



Give yourself some face time!

10-STEP KOREAN SKINCARE

Korean women attribute their flawless complexion to this high-maintenance regimen, but is it really worth the time and trouble?

To this day, I have yet to meet a Korean woman who, one, looks her actual age, and two, doesn't have impeccable, Photoshopped-looking skin. I think we can all agree that Koreans win the gold medal when it comes to smooth and dewy skin. Some attribute this enviable trait to genes, others to the fact that Koreans are taught at a much earlier age than most to take care of their skin. But most notably, Korea is home to the notorious 10-step (or

more!) skincare regimen, an intricate process meant to thoroughly clean, treat, and moisturize skin (using at least 10 products) so skin can regenerate itself overnight—all while slathering on sunscreen, of course!

I've always thought of myself as high maintenance when it comes to my beauty routine (use regimen too much) regimen—my nighttime skincare consists of five products and takes about 20 minutes before I'm ready to hit the sheets. The thought of adding even more products and steps seemed rather exhausting (and expensive). I wondered how badly I wanted the immaculate skin this lengthy regimen seems to promise.

Korean model Hye Won Jang, one of Cosmo's 8 Sexiest Models in 2013,



has an eight-step skincare routine she learned from her mother, who has a 10-step routine. Jang theorizes that luminous Korean skin results not only from a disciplined regimen started at an early age, but also from habits and tricks picked up from other beauty trend-crazy Koreans. "It may also be the food we eat. Koreans are so health-conscious. We love 'eating for our skin'—mostly fruits and vegetables—and drinking barley tea," adds Jang.

Jang also believes taut skin stems from a gentle touch. "I've noticed makeup artists here can be a little harsh in the way they apply or remove makeup, such as stretching the eyelid when applying liner, or rubbing a cotton pad on skin harshly." She uses the cushiony side of her ring finger to lightly pat on products. "And, Koreans love using facial masks!" she adds.

"I LIKE THAT IT'S SORT OF A RITUAL AND SERVES AS MY 'ME TIME'"

To remove any possible Korean gene beauty bias, I consulted a woman known in the local beauty industry for her HD-worthy complexion, Agoo Azcuna-Bengzon, who carries serious beauty street cred as a Unilever Beauty Expert, Brow Guru and former beauty director of *Preview* and *Cosmopolitan*.

The skin devotee isn't Korean (she's Filipina-Chinese) but has sworn by her multi-step process for over 20 years. When I first met her, I was shocked to find

out she was 10 years older than I had thought (she's 38). She was doing something right—I wanted in. I asked her to share her skin secrets with *Cosmo*.

Your thoughts on multi-step Korean skincare? The regimen may sound tedious and difficult to maintain, but after a while, you get used to it. I like that it's sort of a ritual and serves as my 'me time' in the morning, and at the end of a long day.

How did this regimen change your skin? I've noticed a huge difference. I haven't had to see the derma for facials and my skin doesn't have the usual fine lines, large pores, loss of firmness or pigmentation associated with women my age.

How many steps are part of both your morning and evening regimen? I do 14 steps in the morning and 13 at night.

Take us through your routines. In the morning, I have four steps for cleansing (oil, wipes, cleanser, and makeup remover). Then, I use a toner, then apply three different anti-aging products (a serum, spot treatment for pigmentation and moisturizer). I follow with three products for my eyes (one for puffiness, one for wrinkles, one for dark circles). I apply SPF, then finish with a primer and face mist. At night, I do the same thing, except I use a mask and don't apply SPF or primer.

Your favorite products? I'm such a fan of Pond's Age Miracle line. I especially love the Firm & Lift Eye Contour Lifter. Their BB Cream is another excellent product—I use it every day.

Agoo Bengzon swears by her multi-step regimen!



1 Etude House Moistfull Aloe Lotion, P628 2 Etude House Milky You Cleansing Milk, P648 3 TheFaceShop Chia Seed Watery Eye and Spot Essence, P1,195 4 Etude House Pearl Aura Brightening Essence, P898 5 TheFaceShop Chia Seed Sebum Control Moisture Cream, P1,395 6 Tony Moly Aquaporin Moisture Foam Cleanser, P398 7 Holika Holika 3 Seconds Starter Hyaluronic Acid, P535 8 TheFaceShop SM11 Radiating Moisturizing Essence, P1,995 9 Nature Republic Super Aqua Max Moisture Watery Cream, P665

WHAT IS ESSENCE?

"A highly concentrated formula with active ingredients that target specific skin concerns such as wrinkles or uneven tone." —MS. JIN AHN, INTERNATIONAL TRAINING MANAGER OF THEFACESHOP

aka liquid vitamins for skin!



10 STEPS TO FLAWLESS

Everyone's regimen may differ according to their skin type or preference, but the basic 10-step skincare typically follows below.

- 1 Makeup Remover
- 2 Cleanser
- 3 Exfoliant
- 4 Toner
- 5 Essence
- 6 Emulsion or Ampoule (aka serums)
- 7 Sheet Mask
- 8 Eye Cream
- 9 Moisturizer
- 10 (AM) SPF (PM) Night Cream

Steps increase when more than one targeted serum is used to treat different concerns.

Some Koreans top off their routine with a sleeping pack to add extra moisture and to lock in all the products they've just applied.



Etude House Play Therapy Sleeping Pack in Firming Up!, P448. Laneige Water Sleeping Pack, P1,400.