

## event report cosmobeauty

# From 'chin corsets' to liquid peels: What's next from Korea?

Seoul-based trade show Cosmobeauty is home to the latest innovations in K-beauty, as **Annemarie Kruse** discovered



**C**osmobeauty Seoul is one of the biggest beauty trade shows in Korea. This year's trade fair took place from 9-11 May 2018 in Seoul's COEX exhibition centre.

And as always, Cosmobeauty offered an interesting mixture of newcomer brands, niche beauty and mainstream C&T manufacturers.

### 1 BEAUREN KOREA

C&T manufacturer Beuren Korea had one of the biggest booths at Cosmobeauty. The company presented several of its key product ranges including at-home anti-ageing beauty treatment Miracletox.

Miracletox has been formulated with Micro-Spear technology, a functional cosmetic ingredient derived from hydrolysed fresh water sponge. This sponge develops tiny silica-based 'needles' in order to adapt to its living environment. For the Micro-Spear technology these needles are processed until they are micro-sized and are then blended into the Miracletox creams and ampoules.

The principle is similar to micro-needling treatments in which the skin is first 'injured' with tiny needle punctures, after which a lifting, brightening or skin-refining product is applied to the skin. Thanks to these micro-small injuries the active ingredients can penetrate into the skin's inner layers.

### 2 AVAJAR

Korean face mask manufacturer Avajar is best-known for its bright pink Perfect V Lifting Masks. These partial sheet masks are described as 'corsets for the chin' and are said to help slim down chubby cheeks and double chins thanks to a dual-layer mask design. The inner layer is a classic hydrogel mask saturated in an essence, which contains caffeine, glucosamine and hyaluronic acid. The outer layer is a stretchy

compression-bandage type of fabric which holds the hydrogel layer firmly in place.

A clearly defined v-shaped chin is a highly prized aesthetic in Asia, so it's not surprising that these masks are one of Avajar's top-sellers online and offline. At Cosmobeauty Seoul 2018 the company presented its latest Perfect V Lifting Mask variant: a black mask version especially designed for men.

### 3 VANAV

Korean beautytronics manufacturer Vanav's bestseller in its domestic market is Time Machine, a face massager/skin care activator. This kind of electronic skin care device is trending strongly at the moment: anything that intensifies the skin care effects of a serum, essence or sheet mask tends to sell very well in Korea. Time Machine is a face massaging device which emits three types of electronic vibrations: intermittent, continuous or a combination.

The device is used after an intensive treatment or sheet mask has been applied to the skin; the vibrations are said to help the active ingredients penetrate more deeply into the skin while the massage increases microcirculation.

### 4 REINPLATZ

ReinPlatz is another well-known Korean beauty manufacturer. Launched 12 years ago, ReinPlatz's brand name is derived from the German words 'rein' (clean) and 'platz' (square) and refers to the company's headquarters in the UNESCO-recognised Gochang Biosphere Reserve in south-western Korea.

All of ReinPlatz's ingredients are sourced from Korea, including the activated charcoal and red medicinal earth that play a key part in the brand's two most recent launches, Red Loess Mask and Charcoal Mask.

The two products are peel-off cream masks that are packaged in large tubes and contain,

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respectively, red clay and activated charcoal. The mineral-rich Red Loess Mask also contains honey extract to soothe the skin while the Charcoal Mask is formulated with witch hazel to deeply cleanse the skin and draw out impurities.

## 5 ROOTREE

Any Korean beauty trade show will also include at least half a dozen Jeju brands. Jeju is a volcanic island located in the Korea Strait. With a sub-tropical climate, clean air and a lush, green landscape, the island is one of the most popular holiday destinations in Korea and the entire North Asian region. As a result, 'Jeju-made' is one of the most valuable product claims for any Korean food or beauty brand. In 2016, Jeju introduced its own official quality seal – Cosmetic Cert Jeju – which is only awarded to products that are 100% manufactured in Jeju.

Natural beauty brand Rootree's best selling product range is the Camphorganic face care range which offers products formulated with three Jeju-sourced forest ingredients: camphor tree extract, Japanese cedarwood extract and the evergreen Korean Dendropanax plant extract. The brand's bestseller is the Camphorganic Returning Essence, a moisturising serum toner that is based on organic camomile water.

## 6 COMMLEAF

In fact, natural ingredients were a strong theme at the trade show with a number of exhibitors from the organic beauty sector.

Commleaf is a natural Korean beauty brand, launched earlier this year. The company's portfolio currently offers five face care skus

**Rootree's Camphorganic Returning Essence and Coscodi's Pick Me Up Tone Up Cushion were among the K-beauty finds at Cosmobeauty in Seoul**



including two fruit acid-based liquid face peels, AHA Honey & Propolis Peeling Liquid and AHA Green Tea Peeling Liquid.

Liquid or creamy exfoliation treatments are a popular skin care product type in Korea, especially as part of a night-time beauty routine.

## 7 URANG

Korean organic beauty brand Urang, a second-time exhibitor at the trade show, presented its recently launched Whitening Blue Oil Serum, which contains just four ingredients: antioxidant green tea seed oil, bisabolol, German (blue) camomile extract and tocopherol.

Blue camomile (or rather, the camomile-derived bright blue plant compound guaiazulene) is said to have a particularly soothing effect on irritated and sensitive skin. In Urang's new launch the guaiazulene is responsible for the product's vivid blue colour and strong skin calming effect.

## 8 6 DROPS

In fact, facial oils are a trending product category in Korea at the moment. Often used as an occlusive in the last step of a skin care routine to lock in previously applied hydrating layers, nourishing face oils are now also used directly on the skin.

Newcomer 6 Drops is an aromatherapy brand from Korea. The company offers four beautifully packaged face oil blends which are based on almond, jojoba, avocado oil and olive-derived squalane. Each product is scented with a blend of essential oils from one fragrance family: floral, woody, citrus and earthy.

## 9 COSCODI

Another major trend in the Korean beauty sector at the moment is for hybrid products that combine colour cosmetics with skin care ingredients. Korean newcomer brand Coscodi's new Pick Me Up Tone Up Cushion perfectly reflects this trend: half of the cushion is a creamy beige foundation colour, the other half is saturated with a white-toned vitamin-rich hydrating cream. Once you apply the mixture to the skin with an applicator, the two tones blend to create a translucent wash of colour that evens out the skin without covering it up.

## 10 9 WISHES

And 9 Wishes' latest product launch goes in a similar direction: the Premium Vanishing Balm is a hybrid moisturiser/primer that is instantly absorbed into the skin, leaving it soft and velvety.

Although 9 Wishes is not a natural brand, it is a good example of a new generation of K-beauty indie brands that are now appearing on the market: ones that offer clean ingredients, minimalistic and stylish packaging and multi-purpose product formulations ●