



MIDHA

BRAND SLOGAN

브랜드 슬로건



## RICE CLEAN BEAUTY

We have found the answer to skin concerns in rice.

Rice is a precious cultural heritage of mankind's long wisdom and is a raw material that is full of nutrients that are good for skin.

## MIDHA RICE STORY

미다 쌀 이야기



## MIDHA RICE 8 COMPLEX (PATENT)

Rice contains ingredients good for skin, such as gamma oryzanol, vitamin E, and linolenic acid. MIDHA RICE 8 COMPLEX is Midha's patented technology that increases the skin permeation of cosmetics through the skin affinity of glycolipid fraction from rice brans. (Patent No. 10-2132538)

THE HIGHEST QUALITY

최고의 쌀 화장품



## ECO-FRIENDLY RICE WITH THE BEST QUALITY

We use the highest quality of eco-friendly rice grown in Gochang, Jeollabuk-do, as one of UNESCO Biosphere Reserves. Gochang rice is the most expensive rice in the Republic of Korea that is good for skin beauty due to its excellent nutritional balance and high mineral content.

We use unbroken rice with high moisture retention through strict quality control at the Gochang Agricultural Technology Center.

VEGAN COSMETICS

비건 화장품



## THE VEGAN SOCIETY

We create safe and healthy vegan cosmetics according to the strict and meticulous standards of the British Vegan Society.



Animal  
Ingredients



Animal  
Testing



Cross Contamination  
With Non-Vegan

ECO-FRIENDLY PACKAGE  
친환경 패키지



### Bottle

We try to reduce waste of resources and carbon emissions by minimizing plastic weight, printing and post-processing.

### Package

We use recycled paper and FSC certified eco-friendly paper and print with soy ink.



## COSMETIC GOOD MANUFACTURING PRACTICE

GMP 인증시설 제조

Management Commitment

관리 약속

Staff Training

직원 교육

Product Control

생산 컨트롤



Risk Management

리스크 관리

Quality Management System

품질 관리 시스템

Site & Facility Management

현장 및 시설 관리

## GMP Certified Facility Manufacture

All products of MIDHA are producing through hygienic and strict quality control in a good cosmetic manufacturing facility (GMP) certified by the Ministry of Food and Drug Safety in Korea.



## Rice Bran Scrub Foam

For All Skin

- 34% rice contained among all ingredients
- Scrub old dead skin cells with natural rice husks instead of microplastics
- Effects of moisturizing, nourishing, and brightening skin based on rice water
- Deep cleansing with rich micro bubbles with strong absorption power
- Clean and refreshing cleansing
- Moisturizing effect without dryness inside the skin
- Vegan certification
- Main ingredients : Rice water, Rice husk, Rice bran

Volume : 150ml

Hypoallergenic certification





## Rice Cleansing oil

Deep Cleansing For Pores

- Precious rice bran oil which can be ocured only 1%, but contains 66% of full rice nutrients
- Deeply cleanse your skin and pores
- Nourish and vitalize the skin, providing vitamins and anti-oxidant nutrients of natural oils
- Soft and non-greasy texture
- Easy wash and quick emulsification
- Fresh finishing
- Vegan certification
- Main ingredients : Rice bran oil, Olive oil

Volume : 150ml

Hypoallergenic certification





## Rice Cleansing Balm

Mild & Soft Cleansing

- Moist and soft cleanser
- Balm to oil to milky cream texture
- Cleanses the pores and melts the skin impurities
- Skin vitalizing and nourishing with natural oil
- Black rice (purple rice) contained
- Non-irritation
- Very safe for sensitive skin

Volume : 100ml

Hypoallergenic certification





## Rice Sebum Toner

For Oily & Sensitive Skin

- 80% rice water contained among all ingredients
- Moisturizing toner that replenishes moisture for oily and combination skin
- Shake to mix with a unique two-layer structure of toner and powder
- Powder cares for excess sebum and oil
- It soothes sagging and irritated skin
- The patented ingredient cares for wide pores
- Vegan certification
- Main ingredients : Rice water(80%), Houttuynia Cordata Extract and the Patent pore care complex

Volume : 200ml

Hypoallergenic certification





## Rice Pure Toner

For Dry & Sensitive Skin

- 77% rice water contained among all ingredients
- It replenishes clear moisture for dry skin
- It makes skin smooth without dead skin cells
- It calms the skin down
- It moisturizes and protects the skin
- The patented ingredient cares for soothing skin
- Vegan certification
- Main ingredients : Rice water(77%), Bamboo extract, the patent skin protection complex

Volume : 200ml

Hypoallergenic certification





## Rice Milk Lotion

For All Skin

- 75% rice water contained among all ingredients
- It moisturizes skin internally
- It soothes irritated skin quickly
- It makes skin smooth and supple
- Moist and non sticky texture, quick absorption to the skin
- Dual functions of brightening and anti-wrinkles
- Vegan certification
- Main ingredients : Rice water(75%),  
The patent skin soothing complex

Volume : 200ml

Hypoallergenic certification





## Rice Serum

For All Skin

- Rice essential blending with rice germ + rice bran water + rice-EGF + rice extracts
- 73% Rice contained among all ingredients
- Skin barrier protection with ceramide, cholesterol and fatty acids
- Provide long lasting hydration.
- Skin firming effect from deeply inside the skin.
- Brightening and skin tone improvement

Volume : 50ml

Hypoallergenic certification





## Rice Facial Oil

For All Skin

- Precious rice bran oil which can be ocured only 1%, but contains 66% of full rice nutrients
- Deeply moisturizing and nourishing the skin
- Naturail oil 99.5%
- Full of vitamins and anti-oxidant composition : Hazulnut oil, rice bran oil, sunflower oil, argan oil, jojoba oil, passiflora edulis seed oil, sage oil
- Relaxing aromotherapy effect with pechouli oil
- Non sticky and quick absorption

Volume : 30ml

Hypoallergenic certification





## Rice Cream

For All Skin

- 62% rice water contained among all ingredients
- The naturally derived patented ingredient moisturizes and nourishes skin deep inside
- It locks moisture with the fermented ingredients
- Panthenol strengthens skin barrier against external stimuli
- It makes skin smooth and supple
- It moisturizes skin internally
- Dual functions of brightening
- Vegan certification
- Main ingredients: Rice water (62%), Panthenol, the patent skin soothing complex

Volume : 50ml

Hypoallergenic certification





## UV Protect Rice Sun Cream

For All Skin

SPF 50+ PA++++

- Moisturizing water base
- Light, fresh and smooth application
- Skin soothing with natural plant extract
- Skin protection with grain peptides
- Triple functions of sun care/brightening/anti-wrinkles
- Reef-safe : Oxybenzone, octinoxate no contained
- SPF 50+, PA++++
- Vegan certification
- Main ingredients : Rice extract, Grain peptides

Volume : 50ml

Hypoallergenic certification





## Rice Tone Up Cream

For All Skin

- 70% rice water contained among all ingredients
- Natural tone-up makes skin brighter
- Soft, non-sticky application
- No pore clogging and no visible dead skin cells even after time passes
- Smooth, non-sticky finish
- Dual functions of brightening / anti-wrinkles
- Vegan certification
- Main ingredients : Rice water(70%), Allantoin

Volume : 50ml

Hypoallergenic certification





## Galactomy First Serum

For All Skin

- 81% rice water contained among all ingredients
- Galactomyces ferment filtrate & Bifida Ferment Filtrate contained
- Make smooth and soft skin texture
- Boosting effect: Increases the absorption of the other ingredients into the skin
- Vegan certification
- Main ingredients : Rice water(81%), Galactomyces and Bifida Ferment Filtrate

Volume : 30ml

Hypoallergenic certification





## Rice Protein Serum

For All Skin

- Rice protein, Rice bran protein and oat protein contained
- Provides nutritive 17 amino acids to the skin
- Proteins fill the skin layers and make the skin more elastic and supple.
- Creates a smooth skin texture with a subtle and natural glow
- Ideal for glossy glow finishing serum
- Vegan certification
- Main ingredients : Rice water(70%), Rice protein, Rice bran protein and Oat protein

Volume : 30ml

Hypoallergenic certification





## Hyaluron Hydrating Serum

For All Skin

- 92% rice water contained among all ingredients
- 8 Multi molecular Hyaluronic acids can penetrate deeply inside the skin
- Immediately provides the moisture to the skin
- Provide long lasting hydration
- Main ingredients: Rice water (92%), 8 Multi molecular hyaluronic acids

Volume : 30ml

Hypoallergenic certification





## Teatree Soothing Serum

For All Skin

- 92% Teatree leaf water contained among all ingredients
- Teatree and cica soothe the irritated skin
- Calms and improves trouble spots and skin
- Main ingredients : Teatree water (92%), Centella asiatica extract, Rice extract

Volume : 30ml

Hypoallergenic certification





## Pore Refining Serum

For All Skin

- 88% Rice water contained among all ingredients
- Mild peeling PHA and Kaki leaves, full of tannins refine and control enlarged pores
- Make smooth skin texture

Volume : 30ml

Hypoallergenic certification





## Rice Brightening Mask

For All Skin

- 64% Rice water and rice bran oil contained
- Instantly brightens skin tone.
- Smooth and soft texture and maintain
- Does not dry out over time
- Brighter skin tone and moist and hydrated after use
- Main ingredients: Rice water, Rice bran oil and kaolin

Volume : 100ml

Hypoallergenic certification





## Cica Calming Mask

For All Skin

- Rice bran water base, good for soothing
- Green tea, Centella asiatica and aloe vera immediately soothe the skin
- Cooling down quickly
- Soothes the irritated skin
- Main ingredients: Rice water, Green tea, centella asiatica, aloe vera

Volume :100ml

Hypoallergenic certification





## Vita C Vitalizing Mask

For All Skin

- 82% Pomegranate water base
- Red fruits such as tangerines, strawberries, oranges, camellia, hibiscus and vitamin C
- Nourish the skin with fruit vitamins.
- Replenish the skin with vitamins and revitalize the skin
- Main ingredients : Pomegranate, Fig, Rose hip, Strawberry, Orange, Camellia, Hibiscus and ascorbic acid

Volume : 100ml

Hypoallergenic certification





## Bamboo Charcoal Mask

For All Skin

- 56% Pure Bamboo water
- Charcoal absorbs the residues in pores and removes them.
- Make skin smooth textured
- Ideal for dead skin cell exfoliation and pore control
- Does not dry out over time
- Main ingredients: bambusa vulgaris water(56%), charcoal powder, jojoba seed oil and kaolin

Volume : 100ml

Hypoallergenic certification





## Rice Milk Mask Hydro Glowing

For All Skin

- A thick bamboo tencel sheet that adheres perfectly to the skin and delivers nutrients quickly and deeply.
- Concentrated essence contained
- Instantly replenishes moisture in the skin and creates radiant skin.
- Main ingredients: Rice, black rice, persimmon leaf, lactobacillus/soybean fermentation extract, white willow bark, oregano leaf, cypress leaf, etc.

Volume : 23ml \* 5ea

Hypoallergenic certification





## Rice Milk Mask Nutri Firming

For All Skin

- A thick bamboo tencel sheet that adheres perfectly to the skin and delivers nutrients quickly and deeply.
- Concentrated essence contained
- Immediately replenishes nutrients to the skin and improves skin elasticity.
- Main ingredients: Rice, black rice, honey, lavender, matricaria flower, bergamot leaf, peppermint leaf, freesia, rosemary leaf, etc.

Volume : 23ml \* 5ea

Hypoallergenic certification





## Rice Hand Cream

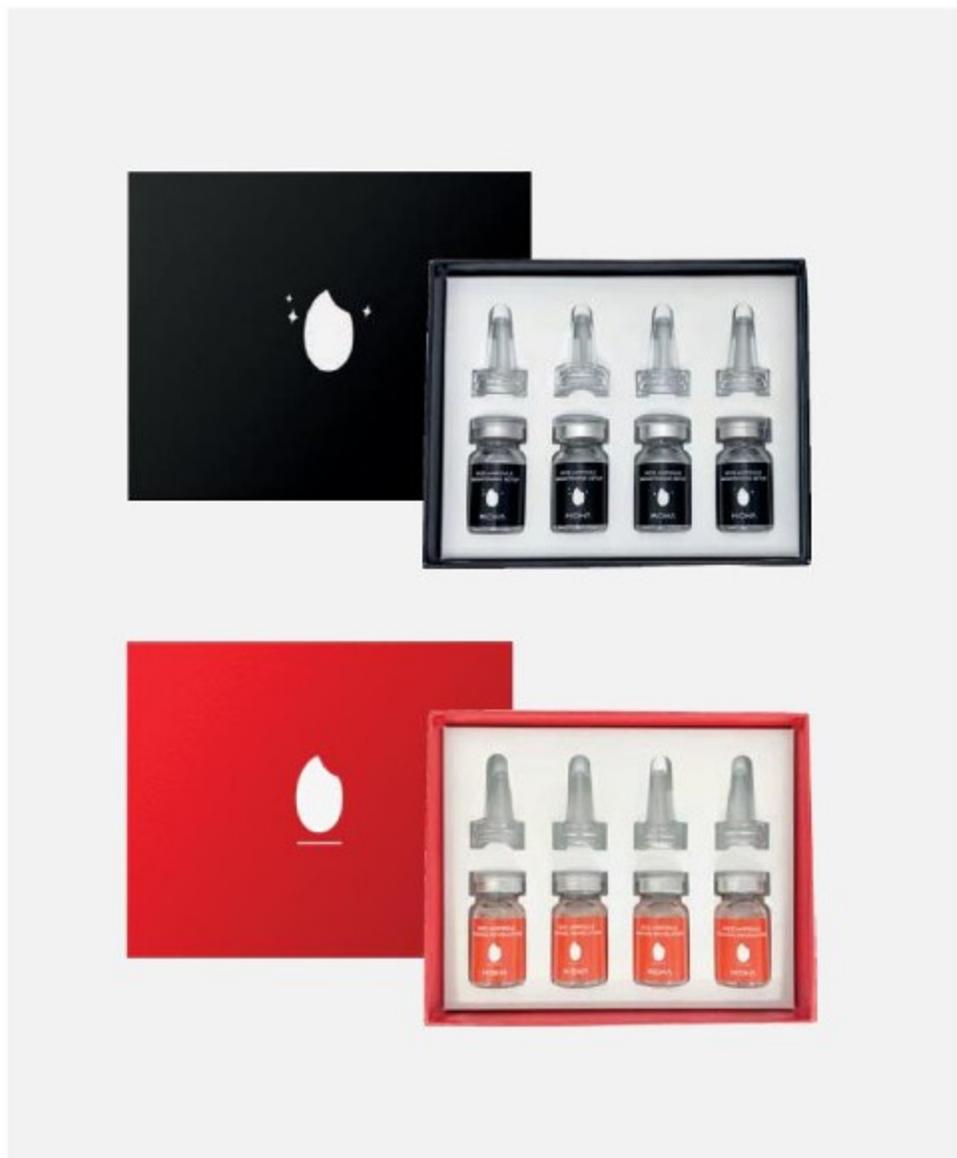
For All Skin

- 4 Grains (Oat, Whole rice, Rice, Oat kernel) contained formula
- Non sticky, but fresh finishing
- 3 different concept perfumed hand cream
- Woody night: dark evening, relaxing in front of the fireplace in a cabin in the woods concept.
- Citrus garden: refreshing feeling of an orchard in a green forest full of fresh citrus trees
- White bouquet: Elegant white bouquet full of blooming flowers

Volume : 40ml \* 3ea

Hypoallergenic certification





## Rice Ampoule

For Anti-Aging & Brightening

- 80% rice bran water contained among all ingredients
- Patented brightening / tightening complex
- Quick absorption
- Concentrated formula for brightening  
: Rice bran + Rice EGF + Black grains + Melatrepin 5000
- Concentrated formula for tightening & wrinkle repair  
: Rice bran + Rice EGF + Black grains + Liftderm 2000
- Dual functions of brightening / anti-wrinkles

Volume : 7ml X 4vials

Hypoallergenic certification





## Micro Dot Care System

For Special Care

- Melting Hyaluronic acid Needle (MTS) Therapy
  - Make 3,600 microneedling holes into the skin and stimulates the skin for rejuvenation
  - Immediate radiance, hydrating and anti-aging effect
  - Disposable and sterile needle
  - Easy to use
- SET Components: 1 handle + 4 needles + 4 ampoules (2 brightening and 2 tightening)

1 SET

Hypoallergenic certification





## Rice Cotton Embo Pad

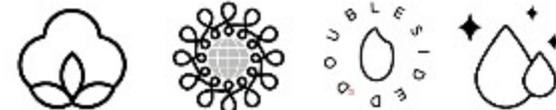
For All Skin

- 100% USA Cotton
- OEKO-TEX Grade I, very safe for sensitive skin
- Embo/Smooth textured double layer
- Rice shape cutting
- Main ingredients : Cotton 100%

Volume : 30 sheets

Volume : 150 sheets

Hypoallergenic certification



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