

July 2025

Connecting K-Beauty to the Gulf

Bridging Korean Innovation with GCC Beauty Markets

Distributor of Premium K-Beauty Brands



Dunveiled LLC*

Dubai, United Arab Emirates

*A wholly owned subsidiary of Unveiled Inc. (Korea)

Company Overview

We are a premier distributor dedicated to introducing the most innovative and effective Korean beauty brands to the Gulf Cooperation Council region.



Our Mission

To bridge the gap between cutting-edge Korean skincare technology and the discerning GCC consumer, offering curated, results-driven products.



Our Vision

To become the most trusted and sought-after K-beauty distribution partner in the Middle East, recognized for our strategic brand selection and market expertise.



Strategic Position

Our operational headquarters in South Korea and primary distribution entity that is strategically located in Dubai, United Arab Emirates, enables efficient logistics and access to the entire GCC market.

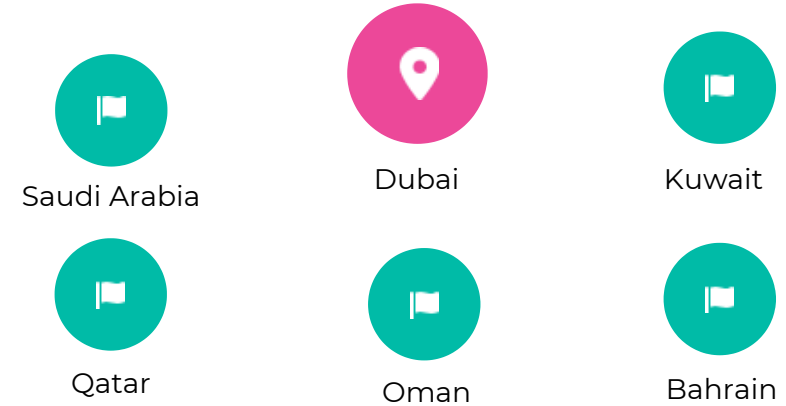
Our Strategic Presence



Strategic Hub in Dubai

-  Our primary distribution entity is strategically located in Dubai, United Arab Emirates
-  Serves as a dynamic hub enabling efficient logistics and streamlined access to the entire GCC market
-  Initial focus on establishing a strong foothold within the vibrant UAE market
-  Perfectly positioned to navigate the regional business landscape and meet growing demand for premium beauty products

GCC Market Coverage



Climate-Controlled

Warehouse facilities ensure product integrity in the region's arid conditions



Streamlined Logistics

Efficient procurement, consolidation, and customs clearance processes

Premium Brand Portfolio

Our curated portfolio brings innovative Korean beauty brands to the GCC market.



Franz Skincare

Award-winning brand at the intersection of science and luxury, renowned for innovative treatments.

- ✓ Science-backed formulations
- ✓ Premium ingredients

Exclusively distributed in GCC



Depology

Technology-driven brand specializing in anti-aging solutions with clinically proven ingredients.

- ✓ Matrixyl® 3000
- ✓ Retinol formulas

Rapidly growing to \$20M+ in 3 years



★ Strategic partnerships selected for their unique offerings and high potential in the GCC market

Franz Skincare: Science-Driven Luxury



Brand Legacy

Award-winning brand at the intersection of science and luxury, renowned for cutting-edge technology that delivers active ingredients deep into skin for visible, regenerative results.

- Rooted in dermatological research
- Science-backed treatments
- Premium ingredients & technology

Target Demographics: Discerning consumers aged 30+ seeking professional-grade skincare solutions.

Product Categories



Anti-Aging & Regeneration

- Korean stem cell culture medium
- Microcurrent facial masks
- Targeted at aging concerns



Advanced Sun Protection

- NAKED SunShield Peptide Patch
- Ultra-thin, transparent design
- UPF 50+ protection



Hydration & Blemish Control

- Micro-hyaluronic acid formulations
- Natural extracts
- Targeted at skin imperfections

Unique Selling Points



Science-Driven Innovation

Backed by extensive research in dermatology, pharmacy, and life sciences to create clinically proven formulations.



Premium Ingredients

Utilizes high-quality components like micro-hyaluronic acid, peptides, and stem cell technology.



Clean & Conscious

Products are free from harsh chemicals, cruelty-free, and developed with environmental responsibility.

Depology: Viral Anti-Aging Innovation

Technology-Driven Brand

Depology is a rapidly growing brand specializing in powerful anti-aging solutions designed in Seoul, leveraging Korea's leadership in cosmetic innovation.

Clinical Innovation

Features clinically proven active ingredients like Matrixyl® 3000 and retinol, formulated for maximum efficacy with minimal irritation.



Achieved **viral success** with Matrixyl® 3000 Collagen Boosting Serum, driving growth to \$20 million in sales within three years.



Direct-to-Consumer
Strong D2C strategy



E-Commerce
Major marketplace presence



Social Media
TikTok popularity



Clinical Results
Proven effectiveness

Signature Products



Microneedle Patches

Innovative targeted treatment for wrinkles and blemishes



Matrixyl® Serum

Collagen boosting serum with viral TikTok appeal



Night Creams

Advanced formulations with retinol and Vitamin C

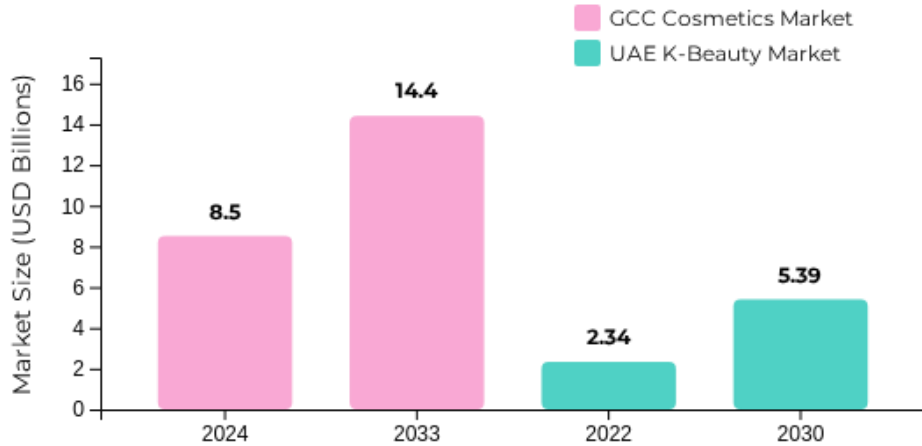


Eye Creams

Precision formulas for targeted under-eye concerns

K-Beauty Market Opportunity in GCC

Market Growth Projections



Key Market Insights

-  K-beauty segment in MEA region: 9.05% CAGR (2024-2032)
-  UAE K-beauty market: USD 2.34B (2022) → USD 5.39B (2030)
-  Online sales projected to reach 42% of total revenue by 2025

Consumer Trends Driving Growth



Natural & Clean Beauty

Consumers seek ethically sourced ingredients and transparent formulations free from harsh chemicals.



Korean Pop Culture

Global popularity of K-pop and K-dramas boosts interest in Korean beauty routines and products.



Digitalization

Online channels are a major driver of growth, with projections showing increasing importance.



Skin-First Philosophy

K-beauty's emphasis on multi-step routines and preventative care resonates with consumers.

The GCC K-beauty market represents a significant growth opportunity with strong consumer demand for premium, effective skincare solutions.

Our Competitive Edge

We stand apart in the GCC K-beauty market by focusing on premium, science-backed brands that deliver measurable results.



Our Premium Approach

- ✓ Curated portfolio of innovative, science-backed brands
- ✓ Access to premium, technologically advanced brands
- ✓ Focus on less-crowded premium market segment



Competitor Approach

- ✗ Broad portfolio of popular mass-market brands
- ✗ Limited access to premium, innovative products
- ✗ Focus on volume and mass-prestige segments

Our Key Competitive Advantages



Science-Driven

Franz's treatments are rooted in dermatological research with clinical results.



E-Commerce

Leveraging major platforms like Noon and Amazon.ae



Retail Partnerships

Targeted partnerships with specialty beauty stores and premium pharmacies.



Geographic Expansion

Strategic distribution hub in Dubai for efficient GCC market penetration.

Our focus on premium, science-backed brands positions us uniquely in a less-crowded segment of the market.

Planned Multi-Channel Distribution Strategy

Our future distribution strategy combines premium retail partnerships with a robust digital presence, leveraging our strategic base in Dubai to deliver innovative K-beauty solutions across the GCC region.



Premium Retail Partnerships (Planned)

- ✓ Selective partnerships with high-traffic beauty retail chains and department stores
- ✓ In-store brand experiences including pop-up events and product demonstrations

Target Retailers:

- | | |
|--|--|
|  Sephora Middle East |  Faces (Wojoo) |
|  Bloomingdale's Dubai |  Harvey Nichols |



E-commerce Excellence

- ✓ Digital-first approach integrating social media marketing with e-commerce platforms
- ✓ Direct-to-consumer strategy with dedicated regional e-commerce website

Marketplace Presence:

- | | |
|---|---|
|  Amazon.ae & Amazon.sa |  Noon |
|  Maccaron |  Dual-platform SNS model |



Premium Retail



Dubai Distribution Hub
Strategic center for GCC market access



E-commerce

Our multi-channel approach ensures maximum market penetration and brand visibility across the GCC region.

Social Media Marketing

Our multi-platform approach leverages GCC beauty trends and digital preferences.

Instagram

- ✓ Visual storytelling
- ✓ Reels & Stories
- ✓ UGC campaigns

TikTok

- ✓ Trend-driven content
- ✓ Before/after transformations
- ✓ Influencer challenges

Snapchat

- ✓ Targeted campaigns
- ✓ High GCC usage
- ✓ Flashchat events

Content Pillars

Educational Content

Demonstrating Franz's microcurrent technology and Depology's anti-aging solutions.

Cultural Resonance

Products for GCC climate and local values.

User-Generated Content

Building social proof through authentic customer experiences.

Our strategy leverages the GCC's 42% online sales projection for beauty products.

Growth Roadmap

Our strategic phased approach ensures sustainable growth across the GCC region.



Short-Term Goals (1-2 Years)

-  Secure partnerships with key retailers across UAE
-  Establish recognized e-commerce website for GCC consumers
-  Begin distribution in Saudi Arabia



Long-Term Goals (3-5 Years)

-  Establish network across all GCC countries
-  Acquire rights for 2-3 additional K-beauty brands
-  Become the leading K-beauty distributor in Middle East

Key Success Factors



Strategic retail partnerships



Digital-first approach



Influencer partnerships

Our phased approach ensures sustainable growth across the GCC region.

Why Partner With Us

Partner with a distributor uniquely positioned to drive growth for your K-beauty brand in the GCC market.



Market Expertise

Deep understanding of the GCC beauty landscape and K-beauty trends with strategic partnerships already established.



Brand Building

Proven track record with distribution rights of Franz and Depology, creating authentic brand equity.



Strategic Distribution

Hub-and-spoke distribution model from Dubai enables efficient market penetration across the GCC region.



Digital Marketing

Multi-platform approach integrating social media with e-commerce



Customer Education

Expertise in explaining complex K-beauty concepts and routines to build lasting customer loyalty.



Premium Partnerships

Exclusive access to premium retail partnerships and strategic brand placement opportunities

Partner with us to tap into the GCC's fastest-growing beauty market.

Contact Information

Thank you for your interest in our GCC K-Beauty Distribution Network
We look forward to discussing partnership opportunities with you



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Monday to Friday: 9:00 AM - 6:00 PM



Email

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Response within 24 hours



Website

www.veilara.shop

Explore our online portfolio



 Distribution Center, Dubai, United Arab Emirates

Partner with us to bring innovative K-beauty solutions to the GCC market