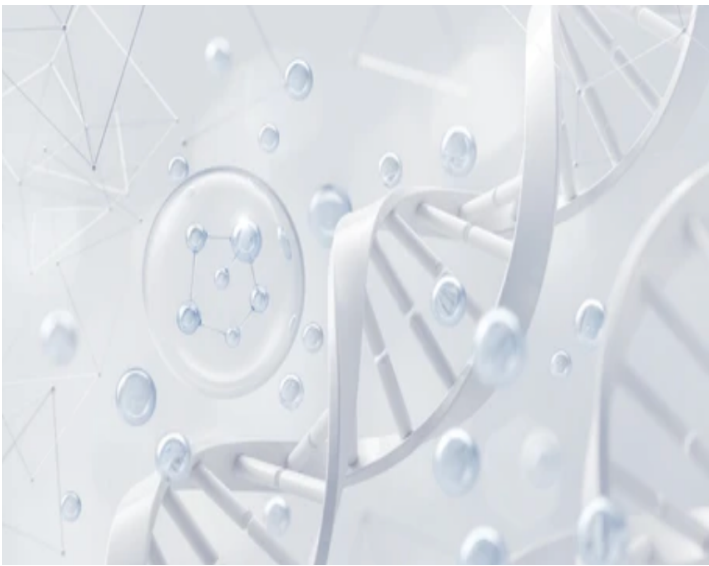


# KOREAN PROS



## BRIDGE YOUR BRAND TO EUROPE, THE RIGHT WAY

Not every Korean brand needs a distributor. Some need a voice. A bridge. A trusted hand that guides discovery before decisions.

# Beauty is health. Science is empowerment.

## Self-care is healing.



I personally experience your products, tell your story with care, and help you reach the right audience — through insight, partnerships, and real visibility.

As a molecular biologist and Seoul-certified expert based in Europe, I translate Korean skincare excellence into real moments of engagement: product testing, live workshops, co-branded education, and emotional storytelling.

Too many brands rush into the European market without proper insight missing to communicate their real value. My model offers something safer, more strategic — and far more meaningful.

Whether you're a domestic brand seeking soft, expert-led exposure — or a Korean clinic ready to train and teach globally — I provide the platform, strategy, and storytelling to match your growth pace.

This isn't market entry. It's market readiness — through trust, touch, and tailored visibility.

This is about building interest with the right audience — through education, and soft introductions to the European wellness space.

→ [Book a Discovery for the Path That Fits Your Business](#)

→ [Ask for My Visibility & Discovery Guide](#)

## ABOUT GABRIELLA — TRUSTED GUIDE BETWEEN TWO WORLDS

"Before I share your product, I live it — with my skin, my science, and my standards."

I'm Dr. Gabriella Silvestri — a molecular biologist with a PhD from Imperial College London, and a Seoul-certified expert in Korean aesthetics. I've worked in pharmaceutical product launches across global markets and now dedicate my expertise to helping Korean skincare brands and clinics grow visibility and trust in Europe.

Unlike a distributor or agency, I don't sell promises. I test, translate, and softly introduce brands through real use, education, and emotional storytelling — grounded in science and lived experience.

Multilingual and based in Europe, I act as a bridge: helping Korean innovators show up clearly, credibly, and with purpose in a new cultural context. Whether it's a new ampoule or a training protocol, I help bring your story to life — in the hands, minds, and hearts of the right audience.

→ [Let's explore what your brand can become — before the world sees it](#)



## WHY WORK WITH ME?

What sets my work apart is not just that I test the products — it's how I experience them. I live with them. I feel their performance through the lens of a biologist and a real user. I study their science, their textures, thus their storytelling potential.

This deep, hands-on approach allows me to speak about your product with clarity and conviction — in a way that resonates with professionals and conscious consumers alike. When a product is understood this deeply, the content I create isn't promotional — it's personal. And that's what inspires trust.

- ✓ I give grounded feedback — not flattery — rooted in biology, real-world use, and emotional intelligence
- ✓ I test your product myself before sharing it — across skin moods, routines, and cultural expectations
- ✓ I build meaningful exposure: from skin coaching to professional workshops, digital campaigns, and EU-facing content
- ✓ I speak both your language and your audience's — and help them emotionally connect with your product's story
- ✓ I've helped launch global pharmaceutical and skincare products — now I use that experience to help K-beauty brands grow with care and purpose

Whether you want to gather insight, gain strategic exposure, or co-create a pathway of education and trust — I'm your local ally and scientific lens in Europe.

→ [Let's explore what's possible when your product meets the right people](#)

## WHO I SUPPORT — TWO PATHS TO VISIBILITY

Whether you're a domestic Korean brand looking for honest feedback and exposure — or a clinic or educator interested in reaching a European audience — my services are designed to meet you where you are.





## FOR KOREAN BRANDS & FOUNDERS

“Want to explore visibility abroad without launching?”

→ [Services focused on expert testing, storytelling, and audience-led discovery](#)

Ideal if you:

- Have innovative products but no European presence yet
- Want structured feedback from an expert who understands both markets
- Are ready to begin building interest without a distributor



## FOR CLINICS & PROFESSIONAL EDUCATORS

“Want to teach, train, or co-create value with Europe?”

→ [Services around expert webinars, co-branded sessions, and cross-cultural spa collaborations](#)

Ideal if you:

- Provide techniques, tools, or trainings that could benefit EU professionals
- Want to co-host workshops, demo sessions, or Q&As
- Are ready to exchange value (visibility, authority, new clients) through curated partnerships

## HOW I CAN SUPPORT YOU

Service Area	What You Get
<b>Product Testing, Storytelling &amp; Exposure Bundle</b>	A flexible package designed to match your goals: I personally test your product, feature it in my coaching sessions or workshops or products kits, and offer tailored exposure through blog content, social storytelling, and soft ad-style campaigns — based on how and where your product resonates most.
<b>Workshop Integration (B2B)</b>	Your product is used in my in-person skincare workshops hosted with SPAs and wellness professionals. It may also be included in starter kits offered to their clients as part of loyalty or education strategies.
<b>Skin Coaching Exposure (D2C)</b>	Your products are used in individual skincare coaching programs where clients engage with them emotionally and consistently — ideal for building brand trust from within.
<b>Live Event &amp; Webinar Visibility</b>	I feature your product in live Q&A events, webinars, or training circles for both professionals and conscious consumers — creating high-trust engagement without commercial pressure.
<b>Blog, Storytelling &amp; Education Tools</b>	Choose from in-depth blog features, Instagram spotlights, or mini-guides that explain how to layer, use, and benefit from your product. These tools are built from real use, real feedback, and real care.
<b>Co-Marketing &amp; Seasonal Campaigns</b>	Based on alignment, I co-create simple promotional or narrative-driven campaigns to introduce your product through shared platforms, spotlighted rituals, and strategic seasonal stories.
<b>European Visibility &amp; Fit Review</b>	A soft-entry feedback session tailored to your growth goals: I offer personal and audience-based insight on your product's usability, naming, positioning, and emotional appeal in the European context.
<b>Partnering for Professional Training</b>	For Korean clinics or educators, I help set up collaborative training sessions, SPA co-events, or bilingual Q&As to introduce your techniques and expertise to professionals in Europe.

## HOW WE START WORKING

1. Intro Call — Share your goals and product details
2. Sample Testing — I test the products personally over time
3. Fit Check — If it feels aligned, we begin exposure
4. Select Visibility Route — Blog, workshop use, or feature content
5. Track & Feedback — I provide response insights from users
6. Next Steps — Optional expansion or content collab

## WHAT YOU AVOID — AND WHAT YOU GAIN

### Common Pitfalls When Entering Europe via Distributors

- Misrepresentation: Your product is placed without clear understanding or emotional storytelling.
- Wrong audience targeting: Retailers often prioritize mass sales over niche alignment or professional trust.
- Lack of feedback: You get sales data — but not insights about texture, compatibility, or customer perception.
- No education: Without proper explanation, your product might be misunderstood, misused, or dismissed.
- Invisible presence: Competing for shelf space doesn't build brand story — it hides it.

This is what I'm here to prevent.

Instead of jumping into unknown markets with high cost and low control, I give you a path to:

- Test the waters with real feedback
- Start small — and grow with clarity

- No reselling, no fast marketing, no empty buzz
- Build meaningful visibility through care, not clicks
- Create emotional resonance and professional curiosity
- Personal product testing (as a user, biologist, and skin-health advisor)
- Honest feedback and optional exposure in Europe if the fit is right
- Opportunities to be featured in my site, blog, and campaigns
- Access to co-marketing and event planning with EU professionals — when the product makes sense for them
- Optional visibility in my customized workshops or online community, where I introduce products that meet my standards

Problem	My Solution	What You Gain
<b>Lack of visibility abroad</b>	Product use in real workshops + blog features	Awareness and professional exposure without distribution
<b>No trusted feedback</b>	Honest reviews from a science-based skincare expert	Insight for refinement and emotional connection
<b>Wasted samples</b>	Your product is used in live sessions with real clients, not samples waste	Tangible feedback and real impressions
<b>Unclear path to one/more markets</b>	Low-risk, flexible exposure with no long-term commitment	Quiet testing ground to gauge interest before scaling

→ Let's explore what's possible when your product meets the right people



# SERVICES

## PRODUCT DISCOVERY & EXPOSURE

**"Let your product speak — through the skin of a scientist, and the story of a real user."**

You've created something special — but how do you know if it resonates beyond Korea?

Before committing to distributors or PR agencies, you need someone who can see your product the way a European expert — and consumer — would. That's where I come in.

As a molecular biologist and Seoul-trained skincare consultant living in Europe, I test your products myself: on my skin, in different climates, with different skin moods. I analyze texture, scent, layering experience, and long-term effects — not in a lab, but in real routines. If the product performs well — biologically, sensorially, and emotionally — I create a pathway for visibility tailored to your growth goals.

This might include:

- Social content that shows your product in the hands of clients during skin coaching
- A blog post or newsletter segment telling your story in a science-based, emotionally intelligent voice
- A short ad-style feature where the product is shown as part of a ritual — not a gimmick
- Visual storytelling from my European workshops or consumer experiences

You choose what suits your strategy: just testing and feedback, or a full bundle of storytelling tools that give your product soft but powerful presence.

## WHY THIS IS UNIQUE

- ✓ Your product is tested, not sold. Featured when it aligns with quality, texture, and usability for the EU audience.
- ✓ Emotional storytelling built on science and real-world experience
- ✓ Consumers and professionals alike discover your product in a setting of trust, not commercial noise.
- ✓ Pick-and-choose exposure formats: visual, written, or experiential
- ✓ Real client engagement, not just B2B buzzwords
- ✓ Trusted visibility from a certified skin expert and biologist — not a sponsored influencer

## WHAT'S CAN BE INCLUDED

- Product tested and experienced by me, as a scientist and user

- Blog or newsletter feature shared with a subscription-based EU audience ((English, Italian, or French)
- Social media highlights showing real user experience during coaching or events
- Eligibility for the “Tested by Gabriella” trust tag/badge
- Personal testing & scientific review
- Inclusion in 1:1 coaching sessions or B2B workshops
- Blog or newsletter feature
- Short-form video or photo content (e.g. rituals, use demos)
- Option to be included in visual ad-style storytelling with client reactions

#### *CLIENT BENEFITS*

- Gain third-party credibility from a scientific voice
- Get visibility among emotionally engaged, wellness-conscious audiences
- Receive light but valuable product feedback before scaling
- Begin building recognition in one or more markets through honest, story-driven exposure
- Audience-tested emotional resonance
- Visibility through trust — not noise
- Soft feedback loop from clients and professionals
- A story that supports your next steps — whether growth or refinement

### **WORKSHOP INTEGRATION (B2B)**

#### **“Bring your brand into the room — where professionals and clients discover skincare together.”**

Imagine your product not on a shelf — but in the hands of a curious client, guided by a Korean-certified expert, inside a serene European wellness space. This is where connection begins.

My B2B skincare workshops are hosted in collaboration with trusted SPAs, aestheticians, and wellness centers across Europe. These are intimate events designed not around sales — but around sensory discovery, storytelling, and education.

Your product becomes part of a real experience. Clients apply it on their own skin, understand it through my voice, and associate it with healing, science, and care. Aestheticians see how it feels, how it performs, and how it can elevate their service offering.

This isn’t a demo. It’s a ritual — where your product earns attention, interest, and trust.

#### *WHY THIS IS UNIQUE*

- ✓ You’re not asking for attention — you’re earning it through guided, emotional experience



- ✓ Your product is used in rituals, not routines: part of a curated flow that creates memory
- ✓ Feedback is captured from both end-users and professionals — live, honest, and rich in insight

#### *WHAT'S INCLUDED*

- Your product used in skincare routines I lead inside partner SPA workshops
- Clients guided through application with emotional and educational framing
- Optional discovery kit inclusion for post-event follow-up or loyalty gifts
- Insights Survey
- Mention and feature in event recap content on my social channels
- Insights on user reactions and professional curiosity

#### *CLIENT BENEFITS*

- Get your brand into real European hands — not just listings or ads
- Build trust with high-quality SPAs, clinics, and their client bases
- Observe first reactions and learn how your product fits into local skincare logic
- Open the door for soft leads, without pressure or premature scaling

### **SKIN COACHING EXPOSURE (D2C)**

**“When your product becomes part of someone’s wellbeing — it’s more than just skincare.”**

Skincare is personal. Especially for the European clients I coach — many of whom are navigating hormonal changes, stress-related imbalances, or reactive, confused skin.

In my 1:1 skin coaching programs, your product isn’t just recommended. It’s experienced. Layered. Trusted. Used daily by real people who are trying to reconnect with themselves through their skin.

These clients don’t buy hype. They listen to their body. And they listen to me — a Korean-certified skin coach and scientist who translates each product’s role based on biology, texture, and emotional compatibility.

When your product becomes part of this routine, it becomes part of a transformation story. That’s where the bond begins.

#### *WHY THIS IS UNIQUE*

- ✓ Clients pay for my guidance — they don’t receive affiliate codes or ads
- ✓ Product recommendations are based on lived experience, not brand partnerships

✓ Exposure happens in the most emotionally resonant space: a healing journey

#### *WHAT'S INCLUDED*

- Product featured inside custom skin programs built for clients facing real skin challenges
- Introduced with scientific logic and emotional nuance — not buzzwords
- May appear in subscription services or home-care rituals featured in newsletters
- Optional photo/video storytelling showing use during sessions or rituals
- Optional inclusion of client reactions or product-use quotes, shared only with informed permission, to build emotional credibility through real user stories

#### *CLIENT BENEFITS*

- Gain deep emotional brand engagement from high-trust, science-first consumers
- Be part of a healing routine, not a seasonal trend
- Receive real-world insights about how your product is used, layered, and perceived
- Start building brand loyalty from the skin outward

#### **LIVE EVENT & WEBINAR VISIBILITY**

**“Be part of the conversation — where curiosity meets credibility.”**

Sometimes the best way to build trust is to simply be present — in a space where people are learning, asking, and exploring skincare with openness.

That’s the role your product plays when it becomes part of my live events or webinars. These moments are carefully curated for both professionals and wellness-conscious consumers who value education over advertising.

Whether I’m leading a Q&A for aesthetic professionals, running a themed webinar for clients, or hosting a community learning circle, I introduce your product with care, clarity, and cultural translation. Not to sell — but to guide.

These are high-trust environments where thoughtful exposure can spark long-term interest.

#### *WHY THIS IS UNIQUE*

- ✓ Your product appears in context — not in promotion
- ✓ Introduced by a science-led, Korea-certified expert with audience trust
- ✓ Gently woven into educational moments, where people are most engaged and curious

## WHAT'S INCLUDED

- Verbal or visual product inclusion in live Q&As, themed webinars, or coaching summits
- Product mention framed within a topic (e.g., calming ingredients, skin barrier rituals, routine layering)
- Option to co-create a learning session with your clinic or expert team
- Recap content shared on my blog or Instagram stories (where relevant)

## CLIENT BENEFITS

- Visibility in professional and consumer education spaces — with no pressure to perform
- Positioning alongside thoughtful skincare philosophy, not trend-based content
- Brand association with science, ritual, and emotional intelligence
- A starting point for future collaborations with EU professionals who attend

## BLOG, STORYTELLING & EDUCATION TOOLS

**“Content that educates, connects, and resonates — built on real use, not borrowed claims.”**

A great product deserves more than a slogan. It deserves to be understood — and explained with intelligence, empathy, and experience.

Once I've used your product myself (and often in client routines or workshops), I create content that tells its story clearly and credibly. Whether that's a blog article unpacking its barrier repair role, an Instagram story showing its texture in action, or a downloadable how-to guide for layering — the goal is the same: to help people truly connect with your brand.

You choose the format. I bring the insight.

This service is designed for brands who want visibility and usability — not just exposure, but education.

## WHY THIS IS UNIQUE

- ✓ Your product is introduced by someone who has used it and understands both Korean skincare logic and European skin culture
- ✓ Content is tailored to your goals: visibility, education, brand recall, or user guidance
- ✓ Builds long-term trust by making your product clear, not just visible

#### *WHAT'S INCLUDED (PICK WHAT YOU NEED)*

- Blog feature with storytelling built around personal and scientific experience
- Instagram content (posts or reels) featuring usage, texture, or routine placement
- Mini guides or tutorials showing how to layer or use your product correctly
- Seasonal positioning (e.g., hydration in winter, calming in spring) for higher relevance

#### *CLIENT BENEFITS*

- Deeper understanding from your future audience — not just quick views
- Usable assets to support education or future retailer partnerships
- High-trust content created outside the influencer marketing model
- A voice that speaks science and care, on behalf of your brand

### **CO-MARKETING & SEASONAL CAMPAIGNS**

#### **“Strategic visibility that feels natural — and moves the right people at the right time.”**

Sometimes, the best way to grow visibility is through gentle alignment. A seasonal story, a curated collaboration, a ritual shared with the right audience — at the right moment.

This service is designed for brands whose products align with specific skin needs, emotional themes, or seasonal timing. If I believe your product has strong potential, I may invite you to co-create a small campaign with me — always tailored, never templated.

Whether that's a winter hydration ritual, a spring skin reset, or a self-care weekend bundle, the goal is simple: help European consumers and professionals experience your product within a meaningful context.

This is storytelling that lives — not just posts that scroll by.

#### *WHY THIS IS UNIQUE*

- ✓ No generic promotions — each campaign is designed for emotional and seasonal fit
- ✓ You collaborate with someone who knows the local audience and cultural timing
- ✓ Visibility happens through resonance, not volume

#### *WHAT'S INCLUDED (BASED ON FIT)*

- Product inclusion in seasonal blog, email, or social content

- Co-created campaign theme based on your product's strength (e.g. calming, glow, resilience)
- Optional giveaway, mini-guide, or ritual content bundle
- Shared visibility through my platforms and aligned partners (SPAs, clients, workshops)
- Post-campaign insights: engagement, survey, feedback, and potential leads

#### *CLIENT BENEFITS*

- Soft, relevant exposure to a niche but attentive European audience
- Campaign content you can reuse across your own channels
- Higher trust and curiosity, built through emotional timing and story
- A chance to be discovered in context — not in competition

### **EUROPEAN VISIBILITY & FIT REVIEW**

**“Before you invest — understand how your product is felt, seen, and understood.”**

Many brands jump into foreign markets hoping their product will “translate.” But in skincare, translation isn’t just about language — it’s about emotion, usability, culture, and trust.

This service offers you a soft-entry review: an expert perspective from someone who understands both Korean skin logic and European consumer expectations.

I experience your product as a biologist, educator, and long-term K-beauty user — and I share tailored insights on how it might be received in Europe. I look at naming, sensorial experience, routine fit, skin-type compatibility, and emotional tone.

No compliance, no certification — just clear, honest, market-sensitive feedback. If requested, this can be complemented with live reactions gathered during skin coaching sessions or B2B workshops.

It’s your chance to listen before you decide.

#### *WHY THIS IS UNIQUE*

- ✓ Helps you refine your brand message and packaging before a major investment
- ✓ Provides a scientific + emotional filter on how your product will be perceived
- ✓ Focuses on user experience — not just formulations

#### *WHAT’S INCLUDED*



- Structured feedback based on personal testing and cultural fluency
- Review of sensorial fit, usability, routine logic, and positioning tone
- Optional inclusion of workshop/client insights (if available)
- Recommendations tailored to your growth vision, not generic templates

#### *CLIENT BENEFITS*

- Clarity on what works, what might need local adaptation, and what makes your product stand out
- Insight from a trusted voice embedded in both markets to enable informed decisions
- A low-risk way to gather EU-informed input before scaling

## **PARTNERING FOR PROFESSIONAL TRAINING**

**“Bridge your expertise to Europe — through collaboration, education, and mutual visibility.”**

European skincare professionals are increasingly curious about Korean techniques — but they need more than tutorials. They need cultural translation, trusted formats, and real-time interaction with experts.

That’s where I help.

If you’re a Korean clinic, trainer, or educator, I can act as your connector: organizing live Q&As, bilingual webinars, or collaborative teaching sessions with my network of European SPAs and wellness professionals.

These are not one-off events. They’re opportunities to build reputation, share advanced skills, and create soft visibility among qualified professionals who value precision, innovation, and global perspectives.

Whether you want to present a specific method, teach facial massage, or showcase a skin protocol — we’ll design something that fits both our audiences.

#### *WHY THIS IS UNIQUE*

- ✓ You don’t need to travel or launch a European branch — just show up where it matters
- ✓ I provide context, structure, and moderation so your message is clear and accessible
- ✓ We create something co-branded that builds value for both sides

#### *WHAT’S INCLUDED*

- Co-hosted educational event (live or virtual) for EU beauty professionals

- Support with translation, audience preparation, and follow-up materials
- Optional inclusion of your product or technique in demo-based events or recorded content
- Visibility via my professional network and newsletter channels
- Option to extend collaboration into a recurring training format or referral base

#### *CLIENT BENEFITS*

- High-quality exposure to the right European professionals
- Credibility through educational storytelling, not advertising
- A doorway to partnerships, not just one-time visibility
- Professional positioning that supports long-term authority abroad
- Business matchmaking

GROWTH PHASE — EXPAND STRATEGICALLY WHEN THE TIME IS RIGHT

For brands or clinics that resonate strongly and gain traction through early collaborations, I offer optional next-phase support — always aligned with your growth pace and marketing readiness.

When You're Ready to Grow	How I Can Support
Curious about wider brand interest	Feedback from coaching clients & SPA professionals using your product in real context
Want to refine messaging or appeal	Storytelling based on emotional and sensory reactions from workshops + user sessions
Interested in collaborative exposure	Access to seasonal campaigns, newsletter mentions, and social content partnerships

- [Ask about Product & Messaging Feedback Path](#)
- [Explore Co-Marketing or Seasonal Campaigns](#)

For brands that resonate well with my audience and show strong potential through early exposure, there is space to grow together. While my primary support focuses on credibility, visibility, and gentle entry, I also offer strategic consulting for those ready to scale. With a background in pharmaceutical product launches across international markets, I offer guidance that's grounded, flexible, and experience-backed.

- [Ask about the Growth Readiness Path](#)
- [Inquire about Next-Phase Consulting](#)

