



K-Lit

For skin, as it is today.

BRAND STORY

TODAY'S SKIN ROUTINE

Skin changes from day to day.
So we do not insist on the same answer.

Clear in purpose. Simple to use.
The K-Lit routine begins with your skin today.

Every layer, considered.



DAILY CARE FOR TODAY'S SKIN

Clear collections from cleansing to hand care.
Water, Barrier, and Glow follow three steps.

CLEANSE / FOAM CLEANSERS

AIR-LIT

MELT · CICA



MELT FOAM
CLEANSER



CICA FOAM
CLEANSER

Foam cleansers for everyday use.

SKINCARE / 3 STEPS

LINE

TONER

SERUM

CREAM

WATER-LIT HYDRATION



BARRIER-LIT MOISTURE



GLOW-LIT DEWY GLOW



SHEET MASK

TARGETED CARE



HYALURONIC · CICA
NIACINAMIDE ·
PROPOLIS · PDRN

One sheet for today's
skin.

DAILY UV CARE / SUN CARE

SUN-LIT



SILKY FLUID SUNSCREEN

Lightweight daily UV
care.

LIGHTWEIGHT DAILY
PROTECTION

SCENTED HAND CARE / HAND CREAM

HAND CREAM COLLECTION

Five scents inspired by Korea.



SEOUL LIGHTS



GYEONGJU
BLOSSOM



BUSAN WAVE



JEJU
TANGERINE



MOON JAR PURE

AIR-LIT CLEANSING COLLECTION

**Soft. Comfortable.
Made for every day.**

Air-Lit foam cleansers for everyday use.



CLEANSING COLLECTION



AIR-LIT MELT FOAM CLEANSER

150 mL

Soft lather for a comfortable daily cleanse.



AIR-LIT CICA FOAM CLEANSER

150 mL

A fresh daily cleanser with cica and azulene.

HYDRATION COLLECTION

WATER-LIT

For skin that feels dry,
build moisture layer by layer.
A 3-step routine with
hyaluronic acid and collagen.
Hydration from toner to cream.

KEY INGREDIENTS · HYALURONIC ACID · COLLAGEN



MOISTURE COLLECTION

BARRIER-LIT

For skin that feels dry,
wrap it in comforting moisture.
A 3-step routine with
ceramide and bakuchiol.
Light at first, comforting to finish.

KEY INGREDIENTS · CERAMIDE · BAKUCHIOL

※ Based on featured ingredients



DEWY CARE COLLECTION

GLOW-LIT

When skin looks dull,
add a layer of dewy radiance.
A 3-step glow routine with
PDRN and beta-glucan.

KEY INGREDIENTS · PDRN · BETA-GLUCAN

※ Based on featured ingredients



THREE DAILY ROUTINES FOR DIFFERENT SKIN NEEDS

Choose the care you need within the same toner → serum → cream routine.

LINE	PRODUCT LINEUP · ORDER OF USE			SKIN CONCERN	KEY INGREDIENTS	TEXTURE
WATER-LIT HYDRATION	 01 TONER · 200 mL	 02 SERUM · 50 mL	 03 CREAM · 100 mL	DEHYDRATION TIGHTNESS	HYALURONIC ACID · COLLAGEN	LIGHTWEIGHT HYDRATION
BARRIER-LIT MOISTURE	 01 TONER · 200 mL	 02 SERUM · 50 mL	 03 CREAM · 100 mL	DRYNESS MOISTURE CARE	CERAMIDE BAKUCHIOL	COMFORTABLE RICH MOISTURE
GLOW-LIT DEWY CARE	 01 TONER · 200 mL	 02 SERUM · 50 mL	 03 CREAM · 100 mL	DULLNESS LOW RADIANCE	PDRN BETA-GLUCAN	MOIST, DEWY GLOW

DAILY UV CARE

SUN- LIT

Daily UV care.
A silky fluid sunscreen
that spreads thin and smooth.

K-LIT SILKY FLUID DAILY SUNSCREEN



SUN-LIT · PRODUCT POINTS

LIGHT TO SPREAD. EASY TO WEAR.

Light to apply. Comfortable to wear.

PRODUCT FUNCTION

DAILY UV CARE

K-LIT SILKY FLUID DAILY SUNSCREEN



TEXTURE

LIGHT SILKY FLUID

DAILY USE

EASY EVERYDAY WEAR

SIZE

50 mL

ESSENCE SHEET MASK COLLECTION

TODAY'S CARE, IN ONE SHEET.

Five targeted care options.
One essence sheet for every need.



ESSENCE SHEET MASK COLLECTION

CHOOSE TODAY'S CARE.



HYALURONIC ACID / HYDRATION

A sheet of fresh hydration.

ESSENCE SHEET MASK · 25 mL



CICA / COMFORT

A fresh, comforting sheet.

ESSENCE SHEET MASK · 25 mL



NIACINAMIDE / RADIANCE

A sheet for clear radiance.

ESSENCE SHEET MASK · 25 mL



PROPOLIS / RICH MOISTURE

A sheet of rich moisture.

ESSENCE SHEET MASK · 25 mL



PDRN / DEWY RADIANCE

A sheet for dewy vitality.

ESSENCE SHEET MASK · 25 mL

SCENTED HAND CREAM COLLECTION

FIVE SCENTS, INSPIRED BY KOREA.

Seoul nights. Gyeongju blossoms.
Busan breeze. Jeju tangerine.
The quiet white glow of a moon jar.
Soft hands. Five scents that linger.



SCENTED HAND CREAM COLLECTION

MOISTURE FOR YOUR HANDS. A SCENT FOR YOUR MOOD.



SEOUL LIGHTS

Seoul after dark.
Refined woody amber.

50 mL



GYEONGJU BLOSSOM

Old stone paths in bloom.
Soft, serene florals.

50 mL



BUSAN WAVE

Where sea meets breeze.
Crisp marine freshness.

50 mL



JEJU TANGERINE

Sunlit Jeju tangerines.
Bright, fresh citrus.

50 mL



MOON JAR PURE

Quiet moon-jar white.
Soft powdery musk.

50 mL

THANK YOU

Every layer, considered.

K-Lit

www.k-lit.com