

HOUSE OF PLLA® HOP+ / PROFESSIONAL GRADE

SKINCARE DOESN'T BEGIN AFTER YOU CLEANSE.

IT BEGINS WITH THE CLEANSE.

An extraordinarily ingredient-rich professional mousse created to make cleansing the first true step of the HOUSE OF PLLA skincare system.

PRO VOLUMIZING MOUSSE - DAILY FOAMING CLEANSER

PLA + Centella Asiatica Extract
+ Panthenol + Royal Jelly

TOV

PRO VOLUMIZING MOUSSE

Daily Foaming Cleanser / 150 mL

MOST CLEANSERS END A STEP. HOP+ STARTS A SYSTEM.

The philosophy is simple: if cleansing is the first product touching the skin, why formulate it like the least important product in the regimen?

HOP+ Pro Volumizing Mousse was built for professional skincare clients who expect more from every step. It cleanses, but it does not stop at cleansing. The formula surrounds its surfactant system with a seven-humectant moisture network, skin-conditioning ingredients, emollient support, a layered botanical complex, Royal Jelly and the signature PLLA identity of HOUSE OF PLLA.

The result is a cleanser whose ingredient architecture looks closer to a complete skincare formula than the stripped-down wash-and-rinse category many clients are accustomed to.



THIS MUCH SKINCARE. IN THE CLEANSING STEP.

Before the cleansing chemistry is even explained, the INCI already tells a remarkable story.

ROSA DAMASCENA FLOWER WATER - INGREDIENT NO. 1

NIACINAMIDE

CENTELLA ASIATICA

ROYAL JELLY

PANTHENOL

SODIUM HYALURONATE

JOJOBA SEED OIL

ALLANTOIN

ADENOSINE

SEA BUCKTHORN

ROSA ROXBURGHII

And then HOP+ engineered the cleansing system.

WHERE THE FORMULA BEGINS

ROSA DAMASCENA FLOWER WATER. INGREDIENT NO. 1.

Not hidden at the end of the botanical story. It is where the formula begins.

That placement immediately separates the HOP+ story from a basic water-first cleanser sprinkled with a botanical accent. Rosa Damascena Flower Water establishes a skincare-forward water phase from the opening line of the INCI, before the formula moves into glycerin, propanediol, isopentyldiol, Centella and niacinamide.

For an esthetician, this is powerful retail education because it is both sophisticated and easy to understand: the botanical story is not an afterthought. It begins at Ingredient No. 1.



35 INGREDIENTS. SIX LAYERS OF FORMULATION INTELLIGENCE.

The easiest way to understand why this cleanser feels unusually complete is to stop looking for one hero and start looking at the systems.

01

WATER + BOTANICAL FOUNDATION

Rose Water leads the formula, followed by water and an early cluster of humectants.

02

CLEANSING SYSTEM

Five complementary cleansing agents create the mousse and cleansing architecture.

03

MOISTURE NETWORK

Seven humectants build moisture support into the cleansing step.

04

CONDITIONING + EMOLLIENCE

Niacinamide, panthenol, allantoin, adenosine and jojoba deepen the after-feel story.

05

BOTANICAL + NUTRIENT COMPLEX

Centella, Royal Jelly, Rosa Roxburghii, Sea Buckthorn, Cynanchum and Witch Hazel expand the skincare profile.

06

HOP+ SIGNATURE + ENGINEERING

PLLA connects the cleanser to HOUSE OF PLLA while supporting ingredients make the entire system function elegantly.

SEVEN HUMECTANTS. BECAUSE HYDRATION IS A SYSTEM.

Glycerin. Propanediol. Isopentyldiol. Betaine. Butylene Glycol. Sodium Hyaluronate. Trehalose.

WHY MULTIPLE HUMECTANTS MATTER

A sophisticated formula does not have to ask one famous ingredient to do every job. Humectants differ in molecular structure, water affinity, solvent behavior and sensory contribution. Layering several of them gives the formulator a broader toolkit for maintaining a hydrated-feeling environment throughout cleansing while also influencing slip, texture and overall elegance.

THE HOP+ DIFFERENCE

Sodium Hyaluronate may be the name clients recognize, but it is only one part of the moisture story. Glycerin is positioned high in the INCI, while propanediol, isopentyldiol, betaine and butylene glycol broaden the humectant and solvent network. Trehalose adds another moisture-supporting component later in the formula. The sophistication is in the network, not in one headline ingredient.

WHY THIS BELONGS IN A CLEANSER

Cleansing and moisture management are not opposing ideas. Modern cleanser design can pair surfactants with humectants, emollients and skin-conditioning ingredients so that efficacy and after-feel are engineered together. HOP+ pushes that philosophy unusually far for a daily mousse.

THE CLEANSER IS ALREADY THINKING ABOUT WHAT COMES NEXT.

NIACINAMIDE

A sophisticated vitamin B3 skin-conditioning ingredient and one of the strongest signals that this is not a bare-bones cleansing formula. Its presence expands the skincare profile well beyond foam and rinse.

PANTHENOL

Pro-vitamin B5 brings humectant and conditioning value to the system. In HOP+, it reinforces the idea that post-cleanser comfort is part of performance, not an optional extra.

ALLANTOIN

A classic conditioning ingredient selected for formulas where comfort and softness matter. It works conceptually alongside panthenol and Centella to make the cleansing step feel more considered.

JOJOBA SEED OIL

A wax-ester-rich emollient that adds lipid character and sensorial sophistication to a formula dominated by water and surfactants. Its inclusion helps explain why the mousse is designed to feel richer than an ordinary foam.

ADENOSINE

A recognizable Korean-skincare ingredient that adds another layer of premium skin-conditioning identity. It is the kind of inclusion that would be unnecessary in a minimalist cleanser - which is precisely why it says so much about HOP+.

NOT ONE BOTANICAL HERO. A LAYERED BOTANICAL ENVIRONMENT.

HOP+ uses botanicals with different identities rather than leaning on one fashionable extract.

CENTELLA ASIATICA

Cica is widely valued in cosmetic skincare for soothing and conditioning. Here it appears early in the INCI and becomes one of the clearest bridges between cleansing and comfort.

ROSA ROXBURGHII FRUIT

A fruit extract associated with naturally occurring antioxidant compounds, bringing a less expected botanical dimension to the formula.

SEA BUCKTHORN FRUIT

A nutrient-rich botanical source known for a complex composition that includes lipids and antioxidant compounds. In HOP+, it strengthens the sense that the botanical system was built for depth, not decoration.

CYNANCHUM ATRATUM

A less familiar botanical inclusion that differentiates the formula from the predictable cleanser ingredient deck and broadens the conditioning story.

WITCH HAZEL WATER

Another botanical water within the system. The professional should read it in the context of the complete formula - surrounded by humectants, emollient support and conditioning ingredients - rather than as a stand-alone product identity.

THE UNEXPECTED NUTRIENT STORY

WHY ROYAL JELLY IN A CLEANSER?

Because HOP+ did not formulate the first step to the minimum required standard.

Royal Jelly is a naturally complex bee-derived material containing proteins, amino acids, lipids, sugars, vitamins and other components. It is not the kind of ingredient a basic cleanser needs in order to remove surface debris. That is exactly what makes its presence so revealing.

The story is bigger than a single benefit claim. Royal Jelly demonstrates the level of ingredient consideration HOP+ chose to bring to cleansing itself. It sits inside a formula already layered with Rose Water, Centella, niacinamide, panthenol, hyaluronic acid, jojoba and multiple botanicals.

PRO VOLUMIZING
MOUSSE
- DAILY FOAMING
CLEANSER

PLA + Centella Asiatica Extract
+ Panthenol + Royal Jelly

TOV

This is ingredient abundance with a purpose.

PLLA BELONGS IN THE STORY FROM STEP ONE.

**Poly-L-Lactic Acid connects the mousse
directly to the HOUSE OF PLLA identity.**

In this cleanser, PLLA is part of a cosmetic rinse-off formulation - not an injectable and not a procedure. But that does not make its inclusion unimportant. It gives the first step the same signature ingredient language that defines the broader HOP+ collection.

For the professional, this creates continuity. The cleanser does not sit outside the regimen as a generic preparatory wash. It already belongs to the HOP+ system, both in formulation identity and in the way the client experiences the routine.

**The regimen has a signature before the serum
bottle is ever opened.**



FIVE CLEANSING AGENTS. ONE ENGINEERED MOUSSE.

The sophistication is not that HOP+ can count to five. It is that five different cleansing agents give the formulator more variables to balance.

TWO AMINO-ACID-BASED CLEANSING AGENTS

Sodium Cocoyl Alaninate and Potassium Cocoyl Glycinate give the system two amino-acid-derived surfactant components rather than relying on a single one. This becomes especially important in the upgraded formula, where Sodium Cocoyl Alaninate was added and Potassium Cocoyl Glycinate was increased.

A NONIONIC GLUCOSIDE

Decyl Glucoside adds a different surfactant class to the blend. Nonionic surfactants behave differently from ionic surfactants, giving the formulator another tool when building cleansing, foam and sensory characteristics.

TWO AMPHOTERIC SURFACTANTS

Coco-Betaine and Disodium Cocoamphodiacetate round out the system. Amphoteric surfactants are commonly used in blended cleansing systems because formulation performance comes from interactions between surfactant classes, not from one ingredient acting alone.

THE PROFESSIONAL TAKEAWAY

Never teach this as 'five surfactants equals stronger.' Teach it as five complementary cleansing agents whose identities and levels can be tuned to create a more sophisticated finished system.

THE NEW MOUSSE WASN'T JUST MADE STRONGER. IT WAS REBALANCED.

This is where the product becomes especially educational for a professional: better formulation is often about redistribution, not escalation.

ADDED / SODIUM COCOYL ALANINATE

Introduces a second amino-acid-based cleansing agent to complement Potassium Cocoyl Glycinate.

ADDED / PEG-20 GLYCERYL TRIISOSTEARATE

Adds a complementary component to the updated cleansing and solubilization architecture.

INCREASED / POTASSIUM COCOYL GLYCINATE

Raises the level of an existing amino-acid-based cleansing agent.

REDUCED / COCO-BETAINE + DISODIUM COCOAMPHODIACETATE

Demonstrates the sophistication of rebalancing: some components were intentionally lowered while others were added or increased.

ADDED / SODIUM CHLORIDE

Supports the fuller, more substantial foam character targeted in the upgraded mousse.

This is formulation refinement, not ingredient-count theater.

THE INGREDIENTS CLIENTS NEVER ASK ABOUT ARE PART OF WHY IT FEELS EXPENSIVE.

SOLUBILIZATION + INTEGRATION

PEG-20 Glyceryl Triisostearate and Glycereth-25 PCA Isostearate help support the integration of different ingredient types inside the cleansing system. This is the quiet formulation work behind a product that contains water-phase ingredients, emollient material, botanicals and surfactants yet still needs to dispense and rinse as one elegant mousse.

TEXTURE + PHYSICAL BEHAVIOR

Sodium Chloride and Acrylates/C10-30 Alkyl Acrylate Crosspolymer contribute to the physical structure and rheology of the formula. In professional skincare, texture is functional: it changes dosing, spread, massage time, foam perception and how luxurious the service feels in the hands.

SUPPORTING CHEMISTRY

1,2-Hexanediol, Caprylyl Glycol, Hexylene Glycol, Dextrin and Arginine occupy the supporting architecture of the formula across solvent, humectant, carrier, conditioning and formula-adjustment roles. They are not the ingredients that sell the bottle, but they are part of what allows the hero ingredients to exist inside a stable, usable finished product.

THE LESSON

A professional should never evaluate a formula only by circling the famous ingredients. The invisible ingredients are what transform a wish list into a functioning cosmetic system.

READ IT LIKE A FORMULATOR, NOT A SHOPPER.

Rosa Damascena Flower Water, Water, Glycerin, Propanediol, Isopentyldiol, PEG-20 Glyceryl Triisostearate, Centella Asiatica Extract, Glycereth-25 PCA Isostearate, Niacinamide, 1,2-Hexanediol, Sodium Cocoyl Alaninate, Potassium Cocoyl Glycinate, Betaine, Butylene Glycol, Poly-L-Lactic Acid, Royal Jelly Powder, Rosa Roxburghii Fruit Extract, Cynanchum Atratum Extract, Simmondsia Chinensis (Jojoba) Seed Oil, Hippophae Rhamnoides Fruit Extract, Hamamelis Virginiana (Witch Hazel) Water, Panthenol, Sodium Hyaluronate, Allantoin, Decyl Glucoside, Trehalose, Sodium Chloride, Coco-Betaine, Disodium Cocoamphodiacetate, Caprylyl Glycol, Adenosine, Hexylene Glycol, Dextrin, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Arginine

WHAT THE FIRST THIRD TELLS YOU

Rose Water opens the formula, followed by water, three early humectants, formula-integration support, Centella and niacinamide. Before the core surfactant story is even complete, the skincare positioning is already obvious.

WHAT THE MIDDLE TELLS YOU

The amino-acid cleansing agents sit alongside betaine, butylene glycol and PLLA, followed immediately by Royal Jelly and a run of botanicals and jojoba. Cleansing, moisture, signature identity and nutrient-rich conditioning are interwoven rather than separated into neat marketing blocks.

WHAT THE FINAL THIRD TELLS YOU

Panthenol, sodium hyaluronate, allantoin and trehalose continue the conditioning and moisture story while the remaining surfactants, texture modifiers and supporting ingredients complete the finished system.

PROFESSIONAL GRADE



PRO VOLUMIZING MOUSSE

DAILY FOAMING CLEANSER

+ PLLA

+ Centella Asiatica Extract

+ Panthenol

+ Royal Jelly

5.06 fl oz / 150ml

TOV

WHY THIS MATTERS IN PRACTICE

PROFESSIONAL SKINCARE CHANGES WHAT YOU SHOULD EXPECT FROM A CLEANSER.

An esthetician sees skin in context. Clients may be following advanced home-care routines, moving between professional services or simply investing in a level of skincare where every product is expected to earn its place.

That makes the cleanser more important, not less. HOP+ gives the professional a first step that is intentionally rich in humectants, conditioning ingredients, botanicals and formulation support while still being engineered around an effective foaming cleansing system.

It is not about pretending a daily cleanser replaces procedure-specific aftercare. It is about refusing to make the first step of an advanced skincare regimen feel basic.

KNOW THE SCIENCE. SELL THE DIFFERENCE.

The professional education can be deep. The client conversation should feel effortless.

THE 10-SECOND STORY

Your HOP+ skincare doesn't start after cleansing. This mousse already gives you Rose Water first, PLLA, niacinamide, Centella, Royal Jelly, panthenol, hyaluronic acid and a much more complete skincare architecture than an ordinary foam cleanser.

THE FORMULA STORY

It has seven humectants and five complementary cleansing agents, so the formula was designed around both the cleanse and the way skin feels after it.

THE UPGRADE STORY

They didn't just make the cleanser stronger. They rebalanced the surfactant system - adding and increasing specific cleansing agents while reducing others - to create a richer, more substantial mousse.

THE LUXURY STORY

This is what happens when a professional skincare line refuses to treat cleansing like the cheapest, simplest step in the routine.

THE FIRST SKINCARE STEP, MORNING AND EVENING.

Dispense one to two pumps onto the palm and massage gently across wet skin. Rinse thoroughly with lukewarm water, then continue with the appropriate HOP+ skincare regimen.

- | | | |
|----|----------|-----------------------------------|
| 01 | WET | Begin with wet skin. |
| 02 | MOUSSE | One to two pumps. |
| 03 | MASSAGE | Work gently across the face. |
| 04 | RINSE | Rinse with lukewarm water. |
| 05 | CONTINUE | Move directly into HOP+ skincare. |

Directions

Pump once or twice onto the palm and massage gently on a wet face.

Rinse with lukewarm water.

Use daily AM & PM.

150ml / 5.06 fl.oz

www.tovmedicaelaesthetics.com

MADE IN KOREA



OTHER



After opening
12MONTHS



RECYCLE

THE FIRST STEP SHOULDN'T BE THE SIMPLEST FORMULA IN THE ROOM.

Rose Water first. PLLA. Niacinamide. Royal Jelly.
Centella. Panthenol. Hyaluronic Acid. Jojoba.
Allantoin. Adenosine. Seven humectants. Five
cleansing agents. Thirty-five ingredients
considered as one.

HOP+ SKINCARE STARTS HERE.

PRO VOLUMIZING
MOUSSE
- DAILY FOAMING
CLEANSER

PLA + Centella Asiatica Extract
+ Panthenol + Royal Jelly

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PRO VOLUMIZING MOUSSE

Daily Foaming Cleanser / 150 mL