

# PETITFÉE | koelf neos:lab

## HOW IT ALL BEGAN

Petitfee is a Korean skincare company that was established in 2007. Yoon-Chang Lee, the founder, was inspired to sell K-beauty products after noticing the high number of Chinese tourists while working as a salesman for a leading pharmaceutical company in Korea. As a result, Lee developed the brands 'Petitfee' and 'Koelf' to target tourists visiting Korea.

The core value of Petitfee is to provide customers seeking high-quality products with the best options at reasonable prices. In addition to offering quality products, Petitfee's products also enhance the skin's natural strength. The company's mission is clear: to enable people to enjoy accessible skincare at home without having to visit professional skincare shops.

## HOW TO STAY AHEAD OF TRENDS

When we asked Brian how they stay updated with the latest skincare trends, he explained that their own marketing and product development teams enable them to keep up. They closely collaborate with popular fashion magazines, media outlets, and professional research centers to stay informed. Brian stated, "After conducting thorough market research, we try to incorporate the latest trends into our products and marketing."

## TREND (FORECASTS)

A current trend in Korea is 'SKINIMALISM,' which combines 'skin' and 'minimalism.' This trend emphasizes using fewer products that deliver maximum effects. Brian explained that this trend didn't arise suddenly. During the mandatory face mask policy due to COVID-19, customers started skipping their skincare routines. Although the mask policy is no longer in effect, a simplified skincare routine continues. Brian shared, "Most people use products such as toner, essence, ampoule, lotion, cream, and eye cream. However, excessive application doesn't provide much nutrition to the skin." He further explained that there is a limit to how much the skin can absorb, leading to the rise of the simplified 'skin-care' routine that reduces the excessive use of cosmetics.

In recent years, cica, hyaluronic acid, and AHA have gained popularity among Korean consumers, and Brian believes these will continue to rise in popularity in the coming years. When asked about other trends he foresees becoming popular in Korea, Brian mentioned that vegan products are also receiving more attention. Particularly after COVID-19, people have become more interested in health and the environment, making veganism a focal point in the cosmetics industry.

The increasing popularity of vegan products has led to the emergence of the Vegan Formula Series for Acne. This line consists of eight products, all formulated with a vegan formula. One notable product is the PETITFEE Clarifying AHA Gel Cleanser, which has received certification for acne relief from the KFDA and demonstrates excellent quality in controlling acne.

When asked about the next potential skincare trend, Brian mentioned 'conscious beauty.' This trend emphasizes minimizing environmentally harmful materials, packaging, and manufacturing processes. It is gaining traction among the younger generation, who are concerned about responsible consumption. The popularity of conscious beauty is also driven by the fact that it is not only better for the world but also for one's skin.

## SUSTAINABILITY AND FUTURE

As sustainability and environmentally friendly practices have become prominent trends, we were curious about Petitfee's response to these issues. Brian informed us that they have already taken steps to address these concerns. Their new brand, Neos:lab, exclusively uses eco-friendly packaging, soy ink, and cullet to reduce carbon emissions. Furthermore, Petitfee adheres to the EU's regulation of placing a sticker logo stating 'plastic in product' on every disposable item. They even strive to include this logo on other products.