Blanc

Blanc Nature Co., Ltd.

Company Description

[Corporate Philosophy and Vision]
FITS COMPANY was founded in 2011 by CEO Ko Young-jae, driven by a deep desire to help individuals struggling with chronic skin issues regain their confidence. The company's flagship brand, "Blanc Nature," was born out of extensive research into acne-prone skin. Its core philosophy is rooted in the belief that skin care should be a life-changing solution rather than just a cosmetic product. By focusing exclusively on "troubled skin," FITS has carved out a unique niche in the competitive K-Beauty industry.

[Strategic Strengths and Innovation]
The company's competitive edge lies in its "Customer-First" approach and data-driven decision-making. FITS operates as a lean, agile beauty-tech startup, prioritizing direct feedback from users to refine and launch new products. This strategy has resulted in high customer loyalty and products that effectively address real pain points. For instance, their signature "Magic Tea Tree Oil," formulated with high concentrations of natural ingredients, has become a cult favorite, ranking as a best-seller on international platforms without relying solely on traditional mass marketing. Financially, FITS has shown remarkable resilience and growth. With revenues reaching approximately 15 billion KRW in 2024, the company has consistently doubled its annual turnover, proving the scalability of its business model in the global "Derma-cosmetics" sector.

[Global Presence and Expansion]
FITS recognized the potential of international markets early on. Today, Blanc Nature is a prominent player in Japan, Singapore, and Southeast Asia. In Japan specifically, the brand frequently secures top rankings on platforms like Qoo10 and Rakuten, resonating with consumers who value efficacy and ingredient transparency. Currently exporting to over 10 countries, including the United States, FITS is transitioning from a domestic startup into a global skin care powerhouse.

[Work Culture and Future Outlook]
The organization prides itself on a culture of "growth and sincerity." Unlike traditional corporate hierarchies, FITS encourages every employee to act as a "brand owner," fostering an environment where ideas can be implemented within weeks. The company values "true sincerity" toward customers over mere technical skills, believing that the best products are made by people who genuinely care about the user's experience. As they continue to expand their footprint, FITS remains committed to its mission of becoming the world's No. 1 specialized skin care brand for troubled skin.

Company Details

Head Office
Korea, South

Main Business
化粧品 (主にニキビ・トラブル肌専門スキンケア) の製造・販売 / Eコマース事業 (自社モールおよびグローバル展開)

President
コ・ヨンジェ

Established
2024 年 2 月

Capital
(50万円)

Number of Employees
1 - 10

URL
https://blancnature.co.kr/index.html

Offices

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