



Yepoda launches at Sephora: Now available in over 100 stores across Europe



March 13, 2025 – Yepoda, the K-Beauty brand known for its mindful, effective, and fun skincare products, is thrilled to announce the launch of its skincare assortment at Sephora. Starting on March 13, Yepoda’s carefully curated collection will be available in the Sephora online store and in over 100 Sephora stores across Europe.

With a focus on K-Beauty expertise and sustainable solutions, Yepoda’s skincare products are made with love in Korea using the best natural and active ingredients. This collaboration with Sephora marks a significant step in bringing Yepoda’s clean K-beauty products to beauty lovers throughout Europe while maintaining the brand’s mission to make K-Beauty routines easy, effective, and enjoyable.

This partnership between Yepoda and Sephora is built on shared values of innovation, effectiveness, and environmental responsibility. Through Sephora’s renowned retail network, Yepoda brings its vegan, cruelty-free, and results-driven



skincare to over 100 Sephora stores across Europe, including flagship locations such as Sephora Champs-Élysées in France, Milano Vittorio Emanuele in Italy, and Flagship Triangle C.C. in Spain. Sephora's trusted reputation and premium shopping experience provide the ideal platform for customers to discover and experience Yepoda at Sephora, both in-store and online.

"We are thrilled to be joining Sephora, a brand we respect for curating the best in beauty. This partnership allows us to meet the growing demand for sustainable and effective Korean skincare through one of the most trusted retail environments in Europe."

Sander Joonyoung and Veronika, Founders of Yepoda

Founded in 2020, Yepoda—meaning “pretty” in Korean—was created to bring the best of Korean skincare to Europe. Every product is designed to provide a simple yet effective skincare routine, with a focus on nature's most powerful ingredients and innovative, eco-friendly packaging solutions. Yepoda also remains committed to sustainability, donating 1% of every purchase to environmental causes.

For more information or to schedule an interview with the founders, please contact:

press@yepoda.me

About Yepoda:

Yepoda was founded in 2020 by Sander Joonyoung van Bladel and Veronika Strotmann to bring K-Beauty to Europe and inspire more people with skincare innovations from Korea. The company, with over 90 employees, distributes its products throughout Europe and, since the end of 2024, also in the USA.

Yepoda combines Korean expertise with the latest beauty innovations and trends. The product range currently includes skincare and tinted skincare products, as well as mini variants and refills – all made in Korea with the best natural and active ingredients. As a Clean Beauty brand, Yepoda products are free from silicones, parabens, microplastics, and other potentially harmful ingredients. All products are PETA-certified vegan and cruelty-free.

Website: yepoda.co.uk Instagram: [@yepoda](https://www.instagram.com/yepoda) TikTok: [@yepoda](https://www.tiktok.com/@yepoda)