

3 NUTRITION TIPS FOR A BETTER SELF

BY BEAUTY INFLUENCERS

[k-beauty]



In Korea, nutrition is well-known for bringing health, body balance and beauty enhancement. This week 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 of 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 main nutrition tips given by Beauty Creators to their community.**



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.



1# Skin improvement

Despite being experts in makeup and skincare, many Beauty Creators have great knowledge in what they call “Inner Beauty”. They share tips on nutrients and products that might improve skin problems (dryness, dryness, blemishes...) by mixing them with food. They mostly mention **natural elements such as spirulina, goji or pomegranate**. They take it as **food supplements** or **sprinkle it on their meal**.



“A friend pharmacist recommends this to me, to take care of both my skin and intestinal health! These probiotics are good for moisturizing and boosting collagen”

“This is the reason my face is so bright! I take two sticks of pomegranate every night before going to bed. It helps balance and moisturize my skin so well.”

2# Weight & hunger control

Weight management is a recurrent topic among Beauty Creators. If they are struggling with being little overweight, they share ways on how to lose some pounds with their followers. **Hunger reducers** are the most mentioned products. These items are often jellies, mainly composed with **water or konjac**. A few use these products to **manage the number of calories** ingested during the day, to enjoy going to the restaurant in the evening. Most of the products tested are judged as **tasty and efficient**.

"When I don't have time to eat a proper meal or if I know I might overeat in the evening I use this jelly. Or sometimes when I need a diet, I take it just before diner, so I eat less rice to be full. Taste it or you'll regret it!"

"I just started this new diet that perfectly fits my body. It's great, your appetite is so reduced that I don't feel like eating in the evening anymore. #diet #obesity #herbaldiet #wildginseng"





3# Menstruation pain relief

For some Korean Beauty Creators, food supplements are a cure to minor aches like **menstruation pain or hormonal disorders**. They mainly use **flower-based supplement** : primrose, iron and vitamins.

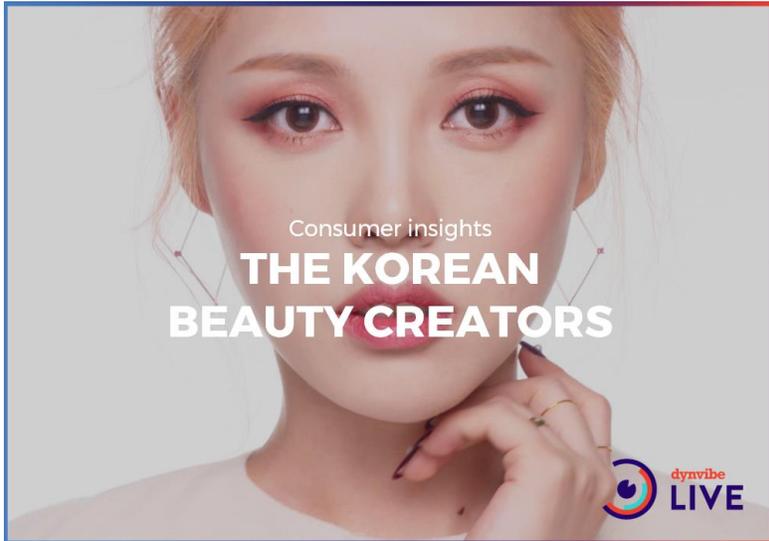
Communities and influencers talk **freely** about this topic in the comments section. They **exchange tips and tricks** to smoothly get through these monthly aches.

"I have a strong pre-menstruation syndrome. I bought these supplements to ease the stomach ache. It's the only that worked"

"Primrose is so good for hormonal disorder. It calmed my back pain quickly and it's so natural. I take it every night before bed."



Want to know more ?



EXPLORATORY REPORT AVAILABLE IN SEPTEMBER 2018

Please contact us for any questions you may have!

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