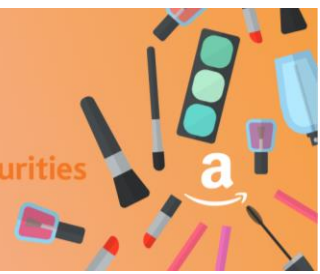


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Overview

- K뷰티 유니버스의 주간 BSR 총점은 1,441pt 기록해 전 주 대비 128pt 감소

- 주간 평균 점수 Top3 브랜드

#1 CeraVe 700pt(+37pt)

#2 medicube 585pt(-34pt)

#3 The Ordinary 422pt(+1pt)

- 주간 평균 점수 상승 Top3 브랜드

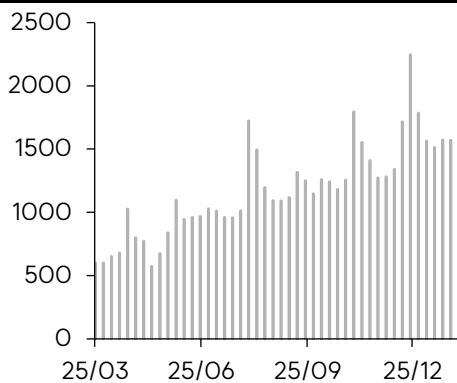
#1 La Roche-Posay 376pt(+57pt)

#2 Cerave 700pt(+37pt)

#3 Cetaphil 112pt(+32pt)

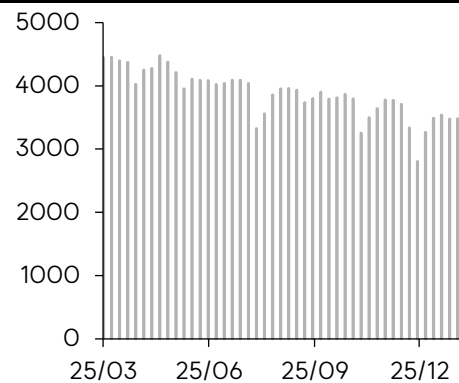
유니버스별 합산 BSR 점수 추이

K뷰티 유니버스 합산



자료: Amazon U.S., SK증권

K뷰티 외 유니버스 합산



자료: Amazon U.S., SK증권

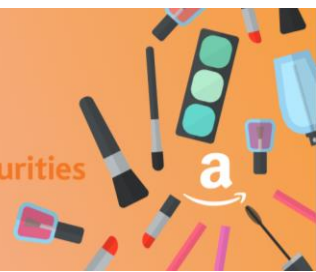
Top3 Leaders & Gainers

	순위	브랜드	1주 전	이번 주	변화	30일 평균	90일 평균
Leaders	1	CeraVe	663	700	37	632	675
	2	medicube	620	585	-34	666	666
	3	The Ordinary	420	422	1	457	398
Gainers	1	La Roche-Posay	319	376	57	318	314
	2	CeraVe	663	701	38	632	675
	3	Cetaphil	80	112	32	85	117

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주간 평균 점수 Top20 브랜드

순위	브랜드	1주 전	이번 주	변화	30일 평균	90일 평균
1	CeraVe	663	700	37	632	675
2	medicube	620	585	-34	666	666
3	The Ordinary	420	422	1	457	398
4	La Roche-Posay	318	376	57	318	314
5	Neutrogena	326	288	-37	214	151
6	Vanicream	226	234	7	221	219
7	ANUA	163	181	18	158	165
8	Mighty Patch	160	146	-13	154	154
9	L'Oreal Paris	118	126	7	123	138
10	PanOxyl	109	116	7	103	119
11	Cetaphil	80	112	32	84	117
12	BIODANCE	98	99	1	99	98
13	CLEAN SKIN CLUB	97	97	0	96	97
14	Paula's Choice	84	89	4	83	82
15	Dr.Melaxin	92	84	-8	87	93
16	d'alba Piedmont	76	77	0	80	79
17	SimplyVital	79	73	-5	79	75
18	Dr.Althea	68	71	3	70	66
19	Good Molecules	68	71	2	65	58
20	TruSkin	63	71	7	53	57

주간 평균 점수 상승 Top20 브랜드

순위	브랜드	1주 전	이번 주	변화	30일 평균	90일 평균
1	La Roche-Posay	318	376	57	318	314
2	CeraVe	663	700	37	632	675
3	Cetaphil	80	112	32	84	117
4	goPure	11	30	18	10	9
5	ANUA	163	181	18	158	165
6	Vibriance	5	18	13	5	5
7	Terra Lotus	30	41	10	41	31
8	Eclat Skincare	0	9	9	2	2
9	Vanicream	226	234	7	221	219
10	T.N. Dickinson's	2	10	7	3	11
11	L'Oreal Paris	118	126	7	123	138
12	PanOxyl	109	116	7	103	119
13	TruSkin	63	71	7	53	57
14	Aveeno	29	35	6	29	30
15	Daolyo	50	56	5	57	57
16	Paula's Choice	84	89	4	83	82
17	ourmed life	1	4	3	1	0
18	Bioré	40	43	3	36	45
19	Illiyoon	0	3	3	0	11
20	Amazon Basics	30	33	3	33	34

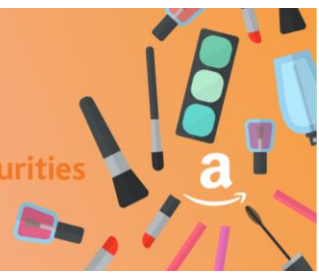


주간 평균 점수 Top20 제품

순위	브랜드	브랜드	1주 전	이번 주	변화
1	Toner Pads Zero Pore Pad 2.0	medicube	99	99	0
2	Bio-Collagen Real Deep Mask	BIODANCE	98	99	1
3	Original patch from Hero Cosmetics	Mighty Patch	85	98	13
4	Clean Skin Club Clean Towels XL	CLEAN SKIN CLUB	97	97	0
5	Makeup Remover Wipes Micellar Alcohol-Free Fa...	Neutrogena	95	96	0
6	Acne Foaming Wash Benzoyl Peroxide 10% Maximu...	PanOxyl	93	94	1
7	Wrapping Mask Collagen Overnight Peel Off Fac...	medicube	91	93	1
8	Glycolic Acid 7% Exfoliating Toner	The Ordinary	93	93	0
9	Toleriane Double Repair Face Moisturizer	La Roche-Posay	89	91	2
10	Hyaluronic Acid 2% + B5 (with Ceramides)	The Ordinary	88	90	1
11	SKIN PERFECTING 2% BHA Liquid Exfoliant with ...	Paula's Choice	37	89	52
12	Collagen Jelly Cream	medicube	93	89	-4
13	Hydrating Facial Cleanser	CeraVe	86	88	2
14	Moisturizing Cream	CeraVe	89	87	-2
15	Daily Facial Moisturizer With Ceramides and H...	Vanicream	84	85	0
16	Niacinamide 10% + Zinc 1%	The Ordinary	85	84	-1
17	Peel Shot Glow Rice Peeling Ampoule 80ml Dail...	Dr.Melaxin	92	84	-8
18	Skin Renewing Night Cream	CeraVe	82	83	0
19	Foaming Facial Cleanser	CeraVe	80	82	1
20	Toleriane Purifying Foaming Facial Cleanser	La Roche-Posay	81	80	0

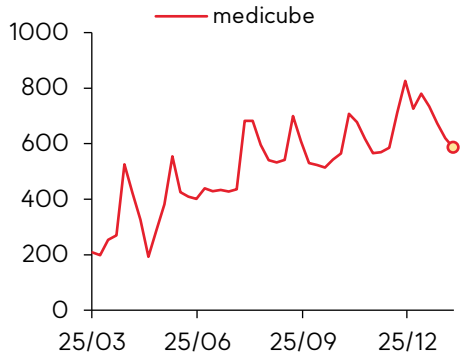
주간 평균 점수 변화 Top20 제품

순위	브랜드	브랜드	1주 전	이번 주	변화
1	SKIN PERFECTING 2% BHA Liquid Exfoliant with ...	Paula's Choice	37	89	52
2	Capsule Cream with Deep Vitamin C	medicube	41	73	32
3	Hydro Boost Gel Cream with Hyaluronic Acid	Neutrogena	0	31	31
4	Makeup Remover Wipes	Amazon Basics	4	28	24
5	Mela B3 Serum	La Roche-Posay	0	24	24
6	Hydro Boost Ultra-Soft Micellar Cleansing Wip...	Neutrogena	42	66	24
7	Invisible+ Patch	Mighty Patch	25	47	22
8	Hyalu B5 Pure Hyaluronic Acid Serum for Face	La Roche-Posay	5	27	21
9	Vitamin C Serum For Face	TruSkin	0	20	20
10	Hydrating Cream To Foam Cleanser	CeraVe	11	30	19
11	Tighten and Lift Neck Cream	goPure	11	30	18
12	CETAPHIL Gentle Cleansing Bar	Cetaphil	0	16	16
13	Anua Azelaic Acid 10 Hyaluron Redness Soothin...	ANUA	36	52	15
14	Super C Serum for Mature Skin	Vibriance	5	18	13
15	Niacinamide 10 + TXA 4 Serum	ANUA	41	55	13
16	Original patch from Hero Cosmetics	Mighty Patch	85	98	13
17	Organic Grass-Fed Beef Tallow Balm with Raw H...	Terra Lotus	30	41	10
18	Cleansing Wipes	Olay	26	36	9
19	Vitamin C Serum	Eclat Skincare	0	9	9
20	Witch Hazel Alcohol Free Moisturizing Astring...	T.N. Dickinson's	2	10	7



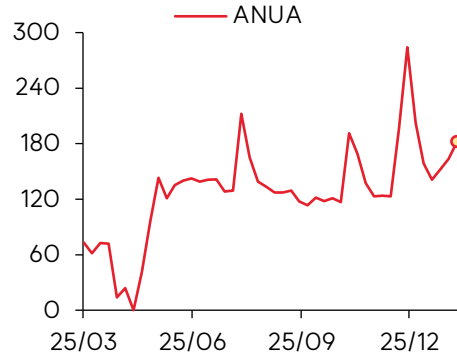
주요 K뷰티 브랜드 주별 평균 점수

medicube 미국 아마존 BSR 점수



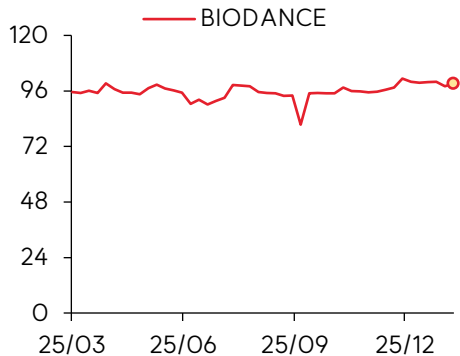
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ANUA 미국 아마존 BSR 점수



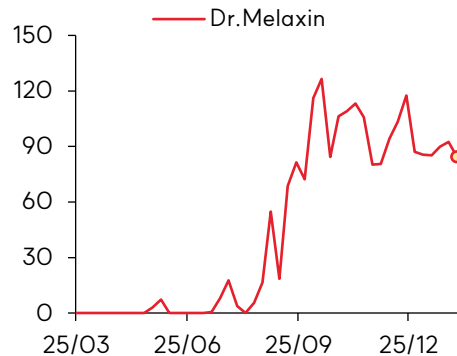
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BIODANCE 미국 아마존 BSR 점수



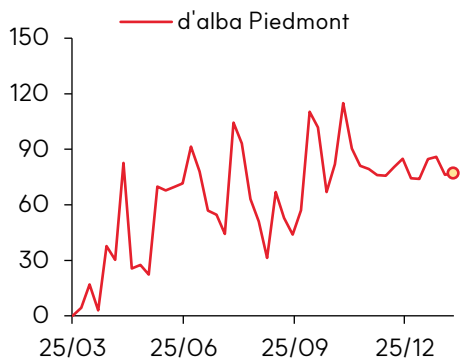
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Dr.Melaxin 미국 아마존 BSR 점수



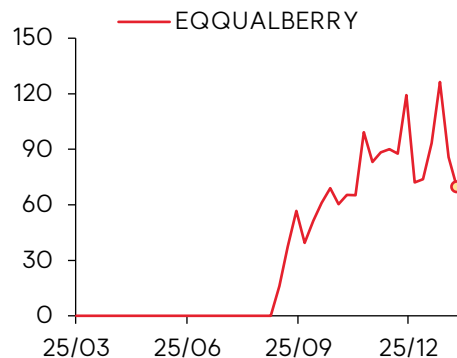
자료: Amazon U.S., SK증권

d'alba Piedmont 미국 아마존 BSR 점수



자료: Amazon U.S., SK증권

EQQUALBERRY 미국 아마존 BSR 점수

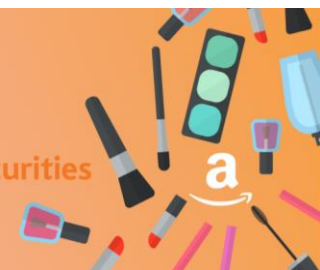


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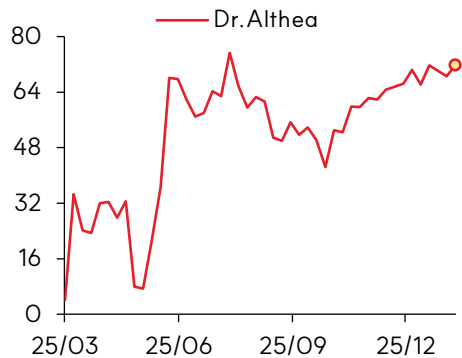
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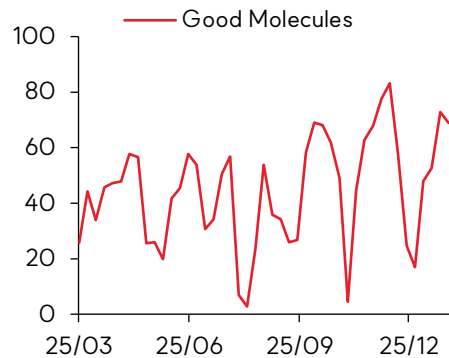


Dr.Althea 미국 아마존 BSR 점수



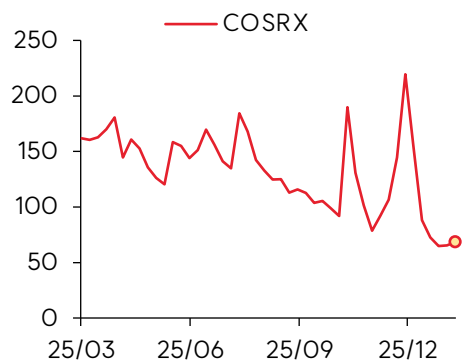
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Good Molecules 미국 아마존 BSR 점수



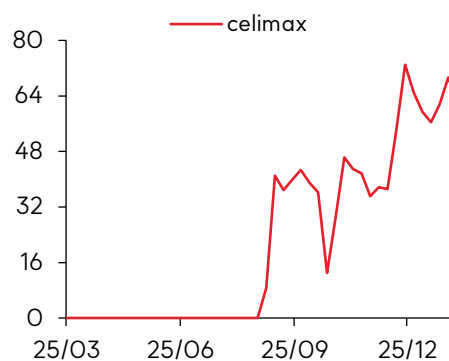
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COSRX 미국 아마존 BSR 점수



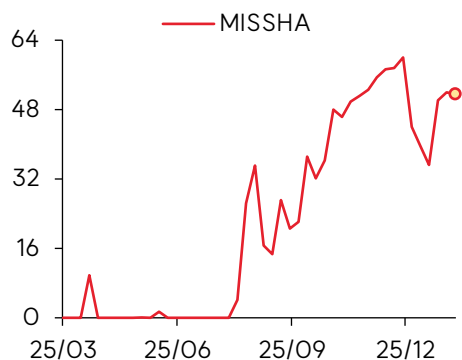
자료: Amazon U.S., SK증권

celimax 미국 아마존 BSR 점수



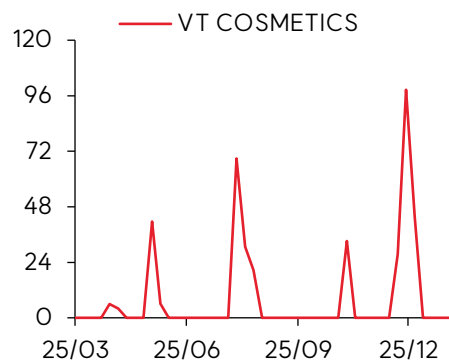
자료: Amazon U.S., SK증권

MISSHA 미국 아마존 BSR 점수

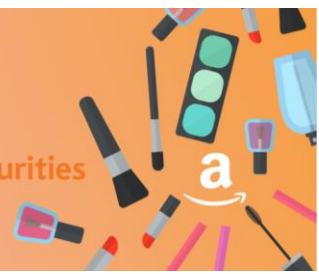


자료: Amazon U.S., SK증권

VT COSMETICS 미국 아마존 BSR 점수

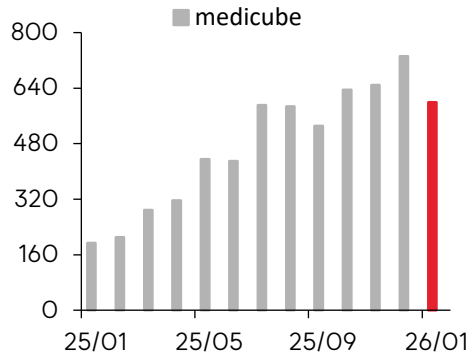


자료: Amazon U.S., SK증권



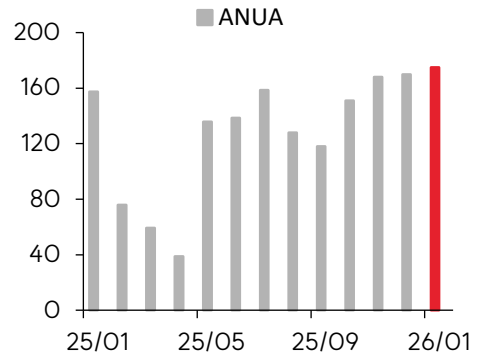
주요 K뷰티 브랜드 월별 평균 점수

medicube 미국 아마존 BSR 점수



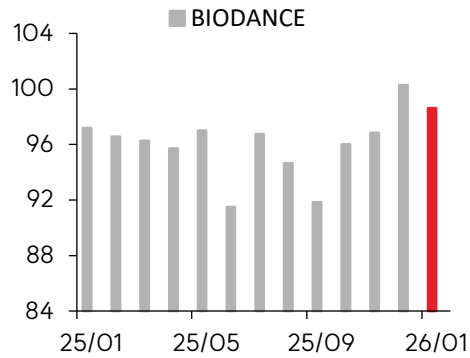
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ANUA 미국 아마존 BSR 점수



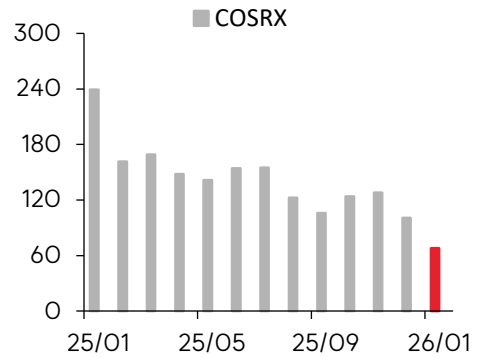
자료: Amazon U.S., SK증권

BIODANCE 미국 아마존 BSR 점수



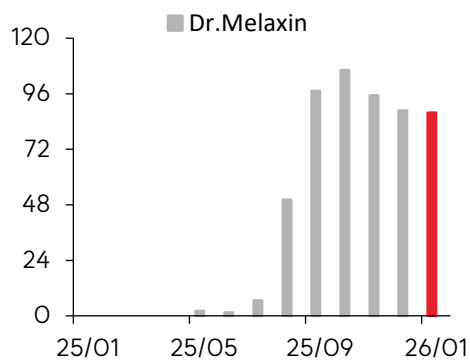
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COSRX 미국 아마존 BSR 점수



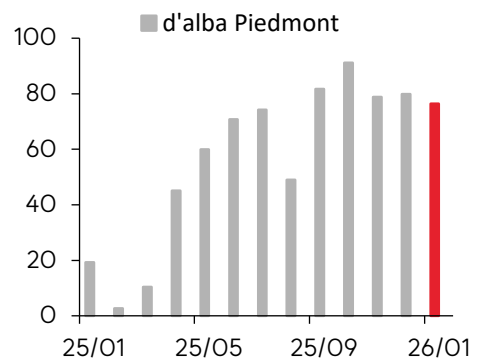
자료: Amazon U.S., SK증권

Dr.Melaxin 미국 아마존 BSR 점수



자료: Amazon U.S., SK증권

d'alba Piedmont 미국 아마존 BSR 점수

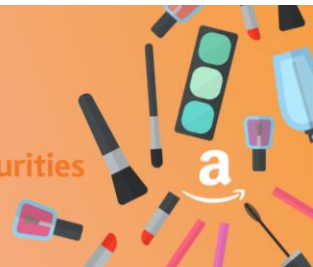


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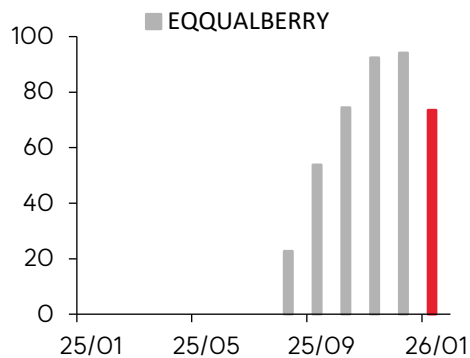
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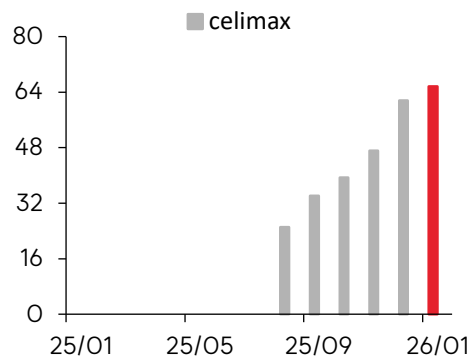


EQQUALBERRY 미국 아마존 BSR 점수



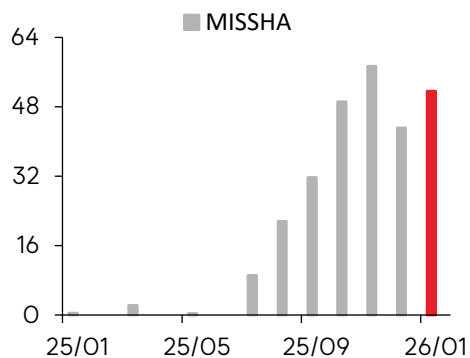
자료: Amazon U.S., SK증권

celimax 미국 아마존 BSR 점수



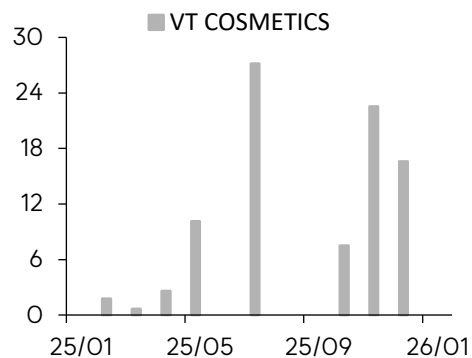
자료: Amazon U.S., SK증권

MISSHA 미국 아마존 BSR 점수



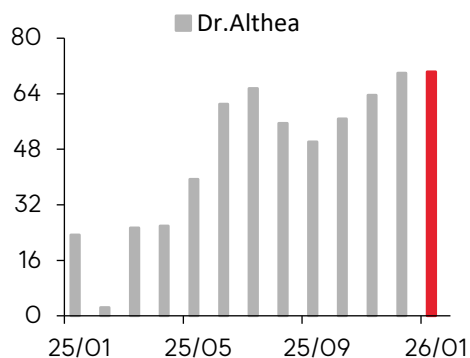
자료: Amazon U.S., SK증권

VT COSMETICS 미국 아마존 BSR 점수



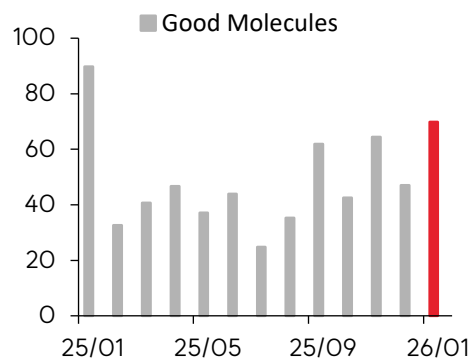
자료: Amazon U.S., SK증권

Dr.Althea 미국 아마존 BSR 점수

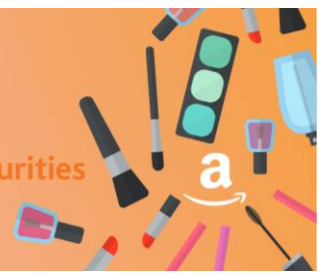


자료: Amazon U.S., SK증권

Good Molecules 미국 아마존 BSR 점수

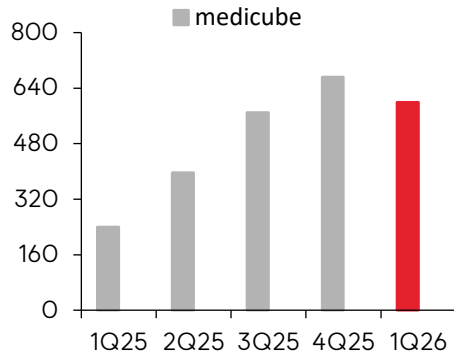


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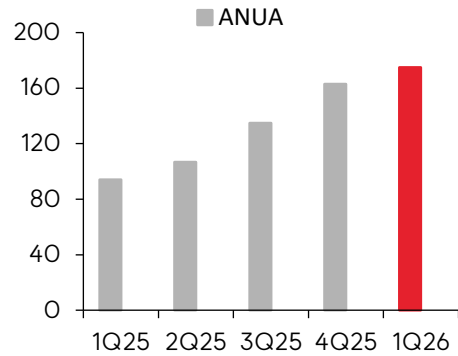
주요 K뷰티 브랜드 분기별 평균 점수

medicube 미국 아마존 BSR 점수



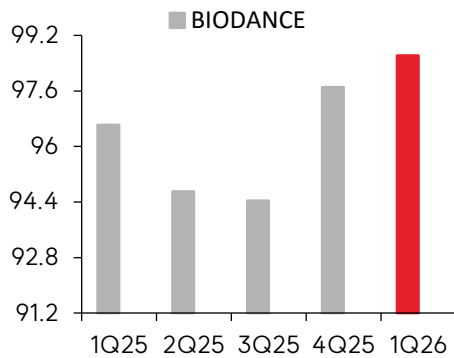
자료: Amazon U.S., SK증권

ANUA 미국 아마존 BSR 점수



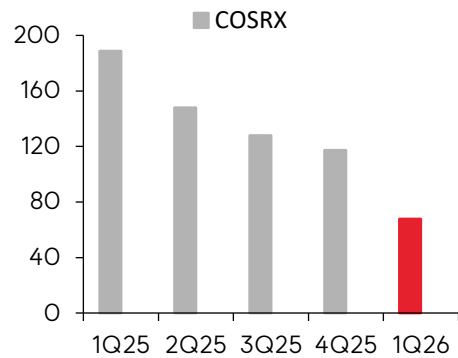
자료: Amazon U.S., SK증권

BIODANCE 미국 아마존 BSR 점수



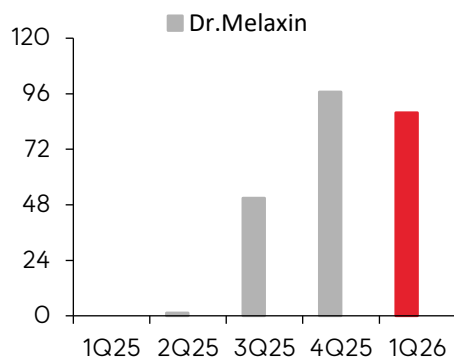
자료: Amazon U.S., SK증권

COSRX 미국 아마존 BSR 점수



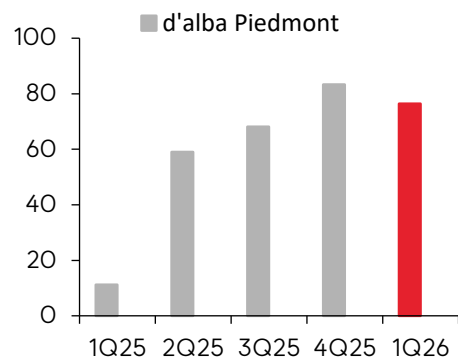
자료: Amazon U.S., SK증권

Dr.Melaxin 미국 아마존 BSR 점수



자료: Amazon U.S., SK증권

d'alba Piedmont 미국 아마존 BSR 점수

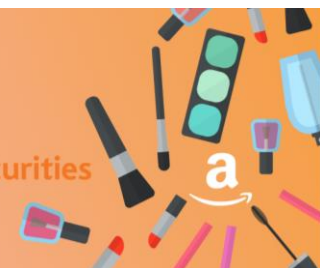


자료: Amazon U.S., SK증권

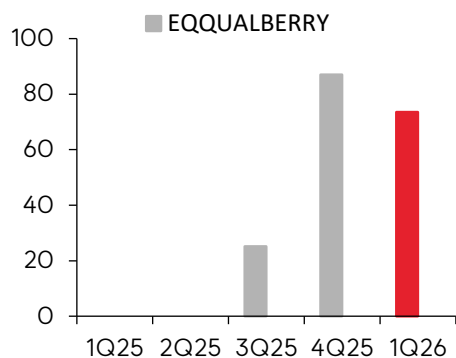
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SK securities

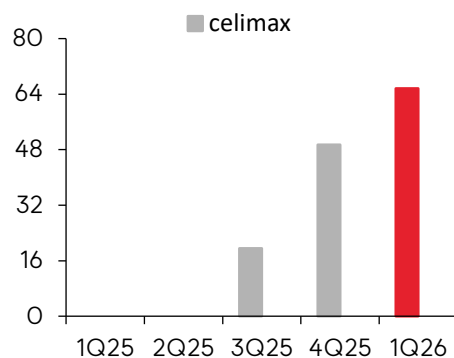


EQQUALBERRY 미국 아마존 BSR 점수



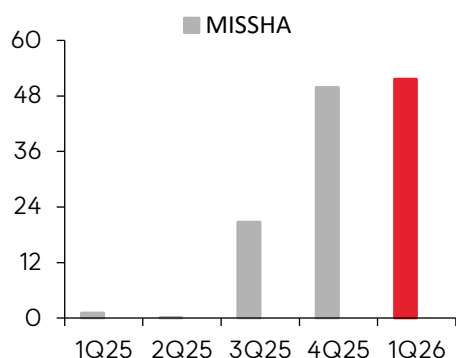
자료: Amazon U.S., SK증권

celimax 미국 아마존 BSR 점수



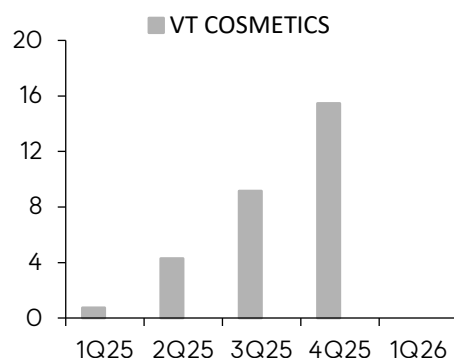
자료: Amazon U.S., SK증권

MISSHA 미국 아마존 BSR 점수



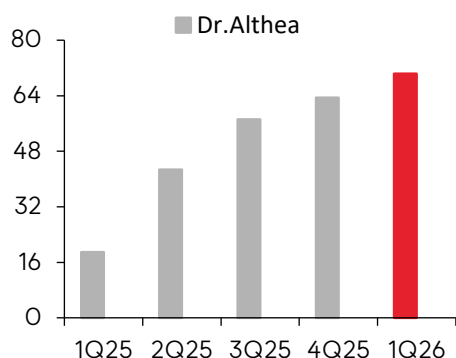
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VT COSMETICS 미국 아마존 BSR 점수



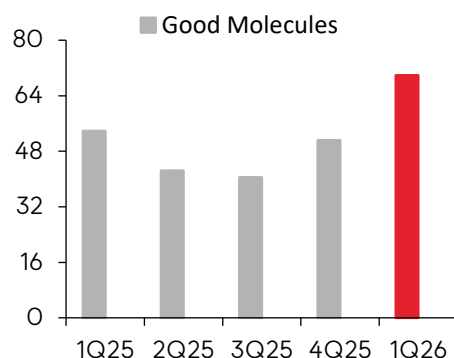
자료: Amazon U.S., SK증권

Dr.Althea 미국 아마존 BSR 점수



자료: Amazon U.S., SK증권

Good Molecules 미국 아마존 BSR 점수



자료: Amazon U.S., SK증권