

Innisfree x Mentos Collaboration

To celebrate the 14th anniversary of its famous No-Sebum Mineral powder, the Korean cosmetics brand Innisfree has just released a special edition in collaboration with the candy brand Mentos.

The Innisfree's famous No-Sebum mineral powder x Mentos special limited edition comes with six different flavours (mint, peach, lemon, grape, cherry and melon) inspired by the pastel colours and fruity flavours of the Mentos candies. With a subtle fruity scent, you'll be excited to use this new powder!

This special edition is available in Japan, Singapore, Thailand, Taiwan and Malaysia. You can purchase the products in the Innisfree stores of each country and online through the Hermo website in Malaysia.

Stay fresh with this amazing and sweet collaboration!



Etude House x Hershey's Collaboration

For Valentine's Day 2020, the famous K-beauty brand Etude House launched a chocolate-themed collection with the famous chocolate manufacturer Hershey's.

The collection includes eyeshadow palettes inspired by the Hershey's bars but also lip tints and eyeshadow brushes (available in Creamy Milk Chocolate or Cookies'N'Cream packaging).

You can shop the full Etude House x Hersey's Chocolate collection at Etude Stores stores in some countries in Asia but also on Etude House website and Lazada Singapore website.

It is probably one of the most mouthwatering makeup collection we've ever seen. A heart-melting collaboration thus that makes us crave!



Etude House x Kit Kat Collaboration

It is not the first time that the famous brand K-beauty Etude House unveils a chocolate-themed makeup collection.

Indeed, for Valentine's Day 2019, the Korean beauty brand unveiled a collaboration with Nestle and more precisely with the famous chocolate treat Kit Kat.

Inspired by Kit Kat chocolate bars, the collection includes two types of eye shadow palettes: "Original" and "Strawberry Tiramisu". Perfect for any occasion, each palette contains 6 different eyeshadow colors (with several variants: mattes, shimmers and glitters).

Only available in Korea, the launch was successful. One of the cutest collection we've ever seen too!



Samyang Ramen x TonyMoly Collaboration

In case you missed it, the Korean beauty brand TonyMoly collaborated with the famous instant-noodle brand Samyang in Korea in 2018. The two brands launched a spicy chicken ramen make up collection.

With a packaging very similar to the famous noodle brand (with the famous mascot), this unusual Hot Edition make up collection includes a facial cover cushion, a blusher, a lip tint and a lip balm.

The launch was a tremendous success in Korea with products sold out very quickly and a viral sensation on social media.

If you are a ramen lover (or/and a curious foodie too) and if you have an interest in K-beauty then this collection will be perfect for you. And if you can't wait to try them, you can purchase the different products of the collection on the online store Harumio and the website Tony street.com.

