

BRAND ESSENCE

Beautiful Hair - Naturally

Brand Essence

We exist to feed your hair with the power of nature, letting your authentic beauty shine.

Mission

To redefine the haircare industry by offering premium, science-backed products that empower individuals to embrace their natural beauty while promoting sustainable haircare.

Belief & Vision

To be the global leader in innovative haircare solutions, fostering a future where healthy, vibrant hair is accessible to all. We strive to cultivate authentic beauty while nurturing confidence and fostering a greener future for the planet.

BRAND DNA

"Beauty Hair - Naturally"

Inspired by the natural resilience of vegetables and fruits. Even in harsh environments, vegetables and fruits can thrive. Combining nature's power with innovative technology. Now you can harness that power for your hair.

Love your hair the way it loves the power of nature. Nurture your beauty with a recipe made just for you.

Brand Statement

"Mirae Haircare revolutionizes the way we care for our hair by combining cutting-edge science with the power of nature. Our mission is to empower every individual to achieve their best hair while championing sustainability and inclusivity. With Mirae, you're not just investing in your hair; you're investing in a future where beauty and responsibility coexist."



Beauty recipes to feed your hair

MIRAE offers personalized beauty recipes recommended by professional MIRAE CHEFS to enjoy sustainable hair beauty and to envision a better tomorrow for our environment and society.

4 BRAND VALUES



POWER OF NATURE

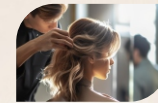
- ✓ Products powered by vegetables and fruits
- ✓ Technology and formulas that harness the power of nature

Triple Protect Technology :

Cleanses, replenishes, and shields hair.

Clean Formulas:

Free from harmful chemicals, gentle on hair and the planet.



OPEN MIRAE

- ✓ Education program
- ✓ Salon experience



MIRAE BEAUTY RECIPES

- ✓ Customized recommendation
- ✓ Hair care for the salon and at home
- ✓ Easy 3 steps



SUSTAINABLE RECIPES

- ✓ Natural ingredients
- ✓ Clean formula
- ✓ Eco-packaging
- ✓ Social engagement

PRODUCT PHILOSOPHY

Focus Areas

- ✓ Oxidative Damage Care:
Protects against UV exposure and daily environmental stressors.
- ✓ Scalp Sebum Management:
Maintains scalp health by addressing excess sebum and promoting balance.
- ✓ Repair Current Damage:
Natural Ingredients use to work on existing issues.
- ✓ Defensive Care:
Fruits ingredients use against future harm.

Three-Step Approach

Cleanse → Replenish → Shield

1. Cleanse: Gentle cleansing to remove impurities without stripping essential oils.
2. Replenish: Deliver nutrients deep into hair strands.
3. Shield: Protect hair from external damage and nourish hair from within.

POWER OF NATURE

With MIRAE,
you can offer clean beauty at
your salon, powered by the
benefits of nature.

MIRAE incorporates ingredients
derived from vegetables and fruits, to
bring your hair the benefits of the rich
pigments, fresh fragrances and powerful
antioxidants that help plants thrive in
nature.

By combining their natural energies with
our own technology, we've created highly
effective products for repair and defensive
care, to address both current and future
hair damage.

Oxidation of hair and scalp sebum

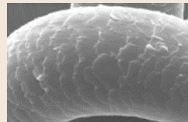
Rather than targeting isolated hair and
scalp concerns, it is essential to address
the core factors influencing overall hair
and scalp health.

MIRAE prioritizes preventing the oxidation
of hair and scalp sebum, offering
protection against various types of
damage.

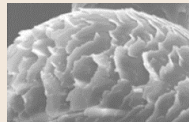
Research indicates that sebum on the hair
and scalp undergoes oxidation in a
manner similar to the sebum on facial
and body skin. Results of this process are
illustrated on the right.

How oxidation affects hair

- ☒ Lack of luster ☒ Unruliness ☒ Dryness

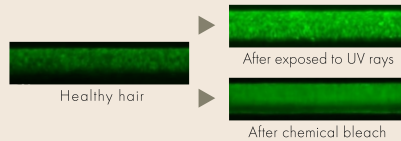


Healthy hair



Oxidized hair

Hair oxidation is mainly caused by chemical
processing like coloring, straightening and
perm, and exposure to UV rays.



Hair exposed to just one week of summer
conditions can experience damage equivalent
to that caused by chemical bleaching.
(Lighter bleaching results in higher levels of
oxidation.)

Oxidation of the Scalp sebum

- ☒ Scalp damage ☒ Lack of hair density
☒ Smelly scalp

Scalp sebum oxidation

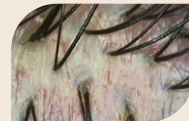
Scalp trouble (redness, dandruff)

Negative effects on hair growth

Loss of hair density



Healthy scalp



Red, damaged scalp

POWER OF VEGETABLES & FRUITS

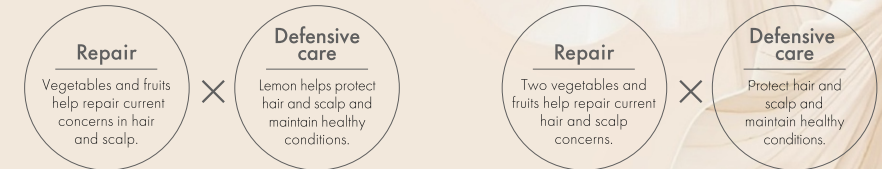
MIRAE aims to give users extra confidence as well as healthy hair and peace
of mind. This extra boost of confidence creates a more positive frame of
mind, so everyday seems a little bit brighter.

HOME CARE

Our home care products are formulated with a
special blend of vegetables and fruits, curated to
address various hair and scalp health concerns,
and finished with a squeeze of lemon for extra
protection.

SALON CARE

Inspired by the nutritious blends in healthy
smoothies, our salon-only products feature an
exclusive nutrient-rich vegetable/fruit
combination to repair current concerns, as well
as starfruit to protect and shield hair and scalp
from further damage.



TRIPLE PROTECT TECHNOLOGY

TRIPLE PROTECT TECHNOLOGY cleanses gently without stripping the cuticle,
delivers nutrients deep inside each strand and locks them in, and protects
the hair from external factors such as humidity and friction. This technology is
designed for "repair and defensive care" of current and future damage.

3 STEPS

STEP 1 Cleanse
SHAMPOO

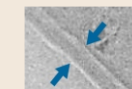


To protect from
damage, this gentle
formula thoroughly
cleanses the hair and
removes excess sebum
from the scalp without
stripping the hair
cuticle.

STEP 2 Replenish
TREATMENT



Support to deliver nutrients to
the core of each strand through
CMC* and keeps them locked
inside.
*CMC: Cell Membrane Complex



Healthy hair

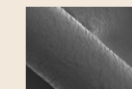


Damaged hair

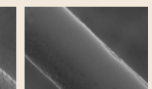
STEP 3 Shield
HAIR SUPERFOOD



Coat the hair surface and
seals the cuticle to protect
hair from external factors
such as humidity and
friction.



Before applying



After applying