

acwell

LICORICE pH BALANCING  
CLEANSING TONER



## acwell's **No.1** Toner Moisture Brightening Licorice Toner

Licorice pH Balancing Cleansing Toner

**#Radiantly  
clear skin**

Smooth texture  
smooth skin tone

**#Moisturizing  
and fresh**

Provides clear and healthy skin  
filled with moisture

**#Mild acidic  
formula**

Gentle for daily use  
without irritation

Korean toner routine

# Cleanse · Tone · Hydrate

Fully empties and replenishes moisture,  
restoring the skin's natural balance to its optimal state.



## Cleanse

Completely clears out impurities  
deep within pores.

Global Medical Research Center / 19 May 2022 - 9 June 2022 / 21 candidates / Individual variations

## Tone

Refines skin texture to **effectively remove**  
residual impurities and dead skin cells.

## Hydrate

Fully hydrates to restore  
the skin's natural balance.

## Tips recommended by acwell



Soak a cotton pad  
and gently wipe  
along the skin texture



Gently soothe the skin  
as if enveloping it  
with moisture.

### POINT 1

## Delivers moist and refreshed skin

Provides clear and healthy skin filled with moisture,  
using a non-sticky **water formula**.



✓ Skin Brightening & Hydrating

✓ Toner for Sensitive Skin

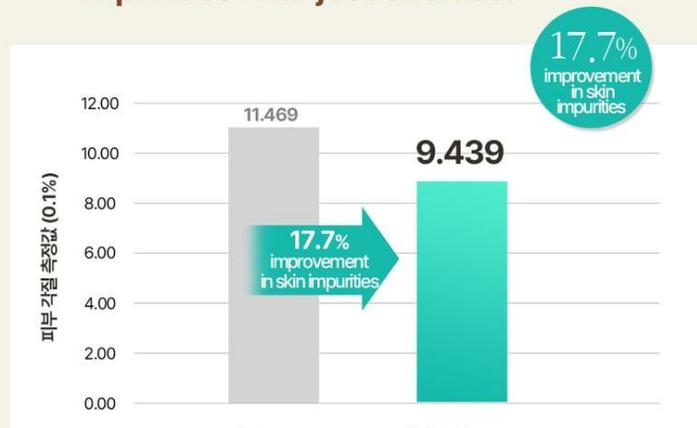
POINT 2

## Containing 10% licorice extract, Soothes skin texture and clarifies skin tone



With just one use, achieve clear and radiant skin,  
thoroughly cleansing dead skin cells, impurities, and fine dust.

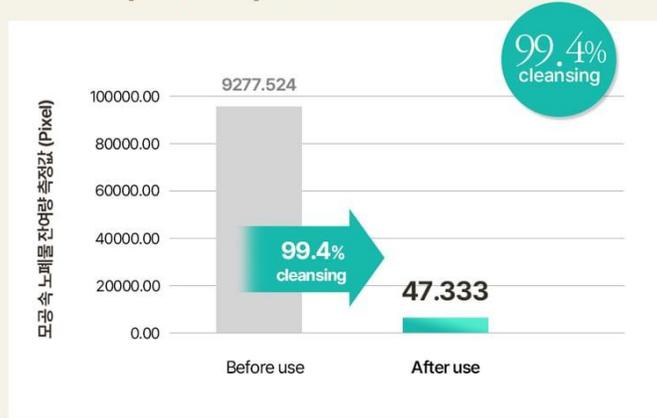
✓ **17.7% improvement in skin  
impurities with just one use.**



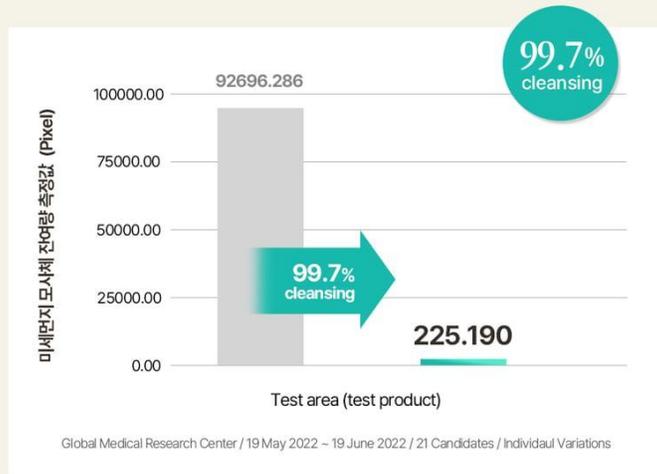
Before use

Right after use

✓ **After just one use,  
removes 99.4% of impurities  
deep within pores.**



✓ **Cleansing -99.7%  
of fine dust with just one use**



WHY?

## Why Licorice?

For balanced skin, there's always Licorice  
from Apothecary

Skin  
soothing



Brightening



Hydration

Based on raw material characteristics

POINT 3

## Mild Acidic Formula

Mild acidic formula akin to the skin's pH, gentle enough for daily use without irritation

Dermapro Ltd. / 10 Nov 2015 - 13 Nov 2015  
31 Candidates



Safe to use  
Free from 9 ingredients



Alcohol - Free



Paraben - Free



Moisturizing, soothing, brightening

## Licorice Toner, Available in 300ml

Double the volume 20% lower price





SUSTAINABLE PACKAGING

## Small acts for nature

acwell is using sustainable packaging that considers both nature and people.



**Printed with SOY INK**

Soy ink printed  
paper

**Recycled Paper**

Using eco-friendly  
green tea fibers



**PCR 98.5%**

98% PCR containers  
used

**Easy Peel Label**

Water-soluble and easily separable  
moisture labels used

**acwell**

**Efficacy-based  
Korean Traditional Dermatological Brand**

Through advanced LED-Tech, scientifically validated  
the natural power of plants to care for sensitive and delicate skin.