

bbb

“Science to Message, Beauty to Experience.”

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beyond	Beyond beauty, building brand value.
beauty	bbbb.beauty is a specialized creative agency that translates medical, derma, bio, and beauty technologies into content that customers can understand.
building	Based on medical accuracy and premium visuals, we produce 3D/MOA, animation, documentary, AR, and educational content.
brands	We connect a brand’s technology to customer trust and choice.

“Science to Message, Beauty to Experience.”

Complex science, understood at a glance.

We present the technology and efficacy of medical, derma, and beauty brands in an easy and compelling way.

Even if the technology is excellent, customers won't choose it if it's difficult to understand.

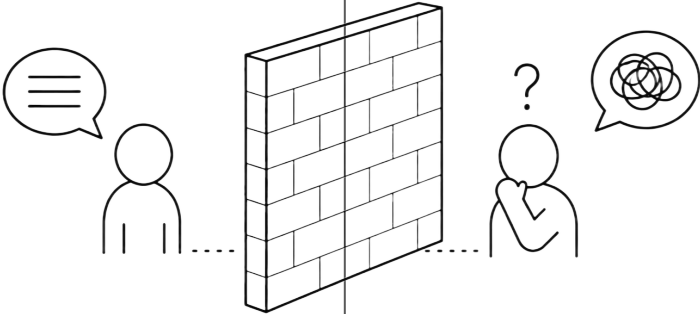
If customers don't understand, the brand's differentiation is not conveyed.

Good Technology

Difficult Explanation

Wall

Customer's Choice



Ingredients/Mechanism/Data

Jargon-focused Message

of Understanding

Understanding and Trust



We explain accurate science in an easy and memorable way.

We convey scientific credibility and brand sensibility as a single story.

We turn difficult science into content that customers can immediately understand.

Science accurately, message easily. bbbb.beauty bridges the gap.

What the Brand Possesses

Ingredients and Efficacy
Mechanism of Action
Clinical/Technical Data

What bbbb.beauty Does

Medical Accuracy
+
Sensuous Creative

What the Customer Sees

Video understood at a glance
Experiential content
Channel-specific expanded content



Key
Ingredients



Benefits
& Efficacy



(MOA)
Mechanism
of Action



Scientific
Evidence



Storytelling



Visual Content



Easy to
Understand
at a Glance



Interactive
Experience



Channel
Optimization

A single technology, used diversely from launching to education and sales.

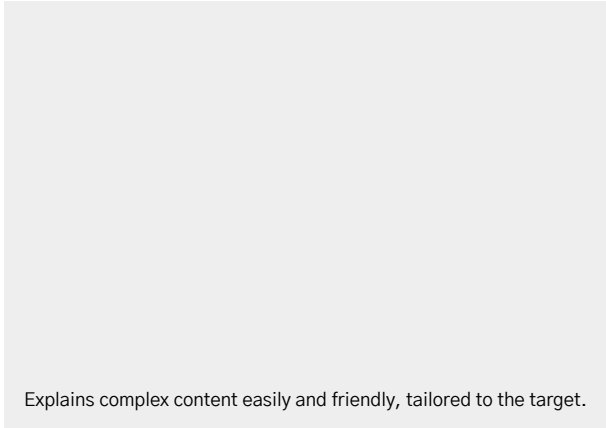
Brand Launch · Patient/Consumer Education · HCP Communication · Exhibition/Conference · Internal Education · Digital Campaign

3D / MOA

A large, empty rectangular box with a light gray background, intended for 3D / MOA content.

Accurately and vividly shows the invisible mechanism of action.

2D Animation

A large, empty rectangular box with a light gray background, intended for 2D Animation content.

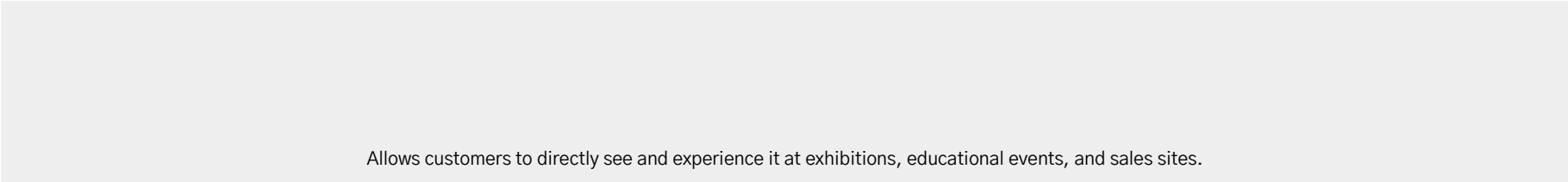
Explains complex content easily and friendly, tailored to the target.

Brand Film

A large, empty rectangular box with a light gray background, intended for Brand Film content.

Conveys scientific credibility and brand sensibility as a single story.

AR-Interactive

A large, empty rectangular box with a light gray background, intended for AR-Interactive content.

Allows customers to directly see and experience it at exhibitions, educational events, and sales sites.

For brands that need to explain science

From derma skincare to bio and medical devices, we are where science is.

Derma/Beauty

Ingredients, Efficacy, Mechanism of Action

Pharmaceutical/Bio

Disease, Treatment Methods, Research Pipeline

Medical Devices

Structure, Usage, Technical Principles

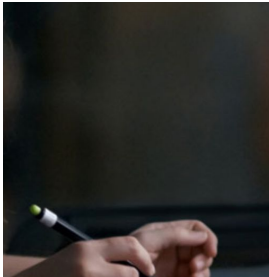
Healthcare

Education, Diagnosis, Animal Health

*Key areas: Pharmaceutical · Bio · Medical Devices · Consumer Healthcare · Animal Health · Diagnostics

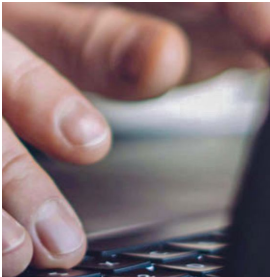
From material research to final delivery, we complete each step through joint verification.

By jointly verifying direction and accuracy at each intermediate stage, we reduce the risk of revisions.



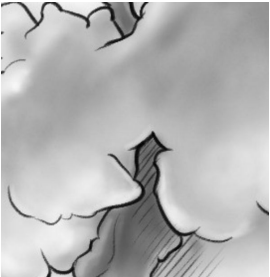
Material Research

Understanding relevant literature and technology



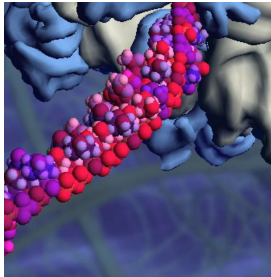
Script

Structuring core message and flow



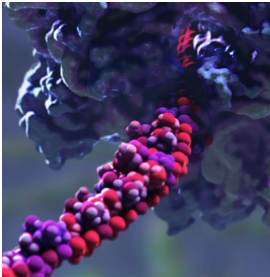
Storyboard

Pre-checking scenes and transitions



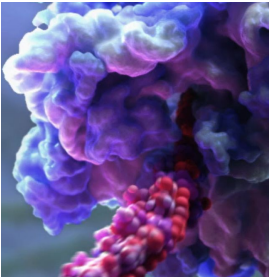
Animatic

Checking movement and overall pace



1st Draft

Completing color, texture, and sound



Final Version

Final review and delivery by format

Created by people who understand science and people who express it beautifully, working together.

As a brand asset, content that doesn't just end after one use.

Scientific Accuracy

Accurately understanding complex principles

Sensuous Expression

Creating brand-appropriate images and stories

Production with End-to-End Responsibility

Delivering final results suitable for the purpose and channel.

Core Values

Scientific Trust

Accurate Data
and Evidence

Creative Expression

Sensory Creativity

Customer-Centric

Understanding, Empathy,
and Experience First

Continuous Expansion

Expanding Channels
and Content Reach

Together We Grow

Growing Together
with Our Brand and Customers

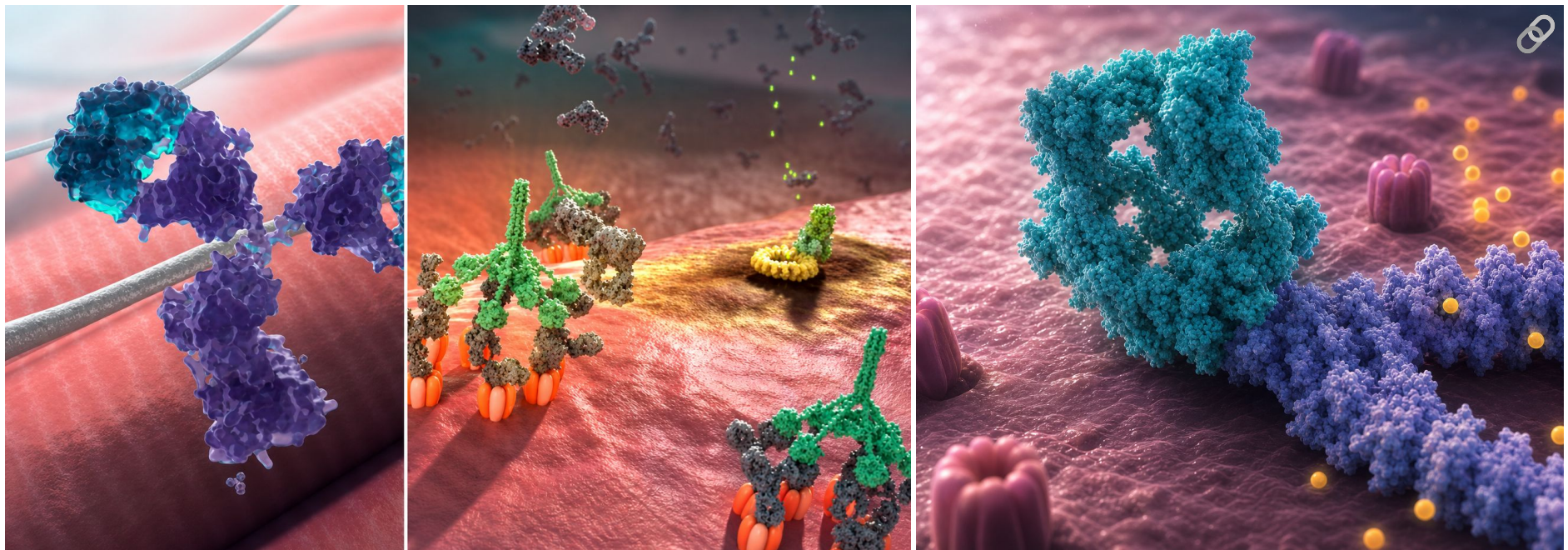
Science to Message,
Beauty to Experience.

The invisible action of a drug, transformed into a scene understood at a glance.

- MOA Animation
- Molecular-level interaction expression
- Composition usable for education and brand communication



※ Based on provided materials; quantitative performance metrics are not included.



client
Global Pharmaceutical Company
(NDA)

agency
bbbb.beauty

base on Seoul

Soliris MOA Animation

3D animation project that implemented Soliris's process of binding to complement proteins and suppressing excessive immune response at a molecular level. Designed to convey complex biological mechanisms intuitively based on medical accuracy, making it suitable for use in healthcare professional education, academic content, and brand marketing.

▶ Showreels

If you have technology that is difficult to explain, talk to us.

Contact, Inquiry

New Product Launch

Brand Film · MOA Animation

From brand films to MOA animations, we produce content based on medical accuracy and premium visuals.

Inquiry

Educational Content

Ingredient · Disease · Technology Educational Content

We accurately and easily convey the principles of ingredients, diseases, medical devices, and biotechnology to enhance customer understanding and trust.

Inquiry

Exhibition · Sales

AR · Interactive Content

Through AR, interactive content, exhibition, and sales content, we transform complex medical and scientific information into intuitive experiences, increasing understanding and trust.

Inquiry

Content Expansion

Web · Social · Educational Content

By optimizing and expanding brand content for the web, social media, and educational platforms, we continuously build customer understanding and trust.

Inquiry

bbbb

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