



K-BEAUTY KORNER NEWSLETTER

WHERE SCIENCE, BEAUTY AND INNOVATION COLLIDE

SEPTEMBER 2026

- Save the date: **KOOM STAGE**, 42+ sessions with founders, creators and leaders, October 16 at Terminal 5, NYC.
- This month's trend alert: **longevity skincare**, and why it's moving from buzzword to formulation strategy.
- Ingredient spotlight: **NAD+**, the cellular-energy molecule showing up in a new wave of anti-aging K-beauty.
- Dr. Yoo's **Sunscreen Index** continues to help patients compare global SPF formulas by UV filter and ingredient. Try it below.

SAVE THE DATE: KOREAN KOOM FESTIVAL

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

Friday, October 16, 2026 · 9 AM–5 PM
Terminal 5 · New York City

Explore 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: LONGEVITY SKINCARE

Anti-aging is being reframed as **skin longevity**: keeping skin functioning well over time, rather than just correcting lines after they appear.

- **Cellular health**: formulas targeting skin-cell energy and repair, including NAD+ and its precursors.
- **Barrier as foundation**: a healthy barrier is the base of any long-term routine.
- **Prevention first**: daily broad-spectrum SPF is still the most proven longevity step.
- **What to watch for**: "longevity" isn't a regulated term. Look for ingredients with clinical data behind them.



INGREDIENT SPOTLIGHT: NAD+

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

What is it:

NAD+ (nicotinamide adenine dinucleotide) is a coenzyme found in every living cell. It's essential for cellular energy production and DNA repair.

NAD+ levels naturally **decline with age**, which is why it has become a focus of longevity research and anti-aging skincare.

How it works:

- Supports skin cells' energy metabolism and natural repair processes.
- Often paired with **niacinamide**, a vitamin B3 form and NAD+ precursor with strong clinical data.
- Topical NAD+ research is still early, so Dr. Yoo recommends it as a complement to proven basics, not a replacement.

Dr. Yoo's Recommendation:
numbuzn
NAD+ Anti-Aging Line



Purchase Here From Amazon!

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More K-beauty content coming soon!

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



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



FASHION WEEK MOMENT: THE FACE SHOP BY LG

During **New York Fashion Week**, Dr. Yoo stopped by **THE FACE SHOP**, the K-beauty brand from LG H&H.

The event showcased THE FACE SHOP's **Clean Beauty** rice water line, including **Rice Water Bright** cleansing wipes and **Rice Water Ready**, with products displayed on beds of rice as a nod to the hero ingredient.

Shop LG beauty with code **JANEYOOMD** for 20% off at checkout!

