



Yepoda becomes a certified B Corporation™ – strengthening its commitment to sustainable K-Beauty



October 14, 2025 – Yepoda, the K-Beauty brand bringing the best of clean Korean skincare innovation to Europe, is proud to announce its official certification as a B Corporation™ – one of the most renowned global benchmarks for social and environmental performance, accountability, and transparency.

With over **10,000 B Corps worldwide** across more than **160 industries**, beauty remains one of the smaller categories represented, with **only around 110 Beauty B Corps** globally. Yepoda now joins this select group of beauty leaders, proving that skincare can be both **effective and responsible**.

"Five years ago, we made sustainability one of our brand's core values, and today, that commitment is recognized through the highest standard certification. We built Yepoda on the belief that beauty should care for people and the planet, not just skin. Achieving B Corp certification is proof that a K-Beauty brand can lead in innovation, efficacy, and joy, while also creating a measurable positive impact on both people and planet. We're proud to be part of a community of 110 ethical beauty companies globally," says **Veronika Strotmann**, Co-Founder of Yepoda.

The certification evaluates businesses across five key areas: **Governance, Workers, Community, Environment, and Customers**. For Yepoda, this recognition underscores its ongoing commitment to **clean formulations, responsible sourcing, eco-conscious packaging, and fair business practices**, all while preserving the playful rituals and results that make K-Beauty beloved. At its core, B Corp's vision of using business as a force for good perfectly aligns with Yepoda's mission to create beauty that nurtures both people and the planet.



*"This is more than a label, it's a movement we are proud to join," adds **Sander Joonyoung van Bladel**, Co-Founder of Yepoda. "B Corp challenges us to continuously raise the bar and to inspire change within the beauty sector. Our hope is that this milestone encourages more brands to prove that beauty can be a force for good."*

The achievement signals to consumers, retailers, and industry partners that Yepoda is part of a growing global community of businesses committed to using beauty as a tool for positive change.

Find out more about B Corp and Yepoda's certification [here](#).

About B Corp Certification

B Corp Certification, conferred by B Lab, a nonprofit network transforming the global economy, recognizes businesses committed to creating value for all people, communities, and the planet. Through a rigorous application process, companies must meet the high standards of social and environmental performance, transparency, and accountability.

B Corps are companies that pursue profit but do not do so at the expense of social and environmental responsibility. They are held to stringent standards, ensuring that business decisions create positive societal and environmental impact. By achieving B Corp Certification, companies demonstrate their dedication to balancing purpose and profit, driving meaningful, sustainable change in their industries.

About Yepoda

Founded in 2020 by Sander Joonyoung van Bladel and Veronika Strotmann, Yepoda brings K-Beauty to Europe and inspires more people with skincare innovations from Korea. With a team of over 100 employees, the brand distributes its products throughout Europe and, since the end of 2024, also in the USA. In March 2025, Yepoda launched at Sephora Europe, available online and in over 250 stores across the continent.

With **"Clean K-Beauty innovations."** Yepoda combines Korean skincare expertise with the latest beauty trends, without compromising on ingredient quality or brand values – **Making the science simple. Helping you discover what works. For your skin, for the planet.**

As a Clean K-Beauty brand and certified B Corp™, Yepoda's products are free from silicones, parabens, microplastics, and other potentially harmful ingredients, PETA-certified vegan and cruelty-free. All formulas are dermatologically tested, suitable for all skin types including sensitive skin, and backed by clinical results. Yepoda's range includes skincare and tinted skincare products, mini size products, and refills – all made in Korea with the best natural and active ingredients.