

LOVELYCC Passes 300,000 Units Sold Worldwide, Heads to Beautyworld Tashkent

Korean makeup brand has sold in more than 10 countries and will show its CC cream and tone-up sun serum in Tashkent in November

SEOUL, SOUTH KOREA, October 26, 2026 /EINPresswire.com/ -- [LOVELYCC](https://www.lovelycc.com/), a Korean makeup brand operated by [Corporation Dreamcos](https://www.dreamcos.com/), has sold more than 300,000 units worldwide across over 10 countries, and will exhibit at [Beautyworld Tashkent 2026](https://www.beautyworldtashkent.com/), held at the CAEx exhibition complex in the Uzbek capital from November 19 to 21.

The brand builds colour cosmetics around three things: current design, prices that sit within everyday reach, and products aimed at particular skin concerns rather than one standard

look. That combination has carried it from Korea into Southeast Asia and Central Asia, where K-beauty is familiar but price and wearability still decide what sells.

Its best known product is the Magic Cover Cheat CC Cream, which is already exported to Uzbekistan. The cream uses a colour-adjusting formula that settles to the wearer's own skin tone rather than sitting as a fixed shade, and it is certified in Korea as a functional cosmetic for brightening and wrinkle care while carrying SPF50+ PA+++ sun protection. Its ingredient list includes PDRN, collagen and green tea extract, which is unusual in a base makeup product and reflects how the brand positions the category: makeup that is expected to look after the skin it covers.

The second product the brand is taking to Tashkent is the Pink Tone Up Sun Serum EX, which combines skincare, sun protection and a light tone-up finish in a single step. It sold more than



LOVELYCC MAGIC COVER CHEAT CC CREAM.

100,000 units in Vietnam within a year of launch, a result the company attributes to demand for products that shorten a morning routine without giving up sun care.

Uzbekistan and Russia are the markets the brand is now prioritising. Interest in Korean cosmetics has grown across both in recent years, and colour cosmetics in particular tend to sell where customers can see the shade and texture for themselves, which makes local distribution and retail presence the practical requirement rather than online listings alone.

Beautyworld Tashkent runs under licence from Messe Frankfurt and serves as the main meeting point for beauty distributors and retailers in Central Asia, drawing more than 130 exhibitors in 2025. LOVELYCC will present its base makeup and sun care line there and hold meetings with local buyers and distribution partners, with Uzbekistan as the entry point for a wider Central Asian push.

Corporation Dreamcos operates a range of beauty brands including LOVELYCC, RUDIA, SALMON:LAB, LADYBIZ and DUFT&DOFT.

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LOVELYCC PINK TONE UP SUN SERUM.

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