

## INNOVATE, INNOVATE, INNOVATE!

Despite the economic uncertainties of recent months, FSKorea's turnover will reach \$35 million this year. China is the largest 'customer' market, accounting for around \$15 million on its own, followed by Europe (\$10 million) and the United States (\$5 million). The company has invested in three new injection and assembly machines for the manufacture of mascara. FSKorea has decided to strengthen its presence in North America and Europe and has also begun to market its products in South America and expand its markets into Central Asia, the Middle East and Africa.

Commercial activities are broadly divided between domestic and international markets and managed by the 'Brush Team' and the 'Packaging Team' respectively. 'The increase in customs duties has no significant impact on its business,' says J.K. Hwang, "but it will undoubtedly accelerate the trend towards relocating production to a particular country or region. Some US-based companies are looking to set up production facilities locally, while European countries want to relocate their production within the EU. As far as we are concerned, we are continuing to increase our investment in research and development in

order to continue creating innovative products capable of withstanding this trend towards relocation." Hence the objective for the coming months is to invest sufficiently in its production units to be as competitive as possible in external markets such as Europe. "We have decided to strengthen our presence in North America and Europe, and we have also started to market our products in South America and expand our markets to Central Asia, the Middle East and Africa. Our motto is simple: "Innovate, innovate, innovate". The proof is in this series of new packaging designs presented at PCD.



## UNRELENTING GROWTH AND INNOVATION

It was with great pleasure that we published our third sustainability report a few months ago, the previous one dating from 2021. First of all, I would like to express my sincere gratitude to all stakeholders for their unwavering trust and support for our sustainable management policy. The last three years have been a period of significant challenges and changes for all of us. Several crises have unfolded, notably including global economic uncertainty, the prolonged war between Russia and Ukraine, rapid fluctuations in inflation rates and energy prices, not to mention the worsening climate crisis. We are committed to leading the way in preserving the global ecosystem by achieving carbon neutrality and developing environmentally friendly technologies. Furthermore, by integrating ESG (environmental, social and governance) management as a core value, all our employees are working together to simultaneously achieve sustainable growth and create social value. In this new issue of our newsletter, we demonstrate not only our commitment to preserving our environment, but also our desire to continue innovating to bring new solutions to the beauty industry. And for the first time, you can meet us directly at the PCD trade show at our stand.

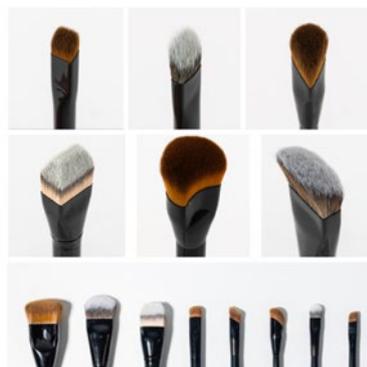


J.K. Hwang  
CEO

## A WHOLE WORLD OF BRUSHES

***FSKOREA is a globally recognised manufacturer and supplier of leading cosmetic brushes, striving to offer the highest quality and environmentally friendly products since its establishment in 1988.***

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## A WHOLE WORLD OF BRUSHES

(Continues from page 1)

The rectangular ferrules and bristle cuts are designed to adapt to each area of the face for even application and natural, effortless blending. The elastic bristles minimise marks and provide an excellent finish. They blur pores and refine skin texture while allowing for precise coverage on detailed areas such as the nose contour, under the eyes and along the jawline. More than just a brush, the collection is presented as a sculptural object. Their refined silhouette offers a comfortable grip and glides effortlessly along the curves of the face, combining elegance and performance.



The unique design of the ferrule allows for natural sweeping of larger areas of the face, creating smooth and balanced contours. They allow for delicate and even blending that enhances the application of the formula.

The curved surfaces hug the natural lines of the face and gently adapt to detailed areas, allowing for precise shading and controlled coverage. They allow for natural-looking correction without any heaviness.



The combination of angular ferrules, diagonally cut and cohesive bristles help the formula blend evenly and refine the skin's texture. The polygonal structure adapts to large and complex areas, allowing for a wide variety of formulas to be used.



The flat, slightly angled ferrule, combined with cleanly cut bristles, works with the airy density of the bristles to create a natural and soft blend. They allow for both eyeshadow application and precise complexion correction with clean, controlled results.



The dense, angled ferrule and slanted bristles adhere precisely to small, delicate areas and ensure accurate placement. They provide targeted coverage around the nose, under the eyes and along the lips with refined precision.

## THE BEST IN PACKAGING

### NEW COMPACT

Combining environmental awareness and luxury, the exterior design of this compact meets consumers' desires. Simply insert the mirror. The design allows the mirror to be removed and reused even when the compact is empty.



Detachable Mirror

Refillable design

### CLEVER PACKAGING FOR FOUNDATION

A slot in the cap and bottle allows the spatula to be stored, saving space and preventing it from getting lost. Simply remove the spatula from the slot, gently massage targeted areas with the ball-tip to help relax the skin and improve absorption, then open the lid and use the spatula to apply the foundation evenly to the skin. A professional-style application that is cleaner and more hygienic.



### ONE HAND IS ALL YOU NEED

The lever mechanism allows for easy dispensing with just one hand. A very light press is all it takes. Refilling is easy and there are bottle types to choose from. You can choose between airless and classic bottles.



## INNOVATING WHILE RESPECTING THE ENVIRONMENT !



FSKorea is making considerable efforts to design and develop environmentally friendly products in order to protect the global environment and reduce greenhouse gas emissions. It should be noted that as part of its efforts to raise employee awareness of the environment and promote environmental protection, FSKOREA organised its first environmental campaign in June 2024. During a conference entitled 'Small actions to protect the Earth, big changes for the future', the Group's employees decided to actively participate in environmental protection

activities that are easy to implement in everyday life, such as energy saving, recycling and avoiding the use of single-use products. The Group is also focusing on developing products that reduce the use of plastic, in particular by reducing the number or weight of components, but also by increasing recyclability through the use of single-material solutions. It should be noted that the company has installed solar panels. It should also be noted that the Group obtained the EcoVadis Platinum label last November.

## MEET US AT PCD

PARIS PCD PACKAGING WEEK 2026

Paris Expo Porte de Versailles  
Stand K210  
5 & 6 February 2026

FSKOREA  
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PLATINUM Top 1%  
ecovadis  
Sustainability Rating  
NOV 2025

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