

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**.

rigorous 严格的; 严密的

regimen 养生法; 生活规则

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.

pore 小孔; 凝视

conform with 遵守; 一致

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

packaging 包装

"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.

diva 歌姬

objectification 对象化; 物化

hyper-saturated 过饱和的

instigate 教唆; 煽动

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

monetize 货币化

insecurity 不安全感