

Every month, KOTRA Express introduces a Korean SME that seeks to expand its network by working with foreign partners. In the October issue, we take a look at one of Korea's most promising companies in the eco-friendly cosmetics sector.



MR INNOVATION provides an array of cosmetics products for use in professional esthetics shops. The company currently has the number one esthetics cosmetics brand called THESERA, which are available in various program kits.

The company's research and development (R&D) center and the THESERA cosmetics R&D team have been constantly striving to develop better, more effective products based on environmentally-friendly ingredients. It has also patented its original technology and continuously conducts research to increase the effectiveness of its products and ingredients.

The THESERA L lifting program kit uses eco-friendly absorbable threads to rejuvenate and tighten the skin.

The THESERA H program offers a set of eco-friendly products to hydrate the skin in four different ways. The THESERA G kit is an anti-aging options which helps regenerate the skin through all-natural ingredients. The THESERA O program utilizes eight safe yet powerful ingredients which have been medically-approved to nourish the skin. Lastly, the THESERA S program kit offers a basic skin care line based on eco-friendly ingredients.

THESERA products have received wide recognition as being unique, creative and effective, and are being exported to foreign buyers across the world. The brand has proven its reliability through many certification agencies in Korea and overseas, and has grown into a brand trusted by customers.



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Operated by KOTRA, buyKOREA is Korea's premier e-marketplace. If you want to find out more about the products mentioned above, please visit www.buyKOREA.org



WEB VER.



IOS VER.



ANDROID VER.



Economic Indicators

	(Unit: USD million)				
GDP	2013	2014	2015	2016	2017
Nominal	1,305,400	1,411,000	1,382,400	1,414,700	1,530,200
PPP	1,644,777	1,704,458	1,795,917	1,877,123	1,972,971
GDP Growth Rate (Y-o-Y) (%)	2.9	3.3	2.8	2.9	3.1

Source: The Bank of Korea, September 2018

	(Unit: USD)			
GDP Per Capita	2015	2016	2017	2018 (Estimate)
Nominal	27,105	27,534	29,891	32,775
PPP	36,395	37,730	39,434	41,388

Source: International Monetary Fund, April 2018

	(Unit: USD million)					
Foreign Trade	2013	2014	2015	2016	2017	Jan.-July 2018
Exports	559,632	572,665	526,757	495,426	573,694	348,571
Imports	515,586	525,515	436,499	406,193	478,478	310,252
Trade Balance	44,046	47,150	90,258	89,233	95,216	38,319

Source: Korea International Trade Association, September 2018

	(Unit: KRW)					
KRW-USD Foreign Exchange Rate	2012	2013	2014	2015	2016	2017
	1,126.9	1,095.0	1,053.2	1,131.5	1,160.5	1,130.8

Source: The Bank of Korea, September 2018

	(Unit: USD million)					
Balance of Current Account	2012	2013	2014	2015	2016	2017
	50,835.0	81,148.2	84,373.0	105,939.6	99,243.0	78,460.2

Source: The Bank of Korea, September 2018