

ESTTA Tracking number: **ESTTA1364123**
Filing date: **06/10/2024**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding no.	91283953
Party	Plaintiff Bump Health, Inc.
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Date	06/10/2024
Attachments	2024.06.10 Motion for Leave to File MSJ and Resume Proceedings.pdf(39832 bytes) 2024.06.10 MSJ re GLOW RECIPE Cancellation No 92082963.pdf(1938966 bytes) Appendix 1-116.pdf(5870433 bytes) Appendix 117-167.pdf(3888927 bytes) Appendix 168-222.pdf(5547249 bytes) Appendix 223-274.pdf(4124339 bytes) Appendix 275-326.pdf(4126735 bytes) Appendix 327-377.pdf(2983360 bytes) Appendix 378-414.pdf(1789815 bytes) Appendix 415-476.pdf(880805 bytes)

**BEFORE THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD**

Bump Health, Inc.	
Petitioner,	
v.	Opposition No. 91283953
Aramara Beauty LLC	Opposition No. 91289012
Registrant.	Cancellation No. 92082963

Motion for Leave to File Motion for Summary Judgment and to Resume Proceedings for the Purpose of Having this Motion Heard in Cancellation No. 92082963

Bump Health, Inc. (“Bump”), through counsel, moves this Board for leave to file the attached Motion for Summary Judgment and Appendix concerning Cancellation Proceeding Number 92082963. Bump further moves this Board to resume proceedings to have this Motion heard.

On June 5, 2024, this Board consolidated the parties’ pending proceedings and then suspended these consolidated proceedings pending the resolution of Aramara Beauty LLC’s (“Aramara”) filed lawsuit against Bump. (25 TTABVUE). One of those cases consolidated and suspended was Cancellation Number 92082963. This cancellation proceeding concerns the abandonment of

Aramara's GLOW RECIPE registered mark in class 03, which is one of the registrations relied upon in Aramara's lawsuit against Bump. (21 TTABVue Ex. Compl ¶10)

Before Aramara's Motion to Suspend was granted, Bump was already preparing the attached Motion for Summary Judgment. That is because during a meet and confer, Aramara informed Bump that it was not withholding any documents responsive to Bump's requests and that Aramara did not anticipate producing further documents in the case, which Bump confirmed in writing. (Petitioner's Appendix to Motion for Summary Judgment A475). Based on those documents, Bump's Petition to Cancel Aramara's Registration No. 475529 should be granted, and the Registration cancelled on the grounds of abandonment under 15 U.S.C. § 1127. The Board has the inherent power to schedule the disposition of cases on its docket and therefore has the power to resume this matter at this time. T.B.M.P. 510.01.

Therefore, Bump seeks leave to file this Motion and asks this Board to resume the proceedings to have it heard. In the interest of justice, this Motion should be heard. Bump is also filing a Motion to Suspend Aramara's federal lawsuit against Bump and will report to the Board the ruling on this Motion.

WHEREFORE, Bump respectfully requests that the Board grant Bump leave to file the attached Motion for Summary Judgment and Appendix and requests that this Board resume proceedings for the purpose of having this Motion heard.

Respectfully submitted,
Bump Health, Inc., by

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that this document was served upon Registrant's counsel of record on June 10, 2024, by sending a copy by e-mail to the following:

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**BEFORE THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD**

In re Registration of Aramara Beauty LLC

Reg No. 4755299

For the mark: GLOW RECIPE

Filed: October 22, 2014

Registered: June 16, 2015

Bump Health, Inc.

Petitioner,

v.

Aramara Beauty LLC

Registrant.

Cancellation No. 92082963

**Petitioner Bump Health, Inc.'s
Motion for Summary Judgment**

Petitioner, Bump Health, Inc. ("Bump"), through counsel, brings this motion for summary judgment under Federal Rule Civil Procedure 56 seeking the cancellation of Aramara Beauty LLC's ("Aramara") U.S. Trademark Registration 4755299 on the grounds that Aramara abandoned its registered GLOW RECIPE mark.

Relevant Factual and Procedural History

Bump owns the trademark GLOW ORGANICS, which it uses in connection with a line of organic skin care products formulated for pregnancy. (Petitioner's Appendix A468-69)(13 TTABVUE Ex. Compl ¶18).¹ Bump's U.S. Trademark Registration 5257987 for GLOW ORGANICS is for organic cosmetics; non-medicated, organic skin care preparations in class 03, which was first filed as an intent to use application on September 21, 2016. (A458-74).

Aramara owns U.S. Trademark Registration 4755299 for GLOW RECIPE, which identifies the follow class 03 goods: body and beauty care cosmetics; make-up; non-medicated skin care preparations ("Registration"). (A042). This case concerns this Registration and Aramara's non-use of the GLOW RECIPE trademark in class 03 from the launch of its e-retail site in 2014 to at least as late as 2017.

A. Aramara and its Glow Recipe e-commerce site

In 2014, Aramara launched Glow Recipe, a K-beauty e-commerce site which at the time of its launch sold seven different Korean beauty brands e.g. brands

¹ Citations to TTABVUE are for those documents filed in Cancellation Proceeding No. 92082963

such as Goodal and Dr. Oracle. (A068-69).² The ultimate goal of Glow Recipe's co-founders was to, "... increase awareness of Korean beauty products here in the U.S. and help more brands crack the market." (A070).

B. Aramara's trademark filings for GLOW RECIPE in class 03

On October 22, 2014, Aramara filed a U.S. trademark application for GLOW RECIPE under Section 1(a) of the Lanham Act ("Application"). (A055). This Application, however, was not for online retail store services. (A055). Rather, the Application identified the following goods in class 03: body and beauty care cosmetics; make-up; non-medicated skin care preparations. (A055). With this Application, Aramara submitted a specimen of use, which shows the website

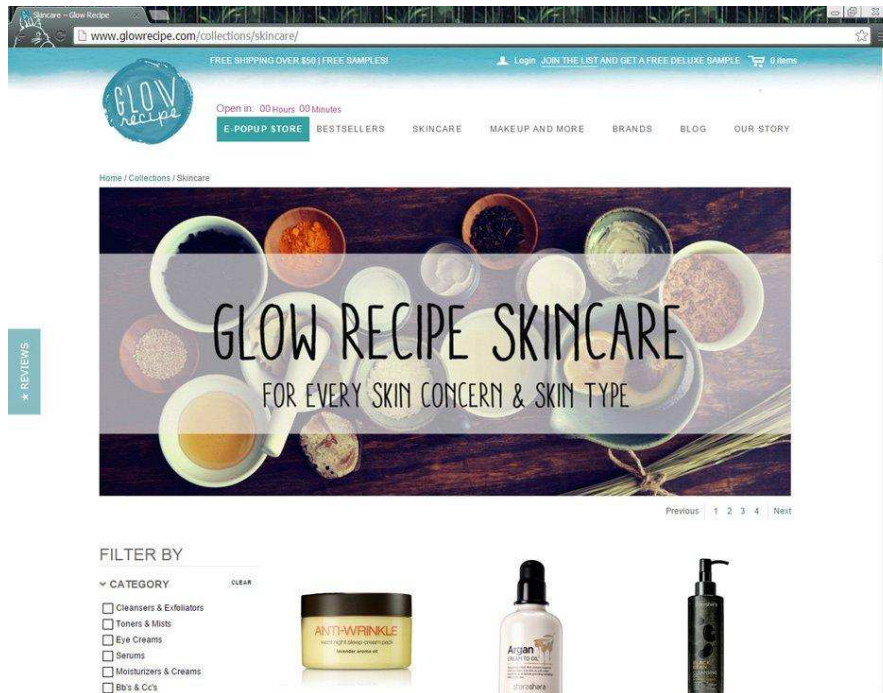
glowrecipe.com with the following logo



and a banner with GLOW


RECIPE SKINCARE within it. (A061).

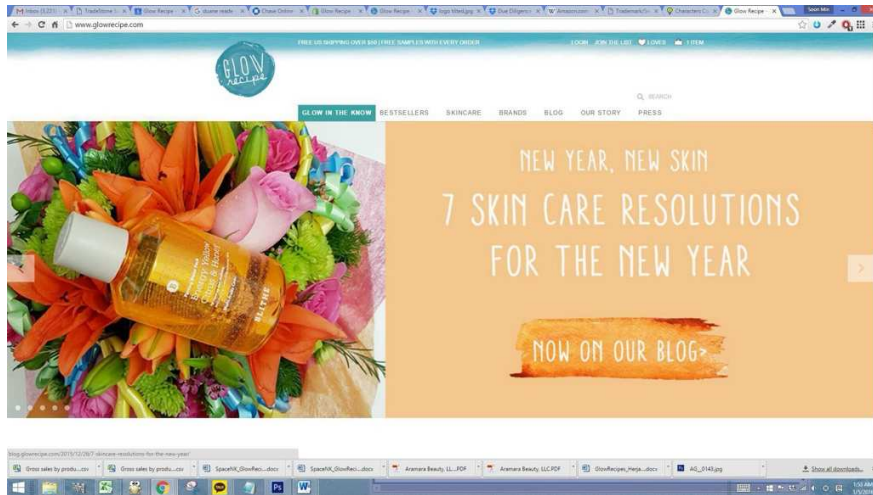
² In the articles submitted by Aramara, Glow Recipe is referred to as an e-tailer (A099, 359), an "e-commerce destination" (A072, 180), an "e-commerce site" (A214, 277), and an "online destination for natural K-beauty exports" (A344).



But the products visible in the specimen are third party branded products. (A061). According to the Application, Aramara began using GLOW RECIPE to sell its class 03 goods as early as July 1, 2014. (A056). Aramara's Application was accepted by the U.S. Trademark Office; the GLOW RECIPE mark was published and then registered on June 16, 2015 ("Registraton"). (A042; A064).

On January 5, 2016, Aramara filed another trademark application for the

logo  for body and beauty care cosmetics in class 03. The first specimen Aramara submitted with this application showed the logo on Aramara's website:



(A425-26). The examiner rejected this specimen because it was merely advertising material and therefore did not show use in commerce for the class 03 goods identified. (A443-45).

In response, Aramara submitted the following substitute specimen:



(A440). Again, the USPTO rejected this specimen; this time, the specimen appeared to be digitally created or altered. (A428-30). Aramara then abandoned this application; the Notice of Abandonment was sent on January 30, 2017. (A427).

C. Aramara does not sell its own goods until 2017

Although Aramara stated in its GLOW RECIPE Application that it first used GLOW RECIPE in 2014 to offer for sale the class 03 goods identified therein, it was not until as late as May 2017 that Aramara started offering for sale GLOW RECIPE branded goods, specifically a “Watermelon Glow Sleeping Mask” and “Blueberry Bounce Gentle Cleanser”. (A 276-77, 302-03, 309). No other GLOW RECIPE branded class 03 goods were offered within three years after the Application filing date. (A038-414). Notably, none of the documents produced by Aramara show Aramara offering for sale GLOW RECIPE branded make-up in 2014, 2015, 2016, 2017, or 2018. (A038-414). Aramara also does not have written business or marketing plans concerning the GLOW RECIPE mark and the sale of body and beauty care cosmetics; make-up; non-medicated skin care preparations from 2014 to present. (A022)

Bump filed its Petition to Cancel the GLOW RECIPE registration on August 8, 2023. (1 TTABVUE). Pretrial disclosures were exchanged, and discovery commenced. During the discovery process, Bump sought documents that Aramara contends show use of its GLOW RECIPE mark on body and beauty care cosmetics; make-up; non-medicated skin care preparations in International

Class 03 for each year from 2014 to 2018. (A001 -035). Aramara responded with fifty-eight documents. (A038 - 414).³ During the parties meet and confer in March 2024, Aramara informed Bump that it was not withholding documents responsive to Bump's Requests for Production, and Aramara did not anticipate producing any further documents in this case; Bump confirmed this in writing. (A475-76). This Motion follows.

Standard

The Board can consider any motion available under the Federal Rules of Civil Procedure. 37 C.F.R. § 2.116(a). This includes motions for summary judgment. T.B.M.P. § 528; Fed. R. Civ. P. 56.

Motions for summary judgment are pretrial devices to dispose of cases in which "the movant shows that there is no genuine dispute as to any material fact and the movant is entitled to judgment as a matter of law." T.B.M.P. § 528.01 (citing Fed. R. Civ. P. 56). Such motions avoid unnecessary trials. *Id.* The movant bears the burden of establishing there is no genuine dispute as to material facts. *Celotex Corp. v. Catrett*, 477 U.S. 317, 322 (1986); *Corporate Document*

³ Aramara labeled the .pdf and image files sent to Bump with "R# - (Aramara's title for the document)". Bump has included these titles in the Appendix as separate pages separating the documents produced.

Services Inc. v. I.C.E.D. Management Inc., 48 U.S.P.Q.2d 1477, 1479 (TTAB 1998).

Evidence is viewed in favor of the non-movant and justifiable inferences are drawn in the non-movant's favor. See *Lloyd's Food Products Inc. v. Eli's Inc.*, 25 U.S.P.Q.2d 2027, 2028-29 (Fed. Cir. 1993). Factual disputes are genuine only when a reasonable finder of fact could resolve the matter in favor of the non-moving party. See *Opryland USA Inc. v. Great American Music Show Inc.*, 23 U.S.P.Q.2d 1471, 1472-73 (Fed. Cir. 1992).

Argument

Aramara's Registration should be cancelled on the grounds of abandonment (15 U.S.C. §1127) based on the evidence produced in discovery. Bump's Motion for Summary Judgment should therefore be granted.

I. Bump has standing to petition the cancellation of Aramara's GLOW RECIPE Registration.

Bump has standing to petition the cancellation of Aramara's GLOW RECIPE Registration. Standing is a threshold issue that must be proved in every *inter partes* case. *ShutEmDown Sports, Inc. v. Lacy*, 102 USPQ2d 1036, 1041 (T.T.A.B. 2012). To establish standing in a cancellation proceeding, petitioner must show both "a real interest" in the proceedings as well as a "reasonable" basis for its belief of damage. *Id.*

Here, Bump owns U.S. Trademark Registration 5257987 for GLOW ORGANICS in class 03, which has a priority date of September 21, 2016. And Bump has challenged Aramara's recent applications for its GLOW marks in class 03; those proceedings are now consolidated with this case. (17 TTABVUE). To support the contention that Aramara can apply for and register a variety of GLOW trademarks, Aramara relies on its GLOW RECIPE Registration. (4 TTABVUE ¶17)(admission of allegation in Petition – 1 TTABVUE ¶17). And now, Aramara has brought an infringement lawsuit against Bump asserting this GLOW RECIPE Registration. (13 TTABVUE). But based on the evidence presented in this case, Bump has priority over Aramara's use of GLOW RECIPE in class 03: Bump has a priority date of September 21, 2016 and Aramara did not use its GLOW RECIPE mark on class 03 goods until as late as May 2017.

As a result, Bump not only has a real interest in this cancellation proceeding but a more than reasonable belief of damage based on Aramara's conduct. Bump therefore has standing to petition the cancellation of Aramara's Registration.

II. Aramara's Registration should be cancelled because the GLOW RECIPE registered mark was abandoned for those goods identified in the Registration

Aramara's Registration should be cancelled on the grounds of abandonment based on the evidence obtained through discovery. A mark is deemed abandoned when its use has been discontinued with intent not to resume use. 15 U.S.C. §1127.

The registrant's intent not to resume use may be inferred from circumstances. *Id.* And "use" of a mark means the *bona fide* use of such mark made in the ordinary course of trade, and not made merely to reserve a right in a mark. *Id.* A mark is used in connection with goods when a) it is placed in any manner on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto, or if the nature of the goods makes such placement impracticable, then on documents associated with the goods or their sale, and b) the goods are sold or transported in commerce. *Id.* Factors to consider in determining whether there is *bona fide* use, are (1) the amount of use; (2) the nature or quality of the transaction; and (3) what is typical use within a particular industry. *Automedx Inc. v. Artivent Corp.*, 95 USPQ2d 1976 (TTAB 2010); see *In SaddleSprings v. Mad Croc Brands, Inc.*, 2017 TTAB LEXIS 430, *42 (TTAB Nov. 8, 2017) (the sale of others', unrelated third-

parties, cocktails was not sufficient to support a registration for a variety of alcoholic beverages)(non-precedential).

The registrant's nonuse of its mark for 3 consecutive years shall be *prima facie* evidence of abandonment. 15 U.S.C. §1127. Because registrations are presumed valid, the filing date of the application claiming use of the registered mark begins the three-year period. *ShutEmDown Sports, Inc.*, 102 USPQ2D at 1042. If the petitioner can show three consecutive years of nonuse, it has established a *prima facie* showing of abandonment, creating a rebuttable presumption that the registrant has abandoned the mark without intent to resume use. *Id.* The burden of production, i.e., going forward, then shifts to the registrant to produce evidence that it has either used the mark, or intended to resume use. *Id.* The burden of persuasion remains with the plaintiff to prove abandonment by a preponderance of the evidence. *Id.*

Overall, abandonment must be proved by a preponderance of the evidence, and the petitioner bears the burden of persuasion even if a statutory *prima facie* case of abandonment has been established. *Yazhong Investing Ltd. v. Multi-Media Tech. Ventures, Ltd.* , 126 USPQ2d 1526, 1532 (T.T.A.B. 2018).

Abandonment is a question of fact. *Id.* Any inferences drawn must be based on proven fact. *Id.* a 1533.

Based on the evidence presented in discovery, Aramara abandoned its GLOW RECIPE registered mark. Aramara did not use its GLOW RECIPE mark on make-up from the 2014 filing date of its Application for at least three years afterwards. And Aramara has not produced sufficient evidence to establish that it either used the GLOW RECIPE mark on these goods or intended to “resume”⁴ use of the mark during this time.

Aramara also did not use its GLOW RECIPE mark on the remaining class 03 goods from the 2014 filing date of its GLOW RECIPE Application until as late as May 2017. Although this period of non-use is just shy of three years, the facts show that Aramara did not have an intent to “resume” use of the GLOW RECIPE mark at the time the Application was filed. As a result, Bump’s Motion for Summary Judgment should be granted and the Registration cancelled.

⁴ Based on the evidence provided in discovery, when Aramara launched its e-retail business in 2014 and filed the Application, it was not using its GLOW RECIPE mark to offer any of the class 03 goods identified in the Registration, and therefore it could not literally resume use of a mark that was never in use.

- A. Aramara abandoned its GLOW RECIPE registered mark for make-up because it neither was using nor intended to resume use of the mark as of the filing date of its Application, and there is no evidence of use within three years of this filing date.

Aramara abandoned its GLOW RECIPE registered mark for make-up because it neither was using nor intended to resume use of the mark at the time it filed its Application, and there is no evidence of use within three years of that filing date. Again, a party's nonuse of its mark for 3 consecutive years shall be *prima facie* evidence of abandonment. 15 U.S.C. §1127. And when a *prima facie* case is made, it is the registrant who must produce evidence to demonstrate an intent to use the mark. *ShutEmDown Sports, Inc*, 102 USPQ2D at 1042.

Here, Aramara was not offering for sale GLOW RECIPE make-up when it filed its GLOW RECIPE Application. There is also no evidence that Aramara offered for sale GLOW RECIPE make-up within three years of the Application filing date. Aramara has also not produced any evidence demonstrating an intent to start using GLOW RECIPE to sell make-up during this time. Instead, the evidence shows that Aramara only intended to use GLOW RECIPE to offer e-retailer services selling third party branded products.

As a result, Bump has made a *prima facie* showing of abandonment with respect to make-up. And given that Aramara has not produced evidence sufficient to show use or an intent to use GLOW RECIPE on make-up within three years from the 2014 filing date, Bump's abandonment claim must prevail. Bump therefore requests that Bumps' Motion be granted, and the Registration cancelled.

B. Aramara abandoned its GLOW RECIPE registered mark for body and beauty care cosmetics and non-medicated skin care preparations because it neither was using nor intended to resume use of the mark as of the filing date of its Application based on the circumstances.

Aramara abandoned its GLOW RECIPE registered mark for body and beauty care cosmetics and non-medicated skin care preparations because it neither was using nor intended to resume use of the mark at the time it filed its Application. Again, a mark is deemed abandoned when its use has been discontinued with intent not to resume use. 15 U.S.C. §1127. And "intent not to resume use" may be inferred from circumstances. 15 U.S.C. §1127.

At the time of filing its Application for its Registration, Aramara was not using GLOW RECIPE on those goods identified in the Registration; rather Aramara was an e-retailer selling third party branded goods. There is no written business plan or marketing plan that evidences Aramara's intent to sell GLOW RECIPE

branded goods. There are also no documents that evidence an intent to “resume” use of the mark to offer for sale the registered goods for the years 2014, 2015, or 2016. In fact, in 2016, Aramara abandoned its subsequent trademark application for the GLOW RECIPE logo (the same logo in the specimen for the Registration) for body and beauty care cosmetics. Notably, Aramara did not amend this application to an intent to use application but instead submitted what appears to be a digitally altered specimen before abandoning the application.

Based on the evidence presented during discovery, Aramara only intended to offer e-retailer services when it filed its Application for the Registration. And even though there is the legal presumption that Aramara was using the GLOW RECIPE mark as of the time Aramara filed its Application, based on the evidence, the day after that filing date, Aramara discontinued its presumed use of the GLOW RECIPE mark for the class 03 registered goods without an intent to “resume” use of the GLOW RECIPE mark for these goods. The registered mark was therefore abandoned, and Aramara should not be entitled to its Registration and all the statutory benefits resulting therefrom. As a result, Bump’s Motion should be granted and Aramara’s Registration cancelled.

Conclusion

For the reasons stated above, Bump Health, Inc.'s Motion for Summary Judgment should be granted and Aramara Beauty LLC's U.S. Trademark Registration 4755299 should be cancelled because the registered mark was abandoned under 15 U.S.C. §1127.

Respectfully submitted,
Bump Health, Inc., by

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that this Motion for Summary Judgment along with the Appendix was served upon Registrant's counsel of record on June 10, 2024, by sending a copy by e-mail to the following:

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**BEFORE THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD**

In re Registration of Aramara Beauty LLC

Reg No. 4755299

For the mark: GLOW RECIPE

Filed: October 22, 2014

Registered: June 16, 2015

Bump Health, Inc. Petitioner, v. Aramara Beauty LLC Registrant.	Cancellation No. 92082963
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**Petitioner's Appendix
to Motion for Summary Judgment**

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3	R-0002 -GLOW RECIPE Cert of Reg	A 041
4	R-0003 - GLOW RECIPE Section 8and15 Specimen	A 044
5	R-00004 - GLOW RECIPE Notice of Acceptance of 8and15	A 052

6	R-00005 - GLOW RECIPE Trademark Application	A 054
7	R-00006 - GLOW RECIPE Notice of Publication	A 063
8	R-00007 - CONFIDENTIAL AEO - Registrant Employee List	A 065
9	R-00008 - 2014 Fashionista Article	A 067
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11	R-00010 - 2015 Allure Article	A 085
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18	R-00017 - 2015 Entrepreneur Article	A 141
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21	R-00020 - 2016 W Mag Article	A 179
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62	U.S. Trademark Registration No. 5257987 TSDR Status & Documents	A458
63	Email Correspondence Regarding Document Production	A475

Respectfully submitted,
Bump Health, Inc., by

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Bump Health, Inc.,	:	
	:	Cancellation No. 92082963
Petitioner,	:	
	:	Registration No. 4755299
v.	:	
	:	Registration Date: June 16, 2015
Aramara Beauty, LLC,	:	
	:	Mark: GLOW RECIPE
Registrant.	:	

**REGISTRANT’S OBJECTIONS AND RESPONSES TO PETITIONER’S REVISED
FIRST SET OF REQUESTS FOR PRODUCTION OF DOCUMENTS AND THINGS**

Pursuant to Rule 34 and 26 of the Federal Rules of Civil Procedure, Registrant Aramara Beauty, LLC d/b/a Glow Recipe (“Registrant”), by and through its attorneys, Blank Rome LLP, hereby responds to Petitioner Bump Health, Inc.’s (“Petitioner”) Revised First Set of Requests for Production of Documents and Things.

PRELIMINARY STATEMENT

These responses to Petitioner’s Requests are based upon discovery and investigation conducted to date. Registrant expressly reserves the right to supplement these responses with and/or introduce at trial, evidence and documents not identified at this time which are subsequently discovered and/or the relevance of which is subsequently ascertained. Based on, subject to and without waiving the foregoing, Registrant makes the objections and responses discussed below.

GENERAL OBJECTIONS

These following objections are incorporated into each and every response to the Requests:

1. Registrant objects to each Request to the extent it seeks information protected from disclosure by the attorney-client privilege, the work-product doctrine, or any other applicable privilege, rule, immunity, protection, or restriction that makes such information non-discoverable. Any inadvertent disclosure or production of such material shall not be deemed a waiver of the applicable

privilege or protection and Registrant reserves the right to demand the return of all copies of any such privileged or protected materials.

2. Registrant objects to each Request to the extent that it seeks information that contains trade secrets, confidential commercial, business, financial, proprietary or competitively sensitive information or is otherwise protected by a right of privacy belonging to Registrant.

3. Registrant objects to each Request to the extent that it seeks information protected by a third-party right of practice or maintained in confidence or subject to a contractual, statutory, or other limitation on disclosure, including without limitation information protected by confidentiality laws and regulations.

4. Registrant objects to each Request on the grounds that it is, or to the extent it is, vague and ambiguous, overly broad, duplicative, or seeks information already in the Petitioner's possession, custody or control, or to which the Petitioner has equal or greater access.

5. Registrant objects to each Request to the extent that it is not expressly limited by time or geography. Unless otherwise stated, Registrant will interpret the scope of each Request as being limited to the United States.

6. Registrant objects to each Request on the grounds that it seeks information that is neither relevant to the claims and defenses of either party nor reasonably calculated to lead to the discovery of admissible evidence.

7. Registrant objects to each Request to the extent it is not proportional to the needs of the dispute and does not designate documents specifically or describe categories of documents with reasonable particularity.

8. Registrant objects to each Request to the extent it seeks premature disclosure of expert testimony or evidence in Petitioner's possession, custody or control or equally available to Petitioner.

9. Registrant objects to each Request on the grounds that Petitioner has not made a complete document production in response to Registrant's requests. Registrant will produce documents after receipt of Petitioner's document production.

10. Registrant expressly reserves its right to supplement or amend these responses, or any of the various responses contained herein, in the future should Registrant discover additional information that may be responsive to the Requests.

11. Nothing contained herein shall obligate or commit Registrant to supplement or amend these responses, or any of the various responses contained herein.

12. Subject to and without waiving the foregoing Preliminary Statement and General Objections, Registrant makes the following specific objections and responses to the Requests:

SPECIFIC OBJECTIONS

REQUEST FOR PRODUCTION NO. 1:

All documents and things sufficient to evidence Your first use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics.

RESPONSE TO REQUEST FOR PRODUCTION NO. 1:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its first use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant may

produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 2:

All documents and things sufficient to evidence Your first use of the GLOW RECIPE mark in connection with make-up.

RESPONSE TO REQUEST FOR PRODUCTION NO. 2:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its first use of the GLOW RECIPE mark in the U.S. in connection with make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 3:

All documents and things sufficient to evidence Your first use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations.

RESPONSE TO REQUEST FOR PRODUCTION NO. 3:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its first use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations. Registrant

may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 4:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell body and beauty care cosmetics in the U.S. in 2014.

RESPONSE TO REQUEST FOR PRODUCTION NO. 4:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its first use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics in 2014. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 5:

A representative sample of product packaging showing your use of GLOW RECIPE on body and beauty care cosmetics in the U.S. in 2014.

RESPONSE TO REQUEST FOR PRODUCTION NO. 5:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation

showing its first use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics in 2014. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 6:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell body and beauty care cosmetics in the U.S. in 2015.

RESPONSE TO REQUEST FOR PRODUCTION NO. 6:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 7:

A representative sample of product packaging showing your use of GLOW RECIPE on body and beauty care cosmetics in the U.S. in 2015.

RESPONSE TO REQUEST FOR PRODUCTION NO. 7:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing

objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 8:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell body and beauty care cosmetics in the U.S. in 2016.

RESPONSE TO REQUEST FOR PRODUCTION NO. 8:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 9:

A representative sample of product packaging showing your use of GLOW RECIPE on body and beauty care cosmetics in the U.S. in 2016.

RESPONSE TO REQUEST FOR PRODUCTION NO. 9:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly

available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 10:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell body and beauty care cosmetics in the U.S. in 2017.

RESPONSE TO REQUEST FOR PRODUCTION NO. 10:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 11:

A representative sample of product packaging showing your use of GLOW RECIPE on body and beauty care cosmetics in the U.S. in 2017.

RESPONSE TO REQUEST FOR PRODUCTION NO. 11:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case.

Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce depictions of product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 12:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell body and beauty care cosmetics in the U.S. in 2018.

RESPONSE TO REQUEST FOR PRODUCTION NO. 12:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant may produce

additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 13:

A representative sample of product packaging showing your use of GLOW RECIPE on body and beauty care cosmetics in the U.S. in 2018.

RESPONSE TO REQUEST FOR PRODUCTION NO. 13:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 14:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell make-up in the U.S. in 2014.

RESPONSE TO REQUEST FOR PRODUCTION NO. 14:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case.

Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its first use of the GLOW RECIPE mark in the U.S. in connection with make-up in 2014. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 15:

A representative sample of product packaging showing your use of GLOW RECIPE on make-up in the U.S. in 2014.

RESPONSE TO REQUEST FOR PRODUCTION NO. 15:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its first use of the GLOW RECIPE mark in the U.S. in connection with make-up in 2014. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 16:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell make-up in the U.S. in 2015.

RESPONSE TO REQUEST FOR PRODUCTION NO. 16:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is

duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 17:

A representative sample of product packaging showing your use of GLOW RECIPE on make-up in the U.S. in 2015.

RESPONSE TO REQUEST FOR PRODUCTION NO. 17:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce depictions of product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with make-

up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 18:

All documents and things sufficient to evidence your use of GLOW RECIPE on make-up in the U.S. in 2016.

RESPONSE TO REQUEST FOR PRODUCTION NO. 18:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 19:

A representative sample of product packaging showing your use of GLOW RECIPE on make-up in the U.S. in 2016.

RESPONSE TO REQUEST FOR PRODUCTION NO. 19:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce depictions of

product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 20:

All documents and things sufficient to evidence Your use of GLOW RECIPE on make-up in the U.S. in 2017.

RESPONSE TO REQUEST FOR PRODUCTION NO. 20:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 21:

A representative sample of product packaging showing your use of GLOW RECIPE on make-up in the U.S. in 2017.

RESPONSE TO REQUEST FOR PRODUCTION NO. 21:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing

objections, Registrant responds to this Request as follows: Registrant will produce depictions of product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 22:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell make-up in the U.S. in 2018.

RESPONSE TO REQUEST FOR PRODUCTION NO. 22:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 23:

A representative sample of product packaging showing your use of GLOW RECIPE on make-up in the U.S. in 2018.

RESPONSE TO REQUEST FOR PRODUCTION NO. 23:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is

duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce depictions of product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 24:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell non-medicated skin care preparations in the U.S. in 2014.

RESPONSE TO REQUEST FOR PRODUCTION NO. 24:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its first use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin

care preparations in 2014. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 25:

A representative sample of product packaging showing your use of GLOW RECIPE on non-medicated skin care preparations in the U.S. in 2014.

RESPONSE TO REQUEST FOR PRODUCTION NO. 25:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce depictions of product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 26:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell non-medicated skin care preparations in the U.S. in 2015.

RESPONSE TO REQUEST FOR PRODUCTION NO. 26:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation

showing its use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 27:

A representative sample of product packaging showing your use of GLOW RECIPE on non-medicated skin care preparations in the U.S. in 2015.

RESPONSE TO REQUEST FOR PRODUCTION NO. 27:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce depictions of product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 28:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell non-medicated skin care preparations in the U.S. in 2016.

RESPONSE TO REQUEST FOR PRODUCTION NO. 28:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing

objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 29:

A representative sample of product packaging showing your use of GLOW RECIPE on non-medicated skin care preparations in the U.S. in 2016.

RESPONSE TO REQUEST FOR PRODUCTION NO. 29:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce depictions of product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 30:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell non-medicated skin care preparations in the U.S. in 2017.

RESPONSE TO REQUEST FOR PRODUCTION NO. 30:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly

available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 31:

A representative sample of product packaging showing your use of GLOW RECIPE on non-medicated skin care preparations in the U.S. in 2017.

RESPONSE TO REQUEST FOR PRODUCTION NO. 31:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce depictions of product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 32:

All documents and things sufficient to evidence Your use of GLOW RECIPE to sell non-medicated skin care preparations in the U.S. in 2018.

RESPONSE TO REQUEST FOR PRODUCTION NO. 32:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case.

Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation showing its use of the GLOW RECIPE mark in the U.S. in connection with non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 33:

A representative sample of product packaging showing your use of GLOW RECIPE on non-medicated skin care preparations in the U.S. in 2018.

RESPONSE TO REQUEST FOR PRODUCTION NO. 33:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request on the grounds that it seeks documentation that is publicly available and equally accessible to Petitioner. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce depictions of product packaging showing its use of the GLOW RECIPE mark in the U.S. in connection with body and beauty care cosmetics. Registrant

may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 34:

A copy of Your business plan or plans concerning the GLOW RECIPE mark and the sale of Your Goods in the U.S. from 2014 to the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 34:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: no documents responsive to this Request exist within Registrant's possession, custody, or control.

REQUEST FOR PRODUCTION NO. 35:

A copy of your marketing plan or plans concerning the GLOW RECIPE mark and the sale of Your Goods in the U.S. from 2014 to present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 35:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds

to this Request as follows: no documents responsive to this Request exist within Registrant's possession, custody, or control.

REQUEST FOR PRODUCTION NO. 36:

Documents and things sufficient to identify all advertising, marketing, public relations, and promotional agencies who were engaged to advertise and promote Your Goods in the U.S. from 2014-2018.

RESPONSE TO REQUEST FOR PRODUCTION NO. 36:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: no documents responsive to this Request exist within Registrant's possession, custody, or control.

REQUEST FOR PRODUCTION NO. 37:

Documents identifying the annual advertising and promotional expenditures in the U.S. for Your Goods either sold or offered for sale under the GLOW RECIPE mark from 2014-2018.

RESPONSE TO REQUEST FOR PRODUCTION NO. 37:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds

to this Request as follows: no documents responsive to this Request exist within Registrant's possession, custody, or control.

REQUEST FOR PRODUCTION NO. 38:

Documents sufficient to identify all trade fairs, trade shows, trade exhibitions, and trade expos that You attended from 2014-2018.

RESPONSE TO REQUEST FOR PRODUCTION NO. 38:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: no documents responsive to this Request exist within Registrant's possession, custody, or control.

REQUEST FOR PRODUCTION NO. 39:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE body and beauty care cosmetics in 2014, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 39:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW

RECIPE body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 40:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE body and beauty care cosmetics in 2015, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 40:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 41:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE body and beauty care cosmetics in 2016, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 41:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds

to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 42:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE body and beauty care cosmetics in 2017, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 42:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 43:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE body and beauty care cosmetics in 2018, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 43:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to

this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE body and beauty care cosmetics. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 44:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE make-up in 2014, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 44:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW

RECIPE make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 45:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE make-up in 2015, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 45:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 46:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE make-up in 2016, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 46:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds

to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 47:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE make-up in 2017, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 47:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 48:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE make-up in 2018, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 48:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to

this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE make-up. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 49:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE non-medicated skin care preparations in 2014, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 49:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW

RECIPE non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 50:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE non-medicated skin care preparations in 2015, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 50:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 51:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE non-medicated skin care preparations in 2016, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 51:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds

to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 52:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE non-medicated skin care preparations in 2017, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 52:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 53:

Documents sufficient to identify the volume of sales in the U.S. of GLOW RECIPE non-medicated skin care preparations in 2018, including documents showing the annual quantity and dollar amount of this product sold, including underlying documentation sufficient to support such figures.

RESPONSE TO REQUEST FOR PRODUCTION NO. 53:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to

this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting sales figures of GLOW RECIPE non-medicated skin care preparations. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 54:

A copy of Your policies concerning retention, storage, filing, and destruction of electronic documents and electronic mail.

RESPONSE TO REQUEST FOR PRODUCTION NO. 54:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documentation reflecting its policies on retention, storage, filing, and destruction of electronic documents and electronic mail.

REQUEST FOR PRODUCTION NO. 55:

All documents and things sufficient to show the current organizational structure of Your operations, including documents sufficient to identify any parent, subsidiary or other related companies, and documents sufficient to identify and describe Your officers, directors and managerial employees and their respective duties.

RESPONSE TO REQUEST FOR PRODUCTION NO. 55:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request to the extent it seeks

documents and things not relevant to this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: no documents responsive to this Request exist within Registrant's possession, custody, or control. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 56:

All documents and things sufficient to show the organizational structure of Your operations from 2014-2018, including documents sufficient to identify any parent, subsidiary or other related companies at that time, and documents sufficient to identify and describe Your officers, directors and managerial employees and their respective duties at that time.

RESPONSE TO REQUEST FOR PRODUCTION NO. 56:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Specifically, Registrant objects to documents and things sought after 2017 as outside the time period relevant to Petitioner's allegations of abandonment. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: no documents responsive to this Request exist within Registrant's possession, custody, or

control. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

REQUEST FOR PRODUCTION NO. 57:

Documents sufficient to identify each of Your former U.S. employees from 2014-2018, and their last known home addresses and telephone numbers.

RESPONSE TO REQUEST FOR PRODUCTION NO. 57:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Registrant further objects to this Request to the extent it seeks documents and things not relevant to this action. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant will produce documents responsive to this Request.

REQUEST FOR PRODUCTION NO. 58:

All documents and things on which You intend to rely in this proceeding.

RESPONSE TO REQUEST FOR PRODUCTION NO. 58:

Registrant incorporates by reference each of its General Objections, including as supported by the facts asserted in this response. Registrant further objects to this Request on grounds that it is duplicative, overly broad, unduly burdensome, and not proportional to the needs of this case. Based on, subject to, and without waiving the foregoing objections, Registrant responds to this Request as follows: Registrant is producing all responsive documentation gathered to date. Registrant may produce additional responsive documents to the extent that they exist after conducting a reasonable search and inquiry.

Respectfully submitted,

ARAMARA BEAUTY, LLC D/B/A GLOW RECIPE



Date: February 21, 2024

By:

Matthew A. Homyk
BLANK ROME LLP
One Logan Square
Philadelphia, PA 19103
(215) 569-5360
Matthew.Homyk@BlankRome.com

*Registrant Aramara Beauty, LLC
d/b/a Glow Recipe's Attorney*

CERTIFICATE OF SERVICE

I, Matthew A. Homyk, do hereby certify that I have on February 21, 2024, served via electronic mail the foregoing to the following:

JOHN T.D. BATHKE

PHILLIPS & BATHKE, P.C.

53 WEST JACKSON BLVD., SUITE 805

CHICAGO, IL 60604

Email: jtodb@pb-iplaw.com, jlap@pb-iplaw.com

Phone: 312-260-9160

Attorney for Petitioner
Bump Health, Inc.



Matthew A. Homyk

R-0001 –
USPTO Specimen of Use 2014 GLOW RECIPE

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Skincare - Glow Recipe
www.glowrecipe.com/collections/skincare/

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Quantity

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Description | How to Use | Our Insight | Ingredients

The Gist:
A whipped 'cloud-like' cream that offers instant and long-lasting tone-evening benefits for radiant, youthful skin. Skin is instantly brightened.
For all skin types.

How it works:
A clinically tested cream that instantly brightens skin and improves skin tone and texture over time. Formulated with 9 natural origin ingredients, including Aloe Extract, Snow Lotus Extract, Madonna Lily Extract, Ginseng Extract and White Lotus Extract which help to even and soothe skin. This cream's whipped, mousse-like texture allows for easy spreadability and absorption.

Free of:
Parabens, Mineral Oils

Our insight:
Mix the cream with a drop or two of your favorite serum or oil to create an indulgent, emollient moisturizer.

OIL

R-0002 –
GLOW RECIPE Cert of Reg

United States of America
United States Patent and Trademark Office

Glow Recipe

Reg. No. 4,755,299

ARAMARA BEAUTY LLC (NEW YORK LIMITED LIABILITY COMPANY)
151 26TH ST 11TH FLOOR

Registered June 16, 2015

NEW YORK, NY 10001

Int. Cl.: 3

FOR: BODY AND BEAUTY CARE COSMETICS; MAKE-UP; NON-MEDICATED SKIN CARE PREPARATIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

TRADEMARK

FIRST USE 7-1-2014; IN COMMERCE 8-1-2014.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-431,328, FILED 10-22-2014.

SETH A. RAPPAPORT, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

R-0003 –
GLOW RECIPE Section 8and15 Specimen

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Glow Rewards



All Products

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New



Watermelon Glow Sell-Out Set (\$49 Value)
\$ 44



New



OG Watermelon Faves Set (\$84 Value)
★★★★★ 3 Reviews
\$ 71



Bestseller



Watermelon Glow PHA+BHA Pore-Tight Toner
★★★★★ 3051 Reviews
\$ 15 - \$ 34



Bestseller



Watermelon Glow Niacinamide Dew Drops
★★★★★ 410 Reviews
\$ 34



New



REWARDS



Bestseller



Exclusive Kit



Free Shipping with orders \$ 35-



Avocado Ceramide Recovery Serum

★★★★★ 195 Reviews \$ 42



Watermelon Glow Pink Juice Moisturizer

★★★★★ 3141 Reviews \$ 21 - \$ 49



Avocado Melt Retinol Sleeping Mask

★★★★★ 847 Reviews \$ 12.50 - \$ 25-



Plum Plump Hyaluronic Serum

★★★★★ 1577 Reviews \$ 42



Fruit Babies Bestsellers Kit

★★★★★ 78 Reviews \$ 32



Glow Recipe x Asian American Girl Club AAPI Create Change T-Shirt

\$ 28



Blueberry Bounce Gentle Cleanser

★★★★★ 2466 Reviews \$ 10 - \$ 34



Avocado Melt Retinol Eye Sleeping Mask

★★★★★ 1612 Reviews \$ 42

REWARDS

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Banana Soufflé Moisture Cream
★★★★★ 2325 Reviews
\$ 22 - \$ 39



Redness Recovery Kit (\$144 Value)
★★★★★ 5 Reviews
\$ 115



Watermelon Glow Pink Dream Body Cream
★★★★★ 1090 Reviews
\$ 28



Pore-Tight Kit (\$165 Value)
★★★★★ 5 Reviews
\$ 132



Dry Skin Kit (\$131 Value)
★★★★★ 12 Reviews
\$ 105



Glowing into the New Year Kit (Value \$59)
★★★★★ 35 Reviews
\$ 47



Watermelon Glow Ultra-Fine Mist
★★★★★ 1568 Reviews
\$ 28



Lip Pop
★★★★★ 1124 Reviews
\$ 22

REWARDS

Free Shipping with orders \$ 35



Pineapple-C Bright Serum
★★★★★ 1884 Reviews
\$ 49



Papaya Sorbet Enzyme Cleansing Balm
★★★★★ 1384 Reviews
\$ 32



Bestseller
Watermelon Glow Sleeping Mask
★★★★★ 3461 Reviews
\$ 22 - \$ 45



Anti-Breakout Skin-Care Routine Kit (Value \$115)
★★★★★ 79 Reviews
\$ 92



Plum + Pineapple Double Serum Duo (Value \$91)
★★★★★ 109 Reviews
\$ 82



Sold out
Blueberry Spa Headband
★★★★★ 45 Reviews
\$ 8



Glowpedia Glass Skin Kit (Value \$130)
★★★★★ 572 Reviews
\$ 104



Skincare Spatula
★★★★★ 320 Reviews
\$ 5

REWARDS

Free Shipping with orders \$ 35+

Plum Purple Robe

★★★★★ 7 Reviews

\$40

About Glow Recipe

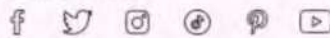
- About Us
- Careers
- The Glow Edit™
- Formulation Standards
- Glow For Good™
- Accessibility
- Help & FAQs**
- Contact Us
- Track My Order
- FAQ
- Returns & Exchanges
- Shipping
- Sweet Chef

My Glow

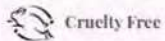
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Glow Rewards



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Quantity:

− 1 +

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 <p>Glowipedia Glass Skin Kit (Value \$130) 5-Piece kit \$ 104</p>	<input type="text" value="1"/> Remove	\$ 104

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R-00004 –
GLOW RECIPE Notice of Acceptance of 8and15

From: TMOOfficialNotices@USPTO.GOV
Sent: Friday, September 3, 2021 11:01 PM
To: XXXX
Cc: XXXX
Subject: Official USPTO Notice of Acceptance/Acknowledgement Sections 8 and 15: U.S. Trademark RN 4755299: GLOW RECIPE: Docket/Reference No. 34807.54

U.S. Serial Number: 86431328
U.S. Registration Number: 4755299
U.S. Registration Date: Jun 16, 2015
Mark: GLOW RECIPE
Owner: Aramara Beauty LLC

Sep 3, 2021

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

NOTICE OF ACKNOWLEDGEMENT UNDER SECTION 15

The declaration of incontestability filed for the above-identified registration meets the requirements of Section 15 of the Trademark Act, 15 U.S.C. §1065. **The Section 15 declaration is acknowledged.**

The registration will remain in force for the class(es) listed below, unless canceled by an order of the Commissioner for Trademarks or a Federal Court, as long as the requirements for maintaining the registration are fulfilled as they become due.

Class(es):
003

TRADEMARK SPECIALIST
POST-REGISTRATION DIVISION
571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION

WARNING: Your registration will be canceled if you do not file the documents below during the specified statutory time periods.

Requirements in the First Ten Years

What and When to File: You must file a declaration of use (or excusable nonuse) **and** an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

Requirements in Successive Ten-Year Periods

What and When to File: You must file a declaration of use (or excusable nonuse) **and** an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*****THE USPTO IS NOT REQUIRED TO SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE OWNER SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.*****

To check the status of this registration, go to https://tsdr.uspto.gov/#caseNumber=86431328&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199.

To view this notice and other documents for this registration on-line, go to https://tsdr.uspto.gov/#caseNumber=86431328&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=documentSearch NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

* **For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at <https://www.uspto.gov/trademark/> or contact the Trademark Assistance Center at 1-800-786-9199.**

A053

R-00005 –
GLOW RECIPE Trademark Application

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 86431328

Filing Date: 10/22/2014

*NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	Glow Recipe
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	Glow Recipe
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Aramara Beauty LLC
*STREET	151 26th St 11th Floor
*CITY	New York
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	10001
PHONE	(646) 539-8542
EMAIL ADDRESS	XXXX
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	
*TYPE	LIMITED LIABILITY COMPANY
* STATE/COUNTRY WHERE LEGALLY ORGANIZED	New York
GOODS AND/OR SERVICES AND BASIS INFORMATION	
* INTERNATIONAL CLASS	003
*IDENTIFICATION	Body and beauty care cosmetics; Make-up; Non-medicated skin care preparations

*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 07/01/2014
FIRST USE IN COMMERCE DATE	At least as early as 08/01/2014
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT16\864\313\86431328\xml1\FTK0003.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\864\313\86431328\xml1\FTK0004.JPG
SPECIMEN DESCRIPTION	digital images of websites currently used in commerce
ADDITIONAL STATEMENTS INFORMATION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
CORRESPONDENCE INFORMATION	
*NAME	Aramara Beauty LLC
*STREET	151 26th St 11th Floor
*CITY	New York
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE	10001
PHONE	(646) 539-8542
*EMAIL ADDRESS	glowrecipe@gmail.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/MEE CHANG/
* SIGNATORY'S NAME	Mee Chang
* SIGNATORY'S POSITION	Manager
SIGNATORY'S PHONE NUMBER	(646) 539-8542
* DATE SIGNED	10/22/2014
* SIGNATURE	/SEUNGHYUN LEE/
* SIGNATORY'S NAME	Seunghyun Lee

* SIGNATORY'S POSITION	Manager
SIGNATORY'S PHONE NUMBER	(646) 539-8542
* DATE SIGNED	10/22/2014

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 86431328

Filing Date: 10/22/2014

To the Commissioner for Trademarks:

MARK: Glow Recipe (Standard Characters, see [mark](#))

The literal element of the mark consists of Glow Recipe.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Aramara Beauty LLC, a limited liability company legally organized under the laws of New York, having an address of
151 26th St 11th Floor
New York, New York 10001
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 003: Body and beauty care cosmetics; Make-up; Non-medicated skin care preparations

In International Class 003, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 07/01/2014, and first used in commerce at least as early as 08/01/2014, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) digital images of websites currently used in commerce.

[Specimen File1](#)

[Specimen File2](#)

The applicant's current Correspondence Information:

Aramara Beauty LLC
151 26th St 11th Floor
New York, New York 10001
(646) 539-8542(phone)
glowrecipe@gmail.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. Section 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce on or in connection with the goods/services in the application, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may

A058

jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /MEE CHANG/ Date Signed: 10/22/2014

Signatory's Name: Mee Chang

Signatory's Position: Manager

Signature: /SEUNGHYUN LEE/ Date Signed: 10/22/2014

Signatory's Name: Seunghyun Lee

Signatory's Position: Manager

RAM Sale Number: 86431328

RAM Accounting Date: 10/23/2014

Serial Number: 86431328

Internet Transmission Date: Wed Oct 22 15:08:19 EDT 2014

TEAS Stamp: USPTO/FTK-XX.XXX.XXX.XXX-201410221508194

00430-86431328-5006cfe40ce12706588e83bcc

ba725480a06c19adf97cd2bba9cf9b485d2d3757

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Skincare - Glow Recipe
www.glowrecipe.com/collections/skincare/

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- Com

~ BRAI

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- Dr
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* REVIEWS



Cloud9
Blanc de White Cream
\$ 35.00

Quantity

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Email us about this product

Description | How to Use | Our Insight | Ingredients

The Gist:
A whipped 'cloud-like' cream that offers instant and long-lasting tone-evening benefits for radiant, youthful skin. Skin is instantly brightened.
For all skin types.

How it works:
A clinically tested cream that instantly brightens skin and improves skin tone and texture over time. Formulated with 9 natural origin ingredients, including Aloe Extract, Snow Lotus Extract, Madonna Lily Extract, Ginseng Extract and White Lotus Extract which help to even and soothe skin. This cream's whipped, mousse-like texture allows for easy spreadability and absorption.

Free of:
Parabens, Mineral Oils

Our insight:
Mix the cream with a drop or two of your favorite serum or oil to create an indulgent, emollient moisturizer.

OIL

R-00006 –
GLOW RECIPE Notice of Publication



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

Mar 11, 2015

NOTICE OF PUBLICATION

- | | |
|--------------------------------------|--|
| 1. Serial No.:
86-431,328 | 2. Mark:
GLOW RECIPE
(STANDARD CHARACTER MARK) |
| 3. International Class(es):
3 | |
| 4. Publication Date:
Mar 31, 2015 | 5. Applicant:
Aramara Beauty LLC |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the *Official Gazette* containing the publication of the mark may be obtained from:

The Superintendent of Documents
U.S. Government Printing Office
PO Box 371954
Pittsburgh, PA 15250-7954
Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

glowrecipe@gmail.com

A064

R-00007 –
CONFIDENTIAL AEO – Registrant Employee List

Document Marked Confidential - Attorney's Eyes Only

R-00008 –
2014 Fashionista Article

FASHIONISTA

HOME > BEAUTY

HERE'S HOW TO FIND 'SAFE' AND 'NATURAL' KOREAN BEAUTY PRODUCTS

Thanks to a new e-commerce site.

CHERYL WISCHHOVER • DEC 15, 2014

A few months ago at *Marie Claire*'s very informative Global Beauty Forum, the beauty director for the magazine's Korean edition answered a question about whether women in her country were interested in natural products. The answer? "Not really." Perceived efficacy outweighed perceived safety. However, thanks to the vast amount of development and innovation happening in the country, more Korean brands are exploring the category.

Now imagine a Venn diagram with Korean beauty in one circle, and "safe, natural" products in the other. [Glow Recipe](#), a newly launched K-beauty e-commerce site, sits squarely in the intersection of these two concepts. Co-founders Christine Chang and Sarah Lee, both in their early thirties, met at L'Oreal Paris, where they worked for over nine years in marketing and product development. They covered both the U.S. and Korean markets, so in the still-small world of Korean beauty retailers here, their knowledge is unique.





Chang and Lee saw firsthand how western companies started [looking to Korea for beauty innovation](#), so they knew it was time to throw their hat into the ring. They chose the [tricky category of natural and safe cosmetics](#) because they saw a demand here in the U.S. and they also felt they had the expertise to ask the right questions and curate these types of products. (Remember, the word “natural” isn’t regulated, and there are differing opinions on which ingredients are safe and which aren’t.)

Right now Glow Recipe sells seven different Korean beauty brands. Some are purely natural (and I’m defining this as containing all plant-derived ingredients) like Goodal, and others, like the dermatologist brand Dr. Oracle, aren’t necessarily. But this is by design. “The last thing we want to be doing is green-washing and substituting the word 'natural' as a blanket reassurance that our products are gentle without doing our due diligence,” Chang told me. “Our goal is to be a worry-free site where customers know they are shopping vetted products, brands and companies. While we want to prioritize natural formulations that are efficacious, we’re also wary of fear-mongering, which unfortunately often happens to ingredients that have been extensively tested for safety. We rely heavily on peer-reviewed research to help make ingredient decisions for our curations.”

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THE 6 BIGGEST FALL 2024 TRENDS FROM LONDON FASHION WEEK



WHAT JEANS ARE WE WEARING NOW? THESE 7 TRENDS WILL BE HUGE IN 2024



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PROMOTE 'DUNE: PART TWO'

If you're concerned about certain ingredients, the founders strive for transparency and list all of the ingredients for every product they sell. The products won't contain parabens, triclosan, hydroquinone, benzophenones, BPAs, tar, talc, sodium lauryl/ laureth sulfates, aluminum, DEET, formaldehyde, PABA, toluene, camphor, PVC, phthalates or synthetic dyes. For products that contain added fragrance, Chang and Lee say they worked extensively with brands to vet that there was nothing irritating in the fragrance formula.

Now let's get to the goods, because they're, well, good. [Whamisa's Organic Sea Kelp Mask](#) was a first for me — rather than paper or hydrogel, it's an actual piece of sea kelp infused with all sorts of oils and extracts that you slap on as a sheet mask. It was a lovely experience, with a bit of salty ocean tang. [Shara Shara's Honey Bomb Ampoule](#), which contains three different types of honey, comes in the largest jar (for a serum anyway) that I've ever seen. Lee said this product, like a lot sold on Glow Recipe, is a multi-tasker, functioning as a toner, moisturizer, and serum all in one. It's so generously sized that I've been smearing it all over my neck and hands, too. Whamisa's mists, which contain actual chunks of rose petals or olive leaves, are standouts. For acne, you can find tea tree oil-based products in the Lee Ji Ham range. I also highly recommend the Caolion Blackhead Steam Pore Pack, which I've tried in the past and sells out quickly on other sites.

In addition to its core brands, Glow Recipe features a weekly e-pop-up shop where it will offer limited edition products. (A previous offering was a "bounce cheese cream.") You can also request custom sample boxes, or try an "editor's pick" sample box. Prices for products on the site range from \$9 for an organic hydrogel mask to \$64 for a Bulgarian rose serum.

Chang and Lee ultimately hope to increase awareness of Korean beauty products here in the U.S. and help more brands crack the market. "There's still a lot of the market where there's a lack of understanding," Lee told me. "People think that it's not relevant because Asian skin is 'different.' We wanted to break that barrier and really make people feel comfortable."

R-00009 –
2015 Bustle Article

Entertainment

Korean Skincare Must-Haves Come To 'Shark Tank'



by Rosie Narasaki
Dec. 4, 2015

Co-founded by Sarah Lee and Christine Chang just over a year ago, the latest entrepreneurial effort to hit *Shark Tank*, Glow Recipe, is an e-commerce destination focusing on the ever-more popular South Korean skincare and beauty. They sell everything from rubber masks (more on those in a minute) to essences and ampoules that may as well be magic potions. Suffice it to say, it's a cool site for many reasons, but there's one thing in particular that sets it apart: Glow Recipe places a focus on natural ingredients, as the founders explained to *Teen Vogue*.

Korean skincare and makeup are all about enhancing natural beauty rather than covering imperfections. Koreans love using natural ingredients and are constantly looking for skincare formulations with natural ingredients, that are highly concentrated, as they prefer a gentle, yet effective result, rather than a dramatic transformation.

Lee and Chang make quite the team — as per their website, they've clocked in almost 20 collective years in the beauty industry. In fact, according to [Fashionista.com](#), they met at L'Oreal, where "they worked for over nine years in marketing and product development" while covering "both the U.S. and Korean markets," so who better to bring natural Korean cosmetics stateside?

Their site already has quite the following, and they've been featured in just about every major publication from *Vogue* to *Allure*, but we'll have to wait and see if *Shark Tank's* notoriously choosy Sharks take the bait. Until then, let's take a look at some of their must-have products, all which are available for purchase on the Glow Recipe website, along with the rest of their beauty offerings.

Modeling Rubber Masks

Bustle



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Set of 3 Modeling Rubber Masks, \$15, Glow Recipe

First things first, if you're visiting Glow Recipe, their modeling masks are kind of a must — it's one of their top selling products, and it's something you have to experience for yourself. In contrast to the popular sheet masks, these modeling masks go from liquid goop to rubber in about 15 minutes as they take care of all your skincare woes. A little off-putting? Yes, but *completely* worth it.

100% Camellia Seed Dry Oil



100% Camellia Seed Dry Oil, \$30, Glow Recipe

Miracle-working Camellia oil has recently become a staple in my winter skincare routine, and this multi-tasking product is one of the more affordable versions on the market (and its gorgeous packaging certainly doesn't hurt).

Organic Flowers Olive Leaf Mist

Bustle

MENU

**Organic Flowers Olive Leaf Mist, \$38, Glow Recipe**

Whamisa is one of the most exciting natural South Korean brands out there — and this delightful product was recently named the "Fanciest Feeling Facial Spray" by Refinery29's first annual beauty innovator awards.

Organic Flowers Water Cream



Organic Flowers Water Cream, \$35, Glow Recipe

Looking for a new moisturizer to get you through winter? This might just be it. Formulated with fermented soy beans, Whamisa's Organic Flowers Water Cream is definitely something of a unique product. Interestingly enough, it's even water-free — something that *sounds* bad when it comes to moisturizing, but actually means that it's more potent and effective.

Vita Propolis Ampoule



Vita Propolis Ampoule, \$38, Glow Recipe

Ampoules are something of a must-have these days, and this propolis-infused number is particularly potent: It's packed with vitamins and skin-calming botanics.

I don't know if the Sharks will be sold, but I certainly am — and just in time to craft my Christmas list, no less.

Images: Michael Desmond/ABC; Glow Recipe

Fans Think *Bridgerton* Might Bring Back This Divisive Character

MENU

"I hope not."



by **Sam Ramsden**
 Updated: Feb. 20, 2024
 Originally Published: Jan. 17, 2024

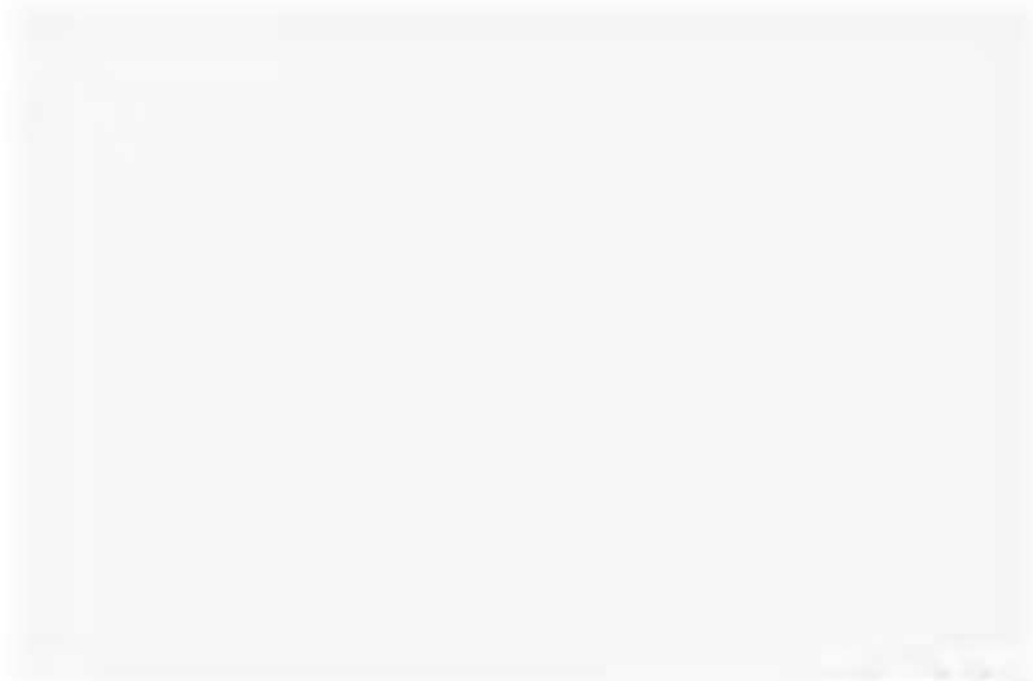
Potential *Bridgerton* Season 3 spoilers ahead. With a new chapter of *Bridgerton* on the horizon, fans are busy theorizing what might be in store in Season 3 — including what will come of the ever-divisive Theo Sharpe.

Print shop worker Theo (Calam Lynch) struck up an unexpected relationship with Eloise Bridgerton (Claudia Jessie) in Season 2. However, their secret romance ended abruptly when Lady Whistledown (Nicola Coughlan) threatened to expose it.

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Bustle

In Julia Quinn's *Bridgerton* novel series, on which the Netflix drama is based, Eloise falls in love with Sir Phillip Crane (played by Chris Fulton on the show). The character of Theo isn't featured in the books at all, and was only created for the streaming adaptation. MENU



Calam Lynch as Theo Sharpe.
LIAM DANIEL/NETFLIX

“Close Up The Theloise Chapter”

The prospect of Theo returning in Season 3 doesn't sit right with some fans, many of whom would prefer to see Eloise's story arc align with the original books.

Netflix is yet to confirm Theo's presence in the forthcoming season, but eagle-eyed fans on Reddit noticed that actor Calam Lynch's talent agency had tagged him in a tweet referencing Season 3, sparking rumors of the character's return.

ADVERT

“I hope he isn't back,” one Redditor said of the rumors. “For me, there was no chemistry between Theo and Eloise. I didn't care for that side storyline.”

Other “Team Philip” fans agreed, stating that if Theo does return, they hope showrunners will “close up the Theloise chapter” for good.



Bridgerton's Claudia Jessie.
LIAM DANIEL/NETFLIX

“I Hope Theo Comes Back”

Some fans appear open to a Theo comeback, however, claiming that his presence gave the character of Eloise more depth.

“I think their relationship showed that Eloise is capable of having romantic feelings for someone someday,” one Redditor also wrote.

“I hope Theo comes back!” another added. “I’ve watched the show but not read the book. It seems like show Eloise is different from the book Eloise — and Theo seems like a better match for her.”



Luke Newton and Nicola Coughlan, Netflix / 'Bridgerton'

Fans will learn Theo's fate in the *Bridgerton*-verse in May 2024, when Part 1 of the much-anticipated Season 3 finally drops on Netflix.

Bridgerton's third chapter will center on the romance between Penelope Featherington (Coughlan) and Colin Bridgerton (Luke Newton) — aka "Polin."

Along with Jessie, Coughlan, and Newton, some of the confirmed returning cast members include Luke Thompson (Benedict Bridgerton), Golda Rosheuvel (Queen Charlotte), and Ruth Gemmell (Violet Bridgerton), among others.


This article was originally published on Jan. 17, 2024

R-00010 –
2015 Allure Article

Pressed Serum Is the Korean Product That Will Cut Your Skin-Care Routine in Half

BY RENEE JACQUES

December 16, 2015

 SAVE THIS STORY

All products featured on Allure are independently selected by our editors. However, when you buy something through our retail links, we may earn an affiliate commission.

If you're like me, you hold off on your nighttime skin-care routine until the absolute last few minutes before you're about to pass out. That also means you end up cutting corners and skipping certain steps (shh, don't tell my fellow *Allure* editors!). But I've recently discovered a glorious, magical serum/face-cream hybrid that's changed everything.



Allow me to introduce you to the wonder that is pressed serum. When Christine Chang, a cofounder of the K-beauty site [Glow Recipe](#), first told me about **Blithe Tundra Chaga Pressed Serum**, which is described as "a serum and moisturizer combined," I was intrigued. This had the potential to be my dream product: Instead of having to pump out serum and delicately smooth it over my face and then follow that up with a separate moisturizer (life is so *haaaard!*), I could combine the two into one quick step.

Skin Check

An insider's guide to all things skin care. Are you the friend everyone comes to for serum recs? This is the newsletter for you.

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The texture of a pressed serum takes some getting used to: It has a spongy, jelly texture, but as you massage it into skin, it becomes thinner and more liquid-y, absorbing almost instantly. So it starts out looking a little like a cream, feels a little like Jell-O, and morphs into a featherlight serum-like state as you massage it in. It's a bit weird at first, but once you're used to it, there's something kind of mesmerizingly fun about it. Here's a close-up of what the consistency looks like (just try to ignore the not-so-pretty brownish color):




It makes skin feel plump and hydrated, but not at all greasy. You'll notice that your face seems to be a little dewy and supple, but there's no noticeable film or slimy sheen left behind. Some nights, if I'm feeling particularly not-lazy, I'll smear an overnight moisturizing mask over it, but that's only if my skin is feeling especially dry and seems to be in need of heavy-duty moisture. After about three weeks of using the pressed serum, my skin looks and feels *really* good.

How did Blithe manage to create such a unique product? Chang says it has to do with the way they mix the ingredients. "They use a special method of 'slow cooling' over a 36-hour period, versus processing ingredients with heat, so that efficacy is preserved and the unique texture is created," she says. "They also use a blend of fermented natural oils. Fermentation helps to micronize ingredients and improve absorption—this is why the formula absorbs easily into the skin while leaving it hydrated."

Oh, and about those ingredients. It's the unusual formula that makes the consistency so custard-like, says cosmetic chemist Randy Schueller. "My guess is the polyurethane is the ingredient responsible for the jelly-like texture," he says. "The glycerin, diglycerin, and 1,2-hexanediol will give it a serum-y consistency, and it doesn't contain any of the standard lotion ingredients like cetyl or stearyl alcohol."


Blithe Pressed Serum is a part of the group of Korean products called multitaskers or supertaskers, essentially two or more products merged into one to save time and money. "Despite the mistaken perception of a complicated 10-, 15- or even 20-step K-beauty skin-care routine, it's actually very fluid, and the demand for products that simply do more is on the rise," says Chang. Blithe isn't the first company to think of having a serum/cream hybrid that pulls double duty. Japanese brand Tatcha is also releasing a similar product, called **Overnight Memory Serum Concentrate**, in January. It's a slightly thinner, even more jelly-like formula, but it's equally lightweight and hydrating. I'll be keeping an eye out for more of these awesome multitaskers soon, but in the meantime, you can find me marveling at these addictively fun pressed serums.

The best skin-care products of this year:




Trying the \$450 Red Wine Bath


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Renee Jacques is a freelance contributor for *Allure* and its former associate digital editor. A beauty journalist with years of experience, Renee's work has also been published by the Huffington Post and Fashionista, and she currently serves as the senior manager of content & editorial for Josie Maran. You... [Read more](#)

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R-00011 –
2015 Glamour Article

GIRLS IN THE BEAUTY DEPARTMENT

This Skin Care Ingredient Is the Next Big Thing in Korean Beauty

We've talked a little about the Korean beauty craze, and why it's been such a game-changer in the skin care department. (A quick refresher: We have the Asian beauty market to thank for novel products such as sheet masks and essences.) Now let's chat about the latest ingredient billed to be the next big thing you'll want in your regimen: tree sap. To you, it's the sticky stuff that's impossible to wash off your hands, but for trees, sap serves as the equivalent to our venous system, delivering vital nutrients from root to branch. Because of this, it's often packed with skin care superstars like vitamins, antioxidants, and amino acids—just to name a few. Tree sap isn't one size fits all, though. The benefits vary widely from tree to tree—and, likewise, skin type to skin type. Here's everything you need to know about it and which kind is right for you. Best for all skin types: Maple Tree Sap Size does matter when it comes to skin care, and that's exactly the reason maple tree sap is such a key ingredient. "The molecule size of maple tree sap is very small—smaller than water—and close in size to those of our

BY DEANNA PAI

December 31, 2015

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We've talked a little about the Korean beauty craze, and why it's been such a game-changer in the skin care department. (A quick refresher: We have the Asian beauty market to thank for novel products such as sheet masks and essences.) Now let's chat about the latest ingredient billed to be the next big thing you'll want in your regimen: tree sap.

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Best for all skin types: Maple Tree Sap



Size does matter when it comes to skin care, and that's exactly the reason maple tree sap is such a key ingredient. "The molecule size of maple tree sap is very small—smaller than water—and close in size to those of our bodily fluids," says Alicia Yoon, founder of Korean e-commerce site Peach & Lily. Translation: Maple tree sap, especially as the base of a product formula, delivers active ingredients deep into your

skin *fast*. It's also great on its own, since it's rich in antioxidants and minerals that hydrate and protect skin.

We love: May Coop Raw Sauce (\$43, [peachandlily.com](https://www.peachandlily.com)).

Best for sensitive skin: Red Ginseng Sap

Ginseng is like the OG multivitamin. For centuries, the root has been popular in Asia for its ability to strengthen the immune system and boost energy levels. "When applied topically, red ginseng can improve skin's resilience and texture," says Yoon. "It even provides anti-inflammatory benefits." The antioxidant-rich sap also contains a molecule called saponin, which kick-starts production of hyaluronic acid to reinforce

and protect skin's moisture barrier. This in turn helps calm irritated skin, making it a super-soother for those prone to redness and inflammation.

We love: Sulwhasoo Concentrated Ginseng Renewal Cream (\$220, [sulwhasoo.com](https://www.sulwhasoo.com)) and Shangpree Red Ginseng Mask (\$6, [peachandlily.com](https://www.peachandlily.com)).

Best for dry skin: Bamboo Sap

Bamboo is the overachiever of plant life, thanks to its ability to grow up to 23 inches a day. And as it turns out, the preferred snack of pandas is also an excellent hydrator. "Raw bamboo sap mimics natural moisturizing factors found in your skin," says Sarah Lee, co-founder of Korean beauty e-tailer Glow Recipe. Meaning it's deeply

nourishing as a skin care ingredient. And there's a bonus: Bamboo is also super-sustainable, so you're not only doing something good for your skin, but also for the earth.

We love: Primary Raw DoYou Azulene Gel Cream (\$46, [glowrecipe.com](https://www.glowrecipe.com)) and Erborian Bamboo Creme Frappee Skin Reviving Fresh Gel (\$43, [sephora.com](https://www.sephora.com)).

Best for dull skin: White Birch Sap

White birch, one of the newer saps to hit shelves, is all about brightening. "Similar to maple tree sap, your skin is able to absorb effectively because of the small size of the molecule," says Yoon. "It also has naturally-occurring niacinamides, fruit acids, minerals, and most importantly, vitamin C." It's this pairing of niacinamides (a.k.a

vitamin B3, which evens out skin tone) and vitamin C that does most of the heavy lifting, leading to a brighter, glowier complexion.

We love: Koh Gen Do Cleansing Spa Water (\$39, [sephora.com](https://www.sephora.com)).

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R-00012 –
2015 Allure Article (#2)

Are These Korean Face Masks the Next Big Thing in Skin Care?

BY KELLY ATTERTON

September 24, 2015

 SAVE THIS STORY

The entire beauty world may disagree with me on this, but I've never been into face masks—the application, the drying, the rinsing has always seemed like way too much of a commitment. But after I recently met with Sarah Lee and Christine Chang, founders of the Korean natural-beauty site Glow Recipe, I started to convert. "Korean women are obsessed with skin care," says Chang (who has perfect skin, for the record). "My mom used to make DIY masks for me at a young age with milk, green tea, honey, and yogurt rice." So I took as many pods, jars, and packs home as I could fit in my bag, and I'm convinced these four are going to be the next BB cream.



Kelp sheet mask. Wearing the **Whamisa Organic Sea Kelp Facial Sheet Mask** (actually made out of algae) is like putting the ocean on your face. Glow Recipe's number-one best-seller has the same consistency as a thick piece of seaweed and is drenched in fermented serum. The two-piece system makes it way easier to shape the mask to your face, but keep a towel handy; the serum drips everywhere. I ended up just patting it into the rest of my body, which turned out to be delightful. And after wearing it for 20 minutes, my skin was so moisturized, I'm pretty sure it couldn't absorb a single extra molecule of anything.

Skin Check

An insider's guide to all things skin care. Are you the friend everyone comes to for serum recs? This is the newsletter for you.

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Rubber mask. For \$6, you get the peel-off satisfaction of clear pores and smooth skin, so it's easy to see why this type of mask (pictured above) has gained a [cult-like following](#), *Allure editors included*. Rubber masks started out as spa treatments, and now that they've been formulated for at-home use, fans of skin-care products are going crazy. *Allure's* associate digital editor, Renee Jacques, is hooked on the [Lindsay Collagen Modeling Mask](#).

Splash mask. This is definitely the most unusual mask in the bunch. Inspired by the ritual in bathhouses where women rinse their faces with milk after cleansing, splash masks are liquids that you drizzle over your face at the end of a shower and then pat in to absorb. I tried the [Blithe Patting Splash Mask in Rejuvenating Purple Berry](#), and it was the neatest thing ever. The fluid looked and smelled like fresh pressed juice and worked superfast. After about ten seconds of splashing and blotting, my face felt firmer and fresh.

Pressed serum. Ok, so this isn't a mask, but Lee and Chang predict pressed serum will be the next revolutionary skin-care product, and I have to agree. My [Tundra Chaga Pressed Serum](#), which has moisturizing glycerin and fruit oils, is magical. The mushroom-brown gel was slightly weird, but once it absorbed into my skin, my face was tighter and plumper in a healthy, hydrated way (rather than a dried-out astringent way).

Check out these top 10 Asian beauty products:



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Top 10 Asian Beauty Products

KEYWORDS KOREAN BEAUTY FACE MASKS SKIN SKIN CARE

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2015 Teen Vogue Article



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PHOTO: GETTY IMAGES

Skin Care

Where Does Korean Skincare Fit Into the Natural Beauty Scope?

East meets West.

BY **SABLE YONG**

OCTOBER 20, 2015

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Those of us fully entrenched in the K-beauty world of 10-step skin care regimens, radioactively dewy complexions, and adorable-looking products lining our medicine cabinets, can pretty much extol the virtues of all South Korea has to offer in terms of amazingly hardworking and affordable beauty products.

While we can confidently state that there is a K-beauty regimen out there for everyone, those who are staunch natural beauty subscribers may shy away for lack of being able to pronounce many of the ingredients found in Korean beauty products (some of which are synthetic as well as botanical in origin).

Culturally speaking, the beauty aficionados of South Korea prize products that they believe will work, rather than products purported to be safe. Luckily, research and development from Korean beauty brands is so intensely competitive in formulating foolproof products that efficacy often denotes safety. After all, if a product works and works well, it has to be safe too, right?

But now that K-beauty has infiltrated the western realm, expectations are a bit varied, and the rest of the world does have a desire for naturalness or a transparency of origin in their beauty products. If you find yourself in that camp, don't be afraid to try Korean beauty brands — in fact, if you know where to look, you'll find a global

treasure trove of natural beauty that goes way beyond the usual suspects (nothing against argan or rose hip oil, but how about some variety).

Just ask Sarah Lee and Christine Chang, founders of **Glow Recipe** — an e-comm beauty site that curates the best natural beauty products coming out of Korea. Since so much of Korean beauty promotes the image of a youthful healthy glow, trends like the gradation or “bitten” lip and mul-kwang-pi-bu (meaning an uber-dewy complexion) are those signifiers that Korean beauty products try to recreate. “Korean skincare and makeup are all about enhancing natural beauty rather than covering imperfections. Koreans love using natural ingredients and are constantly looking for skincare formulations with natural ingredients, that are highly concentrated, as they prefer a gentle, yet effective result, rather than a dramatic transformation,” Sarah and Christine say.

You’re not likely to find the words “natural” or “organic” on Korean beauty products, since they’re formulated in their own unique and specific ways. In order to keep the amount of fillers low and maintain a higher percentage of natural ingredients, lots of products will say “zero water,” meaning they aren’t watered down or diluted, so to speak.

Fermentation is a hugely popular skin care formulation process, extended from Korean cuisine that includes such fermented dishes as kimchi, soybean paste, and rice wine. “Fermentation allows ingredients to break down into micro particles, which enables a deeper and more efficient absorption into the skin, rather than the formula sitting on the surface of the skin,” Sarah and Christine explain. “In addition, it prevents the usage of artificial preservatives, which is another strong benefit.”

Whamisa is a brand that pioneered the fermentation trend, but you may be familiar with SK-II, whose sheet masks and cult-status essence are prized for its star ingredient, pitera — a rice wine ferment that can basically do to your skin what a witch does to that rose in *Beauty and the Beast* to keep it fresh forever.

Sourcing ingredients locally, as any culture does, is another natural ingredient goldmine. Jeju Island in South Korea is a veritable Garden of Eden when it comes to

ingredient sourcing. In fact, one Korean beauty brand, **Blossom Jeju**, uses all of what the island has to offer in its products. **Innisfree** is another popular Korean brand that sources from Jeju. Ingredient-specific product lines are not uncommon, just like with any skin care line. You'll find sea kelp, soybean, green tea, lotus, and camellia, for instance, in the name of such products — a sign that it is most likely natural ingredient-based.

Don't assume that natural Korean beauty products are the underdog. As it so happens, one of the #1 moisturizers in the entire prestige market of Korean beauty brands is from **Belif**, a brand that strictly uses herbal ingredients in its formulations.

While some of us may stick to beauty products with natural ingredients for fear of immediate irritation or long-term adverse effects from synthetics, Korean women reach for natural ingredients because they're able to fulfill their beauty desires in a “harsh-free” way — and if you can have both, why wouldn't you?

“Korean women are the most sophisticated and demanding consumers when it comes to skin care. They prioritize and are highly knowledgeable about what they put on their faces,” Sarah and Christine say. “More and more women are demanding natural ingredients that are gentle on their skin, but at the same time deliver results.”

Related: [Get To Know Korea's Rainbow-Haired Beauty Muse Irene Kim](#)

R-00014 –
2015 Bustle Article

Fashion

7 Best Korean Beauty Products Of 2015



by Maxine Bulder
Dec. 6, 2015

Few beauty trends have dominated 2015 quite like the meteoric rise of Korean beauty. In fact, at this point I think it's fair to call it: 2015 was *the* year of Korean beauty. It seemed like there was a new Korean beauty product or trend popping up on the Internet every week. From sheet masks to cleansing oils, it's never been easier for Western consumers to get their hands on once rare, niche products as the number of online retailers specializing in Korean beauty products has increased.

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The good news for those who have hopped on the K-beauty bandwagon in 2015 is that this trend doesn't look like it's going to die out in 2016, especially as big retailers like Sephora and Urban Outfitters have gotten into the game, regularly stocking brands like TONYMOLY and Too Cool For School on their shelves. Just to solidify K-beauty's dominance, Macy's also launched its first Korean beauty shop in one of its stores in November, in collaboration with online retailer Peach & Lily.

As beauty aficionados get excited for what new, innovative products are going to hit American shores in 2016, let's take a moment to celebrate the year that was and look back at seven of the most memorable Korean beauty products and trends of 2015.

1. Cleansing Oils And Balms



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Banila Co. Clean It Zero Purity, \$20, Amazon

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It was easy to make fun of the 10-step Korean skincare routine when I first heard about it, but once I tried double-cleansing for the first time, I was immediately converted and discovered the amazing, transformative power of a good cleansing oil. They make even the heaviest makeup melt away without any effort and leave my face feeling cleaner than I thought possible.

ADVERT

If you're still somehow not totally convinced about K-beauty, cleansing oils and balms will *definitely* make you change your tune.

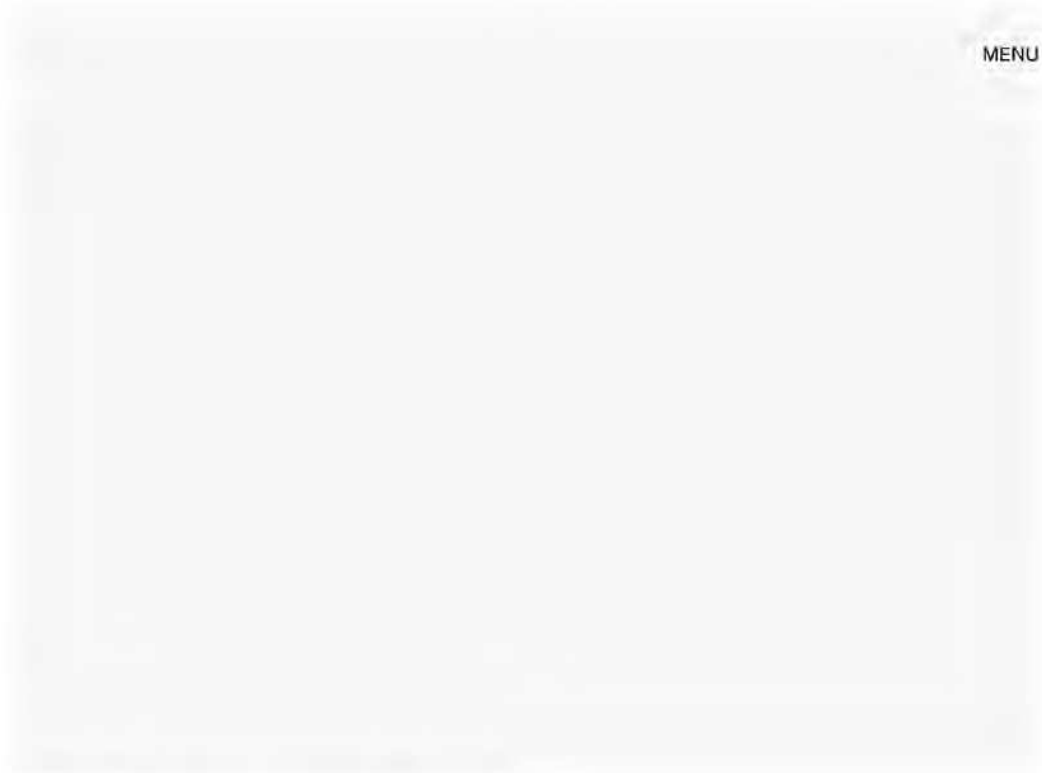
2. Food-Shaped Moisturizers



TONYMOLY Peach Anti Aging Hand Cream, \$6, Amazon

One of the hallmarks of Korean beauty products is cute and creative branding, and TONYMOLY *totally* slayed the game with its collection of fruit-scented moisturizers packaged in precious plastic fruit containers. You can find moisturizers that look like bananas and lip balms in the shape of macarons. This is K-beauty at its cutest, and I'm into it.

3. Cushion Compacts



IoPe Air Cushion Sunblock XP, \$38, Amazon

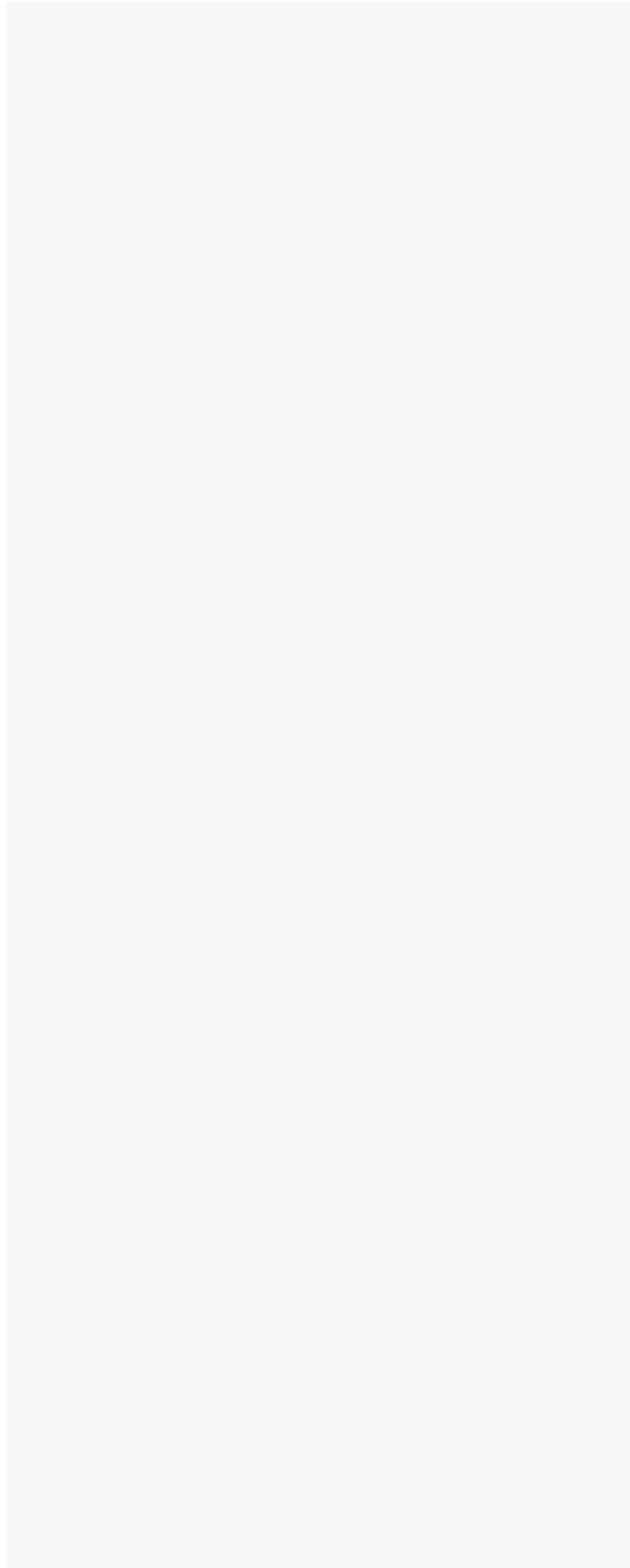
Cushion compacts, also known as BB cushions, are most Korean beauty vloggers' secret for flawlessly applied foundation. Perhaps the most famous of the bunch is the IOPE Air Cushion, which was featured in a gravity-defying commercial in July. These air cushions have become cult classics and are an example of the ways in which K-beauty companies can put an innovative twist on already great products, like BB cream.

4. DIY Heated Eyelash Curlers

Panasonic Heated Eyelash Curling Wand, \$20, Amazon

One Korean beauty technique that circulated the Internet this year was heating up a Q-tip to curl your lashes. Though my own experience with a Korean heated eyelash curler was less than successful, I know many others who swear by the technique, so it still deserves a place on this look back at 2015's K-beauty.

5. Water-Free Skincare Routines



Whamisa Organic Flowers Olive Leaf Mist , \$39, Amazon

The founders of natural Korean beauty site [Glow Recipe](#), Christine Chang and Sarah Lee, told [Refinery29](#) in April that the next big trend is water-free skincare routines and products. Using these nutrient-rich ampoules, essences, and mists that aren't watered down helps to keep your skin more moisturized without stripping away its natural oils.

6. Sheet Masks

[View on Instagram](#)

The one product that really put K-beauty on the map was the humble sheet mask, which seemed to show up *everywhere*, from the pages of fashion magazines to Instagram, with celebrities from [Lady Gaga](#) to [Chris Pratt](#) posting their own [#sheetmaskselfies](#). Really, the only K-beauty product that *might* have upstaged sheet masks this year was *patterned* sheet masks, which transform you into an animal or a skull, and make for an even *more* memorable selfie. Sheet masks are relatively cheap, easy to use, often gentle enough for everyday use, and definitely take the title for most valuable K-beauty product this year.

Dermal Korea Collagen Sheet Mask, \$8, Amazon

7. Rubber Masks

Lindsay Modeling Rubber Mask in Cool, \$14, Amazon

Rubber masks, also known as modeling masks, *do* make you look a little bit crazy, but they feel absolutely amazing and leave you feeling refreshed and tightened. At only \$6 each, they are also a fairly affordable K-beauty indulgence.

Cheers to a great year of Korean beauty, and here's hoping that 2016 is filled with just as many fun, innovative, and memorable goodies.

Want more beauty tips? Check out the video below, and be sure to subscribe to [Bustle's YouTube page](#) for more hacks and tricks!

See related: 9 Effective & Affordable Skin Care & Beauty Products That Actually Work

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R-00015 –
2015 Fashionista Article

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KOREAN SKINCARE: THE DIFFERENCE BETWEEN SERUMS, ESSENCES & AMPOULES

A deep investigation into the Korean skincare regimen.

CHERYL WISCHHOVER • UPDATED: NOV 9, 2017 • ORIGINAL: FEB 25, 2015

If you're into skin care -- or honestly, even if you're not -- there's a good chance you've heard of the infamous Korean [10+-step face care regimen](#). While certain products in the regimen make a lot of sense to western beauty junkies (I totally understand face cleanser!), there are some categories that probably have you scratching your head. Like essences, for example.

As I started really [delving into the regimen](#), I was having a hard time sussing out exactly what an essence does. Confusing English translations on products from Korea, clever marketing lingo and the sheer number of products in the category all added to the challenge. My confusion peaked when I started trying to determine the difference between an essence and a serum, so I decided to consult Sarah Lee and Christine Chang, the co-founders of natural [K-beauty e-commerce site Glow Recipe](#) to help me figure it out. Come with me down the rabbit hole of concentrated, slightly gooey skin care products, won't you?





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TONER

Before we can discuss essences, let's talk toner. After you cleanse your face, you're supposed to use toner, a step that's also obviously common in western skin care regimens. A dermatologist once told me that toners were invented because soap used to be so harsh that it would raise the pH of your skin to unhealthy levels. The toner would then bring the skin's surface pH back to normal. That's not really an issue anymore with all the gentle face cleansers we have. Now most toners contain antioxidants or other beneficial additives and they serve as a skin prep.

According to Lee, toners in Korea provide a base layer of hydration that you can layer with other products to go on top. She suspects that women in the U.S. often use toner as a substitute for a moisturizer (and that's why she's this. Many nights I'll think I got everything off, and then wake up with a dry, flaky face. (I know, I know, I should use a moisturizer afterwards.) The easiest way to recognize a toner? They're

Try: Missha Pore Correcting Toner, \$14, available at [Soko](#)

SERUM

OK, so your face is cleansed and toned. Technically this is when you should use a serum. I'm going to keep you in suspense just a bit longer to talk about serums, which is a category I feel like I have a very firm grasp on. I love serums. I'm addicted. I have serum rituals and seasonal serums and I try every single one that gets sent to me.

X

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Generally, a serum contains a few key active ingredients to address specific issues like brightening, dark spots, wrinkles, etc. The actives are usually more concentrated than what you'll find in, say, a moisturizing cream. Serums are a bit thicker in consistency -- almost oil-like -- and usually come in a bottle that's much smaller than a toner or cleanser bottle. Often the bottles have droppers to dispense the product, though I've seen serums that are opaque and almost lotion-like, in small pump bottles.

Try: Be the Skin Botanical Pore Serum, \$35, available at [Peach and Lily](#)

ESSENCE

So, what the hell IS an essence then? This is going to be controversial, but here goes: *An essence and a serum are essentially (haha pun!) the same thing.* Mind-blowing, right? BUT. There are some important caveats to note.

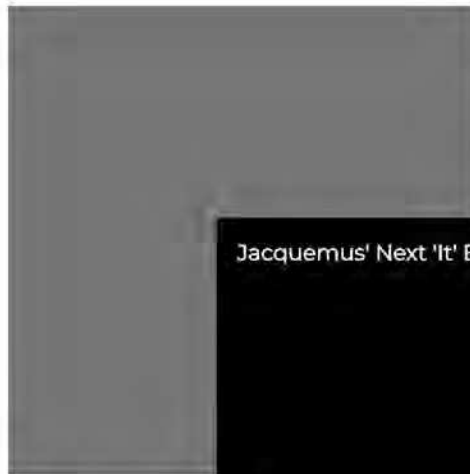
According to Lee, essences traditionally were more lightweight and less concentrated than serums, and were used after a toner to add another layer of hydration before you applied serums. ([SK-II's essence](#) is a classic example of the texture.) Now, however, while you can still find the more watered-down essences (and I frequently see this type of product called an "emulsion" as well), that line is completely blurred. Serums are getting more lightweight and essences are getting thicker, and they both can contain high concentrations of active ingredients.

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In fact, the very words "essence" and "serum" are nothing but marketing words now. Basically (and I'm generalizing here), western women understand "serum" and Asian women understand "essence," so now that we're all exporting our products to each other's countries, the terms essence/serum/concentrate are practically interchangeable. Lee tells me

that she read a paper by a professor of cosmetics science in Korea that noted as much. It's all marketing. (A fun example in [this](#) Glow Recipe blog post: [Estée Lauder's Advanced Night Repair](#) serum is nicknamed "Brown Bottle Essence" in Korea.)

"Both essence and serums are used at the same treatment step of skincare to achieve similar results. There may be small differences in texture, but now the lines are increasingly blurry," Sokmin Yu, the head of Korean cosmetics lab Cosmax USA, explains. Ready for the real mind f*ck? He continues, "In leading beauty markets like Korea, there are many new developments in essences, which are bringing even more steps such as the pre-essence and post-essence to the skincare routine." Pre-essence? Oh, please no.

This is probably also a good time to mention treatment toners, also called essence lotions or essence toners. These have a consistency that people more traditionally associate with an essence -- thinner but with a bit of body. [Clinique's recently launched version](#) is a perfect example. They can replace a traditional toner, but have more hydrating oomph. ([This one](#) by Whamisa is beautiful. The posh French skin care brand Sisley also has a luxe version, called Sisleya Essential Skin Care Lotion, launching in March.) They fall somewhere between a toner and a serum on the gooey scale.

Try: The Lotus Essence, \$43, available at [Glow Recipe](#)

AMPOULE

A quick word on ampoules, because they're in the same family as essences and serums. An ampoule is a supercharged serum with higher concentrations of active ingredients that you're meant to use for a finite amount of time as a booster or when you're having a skin crisis of some sort. Chang recommends using them before your essence or serum. Ampoules usually come in smaller bottles with droppers.

Try: LJH Vita Propolis Ampoule, \$38, available at [Glow Recipe](#) (I've been loving this for extra hydration and glowiness during a very stressful week.)

THE BOTTOM LINE

As long as women are interested in applying 27 different products, don't panic.

- First, figure out what your skin needs and choose products accordingly, whether it's a serum or an essence. Ignore everything on the internet.

- After you figure out the right ingredients for your skin issues, choose a texture and application in type and your sensibility. Try out different textures to see what you like. Don't worry about following some cookbook notion of what your skin care regimen should look like. It should constantly evolve, depending on what your skin needs.

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- Remember that skin care products exist on a continuum. You can always find something more concentrated or more watery or richer or lighter.
- Finally, no matter which or how many products you use, the general rule-of-thumb is to apply the most watery product first and the thickest, richest one last.

There. Clear as an essence.



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R-00016 –
2015 Allure Article (#3)

Should You Be Using This Weird Ingredient for Better Skin?

BY ANNE BAUSO

December 21, 2015

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With promises to calm redness and ward off free radicals, the latest miracle skin-care ingredient is actually centuries old. Finely milled green-tea leaves, or matcha—historically the key player in traditional Japanese tea ceremonies—is experiencing a modern revival in skin care.

Green tea has long been touted as a potent yet gentle antioxidant that's suitable for all skin types (making it a great alternative to potentially sensitive-skin-irritating **vitamin C**). Often listed in skin products' ingredient as *camellia sinensis* leaf extract, green tea is also thought to have effective anti-inflammatory properties. Matcha boasts these benefits and then some (think of the vitamin-packed powerhouse as a highly concentrated, souped-up version of green tea).



Skin Check

An insider's guide to all things skin care. Are you the friend everyone comes to for serum recs? This is the newsletter for you.

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"Matcha is pulverized green tea, made from the entire leaf," says dermatologist Judith Hellman. "It contains catechins, a type of polyphenol, making it into a powerful antioxidant. The catechins help trap and inactivate free radicals in the skin, thus thwarting many of the signs of aging. The powder form is much more concentrated than the liquid form we drink." As for those skin-soothing claims? "Green tea is an amazing anti-inflammatory agent, so it helps treat rosacea and even acne," Hellman says. "Applying matcha directly to the skin, like in the form of a mask, is really effective. And it's also really easy to make a matcha mask." (More on that below.)

Want to try matcha for yourself? I highly recommend **Plantfolk Apothecary's Matcha Antioxidant Face Mask**, a dry powder that combines the tea with white clay and soothing chamomile oil (just add a few drops of water). If a clay mask sounds too drying for your December skin, follow Hellman's lead and whip one up yourself. I tried [this genius version](#), courtesy of Sarah Lee, cofounder of [Glow Recipe](#), an online shop that sells all-natural Korean skin-care products. All you need is matcha (I love the organic one from [Vitacost](#)), honey, yogurt, and one egg yolk. Combine the four ingredients in a bowl and gently brush the mixture over your face (a million bonus points for how incredibly cooling and refreshing the formula feels). Leave it on for up to 40 minutes (don't forget to snap a [selfie!](#)), then feel awesome about your better-protected, calmer, all-around happier skin.

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The 'Shark Tank' Enjoys an Embarrassment of Riches: 4 Strong Proposals

But only three of those four entrepreneurs walked away with a deal.

BY **BRIAN O'CONNOR** • DEC 8, 2015

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It was all about the timing in [the latest installment](#) of *Shark Tank*. While many episodes feature the sharks mercilessly skewering entrepreneurs over products that lack any clear market potential, Episode 10 featured all good, interesting ideas with real potential.

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The big difference between the one business that walked away unfunded and the one that attracted the night's biggest bidding was how far those entrepreneurs had gone in defining their markets and scoring sales.

Leaux Racing Trikes



Image credit: Leaux Racing Trikes | Facebook

First in the tank was [Leaux Racing Trikes](#). The updated tricycles feature three wheels and a reclined seat, and are designed to let the rider take tight corners and drift and spin up to 360 degrees. Entrepreneur Tyler Hadzicki invented the trike as a grade-school science project that his teachers hated. Now in college, Hadzicki has raised \$50,000 in crowd funding and is filling 130 orders while looking for capital to expand to bigger facilities. The bikes sell for \$350 and cost \$180 to manufacture. Hadzicki was seeking

\$100,000 for 10% equity

After some of the sharks took a spin around the set -- of course -- they fell into two categories: One camp thought the trikes could be only a niche product, while the other felt the business had to go much further than just 130 crowd-funded orders before Hadzicki would be at the appropriate point to seek investors.

"I think you have a long way to go before you're ready to get an investment," Barbara Corcoran told Hadzicki. Added Mark Cuban, "I have to see a vision from you that takes you to being a much bigger company." One interesting suggestion from Cuban: Position Leaux Trikes as a niche for enthusiasts, and charge much more.

Glow Recipe



Image credit: Glow Recipe | Facebook

New Yorkers Sarah Lee and Christine Chang import natural beauty products and skincare secrets from South Korea for their [Glow Recipe](#) ecommerce site. They also run a brand incubator vertical and work as a U.S. hub for new brands to launch in this country.

Their products include serum hydration lotions and a sea kelp sleep

rest from their brand incubator efforts. They stock 110 separate items, and sought \$425,000 from the sharks, for 10 percent equity.

Lee and Chang impressed the sharks with their industry knowledge and experience, and instantly attracted offers for the full \$425,000, with Kevin O'Leary wanting 50 percent equity, Corcoran wanting 40 percent and Robert Herjavec offering to take 30 percent. The women noted that they would love to work with Cuban because of his online expertise.

Some back and forth ensued, with the entrepreneurs countering as low as 18 percent for Herjavec's involvement, and settling at 25 percent. Lee and Chang chose Herjavec and invited Cuban to participate. He passed, saying they'd need to give up more equity to secure his involvement for a two-shark deal.

Related: [The 5 Best Pitch Tactics I Heard as an Angel Investor](#)

Sarah Oliver Handbags



Image credit: Sarah Oliver Handbags | Facebook

Drawing on a workforce called the Purlettes -- consisting of 30 retired knitting enthusiasts -- [Sarah Oliver Handbags](#) sells hand-knitted designer purses, clutches and shoulder bags. Founder Sarah Oliver told the sharks she'd enjoyed \$1.9 million sales over the life of the company, and revenues of \$360,000 the past year.

The best-selling bag sells for \$255 and costs \$47 to make; and each of the Purlettes makes about \$17 an hour. "This isn't a geriatric sweat shop?" O'Leary asked. Oliver replied that no, it's a mission-driven company to keep retirees active and involved. "I love working with these seniors," she said.

and has the capacity to make 4,000 bags a year, to produce \$900,000 in annual revenue. She sought \$250,000 for 25 percent equity.

Lori Grenier loved the idea and encouraged all the sharks to participate. Cuban and Corcoran bowed out, but Grenier and Herjavec proposed to go in together at the 25 percent level. When they recruited O'Leary, too, he wanted more equity. "This is not 'charity' tank," he said. "I want 10 percent. I don't get up in the morning for less than that."

Ultimately, "Mr. Wonderful" joined the deal, however, and Oliver upped her equity offer to 30 percent, divided equally among those three interested three sharks.

Trunkster



Image credit: Trunkster | Facebook

This crowd-funded luggage startup features hard-sided roller bags with an access panel like a roll-top desk, for quick, zipperless entry. [Trunkster](#) suitcases also include USB charges, a built-in scale and global tracking.

Partners Jesse Botash and Gaston Blanchet told the sharks they'd

\$395, with the cost equaling 20 percent. The partners sought \$1.4 million for 5 percent equity.

The sharks, however, choked on the entrepreneurs' valuation of \$28 million for their company -- a sum they felt already included the value any shark might add. Potash and Blanchet responded that they expected to expand the product and up-sell their customers. While the valuation was a problem, the sharks clearly loved the fact that Potash and Blanchet had sold 2 million units before shipping even their first suitcase.

Corcoran added another note of doubt, though, because the partners had no real-world feedback from users actually travelling with the product, which she personally thought too heavy and masculine-looking.

Herjavec also argued that a valuation of \$4 million to \$5 million would be more appropriate, and offered the full \$1.4 million for 30 percent equity, which the partners declined. O'Leary offered to split the deal, but Herjavec wanted to go it alone; O'Leary then offered to take 37 percent equity.

Cronier offered \$1.4 million to fund purchase orders in exchange

That still seemed like a lot of money for a small slice of a company that's just launching. "When we do the math, the numbers don't calculate to big numbers," Cuban said. "You didn't look at it from our perspective."

Still, several sharks thought Trunkster had a lot of potential and a proven market. In the end, Grenier and Cuban came up with an interesting approach: They offered the \$1.4 million for 5 percent, but with another 5 percent equity if that initial capital wasn't returned in 24 months. They also wanted \$1 to split from each piece of luggage Trunkster sells, in perpetuity.

The partners took the deal. Presumably, they had enough suitcases to haul away all that cash.

Related: [The 7 Elements Investors Look for in Your Funding Pitch](#)



Brian O'Connor

Brian O'Connor is the award-winning, nationally syndicated "Funny Money" personal finance columnist for the *Detroit News*, and author of *The \$1,000 Challenge: How One Family Slashed Its Budget Without Moving Under a Bridge or Living on Government*

Fellow in Economics and Business at Columbia University, O'Connor also was the founding managing editor of Bankrate.com.

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Published: 28 Jun. 2016, 20:09

Glow Recipe aims to educate U.S. in K-beauty







GLOW RECIPE

From top to bottom: Blithe's Splash Mask as featured on Sephora.com; Part of a Glow Recipe video demo of a face cream by J.One that comes in little pods; Lee and Chang on Shark Tank showing Sharks Washima's organic sea kelp facial sheet mask. [GLOW RECIPE]

If the tourist-filled cosmetics shops in Myeongdong are any indicator, Korean beauty products are big business across Asia.

But according to Sarah Lee and Christine Chang, there's reason to be skeptical about the way K-beauty - the term used to refer to all Korean cosmetics and skincare exports - is actually perceived.

Lee and Chang are co-founders of Glow Recipe, an online retail platform where they educate U.S. consumers in K-beauty through a carefully curated selection of products.

"K-beauty is doing very well in China and Southeast Asia when you look at the numbers. But we were quite regretful to see that the popular products are very limited to certain brands or products that use strange ingredients like snail creams... [Many] seemed to get attracted to the cute containers and packaging as well as the low price," Chang, who recently visited Korea on a business trip, told Korea JoongAng Daily in an exclusive interview.

Chang and Lee alternate trips to Korea, which they make about four times a year.

Seeing high poter

Chang and Lee cc

"Simply selecting beauty products in Korea that will appeal to Western consumers and selling them online is not what Glow Recipe is about," said Chang. "Me and my partner have more than 20 years of experience combined, in both Korea and the U.S. beauty industry. Using our expertise, we curate cruelty-free and natural products that have been carefully selected through personal visits, and introduce - basically educating Western consumers - on some of Korea's innovative and skin-friendly beauty products with detailed descriptions and video demos."

Chang also added that her company has a diverse panel of testers to make sure the Korean products they select are also suitable for the wider range of skin types in the U.S. market.

Such strategies helped the duo land a \$425,000 deal late last year on Shark Tank, a popular American reality TV show where entrepreneurs present their ideas to five business titans hoping for investment.



One of the most popular products on Glow Recipe is the Splash Mask by Korean brand Blithe, but it took a fair amount of work to make it so.

Chang and Lee had to talk to the manufacturers to change the name, which is called Patting Water Pack in Korea, to Splash Mask for American consumers.

"Koreans use the word 'pack' to refer to all the beauty masks for your skin but that's difficult for Americans to understand," said Chang. "To deliver the message that this product, which is the originator of the splash-mask category in Korea, can be simply splashed onto your face for 15 seconds for those who find waiting 15 minutes with a mask sheet a hassle, changing a name was a must."

Chang added that it's important to give the story behind each product, including the Korean beauty tradition that gave rise to the splash mask.

"Blithe, the manufacturer of the splash mask, created this product after being inspired by the tradition of Korean women who used to splash milk or green tea onto their faces in public bath houses," said Chang. "Western consumers are amazed listening to such traditional beauty culture of Korea and we believe it's important to talk about these stories behind each product"

Early this year, Glow Recipe also signed a deal with Sephora and helped two of the products it had promoted - Blithe's Splash Mask and J.One's Hana Cream - get launched on Sephora's online retail store.

According to Glow Recipe, responses and sales were so positive that Glow Recipe and Sephora decided to launch the products in brick-and-mortar Sephora stores across the United States.

"We believe Korean skincare products are gaining popularity in the U.S. market not just for the aftereffect but also because it allows consumers to have a little bit of fun while doing their daily routine of skincare that some Western women find troublesome," Chang said. "We call it 'skintertainment'."

"Korean manufacturers are very smart in making their products fun to use. For example, a face cream by J.One that comes in little pods called Hana Cream are beautiful to look at and fun to use as the pods pop as you to apply them onto your face."

Glow Recipe aims to introduce more quality, natural and cruelty-free products from Korea to the mainstream consumers in the United States and help K-beauty get rated alongside French cosmetics brands.

"When we use a face cream from a French cosmetics brand, we don't say, 'Oh, I'm going to try this French cream tonight,'" said Chang. "That's the future we have for Korean beauty products. We want them to become a global product that they no longer get called as one of the K-beauty products but by their names."

BY YIM SEUNG-HYE [sharon@joongang.co.kr]

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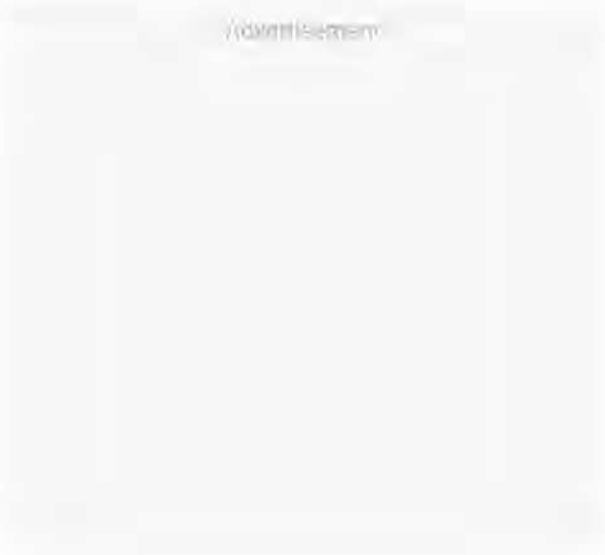
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With endless products catering to every skin type and issue in the skincare market, time is now ripe for some genuine curation to help consumers make informed decisions. This is especially helpful if you are ingredient-conscious, and want to stay up-to-date with the latest trends without having to do too much research yourself.

An exclusive edit by Glow Recipe

Based in New York, [Glow Recipe](#) is a curated destination site that focuses on natural, cruelty-free beauty products from Korea. Its founders have a combined 20 plus years' experience working in the global beauty industry, but it is their passion for skincare and their own translucent balm lip tints that have propelled the brand to its current cult status.

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“Everyone is obsessed with ‘glwang’,” says Glow Recipe’s co-founder Sarah Lee. “It means glow in Korean, but it’s the type of glow you see from beneath your skin, it’s not something you can add with iridescent makeup. You see it because your skin is translucent. Glass-like, almost.” Both Lee and another co-founder Christine Chang’s dewy, sheen-like skin is evidence of their diligent approach to skincare.

Like so many Korean woman, skincare is a major part of their lives. “Korean beauty for me has always been about that mother daughter bond. It’s one of the first things you learn from your mum growing up. You watch her vanity, patting her skin, caring for it, always hiding from the skin with her umbrella and her hat—skincare is a way of life for her. She instills those values in you very early on, and it’s something you carry with you throughout your life,” explains Chang.

Glow Recipe has been
 present them to the w
 edit for Lane Crawford

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beauty secrets and
 me up with an exclusive
 including enlarged

pores, ageing and dryness using the power of superfood ingredients such as parsley, artichoke, centella and cacti to restore your natural “glow”.

In particular, the [Ageless Glow Set](#) exclusive to Lane Crawford features bestsellers from Huxley, Whamisa, and Leejiham. With innovative offerings in this bundle to truly refine the skin's texture, the beauty of a natural, glowing complexion is a secret no more.

The “[10 Days to Glow](#)” mask set is another brilliant idea. Lee describes it as a green cleanse for the skin. “I’ve been travelling a lot so I’ve started doing my once quarterly mask routine. It’s one sheet mask every single day for 10 days, I find it helps me reset the skin,” she says.

It is also perfect for the holiday season when you have to attend a lot of events and parties, and want to look your best.

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Glow Recipe - 10 Days to Glow Mask Set - HKD540

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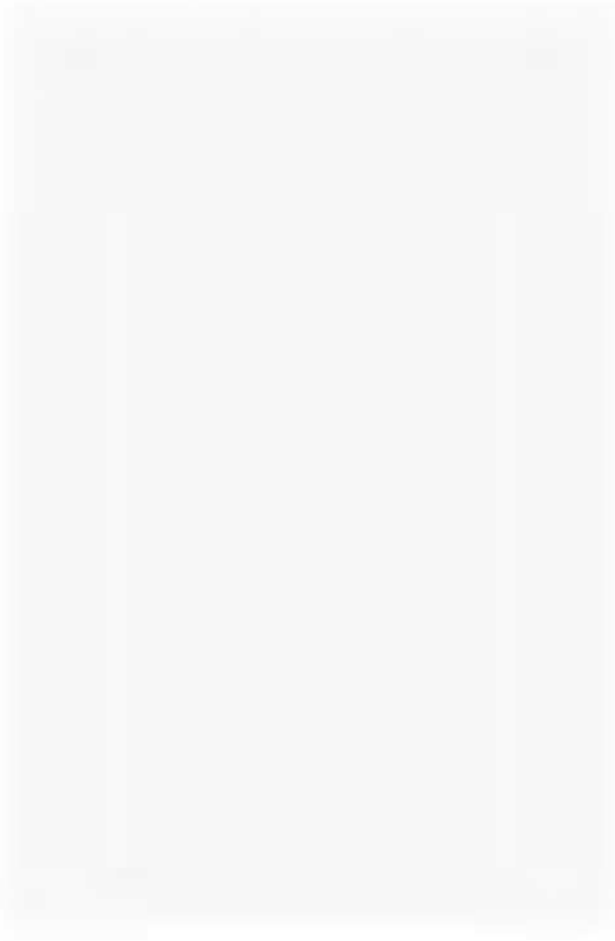
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10 Days to Glow Mask Set

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The Best of Luxury Beauty from Korea

In addition, Lane Crawford is also offering a luxurious treat from Amorepacific and Sulwhasoo, the two giants of Korean beauty. The exclusive 'The Best of Luxury Beauty From' gift set is the perfect way to spoil your loved ones and yourself.

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This curated edit is comprised with star products from the two brands: 16 products to nourish and indulge from a Treatment Cleansing Foam and Anti-ageing Colour Control Cushion from Amorepacific, to a First Care Activating Serum and Overnight Vitalizing Mask from Sulwhasoo.

The colourful packaging and boxes are so pretty that you probably don't want to throw them away. Use them as building blocks to create fun shapes and structures as Christmas decoration to keep your family and guests entertained.

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Exclusive Amorepacific - The Best of Luxury Beauty from Korea - HKD680

The Best of Luxury Beauty from Korea

CONVERSATIONS

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2016 W Mag Article



MENU

LIFE

Sarah Lee and Christine Chang's Beauty Hacks

Everything you need to know about the duo that founded the Korean beauty e-commerce destination Glow Recipe.

by Jane Larkworthy
March 4, 2016



W

MENU





The powerhouses behind K-Beauty website [Glow Recipe](#) (which just signed a deal on “Shark Tank”) let us in on their favorite beauty tricks, including the best nail polish hack ever, plus a few horror stories.

What’s your first beauty memory? Lee: Watching my mother apply her skincare at her vanity. It had an array of beautiful glass bottles and mysterious jars and potions. She would gently apply her routine in an upward patting motion—something I still do today! Chang: Going to the bathhouse with my mother and grandmother. It would be a whole day of pampering. I remember our faces being splashed with milk after cleansing, having DIY face masks made of grains and honey, enjoying various botanical-steeped dipping pools and a very vigorous scrubbing!

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What was your worst beauty blunder? Lee: Doing a digital perm [a procedure in which heated rods controlled by a digitized machine very effectively curls hair] and dye job on my hair on the same day. It didn’t bounce back from that trauma for a very long time. Chang: Too-skinny eyebrows. It took a few years to coax them to grow back.

What beauty products are currently in your purse? Lee: Lancome Artliner, a very precise, NYC cab-proof eyeliner. A bottle of Blossom Jeju Camellia Dry Oil: I like to press the tiniest drop over my cheekbones after makeup for a subtle glow. I’ve been drinking ginseng for health purposes, so I also let my skin have its turn with the nourishing Soyedodam Ginseng & Honey Mist. I spritz it on after cleansing, and I keep it on my desk at work as a reminder to keep my skin hydrated. Chang: I always have a Whamisa Organic Flowers Olive Leaf Mist in my purse. It’s great for hydrating but also a quick spritz after applying my makeup helps to set it. I also have a Hera UV Mist Cushion Compact in C21 for reapplying SPF during the day, and for easy touchups after work. I think it comes from a yearning for spring, but I’ve also been gravitating toward lip gloss over lipstick this winter. My go-to is Chanel Rouge Allure in Reflexion.

What's your 5-minute morning beauty routine? Lee: In the morning, I don't normally use a cleansing foam. Instead, I use Blithe's Patting Splash Mask in the shower, which helps balance the skin and smooth the surface. Then I use Blossom Jeju's Essence Serum, which is a beautifully bouncy, hydrating treatment packed with anti-oxidants. It also smells heavenly. I like to pamper myself with this scent even if for a minute while I pat the formula onto the skin. Then I use Whamisa's Water Cream with Natto, a very lightweight moisturizer. I use an SPF 50 product, like Dr. Oracle EPL Daily Sunblock SPF50 or Skinceuticals Sheer Physical UV Defense, then Hera cushion compact (in shade C23), which also has SPF 50! Chang: Currently I'm using the Primary Raw Cleanse Toner instead of using a separate cleanser as this formula does both. Then I go straight to an antioxidant rich ampoule like LJH Vita Propolis Ampoule, the multi-tasking Blithe Tundra Chaga Pressed Serum and then two layers of SPF. It's really hard to apply enough SPF, so the two layers force me to apply the right amount. I gently pat the skin in between layering so I don't have to wait.

If you had an extra 10-15 minutes in your routine, how would you spend it? Lee: A rubber mask. I have combination skin, so whenever I can indulge in an ultra-cooling rubber mask, it feels like skin heaven. Chang: Definitely a sheet mask. I like to use the Whamisa Hydrogel Sheet Mask because it's very hydrating and has a harsh-free ingredient list.

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What's your beauty hack? Lee: I use green tea leaves from the tea bag (after drinking the tea), then mix it with yogurt and slather the mixture on my face once a week. Super easy, and it's the most skin-plumping quick beauty hack for me! I've been doing this for more than a decade now. Chang: It's a tradition in Korea to use crushed balsamina petals in the summer, lay them carefully over the nails and then secure it with saran wrap overnight to semi-permanently dye the nails. The color is a lovely, sunset orange. The myth is that if your nails still have a hint of blush by the time the first snow falls, that your first love will come true.

Which beauty trend do you just not get? Lee: Topical botox products with overblown, misleading claims. I think until we reach further advancements in science, it's going to be hard to find something over the counter that is actually comparable in results. Chang: Bleached eyebrows or the "invisibrow" trend. It's not a look many can pull off!

Which discontinued product or shade do you mourn? Lee: Helena Rubinstein's Art Of Spa Energizing Power Sweet Sugar Body Scrub. I haven't found the right body scrub ever since. Chang: Kiehl's All-Sport Swimmer's Cleansing Rinse. I swim a lot and no product quite worked like this for getting rid of chlorine from the hair and body. I still haven't found a replacement that I love.

Is there a beauty professional you can't live without? Lee: Eun Kyung Park at Unistella. Unistella is the best nail salon in Korea, and Eun Kyung created the infamous #glassnails. She's a genius. Unfortunately, she's in Korea, and my dream is to have her nail salon in NYC! Chang: Seo at Kakaboka Salon on 32nd St. in New York. She does the best blowouts ever.

What's your beauty peeve? Lee: Chapped lips and a chipped pedicure. Chang: An eye pencil that hasn't been sharpened, and tweezers that don't tweeze.

What are you currently obsessed with? Lee: Serge Lutén's La Vierge de Fer. It's not new, but I recently discovered it and have been using it every day since. Best fragrance ever. It's one of those that makes you feel uber confident, which is what beauty is ultimately about! Chang: I'm obsessed with this restaurant called Cotenna in New York's West Village. It's a cozy, candle-lit, narrow space tucked discreetly in between two brownstones. I'm a huge foodie and I get regular cravings for their carbonara special.



MENU

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BEAUTY **ONE ON ONE**

Korean Beauty Products 101: Two Experts Share All

By Flora Tsapovsky | Feb 3, 2016, 9:17am PST



Pictured: Sarah Lee and Christine Chang.

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Everyone's obsessed with Korean beauty products these days. (Yes, we're guilty.) So when we heard that the founders of Glow Recipe, the New York-based, online K-beauty store were in town, we jumped at the chance to pick their brains.

Sarah Lee and Christine Chang visit Korea every three months to investigate fresh brands and hot trends—and guess what? Something new is always going on. Lucky for us, the skincare mavens are talking. Here's everything you need to know.

What makes Korean brands stand out?

The local beauty market in Korea is extremely competitive and is in constant hyper drive. The beauty ideal for Korean women is healthy, glowing skin, and customers are willing to try anything and everything—□□at least once—to achieve this goal. This fuels non-stop innovation in new product categories, ingredients and technologies.

What's trending on the Korean market now?

Skin-plumping gel creams, pulp essences, all-natural kelp sheet masks and cold-pressed liquid treatments that you can splash on in the shower. *Skintertainment* is a buzzword that reflects the fun, holistic approach to skincare found in the local market.



Tell us about some of the most popular skincare ingredients.

Historically, natural ingredients have been a big part of Korea's beauty heritage. You can see women using all kinds of rice-steeped waters and lotus extracts even in palace literature, going back centuries. This natural influence is still very much present today with beauty ingredients

such as camellia oil from the pristine Jeju island and propolis extract, which is also used medicinally.

Please demystify the whole "15 steps Korean beauty routine" thing.

Korean women may use a few more steps, but their daily routines are fluid and adapted to their skin concerns at the time. We recommend starting with the two essentials—☐☐ hydration *and* SPF, using a moisturizer with moisture-binding ingredients such as hyaluronic acid, or natural alternatives such as tremella or bamboo sap. Deeply hydrated, plump skin is less vulnerable to pollution and environmental aggressors since the moisture barrier will be intact. Not a step, but a word of advice: applying your products in a gentle, upwards patting motion will help with absorption without pulling or tugging on delicate skin.



How do you find the right brands to feature on your website?

We always meet with the founders of brands. We love brands that are best in class in a particular category. Lindsay for example pioneered the at-home masking movement, Whamisa was one of the first cosmetic brands to use fermentation in skincare and Blithe is the originator

of the splash-mask category in Korea. Partnering with brands that are sustainable and cruelty-free is also very important for us.

What products go especially well with the San Francisco climate—☐☐sunny yet windy, cold and dry?

We think an essence, which we like to call the *modern version of a serum*, would be great to keep skin hydrated, nourished and comfortable in this climate. Essences are usually a watery, lightweight texture that's great for layering. Use it on cleansed and toned skin, and follow with a moisturizer. An example of an antioxidant rich, nourishing essence is the [Blossom Jeju Pink Camellia Soombi Essence Serum](#). A once-a-week sheet mask is also a great way to replenish dry, dull, depleted skin. We love this [real sea kelp sheet mask](#) by Whamisa for an ocean-to-face facial experience.

What are some of your other essential products?

One of our main must-haves is [Blithe Tundra Chaga Pressed Serum](#). It's a hybrid product that combines the concentration of a serum and the comforting hydration of a moisturizer, and

packed with Chaga mushroom extract—a great hydrating and anti-aging ingredient. Another one is Yoon Dermaline's Marine AquaPeeler. It gently peels and infuses the skin. We just launched this a month ago, but we've been racing to keep it in stock.

What are some of the coolest spots you discovered on your SF trip?

We are in love with the cuisine at Lolinda and went there twice...this trip! We also loved getting caught in the sweet-treat triangle of the Mission, going between Bi-Rite Creamery, Craftsmen and Wolves and Tartine. And we stocked up on homewares at Heath Ceramics

Until Glow Recipe decides to set up brick-and-mortar in SF, shop online.

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The Beauty Guru's Guide to Seoul, South Korea

Sarah Lee of Glow Recipe reveals the top spots to eat, drink, shop, and beautify.

BY HANNAH HICKOK

AUGUST 22, 2016 12:30 PM



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When **Sarah Lee** and her business partner **Christine Chang** won \$425,000 on ABC's "Shark Tank" in 2015 to help fund their company, the Korean beauty trend was at its height of popularity—and their business has been in demand ever since. Glow Recipe, which calls itself a "lovingly curated destination site that makes natural, harsh-free beauty products and the latest skin-care trends from Korea," has tapped into consumers' hunger for the high-tech, often niche K-beauty products that seem to successfully address every imaginable skin gripe or makeup woe.

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So when Lee offered to let us live vicariously through a trip she took in the name of discovering new beauty brands and networking within the extensive K-beauty world, we were thrilled. Below, find out the things this professional beauty junkie must do and see when she's in Seoul, South Korea.

I went to: Seoul, South Korea, on a three-week #beautyhunting expedition.

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I stayed at: The Grand Intercontinental Hotel in Seoul for half the time, and the rest at my parents' house. The Grand

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Intercontinental Hotel was great, as it was located in the heart of Seoul, and perfectly convenient to set up meetings in the lobby.



@SARAH_GLOW

I ate: Lots of Korean food! The best food I had was my mom's home-cooked meal—it's no exaggeration that I go to Korea for just this amazingness. Korean food in Korea is way better than Korean food in the States. I tried to check out some trendy spots while catching up with partner brands' CEOs, but also managed to squeeze in some authentic Korean restaurants in my packed itinerary.

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I packed: A few business-casual dresses and jackets so I could mix and match throughout my three-week trip. A jean vest and jacket are musts, and I packed six pairs of shoes, including everything from sneakers to high heels. I didn't pack a ton of beauty products, as I knew I'd constantly be testing new ones every day.

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I did, however, pack for my flight to Seoul. The 14-and-a-half hour flight between New York and Seoul now feels like a routine. I prepped my skin for the flight by applying a thick layer of moisturizing essence. My usual Korean Air flight is now so familiar that I think of it as an extension of my bathroom at home. This time, I brought Artichoke Power Essence, a hydrating essence with bouncy texture; Organic Olive Leaf Mist, a waterless mist; and three sheet masks from Blossom Jeju to hydrate, nourish, and brighten my skin. I was able to walk out of the airport with glowing skin and looking fresh!

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While I was there I: Crammed in as much as possible in each day because as a cofounder and co-CEO, I'm the ambassador for our start-up and there are infinite opportunities on the road. Prior to my trip, I booked early-morning breakfasts, lunch meetings, and visits to brands during the day. In between these meetings, I visited beauty stores to discover the latest innovations and trendy spots to be inspired—and captured my journey via Snapchat or [Instagram](#).

As Korea is the current beauty mecca, I did a few Snapchat takeovers live from Korea. In the evenings, I met with top Korean bloggers, local-media editors, or had more informal catch-up sessions up with partners and friends in the industry.

Another reason I was in Korea was to attend a seminar sponsored by the Korean government, where I made a speech for Korean companies desiring to export to the US. I spoke about some key priorities, including the importance of understanding the US market and consumer, as well as the competitive environment, prior to entering the market. I also met many new beauty brands that could potentially become our vendor partners.

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One more thing on my Seoul agenda was hand-curating new sheet masks for our very first “Glow Mystery Launch Box” that sold as soon as the announcement was made. This was very exciting, as it’s my ultimate passion to introduce the best and the latest products from Korea to our customers in the US.

On weekends, I made sure to spend time with my family, who lives in Seoul. We went to eat at some of my favorite local restaurants together, and with my mom, I went to public bathhouses and our go-to derm clinic to get aqua-peeling treatments and facials.

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My favorite part of the trip was: Discovering new brands and products! Sheet mask-hunting for our new Glow Mystery

Launch Box was super fun, and there was a lot of buzz amongst our followers with feedback that included which mask they wanted me to curate. I asked our followers “Yay, or Nay?” with images of some masks that I thought were interesting, and received real-time feedback.

I also loved meeting new brands and their CEOs. It's always inspiring and motivating to hear different brands' philosophies and stories directly from the creators. With Korean beauty being the most innovative in the world, you can imagine the amount of creativity and intelligence I'm exchanging with these powerful industry insiders.

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The most Instagrammable moments from my trip were: When I spotted Lindsay's Modeling Rubber Mask at Olive Young—Korea's answer to Sephora—as a best-selling mask. This speaks to the rubber masking trend still being strong, but also the shelf behind the rubber mask that is **PACKED** with all sorts of masks. Korea is truly a wonderland of masks!

Korea is a country with tons of innovative cafés, and I enjoyed stopping into many of them, especially a public bathhouse-inspired one.

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The best places I'd tell people to eat and drink are:

The Blind Pig is a bar hidden in the heart of Hannam-dong, which is just on the north side of the Han River.

Gourmet Tree is the latest casual French restaurant known for its octopus pasta. It's tucked inside a residential complex, but certainly a place to spot celebrities.

For Korean food, I recommend Mingles, where you can enjoy contemporary Korean cuisine with the freshest ingredients and authentic fermentation methods.

One in a Million café has the best “baby lattes”—ice cream floating on a latté—in pink cups.



@SARAH_GLOW

If you only do one thing in Seoul, it should be: Walk down the “Beauty Street” in Myungdong—don’t be overwhelmed by the thousands of beauty stores!—and shop the latest Korean beauty innovations. Get your nails done at the one and only Unistella salon—originator of #glassnails—and get a facial that includes an “Aqua-Peel” treatment and finishes with rubber masking. Finally, soak yourself in a public bathhouse’s enzyme body treatment. You won’t want to leave Seoul.

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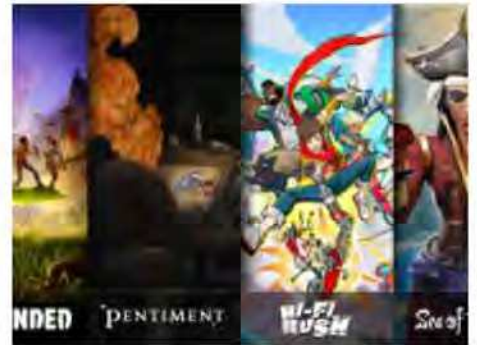
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THE 11 BEST PLACES TO SHOP FOR INDIE BEAUTY PRODUCTS ONLINE

Your beauty collection is about to get way cooler.

STEPHANIE SALTZMAN • JUN 23, 2016

It wasn't too long ago that unless you lived in some cool area of Brooklyn or were lucky enough to stumble upon some tiny, eco-friendly boutique, finding natural and indie beauty brands was a bit of a struggle. But as smaller retailers gain traction on the internet and through social media, access to small-batch, handmade, natural, insert-hippie-sounding-adjective-here products has become a whole lot easier. Here, 11 of the best online retailers for scouting the coolest indie beauty brands of the moment.





[KINDRED BLACK](#)

Though this "online retail studio" sells a variety of clothing, jewelry, accessories and one-of-a-kind gift items, it also offers an impressive (and expanding) range of beauty products. Anyone well-versed in natural beauty brands will be familiar with some of Kindred Black's lineup (Soul Sunday, Earth Tu Face, Vintner's Daughter, Herbivore Botanicals), but it's also a trove of lesser-known discoveries, like [essential oils from aromatherapy company Vitruvi](#) and the [prettiest bar soaps ever](#) from Pelle.

[THE DRESLYN](#)

This Los Angeles-based e-retailer has focused on fashion since its launch three years ago — but this month, it debuted a well-rounded beauty section, spanning bath and body, fragrance, hair care, skin care and makeup from brands like Grown Alchemist (a personal favorite), MUN, David Mallett, Agent Nateur and Ilia.

[THE STELL](#)

Based in New York, The Stell is an online purveyor of elevated, luxurious (a.k.a. not granola-ish) natural beauty brands, like Context, Cocovit and Sachajuan. Bonus: \$5 shipping and returns.

[LE VERT BEAUTY](#)

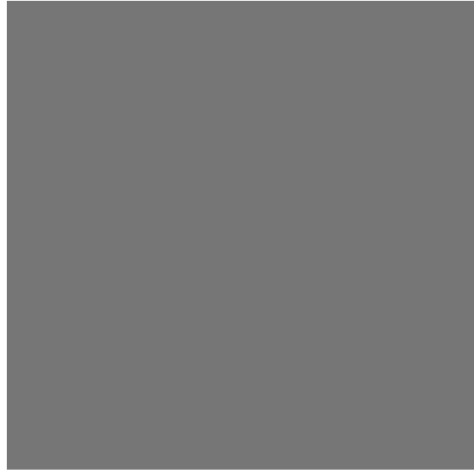
Shocking: Another retailer with a natural focus. Le Vert vets each of its products to cull "only the most elite roundup of options proven to work" within the green beauty realm, resulting in a wide array of offerings from well-known eco-conscious brands like RGB, Rahua, Suntegrity, Indie Lee and Vapour.

[SHEN BEAUTY](#)

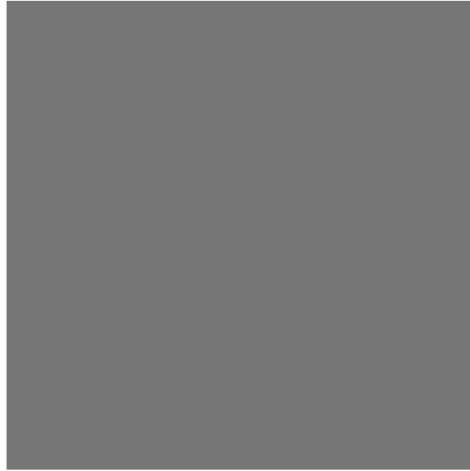
Shen Beauty is a boutique located in Cobble Hill, Brooklyn — but if you're not on the East Coast, you can shop its offerings online. With more than 100 different brands across beauty and wellness categories, Shen makes it easy to stock up on everything from Amanda Lacey's fragrance line to Verb's killer hair product range to nutritional supplement powders from The Beauty Chef.

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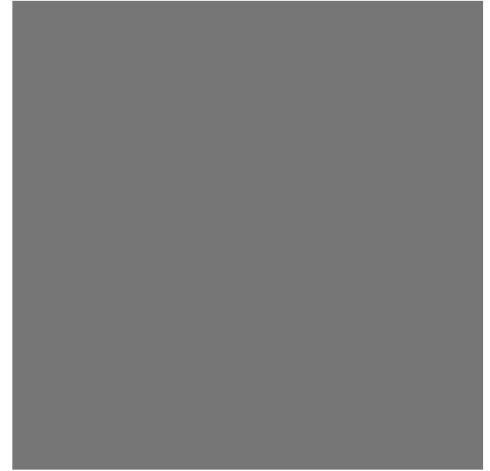
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Plenty of the beauty brands available through [Spring](#), a mobile-first shopping startup that debuted in August 2014, can't exactly be considered "indie." ('Sup, Bobbi Brown, Tom Ford, Laura Mercier and Charlotte Tilbury?) But the cool thing is that mixed in amongst those bigger labels are much smaller ones, like Floss Gloss nail polish, Herbivore Botanicals, MCMC fragrances and Harlow Skin Co.

[NATURAL SUPPLY CO](#)

Australia is an epicenter of up-and-coming natural and indie beauty brands, and you can find most of the standout ones on this site. A few recommendations: Anything from Grown Alchemist, Musq or Babesclub (how good is their packaging, shown above?). Natural Supply Co now ships internationally to the U.S., Canada, France, the U.K., Singapore, Hong Kong and New Zealand. Score.

[MORADA PURE](#)

Based in the Florida Keys (who says chicness can't come out of Florida?), this natural cosmetics store sells a wide range of what it refers to as "healthy" and "cruelty-free" items. You'll find products from RMS, P.F. Candle Co., Ursa Major, Meow Meow Tweet and Lurk fragrances.

GLOW RECIPE

A K-beauty startup you may recognize from the TV show "Shark Tank" (yep, they got funding!), Glow Recipe is a go-to online resource for anyone keeping an eye on Asian beauty trends. The site's founders, Christine Chang and Sarah Lee, regularly travel to Korea to stay current on the latest natural beauty innovations (Artichoke Essence, anyone?), then make them easily available to customers stateside through their e-commerce site.

VERT BEAUTY

Not to be confused with Le Vert mentioned above, Vert Beauty is based out of Denver, Colorado. In addition to offering facials and waxing, the store sells natural beauty products from brands like Tata Harper, One Love Organics, Jane Iredale and May Lindstrom. (The products are available in their online store, too.)

CATBIRD

When you think Catbird, you think... tiny, delicate jewelry. Not beauty products. But you might want to adjust that mindset. The Brooklyn-based boutique has expanded its beauty offerings recently, creating its own [solid perfumes](#) and collaborating with Mullein & Sparrow for an [exclusive bath soak](#). So while you're impulse-purchasing another [Little Secret Stud](#), might I suggest throwing a few beauty items into your cart as well?

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2016 Vogue Article

BEAUTY NEWS

Six Fascinating Korean Beauty Facts

As a self-confessed beauty minimalist, Scarlett Conlon found a recent trip to Seoul in South Korea an eye-opening experience. "I had heard that the beauty scene was big out there, that K-beauty was 'a thing', and I had countless emails from friends recommending things to buy and try, but the reality was something else," she said. Here, she shares the things that she found most fascinating about the K-beauty scene.

BY SCARLETT CONLON

28 April 2016





Mario Testino







Mario Testino

1. Masks are huge news. In Seoul, there is shop after shop selling nothing but face masks with all manner of claims and for all concerns. Korean women use masks every single day, as opposed to in the West where they are used more for a special occasion or a pick-me-up, according to international beauty director for Condé Nast Asia, Kathy Phillips.
2. Plastic surgery is nothing to hide; instead it is something to be proud about. "Plastic surgery is part of everyday life. In Korea, plastic surgery is so common that people walk around with bandaged faces like it is nothing. In America or Europe people might think they were hurt - not in Korea," according to Sangjoon Park, president of Seoul's ID Hospital.
3. Packaging is as important as product. It's all about storytelling, with lots of princesses, princes, castles and crowns and diamante. Christine Chang, co-founder of Glow Recipe, thinks K-beauty is having such a boom because of the cute, social-media friendly packaging of Korean products and the power of electronic peer-group influence.

Read more: [10 Best BB Creams](#)

4. Nose jobs, facial reconstruction and surgeries are seen as ways to help young millennials get jobs, as employers are concerned with having a good-looking workforce. "Parents pay for surgeries here as they think it is their responsibility to help their children go into the job market," according to Park. Young women are

- frequently being gifted plastic surgery for a 16th or 18th birthday present, or an end-of-exams present and are very proud about it.
5. The already extensive Korean beauty regime is only getting more so. Women see their daily beauty regime as pampering experience and one that should be slowly enjoyed - not rushed through to get out of the house. Whereas in the West, consumers are targeted with time-saving solutions, in Korea the seven-step regime is creeping up to 11 stages, says Phillips, and is an experience to be savoured.
 6. Plastic surgery is starting to seriously rival the hard luxury industry, with many choosing to spend \$5,000 on a new nose, rather than a new handbag or piece of jewellery, as they see it as a better investment. Plastic surgery in Korea is also tax-exempt for the next five years.

Read more: [Eight Beauty Innovations We Have Korea To Thank For](#)

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The key ingredients of South Korea's skincare success

© 28 January 2016





| Korean women spend more of their money on cosmetics than those in any other country

By Golda Arthur

BBC News, New York

If you have never used a Korean face cream made from snail slime, then you may be missing out.

Likewise you may be being left behind if you don't spend an hour or two each week wearing a Korean face mask made from seaweed.

These are two products at the forefront of the latest big trend to hit the global skin care and cosmetics industry - the boom in such items developed and made in South Korea.

The Asian country has long been obsessed with skincare - South Korean women spend twice as much of their income on beauty products and make-up than their American counterparts. Meanwhile, South Korean men spend more on skincare than those in any other country.

Such a dedication to looking and feeling good means that South Korea is at the forefront of research into new skincare products, and its exports of such items are soaring.



| Face cream made from snail extract is a popular Korean cosmetics product

Last year, South Korea exported more than \$2.64bn (£1.85bn) of cosmetics goods, a new high, according to the Korea Customs Service. This compares with \$1bn in 2012, and \$1.91bn in 2014.

One of the biggest export markets for Korean skincare products, which have been collectively dubbed "K-beauty", is the US, where the big rise in sales has been led by small firms, more often set up by young Americans of Korean ancestry.

And the ingredients aren't ones traditionally found in American or European products. Snail extract, for example, is supposed to stimulate the formation of collagen and elastin, is used in moisturisers and spot treatments.

Dual knowledge

In a beauty salon in New York's Koreatown district, business partners Christine Chang, 34, and Sarah Lee, 35, are holding forth on the newest trends in skincare products from South Korea.



| Sarah Lee (left) and Christine Chang used to work for L'Oreal

Ms Lee holds up a poster of a frilly, white, translucent mushroom, explaining that the fungus is a new "ultra-hydrating" ingredient being used in skincare.

She has the full attention of her audience, a select group of beauty editors diligently taking notes.

Both Korean Americans, Ms Lee and Ms Chang first met 10 years ago, whilst working for global skincare giant L'Oreal in South Korea.

Back in 2014 they decided to use their dual knowledge of Korean skincare products and the US to start their own company called Glow Recipe.

Their business imports such items from South Korea, and its website sells 150 products. Their bestseller is a face mask made from kelp covered in a hydrating serum, which retails for \$14.

Ms Lee and Ms Chang says the business has been growing at an average 70% ever quarter since they launched.

'Cult following'

The popularity of Korean beauty products in the US can be traced back to 2011 when, the then unknown product, "BB cream" first launched in the country.

BB cream is a hybrid moisturiser and foundation that Korean women had been using for years. In 2014 the US market for BB cream alone was worth \$164m.



| Charlotte Cho blogs about Korean skincare products

"South Korea's beauty industry has seen phenomenal growth," says Sarah Jindal, analyst for market research firm Mintel.

Still, there are some major differences between the Korean and the western approach to beauty. For example, while in the west it is typical for women to follow a three-step facial regime of cleanse-tone-moisturise, in South Korea there are 10 different steps, including the use of "essence" and "ampoule" creams, and a "sheet mask".

Bridging this beauty gap is where people like Korean American Charlotte Cho come in. Ms Cho runs the online beauty blog and shop Soko Glam with her husband, and also recently launched a book about Korean beauty secrets.

A native of California who moved to New York, Ms Cho, 30, says: "We helped drive this growth in 2012 [of the sale of Korean beauty products], when we started the company.

"At the time, I felt like there was a huge gap between US and Korea. There was a cult following, but no proper bridge between the two."

The blog and the book help explain and spread the Korean "beauty philosophy", and Ms Cho is a proponent of the 10-step routine. She says SoKo Glam is growing "exponentially" in its third year.

'Cherry pick'

Megan McIntyre, beauty director at lifestyle website refinery29.com, says that most American women who try the 10 steps can't keep it up.

"After a while, many women who tried to keep up realised that it was pretty damn expensive to use ten plus products a day, and there wasn't necessarily a huge, noticeable difference in their skin," she says.



GETTY IMAGES

| Snails are supposed to be good for your skin

"So instead they cherry picked the products that were best for their skin. An essence here, an ampoule there, an under-eye mask for emergencies.

"It became less about emulating the entire routine and more about finding something new to boost an existing routine."

But the dilemma for Western consumers remains - where to begin with this plethora of products?

Alicia Yoon, who runs New York-based Peach and Lily, an online store selling imported Korean beauty products, says it is important that firms like hers don't sell too many items.



HYE-RYOUNG MIN

| Alicia Yoon limits the range of products that she sells

"Our curation process is so rigorous that only 5% of the products we look at really make our cut," she explains.

From thousands of South Korean brands, she picked out about 50, and then visited their companies to look closely at their research and development process.

Ms Yoon, 33, who quit her job in private equity to start her company in 2012 says she hasn't looked back since.

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Skin Care

Best Cleansing Tips From Korean Celebrities

Routine refresh!

BY **GLOW RECIPE**

SEPTEMBER 28, 2016

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Fall is in full swing, which means that your skincare routine needs a seasonal upgrade. This is the perfect time to trade your summer complexion woes in for a fresh fall glow. Cleansing is considered the foundation of a strong K-beauty routine for luminous, healthy skin.

And this step is an art form for Korean actresses and the experts that create their looks, as it's imperative they keep the skin clear and deeply cleansed especially after hours of wearing makeup.

Here are some cleansing tips from Korean celebrities that will totally transform the way you approach this ritual.

Cleansing secret from Korea's top actress

Ji-won Ha, one of Korea's top actresses, has been a recent obsession of ours at Glow Recipe. We love that she breaks the mold by playing roles ranging from a stuntwoman, to an empress, to a lovable character in a romantic flick. While being as versatile as she can be in her acting, her skin has always been flawless. Which is why when we found out that she launched her own skincare line, **J-One**, we immediately contacted her and the team to bring it stateside on our site and share her skin secrets here.

The 3-Second Rule

The number one priority for Ji-won is never leaving skin dry even for a few seconds. And this includes taking care of the skin after cleansing so that skin is never left bare and vulnerable to any level of dehydration. Her top secret? Applying **J-One's Jelly Pack** immediately after cleansing, for maximum hydration and lifting at the same time. According to Ji-won, misting is another great way to conveniently hydrate the skin, but the rule is to apply a hydrating skincare product within 3 seconds! She also suggests keeping a hydrating mist in the bathroom. Look for a mist that has hydrating ingredients and antioxidants to kickstart a healthy skincare routine, such as this **petal-infused mist**. Any alerts on your phone will have to wait until you are done with your skincare routine!

'Tok Tok' Application

Another tip from Ji-won is 'tok tok' application. 'Tok tok' is a Korean phonetic word for gently patting on the skin. She applies this rule to her entire skincare routine. She rarely uses a towel after cleansing to avoid rubbing on the skin that may be abrasive. Instead, she gently pats the water in, and once again pats her Jelly Pack on her skin for an effective absorption.

Cleanse against the grain

Hyun-jung Ko is the OG skin ideal of Korean actresses. A prolific actress since the '80s, Hyun-jung is now in her mid 40s and completely owning it, plus has pearly, flawless skin that always makes it look like she just stepped out of a spa. She's well known for several skin rules, including never turning on the heater even in the dead of winter (it dries out the skin), and cleansing the oilier forehead and nose area first, so that your drier cheek areas aren't exposed to cleansing agents for prolonged periods of time. Most recently, her tips for cleansing against the grain took Korea by storm. Instead of cleansing from the center of the face in an outwards motion, she uses a foaming cleanser to gently massage the skin in an inwards motion, which she believes helps to deep cleanse her pores more effectively.

Don't Cut Corners

Jung Saem Mool is makeup artist to some of Korea's top stars, including Hyori Lee, **BoA**, and gold medalist ice skater **Yuna Kim**. In a recent interview she mentioned that as a makeup artist, she often sees makeup residue left on her clients' skin from a previous makeup application, even with cleansing. Her advice is to 'pay attention to the corners', meaning to take extra few seconds to massage away the makeup and grime that gets caught between the nose and cheeks, under and behind the ear lobes, under the lower lip and chin and the outer corners of the eyes that crinkle when one smiles. An easy way to do this is to use a **cleansing oil**, since the emollient texture makes it easy to massage the skin without pulling or tugging.

Start with your hands

Boy bands aren't shy about their extensive beauty routines in Korea either. **Daesung**, from the popular group Big Bang, has said that he always starts his cleansing routine by scrubbing his hands for at least a few minutes before even venturing near his face. While you don't have to go overboard, washing the hands and nails thoroughly before cleansing the face is a great way to ensure you aren't transferring unnecessary bacteria or grime to the skin.

Written by Sarah Lee and Christine Chang, founders of the natural Korean beauty website [GlowRecipe.com](https://www.glowrecipe.com)

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BEAUTY

Aqua-Filling Is the New K-Beauty Trend That Will Transform Your Crazy-Dry Winter Skin

Meet the good kind of water weight.

By [Lauren Valenti](#)


Published February 25, 2016

A wise male-model-cum-merman once said: "Moisture is the essence of wetness, and wetness is the essence of beauty." He wasn't wrong—H₂O has always been the not-so-secret secret to glowing skin 💧.

When skin doesn't get enough of it, complexions become dry, sallow, droopy, and just kind of sad. And unless you are superwoman drinking all the water *and* piling on heaps of moisturizer this winter (freak!), chances are your skin needs more hydration.

A 20-something crypt keeper myself, I *definitely* needed it. Thankfully, Christine Chang, co-founder of K-beauty mecca Glow Recipe, introduced me to aqua-filling: a breakthrough in the art of not looking dry as a bone.

“Aqua-filling: a breakthrough in the art of not looking dry as a bone.”

Like so many K-beauty trends, aqua-filling was born straight out of dermatology clinics in Korea. The inspiration was a procedure that injects hydration into the skin for a youthfully plumped appearance, but fear not—this approach involves zero needles .

"Volumizing the face was a trend a couple of years ago, but what women want now is not volume for the face, but youthful, supple, plumped, and hydration-filled skin, described as 'taeng taeng' or 'zzon zzon' in Korean," Chang explains.

This desire yielded a slew of moisture-binding, "anti-deflate" products that deliver bouncy, young-looking skin with new hydration technology. One of the key ingredients is Tremella, a fungus mushroom that possesses polysaccharides, which can hold up to 500 times its own water weight. It's one of the few ingredients in nature that has this capacity and is said to be even more effective than hyaluronic acid in repairing dry skin.

"When dry Tremella is resoaked, it blossoms almost instantly to its original, supple state," says Chang. Watch this madness unfold before your eyes:

Are you a believer *now*?

A powerful antioxidant and anti-aging ingredient, Tremella can be found in a handful of K-beauty creams, but most popularly Earth Recipe's Moisture Bound Cream. "It anchors hydration in the deepest layers for luminously plumped skin," says Chang.

Another major player is Primary Raw's Doyou Azulene Gel Cream, which, believe it or not, is actually water-free. "It's able to aqua-fill the skin with raw bamboo sap, which mimics natural moisturizing factors found in skin," she says, adding that sap is what powers the growth of bamboo—you know, that grassy stuff that can grow up to 23 inches a day.

Teamed with skin-soothing azulene (steam distilled from chamomile plants) and encapsulated vitamin E, the formula is fast absorbing and your-skin-will-never-be-the-same hydrating. Also, it comes in the coolest apothecary-like bottle.

So, dear decrepit readers, give 'em a try.

1



2

(Image credit: Courtesy of Glow Recipe)

1. Earth's Recipe Moisture Bound Cream, \$43; [glowrecipe.com](https://www.glowrecipe.com).
2. Primary Raw DoYou Azulene Gel Cream, \$46; [glowrecipe.com](https://www.glowrecipe.com).

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Lauren Valenti



Beauty Editor

Lauren is the former beauty editor at Marie Claire. She love to while away the hours at coffee shops, hunt for vintage clothes, and bask in the rough-and-tumble beauty of NYC. She firmly believes that solitude can be a luxury if you've got the right soundtrack—that being the Rolling Stones, of course.

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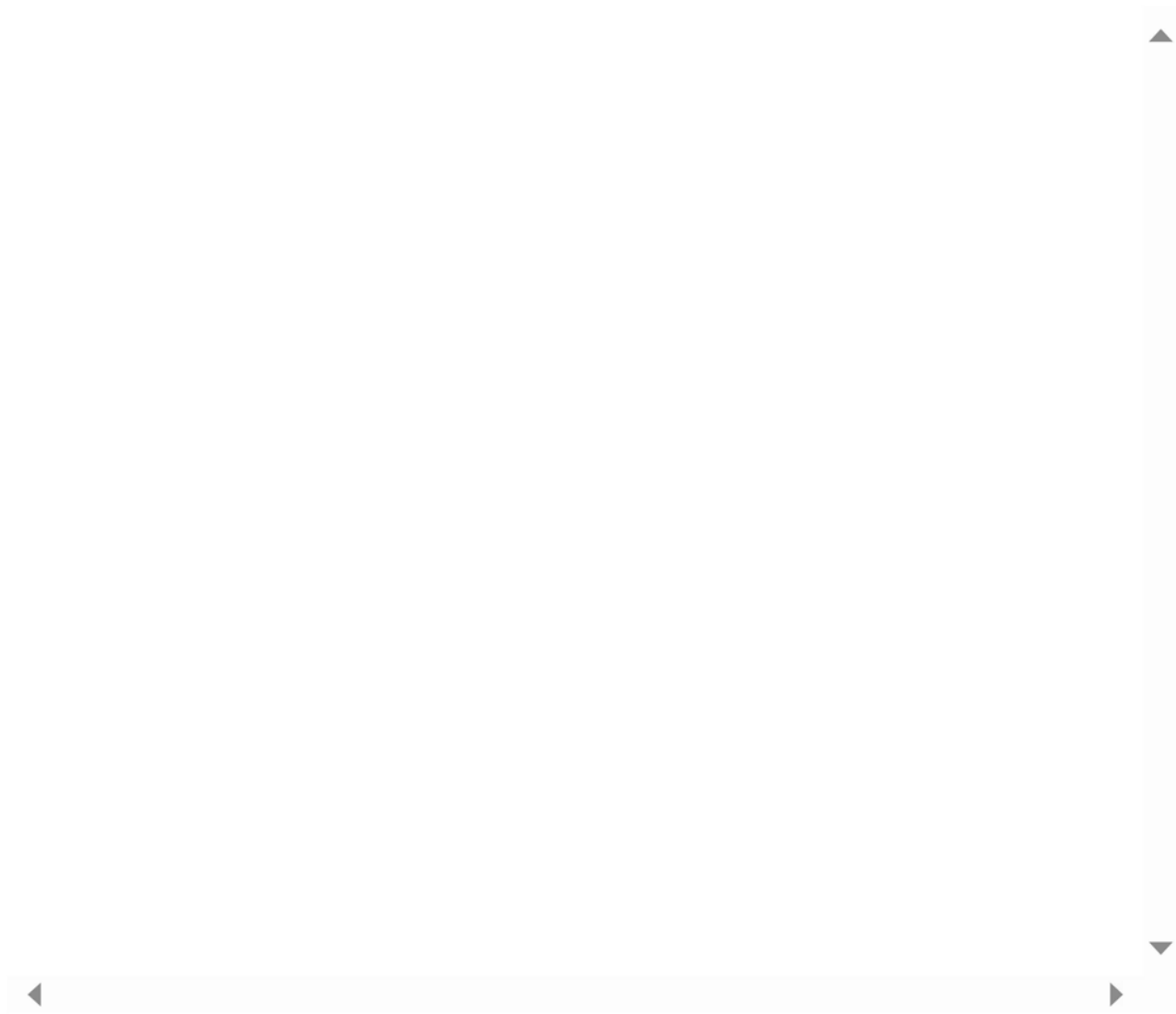
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R-00028 –
2016 NBC Article

ASIAN AMERICA

New York's Seunghyun Suh Is the Stylist to the K-Pop Stars

Seunghyun Suh's clients have included the Korean girl group the Wonder Girls, Seattle-born entertainer Jay Park, and multiple Korean actors.



— Stylists at Kakaboka in New York City work on clients as Seunghyun Suh, co-owner of the salon, greets customers. Tamar Herman / NBC News

March 31, 2016, 9:53 AM EDT / Updated March 31, 2016, 9:58 AM EDT

By Tamar Herman

Seunghyun Suh doesn't look like one of New York City's most in-demand stylists. A petite woman with a short bob, Suh's understated demeanor hides her popularity in fashion circles and with South Korean celebrities. She's gone on tours with K-pop idols and worked on countless ads and photoshoots, all from the heart of the New York City Koreatown salon she co-owns with her husband.

"I like working with celebrities because I can be more imaginative," Suh, 44, told NBC News through a translator. "When I work with a client in the salon, I work within the realm of what they want, but for stage you can be freer."

RELATED: [Korean Beauty Products, Once Niche, Are Entering the U.S. Mainstream](#)

The stage has been where much of Suh's work has been displayed. She traveled with Korean girl group the Wonder Girls and the Jonas Brothers during their 22-state tour in 2009 and more recently styled Korean singer Gummy as well as Kim Jong Gook and Haha, stars of the Korean variety show "Running Man."



— Seunghyun Suh at her salon, Kakaboka in New York City. Tamar Herman / NBC News

Suh moved to the United States 11 years ago from Seoul, where she worked at a hair salon in the fashion forward Cheongdam-dong neighborhood. The move was difficult, but the city inspired Suh more than any other. Her salon reflects the inspiration, featuring a light fixture made out of musical instruments and a crystal chandelier.

“At first it was hard to get business and adjust to New York City,” Suh said. “But after I figured out that doing fashion here was really unique, I fell in love with the city. My eyes opened up once I came to New York. In Korea, there’s a certain look that’s trendy. But here, because of the diversity, there’s so many different styles to work with.”



glowrecipe
Kakaboka

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From left to right :

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"My eyes opened up once I came to New York. In Korea, there's a certain look that's trendy. But here, because of the diversity, there's so many different styles to work with."

Suh's Cheongdam-dong connections helped her become the in-demand makeup artist and hair stylist in New York for Korean stars. JYP Entertainment, one of Korea's largest entertainment agencies, chose her to style the Wonder Girls over several other stylists. She remembers working with the singer Rain and actresses Lee Yeon Hee and Han Hyo Joo, but said she's worked with too many stars to recount them all. Other clients include Korean boy band TVXQ, actor Lee Min Ho, and Seattle-raised entertainer Jay Park.

"At first I didn't really dream of working with celebrities, but then I found out that was the field I liked," Suh said. "When you start doing hairstyling, people tend to go through a lot of slumps

because it's so hard. For me it was pretty smooth. I got lucky, so I was able to dream big. I never dreamt of quitting.”

As interest in Korean beauty products have increased, Suh has worked on ad campaigns for the K-beauty brand Peach and Lily and drugstore cosmetic brand Kiss. The rise in popularity excited her, and she said her salon has been busier than ever. During New York Fashion Week, Suh had no time to spend at Kakaboka, working on location at fashion shows nearly the entire week instead.

“Since K-beauty became more popular, an increasing amount of people have come to the salon for Korean makeup,” Suh said.



— The interior of Kakaboka hair salon in New York City's Koreatown. Tamar Herman / NBC News

Her K-Beauty-America love affair goes two ways, she said, noting how New York City has changed her and others she knows.

“I think Koreans love New York City because there’s more to see here,” Suh said. “There’s more arts, fashion. There’s everything here. I’ve been to Europe and other places, but there’s nothing like the city. I feel younger since I’ve been working here and work with young, fashion-forward people. I became more open-minded.”


RELATED: [Filthy Rich Barbershop Gives Celeb-Status Cuts With a Hometown Vibe](#)

In the future, Suh wants to teach more people in New York about Korean beauty and launch a hair care line that will negate the damage done from frequent hair treatments, perms, and coloring. She also wants to help sustain the Korean beauty trend, which she is glad to be a part of.

“I feel really proud that Korean makeup is getting more popular,” she said. “I want to get my name out there more about makeup. I want to make K-beauty bigger.”

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— Tamar Herman



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R-00029 –
2017 Glamour Article

SKINCARE

Glow Recipe's Watermelon Face Mask Has a 5,000 Person Waitlist—And It's Worth It

It's a lazy girl's dream.

BY RACHEL NUSSBAUM

May 25, 2017



Instagram/@GlowRecipe

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Certain products feel like your very own incredible, made-specifically-for-you secret—the perfume that nails your soul's essence, the moisturizer you stumble upon and never let go. And others? They have a waitlist in the thousands. See the scrub that 50,000 people signed up for, anything with Kylie Jenner's name on it, and Glow Recipe's new Watermelon Glow Sleeping Mask, which launched last week and quickly racked up a waitlist of 5,000. On the one hand, if everyone's buying something, it must be good, right? On the other, if everyone jumped off a bridge, etc. No one wants to be had, so I cracked open the mask and put it to the test.

The K-beauty brand's first mask is a highly aesthetically pleasing, milky pink housed in a rounded glass cube (yeah, yeah, it's millennial). True to its name, the Watermelon Glow smells uncannily like a watermelon Jolly Rancher candy. Texturewise, it's a nonsticky, thick gel one step thinner than a jelly, about the consistency of a slow-moving sauce. Sleeping masks are the K-beauty world's bread and butter: You slap one on at night, and it works as basically a supercharged night cream. Their benefits vary, but the Watermelon Glow claims to boost radiance with a combination of exfoliating watermelon extract and plumping hyaluronic acid.

Instagram content

This content can also be viewed on the site it originates from.

Unfortunately for my Jolly Rancher-loving self, you've gotta stop sniffing the mask to smear it on your face. It goes on goopy—as you'd expect from a gelatinous glob of product—but sheers out to a clear, glistening finish. At my desk in the middle of the workday, I opted to try it as a wash-off mask instead of giving it the full eight-hour run.

Instagram content

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Halfway into the 10 minutes the brand recommends, half of my face had dried down and felt supersoft. The other half stayed tacky until I wiped it off with a tissue, which was the weirdest part of the whole endeavor: The tissue felt like it was skating on top of my skin, pressing the product in instead of wiping it away. A little bizarre, compared to the clay face masks I typically reach for, but it paid off. After a few minutes of rubbing, the feeling was gone and my skin was soft, smooth, and *dare I say* plump. You know that sheen you see on just-moisturized skin? There was that, times ten. It was addictive—I couldn't stop poking my face to see more of the lit-from-within glow in action.

I tend to leave [clay masks](#) on way too long and reap the drying consequences (the price of plunking down with a face mask and Netflix), so I think the Watermelon Glow is an excellent choice for giving lazy the advantage. Given what it can do in 10 minutes, I'm definitely intrigued by what the ingredients could do on a full night's sleep. And if that's not the dream (a sleep pun), I don't know what is. You chose wisely, 5,000 people.

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BEAUTY > SKIN CARE

K-beauty Platform Glow Recipe Launches Namesake Skin-Care Range

The multitasking skin-care duo launches at Sephora today.

By **Rachel Strugatz**
May 23, 2017, 12:01am

f t g p +



Glow Recipe's Watermelon Glow Sleeping Mask and Blueberry Bounce Gentle Cleanser.

NEW YORK — South Korean beauty incubator and e-commerce site Glow Recipe is introducing a namesake line of product.

Until now, the business has been split between discovering South Korean beauty lines and then adapting them for the U.S. market and maintaining e-commerce site Glowrecipe.com to sell these products. But now, Sarah Lee and Christine Chang, cofounders and co-chief executive officers of Glow Recipe, are parlaying their expertise in K-beauty into a new multitasking skin-care range, that to start, has two products.

A Watermelon Glow Sleeping Mask, \$45, gel hydrator and exfoliator, and a Blueberry Bounce Gentle Cleanser, \$34, a deep cleanser, will be launched today at Glowrecipe.com, **sephora.com** and will enter all Sephora stores in the U.S. June 2. (A prelaunch last week on Glowrecipe.com sold out in five hours, and there's now a 5,000 person waitlist for the mask.) Both products do double duty or even triple duty in the case of the cleanser, which according to Chang cleanses, moisturizes and even takes on the role of a toner.

Single products that take on multiple characteristics are central to the line, said Chang, who is open about her mission to debunk stereotypes associated with K-beauty — the most common being it takes at least 10 steps to embrace the skin-care trend. The sleeping mask, for instance, exfoliates and hydrates simultaneously — and effectively without irritation. It's also made with watermelon, a "time tested DIY ingredient" in South Korea that's used for things from heat rash to hydrating face mists.

"We're seeing great technology there [in South Korea] that we wanted to, essentially, distill it for the U.S. customer. While K-beauty has been amazing, there is still a lot of education that needs to happen. People are still very overwhelmed and still ask, 'Is it really 15 steps?'" Chang said, calling her and Lee's collection "the best in South Korean technology an innovation" but delivered in a "compact and thoughtful way."

And with Glow Recipe's personal spin.

Chang maintained that product development took 18 months and testing more than 1,000 formula submissions. Along with Lee, the two poured over technology, textures and ingredients and vetted product with a multiethnic testing panel over the course of many rounds.

Since inception, the company's business has been split between retail platform and incubator, but the addition of Glow Recipe's own brand creates a third revenue stream. It won't cannibalize the existing e-commerce business, which carries around 30 South Korea-based brands, Chang said.

"When we product develop we don't ever look at what's doing well among the brands we partner with and create a lower cost version of them. That's not how we approached this," Chang said. "It's important to be at forefront of trend and ingredient stories, and having a private brand gives us the flexibility and the quickness that will allow [us to] be at the forefront these trends."

Since founding Glow Recipe almost three years ago, Chang and Lee have not raised any outside capital and maintain the operation has been cash flow positive since the beginning. The \$3,000 the two generated in revenue during their first two months in business quickly grew to \$1 million a year later, Lee said, adding that company saw triple digit growth in 2016 and is on track to do the same the year. In March, they opened their first U.S. pop-up in SoHo, and in early May, a second temporary space bowed in Saks Fifth Avenue's The Wellery.

"Our Instagram following grew by 2,000 people in one day," Lee said of announcing a prelaunch of Glow Recipe's new products last week. "The interest is there, and it will help to put out the Glow Recipe name....As a whole it's a good thing for everyone on the platform."

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R-00031 –
2017 WWD Article (#2)



BEAUTY > BEAUTY FEATURES

Glow Recipe to Open Pop-up at Henri Bendel

As the company's third brick-and-mortar pop-up, the space will serve as the official launch of its Wayskin Skin Analyzer tool.

By **Layla Ilchi**

October 26, 2017, 1:35pm



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Glow Recipe is making its way to Fifth Avenue. The K-Beauty purveyor and private label brand is opening a brick-and-mortar pop-up, which the brand calls its “Glow Studio,” at Henri Bendel on Oct. 28. The pop-up will include more than 200 products, beauty

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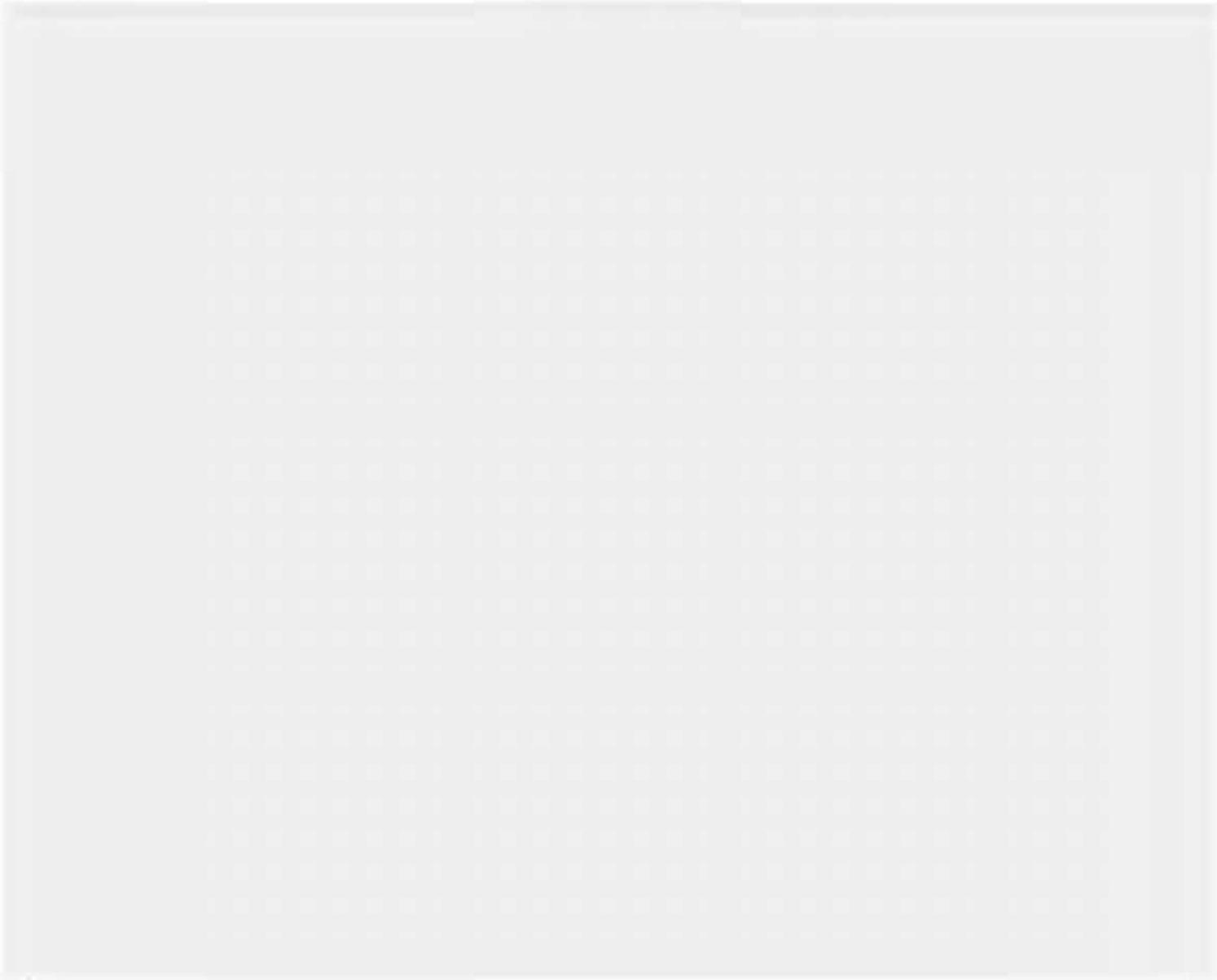
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R-00032 –
2017 Allure Article

SEOUL MATES

Nordstrom's Korean Beauty Pop-Up Shop: Everything You Need To Know

BY GILLIAN FULLER

February 11, 2017



Vivian Hsu Photography

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For those of us who live and breathe all things beauty, **Korean beauty** is a godsend: The foreign-born industry is packed full of innovative, fun products, often at super-low price points. Unfortunately, coming across these Asian beauty goodies isn't always easy, especially if you don't live within driving distance to a Sephora—or want to pay an arm and a leg for foreign shipping charges. Luckily, access to K-beauty just got a lot easier, thanks to Nordstrom. The department store—which made headlines earlier this week for **dropping** all Ivanka Trump products from its inventory—just launched a K-beauty concept shop, bringing high-end Korean makeup, skincare, body products and more to the masses. Trust me: You're going to want to check this out.



The pop-up shops, which are tricked out in kitschy Korean-inspired decor like fuzzy pink yoga balls and spinning light displays, launch at seven North American Nordstrom locations (in Seattle, Los Angeles, Dallas, Chicago, Vancouver, Toronto, and Bellevue, WA) and online today, February 10. The shops feature more than 500 (!) beauty products, including cult faves from brands like Too Cool For School (we've obsessed with their **Egg Mousse Body Oil**) and **Glow Recipe**, to exclusive finds never before sold on this side of the Pacific. Best of all? Everything clocks in at under \$100—so you're safe to shop to your heart's (or wallet's) content.

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Unlike Nordstrom's new natural beauty section, which launched last month, the K-beauty concept shop is separate from Nordstrom's in-house beauty selection, and—at least, for now—temporary. Both the

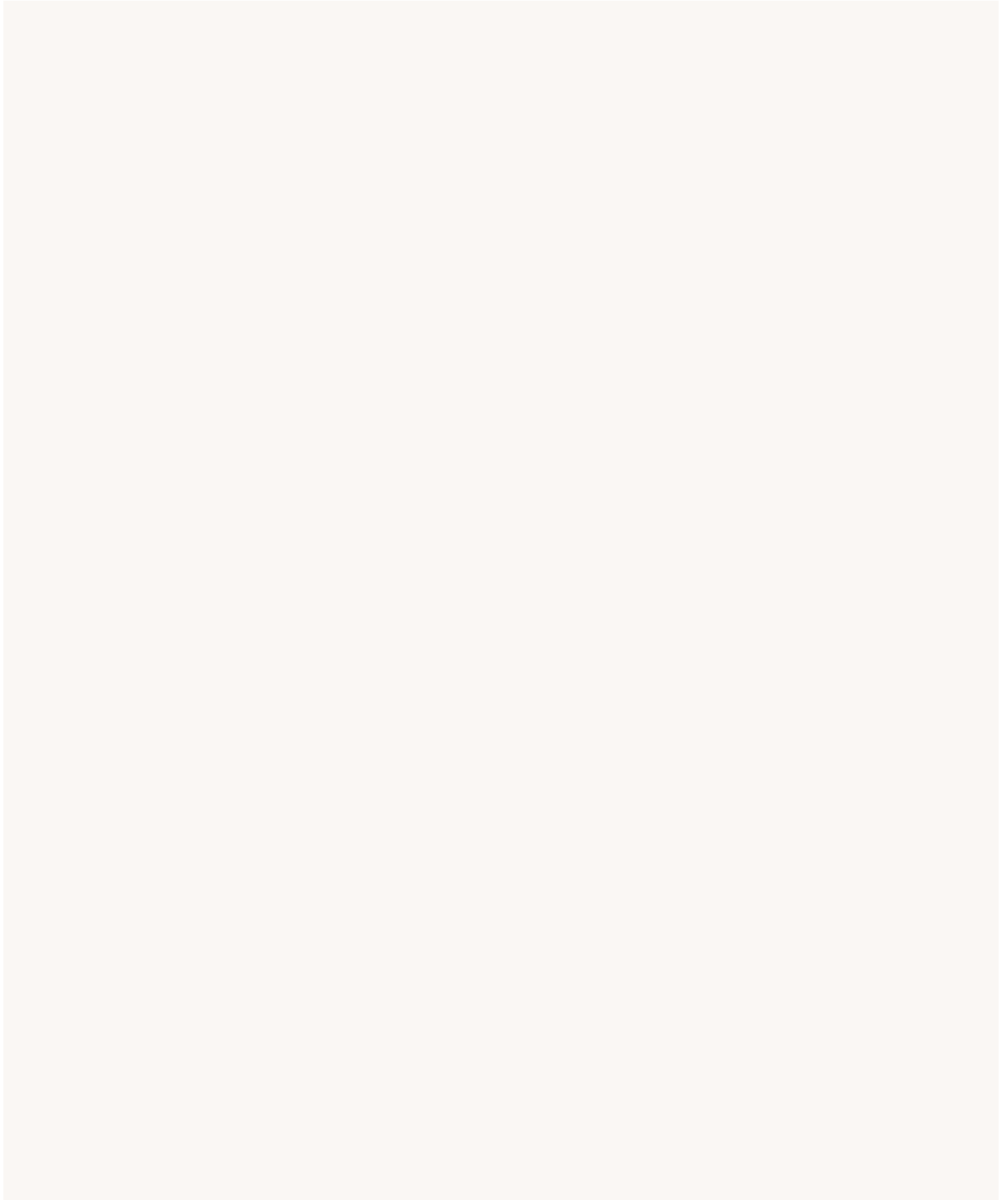
brick-and-mortar locations and the online shop will run through March 26th. However, according to [Popsugar](#), if the pop-up proves successful, Nordstrom may consider permanently expanding its K-beauty offerings, making the world—or at least, um North America—a more diverse, prettier place for us beauty lovers.

More on Korean beauty:

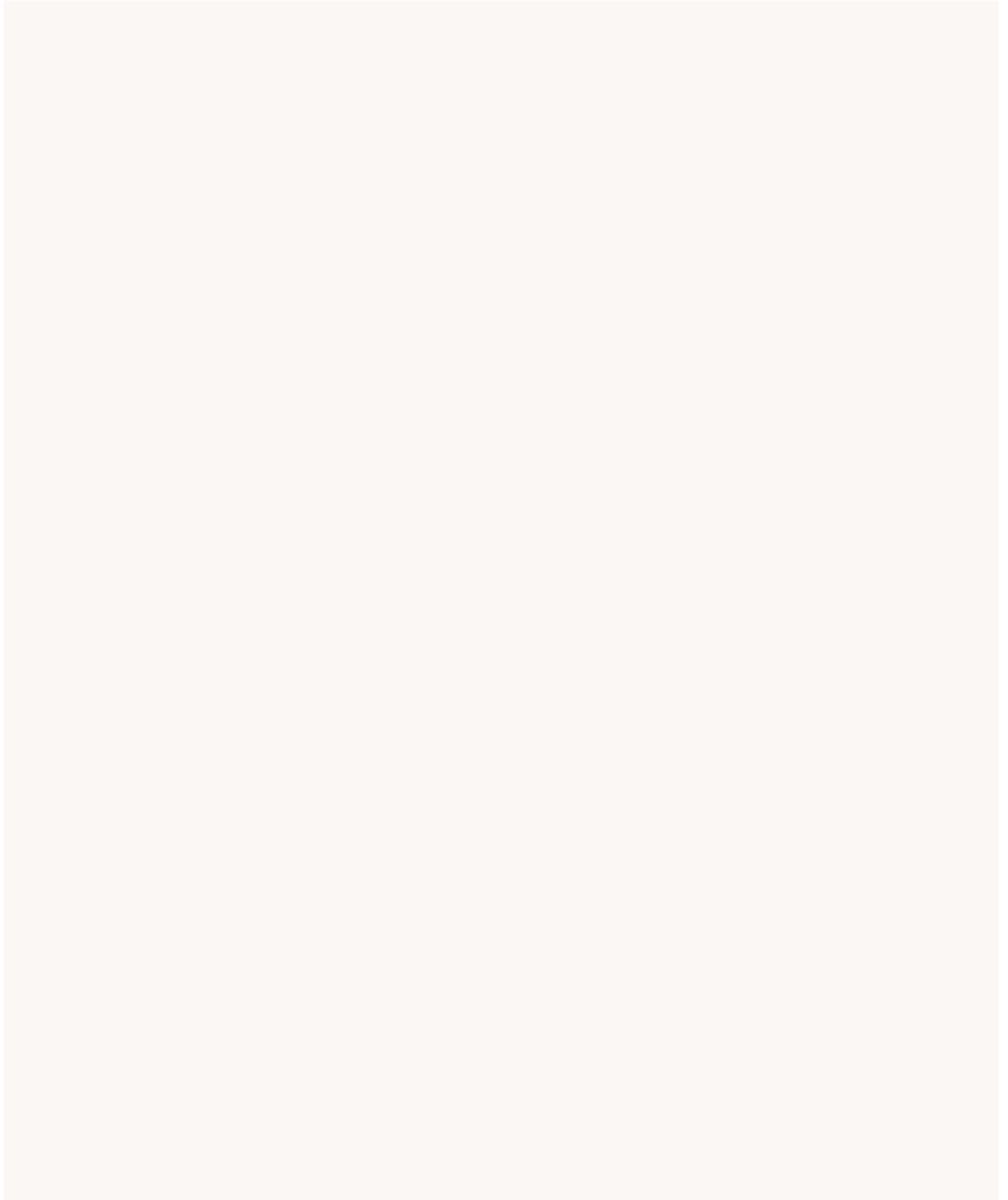
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Scroll down to see some of the coolest products on offer, and head to [Nordstrom](#) to shop the crazy-good selection for yourself.

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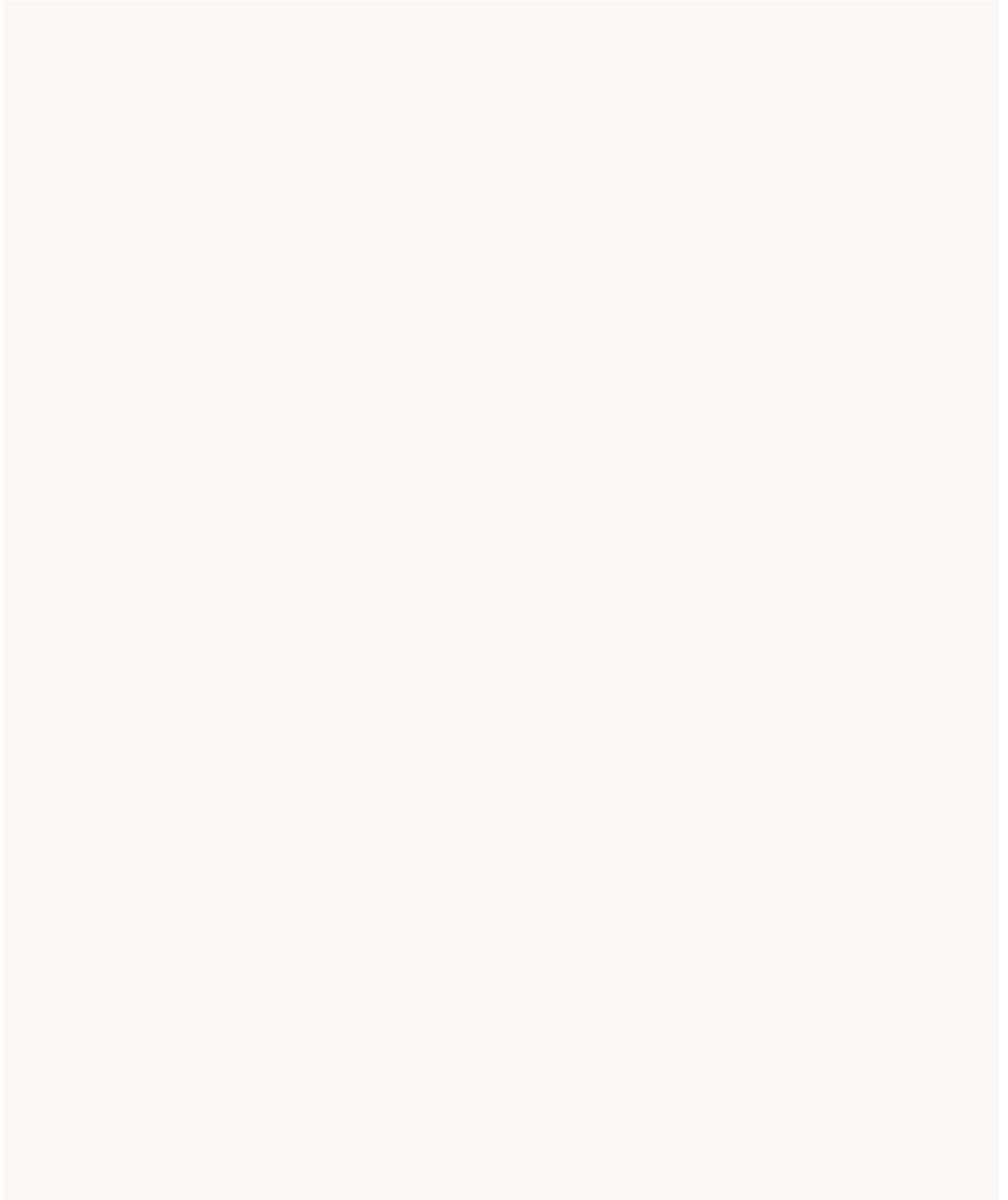


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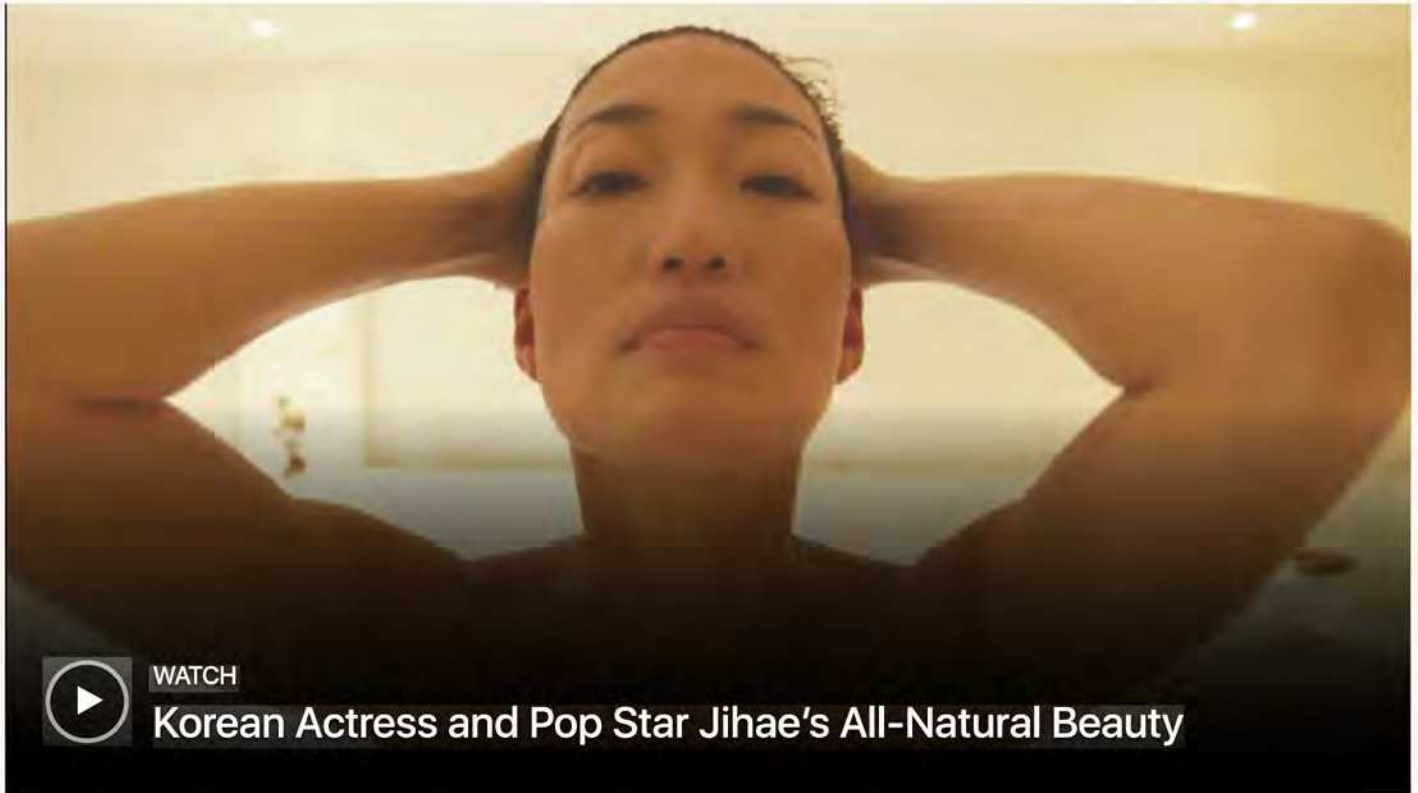


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R-00033 –
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K-BEAUTY GOODNESS

Korean Beauty Glow Recipe Skincare Is Coming Soon (Update)

BY SARAH KINONEN

May 18, 2017



Photo illustration: Hannah Choi/Allure; Courtesy of Glow Recipe (products)

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UPDATE (May 18, 2017 9:00 a.m. EST): Remember when we told you all about Glow Recipe Skincare, the brand-new skin care line from **Korean beauty** retailer Glow Recipe? Well, we have some good news *and* some bad news. After pushing the launch date of its highly anticipated sleeping mask and cleanser, they finally launched yesterday. That's where the good news comes in.



Now, we have to break your heart a little bit. The hype was *so* real that every single one of the multitasking products sold out yesterday, too. Glow Recipe shared the news on Instagram yesterday, and we can't help but be impressed. So if you weren't one of the lucky people to add the ultra-moisturizing Blueberry Bounce Cleanser and the perfect-for-summer Watermelon Glow Sleeping Mask, you'll have to wait a little longer. Glow Recipe will be announcing the restock date for these versatile wonders, which you can read more about below, soon on its Instagram page.

Instagram content

This content can also be viewed on the site it [originates](#) from.

This post originally appeared on March 31, 2017.

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Sheet masks. Sleeping packs. Silky essences. Over the last couple of years, Seoul has brought so many deliciously innovative skin-care trends stateside — with the help of curated collections from **Korean beauty** retailers, including **Glow Recipe**, **Peach & Lily**, and **Soko Glam**. And now, those retailers are slowly starting to create a name for themselves in the K-beauty space. **Peach & Lily** launched its own sheet mask collection last fall, and recently, Glow Recipe announced it's jumping into the product development game with its own eponymous line, Glow Recipe Skincare.

Officially dropping May 1, Glow Recipe Skincare, created by the retailer's co-founders Christine Chang and Sarah Lee, will launch with just two products: a creamy Blueberry Bounce Cleanser and an ultra-hydrating Watermelon Glow Sleeping Mask. But what sets these two launches apart from **traditional cleansers** and **sleeping masks**, is that these guys were literally formulated to be multitaskers.

The cleanser, just as its name suggests, is formulated with antioxidant blueberry to decrease oil production, while it deep-cleans and hydrates. But if your skin is super-parched, here's where the multitasking comes in: The cleanser, which actually smells like sweet berries, doubles as a face mask, and can be worn (on dry, clean skin) for five to eight minutes for a little extra hydration. Personally, I prefer it best in the shower, but that's just me.

And then there's the sweet like candy, gel-based Watermelon Glow Sleeping Mask, which claims to exfoliate as it hydrates — all while you're catching your Zzzs. Why watermelon, though? According to Glow Recipe, in Korea, the water-based fruit, which is rich in potassium, vitamins C, A, and B6, is traditionally used to soothe inflamed skin (a.k.a. sunburns) in the summer. So, the idea of Glow Recipe Skincare's overnight mask is that after slathering on the treatment before bed, by the time you wake up (and rinse off any leftover residue), your skin will feel hydrated and any underlying redness will be soothed (albeit temporarily). And like the cleanser, this overnight mask can also be used as a quickie treatment and rinsed off (with warm water) after ten minutes of wear, which is how I like to use it — before I layer on my toner.

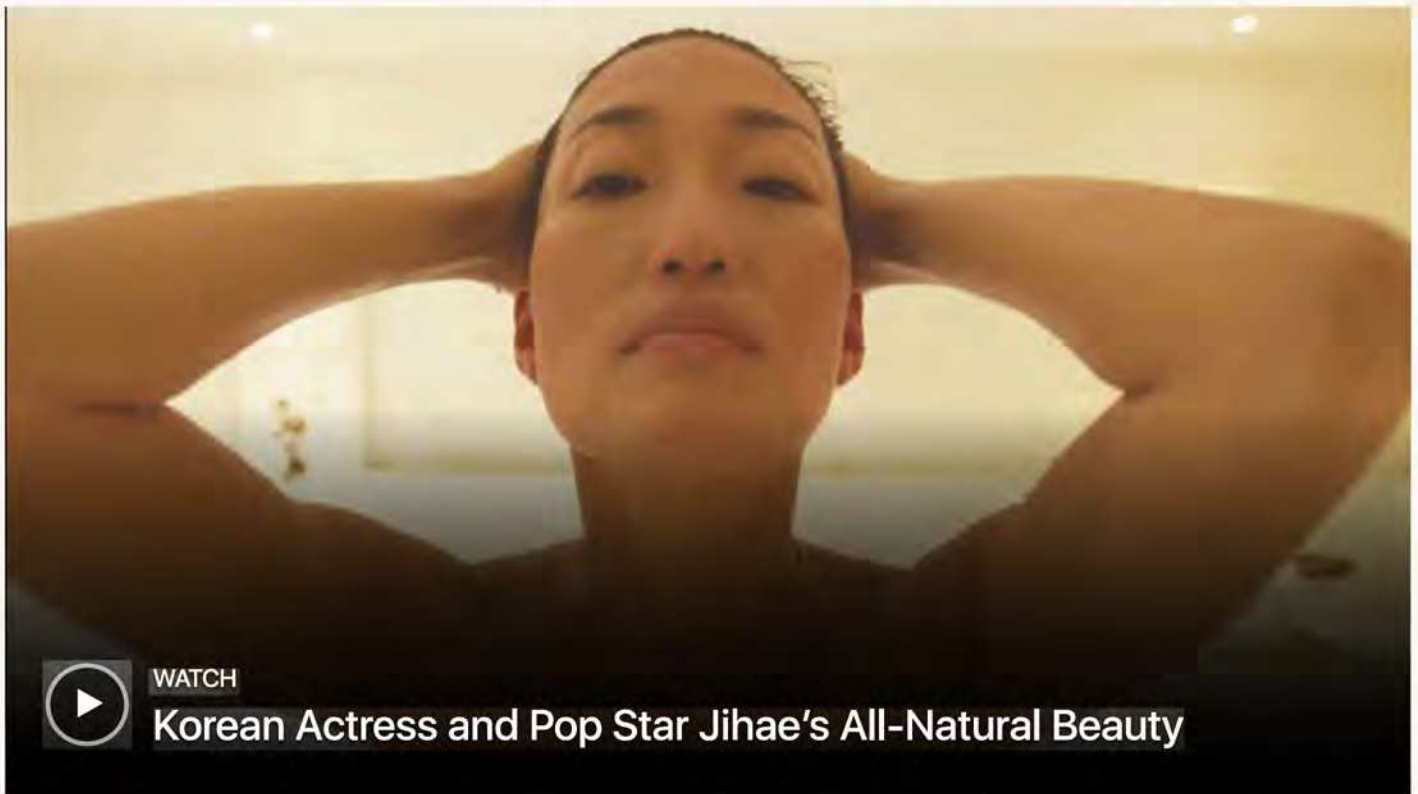
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Excited about what Glow Recipe Skincare is cooking up? Us, too. Unfortunately, you'll have to wait May 1 to add the Blueberry Bounce Cleanser and Watermelon Glow Sleeping Mask to your skin-care stash when

the line becomes available at [glowrecipe.com](https://www.glowrecipe.com) for \$34 and \$45, respectively.

Now, watch Korean actress and pop star Jihae's all-natural beauty routine:



Sarah Kinonen is the associate digital beauty director of *Allure*, where she oversees all beauty market for Allure.com. A journalist with nearly a decade of experience, Sarah has covered beauty for *PEOPLE Magazine*, *InStyle*, and *Women's Health*. In her spare time, she can be found testing the latest skin-care... [Read more](#)

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R-00034 –
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SHOPPING BEAUTY

Sephora's Latest Skincare Sellout Is Watermelon Pink and Perfect

Glow Recipe's sleeping mask sold out twice in one week and now has a waitlist.

By Cheryl Wischhover | May 31, 2017, 11:02am EDT

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Glow Recipe Watermelon Glow Sleeping Mask (\$45)

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If it feels like Sephora has been stocking a lot of winning skincare products lately, you're not imagining it. First, there was the [gel cream category](#) generally, and Tatcha's [Water Cream](#) specifically. Then came Biossance [Squalane Eye Gel](#). This week's sellout frenzy has also been caused by a newcomer.

[Glow Recipe](#), the Korean beauty e-commerce site, just released two products under its eponymous label: [Blueberry Bounce Gentle Cleanser](#) (\$34) and [Watermelon Glow Sleeping Mask](#) (\$45). The latter sold out at Sephora.com within a week of launching there, and has now sold out twice on Glow Recipe's own site. It's currently unavailable at both places, and the founders estimate that there's about a 5,000-person waitlist. They're hopeful that new stock will arrive this week.

So what's the big deal? Okay — first of all, just *look* at this thing. Besides the obvious [you-know-what pink](#), this jar is pretty special. It's made of solid, hefty, comforting asymmetric glass, so I was pretty smitten with the press sample I received before I even opened the jar. Upon opening it, you're greeted with a hint of chic Jolly Rancher watermelon scent. The magic really happens when you dip into it, though.

This is a sleeping mask, a very common Korean skincare category that usually has a [gel cream](#) consistency and is loaded with hydrators and active ingredients — it's basically a mask you don't wash off. It's used as the final step in your nighttime skincare routine and supposedly locks in all the other stuff you put on your skin.

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This one has a fantastic ingredient list, which includes hyaluronic acid for attracting moisture, glycolic and lactic acids for some mild resurfacing, and tons of plant extracts. (If you have sensitive skin, you might want to treat it like a regular mask and wear it for 10 to 15 minutes and then wash it off, since it contains exfoliating acids that could be rough on some skin types.) It also has a fun consistency that reminds me of gooey caramel that melts into your skin without any residue.

Christine Chang, a Glow Recipe co-founder, told me that her team was inspired to make this product because her mother used to put watermelon rinds on her skin to soothe it when she was a kid. This is a pretty perfect interpretation of food reimagined as skincare.

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R-00035 –
2017 W Mag Article



LIFE

Why Watermelon Is the Hottest Korean Skincare Trend Right Now

Here, two K-beauty experts explain the trend.

by **Nada Abouarrage**
June 23, 2017







As our beauty routines change with the seasons, it's important to look to new ingredients that have seasonal benefits. This summer, Korean beauty experts and Glow Recipe co-founders Sarah Lee and Christine Chang recommend keeping an eye on a surprising ingredient: watermelon.

“Watermelon is one of Korea’s most popular fruits. It symbolizes family get-togethers, mother to daughter DIY skincare sessions, and is a powerful hydrator,” says Chang. “[Growing up] our grandmothers would cut thick slabs of the chilled fruit and rub the rind on our backs and legs, as a soothing cure-all for heat rash and irritated skin – a well-known tradition in Korea.”



Here, the K-beauty duo break down why watermelon and other natural fruits are skincare’s next big trend, and how they’re incorporating it into their own line.

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What are the skincare benefits of watermelon?

Smith Lee: “Watermelon has 92% water content and is rich in vitamins A, B6 and C, amino acids and lycopene. It’s also incredibly antioxidant-rich and is a great hydrating and soothing ingredient for skin year-round. The lab we worked with in Korea sources only locally grown watermelon in order to obtain the freshest, most vibrant fruit for the formula.

My mother is my skincare role model and advisor, from whom I learned most of my skincare tips and watermelon was one of her go-to DIY facial ingredients. She used to grate cold, refrigerated watermelon rind in thin, almost see-through slices to put on my face as a cooling and soothing mask. This was especially effective after having been exposed to the sun or on acne breakouts in my teens.”

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What are the skincare benefits of blueberries?

Christine Chang: “Blueberries are packed with anthocyanin, a flavonoid which is a potent antioxidant. We wanted to develop a cleanser that would leave the skin so hydrated and bouncy that there would be no need for a toner. We went through countless formulas until we hit on this combination of antioxidant rich blueberries, hyaluronic acid and AHAs to create a formula that was deep cleansing, but gentle and extremely hydrating.”

How you determine which ingredients to use in your products?

Christine Chang: “Ultimately it comes down how the fruit or plant extracts have been used and combined with other botanical or scientific skincare ingredients. While we love natural ingredients, our approach is holistic – we look at how the formula works instantly and over time on our team but also our multi-ethnic tester panel, the experience of the texture on skin and what ingredients have and haven’t been used in the formula.”



[View on Instagram](#)

Are there seasonal fruits that work better in the winter time vs. the summer?

Sarah Lee: “We think that many fruit ingredients can be used year round! Watermelon for example is ideal for year-round use as it’s a powerful yet gentle hydrator. Our recommendation would be to revisit your skin concern by season – if you have more oily or combination skin, choose fruit extracts in formulas that are lightweight and have a blend of soothing, balancing ingredients. With dry skin, we’d recommend whipped or more creamy textures and water-binding ingredients that can hydrate and nourish the skin.”

The Best Korean Beauty Products According to W Editors

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W

"I used to splash cold water on my face when I woke up, but ever since trying this oil-based cleanser, I can't go back. It's become as essential as SPF" – Mia Adorante, Beauty and Health Editor
[Lagom Cellup Gel to Water Cleanser, \\$18, peachandlily.com](#)

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"A friend recommended this to me when I was complaining about dry winter skin, and I haven't looked back since." — Christy Key, Fashion Assistant
Blithe Tundra Chaga Pressed Serum, \$49 [sephora.com](https://www.sephora.com)

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"Ever since a friend gave me this cream and liquid duo a few years ago I have been addicted. They keep my skin so soft and smooth!" – Sarah Leon, Digital Editorial Director
Dr. Jart+ Ceramidin Cream and Liquid, \$39, [sephora.com](https://www.sephora.com)

W

MENU

"After my visit during Seoul Fashion Week, I'm hooked on snail masks. But my new daily favorite moisturizer is from a new brand called Huxley, which uses cactus oil and has an opposite approach to K-beauty, in the sense that they believe less is more. I used their cream on the plane back and felt like one of the porcelain-perfect flight attendants." – Emilia Petrarca, Digital Associate Features Editor
Huxley anti-gravity cream, \$48, [glowrecipe.com](https://www.glowrecipe.com)

W

MENU

"The moisturizer seeps into my skin instantly and is super light. The formula melts into a water texture once it hits your skin but doesn't try it out. Its magic" – Courtney Costello, Fashion Market Assistant
Dr. Jart+ Water Drop Hydrating Moisturizer, \$36, [sephora.com](https://www.sephora.com)

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MENU

"A staple in my nighttime regime, this mask makes me feel refreshed and clean, while visibly reducing my pores." – Colin Summers, Accessories Assistant
Skinfood Egg White Pore Mask, \$10.50, [ulta.com](https://www.ulta.com)

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MENU

"I admit I was confused at first with the concept of a splash mask, but Blithe's Energy Yellow Citrus & Honey Splash Mask changed my skincare routine for the better. I love the ease of applying in the shower and I swear my skin was smoother after the first splash." – Ryann Foulke, Assistant Fashion Editor
Blithe Energy Yellow Citrus & Honey Splash Mask, \$45, [sephora.com](https://www.sephora.com)

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MENU

"It's so fun you use — it's called the squish-and-bubble mesh mask because you literally squeeze it and it works up a lather!"- Samantha Andriano, Social Media Manager
Wish Formula Squish-and-Bubble Mesh Mask, \$7, [glowrecipe.com](https://www.glowrecipe.com)

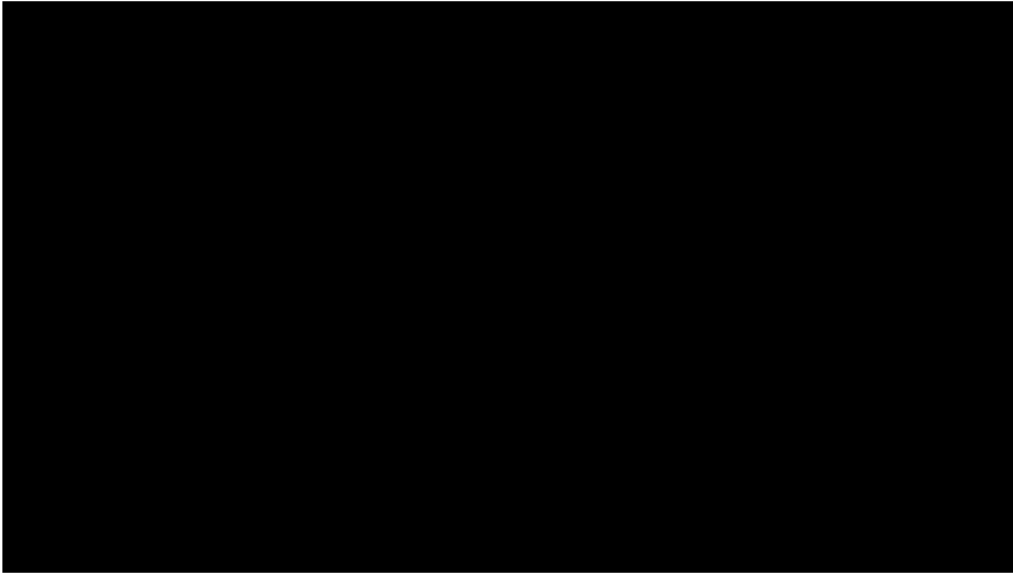
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"It's super gentle on my sensitive skin and really exfoliates to give me a radiant glow-it's perfect for when I want a fresh start on my skin." – Nada Abouarrage, Beauty Assistant
AmorePacific Enzyme Peel, \$60, [sephora.com](https://www.sephora.com)

India Salvor Menezes's Version of Botticelli's The Birth of Venus Is Still Naked, but Much Snarkier

MENU



R-00036 –
2017 Well and Good Article



Go Behind the Scenes of Saks Wellery, Retail's New Game-Changing Wellness Experience



Well+Good Editors

May 17 2017

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If you're looking for more proof that wellness is going mainstream (as we predicted in our [2017 Wellness Trends](#)), see exhibit A: Saks Wellery, the healthy-living playground currently occupying more than 16,000 square feet on the second floor of Saks' Fifth Avenue flagship.

As interest in healthy living continues to grow, savvy retailers are jumping on the trend—but few go as full-throttle as the totally immersive pop-up experience, which combines mini fitness studios, athleisure shops, and natural beauty spas into one feel-good package. (Yep, you can literally go from sweating at ConBody to shopping at Beyond Yoga...in ten steps.)



And on Thursday, May 11, the idea lived up to the buzz: nearly 2,000 Well+Good readers and healthy-living enthusiasts poured in for the launch, co-hosted by yours truly.

|

Nearly 2,000 Well+Good readers and healthy-living enthusiasts poured in for the launch.

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hundreds (seriously—we gave away approximately 600 of them).

“Our latest concept shop, focused entirely on wellness, continues the Saks tradition of elevating shopping to a higher level by building exciting customer experiences,” Saks chief merchant Tracy Margolies shared. “We want the Saks Wellery to be a sanctuary for our customers—a place to find peace and solace in the middle of our bustling city.”

Keep scrolling for pics of all of the buzz—and check out all the feel-good opportunities you can hit up yourself through fall 2017.



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The evening's host struck a pose: Saks president Marc Metrick, Well+Good co-founders Alexia Brue and Melisse Gelula, and fitness star Tracy Anderson (and yes, guests got a chance to snap a pic with Gwyneth's BFF, too).

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It-girl DJ Pamela Katz kept the tunes pumping all night—and sipped Pressed Juicery in between tracks.



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A peek at the crowd—a small fraction of the nearly 2,000 wellness fans who attended, eager to get a first look at what amounted to basically a healthy-living dream-land.



Party-goers lounged on TechnoGym’s Wellness Balls—the exercise booster used for muscle toning and restoration—while waiting their turn to try out innovative fitness equipment.



Splash Mixers were the drink of choice for the evening, providing an all-natural, low-sugar take on traditional cocktails including Cosmopolitan, Strawberry Cosmopolitan, and the classic Martini.

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Those who braved the long lines at Breathe Salt Room were rewarded with a luxurious detox session inside the Himalayan salt chamber (and excellent photo opp, of course).



The gorgeous space was basically selfie paradise.

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For those that craved a breather, Glow Recipe provided flash facials for a quick self-care moment among the commotion.



All the action was sure to make you thirsty—but Hfactor was on hand with hydrogenized water, which includes an added dose of antioxidants and anti-inflammatory agents.

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Need a timeout to take a selfie? No problem—S’well set up photo stations to snap a selfie with a friend (because good lighting is everything).



The space also included workout studios where fitness buffs could try out the technique. Case in point: Peloton gave guests the opportunity to test-drive its state-of-the-art bikes, and this rider crushed a full workout during her turn!

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Here's a fun game: Spot the Well+Good tote bags.



The colorful bikes at Martone's pop-art-inspired booth gave a whole new meaning to riding in style (move aside, Citi bikes).

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The founder of prison-style boot-camp class ConBody, Coss Marte, posed for his mugshot while amped-up attendees worked up a sweat at ConBody's studio space.



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The aforementioned ConBody studio, where one lucky winner of a pull-up contest scored a week of complimentary classes and ConBody swag.



Looks weird, feels amazing: Guests received restorative massages at Bendable Body, which employs a specialized stretching technique for ultimate post-workout recovery.



On the supplement front, Care/of provided consultations on the brand's line of personal vitamins for curious health aficionados.

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Over at the Parsons Xtreme Golf simulator, even Tracy Anderson couldn't resist giving it a shot. (Golf shoes not included.)



Dying to experience it all yourself? You can check out the whole space (and hit up pop-up fitness classes at The Saks Wellery Studio, above) through fall 2017. Keep tabs on the schedule—you don't want to miss it.

In partnership with Saks Fifth Avenue

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R-00037 –
2017 Vogue Article

BEAUTY

The Best K-Beauty Pop-Up Just Opened in New York

BY ZOE RUFFNER

March 14, 2017



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1 / 7



Photographed by Patrick Demarchelier, *Vogue*, May 2016

On a recent windy, rainy day in Manhattan, a crowd of beauty lovers braved the elements to line up for the first pop-up from Glow Recipe, a leading online destination for natural K-Beauty exports. They were there to comb each of the Soho store's carefully curated levels, stocked with Korea's latest cult products and exclusive offerings. "We really saw an

opportunity to bring over [Korean] brands that we thought were a little higher quality,” says Christine Chang, who founded the company with Sarah Lee after the two met at L’Oréal. “Ten years down the line, are you still going to be using that same panda hand cream?”



Now, thanks to Chang and Lee’s five-plus trips to Korea each year to search for the most cutting-edge innovations, New Yorkers can pick up supercharged skincare like Make P:rem’s layering double sheet masks (“I did a whole *Star Wars* marathon with my husband, and it didn’t dry,” says Chang) and Whamisa’s Deep Rich Essence Toner—a product so popular that it’s already sold out five times online. “You need this toner. I swear your life will change,” she says of the cushiony, pale pink liquid.

ADVERTISING



And while much of the toner’s notoriety springs from the fact that it’s part of the “7 Skin Method,” a popular Korean process in which toner is applied, yes, seven times, Chang and

Lee actually shy away from over-prescribing products. “It’s really not about a number. It’s more about how your skin feels, and having that dialogue with your skin, and customizing your skincare routine,” explains Chang, which is why the store is organized by vanities personalized by skin type—dry, oily, combination, and anti-aging—as opposed to by products. “We wanted to demystify, break it down, make it easier. For so many women, skincare is a chore, and we want it to be a fun, easy routine that anyone can do, not something you have to slough through to get to your makeup.” Now there’s a beauty standard that has no shelf life. Above, six of the best products to pick up at the addictive pop up, open through March 31.

Photo: Courtesy of Glow Recipe



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2017 The Cut Article

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LUNCHTIME BEAUTY | MAY 24, 2017

This Korean Beauty Product Rescued My Skin on an Overnight Flight



By Kathleen Hou



Photo: Courtesy of Glow Recipe

No doubt you've heard: Airplanes are breeding grounds for dry, dull skin. It's bad enough that the unflattering airplane-bathroom lighting seems to magnify my pores by ten, but I can actually *feel* my skin become uneven, rough, and flaky after a few hours in the air. All that time I've spent lovingly patting on Retin-A and glycolic nightly for years appears for naught the

second I hit 35,000 feet. Celebrities generally cope with this problem by flying in private jets, applying sheet masks, and eschewing alcohol. Here's a solution for us plebeians: Korean sleeping masks.

Functioning much like eye masks that go over your eyes and block out light, Korean sleeping masks are gels that block dry air and add moisture back to your skin. I've tried a few over the years on flights and they're now an absolute necessity for me for preventing dry skin. My new favorite comes from Korean natural beauty e-tailer Glow Recipe, which just released the first products from its eponymous new label. Their Watermelon sleeping mask sold out (it's now restocked) and had a 5,000-person waiting list just this week.

Coming in a sleek clear jar, I applied the bouncy, millennial-pink gel liberally all over my face, tried to take a nap during my eight-hour flight to Europe, and, despite a fitful sleep, woke up with skin that felt soft and smooth, and even looked decent in the bad overhead lighting of the customs hall.

Unlike traditional sheet masks, the formula goes on like a moisturizer and won't gunk up your bed linens (or a sad airplane pillow) or hairline. It has an immediate effect that intensifies over time so that your skin continues to feel good and look dewy throughout the day. The secret is a

potent mix of amino-acid-rich watermelon extract, hydrating hyaluronic acid, and other alpha hydroxy acids which work together to draw moisture to the skin. For speed, you can even leave the mask on just ten minutes and rinse off. True to Glow Recipe's curation process, the mask is also free of parabens, triclosans, hydroquinone, benzophenones, BPAs, tar, talc, sodium lauryl/laureth sulfates, aluminum, DEET, formaldehyde, PABA, foluene, camphor, PVC, and phthalates.

I'm home now, but when I need especially good-looking skin or notice my face getting a little flaky from retinol, I keep reaching for that watermelon.

Watermelon Glow Sleeping Mask

\$45

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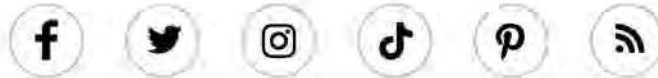
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Glow Recipe
December 16, 2017

Those holiday stockings don't seem to stuff themselves, do they? Luckily, we have a glass-getting Mini Green Skin Care Trial kits for everyone on your holiday gift list. Whether you're looking for that special little something for a friend or a sweet treat to put on your own wish list, these K-beauty trial kits are giving gold.

Don't forget, tomorrow is the last day to shop for Glow Recipe to get gifts in time for Christmas. http://www.glowrecipe.com/omnium_natural_skin_care_trial_kits

Like Comment Share

Write a comment...

Reply to commenting at Glow Recipe

R-00045 –
Photo of Products



R-00046 –
2017 IG Post

11:51



GLOWRECIPE
Posts



glowrecipe



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Liked by sarah_glow and 452 others

glowrecipe Our favorite travel companion ✈️

The Glow Recipe pouch is perfect for storing all your K-beauty skincare goodies when you're on the go... more

[View all 10 comments](#)

March 22, 2017



R-00047 –
2017 IG Post



A392

glowrecipe • Follow

glowrecipe • Our first batch of Watermelon Glow Sleeping Masks sold out at Sephora within a week. Were you able to get your hands on one?

As a thanks for your love and support, we will be sending one lucky winner all of our K-beauty curations in Sephora stores (\$177 value)! Simply snap a pic of your Glow Recipe Watermelon Sleeping Mask in front of your nearest Sephora. Post and share with us a picture on Instagram with the hashtag #ShowYourGlow

Congratulations to @bellawonder for winning our grand prize!
Edited · 348w

skinconversations Please make it available in the Philippines
347w Reply

kerithkerith @amyarani 🍉🍉🍉
347w Reply

justellivanderrosen @glowrecipe ?
347w Reply

justellivanderrosen @glowrecipe could u guys answer me the question!? Where can I buy the mask in Europe!?
347w Reply

luyisa_wong can i buy it in sephora in China?
348w Reply

bellawonder @moodsandviews thank you! Sooooo excited!
348w Reply

moodsandviews @bellawonder congrats!
348w 1 like Reply

bellawonder @glowrecipe AHHH! 🍉🍉🍉⚡
348w 1 like Reply

glowrecipe • Thanks to everyone who entered our giveaway! Congratulations to @bellawonder for winning our grand prize! Please DM us for more information! 🍉
348w 2 likes Reply

4,635 likes
June 7, 2017

♡ 🔍 📌

Add a comment...

R-00048 –
2016 IG Post



glowrecipe • Follow



Place your orders TODAY before 11:59AM EST to ensure that your holiday gifts arrive by 12/24! 📦 Don't forget that US orders are eligible for free shipping for the rest of the year with code 2VRSOFGLOW! *Code cannot be combined with other offers. One code for customer. Only eligible for US addresses

#holiday #december #kbeauty #koreanbeauty #beautyaddict #koreanskincare #skincare #skin #glowingskin #10daystoglow #holidaygift #gift #present #shipping #korea #beauty #ilovebeauty #kbeautyroutine #snow #winter #holidaycheer #wednesday #humpday #glowrecipe 375w



djak1972 OMG Shark Tank yeaaaaaaa I am dying to try this eeeeeeee so entered ty for such a great chance 374w Reply



coveredthesalon Fantastic 375w 1 like Reply



kryskhloe Lovel 375w 1 like Reply



270 likes

December 14, 2016



Add a comment...

A394

R-00049 –
2016 IG Post



glowrecipe • Follow

glowrecipe • Our gorgeous holiday gift sets are 30% off today ONLY, until 11:59pm EST. Share the #Kbeauty with your loved ones, full routines lovingly curated for Ageless Glow, Poreless Glow and more! Tap the link to shop now 🛍️

Edited: 377w

glowrecipe • @patrycja_hoffmann @green_mama_bio_spa ❤️

377w Reply

green_mama_bio_spa | love ❤️ it because it works 🙌

377w Reply

patrycja_hoffmann 🙌

377w Reply

glowrecipe • #holiday #gift #koreanbeauty #koreanskincare #koreanroutine #skincareroutine #ab #glowingskin #holidaygift #giftsets #ageless #poreless #glow #glowrecipe #beautyroutine #sale #discount #cybermonday #bbloggers #asianbeauty #gifts

377w Reply



291 likes
November 28, 2016

🗨️ Add a comment...

🏠 Post

A396

R-00050 –
2014 IG Post

11:52



GLOWRECIPE
Posts



glowrecipe



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Liked by jin.sha and 15 others

glowrecipe Wow!! We never knew we would run out of our business cards so soon! We feel #blessed and #grateful ..!! #glowrecipe #keepgoing #energized #getyourglowon #koreanskincare #motivated

[View 1 comment](#)

September 21, 2014



R-00051 –
2014 IG Post

11:52



GLOWRECIPE
Posts



glowrecipe
Manhattan Chelsea



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[Boost post](#)



Liked by jin.sha and 10 others

glowrecipe Excited to welcome our Glow Recipe testing panel today! Gifts Moodboard Wine Product Testers #producttesting #skincare... more

October 27, 2014



glowrecipe



R-00052 –
2014 IG Post

12:05



GLOWRECIPE
Posts



glowrecipe
Kcon



View Insights

Boost post



Liked by christine_glow and 106 others

glowrecipe Meet us at our #glowrecipe booth #543!
We will see you at the #kbeauty panel at 2:30pm at
room 502B 💙 Love, Sarah & Christine #kconglow

View all 4 comments

August 1, 2015



R-00053 –
2014 IG Post



Liked by jin.sha and 15 others

glowrecipe Wow!! We never knew we would run out of our business cards so soon! We feel #blessed and #grateful ...!! #glowrecipe #keepgoing #energized #getyourglowon #koreanskincare #motivated

View 1 comment

September 21, 2014

A404

R-00054 –
2014 IG Post



glowrecipe 
Manhattan Chelsea



Liked by soonminko and 10 others

glowrecipe Excited to welcome our Glow Recipe testing panel today! Gifts  Moodboard  Wine  Product Testers  #producttesting #skincare... more

October 27, 2014

A406

R-00055 –
2014 IG Post



glowrecipe



Liked by soonminko and 17 others

glowrecipe To thank our customers for a wonderful year, we are offering free priority shipping on all US orders above \$50, placed on the 18th and 19th... more

View 1 comment

December 18, 2014

A408

R-00056 –
2016 IG Post

R-00057 –
2016 IG Post



glowrecipe • Follow

glowrecipe • Want to shake up your skincare routine? Our trial kits provide a week's worth of samples of a full routine for all different skin types -- Back in stock now!

gisele.belle Hi I would love to promote your products on my page please let me know if you're interested!!!

m.heng16 @innisfree_saigon

rogue_minds @dream_catcher_aquatics yes they do

dream_catcher_aquatics Do you ship internationally?

glowrecipe • #koreanbeauty #kbeauty #beauty #skincare #asianbeauty #korean #organic #natural #samples #trial #kit #vthamisa



180 likes
May 19, 2016

Add a comment...

A4 12

R-00058 –
2014 IG Post



#GIVEAWAY @GLOWRECIPE

- glowrecipe • Follow
- glowrecipe #giveaway! to celebrate a new addition to our #mist collection. Do you feel dehydrated and dull throughout the day? Interested in a #portable product that replenishes hydration and nutrients anytime? Choose 1 of the following entry options to win a chance to receive a #Whamisa #organic #rose or #olive leaf mist! 1. FOLLOW @glowrecipe OR 2. TAG a friend who would be interested in the comment, and get him/her to follow us! The winner will be announced 11.10 at 5 PM EST in the comments section and receive this latest #hydration #must-have in #skincare. #bloggers #koreanbeauty #koreanskincare #beautyproducts 484w
- thefemmebeaute Yay!!! Thanks @glowrecipe 484w Reply
- glowrecipe Thank you everyone for your interest and participation! The winner of this giveaway is..... @beautyandthebites Congratulations! Please email us at love(at)glowrecipe(dot)com to inform us of your preference (olive leaf or rose petal mist) as well as your shipping info to receive this beautiful product :) 484w Reply
- glowrecipe Thanks @meanmouse for your comment! We love the LH tea tree mist too. Our intern fell in love with it as soon as she tried it for the first time :) 484w Reply
- lindz.shim Heard this tea tree mists are awesome! Can't wait to try! 484w Reply
- glowrecipe Thank you @candeviolet @beautyandthebites for your comments! 484w Reply
- judybabyhsu Oh yeah? They're products are good?? 484w Reply
- thefemmebeaute @judybabyhsu, you should follow these guys! Great Korean beauty products and Claire's friend is a co-founder! 484w Reply
- miriegweon @juriegweon
- 30 likes
November 6, 2014
- Add a comment...

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Bump Health, Inc.,	:	
	:	Cancellation No. 92082963
Petitioner,	:	
	:	Registration No. 4755299
v.	:	
	:	Registration Date: June 16, 2015
Aramara Beauty, LLC,	:	
	:	Mark: GLOW RECIPE
Registrant.	:	

**REGISTRANT’S SUPPLEMENTAL RESPONSES TO PETITIONER’S
FIRST SET OF INTERROGATORIES**

Registrant Aramara Beauty, LLC d/b/a Glow Recipe (“Registrant”), by and through its attorneys, Blank Rome LLP, responds to Petitioner’s First Set of Interrogatories as follows:

GENERAL OBJECTIONS

1. Registrant objects to the Definitions and Instructions to the extent that they impose duties over and above those required by the Federal Rules of Civil Procedure and the Trademark Trial and Appeal Board Rules of Practice.
2. Registrant objects to Petitioner’s discovery requests to the extent that they seek information and documents that are protected by the attorney-client privilege or attorney work-product doctrine or that are otherwise protected from disclosure. The inadvertent disclosure of any information subject to such privileges or protection is not intended to relinquish any privilege or protection and shall not be deemed to be a waiver of any applicable privilege or protection.
3. Registrant objects to Petitioner’s discovery requests to the extent that they seek information or documents that consist of proprietary business information or other confidential information.

4. Registrant objects to Petitioner's discovery requests to the extent that the scope of the requests for information, documents, and things relate to policies, plans, suggestions, recommendations, or research concerning goods, services, trademarks, trade names, or service marks or the advertising, promotion, positioning, marketing, or distribution of same that have not been implemented or publicly announced by Registrant.

5. Registrant objects to the extent that there is no time limitation set forth in the Interrogatories, and thus, the Interrogatories are overly broad and unduly burdensome.

6. The responses given herein, or the production of documents or tangible things by Registrant in response to any one or more of the Interrogatories or Document Requests, shall not be deemed to waive any claim of privilege or immunity Registrant may have as to any response, document, or thing, or any question or right of objection as to competency, relevance, materiality, or admissibility, or any objection Registrant may have as to a demand for further response to these or other discovery requests.

7. Nothing contained herein may be construed as an admission related to the existence or non-existence of any document, and no response is an admission respecting the relevance or admissibility in evidence of any statement or characterization contained in the discovery requests.

8. The production of documents by Registrant in response hereto, from which information has been redacted shall not be deemed to waive any objections Registrant may have to the production of unredacted versions of such documents.

9. The responses to Petitioner's discovery requests, when made, shall be made without waiver of, or prejudice to, any objections herein made or hereafter made, and all such objections are hereby expressly reserved.

10. Registrant's responses to Petitioner's discovery requests may not be complete since discovery in this matter is ongoing. Registrant will not be limited by its responses herein if, as this

matter progresses, Registrant gathers additional information responsive to Petitioner's discovery requests.

11. These general objections are applicable to each specific response herein without further reference. The insertion of specific objections in the response to any discovery request shall not be construed as a waiver of such objection in any other response.

SPECIFIC OBJECTIONS AND RESPONSES

INTERROGATORY NO. 1.

Providing the day, month, and year, when did You first use GLOW RECIPE in the U.S. to sell body and beauty care cosmetics?

RESPONSE:

Subject to the General Objections, and without waiver of any specific objections, Registrant states that it first used the GLOW RECIPE mark in the U.S. in connection with the sale of body and beauty care cosmetics at least as early as July 1, 2014.

INTERROGATORY NO. 2.

Identify all documents and things that show Your use of GLOW RECIPE in connection with body and beauty care cosmetics on the date of first use provided in response to Interrogatory 1.

RESPONSE:

Registrant objects to this Interrogatory on the grounds that it is overbroad and unduly burdensome (i.e., "all documents and things"). Subject to the General Objections, and without waiver of any other specific objections, Registrant directs Petitioner to the documents produced in response to Petitioner's Request for Production 1.

INTERROGATORY NO. 3.

Providing the day, month, and year, when did You first use GLOW RECIPE in the U.S. to sell make-up?

RESPONSE:

Subject to the General Objections, and without waiver of any specific objections, Registrant states that it first used the GLOW RECIPE mark in the U.S. in connection with the sale of make-up at least as early as July 1, 2014.

INTERROGATORY NO. 4.

Identify all documents and things that show Your use of GLOW RECIPE in connection with make-up on the date of first use provided in response to Interrogatory 3.

RESPONSE:

Registrant objects to this Interrogatory on the grounds that it is overbroad and unduly burdensome (i.e., “all documents and things”). Subject to the General Objections, and without waiver of any other specific objections, Registrant directs Petitioner to the documents produced in response to Petitioner’s Request for Production 2.

INTERROGATORY NO. 5.

Providing the day, month, and year, when did You first use GLOW RECIPE in the U.S. to sell non-medicated skin care preparations?

RESPONSE:

Subject to the General Objections, and without waiver of any specific objections, Registrant states that it first used the GLOW RECIPE mark in the U.S. in connection with the sale of non-medicated skin care preparations at least as early as July 1, 2014.

INTERROGATORY NO. 6.

Identify all documents and things that show Your use of GLOW RECIPE in connection with non-medicated skin care preparations on the date of first use provided in response to Interrogatory 5.

RESPONSE:

Registrant objects to this Interrogatory on the grounds that it is overbroad and unduly burdensome (i.e., “all documents and things”). Subject to the General Objections, and without waiver of any other specific objections, Registrant directs Petitioner to the documents produced in response to Petitioner’s Request for Production 3.

INTERROGATORY NO. 7.

Identify Your current officers.

RESPONSE:

Subject to the General Objections, and without waiver of any specific objections, Registrant’s current officers are Mee (Christine) Chang (“Christine Chang”) and Sarah Sha (“Sarah Lee”).

INTERROGATORY NO. 8.

Identify Your officers from 2014 to 2018.

RESPONSE:

Registrant objects to this Interrogatory to the extent that it seeks information not relevant to this action. Specifically, Registrant objects to information sought after 2017 as outside the time period relevant to Petitioner’s allegations of abandonment. Subject to the General Objections, and without waiver of any other specific objections, Registrant’s officers since 2014 have been Christine Chang and Sarah Lee.

INTERROGATORY NO. 9.

Identify all persons or organizations, which advertised or marketed Your Goods from 2014 to 2018.

RESPONSE:

Registrant objects to this Interrogatory to the extent that it seeks information not relevant to this action. Specifically, Registrant objects to information sought after 2017 as outside the time period relevant to Petitioner’s allegations of abandonment. In addition, Registrant objects to the term “organizations” as vague. Subject to the General Objections, and without waiver of any other specific objections, the persons who have advertised or marketed Registrant’s Goods since 2014 are Christine Chang and Sarah Lee.

INTERROGATORY NO. 10.

Identify all domain names and websites that You have owned or operated from 2014 to present.

RESPONSE:

Registrant objects to this Interrogatory to the extent that it seeks information not relevant to this action. Specifically, Registrant objects to information sought after 2017 as outside the time period relevant to Petitioner’s allegations of abandonment. Subject to the General Objections, and without waiver of any other specific objections, the domain name and website owned and operated by Registrant is <www.glowrecipe.com>.

INTERROGATORY NO. 11.

Identify the persons employed or affiliated with You (whether currently or previously) who are knowledgeable concerning the use of GLOW RECIPE in the U.S. in connection with Your Goods from 2014 to 2018.

RESPONSE:

Registrant objects to this Interrogatory to the extent that it seeks information not relevant to this action. Specifically, Registrant objects to information sought after 2017 as outside the time period relevant to Petitioner’s allegations of abandonment. Registrant also objects to “affiliated” as vague and ambiguous as to meaning. Subject to the General Objections, and without waiver of any other specific objections, the persons employed with Registrant who are knowledgeable concerning the use of GLOW RECIPE in the U.S. in connection with Registrant’s Goods since 2014 are identified in the document disclosed in response to Petitioner’s Request for Production 57.

INTERROGATORY NO. 12.

Identify all persons who provided information or documents for responses to these Interrogatories.

RESPONSE:

Subject to the General Objections, and without waiver of any specific objections, the persons who provided information or documents for responses to these Interrogatories are Christine Chang and Sarah Lee.

INTERROGATORY NO. 13.

Identify all persons who provided information or documents for Your responses to Petitioner’s Revised First Set of Requests for Production of Documents and Things.

RESPONSE:

Subject to the General Objections, and without waiver of any specific objections, the persons who provided information or documents for responses to Petitioner’s Revised First Set of Requests for Production of Documents and Things are Christine Chang and Sarah Lee.

BLANK ROME LLP

Dated: April 3, 2024



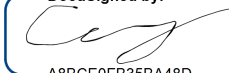
Matthew A. Homyk
One Logan Square
Philadelphia, PA 19103
Phone: (215) 569-5500
<Matthew.Homyk@BlankRome.com>

*Attorneys for Registrant Aramara Beauty, LLC
d/b/a Glow Recipe*

VERIFICATION OF INTERROGATORY RESPONSES

I, Mee (Christine) Chang, am the Co-CEO of Aramara Beauty, LLC d/b/a Glow Recipe. I believe, based on reasonable inquiry, that the answers provided in Registrant’s Supplemental Responses to Petitioner’s First Set of Interrogatories, in connection with Cancellation No. 92082963 are true and correct to the best of my knowledge, information and belief. I verify under penalty of perjury that the foregoing is true and correct.

Dated: 4/4/2024

DocuSigned by:

A8BCE0EB35BA48D

Signature

CERTIFICATE OF SERVICE

I, Matthew A. Homyk, do hereby certify that I have on April 4, 2024, served via electronic mail the foregoing REGISTRANT'S SUPPLEMENTAL RESPONSES TO PETITIONER'S FIRST SET OF INTERROGATORIES to the following:

JOHN T.D. BATHKE
PHILLIPS & BATHKE, P.C.
53 WEST JACKSON BLVD., SUITE 805
CHICAGO, IL 60604
Email: jtdb@pb-iplaw.com, jlap@pb-iplaw.com
Phone: 312-260-9160

Attorney for Petitioner
Bump Health, Inc.



Matthew A. Homyk

Generated on: This page was generated by TSDR on 2024-06-03 15:57:12 EDT

Mark: GLOW RECIPE



US Serial Number: 86865208

Application Filing Date: Jan. 05, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



DEAD/APPLICATION/Refused/Dismissed or Invalidated

This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.

Status: Abandoned because the applicant failed to respond or filed a late response to an Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Jan. 30, 2017

Date Abandoned: Dec. 29, 2016

Mark Information

Mark Literal Elements: GLOW RECIPE

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)

Description of Mark: The mark consists of A teal swirl with the wording Glow Recipe in white letters.

Color Drawing: Yes

Color(s) Claimed: The color(s) Teal is/are claimed as a feature of the mark.

Design Search Code(s): 26.01.21 - Circles that are totally or partially shaded. 26.01.26 - Coils; Spirals; Swirls

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Body and beauty care cosmetics

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 2014

Use in Commerce: Nov. 01, 2014

Basis Information (Case Level)

A425

Filed Use: Yes
Filed ITU: No
Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently Use: Yes
Currently ITU: No
Currently 44D: No
Currently 44E: No
Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: Aramara Beauty, LLC

DBA, AKA, Formerly: DBA Glow Recipe

Owner Address: 443 Park Avenue South 9th Fl
New York, NEW YORK UNITED STATES 10016

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: NEW YORK

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: ARAMARA BEAUTY, LLC
ARAMARA BEAUTY, LLC
443 PARK AVENUE S 9TH FL
NEW YORK, NEW YORK UNITED STATES 10016

Correspondent e-mail: buyer@glowrecipe.com love@glowrecipe.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 30, 2017	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Jan. 30, 2017	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Jun. 28, 2016	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jun. 28, 2016	FINAL REFUSAL E-MAILED	
Jun. 28, 2016	FINAL REFUSAL WRITTEN	
Jun. 08, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	
Jun. 07, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 07, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 21, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Apr. 21, 2016	NON-FINAL ACTION E-MAILED	
Apr. 21, 2016	NON-FINAL ACTION WRITTEN	
Apr. 20, 2016	ASSIGNED TO EXAMINER	
Jan. 14, 2016	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jan. 13, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Jan. 08, 2016	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information

TM Attorney: CIANCI, RYAN MICHAEL

Law Office Assigned: LAW OFFICE 116

File Location

Current Location: TMO LAW OFFICE 116 - EXAMINING ATTORNEY ASSIGNED

Date in Location: Jan. 30, 2017

Side - 1



NOTICE OF ABANDONMENT
MAILING DATE: Jan 30, 2017

The trademark application identified below was abandoned in full because a response to the Office Action mailed on Jun 28, 2016 was not received within the 6-month response period.

If the delay in filing a response was unintentional, you may file a petition to revive the application with a fee. If the abandonment of this application was due to USPTO error, you may file a request for reinstatement. Please note that a petition to revive or request for reinstatement **must be received within two months from the mailing date of this notice.**

For additional information, go to <http://www.uspto.gov/teas/petinfo.htm>. If you are unable to get the information you need from the website, call the Trademark Assistance Center at 1-800-786-9199.

SERIAL NUMBER: 86865208
MARK: GLOW RECIPE
OWNER: Aramara Beauty, LLC

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE
COMMISSIONER FOR TRADEMARKS
P.O. BOX 1451
ALEXANDRIA, VA 22313-1451

FIRST-CLASS MAIL
U.S. POSTAGE
PAID

ARAMARA BEAUTY, LLC
ARAMARA BEAUTY, LLC
443 PARK AVENUE S 9TH FL
NEW YORK , NY 10016

A427

To: Aramara Beauty, LLC (buyer@glowrecipe.com)
Subject: U.S. TRADEMARK APPLICATION NO. 86865208 - GLOW RECIPE - N/A
Sent: 6/28/2016 10:53:06 AM
Sent As: ECOM116@USPTO.GOV
Attachments:

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 86865208

MARK: GLOW RECIPE

86865208

CORRESPONDENT ADDRESS:

ARAMARA BEAUTY, LLC
ARAMARA BEAUTY, LLC
443 PARK AVENUE S 9TH FL
NEW YORK, NY 10016

CLICK HERE TO RESPOND TO THIS LETTER:

http://www.uspto.gov/trademarks/teas/response_forms.jsp

[VIEW YOUR APPLICATION FILE](#)

APPLICANT: Aramara Beauty, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO :

N/A

CORRESPONDENT E-MAIL ADDRESS:

buyer@glowrecipe.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 6/28/2016

THIS IS A FINAL ACTION.

INTRODUCTION

This Office Action is in response to applicant's communication filed on June 7, 2016.

In a previous Office Action dated April 21, 2016, the applicant was required to satisfy the following requirement: amend the color claim and mark description and provide a verified substitute specimen.

The trademark examining attorney maintains and now makes FINAL the requirements in the summary of issues below. *See* 37 C.F.R. §2.63(b); TMEP §714.04.

SUMMARY OF ISSUES MADE FINAL:

- I. Color Claim & Mark Description
- II. Insufficient Specimen

The following requirements are now made FINAL: amendment to the color claim and mark description and providing an acceptable substitute

A428

specimen. *See* 37 C.F.R. §2.63(b).

I. COLOR CLAIM & MARK DESCRIPTION—FINAL

Applicant must amend the color claim and mark description to identify all the colors in the mark drawing. *See* 37 C.F.R. §2.52(b)(1); TMEP §§807.07(a)-(a)(ii). The following colors have been omitted from the color claim: **white**. In addition, the following colors have been omitted from the mark description: **white**.

A complete color claim must reference all the colors appearing in the drawing of the mark. *See* 37 C.F.R. §2.52(b)(1); TMEP §§807.07(a) *et seq.* Similarly, a complete mark description for a mark depicted in color must identify all the literal and design elements in the mark and specify where the colors appear in those elements. *See* 37 C.F.R. §§2.37, 2.52(b)(1); TMEP §§807.07(a) *et seq.* However, if black, white, and/or gray are not being claimed as a color feature of the mark, applicant must exclude them from the color claim and include in the mark description a statement that the colors black, white, and/or gray represent background, outlining, shading, and/or transparent areas and are not part of the mark. *See* TMEP §807.07(d).

The following color claim and mark description are suggested, if accurate:

Color claim: **“The colors teal and white are claimed as a feature of the mark.”**

Mark description: **“The mark consists of a teal swirl encircling the white wording “GLOW RECIPE.” “GLOW” appears above “RECIPE.” The “W” in “GLOW” appears as a stylized version of the Roman numeral four. The white background is not claimed as a feature of the mark.**

II. INSUFFICIENT SPECIMEN—FINAL

The original specimen was refused because it did not show the proposed mark with the identified goods and is merely advertising material.

Now, registration is refused because the substitute specimen in International Class 3 appears to have been digitally created or altered to submit as a specimen in the application or amendment to allege use and thus does not show the applied-for mark in use in commerce for each international class. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a). An image that has been digitally created or altered to show the applied-for mark on or in connection with applicant’s goods usually has not been disseminated to the public, and thus does not show actual use of the mark in commerce. *See* 15 U.S.C. §1127; TMEP §§904.04(a), 904.07(a); *cf. In re Chica, Inc.*, 84 USPQ2d 1845, 1848 (TTAB 2007) (holding that “a mere drawing of the goods with an illustration of how the mark may be displayed” was not an acceptable specimen because it did not show actual use in commerce); *In re The Signal Cos.*, 228 USPQ 956, 957-58 n.4 (TTAB 1986) (noting that a printer’s proof of an advertisement would not be an acceptable specimen because it does not show actual use in commerce). Here, the substitute specimen appears as a digitally created box with the mark displayed on the top. Because the digitally created image of a box with the proposed mark does not demonstrate dissemination of the goods to the public, the substitute specimen is insufficient to show the mark is currently used in commerce with the identified goods. Therefore, the specimen is insufficient.

An application based on Trademark Act Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each international class of goods and/or services identified in the application or amendment to allege use. 15 U.S.C. §1051(a)(1); 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Examples of specimens for goods include tags and labels, instruction manuals, containers, photographs that show the mark on the actual goods or packaging, and displays associated with the actual goods at their point of sale. *See* TMEP §§904.03 *et seq.* Webpages may also be specimens for goods when they include a picture or textual description of the goods associated with the mark and the means to order the goods. TMEP §904.03(i).

Applicant may respond to this refusal by satisfying one of the following for each applicable international class:

- (1) Submit a different specimen (a verified [“substitute” specimen](#)) that (a) was in actual use in commerce at least as early as the filing date of the application or prior to the filing of an amendment to allege use and (b) shows the mark in actual use in commerce for the goods and/or services identified in the application or amendment to allege use. A “verified substitute specimen” is a specimen that is accompanied by the following statement made in a signed affidavit or supported by a declaration under 37 C.F.R. §2.20: “The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application or prior to the filing of the amendment to allege use.” The substitute specimen cannot be accepted without this statement.
- (2) Amend the filing basis to [intent to use under Section 1\(b\)](#), for which no specimen is required. This option will later necessitate additional fee(s) and filing requirements such as providing a specimen.

For an overview of *both* response options referenced above and instructions on how to satisfy either option online using the Trademark Electronic Application System (TEAS) form, please go to <http://www.uspto.gov/trademarks/law/specimen.jsp>.

RESPONSE TO A FINAL ACTION

Applicant must respond within six months of the date of issuance of this final Office action or the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond by providing one or both of the following:

- (1) A response that fully satisfies all outstanding requirements and/or resolves all outstanding refusals.
- (2) An appeal to the Trademark Trial and Appeal Board, with the appeal fee of \$100 per class.

37 C.F.R. §2.63(b)(1)-(2); TMEP §714.04; *see* 37 C.F.R. §2.6(a)(18); TBMP ch. 1200.

In certain rare circumstances, an applicant may respond by filing a petition to the Director pursuant to 37 C.F.R. §2.63(b)(2) to review procedural issues. TMEP §714.04; *see* 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is \$100. 37 C.F.R. §2.6(a)(15).

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. *See* 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$50 per international class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone without incurring this additional fee.

/Ryan Cianci/
Ryan Cianci
Trademark Examining Attorney
Law Office 116
571-270-3721
ryan.cianci@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

To: Aramara Beauty, LLC (buyer@glowrecipe.com)
Subject: U.S. TRADEMARK APPLICATION NO. 86865208 - GLOW RECIPE - N/A
Sent: 6/28/2016 10:53:07 AM
Sent As: ECOM116@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

**IMPORTANT NOTICE REGARDING YOUR
U.S. TRADEMARK APPLICATION**

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED
ON **6/28/2016** FOR U.S. APPLICATION SERIAL NO. 86865208

Your trademark application has been reviewed. The trademark examining attorney assigned by the USPTO to your application has written an official letter to which you must respond. Please follow these steps:

(1) **READ THE LETTER** by clicking on this [link](#) or going to <http://tsdr.uspto.gov/>, entering your U.S. application serial number, and clicking on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **RESPOND WITHIN 6 MONTHS** (or sooner if specified in the Office action), calculated from **6/28/2016**, using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions.

(3) **QUESTIONS** about the contents of the Office action itself should be directed to the trademark examining attorney who reviewed your application, identified below.

/Ryan Cianci/
Ryan Cianci
Trademark Examining Attorney
Law Office 116
571-270-3721
ryan.cianci@uspto.gov

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see <http://www.uspto.gov/trademarks/basics/abandon.jsp>.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States

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Patent and Trademark Office” in Alexandria, VA; or sent by e-mail from the domain “@uspto.gov.” For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

Trademark Snap Shot Amendment & Mail Processing Stylesheet
(Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	86865208	FILING DATE	01/05/2016
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	CIANCI, RYAN MICHAEL	L.O. ASSIGNED	116

PUB INFORMATION

RUN DATE	06/09/2016		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	06/08/2016		
LITERAL MARK ELEMENT	GLOW RECIPE		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	GLOW RECIPE
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Aramara Beauty, LLC
ADDRESS	443 Park Avenue South 9th Fl New York, NY 10016
ENTITY	16-LTD LIAB CO
CITIZENSHIP	New York
DBA/AKA	DBA Glow Recipe

GOODS AND SERVICES

INTERNATIONAL CLASS	003
DESCRIPTION TEXT	Body and beauty care cosmetics

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	003	FIRST USE DATE	10/01/2014	FIRST USE IN COMMERCE DATE	11/01/2014	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) Teal is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of A teal swirl with the wording Glow Recipe in white letters.

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
06/08/2016	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
06/07/2016	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
06/07/2016	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
04/21/2016	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
04/21/2016	GNRT	F	NON-FINAL ACTION E-MAILED	006
04/21/2016	CNRT	R	NON-FINAL ACTION WRITTEN	005
04/20/2016	DOCK	D	ASSIGNED TO EXAMINER	004
01/14/2016	MDSC	E	NOTICE OF DESIGN SEARCH CODE E-MAILED	003
01/13/2016	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/08/2016	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	NONE
CORRESPONDENCE ADDRESS	ARAMARA BEAUTY, LLC ARAMARA BEAUTY, LLC 443 PARK AVENUE S 9TH FL NEW YORK, NY 10016
DOMESTIC REPRESENTATIVE	NONE



Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86865208
LAW OFFICE ASSIGNED	LAW OFFICE 116
MARK SECTION	
MARK FILE NAME	http://tmng-al.uspto.gov/resting2/api/img/86865208/large
LITERAL ELEMENT	GLOW RECIPE
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT 16\868\652\86865208\xml5\ ROA0002.JPG
DESCRIPTION OF EVIDENCE FILE	Our product is "GLOW RECIPE"
GOODS AND/OR SERVICES SECTION (current)	
INTERNATIONAL CLASS	003
DESCRIPTION	Body and beauty care cosmetics
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 10/01/2014
FIRST USE IN COMMERCE DATE	At least as early as 11/01/2014
GOODS AND/OR SERVICES SECTION (proposed)	
INTERNATIONAL CLASS	003
DESCRIPTION	Body and beauty care cosmetics
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 10/01/2014
FIRST USE IN COMMERCE DATE	At least as early as 11/01/2014
STATEMENT TYPE	"The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application" [for an application based on Section 1(a), Use in Commerce] OR "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use]. OR "The attached specimen is a true copy of the specimen that was originally submitted with the application, amendment to allege use, or statement of use" [for an illegible specimen].
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT 16\868\652\86865208\xml5\ ROA0003.JPG
SPECIMEN DESCRIPTION	Our product is "GLOW RECIPE"

SIGNATURE SECTION	
DECLARATION SIGNATURE	/MChang/
SIGNATORY'S NAME	MiChang
SIGNATORY'S POSITION	Owner
DATE SIGNED	06/07/2016
RESPONSE SIGNATURE	/MChang/
SIGNATORY'S NAME	MiChang
SIGNATORY'S POSITION	Owner
DATE SIGNED	06/07/2016
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Jun 07 15:46:37 EDT 2016
TEAS STAMP	USPTO/ROA-XX.XXX.XXX.XX-2 0160607154637390149-86865 208-550e6414893a86c3fdb62 9bb0b2bf51e6c72c6decaf966 69039c1bf2e4459ea81-N/A-N /A-20160607153529261431

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1957 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86865208** GLOW RECIPE (Stylized and/or with Design, see <http://tmng-al.uspto.gov/resting2/api/img/86865208/large>) has been amended as follows:

EVIDENCE

Evidence in the nature of Our product is "GLOW RECIPE" has been attached. [Evidence-1](#)

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 003 for Body and beauty care cosmetics

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 10/01/2014 and first used in commerce at least as early as 11/01/2014 , and is now in use in such commerce.

Proposed: Class 003 for Body and beauty care cosmetics

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 10/01/2014 and first used in commerce at least as early as 11/01/2014 , and is now in use in such commerce. Applicant hereby submits one(or more) specimen(s) for Class 003 . The specimen(s) submitted consists of Our product is "GLOW RECIPE" . **"The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application"***[for an application based on Section 1(a), Use in Commerce]* **OR** **"The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use"** *[for an application based on Section 1(b) Intent-to-Use]*. **OR** **"The attached specimen is a true copy of the specimen that was originally submitted with the application, amendment to allege use, or statement of use"** *[for an illegible*

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specimen]. [Specimen File 1](#)

SIGNATURE(S)

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or allegation of use (AOU) unsigned, all statements in the application or AOU and this submission based on the signatory's own knowledge are true, and all statements in the application or AOU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AOU: If the applicant filed an unsigned application under 15 U.S.C. §1051(a) or AOU under 15 U.S.C. §1051(c), the signatory additionally believes that: the applicant is the owner of the mark sought to be registered; the mark is in use in commerce and was in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; **for a collective trademark, collective service mark, collective membership mark application, or certification mark application**, the applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the filing date of the application or AOU; **for a certification mark application**, the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.**

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION AND FOR SECTION 66(a)

COLLECTIVE/CERTIFICATION MARK APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. §§ 1051(b), 1126(d), and/or 1126(e), or filed a collective/certification mark application under 15 U.S.C. §1141f(a), the signatory additionally believes that: **for a trademark or service mark application**, the applicant is entitled to use the mark in commerce on or in connection with the goods/services specified in the application; the applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date; **for a collective trademark, collective service mark, collective membership mark, or certification mark application**, the applicant has a bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce and had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce as of the application filing date; the signatory is properly authorized to execute the declaration on behalf of the applicant; **for a certification mark application**, the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.**

Signature: /MChang/ Date: 06/07/2016

Signatory's Name: MiChang

Signatory's Position: Owner

Response Signature

Signature: /MChang/ Date: 06/07/2016

Signatory's Name: MiChang

Signatory's Position: Owner

The signatory has confirmed that he/she is not represented by either an authorized attorney or Canadian attorney/agent, and that he/she is either: (1) the owner/holder ; or (2) a person(s) with legal authority to bind the owner/holder; and if an authorized U.S. attorney or Canadian attorney/agent previously represented him/her in this matter, either he/she has filed a signed revocation of power of attorney with the USPTO or the USPTO has granted the request of his/her prior representative to withdraw.

Serial Number: 86865208

Internet Transmission Date: Tue Jun 07 15:46:37 EDT 2016

TEAS Stamp: USPTO/ROA-XX.XXX.XXX.XX-2016060715463739

A438

0149-86865208-550e6414893a86c3fdb629bb0b
2bf51e6c72c6decaf96669039c1bf2e4459ea81-
N/A-N/A-20160607153529261431



A440



A441



A442

To: Aramara Beauty, LLC (buyer@glowrecipe.com)
Subject: U.S. TRADEMARK APPLICATION NO. 86865208 - GLOW RECIPE - N/A
Sent: 4/21/2016 6:06:03 PM
Sent As: ECOM116@USPTO.GOV
Attachments:

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 86865208

MARK: GLOW RECIPE

86865208

CORRESPONDENT ADDRESS:

ARAMARA BEAUTY, LLC
ARAMARA BEAUTY, LLC
443 PARK AVENUE S 9TH FL
NEW YORK, NY 10016

CLICK HERE TO RESPOND TO THIS LETTER:

http://www.uspto.gov/trademarks/teas/response_forms.jsp

[VIEW YOUR APPLICATION FILE](#)

APPLICANT: Aramara Beauty, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO :

N/A

CORRESPONDENT E-MAIL ADDRESS:

buyer@glowrecipe.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 4/21/2016

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SEARCH OF OFFICE'S DATABASE OF MARKS

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

SUMMARY OF ISSUES:

- I. Color Claim & Mark Description
- II. Insufficient Specimen

I. COLOR CLAIM & MARK DESCRIPTION

Applicant must amend the color claim and mark description to identify all the colors in the mark drawing. *See* 37 C.F.R. §2.52(b)(1); TMEP §807.07(a)-(a)(ii). The following colors have been omitted from the color claim: **white**.

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A complete color claim must reference all the colors appearing in the drawing of the mark. *See* 37 C.F.R. §2.52(b)(1); TMEP §§807.07(a) *et seq.* Similarly, a complete mark description for a mark depicted in color must identify all the literal and design elements in the mark and specify where the colors appear in those elements. *See* 37 C.F.R. §§2.37, 2.52(b)(1); TMEP §§807.07(a) *et seq.* However, if black, white, and/or gray are not being claimed as a color feature of the mark, applicant must exclude them from the color claim and include in the mark description a statement that the colors black, white, and/or gray represent background, outlining, shading, and/or transparent areas and are not part of the mark. *See* TMEP §807.07(d).

The following color claim and mark description are suggested, if accurate:

Color claim: “**The colors teal and white are claimed as a feature of the mark.**”

Mark description: “**The mark consists of a teal swirl encircling the white wording “GLOW RECIPE.” “GLOW” appears above “RECIPE.” The “W” in “GLOW” appears as a stylized version of the Roman numeral four. The white background is not claimed as a feature of the mark.**”

II. INSUFFICIENT SPECIMEN

Registration is refused because the specimen in International Class 3 is not acceptable as a display associated with the goods and appears to be mere advertising material; thus, the specimen fails to show the applied-for mark in use in commerce for each international class. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a). Specifically, the specimen consists of a web page that does not include the means for ordering the goods. *See In re Sones*, 590 F.3d 1282, 1286-89, 93 USPQ2d 1118, 1122-24 (Fed. Cir. 2009); *In re Azteca Sys., Inc.*, 102 USPQ2d 1955, 1957 (TTAB 2012); TMEP §§904.03(i) *et seq.* Without this feature, the specimen is mere advertising material, which is not acceptable as a specimen to show use in commerce for goods. *See In re Genitope Corp.*, 78 USPQ2d 1819, 1822 (TTAB 2006); *In re MediaShare Corp.*, 43 USPQ2d 1304, 1307 (TTAB 1997); TMEP §904.04(b), (c).

An application based on Trademark Act Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each international class of goods identified in the application or amendment to allege use. 15 U.S.C. §1051(a)(1); 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Examples of specimens for goods include tags, labels, instruction manuals, containers, photographs that show the mark on the actual goods or packaging, and displays associated with the actual goods at their point of sale. *See* TMEP §§904.03 *et seq.* As stated above, webpages may also be specimens for goods when they include a picture or textual description of the goods associated with the mark and the means to order the goods. *See In re Sones*, 590 F.3d at 1286-89, 93 USPQ2d at 1122-24; *In re Azteca Sys., Inc.*, 102 USPQ2d at 1957; TMEP §§904.03(i) *et seq.*

Applicant may respond to this refusal by satisfying one of the following for each applicable international class:

- (1) Submit a different specimen (a verified [“substitute” specimen](#)) that (a) was in actual use in commerce at least as early as the filing date of the application or prior to the filing of an amendment to allege use and (b) shows the mark in actual use in commerce for the goods identified in the application or amendment to allege use.
- (2) Amend the filing basis to [intent to use under Section 1\(b\)](#), for which no specimen is required. This option will later necessitate additional fee(s) and filing requirements such as providing a specimen.

For an overview of *both* response options referenced above and instructions on how to satisfy either option online using the Trademark Electronic Application System (TEAS) form, please go to <http://www.uspto.gov/trademarks/law/specimen.jsp>.

RESPONSE GUIDELINES

For this application to proceed toward registration, applicant must explicitly address each refusal and/or requirement raised in this Office action. If the action includes a refusal, applicant may provide arguments and/or evidence as to why the refusal should be withdrawn and the mark should register. Applicant may also have other options for responding to a refusal and should consider such options carefully. To respond to requirements and certain refusal response options, applicant should set forth in writing the required changes or statements.

If applicant does not respond to this Office action within six months of the issue/ mailing date, or responds by expressly abandoning the application, the application process will end, the trademark will fail to register, and the application fee will not be refunded. *See* 15 U.S.C. §1062(b); 37 C.F.R. §§2.65(a), 2.68(a), 2.209(a); TMEP §§405.04, 718.01, 718.02. Where the application has been abandoned for failure to respond to an Office action, applicant’s only option would be to file a timely petition to revive the application, which, if granted, would allow the application to return to active status. *See* 37 C.F.R. §2.66; TMEP §1714. There is a \$100 fee for such petitions. *See* 37 C.F.R. §§2.6, 2.66(b)(1).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. See TMEP §§705.02, 709.06.

To expedite prosecution of the application, applicant is encouraged to file its response to this Office action online via the Trademark Electronic Application System (TEAS), which is available at <http://www.uspto.gov/trademarks/teas/index.jsp>. If applicant has technical questions about the TEAS response to Office action form, applicant can review the electronic filing tips available online at http://www.uspto.gov/trademarks/teas/e_filing_tips.jsp and e-mail technical questions to TEAS@uspto.gov.

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. See 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$50 per international class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone without incurring this additional fee.

/Ryan Cianci/
Ryan Cianci
Trademark Examining Attorney
Law Office 116
571-270-3721
ryan.cianci@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

To: Aramara Beauty, LLC (buyer@glowrecipe.com)
Subject: U.S. TRADEMARK APPLICATION NO. 86865208 - GLOW RECIPE - N/A
Sent: 4/21/2016 6:06:05 PM
Sent As: ECOM116@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

**IMPORTANT NOTICE REGARDING YOUR
U.S. TRADEMARK APPLICATION**

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED
ON **4/21/2016** FOR U.S. APPLICATION SERIAL NO. 86865208

Your trademark application has been reviewed. The trademark examining attorney assigned by the USPTO to your application has written an official letter to which you must respond. Please follow these steps:

(1) **READ THE LETTER** by clicking on this [link](#) or going to <http://tsdr.uspto.gov/>, entering your U.S. application serial number, and clicking on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **RESPOND WITHIN 6 MONTHS** (or sooner if specified in the Office action), calculated from **4/21/2016**, using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions.

(3) **QUESTIONS** about the contents of the Office action itself should be directed to the trademark examining attorney who reviewed your application, identified below.

/Ryan Cianci/
Ryan Cianci
Trademark Examining Attorney
Law Office 116
571-270-3721
ryan.cianci@uspto.gov

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see <http://www.uspto.gov/trademarks/basics/abandon.jsp>.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States

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Patent and Trademark Office” in Alexandria, VA; or sent by e-mail from the domain “@uspto.gov.” For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

*** User:rcianci ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	1	0	1	1	0:01	86865208[SN]
02	6	0	6	6	0:01	"Aramara Beauty, LLC"[on] not dead[ld]
03	76357	N/A	0	0	0:02	260121[dc]not dead[ld]
04	8473	N/A	0	0	0:02	260126[dc]not dead[ld]
05	60	0	3	60	0:02	200105[dc]not dead[ld]
06	1491	N/A	0	0	0:01	3 and (4 5)
07	532	0	3	532	0:02	6 and ("003")[cc]
08	1	0	1	1	0:01	4 and 5
09	113	0	2	113	0:02	100509[dc] not dead[ld]
10	11217	N/A	0	0	0:02	*glo{"wh"0:1}*[bi,ti] not dead[ld]
11	687	N/A	0	0	0:03	*r{"ea"}{"scz"}{"iy"}p*[bi,ti] not dead[ld]
12	3	0	3	3	0:01	10 and 11
13	10685	N/A	0	0	0:02	glo{"wh"0:1}*[bi,ti] not dead[ld]
14	1564	N/A	0	0	0:01	glo{"wh"0:1}{"s"0:1}[bi,ti] not dead[ld]
15	622	N/A	0	0	0:02	14 and ("003")[cc]
16	1546	N/A	0	0	0:01	glo{"wh"0:1}[bi,ti] not dead[ld]
17	617	N/A	0	0	0:01	16 and ("003")[cc]
18	436	0	436	396	0:01	14 and ("003" "005" "a" "b" "200")[ic]
19	156	0	156	148	0:01	11 and ("003")[cc]

Session started 4/20/2016 8:55:25 PM

Session finished 4/20/2016 9:10:52 PM

Total search duration 0 minutes 29 seconds

Session duration 15 minutes 27 seconds

Default NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86865208

From: TMDesignCodeComments
Sent: Thursday, January 14, 2016 00:21 AM
To: XXXX
Cc: XXXX
Subject: Official USPTO Notice of Design Search Code: U.S. Trademark SN: 86865208: GLOW RECIPE (Stylized/Design)

Docket/Reference Number:

The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

DESIGN SEARCH CODES are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page <http://www.uspto.gov/tmdb/dscm/index.html>.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

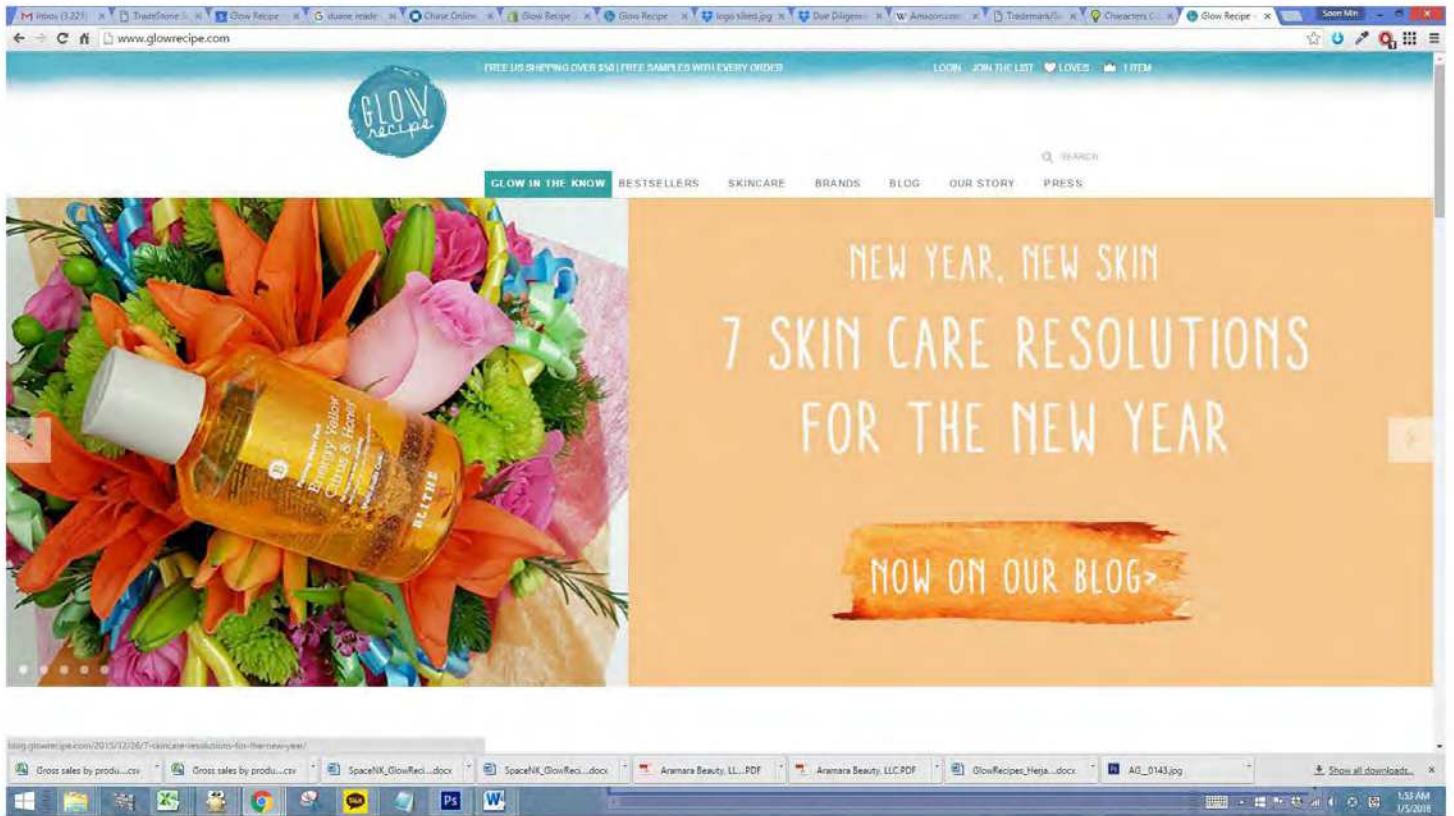
To view this notice and other documents for this application on-line, go to <http://tdr.uspto.gov/search.action?sn=86865208>. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

Design search codes assigned to the referenced serial number are listed below.

DESIGN SEARCH CODES:

26.01.21 - Circles that are totally or partially shaded.
26.01.26 - Coils
26.01.26 - Spirals
26.01.26 - Swirls





A451

Trademark/Service Mark Application, Principal Register

Serial Number: 86865208

Filing Date: 01/05/2016

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86865208
MARK INFORMATION	
*MARK	\\TICRS\EXPORT16\IMAGEOUT16\868\652\86865208\xml1\RFA0002.JPG
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	Glow Recipe
COLOR MARK	YES
COLOR(S) CLAIMED (If applicable)	The color(s) Teal is/are claimed as a feature of the mark.
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of A teal swirl with the wording Glow Recipe in white letters.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	250 x 250
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Aramara Beauty, LLC
DBA/AKA/TA/Formerly	DBA Glow Recipe
*STREET	443 Park Avenue South 9th Fl
*CITY	New York
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants)	10016
EMAIL ADDRESS	XXXX
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
WEBSITE ADDRESS	www.glowrecipe.com
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	New York
GOODS AND/OR SERVICES AND BASIS INFORMATION	

INTERNATIONAL CLASS	003
*IDENTIFICATION	Body and beauty care cosmetics
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 10/01/2014
FIRST USE IN COMMERCE DATE	At least as early as 11/01/2014
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT16\868\652\86865208\xml1\RFA0003.JPG
SPECIMEN DESCRIPTION	The logo being used on the Glow Recipe ecommerce site
CORRESPONDENCE INFORMATION	
NAME	Aramara Beauty, LLC
FIRM NAME	Aramara Beauty, LLC
STREET	443 Park Avenue S 9th Fl
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10016
*EMAIL ADDRESS	buyer@glowrecipe.com;love@glowrecipe.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE DUE	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
SIGNATURE	/meechang/
SIGNATORY'S NAME	Mee Chang
SIGNATORY'S POSITION	Cofounder
DATE SIGNED	01/05/2016

Trademark/Service Mark Application, Principal Register

Serial Number: 86865208

Filing Date: 01/05/2016

To the Commissioner for Trademarks:

MARK: Glow Recipe (stylized and/or with design, see [mark](#))

The literal element of the mark consists of Glow Recipe.

The color(s) Teal is/are claimed as a feature of the mark. The mark consists of A teal swirl with the wording Glow Recipe in white letters.

The applicant, Aramara Beauty, LLC, DBA Glow Recipe, a limited liability company legally organized under the laws of New York, having an address of

443 Park Avenue South 9th Fl
New York, New York 10016
United States
XXXX

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 003: Body and beauty care cosmetics

In International Class 003, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 10/01/2014, and first used in commerce at least as early as 11/01/2014, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) The logo being used on the Glow Recipe ecommerce site.

[Specimen File1](#)

For informational purposes only, applicant's website address is: www.glowrecipe.com

The applicant's current Correspondence Information:

Aramara Beauty, LLC
Aramara Beauty, LLC
443 Park Avenue S 9th Fl
New York, New York 10016
buyer@glowrecipe.com;love@glowrecipe.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant or applicant's attorney at the e-mail address provided above. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in an additional processing fee of \$50 per international class of goods/services.

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. § 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant is using the mark in commerce on or in connection with the goods/services in the application; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the

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mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /meechang/ Date: 01/05/2016

Signatory's Name: Mee Chang

Signatory's Position: Cofounder

RAM Sale Number: 86865208

RAM Accounting Date: 01/05/2016

Serial Number: 86865208

Internet Transmission Date: Tue Jan 05 02:00:39 EST 2016

TEAS Stamp: USPTO/BAS-XX.XX.XX.XXX-20160105020039332

582-86865208-550a69a71495ccedff8dbe313cc

514da2732217dd4863bf41a7f9a1a82997caf498

-CC-8748-20160105014241425470



The screenshot shows the Glow Recipe website in a browser window. The browser's address bar displays www.glowrecipe.com. The website's header includes the Glow Recipe logo, navigation links for "GLOW IN THE KNOW", "BESTSELLERS", "SKINCARE", "BRANDS", "BLOG", "OUR STORY", and "PRESS", and a search bar. A promotional banner is the central focus, featuring a vibrant bouquet of flowers and a bottle of "Energy-Yellow Citrus & Honey" product. The banner text reads: "NEW YEAR, NEW SKIN", "7 SKIN CARE RESOLUTIONS FOR THE NEW YEAR", and "NOW ON OUR BLOG >". The browser's taskbar at the bottom shows several open applications, including "Gross sales by produ...", "SpaceNK_GlowRec...", "Anamara Beauty, LL...PDF", and "Anamara Beauty, LLC.PDF". The system clock indicates the time is 1:55 AM on 1/5/2018.

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Generated on: This page was generated by TSDR on 2024-06-08 12:41:36 EDT

Mark: GLOW ORGANICS

GLOW ORGANICS

US Serial Number: 87975474

Application Filing Date: Sep. 21, 2016

US Registration Number: 5257987

Registration Date: Aug. 01, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Mar. 13, 2023

Publication Date: Mar. 07, 2017 Notice of Allowance Date: May 02, 2017

Mark Information

Mark Literal Elements: GLOW ORGANICS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "ORGANICS"

Related Properties Information

Child Of: 87178836

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Organic cosmetics; non-medicated, organic skin care preparations

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 2016

Use in Commerce: Dec. 31, 2016

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

A458

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: BUMP HEALTH, INC.

Owner Address: 1506 West Detweiller Drive
PEORIA, ILLINOIS UNITED STATES 61615

Legal Entity Type: CORPORATION

State or Country ILLINOIS
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jonathan LA Phillips

Attorney Primary Email Address: jlap@pb-iplaw.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jonathan LA Phillips
Phillips & Bathke
4541 North Prospect Road, Suite 300A
Peoria Heights, ILLINOIS United States 61616

Phone: (309) 598-2028

Correspondent e-mail: jlap@pb-iplaw.com jtdb@pb-iplaw.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 15, 2023	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 15, 2023	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 15, 2023	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 15, 2023	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Nov. 15, 2023	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 13, 2023	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 13, 2023	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Mar. 11, 2023	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
Aug. 25, 2022	TEAS SECTION 8 & 15 RECEIVED	
Aug. 01, 2022	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 23, 2022	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 29, 2021	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 29, 2021	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 29, 2021	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 26, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 26, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 27, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 01, 2017	REGISTERED-PRINCIPAL REGISTER	
Jun. 30, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jun. 29, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 28, 2017	STATEMENT OF USE PROCESSING COMPLETE	
May 08, 2017	USE AMENDMENT FILED	
Jun. 28, 2017	DIVISIONAL PROCESSING COMPLETE	
May 08, 2017	DIVISIONAL REQUEST RECEIVED	
May 08, 2017	TEAS REQUEST TO DIVIDE RECEIVED	
Jun. 07, 2017	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 31, 2017	ITU OFFICE ACTION ISSUED FOR DIVISIONAL REQUEST	
May 30, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	

May 08, 2017 TEAS STATEMENT OF USE RECEIVED
 May 02, 2017 NOA E-MAILED - SOU REQUIRED FROM APPLICANT
 Mar. 07, 2017 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED
 Mar. 07, 2017 PUBLISHED FOR OPPOSITION
 Feb. 15, 2017 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED
 Jan. 23, 2017 APPROVED FOR PUB - PRINCIPAL REGISTER
 Jan. 20, 2017 TEAS/EMAIL CORRESPONDENCE ENTERED
 Jan. 19, 2017 CORRESPONDENCE RECEIVED IN LAW OFFICE
 Jan. 19, 2017 TEAS RESPONSE TO OFFICE ACTION RECEIVED
 Jan. 02, 2017 NOTIFICATION OF NON-FINAL ACTION E-MAILED
 Jan. 02, 2017 NON-FINAL ACTION E-MAILED
 Jan. 02, 2017 NON-FINAL ACTION WRITTEN
 Dec. 28, 2016 ASSIGNED TO EXAMINER
 Sep. 26, 2016 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
 Sep. 24, 2016 NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: TMO LAW OFFICE 112

Date in Location: Mar. 13, 2023

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Bump Boxes, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [7561/0300](#)

Pages: 3

Date Recorded: Jan. 18, 2022

Supporting Documents: [assignment-tm-7561-0300.pdf](#)

Assignor

Name: [BUMP BOXES, INC.](#)

Execution Date: Nov. 13, 2021

Legal Entity Type: CORPORATION

State or Country Where Organized: ILLINOIS

Assignee

Name: [BUMP HEALTH, INC.](#)

State or Country Where Organized: ILLINOIS

Legal Entity Type: CORPORATION

Address: 7719 N. PIONEER LANE
PEORIA, ILLINOIS 61615

Correspondent

Correspondent Name: JOHN T.D. BATHKE

Correspondent Address: 4541 N. PROSPECT RD.
STE. 300A
PEORIA HEIGHTS, IL 61616

Domestic Representative - Not Found

From: TMOfficialNotices@USPTO.GOV
Sent: Monday, March 13, 2023 11:16 PM
To: XXXX
Cc: XXXX
Subject: Official USPTO Notice of Acceptance/Acknowledgement Sections 8 and 15: U.S. Trademark RN 5257987: GLOW ORGANICS

U.S. Serial Number: 87975474
U.S. Registration Number: 5257987
U.S. Registration Date: Aug 1, 2017
Mark: GLOW ORGANICS
Owner: BUMP HEALTH, INC.

Mar 13, 2023

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

NOTICE OF ACKNOWLEDGEMENT UNDER SECTION 15

The declaration of incontestability filed for the above-identified registration meets the requirements of Section 15 of the Trademark Act, 15 U.S.C. §1065. **The Section 15 declaration is acknowledged.**

The registration will remain in force for the class(es) listed below, unless canceled by an order of the Commissioner for Trademarks or a Federal Court, as long as the requirements for maintaining the registration are fulfilled as they become due.

Class(es):
003

TRADEMARK SPECIALIST
POST-REGISTRATION DIVISION
571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION

WARNING: Your registration will be canceled if you do not file the documents below during the specified statutory time periods.

Requirements in the First Ten Years

What and When to File: You must file a declaration of use (or excusable nonuse) **and** an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

Requirements in Successive Ten-Year Periods

What and When to File: You must file a declaration of use (or excusable nonuse) **and** an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*****THE USPTO IS NOT REQUIRED TO SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE OWNER SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.*****

To check the status of this registration, go to https://tsdr.uspto.gov/#caseNumber=87975474&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199.

To view this notice and other documents for this registration on-line, go to https://tsdr.uspto.gov/#caseNumber=87975474&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=documentSearch NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

* **For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at <https://www.uspto.gov/trademark/> or contact the Trademark Assistance Center at 1-800-786-9199.**

A461

Combined Declaration of Use and Incontestability under Sections 8 & 15

The table below presents the data as entered.

Input Field	Entered
REGISTRATION NUMBER	5257987
REGISTRATION DATE	08/01/2017
SERIAL NUMBER	87975474
MARK SECTION	
MARK	GLOW ORGANICS (see, mark)
ATTORNEY INFORMATION (current)	
NAME	Jonathan LA Phillips
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Phillips & Bathke
STREET	4541 North Prospect Road, Suite 300A
CITY	Peoria Heights
STATE	Illinois
POSTAL CODE	61616
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	(309) 598-2028
EMAIL	jlap@pb-iplaw.com
ATTORNEY INFORMATION (proposed)	
NAME	Jonathan LA Phillips
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Phillips & Bathke
STREET	4541 North Prospect Road, Suite 300A
CITY	Peoria Heights
STATE	Illinois
POSTAL CODE	61616
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	(309) 598-2028

EMAIL	jlap@pb-iplaw.com
CORRESPONDENCE INFORMATION (current)	
NAME	Jonathan LA Phillips
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	jlap@pb-iplaw.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	firm@pb-iplaw.com
CORRESPONDENCE INFORMATION (proposed)	
NAME	Jonathan LA Phillips
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	jlap@pb-iplaw.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	firm@pb-iplaw.com
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	003
GOODS OR SERVICES	Organic cosmetics; non-medicated, organic skin care preparations
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPN0-26001003b00c18863005_61e6d3e83208-20220815132808233793_._enshot_063_-_glow_9_Glow_Organics_-_www.gloworganics.co.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\879\754\87975474\xml3\8150002.JPG
ORIGINAL PDF FILE	SPN0-26001003b00c18863005_61e6d3e83208-20220815132808233793_._- Your Shopping Cart_Glow_Organics_-_www.gloworganics.co.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\879\754\87975474\xml3\8150003.JPG
SPECIMEN DESCRIPTION	Screenshots from Registrant's website showing textual descriptions of the goods and a "shopping cart"
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided
OWNER SECTION (current)	
NAME	BUMP HEALTH, INC.
MAILING ADDRESS	7719 N. PIONEER LANE
CITY	PEORIA
STATE	Illinois
ZIP/POSTAL CODE	61615
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
OWNER SECTION (proposed)	
NAME	BUMP HEALTH, INC.
MAILING ADDRESS	7719 N. PIONEER LANE
CITY	PEORIA

STATE	Illinois
ZIP/POSTAL CODE	61615
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
EMAIL	XXXX
LEGAL ENTITY SECTION (current)	
TYPE	corporation
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY OF INCORPORATION	Illinois
PAYMENT SECTION	
NUMBER OF CLASSES	1
NUMBER OF CLASSES PAID	1
COMBINED §§ 8 & 15 FILING FEE PER CLASS	425
TOTAL FEE PAID	425
SIGNATURE SECTION	
SIGNATURE	/jlap/
SIGNATORY'S NAME	Jonathan LA Phillips
SIGNATORY'S POSITION	Attorney of Record, IL Bar Member
DATE SIGNED	08/25/2022
SIGNATORY'S PHONE NUMBER	309-643-6518 x701
SIGNATURE METHOD	Sent to third party for signature
PAYMENT METHOD	CC
FILING INFORMATION	
SUBMIT DATE	Thu Aug 25 17:35:13 ET 2022
TEAS STAMP	USPTO/S08N15-XX.XXX.XX.XX X-20220825173514968287-52 57987-8005d8744bccdd8defe 68583f08fe1291ac577c74af3 4b712b25a38b61229f1062-CC -35131188-202208251048021 98092

**Combined Declaration of Use and Incontestability under Sections 8 & 15
To the Commissioner for Trademarks:**

REGISTRATION NUMBER: 5257987
REGISTRATION DATE: 08/01/2017

MARK: GLOW ORGANICS

Current: The owner, BUMP HEALTH, INC., a corporation of Illinois, having an address of
7719 N. PIONEER LANE
PEORIA, Illinois 61615
United States

Proposed: The owner, BUMP HEALTH, INC., a corporation of Illinois, having an address of
7719 N. PIONEER LANE
PEORIA, Illinois 61615
United States
XXXX

is filing a Combined Declaration of Use and Incontestability under Sections 8 & 15.

For International Class 003, the mark is in use in commerce on or in connection with **all** of the goods/**all** of the services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: Organic cosmetics; non-medicated, organic skin care preparations; **and** the mark has been continuously used in commerce for five (5) consecutive years after the date of registration, or the date of publication under Section 12(c), and is still in use in commerce on or in connection with **all** goods/**all** services, or to indicate membership in the collective membership organization, listed in the existing registration for this class. Also, no final decision adverse to the owner's claim of ownership of such mark for those goods/services, or to indicate membership in the collective membership organization, exists, or to the owner's right to register the same or to keep the same on the register; and, no proceeding involving said rights pending and not disposed of in either the U.S. Patent and Trademark Office or the courts exists.

The owner is submitting one(or more) specimen(s) for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) Screenshots from Registrant's website showing textual descriptions of the goods and a "shopping cart".

Original PDF file:

[SPNO-26001003b00c18863005 61e6d3e83208-202208151328 08233793 . enshot_063 - _glow 9 Glow Organics -
_www.gloworganics.co.pdf](#)

Converted PDF file(s) (1 page)

[Specimen File1](#)

Original PDF file:

[SPNO-26001003b00c18863005 61e6d3e83208-202208151328 08233793 . - _Your Shoppi ng Cart Glow Organics -
_www.gloworganics.co.pdf](#)

Converted PDF file(s) (1 page)

[Specimen File1](#)

Webpage URL: None Provided

Webpage Date of Access: None Provided

The owner's/holder's current attorney information: Jonathan LA Phillips. Jonathan LA Phillips of Phillips & Bathke, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

4541 North Prospect Road, Suite 300A
Peoria Heights, Illinois 61616
United States

The phone number is (309) 598-2028.

The email address is jlap@pb-iplaw.com

The owner's/holder's proposed attorney information: Jonathan LA Phillips. Jonathan LA Phillips of Phillips & Bathke, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

4541 North Prospect Road, Suite 300A
Peoria Heights, Illinois 61616
United States

The phone number is (309) 598-2028.

The email address is jlap@pb-iplaw.com

Jonathan LA Phillips submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

Correspondence Information (current):

Jonathan LA Phillips
PRIMARY EMAIL FOR CORRESPONDENCE: jlap@pb-iplaw.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): firm@pb-iplaw.com

Correspondence Information (proposed):

Jonathan LA Phillips
PRIMARY EMAIL FOR CORRESPONDENCE: jlap@pb-iplaw.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): firm@pb-iplaw.com

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the owner/holder and the owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$425 will be submitted with the form, representing payment for 1 class(es), plus any additional grace period fee, if necessary.

Declaration

- Unless the owner has specifically claimed excusable nonuse, the mark is in use in commerce on or in connection with the goods/services or to indicate membership in the collective membership organization identified above, as evidenced by the attached specimen(s).
- Unless the owner has specifically claimed excusable nonuse, the specimen(s) shows the mark as currently used in commerce on or in connection with the goods/services/collective membership organization.
- The mark has been in continuous use in commerce for five consecutive years after the date of registration, or the date of publication under 15 U.S.C. § 1062(c), and is still in use in commerce on or in connection with all goods/services, or to indicate membership in the collective membership organization, listed in the existing registration.
- There has been no final decision adverse to the owner's claim of ownership of such mark for such goods/services, or to indicate membership in the collective membership organization, or to the owner's right to register the same or to keep the same on the register.
- There is no proceeding involving said rights pending and not finally disposed of either in the United States Patent and Trademark Office or in a court.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission and the registration, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /jlap/ Date: 08/25/2022
Signatory's Name: Jonathan LA Phillips
Signatory's Position: Attorney of Record, IL Bar Member
Signatory's Phone: 309-643-6518 x701
Signature method: Sent to third party for signature

Mailing Address (current):

A466

Phillips & Bathke
4541 North Prospect Road, Suite 300A
Peoria Heights, Illinois 61616

Mailing Address (proposed):

Phillips & Bathke
4541 North Prospect Road, Suite 300A
Peoria Heights, Illinois 61616

Serial Number: 87975474

Internet Transmission Date: Thu Aug 25 17:35:13 ET 2022

TEAS Stamp: USPTO/S08N15-XX.XXX.XX.XXX-2022082517351

4968287-5257987-8005d8744bccdd8defe68583





f08fe1291ac577c74af34b712b25a38b61229f10

62-CC-35131188-20220825104802198092

FREE SHIPPING WITH PURCHASE OVER \$30

SEARCH

GLOW ORGANICS
Shop | [Log Out](#) | [My Account](#)

Product	Price	Quantity	Total
 Energize Body Lotion	\$14.95	1	\$14.95
 Organic Body Butter (Pure)	\$14.95	1	\$14.95
 Organic Bath Soak (Relax)	\$14.95	1	\$14.95
 Charcoal Face & Body Mask	\$14.95	1	\$14.95

\$54.90
(Estimated shipping costs \$0.00)

Calculate shipping

Country:

State:

Zip/Postal Code:

Please enter your address to calculate shipping.

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ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 5257987



Serial Number: 87975474



RAM Sale Number: 5257987

RAM Accounting Date: 20220825

Total Fees: \$425

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

<u>Transaction</u>	<u>Fee Code</u>	<u>Transaction Date</u>	<u>Fee per Class</u>	<u>Number of Classes</u>	<u>Number of Classes Paid</u>	<u>Total Fee</u>
§8 affidavit	7205	20220825	\$225	1	1	\$225
§15 affidavit	7208	20220825	\$200	1	1	\$200

Physical Location: 700 - INTENT TO USE SECTION

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20220825



FREE SHIPPING WITH PURCHASE OVER \$35

SEARCH

GLOW ORGANICS
Shop Log In/Account

0 ITEMS

SHOW ALL PRODUCTS SORT BY: 4-2 SHARE

BY FEELING

- Energize
- Pure
- Nourish
- Relax
- Balance

BY PRODUCT TYPE

- Body
- Bath

 Bath Bomb Set-3 Pack \$19.95 ADD TO CART	 Charcoal Face & Body Mask \$20.95 ADD TO CART	 Energize Body Lotion \$14.95 ADD TO CART	 Organic Bath Soak (Relax) \$4.95 ADD TO CART
 Organic Belly Butter (Pure) \$24.95 ADD TO CART	 Organic Foot Soak (Balance) \$15.95 ADD TO CART	 Pregnancy Bath Bomb (Energize) \$6.99 ADD TO CART	 Pregnancy Bath Bomb (Relax) \$6.99 ADD TO CART
 Pregnancy Bath Bomb (Relieve) \$6.95 ADD TO CART			

HOME & BATH | TOILET & SKINCARE | CHILDREN | GROOMING | ACCESSORIES





4 1 2 3 4 5 6 7 8 9 10

FREE SHIPPING WITH PURCHASE OVER \$30

SEARCH

GLOW ORGANICS
Shop | [Log Out](#)

0 ITEMS

Product	Price	Quantity	Total
 Energize Body Lotion	\$14.95	1	\$14.95
 Organic Belly Butter (Pure)	\$14.95	1	\$14.95
 Organic Bath Soak (Relax)	\$14.95	1	\$14.95
 Charcoal Face & Body Mask	\$14.95	1	\$14.95

\$54.90
(Estimated shipping costs \$0.00)

Calculate shipping

Country:

State:

Zip/Postal Code:

Please enter your address to calculate shipping.

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United States of America

United States Patent and Trademark Office

GLOW ORGANICS

Reg. No. 5,257,987

Registered Aug. 01, 2017

Int. Cl.: 3

Trademark

Principal Register

Bump Boxes, Inc. (ILLINOIS CORPORATION)
5945 W. Ridgecrest Dr.
Peoria, IL 61615

CLASS 3: Organic cosmetics; non-medicated, organic skin care preparations

FIRST USE 12-31-2016; IN COMMERCE 12-31-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown:
"ORGANICS"

SER. NO. 87-975,474, FILED 09-21-2016
JAY K FLOWERS, EXAMINING ATTORNEY



Joseph Matol

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

Thursday, June 6, 2024 at 16:23:15 Central Daylight Time

Subject: Follow up re Meet & Confer and Rule 33(b)(1) Oath
Date: Wednesday, March 20, 2024 at 2:25:00 PM Central Daylight Time
From: John Bathke
To: Homyk, Matthew
CC: Jonathan Phillips, Aryani, Samar
Attachments: 2024.03.11 Letter re Discovery Dispute Cancel No 2024.03.11 Letter re Discovery Dispute Cancel No 92082963.pdf

Dear Matt,

Thank you for your time on Monday, March 18, 2024, for the meet and confer.

At that conference, we discussed the items in the attached letter sent on March 11. Based on our discussions, we understand that your client will not be revising its responses to its Requests for Production (“**RTP’S**”) and Interrogatories or providing Bates Numbers to identify which documents are responsive to which RTPs and Interrogatories.

We further understand that your client is not withholding responsive documents to our RTPs. And when your client says “may produce” in the responses, this means that if your client finds additional documents it will produce those additional documents. But at this time, it is not anticipated that more documents will be provided.

If for some reason our understandings are incorrect, please let us know.

Finally, after further review, it does not appear that your client signed the Interrogatory responses under oath as required by FRCP 33(b)(3). We ask that a sworn response be provided in accordance with the rules.

Thank you.

Kind regards,

John

John T.D. Bathke
Phillips & Bathke, P.C.
53 W. Jackson Blvd., Ste 805
Chicago, IL 60604
Tel: (312) 260-9160

A475

1 of 2

Email: jtdb@pb-iplaw.com