



BRAND PROMISES



VEGAN - FRIENDLY

Peta Approved



CLEAN INGREDIENTS

Rated clean at Sephora

Made without potentially harmful ingredients including: Mineral oil, Parabens, Benzoic Acid, Benzophenone-4, Talc, Triethanolamine and Tricolsan



SUSTAINABILITY

FSC-Certified boxes

Upcycled beauty ingredients

ABOUT THE BRAND

Chasin' Rabbits is a Korean vegan beauty brand on a mission to create a better world for people, animals, and the planet. Backed by 30+ years of expertise from parent company It's Hanbul, the brand crafts clean, cruelty-free products powered by plant-based ingredients like fruits, flowers, and seeds—free from animal testing or animal-derived ingredients.

Sustainability is at the heart of Chasin' Rabbits. From recyclable, lightweight packaging to refillable options in Korea's zero-waste shops, every detail is designed to reduce its environmental impact. Even its peel-off labels make recycling effortless.

With vibrant packaging, gentle formulations, and a playful approach, Chasin' Rabbits delivers skincare that's as joyful as it is purposeful—because caring for your skin and the planet should go hand in hand.

PRODUCT

MINDFUL BUBBLE CLEANSER

WHAT IT IS: Gentle Charcoal Face Wash

For oily, combination, blemish-prone skin

FEATURES: This foaming face wash gently purifies pores and deeply cleanses skin with detoxifying natural charcoal.

SECRET COLOR OF BLACK: Natural active charcoal powder infused with non artificial color.

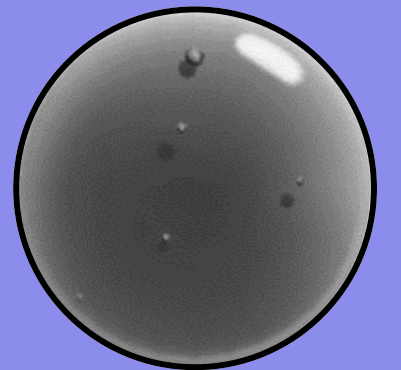
HIGHLIGHTED INGREDIENTS:

1. **Activated Charcoal:** This jet-black ingredient is clinically proven to be highly effective at clearing blackheads and clogged pores. Its natural porosity acts like a magnet, drawing out dirt, buildup, and impurities.
2. **Bamboo Extract:** Packed with antioxidants, calming, and helps prevent moisture loss.
3. **Panthenol (Pro-vitamin B5):** soothes the skin and can help to improve hydration levels

HOW TO USE: Dispense into hand and lather until bubbles form. Gently massage onto face, focusing on clogged pores, then rinse with warm water.



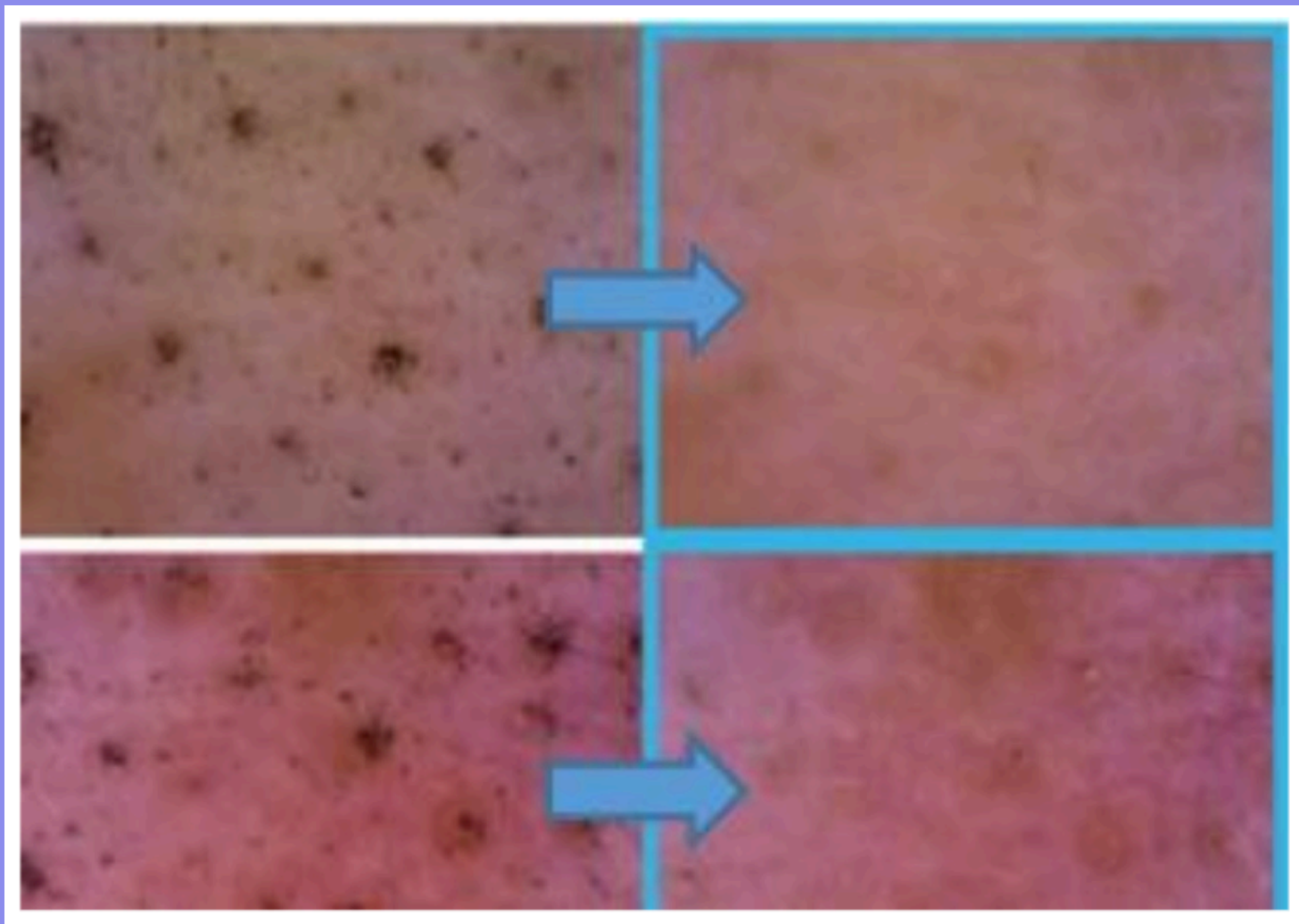
“Best face wash I have EVER used, my skin is extremely oily and I wear makeup every day, gets makeup off super easily, smells great and my skin feels amazing!”



MSRP: \$20 | 200ml

BLACKHEAD (STATUS) IMPROVEMENT & BLACK HEAD REMOVAL CLINICAL TEST

In an expert grader survey of 20 female age 20-39, after 4 weeks result, 100% experienced an improvement in the blackhead status of their skin



BUNNY LINE SMOOTHER

WHAT IT IS: Eye Cream in Roller Form

FEATURES: This clinically proven anti-wrinkle formula helps soften the look of fine lines around eyes, brows, mouth, and neck, while visibly brightening. The surgical steel ball roller ball applicator creates a Gua Sha-like massaging effect that reduces puffiness and boosts absorption.

HIGHLIGHTED INGREDIENTS:

1. **Inca Inchi Oil:** The richest plant-based source of essential fatty acids and vitamins, it promotes softness, smoothness, and suppleness.
2. **Niacinamide (Vitamin B3):** Reduces the appearance of skin blemishes and signs of congestion while visibly brightening.
3. **Green tea extract:** Soothes and protects the skin, reduces sebum, and minimizes signs of aging.
3. **Lactobacillus Ferment Lysate:** Active probiotics protect, repair, and regenerate skin.

For all skin types

HOW TO USE: Squeeze adequate amount by pressing button on the back and roll around eye area, fine lines, around brows, mouth, and neck

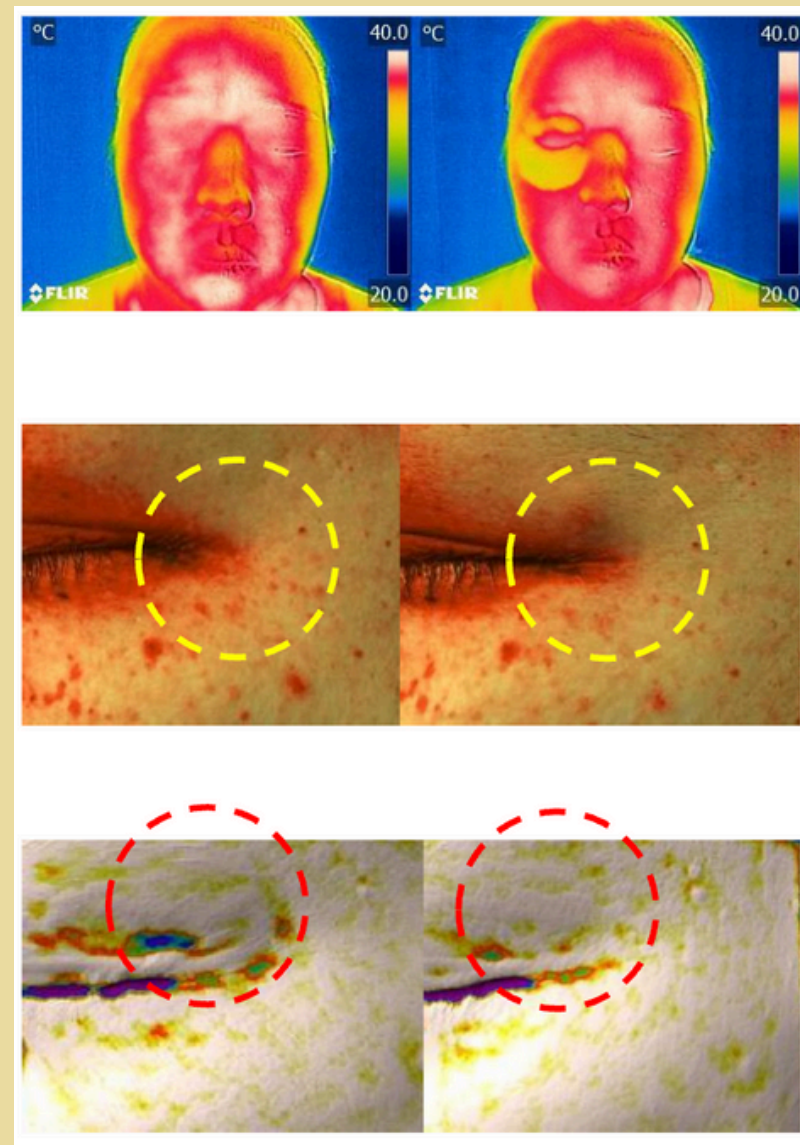
SURGICAL STEEL ROLLER APPLICATOR: Hypo-allergenic steel cools and massages, and can be used without fear of skin irritation or rash commonly caused by regular steel reactions on skin



MSRP: \$22 | 15ml

IN A CLINICALLY MEASURED STUDY ON 25 WOMEN RANGING IN AGE FROM MID 20 TO 50:

Reduction temperature effect of eye area,
improvement result of eye area discoloration, dark
spot, dark circle, and deep wrinkle improvement effects



MAGIC BEAUTY SHROOM ESSENCE



“Love this! It helps plump and soften my skin when its feeling dehydrated and has too much texture...my skin has never felt so silky smooth and I love that it has no scent.”

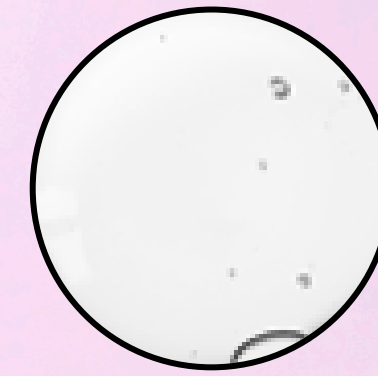
WHAT IT IS: Single Extract Snow Mushroom Toner Essence

FEATURES: This single ingredient essence instantly hydrates, plumps, smooths, and brightens skin with powerful antioxidant, antibacterial, and moisture-retaining properties.

HIGHLIGHTED INGREDIENTS:

1. **100% Snow Mushroom (Tremella Fuciformis):** Rich in antioxidants, Vitamins A, C, D, and fatty acids, it helps retain moisture and stabilize the skin barrier. Mimics hydration powerhouse hyaluronic acid by pulling moisture to the skin, while anti-inflammatory properties calm, and it targets dark spots and hyperpigmentation.

HOW TO USE: After cleansing, pour a moderate amount into palm or a cotton pad. Sweep over face or gently pat for absorption. Add more layers to boost moisture.



MSRP: \$22 | 200ml

FREEZE TAG ICE ROLLER

WHAT IT IS: A multi-functional face serum with an innovative ice roller applicator, combining intense hydration with cooling benefits. The gel-textured serum deeply moisturizes for a smooth, supple complexion and is dermatologist-tested for sensitive skin. The surgical steel roller helps reduce puffiness, calm redness, shrink pores, and promote circulation for a refreshed, radiant look.

HIGHLIGHTED INGREDIENTS:

- 1. Haronga (Harungana Madagascariensis) & Caffeine & Oats:** Together, these ingredients target skin and pore tightening while calming skin and reducing puffiness.
- 2. Green Rooibos Extract:** Packed with antioxidants and anti-inflammatory benefits, this extract helps tighten skin and soothe redness.
- 3. Sanghwang mushroom (Phellinus Linteus):** This medicinal mushroom helps brighten and revitalize skin.

HOW TO USE: Lightly squeeze the tube, then gently glide the roller applicator onto the face, neck, décolleté avoiding the eyes.

SURGICAL STEEL ROLLER APPLICATOR: Hypo-allergenic steel cools and massages, and can be used without fear of skin irritation or rash commonly caused by regular steel reactions on skin. Wipe clean after each use



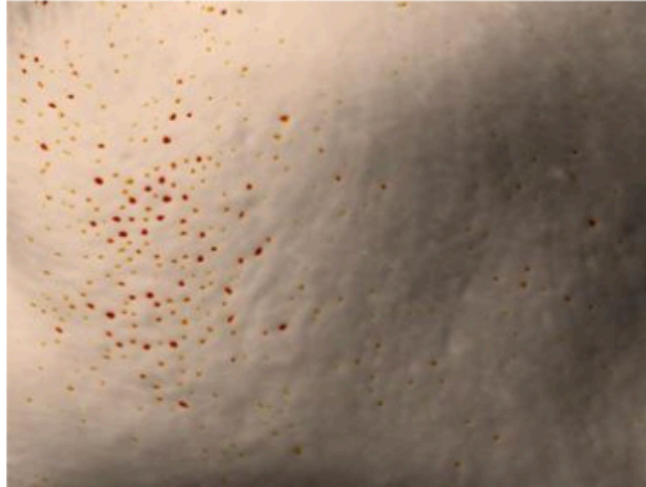
MSRP: \$28 | 50ml

CLINICAL TEST RESULTS:

Skin cooling effect, benefits of cold therapy, shrink pore effect



Reduction face temperature
13.62%



Reduction pore size
15.92%



GREEN GOLDEN RULER CREAM

WHAT IT IS: Barrier Repair Moisturizer with Probiotics

For all skin types

FEATURES: This lightweight moisturizer for face and neck is clinically proven to improve the skin's moisture barrier function.

HIGHLIGHTED INGREDIENTS:

- 1. Lactobacillus Ferment Lysate (Probiotics):** Support a more even skin tone while boosting elasticity, minimizing wrinkles, providing deep hydration, and increasing cell turnover.
- 2. 67% Green Tea water based:** Antioxidant and anti-inflammatory properties soothe and repair.
- 3. Inca Inchi Oil:** The richest plant-based source of essential fatty acids and vitamins, it promotes softness, smoothness, and suppleness.
- 4. 5 types of Hyaluronic Acid:** 5 molecular weights of HA allow moisture to absorb immediately and deeply into the skin.

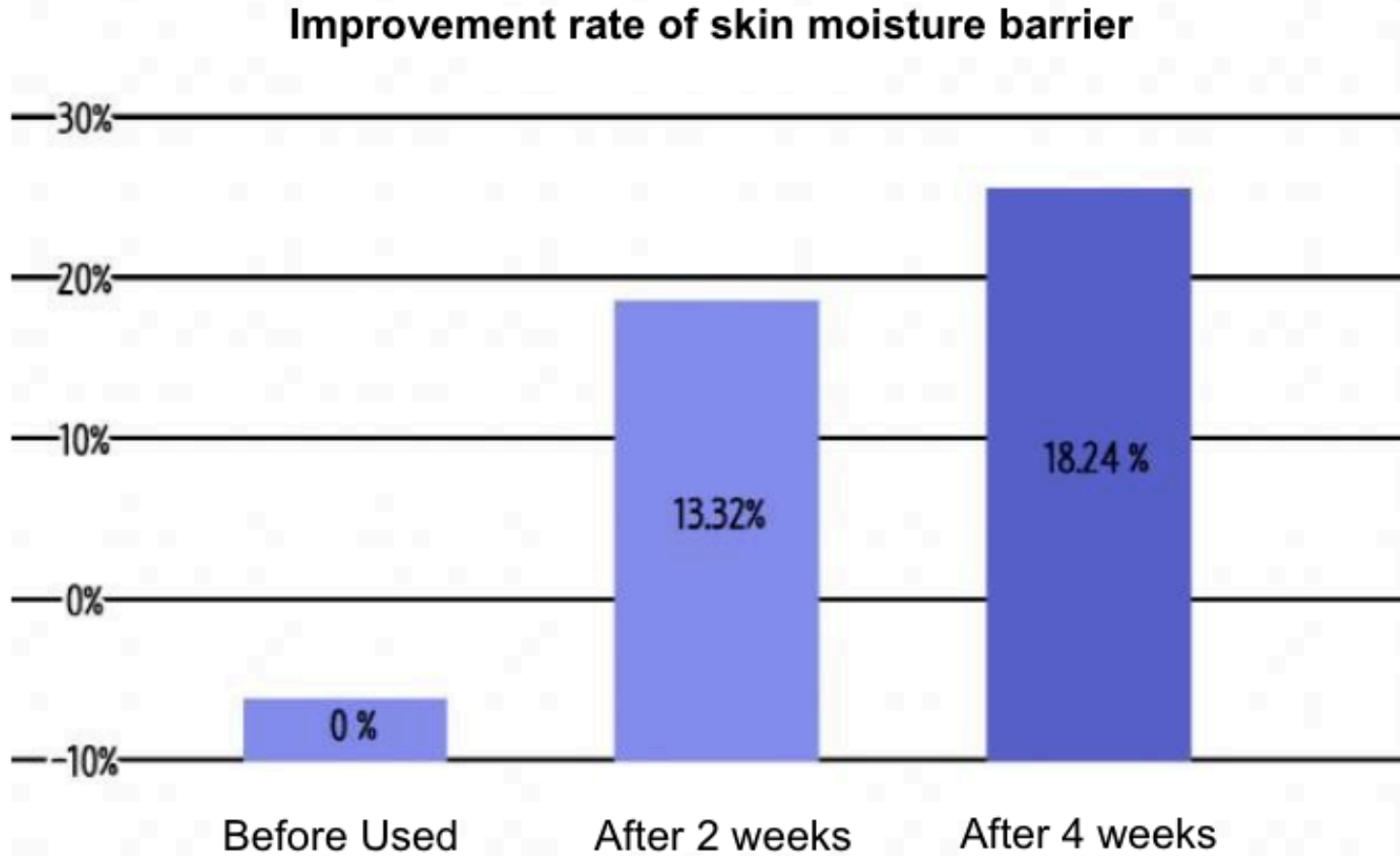
HOW TO USE: Dispense a pearl-sized amount of cream, massage onto face, neck, and décolleté in upward strokes. Apply a second layer to deeply hydrate extra dry skin. Use daily, morning and night.



MSRP: \$27.60 | 75ml

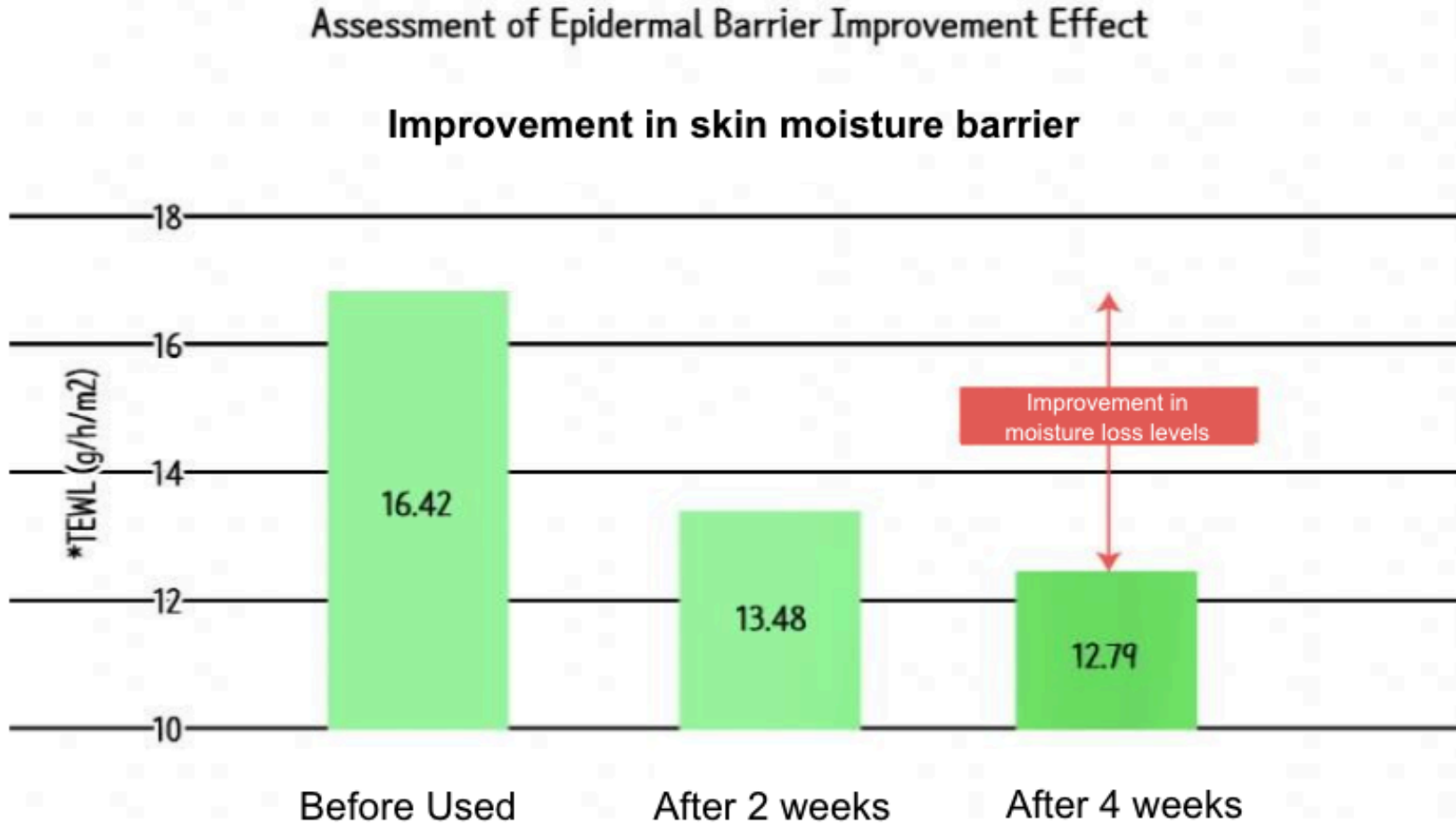
CLINICAL TEST 1: MOISTURE LOSS IMPROVEMENT

28-day clinical study used as part of a barrier improvement of regimen on 21 volunteers.



CLINICAL TEST 2: MOISTURE BARRIER RECOVERY IMPROVEMENT

28-day clinical study used as part of a barrier improvement of regimen on 21 volunteers.



ALL ABOUT GLOW TONE UP CREAM

WHAT IT IS: Instant brightening effect daily moisturizer

For all skin types, including sensitive

FEATURES: A daily moisturizer that delivers a bright, clear look while enhancing your skin's natural radiance. This gentle, clean formula evens out your skin tone, leaving it smooth, luminous, and prepped for flawless makeup application.

HIGHLIGHTED INGREDIENTS:

1. **Chamaecyparis Obtusa Water:** Derived from the Japanese cypress tree, it has antibacterial and calming properties
2. **White Clover Complex & White Flower Complex:** Powerful anti-inflammatory benefits help alleviate redness, itching, and irritation. Niacinamide (Vitamin B3) :Helps skin appear bouncy and visibly improves tone and texture.

HOW TO USE: Apply a dime-sized amount to the face and neck after sunscreen, massaging in well. Can also be applied to the body for targeted brightening.



MSRP: \$15.60 | 50ml

BUTTSHROOM BUM PATCH

WHAT IT IS: Thick, gel-coated masks specialized for bum care

For all bum types

FEATURES: These patches nourish, lift, tighten, plump, and smooth while promoting fat burning with all natural ingredients.

MAIN INGREDIENTS:

- Berry Complex (Strawberry, Blueberry, Blackberry):** Skin soothing and moisturizing properties for a soft, smooth feeling.
- Mushroom Complex (Tremella, Fuciformis, Inonotus Obliquus):** Firms and lifts by supporting the production of collagen, your skin's structural protein that builds volume and density.
- Caffeine:** Helps to tighten and promote fat burning on the surface of the skin.

HOW TO USE: Thoroughly cleanse and dry the area of application. Remove film from both sides of patches, and apply to both cheeks for 20 minutes.



MSRP: \$9.99 | 2pcs

PEACE LOVE GROOVE PERFUME HAND

WHAT IT IS: Velvety-soft scented hand cream

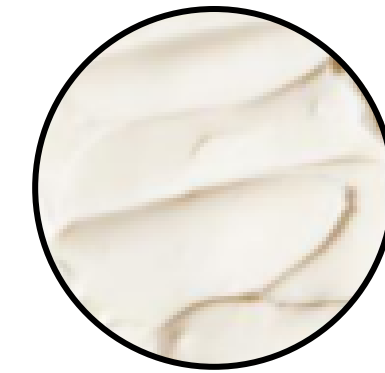
What is a sensory beauty product? Sensory beauty products are specially designed to awaken the five senses – smell, taste, sight, touch and hearing – to create a new connection between the body and the mind.

FEATURES: A fast-absorbing, non-greasy, velvet-finish hand cream that deeply moisturizes to replenish even the driest hands while imparting one of three scent choices: Peace, Love, and Groove.

HIGHLIGHTED INGREDIENTS:

- 1. Tea tree (Melaleuca Alternifolia) Leaf Water:** Effective antibacterial helps reduce inflammation.
- 2. Malachite Extract:** Functions as an antioxidant, assisting in protecting skin from environmental stressors.
- 3. Allantoin & Panthenol:** Moisturizes, soothes itchiness, and heals injured skin.

HOW TO USE: Massage cream onto hands in circular motions.



MSRP: 11.90 | 50ml

APPLE JAM SCRUB FOAM

WHAT IT IS: A 3-in-1 Scrub Cleanser with Apple Vinegar Extract & AHA/BHA/PHA/LHA

FEATURES: A creamy, jammy exfoliating cleanser with Apple Vinegar Extract and AHA/BHA/PHA/ LHA that deeply cleanses, unclogs pores, and smooths skin. Infused with natural apple to draw out impurities, its gentle sugar-based formula leaves skin soft, hydrated, and lightly scented with fresh apple.

MSRP: \$18

HIGHLIGHTED INGREDIENTS:

- 1. Pyrus Malus (Apple) Fruit Extract:** Offers antioxidant and anti-aging benefits. Malic acid, a natural Alpha Hydroxy Acid, gently exfoliates, improving dark spots, blotchiness, and providing a brightening effect.
- 2. Phaseolus Radiatus Seed Powder:** Helps to exfoliate and smooth skin.
Skin target : oily, combination, and blemish - prone skin types.

HOW TO USE: Dispense into hand, then gently massage onto face, focusing on areas of congestion or texture, then rinse clean.

MSRP: \$9.99 | 120g



AWARDS AND MILESTONES



SOKO GLAM

URBAN OUTFITTERS

DOUGLAS

SEPHORA

GLOWSTATION



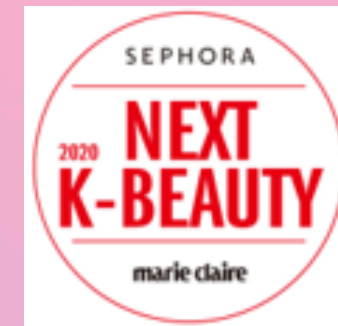
SOKO GLAM BEST OF K BEAUTY

Bunny Line Smoother



ALLURE BEST OF BEAUTY

Skincare Category Clean Winner
Mindful Bubble Cleanser



SEPHORA MARIE CLAIRE

Next K Beauty Final Brand Award



18 BEST KOREAN BEAUTY GIFTS OF 2024, ACCORDING TO ALLURE'S RESIDENT EXPERT

Bunny Line Smoother



13 BEST KOREAN EYE CREAMS TO REFRESH YOUR DELICATE UNDEREYES

Bunny Line Smoother