

Beauty Trend: Korean Beauty



By [Mara Miller](#)

It's official: Korean [beauty trends](#) have been taking over the beauty world for the past few years, and they're here to stay. The Korean market is among the top 10 in the world, with an estimated 13.1 billion sales, according to Mintel. Skin products are estimated to hit 7.2 billion alone by 2020. K-Beauty has given us a surge of skincare and wildly popular makeup items the general public can't seem to get enough of, but if we're being honest here, their skincare knowledge and other beauty products go above and beyond our own since they possess ancient knowledge of natural skincare we can't begin to comprehend on our own because our culture and country is too young.

Step out of your comfort zone and try these Korean beauty trends!

People keep raving about K-beauty, but why? What is so special about them other than that they're natural? We have some [beauty tips](#) and [beauty advice](#) for you to consider before you try any of these products:

1. Pamper yourself: K-beauty is considered luxurious. Your skin will thank you for the pampering by staying tight with fewer wrinkles over time as you age. Products such as sun milk can provide protection from the sun and also get rid of blemishes and blackheads. So get some K-beauty and have a girls night in with your bestie for some top-notch pampering!

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2. Natural products: K-beauty focuses on organic ingredients and natural oils for their oil serums. They use old formulas and none of the scary stuff no one is able to pronounce. And beyond that, there is a lot of science packed into these products—their number one focus is beauty and the technology they pack into them in order to get the products many people love.

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3. Volcanic ash: You can find volcanic ash in some K-beauty products. It's great for reducing acne so you have a clear, beautiful face. Volcanic ash has been used for hundreds of years to cleanse the face. You can find it in the form of a peel-off mask that you leave on your face for 10-15 minutes.

4. They're affordable: K-beauty products are super affordable compared to other products out there currently on the market. You'll be able to stock up on sheet masks, lip masks, toners, and face creams without spending hundreds of dollars.

Have you used Korean beauty products in the past? Let us know in the comments below!