

The logo features the word "AIMX" in a bold, white, sans-serif font. The "X" is formed by two thin white lines crossing. A registered trademark symbol (®) is positioned to the upper right of the "X". Below "AIMX" is the tagline "YOUR DAILY SKIN WIN" in a smaller, white, all-caps, sans-serif font. The background is a solid light pink color, with a decorative wavy, liquid-like pattern in shades of purple, orange, and pink on the left side.

AIMX[®]

YOUR DAILY SKIN WIN

BRAND DECK 2026

AIMX[®]

K-BEAUTY BRAND



**CLINICALLY PROVEN
RESULTS**

AIMX[®]

Pronounced as /eim/ - X (“aim” + “X”)

**CREATED AND
DEVELOPED BY
MEDICAL DOCTORS**



**UP TO 42 ACTIVE
INGREDIENTS**

AIMX®

K-BEAUTY BRAND



- Manufactured in **South Korea's** leading cosmetic facilities
- Powered by K-beauty's most talked-about **ingredients and using advanced K-Beauty bio-cellulose technology**
- Built for retail **success:** science-driven formulas with proven **sell-through performance**



AIMX®

K-BEAUTY BRAND



OLIVER BONAS Harrods

Holland
& Barrett

FF Face
the
Future

JUSTMYLOOK

Independent international
retailers and pharmacy chains
have positioned AIMX within
the K-Beauty category.

- Available in 17 countries
- Available in 700+ pharmacies across Europe
- Available to 1,000+ beauty professionals
- Available in 300+ physical and online beauty stores

AIMX[®]

K-BEAUTY BRAND

AIMX products emphasize ingredients strongly associated with Korean skincare innovation, including:

- Multi-molecular hyaluronic acid
- Peptides
- Centella asiatica
- Ceramides
- Niacinamide
- Collagen

This ingredient-first, skin-barrier-focused approach is a hallmark of K-Beauty.





WHY AIMX WORKS IN PHARMACIES

**AIMX positions itself around efficacy
rather than beauty trends**

- Active ingredients with recognized dermatological benefits
- Clinically inspired formulations
- Focus on measurable skin concerns rather than cosmetic claims
- Ingredient transparency





WHY AIMX WORKS IN PHARMACIES

AIMX formulations contain ingredients familiar to pharmacy consumers:

- Hyaluronic Acid
- Peptides
- Ceramides
- Niacinamide
- Centella Asiatica
- Collagen

These are ingredients already trusted by consumers purchasing dermocosmetics.





WHY AIMX WORKS IN PHARMACIES

- #1 Sheet Mask Brand in Lithuanian Pharmacies (2025) Ranked #1 by both sales volume and revenue
- 87% of AIMX sales are generated through physical pharmacy locations, demonstrating strong pharmacist recommendation and consumer trust
- 53% of AIMX customers made a repeat purchase, demonstrating strong consumer satisfaction and loyalty





CLINICALLY PROVEN RESULTS

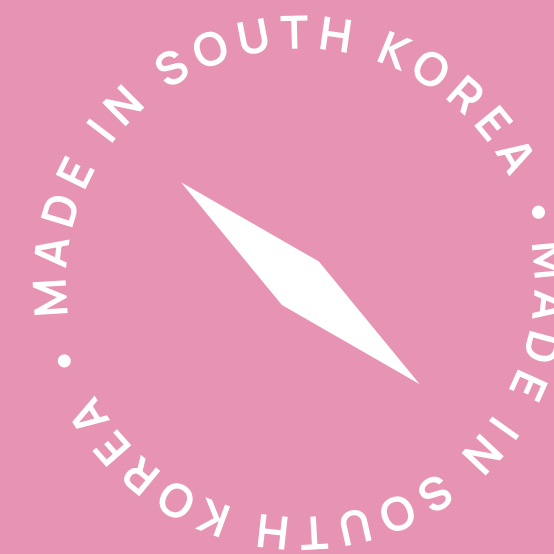
- **Hydrate Me** - after 4 times, skin moisture levels increased by 106.3%
- **Brighten Me** - after 4 times, visible skin brightening increased by 23.17%
- **Renew Me** - after 4 times, skin elasticity levels increased by 7.56%
- **Soothe Me** - after 4 times, skin redness reduced by 21.1%
- **Revive Me** - after 4 times, wrinkles reduced by 32.7%



AIMX[®]

AIMX combines the **efficacy** expected from dermocosmetics with the **innovation** of **Korean skincare** technology.

Developed and manufactured in **South Korea**, AIMX uses recognized **active ingredients**



The range provides pharmacists with targeted solutions for **hydration, skin barrier support, anti-aging,** and **skin recovery,** while offering **strong cross-selling** and **repeat-purchase** potential.