

Beauty and the East

Korean skincare is here, so you don't need a plane ticket to try it for yourself...

act: South Korean beauty is way ahead ofours. Drew Barrymore took off to Korea to get inspiration for her own cosmetics range, and she's not the only celeb going loco for So-Ko. Those crazy face and lip masks that everyone from Jessica Alba to Jenna Dewan Tatum have been wearing? Korean buys that are making waves both for their skincare properties andInsta-worthyappearance. Plus, there's more...



BRAND TONY MOLY WHERE TO BUY? CULT BEAUTY

Korea's cutest beauty brand, Tony Moly's Egg Pore range is great for smoothing skin and shrinking pores.



BRANDTOO COOL FOR SCHOOL WHERE TO BUY? SELFRIDGES

Make-up artist and blogger Lisa Eldridge is a fan of their UFO palette, which has everything you need for a K-style naturallook.

BRAND OH-K! WHERE TO BUY? ASOS

Their face mask may be a little out there (yep, they have a snail slime one), but it left our skin feeling soft and hydrated.



WHYTHE HYPE?

"Korean women believe in 'ssang-ul beauty'
—that's beauty without make-up," says Vicky Lee, the Korean-born founder of Sorabelle.com, the UK'sonly So-Kobeauty blog. This desire for a natural look is pushing the industry to be more innovative, resulting in skineare that's deeply nourishing (an overnight sleep pack was the ideal remedy to our stressed-out skin) and beauty that crosses the line between skineare and make-up. If you use a BB cream, you're already a convert. It may seem a little crazy, but for beauty that pushes boundaries So-Ko is



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