



K-BEAUTY KORNER NEWSLETTER

WHERE SCIENCE, BEAUTY AND INNOVATION COLLIDE

AUGUST 2026

- OLIVE YOUNG landed at Sephora's Times Square flagship, launching the **Olive Young K-Beauty Edit** with a pop-up on Broadway Plaza, August 20–21.
- The curation brings **19 Korean beauty brands** to more than **500 Sephora stores** nationwide and Sephora.com.
- This month's ingredient spotlight: **Centella Asiatica (Cica)**, a K-beauty staple for barrier repair and post-sun redness relief.
- Dr. Yoo's **Sunscreen Index** continues to help patients compare global SPF formulas by UV filter and ingredient — try it below.

OLIVE YOUNG X SEPHORA, NYC

CJ Olive Young's Sephora debut opened **August 20** with a dedicated K-beauty space at Sephora's **Times Square flagship** in New York City.

A pop-up truck ran **August 20–21** at Broadway Plaza, handing out sample scoops and freebies to celebrate the launch.

The **Olive Young K-Beauty Edit** features 19 curated Korean beauty brands, now live in over 500 Sephora stores and on Sephora.com.



Dr. Yoo's New Sunscreen Finder App!

Going abroad? Traveling soon and not sure which sunscreen to purchase?

Dr. Yoo developed THE SUNSCREEN INDEX that makes it easy to search and compare sunscreens from around the world based on UV filters, ingredients, and individual preferences, helping you find the right protection wherever you are.



Try the Sunscreen Finder App Here!

2026 K-BEAUTY TREND ALERT

K-BEAUTY SCIENCE DEEP DIVE: SKIN BARRIER REPAIR

After a summer of sun, sweat, and travel, skin barriers take a hit. The K-beauty conversation this month is shifting from actives to **recovery**.

- **Post-sun repair:** barrier routines pair ceramides with humectants to calm and rehydrate stressed skin.
- **Fermented ingredients:** fermentation raises bioavailability of actives, a hallmark of Korean formulation.
- **Occlusives & "slugging":** sealing in moisture overnight remains a dermatologist-favored way to speed barrier recovery.
- **What to watch for:** layering order and patch-testing before combining new actives.



INGREDIENT SPOTLIGHT: CENTELLA ASIATICA (CICA)

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

What is it:

Centella asiatica, known as "cica" in Korean skincare is a healing herb used for centuries in traditional medicine, now a staple in barrier-repair formulas.

Its activity comes from **triterpenoids** like madecassoside and asiaticoside, compounds that support collagen synthesis and calm inflammation.

How it works:

- **Triterpenoids** help reduce redness and support the skin's natural healing response.
- It reinforces the skin barrier, making it a go-to after sun exposure, exfoliation, or in-office procedures.
- Well tolerated by sensitive and reactive skin, cica pairs naturally with other actives in recovery-focused routines.

Dr. Yoo's Recommendation: SKIN1004 Madagascar Centella Ampoule



Purchase Here From
Amazon!

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More K-beauty content coming soon!

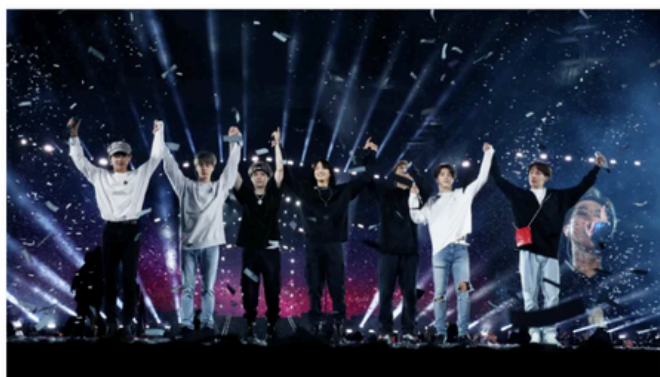
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K-CULTURE MOMENT: BTS AT METLIFE STADIUM



BTS performed at **MetLife Stadium** this month, drawing K-pop and K-beauty fans from across the tri-state area.

Concerts like this keep fueling the K-beauty crossover, fans arriving camera-ready with the same glass-skin routines and glow they see on stage.

If you're headed to a show (or recovering from one), Dr. Yoo's tips: hydrating sheet masks before, SPF reapplication for outdoor events, and gentle cleansing after a long night out.

친구 (CHINGU): PRIVATE CREATOR EVENING

Dr. Yoo attended **친구 (Chingu)**, a Private Creator Evening hosted by Mesh at **Maxwell Social, Tribeca**, bridging 100 of NYC's top female creators with the best of Korea.

Highlights included **Lululab x Ludient's** AI-powered skin analysis in action, and **Artue's** AI art discovery, plus a special guest who flew in from Seoul.

As someone who's tracked AI in dermatology since 2012, Dr. Yoo especially enjoyed seeing where personalized, tech-driven skincare is headed, and the conversations between Seoul and New York creators, brands, and culture.

