

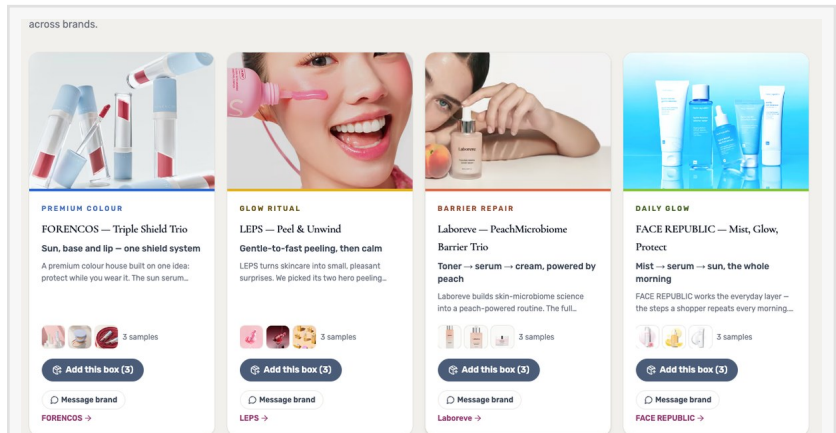
Hannaru Lets Buyers Sample Korea's Rising Beauty Brands Before Any Order

Buyers try retail product from 223+ Korean brands before any minimum order — one box, one shipping charge, and wholesale terms agreed with the maker directly

SEOUL, SOUTH KOREA, August 21, 2026 /EINPresswire.com/ -- Every overseas buyer looking at Korean beauty runs into the same wall twice. The brands they can name already have distributors in their market, so joining one means taking whatever terms are left. The brands they cannot name might be the better bet, but the only way to find out has been to commit to a minimum order and hope.

Hannaru, a business-to-business sourcing platform for Korean cosmetics, exists to break that second problem. Its catalog holds 473 products from more than 223 verified Korean makers, not one of them a global name. These are labels proven at home, some for decades, whose overseas distribution is still light — which usually means there is room to take a position in a market rather than join a queue for one, and terms that are still open to negotiate.

The platform reverses the usual order. Instead of ordering to find out, a buyer requests samples first, decides second, and negotiates a wholesale order only if the product earns it. There is no



Curated sets are built across brands rather than within one, so a buyer comparing a category can add three samples from different Korean makers in a single tap.

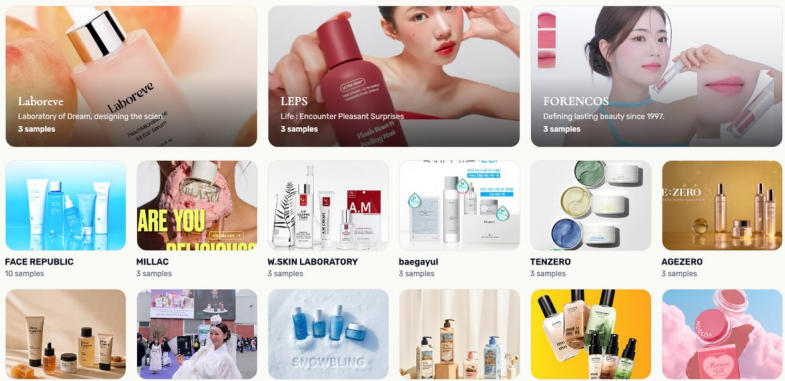


The Naru Ham, Hannaru's sample box. Its lid reads Meet Rising K-Beauty, and inside a buyer's own selection of retail-size Korean beauty products ships as one tracked parcel.

purchase attached to a sample request and no minimum.

What arrives is retail product, not sachets. A box holds two to six items depending on their size — up to around \$200 of retail value, depending on what is chosen — and that is enough to trial properly on staff and on regular customers rather than guess from a swatch. The buyer pays shipping once for the whole box rather than once per brand — rates run from about \$26 to \$78 depending on destination zone and box weight, published on the site rather than quoted on request. Duties and import taxes are not included.

Browse by brand



The image shows a grid of 12 product images from various Korean beauty brands. Each image includes a label with the brand name and the number of samples included. The brands and sample counts are: Laboreve (3 samples), LIPS (3 samples), FORENCOS (3 samples), FACE REPUBLIC (10 samples), MILLAC (3 samples), WSKIN LABORATORY (3 samples), baegayul (3 samples), TENZERO (3 samples), AGEZERO (3 samples), and three unlabeled images at the bottom showing various product sets.

Buyers browse the makers open to sampling by brand. These are labels proven in Korea, several of them long established at home, whose distribution abroad is still light.

Ordering samples the conventional way makes none of this possible. Each brand ships on its own account, so comparing five makers means five parcels, five tracking numbers and five freight bills, which is why most buyers never compare five.

"The brands worth finding are the ones nobody in your market is selling yet," said Sungjin Kim, CEO at Hannaru. "Ordering a container to find out whether a cream is any good is a bet. Opening a box is not."

Talking to the maker, not an agent

When a sample earns an order, the conversation is with the brand itself. Buyers message the brand manager on the platform and agree wholesale terms, including minimum order quantities, directly with the company that makes the product. Nothing is marked up on the way through and no answer waits on an intermediary to pass it along.

That matters more here than it would with an established name, because few of these brands already have an exporter speaking for them in the buyer's market. Terms are set once, between the two parties who will actually hold the contract.

Filtering to what can be imported

The catalog filters by category, brand and certification, and the last matters most: a product that imports easily into one region can be blocked in another until months of paperwork is done. Hannaru shows the count per regime rather than a badge — of the samples currently listed, 34 carry EU CPNP notification, 25 are cleared for the United States under FDA rules, 13 hold

Singapore HSA and 12 hold Japan PMDA — so a buyer can narrow to what is importable into their own market before paying any shipping at all.

For buyers unsure where to start, Hannaru assembles curated sets: samples chosen to work together, added in a single action, built across brands rather than within one.

Timing points the same way. What sells in Seoul now is broadly what overseas customers ask for a season or two later, so the brands worth meeting are the ones moving at home this year, not the ones whose export deals were signed three years ago.

The box itself takes its name from the Korean ham, a lidded chest used to carry things of value. Its lid is decorated in the najeon mother-of-pearl tradition, with a tiger and a magpie from Korean folk painting — a pairing that has long stood for good news arriving. The lid carries one line: Meet Rising K-Beauty.

Retailers and distributors can browse the sample catalog at <https://hannaru.com/naru-box>.

About Hannaru

Hannaru (formerly knok) is a Korean beauty B2B sourcing platform connecting global retail buyers directly with Korean cosmetic brand owners. The platform provides verified brand profiles, direct messaging with brand managers, catalog and price list access, minimum order quantity and certification data, meeting scheduling, and the Naru Box sampling program. Hannaru is operated by KMONDS Corp and is based in South Korea.

Jean-Baptiste

Hannaru

jean-baptiste@hannaru.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935793856>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.