

496 Korean Beauty Products Reach Buyers Without a Global Brand Among Them

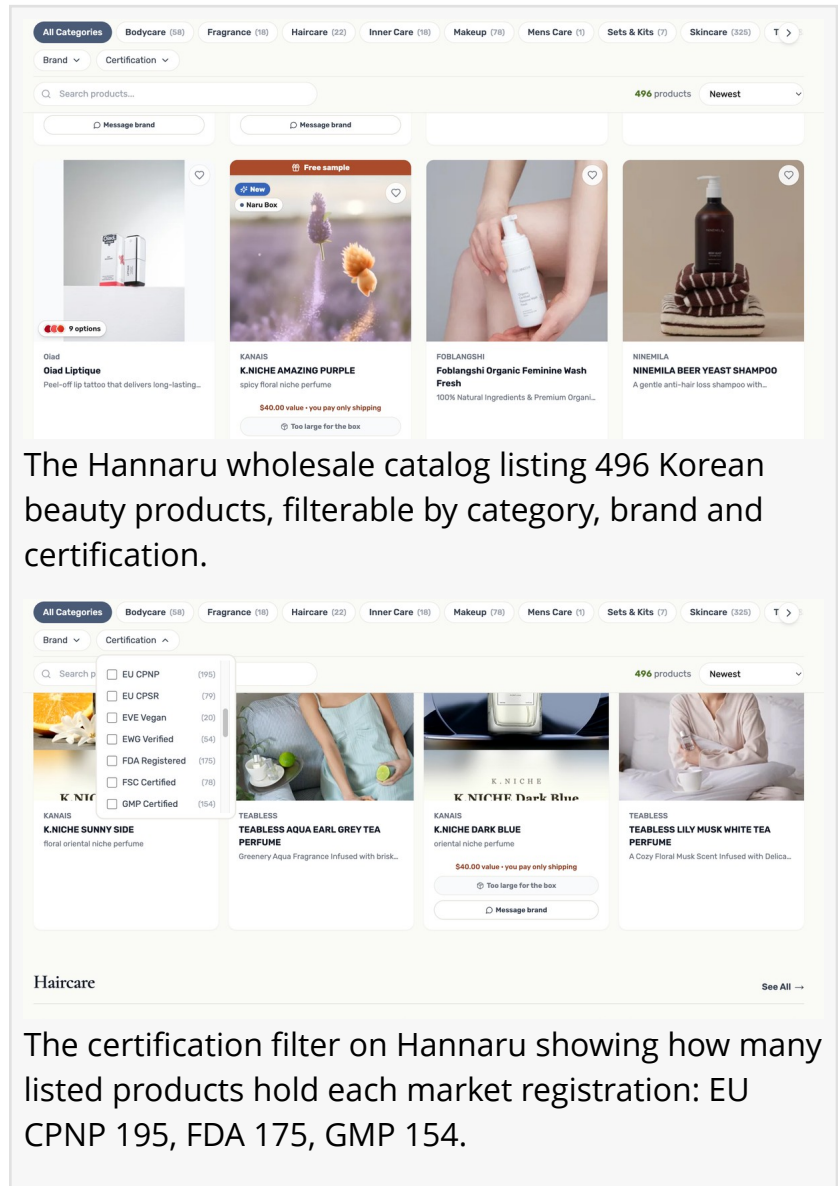
Hannaru's catalog spans 223+ Korean brands proven at home but not yet sold abroad, each listing carrying the maker's own specifications and certification data

SEOUL, SOUTH KOREA, August 26, 2026 /EINPresswire.com/ -- There is a category of Korean beauty brand that almost no overseas buyer has heard of and almost every Korean shopper has. It sells steadily at home, sometimes for decades, and has never appeared on a shelf outside the country — not because the product failed a test, but because nobody ever carried it across the border.

Hannaru, a business-to-business sourcing platform for Korean cosmetics, has built its catalog entirely from that group. It now lists 496 products from more than 223 verified Korean brands, and among them there is not a single global name. That absence is the point rather than a gap.

Brands in that group share a common profile: a domestic sales record, in some cases spanning decades, and no existing distribution agreement in any overseas market.

Skincare accounts for 325 of the listings, followed by makeup at 78 and body care at 58. Haircare, inner care, tools and devices, fragrance, sets, feminine care and men's care make up the remainder — a distribution that reflects what Korean manufacturing is known for rather than an



The screenshot displays the Hannaru wholesale catalog interface. The top navigation bar includes 'All Categories' and various product categories with their respective counts: Bodycare (58), Fragrance (18), Haircare (22), Inner Care (18), Makeup (78), Mens Care (1), Sets & Kits (7), and Skincare (325). Below this is a search bar and a '496 products' indicator. The main content area shows a grid of product listings, each with an image, brand name, product name, and a brief description. For example, one listing is for 'K.NICHE AMAZING PURPLE' by KANAIS, described as a 'spicy floral niche perfume'. Another is 'Foblangshi Organic Feminine Wash Fresh' by FOLBLANGSHI, described as '100% Natural Ingredients & Premium Organi...'. A third is 'NINEMELA BEER YEAST SHAMPOO' by NINEMELA, described as 'A gentle anti-hair loss shampoo with...'. A fourth is 'K.NICHE Dark Blue' by KANAIS, described as 'oriental niche perfume'. A fifth is 'TEABLESS AQUA EARL GREY TEA PERFUME' by TEABLESS, described as 'Greenery Aqua Fragrance infused with bris...'. A sixth is 'TEABLESS LILY MUSK WHITE TEA PERFUME' by TEABLESS, described as 'A Cozy Floral Musk Scent infused with Delica...'. On the left side of the interface, there is a 'Certification' filter section with a list of checkboxes and their corresponding product counts: EU CPNP (195), EU CPSP (79), EVE Vegan (20), EWG Verified (54), FDA Registered (175), FSC Certified (78), and GMP Certified (154). The 'Haircare' category is highlighted at the bottom of the interface.

The Hannaru wholesale catalog listing 496 Korean beauty products, filterable by category, brand and certification.

The certification filter on Hannaru showing how many listed products hold each market registration: EU CPNP 195, FDA 175, GMP 154.

attempt at even coverage.

"Brands were never the bottleneck. There are thousands of good Korean makers," said Sungjin Kim, chief executive at Hannaru. "The bottleneck was that a buyer in Ohio or Lyon had no way to reach one of them without going through somebody who marks up the price and slows down the answer."

How the product data is sourced

Korean beauty reaches most overseas retailers through exporters and trading companies, and every hand that touches a product also touches its description. Volumes get rounded, ingredient claims get simplified, certifications get mentioned in general terms or dropped altogether. A buyer comparing three suppliers is often comparing three different accounts of the same item.

Listings carry the specifications supplied by the brand itself. When a formulation, a volume or a certification changes, the change reaches buyers directly rather than through the next reprint of somebody else's line sheet.

Certification decides the conversation

Products can be searched by category, by ingredient and by certification, and the last one often decides whether a conversation is worth starting at all. Registration requirements differ sharply by destination. A product that clears easily into one region can be blocked in another until documentation that takes months is complete, and a buyer who discovers that after weeks of negotiation has lost the weeks.

So the catalog publishes the counts rather than describing them. Of the products listed, 195 carry EU CPNP notification and 175 are registered with the FDA. Regional clearances are filterable the same way: 94 hold Japan PMDA, 88 hold Singapore HSA and 48 hold China NMPA. Manufacturing standards are listed alongside them — 154 products are made under GMP and 112 under ISO 22716, the standard written specifically for cosmetics production.

A buyer narrows to what is importable into their own market first and opens a conversation second, rather than discovering the paperwork gap after weeks of negotiation.

The cost of reaching a foreign buyer

The screenshot displays a product listing interface. At the top, a section titled 'SPECIFICATIONS' lists the following details: Volume (2.5g), Weight (25g), Packing size (2 x 2 x 10.5 cm • 2.5 g), and HS Code (3304.10-9000). Below this, there is a 'B2B Trade Information' section with a lock icon and the text 'Verify as a buyer to view MOQ, pricing terms, and trade details'. The background of the listing shows a blurred image of a product.

Each Hannaru listing carries the specifications the brand itself supplies — volume, weight, packing size and the HS customs code — with minimum order quantity and pricing terms opened to verified buyers.

The conventional route to a foreign buyer runs through a handful of annual trade shows: a booth fee, international travel for several staff, and three days in which to be noticed. For a small Korean brand that is a serious bet, and it has quietly decided which brands get to sell abroad — the ones that could afford the bet, not the ones with the better product.

An online listing carries no comparable upfront cost, so the makers a buyer encounters are not limited to those able to fund a booth.

Samples are handled through [Naru Box](#), a program that consolidates samples from several brands into a single tracked shipment.

Retailers, distributors and e-commerce sellers can browse the full catalog at <https://hannaru.com/products>.

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.

KMONDS

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