

SALMON:LAB Enters Rossmann Poland with 120-Store Rollout, Accelerating European Expansion

Korean derma skincare brand ships 50,000 units in first delivery as it builds out distribution across Poland and the Czech Republic

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[SALMON:LAB](#), the salmon-derived PDRN skincare brand operated by [Corporation Dreamcos](#), led by CEO Kang Ho-min, has entered Rossmann Poland, one of Europe's largest drugstore chains, with an initial shipment of 50,000 units delivered to 120 stores in June 2026.

The Rossmann rollout marks the brand's first large-scale placement in a European mass retail channel.

Combined with its distribution in the Czech Republic, SALMON:LAB is expanding its presence across the two markets as store coverage widens.

Launched in February 2026, SALMON:LAB has expanded into Poland, the Czech Republic, Türkiye, Russia and several Latin American markets within its first six months. The brand is developed and supplied by General Brands, Inc., a subsidiary of Dreamcos, with Dreamcos leading global marketing and overseas channel strategy.

The brand's core ingredient is PDRN derived from salmon, a polynucleotide compound widely used in skincare formulation for elasticity and barrier support. Its flagship product, the [SALMON:LAB VGENE PDRN Ampoule](#), contains PDRN at 5,000 ppm, the highest concentration used across the line. Despite the use of salmon-derived ingredients, General Brands applies its long-standing expertise in fragrance research and development to neutralize the characteristic odor of salmon, resulting in products with a refined and pleasant scent. The wider lineup covers daily skincare routines including essences, creams, toners, cleansing gel foams and hydrogel



SALMON:LAB product lineup, including the VGENE PDRN Ampoule.

masks, developed under the brand philosophy "Research for Healthy, Radiant Skin."

European demand for functional K-beauty has risen sharply around elasticity, soothing and barrier care claims, and the drugstore channel has become the primary route through which Central European consumers discover Korean skincare. Entering Rossmann gives SALMON:LAB direct shelf access to that audience rather than relying on cross-border e-commerce alone.

"Poland and the Czech Republic are proving to be decisive entry points for K-beauty in Central Europe," a Dreamcos official said. "Securing shelf space at Rossmann means our products are now discovered in the same aisle where local consumers already shop for skincare. We intend to build on this with localized lineups and expanded store coverage across the region."

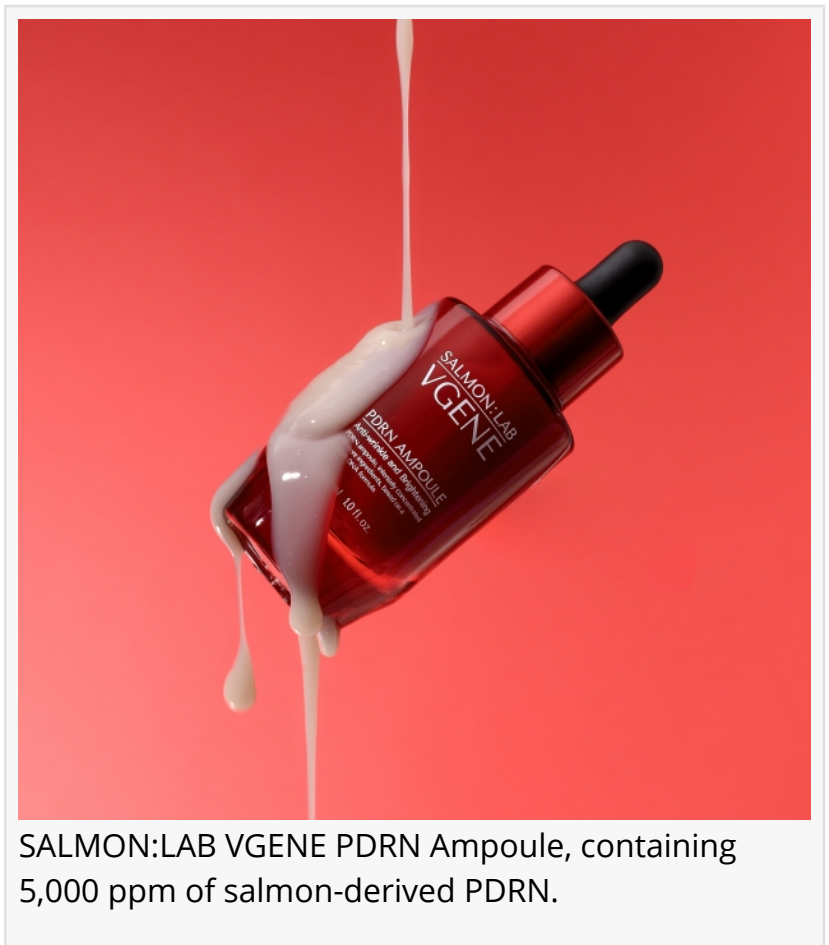
Dreamcos operates a portfolio of beauty and lifestyle brands including SALMON:LAB, DUFT&DOFT and NOLIE, and plans to tailor brand positioning and product assortment to the characteristics of each regional market.

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*Kang Ho-min, CEO of
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SALMON:LAB VGENE PDRN Ampoule, containing 5,000 ppm of salmon-derived PDRN.

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