

FROM 1932
TO OUR FUTURE

2023 SUSTAINABILITY REPORT

Sulwhasoo

02	OUR PURPOSE
03	OUR VALUE
04	OUR HERITAGE
05	OUR STATUS
07	OUR COMMITMENT

10	INNOVATING GINSENG SCIENCE
11	OUR APPROACH
12	Conservation and Globalization of Ginseng
15	Technological Innovation Driven by Ginseng Research
20	Sustainable Sourcing of Raw Materials

23	ACTING FOR THE ENVIRONMENT
24	OUR GOAL
25	Moving towards Sustainable Packaging
31	Becoming Carbon Neutral in response to Climate Crisis

34	REINVENTING OUR HERITAGE
35	OUR APPROACH
36	Traditional Beauty Embodied in Sulwhasoo Products
41	Co-existing with Culture, Honoring Traditional Values

OUR PURPOSE

Vision of Beauty Powered by Sulwhasoo

Sulwhasoo,
Building a World of Beauty
Powered by Art and Heritage

Sulwhasoo is an innovative artist in the field of beauty. We create products as works of art, powered by our heritage and unique skin science to transcend time and generations. With art and creativity as our vehicles, we will bring new beautiful experiences to the world, inspiring people everywhere to explore their heritage and create their own version of beauty.

OUR VALUE

Building a World of Beauty
Powered by Art and Heritage



HERITAGE

From 1932, starting from Misses Dokjeong Yun, the mother of the founder, Sulwhasoo is elaborating its beauty heritage since. With the wisdom to reinterpret the Korean tradition and culture to that of today, Sulwhasoo has become timeless and contemporary to value the iconic beauty of Korean culture. It has been and will be Sulwhasoo's distinctive value.



INNOVATIVE ARTIST

Everything from ingredient, efficacy, design to the texture showcases the artistry of Sulwhasoo. Sulwhasoo embraces traditional ingredients with rich heritage and cutting-edge technology to create the 'work of art'. The artistic spirit is at the core of the brand that transformed skincare products into works of art themselves.



OBSESSION WITH BEAUTY

All of Sulwhasoo's values and heritage made it possible to keep investing its relentless and obsessed research on Ginseng and to create the masterpiece of beautiful skin itself.

OUR HERITAGE

History of Today's Sulwhasoo



1932

Beginning of Sulwhasoo

Dokjeong Yun's camellia oil



1954

Beginning of ginseng research

Establishing Korea's first cosmetic research lab



1966

Launch of ABC Ginseng Cream

The very first skincare product containing ginseng



1973

Expansion of K-Beauty

Overseas export of Ginseng SAMMI



1987

Launch of Sulwha

Laying the foundation for Korean herbal cosmetics



1997

Launch of First Care Activating Serum

The very first boosting serum containing Korean traditional herbs

SINCE 1932, Beginning of Sulwhasoo

Amorepacific founder, Sungwhan Suh, the son of Dokjeong Yun who was a master camellia oil maker in Gaeseong, a city famous for ginseng, is the founder and originator of today's Sulwhasoo. In his youth, he learned the value of nature and developed a discerning eye for quality ingredients under his mother's watchful mentorship. Eventually, Suh decided to create cosmetics that harnessed the power of ginseng, one of Korea's most iconic plants.

Since ginseng had never been used in cosmetics before, research into its efficacy for the skin had to start from a blank slate. Ginseng was studied end-to-end from its head to roots and every possible extract was taken and tested for their potential efficacy. The hard work paid off in 1966 with the creation of ABC Ginseng Cream, marking the beginning of what Sulwhasoo is today. But we did not stop there. After continued research into ginseng, Ginseng SAMMI was introduced in 1973, containing the effective ingredient of ginseng called saponin as an extract.

Ginseng SAMMI was then exported overseas to markets including the United States, Japan, Europe and South America, introducing strengths of Korean culture ranging from its ingredient of ginseng-derived saponin to its packaging design inspired by Goryeo celadon. This success sparked global interest in Asia's legendary herbal ingredients and its traditional beauty regimens. Similar to how ginseng provided effective ingredients, there was now a belief that various other Korean traditional herbs could also be harnessed to extract beneficial components for the skin.

The research continued, and in 1987, Sulwha雪花 was born, a plant-based skincare product with effective ingredients derived from various Korean traditional herbs. Finally, in 1997, the journey evolved into Sulwhasoo雪花秀, a brand that embodies the theory and philosophy of Korean traditional herbs and is driven by four decades of herbal ingredient know-how coupled with skin science and technology. Sulwhasoo's subsequent original and in-depth research led to the introduction of First Care Activating Serum and Concentrated Ginseng Renewing Cream, among many others, bearing the fruit of ultimate beauty.



2000

Launch of Concentrated Ginseng Renewing Cream

Capturing the essence of ginseng research



2004

Expansion into global market

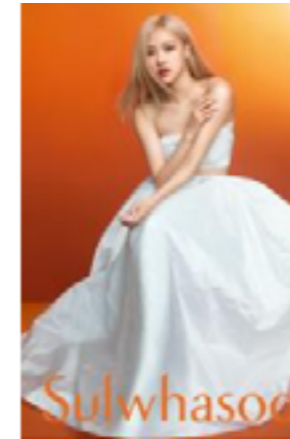
Opening the first overseas boutique in Hong Kong SAR China



2021

The House of Sulwhasoo

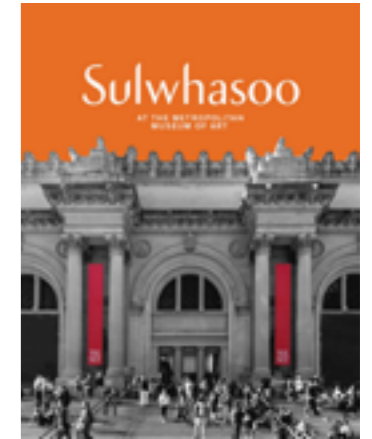
Opening the Bukchon Flagship Store



2022

Sulwhasoo Reblooming

Sulwhasoo's rebranding campaign



2023

Power of global heritage

Sulwhasoo X The Met partnership

Sulwhasoo's beauty as an ongoing process

Sulwhasoo's evolution did not stop even after the turn of the century. Ever since our venture into the global market, Sulwhasoo has been sought after around the world, especially at department stores and duty-free shops around Asia such as Mainland China and Thailand. Today, Sulwhasoo operates over 800 stores around the world,

cementing its reputation as Korea's top K-beauty brand. Sulwhasoo's journey toward beauty is an ongoing process even as we speak. Our endless endeavor toward transformation and innovation is particularly prominent in Sulwhasoo Reblooming, our rebranding campaign launched in 2022. The rebranding served as another powerful communication with global consumers about the value of our unrivaled ginseng research as well as Sulwhasoo's identity of building a world of beauty powered by art and heritage.

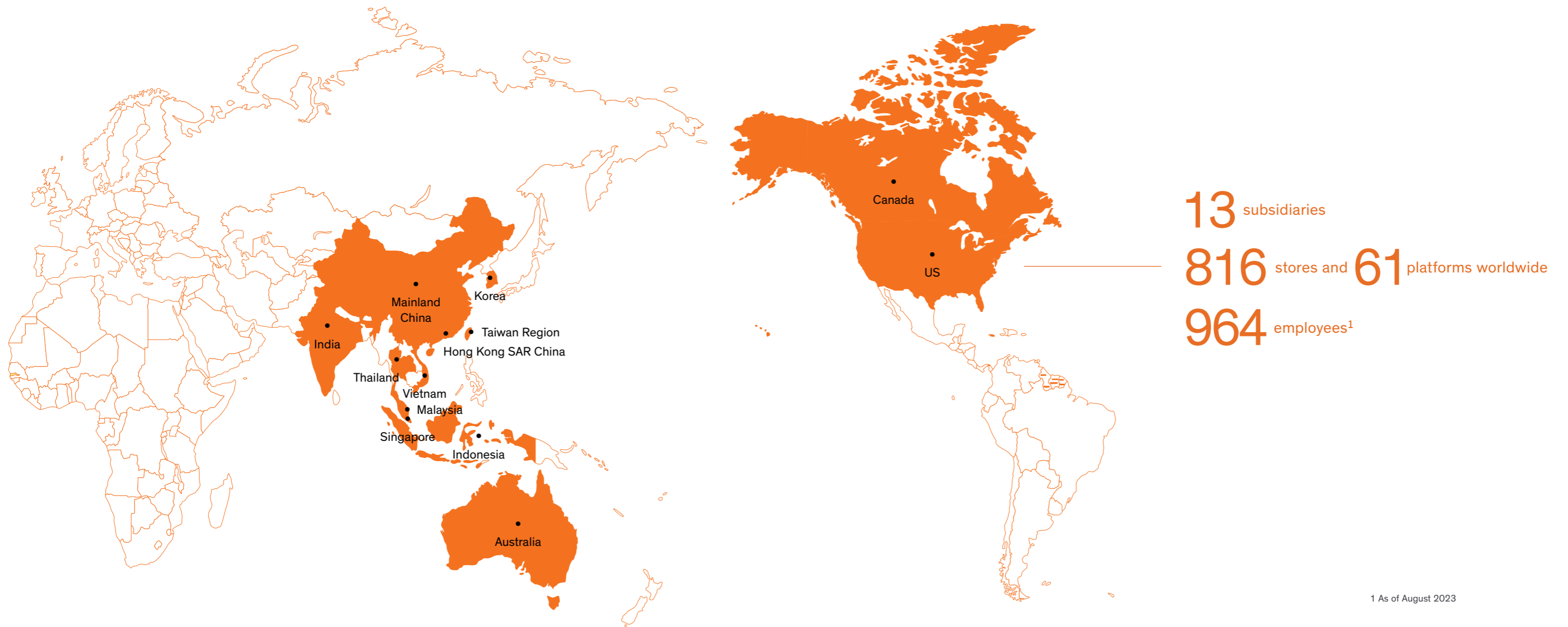
Since then, Sulwhasoo has been building upon our respect for art and heritage by introducing a variety of cultural activities such as The House of Sulwhasoo Bukchon and Sulwhasoo X The Met partnership, which offer inspiration to our customers in their day-to-day lives. We also continue to present modern re-interpretations of Korea's culture from the past in order to share with the rest of the world our traditional culture and Sulwhasoo's unique idea of beauty.

From the very first ginseng cream in 1966 to the very first boosting serum containing Korean traditional herbs, Sulwhasoo has been a pioneer of many firsts in related technology. and in this process, empowering countless women across generations over a long period of time. As innovative artists in the field of beauty, we will continue to communicate the true value of beauty as defined by Sulwhasoo.

OUR STATUS

Sulwhasoo's Unique Aesthetics,
Where K-beauty Begins

Throughout our history of pioneering many firsts and paving an undeniable path of excellence, Sulwhasoo accomplished tireless innovations to transform the entire beauty industry of Korea and become the starting point of K-beauty that is celebrated around the world. Today, Sulwhasoo, headquartered in Korea, is engaging with consumers in 816 stores and 61 online platforms around the world, including in Asia, Americas and Oceania.



OUR COMMITMENT

Sulwhasoo's Commitment for a Sustainable Future

FROM 1932



TO OUR FUTURE

Sulwhasoo will continue its journey toward beauty across various aspects of sustainability and spread positive influence around the world, accompanied by a sense of respect and responsibility toward our source of inspiration, Mother Earth.

OUR COMMITMENT

Sulwhasoo's Three Sustainability Principles



INNOVATING GINSENG SCIENCE

Sulwhasoo continues innovation through ceaseless research and discovery of beauty ginseng.



ACTING FOR THE ENVIRONMENT

Sulwhasoo designs and produces sustainable products to minimize environmental impact of our products.



REINVENTING OUR HERITAGE

Sulwhasoo strives for preservation and creative reinvention of cultural heritage to be passed on, while providing positive inspiration for modern lives.

OUR COMMITMENT

Resilient Beauty
from Mother Earth

At the origin of Sulwhasoo lies Mother Earth that holds all that we call vital. We are a brand that embodies the nature's robust vitality to the fullest, including what is dubbed the essence of Mother Earth, ginseng.

In this light, we fully recognize the environmental and social impact of our products and activities and have engaged in business with a sense of unlimited responsibility. As a pioneer in the field of beauty, Sulwhasoo will continue our journey toward beauty across various aspects of sustainability and spread positive influence around the world. Our publication of the first brand sustainability report marks Sulwhasoo's first step to this end.

In this report, we declare Sulwhasoo's sustainability vision and aim to continue sincere communication with various stakeholders based on three sustainability principles. We seek to create Sulwhasoo's world of sustainable beauty that is powered by tireless ginseng research and innovation, environmental commitment inspired by our creative spirit of circulation, as well as preservation and reinvention of cultural heritage. This is closely aligned with '2030 A MORE Beautiful Promise,' the sustainable management goal of Amorepacific that was founded under the mission, 'We make A MORE beautiful world.' Driven by the three principles of 'Ginseng science,' 'Environment' and 'Cultural heritage,' Sulwhasoo will achieve Amorepacific's two sustainability pillars—'Moving forward together with customers and society' and 'Co-existing responsibly with nature.' Until the day we fulfill our calling to make all the people and the world beautiful, Sulwhasoo promises to accompany you on the journey for sustainability.

INNOVATING GINSENG SCIENCE

The Mystic Ginseng Meets Science of Wisdom to Create New Values

Sulwhasoo's core ingredient is none other than ginseng. Our obsession and passion toward ginseng, which began since the brand's foundation, powered ceaseless research for healthy skin. This gave birth to Sulwhasoo's own proprietary technologies as well as ingredients with real efficacy and differentiated product quality. Inspired by our brand philosophy of enriching ancestors' wisdom with modern science, Sulwhasoo spares no investment in the research on efficacy of ginseng and Korean herbal ingredients, which is yielding unparalleled findings. Even at this very moment, we are driving our evolution by continuously challenging and innovating ourselves.



OUR APPROACH

Based on our firm and longstanding belief in ginseng as the gift of nature, Sulwhasoo opened a new horizon of 'ginseng for beauty' rather than 'ginseng as food' by incorporating innovative technologies and sustainability throughout the entire process, beginning from sourcing of ginseng to its research and processing. We will continue to be guided by our obsession with beauty as we spread the value of ginseng far and wide to honor and reinvent our ginseng heritage.

1

Conservation and globalization of ginseng

Sulwhasoo honors the heritage of ginseng and Korean traditional herbs as ingredients. We conserve and spread the value of ginseng in our products around the world through activities such as development of DNA barcoding technology for unique plant variants and collaboration with international research teams.

2

Technological innovation driven by ginseng research

Sulwhasoo's technological innovation, stretching over more than half a century, has been a tireless process of discovering ginseng's efficacy and maximizing its value. We are giving shape to our ancestors' wisdom through modern science and technology, powered by Sulwhasoo's technology research that leverage epigenetics, data mining and other innovative approaches.

3

Sustainable sourcing of raw materials

Sulwhasoo is building our own sustainable ecosystem through responsible co-existence with ginseng farms and fair procurement from local communities. We only produce products that are reliable right from the stage of raw material sourcing, enabling Sulwhasoo's belief in ginseng and Korean herbal ingredients to reach the rest of the world.

GINSENG SCIENCE

Conservation and Globalization of Ginseng

All that exists on the planet Earth live in harmony under the laws of nature. Sulwhasoo respects the value of precious herbal ingredients like ginseng as part of nature and strives to conserve them. By doing so, we ultimately seek to share with the rest of the world the benefits and value of Sulwhasoo's ingredients.



Sulwhasoo's DNA barcoding technology for identification and conservation of the original species

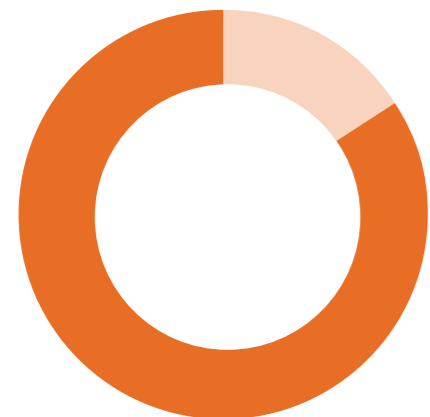
The demand for different Korean traditional herbs changes dramatically with the times. Those that are difficult to come by are often distributed on the market as similar variants with resemblance to the original in the exterior but different internal DNA information. This results in similar variants with higher availability becoming the dominant species to gradually displace the original variants entirely. In order to prevent such loss while conserving the value of the original species used in our products, Sulwhasoo began research into plant DNA barcoding in 2020. Plant DNA barcode refers to genetic information that serves as the identification of plant species and can be used to distinguish one species from another.

We are currently in the process of turning DNA base sequence into barcodes for the five ingredients Lotus, Solomon's Seal, Peony, White Lily, Rehmannia used in products containing JAUM Balancing Complex™. When purchasing any ingredient, we execute contracts only upon confirming its authenticity based on positive sampling analysis results. This enabled us to achieve our current coverage of plant DNA barcoding, which is over 85% of all Sulwhasoo products.

We also conduct research into ginseng field ecosystem through independent microorganism screening studies. Such endeavors of Sulwhasoo are contributing to not only preservation of our product quality but also conservation of species and biodiversity.



Above Peony
Below Solomon's Seal



Coverage of
DNA-identified plant ingredients¹

85.6%

¹ As of September 2023



Sulwhasoo's publication of <White Paper on Ginseng> (January 2020)

Sulwhasoo's <White Paper on Ginseng>, Benefit the world by promoting ginseng

Ginseng is a precious plant that has been renowned around the world since Goryeo Dynasty, embodying the wisdom of nature and people of the Korean peninsula. After long research focused on the value of ginseng, Sulwhasoo noticed that there was no compilation of accurate information about ginseng befitting its high public awareness. To address the absence of information, Sulwhasoo Heritage & Science Center published the first-ever <White Paper on Ginseng> in 2020, compiling all the knowhow from Sulwhasoo's ginseng research and proposing sustainable directions for future research. <White Paper on Ginseng> provides a general introduction of Korean Ginseng together with the history of ginseng cosmetics in Korea as well as the present and future of ginseng as an ingredient. Sulwhasoo Heritage & Science Center will continue to publish new editions of <White Paper on Ginseng> as we maintain our in-depth research driven by the passion toward ginseng.

Introducing ginseng around the world with international researchers

Sulwhasoo Heritage & Science Center hosts and engages in various international symposiums to inform the world of ginseng's excellence, share our findings from ginseng research, and create a venue to exchange ways of future development.

Beginning with the 1975 symposium on effective components contained in ginseng, we planned and hosted an international symposium in August 2020 under the theme of 'The Value of Ginseng in Asian Medicinal History & The Evolution of Ginsenomics for Anti-Skin Aging.' We also launched a joint research program called NBRJ^{New Beauty Research Initiative} with Johns Hopkins University, the results of which were presented in May 2023 during the Sulwhasoo Symposium on epigenetics hosted as part of International Societies for Investigative Dermatology^{ISID} 2023 held in Tokyo, Japan. More recently, in September 2023, we shared our findings from plant DNA barcoding research at International Federation of Societies of Cosmetic Chemists^{IFSCC}. Sulwhasoo will continue to promote the value of ginseng around the world through innovative research and active engagement in international symposiums.



Above International Symposium on Ginseng (August 2020)
Below Sulwhasoo Symposium at ISID2023 (May 2023)

Technological Innovation driven by Ginseng Research

Our powerful belief in ginseng led to over half a century of technology research. Sulwhasoo's tireless technology research not only discovered ginseng's potency and its strong vitality but also enriched our ancestors' wisdom from the past with modern science and technology of today, illustrating the age-long philosophy of Sulwhasoo to preserve the value of tradition.



Maximizing Ginseng's Value through Innovative Technology Research

The culmination of research on botanical part of ginseng

Sulwhasoo was keen to identify the potential use of ginseng not only in the roots but in its entirety, including leaves, stems and berries that were previously not in much use. Research spanning different parts of ginseng ever since 1966 found effective components for the skin, such as saponin, across various parts of the plant that offer benefits ranging from soothing and improved signs of aging to increased skin firmness.

These parts in ginseng are now being harnessed as core components in each and every one of Sulwhasoo products. By discovering the benefits of ginseng's aerial parts, which previously were simply discarded with no purpose, we were able to not only maximize the efficacy of our products but also reduce waste of resources. Furthermore, finding new values in ginseng drove its demand, contributing to the creation of new market channels as well as higher income for ginseng farmers.

Ginseng berry, the rare and mystic fruit of ginseng

Ginseng berry^{fruit of ginseng} has the efficacy of improving signs of aging, which was found to be attributable to a particular component^{Syringaresinol} that exists only in ginseng berries. In order to obtain this rare component, which requires 600,000g of ginseng berries to yield just 1g, Sulwhasoo conducted 17 years of research and successfully developed the technology for isolating and refining the component.

Previously, ginseng berries had limited availability because they were not grown for any purpose other than acquiring seeds so as to ensure unhindered growth of ginseng roots. However, Sulwhasoo implemented a contract-based cultivation system, which not only reduces waste of resources in responsible co-existence with farmers but also secures a supply of high-quality ginseng berries to be used in our products.



The Ultimate S lineup that contains ginseng berry
SR^{Syringaresinol} as core ingredient



“For over five decades since 1966, Sulwhasoo has conducted holistic research of ginseng part by part, including its roots, berries, leaves, stems and seeds. As a result, we were able to extract and refine highly concentrated active components for the skin hidden in ginseng and turn them into products that provide intensive care for signs of aging and add vitality to the skin. Now, we must study and interpret all connected parts as a whole instead of one by one.”

—
Researcher Donghyun Kim
at Sulwhasoo Heritage & Science Center



Concentrated Ginseng Renewing lineup with Ginsenomics™ as core ingredient

Why ginseng is good for the skin, Ginsenomics™ perfected with bioconversion technology

“If ginseng is good for the health, wouldn’t it also be good for the skin?” This question is how our ginseng research began and what eventually led to the invention of Sulwhasoo’s innovative anti-aging technology. A previously known but rare component within ginseng called saponin had excellent anti-aging benefits for the skin but could only be acquired via ingestion and metabolic processing in the human body.

Sulwhasoo carefully analyzed The Metabolic process of ingesting ginseng and developed a sophisticated processing technology for emulating enzymes isolated from intestinal microorganisms to produce a large volume of the rare ginseng saponin. This is the bioconversion technology of Sulwhasoo.

This then led to the birth of Ginsenomics™, Sulwhasoo’s core anti-aging ingredient. Our bioconversion technology that enables mass production of Ginsenomics is patented not only in Korea but also globally. Ginsenomics, the result of our proprietary technology research, is now used in many of Sulwhasoo’s iconic products such as Concentrated Ginseng Renewing lineup.



Ginseng’s aging process



White Ginseng Radiance Refining Mask with white ginseng powder as core ingredient

Manufacturing of white ginseng powder by upcycling

Our manufacturing process for white ginseng¹ powder has reference to historical records of our ancestors who would apply powdered white ginseng on the skin. Sulwhasoo’s white ginseng powder inspired by the past is manufactured through a process of drying, pulverizing and sorting, to be used in Sulwhasoo products such as White Ginseng Radiance Refining Mask. This process reduces energy footprint due to its simplicity compared to other cosmetic ingredient extraction processes as well as the fact that it does not require organic solvents or water. In addition, this process uncovered a new potential of the raw ginseng plants that could not be used previously due to ingredient specifications. We are now extracting and making a strong use of polysaccharide components in ginseng, which went largely unnoticed before, by upcycling them into effective ingredients.

¹ Fresh ginseng, dried in its raw state, is called white ginseng

Lymphanax™, skin active from aged ginseng that wakes up the skin

“Just as green tea is fermented to make black tea, can’t we age ginseng to get new components?” While studying ginseng tirelessly, Sulwhasoo was inspired by the fermentation process of green tea, which holds as many potent components as ginseng. This is how Lymphanax™ came into being, a core skin activation component discovered in ginseng that was aged for 500 hours. The addition of this effective component in Sulwhasoo products was verified to boost the skin’s natural power and improve signs of aging. Today, Lymphanax™ is used as the core ingredient of First Care Activating Serum VI.



First Care Activating Serum VI with Lymphanax™ as core ingredient

Sulwhasoo's Technology Philosophy, Connecting the Past with the Present

Sulwhasoo Heritage & Science Center, where modern science is shaped by wisdom of the past

Sulwhasoo Heritage & Science Center leads Sulwhasoo's unique and continuous innovations by bringing together Asia's wisdom and modern science.

The center captures our brand philosophy of reinterpreting and reinventing traditional values from a modern perspective by leveraging cutting-edge modern science to enrich our ancestors' wisdom since old times, such as what is embodied in Dongui Bogam¹.

Our never-ending curiosity and experiments in beauty ingredients have consistently evolved, and even as we speak, Sulwhasoo Heritage & Science Center is creating new innovative solutions for healthier skin.

¹ Dongui Bogam is an encyclopedia of medical knowledge and treatment techniques compiled in Korea in 1613 by Heo Jun, an acclaimed physician of the royal family.



Researcher at Sulwhasoo conducting innovative ginseng research

Challenging the inherent limitations of skin genes


Epigenetics is the study focused on life impact and mechanism of epigenetic factors, such as environment and lifestyle, that transcend genetic dispositions. It is with this epigenetic approach that Sulwhasoo analyzes and studies various factors that can contribute to a life with healthier skin.

Such research revealed that core effective components in ginseng provide care for epigenetic factors in the skin to make it healthier. Sulwhasoo's pursuit for solutions that fight aging and make your skin more beautiful will continue through in-depth research of the latest skin science.

History of our innovative research and awards: Sulwhasoo's accomplishments in ginseng research

Patent applications in Korea

approximately **310** applications


Patented technology applications related to ginseng and skin science including patented stabilization of Ginsenomics capsules


Patent applications globally

approximately **410** applications


Patented technology applications including bioconversion technology and Ginsenomics anti-aging composites


Papers and presentations at international symposiums

88 papers and presentations


Participation and presentation at international symposiums such as IFSCC


Awards

17 awards


World's first rare Ginsenoside that improves skin aging received Korea Technology Award as one of top 10 new technologies

Joint research projects

15 projects


Active engagement in global joint research such as NBR¹New Beauty Research Initiative program with Johns Hopkins University



Front view of Sulwhasoo Heritage & Science Center



Sulwhasoo's data mining technology

Data mining technology, turning wisdom in Dongui Bogam into modern beauty solutions

Sulwhasoo introduces innovative beauty solutions that leverage Korean traditional herbs by bringing together traditional wisdom found in Dongui Bogam with modern science. Dongui Bogam, which is on UNESCO's Memory of the World Register, is a precious archive of our ancestor's wisdom and knowledge, documenting as many as 1,041 herbal ingredients and 3,912 prescriptions. Noting the hidden skin benefits of these various Korean herbal ingredients in the book, Sulwhasoo applied data mining technology to analyze words in the original text that are related to skin efficacy and extracted relevant data for skin concerns in modern times. Furthermore, we categorized the knowledge contained within the book in the context of contemporary women and conducted cross-analysis with contemporary experiments. This gave birth to Sulwhasoo's own database with hundreds and thousands of data sets on Korean herbal science, heralding the beginning of the very first digital medicine chest powered by Dongui Bogam.

Declaring 'No Animal Testing for Cosmetics' with respect for life

Sulwhasoo is aligned with Amorepacific's vision of going beyond people and making the world more beautiful. Amorepacific respects all forms of life and supports animal welfare and bioethics. That is why we do not engage in animal testing. Since 2008, we have ceased all animal testing. Officially declaring against animal testing for cosmetics in 2013, we also ask our suppliers and partners to do the same unless obligated by regulatory bodies for reasons of safety.

In addition to prohibiting animal testing, Amorepacific has been researching and implementing alternative research methods for over 30 years to ensure that our ingredients and products are safe. In 2023, we became the first Korean beauty company to join ICCS, the global consortium against animal testing. Our commitment to advancing alternative methods and promoting animal welfare continues today.



Amorepacific, the first in Korea to join ICCS International Collaboration on Cosmetics Safety, a global initiative for the prohibition of animal testing

Sustainable Sourcing of Raw Materials

Sulwhasoo prioritizes the creation of a sustainable ginseng ecosystem when sourcing raw materials. We ensure that our activities positively contribute to society through responsible co-existence with ginseng farms and fair purchase from local communities. Furthermore, we produce products with more environmental and safe ingredients that can be fully trusted based on efficient ginseng cultivation and strict quality control.



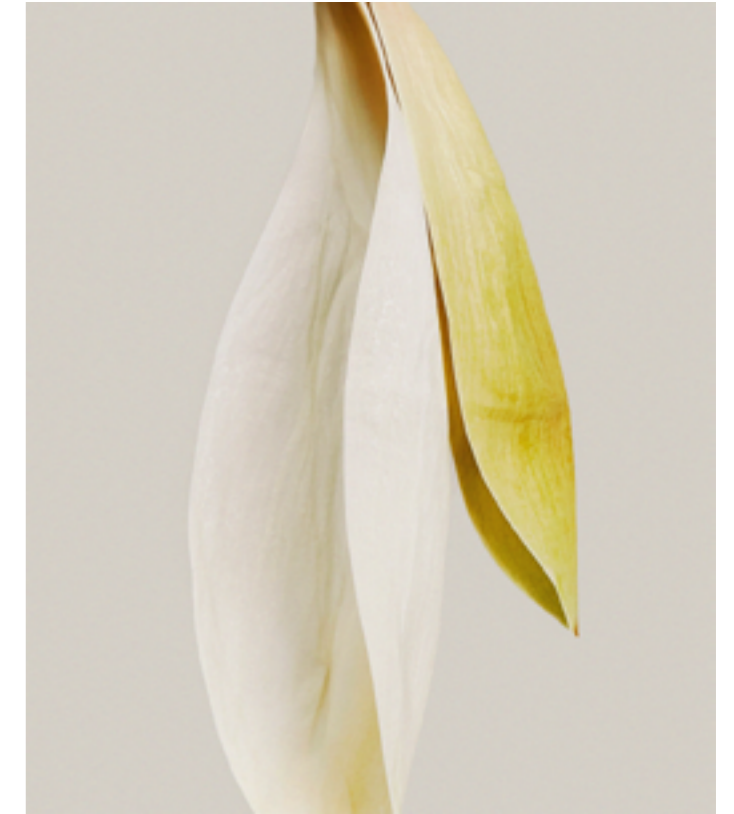
Beautiful co-existence with ginseng farms through contract-based cultivation

Sulwhasoo contributes to the local economy of ginseng growers by adopting 100% contract-based cultivation system that allows continuous job creation at farms and stable supply of raw ginseng materials.

We also provide regular cultivation guidance for contracted farms. Sulwhasoo sends dedicated ginseng researchers to contracted ginseng fields for annual on-site inspections and provide guidance to farms by publishing instruction materials for contracted cultivation. We also hold training sessions on raw ginseng materials and cultivation for ginseng farm cooperatives in the country's major regions. These are some of the efforts by Sulwhasoo to systemically improve the cultivation process of contracted farms and disseminate more scientific farming techniques.



Bulb of white lily



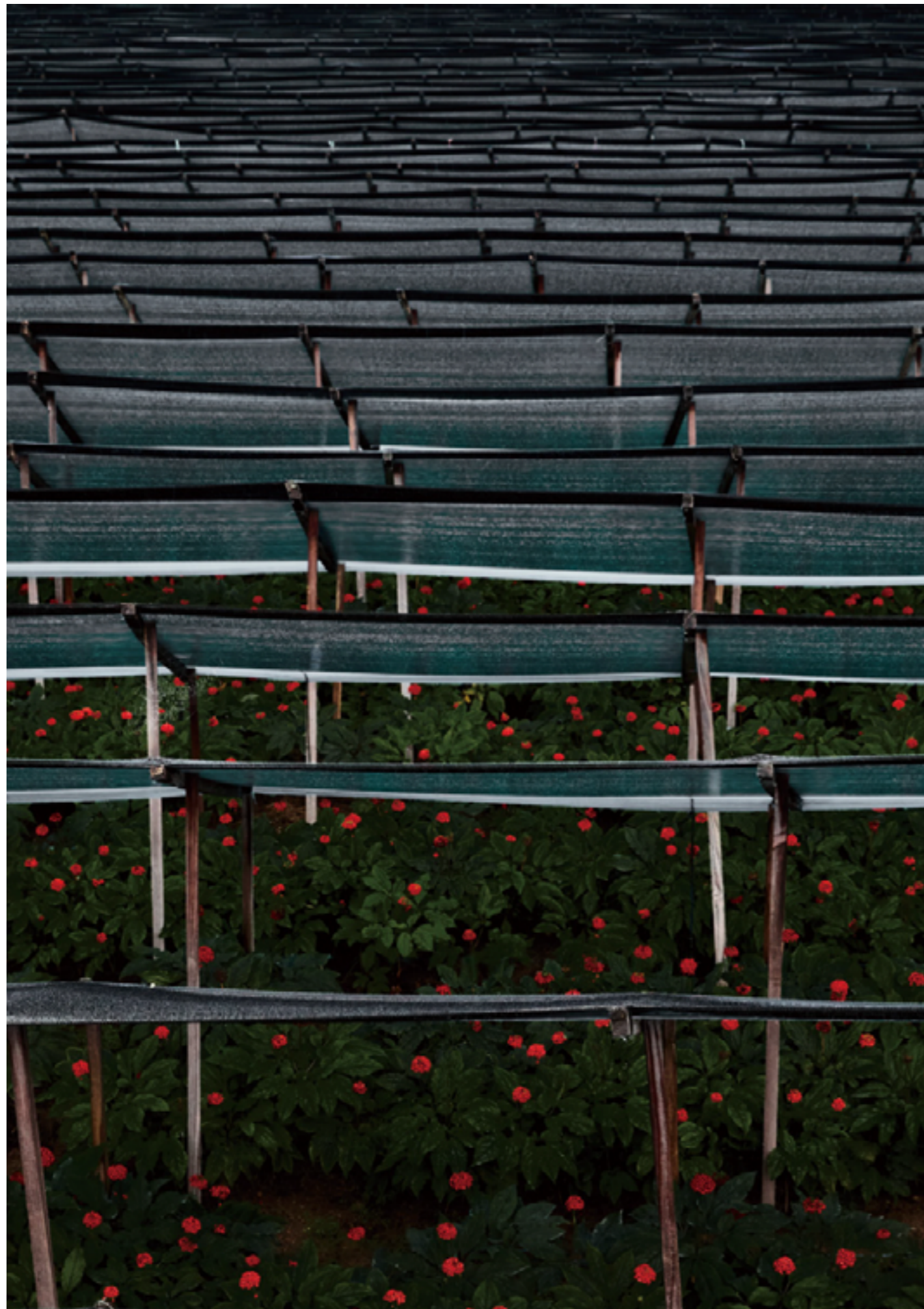
Lotus



One of the fields where ginseng for Sulwhasoo is cultivated

Fair purchase of raw materials from local communities

In procuring any raw plant materials including but not limited to ginseng, Sulwhasoo values the importance of ethical and environmental co-existence with local communities and the use of clean and reliable raw plant materials for consumers. Since 2010, with the group-wide three principles^{Contribution to local communities, Environmental protection, Customer satisfaction} in mind, Amorepacific has been procuring raw materials through fair purchase agreements executed with eight regions in Korea. Of these, Sulwhasoo has agreements with two regions^{Jeongeup-si, Jeollabuk-do Province and Taean-gun, Chungcheongnam-do Province} that supply lotus and white lilies for our products.



For less ginseng to go to waste
— Seeking co-existence with nature
through efficient ginseng cultivation

Farming of ginseng for Sulwhasoo uses direct seeding method that involves sowing of seeds close to each other directly into the field, rather than planting of seedlings. This is more efficient than alternative cultivation methods as it maximizes the yield per unit area at ginseng farms. In addition, we determine the usefulness of a particular ginseng plant not by its exterior shape but only based on the quality of the raw plant. Such principles of Sulwhasoo drive environmental and social sustainability by minimizing the amount of raw materials that go to waste while adding to the farms' profitability.

**Quality management
of Sulwhasoo products
that begins with raw materials**

In order to produce cosmetics that are reliable and safe for customers, we apply strict standards for harvesting and managing all ginseng plants that become our raw materials. We directly manage and verify the entire process, from careful selection of clean sites for ginseng farming all the way to final safety and quality evaluation of the raw materials and shipment from the farms. As a result of this meticulous and thorough quality control, Sulwhasoo products contain 100% traceable and reliable ginseng raw materials.



Left One of the fields where ginseng plants for Sulwhasoo are cultivated
Right A Sulwhasoo researcher supervising ginseng harvest

ACTING FOR THE ENVIRONMENT

Sulwhasoo's Pursuit for Co-existence with Mother Earth

Nature lives and breathes silently but persistently. Sulwhasoo has a sense of respect and responsibility toward Mother Earth that is both the beginning and inspiration of our brand. We identified what we can and must do in response to climate change, which is an urgent environmental challenge faced by today's and tomorrow's generations. We will maintain our commitment to the environment by designing and producing products that return back to mother earth.

As a pioneer in the field of beauty, Sulwhasoo continuously strives to make our products more sustainable, reduce environmental impact of the entire process from raw material supply to disposal, and preserve the beauty of the Earth.



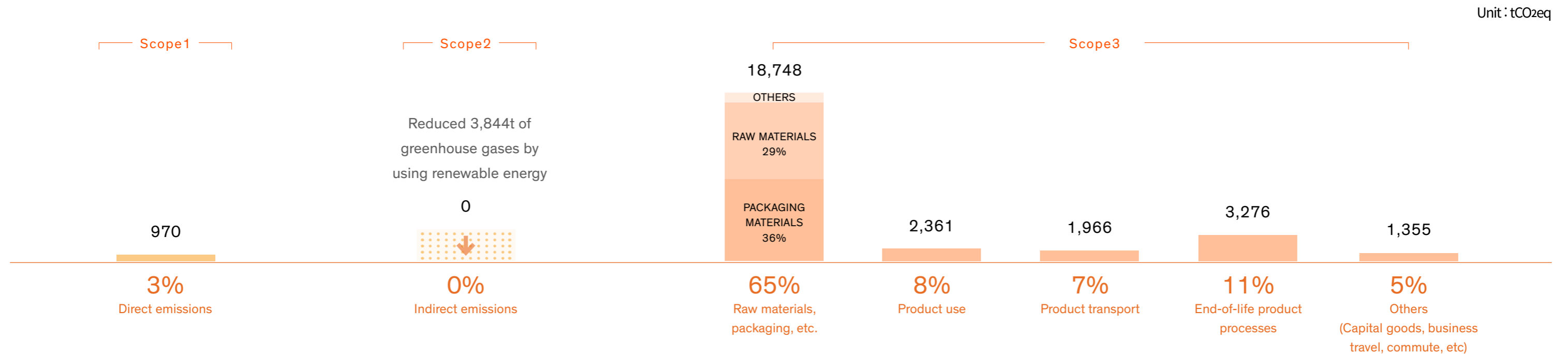
ACTING FOR THE ENVIRONMENT

OUR GOAL

A large part of carbon emissions are attributable to design, production, and disposal of products. With this understanding, Sulwhasoo adopted the approach of minimizing our environmental footprint across the entire product lifecycle. We will also ensure the circularity of all products by setting higher targets for future transformation and driving innovations in sustainable raw materials and packaging. Sulwhasoo's future action plan for sustainability is discussed in the context of Amorepacific's governance as we seek to identify areas of improvement every year and change accordingly.

Sulwhasoo's Carbon Footprint in 2022 *Total: 28,675 tCO₂eq

Carbon footprint can be categorized into product footprint, which covers the product lifecycle from supply of raw materials/packaging materials to manufacturing, transportation, use, disposal, and corporate footprint, which covers direct and indirect emissions from corporate activities.



1. Moving towards Sustainable Packaging

LESS PLASTIC	<p>Reduce plastic use by 15% by 2030¹</p> <p>Use at least 30% or more recycled materials by 2030²</p>
BETTER PACKAGING	<p>Design 100% recyclable/reusable/compostable products by 2030</p> <p>Continuously expand refillable product portfolio and offer reuse services</p>
AMORE:CYCLE	<p>Retrieve empty cosmetic bottles to achieve the value of resource circulation</p>

2. Becoming Carbon Neutral in response to Climate Crisis

CARBON NEUTRAL	<p>Maintain use of 100% renewable energy attained in 2022</p> <p>Conversion of business sites to carbon neutrality by 2030</p>
ZERO WASTE	<p>Maintain zero waste-to-landfill at production facilities</p>
WATER EFFICIENCY	<p>Optimize efficiency of water use at production facilities</p>

¹ Baseline year 2021, unit: g/EA

² Includes recycled glass and recycled plastic

Moving towards Sustainable Packaging

Sulwhasoo believes that applying environmental designs and materials is one of the important elements in cutting carbon footprint. As part of the transformation toward sustainable packaging, we will reduce the use of plastic, adopt paper and glass as alternative packaging materials, and enhance the circularity of our products by retrieving empty bottles.





LESS PLASTIC

Minimizing the use of virgin plastic

– The Ultimate S lineup

Making products refillable

Refillable products are designed so that after finishing the product, customers can simply replace the inner container with a new one and reuse the external container. Sulwhasoo currently offers refillable options for not only makeup products such as Perfecting Cushion but also skincare products such as Timetreasure Honorstige Cream. In 2023, Sulwhasoo launched a renewed and refillable version of The Ultimate S Cream, the brand's flagship high-end product and one of our longtime bestsellers. Refilling The Ultimate S Cream instead of repurchasing a new full product can reduce as much as 55% of plastic use.



Reduces plastic by max **55%**

Based on 30ml refill for The Ultimate S Cream.

Turning containers into glass

In order to reduce plastic use, Sulwhasoo leverages packaging alterations, such as weight reduction, removal, and replacement, from the stage of product design. For example, previous packaging of The Ultimate S Cream that included materials like plastic, aluminum, and PET was converted into a glass container during the 2023 renewal, reducing plastic use by approximately 70%.

Reduces **10** ton of plastic

Based on total production volume of The Ultimate S Cream (full product) in 2022

LESS PLASTIC

Using recycled plastic

First Care Activating Serum VI

PCR^{Post-consumer Recycled} refers to recycled materials made from retrieved plastic wastes discarded by consumers after use. The cap of the First Care Activating Serum VI is made with 50% PCR plastic.¹ This can contribute significantly to reducing our environmental footprint by recycling used plastic and cutting the use of virgin plastic. Furthermore, we reduced the weight of glass containers for the First Care Activating Serum 90ml and 120ml, resulting in the reduction of glass use by 12.8% and 25.0% respectively. Additionally, our packaging utilizes sustainably produced paper that is Forest Stewardship Council (FSC)-certified.²

¹ 1.7g of PCR plastic is used in a 90ml bottle

² International certification confirming that the paper was produced from sustainably managed forests. Approximately 76% of all Sulwhasoo product items incorporate FSC-certified packaging.





LESS PLASTIC

Using recycled plastic

Perfecting Cushion

The packaging of Perfecting Cushion, which was renewed in 2023, also incorporates PCR plastic as a material in the middle container.

The body of packaging for Gentle Cleansing lineup has also been made with more than 30% PCR materials since 2022. As of now, about 84 items¹ in our brand use recycled plastic in their packaging. We are committed to expanding the use of recycled materials for our products in the future.

¹ As of December 2023

LESS PLASTIC

Using paper trays

In the second half of 2023, Sulwhasoo converted plastic trays to paper ones in set products for the Korean market. We are also reducing plastic packages that are discarded after just a single use by introducing completely restructured packaging with no plastic trays for our bestseller set products including the First Care Activating, Concentrated Ginseng Renewing, and The Ultimate S lineups. We plan to expand these changes to all exported products by 2030.

Reduces **10** ton of plastic

Based on new bundle products (full products) released in the Korean market in the second half of 2023



<My First Sulwhasoo Set> that uses paper-only packaging with no plastic buffer or fixer

BETTER PACKAGING

Transition to recyclable products

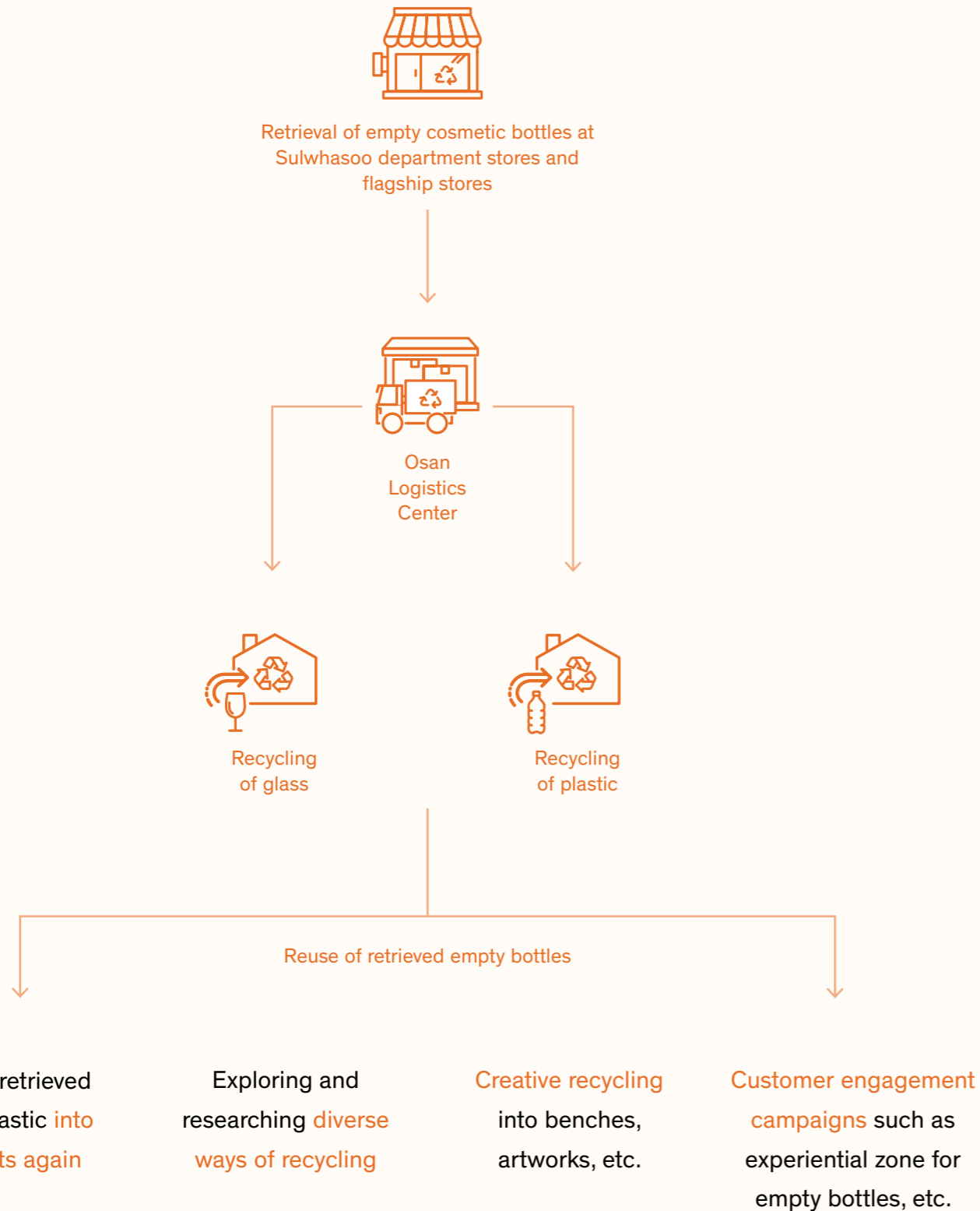
Packaging for cosmetic products often requires a mix of different materials to ensure the safety of content as well as aesthetics. In particular, packaging that incorporates complex structures and composite materials is difficult to recycle and often has to be incinerated or landfilled. Sulwhasoo improved how product packaging is structured over a long period of time to allow easier recycling, such as by removing decoration on the shoulder of containers or metallic strip decoration at the bottom of caps. Furthermore, we continuously strive to develop eco-friendly technologies in collaboration with external stakeholders to apply new materials and structures in packaging for improved recyclability and higher product quality. Such dedication of Sulwhasoo will further boost the value of product circulation by making it easier for consumers to sort and recycle the packaging of finished products.



BETTER PACKAGING

Using paper shopping bags

Sulwhasoo's efforts to add circular value are also reflected in our shopping bags. From 2023, all Sulwhasoo shopping bags were made with paper with no plastic coating for enhanced recyclability. Recycling of shopping bags is made even easier because they do not contain any other materials besides paper, even in the handles.



AMORE:CYCLE

**Retrieval of empty bottles:
generating circular value
together with customers since 2009**

All department stores and flagship stores that sell Sulwhasoo products retrieve empty cosmetic bottles that customers return to the store as part of Amorepacific's AMORE:CYCLE campaign, so that they are circulated instead of being discarded.

The collected bottles undergo the primary sorting process at Amorepacific's Osan Logistics Center. They are then sent to glass or plastic recycling companies for secondary sorting and processing. Afterwards, part of them are reapplied in the new Sulwhasoo product packaging.

We also make use of the retrieved bottles as materials for benches, artworks, or in-store flooring and furnishing as part of our continuous commitment to circulation.

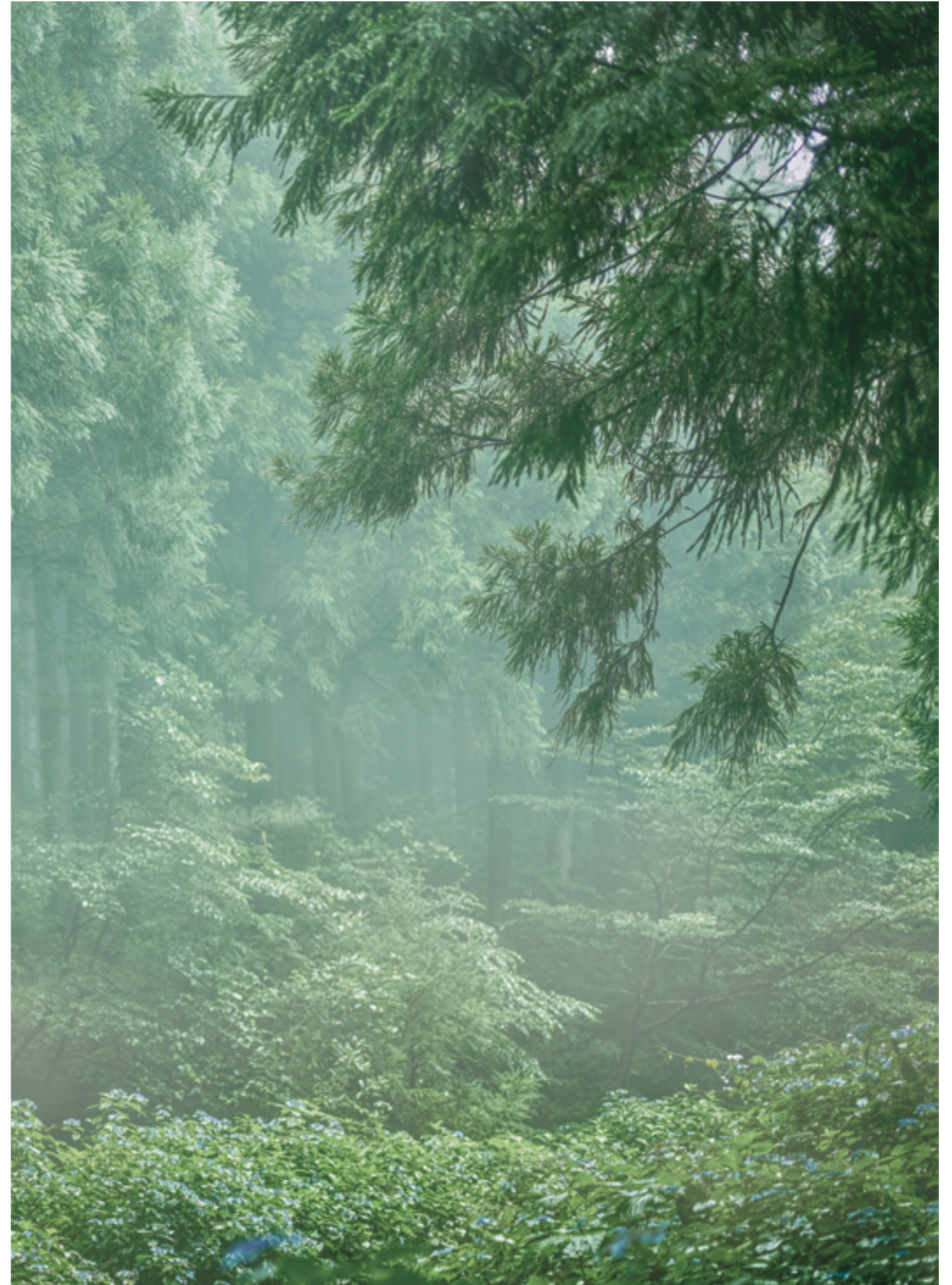
Cumulative amount of retrieved empty bottles

2,473ton 

Based on Amorepacific Group (2009~2022)

Becoming Carbon Neutral in response to Climate Crisis

Production for Sulwhasoo at Osan Amore Beauty Park has been powered by 100% renewable energy since 2022. But we will not stop there. Sulwhasoo strives for zero climate impact of our production by offsetting greenhouse gas emissions from direct fossil fuel use, minimizing wastes, and optimizing water footprint.





Photovoltaic panels at Osan Amore Beauty Park

CARBON NEUTRAL

Carbon neutral production

Osan Amore Beauty Park, where all Sulwhasoo products are manufactured, took a strong initiative to expand the use of renewable energy. As a result, Osan Amore Beauty Park achieved RE100 in 2022, which is a global campaign committed to 100% renewable energy in corporate procurement of electricity by 2050. With Osan Amore Beauty Park having achieved transition to 100% renewable energy, our dedication to renewable energy transition keeping pace with the era of climate change was recognized when Amorepacific received RE100 Leadership Award in the Market Trailblazer category.

How Osan Amore Beauty Park uses renewable energy

1. Reduction in electricity use
2. On-site photovoltaic power generation
3. Third-party Power Purchase Agreement(PPA)¹
4. Participation in Green Premium system in South Korea²

¹ Transaction of renewable energy among third parties by KEPCO (Korea Electric Power Corporation) executing an agreement to purchase electricity from power generation company and another to supply power to end-user company

² A program in which companies (electricity consumers) pay KEPCO an additional fee (Green Premium) on top of their electricity bill to purchase energy sourced renewably such as PV, wind power, etc.

Ratio of production powered by renewable energy in 2022

100%

CARBON NEUTRAL

Minimizing climate impact through carbon neutral production facilities

Osan Amore Beauty Park has achieved net zero for indirect scope 2 emissions by using 100% renewable energy and is further committed to achieving net zero for direct scope 1 emissions, discharged by direct fuel combustion during the production process, by 2030. To this end, we plan to offset our scope 1 emissions by investing in carbon sequestration or removal projects such as afforestation. We also strive to reduce other indirect emissions across the entire value chain (scope 3).

Sulwhasoo's carbon footprint

Scope 1 Direct emissions

3%

Greenhouse gas emissions from assets owned and controlled by companies, such as transportation vehicles and production plants

Scope 2 Indirect emissions

0%

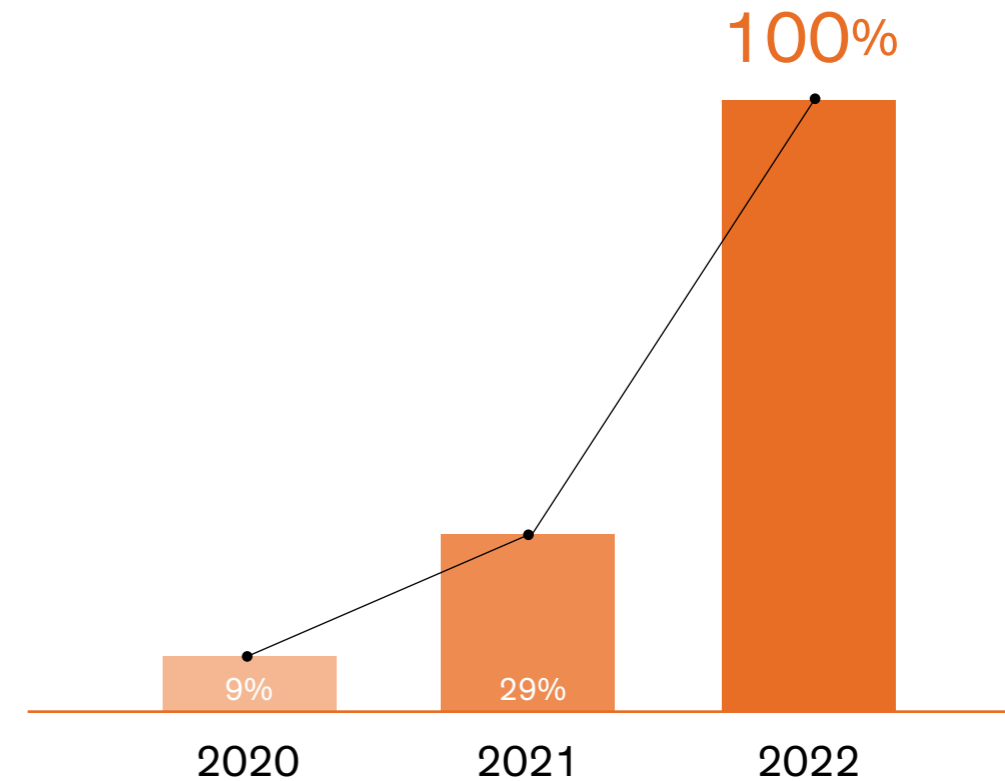
Greenhouse gas emissions generated when a company purchases and consumes electricity and steam

Scope 3 Other indirect emissions

97%

Greenhouse gas emissions generated as a result of corporate activities such as product purchases, business trips, transportation and distribution, and investments

Rate of renewable energy use (%)



First company in Korea's beauty industry to earn Platinum rating in ZWTL (Zero Waste to Landfill) certification

100%

ZERO WASTE

Zero waste to landfill in facilities

It is only in the blink of an eye that people use resources obtained from where they originally lay in the Earth. However, once used and discarded, their wastes remain on the Earth for a long stretch of time, causing various environmental problems such as water pollution and malodor. This is another reminder of why resource circulation is critical. Osan Amore Beauty Park, where Sulwhasoo products are manufactured, is committed to minimizing landfill waste by exploring ways of repurposing strategies. As a result, Osan Amore Beauty Park achieved a resource circulation rate of 100% or higher, an accomplishment that was recognized in September 2023 when Amorepacific became the first beauty company in Korea to earn a Platinum rating in international certification for Zero Waste to Landfill.



Rainwater repository at Osan Amore Beauty Park

WATER EFFICIENCY

Optimizing water footprint

Water is one of the essential resources for making Sulwhasoo products. Sulwhasoo has strong activities in place to intensively manage and save water used during the production process. In 2021, Osan Amore Beauty Park built an automatic monitoring system to manage water footprint by purpose and leverage rainwater for about 21% of the total water footprint. Furthermore, production for Sulwhasoo requires a vacuuming process to remove air bubbles in the product content, which consumes a large amount of water supply. This was addressed by optimizing the water footprint at the vacuum pump stage, saving 1,524t of water used for production annually. We will continue to seek effective measures to cut water footprint during production by implementing various approaches including optimized production equipment and water recycling.

Water saving efforts during Sulwhasoo production

Saves 1,524ton

Projected saving based on measurements in 2023



REINVENTING OUR HERITAGE

Carrying on Tradition, Forging it into the Beauty of the Modern World

Sulwhasoo believes that profound beauty becomes complete by allowing tradition and modernity to be in harmony. We hope to remember the value of tradition, preserve our cultural heritage in its intact form, and reinvent it in the right direction to be carried on. Under the mission of sharing the value of traditional culture with future generations to come, we will continue to discover valuable traditions and share them through contemporary reinterpretations.



REINVENTING OUR HERITAGE

OUR APPROACH

Powered by our respect for art and heritage, Sulwhasoo will fulfill our mission of making the world more beautiful by reinterpreting the value of tradition in a modern light. We are contributing to the world by creating harmonious beauty that everyone can appreciate regardless of generation and space.



HERITAGE & CULTURE

Traditional Beauty Embodied in Sulwhasoo Products

The traditional beauty sought out by Sulwhasoo is experienced from products and service inspired by white porcelain moon jar, Sulwhasoo's signature seal design, and Jihambo (cloth with traditional wisdom and heartfelt sincerity) wrapping service.

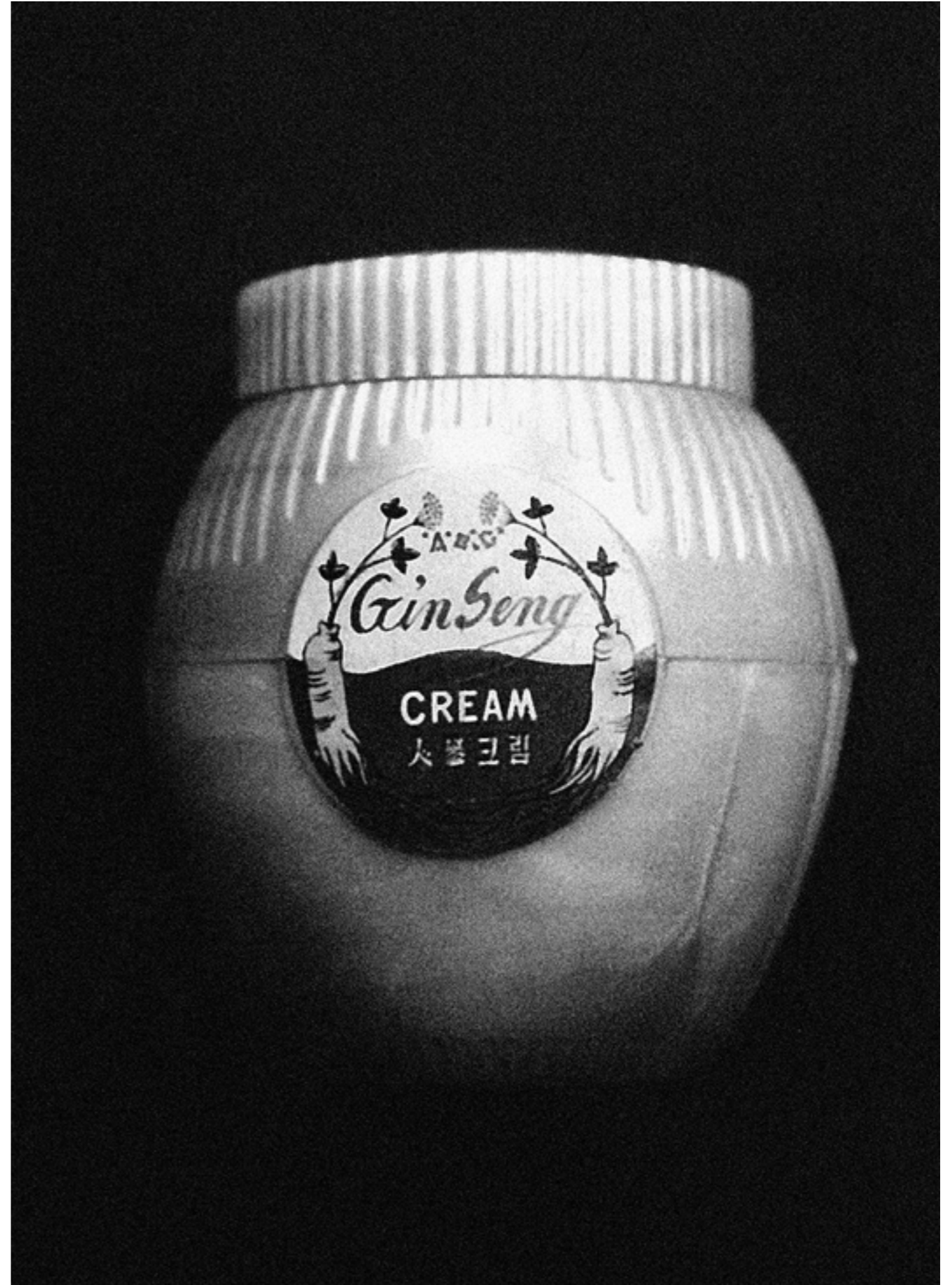
Co-existing with Culture, Honoring Traditional Values

For a long time, Sulwhasoo has presented modern reinterpretations of the beauty found in the tradition through various efforts to coexist with culture, such as the Sulwha Cultural Exhibitions and The House of Sulwhasoo Bukchon. Through these efforts, we seek to initiate colorful communication of our culture and spirit with today's and tomorrow's generations. Sulwhasoo offers a new experience of beauty by harnessing various forms of art as vehicles that transcend linguistic and spatial boundaries while bringing together the past, present, and future.

REINVENTING OUR HERITAGE

Traditional Beauty Embodied in Sulwhasoo Products

Sulwhasoo products of today are embodiments of our philosophy, driven by honoring our traditional heritage and harmonizing it with modernity.





First Care Activating Serum VI

First Care Activating Serum is an iconic product incorporating overall design elements, such as shape, color and graphics, that best reflect Sulwhasoo's unique identity and pioneering spirit built up over a long period of time.

First Care Activating Serum VI is a contemporary reinterpretation of the moon jar's shape, an epitome of Korean traditional aesthetics, as well as Korean paintings and calligraphic art.

Its product packaging, inspired by elegant curves of the moon jar, represents not only the peace of mind felt when using the product but also a generous lifestyle with refinement, and all-embracing harmony.

Furthermore, Korean and English texts on both sides of the bottle feature a harmonious blend of vertical and horizontal writing that is inspired by Korean paintings and calligraphic works characterized by restrained aesthetics. Meanwhile, the logo on the front side, designed with the brand's iconic color scheme, communicates Sulwhasoo's commitment to express our pioneering spirit loud and clear around the world. At the same time, this is a product design with simple beauty coming through maximized empty spaces that highlight the bottle's shape.

Sulwhasoo's dedication to honor traditional aesthetics was recognized by the world when First Care Activating Serum VI won the 2023 Red Dot Design Award¹ in the product design category.



reddot winner 2023
packaging design

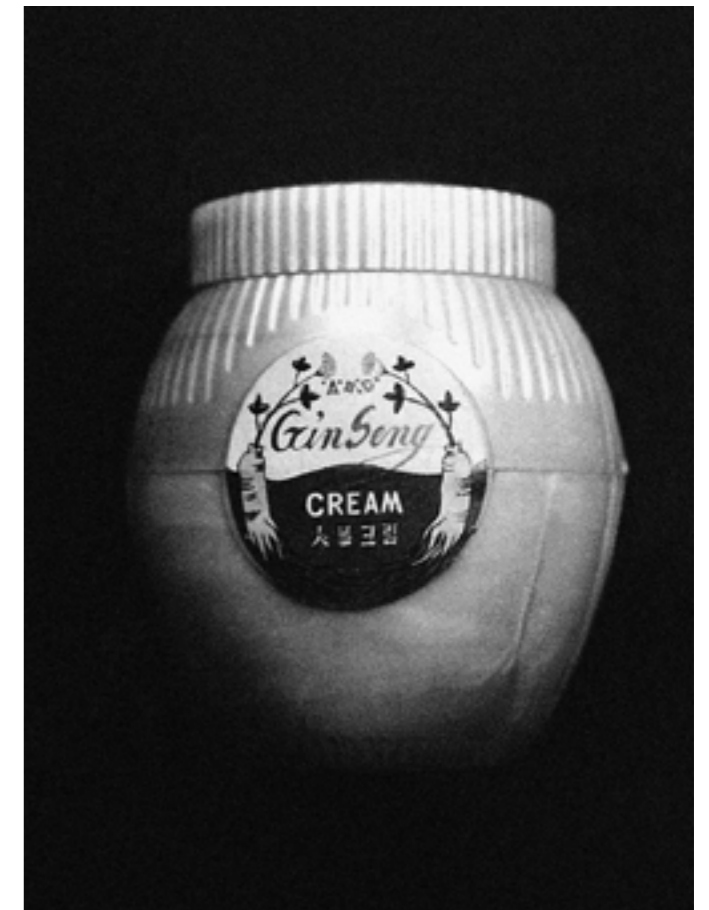
¹ Red Dot Design Award: One of the world's three most prestigious design awards hosted by the North Rhine-Westphalia Design Center, Germany



The Ultimate S Cream

Sulwhasoo's focus on incorporating reinterpretations of Korea's traditional art and heritage in products is also found in The Ultimate S^{珍雪} lineup, whose name stands for 'Sulwhasoo's treasure.'

Packaging for this lineup, also inspired by the shape of white porcelain moon jar like First Care Activating Serum, conveys simple but generous aesthetics of lines accompanied by beauty of snowflakes. It captures Sulwhasoo's pride in our long history of bringing the value of beauty to generations of women. The Ultimate S lineup is especially noteworthy for its stylish milky white surface with particular attention to the color, texture and shape of white porcelain. The beauty of white porcelain moon jar is recreated in the details inspired by the jar's mouth and the



Left Sulwhasoo's The Ultimate S Cream
Right ABC Ginseng Cream

upper design capturing light and shadow with different variations of sculptural lines.

Last but not least, just as master potters of the Joseon Dynasty(1392-1910) put a finishing touch to their works by stamping a seal on the bottom of their pottery, we adorn the bottom of the container with metallic signature seal of Sulwhasoo, signifying the brand's promise to preserve art and heritage with vitality that is both elegant and robust. These design elements in The Ultimate S lineup represent Sulwhasoo's sincere commitment toward going beyond cosmetics and creating works of art in their own rights, which embody our brand spirit defined as modern reinvention of old heritage.



Perpetual value of masterpieces

— Shine Classic Collection

Every year since 2003, Sulwhasoo has been launching limited editions of the Shine Classic Collection, featuring modern reinterpretations of Korea's traditional patterns and leveraging various traditional crafting techniques such as *chilbo* (multi-colored enamel), *cheongja* (celadon) and *okjang* (jade). Each product is created in collaboration with artisans designated by the government as Skills Transmitters in traditional craft category in order to directly

communicate the precious beauty of traditional artworks shaped by the noble spirit of artisanship. Through our Shine Classic Collection, Sulwhasoo is contributing toward greater appreciation for artisans who carry on our culture across time as well as a wider appreciation of beauty among today's generation by presenting our products as contemporary interpretations of the tradition.



Easily recyclable Jihambo pouch of Sulwhasoo

Jihambo Service — wrapping beauty with our heart

Since ancient times, *bojagi* was used as a cloth to wrap gifts with heartfelt wishes for blessings to the recipient. Jihambo, which means *ham*(box) and *bojagi*(cloth) holding traditional wisdom and heartfelt wishes for blessings, is Sulwhasoo's signature and time-honored method of wrapping products with our hearts. Jihambo was developed with Sulwhasoo's artisanship and inspired by *danseakhwa*, which refers to monochrome paintings that represent Korean minimalistic abstract art.

The Jihambo service, incorporating elements of modern art inspired by history and tradition, offers the experience of Sulwhasoo's unique artisanship at the very last stage of the product purchase journey, which is wrapping of the product. Through this service, Sulwhasoo seeks to increase customers' accessibility and understanding of different elements in traditions by using contemporary design languages to express traditional beauty and heritage.

REINVENTING OUR HERITAGE

Co-existing with Culture, Honoring Traditional Values

For nearly two decades, Sulwhasoo introduced various forms of cultural mecenat activities under our philosophy of spreading 'traditional beauty' that is both the root and inspiration of our brand.



Sulwhasoo's Journey of Cultural Co-existence

Sulwha Cultural Exhibition, cultural mecenat activity representing Korea

Sulwha Cultural Exhibition, which is one of Sulwhasoo's major cultural mecenat activities, originated from Sulwha Culture Club organized in 2003 by a group of about 40 people in the field of culture and art.

The club evolved into the Sulwha Culture Night, an annual cultural event first held in 2006, all proceeds from which were donated by Sulwhasoo to non-profit cultural foundations.

Eventually, in 2009, the activity culminated in the inauguration of the Sulwha Cultural Exhibition, which successfully positioned itself as a regular cultural exhibition hosted for nearly two decades.

Beauty from Your Culture campaign, spreading our tradition's beauty to the rest of the world

Sulwhasoo's Beauty from Your Culture^{BFYC} campaign began as a spin-off activity of Sulwha Cultural Exhibition and evolved into a global CSR campaign aimed at spreading the value of preserving traditions across the world.

The BFYC campaign was first launched in 2017 in six countries around the world | Korea, Mainland China, Singapore, Thailand, Malaysia, Indonesia

Since then, Sulwhasoo contributed as part of these campaigns to global heritage sponsorship programs to promote traditional cultural heritage in each country as well as UNESCO World Heritage.

2003

Organization of the Sulwha Culture Club



2006

Opening of the Sulwha Culture Night



2009

Hosting of the Sulwha Cultural Exhibition



2017

Launch of the 'Beauty from Your Culture' campaign



**The House of Sulwasoo Bukchon,
where the past, present and future co-exist**

In 2021, Sulwasoo opened the House of Sulwasoo Bukchon that incorporates contemporaneous interpretations of Korea's traditional values and beauty. It serves as a cultural heritage that sheds light on the past in its own right, and also a work of art that reinterprets our traditions in the context of today's generation. The House of Sulwasoo Bukchon has established itself as a place that represents Sulwasoo's persistent philosophy of art and heritage by hosting events such as 'Sulwasoo Rebloom-Mother Earth, Snow, and Flower' with artists from home and abroad.

**Sulwasoo Culture Project, new and young vibe
for communicating our culture**

In 2022, Sulwasoo launched the Sulwasoo Culture Project to take another stride forward in sharing the value and the beauty of our traditions. Under the slogan of 'We Create Culture,' the project brought together college and graduate school students who are interested in tradition, design, and communication. The participants took this as an opportunity to appreciate and communicate the importance of our culture by interpreting, creating, and archiving traditional furniture using their choice of creative approaches.

**2023 Partnership with The Met,
bringing together tradition and the world**

To realize our brand vision of preserving and reinventing traditional cultural heritage in a modern context, Sulwasoo announced the partnership with The Metropolitan Museum of Art, New York in 2023. During the 'Sulwasoo Night at the Met' event held in March 2023 at The Metropolitan Museum of Art, New York, Sulwasoo declared its commitment to communicate with the rest of the world based on 'the value of respecting and reinterpreting global heritage and art'. We will continue to share the beauty of our traditions with the rest of the world in partnership with various artist communities.

**Sulwasoo 'Art and Heritage Night'
with Amorepacific Museum of Art**

In September 2023, Sulwasoo hosted the 'Art and Heritage Night' in cooperation with Amorepacific Museum of Art APMA. It was an occasion for Sulwasoo to celebrate the new launch of The Ultimate S Cream as a work of art that captures tradition.

2021

Opening of The House of
Sulwasoo Bukchon



2022

Sulwasoo Culture Project



2022

Hosting of the 'Sulwasoo Rebloom –
Mother Earth, Snow, and Flower' exhibition



2023

Sulwasoo x The Met
partnership



2023

Hosting of the 'Art and
Heritage Night' with APMA



Sulwha Cultural Exhibition, values that shine brighter in culture

As is illustrated by the quote “What is most Korean is most global,” Sulwhasoo is demonstrating Korean beauty while preserving our originality and excellence. Sulwha Cultural Exhibition is our unique and iconic cultural mecenat activity that shares contemporary reinterpretations of traditional beauty with the rest of the world. The exhibition serves as an occasion to shed new light on various cultural themes of Korea, such as traditional materials of earthen pots and bows, traditional patterns and classic tales.



2018 Sulwha Cultural Exhibition titled
'Fortune Land: Gold Leaf'



「Jong Jung Dong靜中動, Dong Jung Dong動中動」 at 2020 Sulwha Cultural Exhibition, 'Screen, the Overlap of Traditions and Modern Society'

This is how we preserve our traditions, touch the aesthetic sentiments of people around the world through beauty reinterpreted in the context of modern art, and communicate the value of our culture to many generations. After Sulwha Culture Night began in 2006, Sulwhasoo donated its proceeds to non-profit cultural foundations. Since 2010, when the event evolved in the Sulwha Cultural Exhibition, all sales proceeds from artworks and artbooks of participating artists as well as donations from visitors were donated to support our traditions, funding 30 artisans specialized in Korean traditional skills to date. We will continue our beautiful journey of practicing values of cultural co-existence and creating forums for cultural communication to inspire inter-generational empathy and exchanges through harmony between old and new.



「Hongwonsam紅圓衫」 and 「Myeonsa圓紗 1, 2」 at
2018 Sulwha Cultural Exhibition, 'Fortune Land: Gold Leaf'



The House of Sulwhasoo Bukchon, before construction



The House of Sulwhasoo Bukchon, after construction

The House of Sulwhasoo Bukchon, building tradition in the middle of the city

Tradition is both a source of existence for the present and future, and a foundation of birth for new art. Sulwhasoo built 'The House of Sulwhasoo Bukchon, having noted the cultural value of Bukchon that managed to keep the tradition intact in the middle of the rapidly and endlessly evolving city of Seoul as well as its resemblance to our brand philosophy and identity of tradition. It is a building that preserves and shares Korea's traditional beauty by connecting a *hanok* (traditional Korean architecture) residence from the 1930s with a *yangok* (Western architecture) residence from the 1960s. The House is an architecture that maintains balance with contemporary beauty while seeking harmony with the times.

The House of Sulwhasoo Bukchon was designed by preserving columns and rafters from the original *hanok* and structural framework from the original *yangok*, while also achieving harmony with contemporary beauty. The wood and roof tiles in the *hanok* built in the 1930s were carefully dismantled to be reused as much as possible. As a result, 30% of the cornerstone for the building's foundation, 40% of columns and beams, and 70% of roof tiles were reused in the House. Any materials that were rotten, broken, or difficult to reuse were replaced by wood recovered from disappearing *hanok* houses around Seoul, enabling more than 95% preservation of *hanok*. The *yangok* section of the House even captures the tastes of the 1960s with its reused furnishings such as the heavy wooden gate at the porch, tiles on the wall and floor, lightings, and even a mother-of-pearl cabinet.



Reception in *hanok*, where the journey at The House of Sulwhasoo Bukchon begins

The *hanok* consists of different spaces featuring reception, scenes, craft, and embellishment, while the *yangok* consists of customer experiential zones such as Sulwha Salon, Boutique ONE, Boutique YUN, and Jihambo, incorporating Sulwhasoo's unique perspectives, long history, and age-old wisdom. Visitors can get a glimpse into the unique perspectives of Sulwhasoo as a brand and also experience its tastes, knowledge, and retail. At The House of Sulwhasoo Bukchon, we offer a special experience of consumption in connection with traditional beauty and culture. As a result, The House of Sulwhasoo Bukchon was selected as the winner of the '2022 Seoul Exemplary Hanok' in recognition of its role of communicating traditional beauty in the context of modern society.



'Sulwhamon' by Grove, a witty expression of Sulwhasoo's spirit as creator and successor

**'Sulwhasoo Rebloom – Mother Earth, Snow, and Flower,'
Sulwhasoo's new approach of appreciating culture and art**

In October 2022, Sulwhasoo hosted an exhibition titled 'Sulwhasoo Rebloom – Mother Earth, Snow, and Flower' at The House of Sulwhasoo Bukchon. The exhibition, which was part of our global brand campaign called #SulwhasooRebloom, aimed to deliver the newly defined messages of Sulwhasoo in a way that can be actually seen, heard, and felt by customers.

The exhibition was participated by a total of 16 artists with their own colorful characteristics encompassing East and West and different generations, including creative director Younghee Suh, who was the exhibition's curator and artist at the Sulwhasoo Heritage Zone, installation artist LEE BUL, and Dana Weiser whose artworks express her personal experience of being born in Korea and adopted in America. The exhibition was a reconfiguration of Sulwhasoo's persistent journey in the artist's own language using metaphors of the Mother Earth, snow, and the flower.

The exhibition was made all the more meaningful by its venue, The House of Sulwhasoo Bukchon, which is a place of simultaneous co-existence between old and new as well as a large work of art in its own right. The exhibition was a huge success, visited by over 10,000 people for a month with tickets sold out within the fourth day of opening. This confirmed to the world once again Sulwhasoo's overwhelming influence as a cultural pioneer that preserves, shares, and communicates tradition with modern generations. Sulwhasoo will continue our efforts to preserve and co-exist with culture. We believe that our efforts will enable various generations living in the present to appreciate reinvented traditions and to create new values that transcend generations.



'Reborn' by Eunsook Lee, using fluorescent lamps to express a laurel and crown that symbolize victor

This report is published with the objective of communicating Sulwhasoo's sustainability activities and achievements as of 2023 with stakeholders. Environmental achievements partially contain those of Osan Amore Beauty Park, which is the production site for Sulwhasoo.

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FROM 1932  **TO OUR FUTURE**