

PROBELLE



Brand Reliability

TSUTAYA Home Appliances

K-Beauty Curated Pop-up Store

In **March 2026**, Probelle will launch a K-Beauty pop-up store at **TSUTAYA**, a leading lifestyle curation space in Japan one of the most mature markets for collagen consumption.

This initiative goes beyond simple retail expansion. In a market where the culture of “consuming collagen” is already well established, Probelle aims to introduce a new perspective one that focuses on “**creating collagen**” and to present the brand’s core philosophy through this differentiated approach.



Brand Reliability



Developed under a production system that meets **U.S. FDA standards**, this product has been prepared in compliance with global export requirements.

Probelle is more than a beauty brand. It is built on scientific credibility and designed in accordance with global food safety standards.

This product is manufactured at a food production facility registered with the U.S. FDA and complies with FDA food regulations under the FD&C Act. From ingredient safety to overall product design, all processes are managed in alignment with global standards.

*With product power and stability that meets global standards.
It moves toward a wider market, a higher trust.*

U.S. FDA Food Facility Registration (Food Facility Registration)	Compliance with Export Product Labeling Guidelines
Preliminary Review Based on Ingredient Safety Data and Scientific Documentation	Preparation in Accordance with the U.S. Food, Drug, and Cosmetic Act (FD&C Act)



The U.S. FDA does not operate a pre-approval system for foods*, and this product is manufactured at an FDA-registered facility in compliance with all applicable regulations.

Two Safe Pregnancy-Safe Certified Product

This is a certification mark designed to protect the health of pregnant women and their babies (Two Safe).
“Probelle Amino Drink Glycine 3000” is a product that has obtained the Two Safe certification.
→ Secured product credibility with consideration for pregnant women and sensitive consumers.



Blue: Good Safe



Certificate of Two Safe

Mother
To Baby

MotherToBaby Inc.

This is to certify that the following product(s) prepared by **Bonroi** can be safely used by pregnant & breastfeeding women.

Product Name	Status	Two Safe Certificate No.	Certification Requirements
프로벨르 아미노산 드링크 글리신 3000	Processed Food	TS-26-29	Two Safe-Blue

This certification is valid from 01 Jun 2026 to 31 May 2028.



마더투베이비 주식회사

MotherToBaby Inc.

HJ Han
Executive Director



Mother To Baby - Two Safe

Mother
To Baby

“Two Safe ‘Probelle Amino Drink Glycine 3000’ has been confirmed to show no harmful effects on pregnant women or fetuses when used at the recommended dosage.”

wadiz

Lifestyle Design Funding Platform

6,399 Project Likes

7,481% Funding Achievement

Probelle was first introduced on the crowdfunding platform Wadiz, where it successfully entered the market with a groundbreaking message:

“Don’t consume collagen. Create it.”

This distinctive perspective reshaped perceptions within the collagen market and enabled Probelle to establish a strong market presence.

[View the Project](#)



wadiz

Lifestyle Design Funding Platform

Within the first week of launch

Notification Sign-ups

5,000+

Real-Time Best

No. 1 Overall

Real-Time Best

No. 1 Beauty

Real-Time Best

No. 1 Food



wadiz

Lifestyle Design Funding Platform

★★★★★

Genuine insights from customers who first experienced Probelle

[View Customer Reviews](#)



My skin feels firm in the morning,
and makeup goes on smoothly-
D**** -

A product we would highly recommend
even for mothers.
- M** -

By far the best inner-beauty product
I've ever tried.
- W** -

My skin felt well-hydrated, not dry,
with a subtle, healthy glow.
- K**-

My skin texture feels refined, making makeup sit better,
with a sensation of being nourished from within.
- N**-

Based on the latest data

Views
4,000

Comments
57

- Summary : A lifestyle channel for moms, covering parenting, household management, and consumption, targeting women in their 30s and 40s (moms), delivering practical information and relatable content to build high trust as a YouTuber.
- Response : On a channel with a high proportion of moms and women in their 30s and 40s with purchasing power, Probelle's message "Don't eat it, create it" resonated strongly with those facing real skin concerns, Leading to an increase in sales on the brand's official store following the video upload.

Watch the video



Real responses from moms



@Yeso369 23시간 전

어쩐지 요새 예뻐졌어...❤️ 거기 경락샵이 어디죠...❤️ 아랍에미리트? 쪽에도 경락이 있는 분이시라니 넘 대단한 경락샵 아니냐구요 😊 저도 팔대 턱이 넘 신경쓰는 데 저도 한번 경락 다녀볼까요??? 😊

평소 다나님의 맑고 투명한 피부를 보면 어떤 관리를 하시는지 늘 궁금했는데, 이번 영상을 통해 그 비결 중 하나가 바로 '글리신'이었다는 것을 알게 되었네요? ㅎㅎ 혼자만 이빠지지 마세요... ㅎㅎ 수많은 콜라겐 영양제가 있지만, 정작 콜라겐을 만드는 핵심 원료인 '글리신'에 집중한 제품은 생소하면서도 무척 반갑더라고요! 저도 이번 기회에 칙칙해진 피부를 개선해 보고 싶어요 😊

콜라겐의 '진짜 핵심'을 채우고 싶어요!
그동안 피부 탄력을 위해 콜라겐 제품을 꾸준히 챙겨 먹었지만, 기대만큼의 변화를 느끼지 못했어요! 그런데 이번 영상을 통해 콜라겐의 약 33%가 글리신으로 이루어져 있다는 사실을 새롭게 알게되었습니다..(제가 찾아봤어요 넘 기대되요 😊) 원료가 되는 글리신이 부족하면 아무리 콜라겐을 먹어도 효용이 떨어진다라는 점이 제 피부 고민의 해답처럼 느껴졌어요! 프로벨르의 고품질 글리신 3000mg으로 제 피부 속 콜라겐 합성을 시작해 보고 싶어요!

무너진 피부 컨디션과 수면의 연결고리를 끊어보고 싶어요..!
잠을 설치 다음 날이면 어김없이 푸석해지고 탄력이 떨어지는 피부를 보면 속상할 때가 많아요.. 특히 저녁에 아기가 깨면 그날은 뭐.. ㅎㅎ 글리신이 숙면을 도와 피부 재생 골든타임을 지켜주고, 동시에 피부 조직의 아미노산 공급원 역할을 한다는 점이 저에게는 가장 매력적으로 다가오더라고요! 잘 자고 일어난 듯한 매끈한 피부를 프로벨르와 함께 만들어보고 싶습니다.

아...
믿고 먹을 수 있는 해피다나님의 '썬 추천'이기 때문입니다!
성분 하나하나 꼼꼼하게 따지시는 다나님이 선택한 제품이라 제품력은 의심할 여지가 없다고 생각해요!!
나이가 들면서 점점 줄어드는 체내 글리신을 이 고품질로 간편하게 보충하며, 다나님처럼 생기 있고 건강한 피부 바탕을 가꾸고 싶습니다..❤️ 이번 이벤트를 통해 직접 체험해 보고, 제 소중한 지인들에게도 이 '독특한 뷰티 루틴'을 공유할게요!! 좋은 제품 소개해 주셔서 정말 감사드려요! 추운 겨울 감기 조심하시구 같이 예뻐져요 😊



@kimnahee-b2i1c 1일 전(수정됨)

안녕하세요~!

작년 10월에 출산하고 이제 70일 된 아들을 키우고 있는 초보맘입니다 😊 항상 진심어린 정보와 육아 꿀팁 등 유튜브를 통해 전달해주셔서 감사해요 ❤️
출산하고 나니 정말 출산 전이랑은 다르게 피부가 많이 푸석해지고, 탄력도 눈에 띄게 떨어진 게 느껴지더라고요... 이게 바로 산후 피부 변화구나 싶어서 겨울 불 때마다 속상한 마음이 컸어요 😊
어떻게 하면 좀 나아질까 고민하다가 콜라겐 제품도 이것저것 찾아봤는데, 종류도 너무 많고 뭐가 진짜 효과가 있는 건지 도통 모르겠어서 한참을 헤매고 있던 와중에, 다나님이 추천해주신 제품이 영상에 뽐!! 평소에도 믿고 보는 추천이라 더 눈길이 갔고, 지금 제 피부 상태에 꼭 필요할 것 같아서 '이건 꼭 한번 경험해보고 싶다'는 생각이 들더라고요. ✨
산후로 지친 피부에 조금이라도 생기랑 탄력을 되찾아줄 수 있을지, 꾸준히 챙겨보면서 변화를 기대해보려고 합니다. 🌸
항상 응원하겠습니다 🌸



@2ssunghie 22시간 전

그냥 콜라겐이 아니라 콜라겐을 직접 만들게 도와주는 '메이커'라는 점이 완전 신박해요! ㅋㅋㅋ 저도 20대 후반 넘어가면서 피부 탄력이 예전 같지 않아 고민이었거든요ㅠㅠ 스위스 프리미엄 원료에 함량까지 역대급이라니, 프로벨르랑 함께라면 제 피부 공장을 다시 돌아돌릴 것 같아요! 🔥

Views
4,200

Comments
71

- Summary : A creator balancing parenting and dance, sharing body, skin, and health routines with women in their 30s and 40s (moms and working moms), and building high trust through relatable content as a YouTuber.
- Response : With a subscriber base of women in their 30s and 40s who are highly interested in self-care and changes in body shape and skin, Probelle's message "Don't eat it, create it" naturally resonates within their realistic care routines combined with exercise, generating positive engagement.

Real responses from moms

Watch the video

[요즘 잘 챙겨먹고 있는]
프로벨르 아미노산 드링크 글리신 3000



@2ssunghee 33분 전

우와, 혜수님 무용하셔서 뒤꿈치 갈라지는 것까지 매끈해졌다는 말씀에 완전 영업 당했어요! ㅋㅋㅋ 사실 얼굴 관리도 관리지만, 환절기만 되면 몸 전체가 가물 난 것처럼 푸석푸석해서 고민이었거든요. 특히 발뒤꿈치는 아무리 크림을 발라도 한계가 있었는데, 프로벨르 먹고 물 전체 보습감이 좋아졌다는 후기가 저한테는 가장 큰 유혹이네요. ㅎㅎ 이너뷰티의 힘이 발끝까지 전해진다니 이간 안 해볼 수가 없잖아요~ 저도 이번 기회에 루틴 싹 바꿔서 전신 매끈너로 거듭나고 싶어요! 화이팅!



@Quizvendingmachine 1시간 전

혜수님 영상 보면서 콜라겐이 그냥 먹는다고 다 되는 게 아니라는 걸 처음 알았어요! ㅋㅋㅋ 먹는 족족 다 흡수되면 얼마나 좋겠냐마는... 소화 과정에서 분해된다는 사실에 무릎을 탁 쳤네요. 피부 속 섬유아세포라는 콜라겐 공장이 잘 돌아가게 환경을 만들어줘야 한다는 게 진짜 과학적인 느낌? ㅎㅎ 저도 그동안 효과 없는 콜라겐만 냅다 부었던 것 같은데, 프로벨르의 글리신아랑 아미노산 조합으로 제 피부 공장도 이제 좀 풀가동시켜보고 싶어요! 루틴 제대로 바꿔서 혜수님처럼 속강 올라오는 피부 갖고 싶네요. 항상 꿀정보 감사해요



@홍유민-h5r 15시간 전

어김없이 찾아온 육아메이트! 답게 지금도 막수이길 바라며 아기 재우며 봤어용 ㅎㅎ3월 복직 앞두고 애기 낳더니 왜이리 놀았나 푸석하냐 소리 듣기 싫은데 저도 발뒤꿈치가 숨길수 없게 파사삭 😭😭 진짜 잘때 이불에 뒤꿈치 갈리는 그 스트레스 아시나요 혜수님 ㅋㅋㅋ 프로벨르 콜라겐 먹고 내안의 모든 세포 쭈어짜서 콜라겐 생성 돕고 싶어요 ❤️ 하린이 넘넘 많이 잘 잤네용^^ 저는 지금 침묵과의 전쟁 ㅜㅜ 심해서 모든 치발기 물고 빨거 다 아웃시키고 있어요 ㅜㅜ 저도 곧 이유식 시작하는데 팀 있으신가요 식단이나 등등 이유식 왜 출산만큼 두려운거냐구요 ㅜㅜ



@skywlsdk 10시간 전

저도 곧 50일 후 출산예정이에요! 관리에 진심인 혜수님 루틴 보면서 저도 따라가게 되네요 ㅎㅎ 이제 30 중반에 임신중이라 기미도 짙어지고 출산 후 관리를 어떻게 할지 고민을 많이 하고 있는데! 예전에 먹어본 콜라겐은 말씀하신대로 비릿한 향에 맛이 넘 없어서 거부감이 들기도 했고 진짜 효과가 있나 싶었는데 콜라겐 생성이 잘 되는 환경을 만들어주는 제품이라고 하니 솔깃하네요! ㅎㅎ 관리 제품에 꼭 넣어보고 싶어요



@빠에아쥬-v7v 15시간 전

프로벨르 콜라겐 먹고 혜수님처럼 반짝반짝한 피부를 갖고 싶어요! 항상 좋은 제품 소개해주셔서 혜수님 믿고 사먹어요!(아름따 일단 구매...) ㅎㅎ 새해에도 건강하고 행복만 가득하시길 바라요 혜수님



@kimminson315 15시간 전

아미노산 공급을 통해 콜라겐을 잘 만들어낼 수 있는 환경을 만들어주는 프로벨르 좋아보여요! 프로벨르와 함께 새 콜라겐 루틴 시작해보고싶어요 이번 한해부터 피부컨디션 좋아지고싶어요 ~

K-Wellness PROBELLE



Probelle is ideally suited for wellness-focused consumers and the bio-functional ingredient trend.

Skin that transforms itself

#DrinkableBeautyDevice #CollagenMaker

PROBELLE Amino Acid Drink

Glycine 3000 | Collagen Booster



Product Info.

Skin that transforms itself

#DrinkableBeautyDevice #CollagenMaker

PROBELLE Amino Acid Drink

Glycine 3000 | Collagen Booster

- A collagen-boosting formula crafted with glycine, the key amino acid for collagen production, included at the highest domestic concentration to date
- It delivers a new inner-beauty value by enhancing the body's collagen synthesis, enabling collagen generation from within the skin without direct collagen intake.

Key Ingredients

- ✓ High concentrations of key amino acids for collagen synthesis, including glycine, L-proline, and L-lysine
- ✓ Includes Dracobel New, a premium Swiss ingredient proven to boost collagen

Target

- ✓ Individuals with compromised skin barrier who need fundamental improvement
- ✓ Those struggling with dry skin and rough texture
- ✓ Those concerned with enlarged pores and reduced elasticity
- ✓ Individuals seeking anti-aging care



Build Your Own Belle

PROBELLE

Collagen

Don't Eat, Make It!

**Developed based on
scientific evidence**

- Manufactured in HACCP-certified facilities, with rigorous quality control

**A blend of essential amino acids
that activates collagen production**

- Glycine, L-proline, and L-lysine, key amino acids crucial for collagen synthesis
- Includes collagen-boosting ingredient Dracobelle Nu

**Highly absorbable
liquid inner-beauty product**

- Rapid absorption at decomposition stage 0, delivered deep into the skin
- Amino acids are absorbed directly into the bloodstream

Collagen? is not the answer.

Now, create it yourself.



PROBELLE Brand Story

Mission 01

Scientifically formulated ingredients
with efficacy-focused design

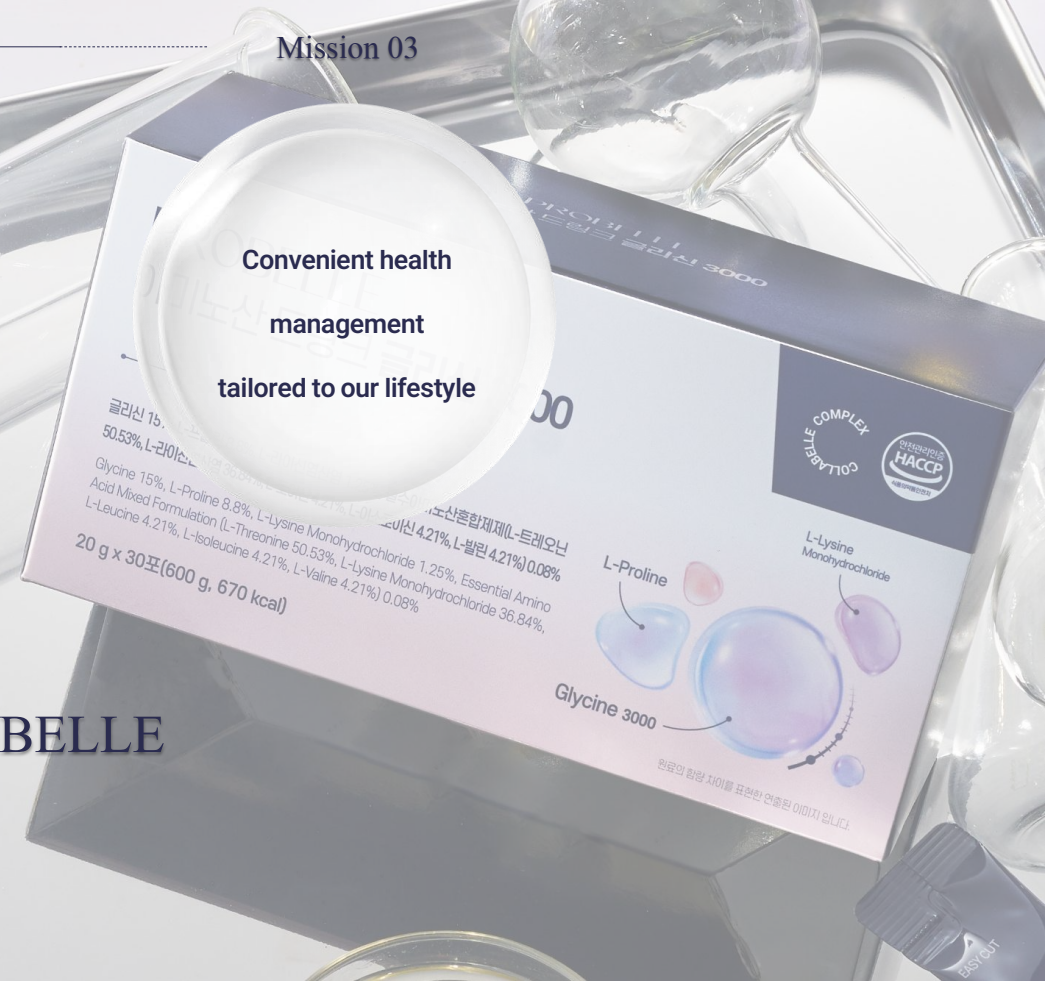
Mission 02

Safe ingredients
suitable for expectant mothers

Mission 03

Convenient health
management
tailored to our lifestyle

Aim for Healthy Beauty PROBELLE



PROBELLE

a Key Ingredient

Key components that make up collagen

Amino acid

Collagen synthesis, hydration, and improvement of elastic fiber distribution

DracoBelle Nu

Maintains pH balance, improves blood circulation, and provides antioxidant effects

Citric acid & Trisodium citrate

Enhances skin elasticity, prevents aging, and reduces wrinkles

Hyaluronic acid

Formulated with key amino acids and antioxidants, the product is designed based on a scientific approach to enhance the body's collagen synthesis capacity and promote collagen production without direct collagen intake.

PROBELLE Amino Acid Drink



Build Your Own Collagen

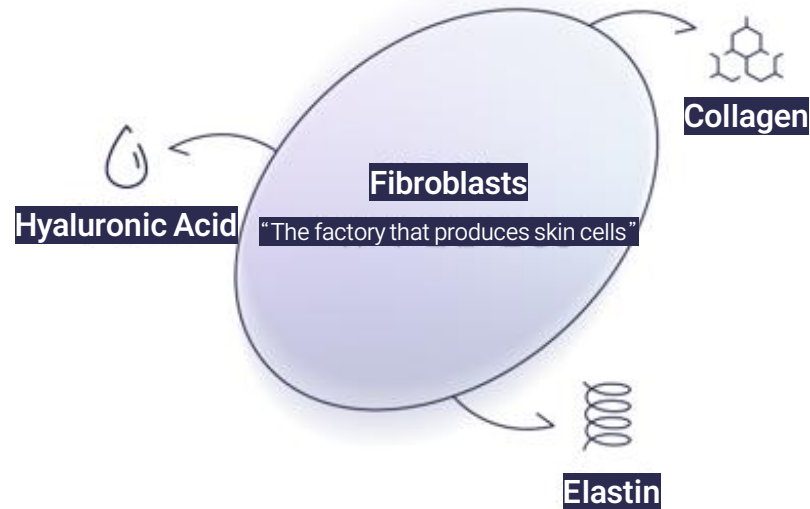
Build Your Own Belle

Manufactured domestically, scientifically formulated	The country's first amino acid formula based on "collagen synthesis induction"
Combines flexible accessibility with the benefits of unrefined, clean ingredients	Provides a differentiated beauty and wellness solution to trend-leading customer segments

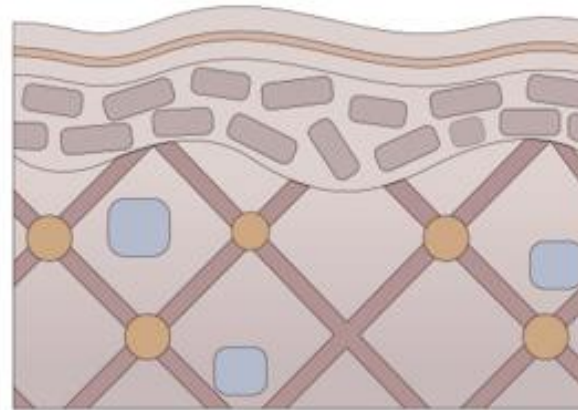
Why amino acids, not collagen?

As we age, cellular metabolic activity declines, naturally reducing collagen, making it difficult to restore. Therefore, targeting fibroblasts that produce collagen is essential.

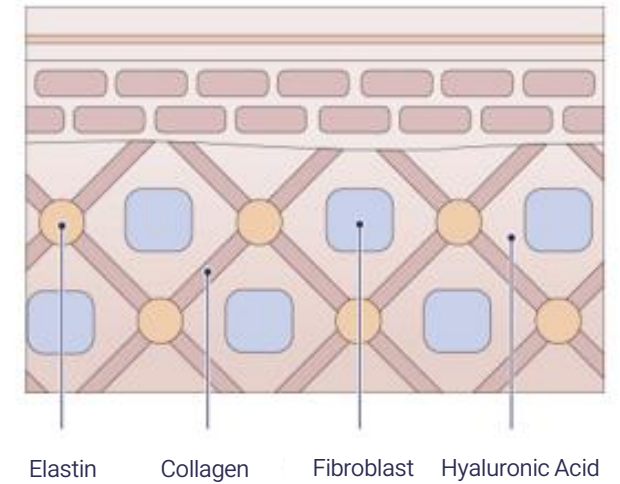
Fibroblasts: the active “factory” of the skin’s dermis



Fibroblast Inactivation



Fibroblast Activation



Amino acids: the energy source for fibroblasts

Therefore, a balanced intake of amino acids forms the foundation of true inner beauty.

PROBELLE a Key Ingredient

Amino acid + DracoBelle Nu + Citric acid & Trisodium citrate + Hyaluronic acid

Based on research results, Probelle contains 3,000 mg of glycine, the daily essential intake, to promote collagen production.

1. The effect of glycine on collagen synthesis was investigated in human dermal fibroblasts. The results confirmed that collagen synthesis was significantly enhanced as glycine concentration increased.

* Glycine stimulates collagen synthesis in human dermal fibroblasts in vitro. (K. A. McCarty, 1998)

2. The amount of glycine available from body metabolism is approximately 3 g (3,000 mg), while the amount obtainable from food ranges from 1.5 – 3.0 g (3,000 mg) per day.

* Meléndez-Hevia E et al., Journal of Biosciences, 2009

L-Proline

L-Lysine



*** The first in Korea
Glycine 3,000mg**

5 essential amino acid blend
(L-threonine, L-lysine hydrochloride, L-rosine, L-isorosine, L-valine)

*Information about the ingredients.

PROBELLE a Key Ingredient

Amino acid + **DracoBelle Nu** + Citric acid & Trisodium citrate + Hyaluronic acid



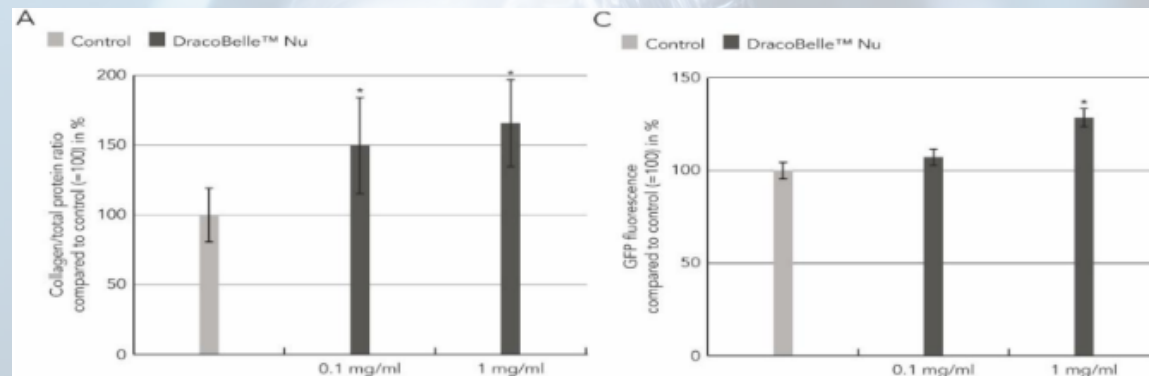
Proprietary ingredient developed by Swiss Mibelle Biochemistry

Ingredients that contribute to collagen synthesis and DNA damage repair



DracoBelle™ Nu

Improves skin hydration and elastic fiber distribution, helping to repair skin damaged by light or aging.



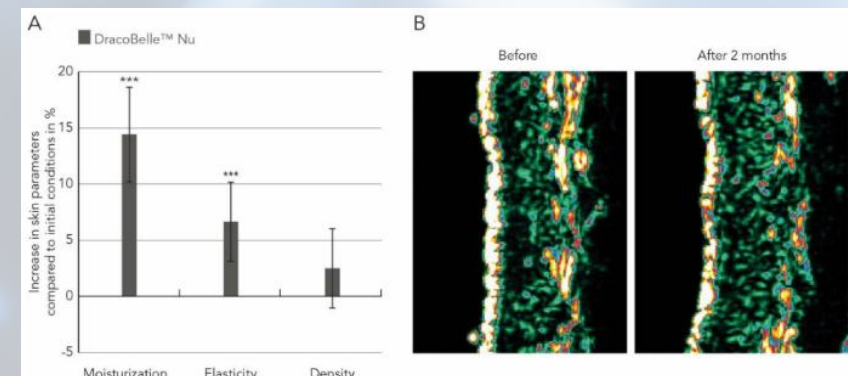
1) Collagen levels in *C. elegans*

After treating with varying concentrations, DracoBelle Nu significantly increased collagen compared to the control
→ Higher DracoBelle Nu concentrations showed greater increases (0.1 mg/mL: 49.8% vs. 1 mg/mL: 65.9%)

2) col-144 inducer expression in *C. elegans*

After treating with varying concentrations, DracoBelle Nu significantly increased expression compared to the control
→ Higher DracoBelle Nu concentrations showed greater increases (0.1 mg/mL: 7.3% vs. 1 mg/mL: 28.6%)

These results confirm DracoBelle Nu's collagen-boosting effect



1. Skin hydration – significant improvement after 56 days compared to baseline (29.2 AU → 33.4 AU, 14.4% improvement, p=0.0008)

2. Skin elasticity – significant improvement after 56 days compared to baseline (0.771 AU → 0.823 AU, 6.7% improvement, p=0.0022)

Evaluation of the collagen-boosting effects of a Moldavian dragonhead extract.
- Journal of Community Medicine and Public Health Reports / 2021 (B SCIE)

*Information on the ingredient test results.

PROBELLE a Key Ingredient

Amino acid + DracoBelle Nu + **Citric acid & Trisodium citrate + Hyaluronic acid**



Citric acid “Activates cellular metabolism and improves skin physiological functions”

Citric acid is a key component of the TCA cycle (citric acid cycle), promoting cellular energy metabolism to support skin regeneration and recovery. It also aids in waste removal and keratin care on the skin surface, contributing to an optimal environment for collagen production.

Trisodium citrate “Supports skin environment regulation and collagen stabilization”

Trisodium citrate protects the skin from external stimuli by maintaining a stable pH balance through its buffering action, creating a physiological environment that allows collagen synthesis to proceed smoothly. It may also have positive effects on delaying skin aging in connection with antioxidant responses.

Hyaluronic acid “Maintains moisture in the collagen matrix and enhances elasticity”

Hyaluronic acid is a high-molecular-weight moisturizing ingredient that maximizes water retention in the dermis, strengthening the structural support between collagen fibers. It plays a key role in maintaining skin elasticity and density and helps inhibit collagen breakdown caused by external stress.

PROBELLE

USP - Differentiation

Based on scientific evidence to promote collagen synthesis,
this is the first amino acid product in Korea containing 3,000 mg of glycine to enhance collagen production.

	PROBELLE	Regular collagen	Other inner beauty products
Key Functions	Promotes collagen synthesis	Supplies collagen	Focused on antioxidant or moisturizing effects
Key Ingredients	Glycine, L-Proline, L-Lysine	Low-molecular-weight collagen peptides	Single ingredients such as Vitamin C and Hyaluronic acid
Absorption Structure	Amino acids are absorbed directly into the bloodstream	Protein peptide form → absorption is limited	Absorption rates vary depending on the ingredient
Functional Focus	Skin elasticity + synthesis promotion + moisturizing	Skin support	Functional points are dispersed
Convenience of Intake	1 sachet drink per day / low calorie / easy to carry	Various forms like powder and jelly / sugar content concern	Wide variety but low sustainability
Key Selling Points	Scientific approach to “stimulate collagen production”	Emphasis on “high collagen content”	Trendy but limited evidence of effectiveness

PROBELLE

Company Name

Brand Name

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Contact Person E-mail

Official Store

SNS

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