

# 3 EMERGING BEAUTY TRENDS IN KOREA

BY BEAUTY INFLUENCERS

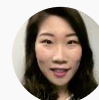
[ k-beauty ]



Korean beauty addicts are increasingly attracted to hybrid cosmetic products. This new product category allows them to combine different benefits efficiently and gain time. For a better understanding of this trend, Dynvibe LIVE takes a deep dive into the world of **Korean Beauty Influencers** often referred to as “**Beauty Creators**” and well-known for their innovative approach to beauty.

These influencers act everyday as **true avatars for cosmetic consumers**, reshaping the beauty industry.

Dynvibe LIVE invites you to take a glimpse into this world and discover **3 emerging beauty trends**.



From Hyunah Lee (Dynvibe’s Korean Insight analyst)

\*Dynvibe LIVE analysis based on 200 Korean influencers who shared 9 251 publications on social media in the 3 last month.

## Sunscreens x Makeup base

**Sunscreen is a core step in every Korean beauty routine** and a main topic for Beauty Creators. This product category is particularly visible among **hybrid cosmetics**.

More and more Beauty Creators turn towards these products and mention **super beneficial sunblocks**. They especially highlight moisturizing, toning and skin-evening properties and use the product as a **replacement of a makeup base**.

*"I'm traveling now, and I'm skipping a lot of steps of my habitual beauty routine. As we are in mid-summer this sunblock is perfect right now. It's a sunscreen, a makeup base and a fixer at once. It makes makeup moister and last longer. It has SPF50+ and PA+++."*

*"This sunscreen is like a moisturizing cream, but it does not feel stuffy. If you are a dry person, you should test it out. It didn't leave me any white marks and the ingredients are super safe !"*





## Makeup x Haircare

Beauty Creators are seduced by a new trend : the **semi-permanent hair color**. L'Oréal Colorista products are especially visible among beauty influencers. They associate products to a **"reasonable amount of craziness"** and use them for specific occasions, qualifying them as **hair makeup**. Their main motivation for trying temporary coloring is to **make a bold choice**. They feel **rebellious and unconventional** but appreciate the lack of commitment.

*"I was so desperate about being unable to change my hair color since I went for black. But with the Colorista products I finally managed to dye it mint and purple and enjoy the sunny weather."*

*"These temporary tints are so great for festivals ! I can match my hair color with my mood really easily"*





## Technology x Beauty

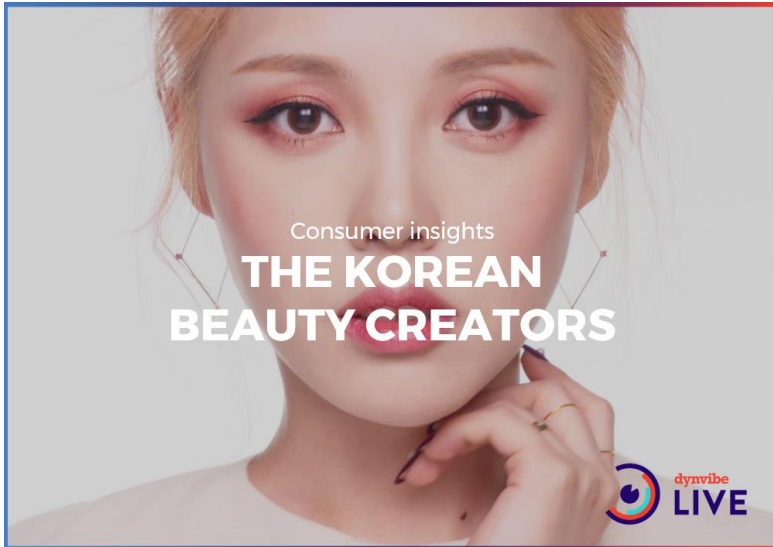
Beauty tools are more and more visible among beauty influencers' publications. Most of the time they mention the difference noticed when using these tools such as **enhanced skin care benefits**. These technological products are also used by Beauty Creators to **save time and get professional results at home**.



*"The use of ultrasonic energy and oscillation make the absorption easier. The skin care ingredients pushed deeper into the skin, the anti-aging effects are multiplied by 3!"*

*"My skin was really upset lately. I wanted to do a peeling but didn't have time so I really wanted to test this product. It's amazing. #homecare #selfcare"*

# Want to know more ?



**EXPLORATORY REPORT AVAILABLE IN SEPTEMBER 2018**

Please contact us for any questions you may have!

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