

HOUSE OF PLLA® HOP+

ONE TREATMENT. TWO OF THE FACE'S MOST EXPRESSIVE AREAS.

The eye and lip contours never stop moving. They smile, speak, blink and express - and they are often where dryness, fine texture and changes in suppleness become most visible. Promoter Volumizing Eye & Lip Cream was created to give both areas something more considered than an ordinary moisturizer.

Inside one elegant dual-zone treatment, HOP+ brings together PLLA, Sodium DNA (PDRN), a four-component recombinant peptide complex and Anemarrhena Asphodeloides Root Extract alongside niacinamide, adenosine, sodium hyaluronate, panthenol, Centella-derived ingredients and a layered moisture system. The result is a formula built to drench delicate skin in comfort, restore a beautifully cushioned feel and leave the eye and lip contours looking smoother, softer and more refined.

This is HOP+ at its best: advanced ingredients, exceptional formulation, and a treatment you will want to reach for every day.





WHY EYE + LIP

BECAUSE BASIC HYDRATION WAS NEVER THE WHOLE ANSWER.

Promoter begins with moisture, then builds far beyond it. Glycerin, sodium hyaluronate, trehalose, betaine and Tremella create multiple pathways of hydration, while panthenol adds comfort and conditioning. Jojoba and lightweight emollients wrap the skin in softness without turning the experience into a heavy balm.

Then the treatment goes further. Niacinamide, adenosine, peptides and conditioning botanicals elevate the formula beyond simple moisturization, supporting a smoother, more supple and beautifully refined-looking finish where fine texture is especially noticeable.

Eyes that look beautifully cared for. Lips that feel soft, conditioned and supple. One formula designed with both in mind.

THE HOP+ SIGNATURE

PLLA. PDRN. 4GF. VOLUFILINE. AND THAT IS ONLY THE BEGINNING.

Promoter brings together some of the most compelling names in the HOP+ ingredient vocabulary. Poly-L-Lactic Acid (PLLA) and Sodium DNA (PDRN) sit alongside four recombinant peptide ingredients - sh-Oligopeptide-1, sh-Oligopeptide-2, sh-Polypeptide-1 and sh-Polypeptide-22 - with Anemarrhena Asphodeloides Root Extract present in the formula behind its Volufiline story.

What makes the formula exceptional is that HOP+ did not stop at the headline. Niacinamide. Adenosine. Sodium hyaluronate. Panthenol. Centella. Madecassoside. Tremella. Jojoba. Each brings another layer of hydration, conditioning, softness or refinement to the finished experience.

The hero ingredients get your attention. The complete formula earns its place in your routine.

the formula intelligently -



THE SKIN EXPERIENCE

THE KIND OF FINISH THAT MAKES YOU WANT TO KEEP USING IT.

An advanced treatment should not merely sound impressive on an ingredient list. It should feel beautiful the moment it meets the skin. Promoter is designed with cushion, slip and comfort in mind, allowing the cream to glide across delicate contours with a polished, luxurious feel.

The layered humectant system helps skin feel hydrated and supple. Jojoba seed oil, caprylic/capric triglyceride and hydrogenated polyisobutene add softness and elegant emollience. Hydrolyzed collagen contributes conditioning and a moisture-supporting surface film. Together, these elements create the smooth, plush finish that turns daily application into something you look forward to.

High-performance skincare should feel every bit as beautiful as it sounds.



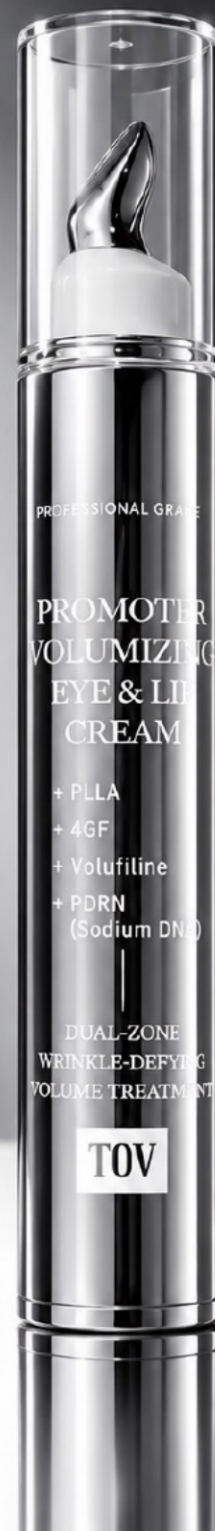
HYDROGENATED POLYISOBUTENE
SLIP

WHAT YOU DON'T SEE IS PART OF WHAT MAKES IT SO GOOD.

The front of the bottle tells you about PLLA, 4GF, Volufiline and PDRN. The full formula tells you something even more important: HOP+ understands that an exceptional treatment is built, not simply assembled.

Behind the celebrated ingredients is the invisible architecture of the cream - humectants that manage moisture, emollients that create cushion and glide, polymers that shape texture, an emulsifier that helps hold the system together, and supporting ingredients that help maintain consistency and formula integrity.

That is formulation intelligence: every layer serving the finished experience.



33 INGREDIENTS

33 INGREDIENTS. ONE BEAUTIFULLY CONSIDERED FORMULA.

Thirty-three ingredients do not need thirty-three competing stories. They need one purpose. In Promoter, moisture binders, emollients, peptides, conditioning ingredients, botanicals and formulation-support components are brought together to create a treatment that feels complete from the first glide to the final finish.

This is what separates an ingredient-led product from a truly considered formula. HOP+ does not rely on one fashionable name to carry the experience. The signature ingredients are surrounded by the hydration, softness, texture and stability needed to make the entire treatment feel worthy of them.

One bottle. Thirty-three ingredients. Every detail considered.



THE RITUAL

PRECISION IN THE FORMULA. PRECISION IN THE APPLICATION.

Dispense a small amount and let the sculpted cooling metal applicator do the work. Glide gently around the eye contour, then across the upper and lower lip contour and the surrounding area. Finish with a light fingertip tap until the cream is absorbed.

Use morning and evening as the targeted finishing step in your skincare ritual. A little goes a long way - and the controlled glide makes every application feel intentional, polished and unmistakably HOP+.

Two expressive zones. One exceptional daily treatment.

HOP+

HOW TO

PROMOTER VOLUMIZING EYE

A PROFESSIONAL RITUAL FOR BRIGHTER EYES, SMOOTH



STEP 1 DISPENSE

Gently press to dispense a small amount of cream. (about a rice-sized amount for each area)



STEP 3 LIP AREA

Apply to the upper and lower lip contour, and gently smooth along the lines.



USE
MORNING & NIGHT

For best results,
use daily.



PAIR
WITH YOUR ROUTINE

Apply after serum
and before moisturizer.



A LITTLE GO

One pump
for both

MORE THAN SKINCARE
A HIGHER STANDARD

WHY THIS FORMULA STANDS OUT.

Promoter is impressive at first glance. The full ingredient story makes it even better. For skincare professionals, these are the layers that turn the product's headline technologies into a complete, beautifully engineered treatment.

01 THE HYDRATION NETWORK

Glycerin • Sodium Hyaluronate • Trehalose • Betaine • Tremella Fuciformis • Panthenol • Hydrolyzed Collagen

Rather than depending on a single moisturizing ingredient, Promoter layers multiple humectants and conditioners. Glycerin and sodium hyaluronate anchor the moisture story; trehalose, betaine and Tremella broaden it; panthenol adds comfort; and hydrolyzed collagen contributes conditioning and a moisture-supporting surface film.

02 PLLA + PDRN + 4GF

Poly-L-Lactic Acid • Sodium DNA (PDRN) • sh-Oligopeptide-1 • sh-Oligopeptide-2 • sh-Polypeptide-1 • sh-Polypeptide-22

This is one of the formula's most distinctive combinations. PLLA and Sodium DNA (PDRN) are joined by four recombinant peptide ingredients, giving Promoter an unmistakably technology-forward HOP+ identity. These ingredients are not isolated in a minimalist base - they sit inside a richly supported skincare system.

03 REFINEMENT + CONDITIONING

Niacinamide • Adenosine • Centella Asiatica • Madecassoside • Arginine • Thiotaurine

Niacinamide and adenosine strengthen the formula's skin-quality story, while Centella asiatica and madecassoside bring a soothing, conditioning dimension. Arginine and thiotaurine add further supporting functionality. Together, this layer helps make Promoter feel like a complete treatment rather than a one-note moisturizer.

04 THE LUXURY TEXTURE

Jojoba Seed Oil • Caprylic/Capric Triglyceride • Hydrogenated Polyisobutene • Isopentyldiol

These are part of the reason Promoter feels so polished on delicate skin. Jojoba and lightweight emollients provide softness, cushion and glide, while isopentyldiol supports moisture and formula elegance. The sensory experience is not an afterthought - it is part of the treatment.

05 THE INVISIBLE ENGINEERING

Acrylates/C10-30 Alkyl Acrylate Crosspolymer • HEA/Sodium Acryloyldimethyl Taurate Copolymer • Carbomer • Polyglyceryl-6 Polyricinoleate • Ethylhexylglycerin • Glyceryl Caprylate • 1,2-Hexanediol • Disodium EDTA

These ingredients rarely make the front label, yet they help give the cream its structure, uniformity, stability, elegant dispensing and consistent glide. They are the quiet formulation work behind a sophisticated finished product.

HOUSE OF PLLA® HOP+

NOT JUST AN EYE CREAM. NOT JUST A LIP TREATMENT.

Promoter is the meeting point of advanced ingredient technology, serious formulation and an application experience designed for two of the face's most expressive areas.

PLLA. PDRN. 4GF. Volufiline positioning. Niacinamide. Adenosine. Hyaluronic acid. Panthenol. Centella. Thirty-three ingredients considered as one.

PROMOTER VOLUMIZING EYE & LIP
CREAM. ADVANCED KOREAN SKINCARE,
THROUGH THE LENS OF HOUSE OF PLLA®.

