

PRESS RELEASE

November 1, 2023 - For Immediate Release

How PSYCARE Will Transform the Definition of K-Beauty

As K-Culture continues to thrive across various domains like film, entertainment, music, art, and technology, K-Beauty has experienced a period of introspection and redefinition in the past years. Despite this, the core tenets of K-Beauty like product efficacy, technological innovation, ingestible products, a focus on overall well-being, holistic health, and mood-enhancing colors, align seamlessly with the rising movement of PSYCARE.

The PSYCARE movement represents a transformative wave in the beauty industry, foregrounding mental health and holistic well-being. This approach has become increasingly relevant amidst the global turmoil of political instability, economic challenges, war, and environmental crises. Though the concept of holistic beauty is not new, having been at the heart of the conversation for several years, it is now gaining unprecedented momentum and relevance. Current global circumstances have led to an uptick in stress-related illnesses and disturbances in sleep patterns. In response, consumer attitudes are shifting towards seeking happiness and comfort, and prioritizing personal well-being over traditional definitions of success. As a result, beauty is being redefined to encompass mental health, personal care, and overall health. What started as a trend is now becoming a fundamental category within the beauty industry, indicating the PSYCARE movement's potential to set new standards and directions for the future of beauty.

To explore the topic and its relevance on the Korean market, BEAUTYSTREAMS, the global beauty insights platform, will be hosting a symposium in Seoul: "PSYCARE: The Next Big Beauty Market Opportunity" in collaboration with prominent Korean trade press Beautynury.

After the success of the first session of the PSYCARE Symposium in Paris, BEAUTYSTREAMS is evolving the topic for the Korean market, where culturally there already exists a natural convergence of beauty, food, emotional well-being, and health. As PSYCARE is an emerging beauty category poised to offer substantial global market opportunities, an illustrious panel of guest speakers and industry experts will share their perspectives on the category's growth and the opportunities set to abound in coming years.

"I believe PSYCARE is going to redefine the meaning of wellness tomorrow. Mental wellness has been highly challenged as a concept these past years. PSYCARE embodies progress and

precision in a new scientific and integrated way," states Barbara Doussard, Prospective Director of L'Oréal Group and Symposium guest speaker.

"At BEAUTYSTREAMS, we always look at the bigger picture to define what comes next in the beauty industry," says Lan Vu, Founder and CEO of BEAUTYSTREAMS. "Our trend forecasts are rooted in societal movements and translated into actionable insights on a local level. PSYCARE is a movement that we defined on a global scale that we are now adapting to the Korean market because it is a culturally natural fit there. PSYCARE is all about the intersection of sectors and how consumers now look at beauty, from the inside out. That's why we are thrilled to host the second iteration of our PSYCARE Symposium in Korea in partnership with Beautynury."

The Symposium will feature a distinguished lineup of speakers who will offer insights from both global and local perspectives. Among them, from France, Barbara Doussard, the Prospective Director of L'Oréal Group and Céline Ellena, renowned perfumer of L'Artisan Parfumeur, Fragonard, The Different Company, and Hermès. The Korean local roundtable includes Saehoon Lee, Chairman of The Gyeonggi Cosmetic Committee; Dr. Young Ho Park, President of The Society of Cosmetic Scientists in Korea; Haerim Kim, Editor-in-Chief of Beautynury and Yakup Shinmoon; and Daekuen Tché, Co-Founder of Néjoo Hair Care.

Organized as a comprehensive program of expert interviews, conferences, and round table discussions, **the Symposium will be held on Tuesday, November 7, 2023, at the Conrad Hotel Seoul from 2:00 p.m. to 6:00 p.m.**

Request your complimentary press badge today to attend the Symposium by writing to us at press@beautystreams.com.

About BEAUTYSTREAMS

The BEAUTYSTREAMS platform is the global beauty industry reference. It is an indispensable daily tool for strategy, innovation, marketing, and product development teams worldwide. Companies like Amorepacific, Chanel, Estée Lauder, Hermès, LG, L'Oréal, P&G, Unilever, etc. rely on our trend expertise.

For more information, please write to us at press@beautystreams.com.

About Beautynury

Beautynury, The Cosmetics Newspaper, was founded in September 1992 and is Korea's first media company specializing in the cosmetics and beauty industry providing service via both an online and offline newspaper. Beautynury mainly focuses on providing various information and trends for the domestic and international markets and the global expansion of the Korean Beauty (K-Beauty) industry. For more information, please write to us at directory@beautynury.com.

PSYCARE: The Next Big Beauty Market Opportunity

Date:

Tuesday, November 7, 2023

Time:

From 2:00 p.m. to 6:00 p.m.

Venue:

Conrad Hotel Seoul
10 Gukjegeumyung-ro, Yeongdeungpo-gu
Seoul, South Korea

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Symposium Program:

ARRIVAL

1:30 p.m. - 2:00 p.m.

Welcome Coffee

INTRODUCTION

2:00 p.m. - 2:15 p.m.

Opening Words

SOCIOLOGICAL CONTEXT

2:15 p.m. - 2:40 p.m.

Why will PSYCARE Become an Integral Part of the Beauty Industry?

Michael Nolte, SVP Creative Director of BEAUTYSTREAMS

EMOTIONAL CONTEXT

2:40 p.m. - 3:00 p.m.

How Does Scent Impact Psychological Wellbeing?

Céline Ellena, Perfumer interviewed by Lan Vu, Founder & CEO of BEAUTYSTREAMS

MARKET OPPORTUNITIES

3:00 p.m. - 3:20 p.m.

The Impact of PSYCARE on Different Categories

*Barbara Doussard, Prospective Director of L'Oréal Group interviewed by Michele Superchi,
Vice President of BEAUTYSTREAMS*

BREAK

3:20 p.m. - 4:00 p.m.

Networking & Coffee

LOCAL CONTEXT

4:00 p.m. - 5:00 p.m.

The Potential of PSYCARE for the Korean Beauty Industry

Round table discussion with Korean industry experts:

Dr. Young Ho Park, President of The Society of Cosmetic Scientists in Korea

Saehoon Lee, Chairman of Gyeonggi Cosmetic Committee

Daekuen Tch , Co-Founder of N joo Hair Care

Michael Nolte, SVP Creative Director of BEAUTYSTREAMS

Moderated by Haerim Kim, Editor-in-Chief of Beautynury and Yakup Shinmoon

MARKET OPPORTUNITIES

5:00 p.m. - 5:45 p.m.

Category Opportunities for Skin Care, Personal Care, Fragrance, and Color Cosmetics

Michael Nolte, SVP Creative Director of BEAUTYSTREAMS

CONCLUSION

5:45 p.m. - 6:00 p.m.

Closing Words

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