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**Lipstick in kindergarten? South Korea's K-beauty industry now aims for super young**  
幼儿园就涂口红？韩国“韩式美妆”行业正瞄准幼龄孩童

**lipstick** /'lɪp,stɪk/ : n. 口红

South Korea's **cosmetics** industry, known as K-beauty, has become an Asian **powerhouse** and global phenomenon for its **rigorous** step-by-step **regimens**.

韩国美容行业，也叫做韩式美妆，因其细致的而又循序渐进的美颜法成为亚洲龙头产业，进而成了一个全球性现象。

**cosmetic**/kəʊz'metɪk/: n. (一般作 cosmetics) 化妆品，美容品

词义辨析：cosmetics, makeup

两个词都可以表示化妆品，但 cosmetics 除了化妆品还包括护肤品，所指范围比 makeup 更大。

**powerhouse**/'paʊərhaʊs/: n. 强国；权势集团

英文释义：a group or an organization that has a lot of power

搭配短语：an emerging economic powerhouse 一个新兴的经济强国

**rigorous**/'rɪɡərəs/: adj. 严格的；严密的，缜密的

搭配短语：rigorous standards

搭配短语：rigorous safety checks

**step-by-step**: 一步步

**regimen**/'redʒɪmən/: n. (尤指为了增进健康的) 生活规则，养生之道，养生法

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But **exacting** beauty norms also put **enormous** pressure on South Korean women, making the country one of the world's centers for **plastic surgery**. And increasingly, the beauty industry is looking at younger and younger girls.

但是对美严苛的标准同样也给韩国女性带来了巨大的压力，使这个国家成为了世界整形中心之一。而且美妆产业正日益将目光投向年龄越来越小的女孩身上。

**exacting**/ɪɡ'zæktɪŋ/: adj. 苛求的，严厉的

**enormous**: adj. 巨大的

**plastic surgery**/ˌplæstɪk 'sɜːrdʒəri/: n. 整形手术，整容手术

plastic: n. 塑料；adj. 塑料的

搭配短语：plastic bags 塑料袋

搭配短语：plastic surgeon 整形外科医生

**increasingly**: adv. 越来越，越来越频繁地

搭配短语：increasingly fierce competition: 日益激烈的竞争

例句：Increasingly, companies are having to put up prices. 各家公司不得不愈加频繁地涨价

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A YouTube video of a 7-year-old putting on lipstick, titled "I want to wear makeup like mom," has attracted 4.3 million views, while similar videos show young girls sharing their "**elementary school** makeup **routine**" and "**unboxing** my Hello Kitty **makeup kit**."

YouTube 上一个名为“我要像妈妈一样化妆”的 7 岁女孩涂口红的视频吸引了 430 万点击量，而在类似的视频中，年轻女孩分享着她们的“小学化妆的日常”和“我的凯蒂猫彩妆套装开箱视频”。

**elementary school**: 小学

elementary: adj. 简单的；初级的；小学的

**routine** /ruː'tiːn/: n. 常规；例行程序 adj. 常规的；例行的

搭配短语：the daily routine 日常的例行公事

搭配短语：to establish a routine 确立常规/形成习惯

搭配短语：as a matter of routine 按常规

**unbox**/ʌn'bɔːks/: v. 开箱

反义词：box

**kit**/kɪt/: n. (用于某种目的或活动的) 成套工具 (或服装)

搭配短语：a first-aid kit 急救箱

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This is **hardly** a trend that is **exclusive** to South Korea. For decades, **academics** of all **stripes** have **pored over** the impact of pressure on teenagers and young women in the West to **conform with** unreasonable standards for appearance and body type.

这并不是韩国独有的趋势。几十年来，各个派别的学者都在研究西方青少年和年轻女性所承受压力的影响，这些压力迫使她们去遵循外貌和体型上不合理的标准。

**hardly**: adv. 几乎不；不十分；刚刚

搭配短语：hardly ever do sth 几乎从不做某事

搭配短语：it's hardly likely/surprising: 这不大可能/不足为奇

例句：There's hardly any milk left. 牛奶差不多没了

例句：I could hardly keep my eyes open. 我眼睛都快睁不开

例句：I hardly know him. 我不怎么认识他

例句：You can hardly expect him to trust you. 你可别指望他会相信你

**exclusive** /ɪk'sklusɪv/: adj. 高档的；独有的；唯一的

搭配短语：have exclusive (marketing) rights for sth 拥有对某物的 (营销) 专营权

**academic**: n. 学者；adj. 大学的；学术的

搭配短语：academic subjects 学科

搭配短语：academic qualifications: 学历

例句：she's not very academic. 她学习不太好

**stripe**/straɪp/: n. 条纹，长条；(北美英语) 类型，类别

**pore over**: 仔细阅读，钻研

相关词汇：pore: n. 毛孔；v. 仔细打量；仔细研究

**conform**: 遵守，遵照

搭配短语：to conform with a strict dress code

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But such concerns in South Korea also now include girls so young they can **barely** read the packaging on the beauty products.

但在韩国，上述对外貌压力的担忧，现已包括了年纪小到几乎连美容产品包装都看不懂的女孩群体。

**barely**: adv. 几乎不

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"From K-pop **divas** to K-beauty cosmetics, the market capitalizing on women's **objectification** has become a **hyper-saturated** 'red ocean' in South Korea," said Yoon-Kim of Konkuk University.

来自韩国建国大学的尹金表示：“从韩国流行天后到韩式美容产品，通过物化女性来获利的市场已成为韩国一个过度饱和的‘红海’。”

**diva**/'di:və/: n. 著名女歌唱家，著名女歌手

**capitalize on**: 利用...获益，从...中获利

英文释义：to use sth. in a way that helps you

例句：We should capitalize on every chance we get to improve our English. 我们应该抓住每一次提高英语水平的机会。

**objectification**/əb,dʒektɪfɪ'keɪʃn/: n. 人格物化

英文释义：to treat people like objects, as if they had no feelings, opinions or rights of their own

词性拓展：objectify (v. 物化)

搭配短语：magazines that objectify women 使女性物化的杂志

**hyper-saturated**/ˌhaɪpər'sætʃəreɪtɪd/: adj. 过度饱和的

词根词缀：hyper- (过于)

派生词：hypercritical (adj. 吹毛求疵的)

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"The market sees a 'blue ocean' for **expansion** in younger customers, ready to **instigate** and **monetize** their **insecurities** about their appearance."

“市场看到了幼年顾客的‘蓝海’在扩大，准备放大她们对自己外表的不自信，并利用该情绪来赚钱。”

**expansion**: n. 扩张；膨胀

**instigate**/'ɪnstɪgeɪt/: v. 煽动，唆使

搭配短语：to instigate a riot 煽动骚乱

**monetize**/'mɒnɪtaɪz/: v. 使货币化，从...赚钱

搭配短语：to monetize YouTube 通过YouTube获利

**insecurity**: n. 缺乏自信；不稳定

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原文；

Lipstick in kindergarten? South Korea's K-beauty industry now aims for super young

South Korea's cosmetics industry, known as K-beauty, has become an Asian powerhouse and global phenomenon for its rigorous step-by-step regimens.

But exacting beauty norms also put enormous pressure on South Korean women, making the country one of the world's centers for plastic surgery. And increasingly, the beauty industry is looking at younger and younger girls.

A YouTube video of a 7-year-old putting on lipstick, titled "I want to wear makeup like mom," has attracted 4.3 million views, while similar videos show young girls sharing their "elementary school makeup routine" and "unboxing my Hello Kitty makeup kit."

This is hardly a trend that is exclusive to South Korea. For decades, academics of all stripes have pored over the impact of pressure on teenagers and young women in the West to conform with unreasonable standards for appearance and body type.

But such concerns in South Korea also now include girls so young they can barely read the packaging on the beauty products.

"From K-pop divas to K-beauty cosmetics, the market capitalizing on women's objectification has become a hyper-saturated 'red ocean' in South Korea," said Yoon-Kim of Konkuk University.

"The market sees a 'blue ocean' for expansion in younger customers, ready to instigate and monetize their insecurities about their appearance."