

KOTRA MELBOURNE

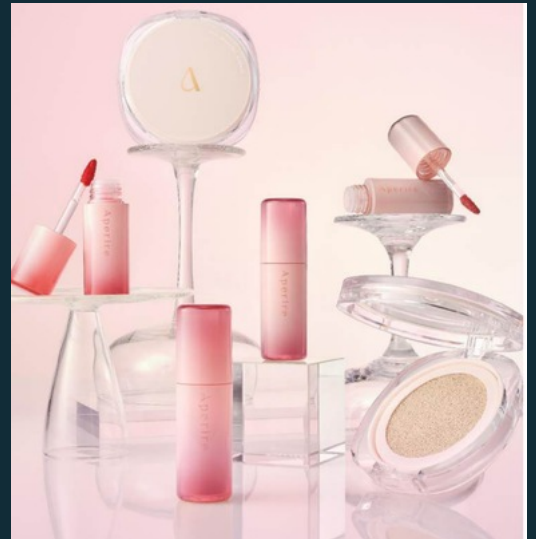
KOREA BRAND & ENTERTAINMENT EXPO

2026

BEAUTY

Hair

Skincare / Makeup



5-7 NOVEMBER

Melbourne Showgrounds

BUYER CATALOGUE | SEPTEMBER 2026 EDITION

Discover. Connect. Build what comes next.

Explore Korean beauty brands, product collections and manufacturing capabilities at the 2026 Korea Brand & Entertainment Expo in Melbourne.

B2B BUYER MEETINGS

5 (Thu)-6 (Fri) November | 09:00-17:00

Victoria Pavilion

One-to-one export consultation meetings with Korean companies.

EXHIBITION & SALES

6 (Fri)-7 (Sat) November | 10:00-18:00

Exhibition Pavilion

Product exhibitions, sampling, promotion and on-site sales.

OPENING & K-POP

6 (Fri) November | 17:30-19:30

Exhibition Pavilion

Opening ceremony and K-pop performances.

Venue: Melbourne Showgrounds

Event programme follows the supplied KBEE 2026 introduction. Detailed schedules may change.

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Hair

Scalp care, hair routines
and beauty technology.



Five category entries, drawn from the supplied Hair folders. Discover product-led brands alongside scalp and hair analysis technology.

Hair



KC Technology

KC Technology

SCALP & HAIR ANALYSIS

KC Technology develops imaging devices and analysis software for scalp, hair and skin assessment. Its mi.moa platform combines portable wireless imaging with automated analysis and reports, supporting consultation and before-and-after comparisons in professional beauty settings.

mi.moa • Scalp imaging • Analysis software

[VIEW SOURCE CATALOGUES >](#)

CONTENTLY

TOV | Reference in STB International folder

HAIR & SCALP CARE

CONTENTLY combines botanical ingredients with scalp-focused haircare. Its range includes shampoos, conditioners and scalp treatments, with daily routines spanning cleansing, conditioning and targeted care. The supplied Hair folder contains TOV's brand presentation; brand ownership is attributed to TOV.

Shampoo • Conditioner • Scalp tonic

[VIEW SOURCE CATALOGUES >](#)



ANOK

Kolmar Global

HAIR & BODY CARE

Inspired by Korean spa rituals, ANOK brings together hair and body care with carefully composed fragrances. Developed using Kolmar's formulation expertise, the collection includes scalp-cleansing shampoo, a lightweight hair treatment, body wash and body lotion.

Anti Hair Loss Shampoo • Airy Moist Treatment

[VIEW SOURCE CATALOGUES >](#)



Hair



COSMETICA

Cosmetica

HAIR & BODY CARE

COSMETICA is a lifestyle beauty brand centred on sensory daily rituals. Hinoki cypress and woody fragrance notes shape its hair and body care collection. Its restrained packaging and focus on texture and scent bring a distinctive identity to everyday cleansing.

Scalp Hair Shampoo • Hinoki Body Wash

[VIEW SOURCE CATALOGUES >](#)

LEVERO

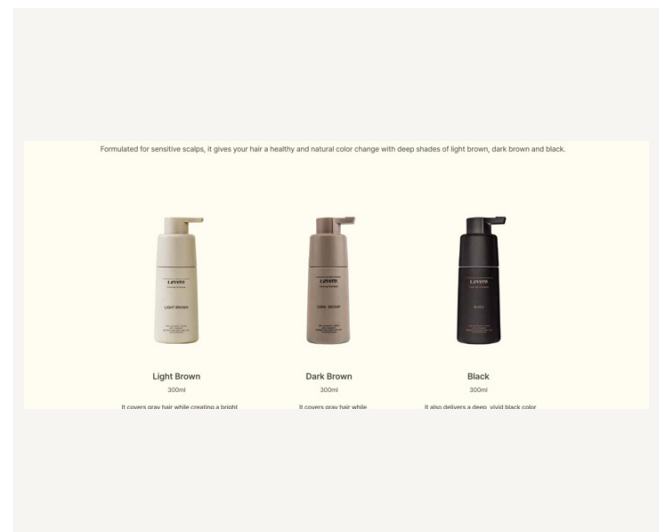
SM ECOLAB

HAIR COLOUR & CLEANSING

LEVERO is an in-house brand from SM ECOLAB, a beauty manufacturer with OEM/ODM capabilities. Its collection includes colouring shampoos for grey-hair care, alongside powder cleansers and a scalp massage brush, combining practical formats with a daily-care approach.

Coloring Shampoo • Hair Brush • Powder Wash

[VIEW SOURCE CATALOGUES >](#)



MAKE A CONNECTION

Discover a product, explore the source catalogue and contact KOTRA Melbourne to discuss a buyer meeting.

Skincare / Makeup

From daily rituals
to distinctive beauty formats.



41 category entries spanning skincare, colour cosmetics, beauty accessories, fragrance and professional beauty capabilities.

Skincare / Makeup



SALRIMBAEKSEO

NUON

BODY & LIFESTYLE CARE

SALRIMBAEKSEO applies a 'minus philosophy' to everyday essentials, focusing on what a routine needs. The broader collection spans body care, cleansing and home fragrance as well as household products. Its personal-care ranges include fragrance-led body products and family-oriented formats.

Body wash • Body lotion • Home fragrance

[VIEW SOURCE CATALOGUES >](#)

MADFORCOS

FRMADCOS

SKIN & BODY CARE

FRMADCOS develops and exports its own beauty brands. MADFORCOS focuses on convenient face and body-care formats, including capsule face masks, body peeling pads, hand masks and foot masks. Its wider company portfolio also includes JOHN FARMER haircare.

Capsule masks • Body peeling pads • Hand & foot masks

[VIEW SOURCE CATALOGUES >](#)



PASSIONCAT / STB

STB International

MAKEUP & OEM/ODM

STB International combines formulation, packaging and manufacturing support for colour cosmetics. Its PASSIONCAT brand covers eye and lip makeup, including precision liners and varied tint textures. The folder also contains a separate Sunnicorn presentation from HTO International, retained as a supplementary reference.

Pen liners • Brow products • Lip tints

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



mi.moa

KC Technology

SKIN ANALYSIS TECHNOLOGY

mi.moa and mi.moa Pro combine wireless imaging with AI-based skin and scalp analysis. The platform supports image capture, analysis results and reports, with consumer and professional apps. Professional functions include client management and before-and-after comparisons, with custom branding options described in the catalogue.

Wireless imaging • Skin analysis • Professional app

[VIEW SOURCE CATALOGUES >](#)

APERIRE

Sua Natural

SKINCARE & MAKEUP

APERIRE brings nature-inspired skincare and colour cosmetics together in a soft, floral visual identity. Its range includes the Be Frozen pore mask-to-foam cleanser, toner pads and sun care, alongside complexion and colour makeup for everyday routines.

Be Frozen cleanser • Toner pads • Sun care • Makeup

[VIEW SOURCE CATALOGUES >](#)



AROM1980

AllWell

FRAGRANCE & WELLNESS

AROM1980 builds daily scent rituals around a pillow mist collection. Drawing on fragrance ingredients sourced from Grasse, France, its four tea-inspired scents offer different floral, citrus, woody and musky profiles for home and lifestyle settings.

Black Tea • White Tea • Ritual Tea • Calm Tea

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



B.O.M

BSTARLIT

SKINCARE & MAKEUP

B.O.M is BSTARLIT's beauty brand covering makeup and skincare. Its approach combines trend-led product development with everyday usability and accessible pricing. The supplied collection includes targeted skincare lines alongside colour cosmetics and complexion products.

Makeup • Complexion products • Targeted skincare

[VIEW SOURCE CATALOGUES >](#)

Be-Hope

BE-PRESENCE INC

SKINCARE

Be-Hope presents skincare built around purple tea and Jeju camellia extracts. Its purple collection focuses on moisture and radiance, while the camellia collection includes roller creams and ampoules. Integrated massage applicators give the range a distinctive, hands-on skincare format.

Pore Lifting Roller Cream • Glow Ampoule

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BERRISOM

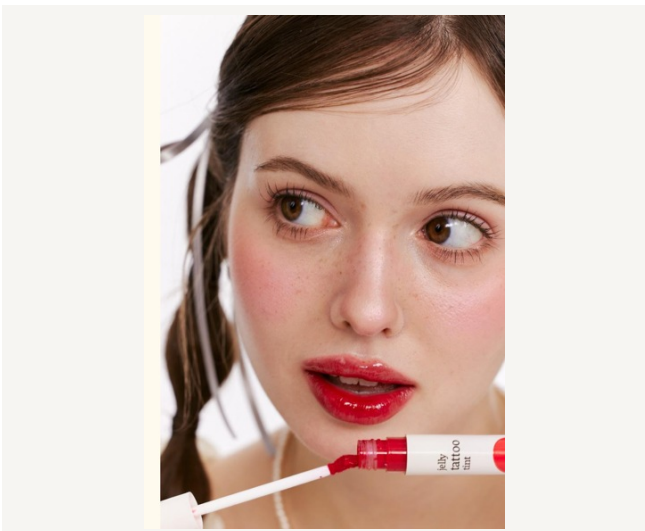
Cosme / COSMELAB

MAKEUP

BERRISOM's colour cosmetics focus on playful, expressive makeup. The Lip Tint Tattoo Pack uses an apply-and-peel format, with a range of vivid shades. The wider tattoo line also includes eyebrow products, giving buyers a distinctive format within everyday colour cosmetics.

Lip Tint Tattoo Pack • Tattoo makeup

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



bewants

Bewants

SKINCARE

bewants focuses on plant-inspired care for early signs of skin ageing. Its collection includes the Phyto Collagen Peptide-F Firming Eye Serum Stick, Deep Toning Glutathione Ampoule Serum, calming pads and hydrogel masks, combining targeted formats with a daily self-care approach.

[Firming Eye Serum Stick](#) • [Glutathione Ampoule](#) • [Masks](#)

[VIEW SOURCE CATALOGUES](#) >

Cledbel

HMJ Korea

SKINCARE & MAKEUP

Cledbel combines complexion makeup with skincare focused on the appearance of firmness and radiance. Its portfolio includes the Miracle Power Lift V Cushion and a wide selection of creams, ampoules and serums. HMJ Korea's catalogue also presents additional beauty brands.

[V Cushion](#) • [Ampoules](#) • [Creams](#) • [Serums](#)

[VIEW SOURCE CATALOGUES](#) >



EcoBe

JKcos

SKINCARE

EcoBe combines vegan skincare with naturally derived ingredients and an everyday-routine focus. The collection includes Jeju Green Tea Foam Cleanser, vitamin C serum, ceramide cream and masks, offering cleansing, moisture and targeted care within one coordinated range.

[Jeju Green Tea Cleanser](#) • [Vitamin C Serum](#) • [Ceramide Cream](#)

[VIEW SOURCE CATALOGUES](#) >



Skincare / Makeup



FARMIC

Agricultural Ace Farm

SKINCARE

FARMIC follows a farm-to-face concept, drawing on ingredients grown at its own farm in Mungyeong. Its portfolio includes Superful Vegi Green and Glow ranges and the Appletathione collection, pairing aloe and apple-derived ingredients with daily hydration and tone-care formats.

Superful Vegi • Appletathione • Masks

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GLASH

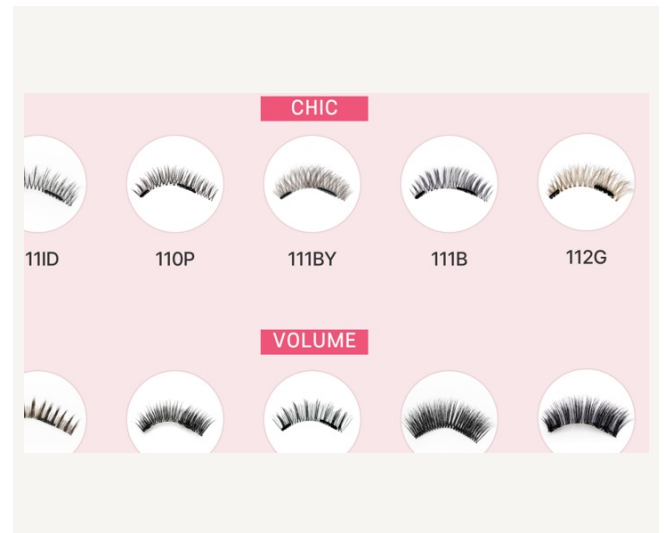
GLASH Beauty

LASHES & BEAUTY ACCESSORIES

GLASH specialises in glue-free magnetic eyelashes, with a range of designs for different eye looks. Its reusable lash formats focus on convenient application, combining beauty accessories with a practical everyday routine. The supplied presentation includes style options and business information for retail partners.

Magnetic eyelashes • Reusable lash designs

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Glo-Lee Vinci

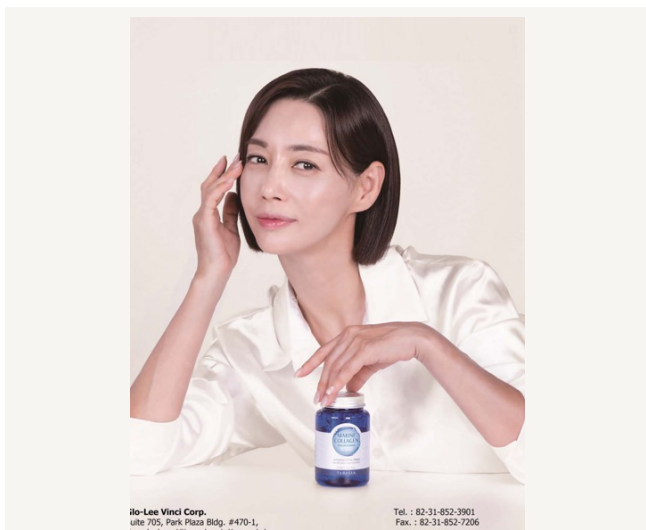
Glo-Lee Vinci Corp.

SKINCARE & CLEANSING ACCESSORIES

Glo-Lee Vinci's supplied range includes skincare and a face-cleaning towel made with tree-derived cellulose fibres. The towel is designed to be used with soap or foam cleanser. The wider skincare catalogue presents masks, creams and cleansing products.

Face Cleaner Towel • Masks • Creams

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



Herbloom

Herbloom

SKINCARE

Herbloom combines botanical ingredients with modern skincare formulation in a vegan collection. Its brand centres on gentle everyday routines, with products such as Kombucha Vegan Collagen Cream and a broader selection of cleansing and treatment formats.

Kombucha Vegan Collagen Cream • Botanical skincare

[VIEW SOURCE CATALOGUES >](#)

iUNIK

iUNIK

SKINCARE

iUNIK offers skincare organised around ingredient-led routines. Beta Glucan moisture care, Tea Tree Relief products and Centella calming formats sit alongside cleansing oils and masks. The catalogue also introduces targeted serums through its unique lab collection.

Beta Glucan • Tea Tree Relief • Centella care

[VIEW SOURCE CATALOGUES >](#)



JBSARA

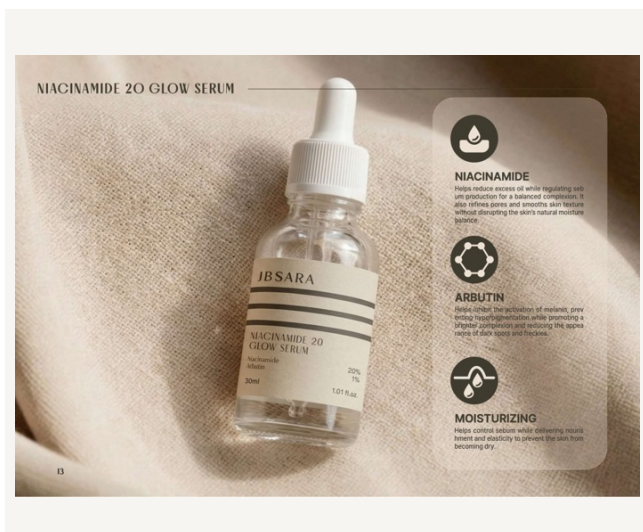
JBASARA

SKINCARE

JBSARA offers targeted serums and skincare formats for different routines. Supplied product materials include Niacinamide 20 Glow Serum, Retinol Renew Serum, Revive Spicule Shot Ampoule Serum and Skin Softening Serum, with attention to texture, moisture and the appearance of skin tone.

Niacinamide 20 • Retinol Renew • Spicule ampoule

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



JUSTBEME

MEDI N RESEARCH

SKINCARE

JUSTBEME's Revital Energy range brings together heartleaf-focused skincare in a coordinated routine. The line includes a gel-to-foam cleanser, toner, bakuchiol serum, cream and sun-care formats. Its brand identity celebrates individual skin and everyday self-expression.

Revital Energy • Gel-to-Foam Cleanser • Bakuchiol Serum

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KOLMAR

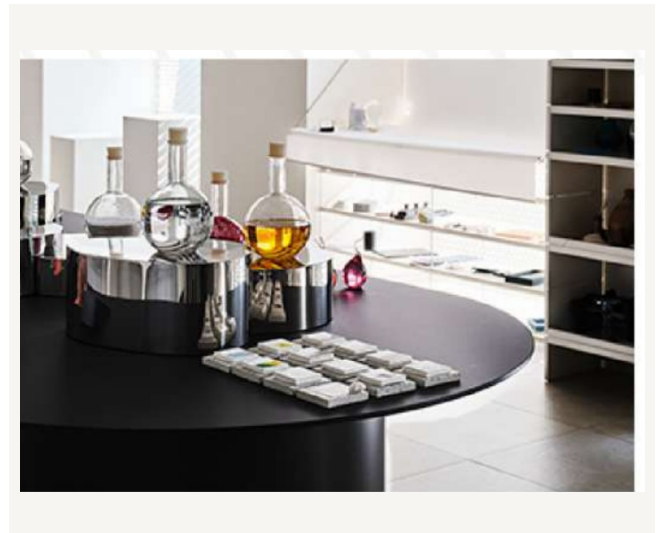
Kolmar Korea

COSMETICS ODM / OEM

Kolmar Korea presents an integrated cosmetics development and manufacturing platform. Its offering connects product planning, formulation, research and production, with the PLANIT 147 platform supporting beauty businesses from concept development through to finished products.

Product planning • Formulation • ODM / OEM

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LAB SEOUL

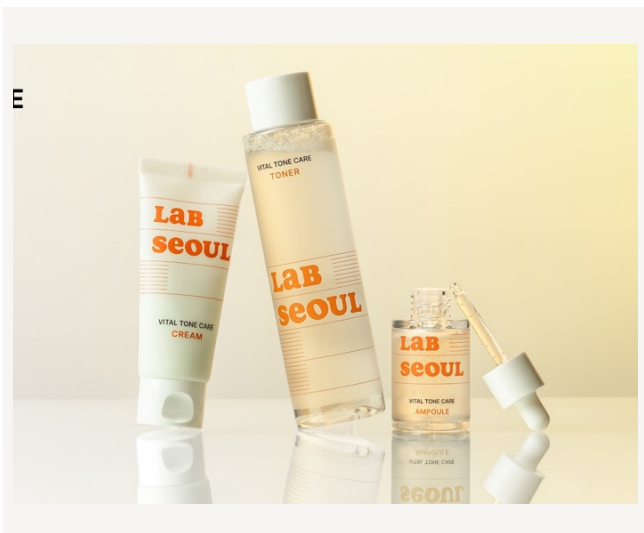
LAB SEOUL

SKINCARE

LAB SEOUL's portfolio includes a Vital Tone Care routine and sheet masks for different skincare needs. The mask collection covers Boosting, Calming and Tone Care formats, with additional material for Han Tone Up Suncream and a planned PAHABA Control launch.

Vital Tone Care • Boosting / Calming / Tone Care Masks

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup

LABIOTTE

Labiottle

SKINCARE & MAKEUP

LABIOTTE combines botanical inspiration with formulation technology across skincare and makeup. Its supplied brand presentation introduces the AMIDERM approach and highlights distinctive products including Chateau Wine Lip Tint, whose wine-bottle packaging gives the range a recognisable identity.

Chateau Wine Lip Tint • Botanical skincare

[VIEW SOURCE CATALOGUES >](#)



LABONITA

Charmzone NC1

SKINCARE

LABONITA offers skincare for a range of skin concerns, from moisture and tone to the appearance of fine lines. Its catalogue includes Golden Cocoon and other treatment ranges, while separate product presentations highlight NMN Roller Eye Cream and Peptide Roller Neck Cream.

NMN Roller Eye Cream • Peptide Roller Neck Cream

[VIEW SOURCE CATALOGUES >](#)



LIME

LIME

MAKEUP & COMPLEXION

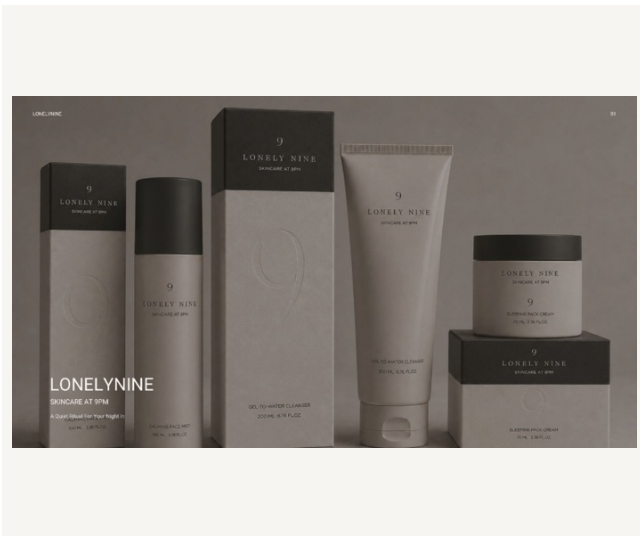
LIME's portfolio spans cushions, tints and complexion products. The new-product catalogue features Color Glow and Bloom Glow ranges, while additional materials cover cushion formulations and lip colours. Soft packaging colours and varied finishes define the collection.

Color Glow • Bloom Glow • Cushions • Lip tints

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



LONELYNINE

LOREON Korea

SKINCARE

LONELYNINE turns the quiet of 9 PM into a nightly skincare ritual. Its concise three-step collection moves from cleansing to hydration and overnight care, with muted packaging and a calm visual identity designed around an end-of-day routine.

Gentle Gel Cleanser • Serum Mist • Sleep-On Mask

[VIEW SOURCE CATALOGUES >](#)

LYLYL

Rewind Lab

SKINCARE & BEAUTY DEVICES

LYLYL pairs everyday skincare with home beauty devices under its 'Love Your Life You Live' concept. The range includes a Calming Recovery Ampoule and Vita ABCDE Cream, alongside the Wave Facial Sonic Cleanser and DUALTHERA device.

Calming Recovery Ampoule • Wave Cleanser • DUALTHERA

[VIEW SOURCE CATALOGUES >](#)



MDERMALAB

ZEUS TECH

BEAUTY EQUIPMENT

MDERMALAB's catalogue presents professional face and body-care equipment. The range includes multi-function systems and dedicated skin-care devices such as INVYDOM MAX, MAGIC UP and SKINPRO/SKINPROPLUS, offering different treatment technologies and configurations for professional beauty businesses.

INVYDOM MAX • MAGIC UP • SKINPRO / SKINPROPLUS

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



mixsoon

Mixsoon

SKINCARE

mixsoon focuses on simple routines and carefully selected core ingredients. Its portfolio includes single-ingredient essences and the Bean range, alongside cleansers, creams and other daily-care formats. The brand highlights ingredient sourcing and extraction as part of its skincare approach.

Bean range • Single-ingredient essences • Daily skincare

[VIEW SOURCE CATALOGUES >](#)

NINE TAILS

Gibest Corp.

SKINCARE

NINE TAILS is Gibest's skincare brand with a portfolio focused on the appearance of firmness and fine lines. Supplied materials cover Advanced Line Lift Serum, EXO-NANO products, eye-care formats and masks, offering a range of targeted skincare options.

Advanced Line Lift Serum • EXO-NANO • Eye care • Masks

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NS Retail

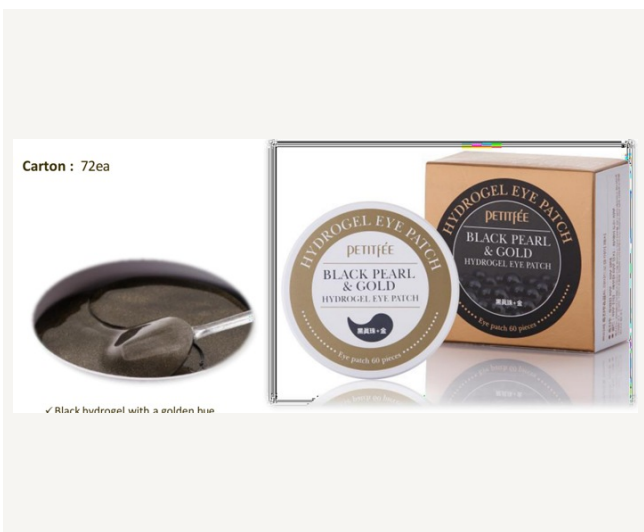
Petitfee / Koelf / Neoslab

SKINCARE

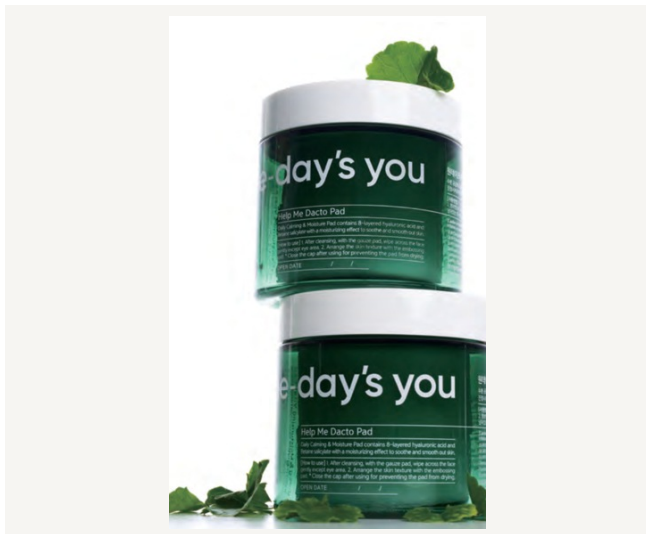
NS Retail's supplied portfolio includes Petitfee, Koelf and Neoslab. Petitfee's Black Pearl & Gold Hydrogel Eye Patch is a featured product, with hydrogel masks and additional care formats across the collection. Separate brand materials support a wider skincare assortment.

Hydrogel eye patches • Masks • Skincare

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



One-day's you

OU International

SKINCARE

One-day's you offers a broad routine-based skincare portfolio. Its CICAMING collection centres on soothing and moisture, including the Help Me Dacto Pad, peeling gel and mask. The catalogue also includes PDRN, collagen and tone-care collections in accessible daily-use formats.

CICAMING • Help Me Dacto Pad • PDRN care

[VIEW SOURCE CATALOGUES >](#)

ORJENA

Wannabe Cosmetic

SKINCARE & MAKEUP

ORJENA presents a broad beauty portfolio with an emphasis on quality and accessible pricing. The collection spans targeted skincare, cleansing, masks and makeup, including eye creams, hand creams and cushion formats, supporting buyers seeking a varied assortment.

Eye cream • Cleansers • Masks • Cushion makeup

[VIEW SOURCE CATALOGUES >](#)



P.CALM

Life With Corporations

SKINCARE

P.CALM presents a gentle daily skincare portfolio with barrier-focused moisturisers, cleansers, masks and targeted formats. Its signature range includes Cato Lotion and Cato Cream, alongside Water Barrier sun care and an Underpore Mask Pack.

Cato Lotion • Cato Cream • Underpore Mask Pack

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



PAPACOZY

Humanpia Costech

FAMILY SKINCARE

PAPACOZY presents a concise skincare routine for children and families. Its collection combines Skin Barrier Cream, Soothing Gel Lotion and Top To Toe Wash. The range focuses on moisture and gentle daily cleansing, with practical sizes for everyday family use.

Skin Barrier Cream • Soothing Gel Lotion • Top To Toe Wash

[VIEW SOURCE CATALOGUES >](#)

Poesia de la Piel

Connect101

SKINCARE

Poesia de la Piel links skin science with nature in a focused skincare collection. Hyaluronic-acid moisture care and EGF mask formats sit alongside targeted treatments. The brand's packaging approach uses single-material PP containers to simplify separation and recycling.

HYDRO moisture serum • EGF Cooling + Recovery Mask

[VIEW SOURCE CATALOGUES >](#)



REIACH EDEN / SPO

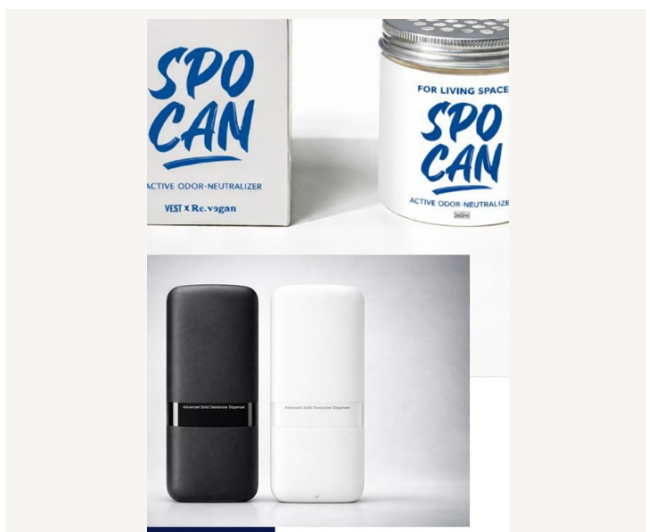
N GLOBAL

FRAGRANCE & PERSONAL CARE

N GLOBAL's supplied portfolio brings together REIACH EDEN fragrance and air-care products with the SPO sports-care series. SPO includes deodorising formats for spaces and footwear, a cooling product and a body-care gel. These lines broaden the Beauty selection into lifestyle and personal care.

REIACH EDEN fragrance • SPO CAN • SPO QUICK GEL

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



THE CELL LAB

THE CELL LAB

DERMA SKINCARE

THE CELL LAB draws on dermatology practice and skincare experience. Its CellTone collection features PDRN Pine Cica toner, ampoule and cream alongside cleansers and masks, with formulas presented around hydration, soothing care and support for the skin's moisture barrier.

CellTone Toner • Ampoule • Cream • Masks

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TOVEGAN

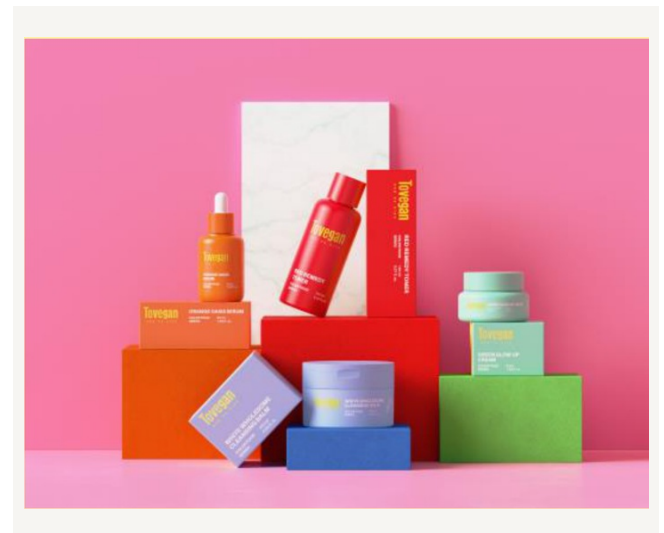
TOV

SKINCARE

TOVEGAN draws inspiration from the colours of plant foods for its vegan skincare collection. The Color Food concept brings together cleansers, moisturisers and targeted care in brightly coloured packaging. TOV also operates CONTENTLY, a separate hair and body-care brand.

Color Food skincare • Cleansers • Moisturisers

[VIEW SOURCE CATALOGUES >](#)



UAHAGE

TheGlee

SKINCARE

UAHAGE presents a vegan, fragrance-free routine with a focus on sustainable packaging. Its Sebyuk collection follows a toner, serum and barrier-cream sequence, supported by sheet masks. The brand draws its name from the Korean expression for living elegantly.

Sebyuk Onsen Toner • Antioxidant Serum • Barrier Cream

[VIEW SOURCE CATALOGUES >](#)



Skincare / Makeup



VARELI

Vareli

MAKEUP & BODY CARE

VARELI blends cosmetics with wearable accessories. Its Heart Bling Tok Glossy Tint is designed for magnetic smartphone attachment, while Water Perfume Hand Cream includes a keychain format. The collection combines colour, fragrance and packaging intended to travel with the user.

Heart Bling Tok Glossy Tint • Water Perfume Hand Cream

[VIEW SOURCE CATALOGUES >](#)

VERTTY

Dareum International

SKINCARE

VERTTY is a vegan skincare brand developed for teens and young adults. Its collection includes tea tree and cica care, refining pads, moisturisers and a green-tangerine tone-care range. Bright colours and a youthful visual identity accompany its daily skincare approach.

Tea Tree Cica Pad • Water Jet Cream • Tone care

[VIEW SOURCE CATALOGUES >](#)



MAKE A CONNECTION

Discover a product, explore the source catalogue and contact KOTRA Melbourne to discuss a buyer meeting.

A guide to the collection

SCOPE

This edition follows the supplied Beauty folders: five Hair entries and 41 Skincare/Makeup entries. Companies listed in both folders are retained in their respective categories. Fragrance, accessories and equipment are identified by product type.

SOURCE MATERIAL

Company descriptions and product imagery have been adapted from the 94 files in the supplied Google Drive folders. Event information follows the supplied KBEE 2026 Melbourne introduction. The 2025 catalogue informed the alternating image-and-text layout.

BRAND ATTRIBUTION

The STB International Hair folder includes CONTENTLY material credited to TOV. The STB Skincare/Makeup folder includes both STB / PASSIONCAT and a separate Sunnicorn presentation from HTO International. These source groupings do not establish brand ownership or a distribution relationship.

NAMES & PRODUCT INFORMATION

Brand spellings follow the source presentations where possible, including APERIRE and JBSARA. Product ranges are representative selections. Descriptions summarise supplier materials; launches, availability and commercial terms can be confirmed through buyer consultations.

Source snapshot: 18 September 2026

Open each company source link to explore the full supplied portfolio.

Let's connect.

Meet the brands.

Explore the products.

Start a conversation.

KBEE 2026 MELBOURNE

5-7 November 2026

Melbourne Showgrounds

BUYER ENQUIRIES

KOTRA Melbourne

melbourne@kotra.com.au

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Southbank VIC 3006

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