

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)

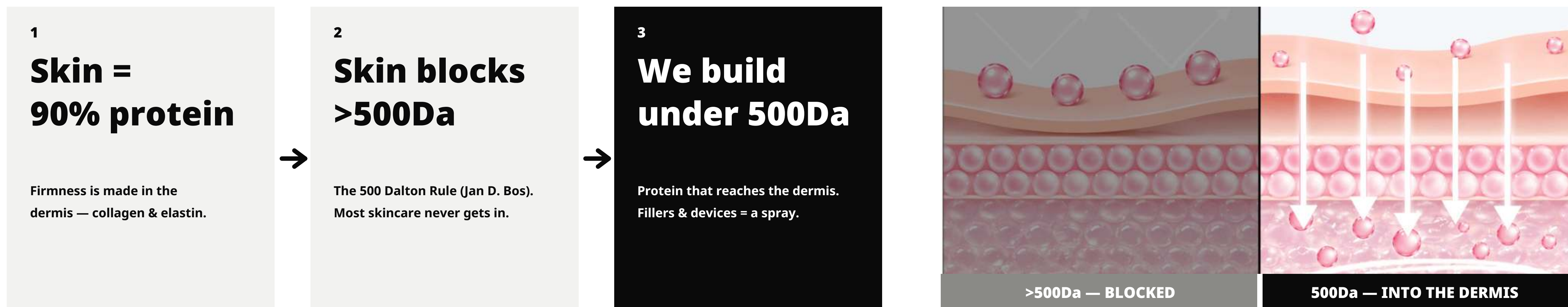
#28

Amazon Face Mists
from #1,600 · 1 month



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%

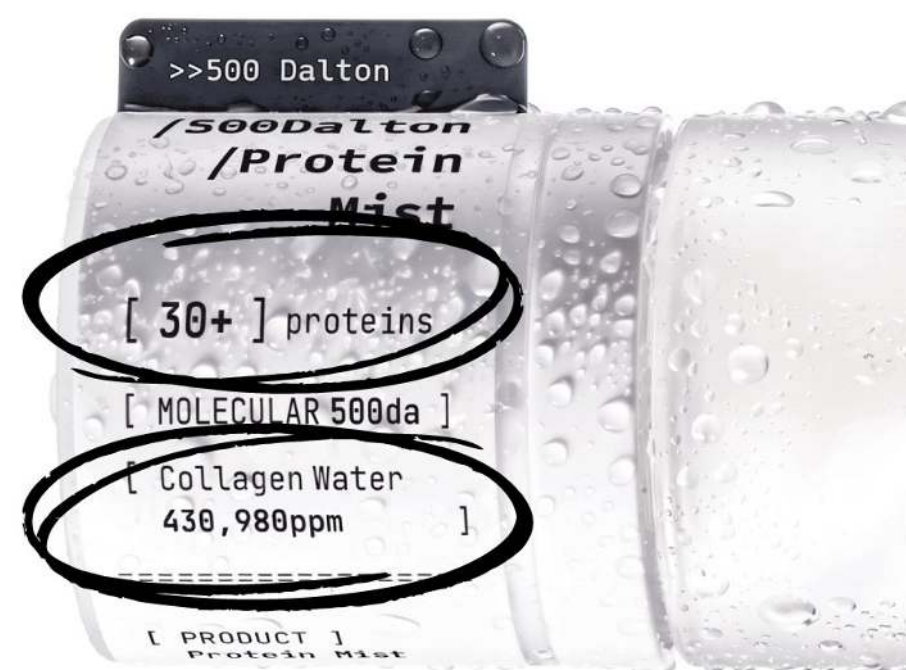
cheek sagging

-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

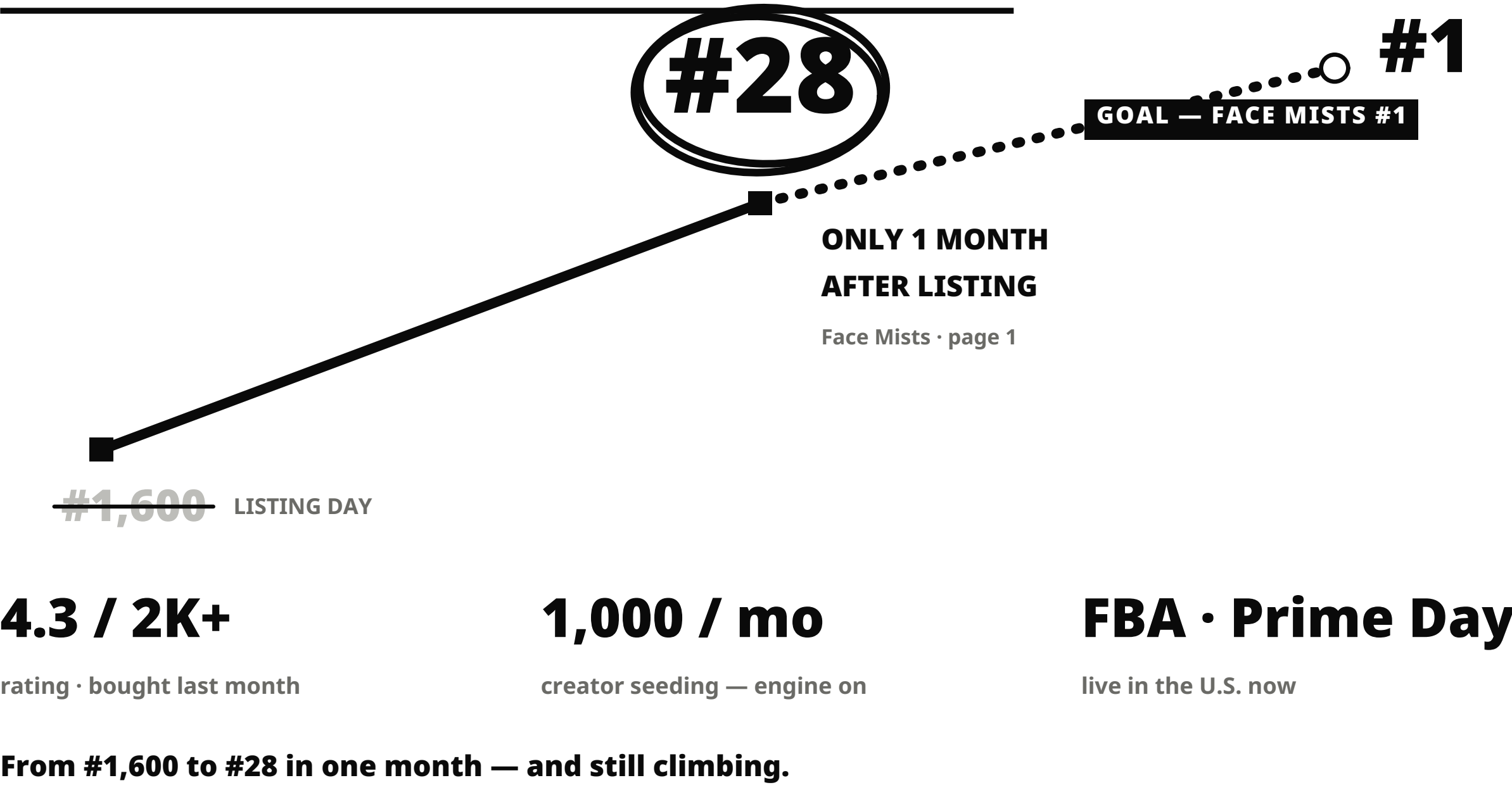
#1

Olive Young overall · Mist #1

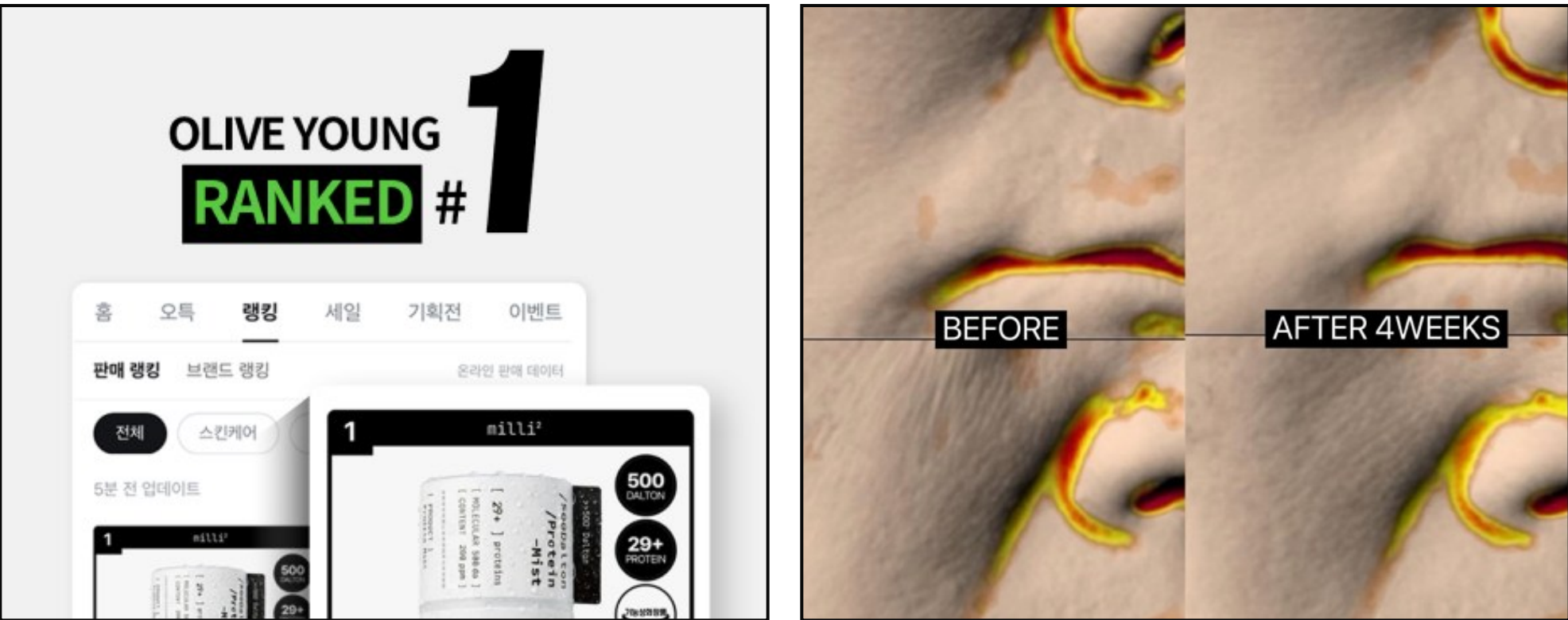
317K+

owned social followers

AMAZON U.S. — BEST SELLER RANK



PROOF



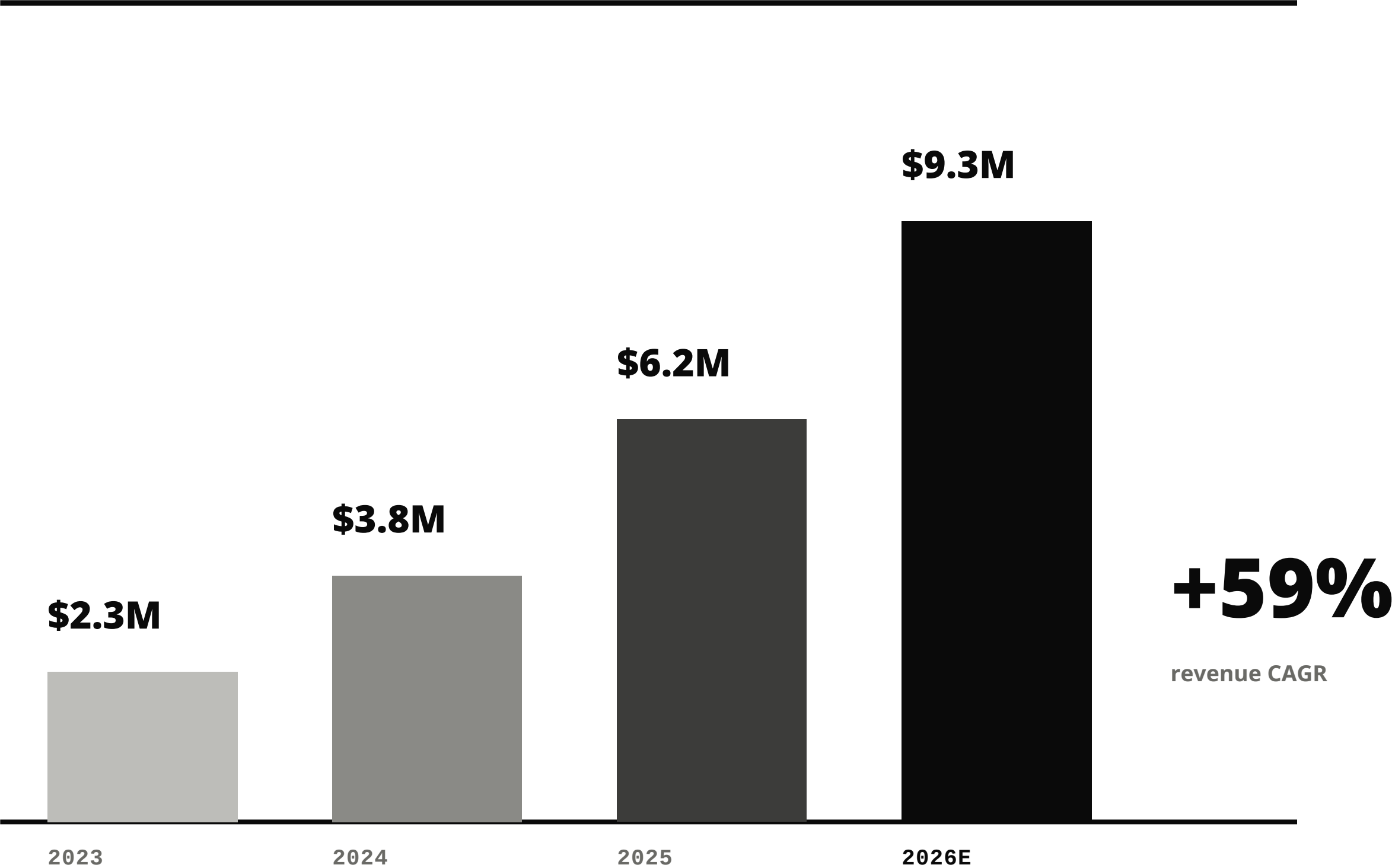
OLIVE YOUNG — RANKED #1 BEFORE / AFTER 4 WEEKS



AMAZON BEST SELLERS #28 — RANKED IN 1 MONTH AFTER LISTING

Founder-led. Compounding fast.

MILLIUS — REVENUE GROWTH



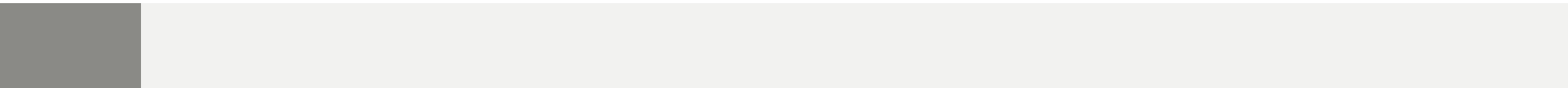
company revenue KRW 3B 5B 8B 12B (2026 est.), converted at 1,290 avg

OWNED AUDIENCE — 317K+ FOLLOWERS

FOUNDER — @MINE (Instagram) **300K**



BRAND — millimilli KR · US · global **17K+**



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”



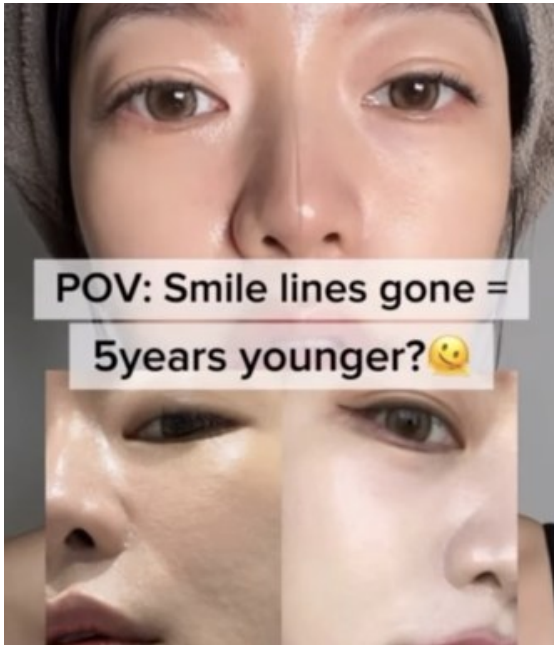
@yankaugc
Don't believe? just watch..



@nathalypapetsas
NOT just hydration



@ms_alicia2live82
Best-selling mist in Korea

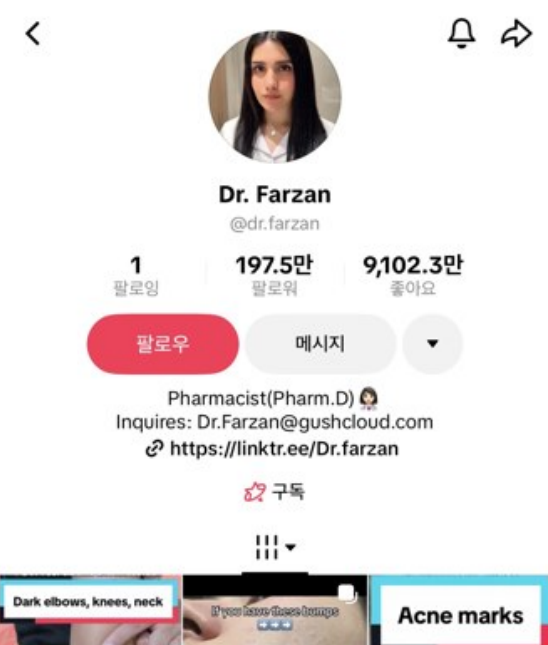


millimilli.us
Smile lines gone = 5yrs?

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 #28 · 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+

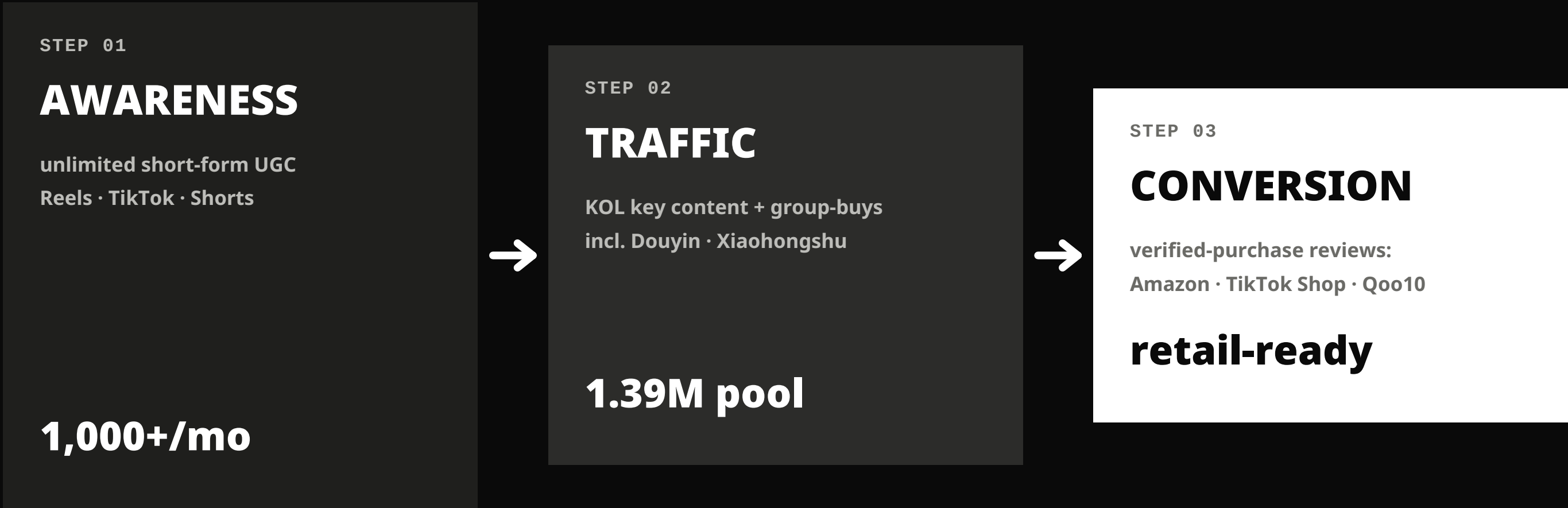
brand campaigns — incl. Korea's top beauty & CPG

8

countries — KR · US · JP · SEA ops

1,000+

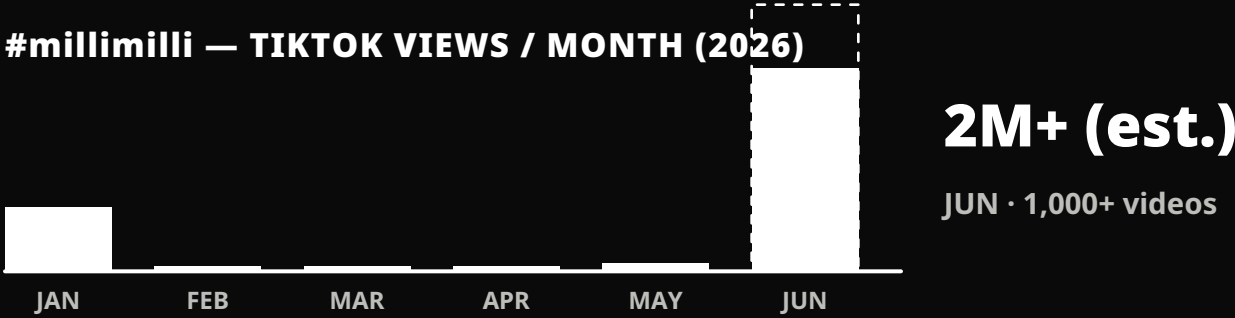
collabs / month for milli²



“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



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 #28 in 1 month · 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

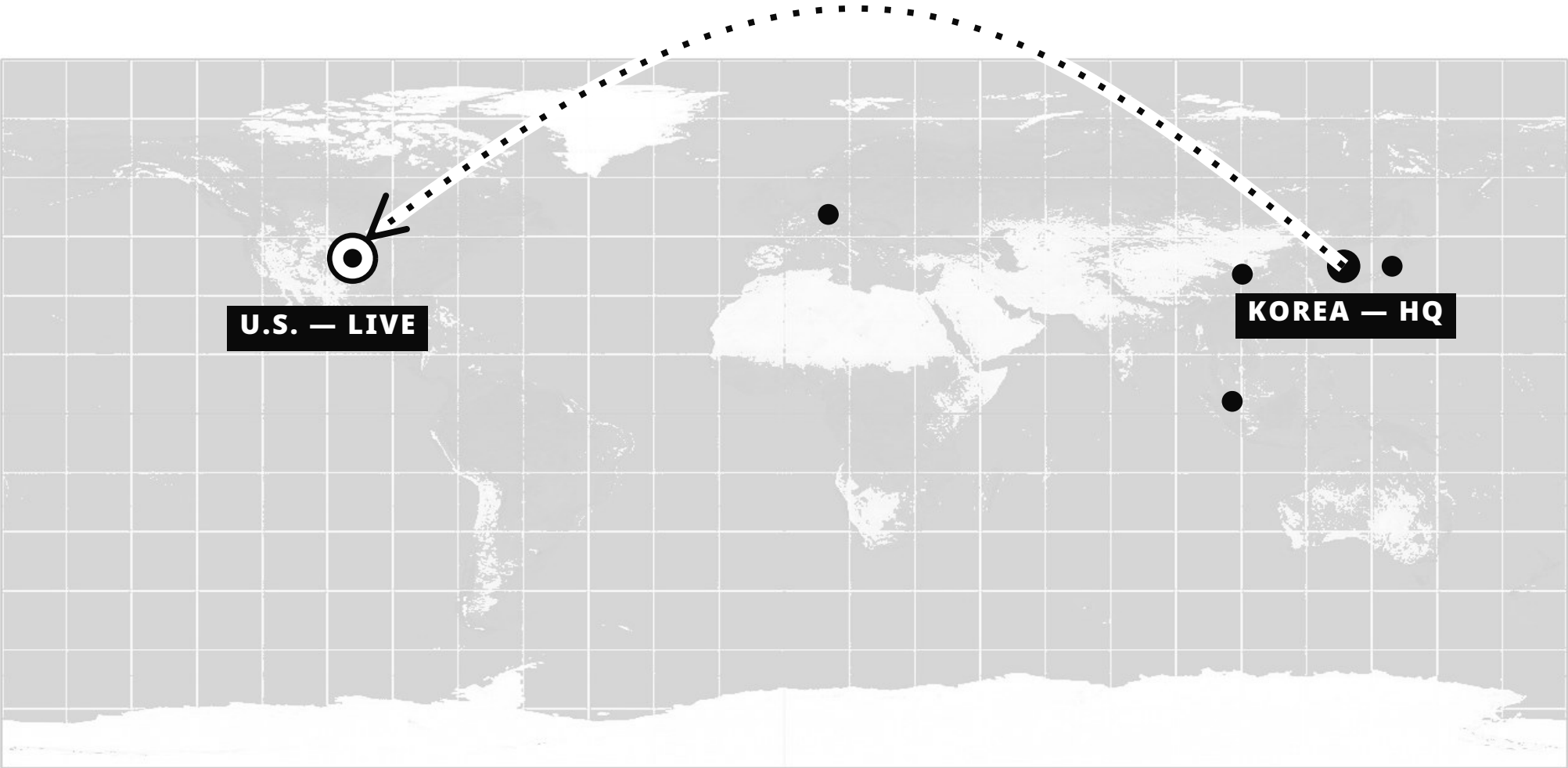
EU CPNP · UK SCPN

registration completes Jul 15, 2026

CN NMPA · JP · VN · MN

in progress

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.