

# So Smart, So Delightful

For a life brimming with confidence and joy.

Your happiness is our raison d'être.

# So Smart BLITHE SKINCARE

Revolutionizing skincare  
Redefining convenience and effectiveness



**We've found power in simplicity.**

Blithe is crafted for the busy lives of modern women, offering a streamlined, multifunctional solution that delivers results.

## Transforming Your Skincare Routine Expertly Addressing All Your Skin Concerns

We've collaborated with the nation's leading researchers to create advanced, sensitive skin-friendly formulas that deliver maximum results.

Our products are designed to enhance absorption and minimize irritation, ensuring your skin gets the best care possible. Experience the ultimate in skincare innovation with our expertly crafted solutions.



# SPLASH Line

## Intensive Hydration and Soothing Care

Blithe's Splash Skincare line is designed with innovative methods to provide comprehensive skin care, offering intensive hydration and soothing benefits.

Tailored for the delicate skin of urban dwellers, our "Splash" solutions precisely address skin concerns, delivering deep hydration and essential nutrients straight from the source.





# Patting Splash Mask

## Why Try Patting Splash Mask?

Discover the Patting Splash Mask, the ultimate skincare solution that combines deep cleansing, nourishment, and toning in one high-concentration liquid mask. Designed for those with acne-prone, oily, and sensitive skin, this product leverages the energy of green tea to reduce irritation and stress on your skin.

# Patting Splash Mask

## Soothing & Healing Green Tea

패팅 스플래쉬 마스크 수딩 앤 힐링 그린 티 [#SoothingSplash](#) [#CalmAndClear](#)

The power of green tea's revitalizing energy calms and soothes skin from daily irritants and stress. Infused with tea tree oil, this formula expertly regulates sebum production, effectively targeting and reducing whiteheads caused by excess oil. Experience a clearer, more balanced complexion with this unique blend designed for optimal skin health.



Skin type	Texture & Feel	Volume
Acne-prone, oily, combination	Water texture   Soft and refreshing	70ml (2.36 Oz)   150ml (5.07 Oz)

### Benefits

1. Purifies skin, controls sebum and pores.
2. Gently removes dead skin cells without irritation, leaving the skin smooth and soft.
3. Supplies moisture and nutrients deeply into the clean pores, leaving the skin hydrated without any stickiness after washing.
4. Restores the pH balance after cleansing, returning the skin to a healthy state and creating an optimal skin environment.

### How to use

1. After cleansing, fill a basin with 700ml of water (approximately 1/4 of the basin).
2. Dispense one pump of the product (7ml) into the water.
3. Gently mix the water with both hands for about 15 seconds until the product is well-dissolved.
4. After washing your face, lightly tap or pat your face with a towel to remove excess water, or let your skin naturally absorb the moisture without wiping it off. (Use this once or twice daily as part of your routine.)

<b>Price</b>	29,000 won (KR)
<b>Key Ingredients</b>	Lactic Acid, Green Tea Extract, Tea Tree Oil, Panthenol (Vitamin B5)
<b>Remarks</b>	<p>* Tested and suitable for acne-prone skin (Non-comedogenic), reduces sebum, pustules, blackheads, and whiteheads.</p> <p>* Hypoallergenic</p> <p> </p>

# Patting Splash Mask

## Why Try Patting Splash Mask?

The ultimate convenience with high-concentration liquid wash-off mask. In just 15 seconds, this innovative mask exfoliates, nourishes, and tones your skin, perfect for busy urban lifestyles. Its gentle, water-based formula minimizes irritation, making it a quick and easy addition to your skincare routine.



# Patting Splash Mask

## Energy Citrus & Honey

패팅 스플래쉬 마스크 에너지 옐로우 시트러스 앤 허니 [#VitaminCSplash](#)

Infused with vitamin C-rich lemon and citrus extracts, this mask deeply purifies your skin. The nourishing and firming properties of honey ensure skin stays hydrated and supple, leaving a refreshed, glowing complexion without any tightness after washing. Perfect for a quick, effective skincare boost!



Skin type	Texture & Feel	Volume
All skin types, dull skin	Water texture   Hyperpigmentation	70ml (2.36 Oz)   150ml (5.07 Oz)

### Benefits

- Brightens and Enhances Complexion
- Gentle Exfoliation. Smooths away dead skin cells, revealing a soft and silky skin texture without irritation.
- Deeply Hydrates & Nourishes. Enriched with panthenol, this product deeply hydrates and nourishes, leaving your skin plump and moisturized without any tightness after cleansing.
- Restores pH Balance post-cleansing, creating the perfect environment for healthy, vibrant skin.

### How to use

- After cleansing, fill a washbowl with 700ml of water (1/4 of the washbowl).
- Mix 7ml of the product into the water.
- Pat your face with the water using both hands for 15 seconds.
- After patting, let your skin absorb the water without rinsing or wiping. Gently pat dry with a towel if necessary, or let it air dry. (\*Use once or twice a day after washing your face.)

<b>Price</b>	29,000 won (KR)
<b>Key Ingredients</b>	Lactic Acid, Multi Fruit Mix, Honey Extract, Panthenol (Vitamin B5)
<b>Remarks</b>	<p>* Dermatologist tested</p> <p> <b>VEGETARIAN</b>  <b>Cruelty-Free</b></p>



# Patting Splash Mask

## Why Try Patting Splash Mask?

The ultimate skincare solution, the liquid mask that combines exfoliation, nourishment, and toning in a single, effortless step. With just a quick 15-second rinse, transform your skincare routine. This unique water-based method ensures gentle care, minimizing irritation while delivering maximum results.

# Patting Splash Mask

## Rejuvenating Purple Berry

패팅 스플래쉬 마스크 에너지 리쥬버네이팅 퍼플 베리 [#BerryBeautifulSkin](#) [#PurplePowerGlow](#)

Packed with potent polyphenols and anthocyanins, our five-berry blend delivers powerful antioxidant benefits, gently exfoliating and firming your skin for a rejuvenated, youthful glow.



Skin type	Texture & Feel	Volume
All skin types	Water texture   Skin sculpting	70ml (2.36 Oz)   150ml (5.07 Oz)

### Benefits

1. Helps to revitalize the skin and reduces signs of aging.
2. Exfoliates without irritation, leaving your skin smooth and soft.
3. Panthenol-infused formula provides deep hydration and nourishment, keeping your skin moisturized without tightness after cleansing.
4. Restores the skin's natural acidic pH balance after cleansing, promoting a healthy skin environment.

### How to use

1. After cleansing, fill a washbowl with 700ml of water (1/4 of the washbowl).
2. Mix 7ml of the product into the water.
3. Pat your face with the water using both hands for 15 seconds.
4. After patting, let your skin absorb the water without rinsing or wiping. Gently pat dry with a towel if necessary, or let it air dry. (\*Use once or twice a day after washing your face.)

<b>Price</b>	29,000 won (KR)
<b>Key Ingredients</b>	Lactic Acid, Multi Fruit Mix, 5-Berry Extract, Panthenol (Vitamin B5)
<b>Remarks</b>	<p>* Dermatologist tested.</p> <p> </p> <p>Vegan Cruelty-Free</p>



# Splash Mask

## Why Try Splash Mask?

This innovative product transforms from a mud pack to a cleansing foam, offering the superior pore-cleansing power and sebum absorption of mud combined with the dense foam's deep-cleansing capabilities. Manage your pores and boost elasticity with this smart, all-in-one solution.

# Bubbling Splash Mask

## Indian Glacial Mud

버블링 스플래쉬 마스크 인디언 그레이셜 머드

[#GlowUpWithMud](#)

[MudMaskMania](#)

Infused with Canadian and Alaskan glacial water, this mask helps remove impurities and tighten pores. Enhanced with Bentonite Clay, Avocado, and Allantoin extracts, this 3-in-1 pore care complex excels at sebum control and skin balancing.

### Skin type

Oily and Combination Skin

### Texture & Feel

Mud cream texture | Refreshing + Cooling

### Volume

120ml (4.05 Oz)

### Benefits

- Effortless 2-in-1 care: Combines the benefits of a mud pack and a cleanser for complete skin care, from deep cleansing to nourishing, in one easy step.
- Pore perfection: Controls sebum, deeply cleanses pores, tightens skin, and improves elasticity.
- Quick and convenient: Just 3 minutes for daily care that fits seamlessly into your routine.



### How to use

#### As a Mud Pack:

Apply a generous amount to dry skin, avoiding the eye and lip areas. Leave on for 3-5 minutes, then gently rinse off with lukewarm water.

#### As a Foam Cleanser:

Dispense a pea size amount, add water to create a lather between your hands. Gently massage onto your face and rinse thoroughly with lukewarm water.

<b>Price</b>	24,000 won (KR)
<b>Key Ingredients</b>	Clay & Glacial Water, Butyl Avocado, Enantia Chlorantha Bark Extract
<b>Remarks</b>	<p>* Effective in cleansing and tightening pores, improving their appearance, moisturizing the skin, and enhancing skin elasticity.</p> <p>* Dermatologist tested.</p> <p> </p> <p>Vegan Cruelty-Free</p>

# Anti-Polluaging Cleansing

## Why Try Anti-Polluaging?

Anti-Polluaging is the ultimate solution to combat urban aging. Designed to protect against the effects of urban life, this advanced formula swiftly addresses the skin concerns of modern life. Experience the power of cutting-edge anti-aging technology that keeps your skin youthful and radiant, no matter where you are.



## Anti-Polluaging Pore Cleansing Foam

### BHA 0.5

안티폴루에이징 포어 클렌징 폼 바하 0.5

#CreamyFoam

#PoreCleanser

This cleansing foam is formulated with tea tree, green tea, and centella asiatica to soothe sensitive skin concerns. Enhanced with BHA (salicylic acid) and AHA (glycolic acid), it effectively exfoliates dead skin cells and controls excess sebum. This functional cleansing foam is perfect for calming acne-prone skin and providing deep pore care.

#### Skin type

Oily, combination, troubled skin

#### Texture & Feel

Thick cream type | Firming & Moisturizing

#### Volume

150ml (5.07Oz)

#### Benefits

1. Effectively targets clogged pores, excess sebum, and dead skin cells
2. Soothes and calms irritated skin
3. Deep cleanses with rich, micro-bubble foam for a thorough yet gentle cleanse

#### How to use

Apply a small amount onto wet hands, lather, and massage gently onto the face and neck. Rinse thoroughly with lukewarm water. Suitable for daily use.

<b>Price</b>	22,000 won (KR)
<b>Key Ingredients</b>	AHA (Glycolic Acid), BHA (Salicylic Acid), Tea Tree Extract, 4-Terpineol, Witch Hazel, Eoseongcho Extract, Centella Asiatica Extract, Green Tea Extract, Licorice Extract
<b>Remarks</b>	<p>* Dermatologically tested</p> <p> Cruelty-Free</p>

# Anti-Polluaging Cleansing

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## Anti-Polluaging Pore Cleansing Balm

안티폴루에이징 포어 클렌징 밤

#GrindingBalm

#PoreCleanser

A gentle yet powerful cleansing balm formulated to deeply cleanse pores and remove impurities using green tea seed oil and AHA. This balm effectively targets clogged pores, sebum, blackheads, and whiteheads, leaving the skin purified and refreshed.

### Skin type

All skin types

### Texture & Feel

Soft, smooth texture | glides easily over the skin

### Volume

50ml

### Benefits

1. Removes makeup, pollutants, and impurities from the skin, leaving it fresh and clean
2. Matcha (Green Tea Extract): Purifies, protects, and soothes the skin with natural herbal benefits.
3. Ceramide NP: Locks in moisture, strengthens the skin barrier, and prevents moisture loss, ensuring no drying effects from cleansing.

### How to use

1. Turn the top of the container clockwise to dispense an appropriate amount.
2. Gently massage onto dry skin to dissolve makeup and impurities.
3. Apply a small amount of water to emulsify and rinse thoroughly with lukewarm water.

<b>Price</b>	33,000 won (KR)
<b>Key Ingredients</b>	5 Natural Oils, Ceramide NP, Green Tea Extract (Matcha) and Centella Asiatica Extract
<b>Remarks</b>	* Primary skin irritation test completed * Skin efficacy test completed: Proven to cleanse impurities in pores, sebum, blackheads, whiteheads, and improve pore appearance.

# PRESSED

## Line

### Intensive Anti-Oxidant-Rich Care

Discover the Bright Pressed line, where advanced science meets the gentle power of nature. Our meticulously researched formulas harness the potency of plant extracts to deliver exceptional nourishment and hydration to your skin.

Using cutting-edge cold-pressing technology, we've maximized the absorption of these powerful ingredients while ensuring minimal skin irritation by eliminating harmful substances.

Adaptable to your skin's needs, our multi-functional smart products streamline your skincare routine, providing concentrated nutrition and hydration with ease. Achieve radiant, healthy skin effortlessly with Pressed products.





# Pressed Serum

## Why Try Pressed Serum?

Experience the Best of Both Worlds: Merging the superior benefits of serums and creams into one powerful product. Enjoy deeper nourishment than serums and faster absorption than creams. An all-in-one solution for ultimate hydration and care.

# Pressed Serum

## Tundra Chaga

프레스드 세럼 툰드라 차가

#TimeReverse

#TundraChaga

This multi-care solution harnesses the power of tundra-grown chaga mushrooms, known for their resilience in harsh climates, to deliver potent antioxidant energy and strengthen the skin barrier. Enriched with fermented plant-based collagen and a pudding-like texture, it provides deep hydration and firming care for dull and tired skin.

### Skin type

Dry and mature skins

### Texture & Feel

Bouncy pudding-like texture |  
Skin Sculpting + Skin Firming

### Volume

27ml (0.91 fl. oz.)  
50ml (1 fl. oz.)

### Benefits

1. It delivers antioxidant synergy with a blend of Chaga mushroom and two other functional mushrooms to help protect and revitalize the skin.
2. 1% low-molecular vegan collagen, five peptides, and adenosine work together to improve skin elasticity and reduce the appearance of wrinkles.
3. Hyaluronic acid, panthenol, and ceramide NP deeply hydrate the skin and reinforce the moisture barrier.
4. This formula offers dual functional care—brightening and wrinkle improvement—for effective anti-aging results.

### How to use

After cleansing and toning, take a dime-sized amount of the product and evenly apply it over your face in an upward motion. For best results, gently press the serum into your skin with both hands to enhance absorption.

<b>Price</b>	43,000 won (KR)
<b>Key Ingredients</b>	Chaga Mushroom Extract, Low Molecular Weight Vegan Collagen, Hyaluronic Acid, Tremella Fuciformis (Snow Mushroom) Extract, Phellinus Linteus Mushroom Extract, 5-Peptide Complex, Panthenol, Ceramide NP, Niacinamide, Adenosine.
<b>Remarks</b>	<ul style="list-style-type: none"><li>* Anti-Aging product</li><li>* Dermatologically Tested</li></ul>  <p>Cruelty-Free</p>



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# Pressed Serum

## Gold Apricot

프레스드 세럼 골드 애플리콧

#GlassSkinPotion

#GoldApricot

A high-performance multi-care formula powered by Gold Apricot extract, prized for its brightening and revitalizing effects. Blending traditional herbal wisdom with modern science, it delivers serum-like potency and cream-like nourishment for a radiant, healthy complexion.

### Skin type

Dry and mature skins

### Texture & Feel

Moisture balm texture, deeply hydrating

### Volume

27ml (0.91 fl. oz.)

50ml (1 fl. oz.)

### Benefits

1. The Apricot Complex revitalizes dull skin, boosting vitality and radiance.
2. The Vitamin C Solution 1% with a 12-Vitamin Complex delivers powerful antioxidant care and helps improve skin tone.
3. Glutathione and Kojic Acid work together to brighten and boost overall skin clarity.

### How to use

After cleansing and toning, take a dime-sized amount of the product and evenly apply it over your face in an upward motion. For best results, gently press the serum into your skin with both hands to enhance absorption.

<b>Price</b>	43,000 won (KR)
<b>Key Ingredients</b>	Apricot Extract, Apricot Kernel Oil, 3-O-Ethyl Ascorbic Acid (Stabilized Vitamin C Derivative), VITA 12-SOME (12-Vitamin Complex), Glutathione, Kojic Acid, Hyaluronic Acid, and Adenosine.
<b>Remarks</b>	<ul style="list-style-type: none"><li>* Skin brightening</li><li>* Dermatologically Tested</li></ul>  <p>Cruelty-Free</p>



# Pressed Serum

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# Pressed Serum

## Velvet Yam

프레스드 세럼 벨벳 Yam

#HydraBarrier

#WildYam

A high-performance multi-care solution that blends traditional herbal wisdom with modern science, combining potent active ingredients and the nourishing power of Velvet Yam to deliver effective, all-in-one skincare for radiant, healthy-looking skin without a complicated routine.


Skin type	Texture & Feel	Volume
All skin types	Silky, stretchy, and deeply moisturizing	27ml (0.91 fl. oz.) 50ml (1 fl. oz.)

### Benefits

1. Extreme hydration and barrier care with Phyto-Mucin Yam Complex and patented ceramide.
2. Moisture boost and skin recovery with triple hyaluronic acid patented ingredient and panthenol.
3. Soothing solution for sensitive skin with Cica-derived PDRN and allantoin

### How to use

After cleansing and toning, take a dime-sized amount of the product and evenly apply it over your face in an upward motion. For best results, gently press the serum into your skin with both hands to enhance absorption.

<b>Price</b>	41,000 won (KR)
<b>Key Ingredients</b>	Wild Yam Root Extract (Phyto-Mucin), U-Oliosome Cera 1 (patented ceramide), Multi HA Moist CMK-1 (triple hyaluronic acid), Panthenol, Cica-derived Phyto-PDRN, Allantoin, Niacinamide, and Adenosine.
<b>Remarks</b>	* Dermatologically tested.  Cruelty-Free

# Pressed Serum

## Why Try Pressed Serum?

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# Pressed Serum

## Crystal Iceplant

프레스드 세럼 크리스탈 아이스플랜트

#MoistureChill

#IcePlantComplex

A high-performance multi-care solution that blends traditional herbal wisdom with modern science, now enriched with Crystal Ice Plant to deliver intense hydration, soothing cooling effects, and effective all-in-one skincare in a single, streamlined formula.

### Skin type

All skin types

### Texture & Feel

Gel-cream texture | Cooling + Refreshing

### Volume

27ml (0.91 fl. oz.)

50ml (1 fl. oz.)

### Benefits

1. Layered hydration and moisture barrier formation with Ice Plant Complex and Multi HA Moist CMK-1.
2. Immediate cooling and heat-soothing care with patented IceScreen and Erythritol.
3. Sensitive skin soothing solution with 3DHyal TECA, Allantoin, and Panthenol

### How to use

After cleansing and toning, take a dime-sized amount of the product and evenly apply it over your face in an upward motion. For best results, gently press the serum into your skin with both hands to enhance absorption.

<b>Price</b>	38,000 won (KR)
<b>Key Ingredients</b>	Ice Plant Extract, Multi HA Moist CMK-1 (triple hyaluronic acid), IceScreen, Erythritol, 3DHyal TECA, Allantoin, Panthenol, Niacinamide, and Adenosine.
<b>Remarks</b>	* Dermatologically Tested.  Cruelty-Free



# Pressed Eye Cream

## Why Try Pressed Eye Cream?

High-nutrient Pressed Eye Cream is formulated with potent, naturally derived caffeine and bakuchiol to effectively combat tiredness and puffiness around your eyes. Experience the ultimate revitalization and a brighter, more youthful look.

# Pressed Eye Cream

## Caffeine 1.0

프레스드 아이 크림 카페인 1.0

#CaffeineKick

#TeamRevEyetalize

High-performance Pressed Eye Cream Caffeine 1.0 infused with powerful caffeine and bakuchiol. This cream brightens and revitalizes the delicate skin around the eyes for firmer, refreshed eyes with a boost of hydration, giving the eyes a smooth and radiant look.

Skin type	Texture & Feel	Volume
All skin types	Cream texture   Firm + Cooling sensation	20ml (0.67Oz)

### Benefits


1. Targets and eliminates dark circles
2. Enhances firmness and reduces wrinkles around the eyes
3. Delivers deep hydration for a refreshed look

### How to use

Apply it gently under the eyes as the final step in both your morning and evening skincare routines.

Pat gently until fully absorbed.

Tip: For extended care, apply this caffeine eye cream to other areas prone to aging, such as smile lines and the forehead, to smooth and refresh your skin comprehensively.

<b>Price</b>	29,000 won (KR)
<b>Key Ingredients</b>	Caffeine, Bakuchiol, Niacinamide, Adenosine, Hesperidin, Palmitoyl Tripeptide-5, Resveratrol, Sodium Ascorbyl Phosphate
<b>Remarks</b>	<p>* Skin Brightening Function.                      * Dermatologically Tested.</p> <p>* Anti-Aging Function.</p> <p> </p> <p>Cruelty-Free                      VEGETARIAN</p>



# Vital Essence

## What is it

A boosting toner essence formulated with leaf, bean, and root extracts, replacing purified water with plant-derived water and enriched with functional ingredients. Used as the first step in your skincare routine, it helps refine the skin's base and enhances absorption of the following products, promoting a healthy and balanced complexion.

# Vital Essence

## 6 Balancing Leaves

바이탈 에센스 6 밸런싱 리브스

#HerbalBalance

A boosting toner essence combining 6 calming leaves (Indian Bead Tree Leaf, Tea Tree Leaf, Rosemary Leaf, Eucalyptus Leaf, Lavender Leaf, Thyme Leaf) complex, plant-derived waters, and functional ingredients to soothe, balance, and protect the skin while preparing it for the next skincare step.


Skin type	Texture & Feel	Volume
All skin types	Refreshing green watery texture	123ml (4.15 fl. oz.) 54ml (1.82 fl. oz.)

### Benefits

1. Pore-soothing care with 6-Herb Leaf Complex, 65% Witch Hazel Water, and Allantoin.
2. Exfoliation and smooth skin texture with 4% Glycolic Acid (AHA).
3. Moisture boost and hydration reinforcement with 4 types of Hyaluronic Acid and Panthenol.
4. Anti-aging care with dual functional ingredients for brightening and wrinkle improvement.

### How to use

1. After cleansing, apply an appropriate amount evenly over the face along the skin's texture.
2. Gently press with your palms to aid absorption using your body heat

<b>Price</b>	34,000 won (KR)
<b>Key Ingredients</b>	6-Herb Leaf Complex (Indian Bead Tree Leaf, Tea Tree Leaf, Rosemary Leaf, Eucalyptus Leaf, Lavender Leaf, Thyme Leaf), 65% Witch Hazel Water, 4% Glycolic Acid (AHA), 4 types of Hyaluronic Acid, Panthenol, Allantoin, Niacinamide, and Adenosine.
<b>Remarks</b>	<p>* Dermatologically Tested.</p> <p> Cruelty-Free</p>

# Vital Essence

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A boosting toner essence formulated with leaf, bean, and root extracts, replacing purified water with plant-derived water and enriched with functional ingredients. Used as the first step in your skincare routine, it helps refine the skin's base and enhances absorption of the following products, promoting a healthy and balanced complexion.



# Vital Essence

## 8 Nourishing Beans

바이탈 에센스 8 너리싱 빈스

#BeanThereDoneThat

Infused with the power of 8 nutrient-rich beans, Vital Treatment delivers a potent blend of proteins essential for rejuvenating the skin. This luxurious essence deeply nourishes, filling skin with vital nutrients to smooth wrinkles and enhance elasticity. Enriched with vitamin E derivatives, it ensures even distribution of hydration, leaving skin looking radiant, youthful, and revitalized. Embrace the ultimate in skincare with this transformative treatment that combats signs of aging for a fresher, firmer complexion.

### Skin type

All skin types

### Texture & Feel

Rich, concentrated essence formula

### Volume

123ml (4.15 fl. oz.)


54ml (1.82 fl. oz.)

### Benefits

1. Nourishes and protects with 8 bean extracts, 70% mung bean water, and vitamin E capsules.
2. Firms skin and reduces wrinkles with 3 peptides and adenosine.
3. Hydrates and moisturizes with 13 hyaluronic acids and panthenol.
4. Offers dual care for brightening and wrinkle improvement.

### How to use

1. After cleansing, apply an appropriate amount evenly over the face along the skin's texture.
2. Gently press with your palms to aid absorption using your body heat.

<b>Price</b>	38,000 won (KR)
<b>Key Ingredients</b>	Soybean, Lentil, Peanut, Kidney Bean, Mung Bean, Green Pea, Black Bean, Black Soybean, Vitamin E Capsules, 70% Mung Bean Water, Multi-Peptide Complex, 13 Types of Hyaluronic Acid, Panthenol, Niacinamide, Adenosine
<b>Remarks</b>	* Dermatologically Tested.  Cruelty-Free



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## What is it

A boosting toner essence formulated with leaf, bean, and root extracts, replacing purified water with plant-derived water and enriched with functional ingredients. Used as the first step in your skincare routine, it helps refine the skin's base and enhances absorption of the following products, promoting a healthy and balanced complexion.

# Vital Essence

## 9 Essential Seeds

바이탈 에센스 9 에센셜 시즈

#GlowGetter

A brightening, hydrating, and antioxidant-rich formula featuring 9 Essential Seeds (Green Tea, Lotus, Evening Primrose, Chia, Rosehip, Quinoa, Grape, Fennel, Baobab) to improve skin tone, texture, and radiance while nourishing and protecting the skin.


Skin type	Texture & Feel	Volume
All skin types	Milky white, hydrating water-type essence	123ml (4.15 fl. oz.) 54ml (1.82 fl. oz.)

### Benefits

- Brighten and nourish skin with 9-Seed Complex and 79% Rice Bran Water.
- Improve spots and skin tone with 2% Niacinamide, Vitamin C, and Glutathione.
- Smooth and clarify texture with PHA and dual fermented extracts (Galactomyces & Bifida).
- Boost hydration and strengthen the moisture barrier with Hyaluronic Acid, Veganic Ceramide Complex, and Panthenol.
- Dual functional care for brightening and wrinkle improvement.

### How to use

- After cleansing, apply an appropriate amount evenly over the face along the skin's texture.
- Gently press with your palms to aid absorption using your body heat.

<b>Price</b>	36,000 won (KR)
<b>Key Ingredients</b>	9-Seed Complex (Green Tea, Lotus, Evening Primrose, Chia, Rosehip, Quinoa, Grape, Fennel, Baobab), 79% Rice Bran Water, Niacinamide, Vitamin C, Glutathione, PHA, Galactomyces & Bifida Ferments, Hyaluronic Acid, Panthenol, Vegan Ceramide Complex, Adenosine.
<b>Remarks</b>	* Dermatologically Tested.  Cruelty-Free

# TARGETED Line

## High-Concentrated Active Ingredient Care

Blithe's Targeted line features products that can address skin concerns with scientifically proven high-concentration ingredients and patented formulas.

Providing "tailored" solutions for urban women, these products nourish and care for the skin, from the surface to the inner layers.





# Targeted Blemish Serum

## Why Try Targeted?

A potent serum crafted with high-concentration, powerful ingredients to tackle your skin's specific concerns. Tailored solutions for every skin type and issue, offering you the perfect fit for radiant, healthy skin.

# Targeted Blemish Serum

## Tranexamic Acid 3.0

타겟티드 블레미쉬 세럼 트라넥사믹애씨드 3.0

#TranexamicGlow

#BlemishBuster

Niacinamide and Tranexamic Acid, expertly blended with Houttuynia Cordata extract for unparalleled intensive care. This serum is a potent 5.0% Niacinamide concentration that targets blemishes and promotes a flawless complexion by regulating sebum production and refining skin texture.

Skin type	Texture & Feel	Volume
All skin types, especially troubled and sensitive skin	Lightweight and fast-absorbing   Non-greasy finish	30ml (1.01 Oz)


### Benefits

- Brightens and evens skin tone
- Provides intensive care for troubled skin
- Soothing and protective formula

### How to use

- Apply a few drops to entire face in morning and evening before heavier creams.
- Use regularly for best results.

Tip: For daytime use, follow with SPF 30 or higher sunscreen to protect your skin from sun damage.

<b>Price</b>	27,000 won (KR)
<b>Key Ingredients</b>	Tranexamic Acid, Niacinamide, Allantoin, Licorice Root Extract, Panthenol, Houttuynia Cordata Extract
<b>Remarks</b>	<ul style="list-style-type: none"><li>* Skin brightening and Anti-aging care.</li><li>* Dermatologist tested.</li></ul>  <p>Cruelty-Free</p>



# Targeted Hydrating Serum

## Why Try Targeted?

A potent serum crafted with high-concentration, powerful ingredients to tackle your skin's specific concerns. Tailored solutions for every skin type and issue, offering you the perfect fit for radiant, healthy skin.

# Targeted Hydrating Serum

## Hyaluronic Acid 2.0

타겟티드 하이드레이팅 세럼 히알루론산 2.0

#MoistureSerum

This lightweight hydrating serum is formulated with low molecular weight hyaluronic acid to deeply penetrate the skin, delivering moisture and nutrients that support collagen and elastin for a plump, firm, and rejuvenated skin appearance. Its non-sticky, quick-absorbing watery texture is suitable for all skin types.

Skin type	Texture & Feel	Volume
All skin types	Lightweight   hydrating without stickiness.	50ml (1.69 Oz)

### Benefits

1. Intensive Moisture Care
2. Niacinamide 2%: Brightens skin tone and offers anti-aging benefits with vitamins C & E to protect and revitalize the skin.
3. Maintains the skin's natural protective barrier with a mild, skin-friendly acidic formula.

### How to use

1. After cleansing, apply an appropriate amount to the face.
2. Gently pat with your fingers to enhance absorption.
3. Lightly cover your face with your hands to finish.

<b>Price</b>	29,000 won (KR)
<b>Key Ingredients</b>	Low Molecular Weight Hyaluronic Acid 20,000ppm, D-Panthenol (B5) 10,000ppm, 6 Types of Peptides
<b>Remarks</b>	* Completed skin irritation test * Mild, hypoallergenic formula suitable for sensitive skin



# Targeted Pore Serum

## Why Try Targeted?

A high-performance serum formulated with effective ingredients, including a high concentration of niacinamide, to target specific skin concerns.

# Targeted Pore Serum

## Niacinamide 22

타겟티드 포어 세럼 나이아신아마이드 22

#NextLvlNiacinamide

#PoreRefinePower

A gentle yet powerful serum with 22% niacinamide and patented Tannin Complex HR to visibly refine and tighten pores. Helps control excess sebum and improve skin texture for a smoother, firmer look.

### Skin type

All skin types

### Texture & Feel

A potent, water-based formula ,  
Non-sticky + Soft matte

### Volume

30ml (1 fl. oz.)

### Benefits

1. Packed with 22% niacinamide – one of the highest levels in Korea – to control oil and visibly shrink pores
2. Brightens overall skin tone
3. Improves pore texture and elasticity



### How to use

After cleansing, prep your skin with toner.

2. Apply a few drops evenly across your face, avoiding the eye area.

3. Gently pat for better absorption.

**Tip:** If you use it in the morning, don't forget to finish with sunscreen (SPF 30 or higher) to protect your skin.

<b>Price</b>	43,000 won (KR)
<b>Key Ingredients</b>	22% Niacinamide, two patented pore-tightening ingredients (Tannin Complex HR 0.5%, Anti-Sebum P 1%), a 5-peptide complex, green caffeine, EGCG, squalane, BHA, PHA.
<b>Remarks</b>	<p>* Clinically tested to control oil, refine pores, boost elasticity, and brighten around pores.</p> <p>* Dermatologist tested</p> <p>  Vegan Cruelty-Free</p>

# Targeted Tightening Serum

## Why Try Targeted?

A high-performance serum formulated with effective ingredients, including a high concentration of niacinamide, to target specific skin concerns.



# Targeted Tightening Serum

## Retinol 0.1

타겟티드 타이팅닝 세럼 레티놀 0.1

#RetinolReset

#SmoothFirmGlow

A gentle yet effective serum with 0.1% pure retinol and 0.5% bakuchiol to visibly improve wrinkles and skin elasticity. Soothes sensitivity while refining texture for a smoother, firmer complexion.

Skin type	Texture & Feel	Volume
All skin types	Bouncy Texture – High-Concentration Ampoule Formula	30ml (1 fl. oz.)



### Benefits

1. Pure retinol and bakuchiol work together to improve wrinkles and elasticity with less irritation.
2. Cica-PDRN and ectoin help soothe and reduce retinol-related sensitivity.
3. Hyaluronic acid, squalane, and 5 peptides deeply hydrate and plump the skin.
4. Niacinamide 2%, adenosine, and vitamin E support visible anti-aging care.

### How to use

1. After cleansing, prep your skin with toner.
2. Apply a moderate amount along the skin's texture, then gently pat for better absorption.

**Tip:** Start with a small amount to let your skin adjust. Evening use is recommended, as retinol may increase sun sensitivity.

<b>Price</b>	34,000 won (KR)
<b>Key Ingredients</b>	Pure Retinol 0.1%, Bakuchiol 0.5%, Cica-PDRN 1%, Ectoin 1%, Oligopeptide-29, Oligopeptide-32, Palmitoyl Pentapeptide-4, Acetyl Hexapeptide-8, Copper Tripeptide-1, Low Molecular Weight Hyaluronic Acid, Squalane, Niacinamide, Adenosine, Vitamin E
<b>Remarks</b>	* Dermatologist tested   Vegan Cruelty-Free

# SUN CARE Line

## Flawless Sun Protection

Blithe's Sun Protection line offers natural sun protection products that are strong yet gentle on the skin.

By excluding harmful ingredients that damage the ocean and coral reefs, we ensure both your skin's health and the environment's





# Honest Sun

## What is it

This top-tier sunscreen delivers unparalleled sun protection with SPF 50+ PA++++. Powerful defense against harmful rays, all with a gentle, skin-friendly formula crafted from premium ingredients.

# Honest Sunscreen

**for pH balance & mild protection / SPF 50+ PA++++**

어니스트 선스크린 / SPF 50+ PA++++

#SunSmart

#SunSafety

Formulated with a pH 5.5 balance and EWG Green-rated ingredients, this sunscreen delivers gentle yet powerful UV protection you can trust.

### Skin type

Dry and Combination skin

### Texture & Feel

Creamy texture, Dewy finish

### Volume

50ml (1.69 Oz)

### Benefits

1. Gentle pH 5.5 formula for skin-friendly care
2. Trustworthy EWG Green-rated ingredients for safe use
3. Infused with probiotics for balanced skin and a healthy barrier

### How to use

Use as the last step in your AM skincare routine. Apply liberally to face and neck 15 mins before sun exposure. Reapply as needed throughout the day.

<b>Price</b>	28,000 won (KR)
<b>Key Ingredients</b>	Bifida Ferment Lysate, 6 Moisturizing Extracts (Banana, Melon, Fig, Yam, Caviar, Pine Leaf/Cone extract), Tocopherol
<b>Remarks</b>	<p>* UV Protection (SPF 50+ PA++++)          * Dermatologically tested</p> <p>           Cruelty-Free Vegan</p>

# Airy Sun

## What is it

The ultimate sun protection with SPF 50+ PA++++. This powerful formula shields your skin from harmful rays while its premium, carefully selected ingredients ensure a gentle, soothing application. Achieve maximum protection and care for your skin with every use.



# Airy Sunscreen

**for tone correction & ultra lightweight / SPF 50+ PA++++**

에어리 선스크린 / SPF 50+ PA++++

#MineralSunscreen

#ZincOxide

The ultimate sun protection with the silky-soft Airy Sunscreen. Its fluid texture glides effortlessly onto your skin, absorbing quickly for a fresh, matte finish. Enjoy natural, even skin tone correction without any white cast, and revel in powerful protection that feels incredibly light and smooth.

### Skin type

Oily and Combination skin

### Texture & Feel

Fluid texture, Matte finish

### Volume

50ml (1.69 Oz)

### Benefits


1. Ultimate Care with Zinc Oxide: Non-nano UV protection combined with soothing skin benefits
2. Natural Tone Correction: Achieve a flawless complexion with transparent, white cast-free coverage
3. Sebum Control: Harness the power of 8 plant extracts to keep your skin balanced and shine-free

### How to use

Shake well before use. Use at the last step of your skincare routine before makeup.

Take a generous amount and spread evenly onto face and neck, gently patting for absorption.

Reapply every two hours when exposed to sunlight.

<b>Price</b>	28,000 won (KR)
<b>Key Ingredients</b>	Zinc Oxide, 8-plant complex (Banana Extract, Green Tea, Grape, Pine Bark, Chrysanthemum, Coffee, Roseroot Extract), Tocopherol
<b>Remarks</b>	<p>* UV Protection (SPF 50+ PA++++) * Dermatologically tested</p> <p>  Cruelty-Free Vegan</p>

# Ice Sunscreen Stick

## What is it

This sun stick powerfully blocks UV rays with the highest domestic protection level of SPF 50+ PA++++, while staying gentle on skin with carefully selected ingredients.



# Ice Sunscreen Stick

for strong UV block & skin-soothing care / SPF 50+ PA++++

아이스 선스크린 스틱 / SPF 50+ PA++++

#HydratingShield

#CoolingRelief

Effectively blocks harsh UV rays while remaining gentle and skin-friendly, thanks to a blend of carefully selected ingredients. With 23% organic Jeju Aloe Vera Leaf Water and soothing Cica-derived PDRN, it provides instant cooling to overheated skin and calms irritation from sun exposure. Ideal for sensitive skin, it offers both protection and pampering in one swipe.

Skin type	Texture & Feel	Volume
All skin types	Balm stick texture, Cooling+Hydration	21g (0.74z)



## Benefits

1. Provides strong protection against both UVB and UVA rays with SPF 50+ PA++++.
2. Instantly cools down skin temperature upon application.
3. Hydrates and soothes sensitive, sun-exposed skin.
4. Convenient, hands-free stick type for easy and hygienic use anytime, anywhere.
5. Eco-friendly all-PP container lets you use every last bit with no waste.

## How to use

Gently glide over areas easily exposed to the sun, such as the face, neck, arms, and legs.

**Tip!** Reapply throughout the day during outdoor activities for continuous protection. Be sure to close the inner cap tightly after use to keep it fresh.

<b>Price</b>	27,000 won (KR)
<b>Key Ingredients</b>	Aloe Vera Leaf Water (23%), Cica-derived Phyto-PDRN, Hyaluronic Acid, Vitamin E, EGCG, Adenosine.
<b>Remarks</b>	* UV Protection (SPF 50+ PA++++) * Dermatologically tested   Cruelty-Free Vegan

# INBETWEEN Line

## Your Perfect Makeup Partner

Blithe's Inbetween line is specially designed to create the perfect canvas for your makeup. This innovative range keeps your skin deeply hydrated and primed, ensuring your makeup stays flawless and long-lasting. Infused with cutting-edge technology, it not only enhances makeup adhesion but also protects and nourishes your skin for a radiant, healthy glow. Elevate your beauty routine with Inbetween Skincare and achieve a seamlessly flawless finish every time.



So Smart, So Delightful!

# Prep Essence

## Why Try Prep. Essence?

Inbetween Prep Essence is a powerful essence that boosts hydration and firmness, ensuring makeup goes on smoothly and stays put all day. Achieve a flawless, radiant complexion with enhanced makeup adhesion and a seamless finish. Perfect for creating a luminous, long-lasting look.



## Inbetween

### Makeup Prep. Essence

인비트윈 메이크업 프렙 에센스

#PrepPrimePerfection

#FlawlessPrep

Inbetween Makeup Prep Essence is a multi-functional powerhouse that not only primes the skin with advanced anti-aging ingredients but also smooths the skin's texture for a flawless makeup application. It locks in makeup for all-day wear and simplifies makeup removal with its effective cleansing properties.



Skin type	Texture & Feel	Volume
All skin types	Watery essence type   Hydrating & light	30ml (1.01Oz)

#### Benefits

1. Boosts makeup adherence and lasting power
2. Creates a protective barrier: Shields skin from environmental damage and ensures deep cleansing
3. Delivers powerful anti-aging benefits with dual-functional ingredients

#### How to use

Use the Prep Essence before applying makeup. Apply a few drops over the entire face and evenly massage onto your skin. The essence will help forming a film barrier on the skin that increases the adhesion of makeup.

<b>Price</b>	32,000 won (KR)
<b>Key Ingredients</b>	Niacinamide, Adenosine, Tomato Extract, Soybean Extract, Rice Extract, Ginseng Root Ferment Filtrate
<b>Remarks</b>	<p>* Skin Brightening Function. * Dermatologically Tested.</p> <p>  Vegan Cruelty-Free</p>

# Aurora Mist Serum

## Why Try Inbetween Aurora Mist?

The secret to flawless makeup: Aurora Primer & Setting Mist instantly refines skin texture, boosts makeup adhesion, and extends wear time. It imparts a natural, radiant glow, ensuring that makeup looks fresh and luminous all day.



## Inbetween

### Aurora Mist Serum

인비트윈 오로라 미스트 세럼

#GlowWithAurora

Elevate your makeup game with Aurora Second Skin Primer & Setting Mist. Infused with 5 powerful plant-based ceramides, this dual-action mist enhances makeup adhesion and hydration for a long-lasting, flawless finish. It forms a protective layer on your skin, locking in moisture and delivering a radiant, healthy glow. Perfect for achieving that coveted luminous look all day long.

#### Skin type

All skin types

#### Texture & Feel

Fine mist spray | Moisturizing & Refreshing

#### Volume

82ml (2.77Oz)

#### Benefits

1. Delivers deep hydration with ultra-fine mist for a refreshed glow
2. Soothes and fortifies the skin barrier for lasting protection
3. Enhances radiance with a luminous ceramide aurora glow

#### How to use

Gently shake the mist and spritz two to four times about 10 to 12 inches away from the face. Apply before makeup for priming effect, and after makeup for setting effect. Enjoy the instant refreshed appearance.

<b>Price</b>	25,000 won (KR)
<b>Key Ingredients</b>	5 types of ceramides/ceramide derivatives EOP, AS, NP, NS, AP, 4 types of hyaluronic acid, panthenol, betaine
<b>Remarks</b>	* Skin Brightening Function. * Anti-Aging Function.

# Tone-Up Priming

## Why Try Tone-Up Priming?

Transform your skin with Tone-Up Priming cream. This innovative formula smooths wide pores, evens out skin tone, and revitalizes rough, dry skin. It boosts makeup adherence, ensuring makeup stays flawless and radiant all day long. Perfect your canvas and achieve a beautifully enhanced complexion.



# Inbetween

## Tone-Up Priming Cream

인비트윈 톤업 프라이밍 크림

#ToneUpMagic

#FlawlessCanvas

Achieve an instant radiant glow with our Tone-Up Priming Cream. This advanced formula delivers immediate brightening and a natural tone-up effect. Infused with Niacinamide and premium brightening ingredients, it evens out your skin tone, creating the perfect canvas for a flawless finish. Elevate your makeup routine with a primer that not only preps but perfects your skin.

### Skin type

Oily & Dull Skin

### Texture & Feel

Creamy Texture | Tone-Up Effect

### Volume


30ml (1.01Oz)

### Benefits

1. Instantly corrects redness for a brighter, more even skin tone
2. Keeps your complexion flawlessly balanced all day with a soft, natural finish
3. Shields your skin from harmful UV rays with SPF 43 PA+++ protection

### How to use

Before makeup, take an appropriate amount of priming cream and spread it onto the entire face. Apply it as the last step of your skincare routine.

<b>Price</b>	25,000 won (KR)
<b>Key Ingredients</b>	Niacinamide, Vitamin C Derivative, Glutathione, Arbutin
<b>Remarks</b>	<ul style="list-style-type: none"><li>* Brightening Function.</li><li>* Dermatologically tested.</li></ul> <p>  Vegan Cruelty-Free</p>



# Pore Priming

## Why Try Pore Priming?

Say goodbye to makeup woes with Pore Priming cream. This innovative formula smooths wide pores, evens out skin tone, and revitalizes rough, dry skin. It boosts makeup adherence, ensuring your makeup looks flawless and radiant all day. Create the perfect base for a stunning, long-lasting finish.

# Inbetween

## Pore Priming Cream

인비트윈 포어 프라이밍 크림

#PoreflectPrimer

Transform your complexion with our Pore Priming Cream. This silicone-free primer expertly blurs visible pores and controls excess sebum with nourishing avocado extract. Enriched with five powerful plant extracts (fig, houttuynia cordata, green tea, tea tree, and centella asiatica) it purifies and soothes your skin. Achieve a flawless, smooth base for your makeup and enjoy a radiant, poreless finish all day long.

### Skin type

Skins with pore and sebum problems

### Texture & Feel

Sherbet-like texture | Matte finish

### Volume

30ml (1.01Oz)



### Benefits

1. Blurs pores and fine lines for a flawless, smooth complexion
2. Controls oil to keep your makeup fresh all day
3. Calming ingredients protect and soothe sensitive skin

### How to use

Before makeup, take an appropriate amount of priming cream and spread it onto the entire face. Apply it as the last step of your skincare routine.

\*If too much is used, it may cause clumping, so apply a small amount and blend well.

<b>Price</b>	25,000 won (KR)
<b>Key Ingredients</b>	Avocado, 5 plant complex (Fig, Houttuynia Cordata, Green Tea, Tea Tree, Centella Asiatica)
<b>Remarks</b>	<p>* Dermatologically tested</p> <p>  Vegan Cruelty-Free</p>