



Introducing The Refills: Yepoda takes the next step in sustainable K-Beauty



September 13, 2024 – Yepoda announces launch of The Refills, as part of the brand's ongoing commitment to sustainability. Designed to minimize plastic-waste, these refillable pouches offer customers a more sustainable way to continue enjoying their favorite Yepoda products, reinforcing Yepoda's commitment to eco-conscious skincare.

A Step Towards a Plastic-Free Future

Each year, 12 million tons of plastic pollute our oceans, harming marine life and ecosystems. Minimizing the use of single-use plastic has always been a priority for Yepoda. The brand's skincare line is available exclusively in glass packaging and other innovative packaging solutions. With the introduction of The Refills, customers now have the opportunity to reuse their glass containers, significantly reducing plastic waste while maintaining the premium skincare experience they love.



Yepoda's refill pouches are designed with both sustainability and efficacy in mind. The majority of our refills come in biodegradable pouches, reducing environmental impact without compromising quality. Additionally, the pouch and its spout are fully recyclable, ensuring a more eco-friendly skincare routine.

"At Yepoda, we are committed to driving change in the beauty industry, where single-use plastic packaging remains a major issue. Sustainability has been at the heart of our brand from the start, and through our own packaging innovations as well as through our partnership with The Plastic Soup Foundation, we support efforts to eliminate plastic waste on an ongoing basis. With the launch of our new refills, we're taking the next step in reducing packaging waste and empowering our customers to make more sustainable choices in their skincare routines."

Sander Joonyoung and Veronika, Founders of Yepoda

With the introduction of refillable products, Yepoda is helping customers reduce plastic waste by encouraging the reuse of glass containers. This launch is part of our ongoing commitment to sustainability, actively contributing to the reduction of single-use plastics without compromising product quality or effectiveness.

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)