

The background of the entire page is a close-up photograph of vibrant green leaves, likely from a plant like lemon balm, showing detailed vein patterns and a slightly wet or dewy surface.

RIMAN



INTERCELLULAR DERMATOLOGY

# Where Science Meets Nature

ICD by RIMAN — Influencer Brand Kit

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## THE INCELLDERM STORY

ASK Labs, the #1 research lab in Korea spent years researching 'Tigergrass' also known as Centella Asiatica. Tigers would instinctively roll around in this plant to heal their wounds faster.

Scientists from ASK Labs eventually developed their own strain and patented species of plant called Giant BYoungpool.

ICD (Incellderm) stands for Intercellular Dermatology. Patented skincare that works at the cellular level using patented microfluidization and liposome delivery technology that drives active ingredients to the deepest layer of skin and heals at the cellular level.

## MARKET PROOF

- K-beauty is a \$118 billion global industry... and ICD is at the forefront
- #koreanskincare has 41 BILLION searches on social media
- K-beauty searches have grown 389% on google
- Korea has now surpassed France as the world's top beauty exporter

## THE SCIENCE

- Patented Micro-fluidization Process
- Nano-liposomal Technology
- 20 Patents with exclusivity for 20 years

## BRAND CERTIFICATIONS



## BRAND AUTHORITY

- Founded in South Korea in 2018
- RIMAN holds over 20 patents
- Winning 52 industry awards
- \$3 Billion dollars sold IN KOREA.
- 40 million jars of Dermatology Cream sold IN KOREA.
- The #1 exported K-beauty out of Korea.
- Pentagram, Riman's design partner is the world's leading branding firm who works with clients like Versace, Starbucks, Saks and Lululemon.
- Frederick Burton, the world's #1 fragrance formulator who formulates fragrances for LVMH, created a signature scent for Riman.
- RIMAN operates the world's first smart farm dedicated exclusively to Giant Byoungpool cultivation

- Jeju Energy Lava Water
- Patented Giant ByoungPool
- Contains Exosomes, NMN & Peptides

# Content Ideas

## REEL HOOK IDEAS

- "I thought I was using good Korean skincare. Nothing prepared me for this."
- "This \$66 jar is competing with \$300 luxury skincare - and winning."
- "I put 40 million jars sold to the test. Here's what I found..."
- "Why is this smart farm in South Korea making America's #1 skincare ingredient?"
- "Korea just beat France as the world's top beauty exporter. This is why."
- "The ingredient your skin has been missing... grown on a smart farm in South Korea."
- "I wasn't expecting to switch my entire skincare routine. Here's what changed my mind."

## ROUTINE VIDEOS

- AM/PM skincare routine featuring ICD products
- 5-step glass skin routine
- Before and after, 2 weeks using Giant BYoungPool serum
- GRWM, pre-event glow, Korean skincare favs, affordable finds that overdeliver

## EDUCATION

- What IS Giant BYoungPool and why does your skin need it?
- Liposome technology explained in 30 seconds
- Why Korea beat France as the world's top beauty exporter

## LIFESTYLE / AESTHETIC

- Unboxing + first impressions (packaging, refill system, brand story)
- My K-beauty haul
- Shelfie / vanity aesthetic shots
- Product in natural settings with botanical props

## SOCIAL PROOF

- I replaced my entire skincare routine - here's month one
- My skin after switching to the #1 selling K-beauty routine
- Why I trust a brand with 20+ patents and 52 awards

"This \$66 jar is competing with \$300 luxury skincare... and winning."