Customized cosmetics
a drop of miracle.
The boundless area
Put an understanding of skin type
Preferences more than all that in a drop

LILLYCOVER

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@balanx_kr

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Your skin condition is our 1st ingredient

Skin type is different for each individual.
How well can mass produced cosmetics understand skin type?
The constant quest for the answer to that was the beginning of a journey that led to thinking, achieving and creating that which was not thought of.

LILLYCOVER

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Company History

The perfect guide
to dazzling and flawless skin
for you and only you

2016~2019

- Selected as HongKong Global Sources Finalist Top 10
- Received the Grand Prize in the Women's Entrepreneurship Competition by the Ministry of SMEs and Startups
- Received the Grand Prize for Knowledge Service Promising Youth by the Ministry of Trade, Industry and Energy
- Received the Excellent Prize for International market entry by BI Technology Commercialization Association of Korea
- Selected as a promising export company in Daegu Techno Park
- Established corporate research institute
- Received the Global Sources The Best Technology Award
- Received the Global Innovator Festa Commercialization Award
- Established a corporation

2020~2021

- Received Daegu Technopark Excellent Company Award
- Awarded at Start-up league of Regulatory-Free Zone 2021
- Obtained ISO 9001 Certification
- BALANX selected as Best SME Product of the Month by the Ministry of SMEs and Startups
- Selected as Star company (Unicorn start-up on the track)
- Certified as Inno-Biz(Technology innovation business)
- Certified as venture company(The type of venture investment)
- Selected as the 3rd Nivea NX - Collaboration in the European market – Collaboration in China and North/South America
- Selected as 2021 GOOD Design, smart factory system ENIMA
- Expansion and relocation of LILLYCOVER headquarters
- Established LILLYCOVER Jeju Branch
- Awarded a silver prize from K-Camp
- Selected as K-Global 300 by the Ministry of Science and ICT
- Registered as responsible cosmetics sales business with the Daegu Ministry of Food and Drug Safety
- Established LILLYCOVER factory in Seongseo, Daegu
- Received the G-Fair Best Product Award
- Acquired MAIN-Biz (Management Innovation Business) certification
- Selected as Skincare of the Future QFC by Johnson & Johnson
- Received commendation from Hana Bank

2022

- Muilli1 designated as innovative product by the Korea Institute for Advancement of Technology
- Received Excellence Award at the 6th Daegu Startup Awards
- Selected as a person of merit for the development of ICT related SMEs
- Acquired ISO 14001 certification
- Acquired ISO 22716 certification for guideline of superior cosmetic manufacturing and quality management standards
- Acquired KC certification for Muilli2
- Entered B Clean store at The Hyundai Mokdong department store
- Received special award at the Daegu Gyeongbuk High Tech Industrial Awards
- Received Daegu Technopark Excellent Company Award
- Received 2022 Pin Up BEST 100 Design Award for Beauoly
- Won a prize for new market opening at Seoul beauty week
- Selected for Johnson&Johnson Expand collaboration
- Established LILLYCOVER Seoul Branch
- Selected as Global IP star company
- Received approval from regulatory of demonstration special cases sandbox

2023

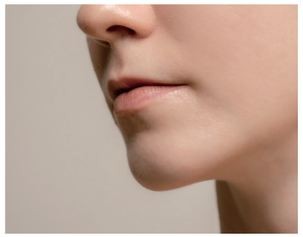
- Certified as an Innovation-driven SMEs (Main-Biz)
- Selected for the SW High Growth Club
- Completed export contract with L company in Hong Kong
- Conducted a pop-up store at The Hyundai Daegu
- Relocated and expanded Lillycover's Seoul branch office
- Selected as a Design Innovation Promising Company in 2023 by the Korea Institute of Design Promotion
- Awarded the Seoul Mayor's Prize at the Seoul Beauty Week Business Meetup Pitching Contest
- Conducted a pop-up store at The Hyundai Seoul
- Completed export contract with S company in the United States
- Won the Encouragement Award at the 2023 Creative Business Cup Korea Startup Competition
- Awarded the Chairman's Prize from the Daegu Gyeongbuk Small and Venture Business Grand Festival Credit Guarantee Foundation
- Received the Minister of Trade, Industry and Energy Commendation for Contribution to Trade Balance Improvement
- Selected as the Best Company in the SW High Growth Club
- Received the Minister of Science and ICT Award

2024~2025

- Conducted a pop-up store at The Hyundai Daegu
- Obtained FCC certification for MUILLI 2
- Obtained FCC certification for ENIMA Light
- Sponsored customized cosmetics for the Hallym Burn Foundation's '2024 Seoul Safety Fair' event
- Sponsored customized cosmetics for the Bestian Foundation
- Sponsored customized cosmetics for the Daegu Jung-gu Social Welfare Council
- Sponsored customized cosmetics for the International Development Cooperation NGO G-FOUNDATION
- Received the Minister of Gender Equality and Family Award at the Women in IT Digital Innovation Awards
- 1st Place at Vietnam Startup Competition 'Startup Wheel 2024'
- Operated a Pop-up Store at Lotte World Mall in Seoul
- Completed Export Agreement with Company T in Türkiye
- Nominated for the Overseas Branch Establishment Project in Hanoi & Tianjin
- Certified as a Specialized Company in Materials, Parts, and Equipment
- Graduated from the SW High-Growth Club Program
- Graduated from the Global IP Star Company Program
- Selected as a Business Restructuring Approved Company by the Ministry of Trade, Industry, and Energy
- Hosted the 'Hyper-Personalized Customized Solution Business briefing seseion

LILLYCOVER CEO & Founder **An Sunhee**

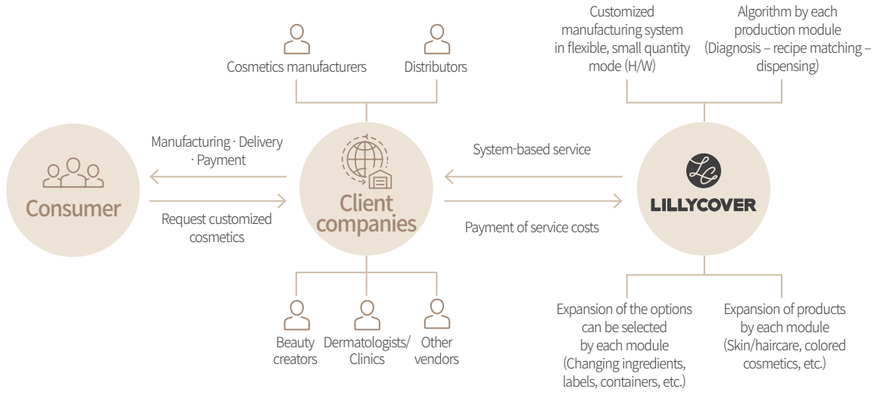
Lillycover Co., Ltd. is an innovative BeautyTech company recognized for its outstanding technology in providing advanced skincare services and customized cosmetics optimized for individual skin needs. Beyond the domestic market, we collaborate with global companies and institutions to expand the boundaries of skin science and technology, offering innovative beauty solutions.



One Customized Business

The most beautiful,
the most like me.
With an endless effort to
seek the essence of each
individual's skin,
We will provide a super
personalized solution.

Understanding the skin changes every day and the skin languages
The beauty-tech starts from the technology of LILLYCOVER



LILLYCOVER embodies authentic customized cosmetics through optimized customizing to personal preferences and individuality by ICT(Internet Communication Technology) and BT(Bio Technology).
LILLYCOVER leads innovation of beauty industry through continuous development of technology and advancement of data.
Besides, LILLYCOVER provides chance of perfect personalized skin care solution such as compact sized customized cosmetic manufacturing solution with right ingredients that are specialized in skin concerns, and O2O service (1:1 customized online care service.)

Why should it be LILLYCOVER?

60X Magnification
Camera Diagnostics
enable more precise analysis

Excellent diagnosis
accuracy based on big data
and algorithm

Simplification of manufacturing
by our manufacturing system and
CX(Customer Experience)
Enhancement

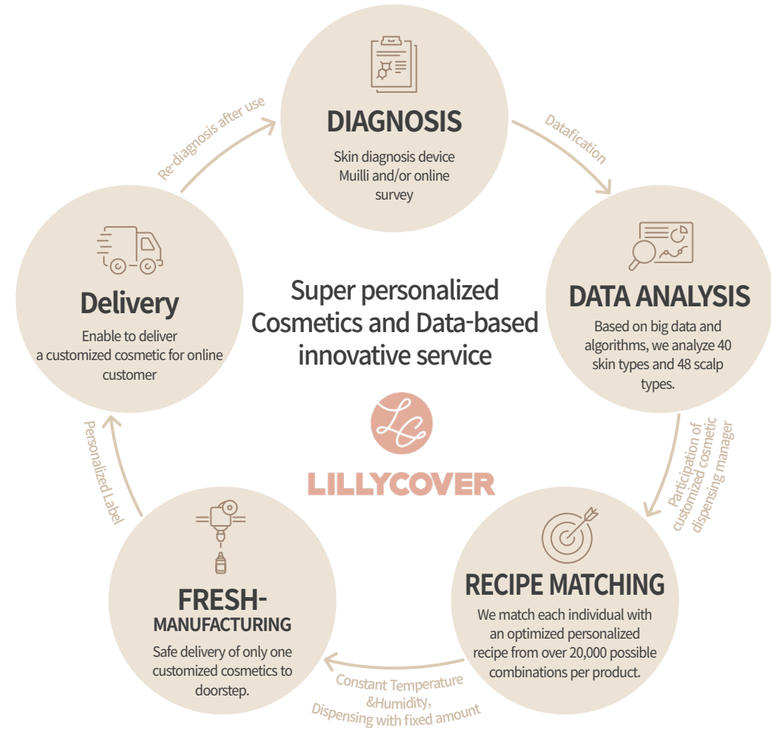
Fresh Manufacturing upon
order under hygienic /safe
manufacturing system

4 Type
4-types of manufacturing system
enables grafting
of various business model

One-stop
customized total solution
From diagnosis to subscription
service of customized cosmetics

One Customized Technology

Research on Individual
tendencies and preferences through ICT
Realization of genuine
customized cosmetics by optimized customizing

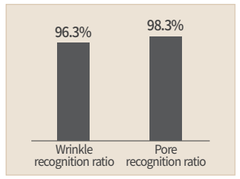


The perfect combination of super personalized service and data based service

Diagnostic accuracy 98.3%

Accurate self-diagnosis with expert participation in patent technology verification

※Patents for skin diagnostic methods, skin diagnostic devices, and recording device (No. 10-2139801)



40 different Skin Type Indicators through Scientific Analysis

Defined 40 different skin type indicators through scientific analysis based on big data and algorithm.

Skin diagnosis result for ooooo

OBFA

Oily	Moist oily skin
Barrier	High resistance
Fair	No pigmentation
Aged	High wrinkle index

AI Robot Cosmetics

Special tool for customized cosmetics and fresh manufacturing rule

Customized Cosmetics Smart Factory passed the special demonstration regulatory sandbox

Big Data-Based Skin History Management

Diagnostic results and customized formula recipes at once. Daily tracking of daily changing skin condition.

※ Patents for personalized cosmetics manufacturing, selling machines, and methods of manufacturing and selling cosmetics using them (No. 10 2351906)

Customized Cosmetic Total solution

With precise analysis based on over 160,000 global skin data points, we analyze 40 skin MBTI types and 48 scalp MBTI types to provide a personalized recipe match, offering a one-of-a-kind customized solution.

Finding the answer for custom cosmetics with precise analysis using big data algorithm

Specification

- Compact size for easy installation 1400 x 1400 x 1950 mm
- Enabling to manufacture 'Bespoke cosmetics' suitable for your skin within approx. 3 minutes.
- Ingredients can be chosen from the Essential - Premium - Luxury (Signature) tiered lineup.
- Containers (bottles) can be chosen to align with the brand's appeal direction.
- Selected as 2021 GOOD Design
- RCS system with remote control through UI and monitoring
- Reflect feedback of online users through RCS system
- Each product can be formulated into more than 20,000 different recipes (lotion, essence, skin toner, etc.).
- Enable to Maximize customer experience

Product composition

- Smart factory system, ENIMA
- Facial/scalp diagnosis device, Muilli2
- BALANX, OREBIT customized cosmetics

Types of Contract

Subscription

- Monthly payment during the contract period (ex. 24 months)
- The final price varies depending on the subscription model and options for each device.
- Separate purchase of ingredients and subsidiary materials

Purchase

- Different final amounts depending on purchase options
- Separate purchase of ingredients and subsidiary materials

Skin expert in your hands, Muilli2

Muilli 2

Size	52.8 x 34.7 x 174 (mm)
Rated voltage	3.6V
KC certification	Compliance Certification R-C-LCV-LC-200
FCC Certification	Compliance Certification 2BFGZLCM-01
Weight	140g
Power consumption	300mA

Expertly diagnose skin conditions and choose the rightt skin care method

- Easy and convenient diagnosis at home by connecting your phone or table PC
- Smart diagnosis method through big data collected and algorithmized regardless of gender, age, race.
- 60x magnification system enables accurate analysis of the data.
- Measurement of skin moisture level through microcurrent of impedance sensor

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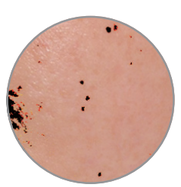
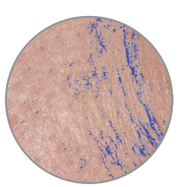
- Facial Diagnosis items : Redness, sensitivity, moisture, wrinkles, pores, pigmentation
- Scalp diagnosis items : Redness, moisture, dead skin cells, forehead width, hair thickness, hair per pore, pore density


Pigmentation


Wrinkles

Scalp

Customized cosmetics manufacturing system

ENIMA™

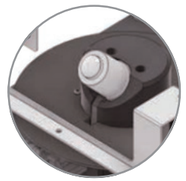
- Manufacturing system customized cosmetics in flexible mode
- Based on over 160,000 data points measured through skin diagnosis, we define the necessary ingredients for users into one of 40 skin MBTI types.
- Manufactured customized cosmetics with fixed amount by IoT system and robot in sterilized environment by plasma in within 3 minutes and 50 seconds
- Each product can be manufactured with approximately 20,000 different recipes.
- Freely changeable to bespoke recipes according to personal preferences.

Dispensing process utilizing a robot Simplified process with minimized pollution
※Cap separation, raw material supply, sub raw material connection, etc.

Quantitative dispensing and instant manufacturing using an IoT system

Hygienic environment maintained through regular plasma sterilization, disinfection, and constant temperature/humidity system

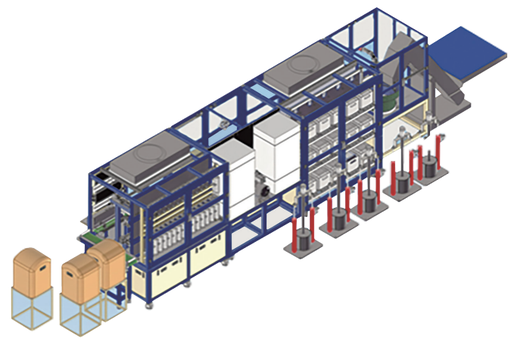
Air conditioner operates according to set temperature through automatic temperature control


Planetary Mixer makes stirring of high-viscosity raw materials possible in a short time

Product name	Custom cosmetic manufacturing system, ENIMA	Cycle time	3 minutes 50 seconds
Size	1400 x 1400 x 1950 mm	Dispensed products	Lotion, essence, skin toner
Product weight	1,000kg	ingredients loaded in the machine	8 types of base (3 types of essence, 2 types of lotion, 3 types of toner) / 1 type of oil / 8 types of high potency ingredients
Viscosity available for dispensing	6,000~10,000cps		
MOQ	1 Unit	Daily production capacity (8 hrs per day)	120 bottles (15ml)

A factory-type system for mass production of multiple product varieties and customized cosmetic formulation

ENIMA Super™



- Mass production of high-viscosity products
- Possible to combine not only facial products, but also hair care products based on personalized recipes
- Monitoring of production line and automated order/ingredient management through automatic container transfer, automatic label attachment and application of MES

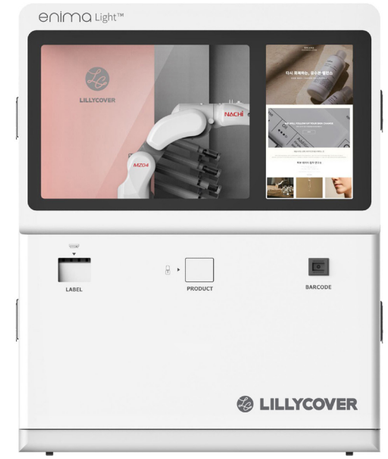
Product name	Custom cosmetics manufacturing system, ENIMA Super	Cycle time	1~3 minutes
Size	1400 x 5000 x 1890 mm	Dispensed products	Facial / Hair care products
Viscosity available for dispensing	6,000-20,000cps	Production capacity	30ml, 100ml, 250ml

Compact Personalized Cosmetic Formulation System for Medical & Total Beauty Care

ENIMA mini™

- Provides high-end personalized formulations based on individual skin data and customized formulations
- Compact and space-efficient design, ideal for clinics and beauty salons worldwide
- Produces a variety of formulations and volumes of premium customized cosmetics
- Features an intuitive interface and easy maintenance for operation

Product name	Custom cosmetics manufacturing system, ENIMA mini	Cycle time	Within 3 minutes
Size	1103 x 656 x 700 mm	Dispensed products	Facial / Hair care products
Viscosity available for dispensing	5,000cp	Production capacity	15ml, 30ml



Compact customized cosmetics manufacturing system

ENIMA Light™

- Compact customized cosmetics manufacturing system without space limit
- The compact size makes it easy to install in domestic and overseas hospitals and beauty shops
- Customizable cosmetic production available in various formulations and five different capacity options
- Possible to provide professional premium service by combining high-performance products according to skin concerns
- Capable of producing customized cosmetics in various formulations and capacities
- Plans to operate a comprehensive platform integrating remote medical services, covering everything from skin health diagnostics to personalized solutions

EL Series(30/50/200)

- Optimal capacity selection based on product or production purpose to maximize operational efficiency and usability
- Production capacity: 15ml, 30ml, 50ml, 100ml, 200ml

EL-30

15ml + 30ml

EL-50

30ml + 50ml

EL-200

100ml + 200ml

Product name	Custom cosmetics manufacturing system ENIMA Light		
Size	1400 x 930 x 1775 mm	Dispensed products	Lotion, essence, skin toner, booster ampoule
Product weight	500kg	ingredients loaded in the machine	9 types of base (3 types of essence, 2 types of lotion, 3 types of toner, ampoul) / 1 type of oil / 8 types of high potency ingredients
Viscosity available for dispensing	6,000-10,000cps		
Cycle time	3 minutes 90 seconds	Daily production capacity(8 hrs per day)	150 bottles
		Production capacity	15/30ml, 30/50ml, 100/200ml

BALANX

The way to solve the skin concerns
In the name of the sole and sustainable skin care solution, we study essence of skin that only one person has.

One Cosmetic Infinite Value

'BALANX' is a customized cosmetic brand of 'LILLYCOVER' that gave birth to cosmetics suitable for individual skin type using diagnostic technology based on big data and algorithms.

Like grain of wood, like fingerprints unique to each person, in the end, we find the essence.

Just as different people have different personalities, skin is also different. Our first ingredient is your 'skin data' and we use that to diagnose and analyze your skin based on big data and algorithms to provide the optimum custom cosmetics for you.

Customized Skin Care Product

Base
Customized Skin Toner
Customized Essence
Customized Lotion
Customized Ampoule
Customized Cream
Customized Cleansing Oil
Customized Cleansing Water
⋮

Oil
Oil-Free
Oily Skin Type
Average Oil
Dry Skin Type
Maximum Oil

BALANX Essential Active ingredient	
Lifting Jeju Balloon Flower Root Extract	Brightening Apple Extract
Moisturizing Jeju Carrot Extract	Elastin Pumpkin Extract
Trouble Eggplant Fruit Extract	Soothing Jeju Artemisia Extract
Sebum Jeju Green Tea Extract	Pore Chestnut Shell Extract
OREBIT Premium Active ingredient	
P-Lifting Peptide	P-Brightening Peptide
M-Moisturizing Microbiome	M-Elastin Microbiome
C-Repair Centella Asiatica	Soothing / TBD
Trouble / TBD	Pore / TBD
Sebum / TBD	*Trouble, Soothing, Sebum, and Pore are currently under development as exosome-based ingredients.
Luxury Active ingredient Currently developing a luxury active ingredient	

Customized Hair Care Product

Base
Customized Shampoo
Customized Treatment
Customized Scalp Serum
⋮

Fragrance
Hinoki Scent (Unscented)
Citrus
Fruity
Oriental
Musk
⋮

BALANX Hair Care Active ingredient	
Anti-dandruff Cowslip Extract	Purifying Bay Leaf Extract
Scalp-moisture Chinese Yam Root Extract	Calming Glossy Privet Bark Extract
Scalp-nourishing Black Food Extract	Intensive care Oak Mistletoe Extract
Infusion Black Ginseng Extract	Hair-moisture Noni Fruit Extract
Radiance Camellia Flower	Damage-care Artemisia Extract

Capacity: 100ml, 250ml

1:1 Customized Skin Toner – Precisely and systematically designed based on your skin condition and personal needs.

Customized Skin Toner

- 99% Upcycled Jeju Hinoki Water Base
- Customized formulation with recommended or selectable ingredients based on skin diagnosis
- Options to choose base type, oil content, and key ingredients, with personalized labeling
- Refillable and regularly customizable according to skin regeneration cycles
- Free from 20 harmful ingredients
- Water-soluble label for easy removal and eco-friendly packaging

Capacity: 15ml, 30ml, 50ml, 100ml

1:1 Customized Hydrating Essence & Balancing Lotion
A deeply moisturizing essence and balancing lotion tailored to your skin.

Customized Essence / Lotion

- Customized formulation with recommended or selectable ingredients based on skin diagnosis
- Options to choose base type, oil content, and key ingredients, with personalized labeling
- Refillable and regularly customizable according to skin regeneration cycles
- Jeju Hinoki Water Base, free from 20 harmful ingredients
- Liposome technology for enhanced absorption, EWG All Green Grade ingredients
- Water-soluble label for easy removal and eco-friendly packaging

Capacity: 15ml, 30ml

1:1 Customized High – Concentration Ampoule
Optimally formulated for rapid absorption and immediate effects.

Customized Ampoule

- 1:1 Customized formulation with recommended or selectable ingredients based on skin diagnosis
- Intensive special care tailored to individual skin concerns
- Silky-textured, high-concentration base ampoule with fast absorption
- Refillable and regularly customizable according to skin regeneration cycles
- Free from 20 harmful ingredients
- Water-soluble label for easy removal and eco-friendly packagin

Capacity: 50ml

1:1 Customized Cream – A nutrient-rich, precisely and systematically designed personalized cream that reflects your current skin condition and needs.

Customized Cream

- A customized cosmetic product formulated with recommended or selected ingredients based on skin diagnosis results.
- Options available for base type, oil content, and concept ingredients, along with personalized skin diagnosis labeling.
- Reordering and subscription options available based on the skin regeneration cycle.
- Excludes 20 concerning ingredients.

Capacity: 50ml, 100ml, 200ml, 250ml

1:1 Customized Cleansing Water & Cleansing Oil
with the optimal personalized formula.

Customized Cleansing Water
Customized Cleansing Oil

- No-Wash type cleansing water that does not require an additional rinse after use.
- A customized cosmetic product formulated with recommended or selected ingredients based on skin diagnosis results.
- A combination of naturally derived surfactants and moisturizing ingredients for a refreshing cleansing effect.
- A low-irritant cleanser that minimizes moisture loss.
- Excludes 20 concerning ingredients.
- Mildly acidic (pH-balanced) formula.

Capacity: 30ml, 50ml, 100ml

1:1 Customized Enzyme Powder Wash – A gentle yet effective cleansing powder that helps cleanse, hydrate, and refine the skin.

Customized PowderWash

- Enzyme (enzyme powder) that gently breaks down impurities, dead skin cells, and excess sebum for a non-irritating yet thorough cleanse.
- A customized cosmetic product formulated with recommended or selected ingredients based on skin diagnosis results.
- Reordering and subscription options available based on the skin regeneration cycle.
- Excludes 20 concerning ingredients.
- Water-soluble labels that peel off easily without residue and eco-friendly packaging.

Gel / Water (Two Base Types)
Capacity: 250ml

1:1 Customized Shampoo – From Scalp to Hair Tips
Meticulously crafted through in-depth diagnosis for a perfect fit.

Customized Shampoo

- Customized formulation based on scalp diagnosis, with recommended or selectable ingredients
- Safe and gentle shampoo with EWG Green Grade ingredients
- Unique formulation using advanced technology for tailor-made shampoo
- Personal scalp diagnosis labeled for precise customization
- Free from 19 harmful ingredients
- Refillable and regularly customizable through a database system
- Water-soluble label for easy removal and eco-friendly packaging

Vinegar / Water to cream (Two Base Types)
Capacity: 250ml

1:1 Customized Treatment – Designed Just for You
Analyzing both your scalp and hair condition to create the perfect treatment.

Customized Treatment

- A personalized recipe created through diagnosis and prescription.
- Formulated with active ingredients tailored to scalp and hair concerns, for healthier and more hydrated hair
- Personal scalp diagnosis labeled for precise customization
- Free from 19 harmful ingredients
- Refillable and regularly customizable through a database system
- Water-soluble label for easy removal and eco-friendly packaging

용량: 30ml, 50ml, 100ml

1:1 Customized Scalp Serum – A single bottle delivering the nutrients and care your scalp desires.

Customized Scalp Serum

- A personalized formula crafted based on diagnosis and prescription.
- A customized Scalp serum formulated with ingredients optimized for scalp concerns and scents tailored to your preference.
- Database-based reordering and subscription options available.
- Personalized scalp diagnosis labeling with water-soluble labels that peel off easily without residue and eco-friendly packaging.

Capacity: 250ml

1:1 Customized BodyWash – A personalized body wash that perfectly cares for you from the start to the end of your day

Customized BodyWash

- A customized body wash formulated with ingredients optimized for skin concerns and scents tailored to your preference, recommended or selected by you.
- A personalized formula matched based on diagnosis and prescription, manufactured with proprietary technology.
- Excludes 19 concerning ingredients.
- Database-based reordering and subscription options available.
- Water-soluble labels that peel off easily without residue and eco-friendly packaging.

Capacity: 250ml

1:1 Customized BodyLotion – Deeply penetrating moisture and nourishment for long-lasting soft hydration

Customized BodyLotion

- A customized body Lotion formulated with ingredients optimized for skin concerns and scents tailored to your preference, recommended or selected by you.
- A personalized formula matched based on diagnosis and prescription, manufactured with proprietary technology.
- Excludes 20 concerning ingredients.
- Database-based reordering and subscription options available.
- Water-soluble labels that peel off easily without residue and eco-friendly packaging.

Capacity: 30ml, 50ml, 100ml, 200ml

1:1 Customized BodyMist – The perfect formula that considers both fragrance and hydration

Customized BodyMist

- A customized body mist formulated with ingredients optimized for skin concerns and scents tailored to your preference, recommended or selected by you.
- A personalized formula matched based on diagnosis and prescription, manufactured with proprietary technology.
- Excludes 20 concerning ingredients.
- Database-based reordering and subscription options available.

BALANX
Biuum Pad 60ea

Dual-pad
Embo & Smooth side

BALANX
Chaeum Pad 60ea

Water retention capacity
3-Layer sheet

Customize according to your needs

Customized Toner Pad Biuum/Chaeum

Biuum Pad			Chaeum Pad
Smoothing skin texture	**Option**	Moisture, Calm, absorption	
Dual-pad(Embo & Smooth side)	**Characteristic**	Easy-absorption pad	
Moist finishing Cellulose sheet	**Material**	Water retention capacity 3-Layer sheet (Rayon+pulp+Rayon)	
Eco-friendly / Vegan	**Certification**	Vegan	
#Swiping_type_toner	**#Associated tags**	Facial_pack_type_toner #1 pack per day	

Eco-friendly Easy to peel off without residue

Customize according to your needs

Foam Cleanser Allskin/Acne

*Functional cosmetics that help alleviate acne-prone skin

BALANX
Foam Cleanser
Allskin type 100ml

BALANX
Foam Cleanser
Acne skin type 100ml

All skin Type			Acne Skin Type
All skin types	**Customized Selection**	Acne prone skin type	
Rich and dense foam	**Foaming Power**	Fine whipped cream foam	
20%	**Moisturizing Ingredients**	25%	
19 excluded	**Cautionary Ingredients**	20 excluded	
Sweet and Refreshing Fruity Floral Scent	**Fragrance**	Green, Natural Tea Tree Scent	

Naturally derived Naturally derived surfactants & extracts

Stimulation Mild stimulation with hypoallergenic certification

Finish Moist finish without tightness

Be Original & Stay Healthy

We believe that beauty is not just about outward appearance but about preserving the natural radiance of the skin. Lilycover focuses not on lavish embellishments that cover the skin but on the deep, nourishing health that rises from within.

Our partners

The MOSSI · smartSKN · LILYARI · Kolmar · NIVEA · THE HYUNDAI · SHINSEGAE · Johnson&Johnson · CONNECTED KOREA · JTP 제주테크노파크 JEJU TECHNOPARK · 특성화고등학교

A New Approach to Cosmetics
Experience the next level of customized

Your skin tells a different story every day. Yet, its way of expression is limited.
That is why we continuously research to understand your skin on a deeper level.
At Lillycover, we strive to be your trusted partner in skincare, bringing meaningful changes to your routine.
Join us and discover healthier, more radiant skin with customized solutions.

Global Networks

Johnson&Johnson, NIVEA, Hankook Kolmar, etc. Providing data-based innovative services through global collaboration

15,000 sets

Manufactured and sold 15,000 bottles of customized lotion/essence with an average repurchase rate of 48%

Satisfaction level over 97%

Positive feedback and average satisfaction rate of 97% with personalized recipe matching and daily skin tracking

Domestic and overseas expansion plans

By the second half of 2026, Lillycover aims to expand its presence with: 5 overseas stores in China, Europe, Dubai, and Japan, 3 department store locations in South Korea, 10 specialized stores in medical and aesthetic clinics

BALANX Stores

SHINSEGAE Daegu, AK Plaza, Omotesando, Tokyo, Japan, etc.
Store type : POP-UP
Area : 33㎡
MD : Custom cosmetics, Other skin care included About 10 items (including sets)

THE HYUNDAI (Mokdong store) B2F B Clean store
Store type : General standard
Area : 33~50㎡
MD : Custom cosmetics, Other skin care included About 10 items (including sets)

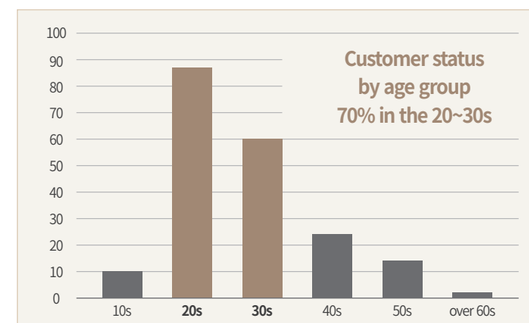
THE HYUNDAI SEOUL / DAEGU
Store type : POP-UP
Area : 66㎡
MD : Custom cosmetics, Other hair care included About 10 items (including sets)

Lotte World Mall Jamsil
Store type : POP-UP
Area : 79㎡
MD : Custom cosmetics, Other hair care included About 15 items (including sets)

For customers in the 20~40s

High interest in the new concept of beauty tech and robot performing customized cosmetics

Strong sales of skin care products manufactured on the spot with personalized custom recipes after skin diagnosis

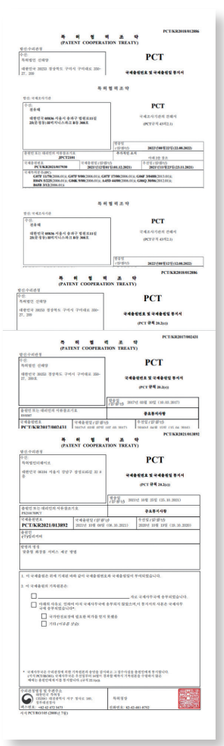


IP registration status

8 patents in Korea

Certificate of Patent

6 PCT applications



Certificate of Patent

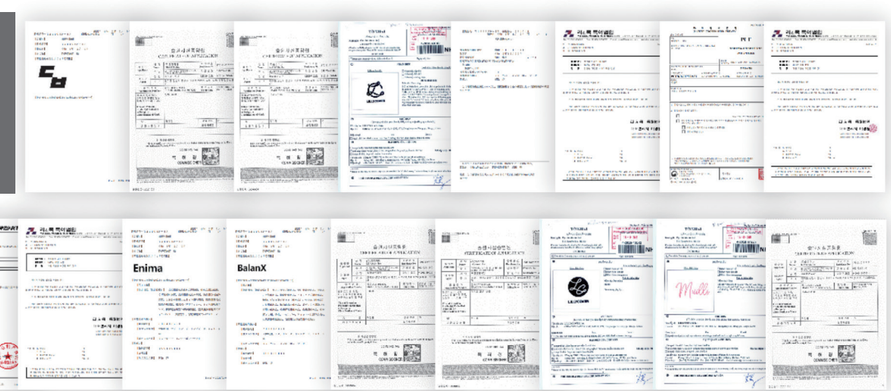
6 service marks in Korea

Certificate of Service Mark Registration

7 domestic designs
5 overseas designs

Certificate of Design Registration

23 domestic trademarks
30 overseas trademarks

Certificate of Trademark Registration

44 applications for domestic and overseas patents, trademarks and designs