

# QUALITATIVE ANALYSIS OF K-BEAUTY PRODUCTS

- Amrita Mondal

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.

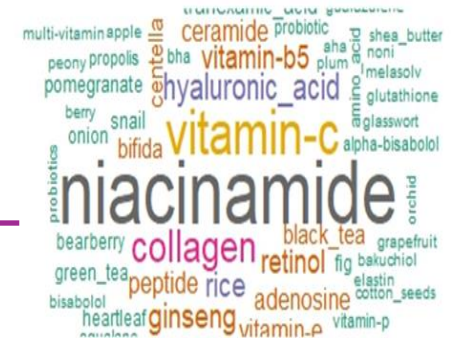
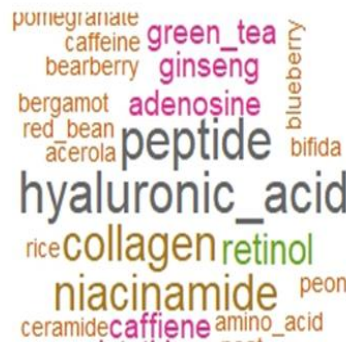
Analysis Tools - RStudio (Word Cloud, NLP)

# New Age Korean Ingredients



*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.

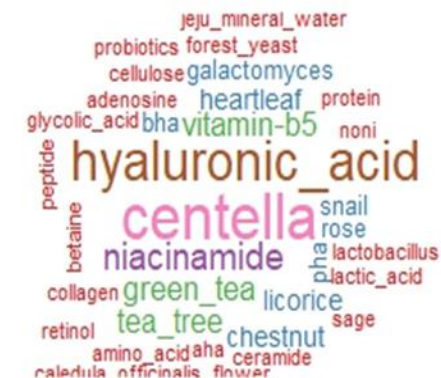


*When it comes to brighten and rejuvenate, **Niacinamide or Vitamin B3** is the first choice in K-Beauty as it's suitable for sensitive skin also. K-Beauty using this in Sunscreen for additional care.*

# 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, anti-inflammatory, 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.



# Beauty Trends & Top 10





- ***Vegan** - skincare without animal-derived 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