

YJBN Co., Ltd.

Chinese & English Edition , MAY 2026

CELLREBORN

世利本 品牌综合手册 | 中英双语版

护肤 · 身体护理 · 头皮护理 · 护发 · 护发精华 · 纹理发型 · 烫发系统 · 染发 · 专业工具



BRAND MASTER CATALOG

Skin Care · Body Care · Scalp Care · Hair Care · Hair Essence · Textured Hair · Perm System · Hair Color · Hair Tools



蕴·自然, 焕·新生
Infused Nature, Cellreborn

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YJBN有限公司 YJBN Co., Ltd.

YJBN有限公司成立于2004年,是一家专注于头皮、毛发与皮肤护理领域的韩国美妆科技企业,历经逾二十年深耕,积累了深厚的自主研发实力。公司以自主专利成分与经权威认证的人体功效测试数据为基础,严格验证每一款产品的功效,并将这些经科学验证的解决方案推向全球市场。

Founded in 2004, YJBN Co., Ltd. is a Korean beauty-tech company specializing in scalp, hair, and skin care. With over two decades of expertise, YJBN validates the efficacy of every product through patented active ingredients and certified clinical data, bringing science-backed solutions to the global market.

旗下旗舰品牌世利本 (CELLREBORN) 以专业护发为起点,逐步拓展至护肤与身体护理领域,发展成为覆盖全品类的综合美妆品牌。同时,YJBN为全球合作伙伴提供完整的OEM、ODM及OBM制造服务。

Under its flagship brand CELLREBORN, the company has expanded from professional hair care into skin care and body care, evolving into a comprehensive total beauty brand. YJBN also supports global partners through full-service OEM, ODM, and OBM manufacturing.

愿景 Vision

凭借自然的生命力与细胞再生科学的力量,从根本上焕新头皮、毛发与皮肤的天然活力。

To restore the natural vitality of the scalp, hair, and skin — powered by the life-renewing force of nature and the science of cellular regeneration.

发展历程 History

2004	2009-2015	2016-2020	2022	2023-2024	2025	2026
在韩国率先开设沙龙护理电商平台 (www.hairbest.com) Pioneer of professional salon distribution	· 完成公司法人化,正式成立YJBN有限公司 · 正式发布世利本 (CELLREBORN)品牌 · 推出SUNSOO造型产品线	· 在京畿道光州市建立企业总部 · 设立企业附属专职研发部门 · 推出雅典 (Athens) 专业发刷系列	· 荣获创新成长型风险企业认证 · 获得专利第10-2360708号 (防脱发及促进毛发生长配方) · 获得T4卓越技术企业认证 · 参加Cosmoprof (意大利)、ASD (美国)、K-Beauty (台湾) 展会	· 正式推出Cellrebiome™微生态头皮护理系列 · 取得ISO 9001:2015认证 (质量管理体系) · 获得专利第10-2497510号及第10-2575973号 · 取得CPNP (欧洲)、EAC (欧亚)、NPRA (马来西亚) 认证 · 取得NMPA (中国) 与CDSCO (印度) 认证 · 获得专利第10-2655385号 (发刷) · 在全球5个国家设立独家经销商 · 在越南举办专业美发展示活动 · 荣获中小企业部「全球隐形冠军1000+」称号 · Coupang平台圆形发刷销量连续8年位居第一	· 参加广交会、深圳美博会及G-Fair Korea · 完成设计注册第30-1332925号 (护肤产品包装) · 在越南举办ICURL专业技术教育研讨会 · Coupang圆形发刷销量连续9年位居第一 · 再度荣获创新成长型风险企业认证	· 获得专利第10-2911882号 (发夹) · 更新ISO 9001认证 · 新取得ISO 14001认证 (环境管理体系建设)
Launched Korea's first salon-care e-commerce platform (www.hairbest.com) Pioneer of professional salon distribution	· Incorporated as YJBN Co., Ltd. · Launched CELLREBORN brand · Launched SUNSOO styling line	· Opened corporate HQ in Gwangju-si · Established in-house R&D division · Launched Athens professional hair brush line	· Certified as an Innovation-Growth Venture Enterprise · Obtained Patent No. 10-2360708 (anti-hair loss & hair growth formulation) · Certified as T4 Technology-Excellent Enterprise · Participated in Cosmoprof (Italy), ASD (USA), K-Beauty (Taiwan) trade shows	· Launched Cellrebiome™ scalp care line · Obtained ISO 9001 certification (Quality Management System) · Obtained Patent No. 10-2497510 & No. 10-2575973 · Achieved CPNP (Europe), EAC (Eurasia), NPRA (Malaysia) certifications · Obtained NMPA (China) & CDSCO (India) certifications · Obtained Patent No. 10-2655385 (hair brush) · Established exclusive distributors in 5 countries · Hosted Vietnam Hair Show · Selected as Global Hidden Champion 1000+ by the Ministry of SMEs & Startups · Ranked #1 on Coupang (round brushes) for 8 consecutive years	· Exhibited at Canton Fair, Shenzhen, and G-Fair Korea · Registered design No. 30-1332925 (skin care packaging) · Hosted ICURL education seminar in Vietnam · Ranked #1 on Coupang (round brushes) for 9 consecutive years · Re-certified as Innovation-Growth Venture Enterprise	· Obtained Patent No. 10-2911882 (hair clip) · Renewed ISO 9001 certification · Obtained ISO 14001 certification (Environmental Management System)

全球认证与出口现状 Global Certification & Export Status

YJBN有限公司向全球23个国家供应世利本 (CELLREBORN) 品牌产品,各主要市场的现地认证与注册均已完备,具备稳定可靠的出口竞争力。

YJBN Co., Ltd. supplies CELLREBORN brand products to 23 countries worldwide. The company has secured all necessary local certifications and registrations across its major markets, ensuring stable and reliable export competitiveness.

美国 United States	FDA MoCRA设施及产品注册 FDA MoCRA facility and product registration
中国 China	NMPA卫生许可及备案登记 NMPA hygiene permit and filing registration
欧洲 Europe	CPNP化妆品产品备案 CPNP cosmetic product notification
欧亚地区 Eurasia	EAC欧亚联盟认证 EAC Eurasian Union certification
马来西亚 Malaysia	NPRA化妆品产品注册 NPRA cosmetic product registration
印度 India	CDSCO化妆品进口注册 CDSCO cosmetic import registration
韩国 Korea	KC安全认证 / 风险企业认证 / 全球隐形冠军1000+ KC safety certification / Venture Enterprise / Global Hidden Champion 1000+



ISO9001
CERTIFICATION



EUROPE
CPNP



CHINA
NMPA



EURASIA
EAC



MALAYSIA
NPRA



INDIA
CDSCO



KOREA
KC

以全球标准铸就品质与信赖 Quality & Trust Built to Global Standards

YJBN所有产品均在通过ISO 9001、ISO 14001及CGMP (ISO 22716) 认证的生产设施中安全制造。品牌商标已在美国、中国、欧洲及其他重要市场完成注册,在持续扩大全球版图的同时,有效保护企业的知识产权与品牌资产。

Every YJBN product is manufactured in facilities certified to ISO 9001, ISO 14001, and CGMP (ISO 22716). Our brand trademarks are registered in the United States, China, Europe, and other key markets — ensuring that our intellectual property and brand equity are systematically protected as we continue to expand our global footprint.



9年
线上销售业绩
Online Track Record
Coupang 圆形发刷 / Ranked #1



\$30 + Million
累计销售额
Cumulative Sales



5项
已注册专利
Registered Patents
化妆品配方及工具 / Formulations & Tools



23 个国家
全球出口
Global Export

专利组合 Patent Portfolio

凭借持续不断的研发投入,YJBN积累了经多年创新淬炼而成的差异化配方与工艺技术实力。不断扩充的国内外专利组合,是世利本(CELLREBORN)卓越品质的科学基石,也是我们持续引领全球美妆行业树立新标准的核心驱动力。

Through relentless research and development, YJBN has built differentiated formulation and processing expertise refined through years of continuous innovation — the scientific foundation of CELLREBORN's uncompromising quality.



CGE-V1 专利第10-2360708号
15种天然复合成分,帮助缓解脱发并促进健康毛发生长。
Patent No. 10-2360708
15 natural ingredients to help relieve hair loss and support healthy hair growth.



CGE-V2 专利第10-2497510号
优化配比与工艺,强化防脱发护理并促进毛发生长。
Patent No. 10-2497510
Optimized formula and processing to enhance hair loss care and support hair growth



CGE-V3 专利第10-2575973号
26种高功能成分,帮助修护受损发质并改善头皮环境。
Patent No. 10-2575973
26 high-performance ingredients to help repair damaged hair and improve scalp condition.



发刷专利第 30-1162789 号
专利刷毛结构设计,帮助减少发丝损伤,兼具防静电与头皮按摩效果。
Hair Brush Patent No. 30-1162789
Patented bristle structure helps minimize hair damage while delivering anti-static and scalp massage benefits.



发夹专利第 10-2911882 号
专利锁发结构,实现稳固夹持,帮助减少拉扯、断发与发丝损伤。
Hair Clip Patent No. 10-2911882
Patented hair-locking structure delivers secure hold while helping reduce pulling, breakage, and hair damage.

OEM · ODM · OBM

从概念创意到全球上市——为成功美妆业务提供一站式全程解决方案。YJBN远不止于传统制造。通过涵盖产品概念开发 (OBM)、独立技术配方研发 (ODM) 与精密生产管控 (OEM) 的一体化系统,我们全力最大化每一位合作伙伴的品牌价值。

From concept to global launch — a one-stop total solution for a successful beauty business. YJBN goes far beyond conventional manufacturing. Through an integrated system spanning product concept development (OBM), independent technology and formulation development (ODM), and precision-controlled production (OEM), we maximize the brand value of every partner we work with.

制造基础设施与认证 Manufacturing Infrastructure & Certification

✓ 全球GMP标准 达到CGMP及ISO 22716认证标准的先进制造设施 Global GMP Standard State-of-the-art manufacturing facilities certified to CGMP and ISO 22716	✓ 管理体系 ISO 9001 (质量) 与 ISO 14001 (环境) 双重管理体系完整整合 Management System Integrated ISO 9001 (Quality) and ISO 14001 (Environmental) management systems
✓ 研发创新 独立技术与配方研发专属企业附属研究所运营 R&D Innovation In-house corporate R&D center for independent technology and formulation development	✓ 全球法规事务 全面的全球法规策略及合规基础设施 Global Regulatory Affairs Comprehensive global regulatory strategy and compliance infrastructure



服务范围 · 合作条件 Scope & Conditions of Service

产品品类 Product Categories	护肤、身体护理、护发及各类化妆品品类 Skin care, body care, hair care, and all cosmetic product categories
全球法规支持 Global Regulatory Support	针对中国 (NMPA)、美国 (MoCRA)、欧洲 (CPNP) 等国家提供专属法规咨询与注册服务 Country-specific regulatory consulting and registration support for China (NMPA), US (MoCRA), Europe (CPNP), and more
起订量 (MOQ) MOQ	每SKU起订3,000件 (可根据产品类型与配方协商) From 3,000 pcs per SKU (negotiable depending on product type and formulation)
打样周期 Lead Time — Sampling	确认订单后约2-3周 Approximately 2-3 weeks from order confirmation
量产周期 Lead Time — Production	辅材到货后约4-6周 (初次订单及补单情况可能有所变动) Approximately 4-6 weeks after materials receipt (subject to variation for initial and reorders)



世利本品牌故事 CELLREBORN Brand Story

品牌理念 Brand Identity

世利本 (CELLREBORN) 始终忠于品牌名称的本质内涵—细胞 (Cell) 与新生 (Reborn)—以恢复头皮、毛发与皮肤的天然活力作为核心承诺。我们运用经专利注册的自然来源成分与精准生物技术，为用户带来真实可感的蜕变体验。

品牌标志色紫色 (Purple) 与堇色 (Violet)，既象征自然界强大的自愈力，也彰显科学技术的高端权威。世利本 (CELLREBORN) 已在美国、欧洲、中国等全球主要市场完成商标注册，品牌资产受到完善保护。

CELLREBORN stays true to the very essence of its name — Cell + Reborn — committed to restoring the natural vitality of the scalp, hair, and skin. We harness patent-registered natural ingredients and precision biotechnology to deliver transformative results that users can genuinely feel.

The brand's signature colors — Purple and Violet — embody both the regenerative force of nature and the premium authority of science. CELLREBORN trademarks are registered in the US, Europe, China, and other major markets.



全品类美妆品牌的进化之路 The Total Beauty Brand Journey

自2009年以专业护发品牌起步，世利本 (CELLREBORN) 历经17年持续研发投入与基于临床数据的产品开发，构建起坚实可信的技术体系。2026年，品牌完成了迈向「全品类美妆品牌」的战略进化。涵盖护发、护肤与身体护理的完整产品矩阵，使世利本 (CELLREBORN) 能够为全球各类零售渠道提供最优化的解决方案，与合作伙伴携手共创品牌价值。

Since its founding as a professional hair care brand in 2009, CELLREBORN has spent 17 years building a proven foundation of clinical credibility. In 2026, the brand completes its evolution into a full total beauty brand. With a full-spectrum lineup spanning hair, skin, and body, CELLREBORN is uniquely positioned to deliver solutions across every retail channel — growing brand value hand in hand with global partners.



产品矩阵：品类总览 Brand Portfolio : Category Overview

护肤 Skin Care	PDRN修护面霜、透明质酸保湿系列、温和洁肤等基础护肤品类 PDRN repair cream, hyaluronic acid hydration line, low-irritation cleansing, and more
身体护理 Body Care	身体沐浴露与乳液、密集足部与指甲护理等高功效身体护理方案 Body wash & lotion, intensive foot & nail care, and high-performance body solutions
微生态头皮护理 Scalp Care	Cellrebiome™微生态头皮护理 (洗发水、护发素、头皮精华液、喷雾) CELLBIOME microbiome scalp care (shampoo, treatment, scalp tonic, mist)
护发 Hair Care	33丝滑蛋白密集蛋白修护 (洗发水、护发素、高浓度修护安瓶) 33 Silky Protein intensive protein care (shampoo, treatment, high-concentration ampoule)
护发精华 Hair Essence	水感与油感护发精华、蓬松定型液、卷发精华等造型收尾产品 Water & oil essence, volume fixer, curling essence, and styling finishers
纹理发型 Textured Hair	辫发顺滑凝胶、锁发凝胶、边缘凝胶、定型泡沫等纹理特化系列 Braid slick & lock, edge gel, setting foam, and texture-specialized lineup
烫发系统 Perm System	ICURL热烫、弱酸性烫、中性烫、冷烫、压发烫等专业级烫发产品 ICURL heat perm, mild acid & neutral perm, cold perm, and down perm for professionals
染发 Hair Color	黑豆5分钟遮白发、专业漂发粉及氧化剂系统 Black Bean 5-minute gray coverage, premium bleach powder, and oxidant system
专业工具 Hair Tools	专利发刷 (圆形及气垫式)、专业沙龙级工具系列 Patented hair brushes (round & paddle), professional salon-grade tool series

核心技术 Core Technology

CGE COMPLEX™— 第三代生物专利技术体系 CGE COMPLEX™ — 3rd-Generation Bio Patent System

CGE COMPLEX™是YJBN自主研发的第三代专利技术体系。通过将严格筛选的天然来源成分与先进生物技术精准结合，在防脱发、促进毛发生长的同时，从根本上改善受损发质与头皮状态，为头皮与毛发健康提供多维度的综合解决方案。

CGE COMPLEX™ is YJBN's proprietary 3rd-generation technology patent system. By precisely combining rigorously selected natural-origin ingredients with advanced biotechnology, it prevents hair loss, promotes hair growth, and fundamentally improves the condition of damaged hair and the scalp.



CGE-V1 专利第10-2360708号

防脱发及促进毛发生长配方 15种天然复合提取物：
积雪草、何首乌、人参、细辛、侧柏叶、马齿苋、枸杞、当归、山蚂蝗、红花、发酵榭寄生、黑大豆、绿茶、栗子壳、黄檀木
Composition for preventing hair loss and promoting hair growth
15-ingredient natural complex: Centella Asiatica, Polygonum Multiflorum, Panax Ginseng, Asarum Sieboldii, Thuja Orientalis, Black Soybean, Green Tea, Dalbergia Oliveri, and more



CGE-V2 专利第10-2497510号

促进毛发生长及防脱发配方 CGE-V1分案申请，优化成分配比及加工工艺 进一步拓展适用于更广泛产品品类的可能性
Composition for promoting hair growth and preventing hair loss
Divisional application of CGE-V1, optimizing ingredient ratios and processing
Expands applicability across a broader range of product formulations



CGE-V3 专利第10-2575973号

改善受损发质及头皮健康化妆品配方 26种成分：深海水浓缩液、纳米矿物颗粒 (硒、锗、钼)、发酵菜籽油、虫草、蜂胶、积雪草等
Cosmetic composition for improving damaged hair and scalp health 26-ingredient formula: deep-sea water concentrate, nano-mineral particles (selenium, germanium, vanadium), fermented rapeseed oil, Cordyceps, propolis, and more

CGE-V1

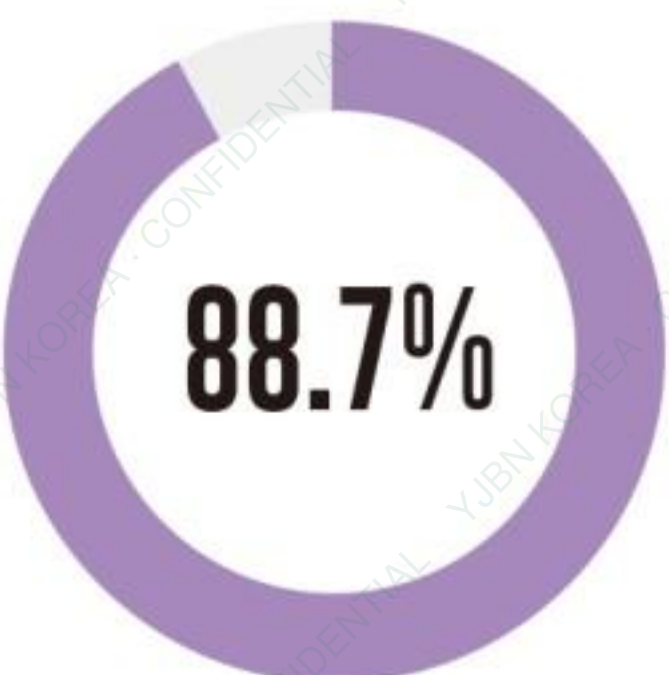
主要功效测试结果

CGE-V1 Key Clinical Result

DPPH自由基清除率

抗氧化·头皮保护

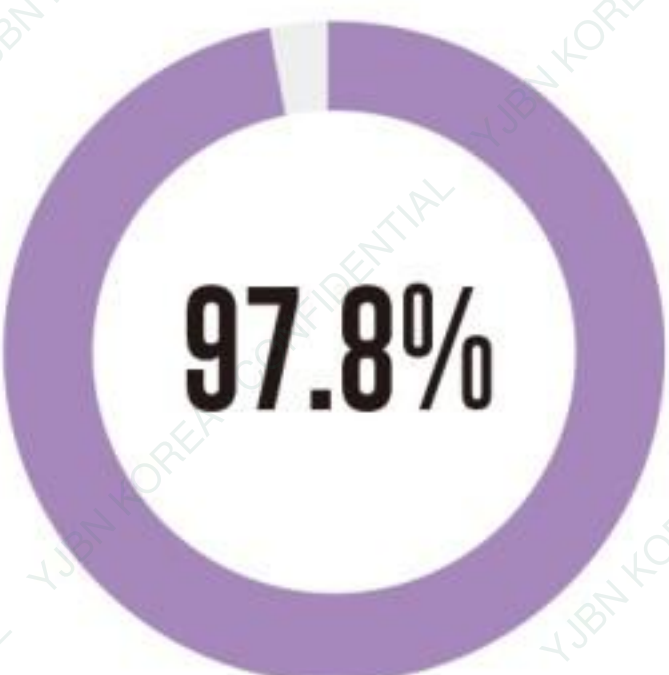
DPPH Radical Scavenging
Antioxidant & scalp protection



测试满意度

180人体功效测试

Clinical Satisfaction
Human application test (n=180)



头皮炎症缓解

统计学显著 (p<0.05)

Scalp Inflammation Relief
Statistically significant



CGE-V3

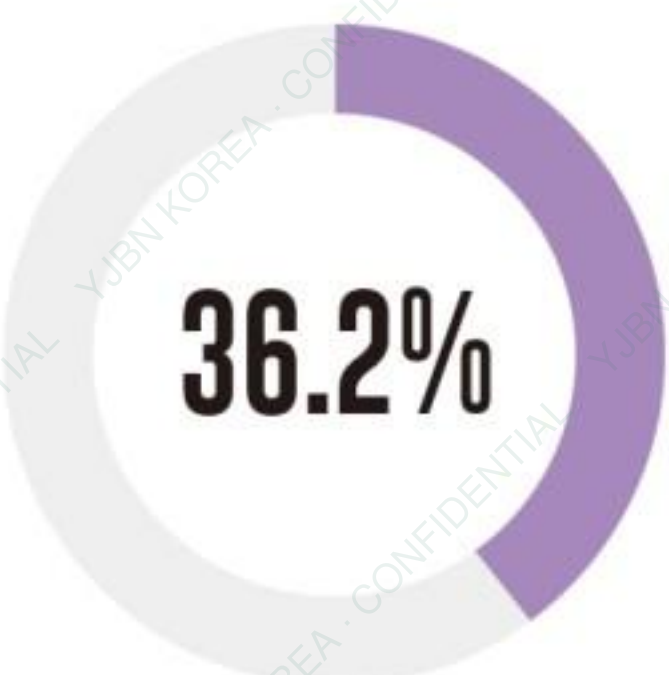
主要功效测试结果

CGE-V3 Key Clinical Result

头皮屑减少率

人体功效测试测量

Dandruff Reduction Rate
Measured via human test



抑菌D值

有害菌抑制效果

Antimicrobial D-value
Harmful bacteria suppression



头皮刺激性

全体受试者无不良反应

Scalp Irritation
No adverse reactions in all subjects



CELLBIOME：先进微生态头皮护理技术

CELLBIOME: Advanced Scalp Microbiome Technology

CELLBIOME是YJBN依托强大自主研发实力开发的新一代微生态头皮护理技术。通过精准设计高纯度乳酸菌发酵提取物与CGE COMPLEX™的协同配方，有助于维护头皮微生态平衡，促进有益菌群生长，同时帮助减少有害菌活动，为构建更健康的头皮环境奠定基础。

CELLBIOME is YJBN's next-generation scalp microbiome care technology. By precisely engineering a synergistic combination of high-purity Lactobacillus Ferment Extract and CGE COMPLEX™, it helps support a balanced scalp microbiome by promoting beneficial scalp flora and helping reduce harmful microbial activity.

- 纯素认证 (Vegan)
- 环保友好 (Eco-Friendly)
- 清洁美妆 (Clean Beauty)
- 天然美妆 (Natural Beauty)
- 微生物美妆 (Microbiome Bio-Beauty)

护肤系列

Skin Care

打造极致水光肌
The Ultimate Glass Skin Care

焕发肌肤活力 & 弹性光彩

Radiant Skin Vitality & Elastic Radiance



PDRN VITAL-UP 3D胶囊霜 PDRN VITAL-UP 3D CAPSULE CREAM

- 紧致肌肤 · Skin Firming
- 焕亮光泽 · Radiant Glow
- 顺滑效果 · Smoothing Effect
- 深层补水 · Deep Hydration

补水强化3D胶囊霜 HYDRO BOOSTING 3D CAPSULE CREAM

- 深层补水 · Deep Hydration
- 焕亮光泽 · Radiant Glow
- 顺滑效果 · Smoothing Effect
- 舒缓护理 · Soothing Care



PDRN焕肤再生 & 抗衰修护系列

PDRN Skin Renewal & Anti-Aging Line

这款高功效抗衰修护系列以PDRN、烟酰胺与腺苷的精准协同为核心动力，有助于促进肌肤焕新并改善弹性外观，同时为干燥及成熟肌肤提供深层持久的水润与丰富滋养。

Powered by a precisely calibrated synergy of PDRN, Niacinamide, and Adenosine. It supports skin renewal and helps improve the appearance of elasticity — delivering deep, lasting hydration for dry and mature skin types.

- 爽肤水 200ml
- 精华安瓶 30ml
- 面霜 80g
- 胶囊面霜 80g
- 洁面泡沫 150ml
- Toner 6.77fl.oz
- Ampoule 1.02fl.oz
- Cream 2.71oz
- Capsule Cream 2.71oz
- Cleansing Foam 5.08fl.oz



无缝贴合护理 Seamless Close Care

水润保湿系列

HYDRO Boosting Moisture Line

低、中、高三重分子量透明质酸体系与精选植物提取物协同作用，逐层渗透为肌肤注入充盈水分。超轻盈无黏质地深度输送保湿功效，有效强化干燥或敏感肌肤的屏障功能，赋予肌肤全天持续的晶润光泽

A triple-molecular hyaluronic acid system — combining low, medium, and high molecular weight HA — works alongside botanical extracts to saturate every layer of the skin with moisture. The feather-light, non-sticky texture reinforces the skin barrier and leaves a luminous, all-day glow.

- 爽肤水 200ml
- 精华安瓶 30ml
- 面霜 80g
- 胶囊面霜 80g
- 洁面泡沫 150ml
- Toner 6.77fl.oz
- Ampoule 1.02fl.oz
- Cream 2.71oz
- Capsule Cream 2.71oz
- Cleansing Foam 5.08fl.oz



指甲专用安瓶修护

Nail Care

采用99.9%抑菌配方,有效保护指甲免受外部有害刺激,同时提亮甲面并防止变色。
维生素B复合物与高浓度植物提取物为薄弱或脆弱的指甲提供集中滋养,增强甲体结构,支持健康强韧的生长。

Formulated with a 99.9% antimicrobial solution,
protecting nails from harmful exposure while brightening and preventing discoloration.
Vitamin B Complex and botanical extracts deliver intensive nourishment to thin or brittle nails.



足当当 (趾甲安瓶) 30ml
Baldangdang (Toenail Ampoule) 1.01fl.oz

趾甲专用护理安瓶
99.9%抑菌效果 / 强健趾甲 / 防变色
维生素B复合物 + 植物提取物
Dedicated toenail care ampoule
99.9% antimicrobial
Nail strengthening
Anti-discoloration
Vitamin B Complex + botanical extracts

手当当 (指甲安瓶) 30ml
Sondangdang (Fingernail Ampoule) 1.01fl.oz

指甲专用护理安瓶
软化角质层保湿 + 强健指甲
受损指甲集中修护
Dedicated fingernail care ampoule
Cuticle moisturizing + nail strengthening
Intensive repair for damaged nails

唇部胶原蛋白睡眠面膜 20g
Lip Collagen Sleeping Mask 0.71oz

一觉醒来,拥有更丝滑饱满的双唇。
这款睡眠面膜在夜间温和去除死皮,融合椰子油与乳木果油深层保湿,辅以胶原蛋白发挥紧致丰盈作用,专为干燥或细纹明显的双唇而设计。

Wake up to smoother, fuller-looking lips.
Infused with coconut oil and shea butter for deep hydration, and collagen for a firming, plumping effect on dry or fine-lined lips.

类型:保湿舒缓, 收缩毛孔提弹, 去角质细致
Scent: Berry, Grapefruit, Vanilla, Apple Lime



Tierv 活颜精华化妆棉片
Tierv Revital Toner Pads

一片即达的低刺激肌肤纹理护理方案。
温和擦拭去除粗糙角质,恢复肌肤清透健康状态。
精心设计的卫生独立包装让每日护肤更加高效便捷

A low-irritation skin-texture care solution
in a single swipe. Gently buffs away rough texture
to restore a clear, healthy complexion.
Thoughtfully designed hygienic packaging
for your daily skincare routine.



洁面护肤 & 身体护理

Facial Cleansing & Body Care

Skin Lab 洁面系列
Skin Lab Facial Cleansing Line

低刺激、高洁净力洁面系列,以丰盈细腻的泡沫温柔呵护肌肤。
亲肤配方有效溶解彩妆、去除老废角质,
从第一次冲洗起便感受到肌肤的透亮清爽与充盈水润。
A low-irritation, high-cleansing line powered by a rich, dense lather.
Skin-friendly yet remarkably effective —
dissolves makeup and removes dead skin cells,
leaving the complexion visibly clearer from the very first rinse.

- 水润洁面泡沫(干性及各类肌肤) 120ml
- 净痘洁面泡沫(痘肌及敏感肌肤) 120ml
- 维生素C去角质啫喱(去角质及提亮) 120ml
- 完美卸妆油 100ml
- Moist Cleansing Foam (For Dry & All Skin Types) 4.06fl.oz
- AC Cleansing Foam (For Acne & Sensitive Skin) 4.06fl.oz
- Vitamin C Peeling Gel (Exfoliation & Brightening) 4.06fl.oz
- Perfect Cleansing Oil 3.39fl.oz



经典香氛身体护理系列
Signature Body Care Line

一款将高级香水的优雅格调与先进护肤功效融为一体的综合身体护理方案。
这套香氛身体系列为干燥肌肤提供丰润持久的保湿护理,
同时以奢华的香氛层次感包裹全身—将日常身体护理升华为一场感官享受的美妆仪式。

A total body solution that seamlessly blends
the sophistication of fine fragrance with the efficacy of advanced skin care.
Delivers rich, lasting hydration while enveloping the body
in a luxurious scent experience —
elevating daily body care into a truly sensorial beauty ritual.

- 香氛沐浴露 500ml
- 香氛身体乳 500ml
- 香氛身体喷雾 200ml
- Signature Body Wash 16.91fl.oz / 500ml
- Signature Body Lotion 16.91fl.oz / 500ml
- Signature Body Mist 6.78fl.oz / 200ml
- 香型(Scent) Tropical Vanilla / Blossom Glow / Baby Powder / Green Floral / Pure Cotton



足部护理系列
Foot Care Line

足部洗护产品温和洁净脚部汗液、皮脂及异味等杂质。
添加茶树精油与薄荷成分,令双脚保持清爽舒适。
配合足部修护霜使用效果更佳,专为干裂的脚踵与粗糙脚掌设计,
乳木果油与尿素成分有效软化硬茧,令双脚触感柔滑细腻。
专为干裂足跟与粗糙脚掌设计的高浓度密集修护面霜。
富含乳木果油,深层软化硬茧,在肌肤表面构建强效锁水屏障,令粗糙肌肤逐渐恢复细腻柔滑

Foot Shampoo gently washes away sweat, sebum, and odor-causing impurities from feet.
With tea tree oil and mint, it leaves feet feeling fresh and cool.
Foot Balm Cream targets dry, cracked heels — shea butter and urea soften calluses for moisturized, smooth feet. A high-concentration intensive treatment cream.
Rich in shea butter, it deeply softens hardened calluses while forming a powerful moisture-lock barrier —
leaving skin supple, smooth, and deeply conditioned.

- 薄荷泡泡足部洗护 500g
- 深层保湿足部修护霜 150g
- Mint Bubble Foot Shampoo 17.64oz
- Deep Moisture Foot Balm Cream 5.30oz



微生态头皮护理 — Cellrebiome™

Scalp Care — Cellrebiome™

Cellrebiome™是YJBN围绕自主专利成分CGE-V1 COMPLEX™与高纯度乳酸菌发酵提取物精心设计的高端微生态头皮护理系列。通过优化头皮微生态平衡,有效抑制有害菌,缓解脱发症状,有效改善头皮状态,赋予头皮与发丝更健康的活力。

Cellrebiome™ is YJBN's premium scalp and hair science line, precisely engineered around our proprietary CGE-V1 COMPLEX™ and high-purity Lactobacillus Fermented Extract. By optimizing the scalp's microbiome ecosystem, it suppresses harmful bacteria, alleviates hair loss symptoms, and fundamentally transforms scalp health.

Infused Nature

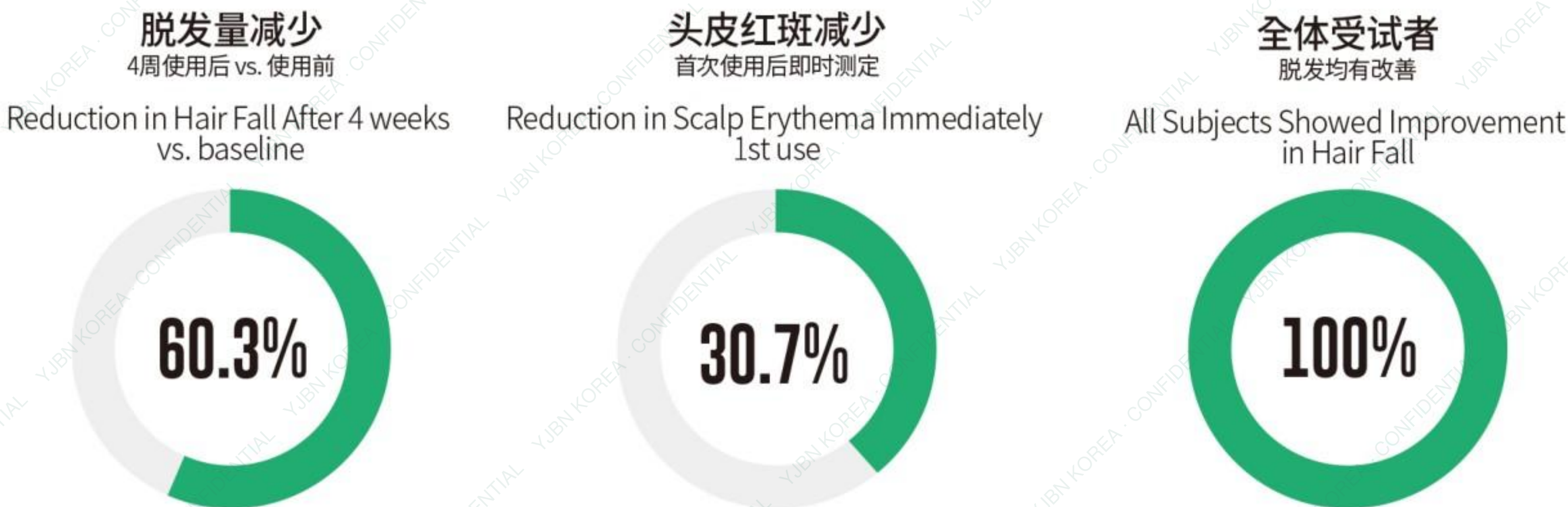
- 纯素 (Vegan)
- 环保友好 (Eco-Friendly)
- 清洁美妆 (Clean Beauty)
- 天然美妆 (Natural Beauty)
- 微生态生物美妆 (Microbiome Bio-Beauty)
- CPNP认证_欧洲 (CPNP Registration_Europe)
- NMPA备案_中国 (NMPA Registration_China)

人体功效测试结果(官方数据)

Clinical Trial Results — Official Human Application Test Data

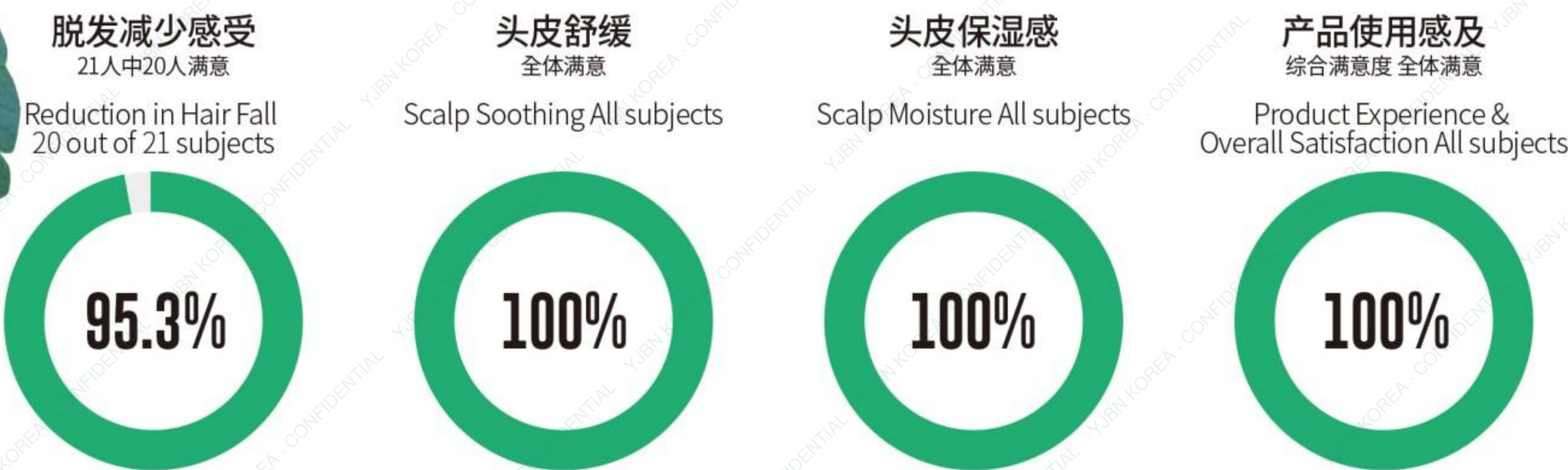
功效结果——所有评估指标均呈现统计学显著改善 ($p < 0.05$)

Efficacy Results — Statistically Significant Improvement Across All Parameters ($p < 0.05$)



受试者主观问卷评估(第4周——「良好以上」比例)

Subjective Self-Assessment Survey (Week 4 — Positive Response Rate)



测试目的 Objective	评估产品在减少脱发及舒缓头皮方面的功效,并确认其安全性 To evaluate the efficacy in reducing hair loss and soothing the scalp, and to confirm its safety profile
受试对象 Subjects	20-60岁成年男女共21名(符合全部入组及排除标准) 21 adult males and females, aged 20-60 (meeting all inclusion/exclusion criteria)
测试周期 Study Period	2024年2月19日 - 2024年3月21日(约4周) February 19, 2024 - March 21, 2024 (approximately 4 weeks)
评估方法1 Assessment Method 1	脱发计数:对比使用前与使用4周后洗发时的脱落发丝数量 Hair fall count: compared before use and after 4 weeks of use during shampooing
评估方法2 Assessment Method 2	头皮舒缓:测量单次使用前后热刺激诱导的头皮红斑变化值 Scalp soothing: measured changes in heat-induced scalp erythema before and after a single application

“ 经测试确认,本产品持续使用4周有助于缓解脱发症状; 仅需单次使用,即可有效舒缓热刺激引起的头皮泛红

The test product was clinically confirmed to help alleviate hair loss symptoms with 4 weeks of use, and to effectively soothe heat-induced scalp redness with just a single application

”

CELLREBORN
PROFESSIONAL

Cellrebiome™ 促进发丝生长系列

Anti-Hair Loss & Hair Growth Line



世利本茶树洗发水 430ml CPNP NMPA
Cellrebiome Tea Tree Shampoo 14.54 fl.oz.

- 专为缓解脱发问题研发的功效型洗发水，
以CGE-V1 COMPLEX™与乳酸菌发酵提取物为核心成分，
帮助打造健康平衡的头皮环境
- 主要功效：有助缓解脱发症状，帮助维持头发健康生长状态
 - 经人体功效测试验证，可有效改善发丝断裂问题
 - 相关测试数据：脱发量减少60.31%，头皮舒缓满意度达100% (4周人体功效测试)

A functional shampoo clinically formulated to alleviate and prevent hair loss.
Powered by CGE-V1 COMPLEX™ and Lactobacillus Fermented Extract.

- Claimed benefits: Helps relieve hair loss symptoms and supports healthy-looking hair growth
- Clinically evaluated for improvement in hair breakage
- Shared clinical data: 60.31% reduction in hair fall / 100% positive scalp-soothing response (4-week human trial)

世利本茶树强韧护发精华喷雾 150ml CPNP NMPA
Cellrebiome Tea Tree Scalp Tonic 5.07 fl.oz.

- 无需冲洗、直接作用于头皮的滋养型头皮精华液，
有效舒缓头皮敏感并帮助缓解脱发困扰。
- 主要功效：有助缓解脱发症状，帮助维持头发健康生长状态
 - 相关测试数据：脱发量减少60.31%，头皮舒缓满意度达100%
 - 经人体功效测试验证，可有效改善发丝断裂问题 / 保湿功效 / 眼刺激性测试合格

An intensive scalp nourishing tonic that soothes scalp sensitivity and
helps alleviate hair loss. Applied directly to the scalp — no rinse required

- Claimed benefits: Helps relieve hair loss symptoms and supports healthy-looking hair growth
- Shared clinical data: 60.31% reduction in hair fall / 100% positive scalp-soothing response
- Clinically evaluated for improvement in hair breakage / Moisturizing function / Eye irritation tested

世利本薰衣草护发素 430ml CPNP NMPA
Cellrebiome Lavender Treatment 14.54 fl.oz.

- 深度滋养受损发丝、由内而外恢复发丝强韧与活力的头皮护发二合一产品
- 主要功效：有助缓解脱发症状，帮助维持头发健康生长状态
 - 经人体功效测试验证，可改善受损发质状态 / 维护头皮健康平衡

A scalp and hair treatment that deeply nourishes weakened, damaged hair —
restoring strength, resilience, and vitality from within.

- Claimed benefits: Helps relieve hair loss symptoms and supports healthy-looking hair growth
- Clinically proven improvement in damaged hair / Promotes a healthy, balanced scalp

Cellrebiome™ 去屑控油·头皮舒缓系列

Anti-Dandruff, Sebum Control & Scalp Calming Line



世利本积雪草头皮舒缓洗发水 430ml CPNP NMPA
Cellrebiome Cica Calming Shampoo 14.54 fl.oz.

- 温和去除多余头皮屑与油脂、同时舒缓敏感头皮的洗发水。
添加积雪草成分，在洗发全程将刺激感降至最低
- 主要功效：去屑、控油、舒缓头皮

A gentle yet effective shampoo that removes excess dandruff and
sebum while calming sensitive scalp conditions.
Formulated with Cica (Centella Asiatica) to minimize irritation.

- Claimed benefit: Anti-dandruff / Excess sebum removal / Scalp calming

世利本气泡舒缓精华液 230ml
Cellrebiome Sparkling Calming Booster 7.78 fl.oz.

气泡型洗发前头皮调理水，有效降低头皮热感、舒缓刺激并帮助缓解脱发。
于洗发前直接喷敷于头皮，透明气泡质地带来即时清爽凉意。

- ★官方人体功效测试样品——具备权威测试数据支撑
- 使用4周：脱发量减少60.31% (p < 0.05)
- 单次使用：头皮红斑即时减少30.70%
- 受试者自评：头皮舒缓100% / 头皮保湿感100% / 综合满意度100%
- 安全性：全体受试者均无皮肤不良反应

A bubble-type pre-shampoo scalp toner that reduces scalp heat, soothes irritation,
and helps alleviate hair loss. Dispensed directly onto the scalp before shampooing
for a refreshing, cooling sensation.

- ★ Official clinical trial test product — Backed by certified human application test data
- 4-week use: 60.31% reduction in hair fall (p < 0.05)
- Single application: 30.70% reduction in scalp erythema (immediate soothing effect)
- Self-assessment: Scalp soothing 100% / Scalp moisture 100% / Overall satisfaction 100%
- Safety: Zero adverse skin reactions reported across all subjects

Cellrebiome™ 受损发质修护系列

Damaged Hair Line



世利本蛋白质护发洗发水 430ml CPNP NMPA
Cellrebiome 33 Silky Protein Shampoo 14.54 fl.oz.

- 配方含33种活性滋养成分的高强度蛋白质修护洗发水，
从第一次洗发起即开始修护强韧受损发丝。
- 经人体功效测试验证，受损发质改善效果显著
- An intensive protein-enriched shampoo formulated with 33 active nourishing ingredients
to repair and fortify damaged hair from the first wash.
- Clinically proven: Improvement of Damaged Hair

世利本蛋白水感护发素 200ml
Cellrebiome 33 Silky Protein Water Treatment 6.76 fl.oz

- 遇水即转化为浓厚乳霜并产生温热效应的水感护发素，借助温热效应
最大化成分渗透吸收，为极度受损发丝提供媲美沙龙级别的集中修护。
- 经人体功效测试验证，受损发质改善效果显著
 - 极度受损发丝集中修护

A water-activated treatment that transforms into a rich cream upon contact,
generating gentle heat to maximize ingredient absorption.
Delivers salon-grade intensive repair for severely damaged hair.

- Clinically proven: Improvement of Damaged Hair
- Intensive repair for severely damaged hair

世利本蛋白质护发霜 200ml CPNP NMPA
Cellrebiome 33 Silky Protein Ampoule 6.76 fl.oz.

- 高浓度快速吸收免洗蛋白质安瓶，即时为发丝补充修护营养。
- 免洗配方——即刻吸收，无需冲洗
- A high-concentration, fast-absorbing no-rinse protein ampoule
for an instant burst of restorative nourishment.
- No-rinse formula — absorbs immediately, no washing out required

CGE水润修护系列(沙龙大容量装)

CGE Moisture & Repair Line(Large Capacity for Salon Use)



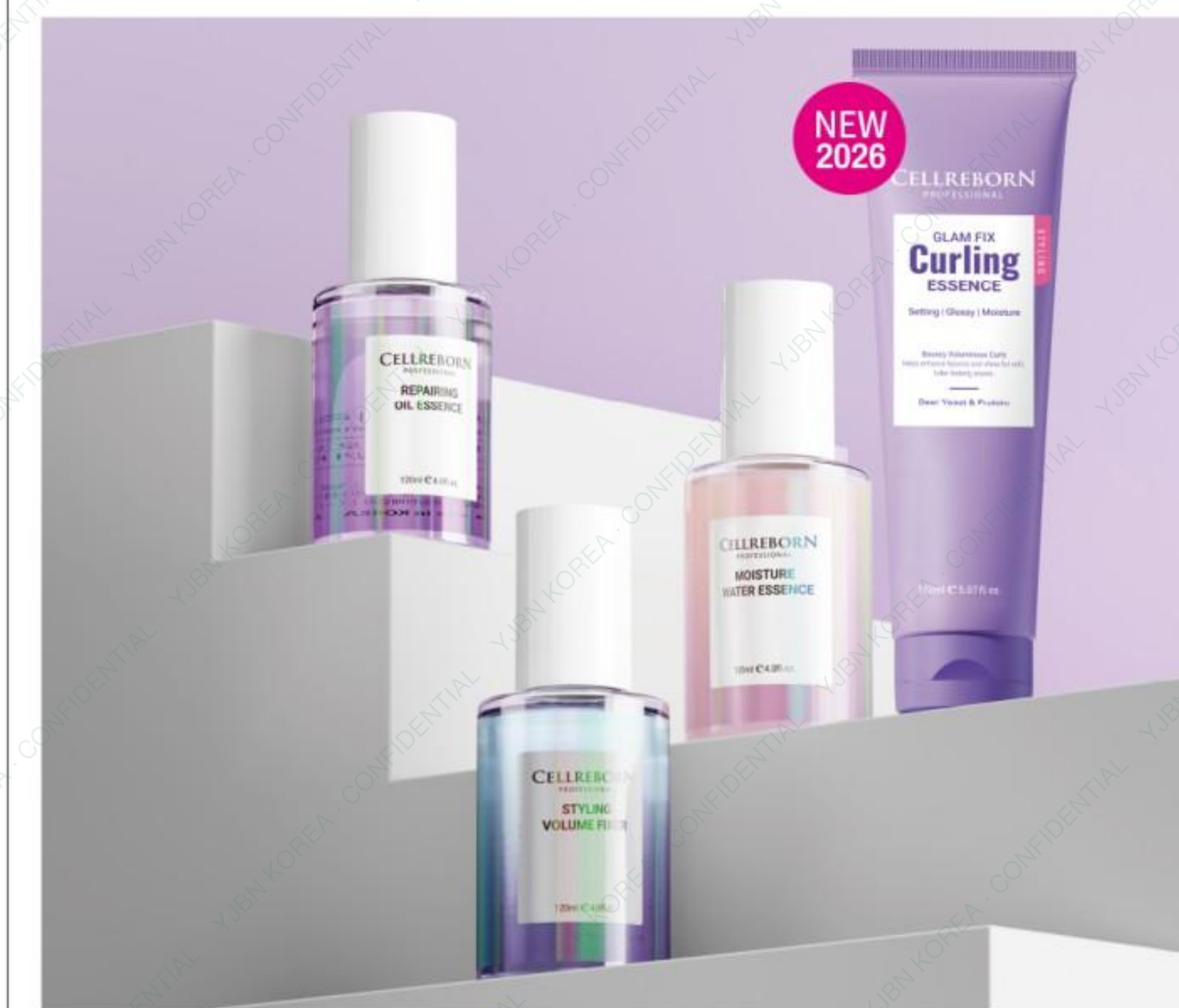
CGE水润修护洗发水 1000ml
CGE Moisture & Repair Shampoo 33.81 fl.oz

CGE水润修护发素 1000ml
CGE Moisture & Repair Treatment 33.81 fl.oz

弱酸性 (pH平衡) 配方 / 白麝香调
专为受损发质打造，兼具弹性、蓬松与深层保湿修护功效
Mildly acidic (pH-balanced) / White musk fragrance
Formulated for elasticity, volume, and deep moisture — for damaged hair

雅典娜护发精华·造型系列

Athens Essence & Styling



世利本雅典娜秀发保湿精华喷雾 120ml CPNP NMPA
Athens Moisture Water Essence 4.05 fl.oz

世利本雅典娜护发精华油 120ml CPNP NMPA
Athens Repairing Oil Essence 4.05 fl.ozl

世利本雅典娜美发定型喷雾 120ml CPNP NMPA
Athens Styling Volume Fixer 4.05 fl.oz

世利本雅典娜卷发精华 150ml
Athens Glam Fix Curling Essence 5.07 fl.oz

BangTan头皮护理系列

BangTan Scalp Care Line

2026年上市的脱发及头皮护理系列,使用感更柔和,效果更强大。
The hair loss and scalp care line launching in 2026 offers a smoother feel and more powerful effects.



世利本防脱修护洗发水 500ml
Anti Hair Loss Protecting Shampoo 16.91 fl.oz

- 具有脱发症状缓解功能的洗发水, 含有生物素、啤酒酵母提取物、泛醇、咖啡因等成分, 帮助促进头发健康生长。
- 含有专利成分
 - 清爽洁净头皮与清凉感
 - 无硅配方
 - 弱酸性护理
- A functional shampoo for hair loss symptom improvement, containing biotin, beer yeast extract, dexpanthenol, caffeine, and other ingredients that help promote healthy hair growth.
- Patented ingredients included
 - Clean scalp cleansing & cooling
 - Silicone-free formula
 - Mild acidic care (pH-balanced care)

世利本头皮去角质平衡调理护发素 200ml
Scalp Scaling Rebalancing Treatment 6.76 fl.oz

- 彻底清除堵塞毛孔的皮脂、角质和废物! 含有膨润土、克利姆巴佐尔 (Cream Bazol) 和水杨酸, 有助于促进角质、皮脂及积聚废物的分解, 温和去除, 且保湿效果显著的护理产品。
- 含专利成分
 - 深层清洁头皮
 - 解决干性、油性及敏感性头皮问题
 - 真正的舒缓护理
 - 弱酸性护理
- Thoroughly cleanses sebum, dead skin cells, and impurities blocking pores! Contains bentonite, Cream Bazol, and salicylic acid to promote the breakdown of dead skin cells, sebum, and accumulated impurities, gently removing them while providing effective moisturizing treatment.
- Patented ingredients included
 - Deep scalp cleansing
 - Addresses dry, oily, and sensitive scalp concerns
 - Authentic soothing care

世利本防脱养发增强液 100ml
Anti Hair Loss Enhancing Tonic 3.38 fl.oz

- 脱发症状缓解功能性 集中供养脱发头皮, 营造健康头皮环境 通过清凉效果舒缓头皮, 防止瘙痒调节油水平衡, 保持健康头皮状态
- 含专利成分
 - 头皮营养集中供应
 - 头皮舒缓与清凉护理
 - 油水平衡
 - 增加发丝蓬松感
- Functional for hair loss symptom relief Provides concentrated nourishment to hair loss scalp, creating a healthy scalp environment Soothes scalp with cooling effect, preventing itchiness Balances oil and moisture to maintain a healthy scalp condition
- Contains patented ingredients
 - ntensive scalp nourishment supply
 - Scalp soothing & cooling care
 - Oil-moisture balance
 - Enhances hair volume

STAR#系列

STAR# Line

STAR#系列是专为纹理发型而生的高端造型产品线, 旨在彰显个性与自我表达。
Born for textured hair, the STAR# line is a premium styling collection designed to celebrate individuality and self-expression.



STAR# 辫发顺滑凝胶 300ml
Braid Slick Gel 10.14 fl.oz
适用发型(Best for): Retighten Loc / Retwist / Coarse Hair
定型力(HOLD): ●●○○

STAR# 辫发锁发边缘凝胶 300ml
Braid Lock Edge Gel 10.14 fl.oz
适用发型(Best for): 所有发型(All hairstyles)
定型力(HOLD): ●●●●●

STAR# 辫发锁发凝胶 300ml
Braid Lock Gel 10.14 fl.oz
适用发型(Best for): Starter Loc / Starter Twist / Stitch Braid
定型力(HOLD): ●●●●●

STAR# 定型泡沫 238ml
Setting Foam 8.04 fl.oz
适用发型(Best for): Bohemian Braid / Goddess Loc / Stitch Braid
定型力(HOLD): ●○○○



STAR# 防白屑辫发定型喷雾 200ml
Flaking Killer Braid Spray 6.76 fl.oz
水感收尾定型喷雾 (Finishing water spray)
适用发型(Best for): 所有发型(Suitable for all textured styles)
定型力(HOLD): ●○○○



STAR# 蕾丝假发粘合剂 30ml
Lace Wig Bond 30ml
任何环境下均具强效固力 / 防水 / 抗汗
Maximum hold in any environment / Waterproof / Sweat-resistant

STAR# 粘合剂去除液 120ml
Bond Remover 120ml
快速吸收, 无残留去除粘合剂 / 无有害化学成分 / 温和泡沫溶剂
Fast-absorbing, residue-free bond removal / No Harmful Chemicals / Gentle Foaming Solvent



SUNSOO7 复刻哑光定型发蜡 100ml
SUNSOO7 Perfection Matte Holding Wax 100ml
自然哑光塑形, 兼具强力柔性定型
A natural matte wax that sculpts and controls with strong, flexible hold
定型力(HOLD): ●●●●●

SUNSOO9 臻效超强定型发雾 250ml
SUNSOO9 Premium Ultra Hard Mist 250ml
超强定型力与持久维持的收尾定型喷雾
An ultra-strong finishing spray that locks in style with long-lasting
定型力(HOLD): ●●●●●

ICURL系列

ICURL Line



体验搭载世利本 (CELLREBORN) 双重修护解决方案的ICURL烫发技术。

在不损失发丝柔顺度的前提下, 帮助实现您理想中的完美卷度与波纹。
简洁专业的操作流程, 适用于从健康发质到极度受损发质的几乎所有发型。

Experience ICURL with CELLREBORN’s Dual-Fix Solution

Without compromising softness, it helps you achieve the ideal wave or curl you've always envisioned. A streamlined professional process suitable for virtually every hair type, from healthy to severely damaged hair.



ICURL双重修护解决方案

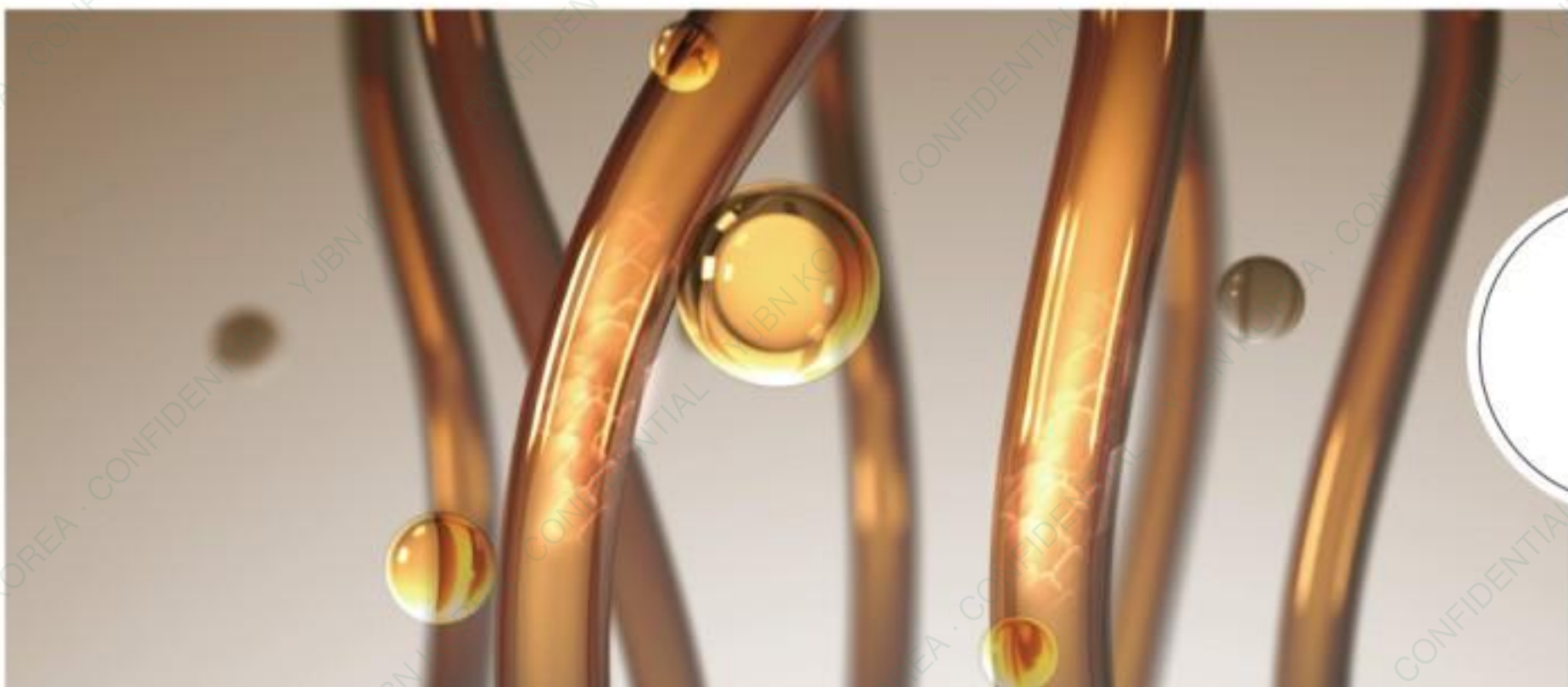
ICURL's Dual-Fix Solution

ICURL是专为沙龙专业人士打造的专业级烫发系统。从数码烫、定型烫到电棒烫与顺发拉直, 这是一套针对各类热处理烫发服务优化设计的多功能热烫系统。从适用于健康发质的碱性烫发到适用于严重受损发质的中性及弱酸性烫发, ICURL精细分级的产品线满足任何发质与损伤程度的定制化烫发需求。

ICURL is a professional-grade perm system purpose-built for salon specialists. From digital perms and setting perms to iron perms and magic straightening, it is a multi-functional heat perm system optimized for every thermal styling service. With a precisely tiered portfolio spanning alkaline perms for healthy hair to neutral and mild-acid perms for severely damaged hair, ICURL enables fully customized services tailored to any hair type or condition.

热与化学损伤防护—键合系统

Heat & Chemical Damage Defense — Bonding System



在软化处理过程中, 二硫键断裂, 发丝结构暂时变得脆弱。ICURL蛋白质复合物直接附着于发干, 防止结构变性, 氨基酸复合物发挥键合作用, 强化并重建发丝内部结构。

During the softening process, disulfide (S-S) bonds are broken and the hair structure becomes temporarily vulnerable. ICURL's protein complex adheres directly to the hair shaft to prevent structural degradation, while an amino acid complex acts as a bonding agent to reinforce and rebuild the hair's internal architecture.

主动补充热损耗水分

Active Moisture Replenishment



配方富含调理保湿成分, 有效补充热烫过程中流失的水分, 为发丝保持所需的核心水分平衡。烫发后发丝依旧水润、易梳理, 告别毛躁。

Formulated with an abundance of conditioning humectants, ICURL replenishes the moisture lost during heat perm services — preserving the essential moisture balance that hair depends on. Hair stays hydrated, manageable, and frizz-free — even after the perm.

碱性烫 vs. 酸性烫—特性对比

Alkaline Perm vs. Acid Perm — Comparative Overview

项目 Category	碱性烫 Alkaline Perm	酸性烫 Acid Perm
pH值范围 pH Range	8.0–9.5 (碱性) 8.0–9.5 (alkaline)	4.5–6.9 (酸性) 4.5–6.9 (acidic)
作用机制 Mechanism	强制打开毛鳞片, 快速渗透 Forcibly opens the cuticle for rapid penetration	保护毛鳞片, 温和渐进渗透 Protects the cuticle with gradual, controlled penetration
主要效果 Key Effects	强劲弹弹卷度, 持久定型, 软化速度快 Strong, bouncy curls with excellent staying power	自然柔和波纹, 损伤最小化 Natural, soft waves; minimized damage
适用发质 Ideal Hair Type	健康发质, 粗壮发丝, 未做过烫发的发质 Healthy, coarse, or virgin (un-permed) hair	受损发质, 复原烫, 漂染发质, 极度受损发质, 细软发质 Damaged, color-treated, bleached, severely compromised, or fine hair

药剂选择指南 Agent Selection Guide

推荐药剂 Recommended Agent		强烈卷曲 (极卷) Highly Coarse (Kinky)	健康 (原生) 发质 Healthy (Virgin)	轻微受损 Mildly Damaged	中度受损 Moderately Damaged	严重受损 Severely Damaged	极度受损 Extremely Damaged
发质类型 Hair Type	粗硬发质 Coarse Hair	A1	A1	A1	B1	B1	B1
	中等至细软发丝 Medium-Fine Hair	A2	A2	A2	B2	B2	B3
加热处理/ 停留时间 Heat treatment/Leave-in time		15–20分钟 / 20–30分钟 15–20 min / 20–30 min	10–15分钟 / 10–20分钟 10–15 min / 10–20 min	10–15分钟 / 10–20分钟 10–15 min / 10–20 min	5分钟 / 10–15分钟 5 min / 10–15 min	不建议使用 / 10–15分钟 Not recommended / 10–15 min	不建议使用 / 5–10分钟 Not recommended / 5–10 min

ICURL烫发剂 A1 500ml (适合浓密健康发质)

ICURL Perm A1 16.91 fl.oz (for Thick & Healthy Hair)

主成分:ATG / ETG pH: 9.5
卷度强度: 极强
特点: 适用于健康及粗硬发质的高强度热烫配方

Key Ingredients: ATG / ETG pH: 9.5
Curl strength: extremely strong
High-strength formula optimized for thick and healthy hair.



ICURL 烫发剂 A2 500ml (适合普通发质)

ICURL Perm A2 16.91 fl.oz (for normal hair)

主成分: ETG pH: 9.0
卷度强度: 强
特点: 适用于一般发质的标准型热烫配方

Key Ingredients: ETG pH: 9.0
Curl strength: strong
Standard heat perm formula designed for normal hair.

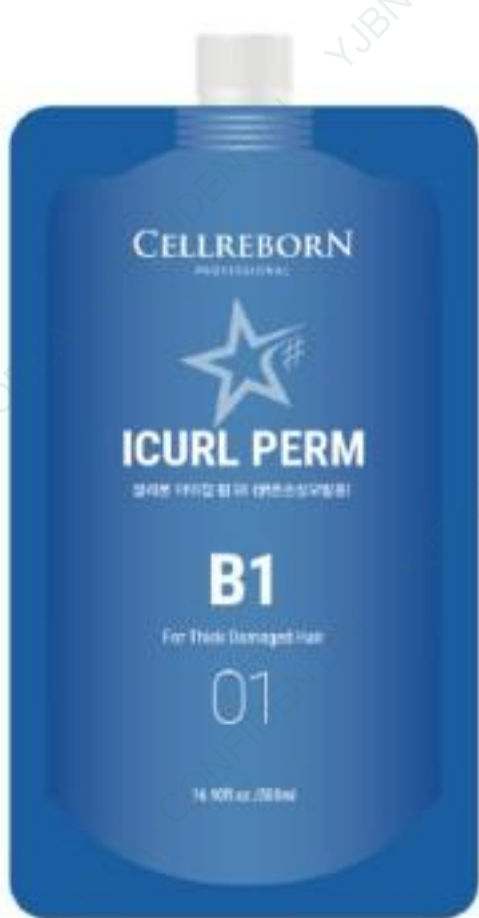


ICURL烫发剂 B1 500ml (适合浓密受损发质)

ICURL Perm B1 16.91 fl.oz (for Thick Damaged Hair)

主成分: ETG pH: 8.5
卷度强度: 中等
特点: 适用于受损粗硬发质的中等强度热烫配方

Key Ingredients: ETG pH: 8.5
Curl strength: medium
Medium-strength formula for thick, damaged hair.



ICURL烫发剂 B2 500ml (适合受损发质)

ICURL Perm B2 16.91 fl.oz (for Damaged Hair)

主成分: ETG pH: 8.0
卷度强度: 较弱
特点: 低刺激配方, 适用于受损发质, 兼顾柔和卷度表现

Key Ingredients: ETG pH: 8.0
Curl strength: relatively weak
Mild formula for damaged hair, balancing gentle curl formation and hair condition.



ICURL 烫发剂 B3 500ml (适合敏感及高度受损发质)

ICURL Perm B3 16.91 fl.oz (for Highly Damaged Hair)

主成分: ETG pH: 5.0-5.5
卷度强度: 极弱
特点: 超低刺激配方, 适用于极度受损及敏感发质, 重点在于发质保护

Key Ingredients: ETG pH: 5.0-5.5
Curl strength: extremely weak
Ultra-mild formula for highly damaged or sensitive hair, focused on hair protection.



Coming Soon

ICURL乳霜型中和剂 500ml

ICURL Cream-Type Neutralizer 16.91 fl.oz

通过氧化反应固定卷度
乳霜配方, 涂抹均匀操作便捷

Locks in the curl shape through an oxidation reaction
Creamy formula for easy, even application



ICURL液态型中和剂 500ml

ICURL Liquid-Type Neutralizer 16.91 fl.oz

快速渗透, 均匀覆盖
专业沙龙首选剂型

Rapid penetration and uniform coverage
Preferred by professional salon specialists



积雪草啫喱烫发 150ml

Cica Jelly Perm 5.07 fl.oz

无碱配方加入蛋白质成分, 将烫发损伤降至最低
积雪草成分有效缓解头皮敏感不适, 实现弹力满满的啫喱质感卷发

Alkali free + protein to minimize damage!
Cica ingredients reduce sensitivity and create bouncy curls like jelly.



过氧化氢中和剂 4100ml

Hydrogen Peroxide Neutralizer 138.64 fl.oz

过氧化氢中和剂
适用于碱性烫发系统
沙龙专用大容量装

Hydrogen Peroxide Neutralizer
Large-capacity salon formula



一步式压发烫 300ml

One Step Down Perm 10.14 fl.oz

10分钟即可完成!
无需中和剂的一步式顺直烫, 轻松实现压发、刘海造型、发流矫正及发根顺直, 操作简便高效

Complete in 10 minutes!
With a one-step straightening process — no neutralizer required — effortlessly achieve down perms, face-framing perms, hair direction correction, and root relaxing



溴酸钠中和剂 4100ml

Sodium Bromate Neutralizer 138.64 fl.oz

溴酸钠中和剂
氧化力稳定, 损伤最小化
沙龙专用大容量装

Sodium Bromate Neutralizer
Stable oxidizing power with minimal damage
Large-capacity salon formula



黑豆系列

Black Bean Line

黑豆系列以黑大豆提取物为核心成分, 打造自然友好型遮白发染发系统。
The Black Bean Line is a nature-inspired gray coverage hair color system built around the power of Black Soybean Extract.

遮白发染发系统 Gray Coverage Hair Color System

黑豆LPP快速染发膏 60ml
Black Bean LPP Quick Speed Hair Color 2.02 fl.oz

以黑大豆提取物与LPP蛋白质为核心, 在最大程度减少损伤的同时, 令染后发丝持久保持丝滑顺亮的遮白发专用染发膏。

- 5分钟快速染发 | 仅需5分钟, 轻松完成简便高效的遮白发护理
- 无氨配方 | 告别刺鼻气味, 轻松舒适染发体验
- 损伤最小化 | LPP蛋白质在染发过程中全程守护发丝结构
- 皮肤刺激性测试合格 | 温和染发

A gray coverage hair dye powered by Black Soybean Extract and LPP protein - minimizing damage while keeping hair smooth and silky even after coloring

- 5-minute speed color | fast, effortless gray coverage in just 5 minutes
- Ammonia Free | comfortable, odor-free coloring experience
- Minimized Damage | LPP protein actively protects hair structure during the color process
- Dermatologist-tested | Gentle Dyeing

2N 自然黑
Natural Black

4N 深棕
Dark Brown

6N 自然棕
Natural Brown

BLACK BEAN LPP
QUICK SPEED
HAIR COLOR

셀리본 블랙빈 LPP
퀵스피드 헤어컬러

4N
DARK BROWN

CELLREBORN
PROFESSIONAL

QUICK SPEED
HAIR COLOR

BLACK BEAN LPP 1
QUICK SPEED HAIR COLOR
60ml / 2.02 fl.oz

BLACK BEAN LPP 2
QUICK SPEED HAIR COLOR
60ml / 2.02 fl.oz

2026新品 — 不沾皮染发膏(即将上市)
精准作用于每一根发丝, 有效减少皮肤染料残留。

2026 NEW — No-Stain Hair Color (Coming Soon)
A cleaner color experience- formulated to color the hair while helping to minimize staining on surrounding skin

Coming Soon

CELLREBORN
BLACK BEAN LPP
QUICK SPEED HAIR COLOR

CELLREBORN
BLACK BEAN LPP
QUICK SPEED HAIR COLOR

黑豆LPP快速染发膏X 300ml
Black Bean LPP Quick Speed Hair Color X 10.15 fl.oz

世利本 (CELLREBORN) 引入自主研发的「选择性着色技术」, 专为将色素精准沉积于发丝而设计, 同时配方经过优化, 有效减少头皮及周边皮肤的染料残留。
熟悉的乳霜型涂抹方式保持不变, 让发型师与顾客都能享受到更清爽、更精致的染发体验
CELLREBORN introduces proprietary Selective Coloring Technology, engineered to deposit color where it matters — on the hair — while being formulated to minimize staining on the scalp, neck, and surrounding skin. The familiar, easy-to-use cream application method remains unchanged.

上市色号: 黑色 (Black) / 深棕色 (Dark Brown) 共2色 (即将上市)

高级漂发粉 500g
Premium Bleach Powder 17.64 oz

8级强力提升 / 无尘配方 / 漂发后发丝保持柔顺
专业人士专用
8-Level lift power
Dust-free formula / Hair remains soft after bleaching
Professional Use Only

高级氧化护发乳 6% (20vol) 1100ml
Premium Oxidant Cream 6% (20vol) 37.20fl.oz

乳液型配方, 顺滑易混合 / 损伤最小化 + 鲜艳真实发色
大容量装 / 专业人士专用
Lotion-type formula for smooth, easy mixing
Minimized damage + vibrant, true-to-tone color development
Large Volume / Professional Use Only

专业美发工具

Hair Tools

SPEED FLOW PRO 专业吹风机 (BLDC电机 / 110,000 RPM)
SPEED FLOW PRO Hair Dryer (BLDC Motor / 110,000 RPM)

产生5000万个负离子, 温柔守护发丝免受热损伤;
强劲BLDC电机提供卓越风速, 实现快速高效干发。

- BLDC电机最高110,000 RPM——卓越风速, 快速干发
- 持续释放5000万负离子——保护发丝、防静电、增添光泽
- 双芯片智能控制——精准温控, 防止发丝过热受损
- 温度: 4档 / 风速: 3档 / 配备LCD显示屏
- 附赠集风嘴 / 卷发筒 / 散发嘴

Generates 50 million negative ions to gently shield hair from heat damage, while the powerful BLDC motor delivers fast, efficient drying with remarkable airflow performance.

- BLDC Motor up to 110,000 RPM — exceptional airflow velocity for rapid drying
- 50 million negative ions continuously emitted — hair protection, anti-static, and added shine
- Dual IC Chip Smart Control — precision temperature regulation to prevent heat damage
- Temperature: 4 levels / Speed: 3 levels / LCD Display included
- Nozzles / Styling Barrels / Diffuser included

专利发刷系列 (韩国专利第30-1162789号)
Coupang平台圆形发刷品类连续9年销量第一。
运用专利结构工艺, 最大程度减少发丝断裂的专业沙龙级发刷系列。

Patented Hair Brush Line (Korean Patent No. 30-1162789)
Ranked #1 on Coupang in the round brush category for 9 consecutive years.
A professional salon brush line engineered with a patented structure that minimizes hair breakage at every stroke.

Athens 雅典气垫圆形发刷
Athens Hair Roll (Round) Brush

集猪鬃毛、尼龙与加热板三重优势于一体的
高端圆形发刷, 实现快速造型
与蓬松亮泽收尾的双重功效。

A premium round brush that combines the strengths of boar bristles, nylon, and heated plates in one tool. Delivers fast, efficient styling along with voluminous, high-gloss results.

材质: 山毛榉木 / 猪鬃毛 / 加热板
Materials: Beech Wood / Boar Bristles / Heating Plates
规格(Size): #0.5 #1 #2 #3 #4 #5 #7 (共7款)

Athens 雅典气垫刷
Athens Paddle Brush

一次梳理, 轻松理顺任何发质——丝滑顺畅, 彻底告别打结。

Glides through any hair type in a single stroke — effortlessly smooth, tangle-free results every time.

4种刷针类型: 木质 / 塑料 / 不锈钢金色 / 猪鬃毛&尼龙
4 Pin Types: Wood Pin / Plastic Pin / Stainless Gold Pin / Boar & Nylon Pin
规格(Size): L 253×82mm / M 220×72mm

猪鬃气垫圆形发刷
Boar Bristles Hair Roll (Round) Brush

超过20,000条好评验证—
沙龙发型师首选的压倒性畅销款

Over 20,000 verified reviews — the go-to brush for salon professionals across the country.

材质: 山毛榉木 / 猪鬃毛
Materials: Beech Wood / Boar Bristles
规格(Size): #1 #2 #3 #4 #5 #6 #7 (共7款)

陶瓷热卷圆形发刷
Ceramic Round Thermal Hair Brush

铝质加热板气孔结构, 实现均匀快速导热—
快速造型, 缔造持久饱满蓬松感。

An aluminum heating plate with air-hole venting for fast, even heat distribution — delivering quick styling with impressive, long-lasting volume.

规格(Size): #20 #25 #33 #43 #53 (共5款)

硅胶颈部发廊披肩
Silicon Neck Cut Cape

硅胶颈部贴合颈线，
穿戴舒适贴服
有效防止发丝落入披肩内侧

Silicone neck lining conforms snugly to the neck
for a comfortable, secure fit
Prevents hair from falling
inside the cape



舒适丝滑长款发廊披肩 (环形)
Comfortable Silk Long Cutting Cape (Loop Type)

超长款发廊披肩，
覆盖至脚背—发丝零黏着
操作零烦恼

Extra-long styling cape
that covers down to the instep—
no stray hairs, no mess



道延超细纤维毛巾
Doyeon Microfiber Towel

推荐商用 / 100g毛巾，快速吸水干发 重量
Recommended for commercial use —
100g towel, ideal for quick drying.



高级陶瓷碳梳
Premium Ceramic Carbon Comb



丝滑触感高级染发刷
Silk Touch Premium Coloring Brush

细密刷毛与宽幅刷头，实现精准高效涂抹
Fine, dense bristles and
a wide brush head for precise,
efficient application



防喷雾面罩
Face Shield

全透明大尺寸设计—
保护面部同时不遮挡视线
Fully transparent, generously sized —
protects the face without obstructing
the line of sight



弹性颈部中和托
Flexible Neck Support Pad

柔滑弹性材质，穿戴舒适性卓越
Smooth, flexible material
for superior comfort and wearability



棉质头巾
Cotton turban

日常通用
General use



5项已注册专利
5 Registered Patents

化妆品配方专利3项 + 专业工具专利2项—
经验证的技术驱动型企业
可即时应对监管审查及买家技术尽职调查

3 cosmetic formulation patents +
2 professional tool patents —
a verified technology-driven company.
Ready to respond immediately
to regulatory reviews
and buyer technical due diligence.

出口至全球23个国家
Global Exports to 23 Countries

累计销售额超USD 30M
NMPA, CPNP, EAC, NPRA, CDSCO,
KC多重认证 全球供应稳定性经充分验证

Cumulative sales exceeding USD 30M
Multiple certifications:
NMPA, CPNP, EAC, NPRA, CDSCO, KC.
Global supply reliability fully validated.

人体功效测试数据
Certified Clinical Trial Data

脱发量减少60.31% /
头皮舒缓满意度100%
产品功效获科学数据支撑

60.31% reduction in hair fall
100% positive scalp-soothing response.
Scientifically proven product efficacy.

为何选择与世利本 (CELLREBORN) 合作?
Why Partner with CELLREBORN?

全品类美妆产品矩阵
Total Beauty Portfolio

护肤、身体护理与护发一站式供货
覆盖各类零售渠道的完整产品线

One-stop supply across skin care,
body care, and hair care.
Full product lineup available
for every retail channel.

OEM / ODM / OBM
制造实力

OEM / ODM / OBM Capability

CGMP ISO 22716认证制造设施 +
自主研发能力
随时支持买方自有品牌产品开发

CGMP ISO 22716 certified manufacturing
+ in-house R&D.
Ready to support buyer private label
development immediately.

卓越线上销售业绩
Proven Online Performance

Coupang圆形发刷连续9年销量第一
国内消费者信任度与品牌影响力经验证

9 consecutive years as Coupang's
#1 round brush.
Verified consumer trust and
proven brand power
in the domestic market.

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