

MENOKIN Brings Its 30 Seconds Bubble Mask to 580 Sephora U.S. Stores Through Olive Young

Following strong growth across Amazon U.S. and TikTok Shop U.S., MENOKIN's 30 Seconds Quick Bubble Mask enters Sephora US through the OLIVE YOUNG K-Beauty Edit.

SEOUL, SOUTH KOREA, August 20, 2026 /EINPresswire.com/ -- MENOKIN, the time-saving minimal skincare brand developed by Forest Avenue Co., Ltd., is launching its signature 30 Seconds Quick Bubble Mask (the "Bubble Mask") at Sephora U.S.

through the OLIVE YOUNG K-Beauty Edit, bringing the brand to more than 580 Sephora stores across the United States and marking a significant milestone in MENOKIN's expansion into the U.S. beauty market.



The Sephora U.S. launch builds on MENOKIN's strong performance in Korea, where the brand has earned recognition for its product quality and growing consumer demand. Through the OLIVE YOUNG K-Beauty Edit at Sephora, MENOKIN is bringing its signature Bubble Mask to a broader audience of U.S. consumers. As its proven success in Korea translates into opportunities across leading global retailers, MENOKIN is further strengthening its position as a distinctive K-beauty Bubble Mask brand in the global market.

MENOKIN's Bubble Mask has gained strong popularity in Korea for its NO SHEET, NO RINSE convenience, delivering a 20-minute Sheet Mask Glow in 30 Seconds. Just pump, massage and done, its patented Micro Bubble Capsule™ Technology transforms the formula into microbubbles that deliver active ingredients to the skin. Repeatedly sold out at OLIVE YOUNG and ranked No. 1 across major Korean commerce platforms, including W Concept and 29CM, MENOKIN has pioneered the bubble-skincare trend in Korea with a new approach to the traditional mask category.

The brand's strong domestic performance has continued to fuel its international expansion.

After entering Japan's three major beauty retail chains, the brand is expanding into more than 1,500 Don Quijote stores across Japan, while also growing its presence through Selfridges stores across London and OLIVE YOUNG Pasadena. In the U.S., MENOKIN is building momentum across Amazon U.S. and TikTok Shop U.S., with its Bubble Mask reaching the Top 30 Best Sellers in Facial Masks during Amazon Prime Day.

Building on this momentum, MENOKIN has secured a place in the OLIVE YOUNG K-Beauty Edit at Sephora, further strengthening its connection with North American consumers. As Korea's leading beauty and lifestyle retailer, OLIVE YOUNG curated the K-Beauty Edit in partnership with Sephora based on proven product performance, consumer popularity and trend leadership in Korea. MENOKIN's placement within Sephora through the OLIVE YOUNG K-Beauty Edit underscores the brand's growing product competitiveness and potential in the global beauty market.

Beginning August 20, MENOKIN's 30 Seconds Quick Bubble Mask will be featured across approximately 580 participating Sephora stores throughout the United States, including a dedicated MENOKIN display at the Times Square flagship in New York City.

Recently, MENOKIN participated in OLIVE YOUNG FESTA LA 2026, held in Los Angeles from August 14-16 as part of KCON LA 2026, where the brand drew strong interest from local consumers through product experiences and on-site engagement. Building on this momentum, MENOKIN plans to further strengthen its North American presence through retail expansion, social commerce and consumer engagement.

A MENOKIN representative said, "The strong consumer response we have received in Korea, along with growing interest in MENOKIN across U.S. online channels, has continued to create new opportunities for the brand. We are particularly pleased to bring our Bubble Mask to more U.S. consumers through the OLIVE YOUNG K-Beauty Edit at Sephora. We will continue to build on our innovative product technology and skincare experience to grow MENOKIN as a leading K-beauty brand in the U.S. and around the world."

For more information, please visit <https://www.menokinbeauty.com/>

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