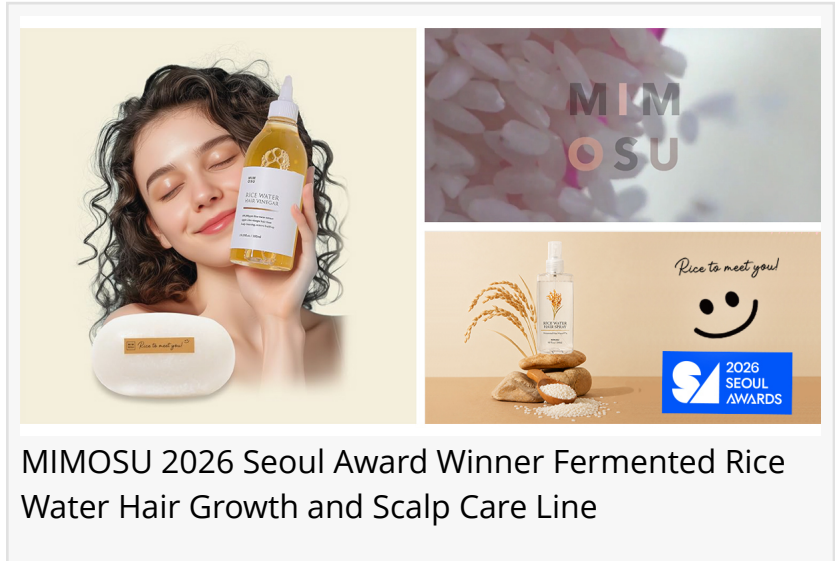


MIMOSU Expands Reach of 2026 Seoul Award-Winning Fermented Rice Water Hair Care Line Across Global Markets

Clean scalp care brand MIMOSU receives the Seoul Award for Outstanding Product, refining traditional Korean rice water into low-pH formulas.

SEOUL, GANGNAM-GU, SOUTH KOREA, September 8, 2026 /EINPresswire.com/ -- Following growing international recognition, MIMOSU, a dedicated K-Beauty clean scalp care brand operated by Meong Seok Global Corp., today announced that its signature Fermented Rice Water Scalp Care Line has received the 2026 Seoul Award for Outstanding Product from the Seoul Business Agency (SBA).



MIMOSU 2026 Seoul Award Winner Fermented Rice Water Hair Growth and Scalp Care Line

The Seoul Award recognizes consumer innovations that combine product excellence, thoughtful design, and proven export competitiveness. MIMOSU's recognition reflects its modern approach to a major global hair wellness trend: delivering the traditional benefits of Korean fermented rice water for hair retention and strand resilience without the common hassles of DIY preparations.

Modernizing Korean Fermented Rice Water: Low-pH, Inositol, and Breakage Defense

While millions of global consumers turn to homemade rice water to address hair thinning and breakage, raw DIY mixtures often present practical challenges, including unpleasant odors, short shelf life, and unstable pH levels that can disrupt delicate scalp barriers.

MIMOSU refines this time-honored heritage with modern clean beauty standards:

- **Inositol-Rich Strand Defense:** Utilizes nutrient-dense rice water rich in naturally occurring Inositol (Vitamin B8), which penetrates hair strands to help reduce surface friction and protect against mechanical breakage during styling.

- Low-pH Cuticle Balance: Formulated at an optimal, scalp-friendly pH (4.5–5.5) to mirror the natural acid mantle, helping to seal hair cuticles, lock in hydration, and defend against mineral buildup from hard water.

- Balanced Botanical Hydration: Replaces heavy raw starches with gentle hydrolyzed rice proteins and soothing plant oils, delivering lightweight nourishment suitable for fine, curly, and sensitive hair types.

Award-Winning 3-Step Clean Scalp Routine

[MIMOSU's Seoul Award-winning lineup](#) provides a complete, 100% fragrance-free ritual formulated for sensitive skin and all hair porosities:

1. MIMOSU Rice Shampoo Bar: An EWG-verified, zero-waste cleansing bar enriched with fermented rice extract and amino acids to gently clarify the scalp and strengthen hair fibers.
2. MIMOSU Rice Water Hair Vinegar Rinse: A clarifying rinse blending fermented rice water with apple cider vinegar to remove hard water mineral deposits, restore natural shine, and rebalance scalp pH.
3. MIMOSU 97% Rice Water Hair Growth Spray Mist: A concentrated leave-in scalp tonic formulated with 97% fermented rice water extract and biotin, designed to refresh the roots, soothe the scalp, and support hair density without greasiness.

“DIY rice water routines highlighted the rich potential of traditional Asian hair care, but modern consumers need stable, gentle formulas that easily fit into daily life,” said Zio Kim, CEO of Meong Seok Global Corp. “Winning the 2026 Seoul Award validates our commitment to translating Korean fermentation heritage into clean, fragrance-free solutions for global hair wellness.”

Availability

The award-winning MIMOSU Fermented Rice Water Scalp Care collection—including the MIMOSU Rice Shampoo Bar, MIMOSU Rice Water Hair Vinegar Rinse, and MIMOSU 97% Rice Water Hair Growth Spray Mist—is available for purchase on Amazon US and across authorized international retail channels.

About MIMOSU

MIMOSU is a pioneering K-Beauty hair skinification brand dedicated to clean scalp wellness. Rooted in Korean fermented rice water heritage, MIMOSU crafts hypoallergenic, low-pH, and 100% fragrance-free essentials designed to restore and protect sensitive scalps worldwide.

About Meong Seok Global Corp.

Meong Seok Global Corp. is a South Korea-based global beauty and e-commerce enterprise specializing in clean beauty and personal care solutions. Operating flagship brands including

MIMOSU and BEAUTÉ SEOUL, the company delivers regulatory-compliant K-Beauty products through Amazon FBA and global retail distribution networks.

Zio Kim

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