

BAELL



**K-Beauty Clinical Glow Innovation
Powered by Rare Ancient Grain
FARRO**

BAELL

Inspired **By** My Angel

1

Where Timeless Beauty Begins

Korean Clinical Skincare Brand

2

Clean & Clinical

Hero Ingredient: FARRO (Ancient Italian Grain)

3

Visible Result

INCI-Listed Ingredient
Dermatologically Tested on Sensitive Skin

INSPIRED BY
MY B
A E
L L
ANGEL

Main ingredient

Story

Farro is one of the oldest cultivated grains in history, dating back over 12,000 years to ancient Mesopotamia.

The name "Farro" originates from ancient Egypt, where it symbolized royalty and strength.

BAELL sources premium-grade Farro cultivated in Tuscany, Italy, grown cultivated in high-altitude, low-humidity environments for optimal purity. In compliance with EU agricultural standards, the land undergoes a 2–3 year resting cycle to ensure exceptional purity and quality. As a result, the ingredient maintains exceptional purity, stability, and performance.



Ancient grains of
FARRO

Triticum dicoccum
Made. **Italy**

Cosmetic-Grade Registered FARRO Complex

BAELL's
ingredient

FARRO

Ferulic Acid

Dietary Fiber

Methionine

Polyphenols

Known for antioxidant and soothing benefits for the skin.

↓

MAIN

Farro Seed Extract
Triticum Turgidum (Emmer) Extract

Farro Water

Farro Ferment Extract

✓ Registered with the Korea Cosmetic Association
✓ INCI-Listed Ingredient

성분코드	성분명	영문명
24204	엠머밀수	Triticum Turgidum Emmer (Wheat) Water
24137	엠머밀추출물	Triticum Turgidum Emmer (Wheat) Extract
24093	엠머밀씨추출물	Triticum Turgidum Emmer (Wheat) Seed Extract

MAIN

Farro Seed Extract

FARRO GLOW LINE

✓ 1 kg of Farro Seed Extract is derived from approximately 125 kg of raw Farro grain.
✓ The exceptionally low extraction yield enhances its exclusivity and premium value.

BAELL

Farro Glow Line

#FarroSeedExtract
#Brightening #SlowAgingCare

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Farro Glow Line

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FARRO GLOW LINE

#FarroSeedExtract
#Brightening #SlowAging

MAIN



BAELL Farro
Glow Cream Ampoule
20, 50 ml



BAELL Farro Glow Tone-up
Sunscreen
20, 50 ml



BAELL Farro Glow Bubble
Essence Toner
30, 150 ml



BAELL Farro
Glow Cream
20, 70 ml

1

Brightening

Helps visibly improve uneven skin tone and dullness for a clearer, more radiant complexion. Formulated with brightening functional ingredients and synergistic actives to address the root causes of pigmentation concerns.

2

Glowing Skin

Delivers an intense glow effect to revitalize tired, lackluster skin, enhancing visible skin dimension and luminosity. Plant-derived oils create a lightweight protective barrier to lock in moisture and defend the skin from external aggressors.

3

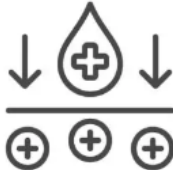
Clean & Clinical

Formulated without harmful or harsh ingredients, suitable for all skin types including sensitive skin. Gentle yet effective — clinically tested and validated by accredited third-party institutions.

Powered by BAELL's Brightening Synergy Complex

Builds inner radiance layer by layer — #GlassGlowAmpoule



Glossy skin Technology	 Provides the rich nourishment of a balm-like ampoule while delivering a firm, moisture-locking barrier.
Category	Ampoule
Features	Transforms upon application into a lightweight, milky glow texture. Spreads smoothly with burst-like hydration, absorbs deeply, and delivers intensive brightening performance.

BAELL Farro Glow Cream Ampoule 50 ml / 20 ml

Multi-Dimensionally Proven Farro Glow Cream Ampoule

- 1st Place – 2025 Hwahae Beauty Awards (Next Beauty, Brightening – Essence/Ampoule/Serum Category)
 - 2025 Manito Day Innovation Technology Award
 - December 2025 Singles Pick
 - January 2025 One Day One Beauty – 1st Place

Award history



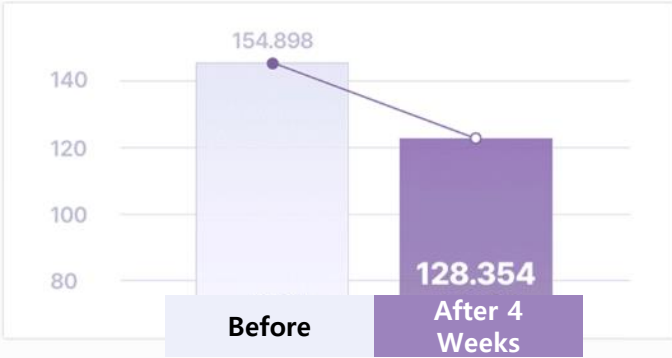
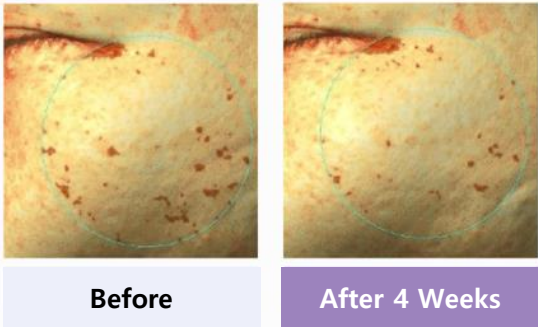
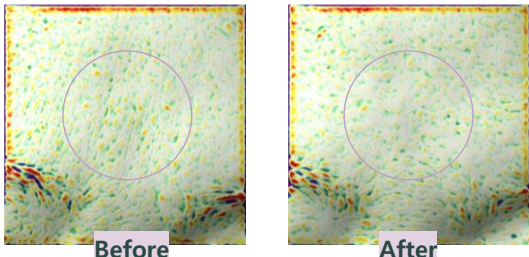
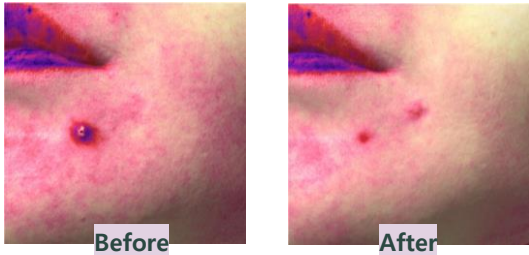
Evaluated by 350 Hwahae Review Panelists

350명 화해 설문단의 솔직 평가 속당김까지 케어하는 리얼 광채

피부에 광채가 나는 것 같아요	96 %
피부에 자연스러운 광이 느껴져요	96 %
윤기가 생기는 것 같아요	95 %
속당김이 느껴지지 않아요	93 %
순하다고 느껴져요	92 %



※Hwahae is Korea's leading beauty review platform.

Visible Reduction in Melasma, Dark Spots & Hyperpigmentation	Visible Improvement in Blemish Marks	Skin Irritation Test						
After 4 Weeks of Use 17.13% Reduction in Melasma, Dark Spots & Hyperpigmentation *Based on a 4-week clinical study. Individual results may vary. <table><tr><th>Time</th><th>Value</th></tr><tr><td>Before</td><td>154.898</td></tr><tr><td>After 4 Weeks</td><td>128.354</td></tr></table>  BeforeAfter 4 Weeks	Time	Value	Before	154.898	After 4 Weeks	128.354	✓ Improvement in Brightness of Blemish Areas 4.07%  BeforeAfter ✓ Improvement in Skin Texture of Blemish Areas 9.08%  BeforeAfter ✓ 12.85% Reduction in Redness and Irritation of Blemish-Prone Areas  BeforeAfter	✓ Dermatologically Tested on Sensitive Skin ✓ Primary Skin Irritation Test Completed – Low Irritation ✓ Non-Comedogenic Tested 
Time	Value							
Before	154.898							
After 4 Weeks	128.354							

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BAELL Farro Glow Tone-up Sunscreen



Product Name	BAELL Farro Glow Tone-up Sunscreen (Brightening Functional Cosmetic (Korea) / Wrinkle Improvement / UV Protection Functional Cosmetic) SPF 50+ PA+++			
USP	A mini-sized essential you'll want to carry everywhere! Instantly brightens dull, uneven skin tone for a clear, radiant complexion. Milky essence texture that blends seamlessly and adheres smoothly for daily tone-up care.			
Key Benefits	Seamless Tone-Up	Pore-Blurring Fit	Spot Care	Easy Wash-Off
Features	- Water-based formula glides on smoothly, delivering a natural tone-up effect without clogging pores. - Contains brightening functional ingredients to help improve dark spots and uneven tone. - Farro extract with antioxidant benefits helps protect against signs of aging and supports healthy-looking skin. - Triple brightening complex (Niacinamide, Glutathione, Ascorbyl Glucoside) for intensive tone and spot care. - Easy wash-off formula for comfortable daily use.			
Hero Ingredients	1) Farro Seed Extract (Emmer Wheat Extract) 2) Niacinamide, Glutathione, Ascorbyl Glucoside			
Texture	 A milky essence texture that blends seamlessly and adheres comfortably for daily tone-up care.			
How to Use	Apply an appropriate amount evenly as the final step of skincare. Layer lightly for enhanced tone-up effect if desired.			
Recommended For	Those who prefer lightweight tone-up coverage without heavy makeup and want natural brightening with pore-blurring effect.			



* Volume

1) 20 ml / 0.67 fl. oz

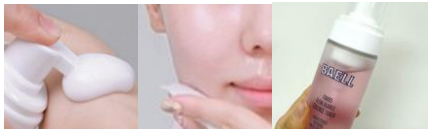
2) 50 ml / 1.69 fl. oz

* Shelf Life: 36 months (before opening)

BAELL

BAELL Glow Bubble Essence Toner

BAELL

Product Name	BAELL Glow Bubble Essence Toner				Brightening Functional Cosmetic (Korea)
USP	Rich, cushiony bubbles gently melt into the skin, delivering a natural inner glow while smoothing skin texture and enhancing absorption of subsequent skincare products.				
Key Benefits	Spot Care		Inner Glow Effect	Boosts Absorption	Texture Refining
Features	- Instantly smooths skin texture and enhances absorption for the next skincare step. - Micro-bubbles gently fill between skin texture for a soft, non-irritating application—even on sensitive skin. - Nourishing essence toner that restores glow to dull, dehydrated skin. - Farro extract with antioxidant benefits supports skin vitality. - Triple brightening complex (Niacinamide 5%, Glutathione, Ascorbyl Glucoside) for tone and spot care.				
Hero Ingredients	Farro Seed Extract (Emmer Wheat Extract), Niacinamide 5%, Glutathione, Ascorbyl Glucoside				
Texture	 Pink essence toner with fine, cushiony bubbles that provide a soft, moisture-rich finish.				
How to Use	Dispense an appropriate amount and gently spread over the skin to absorb.				
Recommended For	Those seeking lightweight hydration and glow without heavy texture buildup.				



* Volume

1) 30 ml / 1.01 fl. oz.

2) 150 ml / 5.07 fl. oz.

* Shelf Life: 36 months (before opening)

Product Name	BAELL Farro Glow Cream (Brightening Functional Cosmetic (Korea) / Wrinkle Improvement Functional Cosmetic)			
USP	Adheres comfortably without stickiness, delivering deep hydration and a radiant glow.			
Key Benefits	Spot Care	Glow Boost	Nourishing Moisture	Moisture-Loss Prevention
Features	- Instantly delivers glow and improves skin vitality with continued use. - Locks in moisture and nutrients after toner and ampoule steps for long-lasting hydration. - Farro extract provides antioxidant care and supports healthy-looking skin. - Triple brightening complex (Niacinamide 5%, Glutathione, Ascorbyl Glucoside) for intensive tone and spot care.			
Hero Ingredients	1) Farro Seed Extract 2) Niacinamide 5%, Glutathione, Ascorbyl Glucoside			
Texture	 Soft oil-cream texture that spreads smoothly and forms a moisturizing glow barrier upon application.			
How to Use	Apply evenly after toner and ampoule. Gently pat to enhance absorption.			
Recommended For	Those who prefer a radiant finish without heaviness and seek effective tone and glow improvement.			



* Volume

1) 20 ml / 0.67 fl. oz

2) 70 ml / 2.37 fl. oz

* Shelf Life: 36 months (before opening)

BAELL

Farro Soothing Line

#Farro #FarroExtract
#SensitiveSkin #SoothingCare

BAELL

BAELL Farro Soothing Line

FARRO SOOTHING LINE



BAELL Farro Soothing
Ampoule
20, 50 ml



BAELL Farro
Soothing Sunscreen
20, 50 ml



BAELL Farro Soothing Pad Pack
2 Pads *10 Packs / 150 Pads



BAELL Farro
Soothing
Cleansing Foam
30, 150 ml



BAELL Farro
Soothing
Cream
20, 70 ml

#Farro #FarroExtract
#SensitiveSkin
#SoothingCare

BAELL

BAELL Farro Soothing Ampoule 50ml/ 20ml

Delivers Farro-powered soothing energy to irritated skin,
helping reduce sensitivity and replenish moisture.

#SoothingAmpoule

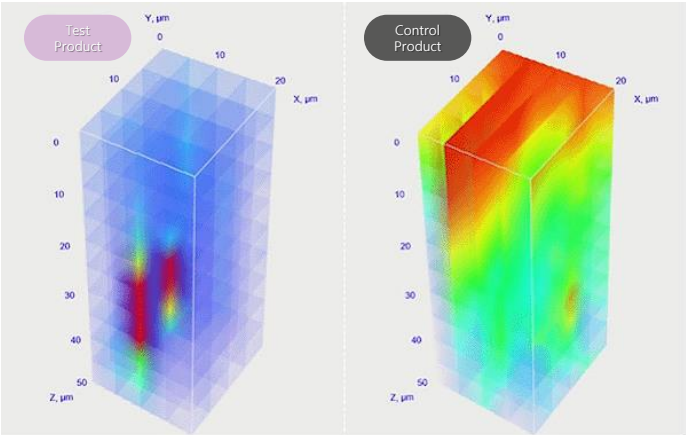


Soothing skin System	
Category	Ampoule
Features	A calming ampoule that soothes skin sensitized by external stressors, restores skin balance , and promotes a healthier-looking complexion.



BAELL Farro Soothing Ampoule 50 ml / 20 ml

BAELL
Clinical Test Results

Skin Soothing Improvement	Skin Absorption Improvement	Skin Irritation Test
✓ Skin redness & irritation reduced by 7.10% Before  After  Before  After  *Actual human application test image *Conducted by an accredited dermatological testing institute	✓ Moisture absorption increased by 186.58% ✓ Absorption depth increased by 189.41% ✓ Absorption speed increased by 189.41%  After 30 minutes of application Farro Soothing Ampoule Deep absorption confirmed through measurable changes within skin layers. Control Product Lower absorption, showing minimal difference compared to pre-application. (Measurement taken 30 minutes after application) *Results based on comparison with control group *Human application test conducted	✓ Suitable for sensitive skin ✓ Primary Skin Irritation Test Completed – Low Irritation ✓ Suitable for acne-prone skin (Non-comedogenic tested)   

Product Name	BAELL Farro Soothing Sunscreen SPF 50+ PA++++ (Brightening / Wrinkle Improvement / UV Protection Functional Cosmetic)			
USP	Blocks UV rays while replenishing moisture in one step. Formulated with a 79% hydrating base to deliver a clear, fresh glow. Lightweight essence texture suitable for daily skincare use.			
Key Benefits	Deep Hydration	Strong UV Protection	Soothing Care	Easy Wash-Off
Features	• Essence-type sunscreen that feels like skincare, ideal for daily use. • 79% moisture-based formula enriched with Hyaluronic Acid, Allantoin, Beta-Glucan, and Squalane for a fresh, hydrated glow. • Farro Extract-powered 3-SOOTHING FLEX complex helps calm irritated skin. • Gentle formula suitable for daily application without heavy residue. • SPF 50+ PA++++			
Hero Ingredients	1) Farro Water & Farro Seed Extract (Emmer Wheat Extract) 2) Panthenol • Hyaluronic Acid• Allantoin• Beta-Glucan• Squalane			
Texture	 Moisture-rich essence texture that spreads smoothly without stickiness.			
How to Use	Apply evenly as the final step of skincare before makeup. Reapply as needed for extended UV protection.			
Recommended For	Those looking for a lightweight, soothing daily sunscreen that provides hydration and UV protection without heaviness.			



* Volume

1) 20 ml / 0.67 fl. oz

2) 50 ml / 1.69 fl. oz

* Shelf Life: 36 months (before opening)

Product Name	BAELL Farro Soothing Pad Pack			
USP	Large, thin, essence-soaked pads adhere closely to the skin to deliver targeted soothing and hydration where needed.			
Key Benefits	Skin Soothing	Deep Hydration	Cooling Effect	Targeted Care
Features	• Large-sized pads designed to focus on areas needing intensive calming care. • Thin, flexible sheet material adheres comfortably to the skin. • Enriched with Farro Extract and 3-SOOTHING FLEX complex for cooling and soothing benefits. • Tonic essence formula containing Hyaluronic Acid, Beta-Glucan, and Allantoin for long-lasting hydration.			
Hero Ingredients	1) Farro Water & Farro Extract, Panthenol, 2) MetaCool™ (cooling complex featuring Peppermint and Tea Tree Leaf extracts) 3) Hyaluronic Acid, Beta-Glucan, Allantoin			
Texture	 Soft, essence-saturated pad that adheres closely and retains moisture over time.			
How to Use	After cleansing, place pads on areas needing soothing care. Use as a quick 3–5 minutes calming treatment or leave on for 15–20 minutes as a mini mask.			
Recommended For	Those seeking quick calming care before makeup or a convenient moisture-boosting routine without irritation.			



* Volume

1) 150 Pads (200 ml / 0.67 fl. oz.)

2) 2 Pads * 10 Packs (7 ml / 0.23 fl. oz.)

Product Name	BAELL Farro Soothing Cleansing Foam			
USP	Creamy texture creates fine foam to gently remove impurities while maintaining comfort for sensitive skin.			
Key Benefits	Daily Cleanser	Gentle Deep Cleansing	Skin Soothing	Mild Formula
Features	Low-irritation cleanser suitable for sensitive skin. The cream texture transforms into a fine foam to effectively remove makeup residue and impurities. Farro Extract and 3-SOOTHING FLEX complex provide calming benefits. Enriched with Hyaluronic Acid, Beta-Glucan, and Allantoin to maintain hydration after cleansing.			
Hero Ingredients	1) Farro Water & Farro Extract, Panthenol 2) Hyaluronic Acid, Beta-Glucan, Allantoin 3) Bambusa Vulgaris (Bamboo) Extract			
Texture	 Soft cream formula that forms fine, dense foam upon contact with water.			
How to Use	Dispense an appropriate amount, lather with water, massage gently onto the face, then rinse thoroughly with lukewarm water.			
Recommended For	Those who prefer a mild, refreshing cleanser that soothes and hydrates while cleansing.			



* Volume

1) 30 ml / 1.01 fl. oz.

2) 150 ml / 5.07 fl. oz.

* Shelf Life: 36 months (before opening)

Product Name	BAELL Farro Soothing Cream			
USP	Inspired by Farro, once valued in ancient Roman traditions, this cream delivers intensive soothing care to help reduce sensitivity and strengthen the skin barrier.			
Key Benefits	Skin Soothing	Sensitive Skin Care	Intensive Hydration	Nourishing Care
Features	Rapidly restores weakened skin after external stress or treatments. Dual moisture-lock system helps improve hydration retention for extended hours. Contains Farro Water 15% and Farro Extract 5% to deliver calming energy. Hyaluronic Acid, Beta-Glucan, and Allantoin provide intensive hydration. Panthenol 2% and Squalane 3% help reinforce the moisture barrier.			
Hero Ingredients	1) Farro Water 15%, Farro Extract 5% 2) Panthenol 2%, Squalane 3%, Hyaluronic Acid, Beta-Glucan, Allantoin			
Texture	 Rich yet smooth cream that delivers deep hydration without heaviness.			
How to Use	Apply evenly after ampoule and gently pat for absorption.			
Recommended For	Those experiencing sensitivity or dryness and seeking intensive soothing and barrier care.			



* Volume

1) 20 ml / 0.67 fl. oz

2) 70 ml / 2.37 fl. oz

* Shelf Life: 36 months (before opening)



BAELL Brand Experience & Merchandise Program

Ongoing Seasonal Editions & Collaborative Goods

Brand Merchandise & Seasonal Drops

Exclusive Eco-Bags

BLACK FRIDAY

바엘이 ♥진정 블프 패키지♥를 60%세일가로 공유하려고 합니다

파로 진정 클렌징 폼 150 ml

파로 진정 앰플 50ml

5만원 이상 구매시 곱들이 에코백 증정

블프 패키지 구매하고 파우치 받기



Wearing Example Image

Mini PVC Pouches



Through ongoing limited drops and strategic merchandise collaborations, BAELL strengthens brand equity and creates sustained consumer excitement.

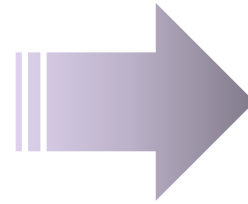
BAELL

BRAND EXPANSION

From Product to Presence

Integrated Media & Digital Influence Strategy

BAELL actively strengthens global brand awareness through integrated retail promotions and multi-channel digital marketing initiatives.



SNS Campaigns



Digital Media Coverage



Through partnerships with creators and digital influencers, BAELL strengthens organic engagement and authentic product storytelling.

BAELL expands brand reach through digital media placements and targeted SNS campaigns, reinforcing consumer trust and increasing brand recognition.

Thank you