



## Huway Inc.

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### Company Overview

HUWAY, a cosmetics specialist concerned only about the skin, makes sure to provide safe and honest cosmetics products with carefully selected raw ingredients. The company is exporting various products as SESAMIS, a skincare brand for women in their 20s and 30s; "SOONARI", a double-functional cosmetics products for women in their 40s and 50s; "AZANNA", a weak acid feminine cleanser brand; "Thousandtree", a hair-dye brand for realizing the unique colors with natural ingredients; and "MIRACLE," a sauna cream brand, to 20 countries in the world to be adored by many customers. It will do its utmost to realize healthy skin and beauty with the very best cosmetics products and services at all times.

### History

**2014** Established HUWAY Co., Ltd.

Developed and launched 12 types of "SESAMIS" skincare products

Developed and launched 3 types of "AZANNA," a hair product brand

**2015** Developed and launched 4 types of "SESAMIS" mask packs as a premium skincare brand

**2017** Developed and launched "SOONARI," a premium skincare brand

Opened shops for SESAMIS and AZANNA in MASKARADA, a Russian drugstore

**2018** Opened and promoted Gangwon Products Center at PyeongChang Winter Olympics

Opened SESAMIS Store and started selling products at Hebe, a Polish drugstore

Opened SESAMIS Store and started selling products at ISETAN, a department store in Malaysia

**2019** Opened SESAMIS Store and started selling products at Lotte Mart in Vietnam

Opened SESAMIS Store and started selling products at EUROKOS, a Lithuanian drugstore

Developed and launched 4 types of ThosandTree hair-dye products

Opened AZANNA Store selling feminine cleansers at Shinsegae Duty Free Shop

## Performance

### Certification

- Filed an application for and registered Korean and Chinese trademarks of "SESAMIS" & "AZANNA"
- Acquired CFDA (China Food and Drug Administration) certification for 14 types of SESAMIS products
- Filed an application for and registered hemp extract, a cosmetic composite
- Filed an application for and registered Korean and Chinese trademarks of SOONARI

### Overseas certifications

- Acquired certification for 19 CPNP products in Europe (SESAMIS & AZANNA)
- Acquired certification for 3 SOONARI products in Europe

### Awards

- "SESAMIS" ranked 1st in consumer satisfaction in Korea (Organizer: Money Today)
- The Beauty Sector of the Consumer Brand Award (National Assembly's Korea Arts and Culture Competition)
- "HUWAY" Star Beauty Creator Award

