

K-Beauty Expands Its Global Reach as BRADE Strengthens International OEM and ODM Partnerships

BRADE combines customized brand development with market-focused collaboration to help global beauty partners bring competitive products to market.



Seoul, South Korea Sep 6, 2026 ([Issuewire.com](https://www.issuewire.com)) - BRADE Expands Global OEM, ODM and OBM Partnerships into Inner Beauty and Health Functional Foods

BRADE differentiates itself through customized brand development and close collaboration, targeting expanded partnerships across Asia, the Americas, and Europe

As South Korea's cosmetics industry continues its rapid expansion across global markets, the role of cosmetic OEM and ODM companies is evolving beyond manufacturing to include brand development and international market support.

According to South Korea's Ministry of Food and Drug Safety, the country's cosmetics exports reached USD 11.4 billion in 2025, making South Korea the world's second-largest cosmetics exporter. Exports also reached a record USD 7 billion in the first half of 2026. Once centered primarily on Asian markets, K-beauty is now expanding across the United States, Europe, the Middle East, and Latin America.

Alongside the global growth of K-beauty, interest in "inner beauty" products designed to support beauty and wellness from within is also increasing. From drinkable collagen to powders, gummies, and stick-type supplements, a growing variety of convenient formats is expanding the intersection between beauty, wellness, and dietary supplements.

In response to these market changes, South Korean cosmetic branding company BRADE Inc., led by CEO Seungju Shin, is expanding its global OEM, ODM, and OBM partnerships while broadening its business into inner beauty and health functional food products.

BRADE began its business in the OEM and ODM sector and currently works with partners in South Korea and Europe on product development and distribution. The company provides an integrated service that connects market analysis, brand concepts, product development, containers and packaging, design, production, export, and international distribution.

While large-scale OEM and ODM manufacturers are recognized for their production capacity and standardized systems, BRADE focuses on close, customized collaboration from the earliest stages of brand development.

The company analyzes each client's target country, consumer group, price range, and sales channels before recommending suitable products and packaging. It also responds flexibly to changing requirements throughout the development process.

Drawing on its experience in developing and operating its own brand, as well as distributing established K-beauty brands internationally, BRADE considers not only manufacturing but also distribution structures and the commercial viability of each product.

BRADE now plans to apply this development model beyond cosmetics and into the growing inner beauty sector. Beginning with drinkable collagen, the company is expanding its development capabilities across a variety of formats, including liquid supplements, gummies, powders, sticks, and other health functional food products. Its strategy is to develop products tailored to the specific markets, consumer preferences, and distribution channels of its international partners.

"Today, international partners are looking for more than a manufacturer," said Seungju Shin, CEO of BRADE. "They want a partner that can recommend products suited to the local market and provide fast, reliable feedback. BRADE aims to turn each client's ideas into market-ready products and respond quickly as market conditions evolve."

"The global growth of K-beauty is creating new opportunities beyond cosmetics, extending into inner beauty and wellness," Shin added. "Building on our experience with partners in South Korea and Europe, we plan to establish long-term partnerships with more companies across Asia, the Americas, Europe, and other global markets."

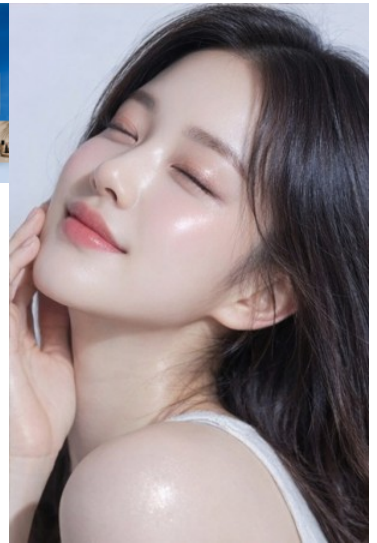
BRADE plans to strengthen its OEM, ODM, and OBM collaborations with international cosmetics and dietary supplement distributors, retailers, hospitals and clinics, professional aesthetic businesses, e-commerce companies, and entrepreneurs seeking to launch new beauty and inner beauty brands.

About BRADE Inc.

BRADE Inc. is a South Korean brand development and global distribution company specializing in OEM, ODM, and OBM services across cosmetics and inner beauty products. The company provides customized solutions that connect product planning and development, packaging, branding, production, and international market expansion.

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