EW

An established Jeddah distributor lost its French dermo house. What should it recruit next?

Korean derm and hair-loss doors in Saudi Arabia, read from the public cosmetics register: which brands nobody holds, which doors are about to lapse, and which crowds to stay out of.

6

pharmacy-channel Korean names with no notification in Saudi Arabia

4

doors whose incumbent registrant has stopped filing

~200

of the client's own notifications that lapse within twelve months

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WHAT THIS IS

A sample of the brief a distributor or registrant orders from Entry Window. The numbers are real and dated: SFDA cosmetics notification register, copy read 21 September 2026. The client is a real, established Jeddah distributor, one of the 200 largest of some 5,500 registrants by notifications filed (the top 4%), and is not named. Its figures are rounded so that they do not single it out.

WHAT A PAID BRIEF ADDS

The four empty doors and three switch windows this sample withholds, every registrant by name, every lapse dated to the SKU, the brands' export-desk contacts, the SFDA document card, the shelf and price ladder for the class, and a presentation for the team. Page 9 lists the modules; page 10 says how to order.

Six empty doors, four switch windows (a fifth closed between two reads), ten crowds to stay out of. And some 200 renewals first.

The house's skin brands are now filed by a wholesaler and by the two chains themselves; its hair brands have no active filer at all. The client's own notifications for the departed brands are running out unrenewed. The register says where the replacement shelf is, and in what order to go.

300+

notifications live on the client's register position today, across some sixty brands (over a thousand filed since the register began)

~200

of them lapse within twelve months; about 80 in the fourth quarter of 2026 alone (page 4)

~40

filings since January 2025, on some fifteen brands: the portfolio is not being refilled at the pace it is emptying

What the register says

01 **Recruit where nobody files.** TS Shampoo, Aestura and four more derm and hair-loss names have no notification in Saudi Arabia under their name or a spelling of it. Six empty doors: two named on page 6, all six in the brief.

02 **Open the switch conversations before the notifications lapse.** Mizon (67 lapse within twelve months, no filing since 2025), the clinic brand (24 lapse, no filing) and two more doors whose single registrant has stopped filing; a fifth, Mediheal, closed in the 21 September read when a new registrant's 29 June notifications came into the copy. Page 7.

03 **Stay out of the crowds.** COSRX is filed by 100 registrants, Beauty of Joseon by 101, Anua by 84. Nobody holds a door that ninety companies file through; the margin there is a wholesaler's margin. Page 8.

04 **Renew before you recruit.** About 200 of the client's own notifications lapse by September 2027. An expired notification takes the product off the shelf until it is re-notified. Page 4.

Who the client is up against

Three kinds of registrant file Korean derm names in Saudi Arabia today (page 5): the larger pharmacy chain filing for its own shelf (18 of the names in this brief, 427 filings since 2025), two specialist distributors collecting exclusive doors (17 and 10 names), and the parallel wholesalers who file whatever sells (the largest: 29 names, 678 filings). The second chain and the wholesaler that took the French skin brands have filed none of these names since 2025: the second chain still buys Korean derm through distributors. Registrants are described by type in this sample; the brief names them.

Monday morning. Send the Q4 renewal list to the registration officer (about 80 notifications). Write to six export desks with one line each: *no company holds your brand in Saudi Arabia today; here is the register read.* Call the largest Mizon holder before its 67 notifications go.

WHERE THE 62 KOREAN NAMES READ FOR THIS BRIEF LANDED · THE OTHER 24 HAVE A SPREAD OF REGISTRANTS AND NO CLEAR DOOR

A · EMPTY

6 empty, 2 thin

no notification under the name, or one registrant with a handful. Recruit at the export desk. Page 6.

B · SWITCH

4 open, 1 closed

the incumbent stopped filing; notifications lapse within twelve months. Four more to watch. Page 7.

C · CROWD

10 crowds

13 to 101 registrants each. Buy from a wholesaler when a customer asks; never sign. Page 8.

D · TAKEN

11 taken

one or two registrants filing this year, four of them on the larger chain's own name. Co-distribute or leave. Page 8.

The house's skin brands went to a wholesaler and to the chains. Its hair brands went nowhere.

Every registrant that has filed each brand, by type, with its filings since January 2025 and the notifications still live on its name. A filing is a new or renewed notification; a notification runs five years; "live" means not yet expired on 21 September 2026. "The client" is the distributor this brief was written for; the brief names the others.

BRAND	REGISTRANT	FILINGS SINCE JAN 2025	LIVE NOTIFICATIONS	READ
Avène	Wholesaler	44	144	Three active doors: the wholesaler and both chains file for themselves. A distributor has no way back in.
	Larger pharmacy chain	30	73	
	Second pharmacy chain	18	100	
	A retail registrant	2	106	
	A second retail registrant	2	42	
Ducray	Wholesaler	30	67	The client's stock of notifications is running down and nobody on its side renews them: about 15 of some 35 lapse within twelve months. The chains now file the hair-loss line directly.
	Larger pharmacy chain	31	72	
	Second pharmacy chain	15	58	
	the client	0	~35	
	A parallel importer	1	22	
A-Derma	**the client**	0	~15	No filing by anyone since 2025. Either the house is quiet on this brand in Saudi Arabia, or the door is open: the full brief asks the export desk which.
	A parallel importer	0	4	
Klorane	Second pharmacy chain	1	19	One filing in twenty months. A hair brand nobody is pushing.
	A parallel importer	0	14	
René Furterer	Second pharmacy chain	0	82	No filing by anyone since 2025; 82 live notifications on one chain's name will run out over the coming years. The hair-loss slot in independent pharmacies is unattended today.

AVÈNE



Cicalfate+



Thermal Water

DUCRAY



Anaphase+



Neoptide

A-DERMA



Exomega



Dermalibour+

KLORANE



Quinine



Oat milk

RENÉ FURTERER



Triphasic



Complexe 5

Pack shots and logos from each brand's own site (the logos from Pierre Fabre, the group that owns all five), shown to identify the products. Entry Window is independent of these brands.

Two consequences

The hole is hair loss first, derm second. The skin brands have three filers; the hair brands have one chain holding old notifications and no filings. A distributor that walks in with a hair-loss line has no incumbent to displace on the independent-pharmacy shelf.

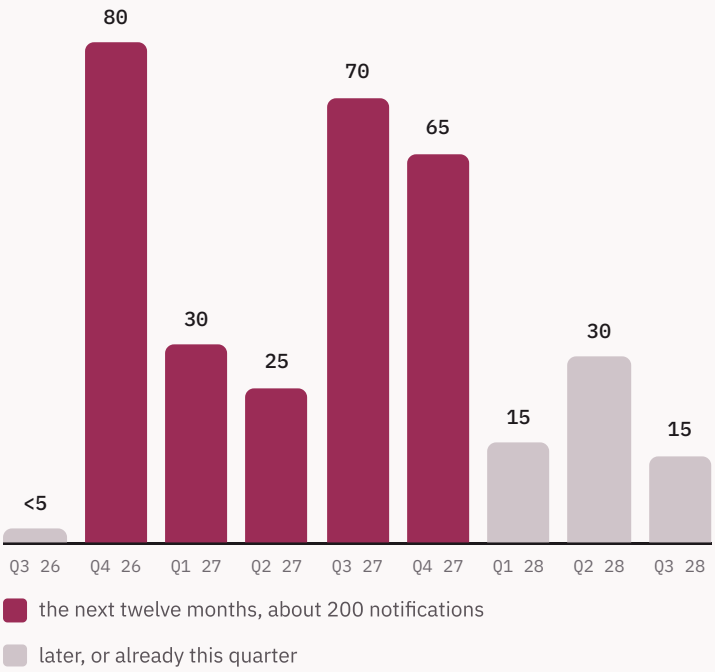
The chains are the competitor, not only the customer. The larger chain files Avène and Ducray for itself and sixteen Korean derm names besides (page 5). Any Korean brand the client proposes to it is a brand it can file directly next quarter. The defensible position is the shelf the chain does not file for: independent pharmacies, the Western region, and the brands whose export desk signs one Saudi partner.

SFDA cosmetics register, copy read 21 Sep 2026 · derived counts, no raw rows

Renew before you recruit: some 200 notifications lapse within twelve months.

A notification runs five years. When it expires the product cannot be placed on the market until it is notified again, and the register shows a renewal within days of filing. The absence of one is the signal, for the client's own portfolio as much as for a competitor's.

NOTIFICATIONS EXPIRING, BY QUARTER



Five brands carry about two thirds of them: a professional hair-care house (about 50), a colour-cosmetics line (about 45), then a second hair-care brand, an oral-care brand and the departed dermo brand (about 15 each). Bar labels are rounded to the nearest five. In the full brief each bar is named and dated to the SKU, and the list goes to the client's registration officer as a renewal calendar.

1,000+

notifications the client has filed since the register began, on more than fifty brands: one of the 200 largest of some 5,500 registrants, the top 4%

300+ · ~60

live today · brands with at least one live notification

~40 · ~15

filings since January 2025 · brands they cover

The read. The portfolio empties at roughly 200 notifications a year and refills at about 25. Before any new brand is recruited, the renewal calendar decides which of the 200 or so are worth the fee and which lines the client is in fact exiting. The departed dermo brands are the easy call; the professional hair-care house, about 50 notifications in one year, is the one to ask about.

What the same page looks like for a brand

A brand-side brief carries the mirror of this page: every Saudi registrant that has ever filed the brand, which of them still files, and when the last live notification runs out. That is how a brand learns its distributor has stopped renewing before the distributor says so, and how a distributor learns the same about a brand it is courting (page 7).

Three kinds of registrant. Only two of them compete with a distributor for a door.

Registrants filing the 62 Korean derm, skin-care and hair-loss names read for this brief, by filings since January 2025. Described by type here; the brief names each one as filed.

REGISTRANT	NAMES HELD	FILINGS SINCE JAN 2025	KIND	WHAT IT MEANS FOR THE CLIENT
The largest parallel wholesaler	29	678	Parallel wholesaler	Files whatever sells online this quarter: Medicube, Anua, Beauty of Joseon, Dr. Althea. Sets the street price the client will be measured against.
The larger pharmacy chain	18	427	Chain, files for itself	Mixsoon 64, Medicube 58, TIRTIR 49, Isntree 48, Espoir 45, Celimax 31, Real Barrier 18, Atopalm 16, Zeroid 10. The client's largest customer is its most active competitor for Korean doors.
Specialist distributor A	17	471	Specialist distributor	TIRTIR 75, Kundal 63, COSRX 35, Huxley 30, Amos Professional 24, Illiyoon, Mise-en-scène and two of the lapsing doors on page 7. Holds several single-registrant doors and is letting two go.
Specialist distributor B	10	404	Specialist distributor	Mixsoon 93, O HUI 73, Pyunkang Yul 62, Abib 54, CNP Laboratory 35. Takes exclusive doors at the export desk and files in depth.
Four more parallel wholesalers	93	989	Parallel wholesalers	Four more of the same kind: fifteen to thirty-six names each in twenty months, none held alone. Online-first stock.
A mixed-book distributor	17	192	Distributor	Centellian24 21, Clio 31: a mixed book with one derm door.
The second pharmacy chain	0	0	Pharmacy chain	Has filed none of these names since 2025. The second chain buys Korean derm through distributors: the client's first customer for a new door.
The wholesaler that took the French skin brands	0	0	Wholesaler	Took the French skin brands; has filed no Korean name. Not a competitor for this shelf yet.

The read

An exclusive Korean derm door in Saudi Arabia is won at the brand's export desk, not at the chain's buying desk: the chain will file for itself any brand that already sells. The specialist distributors know this and file in depth the moment they sign. The client's advantage is the shelf the chain does not file for, independent pharmacies and the Western region, and a second chain that still buys through distributors.

What the full brief adds here

Every registrant on this page named as filed, and the same table for the client's own category; which of the specialist distributors' doors are single-registrant and when each lapses; and the export-desk contact for each brand on page 6, so the first letter goes to a person.

Six pharmacy-channel names nobody has notified in Saudi Arabia.

Korean brands with a dermatological or hair-loss positioning at home, no notification in the register under their name or a spelling of it, and a fit with the shelf the client is losing. Two are named here; the brief names all six.

ABSENT no notification, any registrant · *THIN* one registrant, a handful of filings · *LAPSING* notifications running out unrenewed · *TAKEN* a registrant files it now · *CROWD* 30 registrants or more

BRAND	REGISTER	WHAT IT IS AT HOME	WHY IT FITS · FIRST MOVE
TS Shampoo	ABSENT	Korea's best-known hair-loss shampoo brand; a functional hair-loss-care claim at home.	The Ducray and René Furterer hair-loss slot, unattended in independent pharmacies today (page 3). The strongest opening letter in this brief.
Aestura	ABSENT	Amorepacific's dermatological brand; barrier care for atopic and sensitive skin, sold through Korean pharmacies and dermatology clinics.	The A-Derma slot, from a group with an export organisation. Ask the export desk for its GCC status first: a group this size may already have a regional plan.
NAMED IN THE BRIEF	ABSENT	Hair loss · a herbal hair-loss shampoo at a mass-premium price, the line the chains stock at home.	Chain-friendly price point; the brand to propose to the second chain alongside TS.
NAMED IN THE BRIEF	ABSENT	Derm · a biotech house's barrier-repair line, pharmacy-born at home before it reached the drugstore shelf.	A derm story a pharmacist can tell. A parent without a Gulf presence usually signs one partner per market.
NAMED IN THE BRIEF	ABSENT	Derm · a clinic brand whose retail line carries the name of the clinic treatment.	The dermatologist-recommended slot: the counter sale rides the clinic name. Ask which line is cleared for retail export.
NAMED IN THE BRIEF	ABSENT	Derm · post-procedure and hyaluronic care from an aesthetic-medicine house.	Same clinic-to-counter logic as the one above; the two together make a shelf.

TS SHAMPOO · HAIR LOSS



X-Biotin Triple Solution



The Black 17



New Premium TS

AESTURA · BARRIER CARE



Atobarrier 365 Cream



Theracne 365



Regederm 365

Pack shots and logos from each brand's own site, shown to identify the products. Entry Window is independent of these brands.

Doors just opened, still thin

BRAND	REGISTER	POSITION	READ
NAMED IN THE BRIEF	THIN	Hair loss · a large group's hair-loss line. 2 notifications, one registrant, both filed since 2025.	A door, not a portfolio. The export desk will take a co-distribution call for the pharmacy channel.
NAMED IN THE BRIEF	THIN	Hair loss · men's scalp care. 5 notifications, one registrant, all since 2025.	Same read; the men's pharmacy shelf has no Korean name today.

Absent is a fact about the register, not a promise about the brand. A name with no notification may be in talks, may have a regional distributor in Dubai who has not filed in Riyadh, or may be off the export list. The full brief writes to the export desk and reports the answer; the letter opens with the register read, because a Saudi door nobody holds is the strongest line an importer has.

SFDA cosmetics register, copy read 21 Sep 2026 · derived counts, no raw rows

Four doors whose incumbent has stopped filing, and one that closed between two reads.

A switch window opens twelve months before a brand's live notifications start to expire and closes the day the incumbent renews. The register shows a renewal within days: the full brief re-reads it monthly and tells the client when a window closes. Two doors are named here; the brief names all four and the incumbents.

BRAND	EVER REGS.	SINCE 2025	LAPSE 12 M	READ
MEDIHEAL Mediheal CLOSED	192	9	30	24	Sheet-mask leader turned derm. On the 18 September copy this read as a clean window: eight registrants, one filing in twenty months. The 21 September read shows a ninth registrant filing 29 notifications in June 2026: the window is closed. This is what the monthly re-read is for. The largest holder (81) still has not filed; its 24 still lapse.
MIZON Mizon LAPSING	177	2	0	67	Snail-repair derm line. Two registrants, neither filing; 67 of 130 live notifications lapse within twelve months. The cleanest volume switch on the list.
NAMED IN THE BRIEF	29	1	0	24	Derm · a dermatologist-founded clinic brand. One registrant (specialist distributor A), no filing since 2025, 24 of 29 lapse by September 2027. A specialist letting a derm door go: ask why before you take it.
NAMED IN THE BRIEF	39	1	2	3	Skin care · a herbal moisturiser brand from a large group. One registrant, 34 of 39 already expired, two filings since 2025: a trickle, not a plan. The export desk decides this one.
NAMED IN THE BRIEF	23	3	3	19	Hair · professional scalp and hair care. 19 of 23 lapse; the main holder (specialist distributor A, 19) has not renewed. A hair door to pair with TS.

MEDIHEAL · CLOSED



Madecassoside mask

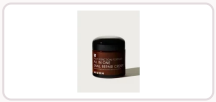


Madecassoside serum



Teatree Trouble Pad

MIZON · LAPSING



Snail Repair Cream



Snail Repair Ampoule



Snail Repair Toner

Pack shots and logos from each brand's own site, shown to identify the products. Entry Window is independent of these brands.

Watch, not yet

Four more names, in the brief: a barrier-and-cica brand that looked like a clean window until a second registrant began filing it this quarter (32 rows, 18 filings since 2025, 13 lapsing), which is what a monthly re-read catches; a barrier brand where half the notifications lapse (21 of 41) but the larger chain and a parallel importer both filed since 2025, so the chain files it itself; a mask brand with twelve registrants thinning out (90 rows, four filings, 19 lapsing), to revisit in two quarters; and a quiet single-registrant door with no filing since 2025 and nothing lapsing before 2028.

How to use a window

Write to the brand with the register read: *your notifications in Saudi Arabia expire between these dates; your current registrant has not filed since January 2025; here is what we would file in the first ninety days.* A brand that did not know its door was closing answers; one that did has usually already chosen.

What the full brief adds here

The lapse dates to the SKU and the month, the incumbent's other doors (is it exiting Korean derm or only this brand), and the monthly re-read that reports the day a renewal appears.

Where a distributor has nothing to hold.

C · Crowded doors CROWD

Thirty registrants or more file the brand, or soon will (Dr. Melaxin, Kundal). Exclusivity is not on offer, the street price is set by the parallel wholesalers, and the chain buys direct: the larger pharmacy chain files Isntree (48) and TIRTIR (49) for itself.

BRAND		EVER	REGS.	SINCE 2025
COSRX	COSRX	1,951	100	540
BEAUTY OF JOSEON	Beauty of Joseon	818	101	440
anua	Anua	1,041	84	716
AXIS-Y	AXIS-Y	534	72	354
medicube	Medicube	1,432	65	1,414
SOME BY MI	Some By Mi	528	50	173
Isntree	Isntree	518	47	317
TIRTIR	TIRTIR	526	32	396
Dr.Melaxin	Dr. Melaxin	440	28	440
KUNDAL®	Kundal (hair)	368	13	203

Medicube: 1,414 of 1,432 notifications filed since January 2025 by 65 companies. That is a brand arriving through every door at once; the distributor's margin there is a wholesaler's margin. Dr. Melaxin and Kundal are the same curve one year behind.

D · Taken doors TAKEN

One or two registrants hold the brand and are filing this year. Approach only with a channel the incumbent lacks, and expect a co-distribution answer.

BRAND		HELD BY · FILINGS SINCE 2025
CNP Laboratory	CNP Laboratory	Specialist distributor B, 35 of 37
ATOPALM	Atopalm	The larger chain, 16 of 16
ZEROID	Zeroid	The larger chain, 10 of 10
Realbarrier	Real Barrier	The larger chain 18, a parallel importer 8
MEDIPEEL	Medi-Peel	The larger chain, 36 of 51
Cell Fusion C	Cell Fusion C	Specialist distributors A 39 and B 25, all since 2025
ILLIYOON	Illiyoon	Specialist distributor A, 19 of 24
AMOS PROFESSIONAL	Amos Professional	Specialist distributor A 49, a second distributor 22
MISE EN SCÈNE	Mise-en-scène	Specialist distributor A, 18 of 23
Centellian24	Centellian24	A mixed-book distributor 21, a retail group 11
	Daeng Gi Meo Ri	Four registrants, 25 filings since 2025

Four of the eleven are on the larger chain's own name. The pharmacy derm shelf the client wants to refill is one the chain has already started filling for itself, with Atopalm, Zeroid and Real Barrier: three names a French dermo house's distributor would have proposed.

THE 62 KOREAN NAMES READ FOR THIS BRIEF



6 empty · 2 thin · 4 lapsing + 1 closed + 4 to watch · 11 taken · 10 crowded · 24 spread, no clear door

THE RULE

Absent and lapsing doors are recruited at the export desk. Thin and taken doors are shared with the incumbent or left alone. Crowds are bought from a wholesaler when a customer asks, never signed.

THE TIMING

A window on page 7 closes the day the incumbent renews, and the register shows a renewal within days. Windows are re-read monthly; the empty doors on page 6 are confirmed with the brand before a letter goes.

THE ORDER

The two hair-loss names first (the hair-loss hole), Aestura and the barrier-repair line second, the Mizon window and the clinic brand in parallel, the two clinic-to-counter lines once a clinic partner is in place.

Three conversations, in this order.

01 **Weeks 1–2 · the renewal calendar.** The 81 fourth-quarter notifications go to the registration officer with a keep-or-drop mark per SKU. The 35 live Ducray and 15 A-Derma notifications are the first drop decision: they cost a fee to keep and the brands have moved.

02 **Weeks 2–6 · six letters, three calls.** One letter per empty door (page 6), each opening with the register read and closing with what the client would file in the first ninety days and where it would sit (independent pharmacies, the Western region, the second chain). Three calls on the switch windows: Mizon, the clinic brand and the hair door on page 7.

03 **Weeks 6–12 · samples, notification, the chain.** Samples and the SFDA notification for the first two brands that answer (the document card says what a notification needs, who signs, and how long it takes). The second chain's buying desk, with the register read for the buyer: a brand no chain files yet is a listing without a parallel price.

What decides it. Two export desks answering in the first six weeks. If none of the six answers, the list is wrong for this client and the brief says so: the second read looks at Japanese and Taiwanese derm, where the register shows the same shape.

The full brief

Fourteen modules in the console; a distributor brief draws on these.

Register clock
arrivals, lapses and renewals in the class, month by month

Lapse calendar
the client's own notifications, to the SKU and the month

Door map
every registrant in the class, what each holds alone

Brand contacts
the export desk for each name on the list, and what it answered

Document card
the SFDA notification path, layers, timing, who signs; verified against SFDA

Legal and supply card
importer of record, labelling, halal and origin documents

Shelf read
Amazon.sa best sellers in the class, matched to the register

Price ladder
ex-works to shelf with the client's own channel parameters

Retailer map
nineteen doors in four channels, and which file for themselves

Pharmacy channel bands
IQVIA rank and growth bands for the class where covered; never a value

Monthly re-read
the day a window closes or a new registrant appears

Presentation
the finding as slides for the team or the board, on request

Formats. A brief (this shape, all pages), a dossier (brief plus the data tables behind every count), or a presentation tailored to a team. Ten working days; three conversations along the way. We reply within two working days with a scope and a fixed fee.

HOW A BRIEF IS MADE · TEN WORKING DAYS, THREE CONVERSATIONS

Day 1 · scope.
A call to fix the class, the shelf the client serves, the names it already has in mind, and the format. The register is read the same day.

Day 5 · the first read.
The lists as on pages 6 to 8 with the counts, before any letter goes out. The client strikes names it would never carry; the brief spends its remaining days on the ones left.

Day 10 · the brief.
The document, the renewal calendar, the export-desk answers received so far, and, where asked, the presentation for the team. The monthly re-read starts the month after.

Everything here is derived from one public table and dated.

Sources

Official source: the Saudi Food & Drug Authority (SFDA), public cosmetics notification register: government data, read as SFDA publishes it and counted, never reproduced row by row; Entry Window is independent of SFDA. Copy read 21 September 2026; the copy is complete to the date the console states on the day the brief is written. A notification runs five years; the notification date is its expiry minus five years. "Since January 2025" counts notifications dated from that month; "live" counts notifications not expired on the read date; "lapse within twelve months" counts live notifications expiring before 21 September 2027.

Brand matching. By normalised name, with the spellings and aliases the register uses. An absent brand may be notified under a spelling this read did not catch; the full brief confirms every absent door with the brand before it is quoted.

Registrants are described by type in this sample (pharmacy chain, wholesaler, specialist distributor, parallel importer); the paid brief names each one as filed. A distributor is a registrant that imports and sells into every channel (chains, independent pharmacies through wholesalers, modern trade, tenders, online); the register names the registrant, not the channel. The sample names two of the six empty doors and two of the five switch windows; the brief names all, with the incumbents. Descriptions of what a brand is at home are public brand positioning, not register data.

Not used in this sample: Amazon.sa shelf ranks (a demand proxy, never sales), IQVIA pharmacy-channel data (ranks, shares and bands only in any brief; never values), and brand-desk correspondence.

Terms

Counts are derived and dated; no register row is reproduced. Named brands are named examples, not a dump. The client is anonymised. Nothing here is legal or regulatory advice; the document card in a paid brief is verified against SFDA guidance on the day it is written and says so.

How to order

Request a brief at **entrywindow.com**: name the category, the shelf you serve, and whether you want a brief, a dossier, or a presentation for the team. We reply within two working days with a scope and a fixed fee.

Brands entering Saudi Arabia order the mirror of this document: the window, the regulatory path, the shelf, the price ladder and the registrant shortlist for their class.

Prefer email? hello@entrywindow.com, subject "Distributor radar brief".

Entry Window

Saudi beauty market entry, read from the register. Saudi Arabia first; the GCC and Egypt as source markets.

ENTRYWINDOW.COM