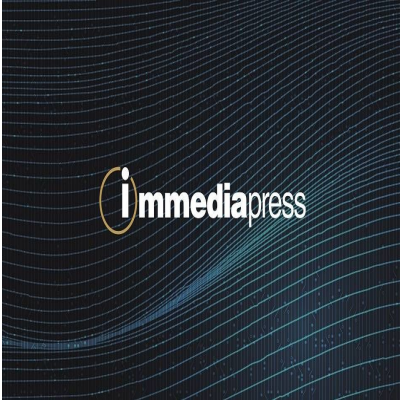




MEDIPEEL Gains Momentum in Korea's K-Pharmacy Channel

Descrizione

COMUNICATO STAMPA - CONTENUTO PROMOZIONALE

-From pharmacist validation to global consumer trust

SEOUL, South Korea, April 5, 2026 /PRNewswire/ - K-Pharmacy is rapidly emerging as one of the most trusted and fast-growing retail channels in Korea's beauty industry, attracting increasing attention from global consumers.

Within this evolving landscape, MEDIPEEL, a professional derma-aesthetic brand, is gaining strong momentum, reinforcing its global credibility among international consumers.

Beyond simple distribution expansion, MEDIPEEL's presence in leading K-Pharmacy locations reflects its ability to meet the strict selection standards of professional pharmacists - widely regarded as a key indicator of product reliability and derma expertise.

The brand has recently expanded into prominent K-Pharmacy destinations across Seoul, including Berry New Pharmacy in Myeongdong, Hongdae, and Seongsu - areas widely recognized as key shopping hubs for global beauty consumers. In addition, MEDIPEEL has entered Namsi Pharmacy, a heritage pharmacy established in 1954 and operated across three generations, further strengthening its presence within Korea's trusted K-Pharmacy network. The pharmacy is particularly well known among Japanese tourists seeking authentic and reliable Korean pharmacy products.

This expansion reflects a broader shift in the K-beauty landscape, where K-Pharmacy channels - once centered on functional and therapeutic products - are rapidly emerging as authority-driven retail spaces for derma skincare.

MEDIPEEL's key product lines—including the Melanon X line, Retinal NMN line, and targeted treatment products such as the Naite Neck Cream and Naite Neck Stick—have gained strong traction among both local and international consumers, quickly becoming recognized as K-Pharmacy sold-out items—driven by word-of-mouth.

A MEDIPEEL representative commented, "Entering the K-Pharmacy channel is not just about distribution—it reflects a level of trust earned through formulation expertise and product performance. We will continue to strengthen our presence in professional channels to further solidify our position as a credible derma skincare brand."

MEDIPEEL is the flagship brand of Skinidea, a global skincare company under MDP Holdings. With distribution in over 75 countries, the company focuses on developing high-performance derma skincare products through advanced ingredient research, patented technologies, and clinically driven formulations.

Photo

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