

Minimal Ingredients, Maximum Performance: MIMOSU Redefines Clean Scalp Care with Fragrance-Free K-Beauty Ritual

Global clean beauty brand MIMOSU introduces a low-pH, fragrance-free 3-step scalp care routine engineered for natural hair growth and hard water defense.

SEOUL, GANGNAM-GU, SOUTH KOREA, August 6, 2026 /EINPresswire.com/ -- MIMOSU (미모수), a pioneering global clean beauty brand under Meong Seok Global Corp., today announced the global launch of its [MIMOSU 3-Step Scalp Care & Hair Growth Ritual Kit](#). Embracing the philosophy that “Hair Care is the New Skincare,” MIMOSU addresses one of the biggest dilemmas in clean hair care: delivering powerful, deep-cleansing scalp performance without harsh chemicals, synthetic fragrances, or skin irritation.



MIMOSU 3-Step Fragrance-Free Scalp Care & Hair Growth Ritual Kit featuring Rice Water Shampoo Bar, Hair Vinegar, and Scalp Mist.

As global consumers increasingly transition from passive anti-hair loss treatments to holistic scalp wellness, MIMOSU bridges ancient Korean fermented rice water heritage with minimal, eco-friendly formulations. Specifically engineered to target stubborn scalp build-up and clogged pores caused by hard water exposure, MIMOSU offers a pure yet high-performance solution for sensitive scalps.

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Zio Kim, CEO of Meong Seok Global Corp.

Uncompromising Purity Meets Deep Scalp Scaling

While many clean hair care products struggle to balance gentle ingredients with effective cleansing, MIMOSU achieves a breakthrough by offering a 100% fragrance-free, minimal-ingredient formula that delivers visible scalp care

performance across its 3-step ritual:

Step 1: Gentle Cleansing & Barrier Defense (Fragrance-Free Rice Water Shampoo Bar, 150g): An EWG-verified, 100% plastic-free solid shampoo bar. Unscented and formulated with high-purity fermented rice water, it maintains a healthy low-pH barrier while removing impurities without stripping natural scalp moisture.

Step 2: Hard Water Clarifying & Scalp Scaling (ACV Rice Water Hair Vinegar, 300ml): A multi-action scalp exfoliator blending fermented rice water with Apple Cider Vinegar (ACV). It effectively dissolves hard water mineral deposits, lifts dead skin cells, and restores optimal scalp pH balance.

Step 3: Follicle Nourishment & Soil Completion (97% Fermented Rice Water Scalp Mist, 200ml): A leave-in scalp essence containing 97% fermented rice water extract and Biotin. Designed as the final step of hair skinification, it feeds essential nutrients directly into hair follicles to foster an optimal hair growth environment.

“True scalp wellness should not rely on artificial scents or unnecessary chemical additives that cause scalp irritation,” said Zio Kim, CEO of Meong Seok Global Corp. “MIMOSU proves that a fragrance-free, minimal formula can deliver extraordinary deep-scaling performance, allowing global consumers to experience a pure, mindful hair growth ritual.”

Proven Trust & Global Availability

MIMOSU’s commitment to high-performance clean beauty is validated by solid commercial success and stringent global compliance:

- **Validated Social Proof:** Recognized as an Amazon Launchpad brand, MIMOSU has achieved over 200,000 units sold across solid shampoo bars and hair vinegars on Amazon, holding an average 4.6-star rating supported by more than 4,700 authentic customer reviews.
- **Global Compliance Ready:** MIMOSU ensures seamless global retail accessibility with full regulatory approvals, including European CPNP (EU), SCPN (UK), and Dubai Municipality (DM) notifications in the Middle East.
- **Award-Winning Excellence:** Awarded the prestigious 2026 Seoul Award for Outstanding Product.

The MIMOSU 3-Step Fragrance-Free Scalp Wellness Collection is currently available on [Amazon US](#) and is expanding into major retail channels across Europe, the UK, the Middle East, and Australia.

About MIMOSU ()

MIMOSU is a global clean scalp care brand derived from the Korean words for “Rice (밥)” and “Water (물).” Rooted in the ancient heritage of fermented rice water, MIMOSU delivers sustainable, low-pH, fragrance-free scalp solutions crafted under the principle of K-Beauty Hair Skinification. MIMOSU is a flagship brand of Meong Seok Global Corp.

About Meong Seok Global Corp.

Meong Seok Global Corp. is a South Korea-based global e-commerce and beauty corporation specializing in clean beauty and innovative personal care solutions. Operating proprietary brands like MIMOSU and Beauté Seoul, the company delivers high-quality, regulatory-compliant K-Beauty products to customers worldwide through global marketplaces including Amazon FBA.

Amazon Store: <https://www.amazon.com/mimosu>

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