LIŪMI

WATER INTELLIGENCE ™





Moisture is not a feeling or just a visual effect.

It reflects how the skin keeps the look of firmness, elasticity, and resilience.

The skin has natural processes that help maintain water balance. [1,2]

Over time and with environmental exposure, the skin’s natural moisture balance can be affected. [3-6]

As a result, moisture may be lost more easily, and maintaining hydration becomes increasingly important.

Most solutions focus on surface hydration,

helping moisture stay on the surface without supporting how the skin holds moisture on its own.

Based on many years of deep expertise in hydration

Coral Club presents LIŪMI, a new skincare line created to support the skin’s natural moisture balance and lasting hydration.



Long lasting hydration happens when the skin maintains water balance.

A smart approach to hydration that helps support the skin’s natural moisture balance.

We call it Water Intelligence™

It's not about the amount of water—
it’s about how hydration is managed.

Water Intelligence™ is the goal.

H^3— is the way to help reach that goal.

H^3 Hydration System

Coral Club’s three level skin hydration system

Hydro Capture



The skin draws in and holds water.

Effect: the feeling of dryness is reduced, leaving skin feeling more comfortable and refreshed.

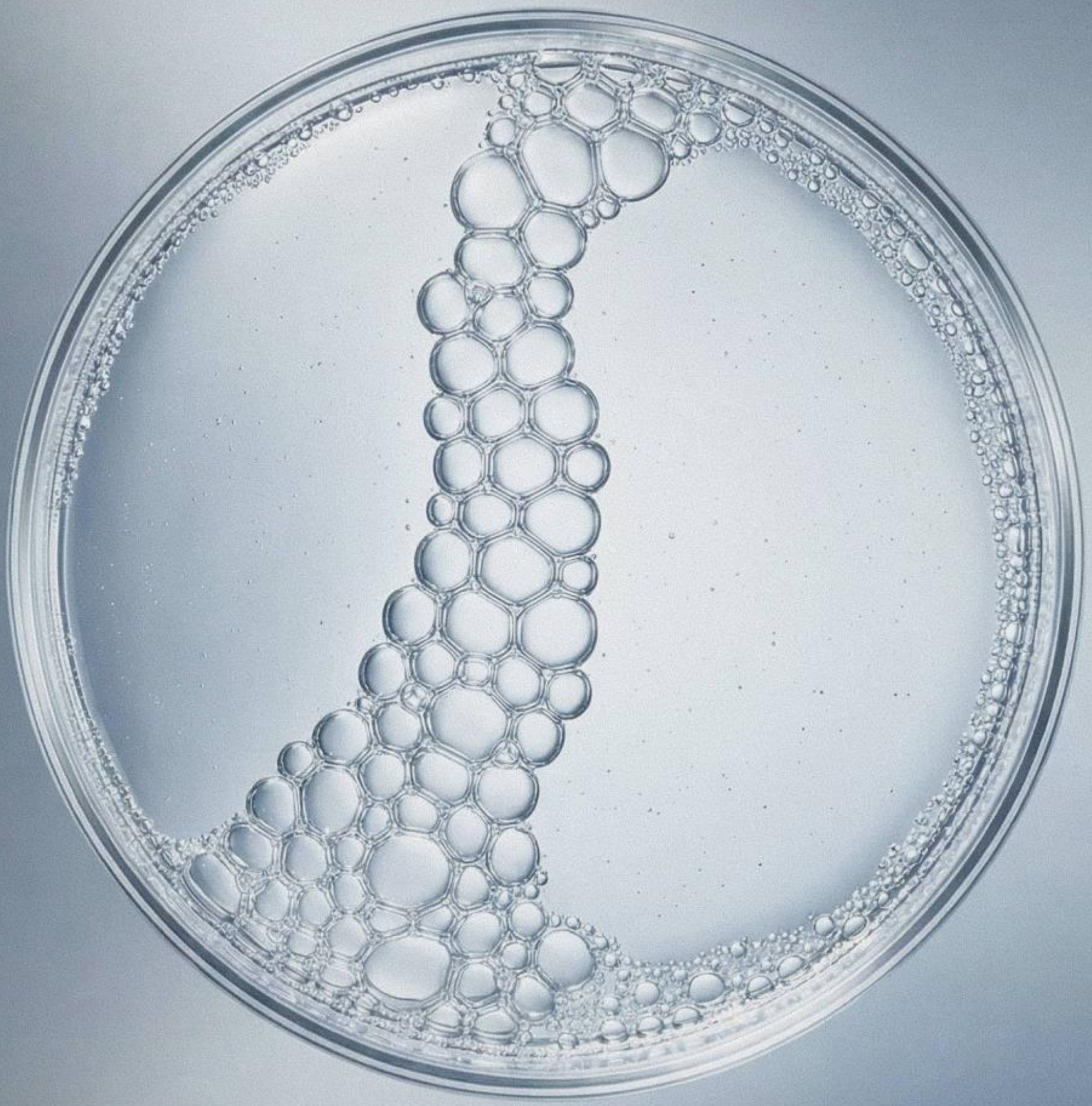
Hydro Retention

H^2

The skin helps hold and balance moisture.

Effect: helps support the skin barrier, leaving skin feeling more resilient.

Hydro Protection



The skin helps maintain moisture and comfort.

Effect: long-lasting hydration, skin appears smoother, fuller, and more supple.



H1 — Hydro Capture

This step helps attract water and hold it in.

Hydration begins when the skin draws in and holds moisture. Water must be able to enter the skin, including from ingredients that help support hydration on the surface. A strong barrier helps reduce water loss and helps the skin stay comfortable.

Key ingredients:

- Hyaluronic acid
- Marine polysaccharides
- Beta-glucan
- Panthenol



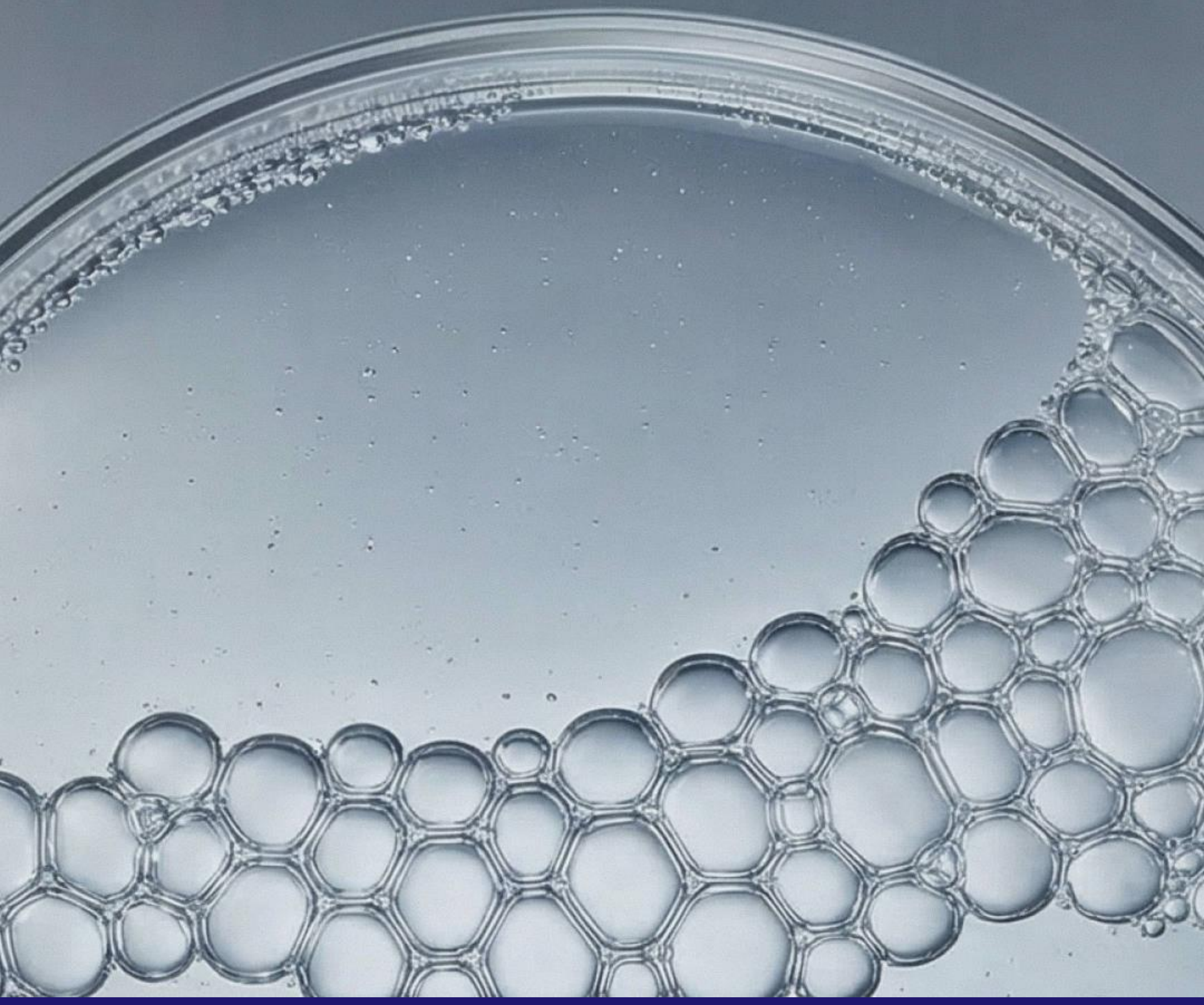
H^2 — Hydro Retention

Holding onto water and reducing moisture loss.

When moisture reaches the skin, it is important to help keep it there. This step supports the skin’s moisture balance and helps reduce moisture loss. When the skin holds onto moisture more effectively, it feels more comfortable and less dry.

Key ingredients:

- Ceramide Complex
- Squalane
- Emollients
- Phytosphingosine



H^3 — Hydro Protection

Protecting hydration and supporting the skin barrier.

If the skin gets dehydrated or loses moisture too quickly, hydration becomes harder to maintain. This level helps support the skin’s protective barrier, helps maintain moisture, and improves comfort.

The barrier does more than protect the skin. It also helps moisture stay where it is needed. This helps the skin maintain its moisture balance.

Key ingredients:

- Ectoin
- Niacinamide
- Peptides
- Postbiotics
- Fermented Ingredients
- Seaweed Extracts

H^3 Hydration System

Not just surface hydration,
but overall skin balance.

Molecules for a youthful looking appearance from the ocean

In developing the H³ system, we turned to the ocean, a source of ingredients Coral Club has worked with for many years. The ocean is rich in unique molecules that help support skin hydration and comfort.

These marine ingredients are known for helping the skin:

- maintain moisture
- support skin comfort
- provide antioxidant support
- help protect against everyday environmental stress

LIŪMI is inspired by ocean-derived molecules adapted to extreme conditions, where moisture balance is essential.

Ectoin

A protective molecule associated with resilience under environmental stress.

Glycoproteins

Marine-derived compounds adapted to Arctic conditions.

Algae Extracts and Seawater

Provide antioxidant support and moisture balance.



LIUMI was created in Korea — in the heart of global beauty innovation, where skincare has long been part of everyday life.

The Korean approach is based on:

- Skincare as a daily routine
- Respect for the skin with a gentle, non overwhelming approach. Focus on comfort and balance
- A step by step skincare system, where each product complements the next

We have adapted this approach to fit today’s faster pace of life.

Classic K-Beauty has 10 steps.

LIŪMI has 4 steps, with each product combining multiple functions into one simple application.

1
Cleansing

2
Toning

3
Intensive care

4
Final step

Fewer Products. More Impact

The H³ Hydration System in every product.



What’s included in the LIŪMI system?

Core routine

Purifying Gel Cleanser

Hydra-Infusion Toner



What’s included in the LIŪMI system?

Personal choice: serums

Balancing Repair Serum



Contour Serum



What’s included in the LIŪMI system?

Personal choice: creams

Hydra-Barrier Gel Cream

Deep Renewal Cream





Stage 1

Purifying Gel Cleanser

Facial cleansing gel

Gently cleanses the skin, leaving it feeling comfortable without a sensation of dryness or tightness. Suitable for all skin types.

H³ grading:

Capture ●●○ Retention ●●○ Protection ●●●

Key ingredients and functions:

Ectoin – helps support the skin’s water balance and protect it from environmental stress. [7]

Ceramide NP, phytosphingosine - support the skin barrier and help reduce moisture loss [8-11]

Squalane helps leave skin feeling soft after cleansing [12]

Niacinamide – helps improve skin balance and support a more even looking complexion [13]

Papain + acids – helps refine skin texture [14]

Stage 1 Purifying Gel Cleanser

Ectoine

Supports skin’s natural barrier and hydration

Ectoine is a naturally occurring molecule produced by microorganisms living in extreme environments like salt lakes, deserts, and thermal springs. It helps maintain stability under harsh conditions.

Ectoine helps keep skin feeling comfortable while supporting the skin’s moisture barrier.

Thanks to this:

- Helps skin retain moisture
- Helps support the skin’s resilience to environmental stress

Key ingredient



Stage 2

Hydra-Infusion Toner

Moisturizing toner for the face

Helps support skin hydration and prepares skin for serum and cream.

H³ grading:

Capture ●●● Retention ●●○ Protection ●●○

Key ingredients and functions:

PDRN (Polydeoxyribonucleotide) – Often referred to as a “youth-associated molecule,” it helps support the appearance of renewed-looking skin and the skin’s natural barrier, helping maintain its integrity. [15]

Houttuynia extract - helps calm the skin and support a more even-looking complexion [22]

Postbiotics - help support a balanced skin microbiome and overall skin balance [20]

Seaweed extracts - provide antioxidant support and help maintain skin vitality [21]

Hyaluronic acid complex - helps attract and retain moisture, supporting skin hydration [16]

Panthenol, allantoin, beta-glucan - help soothe the skin and enhance its overall feel [17-19]

PDRN (Polydeoxyribonucleotide)

Supports the appearance of renewed-looking skin.

These are DNA fragments derived from marine sources.

In skincare, it helps support the skin’s natural renewal appearance and overall skin condition by supporting hydration and the skin’s natural barrier.

PDRN Benefits

- Helps support the skin’s natural renewal appearance
- Helps support the skin comfort
- Helps maintain healthy-looking skin

The key ingredient

Serum is a care concentrate

One philosophy. Two paths.



Balancing Repair Serum

For oily and combination skin.

Balance, calm, and an even-looking appearance



Contour Serum

For normal, dry, and combination skin.

Definition, firmness, and freshness



Stage 3

Balancing Repair Serum

Soothing facial serum

Helps support the look of calm, even-looking skin.

Designed for skin with redness, and imbalance.

H³ grading:

Capture ●●○ Retention ●●● Protection ●●●

Key ingredients and functions:

A complex of ceramide, squalane and phytosphingosine - helps support the skin’s natural lipid barrier [8-12]

Fermented Rice Water Essence - helps even the appearance of skin tone and enhance radiance [24]

Niacinamide – helps balance oil levels and evens tone [13]

Seaweed extracts – nourish the skin, help maintain its balance and help protect it from environmental stressors [21]

Glycoproteins (Pseudoalteromonas antarctica NF3) are molecules that maintain skin stability and moisture retention under external stress [25]

Centella asiatica stem cell exosomes are biosignaling molecules that help support the skin’s natural resilience and comfort [23]

Centella exosomes

In the East, centella is called a “traditionally valued plant” because of its soothing effect and skin supporting properties.

It has been used in Asia and Europe for many years in skincare and wellness products.

Modern research suggests its benefits in products that help:

- helps reduce the appearance of redness
- helps soothe the look of sensitive skin
- helps maintain healthy-looking skin
- helps support the skin’s natural renewal process

Centella exosomes are a cutting-edge technology: natural "packets" of active molecules that help deliver ingredients into the skin and support the appearance of naturally renewed skin.

Key ingredient

Antarctic Power

Balancing Repair Serum Hero

Pseudoalteromonas antarctica NF3 is a marine microorganism found in marine environments adapted to low temperatures and harsh conditions.

Scientists isolated this marine ingredient, and today glycoproteins produced from it are used in skincare formulations.

Key ingredient



Stage 3

Contour Serum

Firming facial serum with advanced delivery.

Supports the look of skin density, tone, and definition.

For skin with signs of loss of firmness and visible fatigue.

H³ grading:

Capture ●●● Retention ●●● Protection ●●●

Key ingredients and functions:

NMN (Nicotinamide Mononucleotide) – supports the appearance of energized, revitalized-looking skin [26]

Complex of 15 peptides – Helps support the appearance of skin firmness and elasticity, reducing the appearance of wrinkles [27]

Bakuchiol – gently refines skin texture [28]

Spicules – helps enhance ingredient delivery [29]

Seaweed extracts – provide antioxidant support and help maintain skin balance [21]

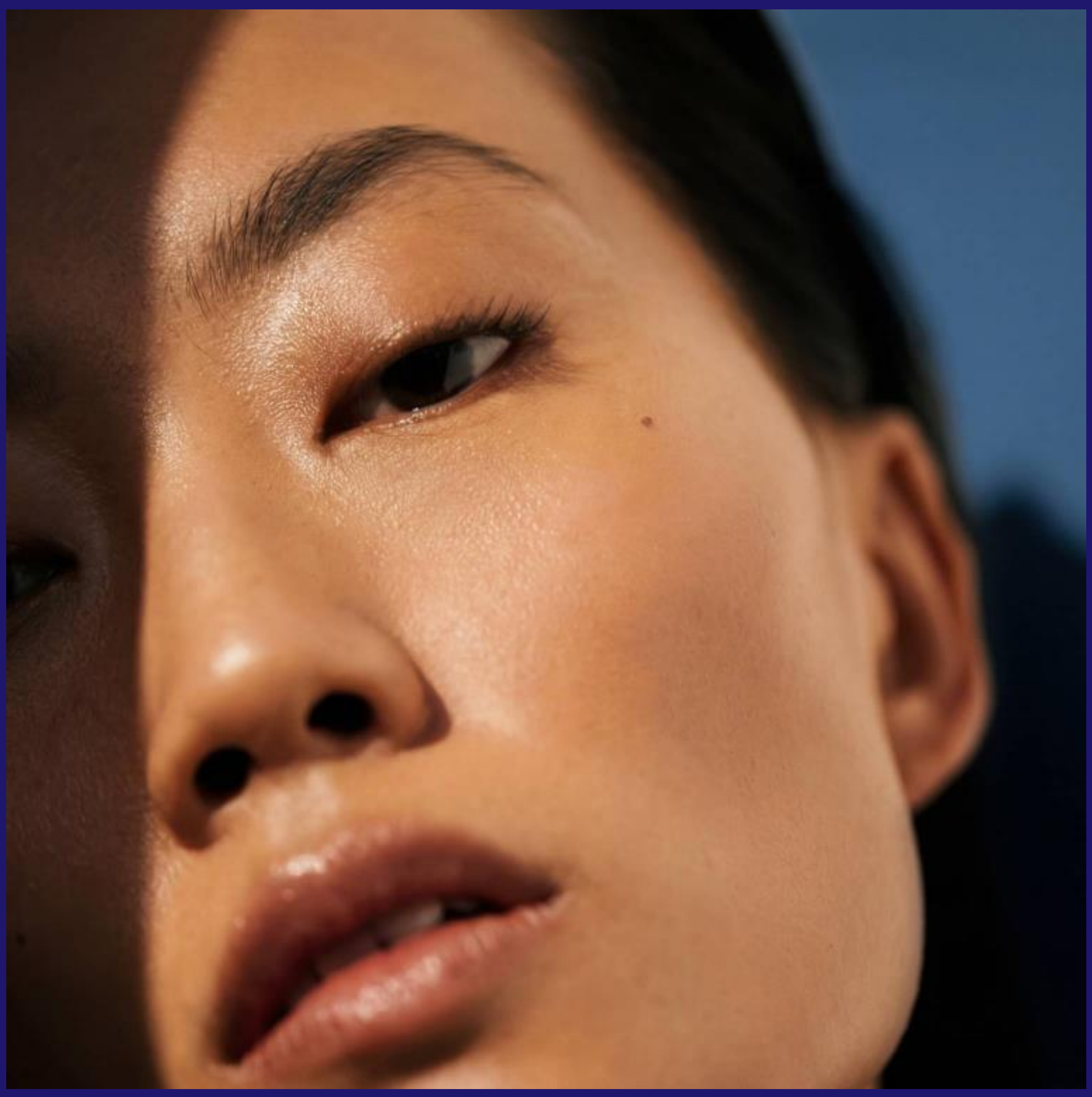
NMN – a key molecule associated with skin vitality

NMN (nicotinamide mononucleotide) is a naturally-occurring molecule involved in cellular activity, associated with key coenzymes such as NAD+.

It helps support the appearance of revitalized, refreshed-looking skin and overall skin vitality.



Key ingredient



NMN/NAD+

As we age, NAD+ levels naturally decline, while skin may also show visible changes associated with aging.

NMN helps the skin:

- look fresher and smoother
- feel more firm, smooth, and supported
- maintain a more youthful appearance by helping support the skin’s natural renewal

*A coenzyme is an auxiliary molecule that binds to enzymes and helps them carry out key biochemical reactions in the cell.

The Power of 15 Peptides

A carefully selected peptide complex helps support the skin’s resilience and the appearance of skin’s firmness and elasticity.

Key ingredient

The Power of 15 Peptides

- Helps reduce the appearance of wrinkles

  Acetyl Hexapeptide 8, Pentapeptide 3, and Dipeptide Diaminobutyroyl Benzylamide Diacetate help reduce the look of wrinkles and support smoother looking skin.

- Helps reduce the appearance of puffiness and support a more even-looking tone

  Acetyl Tetrapeptide 5 and Dipeptide 2 help reduce the look of puffiness and support a fresher looking eye area.

- Supports skin’s firmness and elasticity

  Palmitoyl Tripeptide 1, Palmitoyl Tetrapeptide 7, and Palmitoyl Pentapeptide 4 help support skin elasticity and firmness.

The Power of 15 Peptides

- Antioxidant support and radiance

  Copper Tripeptide 1 and Hexapeptide 11 help support the skin’s natural moisture barrier.

- Hydration and barrier support

  Hexapeptide 9, Hexapeptide 11, and Palmitoyl Hexapeptide 12 help support the skin’s moisture balance and improve comfort.

Spicules: The Secret of the Freshwater Sponge

The freshwater sponge, spongilla, has been used for centuries in skincare because of its fine micro-structured form.

In modern skincare, purified spicules made from silica are used in advanced formulations

They help support the delivery and effectiveness of active ingredients.

When applied to the skin, they may create a light, temporary tingling sensation. With regular use, the skin can look smoother, refreshed, and more even-looking.

Creams — the final step

Completing the routine. Locking in hydration.





Hydra-Barrier Gel Cream

For combination and oily skin

Light comfort, barrier support

Deep Renewal Cream

For normal, dry, and combination skin

Nourishment, softness, renewal



Stage 4

Hydra-Barrier Gel Cream

Moisturizing facial cream-gel

Helps retain moisture and supports the skin’s natural barrier, maintaining a lightweight feel. For combination and oily skin.

H³ grading:

Capture ●●○ Retention ●●● Protection ●●●

Key active ingredients and their actions:

Complex of 5 ceramides (NP/NS/AS/AP/EOP) — Help support the skin’s natural barrier and maintain moisture [8-10]

Hyaluronic acid, ectoine — Helps support hydration,and protect against environmental stressors. [7] [16]

Niacinamide — Helps balance oil levels, reduce the appearance of redness, and support the skin barrier. [13]

Centella exosomes, madecassoside, centella and clover extracts —help support skin comfort and renewal [23]

Panthenol, adenosine, glycyrrhizic acid — Helps soothe the skin and support comfort [17]

Propolis, lemon extract, blueberry — antioxidant support



Stage 4

Deep Renewal Cream

Nourishing face cream

Provides rich moisture and supports soft, smooth skin.

For normal, dry, and combination skin.

H^3 grading:

Capture ●●○ Retention ●●● Protection ●●●

Key ingredients and functions:

PDRN (Polydeoxyribonucleotide) – the “youth-associated molecule” that helps support the skin’s natural renewal [15]

Yuzu + Green Tea + Seaweed – Provide antioxidant support and help maintain skin balance [21]

Hydrolyzed and fermented collagen – Helps support skin firmness and elasticity [30]

Peptide complex – smoothes the appearance of wrinkles, and help support the skin’s natural collagen levels [27]

Ceramide complex (NP, NS, AS, AP, EOP) + cholesterol – Helps support the skin’s natural lipid barrier and help maintain moisture [8-10]

Collagen plays a key role in skin’s youthful appearance

Deep Renewal Cream features a dual collagen approach: fermented collagen + low molecular weight hydrolyzed collagen in one formula for a complementary approach.

Fermented collagen is designed to work with the skin and help support skin smoothness and comfort.

Additional information for experts

LIŪMI is a cosmetic-grade formulation

Inspired by ingredients used in professional skincare

- PDRN
- NMN
- 15 peptides
- Centella exosomes
- Ectoine
- Spicules
- 5 ceramides
- Bakuchiol
- Postbiotics
- Fermented extracts

LIŪMI

WATER INTELLIGENCE™

1. Water Intelligence

LIŪMI

WATER INTELLIGENCE™

2. Fewer Products. More Impact

LIŪMI

WATER INTELLIGENCE™

3. Ocean-Sourced Longevity Molecules

LIŪMI

WATER INTELLIGENCE™

When skin holds onto moisture, it holds onto time.



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