

Skin care brand Plenty Plant

BRAND GUIDE

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BRAND PHILOSOPHY

The beauty embracing nature

We pay attention to the amazing power of plants.
We source safe and effective raw materials from nature.

‘Plenty Plant’ is a term that includes the multitude of plants surrounding us.
It signifies that the presence of plants is abundant.
We wholeheartedly include all potential plant-derived materials in their natural state,
capturing our philosophy for both wholesome beauty and the well-being
of all life on earth.





BRAND MISSION

Original

We deliver the true power of plants to your skin.

Our research began with questioning the overuse of diluted, ineffective plant-based ingredients in cosmetics.

At Plenty Plant, we carefully select diverse plant materials and conduct extensive research to create products that embody the full energy and benefits of plants.

Through our products, your skin will experience the pure, revitalizing power of plants.



02.

OUR PRODUCTS

SKIN CARE

- SPROUT GINSENG LINE
- HEARTLEAF LINE
- RECELLSOME LINE
- ETC. VITA SERUM A, C

HAIR & BODY

- BREWBUD LINE

Plenty Plant Sprout ginseng line

The Sprout Ginseng line harnesses SoftFerm™, our advanced plant softening-fermentation technology. By fermenting softened sprout ginseng leaves, we maximize their ability to inhibit pigmentation and deliver powerful antioxidant benefits for radiant, healthy skin.



Melting Leaf™ Sprout Ginseng Toner

88% Sprout ginseng + PHA + Hyaluronic acid

A gentle, hydrating toner that supports moisture balance and improves skin texture.

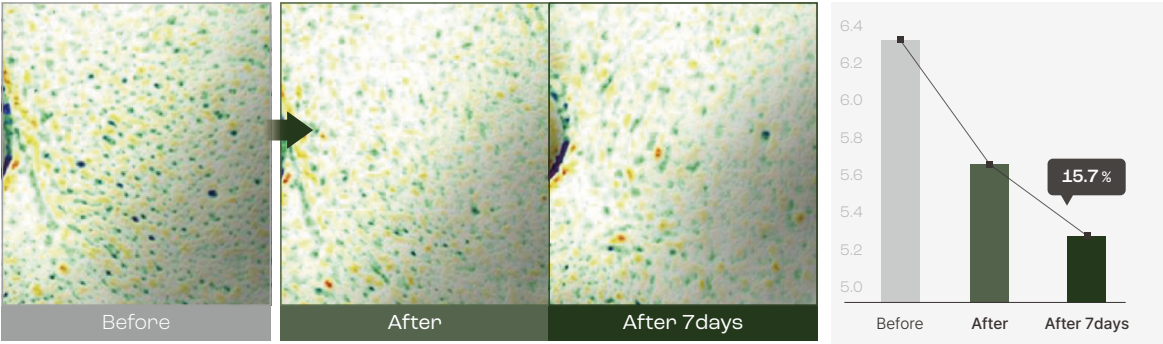
150 ml / 5.07 FL. OZ.



KEY POINTS

- 01. **Contains sprout ginseng infused with Plenty Plant's exclusive SoftFerm™ technology**
Carefully selected leaves and roots of pesticide-free, Korean-grown sprout ginseng, incorporating the full essence of ginseng - leaves, stems, and roots - in one bottle
- 02. **Gently refines skin texture with PHA**
Clinically proven to enhance skin smoothness by 15.7% in just 7 days
- 03. **Non-sticky, concentrated toner texture delivers deep hydration**
Enriched with allantoin and hyaluronic acid to maintain lasting moisture
- 04. **Free from artificial colors and fragrances**
Ensuring a clean and natural formula

TEST



Plenty Plant Melting Leaf™ Sprout Ginseng Toner proven to improve skin texture within 7 days through clinical testing

Melting Leaf™ Sprout Ginseng Ampoule

68% Sprout ginseng + Niacinamide 5% + Peptide 4complex

A high-concentration brightening ampoule that fades dark spots for radiant, revitalized skin.

40 ml / 1.35 FL. OZ.



KEY POINTS

01. Enriched with Plenty Plant's advanced SoftFerm™ technology

This ampoule delivers the full essence of sprout ginseng while enhancing its melanin-inhibiting effects*, clinically proven to improve pigmentation in just 7 days.

*Based on Korean government-supported R&D project "Development of Highly Functional Cosmetic Ingredients and Products Based on Sprout Ginseng Whole Plant Softening and Bioconversion Technology"

02. Melting whole ginseng leaves

By SoftFerm™ technology, fresh sprout ginseng leaves are designed to melt into the skin, allowing visible absorption upon application

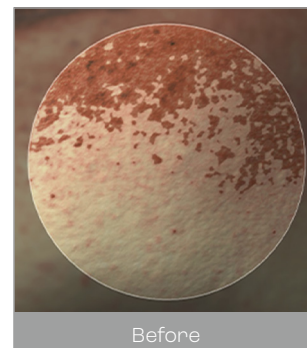
03. Comprehensive care for pigmentation, hydration, and elasticity

Contains Hyaluronic acid to deliver deep moisture, Peptides to boost skin elasticity, Sprout ginseng for brightening and antioxidant benefits, and Niacinamide to enhance overall skin tone

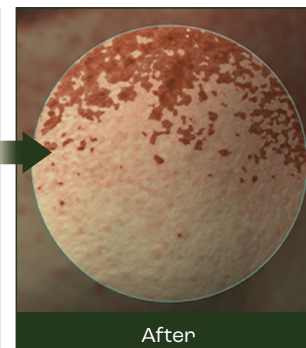
04. Free from artificial colors and fragrances

Ensuring a gentle and clean formulation

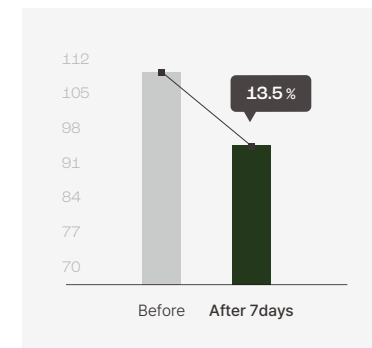
TEST



Before



After



Plenty Plant Melting Leaf™ Sprout Ginseng Ampoule proven to improve pigmentation (melasma, blemishes, freckles) after 7 and 14 days of use through clinical testing

Melting Leaf™ Sprout Ginseng Cream

58% Sprout ginseng + Niacinamide 5% + Rice ferment filtrate 1.10%

A luxurious ginseng cream that hydrates, firms, and protects with antioxidant care, delivering firmer skin in just 2 weeks.

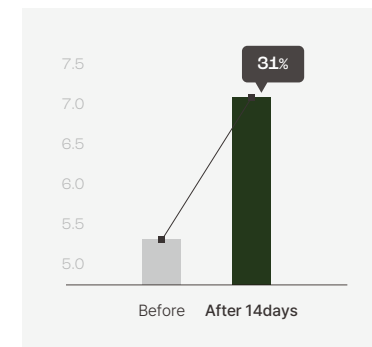
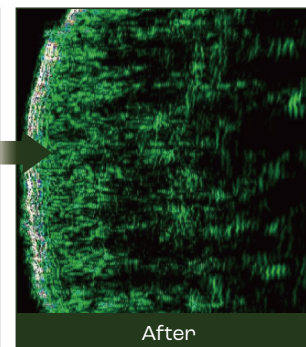
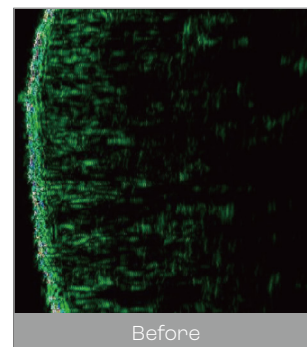
50 g / NET WT. 1.76 OZ.



KEY POINTS

- 01. Contains sprout ginseng infused with Plenty Plant's exclusive SoftFerm™ technology**
Contains the full essence of ginseng—leaves, stems, and roots—encapsulated in one jar
- 02. Antioxidant care powered by sprout ginseng**
With 58% ginseng water and sprout ginseng, rich in ginsenoside, delivering targeted antioxidant benefits
- 03. Synergistic ingredients for enhanced elasticity**
Strengthens skin elasticity and barrier with a 4-layer synergy complex, including Camellia flower extract, Rice ferment filtrate, 12-Peptide complex, and Panthenol
- 04. Clinically proven to improve skin density**
Achieves a 31% increase in skin density (firmness and tightness) after 14 days, as demonstrated through clinical testing
- 05. Free from artificial colors and fragrances**
Gentle and pure formula for all skin types

TEST



Plenty Plant Melting Leaf™ Sprout Ginseng Cream proven to improve skin density (firmness and tightness) through clinical testing

Melting Capsule Sprout Ginseng sleeping pack

62.8% Sprout Ginseng + Niacinamide 5% + Panthenol

A sleeping mask that hydrates, firms, and revitalizes skin overnight for a well-rested glow.

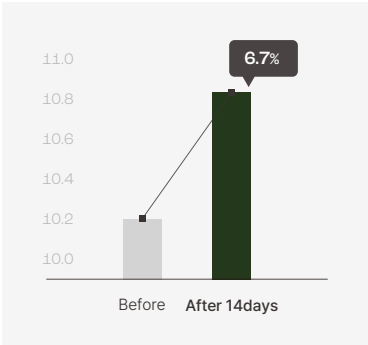
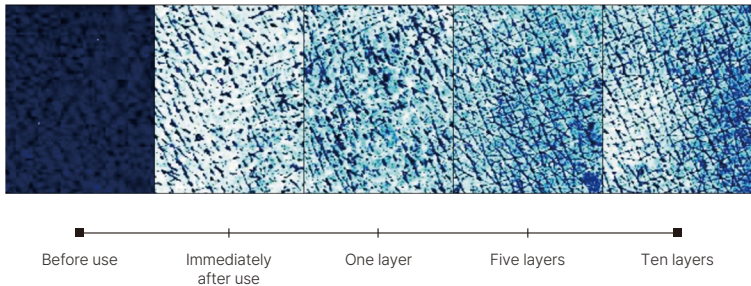
50 g / NET WT. 1.76 OZ.



KEY POINTS

- 01. Night care with sprout ginseng capsules**
Contains pesticide-free, Korean-grown sprout ginseng root distillate and capsules filled with sprout ginseng root powder to deeply hydrate and revitalize dry, dull skin, leaving it tight and resilient
- 02. Long-lasting hydration like a fresh cleanse**
Enriched with 8 types of Hyaluronic acid to keep skin moisturized from evening application to morning cleansing
- 03. Clinically proven multi-layer hydration**
Improves moisture levels across 10 layers of the stratum corneum, as confirmed by clinical testing
- 04. Well-rested, bright, and firm skin**
Formulated with Niacinamide, Panthenol, and Peptides to support the skin barrier and enhance brightness for a radiant glow

TEST



Plenty Plant Melting capsule Sprout Ginseng Sleeping Pack proven to improve moisture levels up to the 10th layer of the skin's stratum corneum (left)
Clinically tested to improve skin density - firmness and tightness (right)

Comfy Skin Ginseng Sun Cream

A hydrating tone-up sun cream that protects skin from UV rays while restoring a radiant, healthy glow.

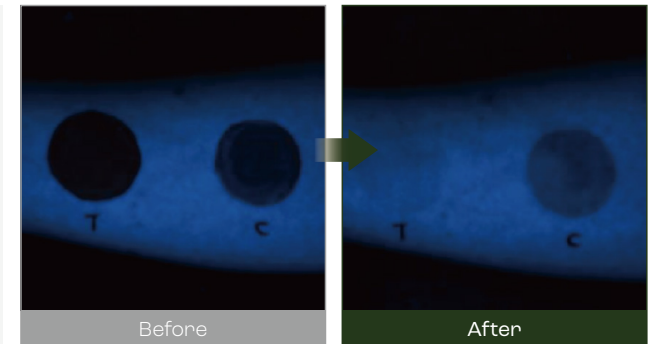
50 ml / 1.69 FL. OZ.



KEY POINTS

- 01. The perfect finishing step to your daytime skincare routine**
Smooth, hydrating texture with a brightening tone-up effect for a flawless finish
- 02. Non-greasy hydration**
Formulated with 7 types of Hyaluronic acid, Panthenol, and Allantoin to deliver lasting moisture with a fresh, non-greasy feel
- 03. Revitalize and strengthen skin**
Enriched with Ginseng extract and 5 types of ceramides to protect and energize tired skin for a vibrant, healthy look
- 04. Easy to wash off**
Cleanses easily with a single wash, leaving no residue behind
- 05. Reef-safe formula**
Thoughtfully crafted to protect marine life and oceans

TEST



Clinically tested for its washability (easy-to-wash) effect

Sprout ginseng line

- Tip for using
1. Even more effective when used with the Sprout Ginseng Skincare Line products.
 2. For toner, ampoule, cream, and sleeping pack, rub gently to dissolve the sprout ginseng leaf or ginseng capsule particles on the skin, allowing them to absorb fully.
 3. In your daytime skincare routine, finish with the sun cream after using the Ginseng skincare line for enhanced brightening care.
In your nighttime skincare routine, complete with the sleeping mask to soothe and comfort your skin.

DayCare



Step 1.
Melting Leaf™
Sprout Ginseng
Toner



Step 2.
Melting Leaf™
Sprout Ginseng
Ampoule



Step 3.
Melting Leaf™
Sprout Ginseng
Cream



Step 4.
Comfy Skin
Ginseng
Sun Cream

Nightcare



Step 1.
Melting Leaf™
Sprout Ginseng
Toner



Step 2.
Melting Leaf™
Sprout Ginseng
Ampoule



Step 3.
Melting Leaf™
Sprout Ginseng
Cream



Step 4.
Melting Capsule
Sprout Ginseng
Sleeping Pack

Plenty Plant Heartleaf line

The Heartleaf(*Houttuynia cordata*) line features products made with Jeju-grown heartleaves, utilizing PlentyPlant's patented "Plant Softening Technology (SofTech™)"* to enable heartleaf particles to melt gently on the skin.

*Patent No. KR102276419



plenty plant

The beauty embracing nature

pl.

Heartleaf AC Gel Cleanser

A mild pH 5.0–6.0 gel cleanser with Heartleaf capsules for acne-prone skin, deeply cleansing pores in one use while keeping skin hydrated and balanced.

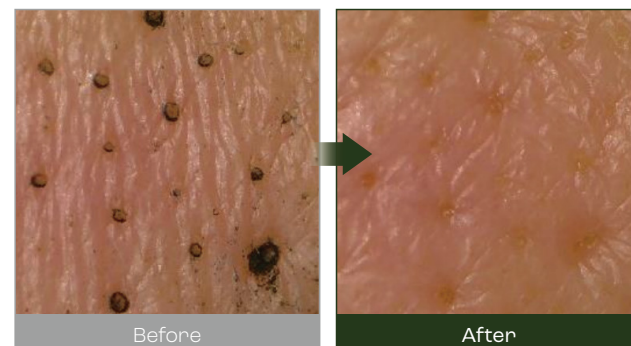
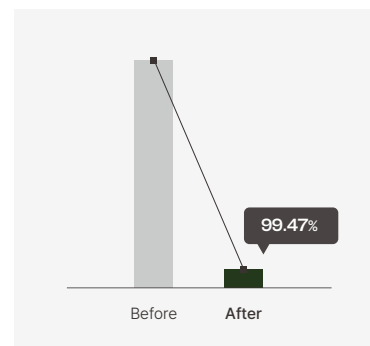
293 ml / 9.90 FL. OZ.



KEY POINTS

- 01. Formulated with 1,000 ppm of Jeju-grown Heartleaf (*Houttuynia cordata*) powder**
- 02. Thorough, mild acidic cleansing with a pH of 5.0–6.0 for sensitive skin**
Clinically tested for primary irritation on normal and sensitive skin
Clinically proven to remove pore impurities, blackheads, and sebum in just one use
- 03. Hydrating finish without tightness**
Formulated with ultra-low molecular Hyaluronic acid for hydration, along with Pantothenic acid, Allantoin, and Madecassic acid for skin protection and soothing care
- 04. Gentle cleansing with rich, soft foam**
Creates rich, fine for a soothing cleansing experience

TEST



Plenty Plant Heartleaf AC Gel Cleanser proven to cleanse impurities (blackheads) from pores through clinical testing

Heartleaf Soothing Toner

A soothing toner with 10,000 ppm of Jeju Houttuynia cordata extract and 8 Hyaluronic acids for deep hydration and calm, refreshed skin.

300 ml / 10.14 FL. OZ.



KEY POINTS

- 01. **Calms and hydrates with pure Jeju Houttuynia cordata extract**
Soothes irritated skin and restores hydration for refreshed, balanced skin
- 02. **Skin reboot for healthy, balanced skin**
Enriched with 8 types of Hyaluronic acid for deep hydration, while Allantoin and Panthenol strengthen the skin barrier
- 03. **Versatile 300ml toner for daily use**
Ideal for morning and evening routines as a multi-layered toner or soothing pad, maximizing its 200% usability
- 04. **Clinically tested for irritation-free care**
Proven safe through clinical primary irritation tests on normal and sensitive skin, both showing a primary Irritation Index of 0.00

TEST



Test Product	Primary Irritation Index	Test Result
Heartleaf Soothing Toner	0.00	Non-irritating

Test Product	Primary Irritation Index	Test Result
Heartleaf Soothing Toner	0.00	Non-irritating

Melting Heartleaf Soothing Cream

A cooling, hydrating soothing cream with Jeju-grown Heartleaf extract (50,000 ppm) and Panthenol (16,000 ppm) to calm and revitalize stressed skin

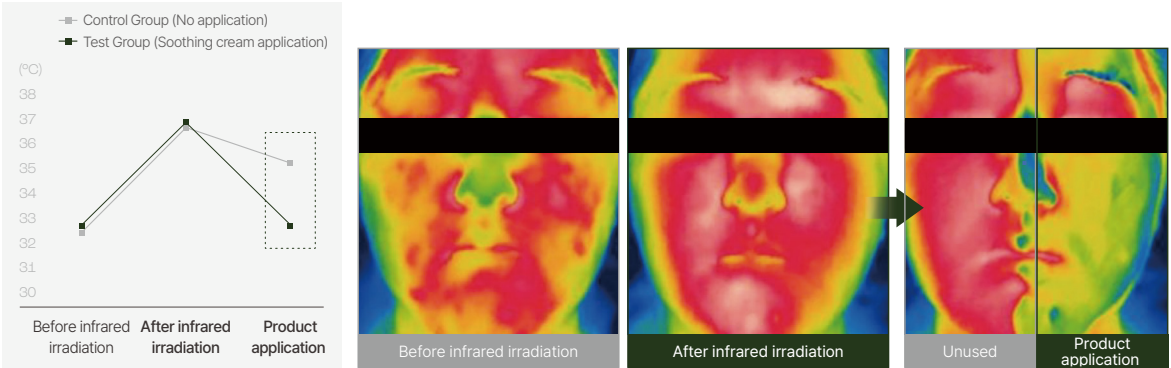
100 g / NET WT. 3.52 OZ.



KEY POINTS

- 01. **Contains softened Heartleaves infused with Plenty Plant's SofTech™ technology***
Jeju-grown Heartleaves (*Houttuynia cordata*) are enhanced with SofTech™ technology, allowing visible Heartleaf particles to gently melt and absorb into the skin upon application.
*Patent No. KR102276419, A cosmetic composition containing softened natural plants and its manufacturing method
- 02. **Instantly cools overheated skin**
An ice soothing gel cream clinically proven to lower skin temperature by 5°C in a single use
- 03. **6-layer recovery system for revitalized skin**
Combines Panthenol, Softened Heartleaves, Asiatic acid, Madecassoside, Madecassic acid, and Asiaticoside to soothe and nourish simultaneously
- 04. **Gentle care for sensitive skin**
Clinically tested on normal and sensitive skin, showing a Primary Irritation Index of 0.00
- 05. **Free from artificial colors and fragrances**
Contains Heart leaves (*Houttuynia cordata*) extract and powder for its naturally green hue

TEST



Clinically tested : Reduces skin temperature (heat calming) induced by external irritants (infrared stimulation)

Melting Heartleaf Sleeping Pack

A soothing sleeping pack with Jeju Houttuynia cordata extract (50,000 ppm), powder (16,000 ppm), and 4 Centella actives for ultimate skin calming

100 g / NET WT. 3.52 OZ.



KEY POINTS

01. Contains softened Heartleaves infused with Plenty Plant's SofTech™ technology*

Jeju-grown Heartleaves (*Houttuynia cordata*) are enhanced with SofTech™ technology, allowing visible Heartleaf particles to gently melt and absorb into the skin upon application.

*Patent No. KR102276419
02. Non-sticky soothing & brightening care overnight

Delivers intensive hydration while you sleep, leaving skin refreshed and balanced
03. Restorative care for tired skin

Infused with Panthenol, 4 Centella actives, Heartleaves (*Houttuynia cordata*) extract, and powder for specialized soothing care
04. Enhances radiance for brighter, healthier-looking skin

Contains patented MadeWhite™ for exceptional brightening benefits*

*Patent No. KR101245563

TEST



Test Product	Primary Irritation Index	Test Result
Melting Heartleaf Sleeping Pack	0.00	Non-irritating



Test Product	Primary Irritation Index	Test Result
Melting Heartleaf Sleeping Pack	0.00	Non-irritating

Heartleaf line

- Tip for using
1. For a faster cooling effect, try placing the toner, soothing cream, or sleeping pack in the refrigerator for a short time before use.
 2. Rub well until the Heartleaf particles dissolve on the skin.
 3. Achieve even better results by pairing it with Plenty Plant skincare line products.

Soothing care routine



Plenty Plant Recellsome line

Plenty Plant High-Performance Recellsome Line

The Recellsome Line, derived from "Repair Cell Exosome," incorporates proprietary exosome technology developed by Plenty Plant. This advanced, high-performance skincare line is formulated to target and strengthen the skin's moisture barrier at its core.



Recellsome Cream Mist

A cream mist that hydrates and nourishes while strengthening the skin's moisture barrier for a refreshed, firm complexion

100 ml / 3.38 FL. OZ.



KEY POINTS

01. Powered by Plenty Plant's exclusive exosome technology

Enriched with Green Tea Exosome (Green Tea Extract), Yeast Exosome (Saccharomyces Cerevisiae Extract) for fast absorption and moisture barrier care.

02. 4-layer hydration system for lasting moisture

Formulated with Niacinamide, 10 types of Hyaluronic acids complex, Ectoine, and Panthenol to lock in hydration, prevent moisture loss, and reinforce the skin barrier

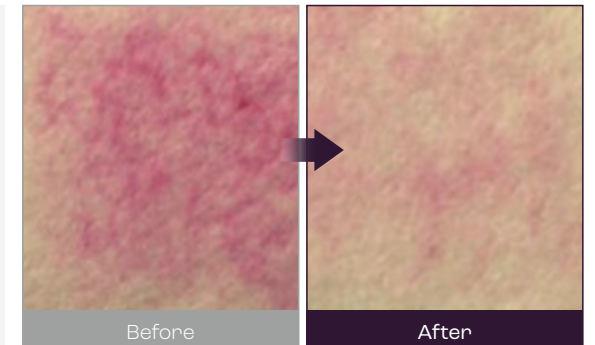
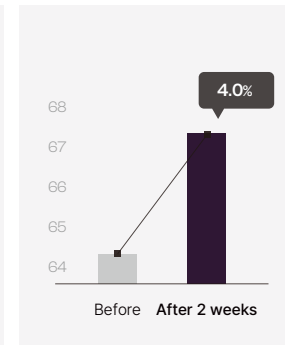
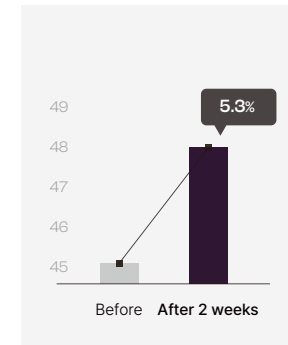
03. Patented ingredients for intensive soothing care

Combines the Super centella complex with the patented Vincetoxicum Atratum Extract (Patent No. KR10176887) for multi-layered hydration and calming care.

04. Gently smooths and refines skin texture in every spray

Contains PHA to help manage flaky skin and maintain a hydrated, smooth finish

TEST



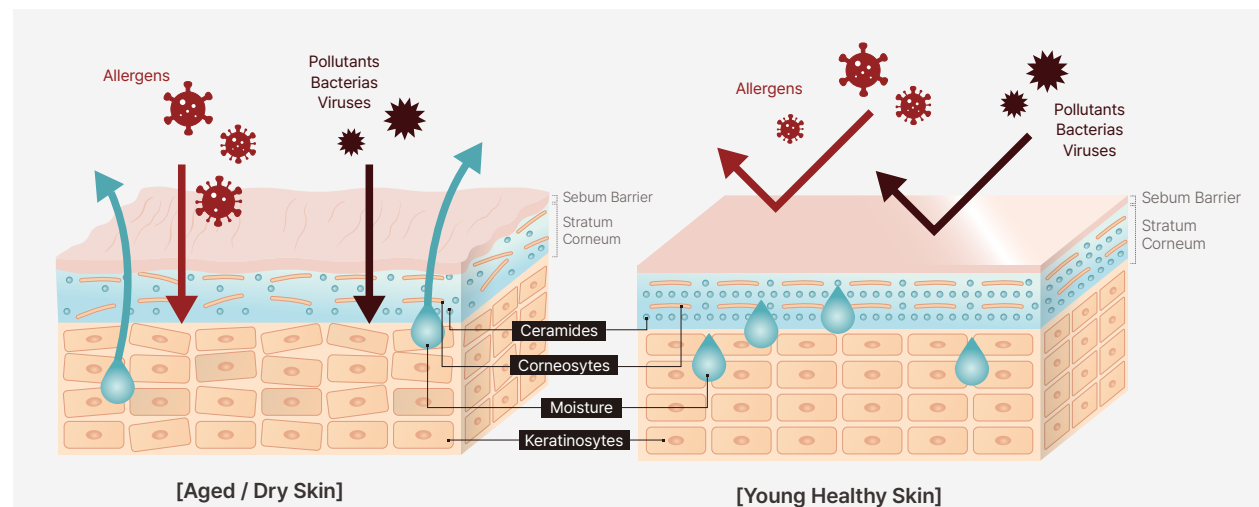
Clinically proven to improve skin elasticity by 5.3% (left graph) and enhance skin hydration by 4.0% (right graph) after 14 days of use
Clinically proven to soothe UV-induced skin damage (right image)

Barrier Expert Recellsome Cream

A breakthrough cream with 168,500 ppm* of high skin-affinity ingredients, delivering deep hydration through a 3-phase system while effortlessly absorbing with a W/O liposomal emulsion to strengthen the skin barrier and restore balance, resilience, and lasting moisture.

*Squalane, Hydrogenated lecithin, Ceramide, Phytosphingosine

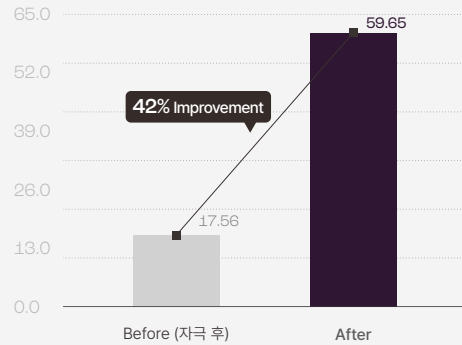
30 g / NET WT. 1.05 OZ.



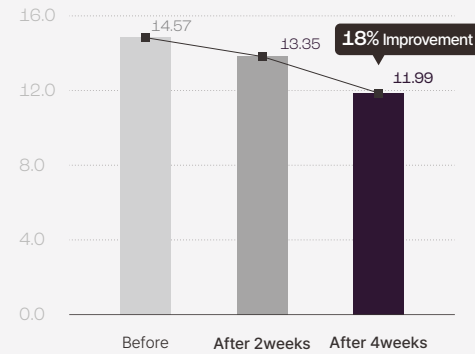
The skin barrier functions like a "brick-and-mortar" system, where ceramides serve as the "mortar," holding skin cells (the "bricks") together. Ceramides make up about 50% of intercellular lipids, playing a vital role in retaining moisture, protecting against external irritants, and maintaining smooth, healthy skin. Insufficient ceramides lead to increased water loss, dryness, and vulnerability to environmental damage, ultimately causing wrinkles and irritation.

This high-ceramide formula replenishes these essential lipids for stronger, more resilient skin.

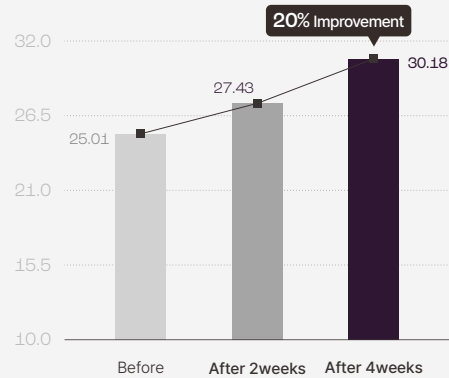
42% improvement in the skin barrier against external irritation after a single use



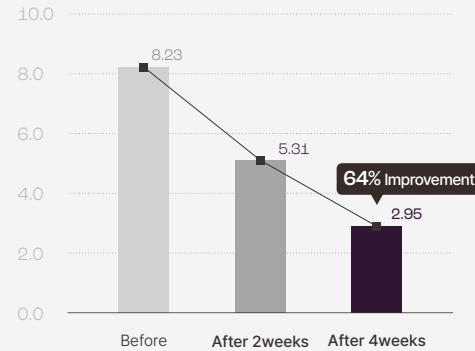
18% improvement in reducing transepidermal water loss after 4 weeks of use



20% improvement in skin moisture content after 4 weeks of use



64% improvement in skin itchiness after 4 weeks of use



01. Exceptional skin barrier care with skin-friendly ingredients

Formulated with ingredients that closely mimic the skin's natural structure, this advanced formula strengthens the moisture barrier while delivering deep hydration and nourishment.

- ❑ **Plant squalane (100,000 ppm)** : Stabilized squalene, a key skin lipid, locks in moisture and reinforces the skin's natural defenses
- ❑ **Hydrogenated lecithin (49,000 ppm)** : Rich in phospholipids, it mimics the skin's cell membrane for optimal absorption and barrier repair
- ❑ **Ceramide (10,000 ppm)** : The backbone of the intercellular lipid layer, making up about 50% of the skin barrier, it prevents moisture loss and shields against external irritants
- ❑ **Phytosphingosine (9,500 ppm)** : A natural ceramide precursor that enhances skin moisture retention and strengthens the skin barrier

02. Luxurious water-in-oil (W/O) emulsion with advanced liposomal technology

This cream is fully formulated as a liposomal W/O emulsion, a cutting-edge innovation rarely seen in the cosmetics industry. With ultra-fine emulsion particles and high skin affinity, it glides effortlessly onto the skin, absorbs quickly without stickiness, and forms a strong moisture barrier. The advanced liposomal structure ensures deep hydration and helps maintain an ideal, resilient skin condition.

03. 3-phase deep hydration and nourishment system

step-by-step hydration solution that replenishes and locks in moisture to restore skin balance and resilience.

- Step 1 Calming hydration**
Centella complex, 10 types of Hyaluronic acids, Phorphyra extract, Ectoine
- Step 2 Deep moisture infusion**
Hydrogenated lecithin, Ceramide, Peptide complex
- Step 3 Lock-in hydration**
Plant squalane, Phytosphingosine, Phytantriol

04. Clinically proven to fortify and hydrate the skin

Demonstrated to significantly reduce TEWL* by 59.65% after a single use and improve skin hydration by 20.77% while relieving itchiness by 63.86% after 4 weeks, reinforcing the skin barrier.

* TEWL: Transepidermal Water Loss

ETC.

Plenty Plant Additional Products

Plenty Plant continues to develop standalone products, including Vita line, showcasing ongoing innovation.

VITA A

Firming Serum

A Vitamin A Firming Serum enriched with carrot-derived Vitamin A to target and improve skin elasticity

30 ml / 1.01 FL. OZ.



KEY POINTS

01. Gentle yet effective elasticity care with Vitamin A

Packed with Beta-Carotene and Vitamin A-rich carrot extract to support skin elasticity and firmness, revitalizing tired skin

*Beta-Carotene: Maintains skin elasticity and health

*Carrot extract: Promotes skin turnover for a firmer, more youthful look

02. Hydrating, bouncy texture

Features a moisture-rich, silky serum texture that spreads smoothly and absorbs quickly without stickiness

☐ Adenosine : Improves wrinkles and enhances skin firmness

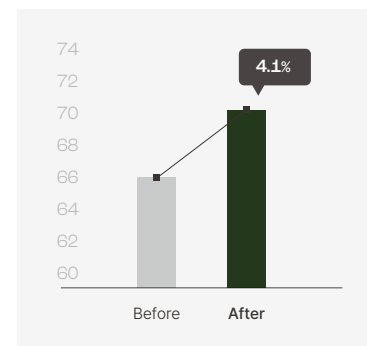
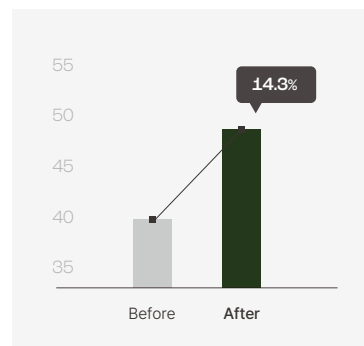
☐ 8-type Hyaluronic acid complex : Locks in hydration for a plump and dewy complexion

☐ Shea butter : Provides long-lasting moisture

03. Low-irritation daily Vitamin A serum

Specially formulated with gentle ingredients to minimize irritation, making it perfect for nightly, targeted elasticity care

TEST



Clinically proven to improve skin hydration by 14.3% and skin elasticity by 4.1%

VITA C Toning Serum

A high-potency Serum with 15% pure Vitamin C for bright, even skin tone

25 ml / 0.84 FL. OZ.



KEY POINTS

01. High-potency brightening care with 15% pure Vitamin C

Clinically proven to improve triple pigmentation concerns—dark spots, blemishes, and freckles—in just 2 weeks, revealing a visibly brighter and more radiant complexion

02. 3-in-1 care for tone, texture, and radiance

Improves skin tone, smooths texture, and restores a healthy glow with just one drop, delivering hydration and brightness simultaneously

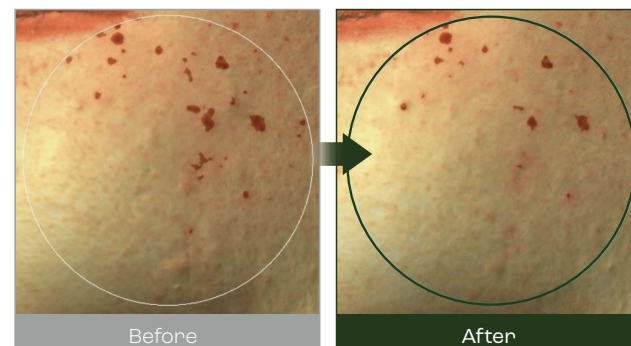
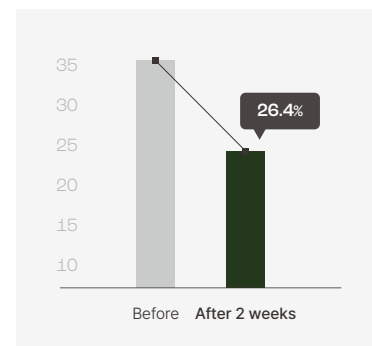
03. Gentle, irritation-free formula

Stabilized to minimize irritation, this high-concentration Vitamin C serum is suitable for daily use, even on sensitive skin

04. Light, non-sticky texture

Glides on smoothly like a toner, absorbing quickly without leaving a sticky residue, for skin that feels refreshed and looks luminous

TEST



Clinically proven to reduce pigmentation (dark spots, blemishes, freckles) by 26.4%

02.

OUR PRODUCTS

SKIN CARE

- SPROUT GINSENG LINE
- HEARTLEAF LINE
- RECELLSOME LINE
- ETC. VITA SERUM A, C

HAIR & BODY

- BREWBUD LINE

Plenty Plant Brewbud line

Plenty Plant's Hair & Body products embody sustainability and innovation by leveraging the proprietary Upcycling Beauty™ technology. As the first in the world to upcycle Brewer's Spent Grain (BSG) into high-efficacy cosmetic ingredients, the Brewbud Line delivers exceptional skincare benefits while promoting eco-friendly practices and reducing waste.

Brewbud

Grain Scrub BAR

A body & face scrub bar with a gua sha-inspired design that gently exfoliates and refines skin using nutrient-rich grain powder.

110 g / 110 g x 3 ea



KEY POINTS

- 01. Nutrient-rich upcycled BSG powder with Plenty Plant's proprietary technology***
Contains BSG (Brewer's Spent Grain) powder, a sustainable alternative to microplastics, developed through Plenty Plant's innovative upcycling process.
This natural scrub agent effectively exfoliates while being gentle on the skin and environmentally friendly.
* Developed through extensive research, cosmetic ingredients utilizing BSG have been officially registered in the ICID (International Cosmetic Ingredient Dictionary) under the names 'Spent Grain Powder' and 'Spent Grain Extract,' offering exceptional benefits for both skin and sustainability.
- 02. Gentle cleansing with a natural soap base**
Crafted with a CP (Cold Process) soap base, it provides mild cleansing while leaving skin hydrated without any tightness
- 03. Exclusive gua sha-inspired design for massage care**
Directly crafted by Plenty Plant, this unique gua sha-inspired shape elevates your cleansing routine into a luxurious massage experience for both face and body

TEST



Test Product	Primary Irritation Index	Test Result
Brewbud Grain Scrub BAR	0.00	Non-irritating

Brewbud

Grain Scrub Hand Wash

Cleansing, scrubbing, and moisturizing for smoother hands anytime, anywhere with convenient on-the-go care

80 ml / 2.70 FL. OZ.



KEY POINTS

- 01. **A must-have on-the-go care item for personal hygiene and dry hands**
This portable hand wash is perfect for maintaining cleanliness and hydration, providing effective care anytime, anywhere
- 02. **Softens rough hand skin with natural BSG upcycled powder (8,000 ppm)**
Infused with 8,000 ppm of BSG powder, a sustainable microplastic alternative developed through Plenty Plant's Upcycling Beauty™ technology, for gentle exfoliation and sustainable care
- 03. **Deep hydration and soothing care with patented ingredients**
Formulated with 8 types of Hyaluronic acids for intense hydration and two patented ingredients* for comprehensive skin care
*Patent No. KR101250386 (Soothes dry, irritated skin)
*Patent No. KR102029599 (Provides anti-wrinkle benefits and long-lasting moisture)
- 04. **Allergy-free bergamot scent for a fragrant healing experience**
Delivers a soothing aromatherapeutic experience while you cleanse, with an allergy-free bergamot fragrance that relaxes and refreshes

TEST



Test Product	Primary Irritation Index	Test Result
Brewbud Grain Scrub Hand Wash	0.00	Non-irritating

Brewbud Beer Scalp Shampoo

A scalp-nourishing shampoo that reduces hair loss, revitalizes the scalp, and strengthens roots for fuller, healthier hair.

300 ml / 10.14 FL. OZ.



KEY POINTS

01. **Upcycled ingredients for healthier scalp and root care**
Formulated with Spent grain extract, Brewer's yeast extract, and Hops extract using Plenty Plant's Upcycling Beauty™ technology, this shampoo strengthens the scalp, nourishes roots, and promotes voluminous, healthy hair
02. **Clinically proven to reduce hair loss by 53.2%**
Approved as a functional shampoo by the KFDA, it contains active ingredients like Salicylic acid, Dexpanthenol, and Niacinamide, clinically proven to reduce hair fall and create a healthier scalp environment
03. **Cleanses and refreshes the scalp**
Infused with Menthol for a cooling effect, its rich foam thoroughly cleanses impurities while maintaining a fresh and balanced scalp.
04. **Promotes softness and manageability**
Enriched with six scalp-protecting herbal extracts* and six traditional herbal extracts**, this formula soothes, nourishes, and leaves hair silky smooth, both during washing and after drying

*Patent No. KR100820010: Includes Lavender flower, Monarda didyma leaf, Peppermint leaf, Freesia, Chamomile flower, Rosemary leaf extract
**Patent No. KR100780180: Includes Rehmannia glutinosa root, Cornus officinalis fruit, Alisma orientale tuber, Dioscorea japonica root, Paeonia suffruticosa root, and Smilax glabra root extracts

TEST



Clinically proven to:

① Reduce scalp sebum (oil) by 85.6% immediately after use

② Improve root volume by 35.8% immediately after use

③ Reduce hair fall by 53.2% after 4 weeks of use

Brewbud

Nourishing Treatment

A deeply nourishing hair treatment that restores elasticity and shine to damaged hair while strengthening overall hair health.

130 ml / 4.39 FL. OZ.



KEY POINTS

- 01. **Upcycled ingredients for healthy, sustainable hair care**
Formulated with Spent grain extract, Brewer's yeast extract, and Hops extract, developed through Plenty Plant's Upcycling Beauty™ technology. These nutrient-rich, upcycled ingredients deeply nourish and revitalize hair, promoting healthier, shinier strands while supporting sustainability.
- 02. **Intensive care for damaged hair**
Clinically tested to deliver immediate improvements
 - 53.21% improvement in hair detangling
 - 10.72% improvement in hair cuticle smoothness
 - 10.52% improvement in hair softness
- 03. **Shine, softness, and tangle-free care**
Powered by a blend of 5-Protein complex, 9 Peptide complex, Collagen, and Elastin, this treatment nourishes, detangles, and restores shine and elasticity for radiant, manageable hair.
- 04. **Gentle and safe for daily use**
Free from silicones and PEG, this nourishing formula provides effective care for soft, healthy hair, making it perfect for everyday use

TEST



Plenty Plant Brewbud Nourishing Treatment has been clinically proven to soothe rough hair cuticles

Brewbud Ritual Body Wash

A refreshing body wash that turns cleansing into a soothing ritual, combining the calming scent of patchouli with gentle hydration and nourishing care for both body and mind

500 ml / 16.9 FL. OZ.



KEY POINTS

01. Sensory relaxation with the rich fragrance of patchouli

Enjoy a soothing shower experience as floral top notes fade into refreshing lavender, followed by the warm, grounding scents of patchouli and sandalwood, wrapping body and mind in a moment of calm and healing
02. Gentle and safe cleansing formula

Formulated with plant-derived surfactants for a mild, non-irritating cleanse. Clinically tested with a Primary Irritation Index of 0.00, ensuring it's safe and gentle for all skin types
03. Deep hydration for smooth and supple skin

Enriched with moisturizing ingredients, this body wash prevents tightness, provides deep hydration, and smooths rough, dry skin
04. Nourishing care for radiant, healthy skin

Infused with liposomal ceramide and essential body care ingredients, it delivers rich nutrients, enhances skin texture, and restores shine, leaving the skin soft, healthy, and radiant

TEST



Test Product	Primary Irritation Index	Test Result
Brewbud Ritual Body Wash	0.00	Non-irritating

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