About Company

Pioneering Global Beauty Platform

We identify brands of exceptional promise and connect them to world markets through our global distribution network — pioneering a new standard for the beauty industry.

11

Brands in our portfolio

88% +

Global revenue share

KRW 1.4 T

FY2025 consolidated revenue

Milestones

2015 ~ 2019

2015 Founded Goodai Global
2017 Exclusive distribution agreement with Beauty of Joseon
2019 Acquisition of Beauty of Joseon

2020 ~ 2024

2021 Launched Beauty of Joseon 'Relief Sun' sunscreen
2022 Acquisition of House of Hur
2023 Recorded consolidated revenue of KRW 140 billion
2024 Acquisition of TIRTIR
Acquisition of Craver Corp.(SKIN1004)
Acquisition of IUNIK

2025 ~ Present

2025 Launched Dr.nineteen
Acquisition of SEORIN Company (Round Lab)
Acquisition of SKINFOOD
Recorded consolidated revenue of KRW 1.4 trillion
2026 Acquisition of Hansung USA
Established Goodai Global USA
Established Goodai Global Japan
Launched eseve
Launched PEACEMINUSONE BEAUTY
Launched Depthi

goodai global

Our Story



2015

Entered the Chinese market as a K-Beauty distribution partner, supporting K-Beauty brands' local expansion. Captured early demand for K-Beauty in China, establishing a solid foundation for global growth.

2019

Acquired Beauty of Joseon, pivoting from distribution to a brand-driven business. The brand quickly gained traction in North America, becoming the cornerstone of our global strategy.



2022

Beauty of Joseon ranked No. 1 in the sunscreen category on Amazon, emerging as a flagship K-Beauty brand worldwide. This milestone set the stage for portfolio expansion and a stronger global presence.

2024

Acquired TIRTIR and SKIN1004, building a multi-brand portfolio of market-proven brands. Combined each brand's strengths to maximize synergies and accelerate global market reach.

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2025

Acquired SEORIN Company(Round Lab) and SKINFOOD, further solidifying our position in the beauty market. Expanded into global retail channels including Sephora and Ulta Beauty. TIRTIR and SKIN1004 continued strong international momentum, fueling scale-driven growth.

2026

Established Goodai Global USA and Goodai Global Japan as regional distribution hubs, strengthening our multi-brand distribution platform. Expanded into wellness with inner beauty brand eseve and broadened our global beauty presence through artist collaboration brand PEACEMINUSONE BEAUTY. Launched Depthi, our first in-house brand for the global market, building a distinctive international presence through a fresh approach to product development.

Future Path

Beyond brand growth, we reshape the paradigm of the beauty industry.
Goodai Global is evolving into an unrivaled global beauty platform that creates new value on the world stage.

Phase 1

Building a Robust Brand Portfolio

Preserving the distinct identity of each brand, we drive sustainable growth beyond simple expansion.

Phase 2

Generating Synergies Through a Global Platform

Leveraging global infrastructure and operational expertise to accelerate brand growth through cross-portfolio synergies, while establishing North America and Japan as key global distribution hubs.

Phase 3

Redefining the Global Beauty Industry

As an unrivaled global platform spanning the entire beauty value chain, we pioneer a new paradigm in the beauty industry.

Business

Brands

BEAUTY OF JOSEON
TIRTIR
SKIN1004
ROUND LAB
SKINFOOD
HOUSE OF HUR
IUNIK
Dr.nineteen
eseve
Depthi
PEACEMINUSONE BEAUTY

Distribution Channels

goodai global USA
goodai global JAPAN

goodai global

BEAUTY OF JOSEON

www.beautyofjoseon.com

beautyofjoseon_official

support_kr@beautyofjoseon.com







‘Hanbang = Beauty of Joseon', The Global Leading Hanbang Beauty Brand

A hanbang-inspired skincare brand born from a simple question: what if we reimagined the history of hanbang into a skincare brand that people around the world would proudly share with their friends? Rooted in the belief that 'the most Korean is the most universal', we bring the value of hanbang beauty to consumers across North America, Europe, and beyond.

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TIRTIR

www.tirtir.co.kr

tirtir_official

biz@tirtir.co.kr







Redefining Cushions. Global No.1 Cushion Foundation

A makeup and skincare brand that celebrates authentic, individual beauty. Our hero product, the Mask Fit Red Cushion, has become a beloved staple in Japan, while pioneering over 45 shades worldwide to embrace diverse skin tones and ethnicities. Ranked No.1 in the beauty category on Amazon US, TIRTIR is redefining the global standard — one cushion at a time.

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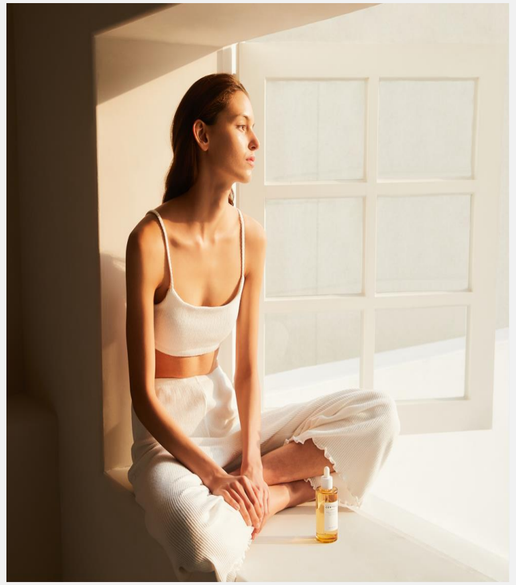
SKIN1004

www.skin1004.com

skin1004official

skin1004@skin1004korea.com







The Untouched Nature, A Skincare Philosophy Rooted in Gradual Skin Improvement

A naturalist skincare brand crafted with pure ingredients sourced from Madagascar. Rather than chasing instant results, SKIN1004 is dedicated to the gradual and natural improvement of skin, with every product designed to earn a place on the vanity tables of consumers worldwide. With explosive growth across North America and Europe, SKIN1004 is leading the skincare category across major global channels including Amazon, Sephora, Ulta, and Costco.

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ROUND LAB

www.roundlab.com

round.lab

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Korea's No.1 Toner / Korea's No.1 Sunscreen / No.1 at Olive Young for Years

Round Lab sources the purest ingredients from across Korea — deep sea water from Ulleungdo, birch from Inje, and pine from Yangyang — researching and crafting each into thoughtful skincare. Our hero products, the Dokdo Toner and Birch Juice Moisturizing Sunscreen, have earned the title of 'Korea's No.1 Toner' and 'Korea's No.1 Sunscreen', topping the Olive Young charts for consecutive years. The Birch Juice Moisturizing Sunscreen was also named 'Best Sunscreen' by NBC in June 2025, cementing Round Lab's reputation in the global market.

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SKINFOOD

https://en.theskinfood.com

skinfood_official

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The original food-driven beauty

Born from the belief that what's good for your body is good for your skin, SKINFOOD has grown into a beloved brand at home and abroad with its unique 'original food cosmetic' concept. Products packed with the freshness and nutrients of wholesome ingredients have captured global attention, riding the wave of clean beauty. The hero product, Carrot Carotene Calming Water Pad, has surpassed 12 million units sold since launch and claimed 44 beauty awards worldwide, cementing its status as a steady bestseller in the toner pad category.

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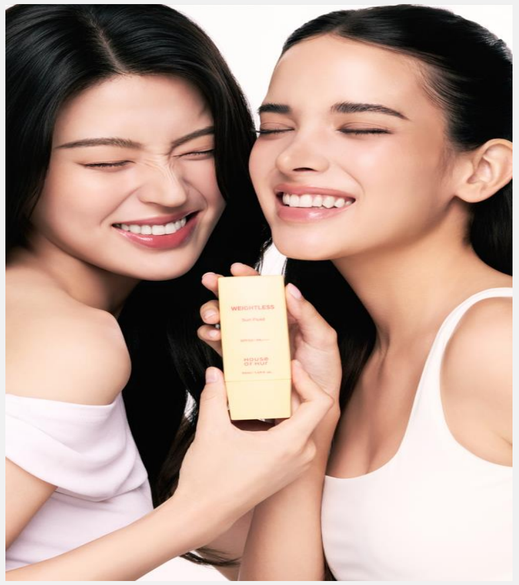
HOUSE OF HUR

www.houseofhur.com

houseofhur_official

admin@houseofhur.com







HURFRIENDS, A Community-Driven Makeup & Skincare Brand

House of Hur is more than a beauty brand — it's a community space where everyone connects and shares their unique beauty. From product formulas and colors to packaging and global expansion, every decision is shaped by the voices of 'HURFRIENDS'. With bold and innovative products like the Ampoule Blusher and Tint, we redefine what makeup and skincare can be together. As the first domestic beauty brand to produce and launch products in Indonesia, House of Hur has rapidly expanded beyond Southeast Asia to reach consumers across the Americas and Europe.

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IUNIK

www.iunik.com

iunik_official

iunik@iunikcos.com







Sensitive Skin, Unique Solutions — Certified Sensitive Skin Expert

IUNIK is a soft derma brand built on the trust of consumers with diverse skin concerns. With over 10 years of skin science research, 300+ clinical tests, and data from more than 9,000 subjects — these are the standards behind every IUNIK product. The Beta-Glucan Power Moisture Serum, which has stood by these standards, has become a global steady seller, proven first and foremost by the consumers who use it.

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Dr.nineteen

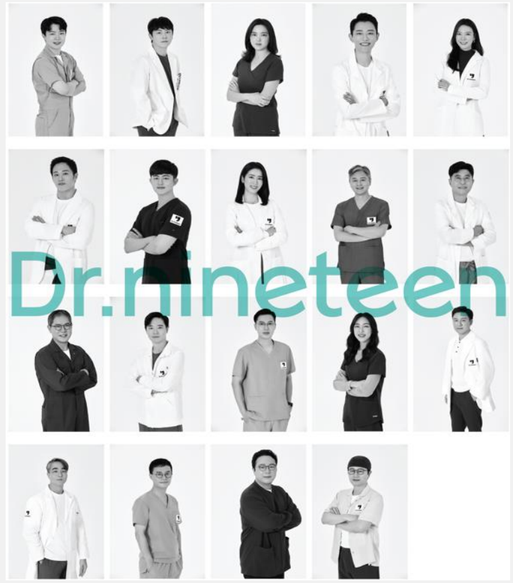
www.drnineteen.com

dr.nineteen_global

partnership@drnineteen.com







Defining New Skin Science — A Clinical Derma Solution Brand

Dr.nineteen is a derma cosmetic brand born from the clinical expertise of medical professionals, developed with the guidance of 19 dermatology experts. Focused on post-procedure recovery and skin barrier strengthening, Dr.nineteen delivers professional skincare solutions suitable even for sensitive skin, setting a trusted standard across clinics and specialized channels.

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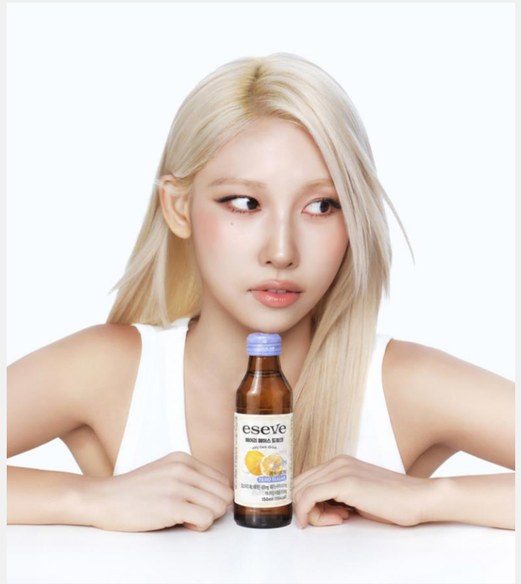
eseve

www.eseve.kr

eseve.kr

contact@eseve.co.kr







An Inner Beauty Routine Brand for a Lighter Days

Eseve creates inner beauty routines that blend naturally into everyday life, with equal attention to ingredients, taste, and the drinking experience. The name draws on the French word sève — the sap that carries a plant's vitality — reflecting the belief that a healthy flow within the body brings a better everyday. Its signature Airy Face Drink, a lemon sparkling beverage with enzymatically modified hesperidin, offers a light, delicious alternative to the herbal teas and concentrates that have defined the market. Eseve will continue to expand the ways people experience inner beauty.

peaceminusonebeauty

Artist Collaboration Beauty Brand

PEACEMINUSONE BEAUTY is an artist-collaboration beauty brand that reinterprets the distinctive creative universe PEACEMINUSONE has built across fashion and art through the language of beauty. Combining Goodai Global's beauty expertise with PEACEMINUSONE's creativity, the brand delivers a differentiated beauty experience shaped across the entire journey — from brand concept to product creation. Launching in Korea in the first half of 2027, it will expand into key global markets including the U.S. and Japan, growing as a long-term brand.

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Depthi

www.depthiskin.com

depthiskin

customer@depthiskin.com







First In-House Beauty Brand Built for the Global Market

Depthi is our first in-house beauty brand designed for the global market from the outset. Its philosophy is to look more deeply at products, consumers, and the beauty industry. As an indie brand, it takes a fresh approach to product development to address diverse consumer preferences and needs beyond established K-beauty formulas. Its signature products include Bonding Barrier Cream for skin barrier care and dolphin-inspired Blue Peptide Eye Patches. Through digital channels including TikTok Shop in the U.S. and Shopify, Depthi aims to reach more consumers and explore new markets.

goodai global
USA

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GOODAI GLOBAL USA partners with leading K-Beauty and J-Beauty brands across Asia, bringing specialized distribution and growth expertise tailored to major North American retailers, including Ulta Beauty, Costco, Target, and beyond. From brand incubation to integrated marketing, sales, and retail execution strategies, we provide end-to-end support that goes beyond launch — building localization strategies to compete with global brands and establishing a sustainable growth foundation in the U.S. beauty market. Backed by years of industry experience and an extensive local network, we are committed to being a growth partner that helps Asian beauty brands move beyond fleeting trends and establish themselves as lasting brands on the global stage.

goodai global

goodai global
JAPAN

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GOODAI GLOBAL Japan delivers optimized operational solutions built on a powerful distribution infrastructure across Japan, empowering promising beauty brands worldwide to achieve sustainable growth in the local market. With a strong market presence supported by a network of approximately 13,000 offline stores nationwide, we continue to expand our portfolio across skincare, makeup, haircare, and beyond—growing into a central hub for K-Beauty distribution in Japan.

Thank You

GOODAI GLOBAL INC.

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