HAEDAL'S

HAEDAL'S BRANDBOOK

Available at Olive Young Within One Year of Launch.
Haedal's, a Korean Blue Beauty Brand.

Copyright © SEA OTTER inc. All rights reserved.

HAEDAL'S

EVERY TOUCH, A CHOICE FOR THE OCEAN.

HAEDAL'S is a Korean ***blue beauty brand** inspired by the ocean.
Clean formulations for both your skin and the sea.

More than skincare—it's sustainable beauty. Small choices create meaningful change.

Pure as the sea, gentle as a sea otter.

What is Blue Beauty?

Beauty that cares for the ocean.

Under
the sea

Life beneath the sea.

Beyond
the sea

Beauty beyond the sea.

From
the sea

Inspired by the sea.

HAEDAL'S

HAEDAL'S is a Korean derma skincare brand developed by a former **university hospital pharmacist** in collaboration with dermatologists and manufactured by **KOLMAR KOREA.**

We create gentle, effective skincare
with carefully selected ingredients for everyday use.



HAEDAL + ’S

“HAEDAL” comes from the Korean word for “sea otter.”
The name reflects the purity and warmth of the ocean.

—

inspired by sea otters that treasure and share the beauty of the sea,
HAEDAL’S was created to protect both skin and ocean.



Awards & Certifications

OLIVE YOUNG

Ranked No. 1 overall in the sun care category following its launch at Olive Young (As of 6:00 AM, July 16)



Featured in Harper's BAZAAR Korea December 2025 issue as a beauty industry pick

아이에이치의원

Developed by a former university hospital pharmacist in collaboration with dermatologists.

*A dermatology clinic in Gangnam, Seoul, popular among Korean celebrities

SKIN CARE

01



HAEDAL'S Deep Sea
Hydrating Ampoule

The Korean Skincare Routine
That Hit 70 Million Views

02



HAEDAL'S Deep Sea
Cooling Cream

Instant Soothing.
Long-Lasting Hydration.

03



HAEDAL'S Deep Sea
Watery Sunscreen

A lightweight sunscreen
that cares for both skin and ocean.

04



HAEDAL'S Deep Sea
Balancing Cleansing Foam

The Answer
for Sensitive Skin

SKIN CARE

05



HAEDAL'S
Squalane Blemish Recovery Cream

Formulated with 20% squalane
and 5% niacinamide to care for both the skin barrier
and the appearance of dull marks

06



HAEDAL'S
Skin Filter Recover Sun

A No. 1 tone-up sunscreen
in Olive Young's sun care category
that naturally brightens
the complexion for healthier-looking skin

07



HAEDAL'S
HAEDAL'S Aqua PHA Prep Pad

Formulated with 10% PHA to gently improve
the appearance of blackheads and whiteheads
with less irritation

08

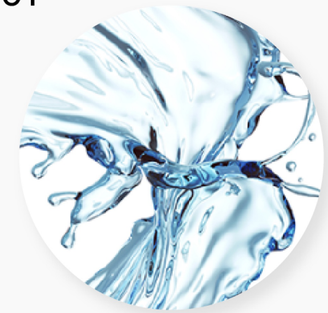


HAEDAL'S
Aqua Cica PDRN Calming Mist

Formulated with Cica PDRN and Secol-G
to soothe sensitive skin
and provide lasting hydration

Ingredients

01



Gangwon Deep Sea Water

Contains over 10x more natural minerals than regular water
Helps deliver quick hydration to the skin

02



Jeju Ecklonia Cava

Seaweed found only in clean ocean waters
Helps keep skin hydrated throughout the day

03



Wando Seaweed

Contains fucoidan to help retain skin moisture
Helps protect dry skin by supporting hydration

*Limited to the characteristics of the ingredients.


특허증
CERTIFICATE OF PATENT

특 허 제 10-2249241 호

위의 발명은 「특허법」에 따라 특허등록원부에 등록되었음을 증명합니다.
This is to certify that, in accordance with the Patent Act, a patent for the invention has been registered at the Korean Intellectual Property Office.

2021년 04월 30일
특허청장
COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

특허청
Korean Intellectual Property Office



1 Bursting hydration creates a moisture barrier for the skin

Formulated with 20,000ppm of Betaine* in a high-molecular polymer structure,
delivering deep hydration that bursts like water upon contact to
create a long-lasting moisture barrier.

2 Hydration & pore elasticity care

The synergy of algae-derived PDRN* 10,000ppm and
Fucoidan helps deeply hydrate and firm the skin while smoothing the appearance of pores.

3 Silky algae-derived PDRN with a comfortable finish

A lightweight silky texture that softly melts into the skin,
leaving it smooth, comfortable, and non-sticky.

Boost your skin condition

HYDRATING AMPOULE

50ml / KRW 21,400 (USD 14.3)

PRODUCT NAME	HAEDAL'S Deep Sea Hydrating Ampoule
KEY INGREDIENTS	KOLMAR KOREA patented PDRN 1% / Betaine 2% / 10 types of Hyaluronic Acid
CLINICAL TESTS	Hydration, moisture retention, skin texture, and pore improvement
VOLUME	50ml
CERTIFICATION	Certified by the Korea Vegan Certification Institute





1 Fast Cooling Care

Based on in-house human application testing,
skin temperature decreased by 5.1°C in just 5 seconds.
Quickly cools overheated skin to help prevent heat-related irritation.

2 Triple Moisture Care Hydrate. Lock In. Protect

Formulated with 10,000ppm East Sea deep ocean water,
10 types of hyaluronic acid, and inositol
to deliver layered hydration both inside and outside the skin.

3 Naturally Derived Soothing Ingredients

Naturally derived ingredients such as Ecklonia cava, seaweed,
centella asiatica, kelp, and yam help gently soothe and comfort sensitive skin.

Helps care for redness, skin heat, and pore concerns

COOLING CREAM

50ml / KRW 21,400 (USD 14.3)

PRODUCT NAME	HAEDAL'S Deep Sea Cooling Cream
KEY INGREDIENTS	Sea Water 1% / Panthenol 1% / 10 Types of Hyaluronic Acid / SOOTHING COOLER
CLINICAL TESTS	Primary skin irritation test: Non-irritating, Reduction in pore count, size, and depth, Skin temperature reductionRedness relief
VOLUME	50ml
CERTIFICATION	Certified by the Korea Vegan Certification Institute





Fresh, Lightweight Fit

WATERY SUNSCREEN

50g / KRW 20,400 (USD 13.8)

PRODUCT NAME	HAEDAL'S Deep Sea Watery Sunscreen
KEY INGREDIENTS	Sea Water / Adenosine / Niacinamide / 10 Types of Hyaluronic Acid
CLINICAL TESTS	Primary skin irritation test: Non-irritating
VOLUME	50ml
CERTIFICATION	Certified by the Korea Vegan Certification Institute

1 Watery Texture with No White Cast

A lightweight chemical sunscreen that feels like a hydrating essence
Freshly absorbs into the skin without stickiness, pilling, or eye irritation

2 Triple Functional Care

Formulated with MFDS-approved functional ingredients,
providing SPF50+ PA++++ UV protection
while helping brighten skin with Niacinamide and improve wrinkles with Adenosine

3 Reef-Safe Formula

Thoughtfully designed sun care for marine life and coral reefs
A gentle formula philosophy made for comfortable daily use





A cleansing foam made with deep ocean water from Korea's cleanest sea

BALANCING CLEANSING FOAM

100g / KRW 18,400 (USD 12.4)

PRODUCT NAME	HAEDAL'S Deep Sea Balancing Cleansing Foam
KEY INGREDIENTS	Sea Water 45% / 10 Types of Hyaluronic Acid / LHA
CLINICAL TESTS	Primary skin irritation test: Non-irritating, Skin texture improvement, Blackhead improvement
VOLUME	100ml
CERTIFICATION	Certified by the Korea Vegan Certification Institute

1 Ocean-Safe Cleanser for Skin and Sea

Uses biodegradable coconut oil-derived surfactants
that are gentle on the skin

2 Hydrating Cleansing Care

Rich moisturizing effect from
deep ocean water, green tea extract, and plant-derived squalane

3 Low-Irritation Exfoliating Care

Formulated with LHA, a peeling ingredient close to the skin's natural pH,
for gentle exfoliation and mild impurity care





Care for blemish marks and strengthen the skin barrier

BLEMISH RECOVERY CREAM

50g KRW 24,000

PRODUCT NAME	HAEDAL'S Squalane Blemish Recovery Cream
KEY INGREDIENTS	Squalane 10% / Niacinamide 5% / Panthenol
CLINICAL TESTS	Primary skin irritation evaluation, low-irritation assessment, improvement in dark spots caused by hyperpigmentation, and enhanced skin hydration
VOLUME	50g
CERTIFICATION	Clinically proven to improve skin hydration and reduce the appearance of dark spots.

1 Targeted Blemish Mark Care

Niacinamide and active ingredients help care for marks caused by hyperpigmentation.

2 Skin Barrier Support

Squalane and panthenol help strengthen and support a compromised skin barrier.

3 Deep Hydration & Soothing

Absorbs smoothly without stickiness, leaving even sensitive skin feeling hydrated and comfortable.





1 All-in-One UV Protection and Coverage

Mineral SPF 50+ PA++++ protection,
complexion correction, and skincare—all in one

2 A Hydrating, Seamless Semi-Matte Finish

A skincare base and sebum-control powder deliver
a hydrated yet soft-matte finish

3 Natural Coverage That Blends Across Skin Tones

A neutral beige shade creates an even, radiant-looking complexion

Skin that improves with every application

FOUNDATION-FREE SUNSCREEN

50ml KRW 20,500

PRODUCT NAME	HAEDAL'S Skin Filter Recover Sun
KEY INGREDIENTS	EGF / 10 Types of Hyaluronic Acid
VOLUME	50ml





Blackheads and Dead Skin OUT, Better Makeup ON

PHA PREP PAD

60PADS KRW 24,500

PRODUCT NAME	HAEDAL'S Aqua PHA Prep Pad
KEY INGREDIENTS	PHA / Marine Mucin
CLINICAL TESTS	Improvement in blackheads, whiteheads, and makeup evenness
VOLUME	190ml, 60PADS

1 Targeted Blackhead and Whitehead Care

Reduces the appearance of blackheads
and whiteheads after just one use

2 Gentle Exfoliating Care with 10% PHA

A gentle formula that removes dead skin cells,
excess sebum, and impurities

3 Hydrating Skin Texture Prep

Deep sea water, 10 types of hyaluronic acid,
and panthenol leave the skin smooth and hydrated even after wiping





1 Intensive Soothing Care with 1% Cica PDRN Complex

A blend of Cica and PDRN comfortably soothes skin sensitized
by external stressors

2 A Moisture Barrier Powered by A skin barrier lipid blend formulated with ceramides, cholesterol, and fatty acids.

A blend of ceramides, cholesterol, and fatty acids helps strengthen the skin's moisture barrier

3 Instant Hydration Whenever Skin Feels Dry

Four types of hyaluronic acid and allantoin replenish moisture,
while a fine mist evenly adheres to the skin

Soothing care that bridges the gap between morning and evening

CICA PDRN CALMING MUST

100ml KRW 17,900

PRODUCT NAME	HAEDAL'S Aqua Cica PDRN Calming Mist
KEY INGREDIENTS	1% Cica PDRN Complex / 4 Types of Hyaluronic Acid / A skin barrier lipid blend formulated with ceramides, cholesterol, and fatty acids.
CLINICAL TESTS	Skin-soothing efficacy, suitability for sensitive skin, and primary skin irritation testing
VOLUME	100ml
CERTIFICATION	Certified by the Korea Agency of Vegan Certification and Services



PACKAGING SPECIFICATIONS

Product	Gross Weight	Product Dimensions	Units per Master Carton	Master Carton Dimensions (W × D × H, cm)	CBM
01 HAEDAL'S Deep Sea Hydrating Ampoule	105g	4.5 × 4.1 × 10.8cm	50EA/BOX	45 × 23.8 × 13.3	0.0142
02HAEDAL'S Deep Sea Cooling Cream	75g	5.6 × 2.6 × 13.2cm	50EA/BOX	30.5 × 29.5 × 16.8	0.0151
03 HAEDAL'S Deep Sea Watery Sunscreen	75g	5.6 × 2.6 × 13.2cm	50EA/BOX	31 × 29.7 × 16	0.0147
04 HAEDAL'S Deep Sea Balancing Cleansing Foam	140g	5.2 × 4.3 × 15.2cm	50EA/BOX	45.3 × 29.7 × 18.2	0.0245
05 HAEDAL'S Squalane Blemish Recovery Cream	72g	4 × 3.2 × 15.2cm	60EA/BOX	33.8 × 24.8 × 18.5	0.0155

*The dimensions shown above are based on the packaging specifications.

***For inquiries about other products, please contact us separately.**

HAEDAL'S

HAEDAL'S BRANDBOOK

Official X (Twitter)
@haedalsee

Official Instagram
@haedals.official

Official Website
https://haedals.com

Official Smart Store
https://smartstore.naver.com/haedalc

SEA OTTER Co., Ltd.

CEO: Hoyoung Jang
Address: B105-G143, 63 Nangyero 15-gil, Jung-gu, Seoul, Republic of Korea
Customer Service: +82-70-8095-7341
Partnership & General Inquiries: contact@haedals.com
Business Registration Number: 259-86-03826
E-commerce Registration Number: 2025-SeoulJunggu-1174