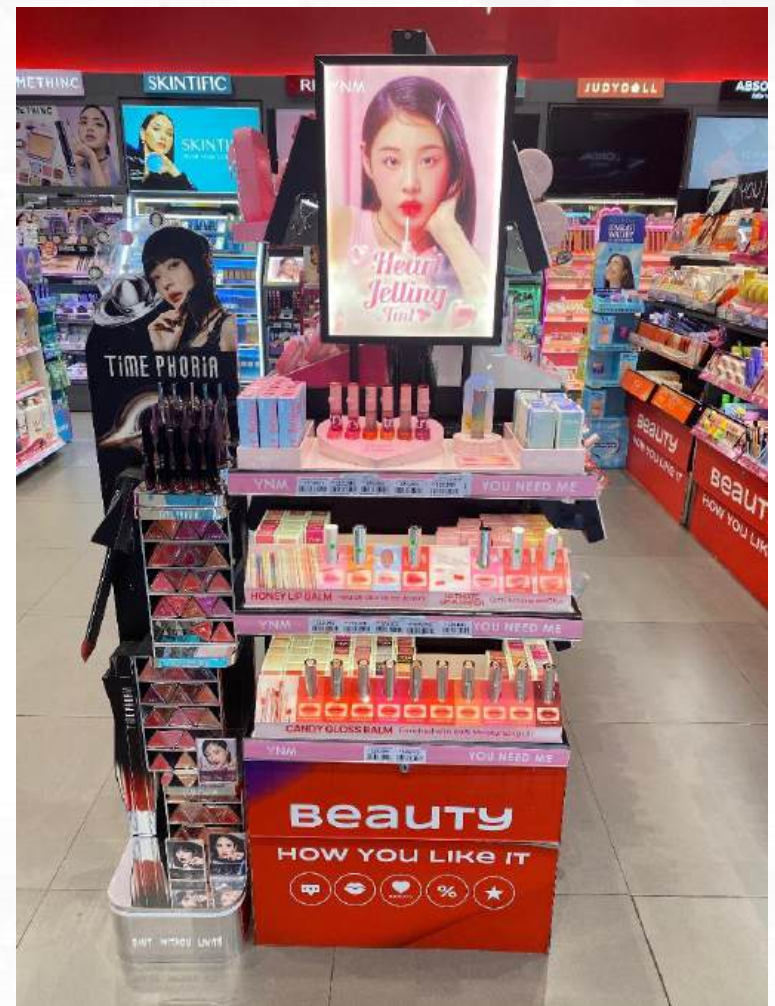
JAPAN @COSME TOKYO



JAPAN @COSME OSAKA



KOREA @CHICOR



INDONESIA @WATSONS

MARKETING ACTIVITY

Marketing Status

Media advertisement

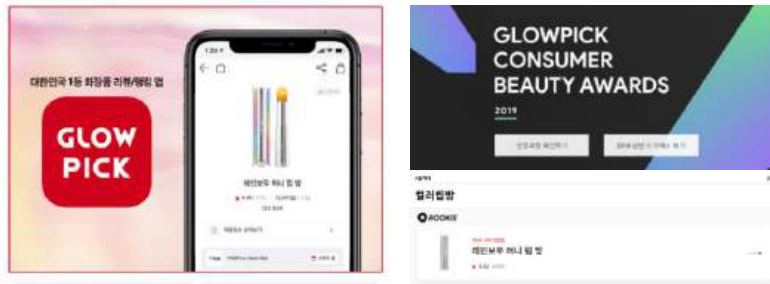
Airport Cargo Terminal / Bus banner



MARKETING ACTIVITY

Marketing Status

GLOWPICK app



2019 SUPER ROOKIE Award Winner

HWAHAE app



96% Moisture Satisfaction (Day & Night Mask Pack)

Allure magazine



Selected as Allure Editor's Pick

Media



Celebrities recommended (Pony, Lee Da-hae, Kim Gyu-ri)

MARKETING ACTIVITY

Marketing Status



**Recommended by Celebrities
such as Ji-young Kang of Kara, Pony, Da-hye Lee, and Gyu-ri Kim.**

MARKETING ACTIVITY

Marketing Status_NAVER



-해당 키워드 월간 검색수(모바일): **29,600회**
-검색결과 **1p 노출**(통합검색 카테고리)
:블로그 섹션에 노출되는 7개 콘텐츠 중
1개 콘텐츠가 바이럴 유저가 작성한 콘텐츠



-해당 키워드 월간 검색수(모바일): **3,930회**
-검색결과 **1p 노출**(통합검색 카테고리)
:블로그 섹션에 노출되는 7개 콘텐츠 중
3개 콘텐츠가 바이럴 유저가 작성한 콘텐츠



-해당 키워드 월간 검색수(모바일): **2,030회**
-검색결과 **1p 노출**(통합검색 카테고리)
:블로그 섹션에 노출되는 7개 콘텐츠 중
2개 콘텐츠가 바이럴 유저가 작성한 콘텐츠



-해당 키워드 월간 검색수(모바일): **820회**
-검색결과 **1p 노출**(통합검색 카테고리)
:블로그 섹션에 노출되는 7개 콘텐츠 중
7개 콘텐츠가 바이럴 유저가 작성한 콘텐츠

Thank you