Cosmobeauty Seoul 2026: How K-Beauty Is Engineering the Next Generation of Performance

Sources: YTNING - DOS&YOUNIQUE - SOOO

More than a trade show, Cosmobeauty Seoul has become a barometer of K-Beauty innovation. It offers an early read on the technologies, formats, and performance strategies that will influence the global beauty market.

At this year's edition, one message was impossible to miss: performance has become the new language of beauty. Skincare accounted for nearly 60% of showcased products, while ingredient-led communication remained dominant, with PDRN, Collagen, Glutathione, Vitamin C, and Retinol featured prominently across launches. As consumers become increasingly ingredient-literate, **brands are shifting from aspirational storytelling toward evidence-based efficacy.**

Yet the most significant evolution goes beyond ingredients. Delivery systems, beauty devices, application rituals, and lifestyle-specific solutions are redefining how performance is achieved and experienced.

To decode the most meaningful signals from this year's fair, Cosmetics Inspiration & Creation partnered with our Seoul-based innovation hub, Latitude37, to identify the innovations that best illustrate where K-Beauty is heading next.

UREUN - Vegan Dry Shampoo Ampoule

Dry shampoo is reimagined through an innovative ampoule format. Designed as a non-aerosol solution, UREUN's Vegan Dry Shampoo Ampoule absorbs excess sebum without the visible white residue commonly associated with traditional dry shampoos. Available in both squeeze and brush applicator formats, it offers a more discreet and portable solution for refreshing the scalp and hair throughout the day.

THE CIC TAKE
As ingredient-led claims become increasingly commonplace, formats and delivery systems are emerging as key sources of differentiation. UREUN reflects a shift toward performance that is defined not only by formulation, but by how seamlessly efficacy fits into everyday life.

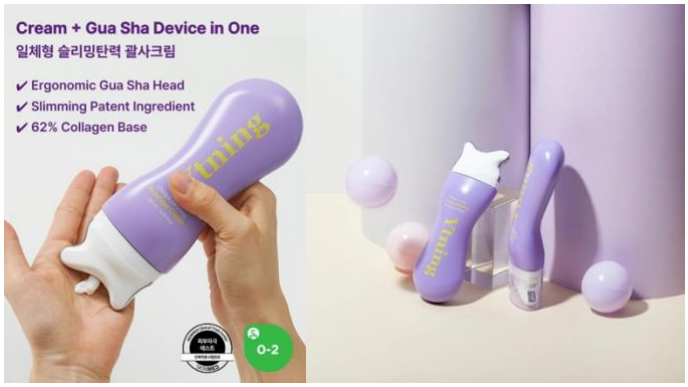
DOS&YOUNIQUE - YOUNIQUE S

Beauty technology expands into scalp wellness. Among the beauty devices showcased at the fair, DOS&YOUNIQUE's YOUNIQUE S stood out for applying low-level laser technology to scalp care. The device uses 650nm laser diodes designed to support scalp health and hair-growth maintenance, extending device-led beauty beyond traditional facial skincare applications.

THE CIC TAKE
Scalp wellness is emerging as a new frontier of beauty innovation. DOS&YOUNIQUE reflects the growing role of technology in haircare, as devices move from professional settings into daily routines. Performance is increasingly delivered through integrated systems that combine formulations, devices, and long-term optimization strategies.

YTNING - Slimming Guasha Cream

Award-winning exhibitor YTNING combines body care and massage in a single performance-oriented ritual. Its Slimming Guasha Cream pairs a collagen-rich body formula with an ergonomic applicator inspired by gua sha techniques. Designed to support massage, firmness, and sculpting benefits, the product integrates mechanical stimulation directly into the treatment experience.



THE CIC TAKE
The application step is becoming a performance tool in its own right. By bringing together formula, tool, and gesture, YTNING reflects the rise of more active and technical beauty rituals. Efficacy is no longer driven solely by what is applied, but also by how it is applied.

SOOO - Swim Shampoo

Another award-winning exhibitor, SOOO, attracted attention with Swim Shampoo, a targeted cleansing solution developed specifically for swimmers. Designed to remove chlorine, sweat, and pool-related buildup while supporting scalp comfort, the product responds to a highly specific lifestyle need. Its strength lies not in a breakthrough ingredient, but in its sharply defined use occasion.

THE CIC TAKE
Beauty is becoming increasingly responsive to lifestyle. SOOO demonstrates how activity-specific needs are creating new opportunities for innovation, as functionality becomes a key driver of relevance and differentiation.

What's Next?

Cosmobeauty Seoul 2026 confirmed that K-beauty is entering a new phase of performance innovation. Ingredients remain important, but competitive advantage increasingly emerges from the systems built around them: advanced delivery formats, beauty technologies, gesture-enhancing applicators, and highly targeted routines.

Innovation is becoming increasingly holistic. Beyond formulation, competitive advantage will come from the ability to integrate science, technology, application, and

consumer relevance into cohesive solutions. The next generation of beauty innovation will be designed not only to deliver efficacy, **but to optimize how efficacy is experienced**.

Explore Korea's Beauty Ecosystem with Cosmetics IC & Latitude37

Together with our Seoul-based partner Latitude37, we help brands decode the Korean beauty market through trend reports, innovation scouting, and immersive Inspiration Tours.

Looking to discover emerging brands, retail concepts, and the next wave of K-beauty innovation? Contact us to learn more.