

Wow, more Korean beauty brands

By GWENDOLYN NG

BLEMISHES BEGONE!

HALLYU-YAH! Fans of Korean beauty brands, jump for joy.

The Korean Wave, also known as *hallyu*, has hit Singapore once again.

This time, it comes in the form of the newest "Made in Korea" beauty products from international beauty brand Pure Beauty.

Called the Black Pearl, the **anti-ageing** skincare range was launched exclusively at select Watsons stores earlier this week.

Researched and developed in South Korea, the line's products range from cleansing foams to **night creams**.

Pure Beauty's addition to the range of brands here is testament to the burgeoning popularity of beauty products made in South Korea.

Watsons has brought in more of such products, including Rojukiss, BRTC and Dr Jart, compared with five years ago.

"Watsons has brought in more Korean brands, based on the beauty trends we observe, as well as feedback from consumers," said Ms Irene Lau, Watsons marketing and brand development director.

And it's not difficult to see why Korean beauty brands have caught on with consumers here.

The interest in all things Korean probably started with the sappy 2002 TV drama *Winter Sonata*, which starred the porcelain-skinned Choi Ji Woo.

Since then, Singaporeans have been riding the *hallyu* wave with much enthusiasm. Last year, many K-pop acts, including A-listers like Girls Generation and Super Junior, per-

◆ **Pure Beauty Youth Restore Essence with Black Pearl, \$21.90**

COMBAT the first signs of wrinkles, dark spots and sagging skin with the Black Pearl range's star product: the Youth Restore Essence.

Researched and developed in South Korea, the signature product is highly concentrated with a patented collagen booster, which helps you say goodbye to fine lines.

As its name suggests, the essence harnesses rich marine minerals from rare Tahitian black pearls. It has been dermatologically tested for all skin types.



◆ **SKIN79 Beblesh Balms (BB Cream)**

TOUTED as the global bestseller of all BB creams, SKIN79 has a wide range of creams to suit different skin types.

Besides covering blemishes, the BB Cream also gained popularity for its multiple benefits.

Take the brand's VIP Gold Collection Super Plus BB Cream (\$36.90), for instance. It whitens, alleviates wrinkles and has UV protecting properties (SPF25). It even contains gold and caviar extracts.

What's more, SKIN79's lovely packaging makes it a pretty accessory in the make-up bag.



◆ **Dr Jart+ V7 VitaLaser, \$59**

THIS hassle-free product is infused with seven vitamins – A, B3, B5, C, E, F and H – that offer a variety of beauty effects.

There's the brightening effect of vitamin C and the moisturising effect of vitamin E, while vitamin A improves skin elasticity.

The product serves mainly as a whitening cream for treating blemishes and freckles.

It can be applied on the entire face or used as a spot treatment.

◆ *All three products featured are available at select Watsons stores.*



formed here to **sell out** crowds.

Celebrity pull certainly plays a huge part in moving beauty or fashion products, said Dr Lynda Wee, an adjunct associate professor in retailing at Nanyang Technological University.

"It's not surprising, considering how television and movies are inundated with beautiful Korean stars," she said.

Another factor is the branding of "Asian products for Asian skin". Ms Lau said: "Korean products are positioned as being more suitable for Asian skin. They are rather advanced in research and development, espe-

cially in skincare products.

"It is also a well-known fact that Korean women take extremely good care of their skin with proper skincare regimes."

The BB (blemish balm) cream is one example. The wildly popular product was originally prescribed by South Korean plastic surgeons for patients recovering from aesthetic procedures.

"Even Western brands have started coming up with their own BB creams. It's a form of **endorsement** for Korean technology," said Dr Wee, adding that she, too, could not resist

the pull of Korean beauty products during a trip to Seoul last year.

"I bought almost a year's supply of skincare products," she said. nggwen@sph.com.sg