



EVOLUTION OF A TREND

You may not realize it, but you've probably been using a few K-beauty products. Mark Choo, director of research and innovation at Amorepacific US, gives us a time line of when some Korean beauty staples arrived in the U.S.



2011

BB Creams (Beauty Balm)

2012

CC Creams (Color Correcting)

2014

Sheet Masks

2015

Essences

2017

Pollution-Fighting Skin Care

Seoul Glow

From sheet masks to snail creams (yes, really), Korean beauty products are taking off Stateside. Here's why you should pay attention (hint: your skin will thank you).

BY DALEY QUINN

● **K-beauty** is the umbrella term for skin care products from South Korea, where healthy, dewy complexions are what women opt for over makeup. The products, which are praised for their gentle nature, often contain out-there ingredients like bee venom and starfish

Photo: Johnny Miller.

Style

extract, and the skin care regimen women follow—with steps focused on promoting maximum cell rejuvenation—is exhaustive. It starts with dual cleansing (first with an oil, then a water-based product). Next they exfoliate, tone and add what is called an “essence,” or a light booster. After that comes a richer serum, followed by a mask, a face cream and, finally, a creamy “sleep mask” at night to nourish. (During the day, protective SPF 35 sunscreen ends the process.) Whew. Who has time for all that? Not us. So we worked out five of the most beneficial ways to join the K-beauty club.

TRENDS TO TRY

1 Double Cleansing

Our experts agree: This two-step cleansing method is the most important part of your routine. In the evening, wash away makeup with an oil cleanser, then follow with a foaming cleanser to remove excess oil, dirt and pollution.

→ **TRY** Julep Love Your Bare Face Hydrating Cleansing Oil, ulta.com, \$28, and **Innisfree Clarifying Facial Foam with Bija Seed Oil**, us.innisfree.com, \$9.

2 Masks for Everything

From sheet masks to seaweed masks to bubble masks and more, there are treatments for every skin concern. For the time-crunched, Christine Chang and Sarah Lee, founders of Glow Recipe, recommend applying a lightweight sleep mask before bed—you'll absorb the plumping benefits overnight.

→ **TRY** Glow Recipe Watermelon Glow Sleeping Mask, glowrecipe.com, \$45.

3 Acne Spot Dots

Banish breakouts and



prevent inflammation with targeted treatments. The precise placement of stickers allows for minimal irritation and dryness, says Alicia Yoon, founder of K-beauty retailer Peach & Lily.

→ **TRY** Peach Slices Acne Patches, cvs.com, \$4.50 for 30 patches.

4 Cushions

The cushion craze started with foundation but has expanded into blushes, lipcolors, concealers and even highlighters. Sunny Choi, founder of Jini Beauty, says cushions work well on everyone thanks to their light, buildable coverage.

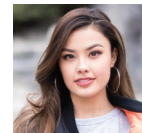
→ **TRY** Chosongah 22 Real Cheek Smoother, thebeautyspy.com, \$22, and **Laneige Cushion Concealer**, sephora.com, \$24.

5 Transitional Textures

Multitextured formulas are fan favorites for good reason: Everyone loves the sensory experience, says Dino Ha, CEO and cofounder of Memebox. Products start out as one type—e.g., jelly or balm—but after application they transform into something completely different, like a cream or oil.

→ **TRY** Too Cool for School Egg Mousse Body Oil, sephora.com, \$25.

K-BEAUTY KWEENS (INFLUENCERS TO FOLLOW)



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