



Camellia Green Level
Toner Serum

Camellia Green Level
Soothing Toner

PURITO

ABP Triple Synergy Liquid
• ABP (AHA + BHA + PHA)
• Exfoliating + Pore & Sebum Control
• Pore Minus (Apple Fruit Water 8%)
• pH 4.0 - 5.1
• All Safe Green Level Ingredients

Widely and gently removes old and unnecessary dead skin and sebum without irritating with the exfoliating trio of ABP: AHA, Mandelic Acid, BHA (Salicylic Acid), and PHA (Polylactonic Acid). And the botanical ingredients, Apple Fruit Water and Sebum Control, help soothe and reduce skin irritation, even on sensitive skin. It is particularly good for acne-prone skin and can be used as a daily skin solution for sensitive skin.

Centella Green Level Calming Toner
• Deep Moisturizing with pH Balanced (5.5-6.5)
• Safe Ingredients for all skin types
• Centella Asiatica 10%
• Calming & Soothing
• Panthenol, Potassium Marisqual, Witch Hazel Extract

Contains 10% of Centella Asiatica and Hyaluronic acid which helps dry and rough skin feel soothed. Skin collagen levels to be repaired, pores moisturized deeply, so that moisture can enter from inside of the skin.
It is super hydrating and pH 5.5 balanced toner. Most reduces irritation on the skin with use.

Centella Green Level Safe Sun SPF50+ PA+++
• SPF50+ PA+++
• Safe ingredients for all skin types
• UV Shield + Brightening + Anti-wrinkle
• Calming & Moisturizing
• No sticky & no white cast

Water-based sunscreen cream formulated with Centella extracts and mild ingredients to soothe skin irritations, which protects against UV rays and harmful environments without thickening your white residue left on the skin.

BHA Dead Skin Moisture Gel
• BHA + Moisture Gel
• Tea Tree Extract 100,000ppm
• pH 3.5 ± 0.5
• Exfoliating + Pore & Sebum Control
• All Safe Green Level Ingredients

With Betaine Salicylate extracted from sugar cane, it gently removes dead skin cells and wastes in your pores. Also, 100,000ppm of tea tree extract helps you with controlling sebum and soothing your skin troubles to make your rough skin more smooth and clearer.

Salacto Niacin 97 Power Essence
• Salacto Niacin 97 Power Essence
• Niacinamide 5%
• Hyaluronic Acid
• Centella Asiatica Extract
• Vitamin B5
• Vitamin E

Salacto Niacin 97 Power Essence is a water-based, pH-balanced, and fragrance-free essence that is formulated with Niacinamide 5%, Hyaluronic Acid, Centella Asiatica Extract, Vitamin B5, and Vitamin E. It is a powerful skin care product that helps to improve skin texture, reduce redness, and brighten the skin. It is also suitable for sensitive skin.

Snail All In One BB Cleanser
• All safe and clean ingredients
• Cleansing + Soothing + Anti-Irritation
• Deep Cleansing without Irritation
• Snail Secretion Filtrate
• Centella Asiatica Extract

It is customized for BB Cream users after the skin clearing of the skin, soothing or relieving, and making moisture deep under the rough skin. The gentle effect of the first cleansing function and the deep cleansing effect of the second function help to soothe the skin. Controls pH and controls skin irritation. It helps skin firm and makes skin smoother and clearer. It is a powerful skin care product that helps to improve skin texture, reduce redness, and brighten the skin. It is also suitable for sensitive skin.

Fermented Complex 94 Boosting Essence
• Safe Green Level Ingredients
• Fermented Complex 94%
• In One pH Balance, Skin Layer, Skin Tone
• Thinning & anti-wrinkle Approved by KFDA
• Niacinamide 3%

It is customized for BB Cream users after the skin clearing of the skin, soothing or relieving, and making moisture deep under the rough skin. The gentle effect of the first cleansing function and the deep cleansing effect of the second function help to soothe the skin. Controls pH and controls skin irritation. It helps skin firm and makes skin smoother and clearer. It is a powerful skin care product that helps to improve skin texture, reduce redness, and brighten the skin. It is also suitable for sensitive skin.

Centella Green Level All In One Mild Pad
• All Safe Green Level Ingredients
• All in One (Cleansing + Dead skin cell + Toner)
• Centella Asiatica Extract 10%
• Salicylic Acid + Azelaic Acid + Mandelic Acid
• BHA + Skin Barrier (Centella system)

It is a powerful skin care product that helps to improve skin texture, reduce redness, and brighten the skin. It is also suitable for sensitive skin.

Centella Green Level Buffet Serum
• 10% Green Level Ingredient
• Centella Asiatica Extract 10%
• Panthenol Purified Complex
• Mandelic Acid + Azelaic Acid + Mandelic Acid

It is a powerful skin care product that helps to improve skin texture, reduce redness, and brighten the skin. It is also suitable for sensitive skin.

Sea Buckthorn Vital 70 Cream
• 10% Green Level Ingredients
• Sea Buckthorn Fruit Extract (Sea buckthorn 10%)
• Citrus Aurantium Extract (Orange Peel Oil) + Citrus Aurantium Extract
• Macadamia Ternstroemia Seed Oil 8%
• Hyaluronic Acid + Vitamin E Approved by KFDA

It is a powerful skin care product that helps to improve skin texture, reduce redness, and brighten the skin. It is also suitable for sensitive skin.

HA Hyaluronic Acid 90 Serum
• HA Hyaluronic Acid 90 Serum
• Hyaluronic Acid
• Centella Asiatica Extract
• Vitamin B5
• Vitamin E

It is a powerful skin care product that helps to improve skin texture, reduce redness, and brighten the skin. It is also suitable for sensitive skin.

Pure Vitamin C Serum
• Pure Vitamin C Serum
• Vitamin C
• Hyaluronic Acid
• Centella Asiatica Extract
• Vitamin B5
• Vitamin E

It is a powerful skin care product that helps to improve skin texture, reduce redness, and brighten the skin. It is also suitable for sensitive skin.



ROOT

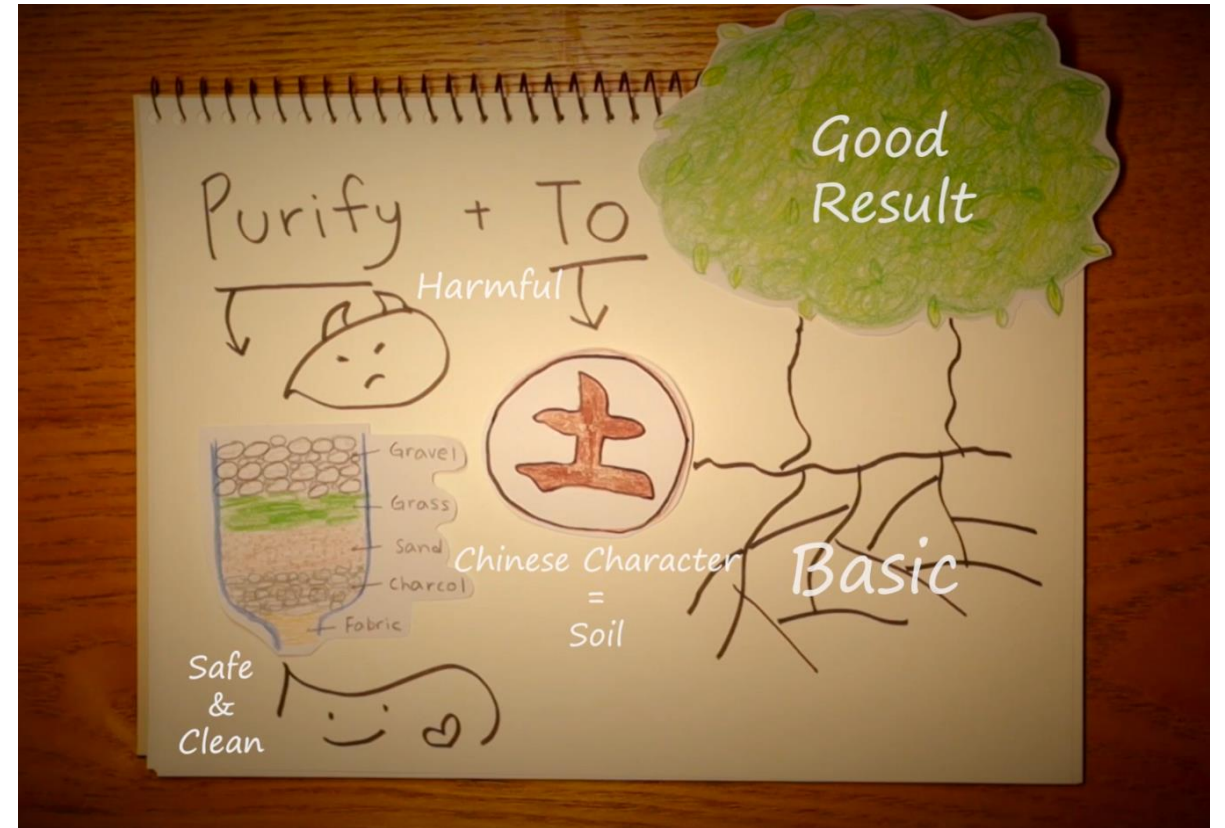
Back to the Basics

Just like a healthy root a healthy tree,
health is the root of glowing growsskin.

THE PURITO DIFFERENCE

Dramatic short-term results are exciting, but they don't last.
With PURITO you will enjoy life-long healthy skin!

1. BRAND STORY



https://www.youtube.com/watch?v=9xUK_QOxN0w&t=



2. PURITO's Philosophy

PURITO is dedicated to going back to the basics, so we take the time to get it right. Our process is detailed, and sometimes slow, but is required to make safe and honest products for our clients and their families.

We all want skincare and beauty products that work. But at what cost? Many beauty brands show you the dramatic before and after short-term results, but ignore the long-term effects of their toxic ingredients. This includes allergies, inflammation, and the breakdown of our skin's natural protective barrier.

Many cosmetics brands who start out dedicated to a natural approach abandon their commitment to quality and safety as the sales start rolling in—and as the demand for turning out new products grows.



2. PURITO's Philosophy

As consumers we must be mindful of the difference between a product that labels their product as "natural", and products that are certified green and clean. Many companies champion the handful of natural ingredients they use, but fail to point out the toxins in their product such as preservatives, perfumes, surfactant, PEG, and Paraben. So, you must always read the label.

Your skin is part of nature and deserves pure and safe ingredients that are EWG Green Level like PURITO!

PURITO's promise is to make safe, honest, and pure products. All our ingredients come from nature, not from a lab—and are purified to be safe and gentle for everyone in your family.

We are dedicated to the ongoing research required to improve our products and help you achieve your skincare and beauty goals!

3. PROMISES



This is at least what we can promise you.



Based on the data of EWG skin deep, we will continuously give a challenge although it may be difficult to produce it.



We will never put bad ingredients such as 20 types of ingredients that require caution and 26 types of allergic ingredients.



Our focus will continue to be on ingredients rather than glamorous containers.



We will keep the environment in mind, removing unnecessary packaging and trying to use eco-friendly material.



We will never conduct tests on animals.



We will only make mild, non-allergic products to strengthen natural resilience of skin.



Until the day comes when everyone uses PURITO, we will keep our price at more reasonable levels to get closer to you.



3. PURITO NEWS: CISION, YAHOO!, Chicago Tribune

CISION
PR Newswire


PURITO Launches Vegan Friendly, Cruelty-Free Derma Cosmetics Range

The Centella Green Range is approved by the EWG safety grade framework

NEWS PROVIDED BY
HINATURE Inc. →
Jan 16, 2019, 11:00 ET

INCHEON, South Korea, Jan. 16, 2019 /PRNewswire/ -- Derma cosmetics company, HINATURE dba PURITO, has launched a new line of vegan friendly skincare products approved by the globally-renowned EWG safety grade framework.

[Continue Reading](#)



YAHOO!
FINANCE

PURITO Launches Vegan Friendly, Cruelty-Free Derma Cosmetics Range


CISION PR Newswire January 17, 2019, 1:00 AM GMT+9

The Centella Green Range is approved by the EWG safety grade framework

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The **PURITO Centella Green** range contains no harmful additives and is cruelty free, recognising a global trend in which consumers look to ethical and environmentally-friendly cosmetics products. The Centella Green range harnesses the powerful ingredient, Centella Asiatica, which is rich in amino acids and renowned for its powerful anti-aging properties. The range promotes the benefits of water-based products rather than alcohol and is expected to be particular popular with those suffering from

0 Reactions ^




Chicago Tribune [SUBSCRIBE](#)

THE Beacon-News

Suburbs / Aurora Beacon-News / Aurora Community

From the community: PURITO Launches Vegan Friendly, Cruelty-Free Derma Cosmetics Range



The PURITO Centella Green range contains no harmful additives and


3. PURITO NEWS & MAG: Beauty Packaging, Thrive Global, vegconomist(DE)

BEAUTY PACKAGING

BREAKING NEWS

Purito Launches Vegan Cruelty-Free Cosmetics Line

Centella Green is approved by the EWG for safety in cosmetic ingredients.



01.22.19

Purito has launched **Centella Green**, a new cosmetics line. The product formulations rank high on **EWG's** list of products with safe ingredients.

Purito's online store is in Korean, translated to English, and ships internationally.

The range contains no harmful additives and is cruelty-free, the company says. "recognizing a global

Thrive Global

[Community](#) // January 22, 2019

PURITO: The new face of derma cosmetic products

By [Stanley Chang](#) and [Stanley Chang](#)



The PURITO Centella Green Range harnesses natural ingredients for soothing sensitive skin

Whether for reasons of ethical or environmental concern, or to avoid the potentially harmful

vegconomist


- Das vegane Wirtschaftsmagazin -

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STARTSEITE > FASHION & BEAUTY > PURITO launcht vegane und grausamkeitsfreie Kosmetik-Linie

PURITO launcht vegane und grausamkeitsfreie Kosmetik-Linie

© 22. Januar 2019



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Das koreanische Kosmetikunternehmen **PURITO** hat eine neue Linie veganfreundlicher

3. PURITO NEWS & MAG


NEON

Die beliebtesten koreanischen Toner

03. Dezember 2018

Für empfindliche, trockene oder einfach nur "durstige" Haut: Die Auswahl an pflegenden koreanischen Tonern ist schier unendlich.

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The Daily Dot

The Daily Dot Bazaar

The 9 best Korean beauty cleansers

Colette Bennett—
2018-04-26 04:07 pm | Last updated 2018-10-31 12:13 pm



Beautytap

Boasting a slew of healing ingredients like Centella asiatica, tea tree oil, royal jelly,


Health

BEAUTY

The 11 Best Serums and Essences, According to the EWG

f p t e

3 PURITO Centella Green Level Buffect Serum



Amazon.com

Ranking: EWG verified

3. PURITO NEWS & MAG



filled skincare o buy!

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Purito Centella Green Level Buffet Serum

With 49 percent of Centella Asiatica extract, this gel serum brightens, hydrates, nourishes, and clarifies the skin. Everything your skin wants and needs can be found in this bottle!



Purito Centella Green Level Buffet Serum,

0740 4444

3. PURITO NEWS & MAG: CBS NEWS(8), Trend Hunter(ECO), KAKE



PURITO Launches Vegan Friendly, Cruelty-Free Derma Cosmetics Range

SOURCE HINATURE Inc.

The Centella Green Range is approved by the EWG safety grade framework

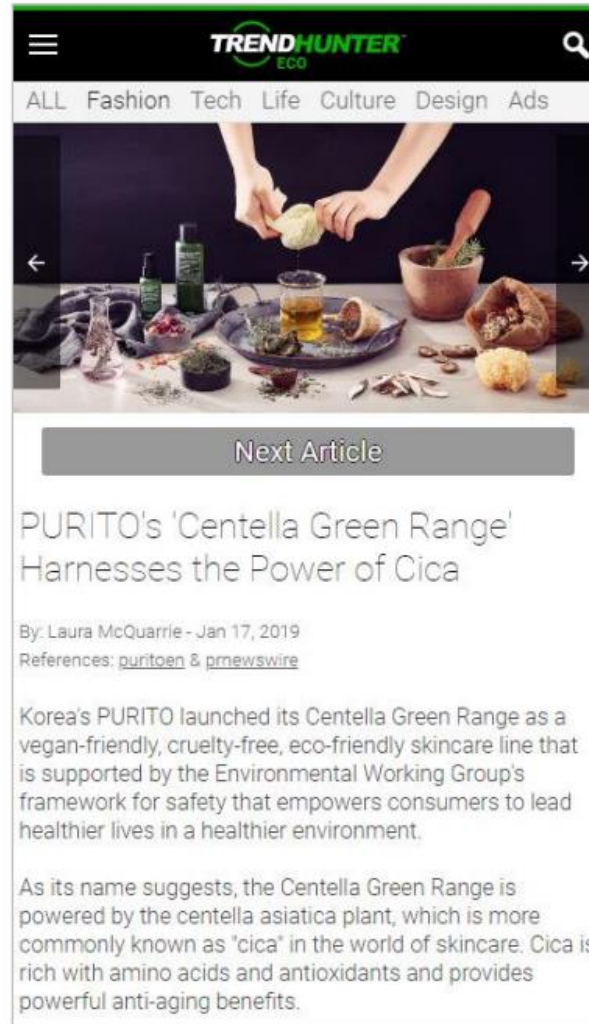
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Every mother knows...
her child, doesn't she? One of PopSugar's must reads of 2019


The PURITO Centella Green range contains no harmful additives and is cruelty free, recognising a global trend in which consumers look to ethical and environmentally-friendly cosmetics products. The Centella Green range harnesses the powerful ingredient, Centella Asiatica, which is rich in amino acids and renowned for its powerful anti-aging properties. The range promotes the benefits of water-based products rather than alcohol and is expected to be particular popular with those suffering from **sensitive skin**.

The company has a strong ethical and environmental responsibility, and in addition to natural ingredients,



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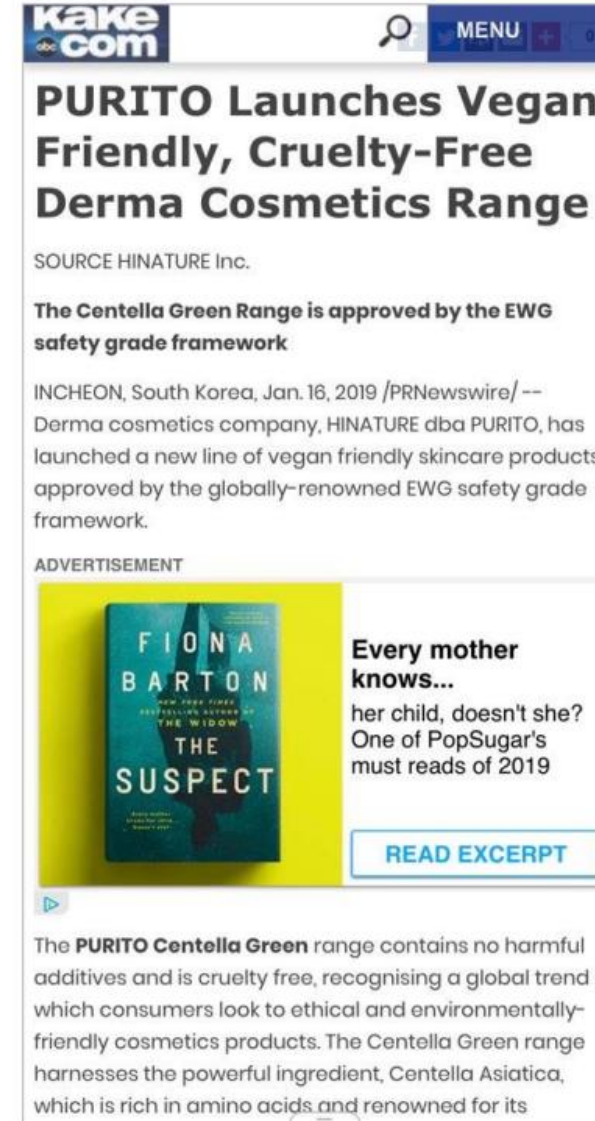
Next Article

PURITO's 'Centella Green Range' Harnesses the Power of Cica

By: Laura McQuarrie - Jan 17, 2019
References: [puritoen](#) & [prnewswire](#)

Korea's PURITO launched its Centella Green Range as a vegan-friendly, cruelty-free, eco-friendly skincare line that is supported by the Environmental Working Group's framework for safety that empowers consumers to lead healthier lives in a healthier environment.

As its name suggests, the Centella Green Range is powered by the centella asiatica plant, which is more commonly known as "cica" in the world of skincare. Cica is rich with amino acids and antioxidants and provides powerful anti-aging benefits.



Kake.com

MENU

PURITO Launches Vegan Friendly, Cruelty-Free Derma Cosmetics Range


SOURCE HINATURE Inc.

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READ EXCERPT

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Toner/Serum/Essence



CPNP

PURITO Pure Vitamin C Serum

60ml / 2fl.oz
99 Natural Ingredients
15 Free system, Cruelty Free
10% Ascorbic acid, 84% Hyaluronic Acid
Concentrated pure vitamin C for an innovative multi-solution, non-irritating formula to revitalize, maintain, and transform your skin.



CPNP

PURITO Pure Hyaluronic Acid 90 Serum

60ml / 2fl.oz
·99% natural ingredients
·15 Free system
·Cruelty Free With 90% of hyaluronic acid of high purity, which is natural moisturizing ingredient, it keeps your skin moist by creating a strong moisture protective shield.



CPNP

PURITO Galacto Niacin 97 Power Essence

60ml / 2fl.oz
Simple ingredients with very safe level, 92% of fermented galactomyces filtrate 5% of niacinamide
Control sebum, nourishes skin, improves skin tone, smooths out rugged surfaces.



CPNP

PURITO Fermented Complex 94 Boosting Essence

150ml / 5.07fl.oz
·3 In One(pH Balance, Skin layer, Skin tone)
·94% Fermented Complex
·3% Niacinamide
·Simple ingredients with very safe level. As the boosting essence for the first step of the skin care, it improves the condition of the stressed skin to make the skin clear and elastic and raises the absorption



CPNP

PURITO Snail Repair Advanced Serum

60ml / 2fl.oz
·Snail Secretion Filtrate 93%
·99% natural ingredients
·Light weight serum with fast absorption
Highly-enriched Snail Secretion Filtrate is contained 93%, so it helps to care dry skin as smoothly and moistly by supplying moisture and nourishment.

Cream



CPNP

PURITO Deep Sea Pure Water Cream

50ml / 1.7fl.oz
Deep Sea Water 60%, Niacinamide 2%
Deep sea water which only exists below depth of 200m and extracts of caulerpa racemosa, seaweed and salicornia activates skin's moist energy, bringing moist and lively skin.



CPNP

PURITO Sea Buckthorn Vital 70 Cream

50ml / 1.7fl.oz
With 70% Sea buckthorn extract, a highly concentrated vitamin tree fruit, it alleviates dark and dull skin tones and supports intensive brightening care. Made from hand-picked, top quality and very safe ingredients, this product is suitable for sensitive skin.

Cleansing



CPNP

PURITO Defence Barrier pH Cleanser

150ml / 5.1fl.oz
Low pH 5.5
Super mild gel cleanser for daily use formulated with Centella Asiatica extract and botanical ingredients which help make skin barrier and protect from fine dust. Recommended for sensitive skin as a daily gel cleanser.



CPNP

PURITO Snail All In One BB Cleanser

250ml / 8.45 fl.oz
Customized for BB cream users and used as a first make-up gel type deep cleanser. Control Ph balance and protects skin barriers to keep skin firm and resilient.

Exfoliator



CPNP

PURITO ABP Triple Synergy Liquid

160ml / 5.41 fl.oz
Mildly and gently removes old and unnecessary dead skin and sebum without stimulus with the optimal blend ratio of ABP-> AHA (Mandelic Acid), BHA (Betaine Salicylate), and PHA (Gluconolactone) ingredients.



CPNP

PURITO BHA Dead Skin Moisture Gel

100ml / 3.38 fl.oz
With Betaine Salicylate extracted from sugar cane, it gently removes dead skin cells and wastes in your pores. Also, 100,000ppm of tea tree extracts help you with controlling sebum and soothing your skin troubles to make your rough skin brighter and cleaner.



PURITO Bamboo Charcoal Konjac Sponge

5g
· Bamboo Charcoal Fiber with Pure Activated Carbon
· Deep cleansing + Exfoliating
· Antioxidant + Antibacterial
· 100% Handmade
· Cruelty Free and Vegan
· MADE IN JEJU ISLAND, KOREA



PURITO JEJU Volcanic Scoria Konjac Sponge

5g
· JEJU Volcanic Scoria with Absorbing impurities & Deodorizing
· Double Cleansing + Exfoliating
· Antioxidant + Antibacterial
· 100% Handmade
· Cruelty Free and Vegan
· MADE IN JEJU ISLAND, KOREA

BB Cream



CPNP

PURITO Snail Clearing BB cream #21 Light Beige

30ml
SPF38 / PA+++
Lightening, Anti-aging Excellent Coverage and lightweight with Snail extract, it provides skin with rich moisture and helps soothing skin without irritation.



CPNP

PURITO Snail Clearing BB cream #23 Natural Beige

30ml
SPF38 / PA+++
Lightening, Anti-aging Excellent Coverage and lightweight with Snail extract, it provides skin with rich moisture and helps soothing skin without irritation.



CPNP

PURITO Snail Clearing BB cream #27 Sand Beige

30ml
SPF38 / PA+++
Lightening, Anti-aging Excellent Coverage and lightweight with Snail extract, it provides skin with rich moisture and helps soothing skin without irritation.

PURITO Centella Green Level Line



CPNP

PURITO Centella Green Level Calming Toner

200ml / 6.76fl.oz
·EWG Green Level Ingredients
·Balanced pH 5.5 10% Centella Asiatica extract
This Calming toner with only required ingredients includes three high-concentrated Centella Asiatica extracts with plants ingredients blended together for a calming formula. It is super hydrating, reduces irritation on skin with mild care. This product is suitable for sensitive skin.



CPNP

PURITO Centella Green Level Buffet Serum

60ml / 2fl.oz
·EWG Green Level Ingredients
·49% Centella Asiatica extract
·3% Niacinamide
This is a nutritional serum that contains above, three core ingredients, Palmitoyl Peptide Complex. It protects the skin from the outer environment by soothing the skin and enhancing the reinforcement of the skin barrier, it is suitable for sensitive skin.



CPNP

PURITO Centella Green Level All In One Mild Pad

70pads / 130ml
·EWG Green Level Ingredients
·All-In-One (Cleansing+ Dead skin cell+ Toner)
Formulated with Betaine Salicylate (BHA) helps eliminate various wastes and dead skin cell that is remained even after washing core ingredients help defending skin barrier system as well as help in caring sebum and pimple.



CPNP

PURITO Centella Green Level Recovery Cream

50ml / 1.7fl.oz
·EWG Green Level Ingredients
·50% Centella Asiatica extract
2% Niacinamide high-concentrate centella extract with asiaticoside, asiatic acid and madecassic acid, those help to soothe skin weakened from external stimulus and provides moisture for the skin, strengthening the ability to protect itself and skin barrier system.



CPNP

PURITO Centella Green Level Eye Cream

30ml / 1fl.oz
Containing core ingredients such as Centella Asiatica extract(49%), highly-enriched Asiaticoside, Asiatic acid, and Madecassic acid, it delivers self-perpetuating energy to the skin around the eyes to help protect skin barrier and helps skin to be healthy of itself.



CPNP

PURITO Centella Green Level Safe Sun SPF 50+ / PA++++

60ml / 2fl.oz
Water-based sunscreen cream formulated with Centella extracts and mild ingredients to help reduce skin stresses, which protects against UV rays and harmful environments without stickiness nor white residue left on the skin. All EWG Green Level ingredients.



"Let your skin to 'take' in all the ingredients it needs all at once..."

CENTELLA GREEN LEVEL BUFFET SERUM

Asiaticoside / Asiatic Acid / Madecassic Acid



Centella Asiatica, which grows in warm, moist areas, is called a variety of names such as Centella Asiatica, tiger grass, Gotu kola, etc. and after seeing the tiger curl up in the middle of the grass to heal the wound, they start to call it as the "tiger grass" which has been used for medicine since long time ago. The PURITO Centella Green Level Buffet Serum is filled with 49 percent of rich "Centella Asiatica" extracts, and other companies often include water or the water of Centella Asiatica for the most part, however, it is formulated with high grade extracts of Centella Asiatica and that cannot compare with the water of Centella Asiatica, Asiaticoside, Asiatic acid, Madecassic acid which are core ingredients of titrated Extract of Centella Asiatica (powder form) generously.

Centella Asiatica can help to stimulate collagen synthesis, activating cells, and minimizing traces when it is applied to skin. It also helps calm down inflamed skin, and reduce pigmentation.



60ml

A full list of the ingredients with EWG level

- Centella Asiatica Extract(49%) 1
- Water 1
- Dipropylene Glycol 1
- Niacinamide 1
- Glycerin 2
- Butylene Glycol 1
- 1,2-Hexanediol 1
- Glycereth-26 1
- Carbomer 1
- Carbomer 1
- Sclerotium Gum 1
- Hydrolyzed Jojoba Esters 1
- Caprylyl Glycol 1
- Panthenol 1
- Polyglyceryl-10 Laurate 1
- Polyglyceryl-10 Myristate 1
- Hydrogenated Lecithin 2
- Hydrolyzed Collagen 1
- Camellia Sinensis Leaf Extract 1
- Alteromonas Ferment Extract 1
- Pancreaticum Maritimum Extract 1
- Citrus Aurantium Bergamia (Bergamot) Fruit Oil 2
- Dipotassium Glycyrrhizate 1
- Disodium EDTA 1
- Adenosine 1
- Lavandula Angustifolia (Lavender) Oil 1
- Ceramide NP 1
- Sodium Hyaluronate 1
- Asiaticoside 1
- Asiatic Acid 1
- Madecassic Acid 1
- Palmitoyl Hexapeptide-12 1
- Palmitoyl Tripeptide-1 1
- Palmitoyl Tetrapeptide-7 1
- Palmitoyl Dipeptide-10 1

Excellent Multi-Functional All In One Serum



Used with high quality ingredients



20 different caution ingredients and 26 kinds of allergic ingredients not included.

If you have something missing, even with through care, then Buffet Serum is the answer for you!

Safely formulated item only with EWG green level ingredients for the sensitive skin.



With collagen, ceramide, hyaluronic acid, and niacinamide compounds in it, Buffet Serum will brighten and moisturize your skin.



This Cica serum containing 49% of Centella Asiatica Extract and Centella Asiatica powder from Asiaticoside, Madecassic Acid and Asiatic Acid.



With Adenosine and four peptides, the serum will help you alleviate deep wrinkles.



In Centella Green Level Recovery Buffet Serum

No preservatives.
20 different caution ingredients not included.
26 kinds of allergic ingredients not included.
Sales volume forecasts can only be made in small quantities and cannot be stacked for a long time.
Therefore, it is better to store it in the refrigerator like fresh fruit and it is recommended to use it as soon as possible.

HOW TO USE

First of all:

right after washing your face, wipe away the water and put on the right amount of Centella serum and quickly absorb it into the skin. After cleansing, use toner or centell scrub pads to soothe your skin and make Centella serum fully absorbed, and then finish with lotion or cream.

After cleansing:

use toner or centell scrub pads to soothe your skin and make Centella serum fully absorbed, and then finish with lotion or cream.

Making good synergy

clean your skin first by removing dead skin cell with PURITO Centella Green Level All In One mild pad. Make centella serum absorbed to help your skin to be clean and build a tight barrier.

Using the entire products of the PURITO Centella Line would bring about more powerful synergy among the products.



Recommended for

- Those who are unsatisfied with existing functional products.
- Those who find it too cumbersome to use all different kinds of functional products.
- Those who are reluctant to buy skin care items due to sensitive skin.
- Those who need to reduce cosmetics for skin care.
- Those who concern about blemishes and pigmentation.





CENTELLA GREEN LEVEL ALL IN ONE MILD PAD

Centella Asiatica Extract (10%)

Asiaticoside / Asiatic Acid / Madecassic Acid



Wipe away any remaining residue even after washing your face.



Centella Asiatica, which grows in warm, moist areas, is called a variety of names such as Centella Asiatica, tiger grass, Gotu kola, etc. and after seeing the tiger curl up in the middle of the grass to heal the wound, they start to call it as the "tiger grass" which has been used for medicine since long time ago.

The PURITO pad is filled with 10 percent of rich "Centella Asiatica" extracts, and other companies often include water or the water of Centella Asiatica for the most part, however, for more effective cica-care, we put in extracts of Centella Asiatica that can not compare with the water of Centella Asiatica, asiaticoside, asiatic acid, madecassic acid which are core component of titrated Extract of Centella Asiatica (powder form) generously.

component of Centella Asiatica can help to stimulate collagen synthesis, activating cells, and minimizing traces when it is applied to skin. It also helps calm down inflamed skin, and reduce pigmentation.

We have resolutely eliminated 'AHA' ingredients that become more irritating when using it with pads! You can sufficiently remove keratin cleanly only with BHA with soothing ingredients.

A full list of the ingredients with EWG level

- Water (1) Centella Asiatica Extract (1) Dipropylene Glycol (1) Glycerin (2) Butylene Glycol (1)
- 1,2-Hexanediol (1) Betaine (1) Betaine Salicylate (1) Sodium Hyaluronate (1) Arginine (1)
- Glycyrrhiza Glabra (Licorice) Root Extract (1) Allantoin (1) Polyglyceryl-10 Laurate (1) Panthenol (1)
- Polyglyceryl-10 Myristate (1) Caprylyl Glycol (1) Dipotassium Glycyrrhizate (1) Disodium EDTA (1)
- Melaleuca Alternifolia (Tea Tree) Leaf Oil (1) Asiaticoside (1) Asiatic Acid (1) Madecassic Acid (1)

Mild all-in-one pad containing extracts of Centella Asiatica, asiaticoside, asiatic acid, madecassic acid which are core component of titrated Extract of centella! PURITO made this with confidence.

Core ingredients

Please check specific ingredients in Centella Asiatica which helps skin!



Asiatic acid

Strengthen skin barriers, anti-oxide effects, calms the sensitive skin

Madecassic acid

Helps to repair damaged skin, tired skin, and reduces trace marks

Asiaticoside

Oil-water balance control, helps collagen formation of dermis layer

Centella Asiatica extract

anti-inflammatory, calms skin, Helps improve skin texture

EWG green-level safe formulation excluding AHA, which can be applied to even sensitive skin



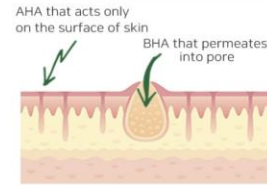
Tea tree leaf oil, an excellent customized ingredient for skin calming and cica care



Mild pad which contains 10% of Centella Asiatica extract as well as asiaticoside, madecassic acid, and asiatic acid

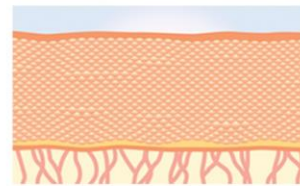


Prevent blemish by containing licorice that helps suppress activation of melanic pigment



Cells die on the top layer of skin, (dead skin cells), and the bottom layer of skin comes up at intervals of 28 days. This is called "skin turnover period", and if dead skin cells are not naturally dropped out in this period, complexion and elasticity dramatically decline, which may cause problems, and it also doesn't look good. Therefore, BHA that permeates into skin without stimulation naturally drops off dead skin cells according to skin turnover period, and smoothly eliminates blackhead that can widen pores.

Why doesn't PURITO have AHA?



There are dead skin cells that must be dropped out from the surface of our skin, but we also need dead skin cells that can protect skin. Dead skin cells can be sufficiently organized just by rubbing the pad, but when AHA component of EWG 3-4 level is also added to this, the skin stimulus we receive increase even more, and our skin becomes vulnerable to ultraviolet rays, so newly upcoming delicate cells after taking care of dead skin cells may respond more sensitively to external stimulus, and it can eventually lead to sunshine allergy and skin aging. Therefore, PURITO got to make a mild dead skin cell pad that contains more Centella Asiatica extract, core components, tea tree leaf oil, arginine, and licorice extracts to help eliminate dead skin cells sufficiently with only BHA and getting rid of AHA.

Smart use of both sides



엠보싱면

suitable for areas where the secretion of sebum and dead skin cells are severe such as the nose and the surrounding area, middle of the forehead, Chin, etc.

- Remove exfoliation
- remove makeup residues
- remove sebum
- remove oil



부드러운면

Suitable for areas in which residues can be remained such as both cheeks, forehead and neck where skin is thin and fragile.

- when calm breaking out
- moisturizing
- skin texture care
- makeup modification

Skin irritation test completed

We requested the test to Korea Institute of Dermatological Science and the below is the respective test result.

21~59세의 다양한 피부타입의 성인 남녀 32명을 대상으로 하였습니다.



It was observed by a professional dermatologist according to the criteria of the International Society of Contact Dermatology (ICDRG). The criteria are divided into non-irritating / light-irritating (erythematous) / moderate irritating (edema) / intense irritating (blistered) / strongly intense irritating (intense blistered). PURITO requested testing of three items, "Galacto Niacin 97 Power Essence", "Centella Green Level Recovery Cream", and "Centella Green Level All-in-One Mild Pad", and on Oct 17, 2017, [the result said all three items are non-irritating.](#)

표 4. 피부침포시험 결과

시험물질 번호	시험물질명	반응자 수	피부반응도			평균 피부반응도
			30분 경과	24시간 경과	48시간 경과	
#1	유리도 선텔라 그린레벨 리카버리 크림	0	0.0	0.0	0.0	0.00
#2	유리도 갈락토 나이아신 97 파워 에센스	0	0.0	0.0	0.0	0.00
#3	유리도 선텔라 그린레벨 올인원 마일드패드	0	0.0	0.0	0.0	0.00

모두 무자극 제품군에 속하는 것으로 판단

"Skin irritation test completed" "result: non-irritating"

* HOW TO USE *

FACE

1. After washing the face, remove water on your face. and Take out the pad, and with its embossing side, wipe out the entire face gently along the skin surface without eyes and lips.
2. Flip the pad and wipe off your face for cleaning with the softer side.
3. For retouching of make-ups, you can wipe it out gently with this pad, and wear your makeup spotlessly.

BODY

It also helps to control sebum in areas such as breast, back, and even butt. You can also gently exfoliate the back of your ear, neck wrinkles, elbows, and heels, that are hard to clean, by rubbing those areas with this pad when you take a bath.

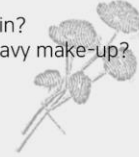


Good tip for power Cica care

Put this pad on the areas that need to be soothed for 10-15 minutes and finish the care by generously putting PURITO Centella Green Level Recovery Cream If you use all products in the PURITO Centella Line, you can boost their synergy.

recommended for

- Do you want soft exfoliation with natural ingredients?
- Do you experience irritation after using pads due to your sensitive skin?
- Are you reluctant to wash your face twice even when you are on a heavy make-up?
- How is your skin now? Is it getting grainy?
- Do you fix your make-up a lot of times?
- Do you have troubles such as blemishes and pigmentation?



You can't remove your smudged eye make-up with tissues. Also, it causes irritation. But with this pad, you can remove your make-up easier.



Back to smooth lips after wiping with a moisturized pad!



Did your makeup fade? Is it too obvious it was reapplied? Wiping with this pad rewinds your makeup back to the initial state~

After cleaning the BB cream with cleanser...



What an invisible residue!



After cleansing your BB cream with a cleansing foam. There are still residues that were not visible with eyes! We wiped the face with the pad after cleansing the BB cream with a normal cleansing foam. A lot of makeup residue that weren't visible were wiped out on this pad; not cleansing thoroughly will let makeup residues clog your pores and cause skin troubles. Do not trust your cleansing foams!

MAIN INGREDIENTS OF MILD PAD



Centella Asiatica Extract



Asiaticoside Asiatic Acid



Madecassic Acid



Melaleuca Alternifolia (Tea Tree) Leaf Oil



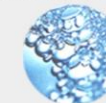
Glycyrrhiza Glabra (Licorice) Root Extract



Arginine



Allantoin



Betaine Salicylate



Are all ointments like creams made of good ingredients?

"Ethanol" which sensitive skin has to avoid

"Centella Asiatica Leaf water" that has been only soaked once and taken out

Contained More "fragrance" than natural extracts

"Phenoxyethanol" an antiseptic that has a lot of side effects.

The "absence" of or "minimum amount" of the core ingredients

Are you still aware of that?

Formulated with 50% of high concentrated Centella Asiatica and a few very necessary core ingredients

CENTELLA GREEN LEVEL RECOVERY CREAM

Asiaticoside / Asiatic Acid / Madecassic Acid

My dear, don't worry.



Skin barrier

Lightening

Anti-wrinkle

Moisturizer

Centella Asiatica, which grows in warm, moist areas, is called a variety of names such as Centella Asiatica, tiger grass, Gotu kola, etc. and after seeing the tiger curl up in the middle of the grass to heal the wound, they start to call it as the "tiger grass" which has been used for medicine since long time ago. The PURITO Centella Green Level Recovery Cream is filled with 50 percent of rich "Centella Asiatica" extracts, and other companies often include water or the water of Centella Asiatica for the most part, however, for more effective cica-care, we put in extracts of Centella Asiatica that can not compare with the water of Centella Asiatica. asiaticoside, asiatic acid, madecassic acid which are core component of titrated Extract of Centella Asiatica (powder form) generously.

component of Centella Asiatica can help to stimulate collagen synthesis, activating cells, and minimizing traces when it is applied to skin. It also helps calm down inflamed skin, and reduce pigmentation.



A full list of the ingredients with EWG level

- Centella Asiatica Extract 1, Water 1, Caprylic/Capric Triglyceride 1, Squalane 1, Glycerin 2, Cetearyl Alcohol 1, Niacinamide 1
- Macadamia Ternifolia Seed Oil 1, Butylene Glycol 1, Hydrogenated Lecithin 2, Butyrospermum Parkii (Shea Butter) Extract 1
- 1,2-Hexanediol 1, Tribehenin 1, Stearic Acid 1, Behenic Acid 1, Argania Spinosa Kernel Oil 1, Tromethamine 2
- Spent Grain Wax 1, Carbomer 1, Caprylyl Glycol 1, Tremella Fuciformis (Mushroom) Extract 1, Sodium Hyaluronate 1
- Perilla Ocymoides Seed Extract 1, Hamamelis Virginiana (Witch Hazel) Extract 1, Betaine 1, Beta-Glucan 1
- Citrus Aurantium Bergamia (Bergamot) Fruit Oil 1, Xanthan Gum 2, Sodium Carbomer 1, Hydroxyethylcellulose 1
- Cholesterol 1, Adenosine 1, Lavandula Angustifolia (Lavender) Oil 1, Asiaticoside 1, Asiatic Acid 1, Phytosphingosine 1
- Ceramide NP 1, Madecassic Acid 1, Tocopherol 1

Safely formulated item only with EWG green level ingredients for the sensitive skin.

High-moisturizing cream with Macadamia Ternifolia Seed Oil, Argania Spinosa Kernel Oil and Ceramide.

This Cica cream containing 50% of Centella Asiatica Extract and Centella Asiatica powder from Asiaticoside, Madecassic Acid and Asiatic Acid.

Witch Hazel extract creating a synergy effect by soothing skin/minimizing the pores

Skin Irritation Test

We requested the test to Korea Institute of Dermatological Science and the below is the respective test result.

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시험물질 번호	시험물질명	변응자 수	피부반응도			평균
			30분 경과	24시간 경과	48시간 경과	
#1	퓨리토 설텐라 그린레벨 리커버리 크림	0	0.0	0.0	0.0	0.00
#2	퓨리토 갈락토 나이아신 97 파워 에센스	0	0.0	0.0	0.0	0.00
#3	퓨리토 설텐라 그린레벨 올인원 마일드패드	0	0.0	0.0	0.0	0.00

모두 무자극 제품군에 속하는 것으로 판단

"Skin irritation test completed" "The result: non-irritating"

In Centella Green Level Recovery Cream

No preservatives.
20 different caution ingredients not included.
26 kinds of allergic ingredients not included.
Sales volume forecasts can only be made
in small quantities and cannot be stacked for a long time.
Therefore, it is better to store it in the refrigerator like
fresh fruit and it is recommended to use
it as soon as possible.

HOW TO USE

FACE

At the end of the basic skin care,
take proper amount and spread
it over the face. If you apply it
to improve your skin trouble
during the night care,
it quickly soothes your skin.

BODY

Due to its light texture,
you can also use it for your body!
It is also good for your chapped
parts or dry parts of your skin!

recommended for

- Those who easily feels irritation due to their weak skin!
- Those who worry about their sensitive skin!
- Those who want to remove the mark due to the skin trouble!
- Those who worry about bumpy parts of their skin!
- Those who want better moisturizing!
- Those who worry about the blemish or pigmentation!

Texture



Tested on stickiness



apply it to the back
of the hand



Wait for around 3 minutes
after putting the small
pieces of paper



Let's check it out after
blowing the pieces on
my breath

Tested on Moisture



<normal>
moisture-14.0%
oil-6.3%



<right after applying>
moisture-84.3%
oil-37.9%



<after 3 hours>
moisture-63.4%
oil-28.5%

MAIN INGREDIENTS OF RECOVERY CREAM

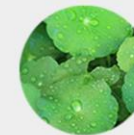
To self-strengthening your skin, we have
contained EWG Green-rated extracts
from the nature. Please take a look at
features of each ingredient!



Centella Asiatica
Extract



Asiatcoside,
Asiatic acid



Madecassic acid



Hamamelis Virginiana
(Witch Hazel) Extract



CENTELLA GREEN LEVEL CALMING TONER



KEEP CALM AND APPLY CENTELLA TONER.

This product contains Asiatic pennywort extract(10%) in highly-enriched powder form and Whitehazel extract, which are the most effective in smoothing your skin. Panthenol attracts water and it has a synergic effect when combined with hyaluronic acid, a combination of moisturizing ingredients, that soothes and relieves the damaged skin. This gentle toner with high moisturizing effects is comfortable to use on sensitive skin, just like a mist. (※ The above contents are limited to the raw material characteristics. This product is not to be sprayed but applied on skin.)

Instead of artificial fragrance, the fragrance of natural herbs, flowers

For us who need the scent of not artificial grass, flowers, and fruit, it provides us with fresh incense in the morning, and warm and comfortable incense at night. Being not artificial, it is absorbed quickly and finishes with fragrance, so anyone can use it without feeling uncomfortable. You can feel the difference with your tightening skin with only 2 ~ 3 times, not 7.

A toner that I can look forward to due to its difference from the ones I ever knew of.

Since then, cosmetics industries started to put unnecessary ingredients in order to replace ethanol, only to smell or look good. PURITO's thought is that only necessary ingredients for calming should be simply put in, taking unnecessary ingredients away; creating a toner that can make oasis in your skin. If you've received the toner, just shake it now. You'll feel different with other watery toners.

A full list of the ingredients with EWG level

- Water 1 Centella Asiatica Extract(10%) 1 Butylene Glycol 1 Pentylene Glycol 1 Dipropylene Glycol 1
- 1,2-Hexanediol 1 Sodium Hyaluronate 1 Panthenol 1 Portulaca Oleracea Extract 1
- Hamamelis Virginiana (Witch Hazel) Extract 1 Glycerin 2 Allantoin 1 Trehalose 1
- Polyglyceryl-10 Laurate 1 Carbomer 1 Polyglyceryl-10 Myristate 1 Arginine 1 Ethylhexylglycerin 1
- Disodium EDTA 1 Citrus Aurantium Bergamia (Bergamot) Fruit Oil 1 Pelargonium Graveolens Flower Oil 1
- Cananga Odorata Flower Oil 1 Rose Flower Oil 1

Safely formulated item only with EWG green level ingredients for the sensitive skin.



High-moisturizing toner with Citrus Aurantium Bergamia Fruit Oil, Pelargonium Graveolens Flower Oil, Cananga Odorata Flower Oil, Rose Flower Oil

A mild Cica toner strengthening your skin barrier containing 10% Centella Asiatica extract and Panthenol.

Witch Hazel extract, producing a synergy effect with soothing skin/pore convergence

Skin barrier reinforcement system via Centella Green Level Calming Toner.

- Centella Asiatica Extract
- Panthenol
- Hamamelis Virginiana (Witch Hazel) Extract
- Sodium Hyaluronate

Extract from Centella Asiatica, Panthenol, Witch Hazel extract useful for skin soothing and intense hydration help calming damaged skin from external stimulation, help ease the damaged skin. Sodium hyaluronate acid collects moisture from the surrounding area to prevent moisture evaporation and form moisture protecting barrier to strengthen the skin barrier. Then, it helps form a solid skin barrier that does not break down easily by external stimulation.



In Centella Green Level Calming Toner

No preservatives.
20 different caution ingredients not included.
26 kinds of allergic ingredients not included.
Sales volume forecasts can only be made in small quantities and cannot be stacked for a long time.
Therefore, it is better to store it in the refrigerator like fresh fruit and it is recommended to use it as soon as possible.

* HOW TO USE *

FACE

After washing your face, apply appropriate amount on the make-up cotton or hands, and wipe your face along your skin texture, then pat to absorb it. If you have dry skin and feeling of pulling skin, apply this toner 2 to 4 times

For dry skin and getting glass skin

[3 Skin] After washing your face, eliminate water and apply moderate amount to skin, absorb for 30~50 seconds and repeat it 3 times in total. It offers intense hydration deep into your skin so if you use it 3~4 times depending on your skin condition.

Apply appropriate amount of PURITO Centella Green Level Calming Toner and fully absorb it, and then finish with slathering PURITO Centella Green Level Recovery Cream.

If you use all of the PURITO Centella line, you can increase the synergy effect between each products.

Recommended for

- Those who are easy to get skin irritation due to sensitive skin
- Those who want enough moisturizing.
- Those who have feeling of pulling skin even you apply cream a few layers
- Those who need skin calming due to external stimulation
- Those who want compacted basic skin care





CENTELLA GREEN LEVEL EYE CREAM



The first eye-cream for your delicate skin around your eyes!
 Your skin around eyes is more delicate and more vulnerable than your skin on other parts of your body. So, it is easily damaged or sagged by slight irritations. Also, it is the first body part that you experience aging process. When aging starts, protein reduces, and wrinkles are formed. But we prescribed for the effective nutrients for wrinkles to penetrate deeply in your skin, blending in eye-cream 4 types of peptide elements that are ingredients of protein. PURITO has 49% of Centella Asiatica extract which helps people with sensitive skin, including eyes, to use comfortably. Additionally, we mixed panthenol with hyaluronic acid, attracting and maintaining moisture, forming a moisture barrier to soothe and protect the weak skin. Centella-asiatica and four other ingredients of peptide, panthenol, and hyaluronic acid are synergistic on improving and preventing eye wrinkles already progressed or may be in progress.

Valuable Moisturizing Power from Nature
 There are many ways to increase moisturizing easily and quickly artificially. Artificial materials are much cheaper than natural ingredients. However, our skins are from nature, so they can distinguish artificial and natural. We tried to mix various ingredients, failed, studied repeatedly, and chose the right way rather than the quick way. We brought out the maximum moisturizing power only from the oil of flowers and fruits obtained from nature. Feel comfortable skin throughout four seasons.

Gentle and soft Centella mild anti-aging

- Centella Asiatica Extract(49%) 1 Water 1 Hydrogenated C6-14 Olefin Polymer 1 Glycerin 2
- Caprylic/Capric Triglyceride 1 Cetyl Ethylhexanoate 1 Cetyl Alcohol 1 1,2-Hexanediol 1
- Butylene Glycol 1 Methyl Trimethicone 1 Dipropylene Glycol 1 Pentaerythrityl Tetraisoostearate 1
- Dipentaerythrityl Hexa C5-9 Acid Esters 1 Potassium Cetyl Phosphate 1 Cetearyl Oliviate 1
- Butyrospermum Parkii (Shea Butter) 1 Palmitoyl Hexapeptide-12 1 Palmitoyl Tripeptide-1 1
- Palmitoyl Tetrapeptide-7 1 Palmitoyl Dipeptide-10 1 Asiaticoside 1 Asiatic Acid 1
- Sodium Hyaluronate 1 Madecassic Acid 1 Sorbitan Oliviate 1 Stearic Acid 1 Polyglyceryl-2 Stearate 1
- Tromethamine 2 Caprylyl Glycol 1 Glyceryl Stearate 1 Panthenol 1 Carbomer 1 Stearyl Alcohol 1
- Hydrolyzed Collagen 1 Cholesterol 1 Acetyl Glucosamine 1 Argania Spinosa Kernel Oil 1
- Limnanthes Alba (Meadowfoam) Seed Oil 1 Macadamia Ternifolia Seed Oil 1
- Acrylates/C10-30 Alkyl Acrylate Crosspolymer 1 Ceramide NP 1 Pancreatium Maritimum Extract 1
- Camellia Sinensis Leaf Extract 1 Alteromonas Ferment Extract 1
- Citrus Aurantium Bergamia (Bergamot) Fruit Oil 1
- Disodium EDTA 1 Adenosine 1 Lavandula Angustifolia (Lavender) Oil 1

Safely formulated item only with EWG green level ingredients for the sensitive skin.

High-moisturizing cream with Argania Spinosa Kernel Oil, Limnanthes Alba Seed Oil, Macadamia Ternifolia Seed Oil.

This Cica Cream containing 49% of Centella Asiatica Extract and Centella Asiatica powder from Asiaticoside, Madecassic Acid and Asiatic Acid.

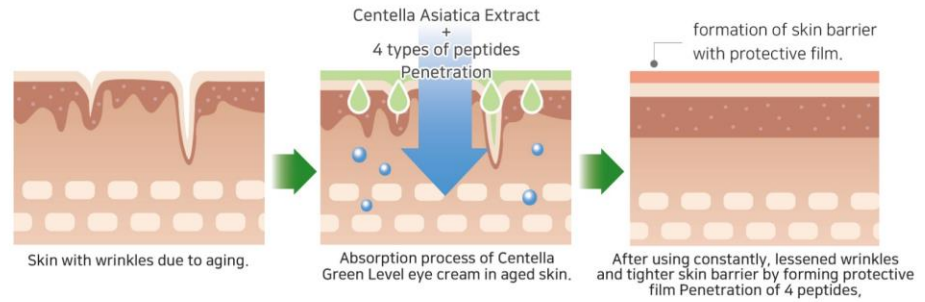
Anti-aging eye cream that refreshes your dark eyes with 4 kind of peptide extracts

Centella Asiatica and Synergy Effects of 4 Types of Peptide



What is Peptide?

When aging begins, proteins decrease, and skin wrinkles are formed accordingly. Peptide is a protein ingredient that helps prevent aging, improve wrinkles, strengthen elasticity, strengthen skin barrier, and works with skin flexibility to make soft skin. Since the protein particle size is big, it is difficult to penetrate deeply in skin. Otherwise, peptide particle is much smaller, so it can penetrate easily in your skin and be absorbed rapidly with rich nutrients in your body.



In Centella Green Level Eye Cream

No preservatives.
 20 different caution ingredients not included.
 26 kinds of allergic ingredients not included.
 Sales volume forecasts can only be made in small quantities and cannot be stacked for a long time.
 Therefore, it is better to store it in the refrigerator like fresh fruit and it is recommended to use it as soon as possible.

* HOW TO USE *

Eye Treatment	Facial Treatment Special Nutritional Care
After using toner and serum, apply an appropriate amount on around your eyes and softly spread it and pat lightly for your skin to absorb	On the last step of skin care, absorb it by spreading all over your face with sufficient amount. On the last step, spread all over your face enough for the skin to absorb it.

* Tips for power wrinkle care *



Absorb the PURITO Centella Green Level Buffet Serum around eyes or all over the face and finish by using Centella Green Level Eye cream.

Using the entire products of the PURITO Centella Line would bring about more powerful synergy among the products.

Recommended for

- Those who has sensitive skin that easily breaks with light stimulation
- Those who worried about deep wrinkles on eyes and nasolabial fold
- Those who has dry skin and feeling of pulling on eyes even you just spread cream on
- Those who wants wrinkle care not only on eyes, but on face, neck, etc
- Those who wants to prevent wrinkles in advance
- Those who wants sufficient feeling of moisture without sticky feelings



70% Water-based sunscreen prescribed
with Centella extracts
as well as nature origin ingredients

CENTELLA GREEN LEVEL SAFE SUN / 60ml SPF50+ / PA++++

Non-sticky and Non-white case

KEY POINT 1

It absorbs lightly and results in refreshing texture because of over 70% of water based.

KEY POINT 2

All ingredients are EWG green level. Anti-wrinkle, Lightening

KEY POINT 3

Contains triple essence ingredients, Centella extracts, Hyaluronic acid, and Tocopherol



All ingredients in the Safe Sun are EWG green level!

PURITO Safe Sun is the product that improves the skin irritation and eye-dazzled phenomenon, which is a common disadvantage of traditional chemical sunscreen, by capturing with EWG green level natural ingredients at the end of long research and attempts. A combination over 70% of water base and three essence makes it light and freshly finish that helps to create a seamless makeup without any white cast

Synergy effect with Three Essence!

Asiatic pennywort extract that helps skin soothing and production of new collagen improving skin elasticity. Tocopherol that forms a protective layer on skin and protects the skin from outside. Hyaluronic acid that helps molecules with 1,000 times more moisture hydration enters the skin improving the moisture and wrinkles in skin. The synergistic effect of these three naturally derived ingredients considers not only moisturizing but also skin nourishing to take care of soft and moist skin without stiffness.

(※ The above information is limited to material properties)

A full list of the ingredients with EWG level

Water ¹ Butylene Glycol ¹ Glycerin ² Dicaprylyl Carbonate ¹ Dibutyl Adipate ¹
Diethylamino Hydroxybenzoyl Hexyl Benzoate ² Hydrogenated Polyisobutene ¹
1,2-Hexanediol ¹ Niacinamide ¹ Ethylhexyl Triazone ¹
Polyglyceryl-3 Methylglucose Distearate ¹ Silica ^{1,2} Cetearyl Oliviate ¹ Cetearyl Alcohol ¹
Centella Asiatica Extract ¹ Hyaluronic Acid ¹ Tocopherol ¹ Sorbitan Oliviate ¹
Glyceryl Stearate SE ¹ Methyl Glucose Sesquistearate ¹ Sorbitan Stearate ¹
Lavandula Angustifolia (Lavender) Oil ¹ Disodium EDTA ¹ Adenosine ¹
Anthemis Nobilis Flower Oil ¹ Caprylyl Glycol ¹ Ethylhexylglycerin ¹

MAIN INGREDIENTS OF CENTELLA GREEN LEVEL SAFE SUN



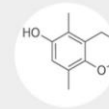
Centella Asiatica Extract



Hyaluronic Acid




Lavandula Angustifolia
(Lavender) Oil





Tocopherol


In Centella Green Level Safe Sun..

No artificial preservatives.
20 different caution ingredients not included.
26 kinds of allergic ingredients not included.
Sales volume forecasts can only be made in small quantities and cannot be stacked for a long time.
So it is recommended to use it as soon as possible.

EWG Safe formulation is able to used in sensitive skin. 

Over 70% water-based sunscreen for moisturizing skin 

Synergy effect of Centella extract, Hyaluronic acid and Tocopherol essence 

No white cast, No skin-sting, No eye-dazzled symptom. 

How to use

After finishing the skincare routine and before applying makeup, apply appropriate amount of the product onto the face and spread it out evenly. For better effect, apply it to areas where freckles and blemishes appear easily, such as the cheekbones, the bridge of the nose, and the forehead.

Testure



The product can be spread out even with a small amount and the Centella extract contained in the product covers up and protects the skin.



Essence as the First step that makes your skin breathe.

Fermented Complex 94 Boosting Essence



Fermentation is a process of decomposing organisms into fine particles with the enzyme in the microorganism. With fine particles more than 150,000 times smaller than pores, it can deliver elements deep into your skin effectively.

As for fermentation skin care products, the particle of the natural ingredients is far smaller than other, in turn very effective in being absorbed by and penetrating your skin, also it prevents the pigmentation and helps improve whitening and tightening of your skin. To help functional ingredients of this essence absorb and penetrate effectively into your skin, we carefully choose and make extracts from the fermentation, such as Bifida Ferment Lysate, lactobacillus/rice ferment, and etc.

The "Lactobacillus/rice ferment" is to suppress the melanogenesis, and help whitening your skin, and the "Bifida Ferment Lysate" improves tightening, moisturizes your dry skin, and helps caring of dead skin cells and skin damage.

A recipe of Fermented Complex 94 Boosting Essence for making your skin breathe

Fermented Complex

94%

+

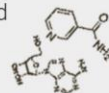
Niacinamide 3% in a bottle

Niacinamide is a skin-whitening ingredient that is contained in grains. PURITO's Fermented Complex 94 Boosting Essence not only contains fermented extracts, and filtrates of various grains, but also, adds Niacinamide into the essence to improve more effective whitening. Moreover, our essence is a double functional cosmetic since we add Adenosine that is the only ingredient for the wrinkle improvement certified by KFDA. Adenosine is a patented ingredient extracted from natural materials that reinforces cellular multiplication within the dermal layer to protect elasticity of your skin.

Rice-fermented, and bean-fermented products help whitening and tightening of your skin.



A double functional product that mixes Niacinamide and Adenosine, certified by the KFDA.



By fermenting beneficial bacteria, the fine particle is 150,000 times smaller than a pore of the skin to have strong absorbing and penetrating power.



Since it is a liquid product, it can be used like a toner, and offers you a very powerful, and long lasting MOISTURIZATION!



A full list of the ingredients with EWG level

- Butylene Glycol (1) Lactobacillus/Rice Ferment (2) Camellia Sinensis Leaf Extract (1)
- Taraxacum Platycarpum Extract (2) Morus Alba Bark Extract (1) Niacinamide (1)
- 1,2-Hexanediol (1) Bifida Ferment Lysate (1) Acrylates/C10-30 Alkyl Acrylate Crosspolymer (1)
- Allantoin (1) Viscum Album (Mistletoe) Leaf Extract (1) Arginine (1) Caprylyl Glycol (1)
- Nelumbo Nucifera Flower Extract (1) Portulaca Oleracea Extract (1) Sodium Hyaluronate (1)
- Adenosine (1) Perilla Ocymoides Seed Extract (1) Glycerin (2)
- Saccharomyces/Viscum Album (Mistletoe) Ferment Extract (2)
- Saccharomyces/Imperata Cylindrica Root Ferment Extract (2)
- Lactobacillus/Soybean Ferment Extract (1) Dipotassium Glycyrrhizate (1) Disodium EDTA (1)



PURITO Fermented Complex 94 Boosting Essence, formulated perfectly for your skin, is extracted by fermenting good natural ingredients from herbs, grains, and flowers, such as rice, beans, green tea, taraxacum herbs, morus bark, mistletoe, lotus, portulaca, and perilla. Because of this carefully chosen natural ingredients, and fermentation, it helps your skin absorb the essence comfortably and quickly. With its total care for natural tone and light, moisture and elasticity, and texture of your skin, it can help your skin to become stronger.

* HOW TO USE *

NORMAL

<1 way to use> Gently wipe your skin with a cotton pad with suitable amount of essence on your face after cleansing your face.
<2 way to use> At the last step of skin care, put suitable amounts of the essence on your face, and make it absorbed by gently spreading it on your face.

SPECIAL

<3 Skin method> Since it has water-type texture, it can replace the toner. Gently tap your face with your fingertips after putting small amounts on your face to make it best absorbed, and repeat it three times. It would be better if you repeat it one more or less, depending on the skin conditions.

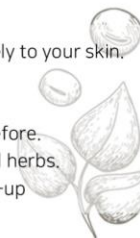
Good tip for power whitening



This Fermented Complex 94 boosting essence with PURITO's Snail Repair Advanced 97 Serum maximizes the effect of better skin layer and facilitate other products such as lotion or cream as well. Therefore, avoid skin care items with ingredients that could be allergic or harmful, and use it with functional items with natural ingredients.

recommended for

- Anyone who thinks products that you are using is not working effectively to your skin.
- Anyone who worries about aging of your skin.
- Anyone who worries about blemish, and pigmentation.
- Anyone who worries about your skin that is not as tight as before.
- Anyone who wants mild essence that is made of Korean medical herbs.
- Anyone who want consistent care rather than one-off tone-up





Galacto Niacin 97 Power Essence



As one kind of natural yeast that is used when brewing alcohol, It was Galactomyces which was found by looking at the exceptionally clear and beautiful craftsman's hand compared to his or her age, and it was found to be the best yeast on skin.

Galactomyces fermented filtrate is rich in vitamins, minerals, amino acids, organic acids, and yeast peptides, and it is also known as pitera. (*PITERA: Contains natural moisturizing factors, similar to skin cells, to balance the water content, help to recover, and provide nutritional ingredients)

Niacinamide, an ingredient contained in grains, is a K-FDA-certified ingredient with whitening effect, that other usual cosmetics contain about only 2% but Purito does **contain 5% of Niacinamide**.

A full list of the ingredients with EWG level

- Galactomyces Ferment Filtrate(92%)
- Niacinamide(5%)
- 1,2-Hexanediol
- Viscum Album (Mistletoe) Leaf Extract
- Bifida Ferment Lysate
- Lactobacillus Ferment
- Acrylates/C10-30 Alkyl Acrylate Crosspolymer
- Arginine
- Allantoin
- Adenosine
- Dipotassium Glycyrrhizate
- Disodium EDTA

A Premium essence containing up to 92% of Galactomisse fermented filtrate

5% Niacinamide, a whitening ingredient, to the full extent

EWG guaranteed prescription applicable to sensitive skin

Water-type formulation which can be used like toner with an excellent sustaining moisture.

In Galact Niacin 97 Power Essence..

No preservatives. 20 different caution ingredients not included.
 26 kinds of allergic ingredients not included.
 Sales volume forecasts can only be made in small quantities and cannot be stacked for a long time.
 Therefore, it is better to store it in the refrigerator like fresh fruit and it is recommended to use it as soon as possible.

* HOW TO USE *

NORMAL	SPECIAL
<p><STEP 1> Right after your face wash, smoothly apply small amount to your skin with essence absorbed cotton.</p> <p><STEP 2> At the end of the skin care, apply the essence (one or two pumping) and smoothly spread to your face gently.</p>	<p><STEP3-SKIN>it is a water-type texture that can be used instead of toner.</p> <p>Spread small amount of this essence on your face and repeat the process of tapping your face with fingertips three times. Increase the number by ±1 according to your skin types.</p>

* very good tip for power whiteing *



It is better to use it with the whitening products that belong to same line. Most of products made by PURITO have whitening effect. But with the PURITO Sea Buckthorn Vital 70 Cream with lots of vitamin C, you can experience the synergy effect due to the boosted effect of the galactomyces in the essence.

recommended for

- Those who have very rough skin layer!
- Those who want the perfect skin-lightening effect!
- Those who are suffering from discoloration and pigmentation.
- Those who are unbalanced in sebum control.
- Those who are looking for a steady management rather than a temporary tone-up
- Those who also wants mild exfoliating care.





+ CRUELTY FREE

PURITO PURE VITAMIN C SERUM

Professional anti-wrinkle serum Vitamin C 10%
+ Hyaluronic Acid 84%

- Helps with wrinkles
- Increases vibrancy & diminishes of sun spots
- Reduce Dark circle
- Brightens complexion
- Firms & smoothes skin
- Fades acne scars

The balance of the natural ingredient in this serum makes it safe and suitable for all skin types even oily and acne-prone skin.

This serum's ingredients include Ascorbic acid, adenosine and White flowers complex which help sothe and smooth blemishes, acne.

Builds collagen, Diminishes fine lines and wrinkles, lightens age spot, minimizes pore size, brightens skin, lessens dark circles and puffiness under the eyes, and fades acne scars.

10 Free System

None of those ingredients as below are included

- ⊗ Paraben ⊗ Ethanol ⊗ Surfactant ⊗ Artificial Colorant
- ⊗ Artificial Fragrance ⊗ Triethanolamine ⊗ Phthalein
- ⊗ Triclosan ⊗ Petrochemicals ⊗ Benzoyl Peroxide

HOW TO USE

Daily

After cleansing in the morning or evening, pump the product once or twice. You can adjust the amount based on your skin type.

Care

Apply the serum a little more on the troubled areas on your skin such as freckles, blemishes, acnes and scars. If you mix it with creams or emulsions, its texture will be softer.

Recommended for

- People who have hesitated to buy serums due to high prices
- People who want the extra brightening effect
- People who worry about blemishes or pigmentation
- People who are not able to change cosmetic products due to sensitive skin
- People who prefer light textures
- People who want the steady skin care, not temporary skin tone-up effect.

A full list of the ingredients with EWG level

Sodium Hyaluronate liquid(84%) ¹ Ascorbic Acid(10%) ¹ 1,2-Hexanediol ¹ Niacinamide ¹
 Arginine ¹ Human-Oligopeptide-1 ² Hydrolyzed Collagen ¹
 Nelumbium Speciosum Flower Extract ¹ Magnolia Liliflora Bude Extract ²
 Liliium Tigrinum Extract ¹ Paeonia Albiflora Root Extract ¹ Tuber Magnatum Extract ¹
 Pyrus Malus (apple) Fruit Extract ¹ Red Ginseng Extract ² Sodium Polyacrylate ³
 Adenosine ¹ Disodium EDTA ¹

MAIN Ingredient

VITAMIN C (Ascorbic acid)

Vitamin C provides potent antioxidant protection, shielding skin from damaging free radicals those pesky rogue molecules that promote premature aging.

The most abundant forms of free-radical damage are environmental factors we can't escape- think sun damage, pollution and oxygen that assault skin on a daily basis, but that's where topical vitamin C can help. When it comes to benefits for skin. For that reason, ascorbic acid is the most form of vitamin C used in well formulated skincare products.

When properly formulated, it helps create younger, firmer skin while fading signs of sun damage and post-acne marks.

Due to some ingredients of nature, color of this content can be changed to deep orange. the quality of this item has no problem and can be used at ease.

Browning test for Pure Vitamin C Serum

PURITO Vitamin C serum's impact on apple.



The antioxidant function of Vitamin C prevents browning of apple, so there is a big difference between two apples. Antioxidation is important for human skin, too.



+ CRUELTY FREE

PURITO SNAIL REPAIR ADVANCED SERUM

93% High concentration of snail mucus extract

- 99 % natural ingredients
- Hyaluronic Acid + Panthenol + Centella Asiatica Extract
- 10 free system
- ALL IN ONE multi-function serum
- clear acne
- Regenerates the skin and solve complex skin problems
- Reduce Dark circles
- Firms & smoothes skin

Components and effects of snail mucus

Snail mucus serves to prevent a snail from falling off the wall when moving. The components of snail mucus, including allantoin and glycolic acid, help regenerate the skin damaged by UV rays or external stimuli and relieve facial blemishes such as freckles and acne scars with its excellent regenerative ability. It increases collagen and elastin to prevent and relieve wrinkles on the face and protect skin elasticity.



A full list of the ingredients with EWG level

Snail Secretion Filtrate(93%) ¹ Glycerin ² Water ¹ Sodium PCA ¹
 Pentylene Glycol ¹ Hydroxyethylcellulose ¹ Madecassoside ¹
 Centella Asiatica Leaf Extract ¹ Asiaticoside ¹ 1,2-Hexanediol ¹
 Hydrolyzed Hyaluronic Acid ¹ Centella Asiatica Extract ¹ Panthenol ¹
 Ethylhexylglycerin ¹ Glycosyl Trehalose ¹ Disodium EDTA ¹
 Hydrogenated Starch Hydrolysate ¹ Ethyl Hexanediol ³

HOW TO USE

Daily

After Toner in the morning or evening, pump the product once or twice. You can adjust the amount based on your skin type.

Night Care

After washing your face, mix cream with snail serum, spread it all over your face, and then go to bed. It will provide you more effective moisturizing, skin elasticity, and nutrition.

Recommended for

- Those who prefer light, fast-absorbing texture.
- Those who have rough skin
- Those who have uneven skin
- Those who are concerned with trouble
- Those who are dry inner skin and a lot of dead skin cell.
- Those who want to improve the dull skin by vitalizing.

10 Free System

None of those ingredients as below are included

- ⊗ Paraben ⊗ Ethanol ⊗ Surfactant ⊗ Artificial Colorant
- ⊗ Artificial Fragrance ⊗ Triethanolamine ⊗ Phthalein
- ⊗ Triclosan ⊗ Petrochemicals ⊗ Benzoyl Peroxide

Texture



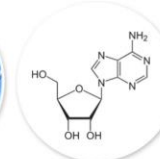
Main Ingredients

“What is Snail mucus extract?”

“Snail gel began with the ancient Greeks and was later rediscovered by Chilean farmers who noticed their hands were softer after touching snail secretion. They noticed their skin healed quickly and with no scars when they handled snails for the French food market.



Hyaluronic acid



Panthenol



Centella Asiatica Extract



Defence Barrier pH Cleanser

My skin prefers a balanced pH of 5.5 Very important to defend skin barrier while cleansing.



PURITO LAB

pH level test with varies cleanser

We have checked the acidity of a variety of cleansing foam products using bromothymol blue (BTB) that turns orange if acidic and blue for alkaline.

The ideal pH level for skin is between the values 4.5 and 6. Then what is the pH level of a Purito cleanser?



If an alkaline cleanser is used without a make up on, potentially melt away the skin protection that is naturally formed. Achieve balance in your skin using a subacid gel cleanser!

HOW TO USE

-When you wash your face in the morning-

put proper amount of it on your wet face and massage with it about 30 seconds. After rolling it gently on your skin, rinse your face with warm water.

-When you do double cleansing-

after you finish the first cleansing, Roll it with proper amount about 1 minute and water on your face (recommended on make-up day)

A full list of the ingredients with EWG level

- Water ¹
- Cocamidopropyl Betaine ⁴
- Sodium Lauroyl Methyl Isethionate ¹
- Butylene Glycol ¹
- 1,2-Hexanediol ¹
- Citrus Paradisi (Grapefruit) Fruit Extract ²
- Allantoin ¹
- Melaleuca Alternifolia (Tea Tree) Leaf Oil ¹
- Centella Asiatica Extract ¹
- Hydrolyzed Collagen ¹
- Royal Jelly Extract ¹
- Ethylhexylglycerin ¹
- Citric Acid ²
- Disodium EDTA ¹



50ml

SEA BUCKTHORN VITAL 70 CREAM

Vitamin C, You always forget to take right?

It contains up to 70% extracts of the fruits of Sea Buckthorn, which have vitamin C of up to 2,000mg.

The fruits of sea buckthorn are rich in vitamin, hence called "Sea buckthorn", or "Vitamin C Tree", and also helpful for soothing tired skins. They also protect the skin from exterior pollution and vitalize the skin.

All ingredients have EWG Green Level Safety Grade.
We, PURITO, are confident in all the ingredients and reveal them rather than promoting with fancy graphic images.

- Hippophae Rhamnoides Fruit Extract(70%) 1
- Methylpropanediol 1
- Glycerin 2
- Cetyl Ethylhexanoate 1
- Macadamia Ternifolia Seed Oil 1
- Niacinamide 1
- Polyglyceryl-3 Methylglucose Distearate 1
- Cetearyl Alcohol 1
- Phenyl Trimethicone 1
- Portulaca Oleracea Extract 1
- Citrus Unshiu Extract -
- Sodium Hyaluronate 1
- Butylene Glycol 1
- Adenosine 1
- Panthenol 1
- Citrus Aurantium Dulcis(Orange)Peel Oil 2
- Sorbitan Stearate 1
- Glyceryl Stearate SE 1
- Methyl Methacrylate Crosspolymer 1
- 1,2-Hexanediol 1
- Carbomer 1
- Arginine 1
- Ammonium Acryloyldimethyltaurate/VP Copolymer 1
- Caprylyl Glycol 1
- Ethylhexylglycerin 1
- Disodium EDTA 1

Various vitamins are contained in sea buckthorn fruit extract(Hippophae Rhamnoides Fruit Extract).



- Vitamin E for skin protection
- Vitamin A for lifting
- Vitamin C for whitening and anti-aging
- Vitamin D for skin's immune system.
- Vitamin B for soothing, nutrition
- Vitamin P for antibacteria effect
- Vitamin K for anti-aging

water + sea buckthorn fruit water
artificial color and fragrance
very low percentage of Sea buckthorn fruit extract contained

some of 20 different caution ingredients included



Full of Vitamin C!! instead of water, included with 70% of Sea buckthorn fruit extract
contained in natural orange peel oil, No artificial fragrance
All of the ingredients are EWG green level.
NO 20 different caution ingredients
NO 26 kinds of allergic ingredients

Sea Buckthorn water ≠ Sea Buckthorn fruit extract



I will explain with an example for better understanding. Sea buckthorn extract (Hippophae Rhamnoides Fruit Extract) is extracted directly from the sea buckthorn fruit, and the Sea Buckthorn water (Hippophae Rhamnoides Water) is a tea that steeped the sea buckthorn fruit.



Therefore, the fruit extract is the tea bag, and the fruit water is a steeped tea. Sea buckthorn cream is no different from green tea that catechins in the tea is the important element, not the steeped tea itself.

Skin whitening / anti-wrinkle Vitamin C filled for intensive care	EWG safe prescription for sensitive skin	UV-defensive cica cream with horseradish extract	High moisture cream with macadamia seed oil
--	--	--	---

Sea Buckthorn Vital 70 Cream is..
No preservatives.
20 different caution ingredients not included.
26 kinds of allergic ingredients not included.
Sales volume forecasts can only be made in small quantities and cannot be stacked for a long time.
Therefore, it is better to store it in the refrigerator like fresh fruit and it is recommended to use it as soon as possible.



PURITO DEEP SEA PURE WATER CREAM

Deep Sea Water 60%

A fully moisturizing texture as if you're hugged by the ocean

Caulerpa racemosa and seaweed extracts holds the moist in your skin, bringing a 'smooth and moist' glowing skin of mermaid



Deep Sea Water



Caulerpa Lentillifera Extract



Laminaria Japonica Extract



Salicornia Herbacea Extract

- Can be used with all skin types including sensitive skin and skin with acne.
- Moisturizing cream made with natural components including kelp, caulerpa lentillifera, and salicornia herbacea.
- Clean deep sea water, also good for treating atopic dermatitis
- Including 2% Niacinamide, whitening function approved by KFDA

15 Free System

None of those ingredients as below are included

- ⊗ PARABEN ⊗ ETHANOL ⊗ PEG(series) ⊗ ARTIFICIAL COLORANT ⊗ ARTIFICIAL FRAGRANCE
- ⊗ TRIETHANOLAMINE ⊗ PHTHALEIN ⊗ TRICLOSAN ⊗ PETROCHEMICALS
- ⊗ BENZOYL PEROXIDE ⊗ MINERAL OIL ⊗ BHA ⊗ IMIDAZOLIDINYL UREA
- ⊗ SORBIC ACID ⊗ BHT

A full list of the ingredients with EWG level

Sea Water 1 Dipropylene Glycol 1 Glycerin 2 Caprylic/Capric Triglyceride 1
 Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer 1 Isohexadecane 1 Polysorbate 80 3
 Sorbitan Oleate 1 Niacinamide 1 Phenyl Trimethicone 1 Cetyl Ethylhexanoate 1 Cetearyl Alcohol 1
 Water 1 1,2-Hexanediol 1 Butylene Glycol 1 Ecklonia Cava Extract 1 Laminaria Japonica Extract 1
 Caulerpa Lentillifera Extract 1 Salicornia Herbacea Extract 1 Citrus Aurantium Bergamia (Bergamot) Fruit Oil 1
 Allantoin 1 Macadamia Ternifolia Seed Oil 1 Adenosine 1 Sorbitan Stearate 1 Glyceryl Stearate 1
 Carbomer 1 Arginine 1 Caprylyl Glycol 1 Ethylhexylglycerin 1 Disodium EDTA 1

IT IS GOOD FOR THOSE WHO HAVE

- For those who are with dehydrated oily skin
- For those who are concerned of their blemishes and fine lines.
- For those who want immediate hydration.
- For those who do not like thick and heavy texture.
- For those who use a mist often
- For those who are looking for a refreshing cream

3 key Ingredients

Deep Sea Water

Supplies moisture to the skin to remove dead skin cells and help ease itches.

Caulerpa Lentillifera

Rich with vitamins that softens skin texture Fucoïdan improves skin resilience

Laminaria Japonica

Suppresses the skin and helps skin regeneration, cell production and damage recoveries.

※The above information is based solely on base material characteristics.



+ CRUELTY FREE
PURE HYALURONIC ACID 90 SERUM

90% Sodium Hyaluronate liquid

- Keep your skin moist and Youthful with Hyaluronic Acid!
- It is a natural ingredient of human skin
- Look younger the natral way
- Making it so deliciously soft and smooth
- ALL IN ONE multi-function serum



Refine Clinically proven hyaluronic helps reduce appearance of fine lines while brightening skin tone.



Hydrate Naturally molecules hole up to 1000 times it's weight in water, meaning you gain the plumping benefits of this activity.



Smooth Apply to face and neck daily for smoother, healthier looking skin.



SAFE All skin types, no harmfull ingredients, cruelty free!

Within moments of using this powerful Hyaluronic Acid Serum, Dramatically increases moisture content of the skin resulting softer, smoother, plumper and younger looking skin.

Improve skin texture and brightness with intense moisture and balance.

Hydrating facial

moisturizer with 90% Hyaluronic Acid serum formula. Only the best, plant-based ingredients available, 10 free ingredients such as no parabens, no alcohol, and no animal testing.

10 Free System

None of those ingredients as below are included

- ⊗ Paraben ⊗ Ethanol ⊗ Surfactant ⊗ Artificial Colorant
- ⊗ Artificial Fragrance ⊗ Triethanolamine ⊗ Phthalein
- ⊗ Triclosan ⊗ Petrochemicals ⊗ Benzoyl Peroxide

MAIN Ingredient

HYALURONIC ACID (Sodium hyaluronate)

Why is hyaluronic acid such a big deal?

The magic of this ingredient lies in its ability to retain moisture; it's considered to have a greater capacity to hold moisture than any other natural or synthetic polymer. In fact, one gram of hyaluronic acid is able to hold up to 1000 times it's weight in water.

A full list of the ingredients with EWG level

- Sodium Hyaluronate liquid(90%) ¹ Glycerin ² Water ¹ 1,2-Hexanediol ¹
- Niacinamide ¹ RH-Oligopeptide-1 ⁻ Aloe Barbadensis Leaf Extract ¹
- Hydrolyzed Collagen ¹ Tuber Magnatum Extract ¹ Pyrus Malus(Apple) Fruit Extract ¹
- Sodium Polyacrylate ³ Adenosine ¹ Disodium EDTA ¹ Tocopheryl Acetate ³
- Ascorbic Acid ¹ Lactobacillus/Kelp Ferment Filtrate ¹ Chlorella Ferment ¹

PURITO is a mild, no-irritation exfoliant.

ABP TRIPLE SYNERGY LIQUID

Triple synergy total care for sensitive skin.



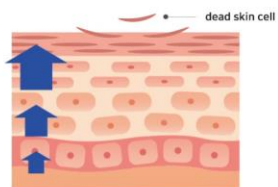
Chemical exfoliation

Chemical exfoliation with AHA and BHA uses acid to gently release layers of dead skin, helping to naturally remove built-up dead skin. This means that it has less irritation than physical exfoliants such as scrubs and peels. However, if that chemical exfoliant is too acidic or concentrated it can cause skin trouble, and as moisture is lost through the elimination of dead skin, it can trigger dryness or tightness of the skin.

AHA + BHA + PHA Triple Synergy System

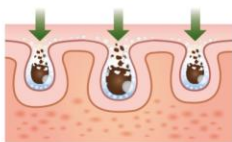
PURITO makes up for the standard shortcomings of chemical exfoliants by using a balanced blend of EWG 1 rated AHA+BHA+PHA components that can be used comfortably and without irritation on not only oily or dry skin, but also on combination skin. Because the product contains naturally derived supplementary ingredients including panthenol and sodium hyaluronate, skin remains moist and without tightness, even after exfoliation. Throw away the assumption that exfoliation is drying and irritating!

Why should I exfoliate?



The upper-layer of skin cells dies (dead skin) every 28 days, and the lower-layer skin rises upwards, this is called the 'skin turn over period'. Failure to remove the dead skin properly during this period, it will result in rough skin, the complexion and face elasticity are drastically reduced, can cause skin trouble and do not look good. Regular removal of dead skin is required to avoid the buildup of dead skin.

AHA + BHA + PHA Triple Synergy System



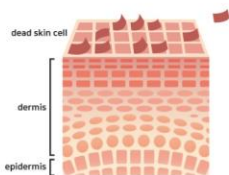
BHA

The fat-soluble BHA penetrates the pores to remove various wastes, relaxing blocked pores, blackheads, and letting the secretion of sebum works normally. It is effective on oily skin which has active secretion of sebum, acne caused by excessive secretion of sebum and blackhead. It also works gently on skin that is sensitive to external stimulation.

AHA + PHA

The organic acid that melts the dead skin are made of protein, the water-soluble organic acid AHA and PHA work to remove the old dead skin from the surface of the skin. It has effects of improving dead skin, blemish and dryness of the skin surface, and AHA, PHA are water-soluble components and can't penetrate through oil, so that it is suitable for normal and dry skin type.

PHA rarely produces photosensitivity and helps to remove dead skin and improve skin elasticity. Also, it eliminates the dead skin in the upper layer and the health skin in the lower layer rises to the top and removes the dead skin without stimulation, so that it is effective in tightening pores.



A full list of the ingredients with EWG level

Pyrus Malus (Apple) Fruit Water(80%) ¹ Butylene Glycol ¹ Dipropylene Glycol ¹ Glycerin ²
 Gluconolactone ¹ 1,2-Hexanediol ¹ Mandelic Acid ¹ Betaine Salicylate ¹ Arginine ¹
 Poncirus Trifoliata Fruit Extract ¹ Allantoin ¹ Caprylyl Glycol ¹ Polyglyceryl-10 Laurate ¹
 Xanthan Gum ¹ Sodium Hyaluronate ¹ Portulaca Oleracea Extract ¹ Polyglyceryl-10 Myristate ¹
 Panthenol ¹ Disodium EDTA ¹ Hydroxyethylcellulose ¹ Perilla Ocymoides Seed Extract ¹

Replace irritating exfoliation with gentle, mild exfoliation.

Safely formulated item only with EWG green level ingredients for the sensitive skin.



Poncirus Trifoliata Fruit Extract, Portulaca Oleracea Extract, Perilla Ocymoides Seed Extract



PURITO's unique, balanced blending system for the highest exfoliation synergy of AHA, BHA, and PHA.



Low-irritation care which contains 80% apple water, sodium hyaluronate, and panthenol to reduce irritation to sensitive skin.



HOW TO USE

FACE

1. After cleansing, use at the toner or essence step. When used with a toner, make sure to wait until after the toner is completely absorbed into the skin.
2. After cleansing, apply to a cotton pad and wipe across face starting from the center and avoiding eyes and mouth.
3. Alternatively, pump the product 2~3 times into palms and apply evenly across face.

In Triple Synergy Liquid

No preservatives.
 20 different caution ingredients not included.
 26 kinds of allergic ingredients not included.
 Sales volume forecasts can only be made in small quantities and cannot be stacked for a long time. Therefore, it is better to store it in the refrigerator like fresh fruit and it is recommended to use it as soon as possible.

Recommended for

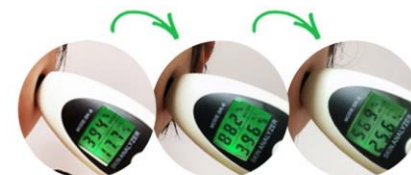
People with sensitive skin who are prone to irritations
 People with a thick stratum corneum who are prone to skin trouble
 People whose make-up gets blurry despite a solid base make-up
 People who desire fully moisturized skin even after removing dead skin cells
 People who desire a mild, non-irritating method of removing dead skin cells

Texture



With a fluid and watery texture, it makes you feel a moisture barrier being formed around your skin for protection. You can use only small portion as it spreads easily.

Tested on Moisture



<normal> moisture-39.4% oil-17.7%
 <right after applying> moisture-88.2% oil-39.6%
 <after 1 hour> moisture-56.9% oil-25.6%

BHA deeply gets into pores.

BHA DEAD SKIN MOISTURE GEL

Not only exfoliation but also dissolution of impurities in pores and removing sebum out of pores!



Betain Salicylate and Hyaluronic acid

PURITO BHA Dead skin Moisture Gel that has pH 3.5 level which does not give irritation to sensitive skin is made with combination of Salicylate(BHA) and Hyaluronic acid. It helps to exfoliate and moisturizes our skin by complementing each other.

BHA helps to remove old dead skins without irritation on the period of skin turn-over and helps to control sebum by removing wastes in pores, and Hyaluronic acid, as a natural moisture ingredient, has the power to attract moisture and create moisturizing layer. It also prevents moisture evaporation and protects your skin from external stimuli.

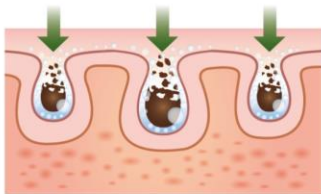


Contain 100,000 ppm of Tea tree extract

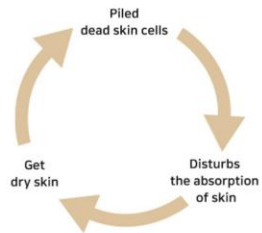
Tea tree is known as disinfecting and sterilizing effects as Aborigine used this to treat injury or infection in the past. Therefore, Tea-Tree leaf extract contained in skin care products have purposes for bisabolol and preservative. BHA Dead Skin Moisture Gel contains 100,000 ppm of tea tree extract to help soothing irritated skin and controlling sebum.

※ The above information is limited to material properties

What ingredient is BHA?



BHA which effects in pores, fat soluble BHA pass through pores and remove all kinds of wastes which ease blocked pores and blackheads and make sebum secretion properly. It is effective in oily skin with vital sebum secretion, pimple from overproduction of sebum, minimizing blackheads. Also it effects mildly at sensitive skin from external stimulation.



Vicious cycle of skin

When keratin is not taken care of during the cellular turnover cycle, the skin becomes dry and its absorption is undermined, inducing a vicious circle in skin. Excess keratin, when not expelled naturally during the cellular turnover cycle, disturbs the absorption of moisturizer into the skin and makes skin moisture unchanged, no matter how much moisturizer you have applied. Skin becomes rough because it can't absorb due to dead skin cells, so it becomes more dry. Then elasticity of skin goes down and cause trouble which leads vicious circle of more piled dead skin cells.

A full list of the ingredients with EWG level

- Water ¹
- Butylene Glycol ¹
- Melaleuca Alternifolia (Tea Tree) Leaf Extract ¹
- 1,2-Hexanediol ¹
- Sodium Hyaluronate ¹
- Aloe Barbadensis Leaf Extract ^{1,3}
- Ammonium Acryloyldimethyltaurate/VP Copolymer ¹
- Betaine Salicylate ¹
- Ethylhexylglycerin ¹
- Sodium Citrate ¹
- Citric Acid ²

EWG Safe prescription For sensitive skin.



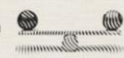
Natural ingredients including tea tree leaf and aloe extract.



Betaine Salicylate ingredient mildly removes old dead skin cells and wastes in pores clean.



With the pH value of 3.5, it returns your skin into a slightly acidic state, balances your skin, and helps with skin turnover.



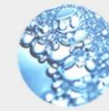
MAIN INGREDIENTS OF BHA DEAD SKIN MOISTURE GEL



BHA(Betain Salicylate)



Tea tree leaf extract



Sodium hyaluronate



Aloe vera extract

In BHA Dead Skin Moisture Gel..

No artificial preservatives.
20 different caution ingredients not included.
26 kinds of allergic ingredients not included.
Sales volume forecasts can only be made in small quantities,

HOW TO USE

After washing your face and applying toner at night, gently apply the appropriate amount of the product from the inside to the outside of the skin, avoiding the eye and lip area. when used in the morning, must use sun protection accordingly

Texture



This is watery gel type and gives feeling that moisture layer covers our skin. You can apply widely with small amount.

Tested on Moisture



<normal> moisture-37%

<right after applying> moisture-50%

<after an hour > moisture-41%

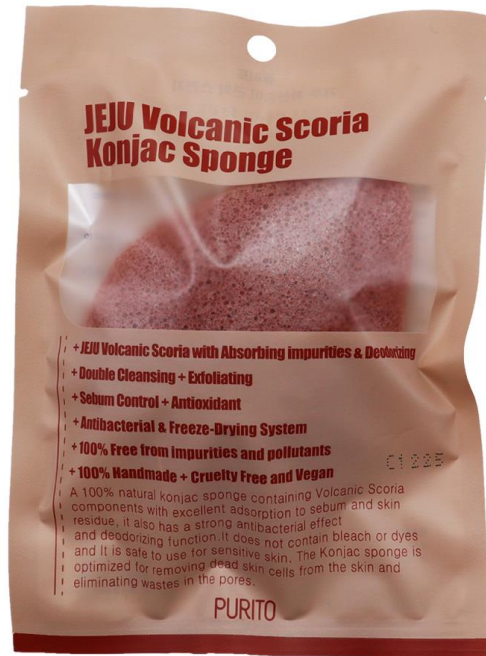
Bamboo Charcoal Konjac Sponge



- + Bamboo Charcoal Fiber with Pure Activated Carbon
- + Deep cleansing + Exfoliating + Sebum Control + Antioxidant
- + Antibacterial & Freeze-Drying System
- + 100% Free from impurities and pollutants
- + 100% Handmade + Cruelty Free and Vegan
- + MADE IN JEJU ISLAND, KOREA

As a 100% natural Konjac sponge that contains a Bamboo-charcoal component which reduces skin temperature and has an antibacterial & natural anti-oxidant effect, it contains pure activated carbon. It is safe to use for sensitive skin as there are not bleach and dye at all. Based on the characteristics of the structure of Konjac, also known as devil's tongue, the Konjac Sponge is optimized for removing dead skin cells from the skin and eliminating wastes in pores.

JEJU Volcanic Scoria Konjac Sponge



- + JEJU Volcanic Scoria with Absorbing impurities & Deodorizing
- + Double Cleansing + Exfoliating
- + Sebum Control + Antioxidant
- + Antibacterial & Freeze-Drying System
- + 100% Free from impurities and pollutants
- + 100% Handmade + Cruelty Free and Vegan
- + MADE IN JEJU ISLAND, KOREA

As a 100% natural Konjac sponge that containing Volcanic Scoria components with excellent adsorption to sebum and skin residue, it also has a strong antibacterial effect and deodorizing function. It does not contain bleach or dyes and It is safe to use for sensitive skin. The Konjac sponge is optimized for removing dead skin cells from the skin and eliminating wastes in the pores.

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Thank you

