

YJBN Co., Ltd.

Your Journey, Beyond Nature

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K-BEAUTY OEM / ODM WHITE PAPER

A Global Brand's Guide to Korean Cosmetics OEM · ODM

2026 K-Beauty Product Development White Paper

Your Journey, Beyond Nature

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Foreword

Good cosmetics are never made by accident.

The strength of K-Beauty today does not rest on any single outstanding product. It rests on a **development system** — the ability to turn an idea into a finished product quickly, to manufacture it consistently, and to answer the regulatory and market demands of each country it enters.

We wrote this white paper for the brands, distributors, entrepreneurs and buyers around the world who are considering developing cosmetics in Korea. In a single volume it brings together everything a real project calls for: the competitive foundations of the Korean cosmetics industry, the market trends shaping 2026, the ingredients drawing attention, the textures that define an experience, the OEM · ODM development process, and a practical roadmap through the regulatory regimes of the major export markets.

This is not a catalogue written to sell a particular product. It is a **working guide** — one that helps even a first-time entrant understand the process end to end and shape a product suited to their own brand and market. Our aim was not an advertisement, but a reference you can keep close and return to whenever you develop a product.

YJBN Co., Ltd. is a specialist in hair and skin care. Building on the CELLREBORN brand and on our cosmetics OEM · ODM development and manufacturing, we have exported a wide range of products to more than 23 countries.

This white paper draws on the product development, quality control, manufacturing and regulatory experience we have accumulated over many years, in the field, at home and abroad — organised so that the brands and partners preparing to develop in Korea can find real information and a clear sense of direction.

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YJBN Co., Ltd. — August 2026

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How to Use This Book

- ◆ **To understand the Korean cosmetics industry** — begin at CHAPTER 01. It explains how Korea grew into a hub for OEM · ODM development.
- ◆ **To plan a product that fits your market** — work through CHAPTERS 02 to 04. Connect the trends, the hero ingredients and the textures to give your product concept its shape.
- ◆ **To start real development** — turn to CHAPTER 05 and the Appendix, where you will find the development stages, MOQ, lead times and everything a request for quotation requires.
- ◆ **To prepare for a specific export market** — read CHAPTER 06 first. Registration routes should be considered from the product-planning stage, not after the formula is fixed.
- ◆ **To choose a development partner** — CHAPTER 07 sets out YJBN's development philosophy and the scope of support we offer.





01

Why the World Chooses K-Beauty

More and more of the cosmetics sold around the world now read "Made in Korea." That is not an accident. It is what a whole industrial ecosystem produces.

Quick Summary — Over little more than two decades, K-Beauty has grown from a regional curiosity into one of the load-bearing pillars of the global cosmetics market, on the strength of inventive product development and an unusually fast response to demand. This chapter looks at how the Korean cosmetics industry earned that trust worldwide, and why so many global brands choose to develop with a Korean OEM · ODM manufacturer rather than build a factory of their own.

1-1 From trend to industry standard

Barely twenty years ago, Korean cosmetics drew little notice outside a handful of Asian markets. Sustained investment in research, a quick read on shifting trends and a strong manufacturing base changed that: today K-Beauty is an industry that global consumers and global brands actively choose.

Korea is now one of the world's major cosmetics exporters, shipping to more than 170 countries. Its real advantage is not any single hit product but an ecosystem in which three things lock together — **fast development, high-quality manufacturing and ingredient innovation**. From the ten-step skincare routine that once captivated the world to today's PDRN and microbiome products, a striking number of the beauty categories that later went global were in fact born first in the fierce competition of the Korean market.

Korea has become, in other words, more than a place that makes cosmetics: it is a **product-development hub for global brands**. Many companies now prefer to plan and develop with a specialist Korean OEM · ODM partner rather than run their own plant.

1-2 Why Korea leads in OEM / ODM

The competitiveness of the Korean industry does not rest on price. Its strengths are speed of development, a wide range of formulation technologies, dependable quality control, hard-won experience with regulation in many markets, and a nimble response to change.

- ◆ **Speed of development** — the cycle from concept to sample runs distinctly shorter than in Europe or the US; in Korea, new-product cycles move in months, not seasons.
- ◆ **A manufacturing cluster** — around Incheon, Gyeonggi and North Chungcheong (Osong, Ochang), a complete supply chain runs from raw material through formulation, packaging, printing and logistics.
- ◆ **A deep formulation library** — the leading manufacturers hold tens of thousands of proven formulas, a base from which a product can be customised or improved quickly.
- ◆ **Rigorous quality control** — ISO 22716 and CGMP are a given, and export-oriented companies carry real experience of answering to several countries' regulations at once.
- ◆ **A demanding test-bed market** — the Korean domestic market is one of the most exacting beauty proving grounds in the world. A product validated here travels stronger.

For a global brand, the decisive advantage is that a single partner can carry a project from brand concept through formulation, packaging, production and quality control to export documentation.

1-3 Korea's quality-control system

Korean cosmetics are governed by the Cosmetics Act, overseen by the Ministry of Food and Drug Safety (MFDS). An export-grade manufacturer satisfies, simultaneously:

- ◆ ISO 22716 (the international GMP standard for cosmetics);
- ◆ CGMP (the MFDS good-manufacturing and quality-control standard);
- ◆ microbiological and heavy-metal testing on every batch;
- ◆ stability testing and container-compatibility testing.

In one line — to choose Korean manufacturing is to choose a quality system already validated in global markets.

1-4 The K-Beauty ahead

The K-Beauty of the coming years will do more than introduce new ingredients; it will develop around the consumer's lifestyle and experience. Keywords such as *skin longevity*, *hair wellness* and *barrier care* are becoming ways to express a brand's philosophy, not merely a product's function.

YJBN Insight — We put understanding the market and the brand before proposing a product. The same shampoo should have a different formula, package and message depending on its target country, its channel and its positioning. Good products are not made in the laboratory alone; they begin with an understanding of the market.

Key Takeaways

- ◆ K-Beauty grew on innovation and speed of development.
- ◆ Korea has established itself as a global OEM · ODM development hub.
- ◆ Brands increasingly weigh development capability above manufacturing alone.
- ◆ Successful products begin with an understanding of the market.
- ◆ A good partner designs not a product, but the growth of a brand.





02

2026 K-Beauty Trends

Read Korea today, and you read the market's tomorrow.

Quick Summary — The global beauty market is moving quickly beyond passing fashion toward products that reflect a consumer's lifestyle and values. From 2026 onward, the defining keywords are likely to be skin longevity, hair longevity, barrier care, microbiome, clean beauty, sustainability, hybrid beauty and personalisation. This chapter considers what each of these means for product development and for an OEM · ODM project.

A note on "representative products." Every product cited in this book was publicly on sale at the time of editing and is a reference case with some recognition for the ingredient, texture or trend in question. Product details vary by region, version and channel, and no citation implies any partnership, licence or endorsement between YJBN and the brand named.

2-1 Skin & Hair Longevity — the core concept of 2026

In 2026 the central conversation in global beauty is expanding quickly from anti-ageing to **skin longevity**. The idea is not to reverse ageing but to **keep the skin's own functions healthy for longer** — barrier protection and prevention at its heart. Skincare is shifting from "covering a problem" to "keeping the skin's own functions well." Ingredients such as NAD⁺/NMN, PDRN, exosomes and mitochondrial peptides are rising to the fore under the banner of skin vitality and health (see CHAPTER 03).

The same current now reaches the scalp and hair — **hair longevity**. Beyond cleansing and styling, it manages the scalp and hair environment, answers thinning and loss of shine, and looks after the long-term health of the scalp microbiome. Peptide hair care, scalp microbiome products and exosome scalp ampoules lead the way.

Development tip: rewriting a concept from "fast results" to "long-term care" makes it easier to justify a premium price and fits today's consumer better. Design a story of recovery and barrier strength, not a single function.

Representative directions: skin-vitality and anti-ageing serums, scalp and hair health ampoules, a "slow ageing" line. Key hair ingredients: biotin, caffeine, black bean, tea tree, peptides.

2-2 Skin Barrier

"Repair first, then function." This has become the basic grammar of Korean skincare. With more sensitive skin and a changing environment, barrier care is now a defining market keyword. Ceramide, panthenol and squalane form the barrier "trident," and for 2026 beta-glucan and ectoin have risen quickly as emerging "barrier-first" ingredients.

Applications: barrier creams, soothing serums, mildly acidic cleansers, urban anti-pollution lines.

Representative products: ❶ Dr.Althea 345 Relief Cream (Korea · soothing / barrier care) ❷ AESTURA Atobarrier 365 Cream (Korea · ceramide barrier care).

2-3 Microbiome & Fermentation

An approach that respects the microbial balance of skin and scalp. Prebiotics and fermented ferments aimed at balancing the skin's flora have become a core premium concept. Fermented materials and biome technology are becoming a point of difference for premium K-Beauty.

Applications: serums, scalp care, baby lines.

Representative products: ❶ SK-II Facial Treatment Essence (Japan · global fermented essence) ❷ MISSHA Time Revolution The First Essence 5X (Korea · fermented skincare).

2-4 PDRN — "salmon DNA"

The concept behind PDRN first drew attention in medical and life-science research and has since extended to everyday skincare built on cosmetic-grade materials. Across 2025–2026 it has become one of the most talked-about skincare ingredients in Korea.

Applications: intensive-care serums, PDRN creams, ampoules.

Representative cosmetic products: ❶ Medcube PDRN Pink Peptide Serum (Korea · rose-derived PDRN concept) ❷ Anua PDRN Hyaluronic Acid Capsule 100 Serum (Korea · PDRN + hyaluronic acid).

Medical-aesthetic reference: Rejuran (Korea · PharmaResearch).

Rejuran is cited only to trace how the PDRN concept spread; it is not a general cosmetic. Medical-aesthetic products and cosmetics differ fundamentally in material grade, use, scope of action and regulatory requirements.

2-5 Exosome & exosome-like concepts

An extension of the regenerative-medicine idea. Leading with "cell-to-cell communication," it combines with PDRN and collagen to complete a "medical-grade home-care" solution.

Applications: premium serums, masks, scalp ampoules.

Representative products: ❶ Medcube One Day Exosome Shot 2000 (Korea · exosome concept · spicule care) ❷ Medcube Exosome Cica Calming Pad (Korea · exosome soothing pad).

2-6 Whitening & Brightening — a global staple

Brightening is a category of steady, durable demand across many markets. For 2026 it is upgrading from single-note whitening to a **three-in-one of tone, wrinkle and spot care**. The lead ingredients are niacinamide, 377 (phenylethyl resorcinol), tranexamic acid, arbutin, glabridin, and vitamin C and its derivatives; combinations such as "377 + tranexamic acid + niacinamide" address melanin management, pigment transfer and skin soothing at once. Glutathione is drawing attention as an antioxidant and tone ingredient.

Applications: brightening serums, spot ampoules, brightening masks, tone-up creams, brightening body lotions.

Representative products: ❶ Anua Niacinamide 10% + TXA 4% Serum (Korea · niacinamide + tranexamic acid) ❷ La Roche-Posay Mela B3 Serum (France · global brightening serum).

* **Regulatory note:** an explicit "whitening" or "spot-correction" claim moves a product into a more heavily regulated class in several markets — *special cosmetics* requiring registration in China, *specific-purpose* in Taiwan, and so on. A general claim such as "improves the look of skin tone" or "radiance" is usually treated more lightly. Decide your claim direction and registration route at the planning stage. See CHAPTER 06, Global Regulatory Roadmap.

2-7 Sun Serum & Watery Sun Care — a global high-growth category

"Korean sunscreen" has swept the world. The key reason is regulatory: **in Korea sunscreen is classified not as a US-style OTC drug but as a "functional cosmetic,"** which allows next-generation UV filters such as Tinosorb S/M and Uvinul A Plus / T 150. These filters, still unapproved by the US FDA, offer better photostability, broader UVA protection and a lighter feel.

The biggest texture shift of 2026 is from "sun cream" to "**sun serum**" — it absorbs like a skincare serum on contact, **minimising white cast and pilling**, and pairs niacinamide, cica and hyaluronic acid so that a single tube can serve as sunscreen, serum and moisturiser at once. **Tone-up creams and iron-oxide tinted suns** give a "no-foundation" natural glow, and iron oxide adds visible-light protection — significant for pigmentation and dark spots.

Applications: sun serums, water sun gels, sun sticks, tone-up creams, BB / cushion.

Representative products: ❶ Beauty of Joseon Relief Sun: Rice + Probiotics SPF50+ PA++++ (Korea · light sun care) ❷ SKIN1004 Madagascar Centella Hyalu-Cica Water-Fit Sun Serum SPF50+ PA++++ (Korea · sun serum).

* **Regulatory note:** sunscreens — and tinted suns that also carry a whitening claim — are classed as *special cosmetics* (China), *specific-purpose* (Taiwan) or *OTC drugs* (US), and require registration. See CHAPTER 06.

2-8 Hydrogel & Sheet Masks

In 2026 the "high-quality mask" is setting a new bar. Bio-collagen and hydrogel cores — masks that turn gradually transparent as the essence melts into the skin — have driven strong social buzz. Above all, **premium fabric (pure cotton, Tencel, cupro, hydrogel)** has become the dividing line for premium. Masks pair well with gifting and live commerce; differentiate on fabric and experience, and the talk-value far outweighs the low barrier to entry.

Applications: bio-collagen masks, hydrogel masks, overnight masks, sheet masks.

Representative products: ❶ Biodance Bio-Collagen Real Deep Mask (Korea · long-wear hydrogel mask) ❷ Mediheal N.M.F Aquaring Ampoule Mask EX (Korea · classic sheet mask).

2-9 Clean Beauty & Ingredient Transparency

Clean beauty is not about excluding specific ingredients; it is a brand philosophy that values **an easily understood formulation and transparent information** (legal definitions differ by country). Low-irritation formulas, ingredient transparency and vegan certification have moved from marketing concept to purchase criterion — especially among younger consumers and in cross-border e-commerce.

Representative products: ❶ Round Lab 1025 Dokdo Toner (Korea · low-irritation, simple-ingredient concept) ❷ The Ordinary Niacinamide 10% + Zinc 1% (Canada · ingredient transparency).

2-10 Sustainable Beauty

PCR materials, FSC certification, refill packaging and recyclable materials are all spreading. Sustainability is no longer a cost but a ticket into premium channels and into the European export market (see CHAPTER 04 on packaging).

2-11 Hybrid Beauty

Multi-function products that deliver several benefits at once are growing — tone-up plus UV, hair care plus styling, skincare plus colour. Sun serums (sunscreen + serum + moisture) and lip oils (care + colour) are the archetypes.

2-12 Scalp & Hair Care

"Treat the scalp like skin" — the *skinification of scalp* — stays hot. Scalp serums, scalp scrubs and anti-dandruff lines are growing fast, with several sub-currents layered on top.

- ◆ **Anti-hair-loss & strengthening** — functional anti-hair-loss hair care is a "functional cosmetic" in Korea, led by biotin, dexpanthenol and caffeine. * In several markets an anti-hair-loss claim triggers registration (special cosmetics in China, quasi-drug in Japan, and so on — see CHAPTER 06).
- ◆ **Water treatments** — rinse-free "7-second treatment" products that hydrate instantly are growing quickly in Korea and Southeast Asia — currently among the most-requested hair-care categories from overseas buyers.
- ◆ **Fragrance-premium hair care** — perfumer-grade lingering-scent shampoos and hair perfume mists have made "the scent feels luxurious" a keyword of hair-care premiumisation.

Representative product: L'Oréal Professionnel Absolut Repair Molecular Rinse-Off Serum (France · professional damage care).

2-13 Lip Oil

Lip oil has pushed aside traditional lip colour to become the growth engine of the colour category. Its core strength is the "care + colour" two-in-one.

Representative products: ❶ Clarins Lip Comfort Oil (France · classic lip oil) ❷ Dior Addict Lip Glow Oil (France · premium lip oil).

2-14 Spicule & Reedle Care

Physical absorption-boosting technology, typified by spicules (fine marine-sponge needles). Led by the "home rejuvenation" experience, it must be designed with a gentle soothing regimen alongside.

Representative products: ❶ VT Cosmetics Cica Reedle Shot 100 (Korea · spicule care) ❷ Medicube One Day Exosome Shot 2000 (Korea · exosome concept · spicule care).

2-15 Inner Beauty & Beauty-from-Within — an emerging growth axis

"Beauty from the inside out" is becoming a growth axis in its own right. Dedicated inner-beauty zones are appearing at global beauty fairs as the line between beauty and nutrition blurs. Consumers increasingly see beauty as a whole-body matter supported by **nutrition, gut health, sleep, hormones and longevity**, and the language has moved from "suppressing ageing" to **age-agnostic care**.

The leading formats are nutricosmetics — collagen peptides, hyaluronic acid, ceramide, vitamin C, astaxanthin, probiotics — paired "topical + oral." On the hair side, ingestible ingredients such as NMN and keratin, caring "from the root," are on the rise.

Development tip: a "skincare + ingestible" combination can lift order value and repeat purchase while telling a "health-aesthetic" story.

※ **Regulatory tip:** ingestible beauty falls under **food or health-food** regulation in most markets — a separate framework from cosmetics. Confirm food qualification and the applicable rules before any crossover development.

2-16 Personalisation & AI

AI skin analysis and data-driven recommendation are likely to shape the direction of OEM · ODM development. The flow from diagnosis to recommendation to small-batch custom production is still early, but premium and D2C brands are experimenting with it as a point of difference.

2-17 Applying the trends

Trend	Maturity	Growth outlook	OEM fit	Development & regulatory note
PDRN / Exosome	Rising	★★★★★	★★★★★	Well suited to premium differentiation
Skin / Hair Longevity	Rising	★★★★★	★★★★★	Strengthens a premium concept and its value
Whitening / Brightening	Steady demand	★★★★★	★★★★☆	Major demand; mind special-cosmetic registration (CH06)
Sun Serum / Tone-up	Global high-growth	★★★★★	★★★★☆	Globally popular; mind registration (CH06)
Barrier Care	Mature	★★★★★	★★★★★	A safe choice for a basic line
Microbiome	Fast-growing	★★★★☆	★★★★★	Differentiates a premium fermented line
Scalp / Hair Care	Fast-growing	★★★★☆	★★★★★	Hair-care upgrade; water-treatment growth
Facial Masks	Mature / staple	★★★★☆	★★★★★	Strong in gifting and live commerce; differentiate on fabric
Clean / Sustainable	Mature	★★★★☆	★★★★☆	Brand trust; a plus for European export
Hybrid	Mature	★★★★☆	★★★★☆	Lifts order value through multi-function
Lip Oil	Mature	★★★★☆	★★★★★	An easy entry into colour, low barrier
Inner Beauty	Emerging	★★★★☆	★★★★☆	Lifts order value; needs food qualification
Personalisation & AI	Early	★★★★☆	★★★★☆	Premium / D2C experimentation

YJBN Insight — A trend should be re-interpreted to fit a brand strategy, not copied. The same "longevity" becomes an entirely different product depending on the ingredient, texture, price and channel it rides on. Rather than chase fashion, first decide the direction a brand can hold for the long term, then place the trend on top of it.

Key Takeaways

- ◆ Prevention-led skin longevity and hair longevity lead the market.
- ◆ Barrier care and microbiome are central to premium development.
- ◆ Whitening and sun care are global staples, but a whitening or sunscreen claim can trigger a heavier registration route — plan for it early.
- ◆ Clean beauty, sustainability, hybrid and AI are axes of brand trust and expansion.
- ◆ A trend should be re-interpreted to fit a brand strategy, not copied.



03

Hero Ingredients

An ingredient is a language. Only the brands that tell an ingredient's story well command a premium.

Quick Summary — This chapter arranges the ingredients the global market is watching in order of **market attention** rather than textbook sequence. Three groups — A (regenerative / anti-ageing ingredients in the spotlight) → B (proven basics) → C (YJBN's own patented and proprietary ingredients) — let you see each ingredient's benefits, applications, representative products and recommended textures at a glance.

3-0 Data first: what the world is searching for

The starting point of this chapter is to arrange ingredients by *market attention*, not by textbook order. Below is a reading of the public search and new-product data for 2026 — Google, TikTok and Instagram, alongside China's Douyin, Xiaohongshu and Meishu (美修大数据, a China beauty-industry data platform) — so that you can see where the money is flowing.

Global (Google · TikTok · Instagram) — the ingredients defining 2026. Intensive care and the idea of skin longevity are rising as new directions beyond traditional anti-ageing. Search and mentions concentrate most on **PDRN, exosomes, biomimetic peptides (especially copper peptide GHK-Cu), NAD⁺/NMN and glutathione**, followed by "barrier-first" ingredients such as beta-glucan, ectoin and centella asiaticoside.

China (Douyin · Xiaohongshu · Meishu) — surging keywords.

- ◆ **PDRN:** on Douyin, search volume rose roughly **4,880% year on year**, peaking in Q3, and the ingredient entered the top three — adopted by **over 17,000 products and 4,000 brands** (per public Douyin / Meishu industry data, 2024–2025).
- ◆ **Recombinant collagen:** in 2025, overtook hyaluronic acid for the first time as the top skincare material.
- ◆ **The "soothe · protect · antioxidant" combination:** the ectoin + niacinamide + ergothioneine trio is spreading fast.
- ◆ **Precision lipids:** interest in barrier lipids such as ceramide EOP and phytosphingosine is rising quickly; panthenol is climbing, and proxylane has returned to the top 20.

On this basis we divide ingredients into three groups: **A. Regenerative / anti-ageing ingredients in the spotlight → B. Proven basics → C. YJBN's own patented and proprietary ingredients.** All "representative products" are publicly on sale and serve as objective reference examples known for the ingredient; no citation implies any partnership or endorsement.

PART A · Regenerative & anti-ageing ingredients in the spotlight (core trends of 2026)

The group drawing the highest attention worldwide and in China, with the greatest premium-development potential. To build a differentiated new product, you can choose a hero ingredient from here.

A1 PDRN — polynucleotide.

First noticed in medical and life-science research, now extended into everyday skincare built on cosmetic-grade materials; across 2025–2026, one of the ingredients that define the Korean skincare market.



Benefits: improves skin condition · strengthens the barrier · elasticity and glow · care for damaged skin | Applications: intensive serums, PDRN creams, ampoules, cushions.

Marketing angle: "salmon DNA," a premium-care concept born in life-science research. As plant- and synthetic-derived PDRN rise, a sustainability story becomes possible too.

Representative products: ❶ Medcube PDRN Pink Peptide Serum (Korea · rose-derived PDRN) ❷ Anua PDRN Hyaluronic Acid Capsule 100 Serum (Korea · PDRN + hyaluronic acid).

Recommended textures: serum, ampoule, cream.

YJBN Insight — Proposed alongside ceramide, panthenol and peptides as a skin-longevity concept, PDRN gains competitive edge.

A2 Exosome.

A cell-signalling-vesicle concept. Mostly plant- or ferment-derived exosome-like materials, leading with "cell-to-cell communication and skin care."



Benefits: improves skin condition · barrier care · post-procedure calm · premium skincare | Applications: premium serums, masks, scalp ampoules.

Marketing angle: "cell conversation," "regeneration tech"; combine with PDRN and collagen for "medical-grade home care."

Representative products: ❶ Medcube One Day Exosome Shot 2000 (Korea · exosome concept · spicule care) ❷ Medcube Exosome Cica Calming Pad (Korea · exosome soothing pad).

Recommended textures: ampoule, serum.

YJBN Insight — Always confirm each market's regulations before use.

A3 NAD⁺/NMN — skin-vitality ingredients.

Noticed in health and longevity research as skin-vitality ingredients, drawing attention as the next breakthrough in "managing healthy skin for the long term." Pure NAD⁺ is unstable, so the readily converted **NMN** or niacinamide-derivative forms are common.



Benefits: helps maintain skin vitality · manages damage from UV and the environment · helps keep skin healthy | Applications: anti-ageing serums, patches, premium creams.

Marketing angle: "cellular energy," "slow ageing." A prevention- and long-term-care concept; avoid overstated medical claims. Experts expect strong growth in the NAD⁺/NMN family over the next one to two years.

Representative products: ① Dr Sam's Flawless Vitamin C NAD⁺ Serum (UK · NAD⁺ concept) ② Goop Beauty Youth-Boost Peptide Cream (US · NMN precursor).

NAD⁺ and NMN are still emerging in topical skincare. Confirm formulation, stability, absorption mechanism and evidence per product.

A4 Peptide.

A signalling-family anti-ageing ingredient. For 2026 the centre of gravity shifts to **biomimetic multi-peptide complexes** that mimic the skin's natural processes to support collagen and elasticity more precisely.



Benefits: elasticity care · anti-ageing support · barrier strength | Applications: serums, eye creams, scalp lines, hair care.

Marketing angle: copper peptide (Copper Tripeptide-1 / GHK-Cu) is the "longevity gold standard"; peptides are moving from face to scalp and hair.

Representative products: ① The Ordinary Multi-Peptide + Copper Peptides 1% Serum (Canada · global) ② COSRX The 6 Peptide Skin Booster Serum (Korea · multi-peptide serum).

Recommended textures: serum, cream, ampoule.

YJBN Insight — Multi-peptide formulas suit a premium line.

A5 Glutathione.

Called the body's "master antioxidant," the skincare version of the medical "glass-skin" concept. Already a fast-growing category in Korea, and now entering the US market in earnest for 2026.



Benefits: antioxidant · supports skin tone | Applications: serums, creams, tone-up creams.

Marketing angle: "the king of antioxidants," synergistic with vitamin C and niacinamide.

Representative products: ❶ Abib Glutathiosome Dark Spot Serum Vita Drop (Korea · glutathione brightening) ❷ Numbuzin No.5 Vitamin Concentrated Serum (Korea · glutathione complex).

* **Regulatory tip:** a "whitening / spot" claim triggers heavier registration in several markets (see CHAPTER 06). Position toward "skin tone / radiance" for a lighter route, or pair with an approved brightening ingredient. Glutathione oxidises easily (air, light), so liposomal or encapsulated formulas are common to improve stability and penetration.

A6 Beta-Glucan.

Derived from yeast, oats and tremella; overseas search volume up sharply year on year. Called "moisture smarter than hyaluronic acid."

Benefits: barrier strength · soothing / protection · long-lasting moisture | Applications: serums, creams, soothing masks, sensitive lines.

Marketing angle: pairs with retinol, vitamin C and acids to lower irritation; with hyaluronic acid for "instant + lasting" dual moisture.

Representative products: ❶ iUNIK Beta-Glucan Power Moisture Serum (Korea) ❷ Mixsoon Beta-Glucan Essence (Korea).



A7 Ectoin.

A natural amino-acid derivative (an extremolyte) from extreme-environment microbes. A signature "barrier-first" ingredient for 2026, forming a trio with niacinamide and ergothioneine in China.

Benefits: forms a cellular hydration shield · anti-pollution · reduces trans-epidermal water loss (TEWL) | Applications: serums, protection lotions, urban anti-pollution lines, sensitive-skin soothing.

Marketing angle: "a shield for city skin," well suited to science storytelling on clinical and biochemical grounds.

Representative products: ❶ Dr.Jart+ Ceramidin Ectoin-Infused Cream (Korea) ❷ Skinfix Barrier+ Exo + Ectoin Intensive Repair Serum (Canada).



PART B · Proven basics

The "safe cards": mature recognition and steady repeat purchase. Use them in a basic line, or pair them with a Group-A trend ingredient to add persuasion.

B₁ Niacinamide.

A vitamin B3 derivative; a global golden ingredient and a fixture near the top of China's charts.

Benefits: brightening · oil control · barrier support | Applications: serums, creams, body lotions | Marketing: quantify the concentration (2% / 5% / 10%). * A "whitening" claim triggers registration in some markets; usually phrased as "improves skin tone" (see CHAPTER 06).

Representative products: ❶ Anua Niacinamide 10% + TXA 4% Serum (Korea) ❷ The Ordinary Niacinamide 10% + Zinc 1% (Canada · global).

Recommended textures: serum, essence, cream.



YJBN Insight — Synergistic in combination with tranexamic acid.

B₂ Hyaluronic Acid.

The moisture basic; multi-molecular-weight blends are now standard.

Benefits: hydration · moisture lock | Applications: every category | Marketing: "multi hyaluronic acid."

Representative products: ❶ Torriden Dive-In Low Molecular Hyaluronic Acid Serum (Korea) ❷ The Ordinary Hyaluronic Acid 2% + B5 (Canada · global).



B₃ Recombinant Collagen · Collagen.

A material that drew more attention than hyaluronic acid in the 2025 skincare market, and a signature ingredient for local Chinese brands (*guohuo*).

Benefits: moisture · elasticity · hair strength · improves skin condition | Applications: creams, serums, treatments, ampoules | Marketing: "the elasticity protein," intuitive.

Representative products: ❶ Medcube Collagen Jelly Cream (Korea) ❷ Biodance Bio-Collagen Real Deep Mask (Korea).

Recommended textures: cream, ampoule.



YJBN Insight — A signature elasticity ingredient.

B4 Ceramide.

The core lipid of the skin barrier; in 2026 expect much wider interest in segmented ceramides such as EOP.

Benefits: barrier strength · moisture lock · sensitive-skin care | Applications: creams, lotions, treatments | Marketing: "skin-identical lipid," "brick-and-mortar structure."

Representative products: ❶ AESTURA Atobarrier 365 Cream (Korea) ❷ CeraVe Moisturizing Cream (US · global).

Recommended textures: cream, lotion.



YJBN Insight — The core ingredient of barrier-care products.

B5 Centella Asiatica (CICA).

K-Beauty's signature plant-derived soothing ingredient, with growing interest in its key active, asiaticoside.

Benefits: soothing · sensitive-skin care · barrier strength | Applications: ampoules, toners, creams, cleansers | Marketing: CICA is already recognised globally as a leading soothing ingredient.

Representative products: ❶ SKIN1004 Madagascar Centella Ampoule (Korea) ❷ Dr.G R.E.D Blemish Clear Soothing Cream (Korea).

Recommended textures: ampoule, toner, cream.



YJBN Insight — K-Beauty's signature soothing ingredient.

B6 Panthenol (provitamin B5).

A classic soothing-and-moisture ingredient; interest is climbing quickly in China for 2026.

Benefits: soothing · moisture · damage care · barrier strength | Applications: hair care, creams, toners, baby lines | Marketing: a "German pharmacy" trust ingredient.

Representative products: ❶ Purito Seoul Mighty Bamboo Panthenol Cream (Korea) ❷ Ma:nyo Panthetoin Essence Toner (Korea).

Recommended textures: cream, lotion, toner.



YJBN Insight — Highly useful in sensitive-skin products.

B7 Probiotics & Ferment.

The heart of microbiome skincare; galactomyces and lactobacillus ferment filtrates are typical.

Benefits: microbiome balance · vitality | Applications: serums, premium creams | Marketing: "keeps the skin's microbial environment healthy."

Representative products: ❶ SK-II Facial Treatment Essence (Japan · global fermented essence) ❷ MISSHA Time Revolution The First Essence 5X (Korea).



B8 Adenosine.

A classic wrinkle-improvement ingredient recognised as a "functional cosmetic" ingredient in Korea.

Benefits: supports wrinkle improvement | Applications: serums, creams | Marketing: the Korean "functional" certification story.

Representative products: ❶ Beauty of Joseon Dynasty Cream (Korea · adenosine wrinkle-care) ❷ COSRX Advanced Snail 92 All In One Cream (Korea · adenosine).



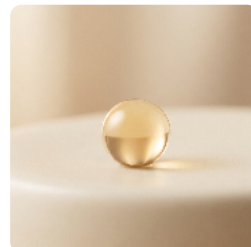
Confirm each product's adenosine content and claim against the latest published full-ingredient list.

B9 Squalane.

A light, skin-identical lipid, friendly to clean beauty.

Benefits: emollience · moisture lock | Applications: serum oils, creams, hair oils.

Representative products: ❶ The Ordinary 100% Plant-Derived Squalane (Canada · global) ❷ Biossance 100% Squalane Oil (US · global).



B10 Rice Extract.

A signature gentle-nourishment ingredient rooted in traditional herbal materials, with high cultural acceptance for its Eastern-origin story.

Benefits: smoothness · brightening · improved texture | Applications: toners, cleansers, serums, masks | Marketing: the "rice bath" Eastern-origin story.

Representative products: ❶ Beauty of Joseon Glow Deep Serum: Rice + Alpha-Arbutin (Korea) ❷ I'm From Rice Toner (Korea).

Recommended textures: toner, serum, cream.



YJBN Insight — Well suited to heritage-material storytelling.

B11 Tea Tree.

The classic plant ingredient for oil control and purification.

Benefits: scalp soothing · sebum care · scalp cleanliness | Applications: shampoos, cleansers, scalp tonics, trouble lines | Marketing: the classic oil-control and purifying plant.

Representative product: Paul Mitchell Tea Tree Special Shampoo (US · global).

Recommended textures: shampoo, scalp tonic.



YJBN Insight — Well suited to a hair-wellness concept. YJBN has accumulated multi-country export experience with tea-tree hair care; it is a proven material for scalp-soothing and purifying lines.

B12 Salicylic Acid (BHA).

An ingredient for oily / troubled skin and scalp exfoliation.

Benefits: pore care · anti-dandruff support | Applications: cleansers, scalp scrubs |
* Observe each market's permitted-concentration limits (e.g., China's STSC) — see CHAPTER 06.

Representative products: ❶ COSRX BHA Blackhead Power Liquid (Korea) ❷ Paula's Choice Skin Perfecting 2% BHA Liquid Exfoliant (US · global).



B13 Caffeine.

Used in two areas — scalp vitality and eye care.

Benefits: scalp vitality · supports de-puffing | Applications: scalp tonics, eye creams.

Representative products: ❶ The Ordinary Caffeine Solution 5% + EGCG (Canada · global) ❷ The INKEY List Caffeine Eye Cream (UK · global).



B14 Keratin & Protein Damage Care.

The main hair protein, central to damage care.

Benefits: intensive care for damaged hair · improved shine · hair protection | Applications: treatments, water treatments, hair serum oils | Marketing: "refill the hair with protein."

Representative product: L'Oréal Professionnel Absolut Repair Molecular Rinse-Off Serum (France · professional damage care).

Recommended textures: water treatment, hair pack.



YJBN Insight — Well suited to the water-treatment growth trend. YJBN's own 33 Silky Protein™ water treatment, built on a 33-ingredient protein complex, was developed for exactly this direction (see PART C).

B₁₅ Biotin.

A hair-health support ingredient.

Benefits: supports root strength · scalp care | Applications: shampoos, scalp serums, tonics | * An "anti-hair-loss" claim triggers registration in several markets (see CHAPTER 06).

Representative products: ❶ Briogeo Destined for Density MegaStrength+ Peptide Density Serum (US · biotin + caffeine) ❷ OGX Thick & Full + Biotin & Collagen Shampoo (US · biotin hair care).

Recommended textures: shampoo, scalp serum.



YJBN Insight — Well suited, with caffeine and peptides, to hair longevity.

Brightening sub-group (a major global demand · * a whitening claim triggers heavier registration)

Brightening is an area of steady demand worldwide. With any of the ingredients below, an explicit "whitening / spot" claim moves a product into a more heavily regulated class in several markets (see CHAPTER 06); a "skin tone" claim is usually treated more lightly. Complex blends (melanin management + pigment transfer + soothing) create synergy.

B₁₆ 377 (Phenylethyl Resorcinol).

A high-function brightening ingredient well known for tyrosinase inhibition, and a core ingredient of high interest in the brightening market.

Benefits: inhibits melanin production | Applications: brightening serums, spot ampoules | Suits: UV-induced spots, new pigment, non-sensitive skin.

Representative products: ❶ Dr.Ci:Labo 377VC Radiance Serum (Japan) ❷ HBN 377 Brightening Essence (China · 377 brightening).



B₁₇ Tranexamic Acid.

An anti-inflammatory brightening ingredient that suppresses prostaglandins and inflammatory factors to lower melanocyte activity.

Benefits: eases inflammatory pigmentation, evens tone | Applications: brightening serums, masks | Suits: spots, pigmentation, redness-linked pigment.



Representative products: ❶ Anua Niacinamide 10% + TXA 4% Serum (Korea) ❷ SkinCeuticals Discoloration Defense (US · tranexamic acid).

B18 Arbutin.

A relatively gentle tyrosinase inhibitor — milder than 377 — suited to long-term care of sensitive skin.

Benefits: gentle tone care, evenness | Applications: brightening creams, serums | Often blended with 377 and vitamin C.

Representative products: ❶ The Ordinary Alpha Arbutin 2% + HA (Canada · global) ❷ Beauty of Joseon Glow Deep Serum: Rice + Alpha-Arbutin (Korea).

* Other common brightening ingredients: glabridin, vitamin C and derivatives (e.g., VC ethyl ether), niacinamide (see B1), glutathione (see A5).

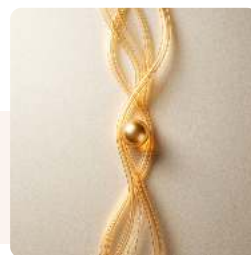


PART C · YJBN's patented & proprietary ingredients — differentiation that is hard to copy

Where Groups A and B are basics used widely across the market, Group C is the ingredient system that expresses YJBN's own technical difference. When you need a point of distinction a competitor cannot easily replicate, a patented technology and a proprietary ingredient system become an important competitive foundation.

C1 CGE Complex™ — YJBN's patented botanical complex.

YJBN's single most important technical asset, and the heart of our technical difference.



CGE Complex™ is a **botanical complex system and associated composition-patent technology** developed in-house over many years. Around it we have built **three composition patents** (the core patent: the CGE-V1 botanical complex, patent no. 10-2360708), with the technology evolving from V1 through V3. It has been applied in YJBN's own-brand products, and its use can be proposed to suit the needs of an ODM project.

- ◆ **Technical position:** built on plant-derived complex actives, focused on improving the scalp environment and nourishing the hair, and extendable into skincare soothing.
- ◆ **Direction of benefit:** supports improvement of the scalp micro-environment · hair nourishment · gentle soothing (specific claim wording requires efficacy evaluation aligned to the target market's regulations).
- ◆ **Patent-based differentiation:** a product using CGE Complex™ can present a differentiated technical background grounded in a proprietary ingredient system and composition patent — a point of difference hard to build with generic materials alone.

What it offers a brand:

1. **A differentiation story** — present the patent information on packaging and product pages, following the applicable rules for patent marking, to convey YJBN's proprietary ingredient technology and the product's technical background to consumers.
2. **Technical grounding** — a patented technology helps explain a product's technical background and direction of difference; specific claim wording must rest on separate efficacy-evaluation data.
3. **Competitive edge** — helps reduce commoditisation and supports running a hero product over the long term.
4. **ODM value** — where a point of difference is needed, CGE Complex™ becomes a competitive development option.

In one line: if generic ingredients form a product's basic value, CGE Complex™ further strengthens its technical character and brand difference.

C2 33 Silky Protein™ — YJBN's proprietary protein complex.

A complex hair-care system built from 33 protein- and amino-acid-related ingredients — the core technology behind water treatments and premium damage-care treatments.

Direction of benefit: comprehensive care for damaged hair and a soft finish.

Marketing angle: **the specific "33-ingredient" composition reads intuitively to consumers and is easy to explain in live commerce.** A ready-to-use point of difference for an ODM damage-care line.



Ingredient combination formulas (blending ideas)

Trend ingredients (Group A) at the core, basics (Group B) as the foundation, proprietary ingredients (Group C) as the differentiator — a practical way to think about formula design.

- ◆ **Premium intensive-care line** = PDRN + exosome + multi-peptide (A1 + A2 + A4)
- ◆ **Skin-vitality & anti-ageing line** = NMN + copper peptide + beta-glucan (A3 + A4 + A6)
- ◆ **Barrier-care line** = ceramide + beta-glucan + ectoin (B4 + A6 + A7)
- ◆ **Soothe · protect · antioxidant line** = ectoin + niacinamide + ergothioneine (A7 + B1 + an antioxidant such as ergothioneine)
- ◆ **Antioxidant brightening line** = glutathione + niacinamide + vitamin C (A5 + B1 + vitamin C)
- ◆ **Purifying oil-control line** = tea tree + salicylic acid + niacinamide (B11 + B12 + B1)
- ◆ **Damaged-hair care line** = keratin + 33 Silky Protein™ + collagen (B14 + C2 + B3)
- ◆ **Scalp-vitality line (YJBN patent)** = caffeine + biotin + **CGE Complex™** (B13 + B15 + C1)

YJBN Insight — Widely known ingredients help consumers understand a product, but they cannot, by themselves, make a brand original. Secure a product's basic trust with generic ingredients (A · B), and add the brand's own point of difference with a proprietary system (C) — that is the core grammar of ingredient design.

Key Takeaways

- ◆ Arranging ingredients by market attention reveals development priorities.
- ◆ Design blends across three layers: A (spotlight), B (basics), C (patented).
- ◆ A product claiming a whitening benefit may face heavier registration in several markets — decide claim direction first.
- ◆ CGE Complex™ and 33 Silky Protein™ are key assets that express YJBN's technical difference.





04

The Texture Encyclopedia

Texture is not merely "feel." It is the first impression the moment a consumer touches a product, and the decisive experience that governs repeat purchase.

Quick Summary — With the same ingredients and the same benefit, the impression a product leaves and the point a brand is remembered by change with the sensory experience it delivers. This chapter organises the main textures developable in Korean OEM · ODM — skincare, cleansing, masks, hair care, styling, body, lip and sun care. Decide the feel you want first, then design the formula and the package around that experience.



Ampoule



Balm



Body Butter



Body Lotion



Clay Mask



Cleansing Balm



Cleansing Gel



Clear Gel



Concentrate



Conditioner



Cream



Emulsion



Essence



Foam



Gel



Hair Mask



Hair Oil



Hair Serum



Hydrogel



Jelly Bounce



Lip Oil



Micro Bubble



Oil



Peel Off



Pomade



Rich Cream



Scalp Ampoule



Scrub



Shampoo



Sleeping Mask



Styling Gel



Sun Serum



Sunscreen



Water



Wax



Wax Stick

4-1 Skincare Textures

Texture	Feel keywords
Essence	Light and moist · fast absorption · rich nourishment
Water Type	Fresh like water · hydrating · never heavy
Gel	Fresh moisture · soothing · suits oily skin
Clear Gel	Clear and fresh · oil balance · pore-refining
Emulsion	Light and moist · water-oil balance · soft
Cream	Moist hydration · barrier strength · suits dry skin
Rich Cream	Rich nourishment · long-lasting moisture · relieves dryness
Oil	Nourishment and shine · glow · smooths roughness
Balm	Rich nourishment · moisture lock · suits targeted care
Ampoule	Highly concentrated essence · intensive care · addresses concerns
Concentrate	High-efficiency concentrate · targeted care · fast effect
Jelly / Bouncy Gel	Bouncy jelly · camera-friendly · fresh, non-sticky (a talked-about 2026 texture)
Micro-Bubble	Dense micro-bubbles · a "reboot" experience · cleansing boost (bubble toner)
Hydrogel	Moist and clear · cooling calm · melts in gradually (masks / pads)
2-Layer Mist	Oil layer + serum layer · instant glass glow · before or over make-up

4-2 Cleansing Textures

Foam (rich lather cleansing) · Cleansing Gel (fresh gel-type cleansing) · Cleansing Balm (a balm that melts softly on the skin) · Scrub (particle / friction exfoliation).

4-3 Mask Textures & Fabrics

Clay Mask (wash-off) · Peel-Off (forms a film as it dries) · Sleeping Mask (applied before sleep).

Sheet-mask fabric — with a sheet mask, the fabric is what separates premium from ordinary. Adhesion, essence loading and skin feel all change with the fabric, so choose one that matches the product's price and intended experience. Below are the main fabrics used in Korean OEM.

Fabric	Character
Cotton 100% (40-count)	Soft, stable feel · basic adhesion
Tencel (29-count)	Thin and smooth · a natural-origin image
Tencel Cupra (35-count)	High adhesion · a refined feel
Hydrogel	Cooling · high adhesion · ideal for essence loading



Cotton 40



Tencel 29



Cupra 35



Hydrogel

4-4 Hair-Care Textures

Shampoo (scalp and hair cleansing) · Conditioner (softness / smoothing) · Hair Mask (a rich, intensive treatment) · Hair Serum (light shine and smoothness) · Hair Oil (oil-based shine and suppleness) · Scalp Ampoule (intensive care applied directly to the scalp) · Water Treatment (a fast, water-light liquid treatment).

4-5 Styling Textures

Styling Gel (hold and shape retention) · Pomade (shine and neatness) · Wax (texture and hold) · Wax Stick (portable, easy spot use).

4-6 Body · Lip · Sun-Care Textures

Body Butter (rich, high-moisture) · Body Lotion (easy over larger areas) · Lip Oil (shine + lip care) · Lip Balm (a protective film) · Tone-up Cream (instant tone correction) · Sunscreen (cream, gel or serum form).

4-7 Texture-selection guide

Desired experience	Recommended textures
Fast, fresh absorption	Water Type · Essence · Gel · Clear Gel
Moisture–oil balance	Emulsion · Cream family
Rich nourishment, protective film	Rich Cream · Balm · Oil
High-concentration, intensive care	Ampoule · Concentrate
Visual / experiential difference	Jelly · Micro-Bubble · Hydrogel · 2-Layer Mist
A fast hair experience	Water Treatment · Hair Serum · Hair Oil

YJBN Insight — Even the same formula can develop into different textures by adjusting the viscosity approach, the oil-to-water ratio and the intended use. Define the feel, absorption speed, finish and target consumer before the product name, and the development direction becomes far clearer. We propose textures from the experience you want, then review the formula and package to match.

Key Takeaways

- ◆ Texture is how a consumer physically perceives a product's function.
- ◆ The same ingredient leaves a different impression across textures.
- ◆ For a sheet mask, the fabric's adhesion and feel govern the premium.
- ◆ Defining the desired feel first makes formula and package development more efficient.



05

The K-Beauty Development Process

A good product begins with an idea, but a successful one is completed by a disciplined process.

Quick Summary — Developing a cosmetic is not merely making a formula. Market and consumer analysis, product concept, sample development, packaging and design, regulatory review, production and shipping must connect as a single flow. This chapter sets out the development sequence, the decision criteria and the practical numbers — MOQ, lead time, export and RFQ — that a global buyer starting a Korean OEM · ODM project needs to know.

5-1 The development process at a glance (9 steps)

* The stages do not run strictly in sequence. Formula development, packaging review, design and regulatory review are often run in parallel to shorten the schedule.

01 Inquiry — consultation & needs

category · target price · channel · reference products

02 Planning — product concept

concept · ingredient direction · texture · volume · claim direction

03 Formula — formulation

lab sampling · 1–3 weeks per round

04 Sample — sample confirmation

usually 2–3 rounds of evaluation

05 Package — container selection

stock vs custom mould

06 Design — design & label

packaging · destination-language label · regulatory review

07 QC + Regulation — quality testing + regulation

full quality testing (micro · physicochemical · appearance)

+ target-market registration / notification (see CHAPTER 06)

(registration testing runs in the market's recognised laboratories where required;

registration is a precondition for mass production and import)

08 Production — mass production

production plan · raw-material purchase · filling · packing

09 Shipping — dispatch & aftercare

FOB/CIF/DDP · customs · tracking · reorder

5-2 The essence of each stage**1 Consultation & needs.**

A project starts less with "what shall we make" than with "where, to whom and how will it sell." The first consultation should share the target country, target consumer, channel, expected retail price, desired quantity and launch timing.

2 Product planning.

Define the product's role in a single sentence — for example, "a daily soothing shampoo for sensitive scalps," or "a 7-second water treatment suited to live commerce." Here you set the hero ingredient, texture, fragrance, volume, claim direction and packaging direction, and choose the hero product first. Build the first line-up around three to five SKUs, and for regulated markets, review the general vs special / registered classification early (see CHAPTER 06).

3 Formulation & sampling.

In the ODM route, the manufacturer adjusts fragrance, feel, viscosity, colour and hero ingredient from a proven formula it already holds. Samples are usually confirmed over two to three rounds of feedback; record the purpose of each revision, limit what changes at once, and keep the final approved sample as the mass-production standard.

4 Packaging & design.

Packaging is not decoration. The right container and pump change with the contents' viscosity, pH, oxidation-sensitivity and mode of use. Stock containers favour a fast launch and low initial cost; custom containers favour difference but raise MOQ, mould cost and development time. **Secure the destination-language label and QR area at the design stage.**

5 Testing & regulatory review.

Stability, microbiology and container-compatibility testing underpin quality and shelf life. Because the registration route depends on your claims and product classification, it is safest to begin the target-market regulatory review before the formula is locked (see CHAPTER 06).

6 Production & shipping.

Mass production starts after raw materials arrive and the final specification is approved. On completion, prepare the export documents — commercial invoice (CI), packing list (PL), bill of lading (B/L), certificate of origin (C/O) and the like.

5-3 OEM or ODM — how to choose

	OEM	ODM
Formula	Provided / specified by the buyer	Manufacturer provides a proven formula, tuned to the brand
Speed	Depends on formula transfer and validation	★ Faster, using a proven formula
Difference	Suits brands with their own formula / technology	Customises fragrance, ingredient, texture, feel
Best for	Brands with R&D capability	Early brands, fast new-product launches

Recommended for a first project: an **ODM custom-development route** that tunes a proven formula to the brand tends to balance speed and difference most easily.

5-4 MOQ · lead time · RFQ: three things to confirm before you start

MOQ reference ranges

Minimum order quantity is not an arbitrary threshold but a production figure reflecting the manufacturing tank, filling line, container and printing supply conditions.

Category	Reference MOQ
Shampoo / conditioner (stock container)	5,000 pcs~ / SKU
Treatment / water treatment	5,000 pcs~
Skin / toner	5,000 pcs~
Serum / ampoule	5,000 pcs~
Cream / lotion	5,000 pcs~
Mask (sleeping / wash-off)	5,000 pcs~
Styling (wax / gel)	5,000 pcs~
Facial mask (sheet)	50,000 pcs~ (fabric / individual wrapping)
Custom-mould container	Quoted separately (usually 10,000 pcs+ and mould cost)

* The above are industry reference figures; actuals are per quotation. A small first order can be discussed separately depending on item and formula.

Lead-time timeline

Mass-production time is not the same as total development time. Including sample development, design, packaging production, testing and registration, a whole project runs several months.

Sample development 1–2 months

Package design 2–4 weeks (in parallel with sampling)

Target-market registration varies widely by market

(e.g., China general cosmetics approx. 4–6 months; see CH06)

Mass production 30–45 days (after order confirmation + deposit)

Sea freight Busan → Shanghai 3–5 days / South China 7–10 days

From concept to market entry, a realistic estimate is 8–12 months, depending on the destination's registration route (see CHAPTER 06).

RFQ

To receive an accurate quotation, do not send a product name alone — provide the volume, quantity, target country, target price, desired ingredients, texture, fragrance, packaging, required documents and target launch date (see the CHAPTER 08 appendix for the full form).

5-5 Export terms

- ◆ **Quotation terms:** FOB · CIF · DDP all available (ex-Busan / Incheon).
- ◆ **Payment:** T/T (deposit + balance before shipment) is the industry norm; L/C by discussion.
- ◆ **Documents:** CI · PL · B/L · C/O (preferential tariffs under applicable FTAs) · health certificate, and the like.
- ◆ **Container reference:** 20 ft ≈ 10–11 pallets / 40 HQ ≈ 22–24 pallets (calculated on actual carton dimensions).
- ◆ **FTA tariff tip:** with a certificate of origin (C/O), most cosmetic tariff lines qualify for preferential rates under an applicable free-trade agreement (for example, the Korea–China FTA) — factor this into your landed cost.

YJBN Insight — Product development begins not in the laboratory but in the first consultation. The clearer the target market, consumer, retail price and launch schedule, the fewer sample revisions and unnecessary costs. We put understanding the brand and the market before proposing a product, and connect formula, package, regulation and production schedule into a single project.

Key Takeaways

- ◆ Cosmetic development is a project linked from market analysis to shipping.
- ◆ Formula, package, design and regulatory review should run in parallel where possible.
- ◆ A first project is often most efficient as an ODM custom development using a proven formula.
- ◆ MOQ and lead time depend not only on the contents but on the container, printing and testing schedule.
- ◆ An accurate RFQ raises both quotation accuracy and development speed.





06

Global Regulatory Roadmap

A great formula does not clear customs on its own. Every market keeps its own gatekeeper — and its own word for "approved."

Quick Summary — Cosmetic regulation looks bewildering from the outside: a different acronym in every country, a different form, a different validity period. Read more closely, and the same handful of principles repeats everywhere. This chapter first sets out the **six building blocks** common to every market, then lays them side by side in a **market-by-market comparison**, points to **what actually differs where**, and closes with how YJBN helps de-risk the registrations that matter most. The aim is not to make you a regulatory expert, but to let you plan a product with its route to market already in view.

A. The Universal Playbook — Six Building Blocks

Strip away the acronyms and every cosmetic market asks the same six questions. Learn them once, and any new country becomes a matter of filling in the blanks rather than starting over.

1 • Local Accountability — who is answerable on the ground

A foreign manufacturer can almost never file on its own. Every market requires a legally recognised local party who takes responsibility for the product before the authorities. The name changes — a **Responsible Person (RP)** in the EU and the UK, an RP with a US agent under MoCRA, a *domestic responsible person* (境内责任人) carrying joint legal liability in China, an authorised applicant across the Eurasian Economic Union, a local importer in Vietnam, Thailand, Indonesia and Malaysia — but the function is the same.

For a brand, the point that matters most is commercial, not administrative: this local party usually **holds the registration in its own name and controls the dossier**. Change distributors, and you can find your market access sitting on the other side of the table. Write the return of files and the transfer of registration ownership into the contract from the start.

2 • Notification vs Registration — how heavy the front door is

Risk and claim level decide whether you simply *notify* the authorities and go to market, or must first pass a *pre-market review*. Notification-only markets include the EU, the UK, Vietnam, Thailand, Indonesia and Malaysia. Others run a two-track system — China (*bèi'ān* notification vs *zhùcè* registration), Taiwan (general vs specific-purpose), the EAEU (declaration vs state registration). The United States sits apart: MoCRA requires registration and listing but **issues no certificate at all** — a distinction worth remembering before anyone promises you a "US approval document."

3 • Ingredient Compliance — the list behind the list

Every market runs its own positive and negative ingredient lists, and an off-list ingredient is treated as a "new ingredient" facing a far heavier path. The frameworks map neatly enough: Annexes II–VI in the EU and UK, the IECIC inventory plus the STSC in China, the shared ASEAN Annexes across Vietnam, Thailand,

Indonesia and Malaysia, the TR CU 009 annexes in the EAEU. Check your formula against the destination's list before the formula is locked, not after.

4 • The Safety Dossier — the file that must exist even when no one asks for it

A technical dossier — formula, test data, a safety assessment — must exist and be inspection-ready, even in markets where no authority pre-approves it. In the EU and UK this is the **Product Information File (PIF)** with a **Cosmetic Product Safety Report (CPSR)** signed by a qualified safety assessor; in the US, safety substantiation records; in China, a safety assessment report; in Taiwan, a sixteen-item PIF signed by a qualified assessor. The document is your real protection in an inspection or a complaint. Build it once, build it well.

5 • Testing — and, above all, where it must happen

Microbiology, heavy metals, stability and compatibility testing are effectively universal, and efficacy claims call for evidence. The real variable is not *whether* you test but *where the testing must be done*. Most markets accept a manufacturer's dossier and a Certificate of Free Sale. **China is the significant exception: testing must be carried out in Chinese laboratories recognised by the NMPA**, with Korean reports serving only as reference. That single requirement reshapes both the timeline and the budget.

6 • GMP / ISO 22716 — the passport everyone accepts

An **ISO 22716 GMP** certificate and a **Certificate of Free Sale (CFS)** function as the common currency of the trade — the passport documents almost every market expects to see. In China they do more: together with a complete safety assessment, they open the door to **exemption from animal testing** for general cosmetics.

Two cross-cutting realities

A word changes your class. The same formula can be pushed into a heavier category by nothing more than a line on the label. **Whitening, anti-hair-loss, sunscreen, hair colour and perm** are the classic triggers — they move a product into *special cosmetics* (registration) in China, *specific-purpose* (registration) in Taiwan, *state registration* in the EAEU, and *OTC drug* status for sunscreens in the United States. Absolute phrasing — "organic," "100% natural," "additive-free," "hypoallergenic" — is restricted or demands substantiation across many markets. Decide your claims early; they are a regulatory decision as much as a marketing one.

Animal testing: the EU and China at opposite poles. The EU and the UK **ban animal testing outright** — data derived from it cannot be used. China takes the opposite starting point but has moved toward the same destination: general cosmetics can be **exempted** where a foreign GMP certificate and a complete safety assessment are in place (special cosmetics, products for infants and new ingredients remain outside the exemption). The 2025 NMPA reform went further still, formalising a route to register even new-efficacy and new-active products **without animal testing** where the scientific dossier is complete.

B. Market-by-Market at a Glance

The table below reads the ten major export markets against the same eight columns. Lead times and renewal cycles are approximate by nature; treat them as planning figures, not guarantees, and confirm against the rules in force at the time you file.

Market (System)	Route	Local Party	Pre-market Review	Up-classification Trigger	Local Testing	Renewal	Lead Time (approx.)
EU (CPNP)	Notification via the CPNP portal	EU-based Responsible Person	None — notify and hold a PIF/CPSR	None as such (CMR, nano and certain claims follow separate rules)	Not state-mandated; safety data required within the CPSR/PIF. Animal testing banned	No expiry — validity rests on the RP relationship and an up-to-date PIF	Days to weeks once the PIF is ready
US (MoCRA)	Facility registration + product listing — no certificate issued	Responsible Person on the label; US agent for foreign facilities	None for cosmetics; sunscreen is a separate OTC drug	Drug claim, or sunscreen → OTC drug (monograph)	Not mandated; safety substantiation records required	Facility registration every 2 years; product listing updated annually	Days (electronic)
China (NMPA)	Bèi'ǎn notification (general) / zhùcè registration (special)	Domestic Responsible Person (joint legal liability)	Special products only (technical review, statutory 90 working days)	Whitening, spot-fading, sunscreen, hair colour, perm, anti-hair-loss, new efficacy	Yes — in NMPA-recognised Chinese laboratories	Notification: none; registration: 5 years	General approx. 4–6 months; special approx. 1–2 years
Vietnam (DAV)	Product notification (Phiếu công bố)	Local importer / RP	None	ASEAN Annex-based	Not mandated (CFS + dossier)	5 years	Weeks to ~2 months
Thailand (FDA)	Notification	Holder of the import licence (separate premises approval)	None	ASEAN (controlled / specific-controlled)	Not mandated	approx. 3 years	Days to weeks
Indonesia (BPOM)	Notification (NA number)	Local RP / licensed importer	None — but production or import must begin within 6 months of issuance	ASEAN Annex; Halal becoming mandatory *	Not mandated (CFS + GMP + declaration)	approx. 3 years	Weeks to months
Malaysia (NPRA)	Notification (Reg. 18A)	Local notification holder / importer	None	ASEAN Annex	Not mandated	2 years	Days to weeks
Eurasia (EAC)	Declaration of Conformity (most) / State Registration – SGR (listed categories)	Applicant within the EAEU (manufacturer's authorised rep / importer)	SGR categories only	Children's products, whitening and other special claims, sunscreen, certain actives → SGR	Test evidence required (recognised bodies)	Declaration 3 years / SGR up to 5 years	Weeks to months
GCC (GSO)	National notification / registration (Saudi GHAD; UAE Montaji + ECAS)	Local importer / authorised party	Document review, testing possible	Varies by country *	May be required (varies) *	Saudi listing 5 years; ECAS cycle-based	Saudi approx. 4–12 weeks
Taiwan (TFDA)	Notification + mandatory PIF (general) / registration or permit (specific-purpose)	Taiwanese manufacturer / importer	Specific-purpose only	Sunscreen, whitening, hair colour, perm, anti-hair-loss → specific-purpose	PIF safety data (assessor's signature)	Notification: no fixed expiry; PIF maintained continuously	Days to weeks (* PIF required across nearly all categories from 1 July 2026)

A note on the United Kingdom. Since Brexit, the EU's CPNP no longer covers the UK. A product sold in Britain needs a separate **SCPN notification** through the OPSS and a **UK-based Responsible Person** — the dossier is much the same as the EU's, but the filing channel and the accountable party are now split in two.

C. What's Different Where

Seven markets, seven ways the same playbook plays out differently. We give the EU the most space, because its model — notify, don't wait for a certificate — is the one most often misunderstood.

EU — CPNP (spotlight)

Notification alone puts a product on the shelf. There is no "approval certificate" to frame. What keeps a product legally on the EU market is a living system: an EU **Responsible Person** and a maintained **PIF/CPSR**. Nothing expires on a fixed date — validity is a matter of keeping the RP relationship and the file current, year after year.

- ◆ The **CPSR** must be signed by a qualified safety assessor; the RP holds the PIF and answers to the authorities.
- ◆ Ingredient control runs through the **Annexes**, and sunscreen UV filters are drawn from the Annex VI positive list — yet a sunscreen remains a *cosmetic*, not a drug. That is the single sharpest contrast with the United States.
- ◆ **Animal testing is banned outright**; data derived from it cannot be used.
- ◆ **2026 update (a labelling priority).** Regulation (EU) 2023/1545 expands the list of fragrance allergens that must be declared — 56 new substances, taking the total past 80. Products **newly placed on the market must comply from 31 July 2026**; products **already on the market may be sold until 31 July 2028**. Labels and, in some cases, formulas will need revisiting.
- ◆ * **United Kingdom.** Because the CPNP does not cover Britain, the UK requires a separate **SCPN notification through the OPSS and a UK-based Responsible Person** — similar data, but a split channel and a split accountable party, with fines and criminal liability for failure to notify. Its own **2026 update**: a new prohibition on certain CMR substances takes effect under **SI 2026/23 on 15 August 2026**.

US — MoCRA

- ◆ **There is no paper certificate.** MoCRA rests on three elements only — **facility registration, product listing** and **safety substantiation**. The phrase "we hold a US certificate" is not merely optimistic; it describes something that does not exist. Describe your US status carefully.
- ◆ Facility registration renews **every two years**, product listing is updated annually, and the Responsible Person appears on the label.
- ◆ **Sunscreen is an OTC drug** under a monograph — an entirely separate, heavier track from cosmetics.
- ◆ **2026 update.** With the two-year cycle now due, facilities that registered in early 2024 must **renew in 2026**. The fragrance-allergen labelling rule is expected as an NPRM around May 2026, with a final rule not expected before 2027 — so **2026 is a year of preparation, not a compliance deadline**.

China — NMPA (one market among many)

- ◆ A **two-track system**: *bèi'àn* notification for general cosmetics, *zhùcè* registration for special ones. The special triggers are whitening, spot-fading, sunscreen, hair colour, perm, anti-hair-loss and any new efficacy.
- ◆ The **domestic responsible person carries joint legal liability** — not a simple importer. Control of the name and the dossier is inseparable from your brand equity here.
- ◆ **Testing must be done in NMPA-recognised Chinese laboratories** (Korean reports serve as reference only).
- ◆ **2026 update**. The NMPA's reform **Opinions of 17 November 2025 (24 measures)** are streamlining the system: data-sharing across series products with similar formulas, a "review upon submission" mechanism for new efficacies and actives, and a wider path to registration without animal testing. A **three-year electronic-label pilot** began on 1 February 2026 across Beijing, Shanghai, Zhejiang, Shandong, Guangdong and Chongqing, and revised STSC test methods (BrDU-FCM among them) apply to registrations and notifications from **1 July 2026**.

ASEAN — Vietnam · Thailand · Indonesia · Malaysia

- ◆ Under the **ASEAN Cosmetic Directive**, these four markets are harmonised on INCI names and shared Annexes — a comparatively low barrier, and a dossier that travels well across all four.
- ◆ All four are **notification markets**, but the validity periods differ: **Vietnam 5 years, Thailand 3, Indonesia 3 (with production or import to begin within 6 months of the NA number), Malaysia 2**.
- ◆ In each, the **local importer or responsible party holds the notification in its own name** — the same ownership question that arises in China.
- ◆ A notarised **CFS** and a letter or power of attorney are the common gateway.
- ◆ **2026 update**. ACD amendments continue to be absorbed (recent ACC meetings; FDA Circular 2026-0001). Vietnam is advancing a new draft decree and tightening recall and enforcement, so confirm the current text at submission. **Indonesia's Halal mandate** is expanding in stages * (scope and timing vary — confirm).

Eurasia — EAC (Russia and the EAEU)

- ◆ Two paths: a **Declaration of Conformity** for most products (valid 3 years), and **State Registration (SGR)** for the listed categories — children's products, whitening and other special claims, sunscreen, certain actives — valid up to 5 years.
- ◆ Unlike the CPNP or NMPA models, the EAC has **fixed validity periods**, so renewal has to be managed actively.
- ◆ Russian-language labelling and the **EAC mark** are required, and the scheme covers not Russia alone but **all five EAEU states** (Russia, Belarus, Kazakhstan, Armenia, Kyrgyzstan).
- ◆ **2026 update**. Amendments to TR CU 009/2011 apply. SGR certificates issued between 5 May 2020 and 18 April 2023 remain valid, as a transition, **until 17 April 2026** — check any affected registrations for renewal.

GCC — Gulf markets (a roadmap, not yet a track record)

- ◆ Common Gulf standards exist (**GSO 1943** on safety, **GSO 2528** on labelling, **GSO 2020**), but they are **implemented country by country**: Saudi Arabia through the **SFDA's GHAD** unified electronic system (notification, listing valid 5 years), the UAE through **MOIAT's ECAS** conformity scheme plus **Montaji** product registration.
- ◆ Arabic labelling is required, and many buyers **expect Halal** even where it is not a legal obligation — a commercial norm rather than a statute.
- ◆ The region's **high-temperature distribution** makes stability specifications worth emphasising.
- ◆ **2026 update.** Saudi GHAD registration runs roughly 4–12 weeks (varying by category and testing). YJBN describes these markets from the standpoint of *requirements and capability*; we are still building our footing here, with no completed GCC registrations of our own yet.

Taiwan — TFDA

- ◆ **General products are notified (with a PIF); specific-purpose products are registered or permitted.** The specific-purpose set is sunscreen, whitening, hair colour, perm and anti-hair-loss.
- ◆ The **sixteen-item PIF** (formula, toxicology, stability, safety assessment) must be signed by a qualified assessor, in traditional Chinese or English.
- ◆ **2026 update (important).** The PIF obligation has rolled out in phases — sunscreens, hair colours and perms from 1 July 2024; products for infants, lips, eyes and toothpaste from 1 July 2025; and **nearly all remaining categories from 1 July 2026**. Notification alone is no longer enough; a complete PIF must be held on a standing basis.
- ◆ As in the GCC, we are still building our footing in Taiwan and describe it here by its market requirements rather than a completed registration of our own.

Other markets on our roadmap

Three further markets round out our roadmap; we set out their requirements here for planning. **India** requires import registration through the CDSCO SUGAM portal (Form COS-2), valid five years, with ingredients governed by the Cosmetics Rules 2020 and the relevant BIS standards. **Japan** distinguishes general cosmetics from *quasi-drugs* under the PMD Act (revised May 2025, phased through 2027); functional claims such as whitening or anti-hair-loss typically fall under the quasi-drug route. **Brazil** operates a risk-tiered system through ANVISA — Grade 1 notification versus Grade 2 registration; the specifics should be confirmed at the start of any Brazilian project.

Regulatory note. The information in this chapter reflects requirements verified as of **July 2026** and is provided for general development guidance only. Cosmetic regulations, ingredient lists, testing methods and timelines change frequently and vary by product category and claim. Registration routes, lead times and validity periods are approximate and must be **re-confirmed against the rules in force at the time of submission**, together with the manufacturer and a local regulatory partner. This chapter does not constitute legal or regulatory advice. Where a country is described in terms of "project experience," this refers to registrations completed with local partners; ownership of a registration or notification may rest with the local responsible party.

D. How YJBN De-risks Your Registration

Regulatory work rewards honesty. The most useful thing a manufacturer can tell you is precisely where its own experience ends. We therefore describe our regulatory footing in three tiers — and we are careful about the words we use for each.

Tier 1 — Directly held and managed. In three markets, YJBN clears and maintains the registration itself: **the EU (CPNP), the United States (MoCRA) and China (NMPA)**. These are the world's three benchmark regimes, and they are the only markets where we can say, without qualification, that we *hold and maintain* our own standing.

YJBN directly clears and maintains the world's three benchmark regimes — the EU, the US and China.

Tier 2 — Proven project experience. In markets such as **Vietnam, Malaysia, Thailand, Indonesia and the EAEU**, we have completed registrations as part of live export projects, working alongside local partners. Here an honest word matters: in these markets the registration is typically **held by the local partner or buyer**, as the law requires. What we bring is the experience of having taken products through the process — and the foresight to write ownership and file-return terms into the contract from the outset.

Tier 3 — Market knowledge and roadmap. In the **GCC and the wider Middle East, Taiwan, Japan and Brazil**, we offer development knowledge and the capability to respond to each market's requirements — markets where we are still building our footing, with no completed registrations of our own there yet. **India** sits alongside these on our roadmap: there we have completed an import registration through a local agent, but we present the market here by its requirements rather than as a track record of our own. We would rather be candid about that line than blur it, so that our planning with you rests on solid ground.

Across more than 23 countries, then, our footing is best read as **export and project experience** rather than a portfolio of standing registrations. That distinction is not modesty; it is the difference between a partner who tells you where the ground is firm and one who lets you find out at the border.

Key Takeaways

- ◆ Beneath the acronyms, every market asks the same six questions — local accountability, notification versus registration, ingredient compliance, a safety dossier, testing, and GMP.
- ◆ A single word on the label can change a product's class: whitening, sunscreen, hair colour, perm and anti-hair-loss are the classic triggers.
- ◆ The real variable in testing is *where* it must be done — China's requirement for local testing reshapes both timeline and budget.
- ◆ The EU notifies rather than certifies; the US issues no certificate at all; China runs two tracks. Knowing which is which prevents costly false assumptions.
- ◆ YJBN directly holds and maintains the EU, US and China regimes; elsewhere we are candid about the line between proven experience and market knowledge.

A short set of regulatory questions — reuse of Korean data, who owns your registration, how early to plan — is answered alongside the development and ordering questions in the **Global Buyer FAQ** (CHAPTER 08).





07

Why YJBN

A good product begins in manufacturing, but a good brand grows through partnership. We do not simply manufacture. We help build brands.

Quick Summary — YJBN is a Korean cosmetics company with accumulated experience in hair- and skin-care development, its own brand operation, global export and regulatory response. This chapter explains why we aim to be a development partner that designs a brand from planning to launch, rather than a factory that simply makes a product.

7-1 We understand the brand before we manufacture

Even the same shampoo must become an entirely different product depending on its country, consumer, channel and price. A salon-only product and an online mass brand call for different feel, packaging and claim messages. A product for a regulated market must weigh local preference and the applicable regulations together.

Rather than fix a product name or propose a formula at once, we first establish the problem the brand is trying to solve and the market it is aiming at. This reduces the number of revisions in development and strengthens the consistency between product and brand.

7-2 Development experience from hair care, extended into skincare

YJBN has built its experience around a full hair-care range — shampoo, conditioner, treatment, water treatment, scalp tonic, hair serum, hair oil and styling — and is extending its development scope into skincare and personal care such as serums, creams, cleansers and body care.

This experience means more than having produced many items. It means the practical experience of reviewing, together, the characteristics of hair, scalp and skin, the fit between texture and container, the after-use feel, and quality stability across distribution environments.

7-3 Own-brand experience, brought into OEM · ODM projects

Running an own brand means living the reality that comes after development — which feel consumers prefer, what problems a package causes in shipping and display, which wording reads clearly on a product page, and which factors affect supply stability at reorder.

We bring the experience accumulated through our own hair-care brand, CELLREBORN (YJBN's own brand), into our OEM · ODM projects. That is why we do more than make a product to a producible specification: we propose a direction that considers real sales and repeat orders.

7-4 We develop with the global market in view

Export products are prepared differently from domestic ones. The target country's regulations, label language, importer information, claim wording and the scope of test data and technical documents must be reviewed from the start.

Here we describe our footing plainly, in tiers. YJBN **directly clears and maintains its own registrations in the EU (CPNP), the United States (MoCRA) and China (NMPA)**. Beyond those, we have completed registrations as part of live export projects, working with local partners, in markets such as Vietnam, Malaysia, Thailand, Indonesia and the EAEU (Russian-speaking region) — where, as the law requires, the registration is typically held by the local partner. In total this amounts to export and project experience across some **23 countries and regions**. For the full market-by-market roadmap, and for the line between what we hold and what we know, see CHAPTER 06.

No single approach fits every country. But by fixing the target market first and building the formula, package and document plan around it, unnecessary rework can be cut. **We review each market's regulatory requirements from the development stage, so that one product can be exported to several countries.**

7-5 Patented ingredients and proprietary technology support your difference

Widely known ingredients help consumers understand a product, but they cannot, by themselves, make a brand original. Using our own technical assets — the botanical complex **CGE Complex™** and **33 Silky Protein™** among them — we help a brand develop a differentiated product story (see CHAPTER 03, PART C).

Using a patent or a proprietary material does not, in itself, guarantee market success. What matters is applying the technology to fit the target consumer and the product concept, and conveying it in a message that is easy to understand.

7-6 YJBN at a glance

Item	Detail
Founded	Cosmetics and hair-care business since 2004
Business	Cosmetics OEM · ODM, own-brand export, global regulatory support
Export experience	Some 23 countries and regions
Specialisms	Hair care, scalp care, water treatment, styling, skincare
Intellectual property	Three Korean composition patents centred on CGE Complex™ (core: 10-2360708)
Quality system	Partner manufacturing and quality control based on ISO 22716 · CGMP

7-7 The YJBN collaboration process

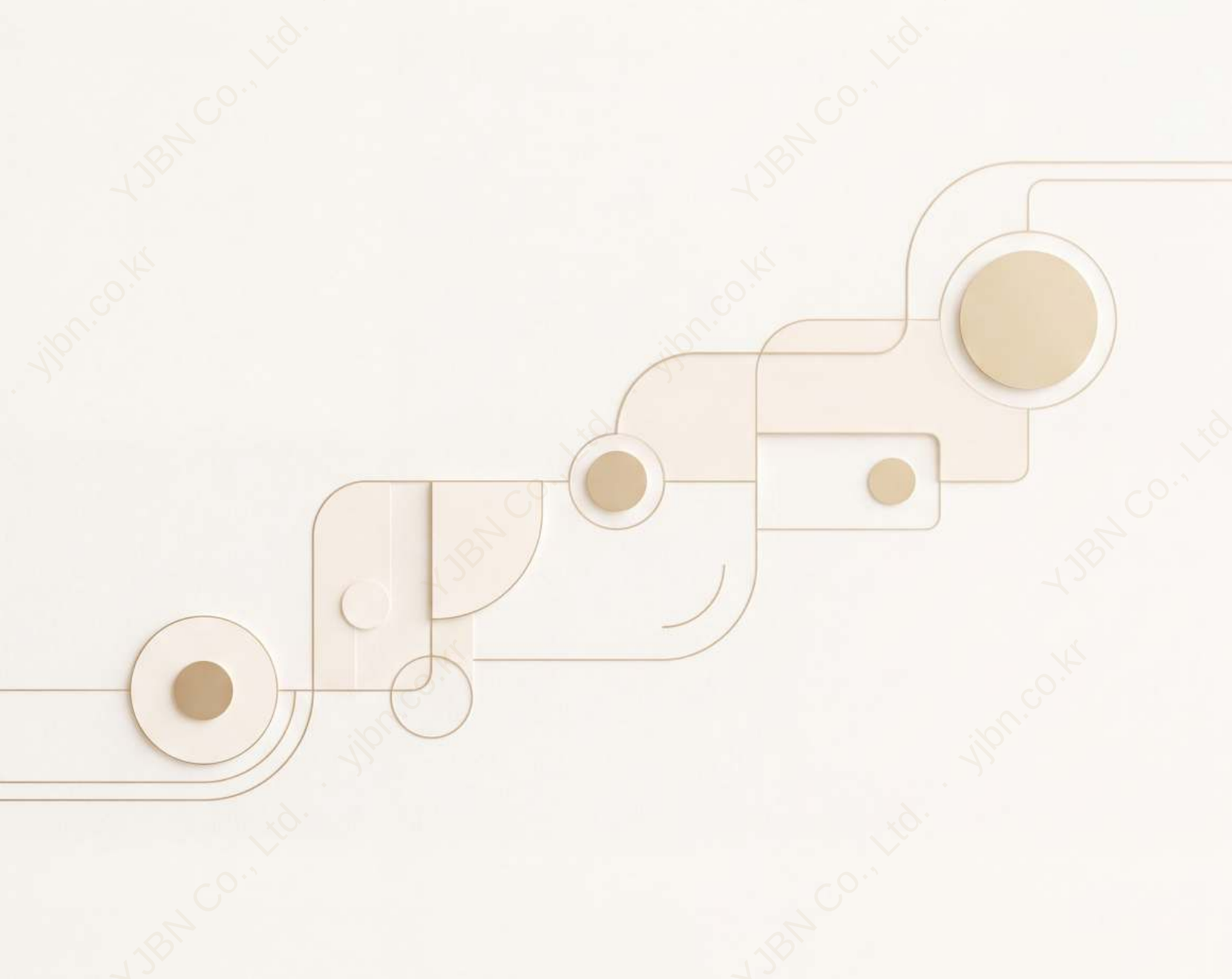
Development area	Main support
Product planning	Concept proposals weighing market, target, price and channel
Formulation	Use and custom tuning of proven formulas; ingredient, texture, fragrance
Packaging	Review of stock and custom specifications; printing, label, carton
Quality & testing	Coordination of stability, micro, container-compatibility and other testing
Regulation & export	Market-by-market document preparation, label review, export documents and registration support

YJBN Insight — The starting point of development is not the formula but the market. In practice, schedules slip less from a lack of technology than from delayed decisions and shifting goals. Fix the country, consumer, target price and hero product early, and sample and package development proceed far more steadily. We consider not only making the product a client wants, but the role that product must play in its real market.

Key Takeaways

- ◆ YJBN understands the brand and target market before proposing a product.
- ◆ Long hair-care experience extends into skincare and personal care.
- ◆ Own-brand experience informs the usability, packaging and sales strategy of OEM · ODM products.
- ◆ Each market's regulation and export terms are reviewed at the early development stage.
- ◆ Patented ingredients and proprietary technology support a brand's differentiated story.

We do not simply manufacture cosmetics. We help build brands.



08

Appendix: Working Checklists, RFQ & FAQ

The best-prepared buyer receives the best quotation.

Quick Summary — This appendix is a set of practical tools a global buyer can use immediately when starting a Korean cosmetics OEM · ODM project: the information a quotation needs, the points to check before development, and the questions most often asked — all at a glance.

8-1 RFQ checklist

An accurate quotation starts with accurate information. Complete the following as specifically as possible and send it to the manufacturer.

RFQ essentials	Example
Product · volume	Scalp-soothing shampoo, 300 mL
Quantity	First order 5,000 pcs
Target market	EU — general trade + online
Target price	Retail EUR 18
Key requirements	Mildly acidic, tea tree · cica, a fresh cleansing feel
Packaging	Stock pump bottle, label or two-colour print
Target schedule	October launch
Required documents	INCI, COA, MSDS, manufacturing / quality data

8-2 Quick RFQ form

Company / Brand: _____

Country / Target Market: _____

Product / Volume: _____

Expected Quantity: _____

Target Retail Price: _____

Target Consumer: _____

Key Concept: _____

Key Ingredients: _____

Texture / Fragrance: _____

Packaging: _____

Required Documents: _____

Target Launch Date: _____

Preferred Incoterms: _____

Additional Requests: _____

Send this form by email or your preferred messenger, and we will reply with a first review within three business days. (See CONTACT at the end of the book.)

8-3 Pre-project checklist

Brand strategy

- ◆ ☐ Is the target market clear?
- ◆ ☐ Is the core target customer defined?
- ◆ ☐ Have you researched competing brands?
- ◆ ☐ Can you describe the brand in one sentence?
- ◆ ☐ Have you decided the hero product?

Product planning

- ◆ ☐ Have you set the product category and number of SKUs?
- ◆ ☐ Have you organised the desired ingredients and texture?
- ◆ ☐ Have you set the target retail price?
- ◆ ☐ Have you prepared benchmark products?
- ◆ ☐ Can you describe the desired feel and fragrance?

Packaging & design

- ◆ ☐ Have you chosen between stock and custom containers?
- ◆ ☐ Have you considered label vs direct-print?
- ◆ ☐ Have you secured space for the destination-language label?
- ◆ ☐ Have you decided whether to include a carton and accessories?
- ◆ ☐ Have you allowed space for a QR code or electronic label?

Regulation & documents

- ◆ ☐ Have you reviewed the general vs special / registered classification? (see CH06)
- ◆ ☐ Have you fixed the claim wording?
- ◆ ☐ Have you defined the role of the local Responsible Person / in-market partner?
- ◆ ☐ Have you confirmed the required testing and document list?
- ◆ ☐ Have you built the registration / notification lead time into the schedule?

Production & logistics

- ◆ ☐ Have you confirmed MOQ and unit-price terms?
- ◆ ☐ Have you confirmed the production lead time after packaging arrives?
- ◆ ☐ Have you confirmed the payment terms?
- ◆ ☐ Have you compared FOB · CIF · DDP terms?
- ◆ ☐ Have you built customs and transport time into the launch schedule?

8-4 Global Buyer FAQ

Q1 What is the difference between OEM and ODM?

OEM produces to a specification the buyer provides or designates. ODM carries a project from concept to finished product on the strength of the manufacturer's own formulas and development capability.

Q2 How many products are right for a first brand?

Three to five core products is usually efficient. Establish the hero product first, then expand the line as the market responds.

Q3 Why is there an MOQ?

Setting up, cleaning, filling and quality-checking a production run incur a base cost regardless of quantity. The MOQ is the threshold that keeps quality and cost stable.

Q4 How many times can a sample be revised?

It varies by project, but usually two to three rounds of substantive feedback. Presenting the target feel and a benchmark product clearly from the outset reduces the number of revisions.

Q5 How long does production take?

Once packaging and design are finalised and materials have arrived, a typical run is about 30–45 days — though it varies with product type, material supply and factory schedule.

Q6 How early should regulation enter our planning?

At the concept stage. Claims, ingredients and target markets together decide your registration route, its cost and its timeline — so they are cheapest to get right before the formula is locked, and most expensive to fix afterward. (See CHAPTER 06.)

Q7 Do I always need a registration to sell in an export market?

It depends on the market and the channel. Most markets require a notification or a registration before general-trade sale; some channels, such as cross-border e-commerce, operate under a separate framework and can serve as a test channel before full registration. (See CHAPTER 06.)

Q8 How is a "general" product told from a "special / registered" one?

Claims such as hair colour, perm, whitening, spot-correction, sunscreen and anti-hair-loss typically move a product into a registered class (special cosmetics in China, specific-purpose in Taiwan, quasi-drug in Japan, and so on). Most other skincare and hair care is treated as a general product. (See CHAPTER 06.)

Q9 Can we reuse Korean test data in an export market?

It depends on the data and the purpose. Some markets — China in particular — require testing in their own recognised laboratories; elsewhere, a manufacturer's dossier and a Certificate of Free Sale often suffice. What travels well everywhere is the underlying evidence — GMP certification, CFS, stability and safety data — which forms the backbone of most overseas filings. Korean reports are valuable for development and safety review. (See CHAPTER 06.)

Q10 Who ends up owning our registration overseas?

In most markets the law requires a local responsible party, and the registration is usually held in that party's name. Treat this as a commercial issue, not only a regulatory one: agree in writing, before filing, on the return of files and the transfer of registration ownership should you change partners.

Q11 May we use "organic," "100% natural" or "additive-free" on the label?

Be careful. Absolute, hard-to-verify phrasing of this kind is restricted or requires substantiation in many markets. Label wording should rest on efficacy-evaluation evidence. (See CHAPTER 06.)

Q12 Is it better to source packaging in Korea or overseas?

For an early project, sourcing packaging through the manufacturer's Korean supply chain can make quality and schedule easier to manage. For large orders or custom moulds, overseas sourcing may be favourable — compare per project.

Q13 What is the scope of YJBN's support?

Stage-by-stage support across product planning, formulation, packaging, quality control, export documents and collaboration with in-market regulatory partners. (See CONTACT.)

Q14 Is it your own factory? Can we audit it?

YJBN has run a partner-manufacturing system to ISO 22716 · CGMP standards, stably, for more than twenty years. Responsibility for product quality and safety rests with YJBN, and we welcome a line audit and a review of the quality system on request. We align the schedule and scope by prior arrangement.

Q15 Can we place a small first order?

Depending on item, formula and packaging, a small first order can be discussed — well suited to a brand testing the market before full production. Specific quantities and terms are advised at the quotation stage (see MOQ and lead time in 5-4).

YJBN Insight — In an OEM · ODM project, most delay arises not in production but in the early decision stage. Fix the target market, price, product concept and regulatory route early, and sample revisions and package rework fall sharply. We consider understanding the brand and the market before we present a quotation.

Key Takeaways

- ◆ An accurate RFQ raises both quotation accuracy and development speed.
- ◆ The regulatory route should be reviewed before product development.
- ◆ MOQ, packaging and document scope should be confirmed before contract.
- ◆ The clearer the brand strategy, the fewer the sample revisions and delays.
- ◆ A good manufacturer manages not only the product but the whole project.



YJBN Co., Ltd.

Your Journey, Beyond Nature

Infused Nature, Cellreborn

Your brand's K-Beauty development can begin with a single conversation.

Developing Korean cosmetics is not simply a matter of producing a product. It is a journey — realising a brand's philosophy in a product, designing a strategy that fits the target market, and building trust with the consumer. A product's competitiveness is completed only when a partner who understands the market and its regulations connects the whole development process alongside you.

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