

The New KOREAN HIT: Facial Essence



Is there something in the water?

A new type of product is making its way into our beauty routines. Lighter than a serum or a cream, it still promises to pack a major skin-improving punch.

What is Essence?

Essence refers to a lighter serum. A highly concentrated skin care product with active ingredients designed to treat specific skin problems from oil control to skin whitening to hydration. Serums penetrate deep inside the pores and lower layers of the skin, unlike emulsion.

Korean Skin Care Regimen: Emulsion, Essence, Skin Softener?

Interest in Korean cosmetics and skin care brands in America started to grow with the introduction and wide adoption of the product BB Cream (Blemish Balm). Aside from BB cream, there are definitely some other beauty products worth giving a try from a country who values beauty sometimes to extremes. One in five women in the capital of Korea have plastic surgery, according to a survey by a market research firm in 2009. (economist.com). Equipped with some of the latest and most innovative beauty products in the world, Korean women emphasize skin care with special attention to their daily routine.

Example of Korean Beauty: Actress Song Hye Kyo born in 1971. American actresses born in the same year would be Shannen Doherty, Denise Richards, and Christina Applegate.



On the Market



**MICRO ESSENCE
ESTÉE LAUDER**

Strengthens Skin's Foundation.
Proven for Asian Skin.

With a stronger, more resistant foundation, skin looks healthy and emanates the angelic glow of youth from within.



**FACIAL TREATMENT ESSENCE
SK-II**

A refreshing essence that moisturizes the skin and supports skin cell renewal. Moisturizes, improves texture and clarity, and contributes to a more beautiful, balanced, and glowing complexion.



**EUDERMINE REVITALIZING
ESSENCE - SHISEIDO**

A softening lotion that delivers immediate moisture and improves your skin's own moisturizing power. The result is supple, smooth skin. Responds to changes in climate to keep the skin's moisture level constant.



**TRU FACE ESSENCE ULTRA –
NU SKIN**

Leave undefined skin in the past and enjoy firmer, younger looking skin today and in the future, with ageLOC Tru Face Essence Ultra. Targets the sources of aging.

Our suggestions / combinations

EPIDERMIST 4.0

“skin looks healthy”

“moisturizes the skin and supports skin cell renewal”

“Responds to changes in climate to keep the skin's moisture level constant.”

“improves texture and clarity”

RHODOFILTRAT PALMARIA

“angelic glow”

“glowing complexion. “



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THE NEW KOREAN HIT FACIAL ESSENCE



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