

FIRST CHOICE. FIRST MEMORY.

A thoughtful choice for every first.

From a baby's first bath to a growing child's daily care.

Created from a father's care for his own family. Made tangible through product roles, textures and considered design.



BABY / 4 PRODUCTS

All-in-One Wash, Lotion, Cream and Soothing Gel.

KIDS / 3 PRODUCTS

Facial Cleanser, Shampoo and Body Wash.

DOCUMENTED PROOF

Test records, brand materials and Korean channels.

Brand story: Songji Labs supplied catalogue, pp. 4-5. Selected products for Canadian buyer review.

PRODUCT FAMILY / BABY CARE

HAIR. FACE. BODY. ONE WASH.

Baby care, from bath to moisture.

A single foaming wash brings three cleansing roles together. Pair it with lotion, cream or soothing gel to build a Baby care selection.

[Explore the featured product](#)



3-IN-1

Hair, face and body cleansing.

FOAMING FORMAT

Pump-dispensed foam.

370 mL

Baby All-in-One Wash.

Product information: Songji Labs supplied catalogue, pp. 8 and 11.

PRODUCT LINEUP / BABY

Build the Baby care selection.



HAIR + FACE + BODY

Baby All-in-One Wash

370 mL

One foaming wash for three cleansing steps. A pump format for a simple, coordinated bath routine.

Product details



DAILY MOISTURE

Daily Baby Lotion

300 mL

Daily moisturizing care with squalane and shea butter, as described in the company catalogue.

Product details



NOURISHING MOISTURE

High Moisturizing Cream

150 mL

A nourishing cream containing ceramide NP. An additional moisturizing option within the Baby range.

Product details



SOOTHING CARE

Baby Soothing Gel

150 mL

A cream-type soothing gel for moisturizing care. A distinct texture alongside the lotion and cream.

Product details

Source: Songji Labs supplied English catalogue, pp. 11-14; current PURELU product photographs.

THOUGHTFUL CHOICES, DOWN TO THE DETAILS.

A practical detail you can see.



ONE PRODUCT. THREE ROLES.

Hair, face and body cleansing in the same foaming wash.

DISPENSING DESIGN

The company catalogue describes a pump designed to keep the formula from contacting its metal spring.

Baby All-in-One Wash / 370 mL

SAMPLES & SUPPLY DISCUSSION

Discuss your selected SKUs, sample needs and supply terms with GBC Vancouver.

gymd99@gbcprime.com

+1 250 885 1282

GBC Vancouver contact

Source: Songji Labs supplied catalogue, pp. 8 and 11; PURELU pump and foam photographs.

PRODUCT FAMILY / KIDS CARE

DEDICATED CARE FOR GROWING KIDS.

Face. Hair. Body. Their own routine.

Three dedicated products make the purpose of each step clear. Introduce the range through the Facial Cleanser, then extend the selection to Shampoo and Body Wash.

[Explore the featured product](#)



AGES 3-12

Brand-specified Kids range.

FACE / HAIR / BODY

Three dedicated products.

130 / 500 / 500 mL

Facial Cleanser / Shampoo / Body Wash.

Product information: PURELU supplied Kids lineup and Facial Cleanser materials. Ages are brand-specified.

PRODUCT LINEUP / KIDS

One Kids range. Three clear roles.



FACE

**Lacto & Vitamin
Kids Facial Cleanser****130 mL**

Dedicated facial cleansing with a yogurt-like gel-cream texture that forms foam with water.

Product details

Source: PURELU supplied Kids lineup and product materials. Ages 3-12; capacities shown per product.



HAIR

**Lacto & Vitamin
Kids Shampoo****500 mL**

A dedicated shampoo for the Kids routine, in a pump bottle with the range's orange packaging identity.

Product details

BODY

**Lacto & Vitamin
Kids Body Wash****500 mL**

A separate body wash for the Kids routine. Completes the face, hair and body selection.

Product details

THOUGHTFUL CHOICES, DOWN TO THE DETAILS.

A texture you can demonstrate.



YOGURT-LIKE GEL-CREAM TEXTURE

GEL-CREAM TO FOAM.

The brand describes a soft gel-cream that becomes foam when mixed with water.

DEDICATED FACIAL CARE

130 mL tube

For children ages 3-12

Part of the Lacto & Vitamin Kids range

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Source: PURELU Kids Facial Cleanser texture and lineup materials. Photographs show the actual product format.

PROOF POINTS / BABY TEST DOCUMENTATION

Test records with product names.

Dermatest certificates supplied by Songji Labs. Each record identifies the product and test date.



ALL-IN-ONE WASH

17 March 2023

Tested name: Body Wash & Shampoo & Facial Cleanser (3 in 1)



DAILY BABY LOTION

8 July 2022

Tested name: Daily Lotion for Baby & Mom



NOURISHING CREAM

17 March 2023

Tested name: Nourishing Cream For Baby & Mom

Certificates record an excellent patch-test rating. Adult studies on the named samples (2022/2023); the wash was tested at 0.5% dilution. These records do not establish the same result for every SKU or a later formula.

PROOF POINTS / KIDS PRODUCT MATERIALS

A visible product story. Named evidence.

Certification information published by PURELU for the Kids Facial Cleanser.



DERMATEST

Excellent rating shown in brand material.



COSMOS ORGANIC

Certification claim shown in brand material.



VEGAN CERTIFICATION

Korea Agency of Vegan Certification and Services.

FACIAL CLEANSER / 130 mL / AGES 3-12

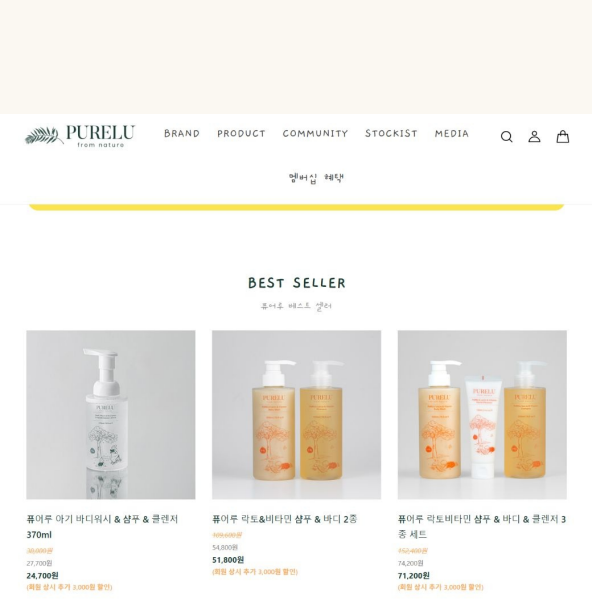
[View official product material](#)

Source: PURELU Facial Cleanser product image _08. Brand-published certification information; underlying Kids certificates and current scope have not been independently checked. Do not extend these badges to Shampoo or Body Wash.

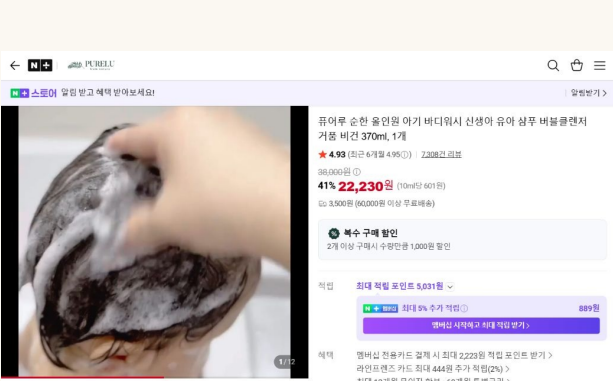
PROOF POINTS / KOREAN DIGITAL CHANNELS

See the products in market context.

Official retail and social touchpoints. Select an image to open the source.



PURELU OFFICIAL SHOP



Baby Wash product listing

Naver Brand Store



OFFICIAL INSTAGRAM

Sources: website Proof Points captures dated 15 September 2026; official shop listings rechecked for this edition. Social composite combines a profile capture and a separate brand-supplied photo. Prices and channel content can change.

PROOF POINTS / BRAND-LISTED RETAIL CHANNELS

A Korean retail footprint to explore.

The following channels appear on PURELU's official stockist page.



AK PLAZA / GWANGMYEONG

Beauty Ground



HYUNDAI / TRADE CENTER

SBA Seoul Awards Collection Zone



LOTTE DUTY FREE

Online duty-free channel



HYUNDAI DUTY FREE

Online duty-free channel

Brand-reported listings, not independently verified current stock at each retailer. Product availability and dates should be confirmed with the channel.

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Source: purelu.kr/stockist.html, reviewed 15 September 2026. Click a channel photograph for the original brand listing. Sample and commercial terms are discussed separately.