

PURITO

Find Your Inner Green



Brand Story

1. Safe

No 20 harmful ingredients and
26 allergic ingredients (Paraben, Ethanol, PEG,
Silicone, Sulfate, etc.)

2. Save animals

100% cruelty-free (never conduct test on animals)

3. Environment

Use eco-friendly recycled paper packaging



Exporting countries

- Poland (Exclusive)
 - Indonesia (Exclusive)
 - United States
 - United Kingdom
 - Germany
 - Russia and CIS countries
 - India
 -
 -
 -
- * CPNP/EAC/BPMO/CDSCO registered



Amazon Global Selling Awards

Dec 11, 2019

2019 Amazon
Top Korean
Brand Awarded

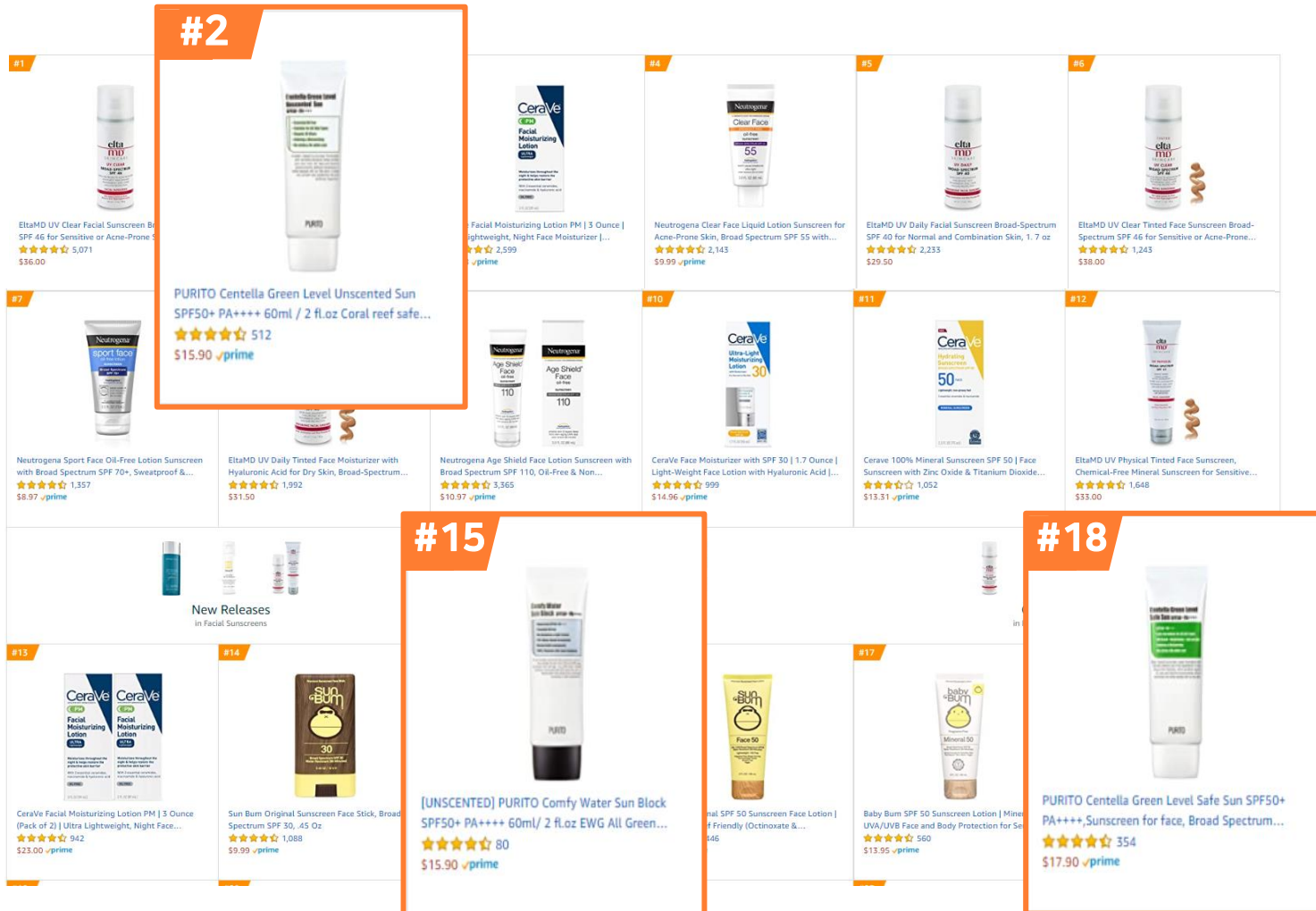
Korean News Link

<https://bit.ly/37m3u7c>



PURITO awarded the "Best Amazon Beauty Seller" together with Mizon, Cosrx, Clio, and Wishcompany

Amazon Best Sellers Rank May 21, 2020



Launch Date

2018.10
PURITO Centella Green Level Safe Sun

2019.05
PURITO Comfy Water Sun Block

2019.07
PURITO Centella Green Level Unscented Sun

PURITO Marteking

- Marketing through social media
 1. Instagram
 2. YouTube
 3. Blog
 4. Facebook
- Featured in press
- Featured in magazine
- PURITO social
- PURITO in offline Store



Product Reviews on Instagram



Liked by desiglamorama and 529 others
glossybrowngirl - PURITO FROM GREEN CLEANSING OIL.

Purito is korean brand and their products are cruelty free and 100% EWG Green Level Certified! .

WHAT IS THIS:

This is an gentle olive oil based cleansing oil that promises to remove makeup, sunscreen and impurities. It has a blend of natural oils that effectively cleanses while maintaining the skin's barrier.

Infused with five kinds of essential oil to melt the makeup while moisturizing your delicate skin. .

@glossybrowngirl
<https://bit.ly/2AzSWGk>



Liked by makeupkpopper and 917 others

pillalilla_beauty 🌿 @purito_official Essence
Believe it or not, this is my first essence! 😊 I'm very impressed how wonderful it works for me. The ingredients list is simply perfect:

📄 It features 94% fermented ingredients. Lactobacillus/

@pillalilla_beauty
<https://bit.ly/2UaYmi5>



Liked by buyingafox and 595 others

kristeinx Sea Buckthorn Vital 70 Cream

Что означает Buckthorn Vital 70? Это содержание основного активного компонента, которого в креме содержится 70%. Это масло облепихи. Не смейте из ст...

@kristeinx
<https://bit.ly/2AxqG7f>

Product Reviews on YouTube



Kelly Driscoll



Dearnessie



Kimdaovlog

Product Reviews on Blogs

Purito dermide Cica barrier sleeping pack I Fan created sleeping pack

March 29, 2020

Face skincare, Moisturizer,
Review



If you guys don't follow Purito on Instagram, you really should since they always hold giveaways, interesting comics to educate you on skincare as well as surveys to see what fans want for new releases. Back during the holidays of 2019, Purito asked the fans if they wanted to create. In the end, the majority wanted a sleeping mask pack, thus the Dermide Cica barrier sleeping pack was created. This is quite a fun and engaging concept and I haven't seen any other brands come up with this concept. It kind of reminds me how Shan Dawson and Jeffree Star came up with their documentary, which made their conspiracy collection and smash hit and even broke the internet (literally).

SKINCARE | GETTING TO KNOW KBEAUTY BRAND PURITO

Tuesday, December 17, 2019

Truth be told, when North America started getting on the "clean beauty" bandwagon and declaring products as "paraben-free" and "free of harsh chemicals" (the latter phrase I despise, but for the sake of this post I will use it) this wasn't all that new to the Korean beauty world. Most of the kbeauty products I was using 10 years ago were already paraben-free as well as had a focus on plant-based ingredients like ginseng, cica, rice and other herbs. **Purito** is exactly this PLUS being 100% EWG green level certified, cruelty-free, using only recycled packaging (not as pretty, but that means more money goes into the actual product) and not having added fragrance which I find HUGE in the world of kbeauty because they really love their scents!



PR samples

In the last few years, the beauty community has become far more conscious of ingredients in skincare with even the words "natural" and "organic" not being enough thanks to "green washing". Now, there are certifications and stamps of approval from various organizations with a notable one being the EWG or the American activist group, the Environmental Working Group, which a non-profit organization advocating for the removal of "toxins that threaten human health and the environment". The EWG is one that I'm

K Beauty Hobbit • Feb 24

Purito Centella Unscented Serum

One of the many reasons I love Korean beauty is how responsive brands are to consumer feedback. And that makes sense - Korean skincare market is so competitive that only the best, most attentive companies survive.

Purito has been a constant resident of my bathroom shelves for years. The first time I purchased one of their products was back when they only had three to choose from. These days, the lineup has expanded, and Purito can be often spotted in the hands of the big and famous youtubers.

One of the more recent Purito releases is Purito Centella Unscented Serum. The brand avoids synthetic fragrances and harmful ingredients, but their original centella serum (review [here](#)) contained essential oils. That didn't bother my skin, but some people have sensitivities and have requested an unscented version. And the brand listened!




Product Reviews on Facebook


Mila Benikov 관리자 · 4월 7일 오후 7:43 · 📷

#Purito_ks
 Спонжик конжак от Purito.
 На упаковке написано много умных слов:
 антиоксидант, эксфолирование,
 антибактериальная и сублимационная система
 и... 더보기

번역 보기



좋아요 214 댓글 51개



좋아요 댓글 달기

75

Maria Niitov
 У них в этой линии больше ничего не представлено? Средства для умывания например?
 번역 보기

1년 좋아요 답글 달기

Lucy Johnson У них есть умывалка утренняя...

Dina Karasik Еще серум есть. Заказала себе....

Uliana Zakrevsky Да есть серум он у меня вм....

Mila Benikov 관리자 · 2018. 12. 13. · 📷

#Purito_ks #SPF_ks #чувствительная_ks

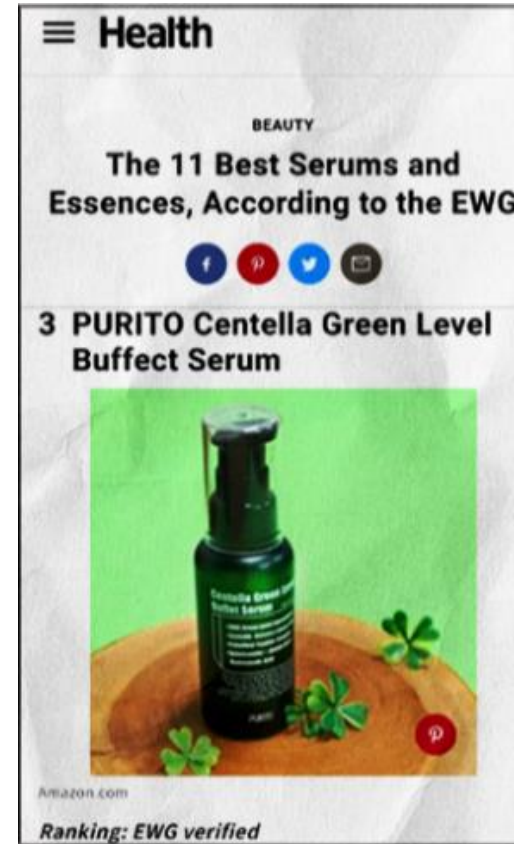
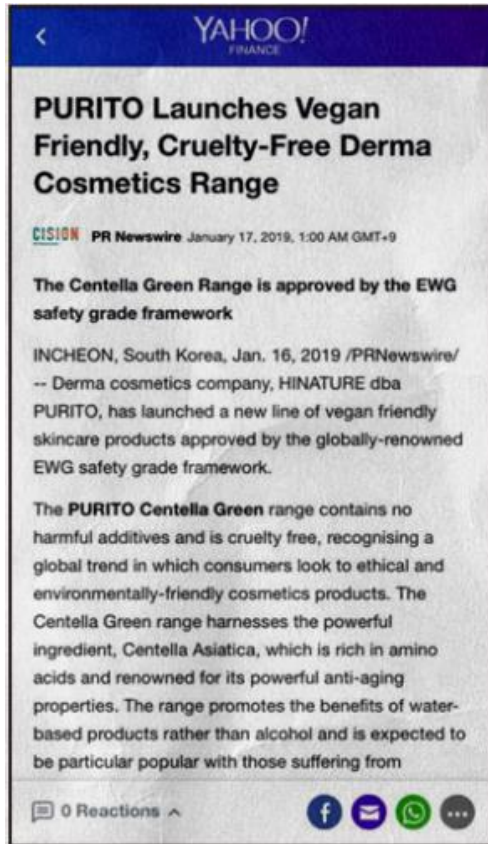
Зачем зимой солнцезащитные средства? Не хочу вас пугать, но UVA лучи доходят до поверхности земли круглый год... 더보기

번역 보기



좋아요 171 댓글 66개 · 공유 4회

Featured in Press

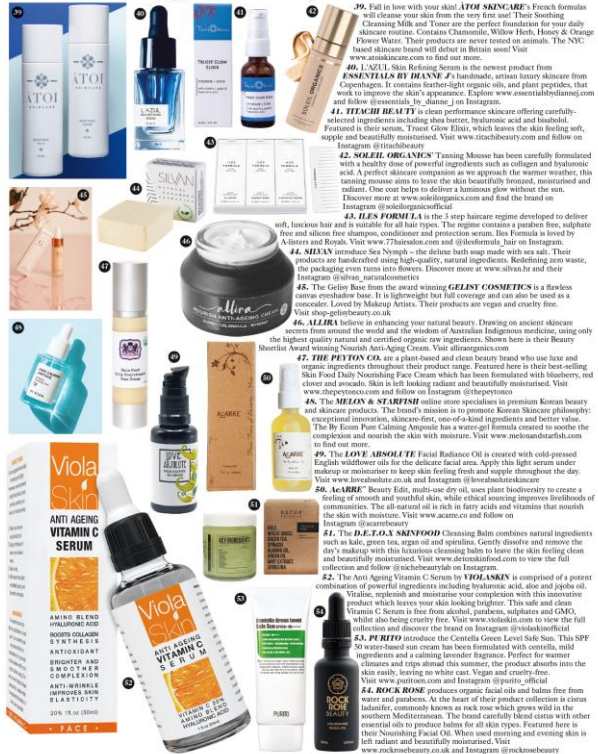


Images from PURITO official web site

Featured in Magazine

VOGUE ADVERTISING FEATURE

Vogue's Beauty Lowdown



39. Fall in love with your skin! **ATOI SKINCARE's** French formula will cleanse your skin from the very first use! Their Soothing Cleansing Milk and Toner are the perfect foundation for your daily skincare routine. Contains Chamomile, Willow Herb, Honey & Orange Flower Water. Their products are never tested on animals. The NYC based skincare brand will debut in Britain soon! Visit www.atoinyc.com to find out more.

40. LAZULI Skin Refining Serum is the newest product from **ESSENTIALS BY DIANNE J's** handmade, artisan luxury skincare from Copenhagen. It contains barberry-light, organic oils, and plant peptides, that work to improve the skin's appearance. Explore www.essentialsofthedanish.com and follow on Instagram.

41. **TITACHE BEAUTY** is clean performance skincare offering carefully-selected ingredients including shea butter, hyaluronic acid and linoleic acid. Featured in their serum, **Trans Glow Elixir**, which leaves the skin feeling soft, supple and beautifully moisturised. Visit www.titachebeauty.com and follow on Instagram @titachebeauty.

42. **SOLAZI ORGANICS'** Tanning Mousse has been carefully formulated with a healthy dose of powerful ingredients such as collagen and hyaluronic acid. A perfect skincare companion as we approach the warmer weather, this tanning mousse aims to leave the skin beautifully bronzed, moisturised and radiant. One coat helps to deliver a luminous glow without the sun. Discover more at www.solazioorganics.com and find the brand on Instagram @solazioorganicsofficial.

43. **ELLEN POMELLA's** the 3 step haircare regime developed to deliver soft, luscious hair and is suitable for all hair types. The regime contains a protein free, sulphate free and silicone free shampoo, conditioner and protection serum. The Formula is loved by A-listers and Royals. Visit www.7hair salon.com and @elkenpomella_hair on Instagram.

44. **SILVAN** introduce the Synchron - the detox bath soap made with sea salt. Their products are handcrafted using high-quality, natural ingredients. Redefining how we see the packaging even turns into fun. Discover more at www.silvan.hr and their Instagram @silvanbeauty.

45. The Gelato Base from the award winning **GELATO COSMETICS** is a flawless canvas eyeshadow base. It is lightweight but full coverage and can also be used as a concealer. Loved by Makeup Artists. Their products are vegan and cruelty free. Visit shop.gelato cosmetics.com.

46. **ALIRA** believe in enhancing your natural beauty. Drawing on ancient skincare secrets from around the world and the wisdom of Australian Indigenous medicine, using only the highest quality natural and certified organic raw ingredients. Shown here is their Beauty Shorter Award winning Nourish Anti-Aging Cream. Visit aliracosmetics.com.

47. **THE POTION CO.** are a plant-based and clean beauty brand who use herb and organic ingredients throughout their product range. Featured here is their best-selling Skin First Daily Nourishing Face Cream which has been formulated with blueberry, red clover and avocado. Skin is left looking radiant and beautifully moisturised. Visit www.thepotionco.com and follow on Instagram @thepotionco.

48. The **MELON & STAFFINI** online store specialises in premium Korean beauty and skincare products. The brand's mission is to promote Korean Skincare philosophy: exceptional innovation, skincare-first, one-of-a-kind ingredients and better value. The by From Pure Calming Ampoule has a water-gel formula created to soothe the complexion and nourish the skin with moisture. Visit www.melonandstaffini.com to find out more.

49. The **LOVE ABSOLUTE** Facial Radiance Oil is created with cold-pressed English wildflower oils for the delicate facial area. Apply this light serum under makeup or moisturiser to keep skin feeling fresh and supple throughout the day. Visit www.loveabsolute.co.uk and Instagram @loveabsoluteuk.

50. **ACURE**'s Beauty Edit, multi-use dry oil, uses plant biodiversity to create a feeling of smooth and youthful skin, while ethical sourcing improves livelihoods of communities. The all-natural oil is rich in fatty acids and vitamins that nourish the skin with moisture. Visit www.acure.co and follow on Instagram @acurebeauty.

51. The **JAZZLEA SNOFFOD** Cleansing Balm combines natural ingredients such as kale, green tea, argan oil and spirulina. Gently dissolve and remove the day's makeup with this luxurious cleansing balm to leave the skin feeling clean and beautifully moisturised. Visit www.donkashand.com to view the full collection and follow @donkashand on Instagram.

52. The Anti Aging Vitamin C Serum by **VIOLA SKIN** is comprised of a potent combination of powerful ingredients including hyaluronic acid, shea and jojoba oil. Vitamin C, retinol and niacinamide work together to brighten, hydrate and plump skin. It's gentle, refreshing and moisturising your complexion with this innovative product which leaves your skin looking brighter. This safe and clean Vitamin C Serum is free from alcohol, parabens, sulphates and GMO, while also being cruelty free. Visit www.violaskin.com to view the full collection and discover the brand on Instagram @violaskinofficial.

53. **PURITO** introduces the Centella Green Level Safe Sun. This SPF 50 water and oil-in-oil sun cream has been formulated with centella, mild ingredients and a calming lavender fragrance. Perfect for warmer climates and ripe almost this summer, the product absorbs into the skin easily, leaving no white cast. Vegan and cruelty-free. Visit www.purito.com and Instagram @puritoofficial.

54. **ROSA ROSE** produces organic facial oils and balms free from water and parabens. At the heart of their product collection is custom labrador, commonly known as rose which grows wild in the southern Mediterranean. The brand carefully blend cuticle with other essential oils to produce balms for all skin types. Featured here is their Nourishing Facial Oil. When used morning and evening skin is left radiant and beautifully moisturised. Visit www.rockrosebeauty.co.uk and Instagram @rockrosebeauty.

@ Vogue UK

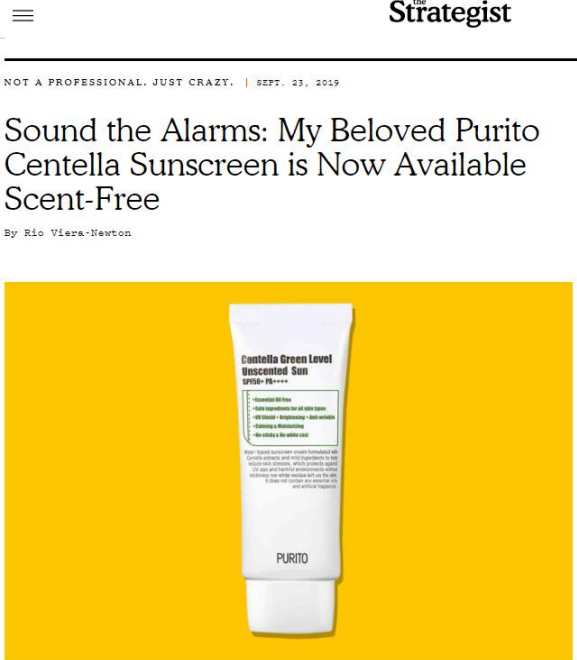


Photo: Purito

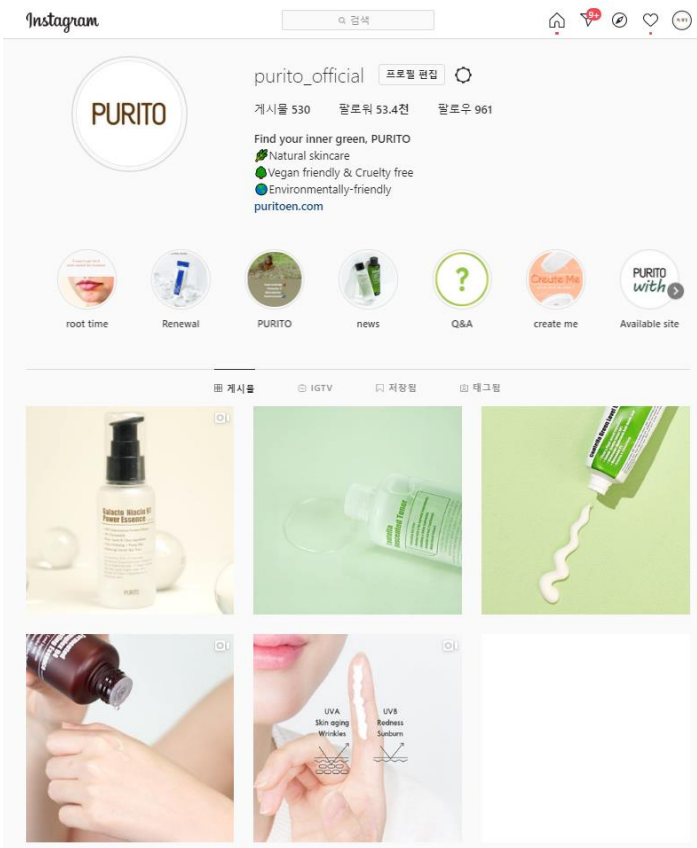
@ NYMag



@ Glamour Poland

One of the great (beauty) loves of my life is Purito's Centella-infused sunscreen, which I picked up at 0035mm on a whim a few months back, and have used nearly every single day since. Not only is it SPF 50 and PA++++ (the highest grade protection against UVAs available), it's actively soothing on the skin (I find it actually helps *prevent* breakouts), ultra hydrating (I used it in lieu of a moisturizer all summer long!) and leaves no white cast

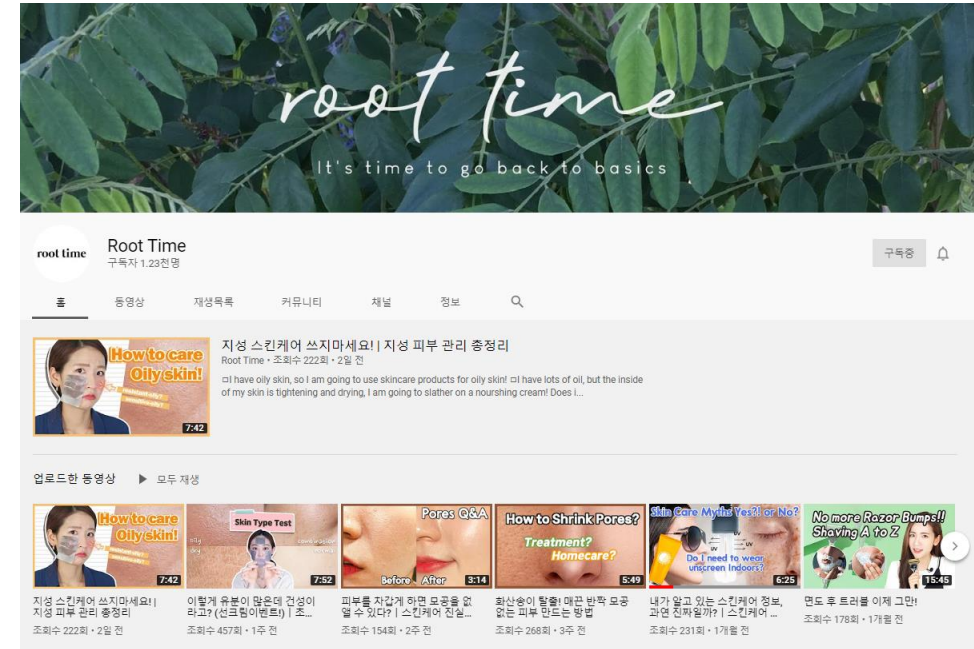
PURITO Social



Instagram
@purito_official



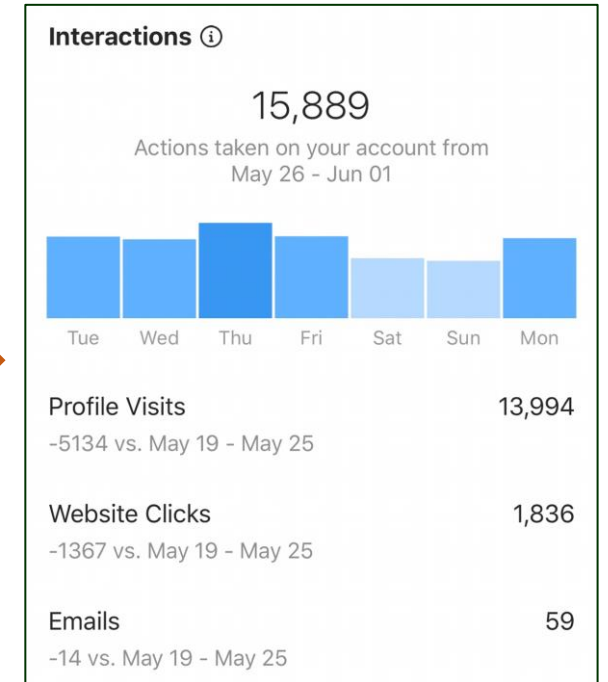
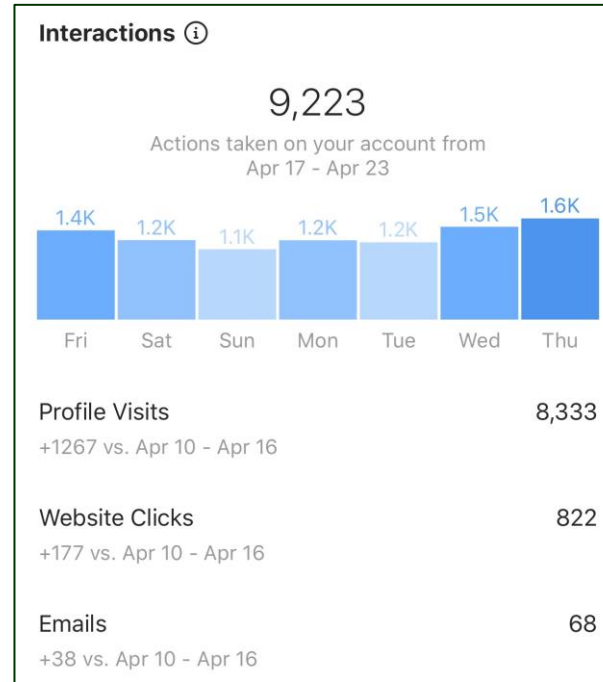
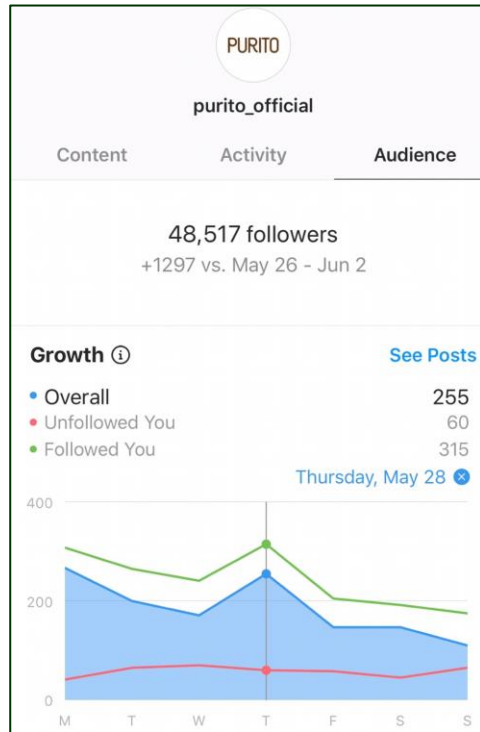
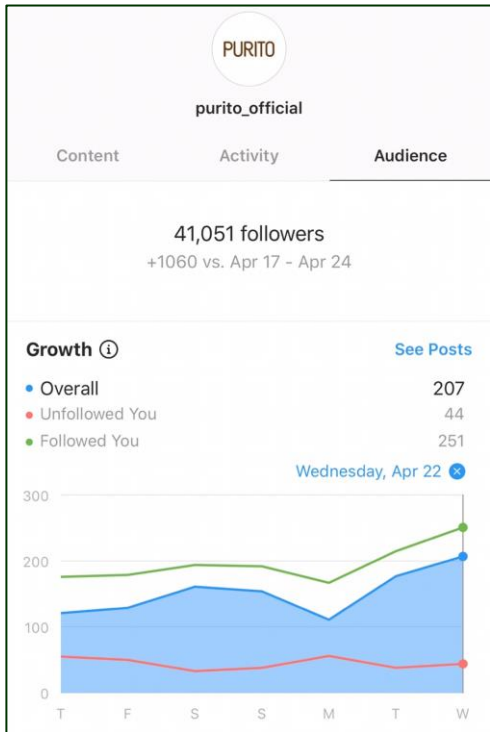
Facebook
@puritokorea



YouTube
Root Time

Instagram Insights

From April to May



Over 7.5k followers increased in a month

Over 8k visits increased in a month

PURITO in Offline Stores



UK



Poland



USA



Watsons Vietnam

PURITO Products Line

BEST LINE

PURITO Centella Green Level Line



PURITO Centella Green Level Calming Toner

200ml / 6.76fl.oz
 + Deep moisturizing with pH Balanced
 + Centella Asiatica 10%
 + Calming & Soothing
 + Panthenol+Portulaca Oleracea Extract



PURITO Centella Green Level Buffet Serum

60ml / 2fl.oz
 +Mild & Clean Ingredients
 +49% Centella Asiatica Extract
 +Palmitoyl Peptide Complex
 +Asiaticoside + Asiatic Acid
 + Madecassic Acid



PURITO Centella Green Level All In One Mild Pad

70pads / 130ml
 + Clean & Gentle Ingredients
 + All-In-One [Toner+Mild Exfoliator
 +Makeup Touch-up]
 + Asiaticoside + Asiatic Acid + Madecassic Acid
 + Strengthen Skin Barrier



PURITO Centella Green Level Recovery Cream

50ml / 1.7fl.oz
 + Clean & Plant-based Ingredients
 + Centella Asiatica Extract 50%
 + Asiaticoside+Madecassic Acid+Asiatic Acid
 + Niacinamide 2%
 + Firming & Smoothing



PURITO Centella Green Level Eye Cream

30ml / 1.01 fl.oz
 + Centella Asiatica Extract 49%
 + Deeply moisturizing around the eyes
 + Palmitoyl Peptide Complex
 + Asiaticoside + Asiatic Acid + Madecassic Acid

PURITO Centella Unscented Line **Top Seller**



PURITO Centella Unscented Toner

200ml / 6.76fl.oz
 + Essential Oil-Free
 + Alcohol-free & No Harmful ingredients
 + Soothing & Deep hydrating
 + Centella Extract+Panthenol



PURITO Centella Unscented Serum

60ml / 2.0 fl.oz
 +Essential Oil Free
 +49% Centella Extract
 +Niacinamide + Ceramide
 + Peptide + Madecassic Acid

Sun Care **Top Seller**



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

60ml / 2.0 fl.oz
 +Sunscreen SPF50+ PA++++
 +Centella Asiatica Extract
 +Organic UV filters
 +Moisturizing & Soothing
 +No-sticky & No-white cast



PURITO Comfy Water Sun Block SPF 50+ / PA++++

60ml / 2.0 fl.oz.
 +Sunscreen SPF50+PA++++
 +Essential Oil Free
 +No Stickiness & Light Texture
 +70% Water-Based Formulation
 +100% Physical & Non-nano Sunblock



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

60ml / 2.0 fl.oz
 +Essential Oil Free
 +Suitable For All Skin Types
 +Organic UV filters
 +Calming & Moisturizing
 +No-sticky & No-white cast

Cream



PURITO Deep Sea Pure Water Cream

50ml / 1.7fl.oz
 + Essential Oil Free
 + 60% Deep Sea Water + 2% Niacinamide
 + Hyaluronic Acid + Panthenol
 + Deep Hydration
 + Nourishing Marine Ingredients



PURITO Sea Buckthorn Vital 70 Cream

50ml / 1.7fl.oz
 + Essential Oil Free
 + 70% Hippophae Rhamnoides Fruit Extract [Sea Buckthorn]
 + Citrus Unshiu Extract
 + Fresh & Moist Creamy Gel Cream
 + Brightening & Smoother Skin Texture



PURITO Dermide Cica Barrier Sleeping Pack

80ml / 2.7fl.oz
 + Unscented Comfort Sleeping Pack
 + Calming and Soothing with Super Centella Complex
 + Lock in Moisture During Overnight
 + Wake up with Supple and Plump Skin
 + Ceramide & Hyaluronic Acid

Toner/Serum/Essence



PURITO Pure Vitamin C Serum

- 60ml / 2.0 fl.oz
 + Vitamin C + Hyaluronic Acid
 + Plant-based Ingredients
 + Adenosine + Red Ginseng Extract
 + Brightening + Firming + Replenishing



PURITO Pure Hyaluronic Acid 90 Serum

- 60ml / 2.0 fl.oz
 +Sodium Hyaluronate 90%
 +Vitamin C + Aloe Vera Extract
 +Niacinamide
 +Plump & Brighten Skin



PURITO Galacto Niacin 97 Power Essence

- 60ml / 2.0 fl.oz
 + 92% Galactomyces Ferment Filtrate
 + 5% Niacinamide
 + Plant-based & Clean Ingredients
 + Supplying Nutrition Into the Skin
 + Balancing Uneven Skin Tone



PURITO Fermented Complex 94 Boosting Essence

- 150ml / 5.07fl.oz
 + Clean & Gentle Ingredients
 + Fermented Complex 94%
 + 3 In One (pH Balance, Skin layer, Skin tone)
 + Whitening & anti-wrinkle Approved by KFDA
 + Niacinamide 3%

Cleansing



PURITO Defence Barrier pH Cleanser

- 150ml / 5.07 fl.oz
 + pH 5,5 Gentle Facial Cleanser
 + Suitable for Sensitive Skin
 + Clear Gel-type Daily Cleanser
 + Centella Extract + Grapefruit Extract
 + Soft & Moisturizing



PURITO Snail All In One BB Cleanser

- 250ml / 8.45 fl.oz
 + Gentle & Clean Ingredients
 + Hydrating & Nourishing
 + Remove Makeup and Debris
 + Snail Secretion Filtrate
 + Fresh Clear Gel-Type Cleanser



PURITO From Green Cleansing Oil

- 200 ml / 6.76fl.oz
 + Clean & Gentle Ingredients
 + 6 Natural Nutritive Oils
 + Deeply Cleanse Clogged Pores & Makeup
 + No Stinging Eyes
 + Hydrates & Nourishes Skin



PURITO From Green Deep Foaming Cleanser

- 150 ml / 5.07 fl.oz
 + Gentle yet deep cleansing
 + Fresh foaming formula
 + Low acid pH 5.5 ±0.75
 + Plant-based natural surfactant
 + Simple & Clean ingredients

BB Cream



PURITO Snail Clearing BB cream SPF38 / PA+++

- #21 Light Beige
- #23 Natural Beige
- #27 Sand Beige

30ml / 1.01 fl.oz
 Lightening, Anti-aging Excellent Coverage and lightweight with Snail extract, it provides skin with rich moisture and helps soothing skin without irritation.

Special Care



PURITO BHA Dead Skin Moisture Gel

- 100ml / 3.38 fl.oz
 + 2% BHA [Betaine Salicylate]
 + 20% Artemisia Capillaris Leaf Extract
 + 5% Aloe Barbadensis Leaf Extract
 + pH Level 3.5±0.5
 + Smooth & Glow Skin



PURITO Konjac Sponge

- Bamboo Charcoal
- Konjac Sponge

- 5g
 · Deep & Double cleansing
 · Exfoliating
 · Antioxidant + Antibacterial
 · 100% Handmade
 · Cruelty Free and Vegan
 · MADE IN JEJU ISLAND, KOREA



PURITO All Care Recovery Cica-Aid

- 100ml / 3.38 fl.oz
 + Anti-Scar
 + Soothing Acne
 + Prevent Infection
 + Invisible Cover



PURITO Centella green level line

- Vegan friendly
- No artificial fragrance & preservatives
- Centella Asiatica extract 10~50% included
- Safe during pregnancy & breast feeding

Centella Green Level Calming Toner

200ml / 6.76 fl.oz.
Soothing . Moisturizing . 10% Centella extract



About Me

Turn on the safe green light!

It contains highly-concentrated 10% Centella Asiatica extract, which gives excellent skin calming effect, and hyaluronic acid, which draws in moisture to form a strong moisture layer that calms the skin's heat and tightens pores. It is a safe toner to be used after cleansing to help restore and strengthen the skin barrier.

The product is not a common toner that flows like water, but is a jelly-type moisturizing essence formulation.



Strong Point

1. Instead of using just Centella Asiatica water, Centella Asiatica Leaf is boiled in water and a solvent is used to separate and extract only certain substances,
2. The Toner is composed entirely of clean and mild ingredients with none of the 20 essential ingredients and 26 allergens, so it is safe for sensitive skin.
3. An honest toner with only safe ingredients (raw materials), thoroughly eliminating harmful substances. such as alcohol that are usually added to give a refreshed feeling.

Centella Green Level Recovery Cream

50ml / 1.7 fl.oz.
Repairing . Acne care . 50% Centalla extract



About Me

Give a safe and precious present for your skin!

Centella Cream contains 50% Centella Asiatica Extract, which helps to soothe skin problems with an antibacterial effect and stimulate collagen formation in the dermis layer.

Asiaticoside, Asiatic Acid, Madecassic Acid, and Niacinamide are the main ingredients for improving scars and strengthening weakened skin barrier, and Mild Cica Cream that can be safely used on sensitive skin.



Strong Point

1. Instead of using just Centella Asiatica water, Centella Asiatica Leaf is boiled in water and a solvent is used to separate and extract only certain substances.
2. The cream is composed entirely clean and mild ingredients, with none of the 20 essential ingredients and 26 allergens, so it is safe for sensitive skin.
3. The disadvantage of natural cosmetics, which quickly oxidizes in air, are complemented by tubular containers.
4. Common Cica creams are heavy formulations, which can cause clogging and problems. Hence, we created an easy-to-use lightweight texture that contain high concentration of ingredients.

Centella Green Level Buffet Serum

60ml / 2.0 fl.oz.
Repairing . Acne care . 49% Centella extract



About Me

Let your skin to 'take' in all the ingredients it needs at once, like a Buffet
The serum containing 49% Centella extract that promotes collagen synthesis and activates cell tissues to calm trouble scars.
Buffet Serum also contains niacinamide, which balances skin tone with whitening effects, and Panthenol and Adenosine to help improve wrinkles, helping to replenish the skin evenly.



Strong Point

1. Instead of just using Centella Asiatica water, Centella Asiatica Leaf is boiled in water and a solvent is used to separate and extract only certain substances.
2. A high-quality product is thereby created including a high 49% content of Centella quantitative extract, instead of a small amount.
3. The serum contains simple and mild ingredients. It does not contain components that can irritate sensitive skin.

Centella Green Level Eye Cream

30ml / 1.0 fl.oz.
Wrinkle care . soothing . 49% Centella extract



About Me

Stretch out the wrinkles in your sensitive skin!

When aging starts, protein reduces, and wrinkles are formed. PURITO eye cream is made with the effective nutrients for wrinkles to penetrate deeply in your skin, blending 4 types of peptide elements that are ingredients of protein. Also, there is 49% of Centella Asiatica extract which helps people with sensitive skin, including eyes, to use comfortably. Additionally, there are panthenol and hyaluronic acid which form a moisture barrier to soothe and protect the sensitive skin.

Strong Point

1. PURITO Centella Eye Cream is for those who are uncomfortable with application before applying makeup due to heavily oiled eye creams.
2. Feel free to use the product during the day as it goes on gently and softly.
3. Cost-effective eye cream for eyes, mouth, and wrinkle care.

Centella Green Level All In One Mild Pad

70pads / 130ml
Cleansing . Soothing. Daily exfoliator



About Me

Easy peasy mild toner pad!

The toner pad with clean and mild ingredients only boosts safely the sebum in the pores and skin texture. Contains 10% of Centella Asiatica extract, you can remove the makeup residue while soothing the skin after cleansing your face. It is not simply a toner pad that cleanses skin texture, but a toner essence pad that moisturizes with Centella Asiatica essence.



Strong Point

1. A smooth cotton pad that is non-irritating to sensitive skin and excellent durability with dense fiber that can hold the essence effectively.
2. Rather than Centella Asiatica water, it contains the real Centella Asiatica extract, which is the finest soothing ingredient.
3. Provides a refreshing sensation with no artificial fragrance.
4. Simple and convenient product with a light container suitable for long trips.
5. A safe product excluding ethanol (alcohol) AHA ingredient that contained in toner pads.

Centella Green Level Safe Sun

60ml / 2.0 fl.oz.
No sore eye . No white-cast . UV protection



About Me

SAVE your skin with SAFE Sun

Centella UV sunscreen has improved the disadvantages of conventional chemical sunscreens, such as sore eyes, white cast, and irritation by adopting natural ingredients.

The refreshing and soft product leaves no slimy feeling by a combination over 70% of water base and 3 essential ingredients, Centella Asiatica extract, Hyaluronic Acid and Tocopherol.

*Centella extract helps skin soothing and production of new collagen improving skin elasticity.

Tocopherol forms a protective layer on skin. Hyaluronic Acid helps molecules with 1,000 times more hydration to enter the skin improving the moisture and wrinkles in skin.



Strong Point

1. Those who have experienced headaches due to strong sunscreen scent should switch to PURITO's refreshing natural lavender essential oil.
2. We recommend PURITO Safe Sun if you have experienced a stuffy feeling after applying makeup over sunscreen.
3. Safe UV sunscreen made of only mild and clean ingredients.
4. Comfortable UV sunscreen for all skin types.
5. Mild, but effective at blocking ultraviolet rays (SPF50+ PA++++)
6. Improved the sore-eye and white-cast effects, which are the disadvantages of commercial UV sunscreen.

Centella Green Level Unscented Sun

60ml / 2.0 fl.oz.
Essential oil free . No white-cast . Calming



About Me

Unscented and even more gentle!

If you couldn't use sunscreen because you were put off by its strong scent or because your skin doesn't take well to natural essential oils, you should try the new PURITO Centella Unscented Sun. Use the highly concentrated super centella and enjoy cica-care with an increased content of madecassoside. The new cica-care enhances the skin barrier to provide better protection from strong ultraviolet rays and external stimuli.

The product contains mild and safe ingredients that helps to avoid side effects of the existing chemical sunscreens such as eye and skin irritation. It doesn't cause any discomfort, even when applied to sensitive skin. If applying sunscreen before makeup was a burden because of the white cast and the stifling feeling, PURITO Centella Unscented is the right product for you, as it spreads in a thin, transparent layer and doesn't leave a heavy finish on the skin.



Strong Point

1. Using our proprietary technology, we masked the odors of all its raw ingredients to offer you a completely unscented sunscreen.
2. Suitable, even for sensitive skin, as it does not contain natural essential oils.
3. It provides a more effective protection from external stimuli and ultraviolet rays by strengthening the skin barrier with the upgraded, highly-concentrated super centella component.
4. The product contains mild and clean ingredients and does not cause skin or eye irritation.
5. Spreads in a thin and transparent layer to facilitate the application of makeup.
6. Uses SPF50+ PA+++ and photostable UV filter to provide soft yet powerful protection from ultraviolet rays.

PURITO Centella Unscented Toner

150ml / 6.76 fl.oz.
Gentle censing . 6 natural oils



About Me

Gentle toner that strengthens the skin barrier and forms a moisture barrier
This Unscented toner is a new version of Centella Green Level Calming Toner, free of essential oil. It makes rough skin caused by external irritation feel smooth and healthy by strengthening the damaged skin barrier with 10% Centella Asiatica Extract while soothing the irritated skin and tightening pores with Witch Hazel Extract. It is a weakly acidic (pH5.5), alcohol-free toner that is suitable for all skin types including sensitive skin.



Strong Points

Fragrance free & Alcohol-free toner for sensitive skin

This non-irritant essential oil-free Centella toner is the second version of Centella Green Level Calming Toner produced for the skin type that is sensitive to essential oil. As an alcohol-free and harsh ingredients-free mild toner, it is suitable for sensitive skin.

Skin barrier-strengthening toner

This product strengthens the skin barrier with 10% Centella Asiatica Extract which promotes the synthesis of collagen, as well as with Panthenol. The synergy of Madecassoside, Asiaticoside, Asiatic Acid, and Madecassic Acid improves the skin's elasticity, while the Sodium Hyaluronate ingredient protects the skin from external irritation by forming a healthy moisture barrier.

Soothing toner that relieves the irritated skin

Portulaca Oleracea Extract's anti-inflammatory effect soothes the irritated skin and relieves skin troubles including acne.

Centella Unscented Serum

60ml / 2.0 fl.oz.

Essential oil free . Acne care . 49% Centella extract



About Me

Unscented Centella Serum, a super solution to rescue super sensitive skin

Have you been hesitating to use the existing Centella Green Level Buffet Serum because your damaged skin has gotten more sensitive because of the change in season, particulate matter, and pollution? Well, you can now try our Unscented Serum. We have upgraded the product's safety while maintaining its great effects by taking essential oils out of the PURITO Centella Green Level Buffet Serum. The synergistic effect of 49% Centella Extract, which promotes the synthesis of collagen, and Niacinamide provides excellent effects of skin regeneration and skin problem/scar soothing.

In addition, the Ceramide, Sodium Hyaluronate, and Peptide ingredients strengthen the skin barrier, which is the skin's first line of defense, making the skin strong starting from the inside. Give the gift of comfort and rest to skin that has become tired and sensitive due to external irritation.

Advantages

1. Safe care with clean ingredients
2. Scar care for flushed and irritated skin, uneven skin
3. Skin barrier care for skin that has become sensitive due to external irritation

Comfy Water Sun Block

60ml / 2.0 fl.oz.

Physical . Satin finish . Leefs safe . Essential Oil Free



About Me

A daily non-nano sunblock that feels soft on your skin and adheres comfortably

A solution for both my sensitive skin and my precious child!

The physical sunscreen can be used on all types of skin, from sensitive adult skin to that of a baby. It does not get absorbed into your skin, and safely reflects both UVA and UVB rays.

A physical sunscreen that adheres comfortably to your skin and feels like a light lotion

If you hesitate to use a physical sunscreen because of the stuffiness and stickiness of ordinary sun care solutions, then try using PURITO Comfy Water Sunblock. It will make your day light and comfortable without a hint of stuffiness.

A wearable daily sun care cream that feels soft without the stiffness

It is a physical sunscreen for daily use that is filled with 70% of water and covers your skin with a moist and clear layer, and the cream applies very uniformly and smoothly on the skin.

Strong Point

- People who has a sensitive skin type can use safely and comfortably because it excludes not only a fragrance, but also an essential oil.
- It is a non-nano physical sunscreen that reflects and scatters 100% of UV rays from the surface of the skin. It can be used by pregnant women and children, as well as everyone else in your family.
- It is a fresh and light physical sunscreen without the stiff and sticky feeling and makeup smearing effect you experience with other sunblocks, through its 70% water-based composition and PURITO's proprietary technology, leaving you feeling soft and fresh.
- An SPF 50+ PA++++ rating means the sunblock thoroughly and safely blocks out UV rays.
- It has an anti-inflammatory effect and therefore it is effective for acne care. And because it uses non-nano zinc oxide as the main ingredient, it does not cause any irritation for even sensitive skins, making comfortable skin care possible.
- Containing madecassoside, asiaticoside, madecassic acid, and asiatic acid, all extracted from centella, it is effective against skin troubles and has a soothing effect on troubled skin and scars.

Deep Sea Pure Water Cream

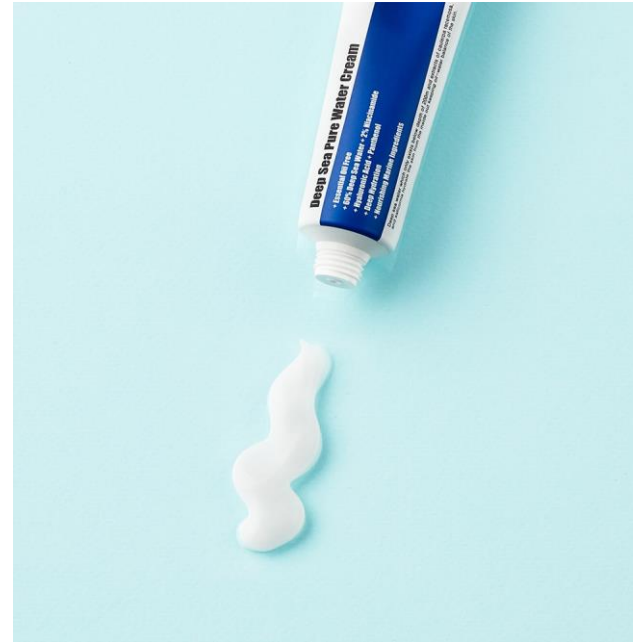
50g / 1.7 fl.oz.
Soothing . Moisturizing . 60% deep sea water



About Me

For dehydrated oily skin, moist unscented watery cream!

This unscented watery cream is for dehydrated oily skin, formulated with 60% deep sea water to improve dryness and atopic dermatitis. It is a natural moisturizing cream that improves water-oil balance of skin and dryness with nutritious marine ingredients, such as green caviar, seaweed extract, and green tea extract. This healthy moisturizing cream is free of essential oils, fragrance and skin irritants and suitable for all skin types including sensitive skin.



Strong Point

1. Using the foundation or BB cream, you can produce effective close-up base makeup with excellent moisturizing.
2. Apply the cream all over your dry skin to moisturize and relieve itchiness.
3. A light tube-type moisture cream, rather than a heavy case, can be handy and comfortable.
4. Much more hygienic than case products as the tube-type product locks out air.
5. A formulation with abundant moisture that is light and soft, and non-runny.

Pure Hyaluronic Acid 90 Serum

60ml / 2.0 fl.oz.
Soothing . Moisturizing . 90% Hyaluronic acid



About Me

For dehydrated oily skin, water bomb aqua serum!

Hyaluronic acid is a natural ingredient that draws up to 1000 times of its own weight of moisture and forms the dermal layer of the skin with collagen and elastin. It is also a key ingredient involved in nourishing skin cells to regenerate and make new skin. Hyaluronic acid 90 serum contains Vitamin C, which is effective for whitening, wrinkle improvement, and anti-aging.

Strong Point

1. Hyaluronic acid accounts for 90% of the major ingredients.
2. Excellent usability with a light moisture texture and quick absorbency without sliminess.
3. Containing vitamin C, the serum ensures bright skin tone improvement
4. The serum perfectly fits for de-hydrated oily skin type.
5. The serum contains Ascorbic Acid, Aloe leaf extract, Lactobacillus and Chlorella Ferment.

Sea Buckthorn Vital 70 Cream

50ml / 1.7 fl.oz.
Brightening . 2000mg Vitamin C . Soothing



About Me

It's time to recharge Vitamin C !

Containing 70% Sea Buckthorn extract, the fruit of the vitamin tree to help with skin brightening and skin texture.

Sea Buckthorn fruit includes many vitamins to balance uneven skin tone and to smooth out rough skin.

This only includes vegan friendly ingredients without fragrance and essential oils, suitable for all skin types including sensitive skin.



Strong Point

1. Highly-concentrated cream with 70% Sea Buckthorn fruit extract as a base instead of purified water.
2. The product is made of raw ingredient extracts from the Sea Buckthorn fruit, not from Sea Buckthorn fruit water, which is merely water used to soak the fruit.
3. This is suitable for those who are sensitive to fragrance and essential oils as it does not contain either of these.

Pure Vitamin C Serum

60ml / 2.0 fl.oz.
10% Vitamin C . Repairing . Brightening



About Me

It's time to recharge Vitamin C !

Vitamin C 5% and hyaluronic acid 89% are the main ingredients, along with natural niacinamide and red ginseng extract to rejuvenate the skin. The serum relieves acne scars, dark circles, and freckles, with whitening functionality and prevents skin aging.

The serum ensures clear skin tone and firm healthy skin the next day.

Strong Point

1. We have improved the oxidation problem of vitamin C by using a brown bottle that protects the contents from direct sunlight.
2. An excellent Vitamin C Serum (60ml ample amount) that can be used on a regular basis for a brighter skin experience with natural pure edible vitamin C.
3. Only simple, high-concentration, safe, high-quality ingredients are used, and a small amount of steady use will ensure satisfactory results.

BHA Dead Skin Moisture Gel

100ml / 3.38 fl.oz.
Remove dead cells . pH3.5 . Pore care



About Me

Farewell old impurities for a new start with moisturized skin!

PURITO BHA Dead Skin Moisture Gel has been renewed with a more effective, upgraded formula. 2% oil-soluble Beta-Hydroxy Acid is to remove impurities and sebum inside pores. It helps relieve skin breakouts with anti-inflammatory and sebum-controlling Tea Tree leaf extract and Artemisia Capillaris. Also, it soothes skin with Aloe Barbadensis Leaf Extract. It contains Sodium Hyaluronate to keep your skin moist and balanced after exfoliation. A gel-type exfoliator designed to work smoothly over your skin during your beauty sleep.

Strong Point

1. Containing a natural humectant Sodium Hyaluronate to keep your skin moist and balanced.
2. A comfy exfoliator with minimized but essential ingredients for sensitive skin.
3. 2% Beta Salicylate to smooth and improve skin texture and effectively dissolve sebum and dead skin cells.

Fermented Complex 94 Boosting Essence

150ml / 5.07 fl.oz.
Firming . Boosting . Brightening



About Me

One drop miracle, glowing healthy skin

With the effective penetration of tiny particles, the natural fermentation nutritional essence with 94% fermentation complex boasts high absorption and penetration compared to ordinary products.

The essence contains Niacinamide which cleanses the skin tone, and Adenosine, which maintains firmness with a wrinkle-improving ingredient certified by the FDA Safety, and strengthens cell proliferation in the dermal layer.

Strong Point

1. The Essence completely eliminates harmful ingredients such as Phenoxyethanol, paraben and PEG. All the ingredients are mild and clean even for a sensitive skin.
2. It not only improves the skin's elasticity, but also quickly soothes irritated skin for ultimately healthier and stronger skin.

Galacto Niacin 97 Power Essence

60ml / 2.0 fl.oz.
Firming . Boosting . Nutrition



About Me

Gold recipes for clear skin bright and flawless skin.

This essence is made up of 92% fermented galactomyces, a high-value raw material rich in vitamins, minerals, amino acids, organic acids and yeast peptides, and the maximum 5% niacinamide allowed by the Ministry of Food and Drug Safety. It brings out the maximum whitening and skin-firming effects, while improving skin health and clarity. The "Lactobacillus/rice fermented" is to suppress the melanogenesis, and help whitening your skin, and the "Bifida Ferment Lysate" improves the overall skin tone and texture, moisturizes your dry skin.

Strong Point

1. Pitera Essence completely eliminates harmful ingredients such as Phenoxyethanol, paraben and PEG which are common ingredients of expensive fermentation essence.
2. The serum completely eliminates harmful ingredients such as Phenoxyethanol, paraben and PEG. All the ingredients are mild and clean even for a sensitive skin.
3. It is a genuine and honest product with high-quality, high-concentration, and the finest raw materials, manufactured at reasonable prices.
4. Nutrient Enriched Essence also contains Bifida Ferment Lysate, which protects the skin from atopy or dermatitis, toughness and weakness. Galactomyces also brightens the skin.

Snail Clearing BB Cream

30ml / 1.01 fl.oz.
3 Shades . Long lasting . Smooth texture



About Me

The perfect way to make glowing flawless skin

Contains snail mucus filtrate to provide moisture and smooth skin expression. It is an all-in-one product that encompasses whitening, UV protection, and anti-wrinkle functions, so it serves as makeup and skin care at the same time. With an excellent covering effect, you can create perfect makeup without a special makeup base. In addition, the product contains extracts of licorice root and omija fruits to reduce melanin production to give transparent skin even after the makeup is removed.



Strong Point

1. All-in-one combination care such as UV protection, rejuvenating care, brightening care.
2. Free from harmful ingredients such as Mineral oil, paraben, and PEG.
3. By combining naturally derived ingredients (Licorice-Omija), it does not clog the pores and suitable for sensitive skin.

Snail All In One BB Cleanser

250ml / 8.45 fl.oz.
Perfect cleansing . Soothing . Low pH



About Me

Clearly and safely remove your make up!

BB Cleanser is a multi-cleanser that replaces the first and second steps of cleansing and is effective for makeup base cleansing, like BB cream.

An all-in-one cleanser with snail mucus extract to help alleviate scars, wrinkles, and skin problems.

pH6 low-irritating vegetable cleanser for sensitive skin, free of the 10 harmful ingredients, ensures perfect cleansing.



Superb Tip!

Step1. Taking an appropriate amount of the snail cleanser on the jelly-like Gonjac sponge, soak in water and lather.

Step2. Massage for 1 to 2 minutes in circular motions with the lathered Gonjac sponge.

Step3 Rinse thoroughly with lukewarm water.

Step4 Wash the Gonjac sponge softly and hang in a cool place to dry.

Strong Point

1. A smart weak acidic cleanser that cleanses only the makeup leaving behind essential oil and water.
2. Snail mucilage in the product cleans the skin softly without dryness after cleansing.
3. Select only safe ingredients for sensitive skin.
4. Centella Asiatica extract and green tea extract moisturize and refresh after cleansing.



Defence Barrier Ph Cleanser

150ml / 5.07 fl.oz.
For sensitive skin . Gentle cleansing . pH 5.5



About Me

It's time to wake your sleeping skin cells up gently and peacefully!

PURITO pH cleanser is a mild product with a pH of 5.5, the skin most comfortable pH for skin health. It contains no Polyethylene Glycol-PEG, Sulfate, or the other 20 harmful ingredients to wake your skin early gently every morning. If your skin still feels dry after cleansing and you are looking for an effective skin care product, PURITO pH cleanser can work magic with its rich moisturizing and cleansing experience.

Strong Point

1. Gel type formulation with excellent cleansing.
2. Comfortable and refreshing cleanser that transforms weak acid cleanser with minimal foaming into excellent foam-rich cleansing power that protects the skin barrier.
3. Made from safe ingredients, free from common harmful additives, such as PEG and Sulfate.
4. Ensures rapid relief of skin dryness and deep moisturizing, for a soft and moist cleansing experience.

PURITO Konjac Sponge

5g

Soft exfoliator . Jelly texture. Daily cleansing



About Me

A perfect match for my sensitive skin! It's very soft, smooth like a mochi! Its perfect grip along with plentiful foam helps cleanse every area of the face.

Volcanic pore and fine sponge structure having an absorbent effect to sebum such as blackhead and whitehead entirely scrub dead skins without any irritation and improve the face refreshed.



Superb Tip!

Step1. Moisten the product with warm water before use to make it smooth.

Step2. Use an appropriate amount of the cleanser to make bubbles.

Step3 Wash your face while massaging gently in a circular motion.

Step4 After washing with clean water, do not wring it out. Press gently.

Ingredients

JEJU Volcanic Scoria Konjac Sponge

Devil's-tongue jelly 92%
Volcanic pore 8%

Bamboo Charcoal Konjac Sponge

Devil's-tongue jelly 95%
Bamboo Charcoal 5%



From Green Cleansing Oil

200ml / 6.76 fl.oz.
Gentle cleansing . 6 natural oils



About Me

Gentle and clean with five essential oils derived from nature.

This product is a gentle and soothing cleansing oil that contains only healthy natural oils, as opposed to aggressive synthetic oils. The cleansing oil thoroughly, but gently, removes sun cream and thick makeup from the skin. Containing nothing else but the core ingredients and five different rich and nourishing essential oils, the cleansing oil allows you to cleanse your face without any skin or eye irritation. The hydrophilic essential oils emulsify perfectly, gently melting any makeup, along with impurities and sebum, that are deep in the facial pores.



Superb Tips

Comfort & Light Natural Oil

It is a natural plant-based cleansing oil which cleanse your face without irritation and skin troubles. It does not leave an oily residue with lightweight texture.

Effective Sebum Care

Excessive stimulation to the skin to remove sebum damages the skin and widens the pores. Try efficient sebum management without skin irritation with natural oils and correct emulsification process that naturally dissolves sebum and wastes in deep pores.

Mild yet Effective

Five essential natural oils remove sunscreen and makeup gently but powerfully without straining your skin and there is no need for the remover. Effectively cleans wastes in the skin and has light and refreshing feeling.

Deramide Cica Barrier Sleeping Pack

80ml / 2.70 fl.oz.
Moisturizing . Essential oils free



About Me

In the time during which the skin regenerates, offer your skin a deep rest for skin that is healthier than it was yesterday!
Offer a deep rest every night to skin irritated by harmful matter and environments throughout the day. You can strengthen your skin barrier with Centella Asiatica Extract, which soothes irritated skin, as well as substances that are similar to the skin, such as Ceramide, Squalene, and Hyaluronic Acid, which also help improve the damaged skin barrier.
You can wake up every morning with moisturized skin by forming a moisture protective film over the skin barrier and by preventing the loss of moisture while you're asleep at night. Recharge skin that is tired due to a lack of sleep and a hectic everyday life with convenient sleeping pack care that creates healthy skin.

Advantages

1. Convenient use with a non-sticky, light gel-cream texture
2. Substances that are similar to the skin strengthens the skin barrier for moisturized skin every morning
3. Convenient skincare to take care of inner dryness, even during your hectic everyday life
4. Healthy skincare with safe ingredients and no essential oils

All Care Recovery Cica-Aid

51 patches
Soothing . Anti-inflammatory . Acne Relief



About Me

Invisible Coverage with Spot Patch for Acne Relief and Scar Care

Try PURITO All Care Recovery Spot Patch that has an anti-inflammatory effect for natural coverage and fast care of acne without scarring. This is an all-care acne patch that offers solutions to everything, from the soothing of pimples in their early stages, to extraction of comedo and acne wound care after popping pimples. It is made of a high-grade hydrocolloid that absorbs fluid from the wound and creates a moist environment to help fast acne wounds recover. The patch helps soothe inflamed acne in its early stages with Asiaticoside, Madecassic Acid, and Asiatic Acid ingredients, and offers CICA care. It also protects the pus-filled acne from external irritations, making sure it does not pop while helping in the process of a clean extrusion of pus and comedo.



Advantages

Beveling Processing Method for Natural Coverage

To increase adherence, the edge of the patch is made thinner than the center. Excellent adherence and semi-clear fabric provide a natural look.

Tap, tap! Neat Coverage

The cutline within the patch provides easy removal from the skin. The patch can be attached in a sanitary way without worrying about secondary contamination or wrinkling caused by nails.

Convenient Daily Life

Waterproof is fundamental! This closely adhering patch does not fall off easily from the skin, even when cleansing the face or exercising.

Fast Scar Care with Breathable Patch

It holds onto oxygen and moisture to prevent the wound from drying out, helping in the process recovery.

PURITO From Green Deep Foaming Cleanser

200ml / 6.76 fl.oz.
Gentle cleansing . 6 natural oils



About Me

The first step to start and finish your day.

pH level at 5.5, this cleanser keeps your skin moist after cleansing. This cleanser is for day and night use and suitable for all skin types. The rich and micro foam removes dirt and residue inside pores and strengthens skin barrier with Centella Extract to keep your skin healthy.



Strong Points

- - This cleanser does not contain chemical surfactants such as SLS, SLES but planted based natural surfactants derived from coconut to nurture skin.
- - This cleanser effectively removes makeup and residue inside pores with its rich and creamy foam.
- - This cleanser contains 20 essential ingredients necessary for all skin types including sensitive skin
- - This cleanser helps soothe your skin and strengthen skin barrier with Centella and Green Tea Extract.

Sales manager. Jody Kim
Marketing manager. Moohyun Ro

Thank you

