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K-BEAUTY KORNER NEWSLETTER

WHERE SCIENCE, BEAUTY AND INNOVATION COLLIDE

JULY 2026

- ➔ Dr. Yoo presented as a speaker at one of the world’s leading congresses in dermatology, **IMCAS Asia 2026**, held in Bangkok
- ➔ Dr. Yoo’s **Sunscreen Index** makes it easy to compare sunscreens from around the world by UV filters, ingredients, and personal preferences, helping users find the right protection wherever they travel.
- ➔ **Exosomes** remain a growing trend in regenerative skincare, with increasing research exploring their role in skin repair and post-procedure recovery.
- ➔ **OLIVE YOUNG FESTA LA 2026** marks the retailer’s first U.S. beauty festival, bringing leading K-beauty brands and immersive Korean beauty experiences to Los Angeles as part of its continued global expansion.

Dr. Yoo’s New Sunscreen Finder App!

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

Dr. Yoo’s 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 sunscreen wherever you are.



Try the Sunscreen Finder App Here!

Dr. Yoo x IMCAS Asia 2026

- On June 19, Dr. Yoo presented **"Exosomes 2026: Hype Cycle Over — Now What?"**, highlighting the latest evidence on exosome technology, clinical applications, and regenerative aesthetics.
- Dr. Yoo also presented **"K-Beauty Myths and Evidence: A Dermatologist’s Critical Review,"** separating skincare trends from evidence-based science and discussing the future of K-beauty innovation.
- Both presentations were delivered at **IMCAS Asia 2026** (International Master Course on Aging Science) in Bangkok, one of the world’s **leading international congresses** in dermatology and aesthetic medicine.



2026 K-BEAUTY TREND ALERT

K-BEAUTY SCIENCE DEEP DIVE ON EXOSOMES

Exosomes are tiny cell-derived vesicles that carry growth factors and messenger signals between cells, used to calm inflammation, support repair, and boost procedure results. The market is maturing, and the conversation is shifting from hype to evidence.

- Post-procedure recovery:** some **clinical** data supports topical exosomes after in-office treatments to reduce redness and downtime.
- Source matters:** human, plant, and salmon-derived exosomes are not interchangeable. Potency and processing vary widely!
- Regulatory gray zone:** injectable exosomes are **not FDA-approved** in the U.S.; legitimate use is topical.
- What to watch for:** standardized particle counts, cold-chain handling, and published clinical data, not buzzwords!



INGREDIENT SPOTLIGHT: GINSENG

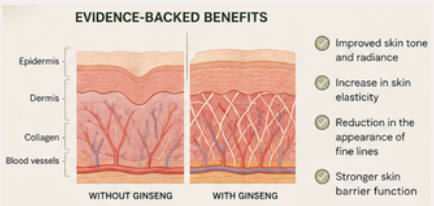
K-BEAUTY SCIENCE DEEP DIVE · DR. JANE YOO, MD
What is it:

- Korean red **ginseng (Panax ginseng)** is one of the oldest and most revered ingredients in Korean skincare, prized for centuries as a restorative “longevity” root.
- Its activity comes from **ginsenosides**, antioxidant compounds, alongside polysaccharides and amino acids that support hydration and skin resilience.

How it works:

- Ginsenosides** help neutralize free radicals and improve microcirculation, giving skin a brighter, more even and revitalized appearance over time.
- It supports collagen activity and helps defend against environmental stress, making it a favorite in firming and anti-aging formulas for tired or dull skin.
- Well tolerated by most skin types, ginseng pairs naturally with modern actives, a bridge between traditional Korean botanicals and science-backed skincare.

Dr. Yoo’s Recommendation:
Sulwhasoo First Care Activating
Serum With Ginseng



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OLIVE YOUNG FESTA

- OLIVE YOUNG** is bringing its signature K-beauty festival to the U.S. for the first time, with OLIVE YOUNG FESTA LA 2026 taking place August 14-16 at the Los Angeles Convention Center as part of **KCON LA 2026**.
- The festival will feature **55 leading Korean beauty and lifestyle brands**, giving attendees hands-on access to the latest K-beauty innovations, personalized beauty experiences, and product discoveries.
- The launch reflects CJ Olive Young’s continued **global expansion**, following the opening of its first U.S. stores and the successful debut of OLIVE YOUNG FESTA in Japan earlier this year.
- As Korea’s leading beauty retailer, OLIVE YOUNG continues to serve as a global platform for emerging K-beauty brands, helping introduce **innovative skincare** and **cosmetic trends** to international consumers.



