

sumHair

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sumHair
For your sweetest and uplifting memories

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I. BRAND STORY

1. Brand meaning

sumHair

Sweetest, uplifting memories

sumHair will make your day the sweetest and uplifting

2. Natural ingredients



Wholesome, natural ingredients

sumHair contains wholesome natural ingredients for nutrition supplement and anti hair loss

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II. Product Tea time edition 3 types(Shampoo)



- | | | |
|----------------------|---|--|
| Category | > | Hair / Shampoo |
| Selling point | > | Natural surfactant / Rich foam with a little amount Cool and fresh feeling Multiple options for hair type /Curl&wave / Damage care / Scalp care |
| Feature | > | <p>Silk volume shampoo #fruits jasmine tea Delicate Jasmine scent Hydrolyzed keratin will improve your scalp healthy. Multiple botanical extract has effect on moisturizing, conditioning, nutrition supplement and elasticity.</p> <p>Damage clinic shampoo #neroli&mint tea Cool mint herb and neroli scent Ceramide is contained to give lustrous and glow to hair, it helps to care damaged hair. Multiple botanical extract will supply moisture and nutrition.</p> <p>Scalp care shampoo #tropical mango tea Sweet mango scent with menthol for cooling It has effective ingredients for calming scalp. Botanical extract gives lustrous and helps improve moisturizing on scalp.</p> |
| Volume | > | 300ml |
| Retail Price | > | 14,000 WON |
| How to Use | > | Wet your hair and make foam, then scalp with end of your finger, hair with your palm and massage gently for 1~3 minutes. Wash your hair with warm water. |

II. Product Tea time edition 3 types(Treatment)



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|----------------------|--|
| Category | > Hair / Treatment |
| Selling point | > Delicate and long lasting scent / Moist and soft hair Mild ingredients for sensitive scalp Multiple options for hair type Curl&wave / Damage care / Scalp care |
| Feature | > Silk volume treatment #fruits jasmine tea Delicate Jasmine scent Hydrolyzed keratin will improve your scalp healthy. Multiple botanical extract has effect on moisturizing, conditioning, nutrition supplement and elasticity. Damage clinic treatment #neroli&mint tea Cool mint herb and neroli scent Ceramide is contained to give lustrous and glow to hair, it helps to care damaged hair. Multiple botanical extract will supply moisture and nutrition. Scalp care treatment #tropical mango tea Sweet mango scent with menthol for cooling It has effective ingredients for calming scalp. Botanical extract gives lustrous and helps improve moisturizing on scalp. |
| Volume | > Treatment 300ml / Sample 13ml |
| Retail Price | > 16,000 WON |
| How to Use | > After shampoo, put enough amount on damaged hair and massage. After 2-3 minutes, rinse well with warm water. |

II. Product

Juicy donut edition 2 types(Collagen, Peptide hairing ampoule)



- | | | |
|----------------------|---|---|
| Category | > | Hair clinic |
| Selling point | > | This enriched hair ampoule helps to make hair ring like donut even for extremely damaged hair 17 amino acids is contained |
| Feature | > | Collagen Sweetest scent like dark cherry jam Acerola extract having rich vitamin C is contained Mild ingredient for sensitive scalp, hydrolyzed collagen Peptide Rich black berry scent Anti inflammatory / improve immunity 6 peptides are contained for protein supplement |
| Volume | > | 13ml * 10 ea |
| Retail Price | > | 25,000 WON |
| How to Use | > | <ol style="list-style-type: none">1. Add 1:1 of water and ampoule and stir to mix well2. Apply ampoule that has changed to cream type all over the hair3. Rinse well with water after 10 minutes |

II. Product

Protein rich meringue treatment



| | | |
|----------------------|---|--|
| Category | > | Treatment |
| Selling point | > | It has soft texture like meringue and contains milk protein and honey |
| Feature | > | <p>Milk protein with sweet milk candy scent supply not enough protein particle effectively</p> <p>Natural moisturizing ingredient in manuka honey from New Zealand will make moisture barrier on scalp and hair</p> <p>Amino acid complex will prevent evaporation and make the scalp and skin more soft</p> |
| Volume | > | 200ml |
| Retail price | > | 16,000 WON |
| How to use | > | <ol style="list-style-type: none">1. Wet your hair with lukewarm water2. Apply the suitable amount of treatment from the root of hair3. After 2-3 mins, rinse well and dry hair |

II. Product

Silky therapy hair essence



| | | |
|----------------------|---|--|
| Category | > | Hair clinic |
| Selling point | > | Protein bomb essence with sweet apple mango scent |
| Feature | > | 11 kinds natural extract oil will make extremely damaged hair silky Patented "Glycosaminoglycan" will prevent hair-loss and moisturize hair 14 kinds amino acid complex will care hair split Sweet apple mangle scent will last long and delicately |
| Volume | > | 75ml |
| Retail price | > | 18,000 WON |
| How to use | > | 1. Shake well before use, apply well on wet or dry hair 2. Before you use drier or straightener, it will be better to protect hair from heat |

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Thank you !