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# K-BEAUTY KORNER NEWSLETTER

WHERE SCIENCE, BEAUTY AND INNOVATION COLLIDE

JUNE 2026

- ➔ Dr. Yoo traveled to Dallas as the medical dermatologist for Dr. Groot at TikTok Shop's K-Beauty Collective Pop-Up, where scalp science met K-beauty culture.
- ➔ Rice water, one of K-beauty's most ancient ingredients, is having its biggest modern moment, plus K-beauty fragrance with ELOREA.
- ➔ On June 9, the FDA officially approved Bemotrizinol (BEMT), the first new U.S. sunscreen filter in over 20 years, and K-beauty was already ahead.



## Dr. Yoo x Dr. Groot : TIKTOK SHOP K-BEAUTY COLLECTIVE, DALLAS

- This June, Dr. Yoo traveled to Dallas, Texas as the medical dermatologist for **Dr. Groot Hair**, South Korea's No. 1 hair thickening brand and part of the **LG Beauty** portfolio, at the **TikTok Shop K-Beauty Collective Pop-Up**.
- Hosted by TikTok Shop, the K-Beauty Collective brought together **20+ top K-beauty brands** flying in directly from Korea for two full days of product discovery, exclusive previews, and conversations with brands, creators, and consumers passionate about Korean beauty innovation.
- As scalp care becomes one of the most exciting frontiers in K-beauty, Dr. Yoo helped bridge the gap between beauty, hair health, and clinical dermatology, exactly what being **'The K-Beauty Dermatologist'** is all about.

Dr. Groot Hair Thickening Shampoo



Dr. Groot Hair Thickening Conditioner



Dr. Groot Miracle in Shower Moisturizing Treatment



Dr. Groot Hair Thickening Serum, Roll On



## INGREDIENT SPOTLIGHT: RICE WATER

K-BEAUTY SCIENCE DEEP DIVE · DR. JANE YOO, MD

- What is it:**
  - Rice water** is the starchy liquid left after soaking or cooking rice, and it has been a cornerstone of Korean and Japanese beauty rituals for centuries.
  - Its power comes from a surprisingly rich ingredient profile: **inositol** (a natural carbohydrate), **ferulic acid** (a plant-based antioxidant), **allantoin** (known for soothing and skin cell renewal), **amino acids**, and **vitamins B and E**. Unlike many trendy ingredients, rice water has genuine generational and clinical credibility behind it.
- How it works:**
  - On skin, ferulic acid neutralizes free radicals and works alongside vitamins to brighten and even skin tone over time. Allantoin calms inflammation and supports surface cell turnover, making it especially useful for sensitive or reactive skin.
  - On hair, inositol is the real standout: it is one of the few ingredients shown to penetrate the hair shaft even after rinsing, meaning it keeps repairing damage from within long after you wash it out. The natural sugars in rice water also form a light coating over the hair cuticle, smoothing it and adding shine without any heaviness.



### ON THE SHELF

THE FACE SHOP Rice Water Bright Milk & Jelly Double Cleanser



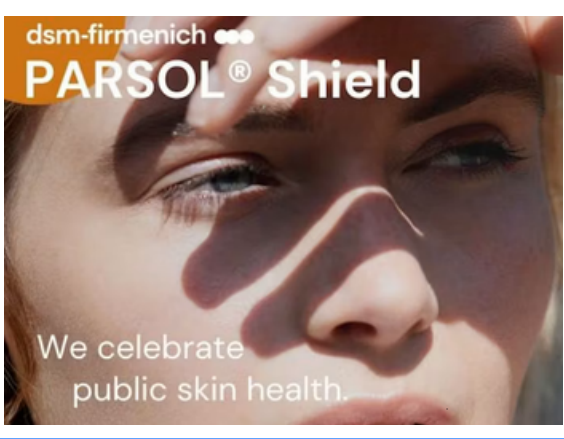
THE FACE SHOP Rice Water Bright Makeup Remover Wipes



## NEW U.S. SUNSCREEN FILTER FDA APPROVED!

**Bemotrizinol (BEMT)**, also known as **Tinosorb S**, was officially **FDA-approved on June 9, 2026**, the first new sunscreen filter in the U.S. in over 20 years. K-beauty sunscreens have relied on this broad-spectrum UVA/UVB filter for years, which is a big reason they feel so lightweight, elegant, and cosmetically appealing. Another area where K-beauty was simply ahead.

- Broader UVA + UVB coverage
- More photostable in sunlight
- No white cast
- Lighter, more elegant textures
- Better daily patient compliance



## ELOREA: K-BEAUTY FRAGRANCE

- K-beauty has always been about more than skincare, and **ELOREA** proves it extends all the way to fine fragrance.
- Founded by **Su Min Park** and **Wonny Lee** in New York, ELOREA is rooted in a poetic truth: in Korean, the word for perfume and the tender longing for home are the same, **Hyang Soo (향수)**.
- Each fragrance draws on rare Korean ingredients: ginseng, perilla leaf, aged soy sauce fermented in earthenware jars, crafted with world-renowned perfumers.

**Genderless, vegan, cruelty-free, and small-batch.** Flagship stores in New York, Los Angeles, and Seoul.

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