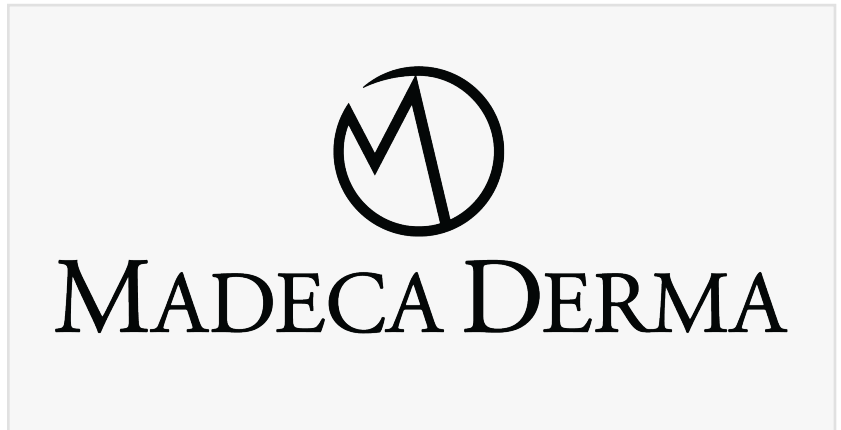


# Costco.com: A Platform for Global Voices – Madeca Derma Brings K-Beauty Heritage to U.S. Consumers

*How Costco.com Honors the Stories and Values Behind International Brands, Connecting Cultures Through Commerce*

CHICAGO, IL, UNITED STATES, January 17, 2025 /EINPresswire.com/ -- In a move that highlights [Costco.com](#)'s dedication to diversity and inclusivity, [Madeca Derma](#), a leading K-beauty brand rooted in over 50 years of Korean innovation, is making its mark

in the U.S. market. This partnership underscores Costco's role as more than just a retailer—it is a stage where international brands can share their heritage, values, and vision with millions of consumers.



“

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*Keon Kim, Director of Product Strategy & Innovation at Madeca Derna*

More Than Just Skincare: A Celebration of Cultural Stories For Madeca Derma, this isn't just a product launch—it's a cultural exchange. Behind every ampoule, toner, and serum lies a history of meticulous craftsmanship and innovation deeply rooted in Korea's skincare philosophy. Madeca Derma's journey from its origins with Dongkook Pharmaceutical to becoming a household name in Korea represents a commitment to tradition, science, and sustainability. With its debut on Costco.com, Madeca Derma enters a unique platform that celebrates stories like theirs: brands that honor their communities, prioritize sustainability, and maintain ethical practices.

“Being part of Costco.com isn't just a retail opportunity—it's a recognition of our values and the story behind our products,” said Keon Kim, Director of Product Strategy & Innovation at Madeca Derma. “Costco has created a space where global brands can thrive while staying true to their roots. For us, it's about sharing Korean innovation and care with a broader audience.”

## Costco: A Gateway for Ethical Global Brands

Costco's commitment to fostering trust, quality, and inclusion provides a foundation for international brands to grow authentically in the U.S. market. Recognizing the value of cultural diversity, Costco serves as a platform where brands don't just sell—they connect.

Here's how Costco empowers international brands like Madeca Derma:

**Preserving Authenticity:** Costco celebrates a brand's heritage, ensuring their cultural identity shines through while adapting to U.S. consumers.

**Championing Ethical Practices:** From fair labor sourcing to sustainable product development, Costco curates partnerships with brands that align with its values of integrity and care.

**A Global Connection:** With a membership base of 123 million spanning countries and cultures, Costco bridges the gap between global heritage and local consumers.

## Madeca Derma: A Story of Innovation, Culture, and Care

Born from Korea's rich tradition of skincare innovation, Madeca Derma has been a staple in over 85% of Korean households. Its microbiome-powered formulations are backed by decades of pharmaceutical research, blending modern science with cultural wisdom.

Key Products on Costco.com Include:



Madeca Derma Elastic Firming Microbiome Ampoule & Toner Set



Madeca Derma Vita Brightening Microbiome Ampoule & Toner Set:

- Madeca Derma Elastic Firming Microbiome Ampoule & Toner Set : An advanced formula that restores elasticity and smooths fine lines, bringing youthful vibrancy back to the skin.
- Madeca Derma Vita Brightening Microbiome Ampoule & Toner Set: Hydrates deeply, brightens uneven tones, and delivers the radiant glow that defines K-beauty.

#### Why It Matters:

By launching on Costco.com, Madeca Derma is not just selling skincare; it's sharing a piece of Korea with every purchase.

#### Diversity and Inclusion in Action

This partnership represents a larger movement in retail: the celebration of diverse voices, products, and stories. Costco's platform reflects its members' evolving values, offering products that resonate with their personal beliefs and global interests.

#### Costco's Key Commitments Include:

**Cultural Respect:** Ensuring that brands' histories, values, and traditions are communicated authentically.

**Empowering Underserved Voices:** Providing opportunities for global brands to reach U.S. consumers without compromising their identity.

**Building Bridges Through Commerce:** Strengthening the connection between cultures by making international products accessible, familiar, and respected.

#### A Call to Action: Beyond the Cart

For Costco members, purchasing Madeca Derma isn't just about great skincare—it's about supporting a global story. Each product represents decades of innovation, a commitment to sustainability, and a celebration of cultural craftsmanship. By choosing Madeca Derma on Costco.com, consumers are embracing a movement that values inclusivity, ethics, and cultural respect.

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#### About Madeca Derma:

Stepping into the transformative world of Madeca Derma means embarking on a journey of skin rejuvenation like never before. With over 50 years of cutting-edge innovation and a commitment to sustainably sourced, science-driven skincare, Madeca Derma is revolutionizing the beauty industry from the ground-up. Their advanced biotechnology, developed by Dongkook Pharmaceutical, sets the stage for a luxurious at-home experience that rivals clinical medspa treatments, all while prioritizing the health of your skin and the environment. By meticulously selecting and preserving natural ingredients, free from harmful chemicals, Madeca Derma crafts formulations that elevate your skincare routine to new heights. From gentle botanicals to their ground-breaking Microbiome serum, each product is meticulously crafted to promote a healthy

skin microbiome and unveil radiant, protected skin from within. Led by a team of industry leaders, Madeca Derma's unwavering dedication to excellence and innovation ensures that each product is not just a skincare solution, but a powerful transformation that redefines beauty standards. It's time to embrace the future of skincare with Madeca Derma and witness the unparalleled results that only the perfect harmony of science and nature can deliver. For further information please visit [madeca.com](https://www.madeca.com) and follow us on [@madeca\\_derma.us](https://twitter.com/madeca_derma.us). Available on Amazon and Costco.com

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