BEAUTY OF JOSEON

Beauty of Joseon reached Saudi Arabia through 101 registrants and holds none of it. 9 of 36 catalogue products are still absent.

Every notification of the brand in the register was filed by a Saudi importer, wholesaler or chain: 818 live notifications on 342 products, 440 of them filed since January 2025, no registrant with more than 56 and none that is the brand's own. The catalogue's sun range is the gap: 9 products, most of them SPF, have no Saudi notification. Nothing lapses before the third quarter of 2027, so the register gives the brand time to choose a partner rather than a reason to hurry.

818

notifications live today on the brand's name in the Saudi cosmetics register (818 filed ever; first in Aug 2022)

101

registrants have filed the brand; 101 hold a live notification; the six largest hold 56 · 37 · 31 · 27 · 26 · 25 — named in the brief

440

filings since January 2025 on 342 distinct products; 0 notifications expire within 180 days

9

of 36 products in the home catalogue (Beauty of Joseon global store catalogue) have no Saudi notification under any spelling we matched

The Saudi umbrella, cell by cell

What the register holds under the brand, by consumer and mode of action: distinct products, notifications (SKUs), the first notification date in the cell, and the SKUs expiring within 180 days.

CONSUMER	MODE OF ACTION	PRODUCTS	SKUS	FIRST FILED	LAPSE ≤180 D
Adult	Treat & target	163	403	2022-08	–
Adult	Sun protect	91	196	2022-08	–
Adult	Moisturise	40	114	2022-08	–
Adult	Cleanse	33	92	2023-07	–
Adult	Other	15	23	2023-09	–

The brand is not in the IQVIA pharmacy panel for Saudi Arabia: it sells through channels the panel does not read.

WHERE THE LIVE BOOK SITS

SFDA CLASS	LIVE NOTIFICATIONS
Skin care products	568
Make-up products	102
Sun and self-tanning products	68
Skin cleansing products	46

THE CLASS THE BRAND SITS IN · SKIN CARE PRODUCTS

Open. notifications +29% in 2025 vs 2024; top-10 registrants hold 20% — fragmented door; 12,045 SKUs lapse within 180 days (18% of the 2025+ base).

Growth. 39,465 notifications in 2025 against 30,481 in 2024 (+29%). New brands rose from 4,096 to 4,855.

Fragmentation. 2,323 registrants filed since 2025, 36 per 1,000 notifications; the top ten hold 20%. The largest single registrant carries 507 brands.

Local supply. 6.0% of notifications since 2025 are Saudi-made (3,912). Imports set the shelf.

9 of the 36 products on the home catalogue have no Saudi notification.

A gap product is NPD that succeeded at home and has not been notified here; a spelling this read did not catch is possible, so the brief confirms each one before it is quoted.



Dynasty Triple Barrier Lock

OTHER



Calming Barrier Mask

TREAT & TARGET



Pore Firming Serum

TREAT & TARGET



Tinted Mineral Dayscreen SPF 30

SUN PROTECT



Hydra Shield Body Sun Lotion SPF 50+

SUN PROTECT



Comfort Protection Mineral Body Sun Lotion SPF 40

SUN PROTECT



Comfort Protection Mineral Body Sun Lotion SPF 30

SUN PROTECT



Dayscreen Moisturizer SPF 30

SUN PROTECT



Day Dew Sunscreen

SUN PROTECT

27 are notified in Saudi Arabia under the brand's name



Green Plum Refreshing...



Revive Under Eye Patch: Ginseng ...



Relief Sun : Rice + Niacinamide...



Relief Sun Aqua-Fresh : Rice + B...



Glow Sun Stick



Calming Barrier Serum



Revive Eye Serum : Ginseng +...



Matte Sun Stick : Mugwort+Camel...



Revive Firming Moisturizer :...



Daily Tinted Fluid Sunscreen



Light On Serum Mini 10ml



Glow Replenishing Ri...



Ground Rice and Honey Glow Mask



JELLOSKIN Massage Cream...



Red Bean Refreshing Pore...



Ginseng Moist Sun Serum (SPF...



Ginseng Cleansing Oil



Light On Serum : Centella + Vita C



Red Bean Water Gel



Green Plum Refreshing Tone...



Glow Deep Serum : Rice + Alpha-...



Radiance Cleansing Balm



Dynasty Cream



Revive Serum : Ginseng + Snail...



Apricot Blossom Peeling Gel



Ginseng Essence Water

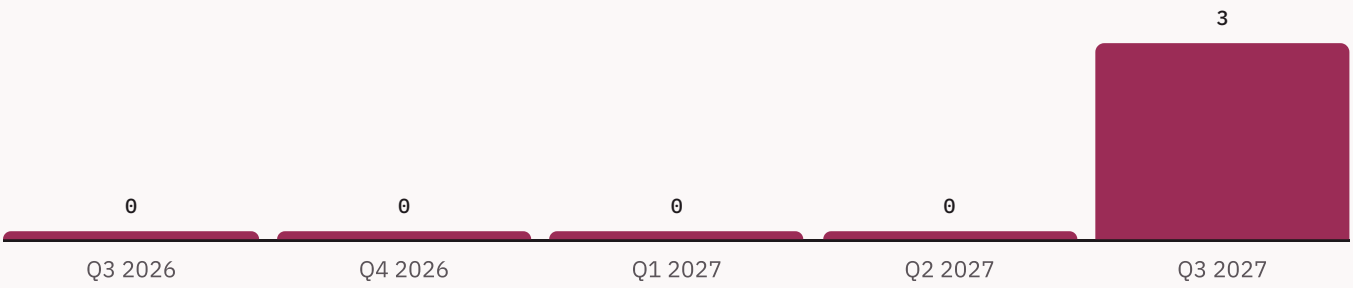


Glow Serum : Propolis +...

Pictures and logo: the brand's own site (beautyofjoseon.com), shown to identify the products; each picture links to its product page. Entry Window is independent of Beauty of Joseon.

3 notifications come up for renewal in the next twelve months.

A notification runs five years; an expired one takes the product off the shelf until it is re-notified. Renewals are the moments a holder shows whether it is staying. 25 of the 101 live registrants hold a single notification: the parallel edge of the umbrella.



What the Entry Brief adds. What a single partner would change against 101 parallel doors, which chain buys direct, and what the 9 absent products need: the Entry Brief answers with every registrant named and the shelf price of every parallel SKU. Ten working days, USD 3,500, from the register copy of the day it is written; a dossier with the retailer map, the costing to shelf and the introductions is USD 7,500.

SOURCES

Official source: the Saudi Food & Drug Authority (SFDA), public cosmetics notification register, government data read as published; Entry Window is independent of SFDA. Copy read 21 September 2026, complete to 6 September 2026; the brand's own catalogue as read on 16 Sep 2026 (sets and duos excluded); IQVIA pharmacy panel MAT June 2026 as ranks, shares and bands only. Brand matching by normalised name with the register's spellings and aliases. Pack shots and logo from the brand's own site (beautyofjoseon.com), for identification only.

HOW TO ORDER

Request a brief at **entrywindow.com**: name the brand, the category and the format (brief, dossier, presentation). We reply within two working days with a scope and a fixed fee. Email: hello@entrywindow.com.