

dear
Klairst

N° 01 — RETAIL WEBBOOK · FALL
2026

DEAR, KLAIRS · 50 ML

EGF Blue Youth Activating Drop

Formerly Midnight Blue Youth Activating Drop

Calm in 3 minutes.
Clearer-looking marks in 4 weeks.



Formulated & made in Korea



Stocked in California

MADE FOR YOUR CLIENTS

Who it's for, and what they'll see.



FLUSHES EASILY

Visibly calmer in about 3 minutes

Heat, weather, a long day

3 min

to visibly calmer skin



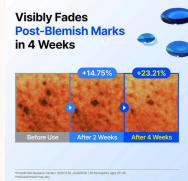
FRESH FROM A FACIAL

A calming first step before they leave the chair

After exfoliation or extractions

3 min

in-chair demo



MARKS AFTER BREAKOUTS

Marks look lighter in 2-4 weeks

Flat, lingering spots

+23.2%

post-blemish marks, 4 weeks



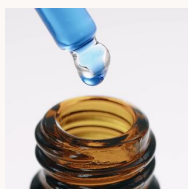
FIRST FINE LINES, 30+

Peptide care for early signs of aging

Less bounce around the eyes

10 ppm

EGF + FGF each



OILY, HATES HEAVY LAYERS

Water-light, gone in seconds

Pills or breaks out under rich serums

5.5

pH · no added fragrance

Marks: ProbeM Skin Research Center, 2025-26, 20 adults, as shown on klairs.com.
3-minute calming per the Dear, Klairs product description. Results vary.



FOR SPAS, SALONS & BOUTIQUES

Easy to demo. Easy to retail.

3 min

In-chair demo

Three drops after cleansing. Clients see calmer skin before they leave.

7

Tested seven ways

Irritation, sensitive-skin, non-comedogenic and soothing tests, plus 4.7★ from 526 reviews.

0

Fits a clean menu

No added fragrance or essential oils. Vegan formula, PETA cruelty-free, pH 5.5.

1M+

Clients already know it

A top-5 Klairs bestseller worldwide, with 20 creator videos on TikTok.

\$39.99

One hero SKU

A 50 mL bottle at \$39.99 MSRP, with a free-standing story your team can tell in one line.



Formulated & made in Korea

The EGF serum K-beauty shoppers already search for.



Stocked in California

Ready for US retail, no import wait.



dear Klairs ABOUT DEAR, KLAIRS

Respect your sensitivity.

Since 2010, Dear, Klairs has made minimal, gentle skincare that helps sensitive skin find its balance, instead of trying to change it.

Formulated for sensitivity

Every formula is primary-irritation tested on sensitive skin.

PETA Cruelty-Free

Balance is our nature

Functional care that goes beyond soothing, for every kind of sensitive skin.

The Vegan Society

Clean in every step

Vegan formulas, PETA cruelty-free, FSC paper and PCR packaging.

Korea Agency of Vegan Certification

Trusted on shelves in 80+ countries.

80+

countries

5,400+

online & offline stores

2010

founded in Seoul

OLIVE  YOUNG

amazon

 TikTok
Shop

Walmart 

SOKO GLAM

YESSTYLE.com®

8M

Supple Preparation
Unscented Toner

4M

Freshly Juiced Vitamin
Drop

2M

Midnight Blue Calming
Cream

1M+

EGF Blue Youth Activating
Drop

2010

Dear, Klairs is born in
Seoul

2020-21

PETA and The Vegan
Society certified

2024

'Open Your Sensitivity'
pop-up, Seongsu

2026

Seoul Awards Beauty
Winner · Sensitive
Studio opens

Units distributed worldwide, as reported by Dear, Klairs.

The blue first step your shelf is missing.

A water-light serum with 10 ppm EGF, tested seven ways and rated 4.7★ by the people who use it. Everything a buyer needs is in these pages.

10 ppm

EGF on every bottle

1,000 ppm

guaiazulene

1M+

bottles sold worldwide

4.7★

526 klairs.com reviews

Who it's for 02

About Dear, Klairs 04

Tested & proven 09

Social & pop-ups 14

Sizes & packaging 19

Content kit 24

For spas & salons 03

The formula 08

Reviews 12

Milestones 18

The Blue Line 22

Copy & fact sheet 27



Water-light.

Closer to water than to a serum. It absorbs in seconds, so it goes on first, right after cleansing.

Key Ingredients



EGF Peptide 10ppm

Fades Post-Blemish Marks &
Strengthens Skin Barrier



FGF Peptide 10ppm

Improves Skin Density & Firmness



Guaiazulene 1,000ppm

Instant Relief & Rapid Soothing



THE FORMULA

Four actives. Fifteen ingredients.

EGF and bFGF peptides at 10 ppm each, 1,000 ppm guaiazulene for the blue and the calm, plus adenosine.

No added fragrance

Vegan formula

Cruelty-free

pH 5.5

Tested seven ways

Listed by Dear, Klairs for this formula



7

tests listed

10

ppm EGF

0

added fragrance

Skin

Primary irritation, sensitive skin

Tested

Pores

Non-comedogenic

Tested

Marks

+23.21% at 4 weeks

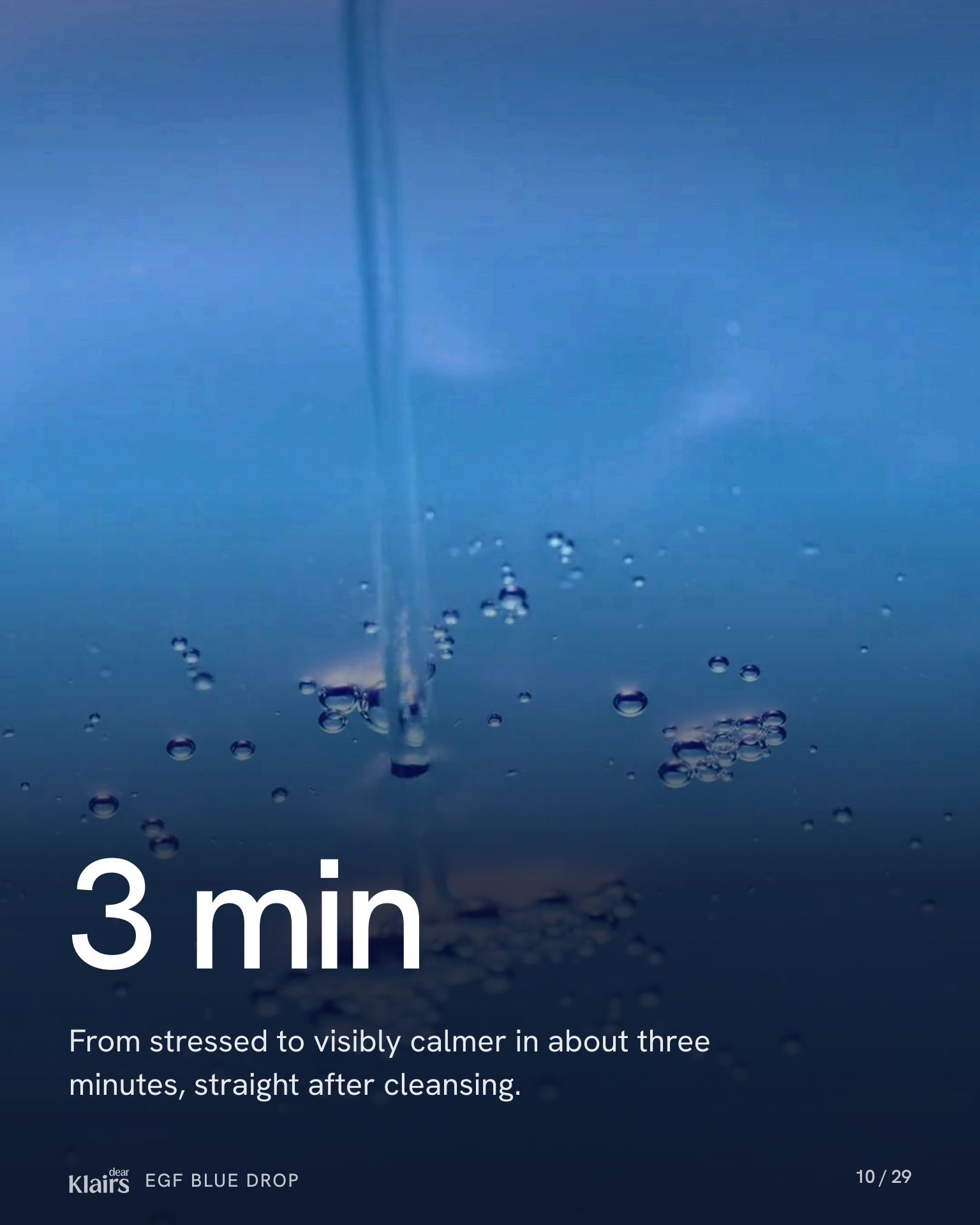
n=20 · 2026

*Tests listed on klairscosmetics.com. Post-blemish result: ProbeM Skin Research Center, Dec 2025–Jan 2026, 20 participants aged 20–40, as shown on klairs.com. Individual results may vary.

TESTED

Tested seven ways.

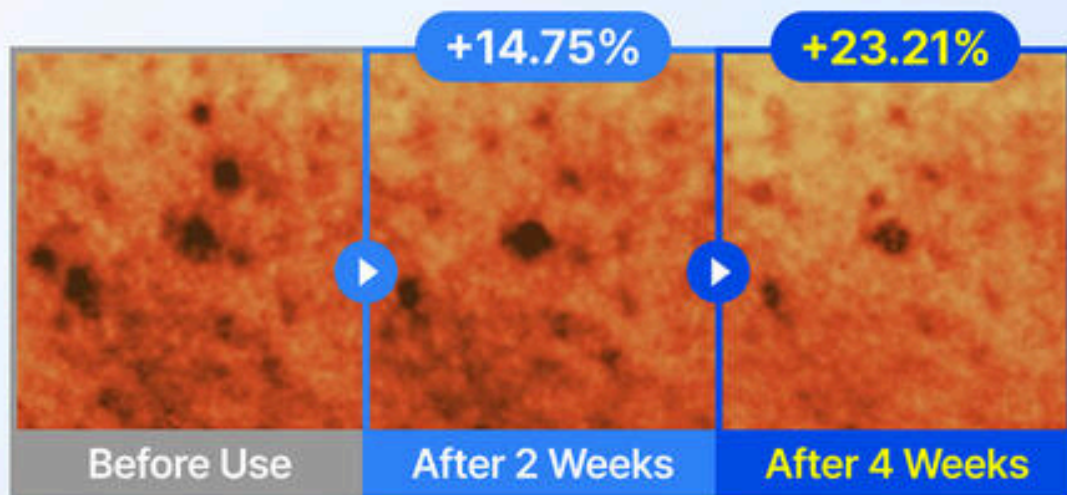
Dear, Klairs lists seven tests for this formula, from primary irritation on sensitive skin to non-comedogenicity, soothing and post-blemish marks.



3 min

From stressed to visibly calmer in about three minutes, straight after cleansing.

Visibly Fades Post-Blemish Marks in 4 Weeks



*ProbeM Skin Research Center | 2025.12.02~2026.01.06 | 20 Participants, ages 20~40
*Individual results may vary.

4 WEEKS

Post-blemish marks, 23% lighter.

+14.75% at 2 weeks and +23.21% at 4 weeks in 20 adults (ProbeM Skin Research Center).

CUSTOMER REVIEWS

They come back
for another bottle.

4.7



526 reviews on klairs.com

*“This made my skin super soft, smooth and glowing.
Now I feel like I can't go a day without it.”*

VERIFIED BUYER · MAR 2026



“The OG of EGF
serums. It's great for
sensitive skin.”

VERIFIED BUYER · APR
2025



“This is my holy grail
product. I was really
sad when it was out of
stock for a while.”

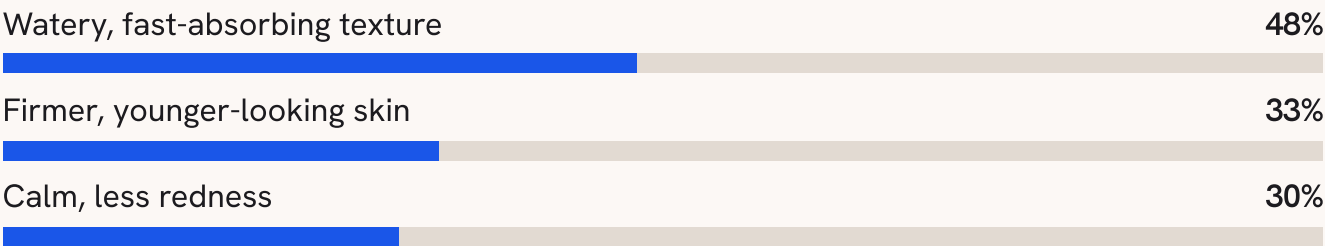
VERIFIED BUYER · JUL
2025



“Amazing serum, I got
3. Light, moisturising,
softens skin.”

VERIFIED BUYER · MAR
2025

What 287 public reviews mention



What shoppers keep saying.



"It sinks into my oily skin effortlessly. It feels lightweight, but very hydrating."

VERIFIED BUYER · AUG 2024



"This youth activating drop really works at keeping facial skin soft, smooth, and young-looking."

VERIFIED BUYER · DEC 2023



"I have very sensitive skin and it doesn't cause any irritation at all."

VERIFIED BUYER · JUL 2023



"This may feel like it's not doing something but deep down it is! Would definitely repurchase."

VERIFIED BUYER · AUG 2024



"It's hydrating and absorbs into the skin quickly. I love its calming effect."

VERIFIED BUYER · SEP 2023



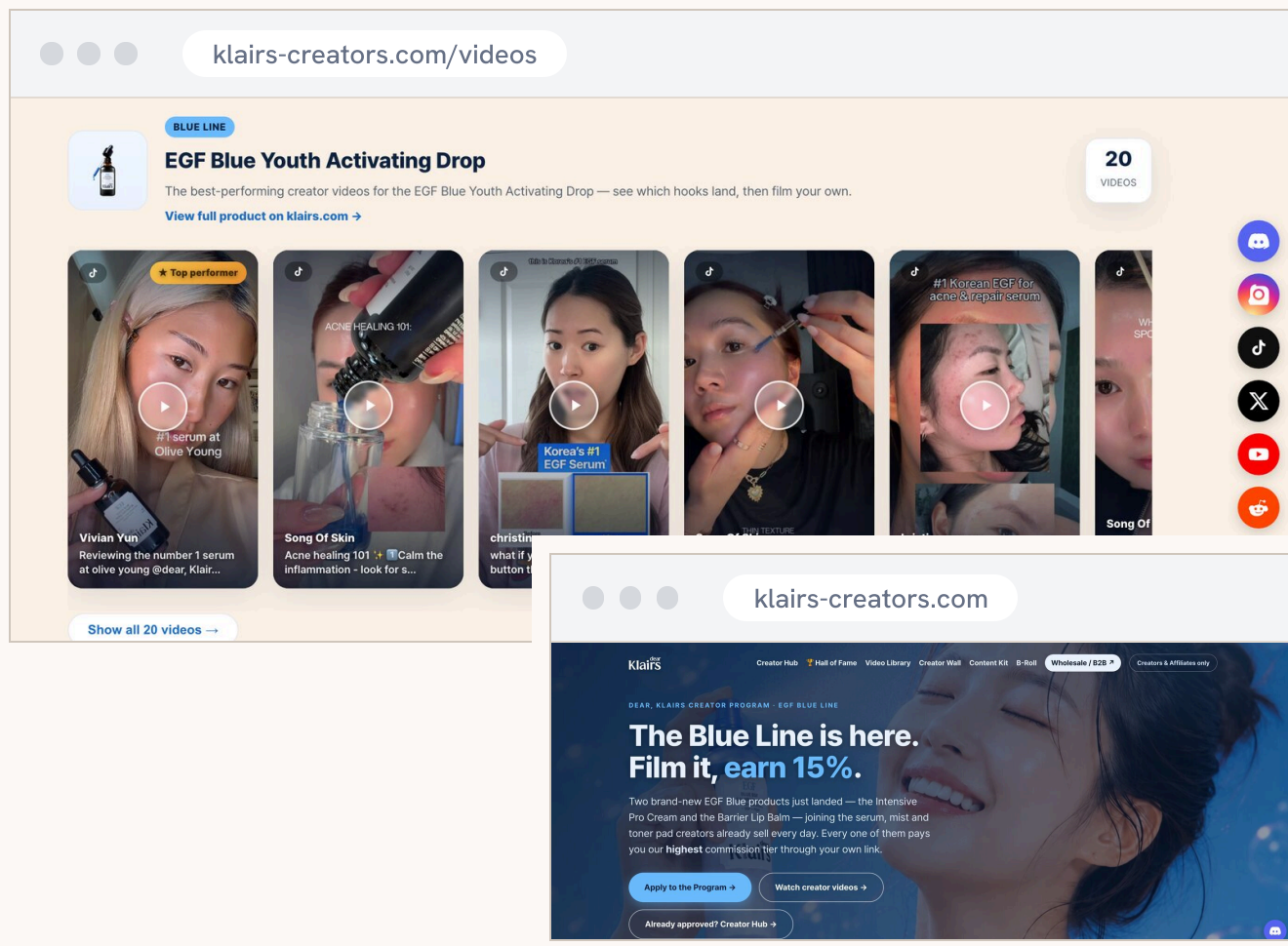
"My skin feels more hydrated, smoother, and healthier. The texture is lightweight and doesn't feel sticky."

VERIFIED BUYER · AUG 2026

Verified-buyer reviews from klairs.com (Loox), quoted as written. Reviewer names withheld.

SOCIAL PROOF

Creators film it because it works on camera.



20

creator videos on the Blue Drop

2,354

creators in the Klairs program

6,745

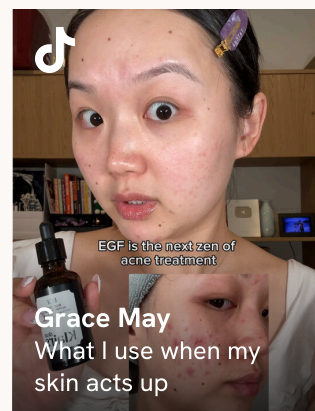
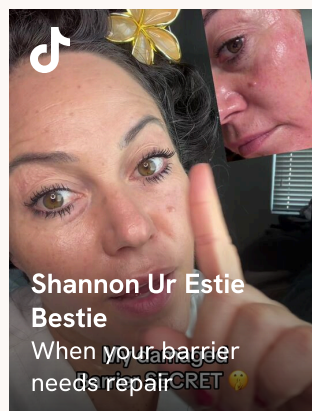
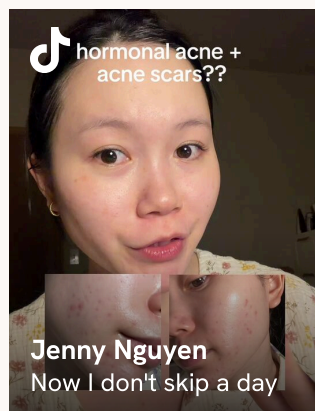
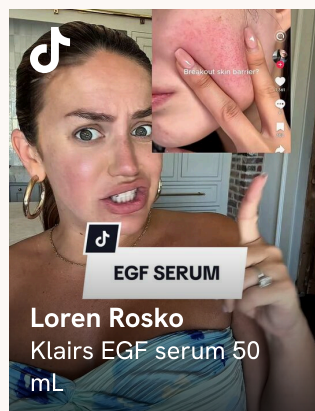
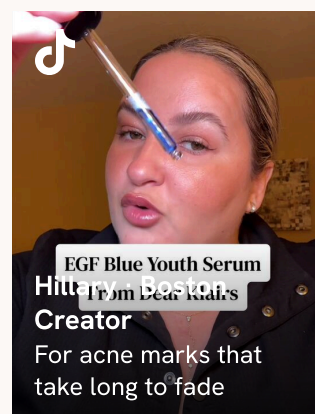
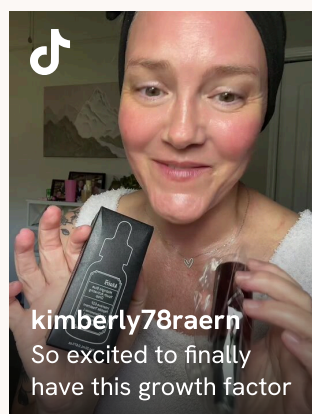
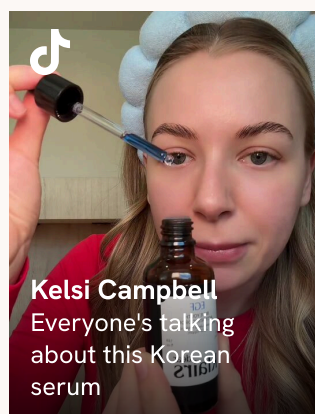
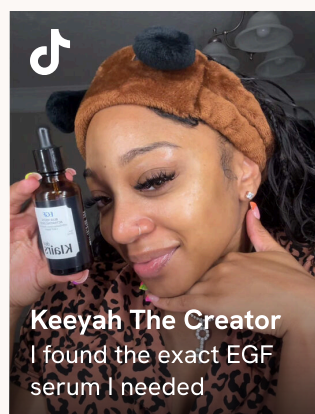
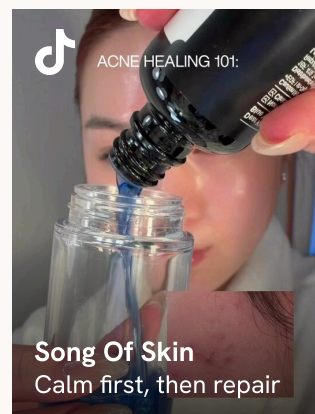
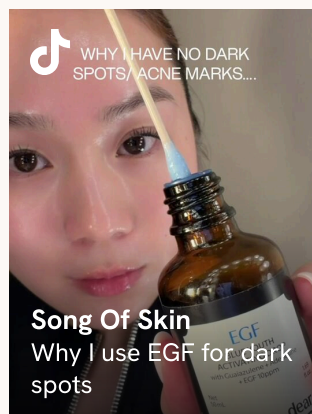
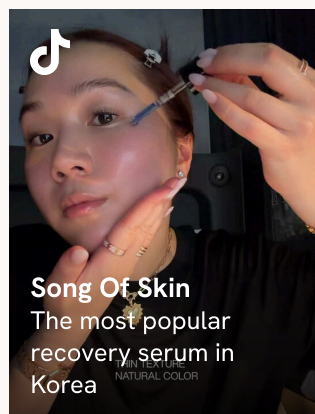
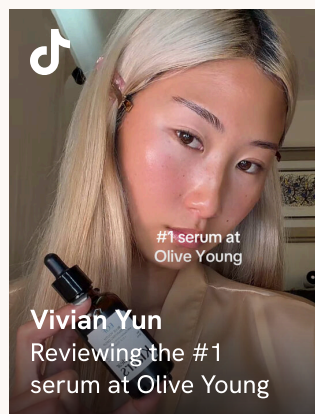
sold on TikTok Shop

4.7★

TikTok Shop, 422 reviews

Creator Video Library, klairs-creators.com, as of Sep 2026. TikTok Shop figures as shown on the listing, Sep 28, 2026.

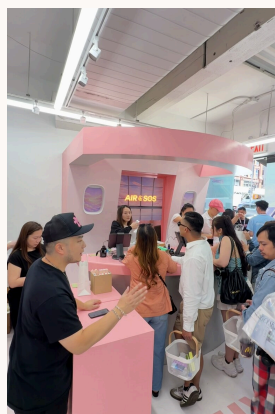
Twelve of the twenty.



Creator posts as published; captions shortened. Videos live in the Klairs Creator Video Library.

New York lined up for the blue wall.

Dear, Klairs joined the pop-up hosted by skincare creator Song of Skin. Shoppers queued, filmed the shelf and left with EGF samples.



9 days

Song of Skin x AIR pop-up,
May-June 2026

SoHo

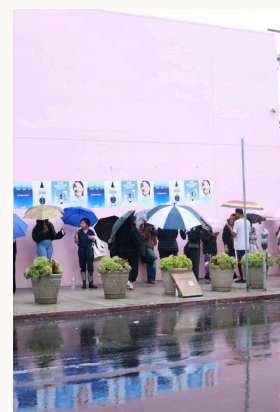
188 Lafayette St, New York

EGF

The Blue Drop anchored the
Klairs wall

Then LA queued in the rain.

The Blue EGF “EGF Maxxing” pop-up at Hapa Kristin Melrose ran four days: two creator previews, then a public weekend that drew lines on both days, including a rainy Sunday.



608

weekend store entries

405

units sold in two days

57

creators at the Friday preview

Hapa Kristin Melrose, Los Angeles, Sep 3-6, 2026. Entries are cumulative, not unique visitors. Weekend sales at event pricing (sets up to 50% off). Source: Hapa Kristin partnership report.



MILESTONES

A bestseller with receipts.



1M+ bottles sold

Worldwide, as of Apr 2026



Beauty Winner

2026 Seoul Awards

OLIVE  YOUNG

No.1 skincare
ranking

Olive Young · Apr 7, 2024

OLIVE  YOUNG

No.1 real-time
sales, serum

Olive Young · Apr 7, 2025

SOKO GLAM

Best of K-Beauty

Soko Glam · 2024

#5

Global
bestseller

Dear, Klairs · Mar 2025–
Feb 2026

Olive Young rankings are dated snapshots reported by Dear, Klairs, not Olive Young Awards.

SIZES & VALUE

Lead with the 50 mL.

**More drops,
better value**

The 50 mL is the hero size



20 mL
\$1.50 / mL

47% less per mL



50 mL
\$0.80 / mL

*Per-mL price at MSRP: 50 mL \$39.99, 20 mL \$29.99.

SIZE	MSRP	SKU	UPC
50 mL	\$39.99 · \$0.80/mL	DK10221	8809572894466
20 mL	\$29.99 · \$1.50/mL	DK20009	8809115023681
10 mL	\$12.99 · \$1.30/mL	DK10238	8809572895029

Shelf life 36 months · use within 6 months of opening · Made in Korea

What your client takes home.



50 mL carton



20 mL carton with amber glass dropper

CARTON Klairs blue, with the EGF 10 ppm label front and center

BOTTLE Amber glass with dropper

ON PACK Non-Comedogenic Tested · For Sensitive Skin

SIZES 50 mL / 1.69 fl oz · 20 mL / 0.67 fl oz

Recommended Routine

Dry-Sensitive & Irritated Skin



STEP 1
EGF Serum



STEP 2
Unscented Toner



STEP 3
Soothing Cream

Redness Care for Sensitive Skin



STEP 1
EGF Serum



STEP 2
Blue Calming Cream

ROUTINE

First, right after cleansing.

3-4 drops on bare skin, then toner and cream. Keep oils for after. For marks, add one drop on a cotton swab.

THE BLUE LINE

Irritation relief, barrier repair.

Every Blue Line product shares guaiazulene's calm. Stock the drop as the hero, then build the shelf around it.



Midnight Blue Calming Cream

Cooling gel cream for skin that looks flushed.

GUAIAZULENE · CENTELLA



EGF Blue Calming Toner Pad

Wipe or mask. Cools and smooths rough texture.

CENTELLA · HYALURONIC ACID



Blue EGF Calming Mist

Bi-phase cooling mist for face and body.

EGF + FGF · GUAIAZULENE



Blue EGF Intensive Pro Cream

Rich barrier cream that seals the drop in.

EGF · PANTHENOL

Klairst ^{clear} EGF BLUE DROP



Midnight Blue Clearing Water Cream

Weightless blue gel for oily, overheated-looking skin.

NIACINAMIDE · GUAIAZULENE



Blue Caffeine Full Cover Eye Patch

360° cooling hydrogel for eyes and smile lines.

CAFFEINE · NIACINAMIDE 2%

BETTER TOGETHER

Three routines that sell the second item.



CALM A FLARE-UP

Blue Drop + Midnight Blue Calming Cream

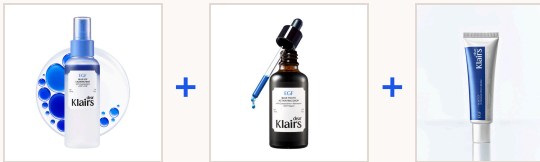
Redness relief in 3 minutes, then a cooling gel seal.



FIRM & REPAIR

Blue EGF Duo

Blue Drop 50 mL + Blue EGF Intensive Pro Cream. Available as a set.



FULL COOL-DOWN RITUAL

Blue EGF Trio

Calming Mist, Blue Drop and Pro Cream. Available as a set.

Add-ons that raise the basket



Eye patch

Cooling hydrogel for eyes



Toner pad

Daily wipe or 5-minute mask



Lip balm

Blue EGF barrier care for lips

Eleven images, ready for your PDP.

2000 × 2000 px. Claims on every image follow the ledger on page 28.

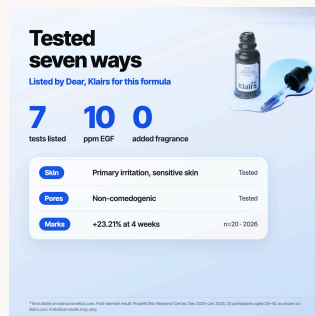


EGF REPAIR SERUM

Powered by EGF Peptide
Korea's #1 Best-Selling
Blemish Repair Serum

Early Pigmentation
Barrier Repair
Skin-Renewal
Non-Comedogenic
0.00 Irritation

*Cosmo Ranking #1 in the Serum category
in Skin Care, Sep 2023, 1000,000+ votes



Tested seven ways
Listed by Dear, Klairs for this formula

7 tests listed
10 ppm EGF
0 added fragrance

Test	Result	Tested
Skin	Primary irritation, sensitive skin	Tested
Pore	Non-comedogenic	Tested
Marks	+23.21% at 4 weeks	n=20 - 2025

*Test based on clinical research by Dear, Klairs Research Center, Dec 2023-Jan 2025, 20 participants aged 20-40, all shown on Klairs.com. Individual results may vary.



Why your skin needs Klairs EGF now

EGF : A Natural Skin-Repairing Peptide
Levels drop after age 20, slowing skin recovery.
Replenishing EGF is vital for a restored skin barrier.

EGF 10ppm
Maximum Concentration
for Intensive Repair

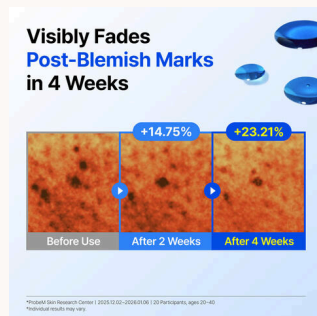
100% Bio-identical

*EGF and its analogs are essential for skin barrier repair and regeneration.



Key Ingredients

- EGF Peptide 10ppm**
Fades Post-Blemish Marks & Strengthens Skin Barrier
- FGF Peptide 10ppm**
Improves Skin Density & Firmness
- Guaiazulene 1,000ppm**
Instant Relief & Rapid Soothing

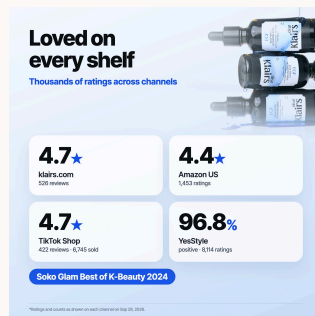


Visibly Fades Post-Blemish Marks in 4 Weeks

+14.75%
+23.21%

Before Use | After 2 Weeks | After 4 Weeks

*Product Skin Research Center | 2023.10.02-2023.10.06 | 10 Participants, ages 20-40
Individual results may vary.



Loved on every shelf
Thousands of ratings across channels

4.7★ klairs.com 100 reviews	4.4★ Amazon US 1,400 ratings
4.7★ TikTok Shop 422 reviews, 6,740 sold	96.8% YesStyle positive, 6,114 ratings

Soko Glam Best of K-Beauty 2024

*Rating and count are based on recent data as of Sep 30, 2024.



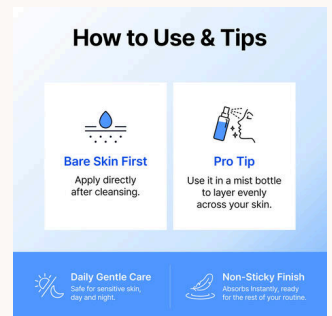
More drops, better value
The 50 mL is the hero size

47% less per mL

20 mL
\$1.50 / mL

50 mL
\$0.80 / mL

*Net wt. price at MSRP (US) as of 09/30/24, 09/30/2024.



How to Use & Tips

Bare Skin First
Apply directly after cleansing.

Pro Tip
Use it in a mist bottle to layer evenly across your skin.

Daily Gentle Care
Safe for sensitive skin, day and night.

Non-Sticky Finish
Absorbs instantly, ready for the rest of your routine.



Don't worry even if the color changes.

The blue color comes from Guaiazulene, a naturally derived ingredient, not artificial dyes. Color variation can occur due to the nature of this ingredient, even when unopened, yet it does not affect product quality.



Recommended Routine

Dry-Sensitive & Irritated Skin

STEP 1 EGF Serum
STEP 2 Unscented Toner
STEP 3 Soothing Cream

Redness Care for Sensitive Skin

STEP 1 EGF Serum
STEP 2 Blue Calming Cream



Nothing To hide Ingredient List

- Non-Comedogenic
- Safe for Sensitive Skin

Water (Aqua), Butylene Glycol, sh-Oligopeptide-1, sh-Polypeptide-1, Vaccinium Angustifolium (Blueberry) Fruit Extract, Lecithin, Sorbitan Sesquilesterate, 1,2-Hexanediol, Caprylyl Glycol, PEG-60 Hydrogenated Castor Oil, Glycerin, Chlorphenesin, Guaiazulene, Ethylhexylglycerin, Adenosine

Shot in 4K. Yours to use.

34 product and texture clips, 3840 × 2160. Approved buyers can request the originals through b2b.klairs-creators.com.



Dropper & blue pool



Single drop



Shelf drip



Pour to pool

US SPOT

15 seconds, vertical.

Cut for Reels, TikTok and in-store screens. 1080 × 1920.



Paste-ready for your listing.

PRODUCT NAME

Dear, Klairs EGF Blue Youth Activating Drop, 50 mL (1.69 fl oz), formerly Midnight Blue Youth Activating Drop

SHORT DESCRIPTION

A watery blue first serum with 10 ppm EGF and FGF peptides, 1,000 ppm guaiazulene and adenosine. Calms visibly stressed skin in minutes and helps post-blemish marks look lighter over 4 weeks.

KEY BENEFITS

- Visibly calmer-looking skin in about 3 minutes.
- Post-blemish marks improved 23.21% after 4 weeks (ProbeM Skin Research Center, 20 participants).
- Water-light first step with 10 ppm EGF + FGF, 1,000 ppm guaiazulene and adenosine.
- Tested for primary irritation on sensitive skin and for non-comedogenicity.
- No added fragrance or essential oils. Vegan formula, cruelty-free. pH 5.5.

INGREDIENTS

Water, Butylene Glycol, sh-Oligopeptide-1, sh-Polypeptide-1, Vaccinium Angustifolium (Blueberry) Fruit Extract, Lecithin, Sorbitan Sesquioleate, 1,2-Hexanediol, Caprylyl Glycol, PEG-60 Hydrogenated Castor Oil, Glycerin, Chlorphenesin, Guaiazulene, Ethylhexylglycerin, Adenosine

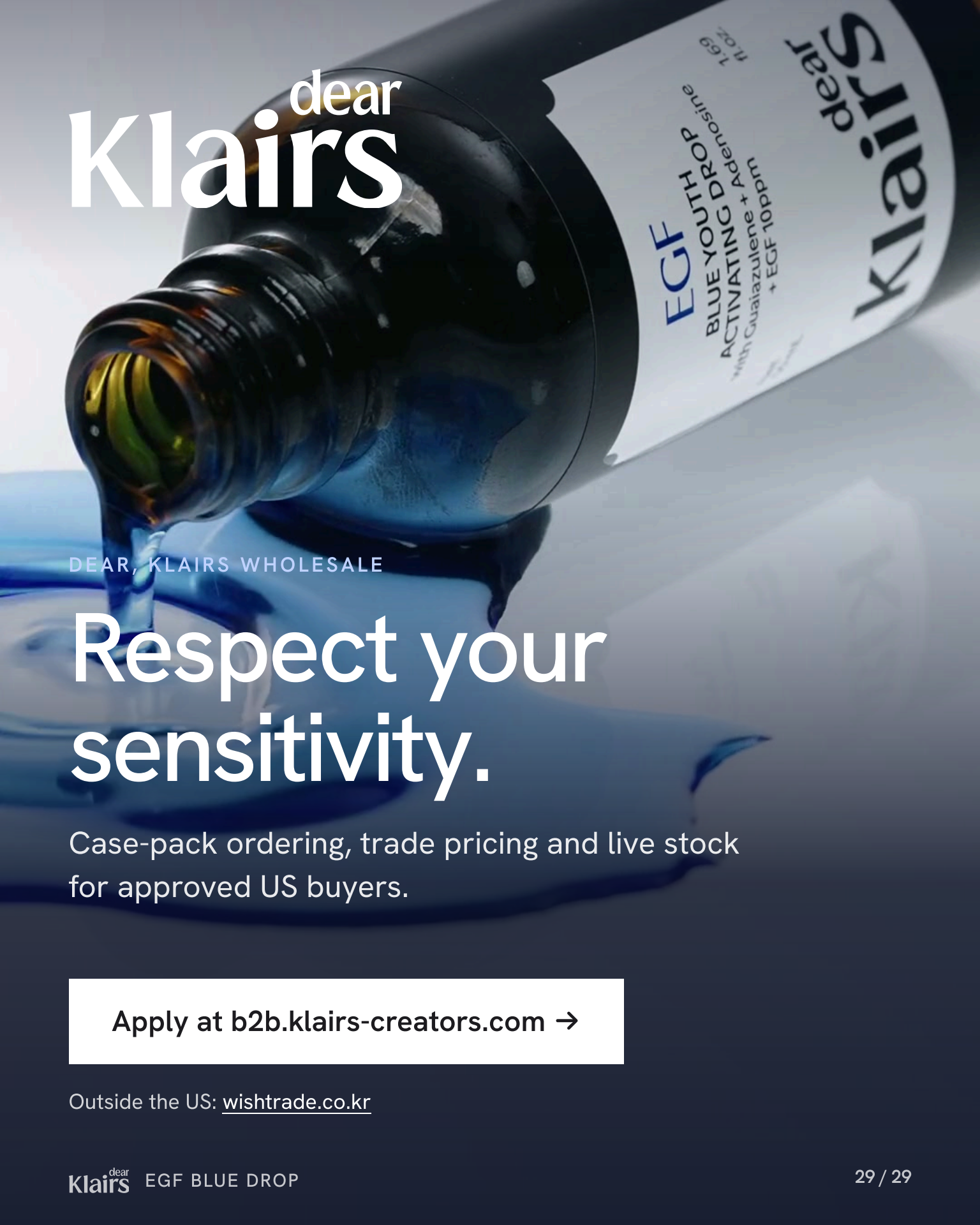
Claims ledger & studies.

APPROVED	Visibly calmer in about 3 minutes	Dear, Klairs product description (klairs.com)
APPROVED	Post-blemish marks +23.21% at 4 weeks	ProbeM, n=20 — shown on klairs.com
APPROVED	Non-comedogenic tested · for sensitive skin	On-pack; klairscosmetics.com test list
APPROVED	10 ppm EGF	On-pack
APPROVED	No added fragrance · vegan formula · cruelty-free	INCI; brand certification
WITH DATE	No.1 in Olive Young skincare ranking	Always with the date: Apr 7, 2024. A ranking snapshot, not an award.
WITH DATE	1M+ bottles sold worldwide	Brand-reported, as of Apr 2026
WITH DATE	Soko Glam Best of K-Beauty	Always with the year: 2024

TESTING & SOURCES

- ProbeM Skin Research Center: post-blemish pigmentation, Dec 2025-Jan 2026, 20 participants aged 20-40 (shown on klairs.com).
- Tests listed by Dear, Klairs for this formula: primary skin irritation, primary irritation on sensitive skin, non-comedogenicity, anti-aging, soothing, collagen synthesis assay, post-blemish pigmentation (klairscosmetics.com).

Improvement rate = |after – before| / before × 100. Group means; individual results vary.



dear
Klairs

EGF

BLUE YOUTH
ACTIVATING DROP
with Guaiazulene + Adenosine
+ EGF 10ppm

dear
klairs

DEAR, KLAIRS WHOLESALE

Respect your sensitivity.

Case-pack ordering, trade pricing and live stock
for approved US buyers.

Apply at b2b.klairs-creators.com →

Outside the US: wishtrade.co.kr