Boots brings leading K-Wellness brands to UK customers for the first time ever

In a UK high street first, Boots introduces the next wave of Korean-inspired innovation to customers through a dedicated K-Wellness offering designed to make trending brands, and emerging formats from Seoul more accessible for customers.

Building on the popularity of K-Beauty, where searches on boots.com have seen 76% year-on-year increase, Boots is bringing the next chapter of innovation to shoppers with four leading and favourite K-Wellness brands including **BB LAB**, **RIN**, **Seoul Tonic** and **PrePear**.

BB LAB will be available in over 200 Boots stores and on boots.com this November. RIN, Seoul Tonic and PrePear will launch in 50 stores via Boots Ignite, an accelerator programme designed to identify, launch and scale evolving brands, bringing them to market in weeks rather than months. Shop the full K-Wellness range at Boots.

BB LAB

BB LAB is already a Korean favourite, with over 20m+ units sold last year. Fusing the boundaries between beauty and wellness to bring innovative inner-beauty solutions.



BB LAB Low Molecular Collagen

Powder Collagen sachets for deep skin hydration and elasticity.



BB LAB Enzyme Matcha Latte

Triple enzyme blend to support daily gut digestion.

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RIN brings a Korean approach to inner beauty, with first-to-the-UK ingestible skincare innovations designed to support your glow from within.



RIN Collagen+ Jelly Sticks

Squeezable jelly sticks to support skin maintenance.



RIN Glow Strips

Melt on the tongue strips for everyday radiance.

PREPEAR

PrePear is inspired by a time-honoured Korean legacy, made with 100% Shingo Korean pear juice. Designed for pre-alcohol consumption to leave you waking up feeling fresh and revitalised.



PrePear 100% Korean Pear Juice

Pear juice pouch that helps break down alcohol.

SEOUL TONIC

SEOUL TONIC is inspired by traditional wellness rituals, by maximising mornings with Korean pear juice. Designed for late nights and busy days, the two-step formula helps you feel your best.



Seoul Tonic Korean Pear Recovery Tonic

Natural recovery drink, perfect for before and after drinking.



Seoul Tonic Korean Pear + Apple Cider Vinegar Recovery Tonic

Designed for morning-after recovery with natural hydration.