QUALITATIVE ANALYSIS OF K-BEAUTY PRODUCTS

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K-Beauty Philosophy: "QUALITY over QUANTITY"

Korean beauty, or K-beauty, is known for its use of natural ingredients like Green Tea, Volcanic Clay, and Ginseng that provide exceptional results and a focus on preventing skin problems.

Analysis Tools - RStudio (Word Cloud, NLP)

New Age Korean Ingredients



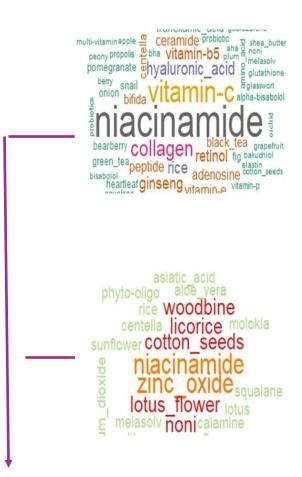
rice collagen retinol

Clarifying or Deep Cleansing, **Beta Hydroxy Acid**, exfoliating acids is the first choice.

Hyaluronic Acid, a powerful humectant is the key behind hydration, moisturization. The main ingredient in many Eye creams, Essences,

Moisturizers etc.



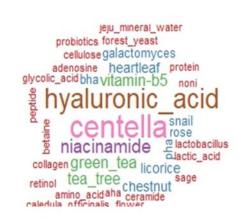


When it comes to brighten and rejuvenate, Niacinamide or Vitamin B3 is the first choice in K-Beauty as it's suitable for sensitive skin also. K-Beauty using this in Sunscreen for additional care.

K-Beauty Signature Ingredients



- Black Tea, potential anti-oxidant to Rejuvenate most suitable for problem free Normal Skin.
 - Centella, a tropical plant, known for its soothing, antiinflammatory, and hydrating properties, a staple in K-Beauty.





- **Hyaluronic Acid**, powerful humectant to Hydrate and Moisturize the Dry skin.
 - Green Tea, super hero for Oily Skin to control excess oil and prevent acne, regulate sebum production for smooth, clear skin.

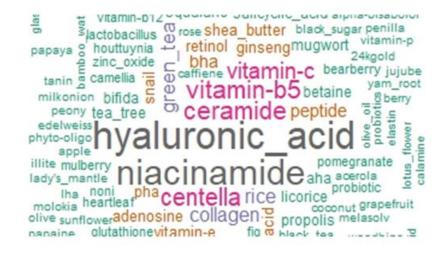
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glasswort
acerola pha vitamin-b5 plum_water
propolis nyaluronic acid_retinol
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red_bean green_tealady's_mantle
beta-glucan niacinamide camelliatanin
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Beauty Trends & Top 10



- **Vegan** skincare without animalderived ingredients and often formulated with plant-based alternatives.
- Vegan or Non-Vegan, Hyaluronic Acid dominates both the segment.







Top 10 Ingredients -

- 1. Hyaluronic Acid
- 2. Niacinamide
- 3. Ceramide
- 4. Vitamin B5
- 5. Centella
- 6. Vitamin C
- 7. Green Tea
- 8. Collagen
- 9. Rice
- 10. Peptide

THANK YOU