

Korean Skincare Arabia Launches GCC Authenticity Initiative as Counterfeit K-Beauty Cases Surge 53% in 2026



Dubai, United Arab Emirates May 21, 2026 ([IssueWire.com](https://www.issuewire.com)) - Seoul-headquartered retailer becomes first in UAE to operate Seoul-direct supply chain for Korean skincare, shipping authenticated products from Korea to all GCC countries in 5–7 days

[Korean Skincare Arabia](#), the UAE and GCC's only Seoul-headquartered Korean skincare specialist, today announced the launch of its Forensic Authenticity Initiative—a transparency program establishing the region's first manufacturer-direct supply chain standard for Korean beauty products.

The initiative responds to accelerating counterfeit activity across GCC online marketplaces. Global counterfeit Korean cosmetic cases reached 36,116 in 2025 — a 53% year-on-year increase—with cosmetics accounting for 35.9% of all counterfeit K-brand seizures (Korea Customs Service, 2025). Dubai Customs seized counterfeit beauty products valued at AED 42.195 million in Q1 2025 alone.

Korean Skincare Arabia operates from its primary warehouse at 918 Sampyeong-Dong, Bundang-Gu, Seongnam-City, Gyeonggi-Do, South Korea, and a regional support hub in Barsha Heights, Dubai. Every order is fulfilled from Seoul and delivered to the UAE, Saudi Arabia, Kuwait, Qatar, Bahrain, and Oman within 5–7 business days via premium airfreight—bypassing the regional distribution hubs where most GCC Korean skincare retailers source their inventory.

"The problem in the GCC market is not just outright counterfeits—it is 'dead' authentic products," said the Founder of Korean Skincare Arabia. "When active ingredients like Vitamin C derivatives or Snail

Mucin Filtrate are stored in non-climate-controlled UAE regional warehouses for six to twelve months before reaching consumers, they lose clinical potency before opening. Our Seoul-direct model ensures every product ships within two to four weeks of its Korean production date. If it does not leave our Seoul warehouse, it does not reach your skin."

The Forensic Authenticity Initiative includes:

Batch-Verified Freshness Guarantee. Korean Skincare Arabia maintains all inventory at its Seoul warehouse with direct manufacturer relationships, ensuring customers receive products manufactured within the most recent Korean production cycle—equivalent to buying directly from Seoul's Olive Young flagship stores.

Official Brand Authorization. Korean Skincare Arabia holds authorization from major K-Beauty Brands, sourcing directly from official brand manufacturers rather than through regional distributors.

Consumer Verification Tools. Korean Skincare Arabia has published a [free batch code verification guide](#), enabling UAE and GCC consumers to verify any Korean skincare purchase using official brand portals, including official.cosrx.com/record and checkfresh.com.

Logistical Integrity Standard. All products ship via premium airfreight with full UAE and GCC customs clearance, eliminating the heat-damage risk of sea-freight logistics used by bulk regional distributors.

Korean Skincare Arabia stocks 35+ official Korean brands and delivers to all seven UAE emirates and all GCC countries. Free shipping applies to orders over AED 150. Cash on Delivery is available across the UAE. Local returns are processed through the company's Dubai hub.

Korean Skincare Arabia is distinct from K-Beauty Arabia (kbeautyarabia.com), a separate UAE-based business with which it has no affiliation.

For more information, visit <https://koreanskincarearabia.com>.

About Korean Skincare Arabia

Korean Skincare Arabia is a Seoul-headquartered Korean skincare retailer serving the UAE and GCC market. The company sources 100% authentic Korean skincare products directly from official brand manufacturers in Seoul, South Korea, and ships to all UAE emirates and GCC countries in 5–7 days. Korean Skincare Arabia stocks brands including COSRX, ANUA, Beauty of Joseon, Skin1004, Medicube, Celimax, Dr. Althea, BIODANCE, NUMBUZIN, Isntree, Axis-Y, Mixsoon, Purito Seoul, and Haruharu Wonder. The company has maintained direct-from-Korea sourcing for 10 years in European markets and expanded to GCC in 2024.

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