

# Dr.Jart+

## SKIN. SCIENCE. ART.

### Brand available from Mid-March 2024

Dr.Jart+ brings you cutting-edge skincare innovation from Korea. Combining efficacious ingredients and proprietary technologies, our scientists create high-performance derma products that produce visible results. And there's an artful twist to every texture, tube, and design that's uniquely Dr.Jart+. We believe serious skincare should be fun, too.

#### **Breakthrough technologies, life-enriching products.**

Dr.Jart+ was founded in South Korea in 2005 by Leeo (Chin Wook) Lee. While working as an architect, Leeo was introduced to a makeup-like cream that was only available in dermatology clinics. Inspired by its hybrid functionality, he began collaborating with labs to create a consumer product that blended powerful skincare benefits with the coverage of a foundation.

The result was BB Cream. The makeup-skincare hybrid became an instant hit in Korea and then the world beyond. But he didn't stop there. Leeo's dream was to create derma skincare that brought together the most advanced ingredients and technology into life-enriching formulas. His dream was the intersection of SKIN. SCIENCE. ART.

#### **Expect the unexpected (and always visible results).**

We believe good ideas can come from anywhere. We are inspired by everything from breakthroughs in aerospace, to discoveries in microbiology, or movements in culture. That's how we're always able to bring you cutting-edge innovation for all skin types.

#### **The skin barrier and sensitive skin experts.**

Science proves that a strong skin barrier is critical to optimal skin health. Many of our products are specially formulated to help rejuvenate skin's protective layer and address skin's other needs, too. We know that sensitive skin can impact the products you choose, so our products are dermatologist tested and formulated to be highly effective yet gentle on skin. Some of our most beloved collections include:

#### **Ceramidin™**

Fortified with Dr.Jart+'s proprietary Ceramidin™ Complex, a plush blend of ceramides, these products deeply moisturize and help strengthen the skin barrier to future-proof skin against water loss. Their rich textures and nourishing moisture benefits make them a bestseller for every skin type.

#### **Cicapair™**

Powered by Green Repair™ Solution, a proprietary complex formulated with Tiger Grass (aka Centella Asiatica or Cica), these products help reduce redness, soothe and calm skin. Cicapair™ products are loved by Dr.Jart+ fans worldwide, from Asia and Europe to North America.

#### **Dermasks™**

Korean skincare masks are world-famous for their targeted treatments. Dr.Jart+'s innovative, highly effective masks provide on-demand, concentrated solutions to skin's most pressing needs, bundled in fun, colorful and surprising packaging.

#### **A global brand, a Korean spirit.**

Today, Dr.Jart+ is sold in over 40 countries. But the soul of Dr.Jart+ is in Korea. Located down a hip street in buzzing Seoul, Filterspace is Dr.Jart+'s immersive, interactive, and ever-changing experience. It is one part retail store, one part lab, and one part art exhibition, which brings to life our latest skincare breakthroughs. It is open to everyone, inviting you to not only see Dr.Jart+ products, but be deeply immersed in **SKIN. SCIENCE. ART.**

**The brand will be available as from Mid-March 2024 on farmaline.be and on douglas.be –  
EMBARGO till February 12<sup>th</sup>.**

**For more information please contact:**

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