

Since its establishment in 1973, HNB Corporation has grown up to be a leading company in manufacturing cosmetic brushes and tools. Founded as "Hyangnam Industries" in Seoul, Korea four decades ago, HNB re-opened Seoul HQ / R&D LAB in 2017.

While HNB produce 100% customized brushes by hand in its own factory (ISO 9001, ISO 14001, BSCI certified), HNB have developed innovative products in-house to help customers to be trend leader in this competitive beauty industry. <Fig. 1>

As Korean women and brush experts, HNB R&D Team developed skin-loving brush collections for skincare and makeup.

It is well-known that If you have sensitive skin, there is a possibility to develop acne or a skin allergy after using animal-hair brushes. FAUXever brush collection consists of 100% vegan, cruelty free hairs which mimic functional characteristics of natural goat hair. Its own fiber surface has better powder pick-up than regular synthetic hair. Also, its optimized tip at the end makes release powder product as natural hair. <Fig. 2>

HNB's Skincare Brush Collection help to maximize the results of skincare treatment and ease daily skin care routine. Especially Diamond Skincare Brush has unique design to control application without irritation and to minimize waste of skincare products.. It won Innovation Tree Award in MakeUp in Paris 2019. <Fig. 3>

Pro-SKIN Brush Collection is the new chapter of makeup brushes that not only cares MAKEUP (outer beauty) but also SKIN (inner beauty). From gentle cleansing to contour, these vegan collection include every brush you need for skin-loving base make-up. Pro-Skin Primer / Foundation brush have embossed brush head that can help improve blood microcirculation and enhance skin vitality during makeup. <Fig. 4>

These days, our world is changing at 10x speed: How to prepare and be the change? Please contact HNB. With collaboration with make-up artists and product designers, HNB will continuously work to develop innovations through new designs and functions to serve customers better.



Figure 1. HNB create our brushes using the traditional "by hand" brush making techniques



Figure 2. FAUXever Brush Collection



Figure 3. HNB Skincare Brush Collection



Figure 4. HNB pro-SKIN Brush Collection