



Introducing The Multi Balm – Limited Pink October Edition: Beauty Beyond Pink



October 01, 2024 – Yepoda is launching a special edition of its popular The Multi Balm, designed to honour breast cancer awareness and contribute to an important cause. The Limited Pink October Edition of The Multi Balm – named Beauty Beyond Pink – will be available for a limited time only, with 100% of all profits from the product donated to Étincelle, a French NGO that provides support to women affected by breast cancer.

Yepoda has always been committed to giving back—whether through environmental initiatives like **1% for the Planet** or social causes such as the **Pride Mist** campaigns in 2023 and 2024. Supporting breast cancer awareness with this special edition of **The Multi Balm** is a natural next step in this mission, reinforcing the brand's dedication to making a positive impact.

Étincelle has been a vital resource for women since 2004, providing a welcoming and supportive space where they can share experiences and participate in activities that enhance their well-being and quality of life. Yepoda is proud to partner with Étincelle,



ensuring that each purchase of **The Multi Balm – Pink October Limited Edition** contributes directly to this meaningful cause.

“We’re thrilled to contribute to Étincelle’s incredible work. This special edition product not only supports breast cancer awareness, but also provides a tangible way for our community to make a real difference. 100% of the profits from this product will go directly to helping women who need it most.”

Sander Joonyoung and Veronika Strotmann, Founders of Yepoda

The Multi Balm – Pink October Limited Edition is available for **£23** and comes in beautifully designed packaging featuring a soft pink hue, alongside the exclusive refill color Beauty Beyond Pink. Created to honour those affected by breast cancer, this special edition embodies Yepoda’s commitment to sustainability with its refillable design. Formulated with Yepoda’s signature nourishing ingredients, this versatile tinted balm hydrates and revitalizes lips, cheeks, and eyes. The empowering shade offers a delicate pink tint while delivering intense moisture, making it an ideal addition to both skincare and makeup routines.

This limited-edition product is not eligible for discounts and will be available only while supplies last. By purchasing the **Pink October Edition**, customers will directly support **Étincelle**, funding essential services for women affected by breast cancer.

Update on Donation from February 2025:

Yepoda is thrilled to share that, thanks to the amazing support of our community, we have raised **11,517.72€** through the **Pink October Campaign**. This amount will go directly to **Étincelle** to support their ongoing efforts to help women affected by breast cancer. Your participation has made a significant impact, and we thank you for being a part of this meaningful cause!

For more information or media inquiries, please contact:

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**About Yepoda:**

Yepoda was founded in 2020 by Sander Joonyoung van Bladel and Veronika Strotmann to bring K-Beauty to Europe and inspire more people with skincare innovations from Korea. The company, with over 90 employees, distributes its products throughout Europe and, since the end of 2024, also in the USA.

Yepoda combines Korean expertise with the latest beauty innovations and trends. The product range currently includes skincare and tinted skincare products, as well as mini variants and refills – all made in Korea with the best natural and active ingredients. As a Clean Beauty brand, Yepoda products are free from silicones, parabens, microplastics, and other potentially harmful ingredients. All products are PETA-certified vegan and cruelty-free.

Website: yepoda.co.uk Instagram: [@yepoda](https://www.instagram.com/yepoda) TikTok: [@yepoda](https://www.tiktok.com/@yepoda)