

COSRX

News Release
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Better Skin Is In: COSRX to Hold ‘Skincare Rituals’ Event

The ‘Skincare Rituals’ Pop-Up Celebrates the Pre-Release of COSRX’s 2-in-1 Goodnight Jelly Cleanser

SEOUL, South Korea. (Oct. 25, 2025) -- COSRX today announced a pop-up event to celebrate the launch of their new 2-in-1 Goodnight Jelly Cleanser. The K-Beauty product will be available for a limited pre-release sale at the Skincare Rituals event on November 2, 2025. Located at 8382 Melrose Ave., Los Angeles, CA 90069, the pop-up will take place from 12 p.m. to 3 p.m. This event is free and open to the public.

Local dermatologists and estheticians will be available at the Skincare Rituals event to consult with attendees on their skincare concerns. Consumers will be able to receive personalized recommendations from board-certified dermatologists on which COSRX products will target their skin concerns. Licensed estheticians will offer facials utilizing the 2-in-1 Goodnight Jelly Cleanser and other COSRX products.

With its public release on November 10, 2025, the 2-in-1 Goodnight Jelly Cleanser expands upon COSRX’s Peptide Boosting line. The Goodnight Jelly Cleanser consists of an unscented cleansing oil and water-based cleanser. When shaken, the formulation combines into a jelly face wash. The product removes makeup and cleanses the skin of impurities in one step. The soothing formulation targets skin concerns such as clogged pores, acne, premature aging and skin-barrier irritation.

“COSRX focuses on achieving the best skincare results with minimal ingredients,” said CEO Jun Sang Hun. “That’s the basis of Korean skincare. It promises benefits without overcomplication. I believe that’s why K-Beauty has found success worldwide. With our Goodnight Jelly Cleanser, we’ve simplified what could be a time-consuming regimen.”

K-Beauty has grown in popularity worldwide due to social-media platforms such as Instagram and TikTok, according to Cosmetics Design North America. According to Allied Market Research, the market is projected to reach \$9.9 billion in America by 2032.

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The 2-in-1 Goodnight Jelly Cleanser will retail at \$17.99 for a 6.4-ounce bottle. Released to the public on November 10, 2025, the product will be available for purchase at [cosrx.com](https://www.cosrx.com), Ulta and Amazon.

For more information about the Skincare Rituals pop-up event, visit www.cosrx.com.

About COSRX

K-beauty brand offering powerful yet affordable skincare solutions, COSRX has quickly become one of America's favorite skincare brands. Using a minimal number of highly effective natural extracts in concentrated doses, COSRX products deliver visible results by treating the skin with only the essentials it needs and nothing it doesn't. Find its best-selling skincare solutions at retailers nationwide, including <https://www.cosrx.com>, [Amazon](#), [ULTA](#), [Revolve](#), [Dermstore](#), [Nordstrom](#) and [Target](#). COSRX is also on [Instagram](#) + [TikTok](#).

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