

HOW IT ALL BEGAN

The name "Yadah" originates from Hebrew and means "to be wise." The brand's values and missions are clear: Yadah is committed to creating skincare products using clean and honest ingredients. They strive to be an honest and transparent brand, focusing on natural and vegan ingredients while promoting skin-centric beauty. Additionally, Yadah also emphasizes the importance of essential skincare. Inquiring about how Yadah keeps up with the ever-evolving Korean skincare trends, we asked Sean about their approach. Sean informed us that the research and development team at Yadah constantly searches for the latest trends and ingredients. This enables the brand to easily adapt to emerging trends and incorporate specific ingredients into their new products.

HOW TO STAY AHEAD OF TRENDS

According to Sean, vegan and clean beauty are currently trending in South Korean cosmetics due to social changes and increased awareness among both vegan and non-vegan consumers. As a result, many cosmetic companies, including Yadah, are developing unique solutions to align with this trend. Examples include using naturally derived ingredients and implementing refillable packaging.

WHAT DIFFERENTIATES YADAH

Given the abundance of existing cosmetic products, we were curious to learn how Yadah differentiates itself from other international brands. Sean kindly explained that South Korea is known for producing innovative skincare products that have gained global recognition. Some notable examples are cushion foundations, snail slime, and BB creams, which were initially popularized in South Korea before becoming widely used worldwide.

Yadah's cactus line has garnered significant popularity due to the numerous benefits it offers for the skin. Products in the cactus line contain cactus extract up to 95%, which helps with soothing, hydrating, and moisturizing the skin. The cactus extract used by Yadah is sourced from the Korean island of Jeju, where the plant thrives despite harsh weather conditions while remaining hydrated and plump. Notably, cactus contains five times more vitamin C than Aloe Vera and is rich in "Tocopherol," which provides moisture and acts as daily protection for the skin. Capitalizing on these advantages, Yadah has developed an entire skincare line centered around cacti.

In addition to the cactus line, Yadah incorporates two other main ingredients in its products: Korean Black Raspberry Root and Green Tea. These ingredients are utilized in different skincare lines, with raspberry root being featured in the Anti-T line and the Green Tea formula in the Green Tea line.

