



JOIN THE FUTURE OF KOREAN BEAUTY AT COSMOPROF NORTH AMERICA LAS VEGAS

Korean beauty has evolved from a trend into a scalable global category, with the market projected to reach \$187.4 billion by 2030. In 2025, exports reached a record \$8.52 billion in the first nine months, up 15.4% year-over-year. For the first time, the United States became the largest export market, signaling where Korean beauty is scaling fastest.

Exhibiting in the Korean Beauty Special Area places your brand at the center of this growth, connecting you directly with U.S. buyers, retailers, brands and distributors actively seeking innovative Korean brands and suppliers. It offers targeted visibility and a strategic entry point for companies looking to expand or enter the U.S. market.



KOREAN BEAUTY SPECIAL AREA — FINISHED PRODUCTS

Korean beauty has captured global attention with innovative skincare, cosmetics, and haircare. At Cosmoprof North America Las Vegas, buyers can explore a curated selection of finished products from Korea—trending formulas, unique textures, and modern packaging that inspire new offerings for your shelves. This is your destination to connect with brands that are shaping beauty trends worldwide.

WHY FINISHED PRODUCT EXHIBITORS SHOULD PARTICIPATE:

- **Global exposure:** Showcase your brand to top retailers, distributors, and emerging companies from the Americas and beyond.
- **Trend leadership:** Stand out with your unique formulas, storytelling, and shelf-ready innovation.
- **Strategic grouping:** Be positioned with other Korean brands in a cohesive, impactful way – whether your brand is based in Korea or the U.S.
- **Business growth:** Build new relationships that convert into partnerships, orders, and repeat business.



FORMULATION, PACKAGING & MANUFACTURING PARTNERS (COSMOPACK)

Korean beauty's global success is powered not just by brands — but by the laboratories, manufacturers, and packaging innovators that deliver speed, performance, and product creativity. Cosmopack North America provides the full supply chain sourcing experience at CPNA, enabling meaningful business development across the ecosystem.

WHY KOREAN SUPPLIERS SHOULD EXHIBIT:

- **Direct access to decision makers:** Meet global brands and buyers actively searching for development, manufacturing, and packaging partners.
- **Full commercialization ecosystem:** From indie founders to large retailers and private label programs, Cosmopack connects suppliers to the companies that will scale production.
- **Speed to market advantage:** Korean manufacturers are known for agility and innovation — buyers specifically attend to shorten development timelines and diversify supply chains.
- **Partnership over distribution:** While finished brands gain visibility and shelf placement, suppliers can secure long term contracts, repeat production, and co-development relationships.



EXPLORE THE KEY SECTIONS OF KOREAN BEAUTY

1. Country Pavilions

A unified national presence connected to the broader Korean Beauty destination, increasing visibility and buyer navigation across all participating companies.

2. Discover Korean Beauty

A vibrant space for skincare, makeup, and wellness brands presenting the latest Korean innovation to retailers, distributors, and partners.

3. Korean Hair & Nails

Dedicated to high-growth categories highlighting professional and retail opportunities across haircare and nail innovation.

4. K-Beauty Supply Chain (Cosmopack)

Formulation labs, OEM/ODM manufacturers, ingredient companies, and packaging partners connecting directly with brands and private label programs developing products for the North American market.



VISUAL CONCEPT & BRANDING ELEMENTS:

• Enhanced Visibility

Eye-catching hanging banners, signage, and strategic design elements ensure high visibility for the Korean Beauty sections and tie together all exhibitors under one cohesive look.

• Marketing Activation

Gain digital and on-site exposure through targeted pre-show email campaigns, social media promotions, and on-site show-floor banners to drive engagement, as well as featured promotion in Online Directory pre-show.



READY TO ELEVATE YOUR BRAND AT COSMOPROF NORTH AMERICA?

Secure your spot in the Korean Beauty Special Area today and be part of the next big wave in global beauty!

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