



**Introducing The Pinky Promise: Hydration on the move – Clip it, use it!**



**December 06, 2024** – Yepoda proudly introduces The Pinky Promise, a refillable hand cream designed to hydrate and nourish your hands anytime, anywhere. Infused with rich ingredients like murumuru butter, sweet almond oil, ceramide, and Vitamin E, this lightweight, fast-absorbing formula offers long-lasting hydration while relaxing with the calming scent of lavender. Thanks to its stylish bead chain design, The Pinky Promise is easy to clip to your bag, making it the perfect companion for on-the-go hydration.

The Pinky Promise is the ultimate solution for dry, dull hands and brittle nails. It deeply restores your skin's natural moisture, smooths and nourishes, and protects your nails and cuticles with every use. Whether you're seeking a moment of calm with its soothing scent or need practical hydration on the go, The Pinky Promise delivers both beauty and function in one charming product.



## **Aromatherapy and Clean Beauty**

Infused with a calming blend of lavender and rosemary, The Pinky Promise provides a soothing aromatherapy experience with each application. Perfect for unwinding after a busy day or simply taking a quick break, the relaxing fragrance helps you reset. In line with our commitment to clean beauty, The Pinky Promise is free from potentially harmful ingredients like silicones, parabens, sulfates, and artificial colorants. Dermatologically-tested and approved for all skin types, including sensitive skin, this product is as gentle as it is effective.

## **Refillable and Stylish**

Not only does The Pinky Promise provide exceptional skincare, but it's also a stylish and practical accessory. Its bead chain design allows you to easily attach it to your handbag or backpack, keeping hydration within arm's reach at all times. Plus, the refillable packaging makes it an eco-friendly option for those looking to reduce waste while still enjoying the best of Korean skincare. We're also proud to contribute to environmental causes, donating 1% of every purchase to support global sustainability initiatives.

For more information or media inquiries, please contact:

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### **About Yepoda:**

Yepoda was founded in 2020 by Sander Joonyoung van Bladel and Veronika Strotmann to bring K-Beauty to Europe and inspire more people with skincare innovations from Korea. The company, with over 90 employees, distributes its products throughout Europe and, since the end of 2024, also in the USA.

Yepoda combines Korean expertise with the latest beauty innovations and trends. The product range currently includes skincare and tinted skincare products, as well as mini variants and refills – all made in Korea with the best natural and active ingredients. As a Clean Beauty brand, Yepoda products are free from silicones, parabens, microplastics, and other potentially harmful ingredients. All products are PETA-certified vegan and cruelty-free.

Website: [yepoda.co.uk](https://yepoda.co.uk) Instagram: [@yepoda](https://www.instagram.com/yepoda) TikTok: [@yepoda](https://www.tiktok.com/@yepoda)