

milli² — GLOBAL BUYER DECK

BRAND INTRODUCTION · 2026

milli²

10,000+ bottles sold in 10 minutes.

Why? →

Korea's No.1 face mist — now going global.

150K+

units sold — still on pre-order

5.0 / 5

1,606 reviews Olive Young

#1

Olive Young overall ranking (Mar 2026)

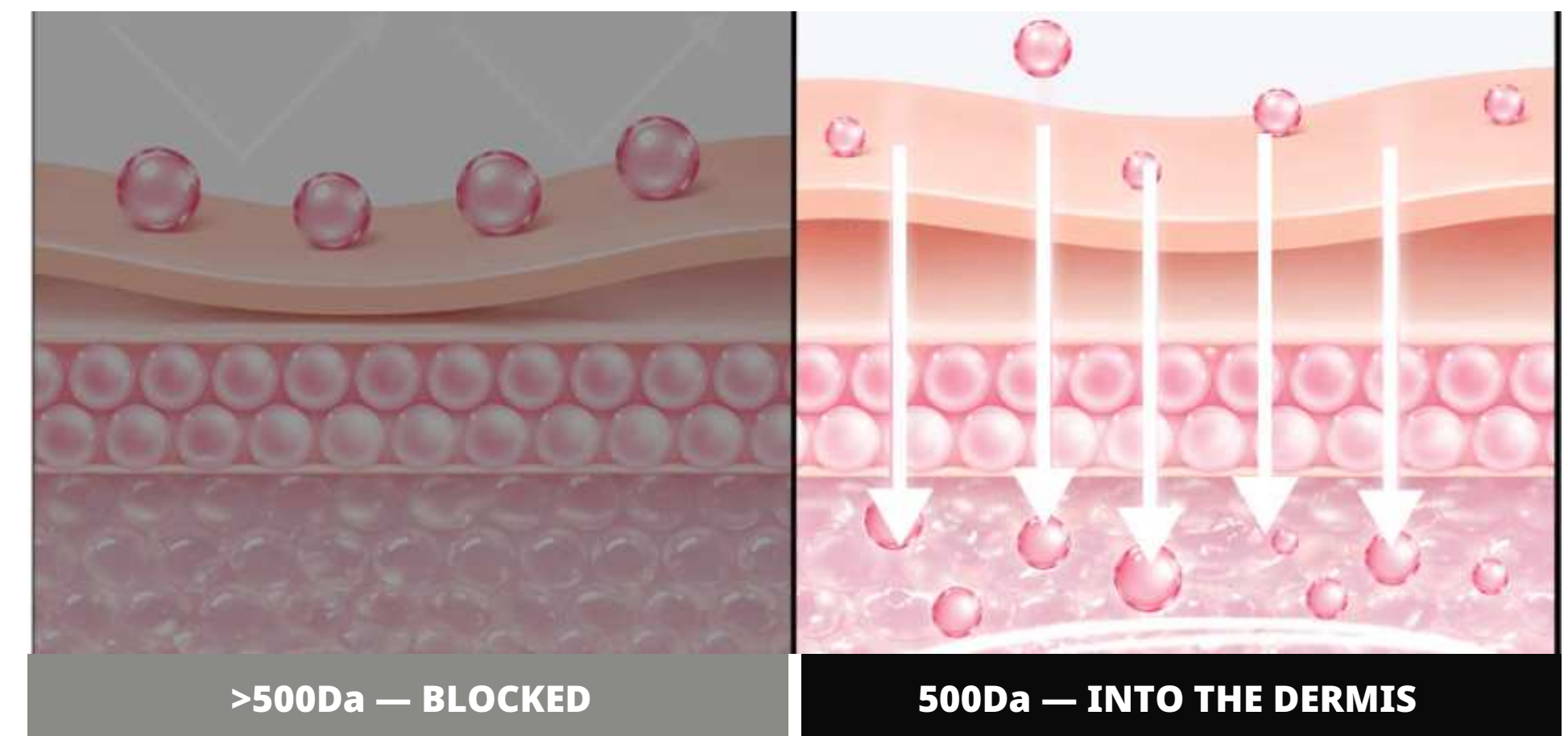
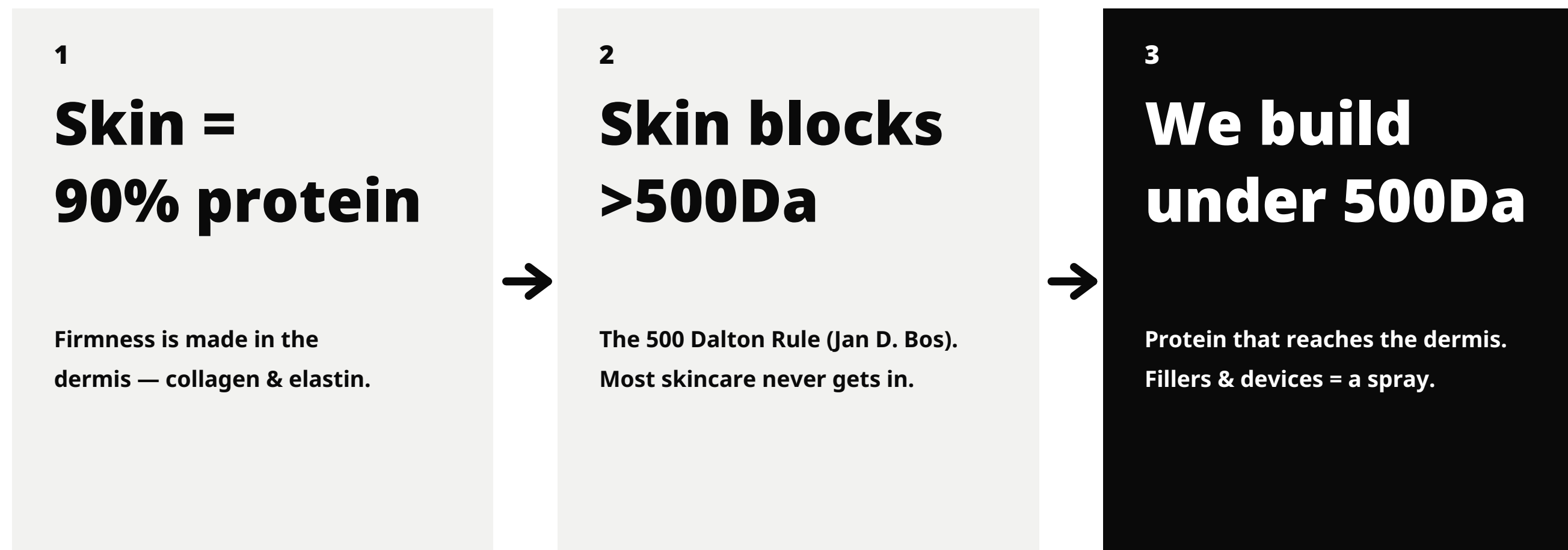
#38

Amazon Face Mists from #1,600 · 3 weeks



Mechanism Beauty. The world's only.

Because, like a doctor, it delivers protein into the skin.



Co-developed with Dr. Lee Joon — Korea's No.1 exosome developer · first stem-cell-recognized dermatologist · now formulating with U.S. doctors & pharmacists

12-SKU LINEUP

SKIN — mist ×3 · ampoule · cleanser · cream · mask

MAKEUP — BB · cushion · lip

HAIR & BODY

MFDS DUAL-CERTIFIED*

Doctors follow a rule. We built a brand on it.

While the market shouts trend ingredients and pretty jars, doctors and pharmacists have already been saying this — **the 500 Dalton Rule (Jan D. Bos).**

A mechanism — not a fad. That insider pick is now open for retail.

Categories move fast. First partners take the shelf.



Built on the 500 Dalton Rule
Protein Mist — hero SKU



Dr. Lee Joon
No.1 exosome developer — co-developer

No devices.

No LED masks, no home lasers.

No needles.

No fillers, no clinics, no downtime.

No \$1,000 plans.

Clinic-grade protein care at mist price.

One spray.

Protein under 500Da — where it works.

Fillers? Just spray.

1 SMILE-LINE MIST

500 Dalton Protein Mist

\$14.99 · 55ml · 30+ PROTEINS (2 PATENTED)

COLLAGEN WATER 430,980ppm · 500Da

-30.0%

eye wrinkles

-28.4%

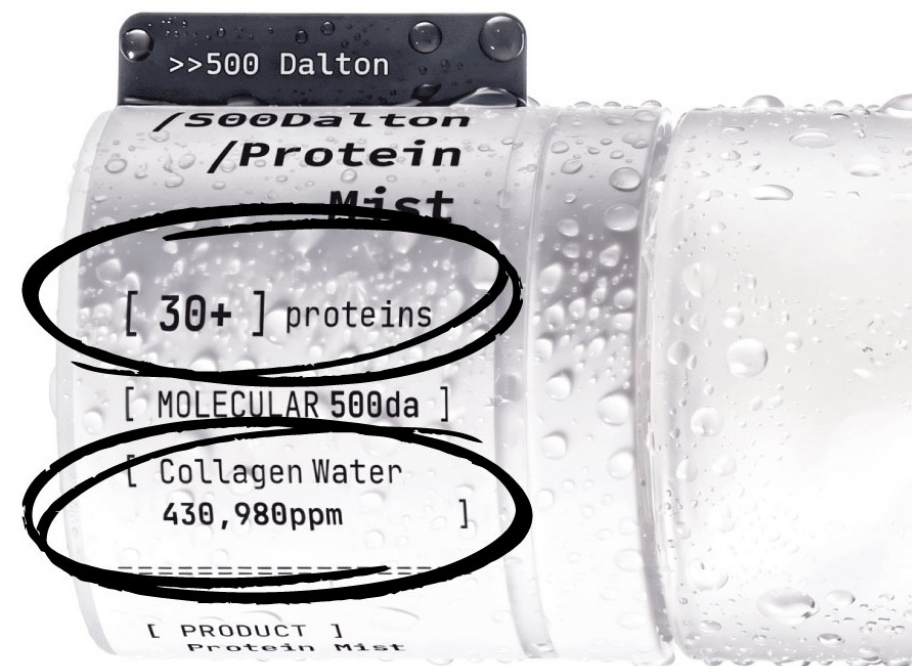
cheek sagging

-21.1%

smile lines

+316%

instant hydration



Human clinical trial, 2026 (p<0.05)*

Amazon 4.3 rating · 2K+ bought last month

2 DARK-SPOT MIST

500 Dalton Vita Mist

\$14.99 · 55ml

SEA BUCKTHORN WATER 509,340ppm

Glow +25.8% proven*



3 DE-PUFF MIST

500 Dalton Cica Mist

\$14.99 · 55ml

TEA TREE WATER 450,800ppm

Sebum -28.1% · barrier +14%*



4 SMILE-LINE AMPOULE

500 Dalton Protein Ampoule

\$15.99 · 30ml · 32+ PROTEINS

COLLAGEN WATER 225,285ppm · 3 PATENTED

Proven lifting* · Amazon 4.8



5 1-SECOND CLEANSER

500 Dalton Gel Cleanser

\$17.24 · 90ml · 08+ PROTEINS

HYDROLYZED COLLAGEN 100ppm

Makeup to SPF, one wash



One mechanism. Twelve SKUs.

SKIN CARE



500 Dalton Protein Mist
 \$14.99 · 55ml · 30+ PROTEINS
 COLLAGEN WATER 430,980ppm

SKIN CARE JUST LAUNCHED




500 Dalton Vita Mist
 \$14.99 · 55ml
 SEA BUCKTHORN 509,340ppm

SKIN CARE



500 Dalton Cica Mist
 \$14.99 · 55ml
 TEA TREE WATER 450,800ppm

SKIN CARE



500 Dalton Protein Ampoule
 \$15.99 · 30ml · 32+ PROTEINS
 COLLAGEN 225,285ppm

SKIN CARE



500 Dalton Gel Cleanser
 \$17.24 · 90ml · 08+ PROTEINS
 HYDROLYZED COLLAGEN 100ppm

SUN & MAKEUP




500 Dalton Protein Sun Cream
 \$12.80** · 50ml
 1-SECOND ABSORB · NO CAST

SUN & MAKEUP




500 Dalton Protein BB Cream
 \$12.80** · 30ml
 COVERAGE + PROTEIN CARE

SUN & MAKEUP



500 Dalton Protein Lip Tint
 \$9.00** · 3 shades
 PROTEIN-COATED COLOR

HAIR & BODY



500 Dalton Protein Shampoo
 \$12.90** · 500ml
 SCALP-DEEP PROTEIN WASH

HAIR & BODY



500 Dalton Protein Treatment
 \$11.60** · 500ml
 LOW-MOLECULAR REPAIR

HAIR & BODY



500 Dalton Protein Body Wash
 \$12.80** · 500ml
 PROTEIN-MOISTURE CLEANSE

HAIR & BODY



500 Dalton Protein Body Lotion
 \$12.80** · 500ml
 FULL-BODY PROTEIN BARRIER

**KR RRP converted at 1,543 KRW/USD (Jul 2026) — market pricing set per region on listing · every formula under 500 Daltons

Proven in Korea. Taking off in the U.S.

150,000+

units sold

5.0 / 1,606

rating / reviews — Olive Young

40%

repurchase rate

\$260K

launch-day sales — day one

#1

Olive Young overall · Mist #1

317K+

owned social followers

AMAZON U.S. — BEST SELLER RANK

#38

#1

GOAL — FACE MISTS #1

ONLY 3 WEEKS
AFTER LISTING

Face Mists · page 1

~~#1,600~~ LISTING DAY

4.3 / 2K+

rating · bought last month

1,000 / mo

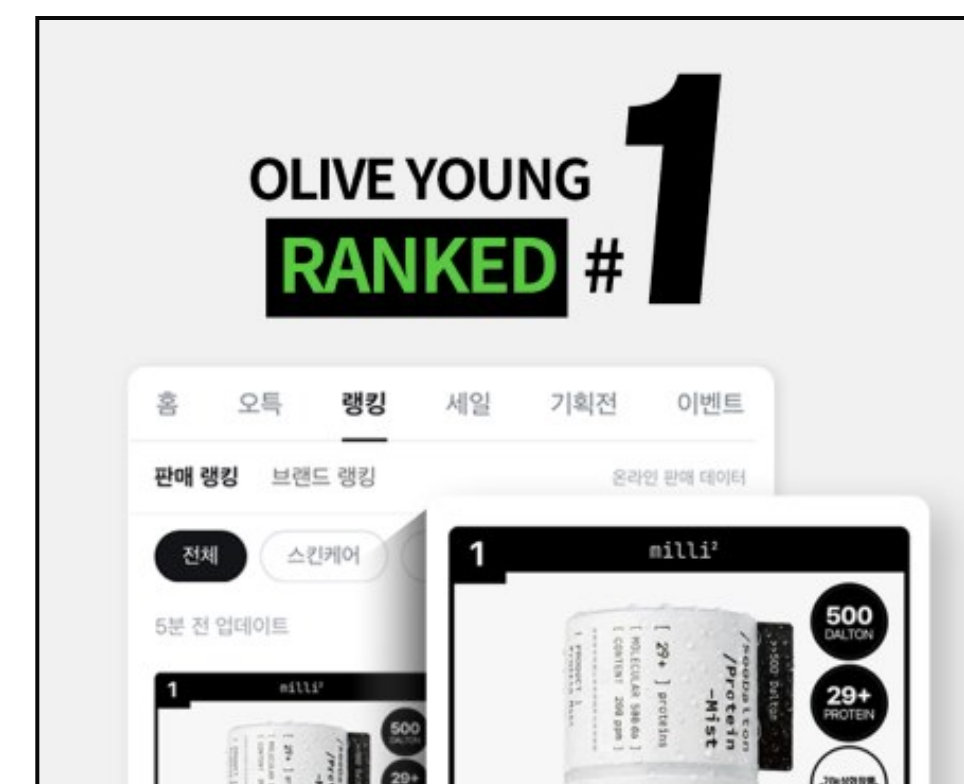
creator seeding — engine on

FBA · Prime Day

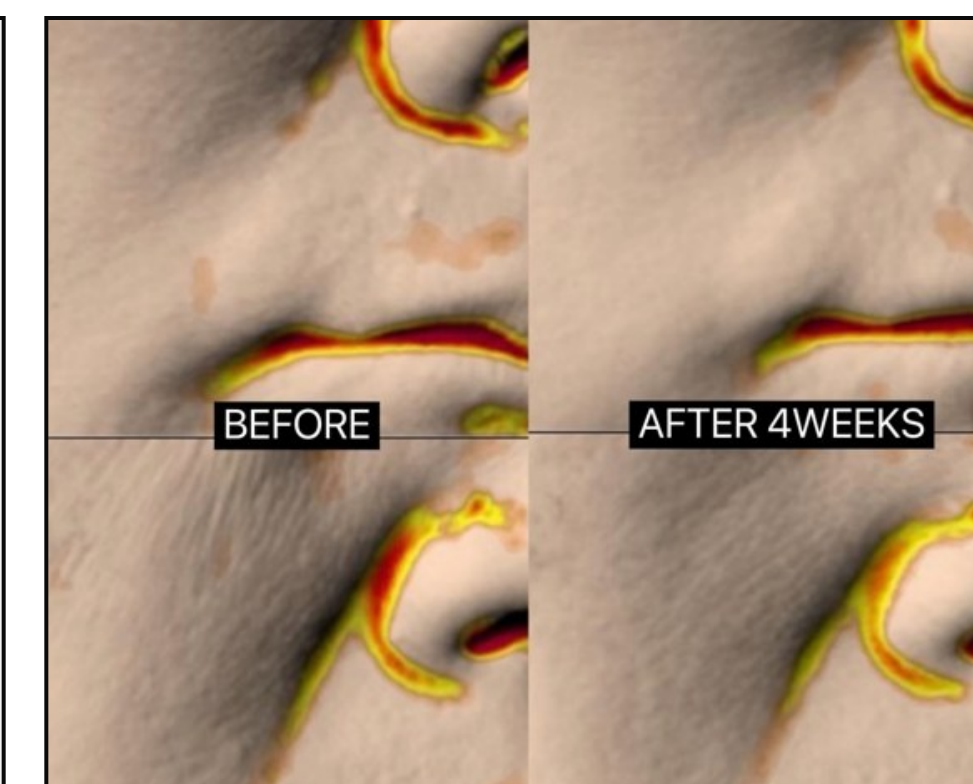
live in the U.S. now

From #1,600 to #38 in three weeks — and still climbing.

PROOF




OLIVE YOUNG — RANKED #1



BEFORE / AFTER 4 WEEKS

Amazon Best Sellers

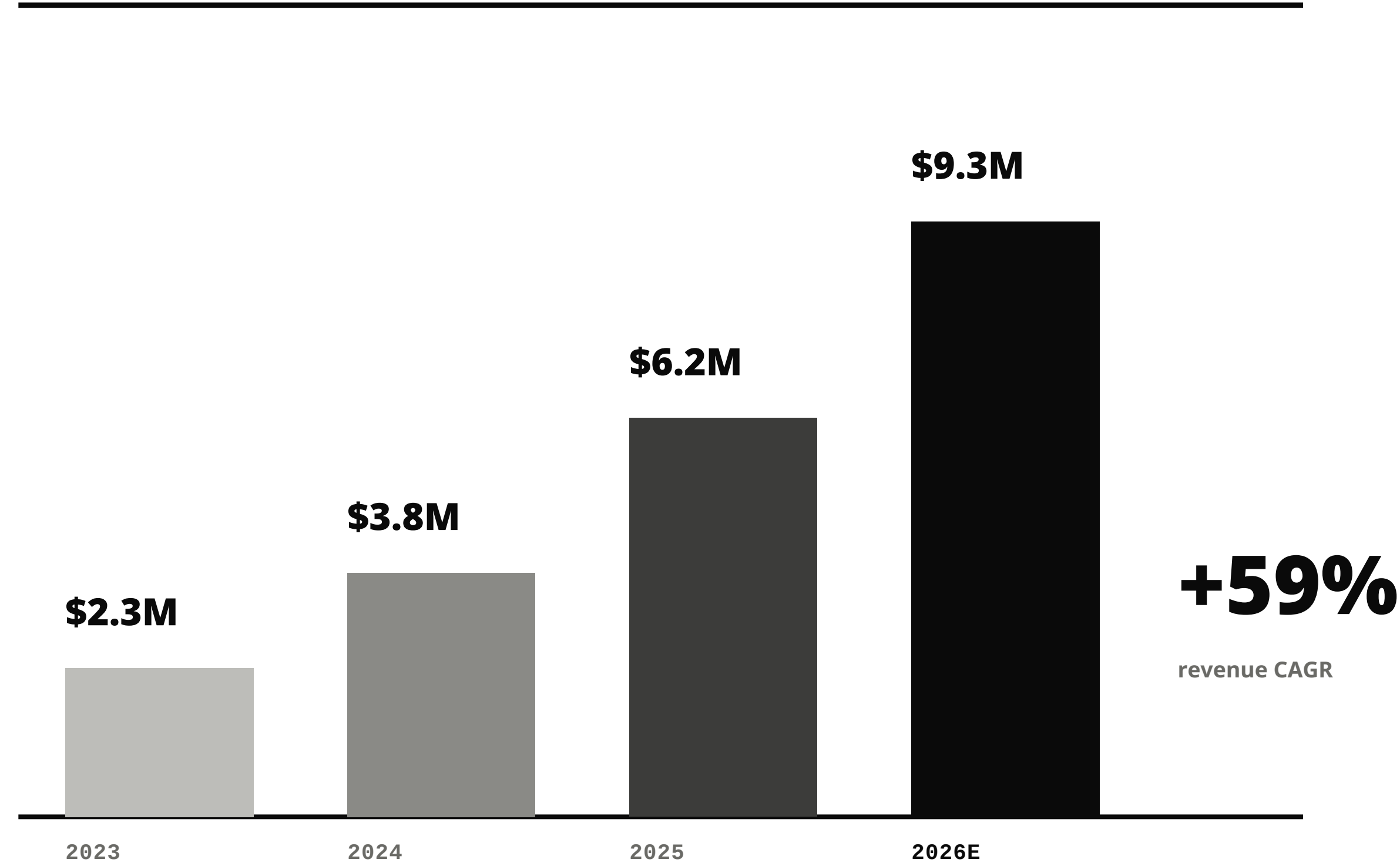
Our most popular products based on sales. Updated frequently.

<p>#37</p>  <p>BASE LABORATORIES Hypochlorous Acid Spray for Face & Skin - 8 oz - Facial Daily Skin Repair Solution for Sensitive Skin - Hypochlorous HO... ★★★★☆ 3,210 \$12.99</p>	<p>#38</p>  <p>500 Dalton Protein Mist with 30 Collagen Peptides, 43% Collagen Complex, Korean Anti-Aging Firming Derma Serum Mist, Hydrating... ★★★★☆ 43 \$14.99</p>	<p>#39</p>  <p>Milani Make It Last Microfine Mist Setting Spray - 16 Hour Wear Waterproof and Sweatproof Finish - All Skin Types ★★★★☆ 35 1 offer from \$19.97</p>
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AMAZON BEST SELLERS #38 — RANKED IN 3 WEEKS AFTER LISTING

Founder-led. Compounding fast.

MILLIUS — REVENUE GROWTH



company revenue KRW 3B 5B 8B 12B (2026 est.), converted at 1,290 avg

OWNED AUDIENCE — 317K+ FOLLOWERS



A founder-led audience the brand owns — every launch starts with 317K people already watching, before a single ad dollar.

\$260K

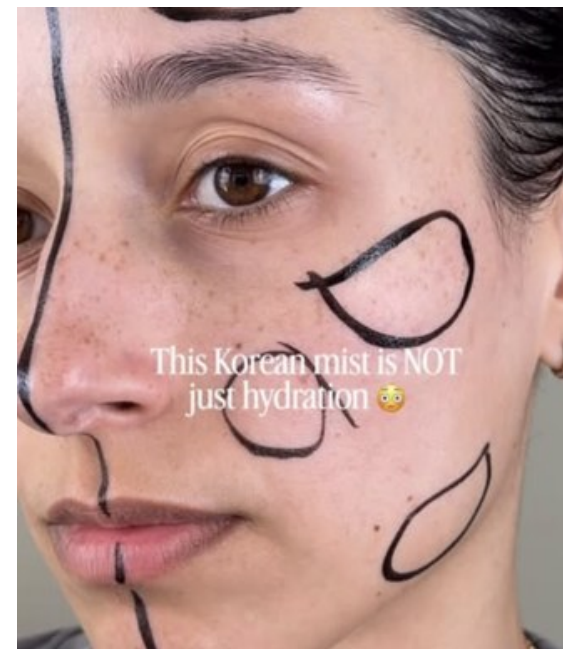
launch-day sales — day one, no paid ads

Content sells first. Shelves convert.

SIGNATURE UGC — “THE LINE TEST”



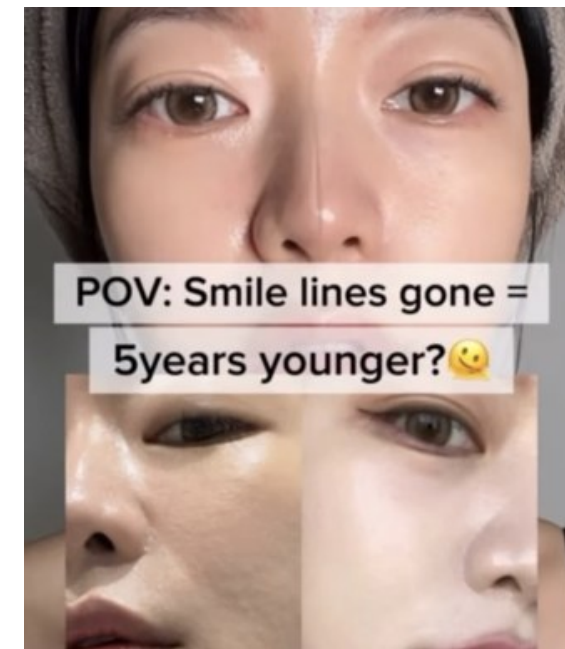
@yankaugc
Don't believe? just watch..



@nathalypapetsas
NOT just hydration



@ms_alicia2live82
Best-selling mist in Korea

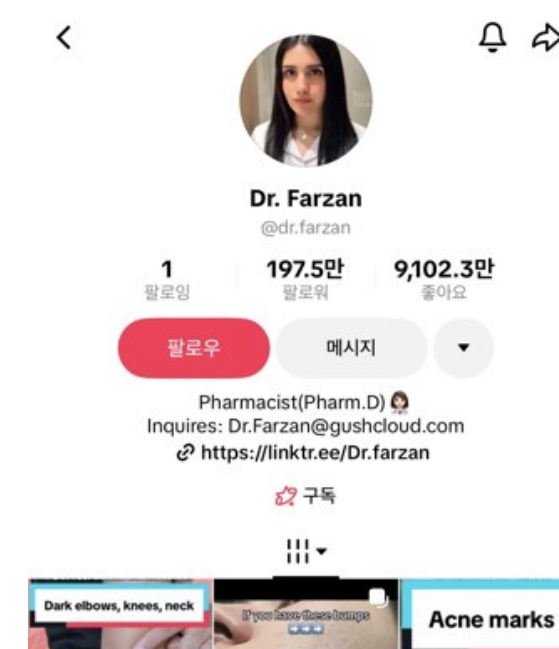


millimilli.us
Smile lines gone = 5yrs?

DOCTORS & PHARMACISTS



Dr. Lee Joon
No.1 exosome developer



Dr. Farzan · 1.97M
Pharm.D — TikTok



@yak.golnam
KR pharmacist pick



@so0_0.pharm
KR pharmacist pick

OUR OWN MARKETING ENGINE

1,000+

influencer collabs / month

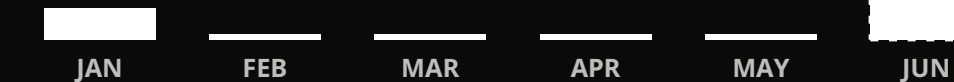
1.39M

creators on our platform

11,000

campaigns run in-house

#millimilli — TIKTOK VIEWS / MONTH (2026)



2M+ (est.)

JUN views
1,000+ videos

KOREA

Olive Young

overall #1 · mist #1 (online)

Brand.com

still on pre-order

Naver Smart Store

top K-commerce

UNITED STATES — LIVE

Amazon US (FBA)

Face Mists #38 · Prime Day

TikTok Shop US

“Smile Line Society”

Walmart — next

hero-mist program, retail-ready

GLOBAL — RETAIL-READY

US MoCRA — complete

FDA-ready for U.S. retail

EU CPNP · UK SCPN

registration completes Jul 15, 2026

In progress

China NMPA · Japan · Vietnam · Mongolia

We don't rent marketing. We own the engine.

0.8L — the influencer-commerce platform built and operated by our team since 2014 · biz.08liter.com

1.39M+

creators on platform

11,000+

brand campaigns — incl. Korea's top beauty & CPG

8

countries — KR · US · JP · SEA ops

1,000+

collabs / month for milli²

STEP 01

AWARENESS

unlimited short-form UGC
Reels · TikTok · Shorts

1,000+/mo



STEP 02

TRAFFIC

KOL key content + group-buys
incl. Douyin · Xiaohongshu

1.39M pool



STEP 03

CONVERSION

verified-purchase reviews:
Amazon · TikTok Shop · Qoo10

retail-ready

"Sold out in 10 minutes — global real-time #1"

press-verified · Mega Economy

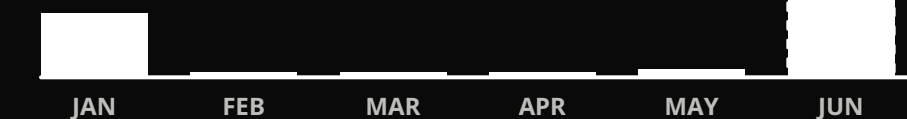
"K-brand entry into North-America TikTok Shop"

SBA × 0.8L · Market News

"Global group-buy sellouts with fan-fluencers"

press-verified · GET News

#millimilli — TIKTOK VIEWS / MONTH (2026)



2M+ (est.)

JUN · 1,000+ videos

The U.S. was the proof. Global online is the plan.

PHASE 01 — DONE

Korea, proven.

Olive Young overall #1 · 150K+ sold
40% repurchase

PHASE 02 — LIVE

U.S., the first case.

Amazon #38 in 3 weeks · TikTok Shop
U.S. retail — next

PHASE 03 — THE PLAN

Global online, preempted.

Same engine, every market: Amazon global ·
TikTok Shop JP/SEA · EU — 1,000+ creators/mo

REGULATORY — RETAIL-READY

US MoCRA

COMPLETE — FDA-ready for U.S. retail

EU CPNP · UK SCPN

registration completes Jul 15, 2026

CN NMPA · JP · VN · MN

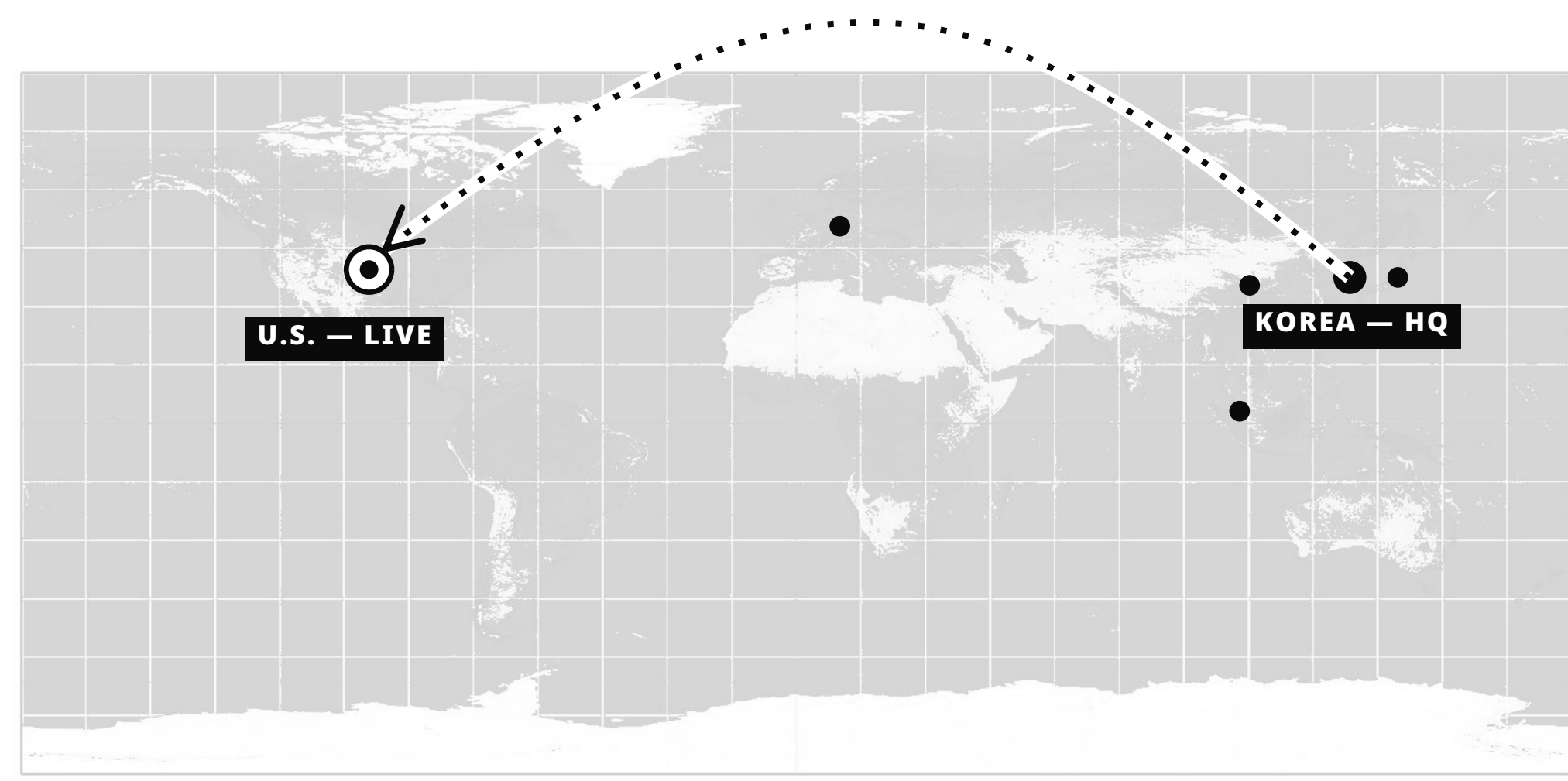
in progress

LIVE — KOREA · CHINA · MALAYSIA · US

NEXT — EU · UK · JP · RU



Wherever the world shops, skin science should be on the shelf.



LIVE — KOREA · CHINA · MALAYSIA · US NEXT — EU · UK · JP · RU
US MoCRA — COMPLETE EU CPNP · UK SCPN — JUL 15, 2026 CN NMPA · JP · VN · MN — IN PROGRESS

Trend ingredients fade. Mechanism Beauty stays.

Built for a long run — together.

B2B & OFFLINE RETAIL BUYERS — START DISTRIBUTION

STRATEGIC PARTNERSHIP — LET'S TALK

Korea already smiled. The world's next.