



Attibe Beauty Company Profile

A Leading Beauty Device Company

Leveraging the advanced technology of Hironic, the first in Korea to develop HIFU (High-Intensity Focused Ultrasound) skin care medical devices

Attibe Beauty has established a commanding presence in the domestic beauty device market.

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A Leading Beauty Device Company

BEAUTY
DEVICE

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Pioneering Beauty Devices, Attibe Beauty

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Attibe Beauty

First in Korea Developing HIFU Skin Care Medical Devices

(High-Intensity Focused Ultrasound)

Attibe Beauty is a trailblazing brand in the home-use beauty device sector, recognized for its technological leadership in both domestic and global markets.



Attibe Beauty

B2C
Home-use Beauty
Devices



Hironic Korea

B2B
Medical Devices for
Domestic Clinics and
Hospitals



Hironic

B2B
Global Market

Attibe Beauty Overview

Beauty Always by Your Side, Attibe Beauty

Atti (아띠)

: A native Korean term meaning "close friend"

Attibe Beauty aims to be a trusted companion to everyone in pursuit of beauty, much like a close friend who is always by your side.

Our goal is to ensure that our devices are easy to use and approachable, so that everyone can effortlessly enjoy the benefits of beauty.

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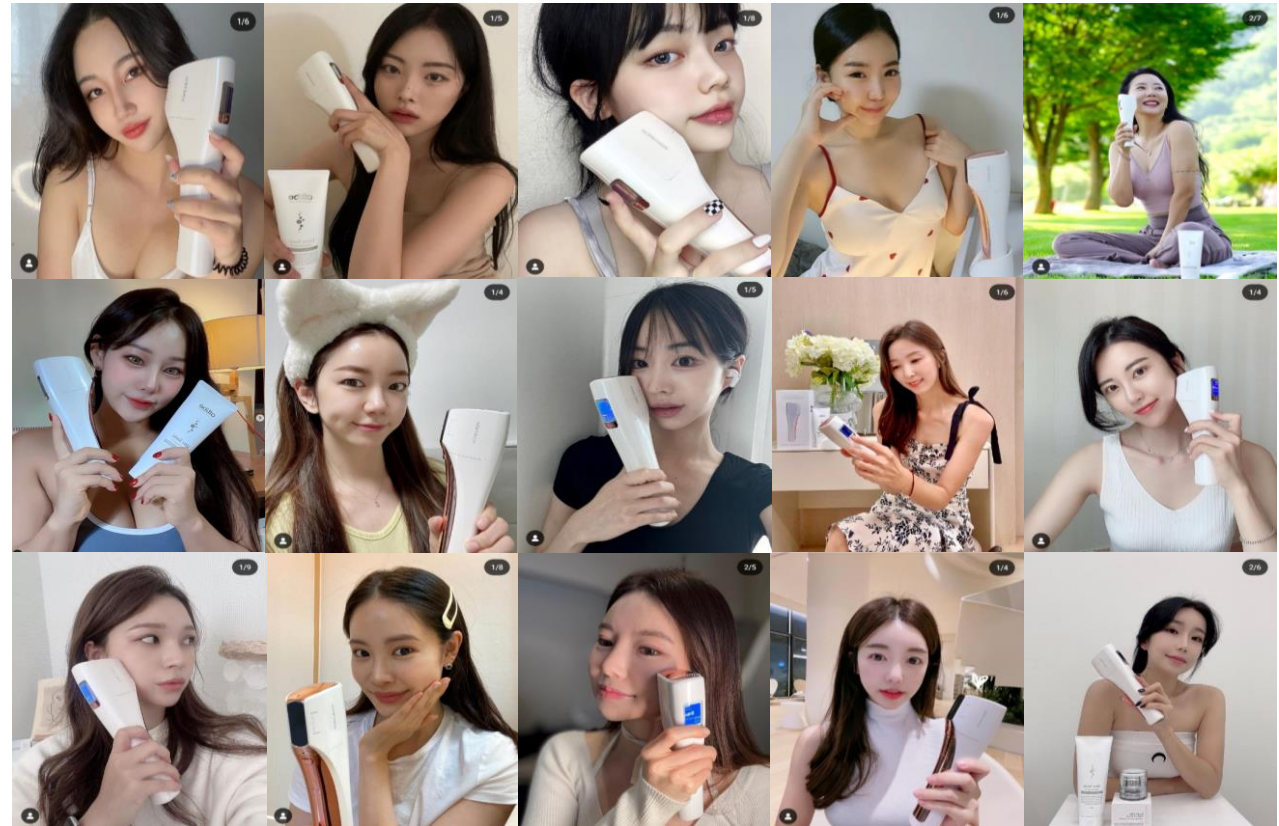


The Preferred Choice of Celebrities, HOMETHERA

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Proven Results The Choice of Influencers

Influencers such as flight attendants, professionals, models, and actors, for whom skincare is essential, have used HOMETHERA and are very satisfied with the results. HOMETHERA is growing into a brand loved by a wide range of women.



The Preferred Choice of Celebrities, HOMETHERA

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Loved by Celebrities, Beauty Experts, YouTubers

HOMETHERA technology has been personally tested and approved by beauty YouTubers and celebrities who have tried numerous devices. Known for delivering reliable results, it has become a beloved brand and a top choice for lifting devices.



Milcat(밀캣)
(80,000 subscribers)
President of the Personal Color Association
Milcat's Beauty Review Channel



Ahn Sun-young(안선영)
(120,000 subscribers)
Celebrity Ahn Sun-young's Beauty Review Channel



Jaina(제이나)
(256,000 subscribers)
Former marketer at a global cosmetics company,
Jaina's Beauty Review Channel.



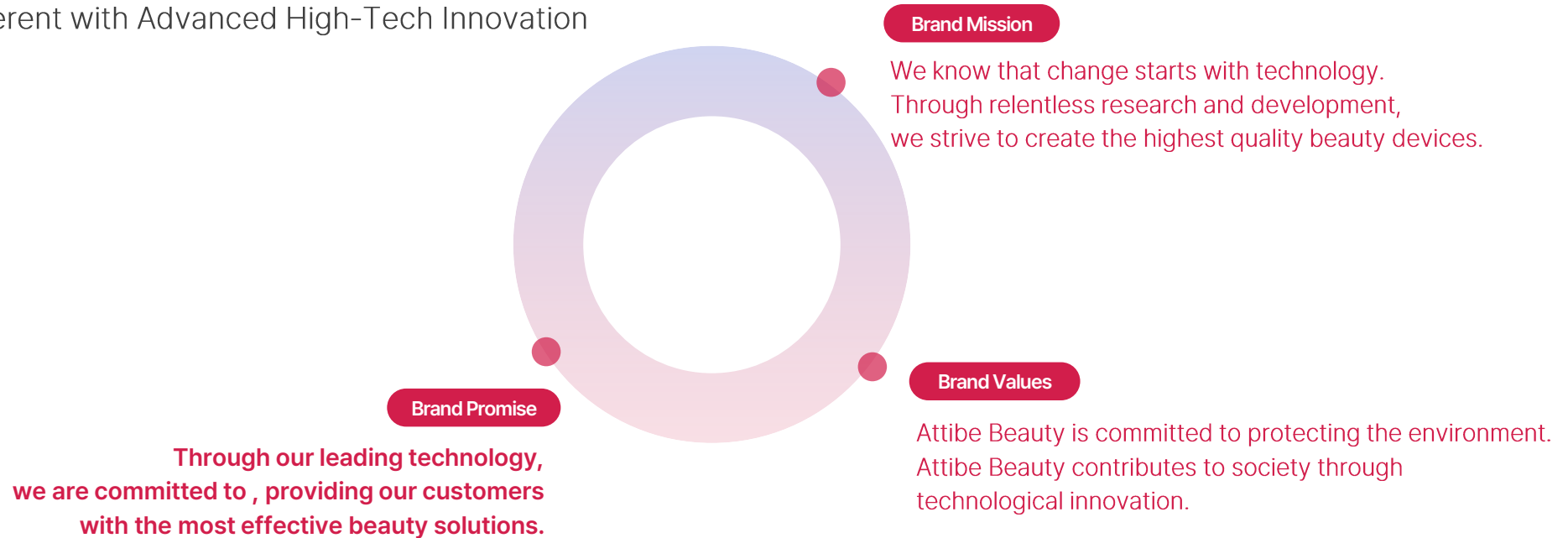
Gangnam Gangwonjang
(120,000 subscribers)
Oriental Medicine Doctor and Beauty/Medical Information Channel

Attibe Beauty Vision

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Inherently Different with Advanced High-Tech Innovation



Expanding Beyond Korea to Global Markets

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Certified and Exported to 30 Countries Worldwide Advancing as a Global Brand

Leveraging the proven reliability and strong reputation of its products, Attibe Beauty has successfully expanded into international markets, earning recognition in countries such as the United States, China, and Japan..



Participating Exhibitions



COSMOPROF
ASIA HONG KONG



COSMOPROF
WORLDWIDE BOLOGNA



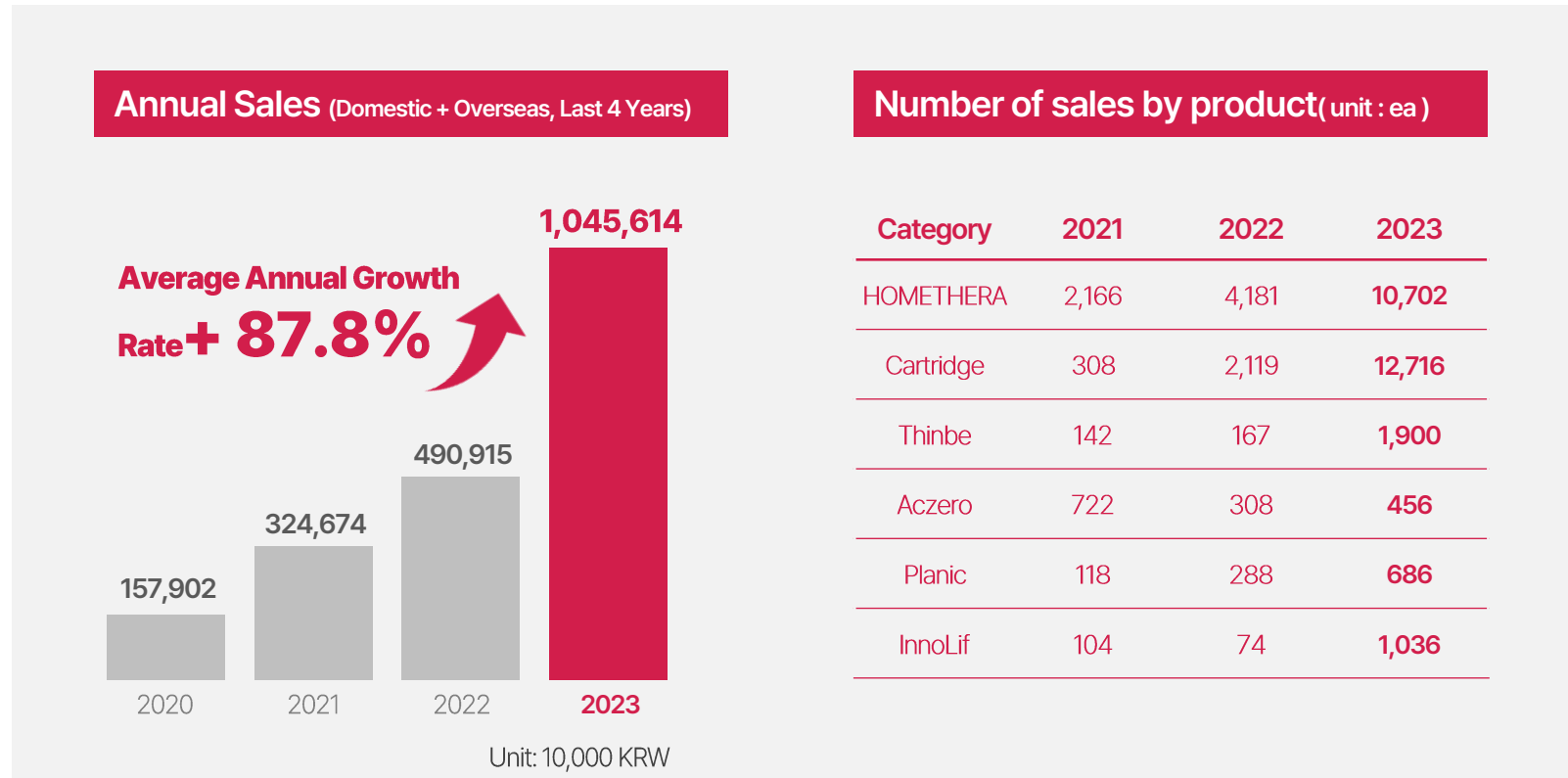
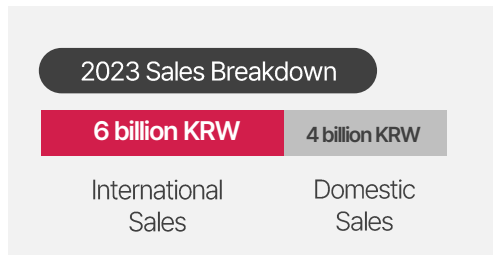
KIMES

Attibe Beauty's Annual Revenue Growth

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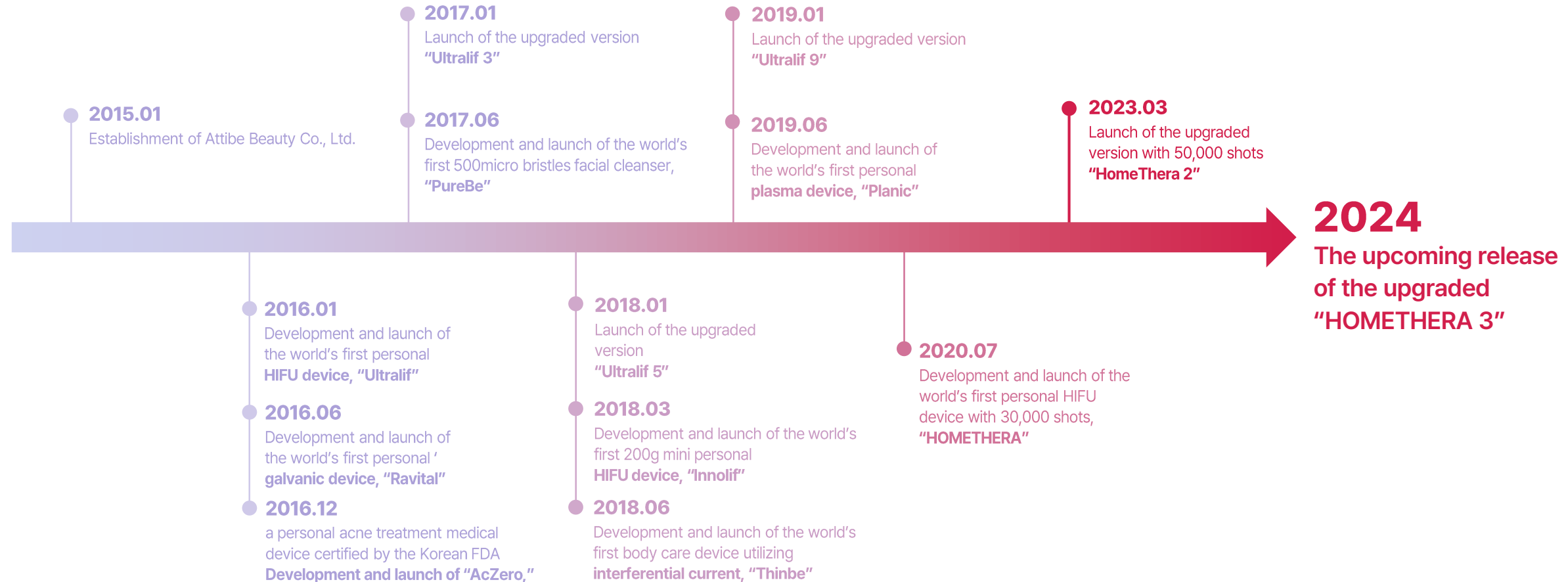
Four-Year Growth Rate of 87.8% Sales Exceeding 10 Billion KRW

With Attibe Beauty's strong international sales network, the brand has quickly become highly sought after in both domestic and global markets. With an average annual growth rate of 87% over the past four years, Attibe Beauty is on its way to becoming the world's leading beauty device brand.



Attibe Beauty Corporate Milestones

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Patent/Certification Status

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What a device needs is not sentiment, but innovation.

At the heart of every device lies advanced technology. Attibe Beauty devices deliver outstanding performance, powered by multiple patented technologies in HIFU and skin care.

Beauty achieved through technology, that's the confidence of Attibe Beauty.

- ✔ Domestic and International Patents --- 8ea
- ✔ Domestic and International Trademarks --- 51ea
- ✔ Design Registrations --- 18ea

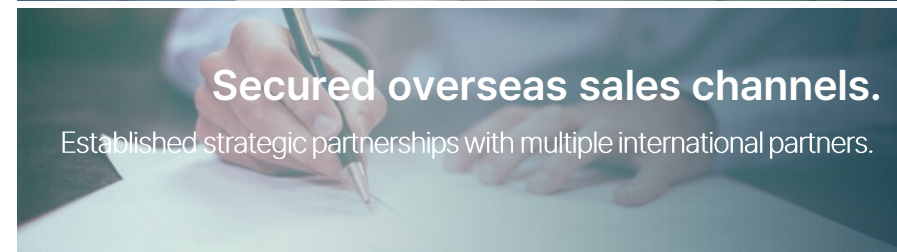


Integrated Process Management

By fully internalizing every step of the process, we operate a smooth and efficient one-stop system.

Ensuring stable quality competitiveness.

Attibe Beauty has internalized all processes from planning and development to production and operations, enabling us to secure competitive quality and respond swiftly to market demands. All departments work in close coordination, making independent decisions to effectively manage various external variables, ensuring the highest level of trust.



Ensuring Market Trust Through Rigorous Quality Control.

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**By conducting thorough testing,
we ensure consistent product quality and secure strong market trust.**

Development Quality Management.



Develop Management

Step-by-step development process.

QA product testing.

Software verification.

On-site evaluations of new parts suppliers.

Market Quality Management

Early shipment TFT for quality stabilization.

Proactive management of quality indicators.

Defective sample reception.

Market data analysis.

Production Quality Management

Comprehensive inspection.

key components and mass-produced goods.

Reliability and environmental testing.

Process quality improvement initiatives.

Quality System Management

Process audits.

Continuous enhancement of quality systems.

Regular quality meetings.

Implementation of improvements feedback.

Competitive advantage factors.

Cross Check
Deep Check
Issue Clear



Through a step-by-step verification system, effectively managing a wide range of variables. **Provide the highest level of product reliability.**

Systematic Organizational Management

An independent decision-making team made up of industry experts.

Attibe Beauty has established a systematic and cohesive organizational structure, consisting of 4 departments and 8 teams.

All team members, excluding juniors, are experienced professionals in their respective fields.

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Sales Department



Quality Department



Development Department













Management Department



Attibe Beauty Product Lineup

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6 Beauty Devices, 4 Cosmetic Products

FACE				BODY		Cosmetic			
HIFU		Plasma + Galvanic	Blue Laser	Mid-Frequency	HIFU	Functional Cosmetics			
HOMETHERA	INNOLIF	PLANIC	ACZERO	THINBE	TITY	BODY SLIM CREAM	PLASMA AMPOULE	ULTRASOUND GEL	DOUBLELIFT CREAM
									

HOMETHERA

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The world's first tightening device utilizing patented High-Intensity Focused Ultrasound (HIFU) technology.

Clinically proven to enhance skin elasticity in 7 areas.
(eye area, nasolabial folds, double chin, corners of the mouth, forehead, cheeks, neck skin)

- ✔ Achieve immediate elasticity improvement with just one use!
- ✔ Enjoy the same HIFU technology at home as you would in a professional setting!
- ✔ The most certifications acquired domestically and internationally (KC, CVC, CQC, CE, JPMIC)
- ✔ 1-year full warranty + 6-year extended warranty



Category	Specification
Power	0.4J ~2.0J (REC 0.4J ~ 0.61J)
Battery	Built-in lithium polymer battery
Rated Voltage and Power Consumption	AC100-240V, 50/60Hz, 1.5V
LCD	1.4 inch
Treatment Depth	2.0mm / 4.5mm
Treatment Count (Shot)	10,000~50,000shots
Frequency	Approx. 7.5 MHz
Size	40 x 65 x 220mm
Product Weight	350g (including cartridge)
Product Bluetooth	BT4.0 enabled
Certifications	KC, CE, CQC, RoHS, SRRC

PLANIC

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Thoroughly removes impurities from deep within the pores! **3 in 1 Comprehensive Skin Care Solution.**

Plasma + Galvanic + 3D Vibration
From deep cleansing to soothing, all in one step!
Achieve perfect harmony of plasma and ions.

- ✔ Thoroughly cleanse pores.
- ✔ Facilitate deep absorption of active ingredients into the skin.
- ✔ Achieve sterilization through fourth energy plasma technology
- ✔ A semi-permanent device that doesn't require tip replacement.
- ✔ Proven to improve eye wrinkles, skin hydration, and overall skin tone!



Category	Specifications
Size	50 X 63 X 166 mm
Weight	178g
Buttons	Power/Operation Button
LED	ION / LOW / HIGH
Galvanic	1Khz / DC 20V / 1mA
Battery	1,800mAh (3.7V)
Operation / Charging Time	4 hours / Approx. 2 hours
Certifications	KC, CE, RoHS
Manufacturer / Country	Hironic / Korea

THINBE

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Slim and firm body lines **created by powerful EMS stimulation.**

A body care device optimized with 990~1010Hz low and mid-frequency waves 990~1010Hz that stimulate muscle contraction and relaxation, helping to reduce calf swelling and improve abdominal firmness.

- ✔ **Personalized care with 2 modes and 5 intensity levels, tailored to different areas of the body**
- ✔ **Rhythmic stimulation delivered through patented Hexa Core with 6 electrodes.**
- ✔ Maximizes muscle contraction and relaxation with multi-channel mid-frequency waves divided into 3 channels.
- ✔ **Enhanced safety with a dual safety mode that activates only on skin contact.**
- ✔ **Clinically proven results.(including improved overall body firmness.)**



INNOLIF

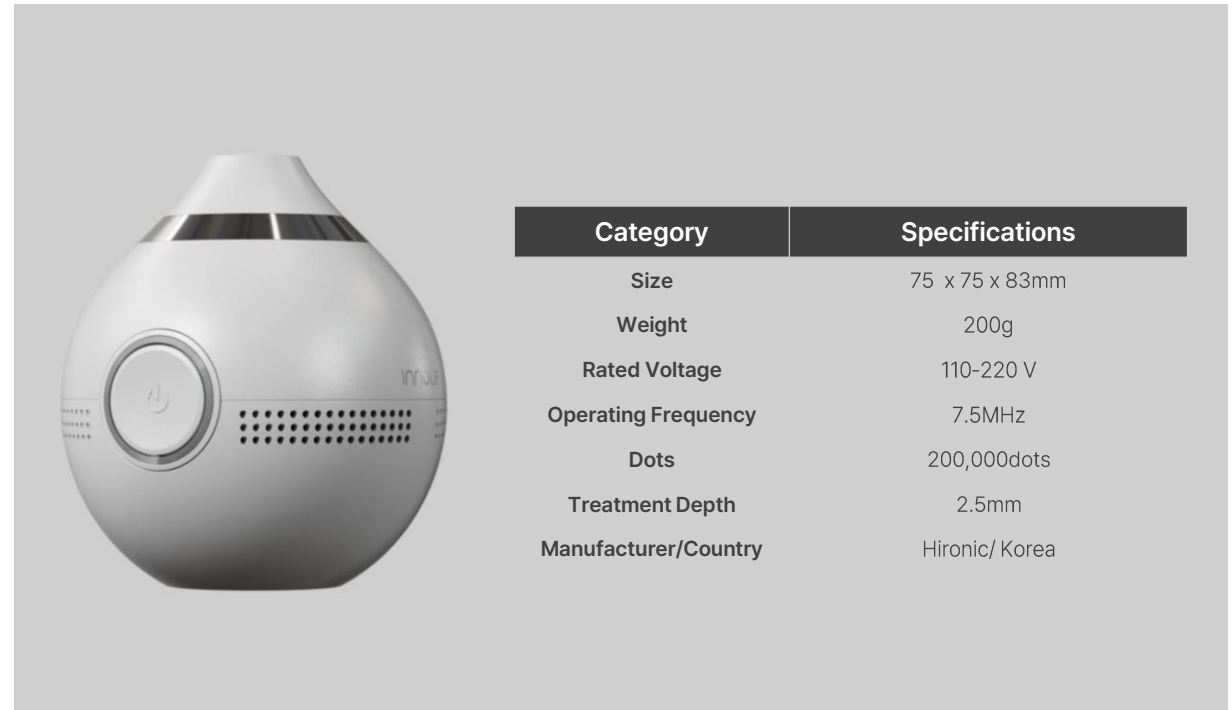
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Targeted Care for Specific Facial Areas, Daily One-Shot Elasticity Care.

A device specifically designed for precise care of difficult-to-treat facial areas.

Allows for precise lifting care on delicate areas such as the eye area, forehead, and between the eyebrows.

- ✔ Unlimited shot capability for focused care on specific facial areas
- ✔ A lifting device that offers daily care in just 5 minutes.
- ✔ Equipped with a motion detection sensor to prevent overlapping treatment on the same area.
- ✔ The most certifications acquired domestically and internationally (KC, CVC, CQC, CE, JPMIC).



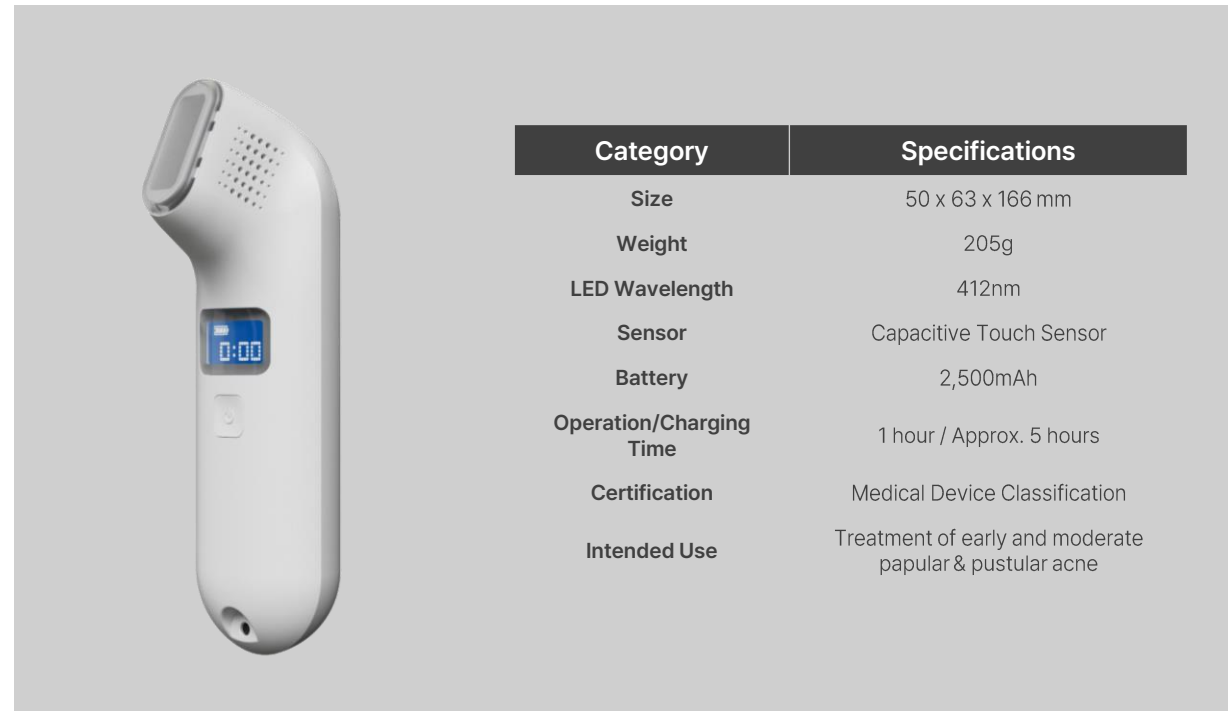
ACZERO

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A Medical Device for Acne Treatment, Home Care Solution for Acne

Uses 412nm blue light to target and eliminate the bacteria that cause acne.

- ✔ A safe product approved as a medical device for acne treatment.
- ✔ Restructures sebaceous glands to tackle the root cause of acne.
- ✔ Safe acne treatment with no side effects.
- ✔ The narrow and elongated treatment head allows for efficient acne care.
- ✔ Auto-sensing technology activates only when in contact with the skin.



TITY

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World's First Rotating HIFU. Home Device for Vaginal Tightening

TITY utilizes revolutionary rotating HIFU technology to deliver 80 shots of focused ultrasound energy with each 360° rotation. This innovative approach enables safe and convenient at-home vaginal tightening care.

- ✓ **Safe and Painless Device**
- ✓ **Non-Invasive HIFU Tightening**
- ✓ **Immediate Return to Daily Life**
- ✓ **Improved Vaginal Elasticity and Muscle Tone**
- ✓ **Potential for Improvement in Women's Health Conditions (Urinary Incontinence)**

