



Hey Do You

INNOVATIVE NATURAL KOREAN SKIN CARE LINE USES ANCIENT HERBAL INGREDIENTS AS A GAME CHANGER

BY LULU QU

If there is one thing people in the U.S. are after it is the fountain of youth and healthy, great-looking skin. In fact, the Global Cosmetic Industry reports that the skin care market in the country is expected to reach \$11 billion by 2018. Everyone has a “skin story,” and millions of people are on an endless search for effective skin care products that truly work with anti-aging effects. What they may not realize is the power of natural ancient herbal ingredients that can be found in some Korean skincare products, and it’s what celebrity make-up artists are buzzing about.

“Once you try our award-winning, herbal medicinal based natural Korean skin care products there is really no going back,” explains Lauren Ing, president of SMD Cosmetics International. “Women in South Korea are known for being selective consumers when it comes to skincare. They truly demand the best. Our luxurious products have the most exclusive and highest quality, natural ingredients that produce amazing results.”

The trend is referred to as K-beauty, and it’s all about the ingredients. SMD Cosmetics produces one of the most popular prestigious skin care lines in South Korea, formulated on over 2,000 years of herbal medicine wisdom. SMDcosmetics was the first Korean skin care line to offer a non-toxic, safe, natural, premium herbal medicinal-based line. Since launching in the U.S., SMD products are being used by top celebrity make-up artists who have discovered how powerful natural skincare can really be, and how your skin can transform with the right products.

“It’s not only about great skin, but also giving people the confidence and knowledge of what they are putting on their skin,” explains Elizabeth Hoel-Chang, celebrity make-up artist from the television show ‘This is Us.’ “It’s a healthy, nutritional element to help preserve themselves. In a day and age of snake oil tonics and empty promises, the SMDCosmetic line of skin care is the miracle and truth people need to know about and have the ability to get it for themselves because they deserve it.” Their best selling product, the Saromae Quintessential

Snail Serum Concentrate, is the perfected result of combining the precise formulation of natural ingredients and ancient herbal science. It contains 62% pure snail filtrate extract, which is the perfect balance of efficacy and texture. This cruelty-free, all-in-one formula reduces wrinkles, dullness, sun damage, hyper-pigmentation, and acne scarring. It also deeply hydrates, reverses signs of aging, and brightens the skin.

SMD Cosmetics has founded groundbreaking products since it’s inception, over 20 years ago. The creation of the exclusive Inhyunjin anti-aging line is true labor of love with six rare ingredients that are processed nine times over fifty days. The process includes fermentation, resulting in powerful probiotics that preserve the product, naturally. Some of the secret ancient herbal ingredients that help make it so powerful include:

Niacinamide helps improve skin’s elasticity, dramatically enhances its barrier function, and helps minimize appearance of discolorations. Barley malt yeast extract contains essential amino acids, enhances smooth skin, improves moisture, and revives skin’s healthy tone and texture. Fermented ingredients, which help to improve the skin’s elasticity.

Goji berries for their anti-aging properties. Wilfordii root extract, which offers antioxidant and anti-aging properties.

Mulberry, an herb that is an antioxidant that helps unclog pores, tones the skin, and adds moisture. Red ginseng extract, this prized herbal root has rejuvenating effects and can help restore the skin’s moisture balance, signs of aging and hyper-pigmentation.

As an Asian, of course I love Korean Beauty. Especially like the good product like Saromae Radiance, the ultimate natural, innovative skin-brightening solution for even the most sensitive skin. Sarome Radiance is a breakthrough in Natural Brightening technology. Powered by ancient Asian herbal elements, this advanced, patented formula combines safe, non-toxic, natural ingredients to help reduce: Hyperpigmentation, Sun damage, Age spots. Skin is visibly improved for a more luminous, glowing and beautiful you.