

LIÜMI

WATER INTELLIGENCE™



PURIFYING
GEL CLEANSER

NET 120 mL (4.05 FL OZ)



CONTOUR
SERUM

NET 30 mL (1.01 FL OZ)



HYDRA-INFUSION
TONER

NET 150 mL (5.07 FL OZ)



Moisture is not just a sensation or a visual effect.

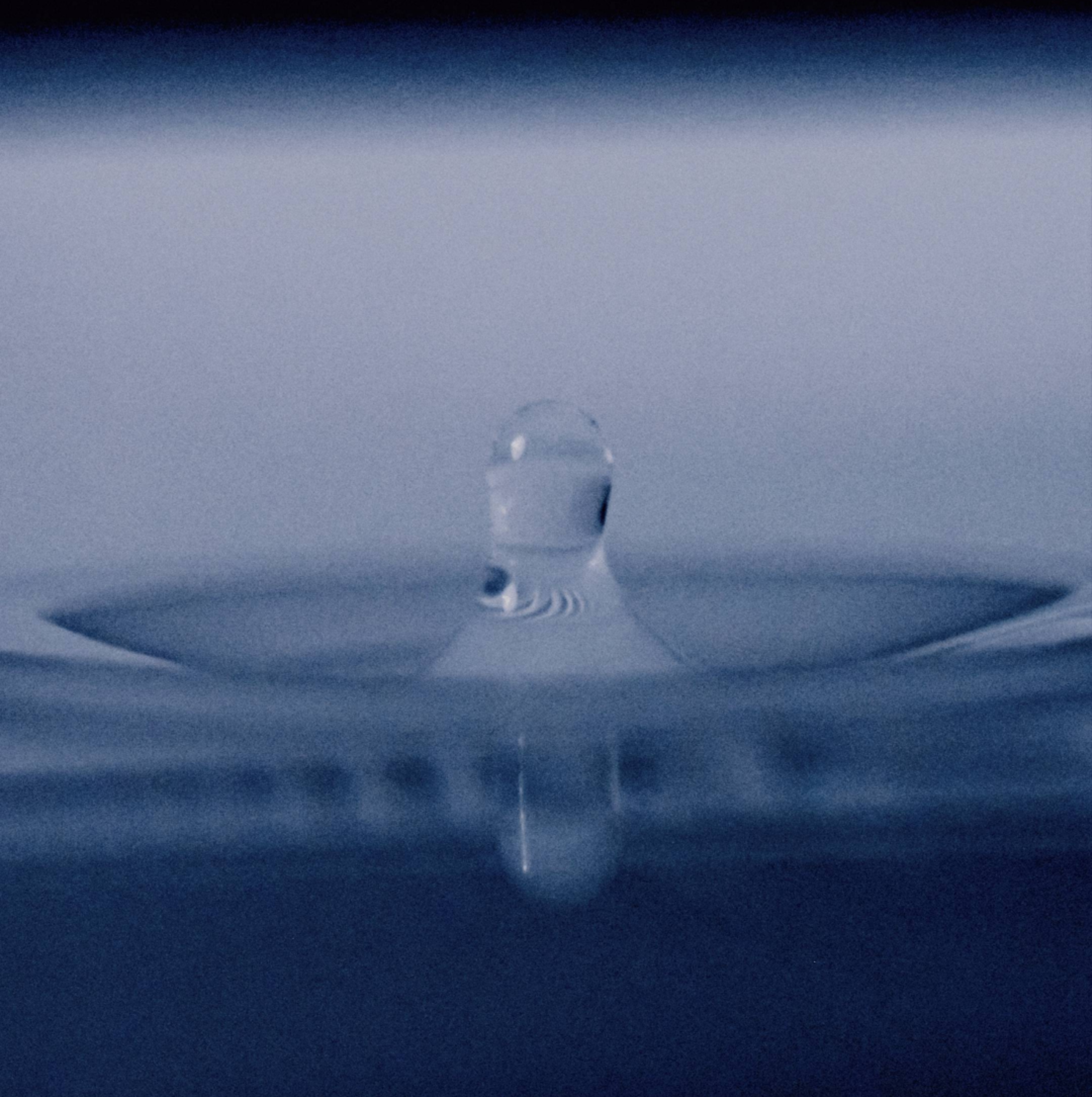
It reflects how the skin helps maintain the appearance of firmness, elasticity, and resilience.

The skin has natural processes that help maintain the skin's moisture balance.

Over time and with environmental exposure, these processes can become less efficient, and balance may be disrupted.



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



Most products focus on surface hydration,

helping moisture stay on the surface without supporting
how the skin retains moisture naturally.

Based on many years of expertise in skin hydration

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



Long-lasting hydration happens when the skin maintains water balance.

A considered approach to hydration that helps support the skin's natural moisture balance.

We call it
Water Intelligence™

It is 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: helps reduce the feeling of dryness, leaving skin feeling more comfortable and refreshed.

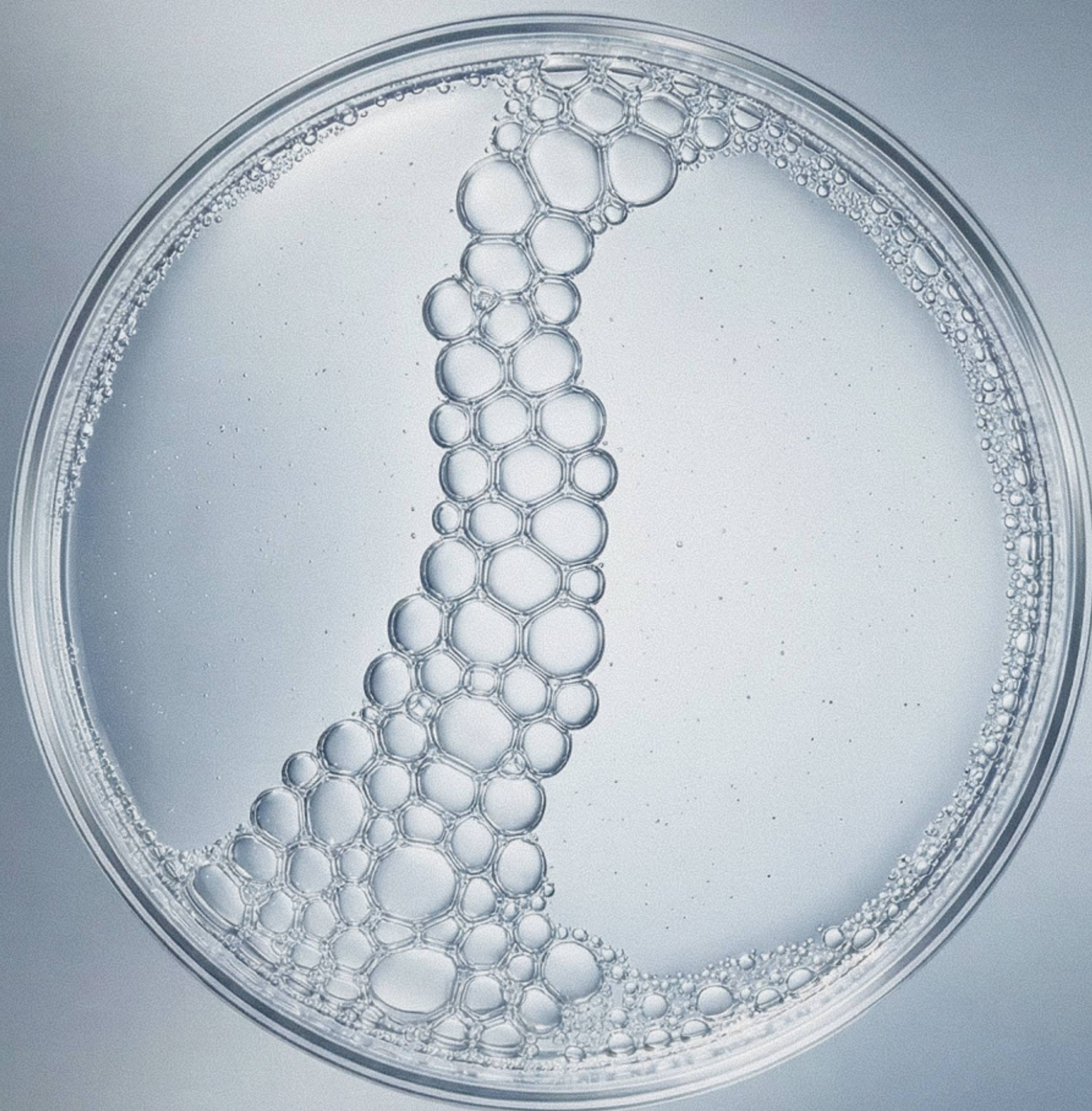
Hydro Retention



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
and more supple.



*H*¹ — Hydro Capture

This step helps attract water and hold it in.

Hydration begins when the skin draws in and holds moisture. Water needs to be able to penetrate 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

Retaining moisture 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



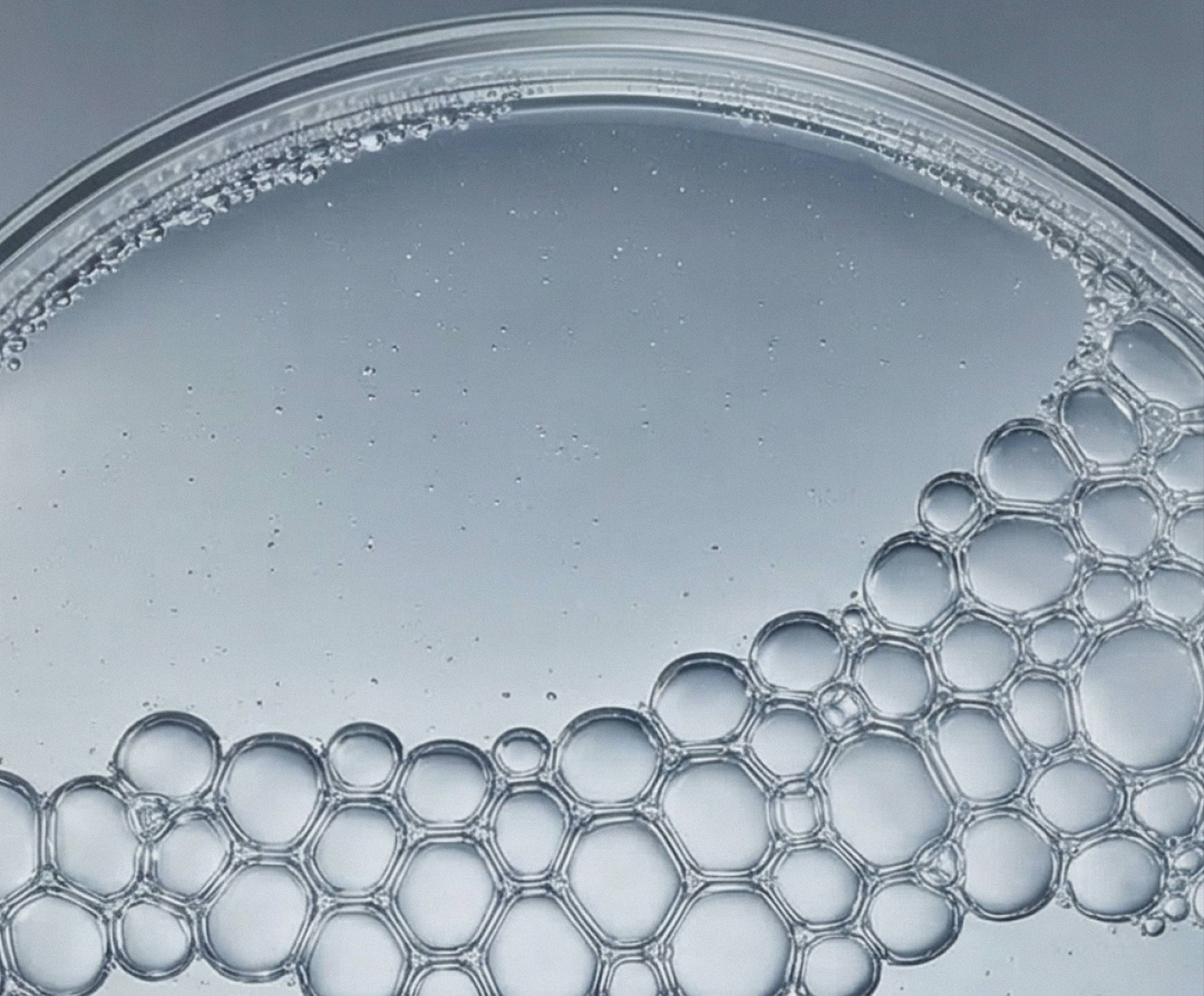
Squalane



Emollients



Phytosphingosine



H³ — 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 helps improve skin 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



H³ 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 drew inspiration from 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
- help protect against everyday environmental stress

LIŪMI is inspired by ocean-derived molecules that are adapted to extreme environments, where maintaining moisture balance is essential.



Ectoin

A protective molecule associated with resilience in harsh conditions.



Glycoproteins

Derived from marine bacteria.
Found in Arctic conditions.



Algae Extracts and Seawater

Provide antioxidant support and help support moisture balance.



LIŪMI 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 and focus on comfort and balance
- ➔ A step-by-step skincare system, where each product supports the next one

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

Classic K-Beauty has 10 steps.

LIŪMI has 4 steps, where each product does more in one simple application.

1

Cleansing

2

Toning

3

Intensive care

4

Final step

Fewer Products. More Meaning

H³ Hydration System in every product.



What is included in the LIŪMI system?

Base for all:

Purifying Gel Cleanser



Hydra-Infusion Toner



What is included in the LIŪMI system?

Personal choice: serums

Balancing Repair Serum

Contour Serum



What is 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 the skin feeling comfortable without 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 support overall skin balance and support a more even looking complexion. [13]



Papain + acids – helps refine skin texture [14]

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 the skin stay comfortable and supports the skin's moisture barrier.

Thanks to this:

- Helps the skin retain moisture for longer
- Helps support the skin's resilience against environmental stress

Key ingredient



Stage 2



Hydra-Infusion Toner

Moisturising facial toner

Helps support skin hydration and prepares the 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 skin's natural
renewal process and barrier
function ^[15]



Houttuynia extract - helps help
soothe the skin and support a
clearer-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 improve overall skin
comfort^[17-19]

PDRN

Supports skin renewal

These are DNA fragments derived from marine sources .In skincare, it helps support the skin's natural renewal process and maintain overall skin condition by supporting hydration and barrier function.

PDRN Benefits:

- Helps support the skin's natural renewal process
- Helps support the skin's comfort level
- Helps maintain the appearance of healthy-looking skin

Key ingredient

Serum is a care concentrate

One philosophy. Two paths.



Balancing Repair Serum

For oily, blemish-prone,
and combination skin.

Balance, calm, and
clarity



Contour Serum

For normal, dry, and
combination skin.

Definition, density, and
freshness



Stage 3



Balancing Repair Serum

Restorative facial serum

Helps support the look of calm, clear skin. Designed for skin with redness, imbalance, and blemish-prone areas.

H³ grading:

Capture ●●○

Retention ●●●

Protection ●●●

Key ingredients and functions:



A complex of ceramide, squalane and phytosphingosine - helps restore the lipid barrier [8-12]



Fermented Rice Water Essence - Evens skin tone and adds radiance [24]



Niacinamide – regulates sebum production, helps reduce the appearance of inflammation, improves skin tone [13]



Seaweed extracts – nourish the skin, maintain its balance and protect it from external factors [21]



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



Centella asiatica stem cell exosomes are biosignaling molecules that accelerate skin healing and restoration [23]

Centella - the legend of oriental care

In the East, centella is called a “magic” 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 confirms its benefits in products that help:

- reduce redness
- soothe sensitivity
- support renewal
- maintain healthy looking skin

Centella exosomes are a cutting-edge technology: natural "packets" of active molecules that penetrate deep into the skin and initiate regenerative processes.

Key ingredient

Antarctic-derived ingredient

Balancing Repair Serum Hero

Pseudoalteromonas antarctica NF3 is a bacterium 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.

Key ingredient



Stage 3



Contour Serum

Firming facial serum with microneedles

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 skin’s energy potential [26]



Complex of 15 peptides – helps support collagen production and elastin synthesis, reduces wrinkles [27]



Bakuchiol – gently renews and improves texture [28]



Spicules – helps improve absorption and effectiveness of the formula [29]



Seaweed extracts – antioxidant support and balance [21]

NMN – supporting cellular vitality

NMN (nicotinamide mononucleotide) is a molecule the body uses to make NAD⁺, one of the most important coenzymes in cells.

It helps support the skin's energy and natural renewal.

Key ingredient





NMN – the spark of cellular youth

As we age, NAD⁺ levels naturally decline, and with them the skin's ability to renew itself and maintain a healthy appearance.

NMN helps the skin:

- appear 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 enhance its overall appearance by supporting collagen and elastin.

Key ingredient

The Power of 15 Peptides

- Helping 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.

- Reducing puffiness and restoring tone

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

- Strengthening the skin matrix

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

The Power of 15 Peptides

- Antioxidant protection and radiance

Copper Tripeptide 1 and Hexapeptide 11 help support the skin's protective functions and stress resistance.
skin tone.

- Moisturizing and barrier

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 natural needle like structure.

In modern skincare, purified spicules made from silica are used as a professional beauty treatment ingredient.

They help active ingredients be absorbed into the skin more effectively.

When applied to the skin, they can create a light tingling feeling. With regular use, the skin can look smoother, refreshed, and more even.

Creams — the final step

Completing the routine. Locking in hydration.



Hydra-Barrier Gel Cream

For combination and oily skin

Light comfort, a protected barrier



Deep Renewal Cream

For normal, dry, and combination skin

Nourishment, softness, restoration



Stage 4



Hydra-Barrier Gel Cream

Moisturizing facial cream-gel

Retains moisture and helps maintain the protective barrier while leaving a light skin feel. For combination and oily skin.

H³ grading:

Capture ●●○

Retention ●●●

Protection ●●●

Key ingredients and functions:



Complex of 5 ceramides (NP/NS/AS/AP/EOP) — helps strengthen the skin barrier and reduce moisture loss [8-10]



Hyaluronic acid, ectoine — multi-layer hydration, protection of cells from UV stress [7] [16]



Niacinamide — regulates sebum production, reduces redness, strengthens the skin barrier [13]



Centella exosomes, madecassoside, centella and clover extracts — supports skin recovery and renewal [23]



Panthenol, adenosine, glycyrrhizic acid — soothe and reduce inflammation [17]



Propolis, lemon extract, blueberry — antioxidants and a vitamin boost



Stage 4



Deep Renewal Cream

Nourishing facial cream

Provides rich moisture and supports soft, smooth skin.

For normal, dry, and combination skin.

H³ grading:

Capture ●●○

Retention ●●●

Protection ●●●

Key ingredients and functions:



PDRN
(Polydeoxyribonucleotide) – the
“molecule associated with skin
renewal”. Stimulates cell
regeneration [15]



Yuzu + Green Tea + Seaweed
– Antioxidant Support and
Balance [21]



Hydrolyzed and fermented
collagen – firmness and
elasticity of the skin [30]



Peptide complex – smoothes
wrinkles, stimulates collagen
synthesis [27]



Ceramide complex (NP, NS,
AS, AP, EOP) + cholesterol –
restores the lipid barrier and
prevents moisture loss [8-10]

Collagen is the thread of youth

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

Fermented collagen is processed to help work more effectively with the skin and support smoothness and comfort.

Additional information for experts

LIŪMI is a cosmetic-grade formulation

Ingredients previously available only in professional treatments.

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

A close-up portrait of a woman's face, focusing on her eyes and nose. The lighting is dramatic, with strong highlights on the right side of her face and deep shadows on the left. Her eyes are looking directly at the camera. The background is a soft, out-of-focus blue.

LIUMI

WATER INTELLIGENCE™

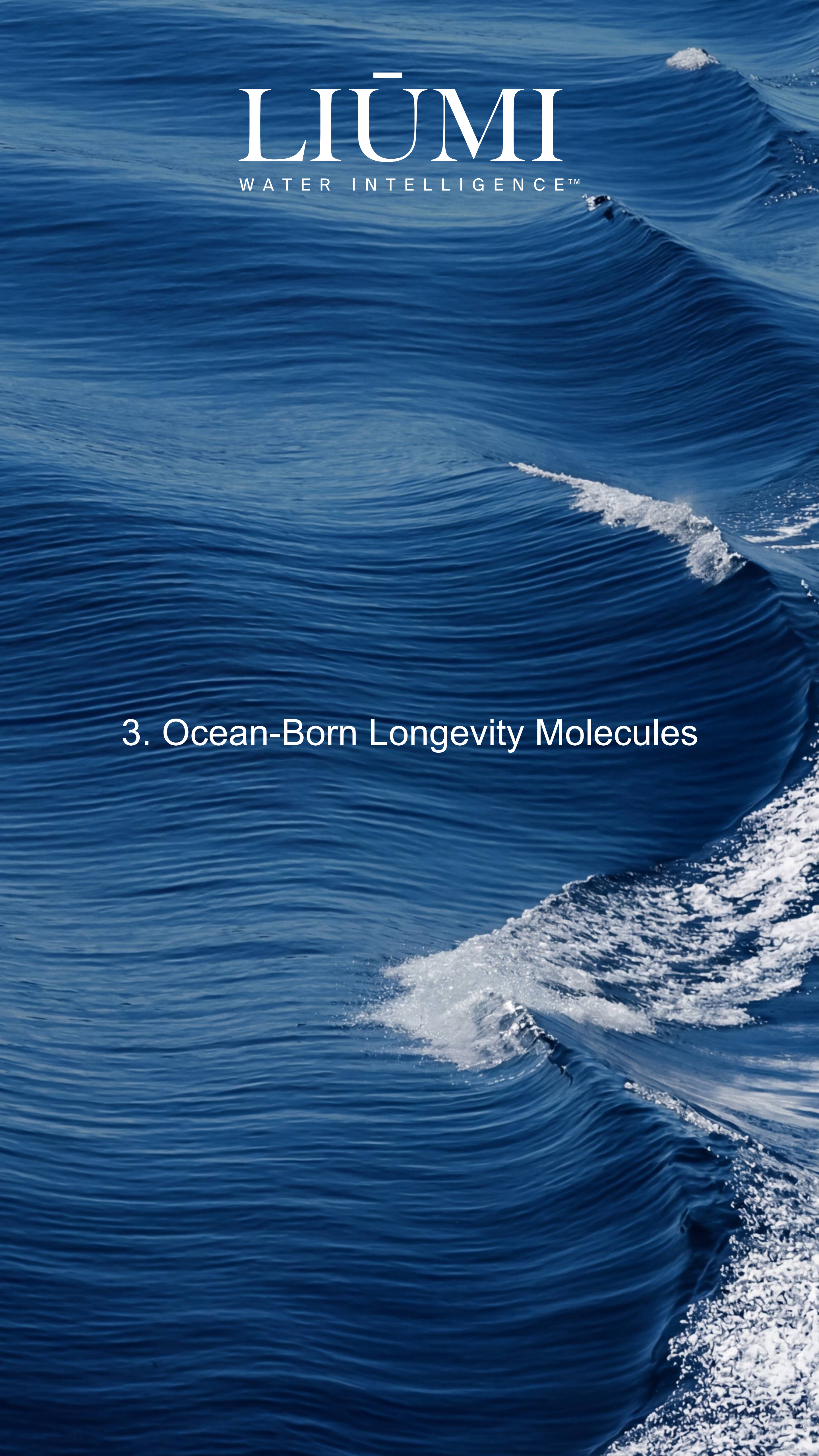
1. Water Intelligence



LIÜMI

WATER INTELLIGENCE™

2. Less Products. More Meaning

An aerial photograph of the ocean with deep blue water and white-capped waves. The waves are rolling in from the top right towards the bottom left, creating a sense of movement and depth. The lighting is bright, highlighting the texture of the water and the foam of the waves.

LIUMI
WATER INTELLIGENCE™

3. Ocean-Born Longevity Molecules

LIÜMI

WATER INTELLIGENCE™

When the skin retains moisture, it
helps maintain a more youthful
appearance



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