

# tntnmom's Lookbook

March 2024

*"We protect mothers  
who protect babies"*



# Table of Contents



## tntnmom's Lookbook 2024

- **Who we are**  
Prologue / Our Company / Our Achievements / Our Team
- **About tntnmom's**  
Brand Story / Color Story / Philosophy / Specialty / Awards and Honors / Global Network / Customer Review / SNS & Instagram / Video & Youtube / Retail Channel
- **All Product-Line**
- **Body & Skin Care Line**
- **Bath & Oral Care Line**
- **Breastfeeding Line**
- **Food Line**
- **Fabric Line**

Who we are

# Prologue

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**mother, mom, mamá, 妈妈**  
**who made you, me, and all of us who we are**

We all have the same experiences, no matter how different our races, nationalities or opinions are. That is we grew in our mother's womb for 10 months and were born into the world.

We focuses on the pregnancy and birth period, the moment motherhood begins and the baby is born.

The mother must be happy so the baby can be happy.



Who we are

# Our Company

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## No.1 Global Mother Company | SINCE 2012

Tenbox Corp. started the world's first pregnancy and childbirth curation and subscription e-commerce business in 2012. Our company pursues sincerity and innovation and only cares about pregnant women.

Our goal is to become the most loved company by pregnant women around the world within the next five years.

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## Awards & Honors



(Korean Government)



(Gyeonggi-do, Korea)



Who we are

# Our Achievements

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We are the first and the best pregnancy and childbirth company in Korea.

**No.1**

Pregnancy Childbirth  
Gift Category

**16+**

Export to 16 countries  
Own Brand "tntnmom's"

**70+**

Starbucks, Samsung, etc.  
Employee gift client  
company

**98%**

Customer satisfaction  
score

**400K**

Total product  
movement / Year

**120K**

Door-to-door  
volume / Year

Who we are

# Our Team

We are young and challenging and regard sincerity and honesty as our top priorities.

## Founder



### Pearl Baek

#### CEO of Brand and Product

Brand and design expert  
Mother of two children  
#Warmth #Emotion #Creativity

The spirit and philosophy of our brand started with her. She always does her best to put her mother's heart into everything she does.



### Silver Lee

#### CEO of Business and Marketing

Business and management expert  
Father of two children  
#Management #Challenge #Communication

He directs all of our company's businesses. He is challenging and customer-centered. He considers our customer's success first.

## Team Leader



### Eddie Jung

#### Business Manager

Management & SCM Specialist. Father of one son  
#Accuracy #Humorous #Kindness



### Teddy Jung

#### Marketing & Sales Manager

Marketing & Sales Specialist. Data analysis, driven  
#Generalist #All-rounder #Sincerity



### Hyeri Noh

#### R&D / Product development Specialist

Mother of one daughter  
#Research #Warmth #Kindness



### Sujin Han

#### Logistics, SCM Specialist

Mother of two children  
#ERP SCM #Active #Kindness



### Dohee Gwak

#### Design, BX Specialist

Trend Setter  
#Brand eXperience #Design #Creativity

About tntnmom's

# Brand Story

tntnmom's, a brand that accompanies mothers' happy pregnancy & childbirth journey

Now, as a mother, the time of 'we' beyond 'me' has begun. It is said that the moment she changes from 'one' to 'two', from 'I' to 'we', Mom is mindset with 'I' in pursuit of beauty as an ego that defends 'we' from harm.

tntnmoms' mission is to deeply understand the mother's mind and support her journey from pregnancy to childbirth.

**"We protect mothers who protect babies"**

tntn  
mom's

[tntn] it means Healthy

[mams] it means Mommy

About tntnmom's

# Color Story



Color

Keyword

Mission

tntnmom's

Two Heart

A sense of mission to protect the lives of mother and baby

R : 240

Mother's Love

A mother's heart that wants to give you only the best

G : 100

Natural

A mind that finds the answer in nature and inherits a clean nature

B : 100

Sincerity

A heart full of sincerity from beginning to end



About tntnmom's

# Philosophy

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For mothers and babies all over the world  
We make only sincere, clean, natural, unique products

Sincere

We pursue sincerity and honesty for mothers and babies.

Clean

We pursue the cleanest for the earth and the environment.

Natural

We pursue the most natural and close to nature.

Unique

We pursue uniqueness and creativity that did not exist.



About tntnmom's

# Specialty

We love the earth, nature to pass on a sustainable environment to babies

for nature



OEKO-TEX®  
CONFIDENCE IN TEXTILES

for quality



FDA  
REGISTERED

About tntnmom's

# Awards and Honors

Our dream is to become the No.1 brand specializing in pregnancy all over the world beyond Korea

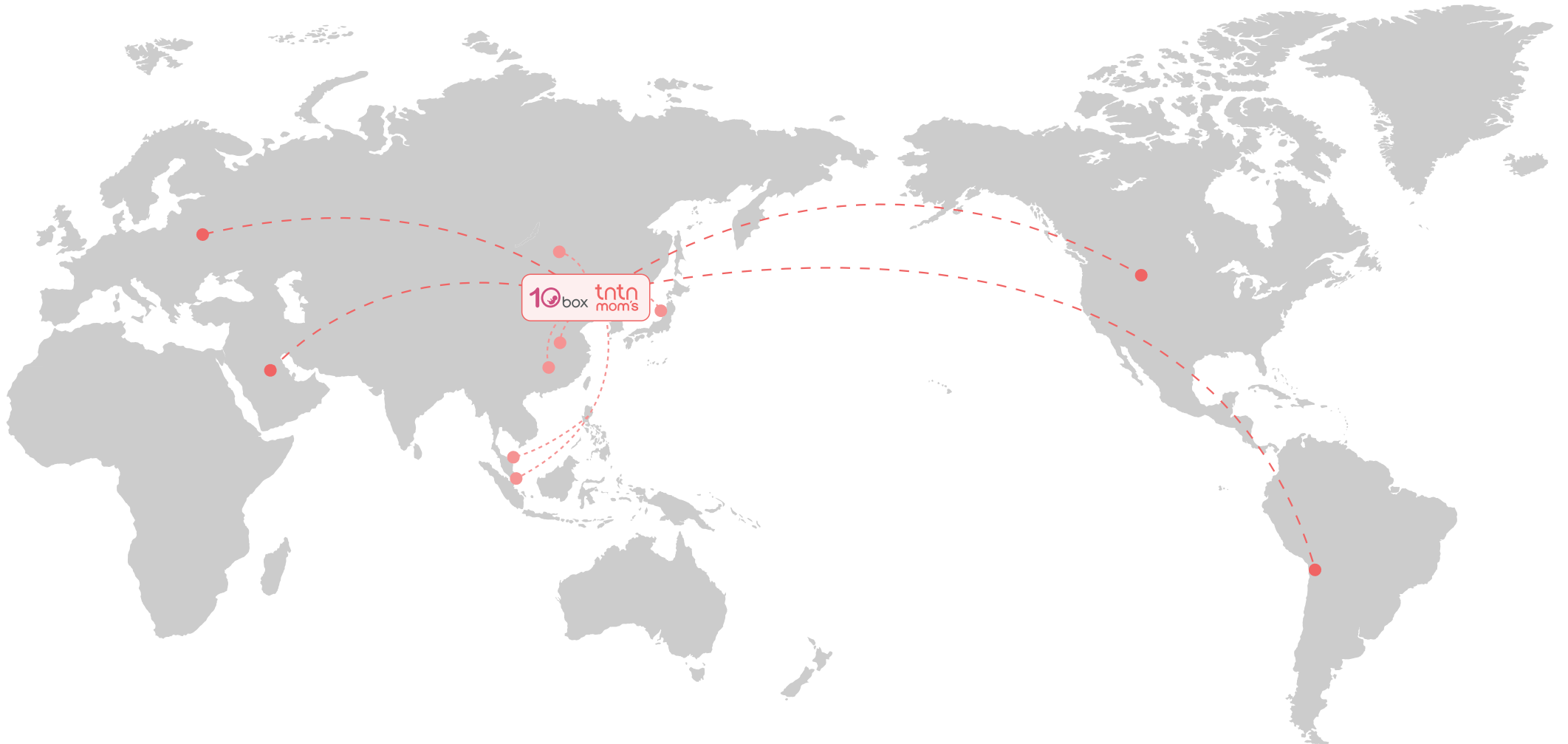


About tntnmom's

# Global Network

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We are exporting to over 16 countries now.



About tntnmom's

# Customer Review

CHINA



## Belly Patch

**FITS BIG PREGNANT BELLY REALLY WELL**

After pregnancy, the belly grows big slowly, afraid of long lines, buy preventive, thin piece, wrap many essence on it, special softness, I will use every night, just apply a moisture feeling, moisture content 100 points!



## Nipple Butter Balm

**SO CREAMY AND MOISTURIZING**

I think this is my new favorite. This is a butter balm to help sore/cracked nipples. This balm has a melted butter consistency, so creamy, and very easy to rub and apply, It is so moisturizing!

USA



## Belly Patch

**GOOD FOR PREGNANCY**

I really like this product. The sheets are so incredibly saturated that I wore the same sheet for ten minutes on the upper half of my belly, then moved it to the lower half of my belly, and then transferred it to my outer thigh /butt area and they were still wet enough to provide moisture there as well. Made in Korea, I absolutely love Korean beauty products.



## Belly Patch

**SUPER SATURATED SHEETS**

Good size, loaded with serum! These are a good size. They cover most of your belly early on and about half at a time when close to full term. There is so much serum in them though. You can move one patch around your body to get the most out of it and even add the serum leftover in the pouch when it starts to dry.

KOREA



## Cabbage care Set

**AWESOME RESULTS FOR THE PRICE**

I'm currently pregnant and my 22 month old self weaned, my milk was still in even after him not eating for a few days. Regular cabbage didn't seem to do much for me so I scoured the net for other solutions and I'm so glad that I stumbled on this cream. It's amazing! I didn't know to keep it in the fridge so I applied it at room temperature twice a day and it worked like a charm. I noticed a drastic drop in my supply after just two days.



## Toothpaste

**GREAT FOR SOON TO BE MOMS WITH BAD MORNING SICKNESS**

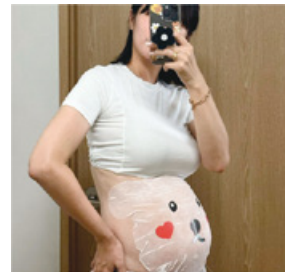
I have really bad all day sickness and I dreaded brushing my teeth because I always gag and throw up but this toothpaste is lightly flavored and I do not gag or throw up anymore. I highly recommend for anyone with bad morning sickness.

About tntnmom's

# SNS & Instagram



Please, Follow us  
@tntnmoms\_global



About tntnmom's

# Video & Youtube



tntnmoms



About tntnmom's

# Retail Channel

## Global

Online



ETC

Offline



Letoile (Russia's No.1 beauty store chain)

## Korea

Online

kakao

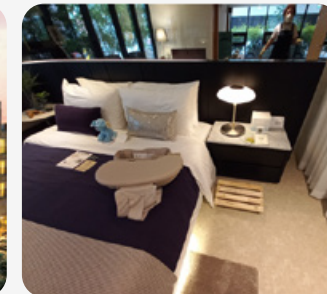
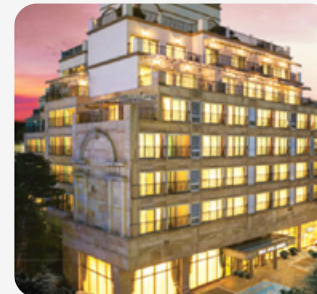


coupang

Offline



Mom&Baby Store



Postpartum care center



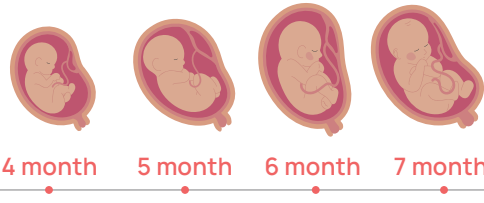
# All Product-Line

## 1-3 Months



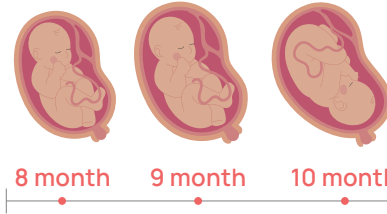
1st Trimester Pregnancy

## 4-7 Months



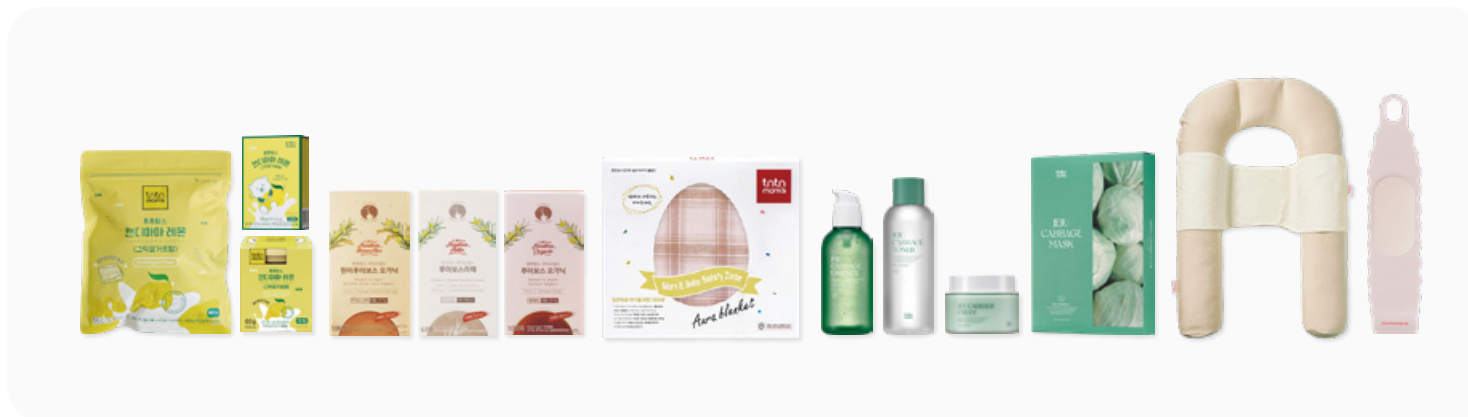
2nd Trimester Pregnancy

## 8-10 Months



3rd Trimester Pregnancy

## After Birth -



# Body & Skin Care Line

Solving the troubles of pregnant women's stretch marks from early pregnancy to before childbirth





## Cabbage Breast Patch

- World's 1st use of cabbage leaves at 87% content for breastpatches
- -8.5 Degrees Skin Temperature Reduction Effect
- 275% improvement in moisture for dry skin
- Used Europe's safe OEKO=TEX sheet without the use of 100 harmful substances.

## Cabbage Cooling Breast Patch Active

- Cooling breast patch to support sensitive skin and heated skin
- Excellent adhesion allows you to move freely with the patch on your breast
- Cabbage extract 100,000ppm contained
- Clinical test completed Skin temperature reduction





## Cabbage Breast Cream Cooling Ball

- Cabbage cream cooling ball for breast enables breastfeeding trouble care through the calming and cooling effect of cabbage
- The first ball-type patent container for breast, Self-massage cream with patented massage applicator
- 2 selling maternity breast cream on Amazon in the US

## Cabbage Breast Care Set

- Contains 100,000PPM domestically grown cabbage extracts
- Lactating trouble care with calming and cooling effects of cabbage
- Cream: The first ball-type patent container for breast
- Patch: OEKO-TEX / LOHA Scertified pure cotton sheet





## Jeju Cabbage Mask

- Vegan Verified/EWG Green grade safe materials in all ingredients.
- Uses organic cabbage extract 20,000PPM from the volcanic soil of Jeju Island, Korea
- Very first skincare products for pregnant women
- Perfect match for super sensitive and irritating skin type

## Jeju Cabbage Essence

- Vegan Verified/EWG Green grade safe materials in all ingredients.
- Uses organic cabbage extract 20,000PPM from the volcanic soil of Jeju Island, Korea
- Larger capacity than regular essence (100ml)
- Dermatology test completed: 0.00 (Non-irritation)





## Jeju Cabbage Cream

- Vegan Verified/EWG Green grade safe materials in all ingredients.
- Uses organic cabbage extract 20,000PPM from the volcanic soil of Jeju Island, Korea
- Perfect match for super sensitive and irritating skin type
- Amazing facial detox, anti-inflammation, anti-oxidation effect

## Jeju Cabbage Toner

- Vegan Verified/EWG Green grade safe materials in all ingredients.
- Uses organic cabbage extract 20,000PPM from the volcanic soil of Jeju Island, Korea
- Perfect match for super sensitive and irritating skin type
- Amazing facial detox, anti-inflammation, anti-oxidation effect





## Bear Belly Patch (from mid to late-pregnancy)

- Specialized moisturizing and calming effect belly patch that solves skin dryness during pregnancy
- 32cm x 32cm wide sheet with a cute "Bearly" design for the body shape of pregnant women (the "Bearly" is a baby bear persona of tntnmom's)
- EWG ALL GREEN, uses clean & safe vegan ingredients





## Bear Belly Patch

(from early to mid-pregnancy)

- Specialized moisturizing and calming effect belly patch that solves skin dryness during pregnancy
- 22cm x 24.5cm sheet with a cute "Makko" design for the body shape of pregnant women (the "Makko" is a baby puppy bichon persona of tntnmom's)
- EWG ALL GREEN, uses clean & safe vegan ingredients





## Bear Belly Cream

- Korea FDA stretch marks functional certification
- Stretch marks improved by 15.53% after 8 weeks of use
- Specialized moisturizing and calming effect belly cream that solves skin dryness during pregnancy
- Rich and deep moisturizing belly cream
- EWG ALL GREEN, uses clean & safe vegan ingredients

## Bear Belly Oil

- Specialized moisturizing and calming effect belly cream that solves skin dryness during pregnancy
- Non-sticky, moisturizing belly oil
- EWG ALL GREEN, uses clean & safe vegan ingredients





## Blue Belly Patch

- World's 1st patch product for pregnant women concerned with stretch marks
- Korea's 1st user of Blue Complex Tightening Essence+ $\beta$ -glycan.
- Used Europe's safe OEKO-TEX sheet without the use of 100 harmful substances.

## Blue Belly Cream

- Contains Blue-Complex which is patented for Moisturizing, Skin Protection, Anti-Oxidant for Stetch Marks Care
- Use of all ingredients EWG GREEN safe raw materials No harmful chemical





## Blue Belly Body Care Set

- Korea's 1st user of Blue Complex Tightening Essence+ $\beta$ -glycan.
- Used Europe's safe OEKO-TEX sheet without the use of 100 harmful substances.
- Use of all ingredients EWG GREEN safe raw materials

## Volufiline Breast Cream

- Volume cream for breast elasticity and line lost after childbirth
- Contains 5% of genuine volufiline from France Sederma
- EWG ALL GREEN, Fragrance Free



## Nipple Butter Balm

- Damaged and dried Nipple care during breastfeeding period
- Only Natural Nipple Butter with 99% Botanical-rich herbal ingredients without water
- Safe for Baby: Petroleum Free, Lanolin Free, Paraben Free, Artificial Fragrance Free
- Vegan Certification: Not contain any animal driven ingredients



# Bath & Oral Care Line

tntnmoms' solution for pregnant women suffering from morning sickness during the 1st trimester





## Avocado Oil Soap

- High moisturizing premium soap made from EWG 1st grade material
- Contains 5% of the avocado oil which moisturizing power and nutrition
- Rich and creamy foam
- Contains natural oil extract such as bamboo salt, licorice, white rice and omija

## Biotin Shampoo

- Contains 100ppm of biotin for pregnantwomen
- Uses a 100% PCR container
- Allergy-free and pH level 5.5
- EWG ALL GREEN, uses clean & safe vegan ingredients



Vegan®



## Natural Mild Toothpaste for pregnant (Rooibos)

- Excluding 10 harmful substances for example parabens, surfactants, trichloroacetic acids, humidifier disinfecting substance, etc.
- Added naturally-extracted folic acid and Vitamin B, good for pregnant women.
- Mild Rooibos scent to help with nausea during pregnancy.

## Natural Mild Toothpaste for pregnant (YuzuMint)

- Excluding 10 harmful substances for example parabens, surfactants, trichloroacetic acids, humidifier disinfecting substance, etc.
- Added naturally-extracted folic acid and Vitamin B, good for pregnant women.
- Mild & Cool Yuzumint scent to help with nausea during pregnancy.





## Natural Toothpaste for pregnant (Grapefruit)

- Excluding 10 harmful substances for example parabens, surfactants, trichloroacetic acids, humidifier disinfecting substance, etc.
- Added naturally-extracted folic acid and Vitamin B, good for pregnant women.
- No. 1 in Korea in "toothpaste for pregnant women" category (on Naver & Coupang)

## Ultra-fine grain Toothbrush for pregnant

- 0.01mm: 2 times finer than ordinary fine brushes
- 8 free from 8 bad ingredients  
No Pb, No Cd, No Ba, No Se, No Cr, No Sb,  
No As, No Hg







## Oral Care Set for pregnant (Botanical)

- Toothpaste(Grafruit 3, Rooibos 2) : Excluding 10 harmful substances for example parabens, surfactants, trichloroacetic acids, humidifier disinfecting substance, etc.
- Toothbrush (5) : 0.01mm: 2 times finer than ordinary fine brushes

## Oral Care Set for pregnant (Modern Peach)

- Toothpaste(Grafruit 5) : Excluding 10 harmful substances for example parabens, surfactants, trichloroacetic acids, humidifier disinfecting substance, etc.
- Toothbrush (5) : 0.01mm: 2 times finer than ordinary fine brushes



# Breastfeeding Line

The effectiveness of breast soothing and cooling  
in mothers breastfeeding after childbirth





## Breast-Fit Therapy Massage Pack Original

- Cold and hot therapy
- Daily Care for breast feeding, including for mastitis and breast pain during the period of lactation
- Ergonomic design minimizing areola irritation
- "BREAST-FIT" Customized Fastening Straps
- "Sealing guard" for Prevention contents lower tilt

## Breast-Fit Therapy Massage Pack Plus

- Cold and hot therapy
- Daily Care for breast feeding, including for mastitis and breast pain during the period of lactation
- A larger size (ø23cm) for relaxed massage
- A patented design for 7-FIT close-up care
- Heavy metals & Hazardous ingredients test completed



## ZERO SAP Vegan Nursing Pad

- 100% natural pulp absorbent material without SAP
- Korea's first vegan nursing pad made with plant-derived ingredients
- Designed with soft bamboo fabric and a design that comfortably fits the breast
- Application of vegetable bio waterproof layer extracted from corn starch



# Food Line

Food solutions for the health of the mother and fetus





## Mother's Depth Rooibos Latte

- Caffein Free: Best coffee alternative during pregnancy
- Certificated organic rooibos by LACON GMBH
- Contain folic acid, vitamin D and fiber for mother's nutrition
- Passed Caffeine test by Intertek



## Mother's Depth Rooibos Brown Rice Organic

- Caffein Free Daily water&coffee substitute
- 100% Organic Fermented tea
- Rich Flavor and nutrition
- NonGMO sugarcane pyramid-shaped teabags

## Mother's Depth Rooibos Organic

- Caffein Free: Daily water & coffee substitute
- 100% Organic Fermented tea
- Rich Flavor and nutrition
- NonGMO sugarcane pyramid-shaped teabags





## Mother's Depth MealRun

- Breastmilk boost up tea
- 100% organic certified ingredients
- Bio-degradable PIA non-GMO candy cane derives material
- Test completed: No micro plastic

## Mother's Depth MealLock

- Breast milk dry up tea
- 100% organic certified ingredients
- Bio-degradable PLA non-GMO candy cane derived material
- Test completed: No micro plastic





## Candymama Lemon (Greek Yogurt Flavor)

- Sugar Free candy for Pregnant Woman  
: ONLY use maltitol from nature
  - Help morning sickness&nausea relief during pregnancy
  - Contains a xylitol, folic acid and Vitamin C
  - A new flavo rof lemon and Greek yogurt
- 
- 8 EA(32g): Pocket size for easy carrying when going out
  - 15 EA(60g): Reusable Safe baby bowl for packaging
  - 40 EA(160g): Easy to store and use zipper pack packaging





## TO DO NUTS for women

- Healthy snack for one a day
- prunes and handful nuts in one bag
- Chewy prune bits dried in small pieces
- Premium 4 nuts, Macadamia/Brazilnut/Roasted almond/Walnut
- Special scheduler box helping for healthy habit (21ea box)
- Packaging with 3-layered Aluminum Pouch for freshness
- Manufactured Smart HACCP Certification Facility

- 21ea box: 420g (20g x 21ea)
- 7ea box: 140g (20g x 7ea)

# Fabric Line

tntnmoms' solution for pregnant women suffering from morning sickness during the 1st trimester





## Anti-Radiation Aura Blanket

- Anti-Radiation & EMF protection Blanket
- 100% cotton fabric which make mom and baby feel comfortable with soft texture
- EMF radiation Shielding fabric used as lining protect mom and baby from radiation caused from computer, mobile, TV

## Focus Sleeping Socks

- Focus Sleeping Socks that help the mother's health and visual stimulation for the newborn baby
- The finest TACTEL thread 100%
- Use a non-slip pad that emits far-infrared and anions
- Use the box as a stimulation card



## Body Fit Pillow

- Supports overall upper body support and allows level adjustment for personal preferences
- Development of a tight cushioning material the able to apply from pregnancy to childbirth with long-last volume by mixing 70% of high-density form
- Applied eco-friendly Sorona cotton derived from corn, the material for mother, children, and the Earth





## Two wave Wrist Brace

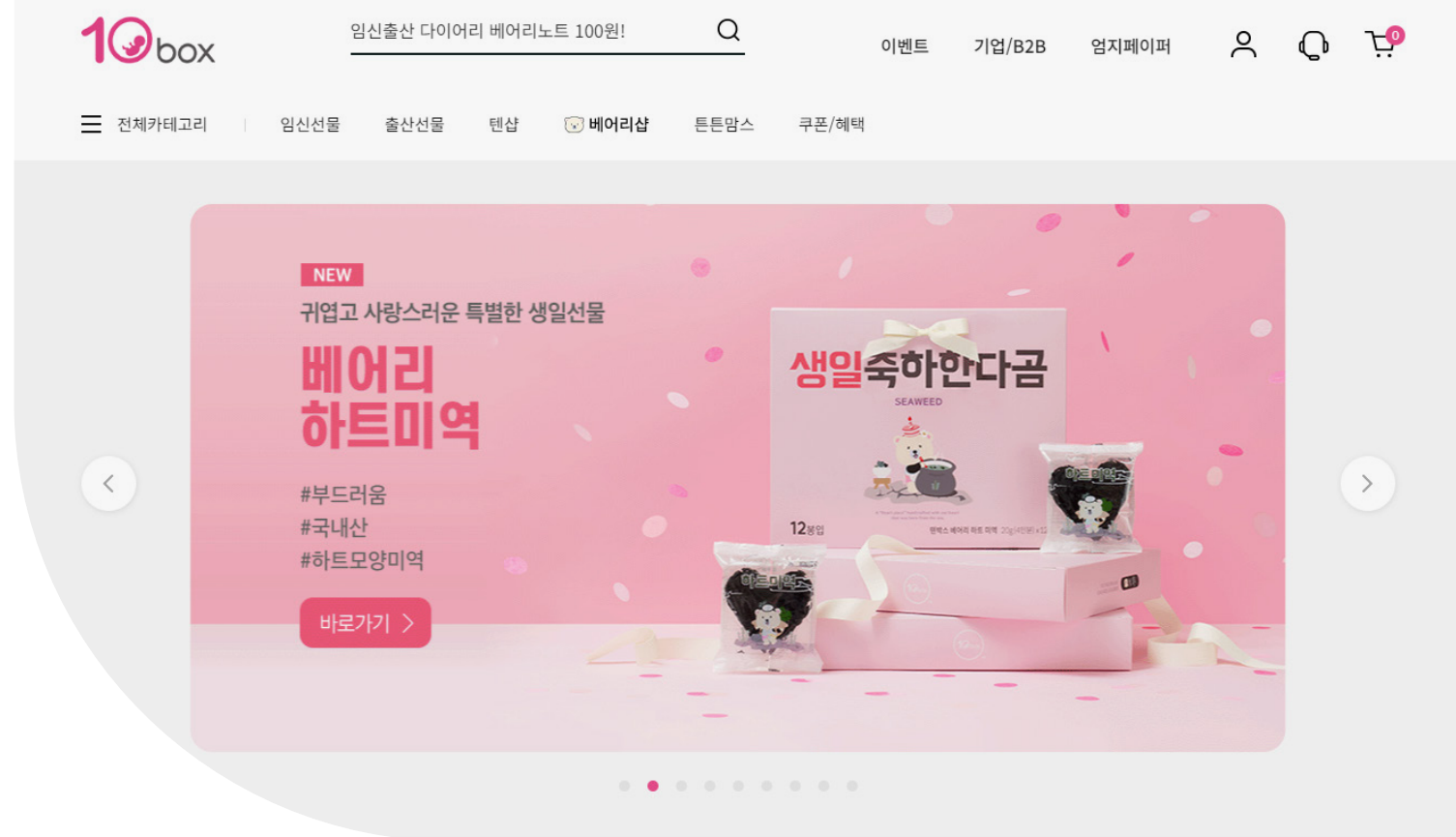
- 1 mm thin and 15 g lightweight for 24/7 wrist protection
- Ambidextrous practicality
- 2 styles: loop and strap for freedom of movement, 2WAY care
- Seamless for a smooth fit with no skin marks
- 21% spandex for excellent stretch and resilience, and good breathability
- BPA FREE, safe and reliable product made in Korea

## Bearly eats a donut

- Donut shape to help relieve hip pain
- Premium wadding for superior elasticity and resilience
- Completed no harmful substance test
- 36x36x8cm size for comfort and ease of use
- Differentiated design and vivid colors for home interior
- Safe and reliable product made in Korea



# Our Artwork



Bearly Eat a Donut Event Banner

10box.co.kr Webpage

## EVENT

베어리 잇더 도넛 방석 런칭 이벤트

도넛에 **앉아서**  
도넛을 **남남해**

#핵귀움주의  
#세상편안함  
#인테리어템

바로가기 >



**DUNKIN'**  
5,000원

# Our Artwork

tntnmom's Bear Belly Patch Online Product Detail Page

Bear Belly Patch



#CUTE  
#GIFT  
#VEGAN

# 2-WAVE!

BEAUTIFUL & STRONG WAVES  
THAT FILL & HEAL ME



KEEP CALM AND HEAL

tntnmom's Two Wave Wrist Brace Online Product Detail Page



# Our Artwork

Bear Belly Patch kakao Gift Package



Bear Belly Cream Gift Package

# Our Artwork



Roobos Gift Set Package

Bear Belly Patch Gift Package



# Our Artwork

Bear Belly Patch Gift Package



Biotin Shampoo Gift Set Package

# Our Artwork



Dr.Cabbage Gift Set Package

Postpartum Care Gift Set Package



# Our Artwork

TO DO NUTS for women Product Detail Page

CHECKING MY 21 DAYS!



TO DO NUTS for women Package



**Thank you!**

*"We protect mothers who protect babies"*

E-mail. [trade@10box.co.kr](mailto:trade@10box.co.kr)

[www.tntnmoms.com](http://www.tntnmoms.com)