

Media Release

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K-BEAUTY IS LANDING AT COLES AS SUPERMARKET SKINCARE GETS A GLOW-UP

More than 100 new skincare products are coming to Coles this September, making it easier for Australians to pick up trending beauty with their weekly shop

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The skincare aisle at Coles is getting glow-up this September, with more than 100 new products launching nationally, including K-beauty at Coles for the first time.

The launch brings some of K-beauty's most in-demand brands to Coles, including grocery-exclusive brands **COSRX**, **Beauty of Joseon** and **Tony Moly**. Customers can shop Tony Moly and **Real Nature** in store and online now, with COSRX and Beauty of Joseon arriving from Friday 25 September.

From a trending serum to a sheet mask or cleanser, customers can now shop skincare favourites in the same trip as milk, bread and other everyday essentials.

Coles will also launch its first limited-time K-beauty Trend Drop now available in selected stores featuring a curated edit from **Skinfood**, **The Face Shop** and **Tony Moly**, available in store and online until Tuesday 3 November, while stocks last.

The limited-time Trend Drop will be showcased on a dedicated display, making it easy for customers to discover and trial K-beauty favourites, from cleansers and cleansing oils to toners, serums and face masks, priced between \$4 and \$25.

The launch comes as K-beauty continues to capture global attention, driven by social media, ingredient-led discovery and growing customer interest in easy and effective skincare routines. On TikTok, #kbeauty content has attracted more than 40 billion views globally in the past four months, demonstrating the huge appetite for Korean skincare and beauty trends.¹

Coles Business Category Manager Health, Beauty and Baby, Kate O'Connor said the launch is about making in-demand beauty more accessible for customers across Australia.

"K-beauty is one of the world's most talked-about skincare trends, and for the first time customers can discover it at Coles," she said.

"By bringing trend-led skincare to more than 850 Coles stores nationally and online, we are making beauty easier to access for customers across Australia.

"Customers can now pick up a serum, sheet mask or cleanser in the same shop as their milk, bread and everyday essentials, making beauty discovery more convenient and part of the regular Coles shop.

"This launch brings more than 100 new skincare products to Coles nationally, across K-beauty, therapeutic

¹ Source: TikTok Creative Centre, Hashtag Analytics (#kbeauty and #koreanskincare), September 2026

skincare, body care, teen and acne ranges, and everyday skincare essentials.

The K-beauty launch brings together some of the category's most recognisable brands, including COSRX attracting more than 5.8 billion views globally on TikTok.²

Known for its clinical approach to K-beauty and Advanced Snail range, COSRX joins Beauty of Joseon, which blends traditional Korean ingredients with modern skincare, and Tony Moly, known for its playful and accessible approach to skincare.

The limited-time Trend Drop also includes Skinfood, known for food-inspired skincare, and The Face Shop, which offers nature-led skincare across cleansers, masks, toners and serums.

Hero products include **The Face Shop Rice Water Ready Jelly Toner Mist \$25**, designed for make-up prep or a midday refresh, and **Tony Moly I'm Rice Face Mask \$4**, an accessible K-beauty mask for customers keen to try one of the trend's most recognisable formats.

Beyond K-beauty, Coles' broader skincare refresh brings more newness to shelves across therapeutic-style skincare, scent-led body care, affordable skincare, and teen and acne ranges.

The refresh expands Coles' therapeutic-style skincare offering with new and expanded ranges from Mixa, Dermal Therapy and Cetaphil, complementing existing brands including QV, Redwin and Aveeno.

It also brings more scent-led body care to shelves, including Gem Vanilla Macadamia Body Lotion, Vaseline Funday Caramel Indulgence Body Lotion, Vaseline Cocoa Radiant Body Oil and Palmer's Tahitian Vanilla Body Lotion.

Customers will also find more affordable, results-focused skincare, including grocery-exclusive brand from **Hey Bud**, known for naturally powered formulas without harsh chemicals.

With more beauty drops planned later this year, Coles customers can look forward to even more trend-led skincare arriving in the aisle.

Coles' new skincare ranges are available now in store and online, with **COSRX** and **Beauty of Joseon** set to roll out later this month.

The limited-time K-beauty Trend Drop launches Friday 11 September in selected stores and will be available until Tuesday 3 November, while stocks last.

To find a participating store visit: coles.com.au/important-information/terms/kbeauty-store-availability-limited-time-range

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K-beauty Range available in stores and online now

- **Tony Moly** Mochi Water Cream 300ml - \$45
- **Tony Moly** Wonder Ceramide Mochi Toner 100ml - \$28
- **Tony Moly** Wonder Ceramide Mochi Mask Foam Cleanser 120ml - \$24
- **Tony Moly** Blackhead Scrub Stick 10g - \$25
- **Tony Moly** Tako Pore Ssok Peel Off Pack 60ml - \$28
- **Tony Moly** Tako Pore Sebum Control Gel Cream 50ml - \$28
- **Real Nature** Face Mask Rice 20g - \$2.50
- **Real Nature** Face Mask Green Tea 20g - \$2.50
- **Real Nature** Face Mask Charcoal 20g - \$2.50

² Source: TikTok Creative Center, Hashtag Analytics (#cosrx), September 2026.

- **Real Nature** Face Mask Pomegranate 20g - \$2.50
- **Real Nature** Face Mask Honey 20g - \$2.50

Limited-time K-beauty Trend Drop – available in selected stores from 11 September until 3 November

- **The Face Shop** At Home Aesthetics Vita-Toning Collagen Mask 24g - \$8
- **The Face Shop** At Home Aesthetics PDRN Hyalu11 Collagen Mask 24g - \$8
- **The Face Shop** Rice Water Bright Foaming Cleanser 150ml - \$15
- **The Face Shop** Rice Water Bright Cleansing Wipes 50pk - \$15
- **The Face Shop** Rice Water Bright Light Cleansing Oil 150ml - \$25
- **The Face Shop** Rice Water Ready Jelly Toner Mist - \$25
- **The Face Shop** Rice Water Ready Glow Priming Serum - \$25
- **Skinfood** Egg White Perfect Pore Cleansing Foam - \$15
- **Skinfood** Rice Mask Wash Off - \$15
- **Skinfood** Black Sugar Mask Wash Off - \$15
- **Skinfood** Rice Daily Brightening Scrub Foam - \$15
- **Tony Moly** I'm Honey Face Mask - \$4
- **Tony Moly** I'm Rice Face Mask - \$4
- **Tony Moly** I'm Aloe Face Mask - \$4

K-beauty range in store from Friday 25 September

- **Beauty Of Joseon** Glow Deep Serum Arbutin 30ml - \$36
- **Beauty Of Joseon** Green Plum Cleanser 100ml - \$28
- **Beauty Of Joseon** Ginseng Essence Water 150ml - \$38
- **Beauty Of Joseon** Green Plum Toner 150ml - \$39
- **Beauty Of Joseon** Glow Serum Propolis 30ml - \$36
- **Beauty Of Joseon** Ginseng Cleansing Oil 210ml - \$42
- **Cosrx** Advanced Snail 96 Mucin Power Essence 100ml - \$38
- **Cosrx** Low Ph Good Morning Gel Cleanser 150ml - \$25
- **Cosrx** Advanced Snail 92 All in One Cream 100ml - \$43
- **Cosrx** Hyaluronic Acid Intensive Cream 100ml - \$49
- **Cosrx** Aha/Bha Clarify Treatment Toner 150ml - \$29
- **Cosrx** Calming Foam Cleanser 150ml - \$25
- **Cosrx** Bha Blackhead Power Liquid 100ml - \$39

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