
haruharu wonder

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learn more about the natural wonders of haruharu wonder with the newest edition of our Newsletter!



GLOW EVERYDAY

introducing haruharu wonder's week long pop up event in the US

GREEN TEA

Learn more about haruharu wonder's newest product line

MEET OUR FOUNDER

Hear the inside scoop with our CEO and founder, Jae Won Jeon

Introducing Glow Everyday: Ava Lee and haruharu wonder



The Korean word “haruharu” means everyday, which can take on a multitude of meanings. This definition is taken quite literally at haruharu wonder, as they aim to become the global clean lifestyle and skincare brand that strives to fulfill one’s day-to-day necessities.

Haruharu wonder’s mission of promoting healthy and sustainable skincare began in Korea, home to a culture that highly values nourishing one’s skin every day. As Korean skincare started to make its way around the world, it became a part of the company’s goal to educate people on the ingredients and products that are right for each individual.

As a lifestyle skincare brand that takes pride in creating natural skincare utilizing the forefront of innovative ingredients, haruharu wonder is thrilled to make their first international debut to the United States this summer with “Glow Everyday,” their first ever pop-up store.

Haruharu wonder will begin their expansion to the U.S. by opening the pop-up store “Glow Everyday” in Los Angeles, California at the beginning of July. This week-long event will feature an exciting collaboration with the popular TikTok skincare influencer, Ava Lee. With over a million followers on Tik Tok, beauty influencer Ava Lee is most known for expertise in beauty, specifically skincare in general. With her content ranging from sharing her own skincare routine, vlogging her day to day travels, to sharing beauty tips from her mom, Lee authentically showcases her healthy and unique lifestyle with her viewers.

“As someone who absolutely loves green tea skincare products, I am excited to collaborate with haruharu wonder this summer,” says Lee. “I love sharing my beauty tips with everyone, especially when it comes to Korean skincare. I hope that everyone—regardless of age or gender—can come to realize the importance of taking care of your skin.”

At this week-long event, Ava Lee, will demo her everyday skincare routine utilizing the bread and butter products of haruharu wonder.

To build up the anticipation even more, haruharu wonder will also be releasing their newest product line featuring the most treasured skincare ingredient, green tea. From black rice to black bamboo, haruharu wonder’s specialty is to use unconventional ingredients for unique, clean and vegan skincare. The newest addition to the family will be haruharu wonder’s “Green Tea Collection.”

Fans can be ready to add yet another product to their shopping cart, as this product line will focus on everyday hydration and nourishment for the skin. Attendees to the pop-up event will have the opportunity to try the new green tea product line and learn more about other reputable products of haruharu wonder.

With every day bringing on new challenges, haruharu wonder hopes to bring consistency and a hint of relaxation with their refreshing and clean skincare products.



Meet: Jae Won Jeon Founder and CEO

Skincare is essential to any woman's daily routine, and Jae Won Jeon is absolutely no exception. Feeling that something was missing in the Korean skincare market, Jae Won Jeon founded haruharu wonder to introduce a clean and sustainable skincare brand that consisted of plant-powered ingredients with clinically proven benefits.

Aside from being the CEO and founder of an up and coming global skincare brand, Jae Won Jeon is a proud mother born and raised in South Korea. When she is not at the office, you can find Jae Won Jeon spoiling her children, building Legos, or binge watching all of the Star Wars Series.

Jae Won Jeon's inspiration to form haruharu wonder comes from her own love and need for skincare products. Being a woman herself, Jae Won Jeon always sets aside time in her busy life to maintain and take care of her skin. Her vision for haruharu wonder has always been to develop and produce products that enable consumers to make wiser and easier choices among various options in the skincare industry.

"What I wanted was a brand that you really needed," Jae Won Jeon said in reflection to her skincare brand. "a skincare line where small changes in its ingredients and sustainability can offer a higher value. I thought that's an area where women can excel."

Another unique trait about haruharu wonder is that it is completely women run and women founded, which is something that is particularly rare in the business world of South Korea. Instead of focusing on the negatives, Jae Won Jeon made her company flourish by taking advantage of being a woman in a male dominated market.

"As a woman, I can understand the position of our customers well. Because I use beauty products all the time, probably more than men on average, I use this to my advantage. Therefore, I am able to have a better idea and perspective of what our audience may want in skincare that is not already on the market yet. I'm constantly getting ideas and inspiration for something better for my skin."

Throughout her time with haruharu wonder, Jae Won Jeon has seen how much the impact of clean and healthy skincare has had on other people's lives. Jae Won Jeon tries her best to continue to come up with innovative and plant-powered products that will enhance her customer's everyday life. Because skincare is such an integral part of her own life, she takes pride in the fact that her own brand is helping others stay true to themselves in a sustainable and healthy way.



CEO, Jae Won Jeon, smiling candidly.

Say Goodnight to Your Skin!

Establishing a skincare routine can feel extremely overwhelming at first, especially when there are various types of skincare jargon thrown at you all at once. Our goal at haruharu wonder is to simplify all your skincare needs to ensure that your skin receives the proper nourishment and treatment it deserves. Below, we will highlight 5 steps we believe to be essential for your skincare routine, specifically at night.



Step one: Cleansing

It is essential to cleanse your skin in order to rid your face of any dirt and oils that might have built up from being out all day. Start by choosing a gentle cleanser that compliments your skin type. For those with sensitive skin, we recommend the “Black Rice Soft Cleansing Gel,” as it contains coconut that helps reduce irritation in your skin.



Step two: Toner

After cleansing, a toner is the next step to help restore your skin’s PH balance and prepare it for further products. A toner contains ingredients that can help tighten pores, remove any remaining traces of dirt, and hydrate your skin. Simply put some toner, such as our “Black Rice” Hyaluronic Toner”, onto a cleansing pad and gently pat it all over your skin. Incorporating toning into your skincare routine will enhance the effectiveness of the products that come after.



Step three: Serum

For those with sensitive and acne-prone skin, applying a serum can help reduce breakouts and strengthen your skin barrier. Serums are packed with healthy and clean ingredients that gently exfoliate the skin and cleans pores without irritation. To achieve this, our “Centella 3% PHA Gentle Liquid Exfoliating Serum” contains PHA ingredients and orange water meant to purify and strengthen your skin.



Step four: Moisturizer

The last step to any skincare routine is moisturizer, so that your skin stays hydrated and healthy. This step always goes last so that the skin properly absorbs all the other products applied. Our “Black Rice Hyaluronic Cream” is specifically made for those with sensitive skin, as it is unscented and contains no added oils.

Establishing a basic skincare routine is a valuable investment in the long-term health and appearance of your skin. Remember to cleanse, tone, and moisturize to achieve optimal results.



Green Tea Joins the haruharu Family

This summer, haruharu wonder adds another unique addition to their innovative product line: The Green Tea Collection. Green Tea, an ingredient that has been held in high esteem in the skincare world for its numerous health benefits, is finally making its mark in the haruharu family.

Staying true to the values of haruharu wonder, green tea is a clean and natural ingredient meant to boost hydration and gently soothe sensitive skin. Green tea is commonly used in skincare because it contains a high concentration of polyphenols, powerful antioxidants that neutralize and protect the skin from any environmental damage. As a result, Green Tea is known to prevent premature aging and nurture a more youthful complexion.

The Green Tea Collection of haruharu wonder will consist of a cleansing oil and a toner that will hydrate and replenish the skin. Because haruharu wonder does not have many cleansing products, the Green Tea cleansing oil will be a great addition to your skincare routine, as it possesses many healthy and nourishing properties that will make your skin glow. Additionally, the Green Tea Toner will be focused on hydrating your skin, leaving your face to feel dewy and soft all day long.

Haruharu wonder's launch of their new product line featuring Green Tea as the star ingredient is sure to be a hit that will bring extra nourishment to your daily skincare routine. Make sure to add the Green Tea Collection to your shopping carts once this product line drops in June!



Your Skin Concerns Answered

Haruharu wonder has a myriad of products available that are made to specifically address various skin concerns and help our consumers achieve their desired complexion. Whether you would like to combat signs of well-aging, enhance hydration and moisturization, promote brightness, or soothe irritated skin, here are a few recommended products that will target all of these needs.

Products for Well-Aging

For those seeking a youthful and vibrant complexion, haruharu wonder has many products for anti-aging that are specifically formulated to decrease your fine lines, wrinkles, and loss of elasticity. To combat wrinkles and your dark circles, we recommend trying the dual-functional "Black Rice Bakuchiol Eye Cream."

Something special about this eye cream and other haruharu wonder products meant for well-aging is that they use Bakuchiol, which is a high-purity natural active. This is a good and safe alternative compared to retinol, which is an antioxidant ingredient commonly used in other aging products that are prone to irritate sensitive skin.

Products for Moisture

Moisturizing skincare products are crucial to replenish moisture to your face and keep it hydrated throughout both day and night. Using moisturizer regularly not only enhances skin hydration, but it also strengthens the skin's natural moisture barrier. Most haruharu wonder products for moisture contain hyaluronic acid which is a healthy ingredient that works to add and retain moisture in your skin. Our favorite product that prioritizes moisture is the "Black Rice Hyaluronic Cream" that has no scent perfect for those with sensitive skin.

Products for Soothing

Applying a variety of products onto your skin can be quite scary and overwhelming for those with sensitive skin, which is why it is important to know which products are specifically formulated to calm and alleviate skin concerns such as redness, itching, and inflammation. All of haruharu wonder's products contain natural and cruelty-free ingredients, resulting in products that are perfect for those with sensitive skin. One product to spotlight is our "Black Bamboo Mist" that is compatible with all skin types and is great for quick results.

No matter your skin type or skin concerns, haruharu wonder has a product for you! Visit our website for more information on our product lines.



Coming Soon...



Glow Everyday

Our first ever pop-up store will be opening in Los Angeles, CA this June. Special influencer, Ava Lee, will demo her favorite products of haruharu wonder at our international debut.



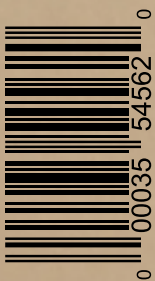
The Green Tea Collection

In June, haruharu wonder will be welcoming the "Green Tea Collection" as the newest product line to the company! Pre-order on our website today!



30% off All Toners

Get ready for this summer with our biggest sale of the summer. Receive 30% off all toners with the code WONDER to keep your skin nourished in the hot weather.



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