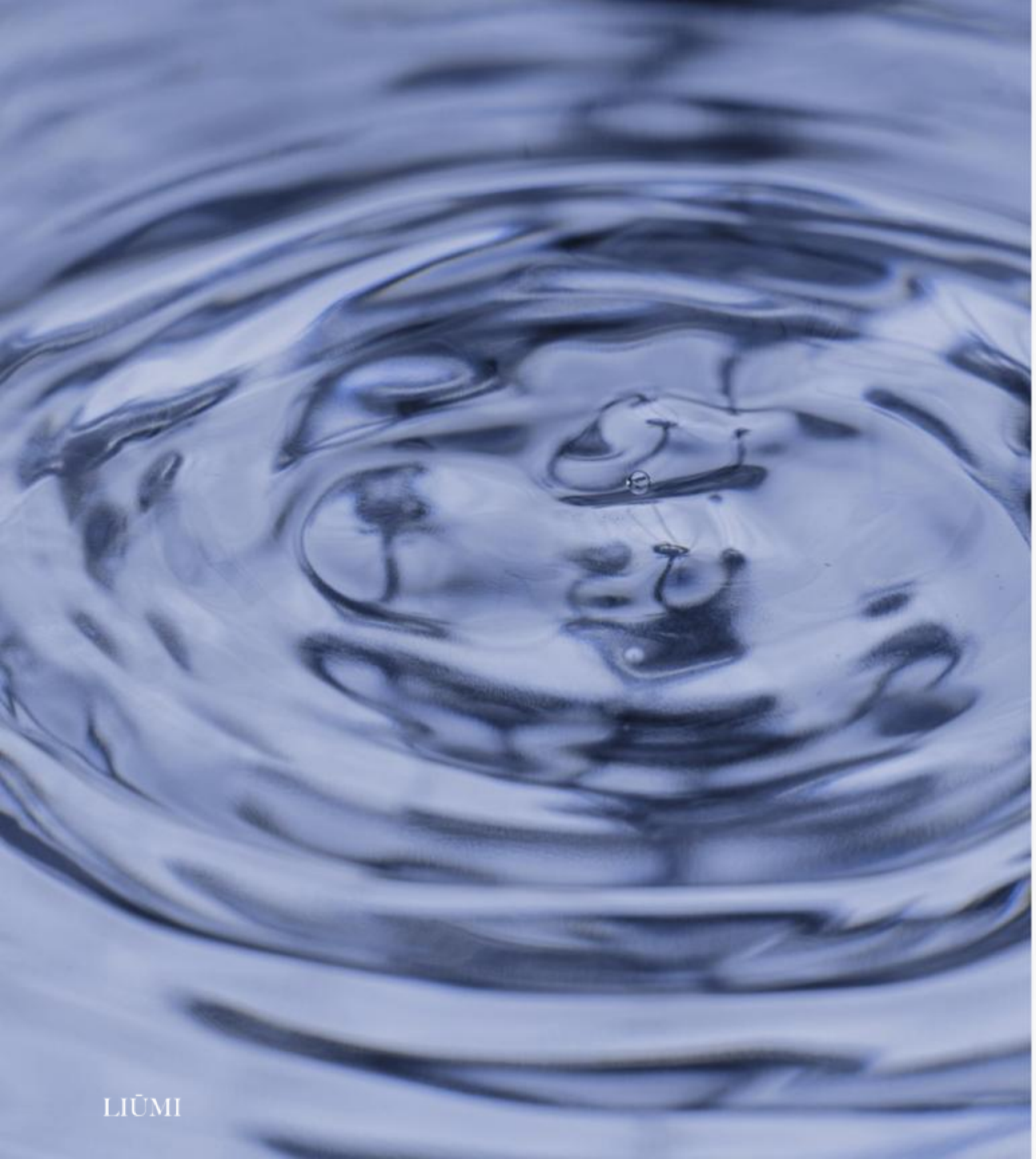
LIŪMI
WATER INTELLIGENCE™

Distributor Tool





The World Is Entering an Era of Water Scarcity

Today, the world is facing a new global challenge — water scarcity.

Climate change, urban growth, environmental pollution, and rising consumption are making water one of the world's most limited resources.

But it's not just the planet feeling the effects of water scarcity — the human body is too.

And the skin is often the first place it shows.

Skin Dehydration Is the New Reality

Modern life creates conditions where the skin loses moisture faster than it can retain it:

- dry indoor and air-conditioned air
- urban pollution
- UV exposure
- stress and fast-paced lifestyles
- harsh skincare products

As a result, transepidermal water loss (TEWL) increases, and the skin loses:

- comfort
- elasticity
- resilience

Today, hydration is more than just skincare, it’s a basic skin need.

Dehydration Has Become a Universal Skin Concern

No matter your age or skin type.

Today’s consumers are looking for:

- deep hydration
- barrier repair
- skincare that works below the surface

That’s exactly what inspired the creation of the LIŪMI system.



LIŪMI is:

01

Skin water intelligence

02

Ocean-Derived Active Ingredients

03

A Smart, Systematic Approach to Hydration

04

Skincare That Works With the Skin’s Natural Functions

05

Korean-Inspired Skincare Philosophy

Fewer products. Better results.



H^3 Hydration System

A 3-Level Skin Hydration System by Coral Club

At the core of every LIŪMI product
is a 3-level hydration system.

Hydro Capture



The skin attracts
and binds moisture.

Effect: Dryness fades, leaving skin feeling soft, fresh, and comfortable.

Hydro Retention



The skin retains
and distributes moisture.

Effect: The skin barrier feels stronger, and skin becomes more resilient.

Hydro Protection



The skin helps defend
against moisture loss.

Effect: Hydration lasts longer, and skin looks firmer and healthier.

What’s Included in the LIŪMI System

Core essentials for everyone

Cleansing face gel

Hydrating face toner



Choose your serum

Restorative face serum

Lifting Face Serum with Microneedles



Choose your moisturizer

Hydrating face cream-gel

Nourishing face cream

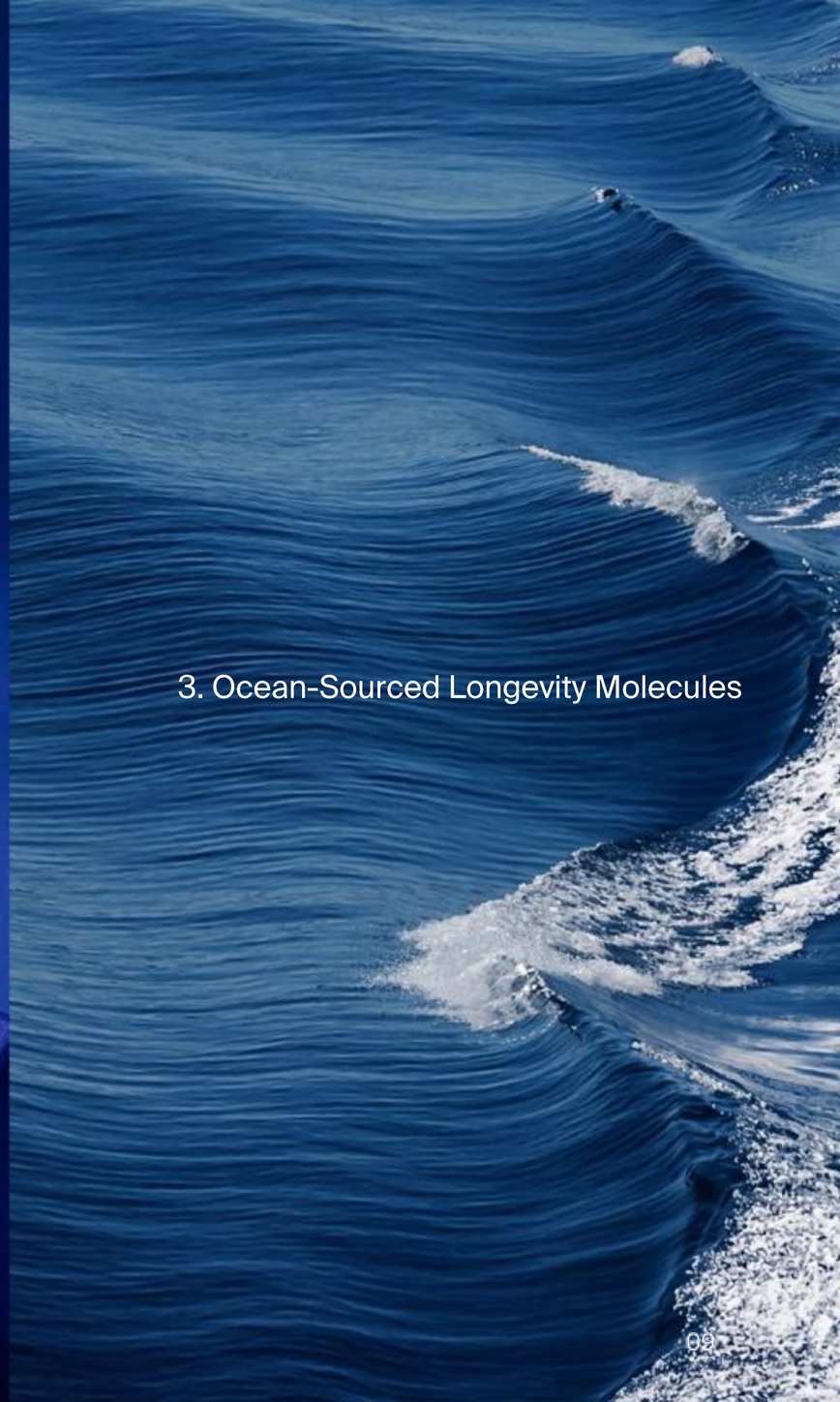




1. Water intelligence



2. Fewer Products. More Impact



3. Ocean-Sourced Longevity Molecules

Key components of LIŪMI

Ectoin

Helps protect skin from moisture loss and environmental stress → helps the skin maintain comfort even in an aggressive environment

PDRN

Supports skin renewal → accelerates recovery and improves density

Centella

Soothes and calms the skin → reduces inflammation and helps the skin recover

Glycoproteins (Antarctica)

Create a protective barrier → retain moisture even in extreme conditions

NMN

Supports cellular renewal → the skin looks firmer and more vibrant

Peptides

Help improve skin elasticity and reduce the appearance of fine lines and wrinkles → improve skin structure



Who Is LIŪMI For?

Suitable for people who:

- struggle with dehydrated skin
- feel like their skincare routine isn’t delivering results
- want a more structured, easy-to-follow routine
- are looking for a balance between effectiveness and comfort

For anyone who already has a skincare routine, but still isn’t seeing results

Dry skin

01

Characteristics:

People who often live in cities, work in an office, or remotely. Regularly use cosmetics but do not get lasting results. Skin is sensitive, reacts to weather, air conditioning, stress. Feel the need to apply cream more often.

02

Concerns:

Tightness, flaking, dull complexion. Skin loses moisture quickly, makeup applies unevenly. A feeling of 'skin can start to look tired' appears, early signs of aging.

03

Goals:

Want soft, hydrated skin without feeling dry throughout the day. It is important to look fresh, well-groomed, and slow down the appearance of age-related changes. Expect comfort and a feeling of skin should feel nourished and comfortable

Combination skin

01

Characteristics:

People who actively take care of their skin, try different products. Lead an active lifestyle, take care of their appearance. Often find that one product does not solve all problems.

02

Concerns

Oily shine in the T-zone and dryness on the cheeks. Skin can feel unpredictable: sometimes over-dried, sometimes overloaded.It is difficult to find skincare that balances everything

03

Goals:

Want balanced skin without extremes: no oily shine and no dryness. It is important to simplify skincare and get consistent, reliable results every day.

Oily / Problem-Prone Skin

01

Characteristics:

Actively take care of their skin, try different products, often rely on influencer recommendations. Prone to experimenting with skincare.

02

Concerns

Oily shine, inflammation, enlarged pores. Often over-dry the skin with aggressive products, which worsens the condition and post-acne marks

03

Goals:

Want clear, even-looking skin without inflammation and oily shine. It is important that the skincare does not over-dry the skin and provides visible results.

How to Determine Your Skin Type at Home

Step 1

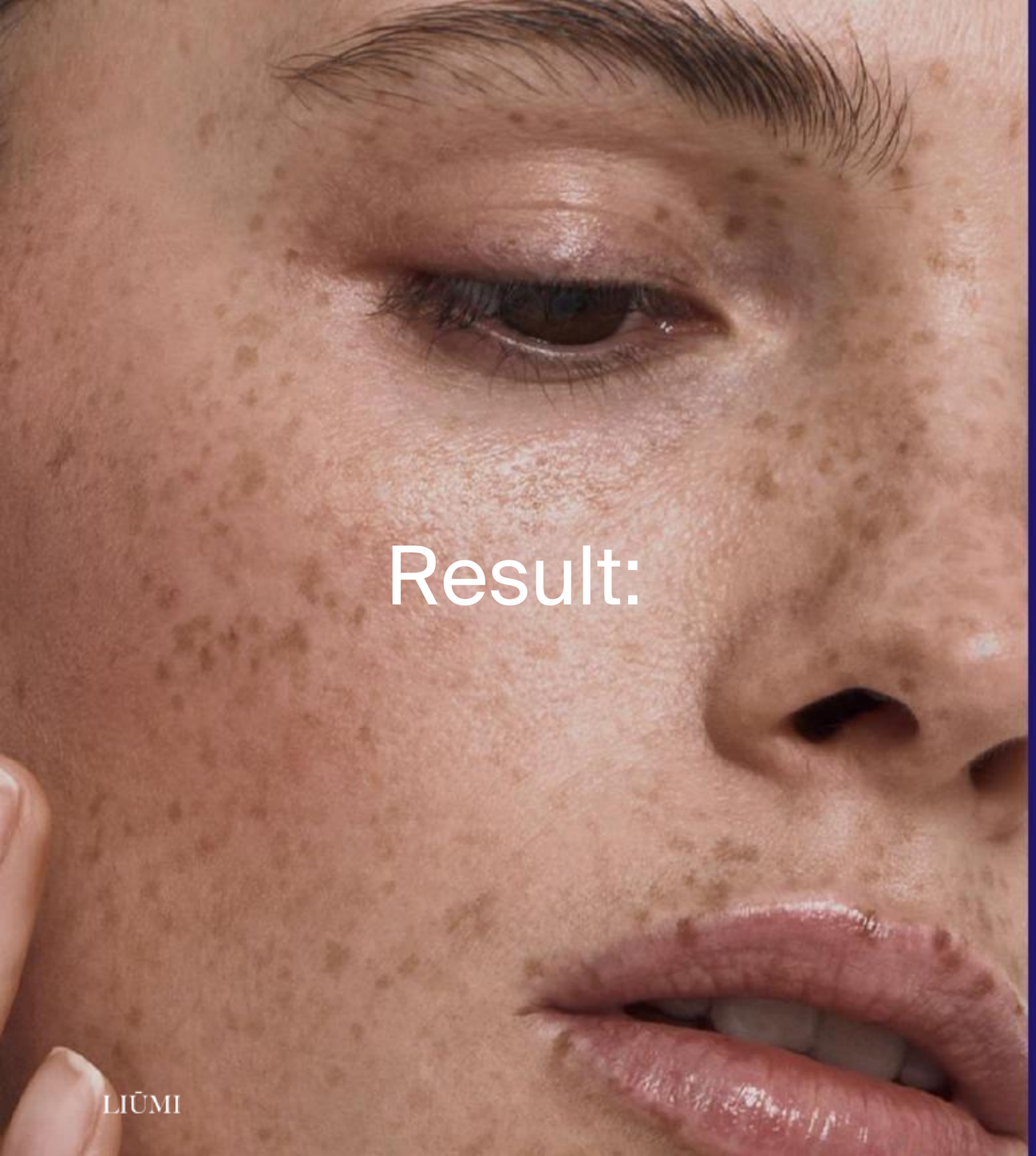
Wash your face with your usual cleanser and don’t apply any products afterward

Step 2

Wait 60 minutes (so your skin is completely clean and product-free)

Step 3

Gently press a dry tissue against your forehead, nose, and cheeks



The tissue stays dry

Dry skin

Oil marks across the entire tissue

Oily skin

Oil only in the T-zone (forehead and nose)

Combination skin

A Systematic Approach

Existing Coral Club Customers

01

Characteristics:

Active Coral Club consumer. Has completed or is currently following the Concept Health 2.0 program. Knows the products, trusts the brand. May have already used Hydro Boost masks, Promarine Collagen Peptides, or other beauty supplements

02

Concerns:

Takes care of health, but skin care still feels disconnected. Has tried individual beauty products, but without a consistent routine. No understanding of how to combine external care with what is already being done internally.

03

Goals:

Wants to enhance results and take the next step. It is important that the new product fits into the already established system and delivers visible results

Beauty Journey

New Customers

01

Characteristics:

Woman 30–45 years old, urban and mindful about skincare choices. Used to premium skincare products. Understands ingredients, reads labels, follows trends. Doesn’t connect with ‘detox’ or ‘cleanse’ messaging

02

Concerns:

Uses good skincare, but isn’t seeing long-term results Tried collagen or omega from a pharmacy, was disappointed. Too many products, no real routine. A feeling that something is missing, but it's unclear what.

03

Goals:

Wants a ritual with a clear mechanism and composition. It is important that the product does more than a basic moisturizer and delivers visible results within a reasonable timeframe

Warm Audience

Familiar with Beauty Supplements

01

Characteristics:

Already familiar with beauty from the inside out. Has tried masks, Promarine Collagen Peptides, O!Mega-3 TG, or Be Prime Direct — independently or upon recommendation. Understands the logic of internal support, but used products inconsistently, without a routine

02

Concerns:

Took individual products — skipped some, changed others. No understanding of how to build a complete skincare approach. External care and internal support exist separately from each other.

03

Goals:

Wants a systemic solution where everything works as one system. It is important to finally get a lasting result, not just a mix of random products

From consultation to support

5 steps for effective customer engagement, presenting the solution, and building long-term customer support:

01

Identify the right starting point

Goal: Understand whether the person is an existing Coral Club customer or part of a new beauty audience. Refer to the audience slides in this presentation.

02

Ask questions

Goal: Understand the customer’s needs instead of making assumptions.

Example questions:

- “What’s bothering you most about your skin right now?”
- “How long have you been noticing this?”

03

Understand and Educate

Goal: Identify the customer’s main need — Comfort, Balance, or Architecture — and explain how the system works.
Example:

- Based on what you’re describing, your skin may be lacking hydration and balance. Water Intelligence™ focuses on helping the skin attract, retain, and protect moisture. LIŪMI is specifically designed to support this.”

From consultation to support

5 steps for effective engagement, presenting the solution, and building long-term consumer support:

04

Propose a ritual and internal support

Goal: to select a LIŪMI ritual and add an internal support track. Example: "I suggest starting with Coral-Mine — it improves the physiological completeness of water; hydration from within will enhance the effect of the ritual and help the skin maintain comfort and moisture longer."

05

Finish with expectations and the next step

Goal: to build long-term support, not a one-time sale. Example: "First sensations — in 3–4 weeks. In 4–6 weeks, the skin will become noticeably smoother and more hydrated. In a month, we will look together at what can be enhanced."



How to Choose the Right Routine

Step 1 — Identify the Skin’s Needs

Comfort

For those without major skin concerns whose skin is normal or combination. Skin may feel dry or dull, but overall remains stable. Ideal for someone who wants a simple daily routine without extra products.
What the customer says:

- “My skin is normal, but it looks a little dull.”
- “I want a simple routine without extra products.”

Balance

For sensitive and reactive skin. The skin barrier is weakened. Skin reacts to weather, stress, or routine changes. Needs barrier support and soothing care.
What the customer says:

- “My skin reacts to everything.”
- “After washing, my skin feels tight and uncomfortable.”

Architecture

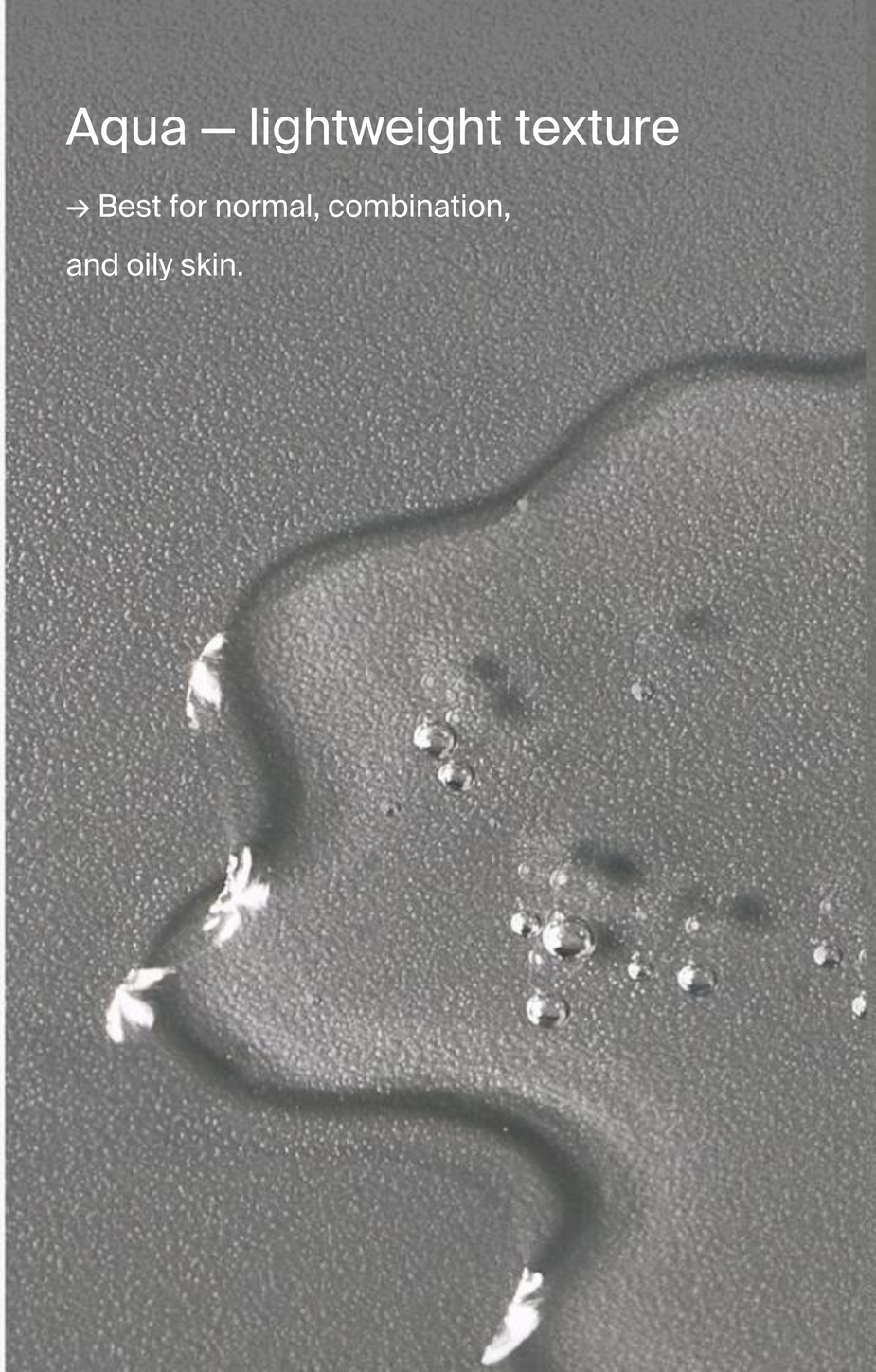
For those noticing loss of firmness and elasticity. Facial contours may look less defined and fine lines become more visible. Needs structural support and density-focused care.
What the customer says:

- “My skin has lost elasticity.”
- “My facial contours don’t look as defined anymore.”

Step 2 — Choose a Texture

Aqua — lightweight texture

→ Best for normal, combination, and oily skin.



Intensive — rich texture

→ Best for dry and sensitive skin.



Step 3 — Choose a set



Comfort Aqua

Designed for dry, normal, and combination skin

What's included

Cleansing gel + Toner + Moisturizing cream-gel



Comfort Intensive

Designed for dry, normal, and combination skin

What's included

Cleansing gel + Toner + Nourishing cream



Balance Aqua

Designed for oily and blemish-prone skin

What's included

Cleansing gel + Toner + Restoring serum + Moisturizing cream-gel



Balance Intensive

Designed to rebalance the skin

What's included

Cleansing gel + Toner + Restoring serum + Nourishing cream



Architectured Aqua

Designed to support skin firmness and elasticity

What's included

Cleansing gel + Toner + Lifting serum for face with micro-needles +

Moisturizing cream-gel



Architectured Intensive

Designed to support skin firmness and elasticity

What's included

Cleansing gel + Toner + Lifting serum for face with micro-needles +

Nourishing cream



Architectured Balance

Designed for skin firmness and balance

What's included

Cleansing gel + Toner + Lifting serum for face with micro-needles +

Restoring serum + Moisturizing cream-gel



Complete Collection

The Complete LIŪMI Set

What's included

All 6 products





Targeted solution in Concept of Health 2.0

Beauty from the Inside Out

Best skincare results happen when skin support comes not only from the outside, but from within as well.

That’s why the LIŪMI line works well alongside Coral Club nutrients that support key skin processes at the cellular level:

- hydration
- micronutrient support
- skin structure

LIŪMI works on the outside, but your skin reflects what’s happening inside.

LIŪMI + Coral-Mine

Supporting hydration from the inside

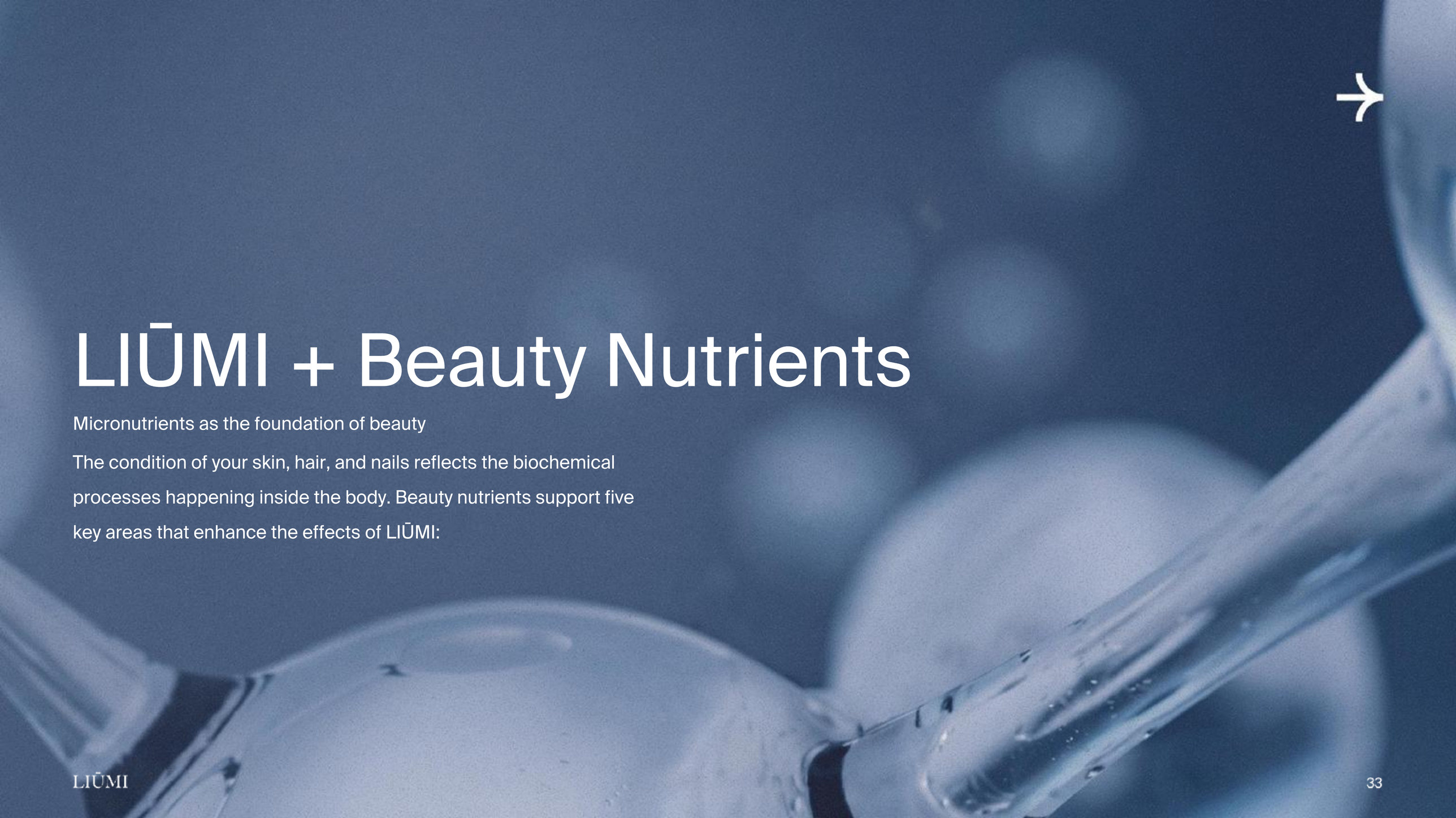
Water plays a major role in healthy-looking skin.

Coral-Mine helps improve water quality and supports better water absorption at the cellular level, helping support:

- healthy water-electrolyte balance
- efficient hydration at the cellular level



Hydration from within enhances the effects of LIŪMI and helps skin stay hydrated and comfortable longer.



LIŪMI + Beauty Nutrients

Micronutrients as the foundation of beauty

The condition of your skin, hair, and nails reflects the biochemical processes happening inside the body. Beauty nutrients support five key areas that enhance the effects of LIŪMI:



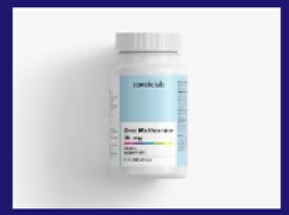
Coral-Mine

A foundation for optimal hydration. Without proper hydration, the skin cannot function at its best.



Selenium

Provides antioxidant support to help protect cells from oxidative stress and visible signs of aging.



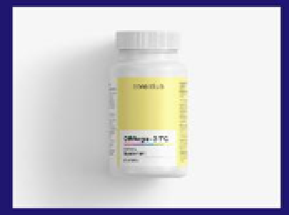
Zinc Methionine

Supports tissue repair and helps maintain healthy skin, hair, and nails.



B-Prime Direct

Supports cellular energy production and provides biotin to help maintain healthy hair, skin, and nails.



Omega-3 TG

Supports the skin’s lipid barrier and helps reduce inflammation from within.

Together, these products support natural antioxidant protection, regeneration, energy production, and the skin’s lipid barrier.

LIŪMI helps retain moisture on the skin’s surface, while beauty nutrients support the skin from within so it can better maintain hydration and overall skin health.



LIŪMI + Promarine Collagen Peptides

Supporting skin structure

Collagen is one of the key proteins responsible for the skin’s firmness and elasticity. As we age, natural collagen production gradually declines, which can affect the skin’s texture and tone.

Promarine Collagen Peptides help:

- Support skin structure
- Maintain firmness and elasticity

Together with LIŪMI, these products create a complete skincare approach that supports the skin from within, helping maintain softness, firmness, and healthy-looking skin over time.

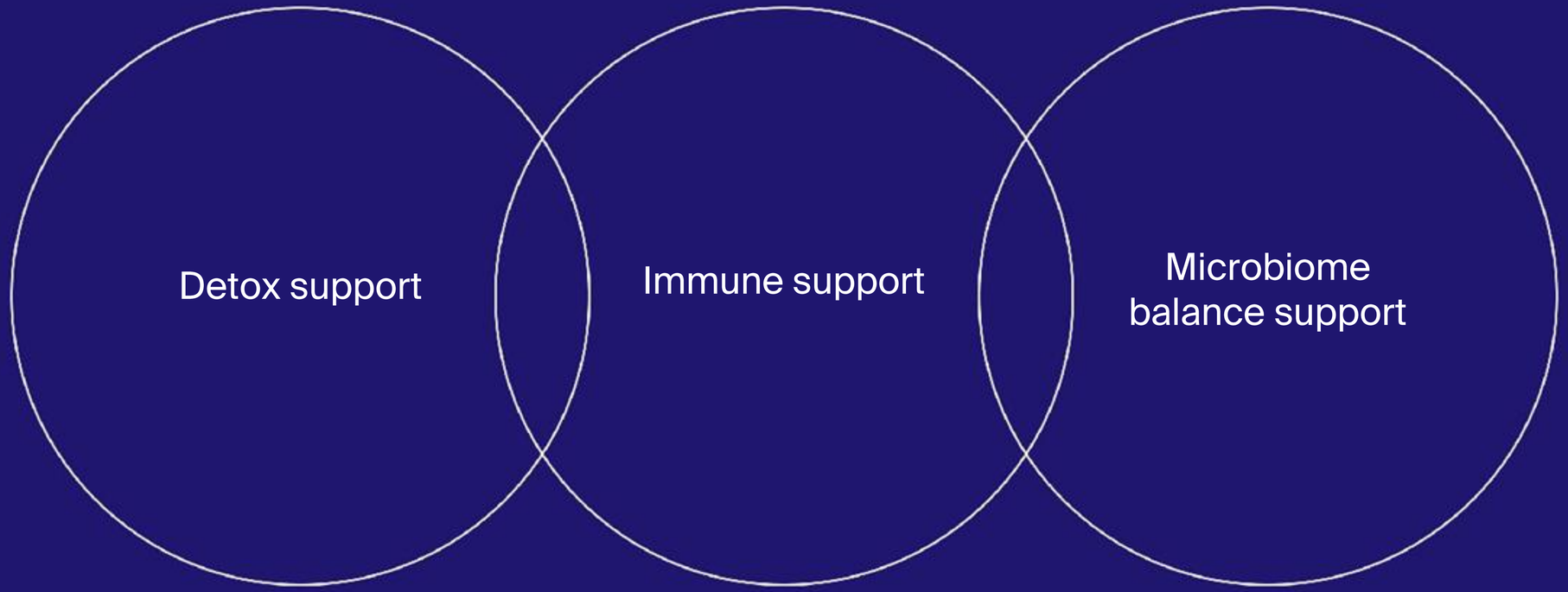




LIŪMI + The Concept of Health 2.0

Beauty from the Inside Out

The Concept of Health 2.0 is a foundational wellness program designed to support the body at the cellular level through three key areas:



When cells receive the support they need to function properly, it also shows in the skin: it retains moisture better, recovers more effectively, and looks healthier and more balanced.

LIŪMI works on the surface of the skin by attracting, retaining, and protecting moisture.

The Concept of Health 2.0 helps build internal support that enhances these effects.

After completing The Concept of Health 2.0

LIŪMI becomes the natural next step, supporting skin that has already received care from within. The results become visible on the outside.

Together, they create a comprehensive approach to skin health and beauty.

How to present the product to your team

01 Lead by example and share your own results.

02 Show how LIŪMI can be paired with other products to create additional value

Example: LIŪMI + Coral-Mine

Coral-Mine helps support hydration quality and water absorption at the cellular level. Hydration from within helps enhance the moisturizing effects of LIŪMI, allowing the skin to stay comfortable and hydrated longer.

03 Provide tools for attracting and supporting customers:

- Audience analysis
- Q&A support
- Shared product results library
- Social media support

04 Build a product promotion strategy:

For customers:

- Educational cards
- Live streams with real results

For distributors:

- SVA training
- Expert webinars
- “How to sell” presentations

What works on social media for LIŪMI

- ✓ Explain the skincare system step by step
- ✓ Show the ritual and product textures
- ✓ Talk about comfort and hydration
- ✓ Use a soft CTA like: Message me and I'll help you choose"

- ✗ Pressure-based messaging like "Buy now"
- ✗ Promising "instant results" or "rejuvenation"
- ✗ Using words like "miracle," "secret," or "heals"
- ✗ Scarcity tactics like "Only today" or "Limited quantity"

Launch plan: beginning of sales

Format	Length	Content
Reels / Shorts	15–45 sec.	1 idea, product textures, subtitles
Stories	3–5 pcs. per topic	Explanation → product → soft CTA
Post	1–2 paragraphs	Introduction, topic breakdown, or answering a question



Hook in the first 2 seconds

Headline

Useful fact or demonstration

Retention

“Message me if you’re interested”

Call to action

Example Reel

“Dry skin and dehydrated skin are not the same thing”

01

Headline (first 2–3 seconds)

You moisturize your skin every day, but it still feels tight?

02

Retention (main part, ~15–20 seconds)

Most likely, it’s not about your skin type. It’s because your skin loses moisture faster than it should. Many creams provide temporary comfort, but they don’t help the skin retain moisture effectively on its own.

The LIŪMI system works differently: attract moisture, retain it, then protect it. Three levels of hydration working together in one routine. It’s not magic — it’s simply a structured skincare approach.

03

Soft call to action

“Want help figuring out which skincare steps may work best for your skin? Message ‘RITUAL’ and I’ll help explain it in simple terms.”

Examples — how to say it correctly

- ✓ “Helps skin look healthier and more refreshed”
- ✓ “Suitable for skin prone to imperfections”
- ✓ “Helps maintain comfort and a healthy-looking appearance”
- ✓ “Message me and I’ll help you choose a skincare ritual”

- ✗ “Rejuvenates”
- ✗ “Treats acne”
- ✗ “Instant lifting”
- ✗ “Buy now urgently”

Example of soft engagement:

“Want help figuring out which set may be right for your skin? Message ‘LIŪMI’ and I’ll help without complicated skincare language.”

Content Idea Bank

Personal experience

- My morning LIŪMI ritual
- My evening skincare routine without overdoing it
- What I take with me when I travel
- How I chose my set
- Why I stopped buying random skincare products

Education

- Dry skin and dehydrated skin are not the same thing
- Why toner matters
- Why tightness after washing is not normal
- What it means to support the skin barrier
- Why consistency matters in skincare

Products

- One product — one purpose
- What a cleansing gel does
- Why a cream matters in a skincare system
- How to choose a serum
- What makes LIŪMI sets different
- Full 4-step ritual

Content idea bank

UGC / reviews

- 28 days with LIŪMI
- What changed in how my skin feels
- Honest texture review
- How skincare became simpler
- Customer reviews of the system

Stories

- Do you have dry or dehydrated skin?
- Do you use toner?
- How many steps are in your skincare routine?
- What’s the hardest part of maintaining a skincare routine?
- Want a breakdown of LIŪMI sets?

Beauty from the Inside Out

- Why skin needs support from both inside and outside
- How hydration and skin comfort are connected
- Why cosmetics and nutraceuticals complement each other

Question — Answer

For what age range is the LIŪMI system suitable?

LIŪMI is designed for adults ages 18 and older. The system focuses on supporting skin hydration, barrier function, and resistance to environmental stressors. These needs are relevant at any age, since dehydration is one of the most common causes of skin discomfort and visible skin changes.

Can men use LIŪMI?

Yes. LIŪMI products are also suitable for men. Men’s skin is regularly exposed to factors like shaving, dry air, stress, and environmental exposure, all of which can affect hydration balance.

Question — Answer

Can LIŪMI products be used year-round?

Yes. The products are suitable for year-round use. Skin hydration is important in both colder months, when skin is affected by dry air and temperature changes, and in warmer months, when skin is exposed to heat and sun. During the day, it is recommended to finish your routine with SPF protection.

Can the products be used separately?

Yes. Each LIŪMI product can be used on its own. However, the best overall results are typically achieved when the products are used together as a skincare system, where each step supports the next.

Question — Answer

Can LIŪMI be combined with other active ingredients?

Yes. LIŪMI products can generally be combined with other skincare products. However, the line was designed as a complete system in which each product complements the others. Depending on your skin’s needs, additional actives may or may not be necessary.

Can LIŪMI be used with acids, peels, or retinol?

Most products can. One exception is the lifting serum with microneedles, which should not be combined with acids, peels, or retinol. After cosmetic procedures, it’s also recommended to wait at least 7–10 days before using it again.



is more than just a skincare line. It’s a way to connect with a new audience and create new conversations with the people who already trust you.