

FOREST CABIN
BRANDBOOK

品牌手册

林清轩

Who We Are

我们是谁

Experts Specialized In Chinese Camellia Skin Repair

10年专注 山茶花修护专家

Research base of nearly 8 square kilometers of high-quality red camellias: Alpine Red Camellia Garden

林清轩专注于中国红山茶花修护抗老，合作把控近2万亩优质红山茶花种植基地：高山红山茶花园，探究红山茶花及修护秘诀，致力于打造精致的光透肌肤。

Our Name

我们的名字

FOREST

林

Refers to lush forest

象征着郁郁葱葱的树林

BROOK

清

Refers to clear brook

象征着一潭清澈见底的湖水

CABIN

轩

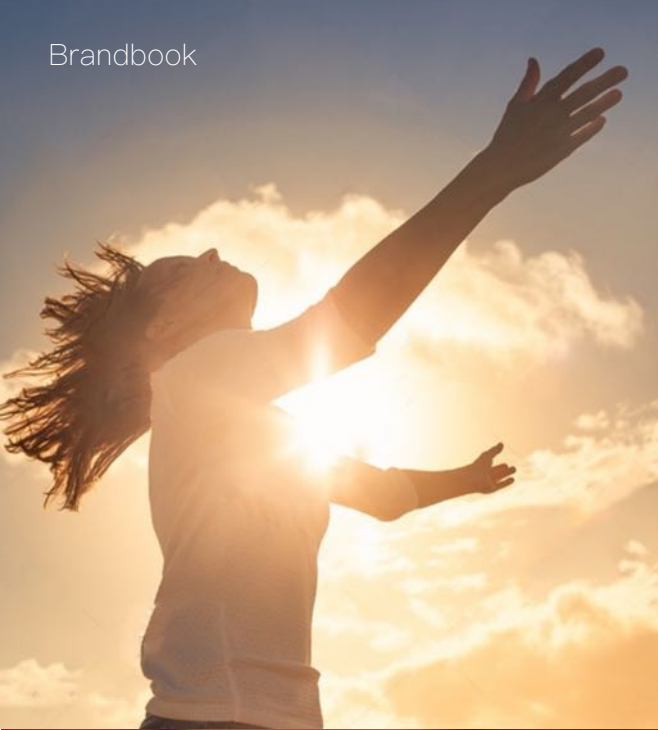
Refers to an exquisite cabin on the lake

象征着湖面上有一座别致的小木屋

In Chinese, these words contain rich cultural implications. They depict a Chinese ink painting and construct an image of pure, secluded, and peaceful space. Our name embodies Chinese people's pursuit of poetry and dreamland.

“林清轩”三个字，充满了人文气息，
犹如中国的水墨山水画，
构建了一个纯粹、悠远而宁静的世界，
是中国人对诗和远方的追求。





Our DNA

Natural Healing Glamorous

我们的DNA

天然 疗愈 光采

Natural:

Made of red camellias, each blossom grows in natural ecological environment.

Healing:

To deal with urbanites' increasing stress.

Glamorous:

Skin emits light from the inside, mind fills with confidence.

天然:

以红山茶花为原料，每朵花皆汲取天地之养分，生长于自然生态环境。

疗愈:

都市生活压力倍增，林清轩开启回归都市疗愈之旅。

光采:

肌肤由内散发通透光采，内心笃定和自信，耀及他人。



Our Style 我们的风格

Eastern aesthetic and affordable luxury.

Forest Cabin advocates a relaxed and elegant lifestyle, that is to live in harmony with nature, and to have exquisite taste.

东方美学，都市轻奢

极致的东方美学，不仅追求感官之美，更追求人生的意境之美。林清轩主张从容优雅的生活态度，人类与自然和谐共处，以及精致轻奢的品味。在高品质生活和自然生态之间，达到平衡之美。



Our Belief 我们的理念

Light us, enlighten the other.
Forest Cabin decides to be the source of light
instead of following it.

点亮自己，照亮他人

林清轩倡导女性不追逐光芒，而选择成为发光体，秉承天然、安全、有效的品牌初心，对他人及这个世界产生积极且正面的影响。



Our Mission

我们的使命

Forest Cabin actively practices the concept of long-termism and puts forward the long-term mission of “making the skin of humanity and the Earth more beautiful”, and determined to plant 50 million camellia trees for the world. In 2022, the "Forest Cabin China Camellia Public Welfare Forest" initiated by the G60 Science and Innovation Corridor of the Yangtze River Delta was officially settled in Yong'an City of Fujian Province, actively implementing the long-term mission.

林清轩积极践行长期主义理念，提出“让人类与地球的肌肤更美”长期使命，立志为世界种下5,000万棵山茶花树。2022年长三角G60科创走廊发起的“林清轩中国红山茶公益林”正式落于福建省永安市，积极落实长期使命。



Our Symbol

Chinese Red Camellia

我们的标志

中国红山茶花

Featuring classy, noble, and confident, Chinese red camellia blooms in winter with flourishing vitality and uncompromising power.

中国红山茶花，美丽、高贵、自信，在冬季绽放，有着旺盛蓬勃的生命力和不妥协的力量。

从创始开始，红山茶花便是林清轩的永恒印记，不仅是品牌标志、鲜活的瑰宝以及卓越的象征，更是林清轩红山茶花系列产品的精萃之源。

红山茶花裹挟着东方式的优雅和内涵，在近20年的时间里，演绎了女性的美丽、自信，穿越时空成为女性的挚友，以及女性璀璨的理由。



Our Story

Passing Down the Culture of
Chinese Camellia

我们的故事

中国红山茶花的传承

In 2003, Forest Cabin was born as the originator of applying red camellia in skin repair. The inspiration came from the encounter between the founder and a senior Hakka woman.

2003年，林清轩自诞生起，便一路探寻蕴含强大护肤能量的东方古老植物，最终在“中国红山茶花”中捕捉到这一神奇能量，成为红山茶花修护理念的开创者。灵感来源于创始人和一位客家人老奶奶的偶遇，这位老奶奶虽已年过七旬，皮肤却依然光滑润泽，肤质好似年轻女子。原来客家女人从小会使用山茶花油来保养肌肤。由此，揭开了红山茶花修护的传奇。



Our Origin

Chinese Camellia Guardian

品牌溯源

中国红山茶花守护者

After researching over 700 days on hundreds of kinds of camellias, the discovery shows that the seeds, flowers, and leaves of camellia contain natural ingredients effective for skin repair.

经过700多天对上百种山茶花的研究，林清轩科研团队发现山茶花的籽、花、叶蕴含着具有修护功效的天然成分。甄选海拔800米以上、北纬25-31°，东经113-121°，生长环境天然绿色的高山红山茶花为原料，该环境下生长的山茶花、叶、籽中含有高含量的活性物，具有强大的修护力。

山茶花是起源于中国的十大传统名花，中国自古就有使用山茶花油的历史，今天，林清轩向传承致敬，用科技赋能，历经近二十年光阴，让肌肤享受归于自然的馈赠。



Our Technology

Core Ingredient: 清轩萃

我们的科技

灵魂修护“清轩萃”

Red camellia blooms in February. When it falls naturally, we gather the 3 key parts of the blossom, extracted as the result of our core ingredient: 清轩萃.

自红山茶花2月绽放之时，经自然掉落，三大部位全花萃取，从中提取出具有高活性的修护因子，进而研制出林清轩灵魂修护配方——清轩萃。清轩萃是指山茶籽油、山茶花及山茶叶的活性精萃，具有修护皮肤屏障、提升皮肤弹性、细致平滑肌肤、淡化细纹的功效。



Our Skincare Philosophy

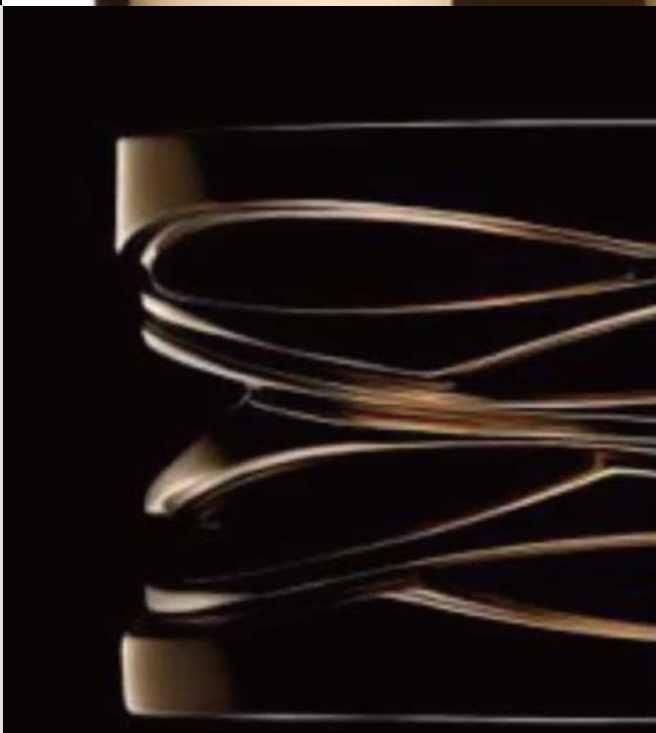
Repair

我们的护肤哲学

修护

Forest Cabin provides supreme recovery experiences, which helps with reactivating the healthy glow on the skin and heals the body and mind, reduces pressure, and brings back peace and nature.

繁忙都市生活、污染物侵袭、时间的流逝.....种种问题, 皆导致肌肤细纹、干燥、暗沉、松弛等问题。林清轩带来优质修护体验, 令肌肤重现光泽。同时, 卸下纷扰, 回归宁静和自然。



Our Product

From Chinese Red Camellia

我们的产品

来自“中国红山茶花”

The curved surface, the symmetrical waistline with golden lines.

花瓣曲面设计，致敬每一朵山茶花。对称性腰线，表现东方之美的柔软，轻盈，优雅。配以雅金线条，从花瓣弧形曲线到平直直线，一柔一硬，刚柔并济，代表东方之美，都市自信，成就自信的“都市回归人”。集聚非凡红山茶花能量，精心封装于每一款产品，给肌肤焕变的修护体验。

山茶花修护精华油 4.0

Camellia Oil

促进细胞自噬
修护3天显年轻





红山茶系列

Camellia Multi-Active Essence Serum

真皮修护 迸发控纹张力



山茶花修护平衡系列

Camellia Repair Balancing Series

平衡微生态 修护维稳

山茶花修护奢宠焕颜系列

Camellia Repair Ultimate Refreshing series

抗皱不松垮 6周显年轻



山茶花时光修护系列

Camellia Youth Restoring series

快修护 淡纹路 抗击初老





Forest Cabin Women

Confident Urban Returnees

我们的女性

自信都市归来人

They pursue both material and mental enjoyment.
The light in them glares beyond the skin and
turns into a halo and everlasting energy.

我们的女性，是品牌的化身。她们追求物质和精神的双重享受，她们美丽、优雅、自信且充满活力。她们身上的光芒超越了肌肤的范围，成为一种光环和源源不断的能量，对他人乃至世界产生深远影响。



Skincare Experience

Nature Intimate Extra Care

我们的护肤体验

自然 贴心 奢宠

Forest Cabin starts a fascinating journey towards a natural, cozy, and gentle world of skincare. Feel the transformation and the activation of the radiance of the skin.

仪式感是最好的宠爱，林清轩开启迷人的旅程，通往自然、舒适且温柔的护肤世界。感受护肤品作用于肌肤的变化，将光采激活。



Social Influence

Natural Greenism

社会影响

自然绿色主义

We believe in environmentalism and have built a carbon-neutral factory and research center.

林清轩作为中国头部的国货高端化妆品品牌，积极履行企业社会责任，坚持践行可持续发展理念。2021年底，林清轩碳中和绿色化妆品科研智造基地在长三角G60科创走廊奠基，被《人民日报》、《新华社》等主流媒体誉为“国内化妆品行业中首批碳中和工厂”和“上海首家化妆品碳中和工厂”。



Social Responsibility 社会责任

As the saying goes, it takes ten years to cultivate trees but a hundred to cultivate people.

疫情以后，先后向武汉市江汉区慈善会、上海市慈善基金会捐赠价值数百万物资，用以守护一线医务人员。
2021年河南持续暴雨灾难，向“防汛抗洪驰援河南”慈善项目捐赠百万，用于受灾群众资助与重建。
联合复旦大学、华东师范大学、华东理工大学等高校，设立专项助学基金，十年树木，百年树人。

A close-up photograph of two hands, palms up, holding a single red flower with yellow stamens. The hands are positioned in the center of the frame, with the fingers slightly curled. The background is dark and out of focus, showing bokeh light spots. The text 'THANKS' is overlaid in white, uppercase letters, and '谢谢' is overlaid in white, Chinese characters, both centered over the flower.

THANKS

谢谢