

Whether you're obsessed with K-beauty or curious, this new website is the best place to shop



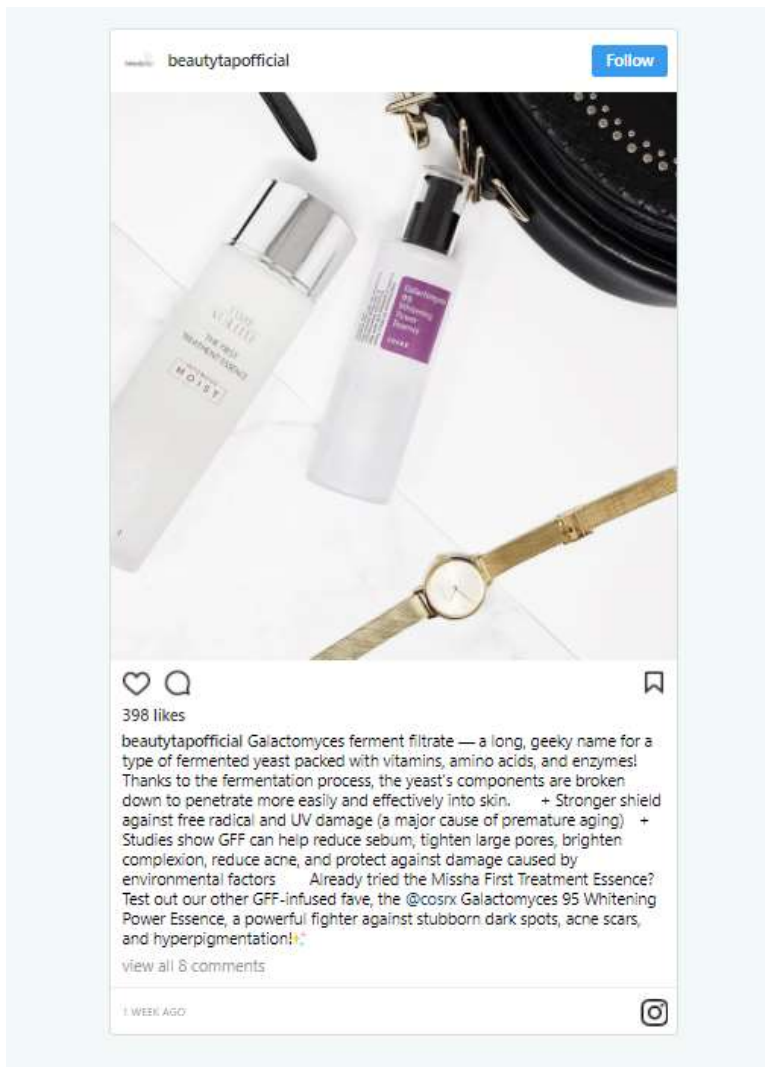
If you're obsessed with K-beauty shopping just as much as we are, then you've probably found yourself refreshing the websites of your favorite brands in hopes of spotting new releases and sales.

So imagine how much better it would be if you could have updates on all your favorite K-beauty brands in one convenient place. With the new online K-beauty shopping destination BeautyTap, you can buy all of your favorite makeup and skin care goodies in one place.

The online Korean beauty index includes a comprehensive mix of popular K-beauty favorites such as Sulwhasoo and Cosrx to the latest inventions from cult and indie brands like Oneoseven. On top of that, the website has a robust editorial staff that works tirelessly to bring us updates on the latest K-beauty news and trends that we may have otherwise missed.

To further quench our endless thirst for all things K-beauty, each day, shoppers are treated to a new "daily tap" promotion, featuring daily discounts on selected products (as long as supplies last). There are also weekly brand discovery campaigns, which highlight either a trending or new K-beauty brand with special week-long deals.

In order to better acquaint yourself with the wondrous offerings of Beautytap, here are 15 products to check out.



1

JayJun Rose Blossom Mask 10 Pack, \$20



This is the “daily tap” promotion for today (Friday, March 2nd), so grab it while it’s available!

2

Innisfree Petal Blusher, \$7.50 \$10



These gorgeous nail colors are brought to us by this week's promoted brand: Innisfree. We want them on our nails, stat.

3 *Innisfree My Hair Recipe Color Care Shampoo, \$11.50*



Another special sale deal, this one's ideal for those of us with colored hair!

4 *Innisfree Bija Cica Balm, \$17.70*



A great gel balm to keep your lips moisturized during your daily routine.

5 *Innisfree Jeju Volcanic Color Clay Mask Cica, \$7*



This is the ideal mask to help regulate oily skin. Plus, it will give your skin a boost.

6 Crema Caballo Age Away Original Mask (10 each), \$36



This mask is infused with horse oil from the Jeju island, and it will leave your skin feeling rejuvenated.

7 Dr. Skinica Centella Blemish Therapy Mask (5, each), \$23.10



This sheet mask is the perfect treat for any hormonal breakouts or acne-prone skin.

8 Skinfood Black Sugar Perfect First Serum The Essential 120ml, \$25



Soothe, hydrate, and refine your skin with this sweet-smelling product.

9 *CELLNCO Eye Love Shadow Palette, \$21*



Whether you're feeling rosy or like a golden goddess, the options are here for your perusal.

10 *COSRX Honey Overnight Mask & Propolis Light Ampule Set, \$40*



Why not pollinate your skin with some moisture?!

11 *Klairs Freshly Juiced Vitamin Drop, \$23*



These best-selling drops feed your skin with some much-needed vitamin C.

12

Missha Speedy Solution Brightening Patch, \$1.50



These are great whenever you need a little pick-me-up.

13

Skinfood Beauty in a Food Mask Sheet SNAIL, \$1.98



Sometimes you gotta treat your skin to some luxurious snail juice.

14

Swanicoco Gold Plant Stem Pure Ampoule 40ml, \$53



Who among us doesn't want to slather our face in gold and harvest ginseng?!

15

Missha 3 Step Mask Collagen Lifting Mask, \$3.20



The ideal travel pack for when you wanna moisturize your skin on a plane. ♥