
BRAND INTRODUCTION

K-Styling Company

Style Lab · Style Lounge · Cosmetics · Inner Beauty · Fashion

OWN

Contents

1. Founder Story	3
2. Why OAVO	10
3. OAVO Cosmetics / Skin care · Make up	14
4. OAVO Style Lab	21
5. OAVO Style Lounge	23

Founder Story

Beauty is Personal Branding

**Born from over 25 years of experience in marketing,
OAVO is more than a beauty brand—it is a journey of self-expression.**

From my early days in cosmetics retail to becoming an agency founder and entrepreneur, my path has always been guided by one belief: true beauty is built, learned, and lived.

**300 days of makeup training in Cheong dam.
Years of personal investment worth tens of thousands of dollars.**

Hands-on testing of every new product and constant immersion in exhibitions, retail spaces, and global beauty trends. Together with business investments of tens of millions of dollars, these experiences have defined OAVO's unique philosophy of beauty.

a Journey of Learning Toward Beauty.

with certifications in personal color analysis, bone structure diagnosis, hair & makeup, and fashion styling, OAVO embodies expertise across the full spectrum of beauty.

OAVO goes beyond Korea to the world.

From lectures at leading universities in Korea to sharing insights at UMN University in Indonesia, OAVO spreads one timeless message.



Founder Story

Growth through diverse experiences and constant challenges



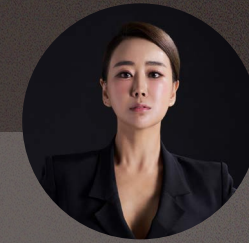
20s Entering the Sales Market

After my parents' business failed following the IMF crisis, I decided to enter the sales industry. Working in various jobs, from a car wash to a supermarket assistant, I naturally entered the sales industry. although I faced many challenges at first, my excellent verbal skills and naturally acquired sales skills allowed me to gain confidence through careers as a show host, Dongdaemun MC, and sports announcer. Furthermore, starting my agency career taught me how to communicate effectively with others. This period was a valuable time for me, as it helped me gain a deeper understanding and confidence in the sales industry.



30s Strengthening business skills and personal branding

Starting my own business as CEO of Swan Communications allowed me to upgrade my business skills. I gained experience in various fields, including modeling, international conference announcer, and bid presentations, further enhancing my expertise. Furthermore, my career led me to recognize the importance of personal branding and led me to study various aspects of beauty, including personal color and makeup. Through this, I focused on establishing a strong sense of identity within myself. These efforts have been instrumental in successfully running my business and earning the trust of my clients.



40s Beyond Beauty: Reinterpreting K-Beauty

While successfully running Swan Communications, I developed a dream of creating my own product. That's why I founded Channel Swan, and I've been involved in various product production and marketing activities. In particular, I created a new model called the Sales Communicator, which further strengthened communication and trust with customers. Furthermore, while my 30s were about a visual upgrade, my 40s, driven by a need for mindfulness, led me to study various fields, including art psychology, tarot, skeletal structure, and fashion. This led to internal growth and new ideas and inspiration.

Founder Story

Visual and Mind
V&M Beauty Style Maker
Korea No. 1

Personal history	Certificate	Awards history
• Founder of Swan Communications Co., Ltd. • Founder of Channel Swan Co., Ltd. • President of the Korea Personal Beauty Style Association • Graduated from 34th class of ALP, Seoul National University Law School • Graduated from 89th class of AMP, Seoul National University Business School • Graduated from 56th class of AIP, Seoul National University College of Engineering • Graduated from the 50th class of AIM, KAIST Business School • Bidding expert presenter • International conference announcer • YouTuber • Former show host • Former sports announcer • Former music show VJ • Former K-Queen model	• Image Consultant Expert • Image Branding Expert • Personal color expert • Fashion styling expert • Skeletal diagnostic specialist • Chinese personal color expert • Wedding Style Consultant Expert • Male Image Consultant Expert • Hair Styling Level 1 and 2 • Makeup artist expert • Tarotist • Fortune teller • Art therapist • Psychological counselor • Skin care expert • Korea Personal Image Branding Association • Korean Skeletal Style Skeletal Diagnosis Association • Korean Image Consultants Association	• 2024 Korea Consumer Industry Evaluation : Beauty & Color Makeup Category • 2018 Korea Premium Value Management : Grand Prize in BTL & PCO category • 2018 Korea Premium Person Awards : MICE Category • 2018 Korean Manager of the Year Awards : MICE Category • 2018 Consumer Preferred Brand Awards : BTL Event Agency Category • 2018 Customer Impressive Brand Grand Prize : Event Planning Category • 2018 Customer Satisfaction Innovative Company Awards : BTL Marketing Category • Received a plaque of appreciation from the head of the International Cooperation Center of the Prosecutors' Office of the Republic of Korea  Founder Hee Jung Yang 

Founder Story

The result of diverse experiences
and constant challenges



Beauty



Expert

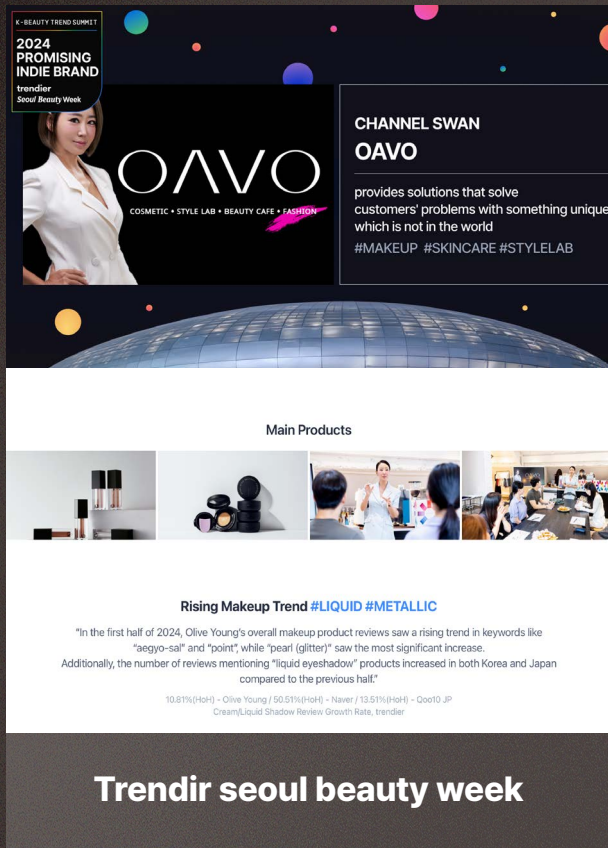


Speech

Founder, announcer, show host, model, writer, instructor, presenter, YouTuber, makeup artist, hairstylist, wedding consultant, personal color expert, male image consultant, psychological counselor, tarotist, president of the Korea Personal Beauty Style Association, skin care expert, fashion styling expert

Founder Story

Press and Media Materials



K-BEAUTY TREND SUPPLY
2024 PROMISING INDIE BRAND
trendier Seoul Beauty Week

CHANNEL SWAN OAVO

provides solutions that solve customers' problems with something unique which is not in the world
#MAKEUP #SKINCARE #STYLELAB

Main Products

Rising Makeup Trend #LIQUID #METALLIC

"In the first half of 2024, Olive Young's overall makeup product reviews saw a rising trend in keywords like "aegyo-sal" and "point", while "pearl (glitter)" saw the most significant increase. Additionally, the number of reviews mentioning "liquid eyeshadow" products increased in both Korea and Japan compared to the previous half"

10.81%(Hoh) - Olive Young / 50.51%(Hoh) - Naver / 13.51%(Hoh) - Qoo10 JP
Cream/Liquid Shadow Review Growth Rate, trendier

Trendir seoul beauty week



코스인코리아닷컴
cosinkorea.com

Feature article



친환경 제품 사용 늘리고!
리사이클 제품 라이브커머스 지원하고!

Interviews & Campaigns

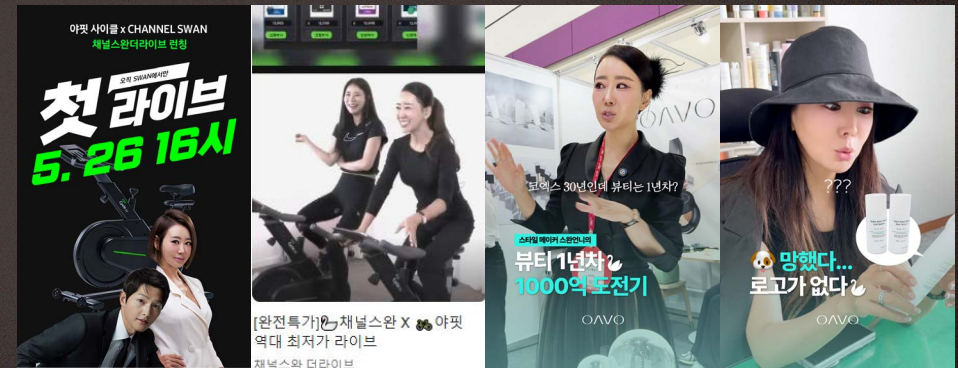
Founder Story

On-offline hybrid
CEO of a sales and marketing company



BTL & MICE

Sales Promotion, Event, Exhibition, Convention



Online Content & Brand Marketing

Brand development, online marketing, live commerce, content creation

Founder Story

2 0 1 2



Established of Swan Communications Co., Ltd.

Established as a BTL & MICE planning company, Swan Communications is now a sales and marketing company that plans and operates brand launch shows, conferences, forums, seminars, and conventions.

2 0 2 3



Establishment of Channel Swan Co., Ltd.

To meet the needs of consumers who don't want to waste time and money, OAVO established Style Lab, expanding its brand influence through customized beauty education and collaborations with domestic companies and international organizations.

2 0 2 4



Establishment of Channel Swan Co., Ltd.

OAVO Beauty offers makeup products like Glitter and AEGYOSAL Cushion, while also continuously innovating with new vegan skincare products that meet the diverse needs of consumers by carefully selecting only natural ingredients.

2 0 2 5



OAVO Overseas Expansion

OAVO accurately understands consumer needs and preferences and focuses on personalized beauty solutions unique to OAVO, expanding into key markets such as the US, Europe, and Asia.

Why OAVO

Beyond K-beauty a true K-styling proposal



Beyond K-Beauty, We Offer True K-Styling.

Setting a new standard in the K-Beauty market: Beyond Beauty
Beyond simple product sales, we offer comprehensive beauty solutions encompassing skincare routines and lifestyles. In the K-Beauty market, overflowing with similar products, we resolve confusion with essential product lines and differentiated content.

a Customized Beauty Education Program for Global Consumers.

We provide services that enable consumers who love K-Style to experience and utilize K-Beauty firsthand. Through specialized education programs such as personal color diagnosis, skeletal analysis, and psychological counseling, we introduce users to optimized K-Styling experiences and K-Routines.

Why OAVO

The Best Efforts for the best beauty

The Global Beauty Market: Finding Answers on the Ground

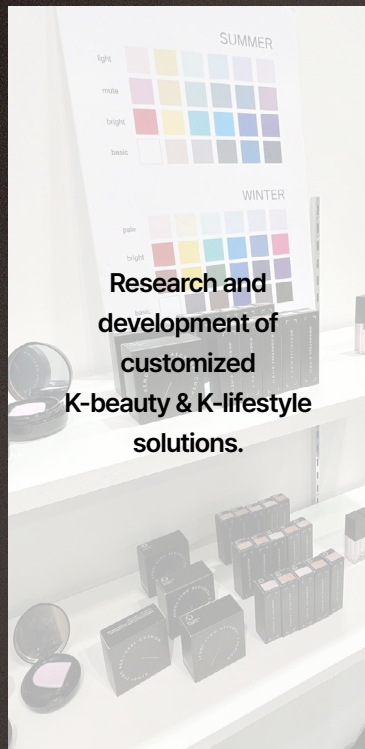


- | | |
|----------------------|--|
| 01. 2023.08.30-09.01 | InterCHARM KOREA [KOREA] |
| 02. 2023.09.07-09.10 | Beauty&Helthcare Show [KOREA] |
| 03. 2023.10.16-10.18 | Beauty World Osaka [JAPAN] |
| 04. 2023.11.15-11.17 | COSMOPROF Asia hongkong [HONGKONG] |
| 05. 2024.11.28-11.30 | International Internet Celebrity Brand Expo Hangzhou [CHINA] |
| 06. 2024.12.05-12.07 | COSMOPROF India Mumbai [INDIA] |
| 07. 2024.07.24-07.26 | InterCHARM Korea [KOREA] |
| 08. 2024.09.04-09.06 | International Beauty Expo Guangzhou [CHINA] |
| 09. 2024.09.25-09.27 | Cosme Week Osaka [JAPAN] |
| 10. 2024.10.28-10.30 | Beauty World Middle East Dubai [UAE] |
| 11. 2024.11.07-11.09 | K-Beauty EXPO Hochiminh [VIETNAM] |
| 12. 2024.11.13-11.15 | COSMOPROF Asia hongkong [HONGKONG] |
| 13. 2025.03.27-03.30 | Beauty Expo Taipei [TAIWAN] |
| 14. 2025.04.22-04.25 | CI KOREA [KOREA] |
| 15. 2025.05.29-05.31 | Beauty Expo Central Asia Almaty [KAZAKHSTAN] |
| 16. 2025.07.02-07.04 | InterCHARM Korea [KOREA] |
| 17. 2025.07.15-07.17 | COSMOPROF North America Las Vegas [USA] |
| 18. 2025.07.18-07.20 | Korea Vegan Fair [KOREA] |
| 19. 2025.08.23-08.30 | Seoul Beauty Week [KOREA] |
| 20. 2025.10.27-10.29 | Beauty World Middle East Dubai [UAE] |
| 21. 2025.11.12-11.14 | COSMOPROF Asia hongkong [HONGKONG] |

Even before product development, OAVO attends major beauty exhibitions around the world to analyze consumer needs and trends. Based on insights gleaned from thorough market research, we offer you the most tailored beauty solution.

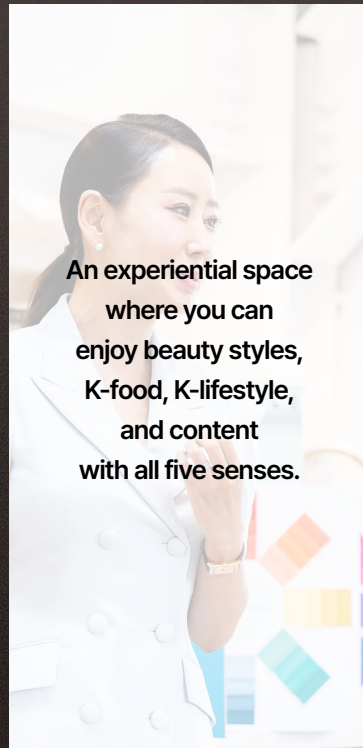
Why OAVO

We provide differentiated K-Styling Services,
including beauty products and styling education,
as well as inner beauty and fashion.



Research and
development of
customized
K-beauty & K-lifestyle
solutions.

Style Lab



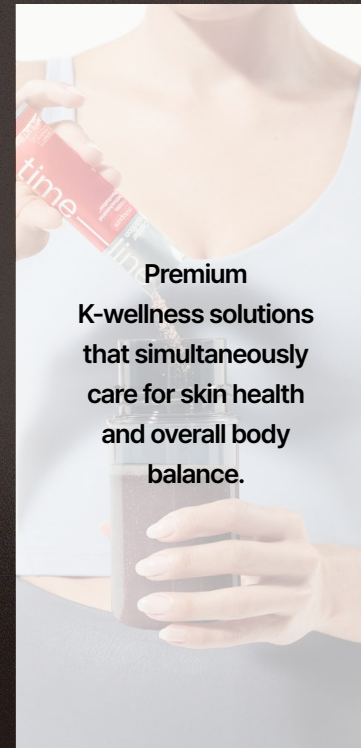
An experiential space
where you can
enjoy beauty styles,
K-food, K-lifestyle,
and content
with all five senses.

Style Lounge



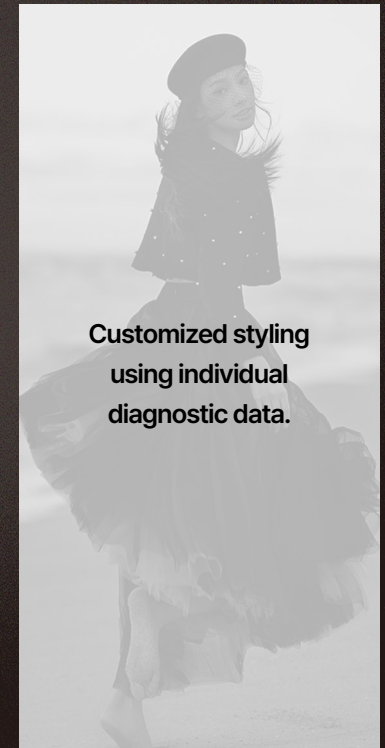
A sensual
K-cosmetics brand
based on vegan
and clean beauty.

Cosmetics



Premium
K-wellness solutions
that simultaneously
care for skin health
and overall body
balance.

Inner Beauty

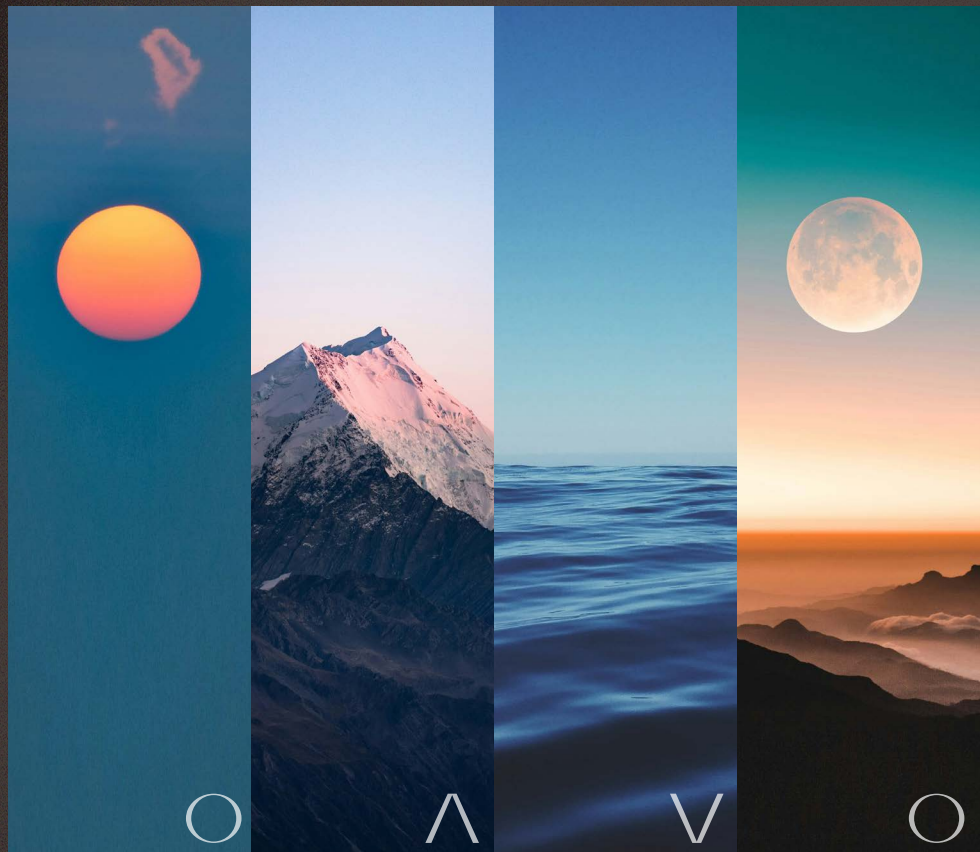


Customized styling
using individual
diagnostic data.

Fashion

Why OAVO

Brand Story



All the beauty in the world

OAVO is a brand that represents everything in the world for your beauty. It embodies the value of upgrading customers' lives through everything they need for beauty styling.

The "O" at the beginning and end of OAVO symbolizes the sun and moon. This signifies OAVO's pursuit of beauty and value that endures through time.

The "A" and "V" at the center point upward and downward, representing the sky and the sea.

This embodies OAVO's commitment to enriching customers' lives by viewing the world with a broad and profound perspective, like the sky and the sea.

OAVO Cosmetics_Skincare

Glow by Nature, Perfected by Science

a transparent glow created by nature and
perfected by science

Ingredients from Korea's forests and seas combine with
science to create luxurious vegan skincare that brings
a translucent glow and vitality to your skin.

a premium home & daily care line that excites you the moment
you see it and leaves your skin glowing the moment you use it.



OAVO Cosmetics_Skincare

The World's First! The essence of K-beauty, perfected with patented *Stewartia Koreana* (Silk Tree) ingredients.



Treasures of the Korea, *Stewartia Koreana*

The Land of the Morning Calm, a mystical tree native to the Korean Peninsula, Called the "Silk Tree" for its smooth, silky trunk, it contains precious ingredients as unique and beautiful as its form.
OAVO has reinterpreted this precious gift of nature through skin science.



***Stewartia Koreana*, Four Miracles for Your Skin**

- Powerful Antioxidant : Protects skin from free radicals and prevents aging.
- Whitening : Improves dull skin tone and promotes clear, translucent skin.
- Soothing : Soothes sensitive skin and strengthens the skin barrier.
- Vitality : Invigorates tired skin and provides a healthy glow.



***Stewartia Koreana*, a Heritage of Wisdom in Korean Herbology**

Our ancestors already knew of the special benefits of the silk tree. It has long been prized in traditional Korean medicine, helping to soothe both body and mind, and embodies the wisdom of our ancestors who believed in the healing power of nature.



The Source of Beauty, *Stewartia Koreana* in Life

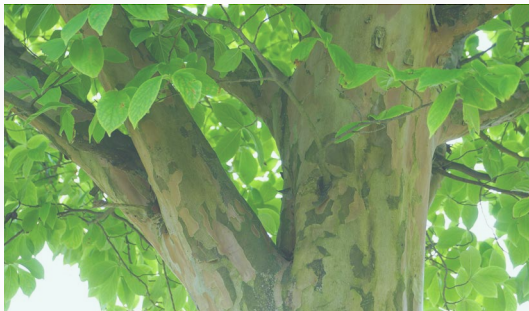
Long ago, during the Joseon Dynasty, royal families and aristocrats infused silk tree tea with it or added it to their dishes to maintain their health and beauty. Like their wisdom, OAVO focuses on awakening the skin's natural health by incorporating the true benefits of silk tree.

OAVO Cosmetics_Skincare

A natural vegan Skincare line

This vegan beauty brand, imbued with the power of purity,
is researched and developed based on the wisdom of nature and Korean tradition.

The Elegance of Stewartia Koreana



Skin as smooth as silk, protected
throughout all four seasons.

Grown in the mountains of Korea,
Stewartia Koreana is a gift from nature,
with its soft stems, pure white flowers,
and deep green leaves.

It soothes, protects, and helps with antioxidant
and brightening skin.

The purity of Jeju lava water



Jeju lava water, naturally purified by passing
through lava layers, contains eight essential
minerals, including calcium and magnesium,
making it three times richer than regular water.
after undergoing a natural filtration process
for approximately 4,300 years,
it is completely free of heavy metals.
with a pH of 7.8 (slightly alkaline),
it is ideal for strengthening the skin barrier.

The cleanliness of natural vegan



weVegan is a certification service
that ensures that animal-derived
raw materials are managed to prevent
cross-contamination, that they are not used,
and that products are not tested on animals.
weVegan's meticulous process allows consumers
to choose vegan products with confidence.

OAVO Cosmetics_Skincare

weVegan®



Line up Transparent Glow

Satin Dew Glow Sun Serum **SPF50+ PA++++**

50ml / 1.69 fl. oz.

Shield in Transparent Glow

Premium vegan sun care in a serum-like formulation that maintains radiant skin. Vegan sunscreen in a serum-like formulation that applies like a serum and absorbs quickly. from powerful UV protection to a dewy, radiant finish, all in one!

Triple-functional cosmetics for whitening, wrinkle improvement, and UV protection / Skin irritation



Satin Dew Glow Peel-Off Mask

100ml / 3.38 fl. oz.

Daily Drops of Transparent Glow

a luxurious home aesthetic treatment that reveals smooth, radiant skin. a premium vegan peel-off mask that melts golden fibers. Active ingredients are deeply delivered for firm, radiant skin!

Skin texture refinement & radiance / Skin irritation tested



Satin Dew Glow Sun Serum

38ml / 1.28 fl. oz.

Shield in Transparent Glow

Premium daily care that restores elasticity and a translucent glow. The moment golden fibers melt, the radiant power of ceramide pearls shines. a premium daily serum that restores lost elasticity and radiance.

Dual-functional cosmetic product with whitening and wrinkle improvement / Skin irritation tested.



OAVO Cosmetics_Make up

K-Style Vibe Aegyosal makeup

Eye makeup completed in one Touch.

Silky texture, deep color payoff, and all-day long-lasting hold. add subtle volume and shine to your eyes for a sophisticated, youthful look.



OAVO Cosmetics_Make up

K-Makeup Styling Kit

We've created a lineup of essential products that embody the core philosophy of K-beauty, which remains constant even amidst ever-changing trends.

Add volume to your eyes

Eye – Agyosal Cushion

The key to a youthful eye look!
Create a three-dimensional
aegyosal effect.

Complete the look with light

Pink So Highlighter Cushion

Use a highlighter cushion to enhance
skin texture and contours.



Glowing Cheeks

Sun & Cheek Cushion

Contains UV protection and
skincare ingredients, creating
a healthy, radiant complexion
with a subtle glow.

Softer, more alluring

Glow Lip Oil

Moisturizing texture and color
for hydrated, vibrant lips

OAVO Cosmetics_Make up

Special Makeup Line



Aegyosal Cushion

5g 0.18 fl. oz.

Agyosal Cushion

add volume to your eyes. add subtle volume and vitality to the under-eye area to complete the youthful look. Silky adherence, vivid color, and all-day setting.



Liquid Glitter

2.8g 0.10 fl. oz.

Liquid Glitter

Eyes imbued with light. a dazzling radiance, captivating with light particles. a sparkle that permeates the eyes and a subtle glow, leaving your eyes beautiful all day long without any dusting.



Sun & Cheek Cushion SPF50+ PA++++

5g 0.18 fl. oz.

Sun & Cheek Cushion

Glowing cheeks. Contains SPF50+ PA++++ UV protection and skincare ingredients. Creates healthy, radiant cheeks with a subtle sheen.

OAVO Cosmetics_Make up

Are you still only importing products?

Is marketing difficult?

It's been a time-consuming and costly process, isn't it?

Would you like to grow with us?



OAVO Style Lab

K Content Research

OAVO Style Lab | Customized Styling Solutions

OAVO Style Lab researches and develops K-culture styling, which is rapidly gaining traction globally.

Beyond K-beauty, we offer comprehensive food, fashion, and lifestyle styling solutions. You can experience these services through a hybrid online/offline experience.



Program

- ✓ Personal Color Diagnosis
- ✓ Personal Bone Diagnosis
- ✓ Hair & Makeup & Fashion Styling
- ✓ Personal Wedding Styling
- ✓ Men's Styling
- ✓ Personal Color Mirror
- ✓ Personal Art
- ✓ MBTI Color Diagnosis
- ✓ MBTI Fortune-telling Consultation
- ✓ Personal Tarot

OAVO Academy (Professional Training Program)

1) OAVO Beauty Style Maker Certification

2) Acquire specialized knowledge and practical skills

3) Key Features

- Customized curriculum for K-Styling consulting.
- Strengthen professional skills through hands-on training.
- Obtain certification from the Korea Personal Beauty Style Association.
- Online and offline training available.

Key Target Audience

- Individuals who wish to acquire professional qualifications in general K-Styling and start a consulting business.
- Companies seeking to hire styling experts within their company.
- Individuals and companies seeking in-depth learning in the emerging field of K-Styling.

※ Overseas branch establishment possible



OAVO Style Lounge

K-Styling Experience & Class

Beyond Beauty, OAVO Style Lounge

OAVO Style Lounge is a special space where you can experience and perfect your K-styling firsthand. Here, you can see and experience all of OAVO's products in person and purchase the perfect fit.

The Style Lounge's true value lies in its "Beyond Beauty."
With solutions developed based on expert research from OAVO Style Lab,
you can experience and perfect your K-beauty styling, from visual(outer beauty) to mental(inner beauty).

OAVO Style Lounge offers the pleasure of experiencing everything K-styling, from K-beauty to K-fashion and K-food.

OAVO Style Lounge will be your space to create your own unique K-beauty styling.



OAVO Style Lounge

K-Styling Experience & Class

OAVO's exclusive classes!

01 Beauty

Planning based on individual color, body type, and skeletal analysis

- Skincare class
- Color analysis
- Skeletal analysis

02 Style

Personal styling coaching based on individual analysis

- Hair / Makeup styling
- Fashion styling
- Wedding styling

03 Mind

Life styling and Tarot consultation

- MBTI Tarot / MBTI Color
- Art psychology consultation
- Life counseling / Shamanism

04 Life

Various K-culture experiences

- Food / Fashion experience
- Pop-up experience space

OAVO

A journey to discover your truest beauty.
OAVO offers everything in the world for your beauty.



Founder Hee Jung Yang



Instagram



Youtube



www.oavo.global



www.oavo.co.kr



smartstore