

Koreanbeauty.co.za caters to growing demand for Korean skincare solutions

South Africans have been latching on to the Korean beauty trend, and a new online store, Koreanbeauty.co.za, has been launched to cater to the growing demand.



"I was inspired to launch the store based on my love for Korean skincare products, which I discovered after battling sensitive skin and melasma. For years I'd been struggling with the damage caused by harsh treatments and products and it was only when I discovered Korean Beauty that I finally began the journey to healing my skin. I wanted to share my passion with South African women who may be struggling with similar issues. I'm passionate about Korean skincare and helping others achieve their skin goals," says Koreanbeauty.co.za founder Ru Foster.

According to Foster, South Koreans are known for their obsession with healthy skin and as a result, Korean beauty has become popular among skincare enthusiasts. "The reason is simple: It works. Backed by constant innovation and discoveries in skincare, South Korea has become the leader in cosmetic science in the world."

Koreanbeauty.co.za's curated selection of beauty products features cult favourites and trending products that cater to all skin types. All the Korean skincare products are imported from South Korea and shipped throughout South Africa.

"With so many different products in the market, I stay abreast of all reviews, trends and new launches to ensure that every product is highly rated, highly respected and that it works. I also personally test every product for efficacy," explains Foster.

"The company and website were launched to provide South Africans with the best in Korean skincare and beauty trends without the long wait times, customs and high shipping fees. Our aim is to become the number one destination for all Korean beauty in Africa with products imported directly from South Korea and guaranteed 100% authentic."

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