

KOREA'S #1 SHEET MASK BRAND MEDIHEAL ANNOUNCES BRAND TRANSFORMATION

MEDIHEAL

WITH THE LAUNCH OF ITS CONSUMER-DRIVEN ESSENTIAL  Mediheal
& AMPOULE COLLECTIONS

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Mediheal announces the relaunch of two core sheet mask collections featuring new fabrics (including Bamboo-derived hypoallergenic biodegradable vegan sheets) and enhanced proprietary active ingredient complexes to boost efficacy. The brand's Essential Mask Collection now features a new hypoallergenic fabric and treats skin concerns with a boost of new, more powerful active ingredients and the brand's Ampoule Mask Collection combines scientific skin complexes with new tailored sheets. The new collections are currently available on [MedihealUS.com](https://www.MedihealUS.com) and Amazon, for \$2-\$30 / 1-10 masks.

Mediheal re-developed both legacy collections with consumer feedback as an integral part of the process, while staying true to the brand's founding principles of dermocosmetics which fuses sophisticated active ingredients with skin health.

"We have maintained our number one position in the sheet mask category, globally, since 2015, and are currently available in 25+ countries," explains Jay Kim, Director of Overseas Business. "To reinforce our role as a global brand and establish our long-term vision, we renewed our brand identity and iconic mask collections to align with the rapidly changing world and to reflect what is most important to today's beauty consumer. In fact, we engaged with our customers throughout the development process to ensure each collection exceeds expectations."

By optimizing the formulas with upgraded ingredients and sheet mask materials, Mediheal delivers more effective solutions to treat various skin concerns. The brand has also reworked its packaging design to reflect how each mask works for specific skin concerns and its key characteristics, making it easy to understand for the customer. The new collections include products with vegan and biodegradable fiber and packaging made with FSC certified paper and soy ink.

The Ampoule Mask Collection comprises of masks that emphasize the functional aspects of scientific complexes: The N.M.F Ampoule Mask (Hydrating & Moisturizing – 8 types of Hyaluronic and 7 Amino Acids), The I.P.I Ampoule Mask (Brightening & Radiant – Niacinamide & Glutathione), The H.P.A Ampoule Mask (Exfoliating & Glowing – Hydra Peel Activator™) and The E.G.T Ampoule Mask (Nourishing & Tightening). The Essential Collection emphasizes ingredients and their efficacious properties, and is comprise of Tea Tree, Collagen, Phyto-Placenta, Vita, Watermide and Madecassoside masks.

The new Mediheal relaunch is available on MedihealUS.com and Amazon.

ABOUT MEDIHEAL

MEDIHEAL, a brand founded on the principles of dermocosmetics, merges science and beauty to provide solutions for your skin concerns. With a legacy of exclusive ingredients and advanced technologies, our research backed treatments deliver effortless results. MEDIHEAL combines the best of beauty and science with convenience for skincare that fits into your daily life.

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SHEET MASKS

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