

ROVECTIN

BRAND BOOK



INTRODUCTION

How Our Journey Began

At the heart of Rovectin is a story of love and resilience.

Cancer touches so many of our lives, whether through family, friends, or our own experiences. Rovectin was born from one such personal journey—a brother's desire to help his sister not only heal but also restore her skin's natural beauty. As she fought through the challenges of chemotherapy, her skin endured harsh side effects: extreme dryness, irritation, and a damaged barrier.

Determined to help her feel like herself again, he created the Anti-Irritant Barrier Repair Ultra Cream, a product specifically designed to restore her skin's health and beauty, so she could regain her confidence.

With the unique Rovectin Repair Complex™, the cream worked wonders. Almost immediately, Rovectin became a trusted name in hospitals and among dermatologists in South Korea, providing care for those who needed more than just a solution—they needed hope.

What began as a simple act of love grew into a brand dedicated to creating high-quality, restorative skincare with clean, nature-inspired ingredients. Every product we create is designed to help you not only heal but also feel beautiful in your own skin.

Because at Rovectin, skincare is more than just healing—it's about rediscovering your natural beauty and confidence.



ROVECTIN

BRAND STORY



Read your skin, choose your benefits.

Inspired by the Latin word REVERTI, meaning return to your original state, ROVECTIN was founded in 2011 to help restore sensitive skin affected by chemotherapy. Dedicated to understanding diverse skin concerns, we provide targeted benefits that bring out your skin's true potential.

ROVECTIN

WORLDWIDE



Rovectin Worldwide

Rovectin began global sales in 2019, since then, our products are now sold through major global channels in over 40 countries anticipating further expansion into more markets in the future.

The continuous improvement in product efficacy and excellent reviews from both domestic and global customers are opening doors for broader expansion into the global markets.

ROVECTIN

BRAND EXCELLENCE

Many of Rovectin's products have been recognized for their excellence by reputable institutions and companies both domestically and internationally, as well as by numerous consumers, demonstrating the brand's potential for growth.



Olive Young Awards

Winner of the 2021 Olive Young Awards in the Clean Beauty Brand category



PICKY Awards

Rovectin Clean Lotus Water Cream wins 2nd place in moisturizer category. It is the only K-beauty product among the top 3



GLOWPICK Awards Winner

2023 Glowpick Awards Winner in the Clean Beauty Mask Pack Category



Soko Glam Best of K-Beauty® Award

Rovectin Clean Lotus Water Cream won Best Vegan Beauty Award in Soko Glam Best of K-Beauty 2021 Award



PETA Certified

Cruelty Free Brand Approved by PETA



Korean Vegan Certification

The Cica Care Line has been certified vegan in Korea



EWG Green Verified

Ingredients verified by the world's strictest safety certification institution



Hwahae Beauty Awards

Marine Micellar Cleansing Water wins best new Cleansing Water of the year



Olive Young Clean Beauty

Exclusive Brand of Olive Young in Korea Selected as Official Clean Beauty Brand



2021 Brand K Awards

Rovectin certified by the Korean government for excellence and technology

BRAND KEYWORD



Systematic

A well-structured index system helps you easily find the right functions and products for your specific skin concerns.



Specialized

We offer safe, verified ingredients **through 15 years of research and data.**



Effective

Formulas are designed with optimal combinations to address skin concerns in the most effective way.

ROVECTIN

**Differentiating
Factor**



DIFFERENTIATION : ROVECTIN VS THE OTHERS



1. Cosmeceutical Brand for Sensitive Skin

- Started for the sensitive skin of cancer patients, Rovectin combines years of accumulated expertise with the latest skin science to help restore skin to its natural, healthy state.
- Our formulas feature gentle ingredients suitable for sensitive skin, and all products have passed hypoallergenic tests
- With a specialized derma-line, we offer intensive care for extremely sensitive and dry skin, even for those with skin conditions



2. A Genuine Clean Beauty Brand

- Officially registered as a cruelty-free brand with the international animal rights organization, PETA
- All products are certified vegan
- The first beauty brand to adopt a local beach and engaging in continuous beach cleanup activities (plogging)
- Raised awareness about endangered native dolphins, through eco-cups, special gift sets, and donation initiatives.



3. Powerful Customized Solutions for Every Skin Concern

- From lightweight hydration to brightening, pore care, and anti-aging—Rovectin offers tailored solutions for each skin concern
- Proven clinical results like "acne improvement, pore reduction, wrinkle reduction" satisfy consumer needs with visible, effective results
- Rovectin's exclusive ingredient 'Retinosine™' is at the forefront of cutting-edge anti-aging technology and formulas

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ROVECTIN PRODUCT



PRODUCT LINES

AQUA

Aqua solution for skin hydration



INTENSE

Intense solution for healthy skin barrier



CICA CARE

Pink cica solution for troubled skin



PORE CARE

Pore care solution for smooth skin



CALMING

Calming solution for sensitive skin



VITA

Vita care solution for rejuvenated complexion



| AQUA



ROVECTIN



7 Hyaluronic Acid Complex

Hyaluronic Acid, which holds up to 1,000 times its weight in moisture, helps maintain the skin's oil-water balance. A complex of seven different molecular sizes, from low to high, delivers moisture not only to the surface but also deep within the skin, thoroughly hydrating every layer

AQUA



Rovectin Aqua Gentle Cleansing Gel 175ml

A low-irritant pH 5.5 cleanser with 8-layer Hyaluronic Acid that leaves a moist finish after usage, minimizes damage and maintain ideal moisture balance of skin.



Rovectin Aqua Hyaluronic Essence 180ml / 100ml

An almighty essence containing 7-layer Hyaluronic Acid that fully hydrates skin from the inside and out. The skin's moisture barrier is strengthened Barrier Repair Complex™ and facial line is toned through caffeine.

Deep Hydration Clinical Test Completed



Rovectin Aqua Soothing Sun Cream SPF50+PA++++ 50ml

A lightweight and moisturizing mineral sunscreen with gentle ingredients. This sunscreen blocks both UV rays and blue lights.



Rovectin Aqua Peptide Serum 35ml

A highly concentrated moisturizing and brightening serum deeply hydrates and revitalizes dull skin with Peptide and Niacinamide.



Rovectin Aqua Hyaluronic Cream 60ml

An ideal cream for inner dehydration, deeply moisturizes the skin with Hyaluronic Acid and Ceramide capsule with a refreshing finish.



Rovectin Aqua Deep Cleansing Water 400ml

A PEG free, irritant free cleansing water strongly removes makeup and impurities in pores with 9 kinds of marine plants complex, and keeps skin hydrated with micellar molecules.



Rovectin Dr.Mask Aqua 25ml/125ml

A facial mask with bamboo cellulose sheet enriched with 7-layers of Hyaluronic Acid that fully hydrates skin from inside and out.

| CICA CARE



ROVECTIN



Pink Calamine & Centella Asiatica

Calamine, which helps with trouble care, and Centella Asiatica, which aids in soothing and healing, address concerns for problematic (acne-prone) skin. They help calm sensitive skin, from reducing redness to caring for blemish marks, supporting the skin's return to its natural, clear state.

CICA CARE



**Rovectin Cica Care
Balancing Toner 260ml**

Low-irritant cica toner calms skin with highly concentrated Madecassoside at the first stage of skincare.



**Rovectin Cica Care
Clearing Ampoule 30ml**

An ampoule that soothes sensitive skin with Centella Asiatica Extract, Madecassoside, and Calamine and manages blemishes and excess sebum.

Redness Relief Clinically Tested



**Rovectin Cica Care
Blemish Clearing Cream 50ml**

Pink cica cream that delivers moisture without feeling sticky and helps calm irritation and redness.

Non-comedogenic Tested



**Rovectin Cica Care
Spot Balm 40ml**

A balm type cream ideal for troubled skin. Calamine soothes skin and highly concentrated Madecassoside cares for troubled skin.



**Rovectin Dr.Mask Cica
25ml/125ml**

A soothing facial sheet mask for sensitive skin with Calamine and Madecassoside, targets that has been damaged by common conditions, including hormonal breakout.



**Rovectin Dr. Mask Cica
Blemish Toner Pad 160ml / 60Pads**

Soothing Cica pad infused with Centella-derived exosomes and succinic acid, featuring an upgraded Pink Cica formula that calms blemishes and redness quickly and deeply.



**Rovectin Dr. Mask Cica
Blemish Toner Pad 5ml / 20Pads**

Soothing Cica pad, individually packed in pouch form for convenient travel and on-the-go use.

| PORE CARE



Green Fruit Complex & Birch Water

Green Fruit Complex provides the same exfoliating benefits as AHA, BHA, and PHA without the irritation, helping to gently remove dead skin cells. Combined with birch sap, which effectively tightens pores, it cleanses uneven pores and rough skin, leaving the skin texture smooth and refined.

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PORE CARE



ROVECTIN Pore Care Tightening Cleansing Foam 150ml

A cleansing foam packed with naturally derived AHA/BHA/PHA components. It gently exfoliates dead skin cells while also removing impurities.

Pore Minimization Clinically Tested



ROVECTIN Pore Care No-Sebum Pad 180ml / 60Pads

A no-sebum toner pad containing fruit-derived AHA, BHA, PHA and tea tree powder that thoroughly cares for uneven skin caused by excess sebum, tightening pores and creating a smooth skin texture.

Improvement in Pores, Sebum, & Skin Texture Clinically Tested



ROVECTIN Pore Care No-Sebum Pad 7ml / 20Pads

A no-sebum toner pad, individually packed in pouch form for convenient travel and on-the-go use.



ROVECTIN Dr.Mask Pore 25ml/125ml

A patented Tanin Complex helps tighten pores and control sebum formula effective for pore care.

Pore Minimization Clinically Tested

| VITA



Vitamin Tree Water

Vitamin Tree Water, which is rich in essential Amino Acids like Vitamins C, E, Niacin, and Thiamine, provides powerful antioxidant effects, preventing melanin synthesis and caring for dark spots and pigmentation, leaving the skin vibrant and clear.

ROVECTIN



VITA

Global Best



Rovectin Vita Dark Spot Serum 30ml

3-Day Vitamin Serum improves dark spots and evens out the skin tone and blemishes with rich vitamin C from 9 types of vitamin complex and brightening ingredients.

Improvement in Dark Spots, Freckles, and Hyper-pigmentation Clinically Tested



Rovectin Vita Tone Up Sun Cream SPF50+ PA++++ 50ml

A mineral sunscreen with vitamin rich ingredients tones up and brightens the entire face, with a matte finish, and also usable as a makeup base.



Rovectin Vita Double Toning Cream 50ml

The Vita Toning Cream contains Vitamin Tree Water, rich in Vitamin C, and Niacinamide, which help care for dark spots, while Glutathione and Centella PDRN further brighten the skin, creating a more radiant and clear complexion.

ROVECTIN

| CALMING



ROVECTIN



Lotus & Vegan Mucin

The Lotus Flower, known as a symbol of purification, repels external harmful substances to stay clean and protected. This helps shield the skin from elements that can cause sensitivity. Additionally, Mucin, the slippery substance found in Lotus Root, preserves the skin's natural moisturizing factors, reinforcing the weakened skin barrier.

CALMING



Rovectin Calming Lotus Toner 200ml

An extra calming toner that soothes skin with Lotus Flower extract. Helps maintain ideal moisture balance of the skin with Hyaluronic Acid and Xylitol.



Rovectin Calming Lotus Cream 60ml

A light moisturizing cream enriched with Lotus Flower extract and Aquaxyl strengthens moisture retention and hydrates your skin with only clean ingredients.



Rovectin Calming Lotus Sun Cream SPF50+ PA++++ 50ml

A lightweight and moisturizing sunscreen that contains Lotus Flower extract and Phyto Mucin Complex, which quickly absorbs without leaving a white cast or sticky residue.



Rovectin Calming Lotus Sheet Mask 25ml/125ml

A water-gel type sheet mask enriched with Lotus Flower extract to deeply moisturize skin and Houttuynia Cordata extract to soothe sensitive skin quickly without irritation.

| INTENSE



ROVECTIN



RETINOSINE™

Beyond hydration and barrier care, Rovectin's unique ingredient, 'Retinosine™', contains Retinol and Adenosine, which are effective for wrinkle improvement. This exclusive formula delivers active ingredients deep into the skin, offering a variety of anti-aging benefits, such as reducing eye wrinkles, improving skin texture, and enhancing elasticity while being gentle on the skin.

INTENSE

NEW



Rovectin Retinosine Deep Intense Serum

A serum containing Rovectin's proprietary ingredient 'Retinosine™', which helps the active ingredients (0.15% Retinol, Adenosine) be absorbed more effectively into the skin, aiding in pore elasticity and promoting skin cell turnover.

Anti-aging Clinically Tested

NEW



Rovectin Retinosine Deep Intense Cream

A cream containing Rovectin's proprietary ingredient 'Retinosine™', which helps the active ingredients (0.1% Retinol, Adenosine) be absorbed more effectively into the skin, aiding in skin texture care and enhancing skin elasticity.

Anti-aging Clinically Tested



Rovectin Intense Glow Oil 30ml

Designed with botanical ingredients including Neroli Oil and antioxidant Vitamin E, that absorbs quickly and nourishes dull skin to uncover glowing complexion.



Rovectin Intense Moisture Sun Cream SPF50+ PA++++ 50ml

A 100% mineral sunscreen deeply moisturizes skin with Panthenol and Blue Seed Oil. This sunscreen blocks both UV rays and blue lights with Blue-ray Shield™.

MARKETING

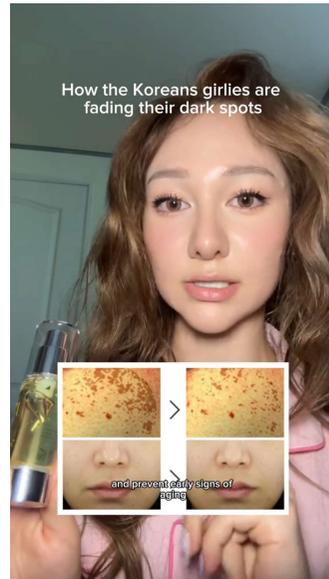


COLLABORATION WITH INFLUENCERS



ROVECTIN

COLLABORATION WITH INFLUENCERS



ROECTIN

LOVE FROM OUR COMMUNITY



Marcela

★★★★★ **Best moisturizer ever for combination/sensitive skin**

Reviewed in the United States on February 1, 2024

Item Package Quantity: 1 | **Verified Purchase**

The amount of times I purchased this moisturizer says it all: 7 times. I have combination skin (tends to be very dry during winter) but also sensitive, as I have dermatitis. I love trying out moisturizers and brands (I tried so many at this point), and it can get hard sometimes to find skincare products that don't trigger my allergies and are very good at the same time. But.. this one is my absolute favorite - it feels lightweight on the skin, but it also deeply moisturizes it giving me a healthy look. It is not too heavy to use after a skincare routine during the night, but also powerful enough to use it by itself.

3 people found this helpful



Nomuunzul M.

★★★★★ **No smell and loved the texture**

Reviewed in the United States on October 13, 2023

Size: 6.12 Fl Oz (Pack of 1) | **Verified Purchase**

Already used 2 bottles and will buy again! I use it as toner and being honest I don't expect much from toner except dampen the skin, getting ready to next steps of skincare like serum and others. And I loved it because doesn't have any smell, and has a thick and sticky texture feels really moisture my skin.

2 people found this helpful



Esther Cosme

★★★★★ **Replace your cream with this, you'll thank me later**

Reviewed in the United States on August 20, 2024

Size: 6.12 Fl Oz (Pack of 1) | **Verified Purchase**

I'm not a fan of heavy creams and makeup sometimes doesn't work great with some of these creams. This leaves a natural glow on your face and you can see how it hydrates the skin. Perfect for makeup prep.



Marie

★★★★★ **Light weight and Non greasy**

Reviewed in the United States on July 5, 2024

Item Package Quantity: 1 | **Verified Purchase**

A little goes a long way, it's light weight and powerful. I have sensitive skin so I was iffy. I did not break out, it's moisturizing, my skin feels amazing and good value for the price.

2 people found this helpful



seba_and_glow This is one of the best toners ever

2w 1 like Reply



myskindarepicks The texture 🥰🥰 omg I want to experience it 🙌

5w 1 like Reply



myflawfullskintales I don't what you put in that cleanser, every time I come back to it feel so good. I can't explain I just felt that..

7w 2 likes Reply ...



ROVECTIN

PROMOTION

Olive Young special set viral campaign

Achieved 470% ROAS, Over 980,000 exposures across YouTube and Instagram, and generated a significant volume of positive customer reviews.

압도적 1등 마스크팩

850만장 판매 돌파

단 한장으로 피부고민 원-킬!
피부 고민별 로벡틴 맞춤 솔루션

진정 · 혼적	모공 · 피지	수분 · 탄력
트러블 혼적 케어 용감 진정 마스크	모공 면적 17.75% 개선 포어 디어프닝 마스크	7중 히알루론산 수분 복원 마스크

+24 02.06 기준 올리브영 판매영향 전체 부문

올리브영 1위* 3관왕!

1등 저자극 무기자차 선크림

- 1위 전체 판매랭킹
- 1위 실시간 판매랭킹
- 1위 리뷰 베스트랭킹

홈 | 오트 | **랭킹** | LUXE EDIT | 기획전 | 이벤트

전체 | 스킨케어 | 마스크팩 | 클렌징 | 선크림

9분 전 업데이트

1 [무기자차/논나노] 로벡틴 아쿠아 수딩 선크림 35ml 1+1 기획세트

2 [무기자차/논나노] 로벡틴 아쿠아 수딩 선크림 35ml 1+1 기획세트

rovectin_kr 광고

“먼저 광고하자고 했어요!”
종지부부 은지의 찐만족 집티세럼
#형광등세럼
34% OFF

58만 유튜버 찐 애정템!
종지부부 PICK!

“피부에 뭐 했어?” 단 3일 만!
출산 후 기미, 우리 엄마 잡티,
누구나 고민하는 피부톤까지 색!

OLIVE YOUNG × ROVECTIN

전체 판매랭킹 1위

저자극 무기자차

PROMOTION

790,000 exposures through a new short-form content strategy and achieved a CPV of 10, maximizing marketing efficiency.



스토어
단, 3일
기미·잡티
6.76% 감소

피부 광명템
형광등세럼

1년에 단, 한 번! 1만원대 특가 구매하러 가기 >

" 피부과 안가고 이런 광채 가능! "

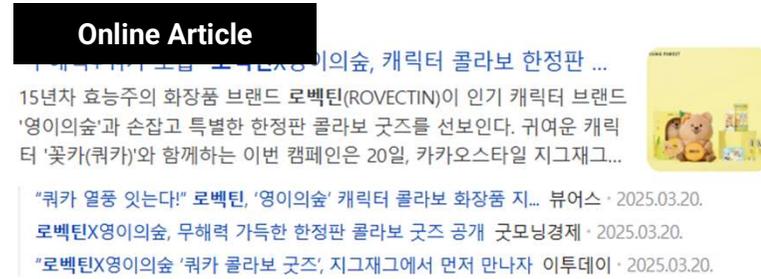
올영 1위*
잡티없이 환해지는
#형광등세럼

형광등세럼
Slow Aging
EXCELLENT
ORIGINAL

ROVECTIN

COLLABORATION

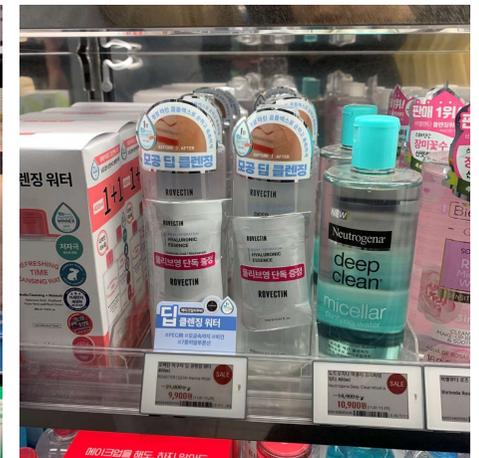
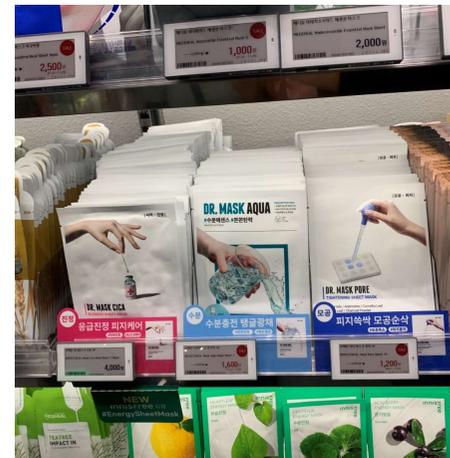
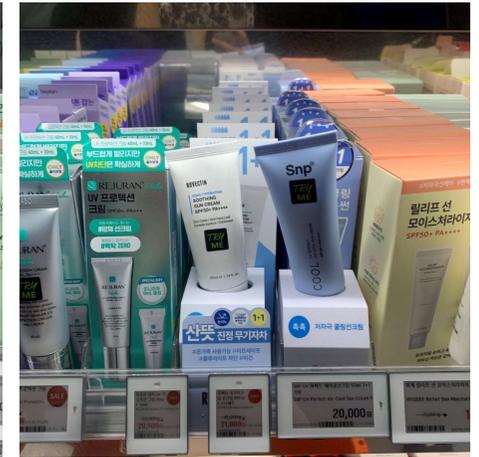
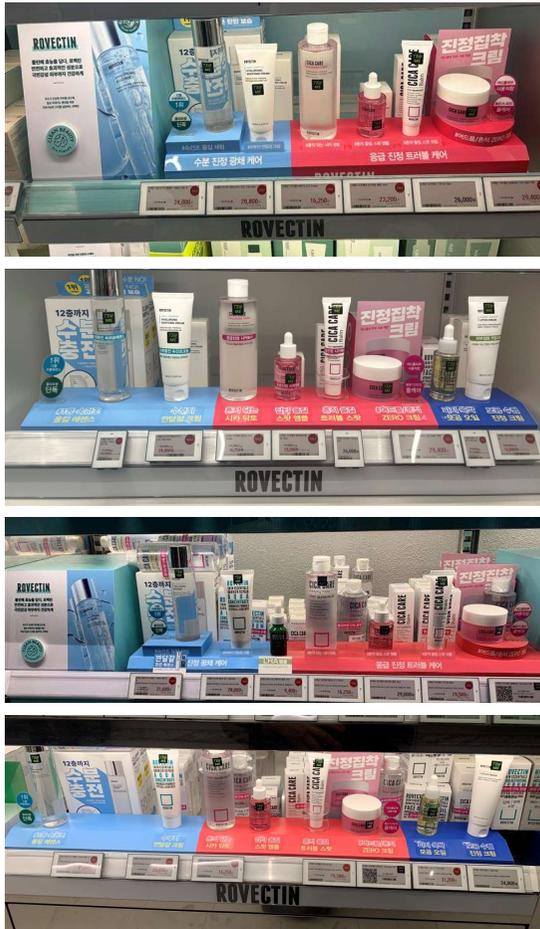
- 4.7 million exposures through the Quokka collaboration seeding kit, featuring actors, celebrities, and mega-influencers.
- Achieved 200,000 views with collaboration Reels content on social media, accompanied by press release distribution.



**OFFLINE
& ONLINE**



OFFLINE : Olive Young



ROVECTIN

OFFLINE : CHICOR



ROVECTIN

OFFLINE : CHICOR



ROVECTIN

ONLINE : Olive Young

OLIVE YOUNG

상품, 브랜드, 성분 검색

오늘드림

올영매장찾기

최근본상품

카테고리

오투

랭킹

헬스+

LUXE EDIT

기획전

세일

기프트카드

멤버십/쿠폰

이벤트

랭킹

오늘의 랭킹! 요즘 가장 핫한 상품

전체	스킨케어	마스크팩	클렌징	선케어	메이크업
네일	뷰티소품	더모 코스메틱	맨즈케어	향수/디퓨저	헤어케어
바디케어	건강식품	푸드	구강용품	헬스/건강용품	위생용품
패션	리빙/가전	취미/팬시			



라로슈포제

[7월 올영픽] 라로슈포제 시카플라스트 밤 B5+100ml 기획 (+히알루 B5 세럼...)

40,000원 **28,900원**

세일 쿠폰 증정 오늘드림



로백틴

[3일 잡티 세럼/화장막] 로백틴 비타 다크스팟 세럼 30ml 기획 (+5ml)

32,000원 **25,600원**

쿠폰 증정 오늘드림



메디힐

[1+1/단독기획] 메디힐 마데카소사이드 혼적 리페어 세럼 40+40ml 더블 기획

36,900원- **21,900원**

세일 쿠폰 증정 오늘드림



에스트라

[올영어워즈1등 크림] 에스트라 아토티베리어365 크림 80ml 기획...

33,000원 **29,700원**

세일 오늘드림

OLIVE YOUNG No.1

#Fluorescent Serum

Total Ranking No.1



[3-day tone-up/Fluorescent Serum] Rovectin Vita Dark Spot Serum 30ml

32,000원

34% 21,000원

*Ranked 1st in all categories in Olive Young online mall (March 5, 2025)

No. 1 overall ranking at Olive Young (based on sales)

ROVECTIN

**Read your skin,
choose your benefits.**

ROVECTIN
RLAP Inc.
11fl., 157, Dosan-daero, Gangnam-gu, Seoul, Korea
global@rovectin.co.kr
www.rovectin.com (US)