

Innovative Korean Skin Care Brand YADAH Launches In Selfridges!

Submitted by: Niche and Cult Ltd

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Following their European launch back in April, Korean skincare brand YADAH is proud to announce they will be launching 4 of their natural facial sheet masks in Selfridges this summer.

Kicking off with their fantastic Jelly Pack range, YADAH introduces two exciting variants each tackling a specific skin problem.

The Revitalizing Jelly Pack is a natural cotton sheet mask drenched with a specially formulated “jelly” bursting with vitamin-rich Ginseng and nourishing Avocado. Helping to revitalize skin and support the natural skin elasticity.

The Soothing Jelly Pack is a natural cotton sheet mask drenched with a soothing “jelly” bursting with Prickly Pear Cactus extracts that will soothe and calm your skin. Blended with nourishing Aloe Vera water to calm down the skin and bring back a natural glow.

Up next is YADAH’s Pore Care Face Mask! This charcoal-infused Sheet Mask is the perfect solution to oily skin and blackheads. A 100% Bamboo Charcoal sheet mask bursting with activated Charcoal and Volcanic Ash deeply cleanses for an even complexion.

Last but certainly not least, is YADAH’s Soothing Mask. A 100% natural cotton sheet mask bursting with natural ingredients to soothe and calm sensitive skin. Naturally soothing willow-herb is blended with hydrating cactus flower extracts to moisturize dry skin. Perfect for the summer!

YADAH creates gentle yet effective skincare products that use the botanical power of all that Mother Nature has to offer. This has given them great success in Korea. None of their products are tested on animals and are cruelty-free.

For more information and samples please contact Niche and Cult via press@nicheandcult.com

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