

A series of vertical lines of varying heights and widths, centered on the page, that together form a heart shape. The lines are light gray and extend from the top to the bottom of the frame.

CELL IN SHOT

BRAND INTRODUCTION

Skincare is Technology.

Skincare is not a trend. It is technology.

CELL IN SHOT goes beyond trendy styles.

Our team carefully analyzes skin structure, environment, and how it changes over time.

Every ingredient is directly tested to see how it affects the skin.

Even one drop of serum contains dozens of experiments and years of know-how.

Our skincare is technology.

Skincare should not be just a simple routine.

It must be a precise technology that understands your skin and transforms it.

CELL IN SHOT focuses on proven ingredients instead of flashy marketing, and fundamental change instead of temporary effects.

CELL IN SHOT awakens the natural power of your skin through technology.

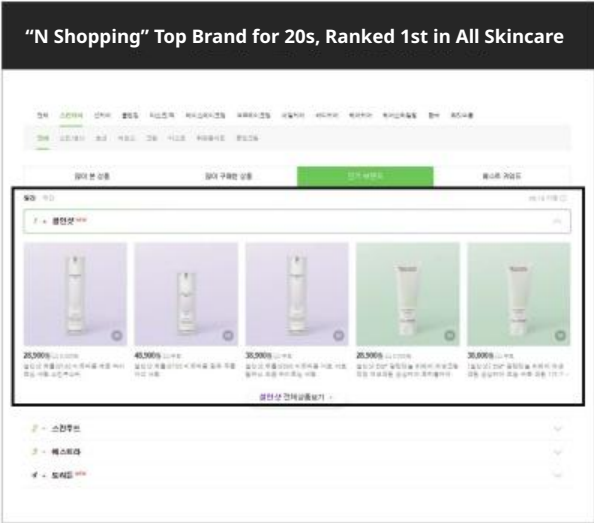
The process starts by finding the root cause of skin problems, then discovers the solution through science and detail.

For you who truly care about your skin, CELL IN SHOT delivers real skincare completed with technology.

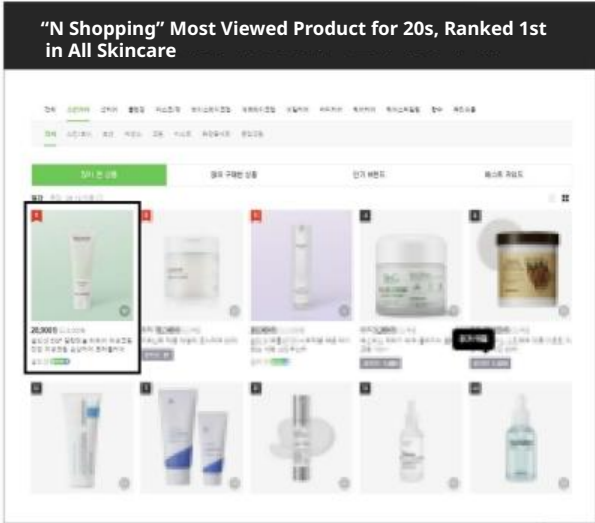


2024 Globalization | Global Beauty Brand CELL IN SHOT

Launched in Korea in June, became 'Top Brand for 20s' within one week



출처: 2024년 6월 12월 기준 N사 스킨케어 20대 인기브랜드

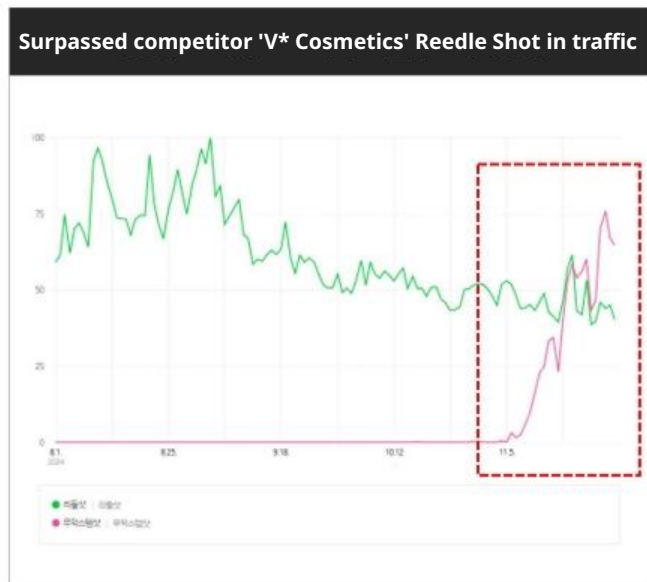
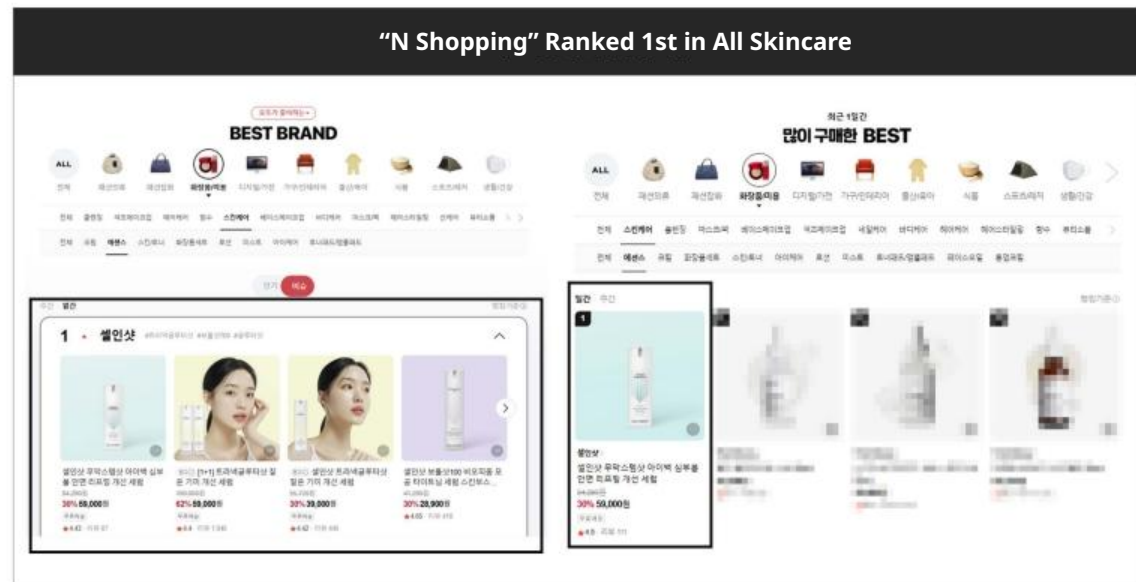


출처: 2024년 6월 12월 기준 N사 스킨케어 많이 본 상품



2024 Globalization | Global Beauty Brand CELL IN SHOT

Within 5 months of launch, reached No.1 in All Korean Cosmetics in November



*브이티 2024년도 매출/당기순이익(3분기 누적): 2,215억원 / 614억원 (매출총이익: 1,392억원)

Fast-growing cosmetics brand in Korea since June 2024 launch

Naver Ranking: No.1

홈

오늘의 베스트

별별랭킹

카테고리

쇼핑원도

많이 본 상품

많이 구매한 상품

인기 브랜드

베스트 키워드

일간

주간

06.12 기준

1 셀인샷 NEW

4.2 billion KRW in sales within first 6 months

Olive Young Ranking: No.1

전체	스킨케어	마스크팩
세일	뷰티소품	더모 코스메틱
바디케어	건강식품	푸드
화선	리빙/가전	취미/엔서

01 셀인샷

02

셀인샷

01 셀인샷

02

셀인샷

Reached No.1 in Olive Young All Skincare Ranking

Musinsa Overall Ranking: No.1

< 무신사 월간 랭킹 >

2025년 2월 < 이전달 > < 다음달 >

전체 뷰티 신발 아우터 상의 바지 원피스/스커트 가방

전체 메이크업 스킨케어 프래그런스 헤어기거 선크어 문신

✓ 집계 종료됨 전체 성별 >

1 셀인샷

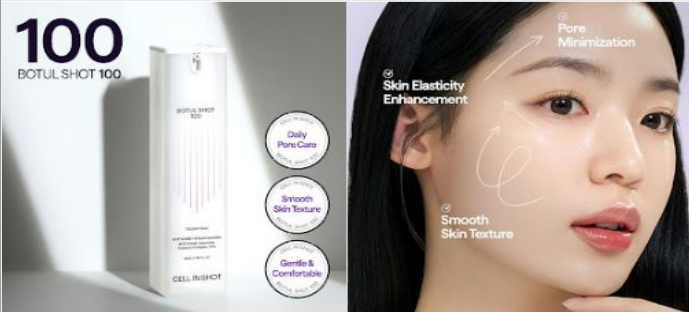
EGF 알란테놀 리페어크림 70ml x 2개[총 140ml]

스킨케어 1위

140 million KRW in sales during 10-day Musinsa Beauty Festa

BOTUL SHOT 100 / Daily Skin Botox Serum

Smoothness, Redefined — 112,500 micro-spicules meet B.O.P SOME (botulinum-inspired ingredient) for effortless pore, elasticity, and texture refinement.

Brand	CELL IN SHOT	Category	Skincare	Type	Skin Texture & Pore Care	Unit weight	50ml	Qty per Carton	48
Product	BOTUL SHOT 100			Barcode	8809494586807	Product Dims(mm)	43*43*153	Carton Dims(mm)	350*270*175
				Selling Points	- 112,500 ultra-fine spicules evenly work on skin—Daily Botul Shot 100. - Daily needle serum designed with natural-derived spicules to deliver active ingredients to skin. - BOP SOME (botox principle-applied ingredient), Cica, Ceramide, 8-layer Hyaluronic Acid—soothing, moisturizing, and barrier care ingredients. - Refreshing, fast-absorbing gel formula—burden-free use even before makeup. - Daily routine serum helping with skin texture refinement and makeup adhesion improvement. - Daily needle care product with reduced irritation burden.				
					Product Benefits	- 106.5% increase in elasticity index. - 51% reduction in pore area. - 67.4% reduction in dead skin cells. - Triple improvement clinical completion: elasticity, pores, dead skin cells. - Improves skin texture smoothness, alleviates tightness and dryness.			
				Target Customers		- Customers with pore, elasticity decline, and dead skin cell concerns. - Those experiencing rough skin texture and makeup lifting. - Customers wanting daily needle serum. - Those concerned about tightness, dryness, and lack of elasticity. - Customers seeking elasticity and pore improvement home care routine. - Those preferring fast absorption and refreshing formula.			

BOTUL SHOT 700 / High-End Slow Aging Booster

Youth, Intensified — 675,000 micro-spicules meet B.O.P SOME for clinical-proven wrinkle, lift, and elasticity transformation.

Brand	CELL IN SHOT	Category	Skincare	Type	Anti-Aging & Wrinkle Care	Unit weight	30ml	Qty per Carton	60
Product	BOTUL SHOT 700			Barcode	8809494586821	Product Dims(mm)	43*43*153	Carton Dims(mm)	415*265*150
				Selling Points	- High-intensity needle serum with high-end slow aging booster concept. - Premium wrinkle & elasticity care serum containing 675,000 shot spicules. - High-performance formula based on B.O.P SOME, 8-HyalCica™, Ceramide, Hyalacto Complex - 4th sellout within 1 year of launch, 40,000+ cumulative sales. - 4 major wrinkle improvements confirmed (forehead, eye area, under-eye, nasolabial). - Suitable for routine intensively managing slow aging with high-intensity spicule base. - Fast-absorbing, refreshing finish formula—daily use possible.				
				Product Benefits	- Wrinkle Improvement • 29.6% forehead wrinkles • 32% eye area wrinkles • 32.3% under-eye wrinkles • 26.7% nasolabial wrinkles - Lifting & Elasticity Improvement • 27.9% facial (cheek) lifting • 8.8% surface elasticity • 15.6% deep elasticity - Skin Texture & Dead Skin Cell Improvement • 27.8% dead skin cell turnover • 19.9% skin texture				
				Target Customers	- Customers with complex wrinkle concerns in forehead, eye area, under-eye, nasolabial areas. - Those concerned about cheek sagging and elasticity decline. - Customers wanting high-end slow aging care. - Those wanting quickly noticeable wrinkle & elasticity improvement effects. - Customers expecting stronger effects with high-intensity needle serum level. - Those wanting simultaneous dead skin cell & skin texture improvement. - Customers preferring barrier & soothing care based on B.O.P SOME, Ceramide, Cica ingredients.				

TX GLUTA SHOT / Daily Brightening Injection Serum

Radiance, Revealed — Tranexamic Acid + Glutathione meet 112,500 spicules for clinical-proven melasma, pigmentation, and tone transformation.

Brand	CELL IN SHOT	Category	Skincare	Type	Even Tone & Pigment Care	Unit weight	50ml	Qty per Carton	48
Product	TX GLUTA SHOT			Barcode	8809494586524	Product Dims(mm)	43*43*153	Carton Dims(mm)	351*270*175
				Selling Points	- 100,000+ units sold, 6 sold-out cycles in 1 year—bestseller serum with proven market dominance - #1 ranking on Olive Young & Naver—Korea's top consumer-chosen brightening and melasma serum - Perfect 5.0-star customer rating—texture and efficacy validated by real users - Tranexamic Acid + Glutathione blend—dual melanin-targeting system for deep pigment correction - Clinical tests completed: Low-irritation tested—safe for sensitive skin and daily use - Daily melasma care serum designed for consistent routine management of stubborn pigmentation				
				Product Benefits	- Deep and dark melasma reduced by 57.3%—targets long-standing, resistant pigmentation - Internal melanin lightened by 28.2%—addresses root cause of discoloration at cellular level - Melasma and hyperpigmentation improved by 47%—visible clarity restoration - Skin turnover accelerated by 24%—natural exfoliation strengthened for faster pigment shedding - Skin brightness (tone) enhanced by 5%—overall luminosity and even-toned complexion - Melanin suppression (tranexamic acid) + antioxidant defense (glutathione) for brightening - Manages dullness, uneven tone, and stubborn spots caused by UV damage, aging, hormonal changes				
				Target Customers	- Women 30s–50s struggling with deep, long-standing melasma and dark hyperpigmentation - Those with melanin-induced dullness seeking clear, radiant tone restoration - Consumers wanting all-in-one daily serum for melasma, pigmentation, and tone correction - Data-focused users who prioritize fast, visible melasma improvement results - Customers seeking low-irritation, effective brightening care without harsh bleaching agents - Users preferring professional-grade brightening results in home care format				

MUMAK STEM SHOT / Elasticity Restoration Serum

Density, Restored — Membrane-free stem cell culture meets clinical lifting technology for rebuilt skin resilience and firmness.

Brand	CELL IN SHOT	Category	Skincare	Type	Lifting & Elasticity Care	Unit weight	50ml	Qty per Carton	60
Product	MUMAK STEM SHOT			Barcode	8809494586791	Product Dims(mm)	43*43*125	Carton Dims(mm)	275*430*160
				Selling Points	- 60,000+ units sold, 6 sold-out cycles in 1 year, Naver Skincare BEST Top 3 Award Winner - 4.7-star customer rating—real consumer choice for elasticity and lifting results - Daily lifting solution to solve skin sagging, hollowing, and elasticity decline concerns. - Lightweight texture with exceptional absorption—non-greasy, fast-penetrating formula. • POINT 01. Contains 3rd-generation membrane-free stem cell culture. • POINT 02. Skin sagging improvement clinical trial completed. • POINT 03. Refreshing application, amazing absorption.				
				Product Benefits	- Skin elasticity restoration improved by 21.7% in 4 weeks—clinical evidence of firming effect - Skin density enhanced by 41.8% in 4 weeks—rebuilt structural support for sagging areas - Under-eye hollows (eye bags) improved by 75.3% in 4 weeks—dramatic contour restoration - Cheek sagging reduced by 26.2% in 4 weeks—visible lifting and facial line definition - Single-use results: 52.5% under-eye sagging improvement, 17.8% cheek lift - Addresses sagging, hollowing, and elasticity loss caused by aging, fatigue, and loss of facial volume - Daily lifting solution replaces expensive dermatology treatments—professional-grade results at home				
				Target Customers	- Women 30s–50s experiencing sagging, hollowing, and declining elasticity as skin concerns - Those with dull, loose skin lacking firmness—difficult to manage with standard skincare - Consumers seeking home care alternatives to costly dermatology lifting treatments - Customers with specific lifting concerns: under-eye sagging, cheek drooping, jawline blur - Consumers who prioritize clinical results for elasticity, density, and sagging improvement - Users valuing fast absorption, lightweight texture, and non-greasy daily formulas				

MUMAK STEM AZULENE CREAM / Barrier Recovery & Soothing Formula

Calm, Rebuilt — Membrane-free stem cell culture meets plant-derived azulene for rapid relief and fortified skin resilience.

Brand	CELL IN SHOT	Category	Skincare	Type	Soothing & Barrier Repair	Unit weight	50ml	Qty per Carton	30
Product	MUMAK STEAM AZULENE CREAM			Barcode	8809494586876	Product Dims(mm)	75*75*65	Carton Dims(mm)	250*405*150
				Selling Points	- Naver #1 Popular Brand, consumer-chosen soothing and barrier care cream - Damaged skin soothing improved by 499% (single use), itchiness reduced by 74% (2 weeks) - Membrane-free stem cell culture + plant-derived azulene: hydration and barrier restoration - Clinical tests completed: moisturization, soothing, barrier improvement verified - Multi-area application—suitable for face and full body, addressing dry, irritated zones anywhere - Non-sticky, gentle cream texture—comfortable moisture lock without heaviness or residue				
				Product Benefits	- Physical damage-induced skin irritation calmed by 499.81% after single use - Dryness-related itchiness reduced by 74.12% in 2 weeks - Surface flakiness improved by 26.11% in 2 weeks—smoother, refined texture - Outer skin hydration boosted by 16.90% in 2 weeks—strengthened moisture retention - Deep skin hydration enhanced by 6.38% in 2 weeks—internal moisture balance restored - Combines stem cell regeneration support + azulene anti-inflammatory action for barrier repair - Manages sensitivity, roughness triggered by environmental stress, seasonal changes, and dehydration				
				Target Customers	- All ages experiencing frequent dryness, tightness, and itchiness—especially sensitive skin types - Those with rough, flaky, moisture-depleted skin seeking intensive hydration - Consumers wanting to restore overall skin condition disrupted by stress, weather, or barrier damage - Users seeking versatile soothing and moisturizing cream for face and body - Customers prioritizing fast, powerful calming effects with clinical irritation-relief data - Those preferring gentle, non-irritating formulas suitable for compromised or post-procedure skin				

EGF ALLANTENOL REPAIR CREAM / Post-Care Regeneration & Soothing

Repair, Amplified — Allantenol meets EGF for post-care regeneration, calming, and fortified skin self-recovery power.

Brand	CELL IN SHOT	Category	Skincare	Type	Soothing & Trouble Care	Unit weight	70ml	Qty per Carton	48
Product	EGF ALLANTENOL REPAIR CREAM			Barcode	8809494586371	Product Dims(mm)	50*35*145	Carton Dims(mm)	305*315*175
				Selling Points	- #1 on Olive Young, Musinsa Beauty, and Naver—dominance across Korea's top beauty retailers - 90,000+ units sold, 9 sold-out cycles in 1 year—proven bestseller with exceptional consumer loyalty - Allantenol (Allantoin + Panthenol blend)—targets root skin resilience for lasting calm and strength - Triple action in one cream: sebum control, soothing, barrier repair - Acne-prone skin and sensitive skin suitability tests completed—safe for reactive - Synergy effect: 154% increased skin self-recovery when used with Botul Shot 100 - Non-sticky, soft cream texture—comfortable daily soothing care without heaviness				
				Product Benefits	- Sebum improved by 44.5% on acne-prone skin—oil balance restoration for clearer complexion - Heat-induced irritation calmed by 416%—rapid relief from environmental and temperature stress - Physical damage-induced irritation soothed by 116% - Skin self-recovery (redness reduction) enhanced by 144.5%—natural healing capacity elevated - Transepidermal water loss reduced by 126.8% in 2 weeks, 72-hour moisture retention - EGF (epidermal growth factor) + Allantenol for regeneration and anti-inflammatory synergy - Manages breakouts, redness, dryness, and barrier disruption caused by stress, and seasonal changes				
				Target Customers	- All skin types from acne-prone to sensitive—seeking irritation-free calming cream - Those struggling with excess sebum, redness, and recurring blemishes - Consumers with dryness, flakiness, moisture imbalance - Users wanting fast soothing + self-recovery enhancement—multi-function blemish cream - Customers already using Botul Shot 100—seeking synergistic 154% barrier care - Those preferring lightweight, non-comedogenic formulas suitable for reactive skin states				

EGF ALLANTENOL REPAIR AMPOULE / Double Action Trouble & Scar Care

Soothe & Fade — EGF + Allantenol dual-capsule meets clinical-proven soothing and post-trouble pigmentation relief.

Brand	CELL IN SHOT	Category	Skincare	Type	Soothing & Hydration	Unit weight	50ml	Qty per Carton	32
Product	EGF ALLANTENOL REPAIR AMPOULE			Barcode	8800276318364	Product Dims(mm)	36*36*12	Carton Dims(mm)	320*170*140
				Selling Points	- Double action capsule ampoule intensively caring from trouble soothing to scars (pigmentation). - Dual formula simultaneously designed for skin barrier improvement, soothing, and moisturizing. - Triple benefit design: barrier repair, calming, hydration - EGF Allantenol capsule + Ceramide/Madecassoside ampoule complex structure. - Acne-prone skin & sensitive skin suitability test completed—burden-free use for everyone. - Lightweight, watery texture with excellent absorption—refreshing without stickiness or heaviness				
				Product Benefits	- Skin barrier improved by 67.19%—fortified defense against irritants and moisture loss - Heat-induced irritation calmed by 63.02%—rapid relief from environmental stress & inflammation - Skin self-recovery (calming effect) enhanced by 13.95%—natural resilience strengthened - Post-blemish marks (hyperpigmentation) visibly improved—fades discoloration and uneven tone - Sebum reduced by 31.45% in 2 weeks—balanced oil production for clearer, less congested skin - EGF regeneration + Allantenol anti-inflammatory action + Ceramide barrier support + Madecassoside wound healing - Addresses redness, sensitivity, dark spots, and texture caused by recurring breakouts and damage				
				Target Customers	- Acne-prone and sensitive skin types experiencing frequent redness and reactive sensitivity - Those needing fast soothing + post-blemish mark correction—dual concern management - Users preferring lightweight, watery ampoule texture over heavy creams - Consumers wanting to fade hyperpigmentation and post-acne discoloration - Customers seeking all-in-one solution: barrier repair + hydration + calming - Women 20s–40s with recurring blemish cycles and lingering dark spots				

EYEBANDING PDRN SHOT SET / EMS + PDRN Eye Rejuvenation System

Eyes, Revived — High-concentration PDRN meets EMS microcurrent device for clinical-proven eye bag, wrinkle, and elasticity transformation.

Brand	CELL IN SHOT	Category	Skincare	Type	Eye Elasticity & Wrinkle Care	Unit weight	15g	Qty per Carton	40
Product	EYEBANDING PDRN SHOT SET			Barcode	8809494587019	Product Dims(mm)	106*35*147	Carton Dims(mm)	315*450*205
				Selling Points	- EMS microcurrent optimized for thin, sensitive eye area skin with PDRN synergy - Ultra-fine current gently vibrates without irritation, deeply absorbing PDRN into skin. - Lightweight with ergonomic design—simple 5-minute daily evening routine. - Under-eye sagging & eye wrinkle improvement clinical trial completed. - Elasticity restoration improvement, eye wrinkle count improvement, eye bag improvement. - Clinical tests completed: under-eye sagging, eye wrinkles, elasticity improvement				
				Product Benefits	- Under-eye hollows (eye bags) reduced by 13.36%—contour restoration and puffiness diminished - Eye wrinkle count decreased by 18.18% after 2 weeks—fewer visible lines around eyes - Eye wrinkle length shortened by 8.28% after 2 weeks—existing lines become less prominent - Eye wrinkle surface area reduced by 3.55%—overall smoothing effect across periorbital zone - Eye wrinkle average depth lessened by 8.23%—deeper creases visibly softened - Skin elasticity recovery improved by 5.23% after 2 weeks—bounce and resilience restored - Skin density enhanced by 8.27% after 2 weeks—firmer, more structured under-eye skin - EMS microcurrent stimulates eye muscles + PDRN promotes cellular regeneration				
				Target Customers	- Women 30s–50s troubled by pronounced crow's feet and crinkling lines when smiling - Those with under-eye sagging, hollowing, and puffiness—tired, aged appearance from volume loss - Those wanting to manage 4 major eye wrinkles (under-eye, crow's feet, between brows, eye bags) - Users seeking procedure-free alternatives—avoid risks and costs of injections, threads - Device enthusiasts interested in EMS technology + PDRN ingredient synergy - Customers prioritizing quick daily routines (5 minutes)—efficient lifting care fitting busy schedules				

2-Week Visible Eye Lift
Advanced Under Eye Treatment

Firms · Smooths · Depuffs

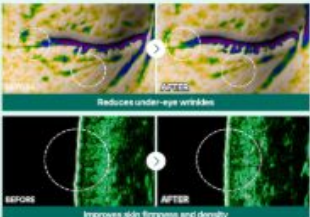
128.7%
Reduction in under-eye puffiness

140%
Decrease in fine lines

114.3%
Increase in skin firmness



Targeted Scientific Care for the Eyes Area



TX GLUTA SUN MELASTICK / UV Defense + Melasma Treatment Stick

Shield & Fade — Tranexamic acid meets glutathione in SPF stick format for dual-action UV blocking and melasma reduction.

Brand	CELL IN SHOT	Category	Skincare	Type	Sun Protection & Melasma Care	Unit weight	23g	Qty per Carton	40
Product	TX GLUTA SUN MELASTICK			Barcode	8800250591943	Product Dims(mm)	106*35*147	Carton Dims(mm)	315*450*205
				Selling Points	- 2-in-1 sun care + melasma treatment in portable stick format - Tranex + Gluta combination targeting melasma, dark spots, and tone correction - No white cast, smooth glide, non-sticky powdery finish—comfortable wear under or over makeup - Direct stick application for anytime use—convenient pre/post-outing touch-ups without mess - Clinical data confirmed: melasma area, count, density, and brightness improvements - Reapply anytime, anywhere—easy touch-ups throughout the day without disrupting makeup				
				Product Benefits	- Melasma surface area reduced by 30.98%—visible shrinking of pigmented zones - Melasma spot count decreased by 20.01%—fewer discrete dark patches - Melasma density lightened by 13.40%—existing spots become less intense - Melasma brightness improved by 10.16%—overall luminosity and tone evenness enhanced - UV shields against new pigmentation + Tranexamic Acid & Glutathione fade existing melasma - Stick format enables targeted application on specific melasma areas—precision spot care				
				Target Customers	- Women 30s–50s seeking combined UV protection and melasma-focused treatment - Those with recurring melasma, sun spots, and uneven tone - Makeup wearers wanting non-disruptive reapplication over cosmetics - Those seeking data-backed melasma improvement tracking—visible progress validation - Users prioritizing targeted spot treatment—apply directly to melasma zones - On-the-go lifestyles—need portable, one-handed application for quick touch-ups				

EGF ALLANTENOL SUN SERUM / UV Defense + Soothing Barrier Serum

Protect & Calm — SPF 50+ PA++++ meets EGF + Allantenol for powerful UV defense with soothing, barrier-strengthening hydration.

Brand	CELL IN SHOT	Category	Skincare	Type	Sun Care, Soothing & Barrier	Unit weight	50ml	Qty per Carton	32
Product	EGF ALLANTENOL SUN SERUM			Barcode	8800276318357	Product Dims(mm)	35*35*146	Carton Dims(mm)	315*165*170
				Selling Points	- Daily low-irritation sun serum for UV-sensitized skin—gentle protection for reactive complexions - EGF + Allantoin + Panthenol—calms reactive skin while reinforcing protective barrier - Non-sticky, refreshing absorption with soothing hydration formula—lightweight texture - SPF 50+ PA++++ strong protection against external irritation—maximum broad-spectrum defense - Cooling soothing sun care that rapidly calms heated skin—instant thermal relief effect - Moisturizing serum texture ideal for pre-makeup application—smooth base without pilling				
				Product Benefits	- 93.8% skin soothing satisfaction—consumer-validated calming effect - 90.7% skin barrier strengthening satisfaction—proven protective reinforcement - Relief of skin heat from external irritation—reduces flushed, inflamed sensation - Increased skin hydration + soothing effect (clinical data image-verified) - UV protection SPF 50+ / PA++++—numerical defense rating confirmation - EGF × Allantenol barrier care synergy—combined regenerative and soothing power				
				Target Customers	- Sensitive and reactive skin types experiencing redness and irritation from UV and heat exposure - Those seeking non-sticky, serum-like lightweight sunscreen - Consumers with barriers needing calming sun protection—sensitive skin safe for daily use - Users wanting combined UV defense + barrier strengthening + soothing care - Makeup wearers preferring smooth, hydrating base without pilling or separation - 20s–40s with easily flushed, heat-sensitive skin—need cooling relief alongside sun protection				

VIOLET PDRN CALLUS CREAM / 99% High-Purity Vegan PDRN Regeneration Cream

Renew, Restored — 98.6% pure plant-based PDRN (1,800ppm) meets Gromwell Callus extract for regeneration, elasticity, brightening, and barrier fortification.

Brand	CELL IN SHOT	Category	Skincare	Type	Regeneration & Multi-Repair Care	Unit weight	20g	Qty per Carton	200
Product	VIOLET PDRN CALLUS CREAM			Barcode	8809481704559	Product Dims(mm)	30*20*140	Carton Dims(mm)	320*453*145
				Selling Points	- Highest plant-based PDRN concentration: 98.6% purity Sodium DNA, 1,800ppm • Premium vegan alternative to salmon PDRN - 3D tissue-cultured purple gromwell (Lithospermum erythrorhizon) callus PDRN • Rare medicinal herb maximizing anti-inflammatory, antioxidant, brightening, and collagen synthesis - Vegan PDRN with minimal contamination risk and low allergenicity • Suitable for sensitive and blemish-prone skin without animal-derived concerns - ALL-IN-ONE: Gromwell Callus PDRN+Niacinamide+Panthenol+Hyaluronic Acid + Adenosine • Soothing + regeneration + elasticity + hydration + brightening + barrier strengthening in single cream				
				Product Benefits	- Accelerated skin regeneration • Cell regeneration increase (57% wound recovery), cell proliferation speed excellent (14% increase) - Elasticity and lifting improvement: 1.3× higher collagen synthesis vs. salmon PDRN - Brightening and tone improvement: melanin production inhibition 1.7× superior vs. salmon PDRN - Skin barrier fortification: Panthenol + Hyaluronic Acid hydration and barrier synergy - Low-irritation soothing effect: redness reduction, trouble relief, external irritation protection				
				Target Customers	- Customers with scarring, post-blemish marks, redness, and damaged skin - Those avoiding animal-derived PDRN due to odor or allergy concerns - High-purity, high-concentration PDRN enthusiasts—demand premium regenerative ingredients - Users wanting multi-function cream: brightening + elasticity + barrier + hydration - Sensitive skin types needing low-irritation, high-efficacy regeneration cream - Women 20s–40s prioritizing regeneration and brightening				

PLATONING SHOT 27° Cold Plasma Device

Tone, Transformed — Korea's first and only 27°C ozone-free cold plasma technology meets clinical-grade melanin reduction for safe, at-home melasma care.

Brand	CELL IN SHOT	Category	Home-Beauty Device	Type	-	Unit weight	689g	Qty per Carton	16
Product	PLATONING SHOT 27° Cold Plasma Device			Barcode	AC01B250582	Product Dims(mm)	130*113*203	Carton Dims(mm)	335*275*185
				Selling Points	- Ozone-free cold plasma device—generates 1/20th the ozone of KFDA and FDA safety limits for worry-free home use - 27°C low-temperature plasma system—no heat damage, no epidermal trauma, safe non-contact (bipolar) method - Professional-grade melanin toning at home—dermatology-level pigment correction without clinic visits or laser risks - 3-mode customization: RED (1 min Daily Brightening) / GREEN (3 min Intensive Pigmentation) / PURPLE (5 min Deep Melasma Master)—tailored care for concern severity - Award-winning innovation: Cosmoprof Asia Home & Professional Device Award—global recognition for technology and product excellence at Asia's largest beauty exhibition - Synergistic pairing with EGF Allantenol Repair Cream—amplified results when used together (clinical data based on combined use)				
					Product Benefits	♦ Clinical Results (with EGF Allantenol Repair Cream): Skin radiance improved by 327.59%—dramatic luminosity boost Dark spots and hyperpigmentation lightened by 108.16% Melanin surface area reduced by 111.27%—shrinking of pigmented zones Skin tone (brightness) enhanced by 101.38%—overall complexion clarity doubled Skin self-recovery improved by 53.15%—strengthened natural repair capacity Skin density improved by 26.43% (7.56 → 9.56)—firmer, more structured tissue Multi lifting: forehead 45.32%, glabella 47.40%, eye area 29.01%, cheeks 16.32% ♦ Mechanism: Cold plasma ions penetrate epidermis without contact Ozone-free safety—eliminates respiratory irritation and oxidative stress risks Enhances product absorption—booster for CELL IN SHOT skin care			
				End Users		- 30s–50s with recurring hyperpigmentation, stubborn spots, and deep melanin deposits - Those avoiding laser and RF treatments due to cost, downtime, or sensitivity concerns - Data-driven consumers wanting 100%+ improvement metrics in 2 weeks - Users desiring clinic-grade melanin toning + lifting + absorption enhancement at home - Customers prioritizing tone, radiance, density, and self-recovery—holistic skin quality improvement			

CELL IN SHOT

BRAND INTRODUCTION

E.O.D