

Melixir Brings Korea's Plant-Based Skincare Philosophy to New York at Seoul to Soho

Korea's pioneering vegan skincare brand showcases its approach to sensitive skin, sustainability and modern K-beauty at the month-long SoHo experience

NEW YORK, NY, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Melixir, the Korean skincare brand known for bringing a plant-based approach to modern K-beauty, is showcasing its skincare philosophy in New York as part of Seoul to Soho, the immersive Korean beauty and culture experience taking place at 13 Crosby Street in SoHo through September 6.

Founded in 2018 by Hana Lee, Founder & CEO, Melixir was created around a simple idea: combine Korea's longstanding relationship with plant-based wellness and herbal traditions with modern skincare science to create effective, thoughtful products designed for everyday use.



Hana Lee, Founder & CEO, Melixir

Recognized as Korea's first vegan skincare brand, Melixir has built its identity around plant-based formulations, sensitive-skin-friendly products and a commitment to sustainability. Its approach draws inspiration from Korean ingredients and traditions, incorporating ingredients such as green tea, rice and Jeju mandarin alongside contemporary formulation and skincare technology.

“

Melixir was created to share a side of Korean beauty that goes beyond trends”

*Hana Lee, Founder & CEO,
Melixir*

“Melixir was created to share a side of Korean beauty that

goes beyond trends,” said Hana Lee, Founder & CEO of Melixir. “There is a deep connection between nature, wellness and daily ritual in Korean culture. Our goal has always been to bring

that philosophy into products that are gentle, effective and easy to make part of everyday life.”

ROOTED IN KOREAN TRADITION, DESIGNED FOR MODERN SKIN

Melixir’s philosophy is influenced by the Korean concept of yag-sig-dong-won — the belief that food and medicine share the same root. It is an idea that extends into traditional approaches to wellness and skincare, where plants and natural ingredients have long been incorporated into everyday rituals.



The Melixir brand brings a plant-based approach to modern K-beauty

Melixir translates that heritage through modern formulations designed particularly with sensitive skin in mind. The brand combines plant-derived ingredients with Korean skincare innovation to create products spanning sun care, lip care, cleansers, moisturizers, serums and targeted treatments.

Among the brand’s best-known products are its Airfit Invisible Sunscreen SPF 50, Vegan Lip Butter and Vegan Lip Treatment, alongside an expanding collection of skincare centered around ingredients including Korean green tea and mandarin.

The result is a perspective on K-beauty that connects tradition and innovation rather than treating the two as separate ideas.

VEGAN BEAUTY WITH A BROADER PURPOSE

Melixir’s commitment extends beyond formulation. The brand is PETA certified and EVE VEGAN® certified and has made sustainability a central part of its business, from the materials used in its packaging to initiatives focused on reducing waste and carbon emissions.

Melixir is also Korea’s first B Corporation-certified beauty company, reflecting standards around social and environmental performance, accountability and transparency.

“For us, vegan beauty has never been only about what is left out of a formula,” Lee said. “It is about thinking more carefully about what goes into a product, how it is made and the relationship between healthy skin, individual well-being and the world around us.”

BRINGING MELIXIR’S PHILOSOPHY TO SEOUL TO SOHO

Melixir’s participation in Seoul to Soho gives New York consumers an opportunity to experience that philosophy firsthand.

Running through September 6, Seoul to Soho brings together Korean beauty brands, emerging innovators, creators, industry leaders and consumers in a 5,500-square-foot space in the heart of SoHo. The experience is designed to go beyond traditional retail, giving visitors the opportunity to discover products, test formulations and engage directly with the brands and ideas shaping the next chapter of Korean beauty.

For Melixir, the setting provides a natural extension of a brand built around discovery, education and daily ritual. Visitors can explore a selection of Melixir products while experiencing the brand within the broader context of Korea's evolving beauty culture.

"Melixir represents exactly the type of story Seoul to Soho was created to bring to New York," said Matt Elliott, Co-Founder and Chief Client Officer of Toilet Paper, the creative concept shop behind Seoul to Soho. "K-beauty is often associated with products and trends, but there are much deeper philosophies, ingredients and ideas behind many of these brands. Melixir has a very distinct point of view that connects Korean tradition, modern skincare innovation and conscious living, and we wanted consumers to have the opportunity to experience that story in person."

ABOUT MELIXIR

Founded in Seoul in 2018 by Hana Lee, Melixir is a plant-based Korean skincare brand inspired by Korean wellness traditions and created for modern, sensitive skin. Recognized as Korea's first vegan skincare brand and Korea's first B Corporation-certified beauty company, Melixir combines plant-based ingredients, Korean skincare innovation and sustainable practices across a growing collection of skincare, sun care and lip care products.

Melixir products are 100% vegan and cruelty-free, with certifications including PETA and EVE VEGAN®. The brand is available to consumers in the United States and internationally.

For more information, visit Melixir's official website at www.melixir.com

ABOUT SEOUL TO SOHO

Seoul to Soho is an immersive Korean beauty and culture experience bringing together established K-beauty brands, emerging innovators, biotech pioneers, creators, industry professionals and consumers in the heart of New York City.

Produced by creative concept shop Toilet Paper, the experience combines product discovery, sampling, education, content creation and in-person brand experiences designed to introduce U.S. consumers to the innovation, culture and ideas shaping Korean beauty today.

Seoul to Soho
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Open through September 6, 2026

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