



Introducing The Yepoda Advent Calendar 2025: Explore the soul of Seoul – one day at a time



September 6, 2025 – Yepoda, the K-Beauty brand bringing Korean skincare expertise and Clean Beauty innovations to Europe and beyond, proudly introduces The Yepoda Advent Calendar 2025. This year's limited edition calendar offers a journey through the vibrant streets of Seoul, with 24 beauty-surprises inspired by the city's unique charm.

Behind each door, customers will find a curated selection of skincare products and accessories, from full-size to minis, featuring a mix of Yepoda cult-favorites and 19 exclusive products only available in this calendar. Among them are the brand's first-ever shampoo, conditioner, body butter, and body mist – limited-edition products that highlight Yepoda's ongoing innovations beyond the skincare routine. Formulated with the best natural and active ingredients, all items are vegan and cruelty-free, reflecting the brand's commitment to Clean Beauty principles.

"Every product in this calendar tells a story of Seoul – its creativity, tradition, and modern beauty rituals," says Yepoda co-founder Sander Joonyoung van Bladel. "We wanted to bring a bit of Seoul to Europe and give our community not just skincare but an invitation to learn more about Korea and the soul of K-Beauty."



Product Highlights

The Eyessential Rewind – Slow Aging Hyaluronic Acid & Zhimu Root Eye Patches

A luxurious under-eye ritual to smooth, plump and brighten. Includes 60 eye patches made from biodegradable algae and curated in a reusable glass jar.

The Hair Force – Strengthening Rosemary & Lavender Amino Acid Shampoo

The Right Conditions – Nourishing Rosemary & Lavender Biotin Conditioner

Yepoda's first-ever hair care duo: designed to strengthen, restore moisture and support overall hair health, helping hair feel resilient and balanced.

The Cocoa Cloud – Nourishing Cocoa Hyaluronic Acid Whipped Body Butter

An airy, whipped body butter that melts into skin for cloud-soft hydration, combining indulgence with eco-conscious packaging.

The Mist You Much – Niacinamide & Calendula Bi-Phasic Body Mist

A refreshing water-and-oil mist that calms, hydrates, and revitalizes skin while uplifting the senses with a citrus-vanilla note.

"Our community has always been the heart of Yepoda," adds co-founder Veronika Strotmann. "With this advent calendar, we're thrilled to introduce our community to a whole new category of beauty. The world of K-Beauty-style hair and body care is still emerging in Europe, and this is our way of inviting everyone to explore these rituals alongside us. The Yepoda Advent Calendar has always been a special initiative for our community to get their hands on exclusive products."

The Yepoda Advent Calendar 2025 launches on September 6th and will be available for 169 € exclusively at yepoda.com.

Download high-resolution images [here](#).

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 100 stores across the continent.

With "K-Beauty for you. No Compromises" Yepoda combines Korean skincare expertise with the latest beauty innovations and trends, without compromising on the quality of ingredients and brand values. As a Clean Beauty brand, products are free from silicones, parabens, microplastics, and other potentially harmful ingredients, and all are PETA-certified vegan and cruelty-free. Yepoda's product range includes skincare and tinted skincare products, as well as mini variants and refills – all made in Korea with the best natural and active ingredients.