

YesStyle Announces 2025 Award Winners, Driven by Direct Votes of Global Community Members



The YesStyle Awards honor top K-Beauty products across ten distinct categories, spotlighting the items that resonate most with customers and define industry trends.

Hong Kong, 20th February, 2026 – YesStyle, a global B2C online retailer under YesAsia Holdings Ltd. (02209.HK), announced the winners of the 2025 YesStyle Awards. The winners of this year are determined exclusively by the direct votes of the global YesStyle community, comprising beauty professionals, famous KOLs, influencers, and engaged customers, making them a definitive benchmark of consumer-driven K-Beauty trends across categories from high-performance serums to innovative clean beauty.

Structured to reflect the voice of a new generation, the 2025 YesStyle Awards are powered entirely by community participation. The awards feature ten dynamic and innovative categories, including selections like "100% Buy Again," "hidden gems", "Most Loved K-pop Idol's Go-To Skin Care" etc., which are rooted in verified sales and engagement metrics. This approach makes the awards more accessible to Gen Z while maintaining a foundation in real consumer behaviour and commercial performance.

The Awards also directly channel the community's "Real Talk" ethos, transforming an annual event into a trusted dialogue built on shared experience. This enthusiastic participation elevates the results from a ranking into a powerful strategic asset, providing unparalleled real-world intelligence. Such insight actively shapes global

product strategy and offers brand partners validated perspectives on consumer demand, establishing a critical foundation for sustainable growth in the dynamic K-beauty sector.

Winning brands—including Anua, mixsoon, TIRTIR, and fwee and more—were selected across ten categories, highlighting products that have earned genuine, long-term loyalty.

Explore the full results and product details of the 2025 YesStyle Awards

here: <https://www.yesstyle.com/blog/2025-12-23/voting-begins-now-for-the-2025-yesstyle-awards/>

2025 YesStyle Awards: Complete List of Winners

| Category | Winner | Key Highlights |
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| Favorite Serum | Anua – Azelaic Acid 10 Hyaluron Redness Soothing Serum | Gently brightens and soothes with azelaic acid, green tea, and cica. |
| Favorite Makeup Remover | mixsoon – Bean Cleansing Oil Jumbo | Fermented plant-based formula that cleanses while balancing skin. |
| Favorite Toner | TIRTIR – Milk Skin Toner Jumbo | Promotes radiant "glass skin" with rice bran extract and niacinamide. |
| Cutest Packaging | fwee – Pocket Cheek Palette – 4 Types | Playful, portable cheek palette with a soft, blendable formula. |
| Favorite Sunscreen | SKIN1004 – Madagascar Centella Hyalu-Cica Water-Fit Sun Serum | Lightweight, serum-type sunscreen with hyaluronic acid and centella. |
| Favorite Cleanser | SKIN1004 – Madagascar Centella Ampoule Foam | Deeply cleansing yet soothing foam with 84% centella asiatica extract. |
| Hidden Gem That Deserves A Spotlight | VT – PDRN Essence 100 | All-in-one milky essence with PDRN and ceramides for barrier repair. |
| Most-Loved K-pop Idol's Go-To Skin Care | medicube – Zero Pore Pad 2.0 | Exfoliating toner pads with AHA/BHA, favored by celebrity fans. |
| Best of Clean Beauty | mixsoon – Bean Essence Jumbo | Viral, vegan fermented essence for a glass skin glow. |

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| 100% Buy Again | Dr. Althea – 345 Relief Cream | Hypoallergenic blemish cream that fades spots and calms skin. |
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About YesAsia Holdings Ltd

YesAsia Holdings aspires to be the go-to-e-commerce gateway for leading Asian brand partners seeking to reach global audiences. With over 25 years of experience, the company leverages market opportunities and advanced technologies like smart robotics and AI. It partners with over 400 Asian beauty brands, fostering strong trust and goodwill. Committed to a people-centric approach, YesAsia prioritizes stakeholder trust and communication. Together with our subsidiaries, sister platform YesStyle and premier B2B cosmetics wholesaler ABW, YesAsia is dedicated to maintaining market leadership and fulfilling the needs of brand partners and customers worldwide.

About YesStyle

Yesstyle, a global B2C online retailer under YesAsia Holdings Ltd. (02209.HK), is the go-to destination for the largest selection of authentic Asian beauty, fashion, and lifestyle products. As an authorized retailer of 400+ premium K-beauty brands, we aim to help everyone find their 'yes!' through innovative beauty inspired by Asia, friendly guidance and smart prices since 2006.