

THE NOD

| THE NOD company introduction |

ABOUT US



THE NOD

The Nod is a sign of respect and recognition of the other party, and it means that you agree.

Based on decades of brand operation management know-how and product development skills, we provide solutions with customized services optimized for the frustration and difficulties of clients who seem to be walking on invisible paths.

Customers concerns

- Not knowing how to launch a brand
- How to renew while maintaining the existing concept
- How to differentiate products
- Not knowing the manufacturing process to produce products
- How to differentiate design and marketing
- How to segregate the responsibilities for development and management





**Why do we want to create and renew our brand?
It is to increase brand recognition in the market and to maintain our royal
customers while welcoming the new.**

The essence of development is to make products that customers can relate to and fit the market. This is because even high-end, well-designed products cannot survive in the market for brands and products that customers cannot empathize with.

Why THE NOD over competitors?



Analyze Clients that Fit the Market & Consumer's Needs

Branding & product analysis with current consumption trend analysis and consumer emotional approach



Product development and design focusing on essence

Offers one-stop solution from planning, design, launching and distribution with developers and partners with various experiences



Distribution and marketing consulting to communicate with customers

Provide marketing approaches for each distribution channel and consulting for fast market entry

With efficiently customized services optimized for clients,
we only focus on the brand itself with products that customers can understand.

Service Details



Brand Consulting

- Consult brand planning and concept color, target, and naming through analyzing consumption trend
- Set target retail price and prime cost
- manage product launch schedule
- formula sampling with manufacturer and improvement coordination
- Receive standard formula & check QC of finished products



Design

- Consult logo, package design & specification of subsidiary materials, and decoration
- Design new molds and search free molds



Product Development OEM&ODM

- Warehousing of product raw & subsidiary materials to production
- Quality control from process to product release
- supervise production of subsidiary materials
- manage cost and review sales margin



Distribution & Marketing Consulting

- consult launching the brand at online store
- consult offline channel proposal
- consult overseas export preparation and sales

Through close cooperation with experts in each field and partners,

We provide solutions to cosmetics brand development organizing from A to Z.

When you are lost on how to make progress with branding & product, and design, THE NOD will guide you the way.



We provide integrated solution services without recruiting personnel in each part for cosmetic development such as product development, planning, BM, design, quality control and purchasing.

In order to establish the identity of brand & product, we can operate a high-quality brand by integrating / managing each part.

We provide consulting services to minimize the loss of time and capital through close networking with each partner company (raw material company, manufacturer, subsidiary material company, certification agency, export agency, and etc.

The budget can be executed flexibly according to the details of the project, monthly/annual contract or etc.

7 Steps of Cosmetic Brand Development Project

1

Brand Planning

- establish brand concept
- create brand visual map, concept keywords
- Brand naming, review and apply for trademark
- work on brand story

2

Product Planning

- analyze 4P to 4C
- research market trend and select product type
- select formula and design concept
- plan expected development schedule

3

Select manufacturer and design

- comparing formulas by manufacturers and select companies after comparing reviews and quotations.
- design containers & packaging boxes
- set up distribution and marketing strategies
- plan expected development schedule

4

Review Formula & Check Specification

- confirm final standards after formula review and improvement request
- write texts and review
- confirm designs for containers & packaging boxes
- conduct CT test from manufacturer
- send packaging specification to the partner

5

Quotation and Order

- quote formulas and subsidiary materials
- calculate final cost ratio
- confirm final subsidiary materials and order
- send container & packaging box printing files to the partner

6

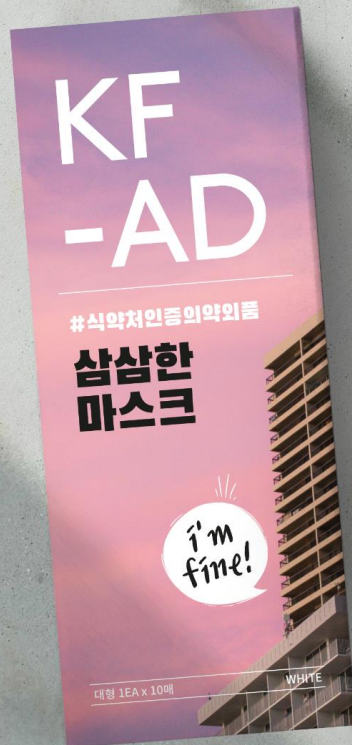
Check Production Schedule & Prepare Registration

- manage production schedule
- check each subsidiary material standards
- prepare and distribute product planning materials
- prepare product registration for online
 - work on product detail page

7

Final Warehousing & Document Preparation

- product warehousing
- check the courier packaging specification
- prepare launching documents and export documents
 - Ingredients/MSDS/COA/(C)GMP



CLIENT | 33 Corporation

Developed KF-AD Mask package



CLIENT | FAMD

Developed Men's brand FAMD, After Shave Essence formulation and package



CLIENT | The Nod company(Korea & China joint investment development)

Launched oral hygiene product GLUGLU, and developed gargle product & package



CLIENT | NU SKIN

Developed containers & packages for DIVIDENDS – Men's line



CLIENT | SOL:RX

Developed 60SKU of packages for JUDITH LIEBER skincare & make-up line



CLIENT | JAYJUN

Developed 180SKU of containers & packages for new make-up brand



CLIENT | DH COSMETICS

Developed product formula / containers&packages for brand of PESTLO

Collagen Lift up Band

붙여서 관리하는
신개념 더마 리프팅 케어



CLIENT | SAMYANG

Developed BI & packages for new cosmeceutical brand MediAnswer



CLIENT | 86shop (TAIWAN)

Developed 7 SKU of containers & packages for make-up brand



CLIENT | NUTS

Developed nuts Natural fabric Perfume packages



CLIENT | BOM

Developed containers & packages for BOM abalone line



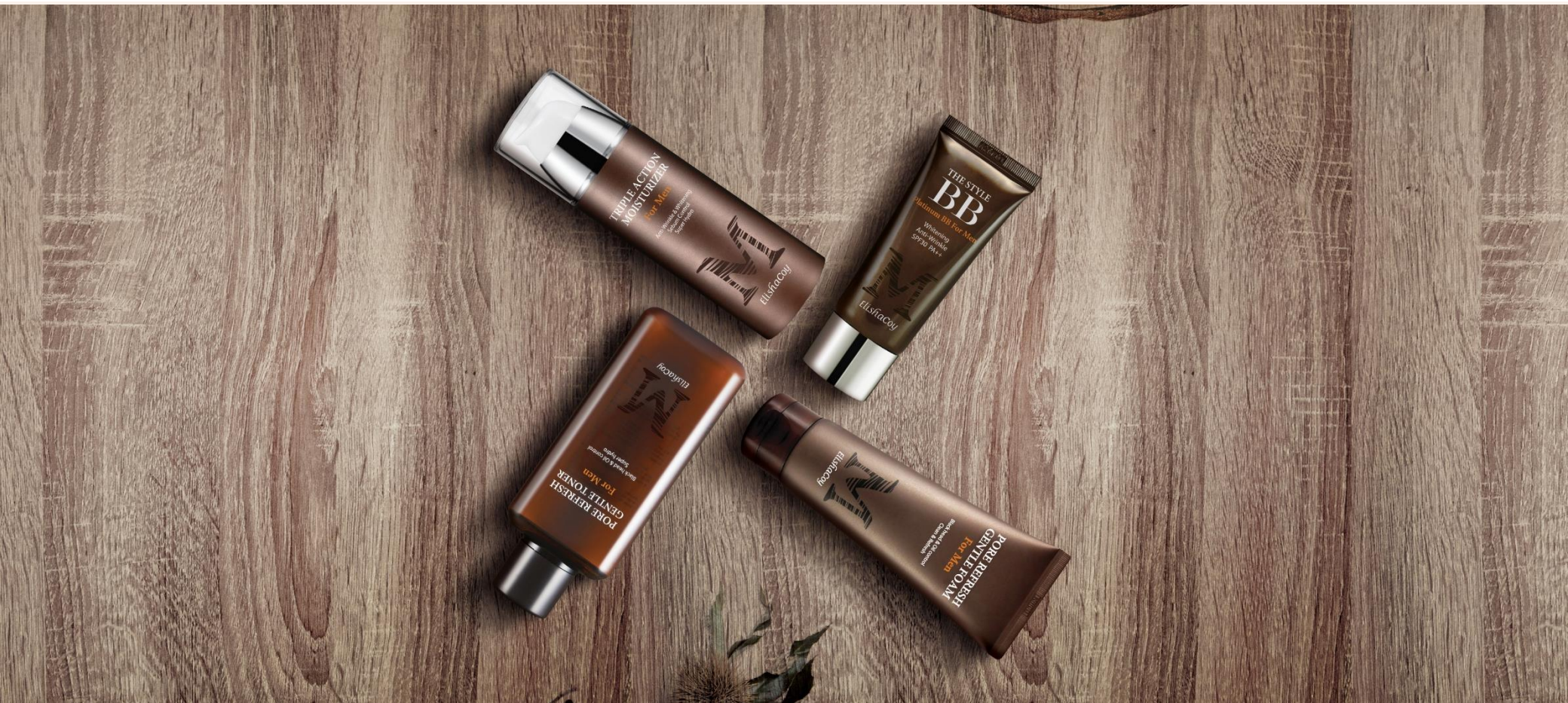
CLIENT | WLTS

Developed containers & packages for new Althear skincare products



CLIENT | MASKLAND

Developed packages for new Alice in Maskland sheet mask



CLIENT | ElishaCoy

Developed containers & packages for ElishaCoy new men's line

THANK YOU