



OLIVE • YOUNG

USE CODE **JANEYOOMD25**
FOR 5% OFF AT CHECKOUT!

LG beauty

USE CODE **JANEYOOMD**
FOR 20% OFF AT CHECKOUT!

Stay ahead of the trend.
Scan here to subscribe to our free
K-Beauty newsletter for the latest in
beauty.



K-BEAUTY KORNER NEWSLETTER

WHERE SCIENCE, BEAUTY AND INNOVATION COLLIDE

OCTOBER 2026

51ST ANNUAL KAMA SCIENTIFIC CONVENTION



- Dr. Jane Yoo spoke at the **51st Annual Korean American Medical Association (KAMA) Scientific Convention** in Boston earlier this month.
- Her presentation, **“The Science of K-Beauty: Separating Evidence from Marketing,”** explored the science behind popular Korean skincare ingredients, formulations, and routines, distinguishing evidence-based benefits from marketing claims.
- The convention brought together Korean American physicians across specialties to share medical knowledge, research, and clinical perspectives.

→

51st Annual Korean American Medical Association (KAMA) Scientific Convention in Boston earlier this month.

→ **KOOM STAGE** took over Terminal 5 on October 16 with 42+ sessions featuring founders, creators and leaders.

→ This month’s trend alert: the **fall skin transition**, and how to adjust your routine as the weather cools.

→ Ingredient spotlight: **Mugwort (Artemisia)**, a calming Korean botanical for stressed, reactive skin.

→ Shorter days don’t mean less UV. Dr. Yoo’s **Sunscreen Index** helps you find the right SPF year-round.

RECAP: KOOM STAGE NYC

KOOM STAGE brought founders, creators and leaders together for a full day of **42+ sessions** at Terminal 5 in New York City.

Friday, October 16, 2026

Terminal 5 • New York City

See the full lineup at stage.koom.nyc.

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: THE FALL SKIN TRANSITION

Cooler air and indoor heating pull moisture from the skin. Korean routines handle the shift by **layering hydration** and reinforcing the barrier before winter arrives.

- **Swap textures:** trade lightweight summer gels for richer creams with ceramides.
- **Layer, don’t pile on:** thin layers of toner, essence and serum hydrate better than one heavy step.
- **Ease up on exfoliation:** drier skin is more easily irritated, so cut back on acids.
- **Keep the SPF:** UVA rays stay strong through fall and pass through windows.



INGREDIENT SPOTLIGHT: MUGWORT (ARTEMISIA)

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

What is it:

Mugwort (Artemisia, or “ssuk” in Korean) is an herb long used in traditional Korean medicine and now a staple of calming K-beauty formulas.

It’s rich in **antioxidants and flavonoids**, compounds that help protect skin from environmental stress.

How it works:

- Helps calm redness and irritation, useful as skin reacts to cooler, drier air.
- Antioxidants help defend against free-radical damage.
- Gentle enough for many sensitive skin types, but patch-test first. People with ragweed allergies may react.

Dr. Yoo’s Recommendation:
I’m From
Mugwort Essence



FOLLOW US ON INSTAGRAM AND YOUTUBE

More K-beauty content coming soon!

Instagram / [@janeyoomd](https://www.instagram.com/janeyoomd)



youtube.com / [@janeyoomd](https://www.youtube.com/janeyoomd)

