

BREATHE WITH TFIT

Your daily base for a natural, radiant glow.

PRESENTATION 2026

TFIT GLOBAL BRAND INTRODUCTION

tfrit

— ABOUT US

tfit

I	Identity	Korea's leading base makeup identity
N	New Standard	A global beauty standard for inclusivity
C	Color Diversity	Customized color solutions for all skin tones
L	Leading Technology	Innovative bases incorporating Korean skincare technology
U	Ultimate Fit	Formulas that adhere perfectly to any skin
S	Skin First	Skincare-based, differentiated base makeup
I	Inclusive Beauty	Beauty philosophy that breaks barriers for all
V	Value-Driven	Delivering not just cosmetics, but value and experience
E	Elevate Global	Bridging Korean technology with global trends

"We are a base makeup brand that combines **Korea's skincare technology** with **global color diversity**. Based on the philosophy of **Inclusive Beauty**, we lead **innovative base makeup** that perfectly suits all skin types."



CHALLENGES TO OPPORTUNITY

Becoming a Global Beauty Leader

2019, Amid a time of change, TFIT entered the beauty market by introducing a new concept of **skincare-infused base makeup**. With **skin-friendly formulas** and a **wide color spectrum**, TFIT quickly gained traction by offering a comfortable makeup experience for everyone. Through **continuous R&D**, TFIT has built a strong reputation in the industry by prioritizing **both quality and innovation**.

In 2021, TFIT simultaneously launched in **Korea and China**, marking the beginning of its global expansion. It quickly established a presence in over **20,000 offline stores across China** and achieved an impressive **\$150 million in sales over three years**, securing the **#1 spot in the concealer category for three consecutive years**.

By 2024, TFIT became the **#1 makeup brand at Olive Young**, Korea's largest H&B store, and expanded into **Japan with over 5,000+ offline stores**. The brand also saw an astonishing **5,000% growth on Japan's leading e-commerce platform, Qoo10**, ranking as the **fastest-growing brand as of June 2024**.

In 2025, TFIT accelerated its global expansion across the **U.S., South America, the CIS, Southeast Asia, and the Middle East**, further redefining the standards of K-Beauty worldwide.

2026 will be a year of growth in **Europe** as TFIT expands further into the region.



— THE TIMELINE

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- Established R&D Lab
- Securing unique makeup & skincare development processes
- Collaborated with Korea's Intangible Cultural Heritage
- Launched Delicate Silk Veil Art Primer (Mega-hit product)
- **Achieved 23.9 billion KRW in sales (200% YoY growth)**
- Ranked #1 in concealer sales on China's Tmall

- **Entered 5,000+ offline stores in Japan**
- **Achieved 5,000% growth on Qoo10 Japan, ranking #1 growth brand**
- Launched on Amazon and Shopee (Southeast Asia)
- Achieved 30 billion KRW in sales

- Expanded into the Europe

2019

- Established TFIT CLASS INC

2021

- Launched makeup line
- Sold over 2 million units of Idol Cover Concealer
- Amino Complex' surpasses 500,000 sets sold
- Developed and launched Korea's first balm-type concealer (Cover Up Pro Concealer)
- Entered the Chinese market
- Achieving 12 billion KRW in sales (120% YoY growth)

2023

- Established Design Lab
- Rebranded entire brand identity
- Launched the 'Vital Fair' basic antioxidant skincare line
- **'Delicate Silk Veil Art Primer' surpassed 2 million units in cumulative sales**
- **'Cover Up Pro Concealer' exceeded 16.8 million units in total sales**
- Expanded to Japan
- Surpassing 25 billion KRW in sales (110% YoY growth)

2025

- Expanded into the U.S., South America, CIS, Southeast Asia, and the Middle East

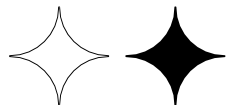
2020

- Launched Amino Complex skincare line
- Annual sales: 1 billion KRW

2022

2024

2026





KOREAN MARKET STATUS

Breathe with TFIT

KOREAN MARKET OVERVIEW

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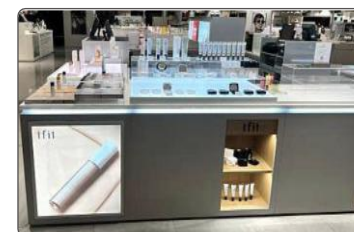
ONLINE CHANNELS

Leading Korean e-commerce platforms

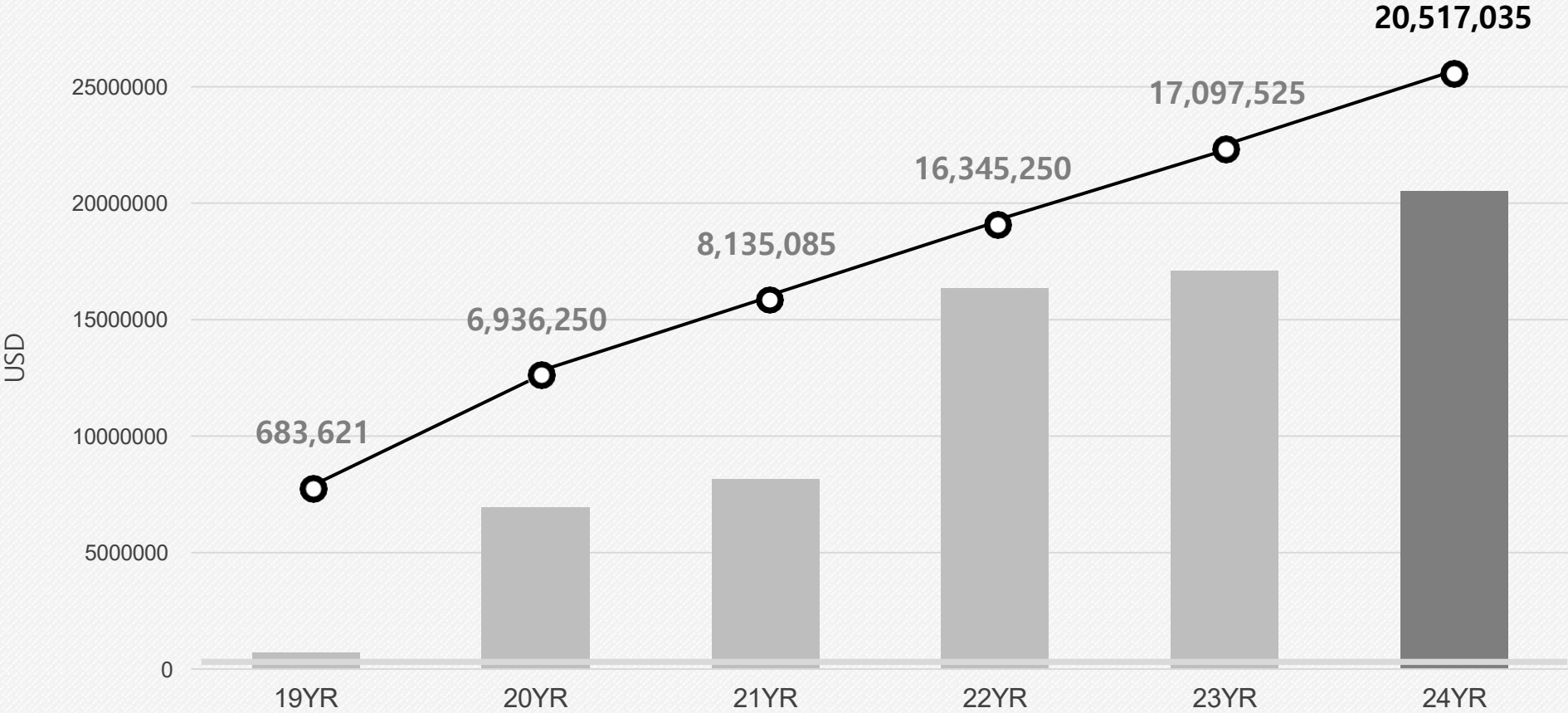
The logo for OLIVE YOUNG, featuring the brand name in a bold, sans-serif font with a stylized 'O'.The logo for NAVER, featuring the brand name in a bold, sans-serif font.The logo for coupang, featuring the brand name in a lowercase, sans-serif font.

OFFLINE CHANNELS

Myeongdong TEM-TEM store | Seoul Duty-Free Shops



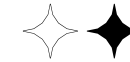
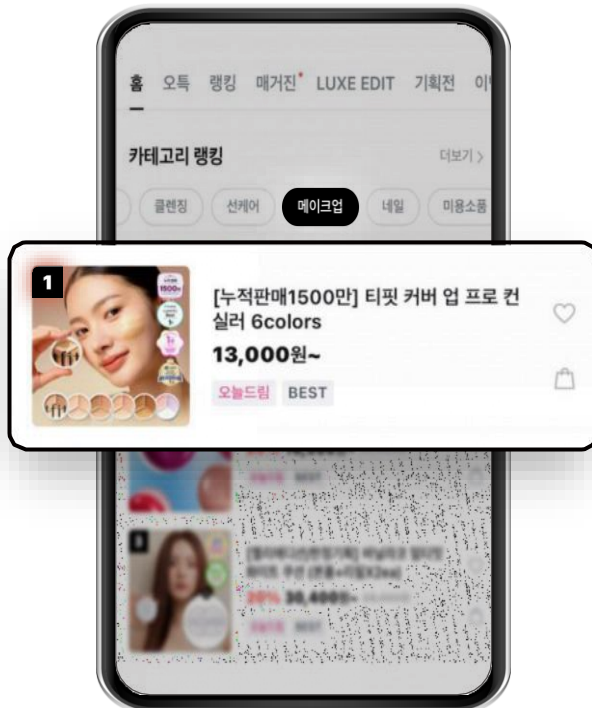
SALES GRAPH



AWARDS IN KOREA

Ranked #1 Best-Selling Makeup Product
at Olive Young upon launch.

2024.08.29



These emblems are awarded by Hwahae & Powder Room, Korea's leading beauty awards, serving as a trusted certification that recognizes the **No.1 consumer-chosen products** through real user reviews.



Hwahae Weekly Best –
Ranked #1 Concealer in
Base Makeup



2024 Powder Room Best
New Product Award –
Foundation



2024 Hwahae Beauty
Award Winner



2024 H2 Hwahae Best
New Product Award –
Foundation



GLOBAL MARKET STATUS

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TFIT's Global Presence

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ONLINE CHANNELS

Global Market Coverage

- JAPAN: Qoo10, AmazonJP, Rakuten
- USA: Amazon, TikTokShop (TBC), local DTC (TBC)
- Southeast Asia (Vietnam, Singapore, etc.): Shopee, Lazada (planned)
- LATAM (Mexico, Chile, Ecuador): Amazon Mexico (TBC), Mercado Libre (in progress)

OFFLINE CHANNELS

Myeongdong TEM-TEM store | Seoul Duty-Free Shops Over 6,000 stores, including Don Quijote, LOFT, PLAZA, @COSME



Japan 2025 Sales Breakdown

Onlinevs.Offline

Driving Volume Online, Expanding Trust Offline

Sales Projection for 2025 (Japan)

Channel Type	Estimated Sales (KRW)	Share (%)
Online	40 billion	80%
Offline	10 billion	20%
Total	50 billion	100%

- Online channels remain TFIT’s primary growth driver in Japan, led by platforms such as Qoo10, Amazon JP.
 - Offline expansion has grown steadily with TFIT products now available in over 6,000 retail stores.
- The balance of online strength and offline credibility supports TFIT’s positioning as a long-term base makeup expert.

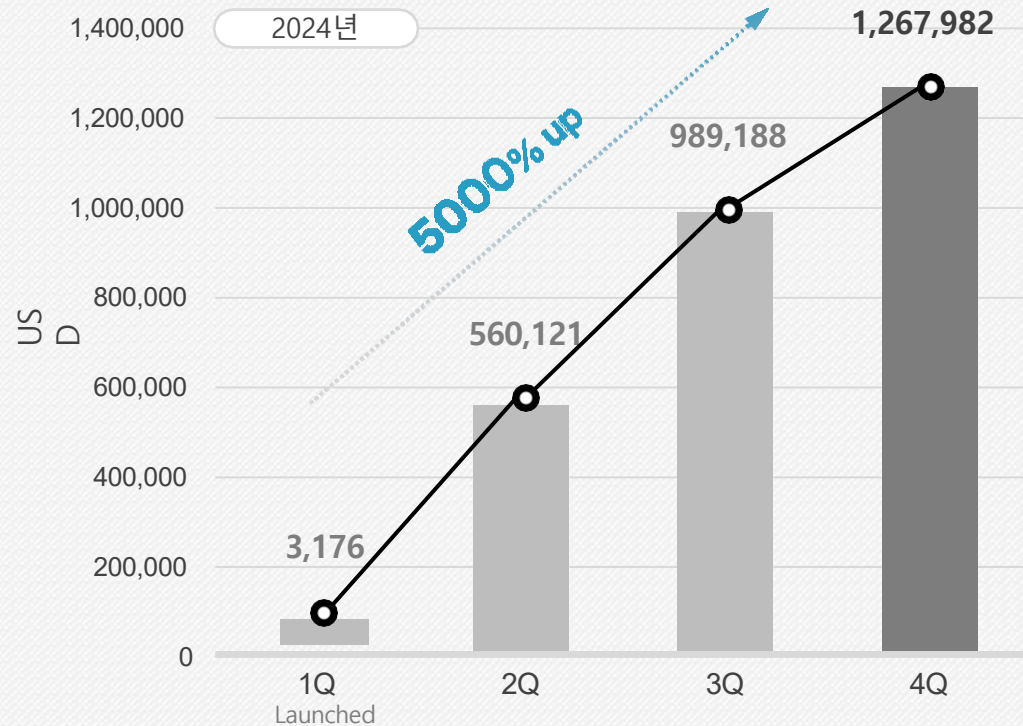


Case Highlight – Japan

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Qoo10

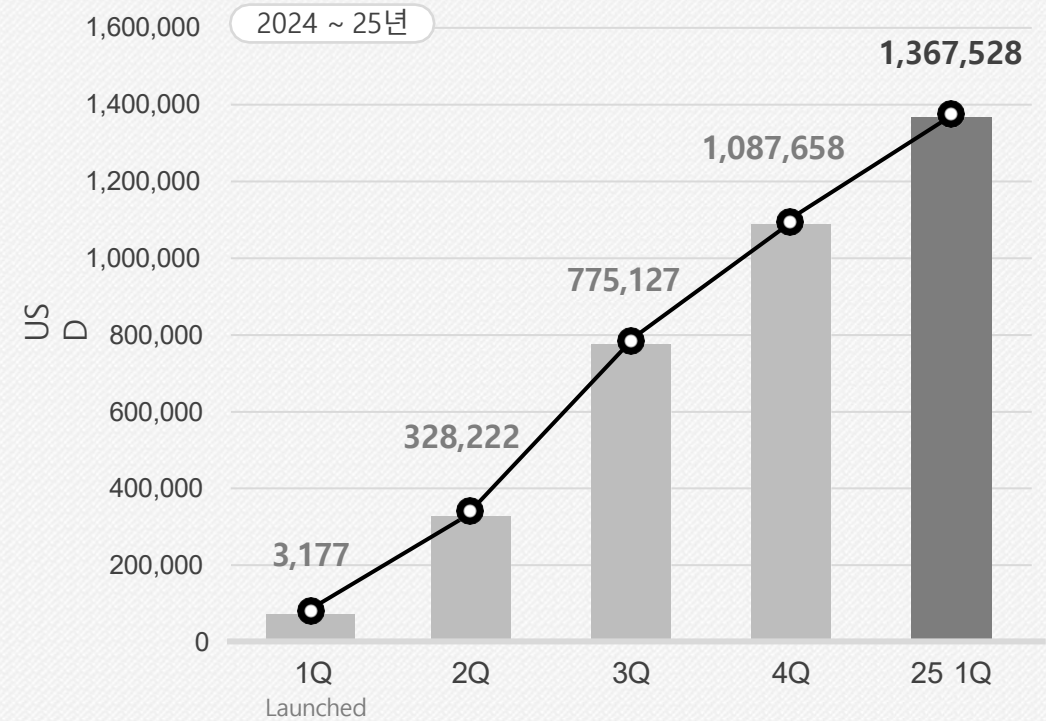
Achieved 5,000% growth in Japan's leading e-commerce platform Qoo10 BIG EVENT, ranking as the #1 fastest-growing brand.



TFIT recorded \$1.95M in Qoo 10 sales in Q1 2025, followed by \$3.00M in Q2—
Showing strong quarterly growth.

amazon

Following its Amazon Japan launch, TFIT has recorded rapid sales growth every quarter, solidifying its market presence and brand success.





GLOBAL MARKETING STATUS

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GLOBAL
MARKETING
STATUS

GLOBAL
MARKETING
ONLINE
CHANNEL



15

1.5B Views Achieved



10

1B Views Achieved



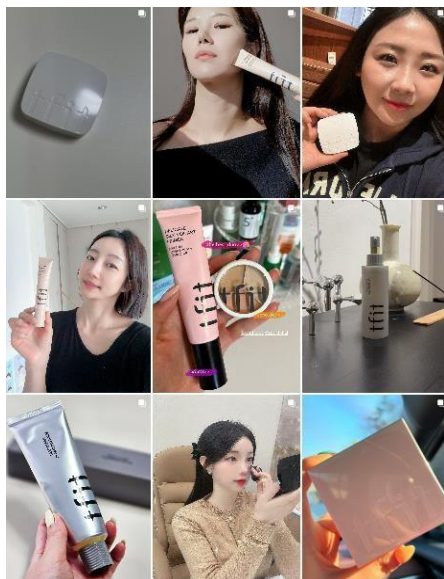
Marketing Strategy – Nano Influencers

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KOREA

1,000+ influencers/month

5M VIEWS



JAPAN

1,000+ influencers/month

5M VIEWS



SOUTHEAST ASIA

1,000+ influencers/month

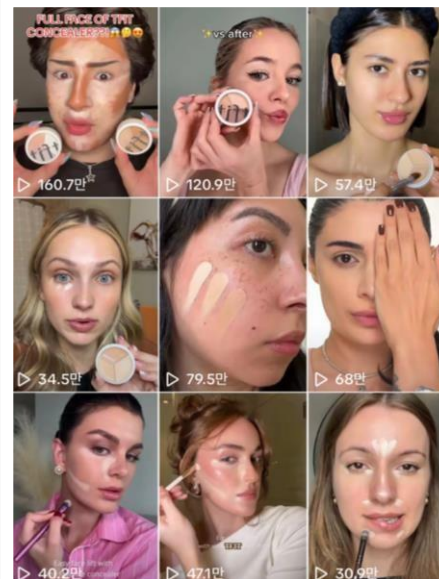
8M VIEWS



GLOBAL

500+ influencers/month

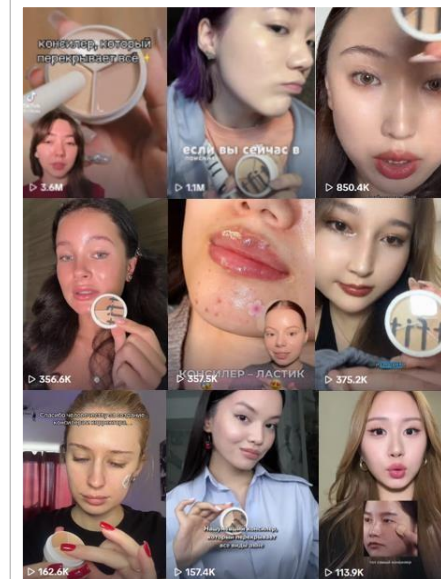
1M VIEWS



CIS

500+ influencers/month

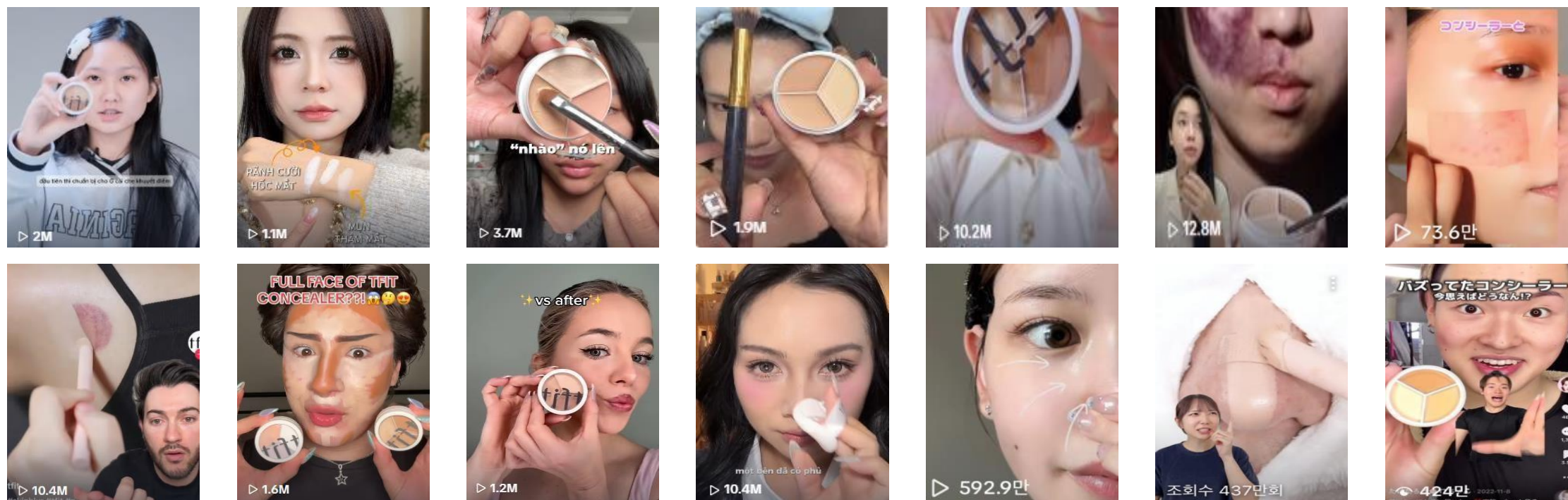
1M VIEWS



Nano Influencer Seeding (MonthlyAverageViews:20Million+)

Marketing Strategy – Mega Influencers

Collaborating with trusted **Mega Influencers** with over **1M followers** in key countries.

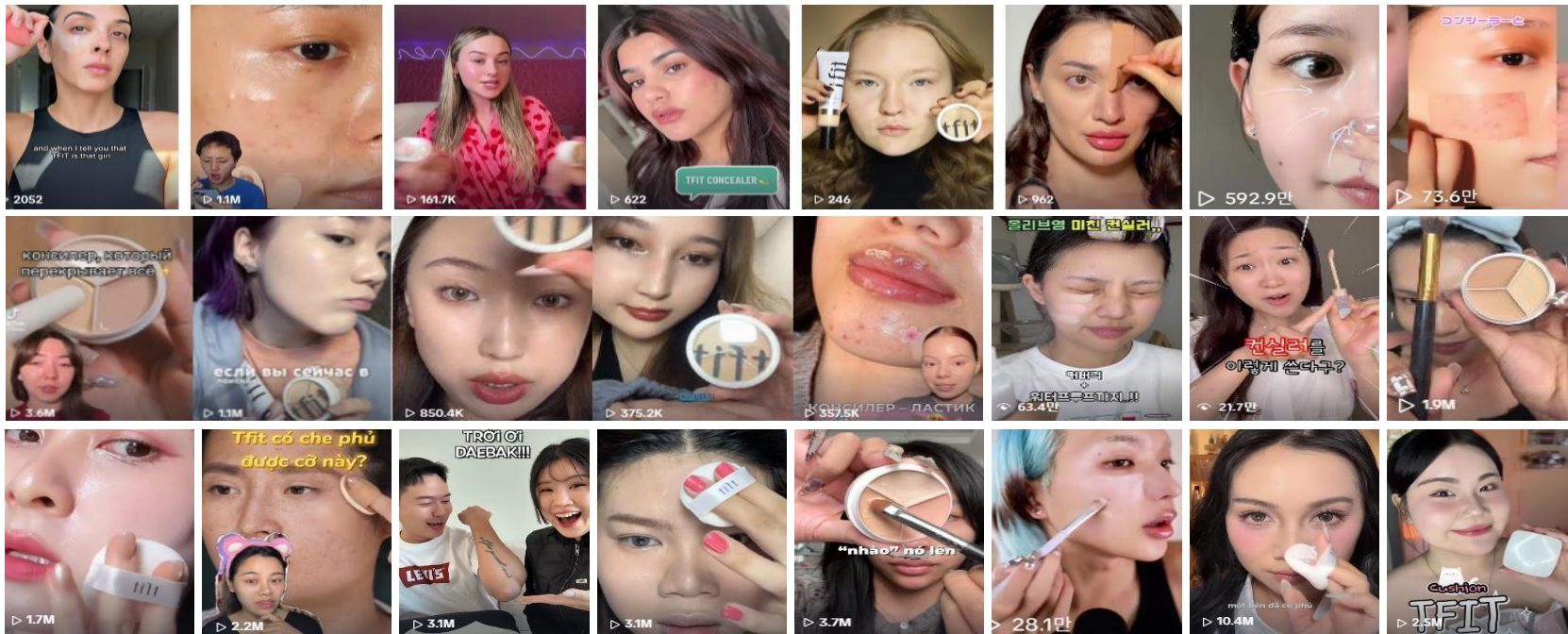


Mega Influencer Collaboration (Monthly Average Views: 10 Million+)

Marketing Strategy – 30M+ Seeding

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In 2025, TFIT reaches **30M+ monthly views** across key global markets, accelerating brand awareness, growth, and market impact.



Achieving 30M+ Monthly Views → "Boosting Brand Awareness & Strengthening Market Dominance"

"BORN IN KOREA, MADE FOR THE WORLD"
한국에서 태어나, 세계를 위해 만들어진

TFIT was born *by combining Korea's advanced skincare technology with global diversity in skin tones and colors*, embracing inclusivity as a core value.

Our innovative base makeup sets us apart, delivering a unique difference only TFIT can offer!

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Breathe with TFIT

01 PRIMER



DELICATE SILK VEIL ART PRIMER

#Soft Blurring Flush

#Jelly Cushion Blush

30ml

- **Intensive Pore Blurring Effect:** Instantly smooths the appearance of enlarged pores and uneven texture. Creates a refined, soft-focus skin surface for a visibly smoother complexion.
- **Makeup-Grip & Long-Wear Support:** Enhances foundation adhesion when applied before base makeup. Helps reduce makeup breakdown from heat and oil — ideal for summer wear or touch-ups.
- **Triple Gel Fitting System for Seamless Adhesion:** A structured 3-layer gel system (Cover-Bonding-Fixing) fills micro-gaps in the skin and enhances makeup grip.



Key Features: DELICATE SILK VEIL ART PRIMER

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Target Audience

- Consumers concerned with visible pores and textured skin
- Oily or combination skin types seeking shine control
- Customers looking to improve foundation adhesion
- Users who prefer a lightweight, non-heavy pore primer

Key Features

- **Micro Gap-Filling Gel Structure:** Advanced gel technology fills in pores and uneven areas without clogging or heaviness, creating a smoother canvas for makeup.
- **Oil-Control + Texture Refinement:** Balances excess sebum while refining the skin surface to prevent makeup breakdown.
- **Soft-Focus Light Diffusion Effect:** Blurring particles diffuse light to visually reduce pore visibility and create a naturally filtered finish.
- **Skincare-Infused Comfort Formula:** Formulated with soothing and moisturizing ingredients to maintain skin comfort without dryness or tightness.

Proven results

(Before&After)



02 PRIMER



HYDRATE VANISH ART PRIMER

#94% Hydration Primer

#All-in-One Moisture Primer

30ml

- **Instant 115.06% Hydration Boost:** It effectively hydrates the skin, leaving it fresh and healthy without any dryness, making it the perfect base for makeup.
- **Weightless, Poreless Base:** This base provides a weightless finish with 20.2% more moisture than regular foundations. It minimizes the appearance of pores, delivering a smooth, flawless skin finish.
- **94% Hydrating Essence Formula:** Infused with essence to provide long-lasting moisture and smooth makeup application.



Key Features: HYDRATE VANISH ART PRIMER

tfit

Target Audience

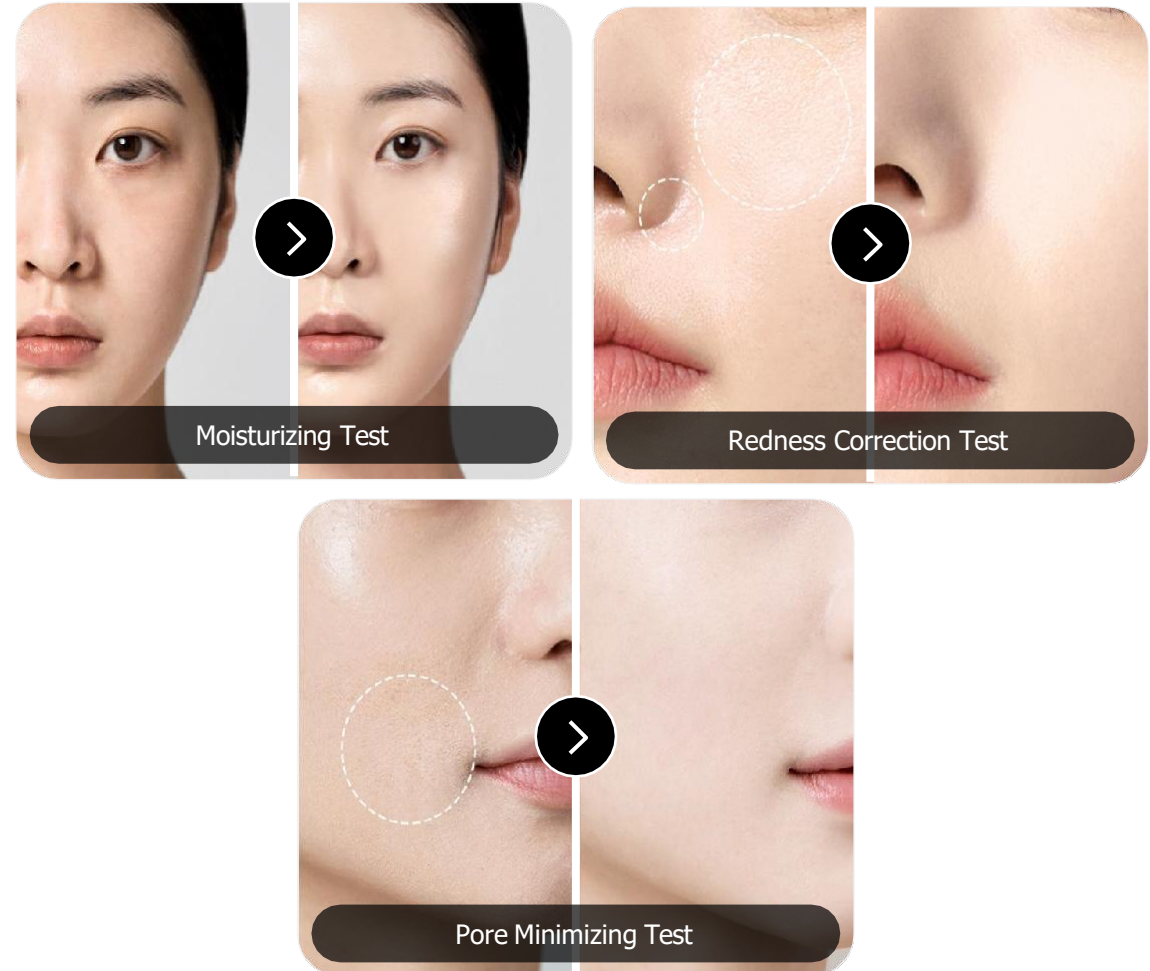
- Dry or dehydrated skin types
- Consumers experiencing inner dryness or tightness
- Customers seeking a moisturizing makeup base
- Users who want fewer skincare steps before makeup

Key Features

- High-Hydration Cream Texture: Rich yet lightweight cream texture delivers deep moisture without heaviness.
- Multi-Use Moisture Primer: Functions as lotion, essence, and primer in one step — simplifying the skincare routine.
- Makeup Longevity Boost: Improves foundation grip while minimizing mask transfer and dryness-related cracking.
- Free from Mineral Oil & Alcohol: Gentle, breathable formula suitable for daily use without irritation concerns.

Proven results

(Before&After)



03 PRIMER



GLOW FILTER ART PRIMER

30ml

#Glow

#Radiance

#LuminousSkin

- A Fresh, Lit-from-Within Glow Primer: Delivers a clear, radiant glow that feels as if light is filling the skin from within.
- Formulated with soft pink micro-pearls, this glow primer reflects light to enhance natural radiance and luminosity, creating a warm, refined glow base that shifts beautifully with different angles of light.
- Hydration + Adhesion for a Flawless Makeup Boost: Moisture-packed, hydrating texture replenishes the skin while adhering seamlessly to create a smooth, even base.



Key Features: GLOW FILTER ART PRIMER

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Target Audience

- Users seeking a natural glow boost at the base makeup stage
- Glow-makeup beginners looking for an easy, non-greasy luminous finish
- Dry, combination, and glow-preferring oily skin

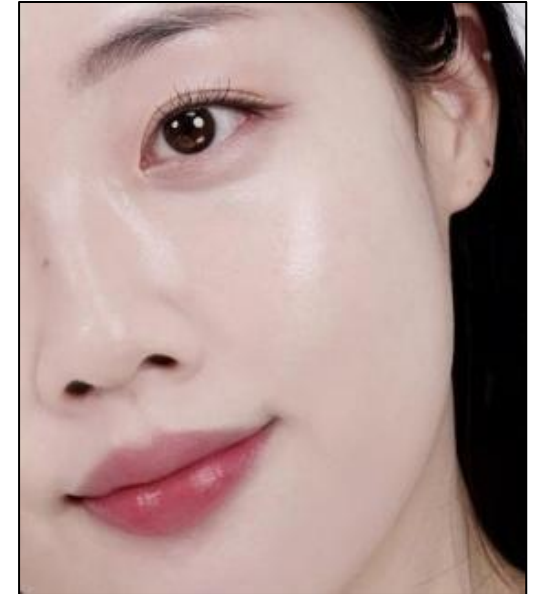
Key Features

- Hydrating Glow Texture: A moisture-rich texture that delivers comfortable hydration and smooth skin prep
- Soft Pink Micro-Pearl Radiance: Delicate pink micro-pearls enhance natural vitality and luminosity→ Creates a refined glow that reflects light beautifully at every angle
- Makeup-Boosting Adhesion: Adheres seamlessly to skin, improving foundation application and wear
- Long-Lasting Radiant Finish: Maintains fresh, luminous glow throughout the day without dullness
- Low-Irritation Formula: Low-Irritation Formula

<BEFORE>



<AFTER>



04 PRIMER



ICY BLUR ART PRIMER

30ml

#InstantCooling

#PoreBlurPrimer

#LongLastingBase

- Instant Cooling & Soothing Primer: Delivers an immediate cooling and hydrating sensation upon contact, helping to quickly calm overheated, irritated skin. This pore cooling primer instantly lowers the feel of skin temperature, soothing redness and discomfort for a refreshed, balanced complexion.
- High-Performance Pore Blur for Smooth Skin Texture: High-Performance Pore Blur for Smooth Skin Texture



Key Features: ICY BLUR ART PRIMER

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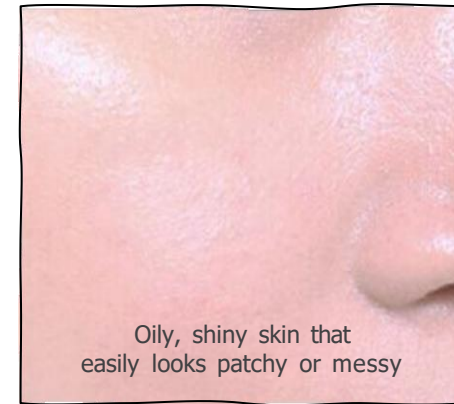
Target Audience

- Users living in hot, humid climates or looking for a cooling base solution for summer.
- Those who struggle with makeup breakdown, excess oil, or uneven texture throughout the day.

Key Features

- **Instant Cooling for Heat-Stressed Skin:** Provides an immediate cooling sensation that helps lower the feel of skin temperature on contact. Soothes overheated, flushed skin and creates a comfortable skin condition before makeup application.
- **Pore & Texture Blurring Effect:** Visibly refines pores and uneven texture caused by heat, oil, and redness.
- **Enhanced Makeup Adhesion & Longevity:** By cooling and balancing the skin, this primer improves foundation adhesion and wear.
- **Oil-Controlled, Clean Finish:** Controls excess sebum and shine while maintaining a lightweight, breathable feel.

<BEFORE>



<AFTER>



TFIT PRIMER LINE

NBI

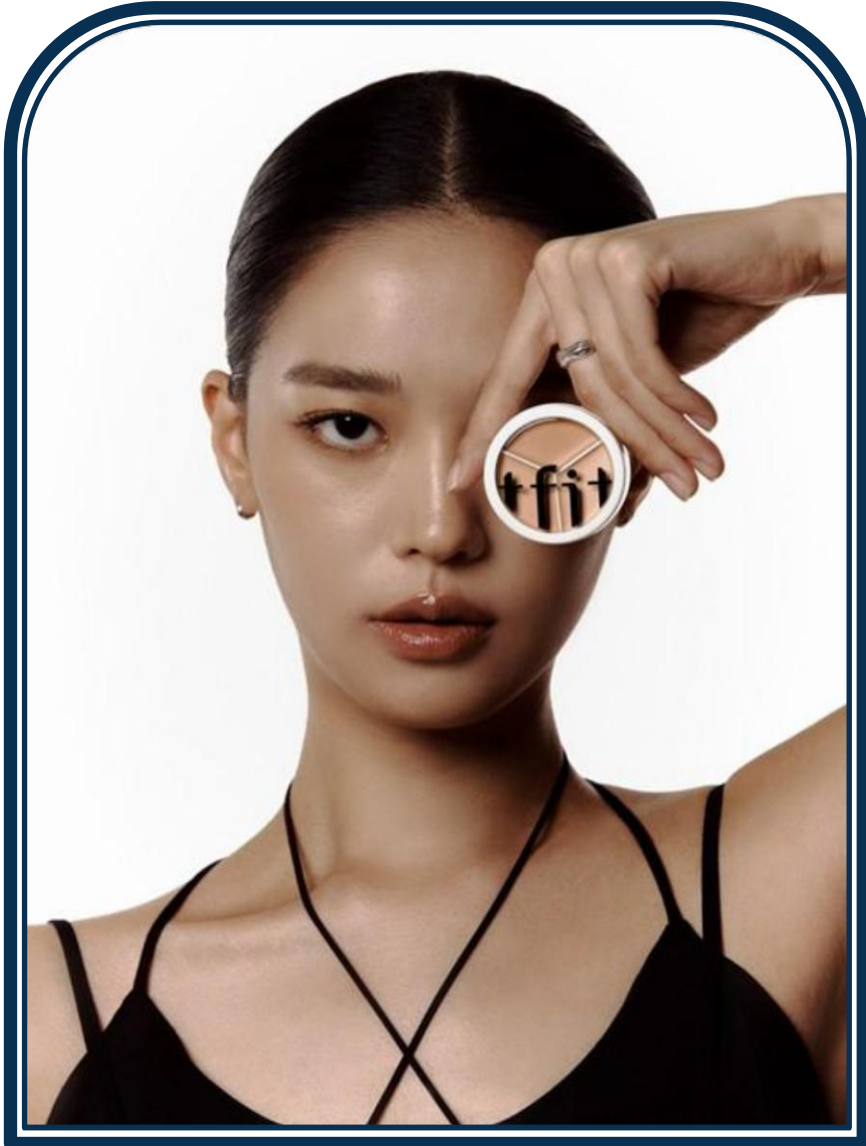
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NBI

NBI

TFIT				
Product Name	Delicate Silk Veil Art Primer	Hydrate Vanish Art Primer	Glow Filter Art Primer	Icy Blur Art Primer
Skin Concern	Pores & Excess Sebum	Dryness & Tightness	Lack of Radiance / Flat-Looking Skin	Redness (Rosacea) / Enlarged Pores
Texture				
	Silky Peach-Tinted Cream	Moisture-Rich Cream	Sheer Glow Cream	Cooling Blue Gel
Key Features	#PoreBlurring #SebumControl #SilkyFinish	#HydratingFinish #DewyLook #MakeupGrip	#SubtleGlow #RadianceBoost	#RednessCorrecting #PoreBlurring #CoolingEffect
How to Use	Sunscreen → Primer → Foundation	Primer → Sunscreen (or before base makeup depending on routine)	Sunscreen → Primer → Foundation	Sunscreen → Primer → Foundation

06 CONCEALER

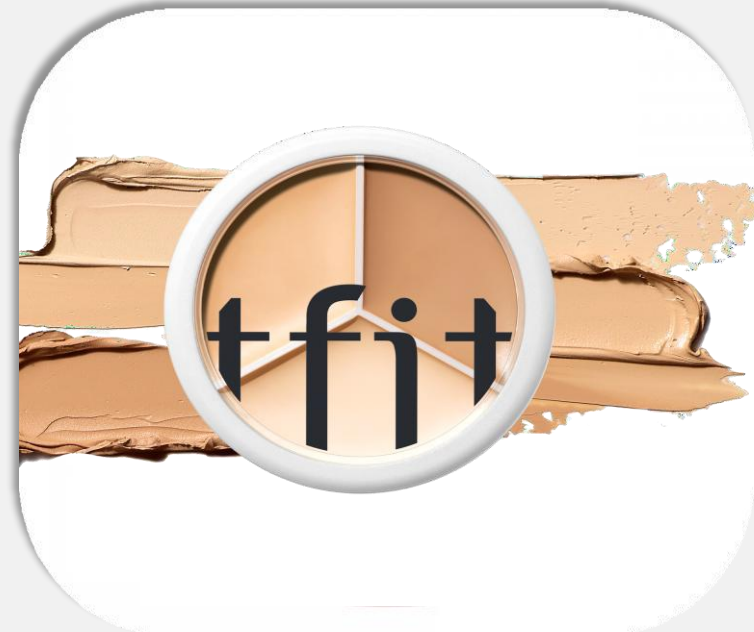


COVER UP PRO CONCEALER

7 COLORS | 15g(5g*3)



- **Maximum Correction, Zero Compromise:** A high-pigment, multi-correcting formula designed to neutralize dark circles, redness, blemishes, and uneven tone in one step.
- **Smooth, Skin-Perfecting Finish:** Creates a refined, even complexion while maintaining a lightweight feel—ideal for both professional makeup artists and daily users seeking precision coverage.



Key Features: COVER UP PRO CONCEALER

tfit

Target Audience

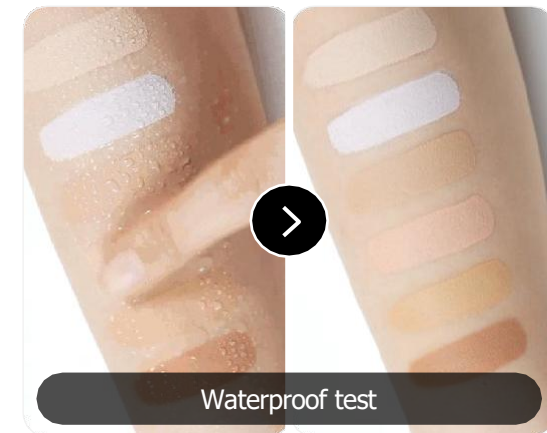
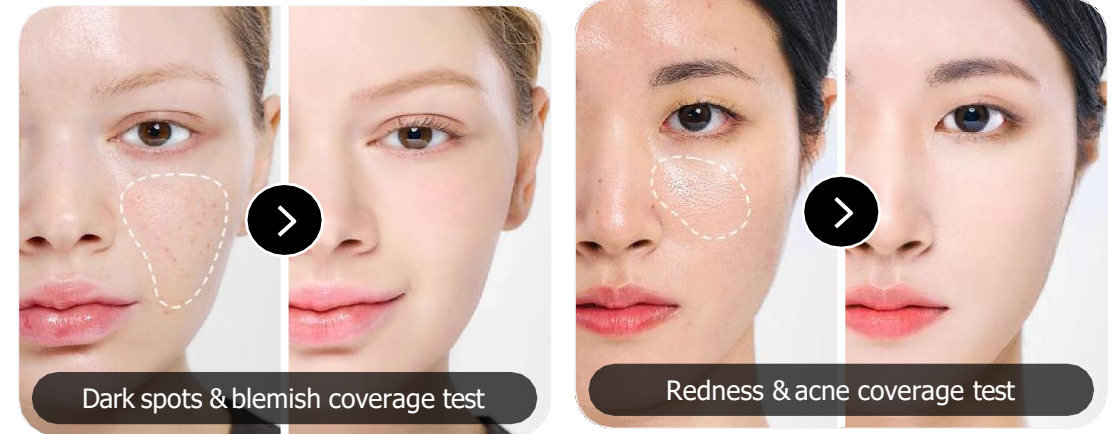
- Users seeking full, professional-grade coverage in one compact
- Consumers concerned with dark circles, blemishes, pigmentation, and redness

Key Features

- One-Touch High Coverage: Delivers powerful correction for dark circles, blemishes, pigmentation, and uneven tone with a single application — no heavy layering required
- 3-Color Custom Blending System: Each compact contains three strategically designed shades for brightening, spot correction, and full coverage → Allows precise tone adjustment and multi-area correction
- Moisture-Adhesion Formula: Upgraded moisturizing base creates strong yet thin adhesion on skin
- All-Day Long-Lasting Wear: Maintains clean, flawless coverage throughout the day without cracking or dullness

Proven results

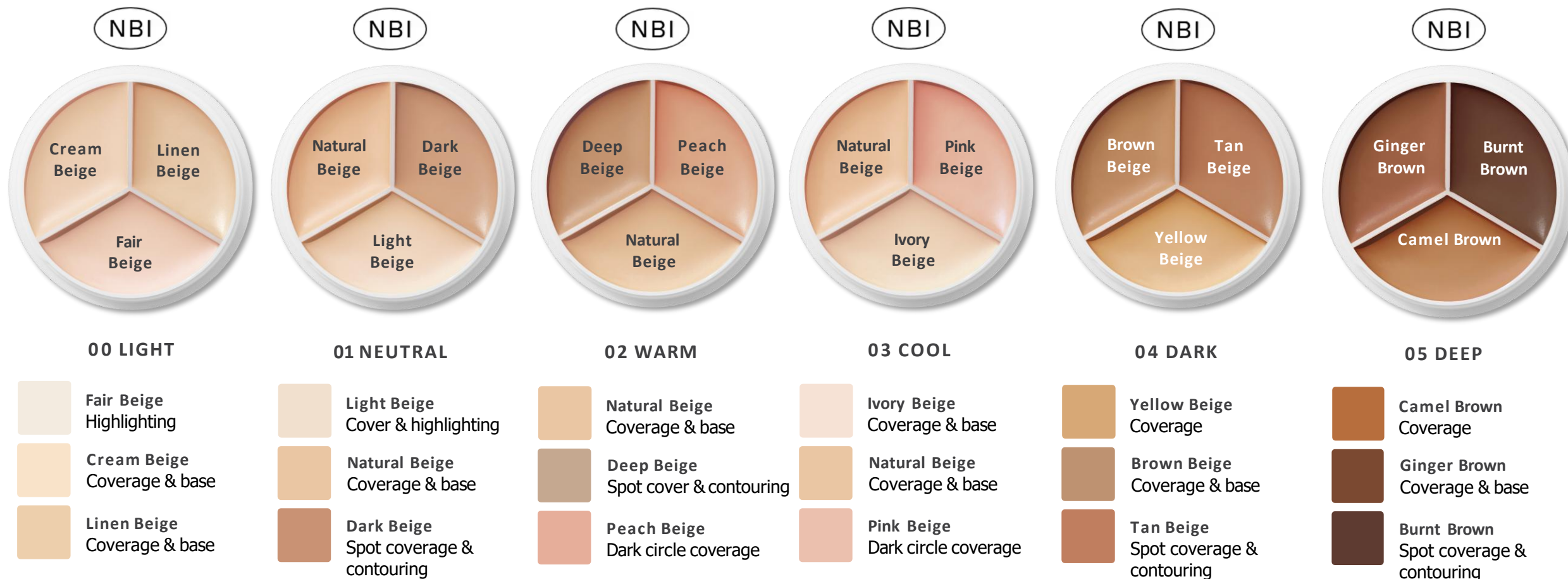
(Before&After)



Shade Chart & How to use: COVER UP PRO CONCEALER

All shades CORE

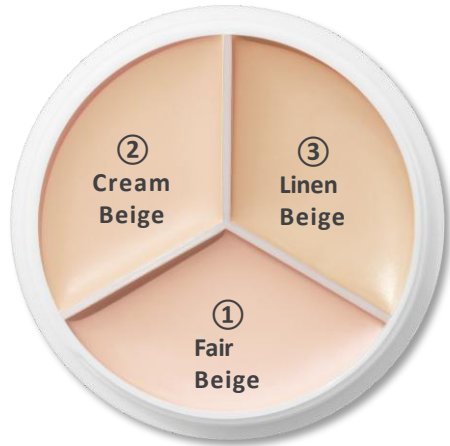
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Shade Chart & How to use: COVER UP PRO CONCEALER

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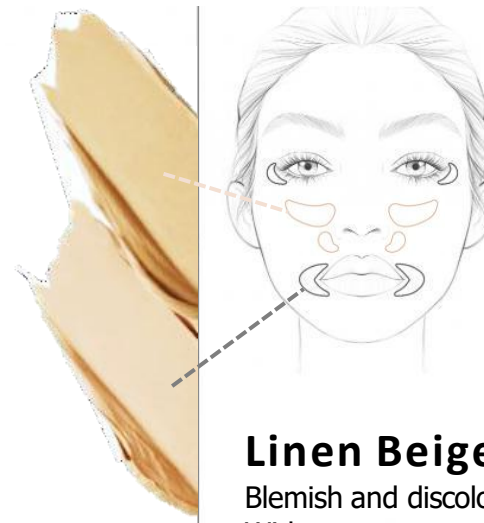
00 LIGHT



-  **Fair Beige**
Creates a highlighted, voluminous look
Usage area: Forehead, nose bridge, chin
-  **Cream Beige**
Wide-area coverage & base
Usage area: Cheeks, around the mouth, eye area
-  **Linen Beige**
Wide-area coverage & base
Usage area: Cheeks, around the mouth, eye area



Fair Beige & Cream Beige
Spot coverage for redness as a highlighting tone

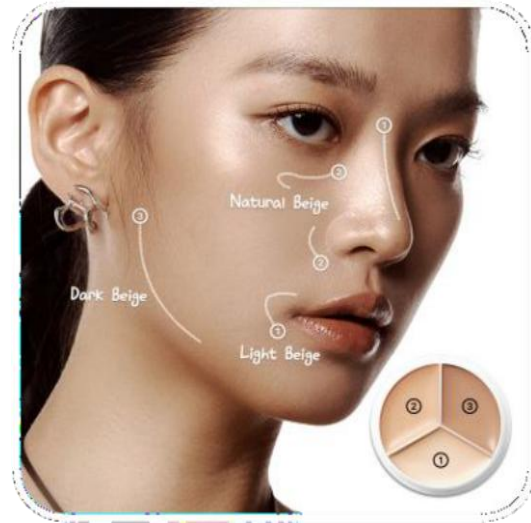


Linen Beige
Blemish and discoloration coverage, suitable as a base
Wide-area spot coverage & base use

Shade Chart & How to use: COVER UP PRO CONCEALER

tfit

01 NEUTRAL



- Light Beige**
Coverage & highlighting
Usage area: Forehead, nose bridge, eye area
- Natural Beige**
Wide-area coverage & base
Usage area: Forehead, cheeks, chin
- Dark Beige**
Deep spot coverage & contouring
Usage area: Spot areas, hairline



Light Beige & Natural Beige

Spot coverage and highlighting for volume
Spot coverage for discoloration, suitable for wide-area coverage



Dark Beige

Deep spot coverage
Creates natural contouring for shading

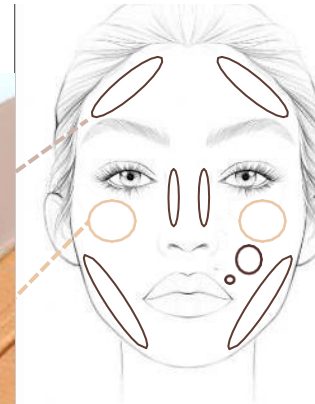
Shade Chart & How to use: COVER UP PRO CONCEALER

tfit

02 WARM

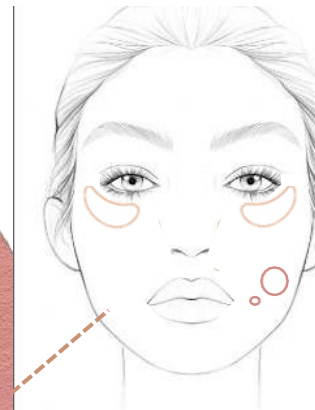


-  **Natural Beige**
Wide-area coverage & base
Usage area: Forehead, cheeks, chin
-  **Deep Beige**
Deep spot coverage & contouring
Usage area: Spot areas, hairline
-  **Peach Beige**
Dark circle coverage & blush effect
Usage area: Dark circles, cheeks



Deep Beige & Natural Beige

Deep spot coverage and shading
Spot and discoloration coverage, suitable for wide-area use



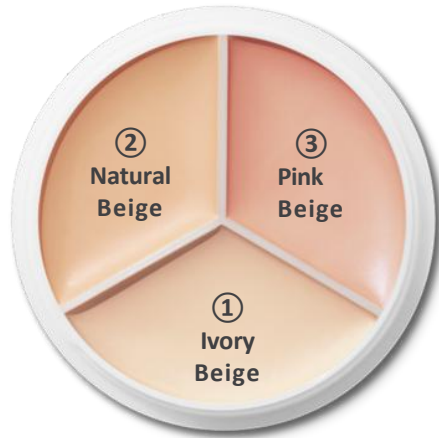
Peach Beige

Dark circle coverage
Brightens and corrects under-eye darkness

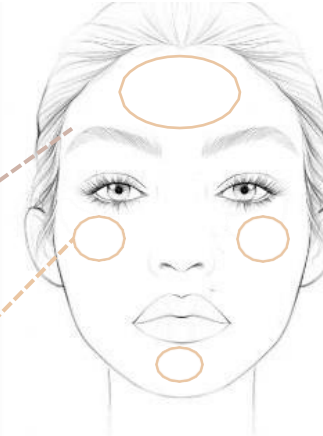
Shade Chart & How to use: COVER UP PRO CONCEALER

tfit

03 COOL



-  **Ivory Beige**
Coverage & base
Usage area: Forehead, cheeks, around the mouth, eye area
-  **Natural Beige**
Wide-area coverage & base
Usage area: Forehead, cheeks, chin
-  **Pink Beige**
Dark circle coverage & blush effect
Usage area: Dark circles, cheeks



Ivory Beige & Natural Beige

Spot and discoloration coverage
Suitable for wide-area coverage



Pink Beige

Dark circle coverage
Brightens and corrects under-eye darkness

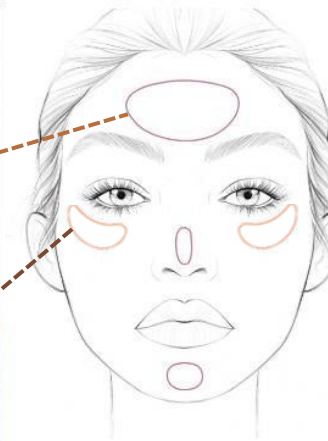
Shade Chart & How to use: COVER UP PRO CONCEALER

tfit

04 DARK



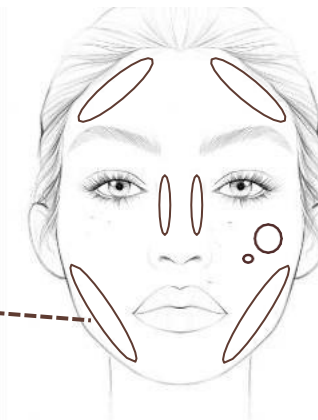
-  **Yellow Beige**
Coverage & highlighting for added dimension
Usage area: Forehead, nose bridge, under-eye, triangle zone
-  **Brown Beige**
Wide-area coverage & base
Usage area: Forehead, cheeks, around the mouth
-  **Tan Beige**
Deep spot coverage & contouring
Usage area: Spot areas, hairline



Yellow Beige & Brown Beige

Yellow tone coverage and volume enhancement

Brown tone for wide-area blemish coverage and base use



Tan Beige

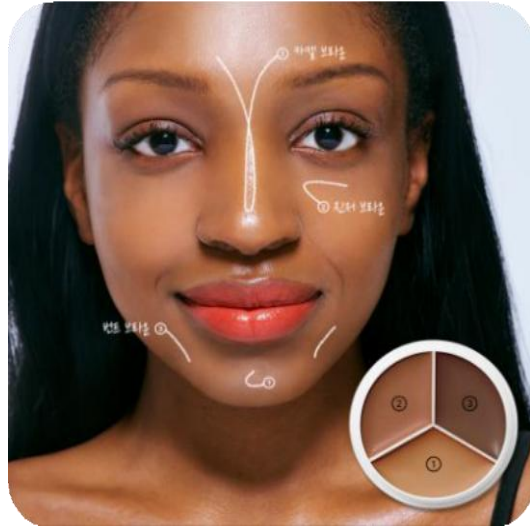
Deep spot coverage

Creates natural contouring for shading

Shade Chart & How to use: COVER UP PRO CONCEALER

tfit

05 DEEP



Camel Brown

Coverage & highlighting for added dimension

Usage area: Forehead, nose bridge, under-eye, triangle zone



Ginger Brown

Wide-area coverage & base

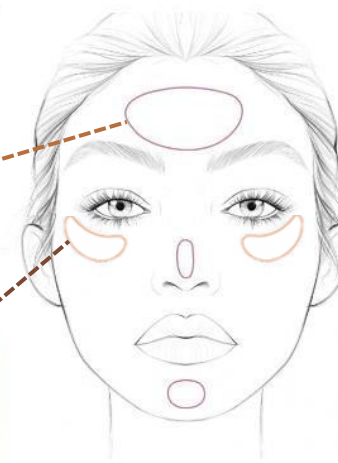
Usage area: Forehead, cheeks, around the mouth



Burnt Brown

Deep spot coverage & contouring

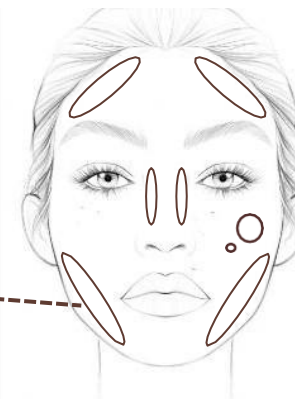
Usage area: Spot areas, hairline



Camel Brown & Ginger Brown

Camel tone for coverage and added dimension

Ginger tone for wide-area blemish coverage



Burnt Brown

Deep spot coverage

Creates natural contouring for shading

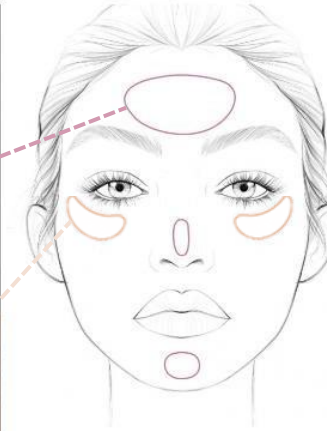
Shade Chart & How to use: COVER UP PRO CONCEALER

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B01 CORRECTOR

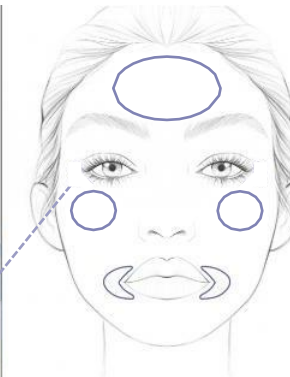


-  **Clear White**
Highlighting & base + tone-up mixing
Usage area: Forehead, eye area, nose bridge and other highlight zones
-  **Salmon Pink**
Dark circle and blemish correction
Usage area: Dark circles, dull or pigmented areas
-  **Milky Purple**
Corrects yellow and sallow skin tones
Usage area: Forehead, cheeks, chin and other yellow-toned areas



Clear White & Salmon Pink

White: Base, mixing, highlighting, volume effect
Pink: Dark circle correction, blemish and pigmentation coverage



Milky Purple

Corrects yellowish and dull skin tone
Covers discolored areas

Shade Chart & How to use: COVER UP PRO CONCEALER

tfit



Step 1

For a creamier, more melted texture, gently warm the product with your fingertip before application. Alternatively, you may use a puff or brush according to your personal preference and desired finish.



Step 2

Apply to the areas you want to cover, then lightly tap to blend and avoid visible edges.

Precautions for Use

1. Due to the nature of the formula, small droplets or slight oil sweating may appear on the surface. This is a normal phenomenon and the product is safe to use.
2. After use, please close the lid tightly before storing.
3. Store at a temperature between 10°C and 30°C.

Example image for illustrative purposes only

07 CONCEALER



IDOL COVER CONCEALER

16COLORS | 6.5g



- The Legend Continues: Following the global success of our Cover Up Pro Concealer (The iconic 3-color pot type), TFIT is expanding its "Coverage Empire."
- More Accessible, Still Professional: We are launching a Tip-type (Liquid) concealer that maintains our professional-grade coverage but with a much easier application for beginners and daily users.[Product Highlights: IDOL COVER CONCEALER]



Key Features: IDOL COVER CONCEALER

tfit

Target Audience

- Concealer beginners
- Those looking to cover various skin concerns
- Those who prefer a smooth, full-coverage makeup look

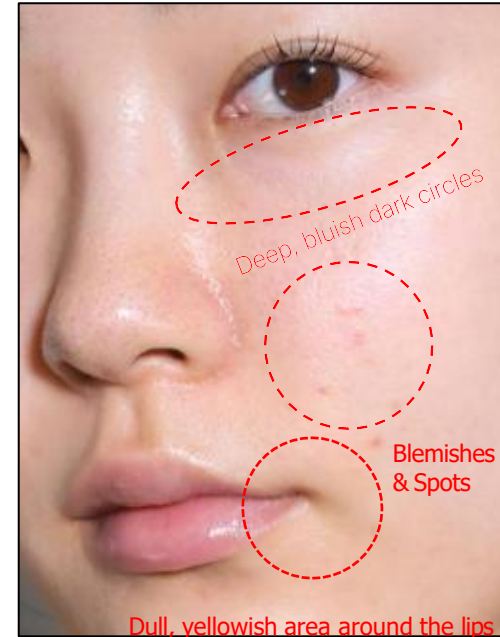
Key Features

- Corrector Colors: Targeted tone correction for specific areas
- Skin-Matching Colors: Flawless coverage for blemishes with shades that perfectly match your skin
- Result: Achieves a smooth, professional-grade coverage makeup finish

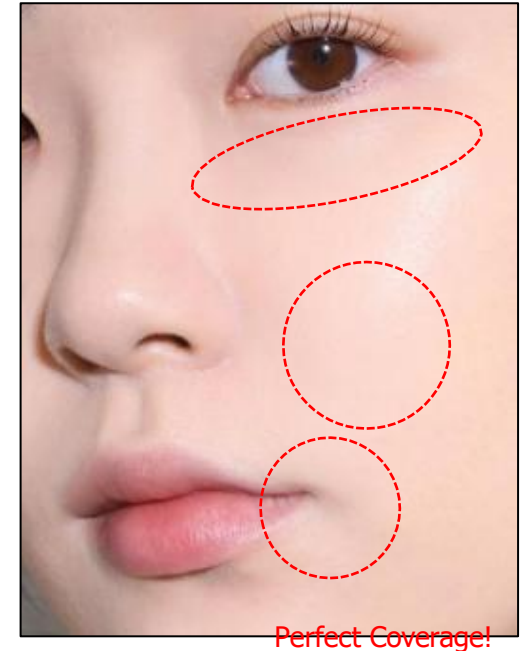
Product USP

A balanced 16-color range from color-correcting to natural skin tones.
A multi-use liquid concealer that delivers precise, customized coverage for every skin concern and tone

<BEFORE>



<AFTER>



Shade Chart & How to use: IDOL COVER CONCEALER

8 Shades



Step 1: Determine Your Skin Undertone

Cool Undertone (C) ROSY / Brightening Finish	Neutral Undertone (N) BEIGE / Natural Finish	Warm Undertone (W) GOLDEN / Calm Finish
---	---	--

- ✓ C (COOL): Pinkish peach skin tones.
- ✓ N (NEUTRAL): Balanced neutral skin tones with an even mix of both warm and cool.
- ✓ W (WARM): Yellow-based beige skin tones.

Step 2: Choose Your Skin Brightness (Shade Level)

FAIR (00)	LIGHT (~1.5)	MEDIUM (~5.5)
-----------	--------------	---------------

	Cool Undertone (C) ROSY / Brightening Finish	Neutral Undertone (N) BEIGE / Natural Finish	Warm Undertone (W) GOLDEN / Calm Finish
CORRECTION	B01 SKY	B02 PETAL	B03 APRICOT (NBI)
	B10 YELLOW	B20 CORAL	B30 GREEN (NBI)
LIGHT	C01 PORCELAIN (NBI)		W01 VANILLA (NBI)
		N1.5 SUEDE (NBI)	
MEDIUM		N03 GINGER (NBI)	W02 ALMOND BUTTER (NBI)
			W2.5 HONEY (NBI)
			W03 HEALTHY
			W04 BUFF
		N4.5 CAMEL	
		N05 TOFFEE	

Targeted Tone Correction by Skin Concern

Asian Market Strategy

- B01 SKY BLUE: Effectively corrects and brightens yellowish, dull skin while creating a clear, dimensional look.
- B02 PETAL: Revitalizes lifeless skin with a rosy pink glow for a natural, radiant dimension.
- B03 APRICOT: Specialized in covering deep, bluish dark circles and various blemishes.

India / Middle East / LATAM Strategy

- B10 YELLOW: Brightens dull skin for a clear, healthy glow with a structured, dimensional finish.
- B20 CORAL: High-performance coverage for deep and prominent bluish dark circles.
- B30 GREEN: Calms and neutralizes red trouble scars and flushing for an even skin tone.

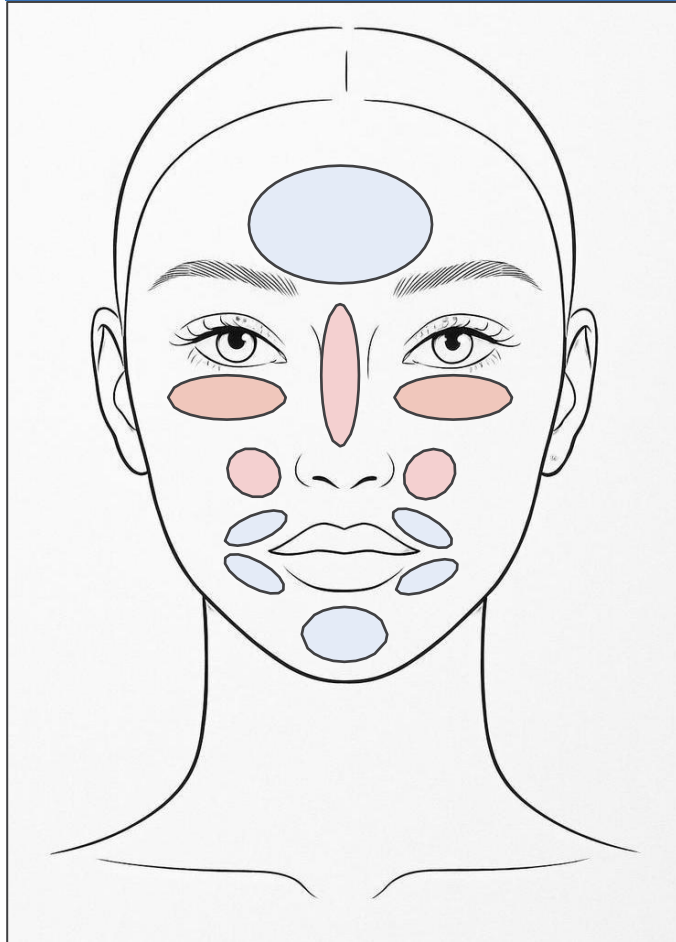
Europe Market Strategy

- B03 APRICOT: Corrects bluish or purple-toned dark circles, brightening the under-eye area for a refreshed look.
- B30 GREEN: Neutralizes redness from blemishes, irritation, or rosacea for a calm, even complexion.
- SKIN TONES (N1.5 SUEDE ~N03GINGER): Provides seamless coverage for blemishes and uneven areas, matching the natural skin tone for a flawless, undetectable finish.

[Pro Tip] For maximum coverage of specific blemishes, we recommend selecting a shade half a tone darker than your natural skin tone.

CORRECTOR COLOR

ASIA Target
Color Application Areas

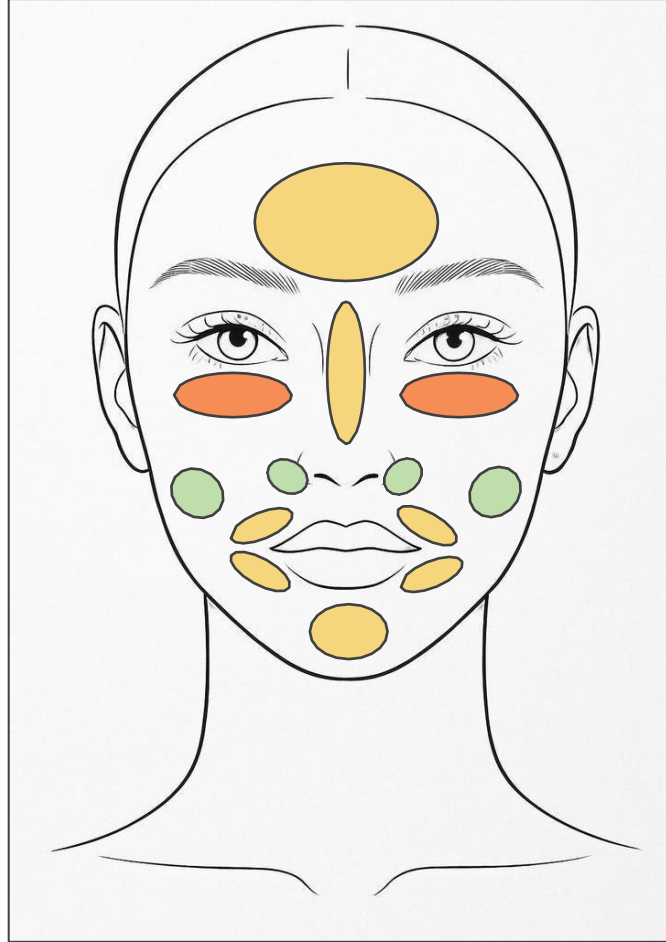


B01 SKY

B02 PETAL

B03 APRICOT

India / Middle East / LATAM Target
Color Application Areas

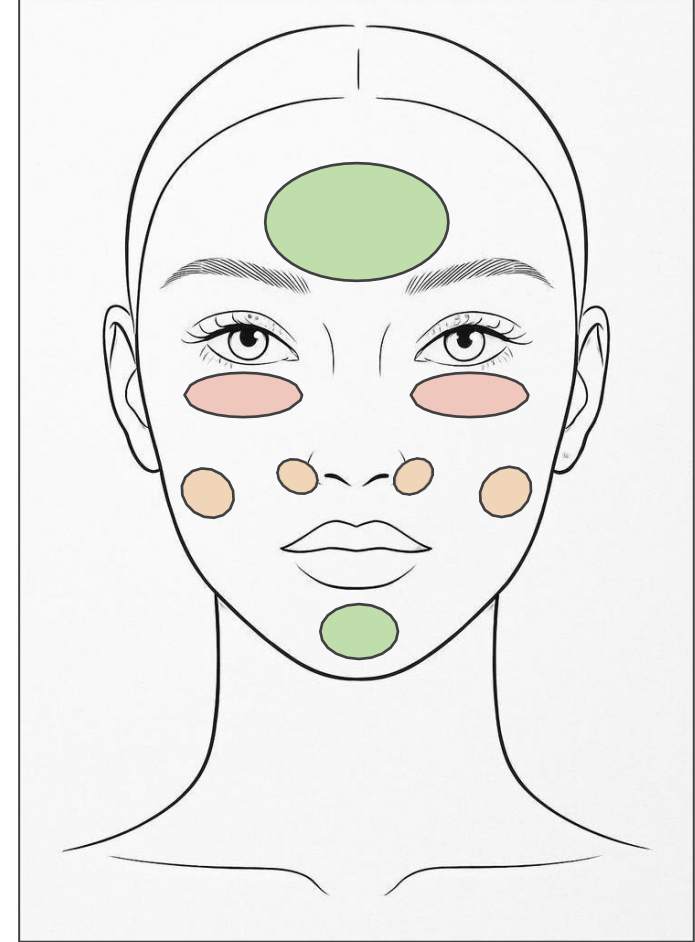


B10 YELLOW

B20 CORAL

B30 GREEN

Europe Market Strategy
Color Application Areas



W02 VANILLA

B03 APRICOT

B30 GREEN

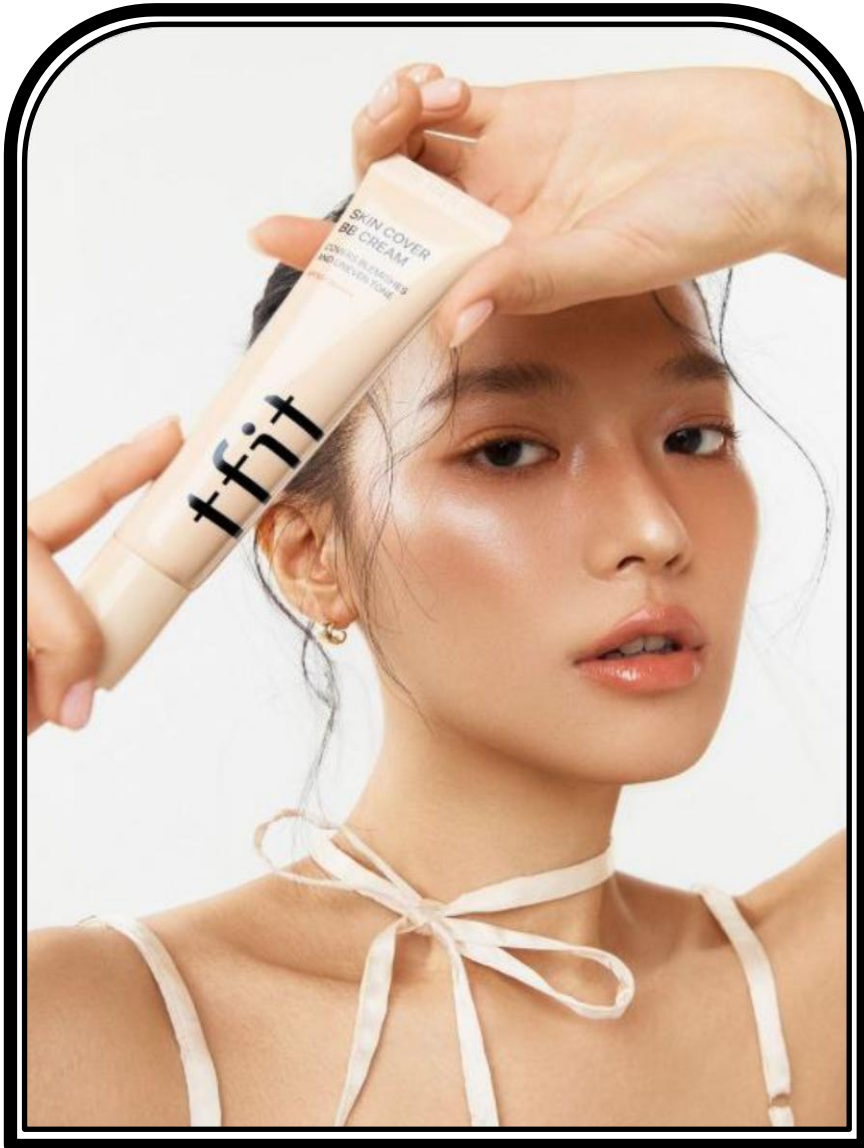
** Example images for better understanding*

CONCEALER CATEGORY

- TFIT CONCEALER LINE

RENEWED DESIGN & ADDED COLORS		
TFIT		
Product Name	Idol Cover Concealer	Cover Up Pro Concealer
Shades	16SKU	7SKU
Functional Claims	-	-
Coverage	● ● ● ● ○	● ● ● ● ● ○
Hydration	● ● ● ● ○	● ● ● ● ○
Transfer Resistance	● ● ● ● ○	● ● ● ● ○
Texture	Firm & Silky	Hydrating & Silky
Finish	Semi-Matte	Semi-Matte
Key Benefits	Tone correction & blemish coverage with a built-in applicator tip	Tone correction, blemish coverage & contour definition

08 BB CREAM



SKIN COVER BB CREAM

10 COLORS | 30g

#ALL-IN-1

#Low-Irritation

#High-Coverage



- Complete Coverage from Redness to Blemishes: Provides strong coverage for redness, blemishes, and dark spots, creating a natural skin finish with easy application.
- Long-Lasting Color Without Darkening for 12 Hours: Maintains a flawless finish for 12 hours, keeping your skin tone even without darkening over time.

NBI



Key Features: SKIN COVER BB CREAM

tfit

Target Audience

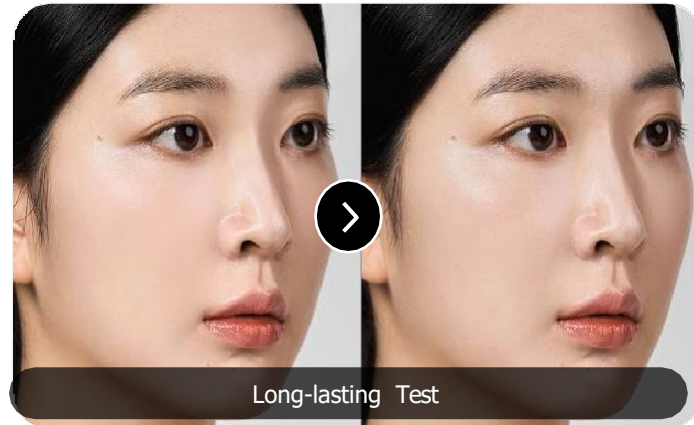
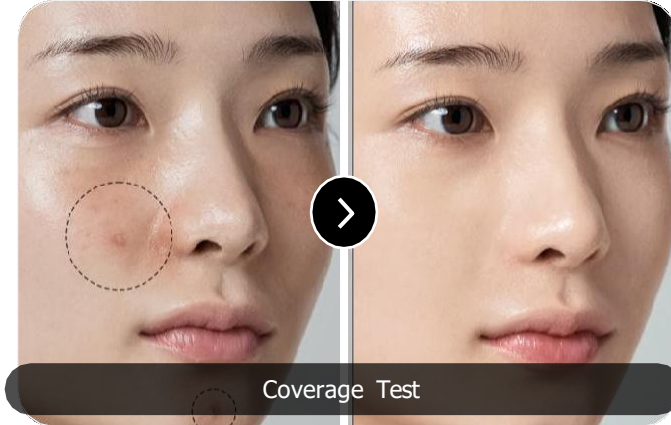
- Users who want one-step coverage without heavy layering or multiple base products
- Makeup beginners to intermediate users looking for an easy, all-in-one base product

Key Features

- Complete Coverage from Redness to Blemishes: Provides strong coverage for redness, blemishes, and dark spots, creating a natural skin finish with easy application.
- Long-Lasting Color Without Darkening for 12 Hours: Maintains a flawless finish for 12 hours, keeping your skin tone even without darkening over time.
- BB Cream with Built-In UV Protection: SPF50+, PA++++, protects your skin from UV rays while keeping your makeup in place for long-lasting wear.
- A Shade That Matches All Skin Tones: Provides a natural skin finish that complements all skin tones, offering a radiant and even complexion.

Proven Result

(Before & After)



Shade Chart & How to use: SKIN COVER BB CREAM

3 Shades

tfit

Cool Undertone (C)
Brightening Finish

Neutral Undertone (N)
Natural Finish

Warm Undertone (W)
Calm Finish

LIGHT

C01 PORCELAIN

BN 01 LIGHT

NBI

BN 02 MEDIUM

NBI

MEDIUM

W02 ALMOND BUTTER

W2.5 HONEY

NBI

W03 HEALTHY

N03 GINGER

N4.5 CAMEL

N05 TOFFEE

W04 BUFF

Step 1: Determine Your Skin Undertone

COOL
(C)

NEUTRAL
(N)

WARM
(W)

- ✓ C (COOL): Pinkish peach skin tones.
- ✓ N (NEUTRAL): Balanced neutral skin tones with an even mix of both warm and cool.
- ✓ W (WARM): Yellow-based beige skin tones.

Step 2: Choose Your Skin Brightness (Shade Level)

LIGHT
(~1.5)

MEDIUM
(~5.5)

DARK
(~10)

DEEP
(~13)

How to use



Step 1 Shake gently before use.

Step 2 After skincare, apply an appropriate amount evenly over the face.

Precautions for Use

- Due to the formula characteristics, slight oil separation may appear around the opening. This does not affect product quality and is safe to use.
- Store in a cool place and avoid direct sunlight or extreme temperature changes.

09 FOUNDATION



RADIANCE FIT SERUM FOUNDATION

#83.6% Serum Foundation

#Natural Radiant Base

30 COLORS | 30g



- Long-Lasting All-Day Serum Glow: Optimized glow-enhancing oils fill skin texture seamlessly, maximizing light reflection for a healthy, luminous complexion that lasts all day.
- Lightweight Adhesion with High Durability: Blends smoothly into the skin, sets quickly, and adheres comfortably—delivering a clear, radiant finish with extended wear.



Key Features: RADIANCE FIT SERUM FOUNDATION

tfit

Target Audience

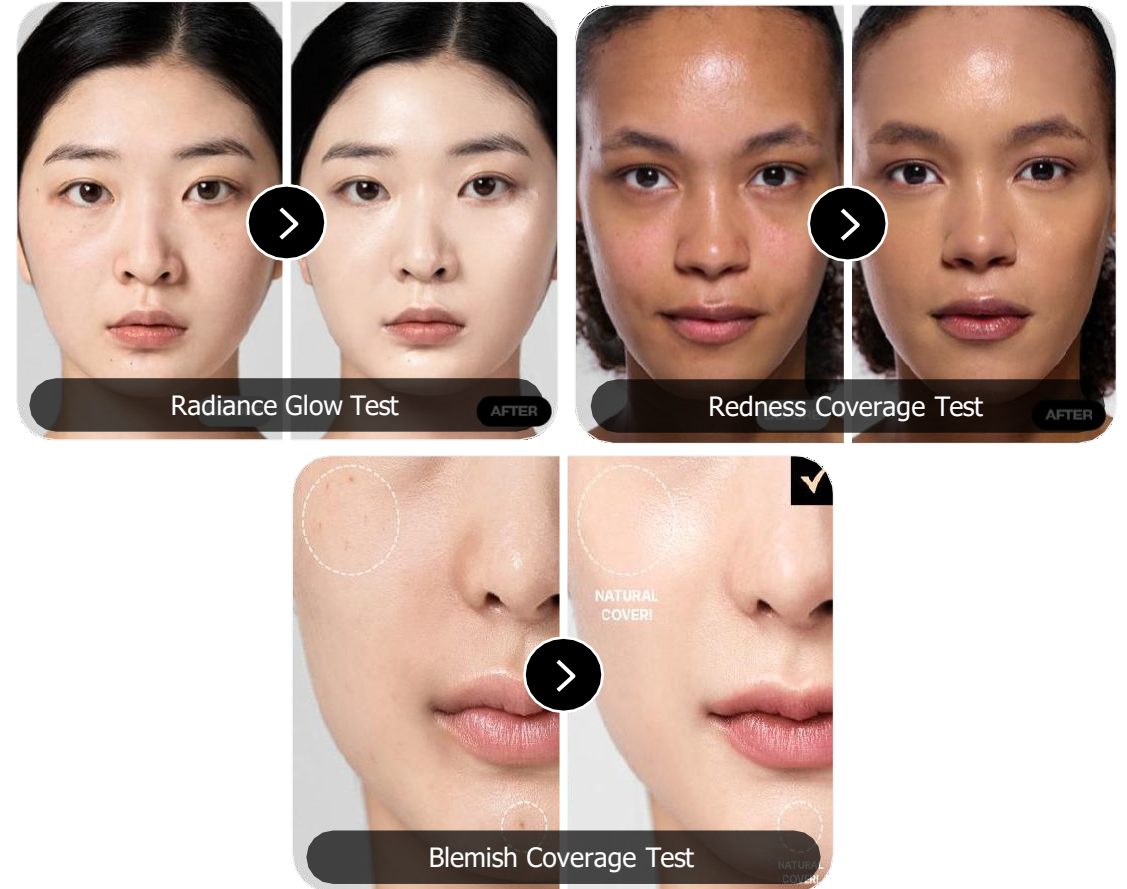
- Users seeking a healthy, long-lasting glow finish
- Consumers who prefer lightweight, breathable base makeup
- Dry, combination, and glow-preference skin types
- Customers looking for skincare-infused foundation with daily comfort

Key Features

- All-Day Serum Glow Radiance: High-reflective glow formula enhances natural luminosity for a refined, healthy complexion.
- Lightweight Adhesion Technology: Smooth blending with fast-setting, flexible adherence for long-lasting wear.
- Breathable Serum Base: Hydrating, non-heavy formula that prevents dryness and dullness.
- Skin-Calming & Moisture Care: Infused with concentrated serum ingredients to soothe tired skin and maintain hydration throughout the day.

Proven results

(Before&After)



#1 Discover Your Undertone



Cool Undertone

Pink-toned, peachy hues



Neutral Undertone

Naturally balanced, even-toned skin



Warm Undertone

Yellow-based beige tones

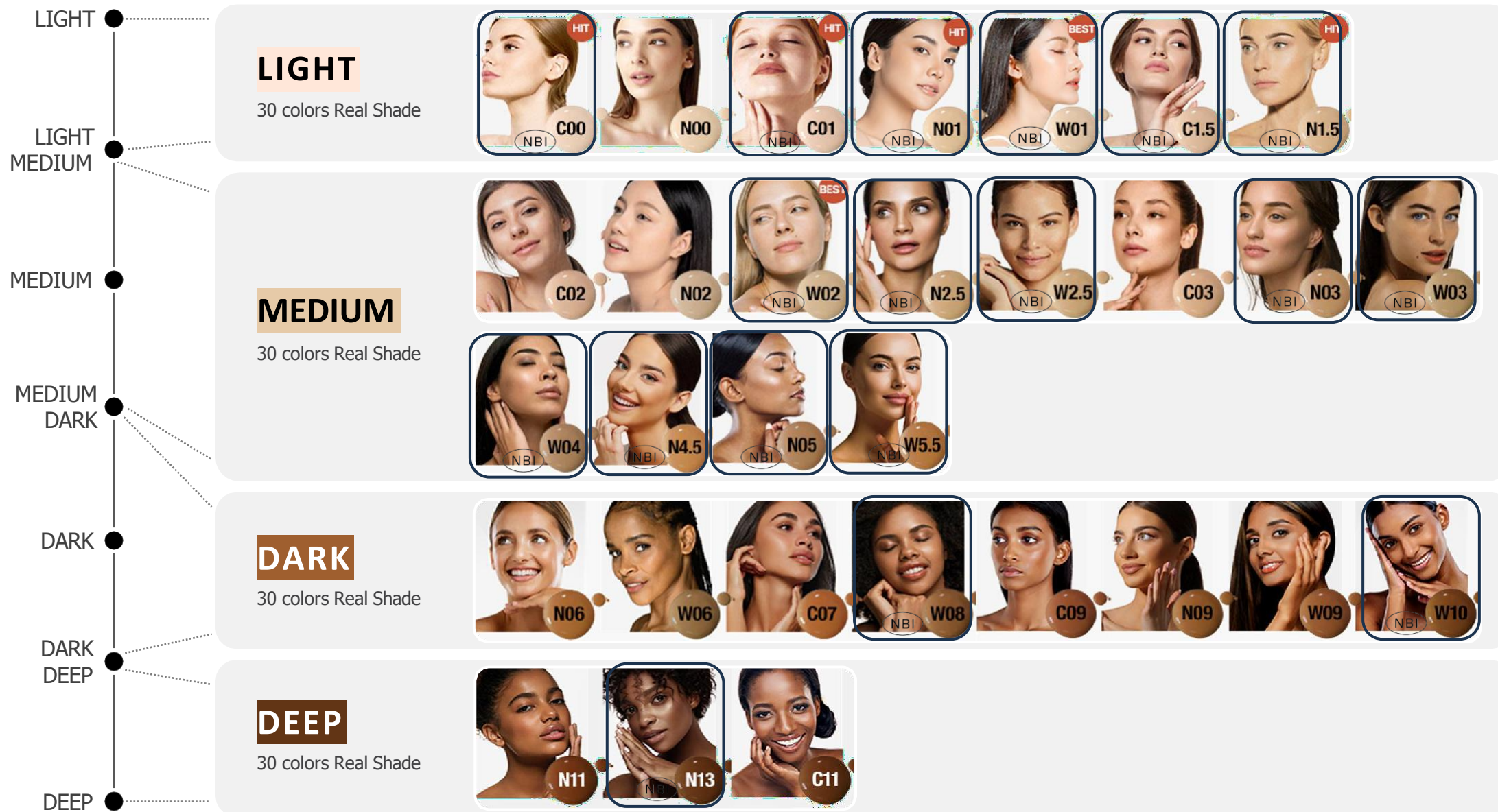
#2 Find Your Perfect Shade Depth

17 - 19	19 - 22	23 - 29	30 - 34	35 - 37
PARE Porcelain, ultra-light tones	LIGHT Bright, soft tones	MEDIUM True-to-skin tones	TAN Warm, sun-kissed tones	DEEP Rich, bold tones

Shade Chart & How to use: RADIANCE FIT SERUM FOUNDATION

18 Shades

tfit



10 FOUNDATION



SLEEK FIT COVER FOUNDATION

#Soft Matte Full Coverage

#30-Shade Inclusive Foundation

30 COLORS | 30g



- Full Coverage with Long-Lasting Adhesion: High-performance coverage conceals blemishes, redness, and uneven tone in one layer. Smoothly adheres along facial contours, maintaining a flawless finish without fading or caking.
- 30 Inclusive Shade Range: Carefully developed 30 shades from light to deep tones to match diverse skin undertones.



Key Features: SLEEK FIT COVER FOUNDATION

tfit

Target Audience

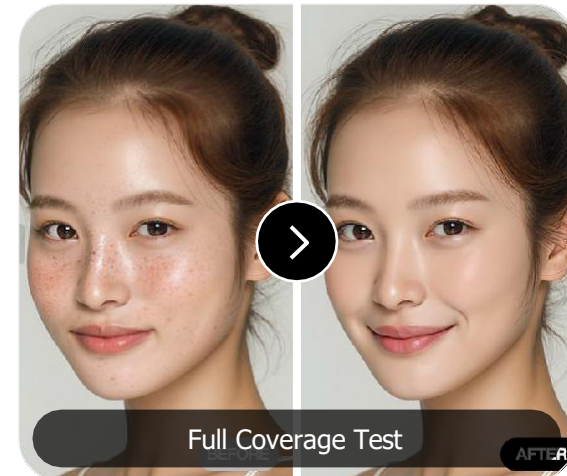
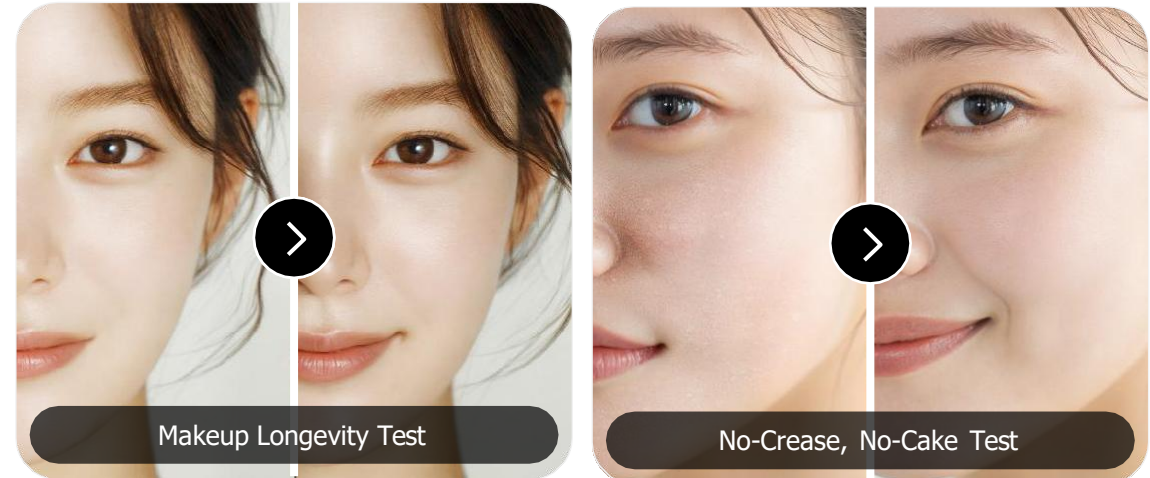
- Consumers seeking high coverage foundation
- Customers with uneven tone, blemishes, or redness concerns
- Makeup wearers looking for long-lasting, transfer-resistant base
- Markets demanding inclusive shade diversity

Key Features

- One-Step Full Coverage: Effectively covers pigmentation, acne marks, and redness while evening out skin tone.
- Seamless Skin-Adhering Formula: Follows facial curves closely for smooth, gap-free adhesion and minimized texture visibility.
- All-Day Longwear Performance: Resists breakdown and maintains a fresh, flawless look for extended hours.
- Soft Matte with Subtle Glow: Delivers a refined porcelain-like finish — matte yet not flat, with a delicate skin-like luminosity.

Proven results

(Before&After)



#1 Discover Your Undertone



Cool Undertone

Pink-toned, peachy hues



Neutral Undertone

Naturally balanced, even-toned skin



Warm Undertone

Yellow-based beige tones

#2 Find Your Perfect Shade Depth

17 - 19	19 - 22	23 - 29	30 - 34	35 - 37
PARE Porcelain, ultra-light tones	LIGHT Bright, soft tones	MEDIUM True-to-skin tones	TAN Warm, sun-kissed tones	DEEP Rich, bold tones

Shade Chart & How to use: SLEEK FIT COVER FOUNDATION

10 Shades

tfit



11 FOUNDATION



BUILDABLE FIT SPATULA FOUNDATION

#Spatula Application

#Buildable Coverage

8 COLORS | 15g



NBI NBI NBI NBI NBI NBI

- Tool-in-One Precision Spatula: Built-in spatula applicator designed to fit facial contours—allowing smooth, even, and controlled application anytime, anywhere.
- Ultra-Thin Buildable Coverage: Applies in seamless thin layers without heaviness—delivering refined, high-adhesion coverage that stays flawless over time.



Irritation Level
0.00
tfit

Tar Colorant
FREE
tfit

Health Standard
20 Harmful Ingredients
FREE
tfit

Talc
FREE
tfit

Key Features: BUILDABLE FIT SPATULA FOUNDATION

tfit

Target Audience

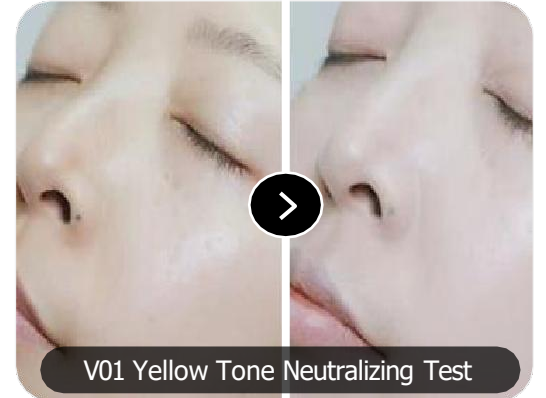
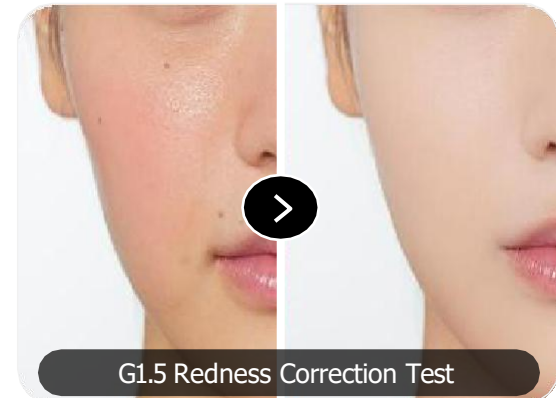
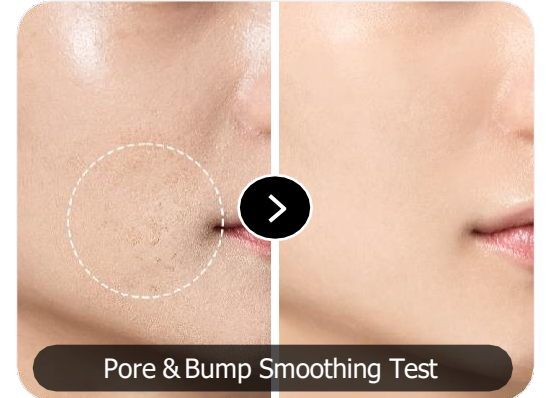
- Users seeking seamless, ultra-thin buildable coverage
- Consumers who prefer precise application with professional tools
- Makeup users who dislike heavy, thick foundations
- Customers looking for long-wear semi-matte finish with refined texture

Key Features

- Tool-in-One Spatula Applicator: Built-in precision spatula designed to fit facial curves (wide & narrow surfaces) / Enables smooth, even application anytime, anywhere.
- Ultra-Thin Buildable Layering: Applies in thin, controlled layers for precise coverage without heaviness.
- Foundation + Corrector Shade System: Expanded color range including corrective tones → Enhances tone adjustment and simplifies shade selection.
- Lightweight Semi-Matte Finis: Comfortable, breathable formula that covers blemishes and pores while delivering a smooth, elegant glow.

Proven results

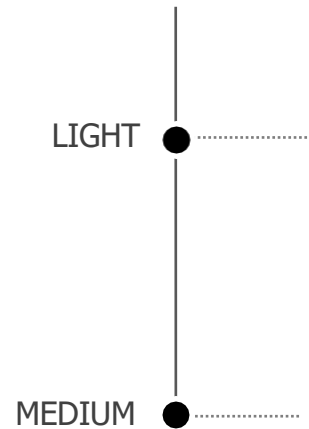
(Before&After)



Shade Chart & How to use: BUILDABLE FIT SPATULA FOUNDATION

6 Shades

tfit



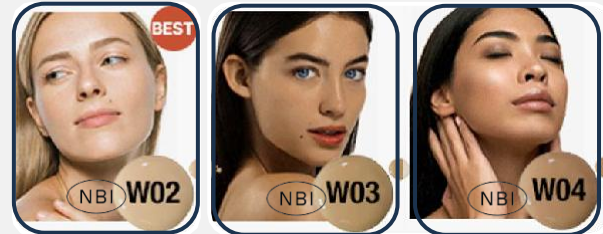
LIGHT

8 colors Real Shade

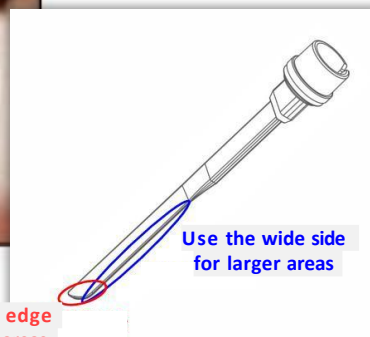


MEDIUM

8 colors Real Shade



How to use



1. After skincare, take an appropriate amount and spread evenly over the face.

For larger areas, hold the spatula vertically (about 45°) and apply in thin layers. For smaller areas, lay the spatula flat and apply gently by smoothing over the skin.

2. Lightly tap with a sponge or puff to set and blend.

TIP.

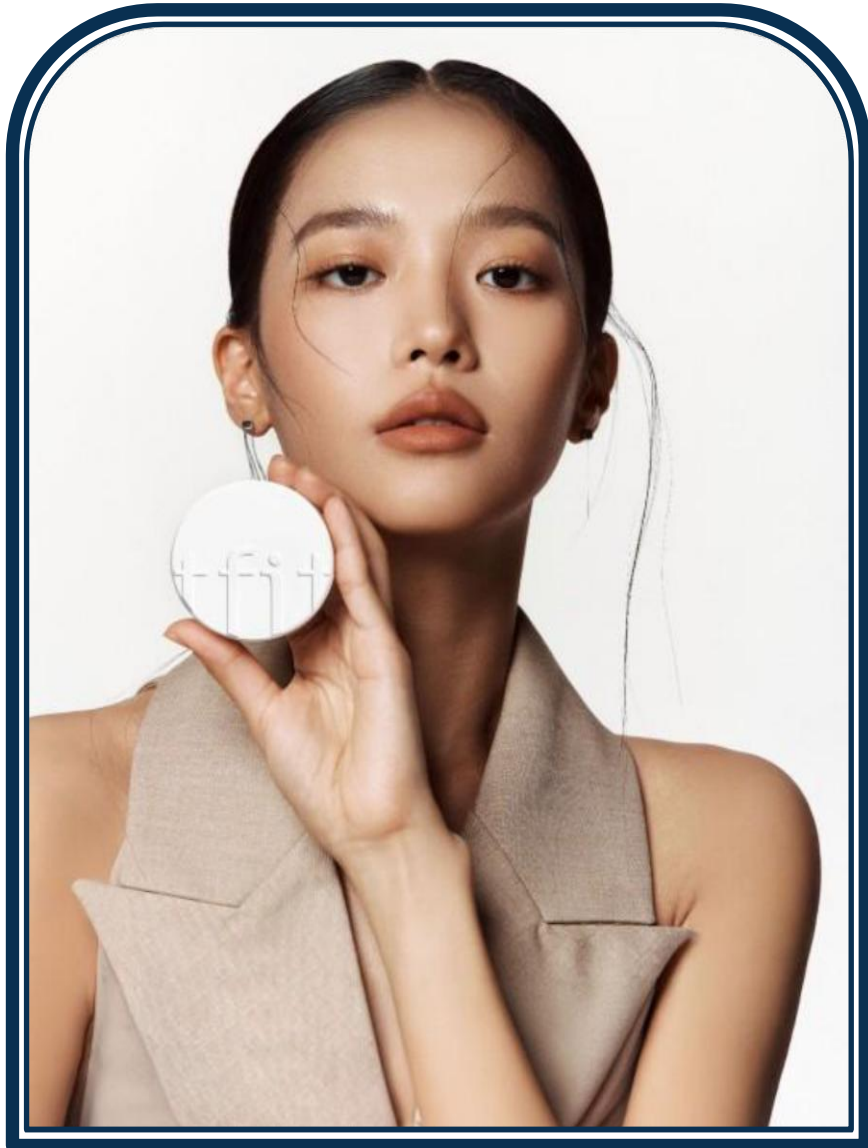
- Instead of applying a large amount at once, build in thin layers for a more even and refined base finish.
- Adjust coverage by changing the spatula angle—closer to 90° for thinner application, flatter for fuller coverage.
- For hygienic use, gently wipe the spatula with a tissue after use and store properly.

TFIT FOUNDATION LINE

tfit

TFIT			
Product Name	Radiance Fit Serum Foundation	Sleek Fit Cover Foundation	Buildable Fit Spatula Foundation
Shades (NBI)	18 SKU	10 SKU	6 SKU
Size	30g	30g	15g
Packaging Type	Tube Type	Tube Type	Built-in Spatula Applicator
Coverage	● ● ● ○ ○	● ● ● ● ●	● ● ● ● ○
Hydration Level	● ● ● ● ●	● ● ● ○ ○	● ● ● ● ○
Texture Weight	● ○ ○ ○ ○	● ● ○ ○ ○	● ● ○ ○ ○
Finish	Glow	Soft Matte	Semi-Matte
Recommended For	All Skin Types	All Skin Types	Dry & Combination Skin

12 POWDER

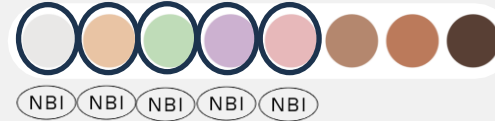


TRANSLUCENT SET FINISHING POWDER

#Sebum & Pore Blur Powder

#Tone-Correcting Multi Powder

8 COLORS | 7g



- Pore Blurring + Oil Control: Ultra-fine lightweight powder instantly blurs pores and uneven texture. Controls excess sebum for a smooth, soft-focus finish.
- Tone-Correcting Finishing Powder: Color-correcting shades help refine and brighten skin tone. Creates a clearer, more balanced complexion throughout the day.



Key Features: TRANSLUCENT SET FINISHING POWDER

tfit

Target Audience

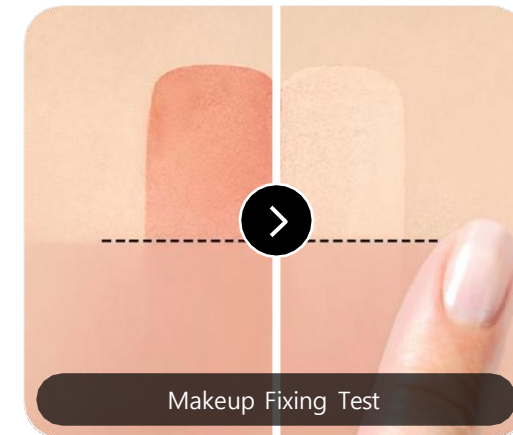
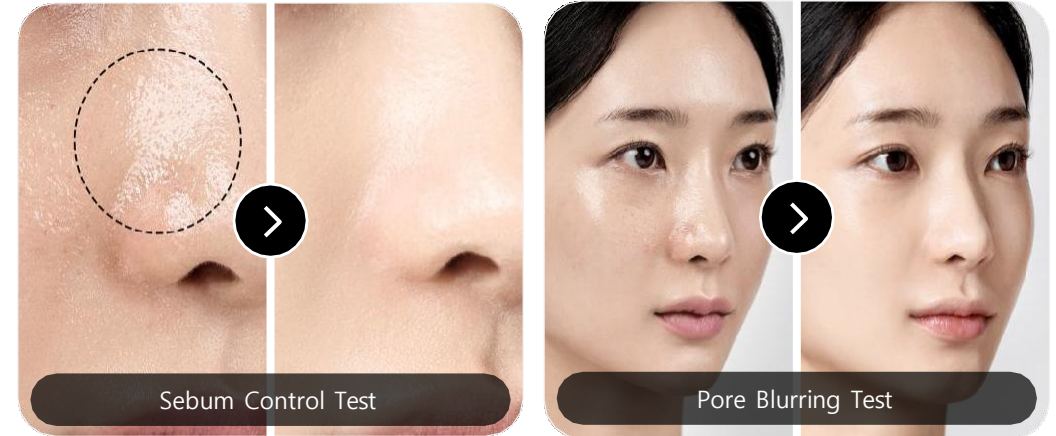
- Consumers with oily or combination skin
- Customers concerned with enlarged pores and shine
- Users seeking tone correction + long-lasting matte finish
- Daily makeup wearers who want a lightweight setting powder

Key Features

- Micro Fine Blurring Particles: 10µm ultra-light particles deliver seamless pore blurring without heaviness.
- Instant Sebum Absorption: Absorbs excess oil upon application for immediate shine control.
- Multi Color Correcting System (6 Shades): Blue, White, Beige, Green, Purple, Pink→ Targets dullness, redness, uneven tone, and sallowness.
- Skincare-Infused Formula: Amino-coated powder and skin-conditioning ingredients help prevent inner dryness.

Proven results

(Before&After)

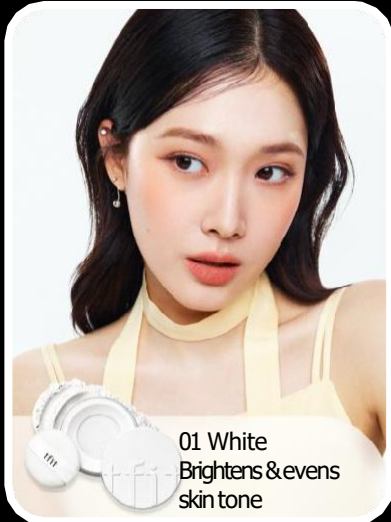


Shade Chart & How to use: TRANSLUCENT SET FINISHING POWDER

4 Shades

tfit

BEST COLOR

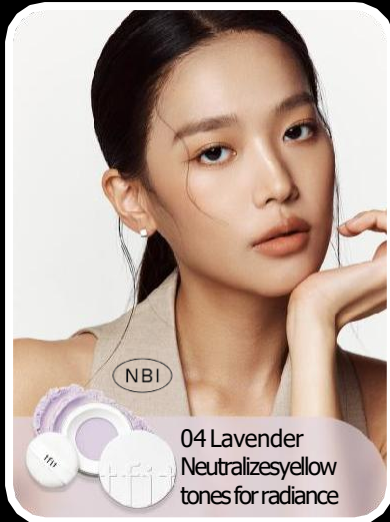


01 White
Brightens & evens
skin tone

01 White

For a bright, clear complexion

BEST COLOR



04 Lavender
Neutralizes yellow
tones for radiance

04 Lavender

For a radiant glow on dull skin

02 SKIN BEIGE

• Smooths and evens skin tone.



2.2 DARK BEIGE

• Smooths and evens skin tone.



2.1 MEDIUM BEIGE

• Smooths and evens skin tone.



2.3 DEEP BEIGE

• Smooths and evens skin tone.



03 GREEN

• Neutralizes redness for a natural finish.



05 BABY PINK

• Adds a lively, fresh glow to the skin.



13 BLUSH

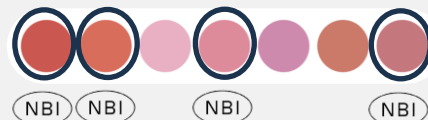


FLUFFY VELVET CUSHION BLUSH

#Soft Blurring Flush

#Jelly Cushion Blush

7 COLORS | 4g |



- Jelly-to-Powder Soft Blurring Texture: Bouncy jelly texture melts into skin and sets to a smooth powder finish. Delivers soft-focus blurring without heaviness or fallout.
- Sheer Watercolor Glow: Buildable, translucent pigmentation creates a clear, fresh flush. Adds natural radiance without looking overdone.



Key Features: FLUFFY VELVET CUSHION BLUSH

tfit

Target Audience

- Consumers seeking natural, daily blush
- Beginners who prefer easy, mistake-proof application
- Customers who dislike powder fallout
- Users looking for portable, on-the-go touch-up products

Key Features

- Soft Jelly Texture: Elastic jelly formula provides smooth blending and seamless adhesion.
- Zero Powder Fallout: Sets cleanly without dustiness or patchiness.
- 7-Color Spectrum: Red, Orange, Pink, Purple, Nude and more→ Wide shade range for various skin tones and moods.
- Mini Cushion Compact: Handy, portable size for easy application and touch-ups anytime.

Actual Test Results (Pigmentation Test)

(Before&After)



Shade Chart & How to use: FLUFFY VELVET CUSHION BLUSH

4 Shades

tfit

#P01

Milky Pink

Strawberry milk shade
for cool summer tones
A light pink that
everyone loves



#N01

Cosy Nude

Spring light peach
coral
A juicy burst of vitamin
glow



#R01

Bright Red (NBI)

Winter bright red
A bold and
sensual wine shade



#P02

Bloom Pink (NBI)

Muted pink for
all seasons
An elegant mood
that captivates



Color Chart

#001

Coral Orange (NBI)

Spring light
peach coral
A juicy burst of
vitamin glow



#B01

Charming Berry

Cool winter
cherry purple
My mysterious and
enchanting
lavender shade.



#N02

Fig Nude (NBI)

Spring warm
& Autumn muted
fig beige
A deep and
sophisticated shade
inspired by figs



THANK YOU