



MSM Global

🏠 #501, 365, Sinseon-ro, Nam-gu, Busan, Republic of Korea

✉ km.lee@msmglobal.kr

☎ T. (+82) 51-1588-3035 / F. (+82) 51-704-4354

🌐 www.kyoungmi.com

MSM GLOBAL CEO
KyoungMi Lee

COMPANY INTRODUCTION



MSM Global is a company specializing in natural cosmetics that utilizes herbal ingredients that are safe for the skin. The brand name "Kyoungmi" is a skin care product that brightens the skin from the inside of the skin and improves wrinkles. We have a unique technology that mixes KW-10 into cosmetics by making KW-10, a patented ingredient registered in the International Cosmetics Component Dictionary (ICID). Above all, all products are certified by the U.S. Food and Drug Administration (FDA) to approve that the cosmetics are safe products. In 2021, it released a British vegan certified cleansing foam. We started their business in 2017, but they are already popular for their confidence in their products.

History

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| 2021 | <ul style="list-style-type: none"> • Development of Foam Cleansing / UK vegan certified / Participating in Dubai Shopping Festival | |
| 2020 | <ul style="list-style-type: none"> • Launched KyoungMi HAirang Water Drops Cream / Entered Amazon | |
| 2019 | <ul style="list-style-type: none"> • Venture business • Entered in Lotte Department Store, Busan (KOR) | |
| 2018 | <ul style="list-style-type: none"> • Exported to "Laosta AA sole.co.LTD", Laos • Registered ICID – Oriental Herbs KW10 • Approved FDA Level 2 – KyoungMi HwiYo 6 Set • Entered in Yongdusan Duty Free Shop, Busan (KOR) • Launched Cosmetic brand named 'KyoungMi' | Export Country :
China, Vietnam, Philippine, and Singapore

Export to China in Progress |
| 2017 | <ul style="list-style-type: none"> • Invented 'KyoungMi HwiYo 6 Set' | Appointed as Venture Start-up Innovative Product by Public Procurement Service |

PRODUCT INFORMATION



KyoungMi Herbsee Smoothery Jelly Cleansing Foam

Sunflower seed oil protects the skin, and contains Matricaria extracts to help prevent wrinkles and make your skin elastic. Matricaria extract is also called chamomile extract and has a good scent, so you can feel the natural scent. It's a safe cleanser that gives you joy when washing your face with a jelly-like and fluffy foam. It contains the natural herbal patent ingredient KW-10, which blocks moisture evaporation in the skin and makes moisture last for a long time. It's a vegan product with no animal ingredients.



KyoungMi HwiYo 6 Set

Mist, serum, mi cream, gun cream, whitening pack (4ex), lifting pack (4ex) All items are FDA-certified. Whitening is the main function, moisturizing the skin, controlling oil and water balance, improving skin elasticity, and improving wrinkles. Whitening & wrinkle improvement functional cosmetics



KyoungMi Hairang Water Drops Cream

Hairang Water Drops Cream contains low-molecular fish collagen, hyaluronic acid, KW-10, etc. to make your skin look clean and beautiful. The reason why collagen is selected as a low molecular fish collagen is to deliver active ingredients to the depths of the skin because the smaller the molecular weight, the higher the absorption rate. Hairang Water Drops Cream is a waterproof cream that covers the skin with a moisturizing film, so you must use it as the last step of your skincare routine. You can check the current skin condition according to the water droplets produced when applying Hairang Water Drops Cream. For example, if you can't see water droplets well, you can guess that they are dry and sensitive. It is currently sold in Amazon and is certified as a British vegan moisturizer.