

OCTOBER 2026

Your November–January order

What to add, keep, try and skip — US K-beauty, for store buyers.

THIS MONTH'S ORDER, IN FIVE LINES

TICK AS YOU PLACE IT

☐	<div>ADD DEPTH</div>	BIODANCE Bio-Collagen Real Deep Mask Top US sales band (100K+) in every reading since May; searches ran about double normal both Decembers we can read.		P.4
☐	<div>KEEP STOCKED</div>	medicube Zero Pore Pads 2.0 · ANUA PDRN Hyaluronic Acid 100 Moisturizing Cream · ANUA Azelaic Acid 10 Serum · + 9 more Twelve proven sellers: 10K+ every month since May, no slide.		PP.4–10
☐	<div>TRY ONE CASE</div>	BIODANCE Caviar PDRN Real Deep Mask · SUNGBOON EDITOR Silk Peptide EGF Toner · Laka Lip Liner #02 · + 3 more Six risers, climbing two months or more. One case each.		PP.10–13
☐	<div>CUT BACK</div>	Sunscreen depth (keep every facing) US sunscreen searches run about 30% below their usual level in November–January.		P.15
☐	<div>SKIP</div>	PDRN by the word · medicube Collagen Overnight Wrapping Mask · ILLIYOON on the current buzz · three products sliding The loud names that the US numbers don't back yet.		P.16

<div>LAST MONTH, GRADED</div> <div>18 calls checked: 8 held, 4 reversed, 6 can't be read until December or later.</div> <div><div></div><div></div><div></div></div> <div>■ 8 held ■ 4 reversed ▨ 6 not yet readable</div> <div>What we got wrong → p.17</div>	<div>HOW TO READ THE CARDS</div> <div><div>100K+</div>Monthly sales band. 100K+ = shown as "100K+ bought a month" — a floor, not a count.</div> <div>12 of 12Readings at that band / readings that month. "Mixed" = more than one band that month.</div> <div>●●● ●●● ●●●Evidence: strong / medium / thin.</div> <div><div></div>What would change this. Every card names the reading that would flip our call.</div>
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19 products inside, plus 7 on our radar. Each card says what would change our mind.

THE STORY THIS MONTH

This holiday runs on what already sells.

Every holiday you hear the same pitch: chase the new trend, build a winter shelf, stock whatever everyone is talking about. The US numbers tell a quieter story. The holiday is a bump, not a switch. One mask carries December. The loudest trend of the year, PDRN, is not what sells best. And the products that already sell keep selling, even when fewer people search for them. We take these one at a time over the next two pages. Your order comes after, on the cards: short, specific, and each with the reading that would change our mind.

1 The season is a bump, not a switch.

p.2

2 One mask carries December.

p.3

3 The loudest trend isn't the best seller.

p.3

4 What already sells keeps selling.

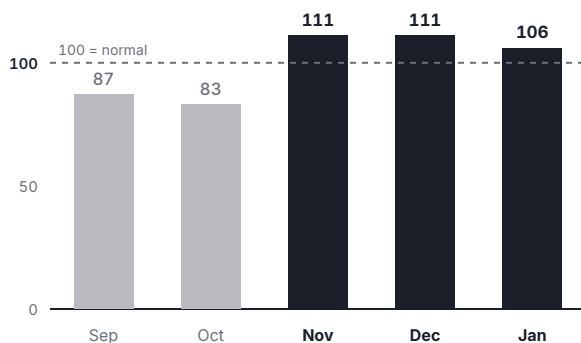
p.3

1 The season is a bump, not a switch.

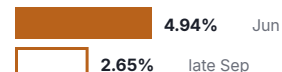
Searching lifts about 11% over normal for the holiday. On the shelf, summer left — sunscreen's share fell to about half — but winter barely arrived: moisturizers gained half a point.

US search, all K-beauty terms

against its own normal level (100 = normal)

**Share of the top US online sellers**

June → late September · hollow bar = fell

Sunscreen**Face moisturizers**

THE STORY THIS MONTH

continued

2 One mask carries December.

BIODANCE Bio-Collagen Real Deep Mask sat in the top US sales band (100K+) in every reading from May to September. US searches for “biodance face mask” ran 215 and 183 against normal in the two Decembers we can read.

→ CARD P.4

TOP US SALES BAND, MAY–SEPTEMBER

May	Jun	Jul	Aug	Sep
100K+	100K+	100K+	100K+	100K+

“biodance face mask” searches, December vs normal



3 The loudest trend isn't the best seller.

Of 322 PDRN-named products in September, none held the top sales band; 12 held a steady middle band. US searches for PDRN sat flat at 49,500–60,500 a month from March to July. The ones with a real record are named products — ANUA's PDRN cream, inside the top 26 in all six September readings, and a few others on the cards. Buy them by name, not by the word.

→ CARDS P.5, P.7, P.10, P.12 · SKIP LIST P.16

0 of 322

PDRN-named products in the top sales band, September

4 What already sells keeps selling.

medicube Zero Pore Pads 2.0 was on the US best-seller list in all 12 months last year. COSRX's snail mucin essence held the 30K+–40K+ band most months this year while US searches for “snail mucin” fell 29.4%.

→ CARDS P.4, P.6

12 of 12

months on the US best-seller list last year —
medicube Zero Pore Pads 2.0



So the order is short: deepen one mask, keep your proven sellers stocked, try six risers one case each, cut sunscreen depth, and skip the noise. The cards follow.

ADD DEPTH

KEEP STOCKED

TRY ONE CASE

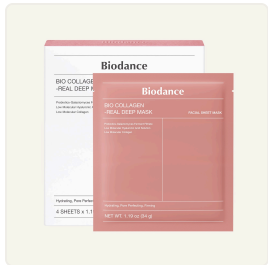
CUT BACK

SKIP

ADD DEPTH

One product has held the top US sales band every month since May and has a December search peak behind it. Order depth.

RULE Top band (100K+) in every month May–September, plus a December search peak in two years we can read.



Mask · 4 masks × 34 g (1.19 oz)

ADD DEPTH

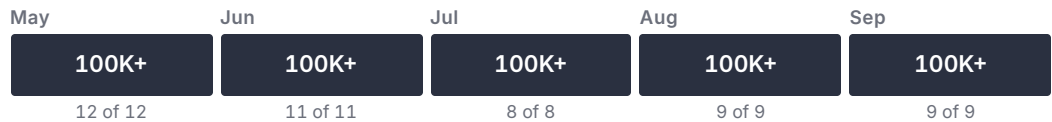
Biodance

●●● strong

Bio-Collagen Real Deep Mask

The mask that holds the top of the US market month after month.

US MONTHLY SALES BAND



US retail price, September

\$16.15–\$19.00 · typical \$19.00 — before your landed cost

US searches for “biodance face mask”, December vs its own trend
215 (Dec 2024) · 183 (Dec 2025) — about double normal
both Decembers

Best-seller rank, September

middle 10th · range 4th–13th (Beauty & Personal Care)

US searches, raw

22,200 last December · 40,500 this July already

WHAT TO DO

Your order _____ units

Order holiday depth now: your usual facing plus backstock for December.

WHAT WOULD CHANGE THIS

Any October reading below 100K+, or middle rank past 30th. September: 9 of 9 at 100K+, middle 10th.

KEEP STOCKED

Proven sellers: 10K+ every month since May, with no slide. If you carry them, keep them in; if you don't, these are the safest first orders.

RULE Read every month May–September, every reading 10K+ (COSRX: one June reading at 8K+), and no step down in September.



Toner pad · 70 pads / 155 g

KEEP STOCKED

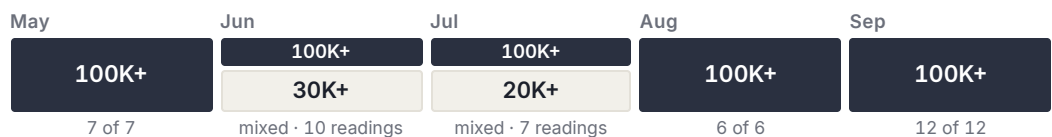
medicube[®]
K-BEAUTY TECH

●●● strong

Zero Pore Pads 2.0

Never left the US best-seller list last year; top band all September.

US MONTHLY SALES BAND



| CORRECTION We called this “no order” last month. We were wrong — see p.17.

US retail price, September

\$18.90 in every reading — before your landed cost

Best-seller rank, September

middle 2nd · range 1st–2nd

Last year on the US best-seller list

12 of 12 months · best month 2nd, worst 32nd

WHAT TO DO

Your order _____ units

Keep it in stock through January at your current depth. Add no other medicube SKU on its back.

WHAT WOULD CHANGE THIS

Two October readings below 100K+ → hold at minimum. September: 12 of 12 at 100K+.



Serum · 30 mL / 1.01 fl oz

KEEP STOCKED

Anua

●●● strong

Azelaic Acid 10 Hyaluron Redness Soothing Serum

Climbed from 40K+ in May to 90K+–100K+ in September.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
60K+ · 50K+ · 40K+	100K+ 60K+ · 50K+ · 30K+	100K+ 90K+ · 60K+	80K+ · 70K+ · 50K+	100K+ 90K+
mixed · 11 readings	mixed · 9 readings	mixed · 7 readings	mixed · 7 readings	mixed · 8 readings

US retail price, September

\$19.80 in every reading — before your landed cost

Best-seller rank, September

7 of 8 readings inside the top 50 (33rd–55th), middle 42nd

Price moved with it

\$22.00 May–August → \$19.80 in September

WHAT TO DO

Your order _____ units

Keep a full facing. September's jump came with a price cut, so don't add depth on it yet.

WHAT WOULD CHANGE THIS

Two October readings below 50K+ → hold at minimum. September: 8 readings, all 90K+ or 100K+.



Serum · 30 mL / 1.01 fl oz

KEEP STOCKED

medcube[®]
K-BEAUTY TECH

●●● strong

PDRN Pink Peptide Serum (Salmon DNA)

The PDRN serum: 70K+ or higher in every reading since July.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
70K+ · 60K+ · 50K+ · 40K+	100K+ 70K+ · 60K+ · 30K+ · 10K+	100K+ 90K+ · 70K+	80K+ · 70K+	90K+ · 80K+
mixed · 7 readings	mixed · 10 readings	mixed · 9 readings	mixed · 7 readings	mixed · 10 readings

US retail price, September

\$18.90 in every reading — before your landed cost

Best-seller rank, September

middle 59th · range 15th–62nd

Last month's call

"Replenish" — held. September 80K+–90K+, PDRN searches did not fall.

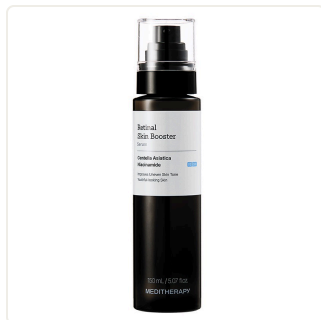
WHAT TO DO

Your order _____ units

Replenish at your current depth. This is the PDRN serum to carry — not a second one beside it.

WHAT WOULD CHANGE THIS

Two October readings below 50K+ → hold at minimum. September: 10 readings, all 80K+ or 90K+.



Serum · 150 mL / 5.07 fl oz (face & body)

KEEP STOCKED

MEDITHERAPY

●●● strong

Retinal Skin Booster Serum

A big-bottle face-and-body retinal serum that reached the top band this summer.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
50K+ · 40K+ · 30K+ · 20K+	100K+ 90K+ · 80K+ · 30K+	100K+	100K+	100K+ 80K+
mixed · 11 readings	mixed · 10 readings	5 of 5	7 of 7	mixed · 5 readings

US retail price, September

\$19.99 in every reading — before your landed cost

Top band

every reading in July (5 of 5) and August (7 of 7)

Best-seller rank, September

middle 67th · range 65th–77th

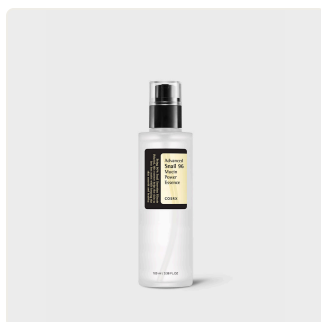
WHAT TO DO

Your order _____ units

Keep it stocked at your usual depth; shelf it where body care shoppers also see it.

WHAT WOULD CHANGE THIS

Two October readings below 80K+ → hold at minimum. September: 5 readings, all 80K+ or 100K+.



Serum · 100 mL / 3.38 fl oz

KEEP STOCKED

COSRX

●●○ medium

Advanced Snail 96 Mucin Power Essence

Still sells every month in the US, while snail as a search term shrinks.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
40K+ · 30K+	40K+ · 20K+ · 8K+	100K+ 40K+	40K+ · 30K+	40K+ · 30K+

Monthly bands only; reading counts are not in our verified record for this product.

US retail price, September

September price is not in our verified record for this product.

Still lifts in winter

December 116 · January 113 vs its own trend (three-year average; 100 = normal)

US searches for “snail mucin”

January–July down 29.4% on last year; July's 27,100 ties the lowest month on record

Also sold as

“Snail Mucin 96% Repairing Serum” in US online listings

WHAT TO DO

Your order _____ units

Replenish what you carry through January. No second snail SKU, no extra depth.

WHAT WOULD CHANGE THIS

Two October readings below 20K+ → cut to minimum. September: all readings 30K+ or 40K+.



KEEP STOCKED

Anua

●●● strong

PDRN Hyaluronic Acid 100 Moisturizing Cream

The PDRN cream with a real US record; now inside the top 30.

US MONTHLY SALES BAND				
May	Jun	Jul	Aug	Sep
50K+ · 40K+ · 30K+	70K+ · 40K+ · 30K+ · 20K+	100K+ 70K+ · 40K+	70K+ · 60K+ · 50K+ · 40K+	100K+ 90K+
mixed · 11 readings	mixed · 10 readings	mixed · 10 readings	mixed · 11 readings	mixed · 6 readings

Cream · 60 mL / 2.02 fl oz

US retail price, September
\$21.60 in every reading — before your landed cost

Best-seller rank, May–August
inside the top 50 once or not at all each month

Best-seller rank, September
all 6 readings between 13th and 26th

Last month's call
"Brand lane, no order" — reversed. Now a card.

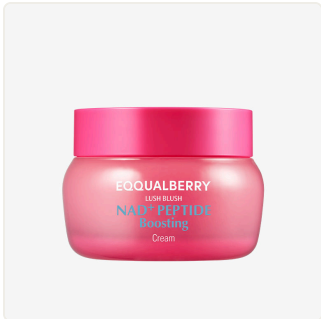
WHAT TO DO

Your order _____ units

Carry it at a normal facing. If you don't stock it yet, this is the PDRN cream to open with.

WHAT WOULD CHANGE THIS

October middle rank outside the top 50 → stop reordering. September: middle 22nd, all readings 90K+ or 100K+.



KEEP STOCKED

EQUALBERRY

●●● strong

NAD+ Peptide Boosting Cream

A pink face-and-neck cream that stayed at 10K+ every month since May.

US MONTHLY SALES BAND				
May	Jun	Jul	Aug	Sep
40K+ · 30K+	40K+ · 30K+ · 20K+	40K+ · 30K+ · 20K+	20K+ · 10K+	30K+
mixed · 12 readings	mixed · 10 readings	mixed · 8 readings	mixed · 9 readings	6 of 6

Cream · 50 mL / 1.69 fl oz

US retail price, September
\$18.99–\$22.98 · typical \$21.49 — before your landed cost

Same line, the serum
NAD+ Peptide Boosting Serum: 50K+ in September (8 readings), up from 8K–10K in May

Best-seller rank, September
middle 400th · range 377th–487th

WHAT TO DO

Your order _____ units

Keep one facing. If it sells through, the same line's serum is the next SKU to try.

WHAT WOULD CHANGE THIS

October readings back at 10K+–20K+ as in August → hold at minimum. September: 6 of 6 at 30K+.



Sunscreen · 50 mL / 1.69 fl oz

KEEP STOCKED

Anua

●●○ medium

Zero-cast Moisturizing Finish Sunscreen SPF 50

Held 10K+ all summer. Keep the facing, not the depth.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
20K+ · 10K+	10K+	50K+ · 40K+ · 20K+	20K+	20K+ · 10K+
mixed · 6 readings	10 of 10	mixed · 8 readings	8 of 8	mixed · 9 readings

US retail price, September

\$18.00 in every reading — before your landed cost

Best-seller rank, September

middle 614th · range 538th–744th

US searches for “korean sunscreen”, vs its own trend

November 70 · December 68 · January 78 (100 = normal)

July was a peak

20K+–50K+ in July; back to 10K+–20K+ by September

WHAT TO DO

Your order _____ units

Keep one facing through January, no extra depth.
Rebuild depth for April.

WHAT WOULD CHANGE THIS

Two October readings below 10K+ → reorder only when empty. September: 9 readings, all 10K+ or 20K+.



Eye · 30 pairs (60 patches) / 85 g

KEEP STOCKED

Biodance

●●● strong

Collagen Peptide Eye Patches

Same brand as the top mask; its eye patches climbed from 20K+ to 60K+.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
30K+ · 20K+	80K+ · 50K+ · 40K+ · 20K+	100K+ 80K+	70K+ · 60K+ · 50K+	70K+ · 60K+
mixed · 11 readings	mixed · 9 readings	mixed · 4 readings	mixed · 9 readings	mixed · 6 readings

US retail price, September

\$19.55–\$23.00 · typical \$23.00 — before your landed cost

Best-seller rank, September

middle 51st · range 15th–61st

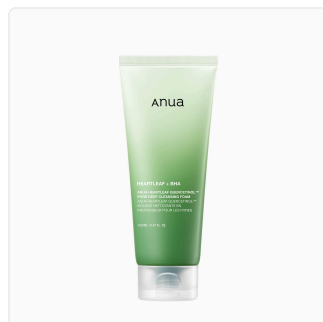
WHAT TO DO

Your order _____ units

Keep a facing next to the mask; the two sell to the same shopper.

WHAT WOULD CHANGE THIS

Two October readings below 40K+ → hold at minimum. September: 6 readings, all 60K+ or 70K+.



Cleanser · 150 mL / 5.07 fl oz

KEEP STOCKED

Anua

●●● strong

Heartleaf Quercetinol Pore Deep Cleansing Foam

A \$13 cleanser at 60K+–70K+ every reading since August.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
60K+ · 50K+ · 40K+	60K+ · 30K+	70K+ · 60K+ · 50K+	70K+ · 60K+	70K+ · 60K+
mixed · 11 readings	mixed · 11 readings	mixed · 5 readings	mixed · 4 readings	mixed · 8 readings

US retail price, September

\$13.00 in every reading — before your landed cost

Price

\$13.00 in every month May–September — no discount behind the band

Best-seller rank, September

middle 128th · range 117th–140th

WHAT TO DO

Your order _____ units

Keep it on the shelf at your usual depth; an easy add-on at the register price point.

WHAT WOULD CHANGE THIS

Two October readings below 30K+ → hold at minimum. September: 8 readings, all 60K+ or 70K+.



Body · 200 mL / 6.76 fl oz

KEEP STOCKED

Dr.Melaxin

●●● strong

Peel Shot Kojic Acid Turmeric Spray

A body exfoliating spray that climbed from 10K+ in May to 20K+–30K+.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
10K+	20K+ · 10K+	40K+ · 30K+ · 20K+	30K+ · 20K+	30K+ · 20K+
13 of 13	mixed · 9 readings	mixed · 7 readings	mixed · 10 readings	mixed · 7 readings

US retail price, September

\$23.00–\$27.90 · typical \$25.11 — before your landed cost

Best-seller rank, September

middle 465th · range 309th–558th

WHAT TO DO

Your order _____ units

Keep one facing in body care. Not a face product — shelf it away from serums.

WHAT WOULD CHANGE THIS

Two October readings back at 10K+ → hold at minimum. September: 7 readings, all 20K+ or 30K+.



Makeup · 50 mL / 1.69 fl oz

KEEP STOCKED**MISSHA**

●●● strong

M Perfect Cover BB Cream SPF 42 PA+++ No.23 Natural Beige

The steadiest line in this report: 10K+ in every reading, five months running.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
10K+	10K+	10K+	10K+	10K+
11 of 11	13 of 13	10 of 10	8 of 8	8 of 8

US retail price, September

\$14.90 in every reading — before your landed cost

Best-seller rank, September

middle 348th · range 282nd–396th

Shade

The record is for No.23 Natural Beige only; other shades are not measured here

WHAT TO DO

Your order _____ units

Keep No.23 in stock at your usual depth; reorder other shades on your own sell-through.

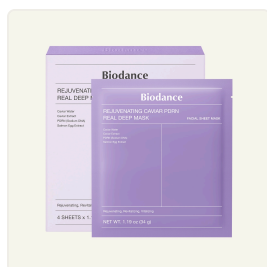
WHAT WOULD CHANGE THIS

Two October readings below 10K+ → hold at minimum. September: 8 of 8 at 10K+.

TRY ONE CASE

Risers: climbing for two months or more, or holding one band all September. One case each; let your own sell-through decide the reorder.

RULE Band rose above its May–July level and either held one band across 5+ September readings or rose two months running.



Mask · 4 sheets × 34 g (1.19 oz)

TRY ONE CASE**Biodance**

●●○ medium

Rejuvenating Caviar PDRN Real Deep Mask

The top mask's younger sister: from no band in June to a steady 20K+.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
not read	no band	10K+ · 8K+ · 2K+ · 1K+	20K+ · 10K+	20K+
	1 of 1	mixed · 10 readings	mixed · 10 readings	11 of 11

June: 1 reading only.

US retail price, September

\$16.15–\$19.00 · typical \$19.00 — before your landed cost

Best-seller rank, September

middle 9th · range 5th–13th

PDRN products holding a steady 10K+ band in September

12 of 322 — this is one of them

WHAT TO DO

Your order _____ units

One case at a normal facing beside the Bio-Collagen mask — not holiday depth.

WHAT WOULD CHANGE THIS

October readings below 20K+ → no reorder. September: 11 of 11 at 20K+, rank 5th–13th.



Cream · 100 mL / 3.38 fl oz

TRY ONE CASE

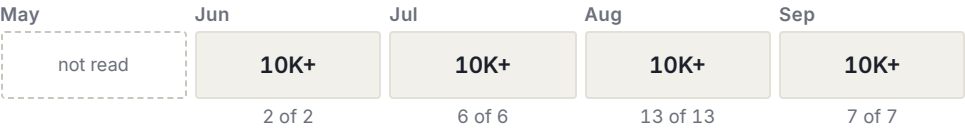
Purito

Mighty Bamboo Panthenol Cream

●●○ medium

A calm, steady 10K+ cream — the only soothing cream holding that level.

US MONTHLY SALES BAND



May: not in our record for this product. June: 2 readings only. Reading counts are whole-month counts.

US retail price, September
\$18.00 — before your landed cost

Soothing and panthenol creams at a steady 10K+ in August and September
none other than this one

Last month's call
"Test small" — held. 10K+ in all 7 September readings.

WHAT TO DO

Your order _____ units

One case, one facing. Reorder only on your own sell-through.

WHAT WOULD CHANGE THIS

Any October reading off 10K+ → end the test.
September: 7 of 7 at 10K+.



Toner · 300 mL / 10.14 fl oz

TRY ONE CASE

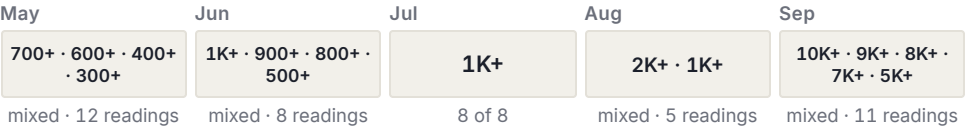
SUNGBOON EDITOR

Silk Peptide EGF Intensive Smoothing Toner

●●○ medium

A toner that climbed every month, from 300+ in May to 5K+–10K+.

US MONTHLY SALES BAND



US retail price, September
\$24.00–\$29.00 · typical \$29.00 — before your landed cost

Best-seller rank, September
middle 1,034th · range 797th–3,426th

Not the ampoule
The brand's Glow Intensive Silk Peptide Ampoule fell from 10K+ (May–June) to 2K+ (August–September) — see Skip

WHAT TO DO

Your order _____ units

One case of the toner only. Leave the brand's ampoule off the order.

WHAT WOULD CHANGE THIS

October readings back under 5K+ → no reorder.
September: 11 readings, all 5K+ to 10K+.

TRY ONE CASE

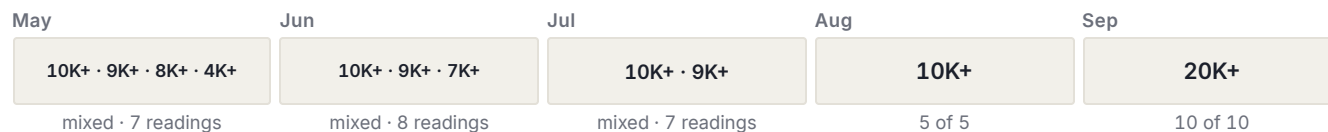
Laka Lip · 0.7 g

●●○ medium

Lip Liner #02 Suede Pink

One lip liner shade climbed from 4K+–10K+ to a steady 20K+.

US MONTHLY SALES BAND



US retail price, September

\$16.00 in every reading — before your landed cost

Best-seller rank, September

middle 286th · range 236th–344th

Shade

The record is for #02 Suede Pink only

WHAT TO DO

Your order _____ units

One case of #02 Suede Pink at the lip display. Add other shades only if this one sells through.

WHAT WOULD CHANGE THIS

October readings back at 10K+ → no reorder.
September: 10 of 10 at 20K+.



TRY ONE CASE

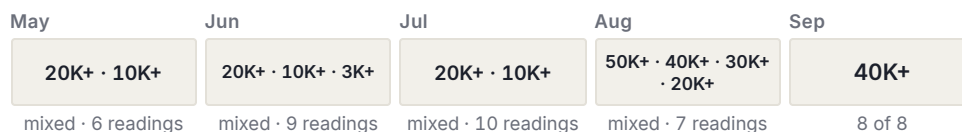
medcube[®]
K-BEAUTY TECH

●●○ medium

PDRN Caffeine Collagen Eye Patch

From 10K+–20K+ to a steady 40K+ in two months.

US MONTHLY SALES BAND



Eye · 60 patches / 85 g

US retail price, September

\$21.90 in every reading — before your landed cost

Best-seller rank, September

middle 262nd · range 201st–582nd

PDRN products holding a steady 10K+ band in September

12 of 322 — this is one of them

WHAT TO DO

Your order _____ units

One case. If you already carry an eye patch, swap a facing rather than adding one.

WHAT WOULD CHANGE THIS

October readings back under 20K+ → no reorder. September: 8 of 8 at 40K+.



TRY ONE CASE

lilyeve

●●○ medium

Growturn Hair Serum with Built-in Brush

A scalp serum with a brush tip that climbed every month since June.

US MONTHLY SALES BAND

May	Jun	Jul	Aug	Sep
not read	300+ · 100+ · no band	5K+ · 4K+ · 3K+ · 400+	6K+ · 5K+ · 4K+	10K+
	mixed · 3 readings	mixed · 6 readings	mixed · 8 readings	6 of 6

Hair & scalp · 100 mL / 3.38 fl oz

US retail price, September

\$21.75–\$29.00 · typical \$29.00 — before your landed cost

Best-seller rank, September

middle 1,755th · range 1,296th–2,816th

WHAT TO DO

Your order _____ units

One case, shelved with hair care. Reorder only on your own sell-through.

WHAT WOULD CHANGE THIS

October readings back under 4K+ → no reorder.
September: 6 of 6 at 10K+.

TRY ONE CASE

How to run a one-case test

☐ One case, one facing, at eye level.

☐ Reorder only what your own shelf sold — not what the chart says.

☐ Give it four weeks before you judge it.

☐ Check the card's “what would change this” line when the next issue lands.

YOUR ONE-CASE TESTS	PLACED ON	SOLD AFTER FOUR WEEKS	REORDER?
BIODANCE Rejuvenating Caviar PDRN Real Deep Mask			☐ yes ☐ no
PURITO Mighty Bamboo Panthenol Cream			☐ yes ☐ no
SUNGBOON EDITOR Silk Peptide EGF Intensive Smoothing Toner			☐ yes ☐ no
LAKA Lip Liner #02 Suede Pink			☐ yes ☐ no
MEDICUBE PDRN Caffeine Collagen Eye Patch			☐ yes ☐ no
LILYVEE Growturn Hair Serum with Built-in Brush			☐ yes ☐ no

ON OUR RADAR

WATCH

On our radar

Climbing, but on one month of record or a low band. Not an order — a name to check again next month.

PRODUCT	CATEGORY	SIGNAL SO FAR	WATCH FOR
MEDICUBE Jelly Gel Mask with Firming NAD EGF	Mask	First read in September: 10K+ in all 12 readings, middle rank 99th.	☐ A second month at 10K+.
MEDICUBE Vita A Retinal Volume Booster Serum	Serum	9K+–10K+ in September (7 readings); no band to 2K+ in August.	☐ October holds 9K+ or higher.
EQQUALBERRY NAD+ Peptide Boosting Night Wrapping Mask	Mask	No band in July, up to 2K+ in August, 3K+–7K+ in September (13 readings).	☐ October settles on one band at 5K+ or higher.
BIODANCE Caviar PDRN Serum (0.50 fl oz)	Serum	First read in July; 50+ to 500+ in August, 3K+–9K+ in September (5 readings).	☐ October settles on one band.
ANUA Barrier Reboot Daily Moisturizer	Cream	300+–600+ in August, 1K+ in all 6 September readings.	☐ October above 1K+.
D'ALBA PIEDMONT White Truffle Intensive Volufile Ampoule	Serum	1K+ in August, 2K+ in all 7 September readings.	☐ October above 2K+.
APRILSKIN Hero All Day Plumping Lip Stain (Rose pink)	Lip	600+ to 1K+ May–July, 2K+–3K+ in September (8 readings). One shade.	☐ October at 2K+ or higher.

SEASON

When your November–January order lands

US search against its own normal level, month by month. 100 = normal. The year starts at September here so your order window sits in one block.



CUT BACK

Sunscreen

Sunscreen runs about 30% below normal right when this order lands — keep facings, cut depth, put it back for April. (ANUA Zero-cast card, p.8.)

●

K-beauty overall

K-beauty overall gets a holiday lift of about 11% over normal — a bump, not a new season.

●

Brand spikes

November brand-search spikes land in the sale week; we don't read them as winter demand.

Moisturizer, barrier, lip and body can't be timed from search; on the US shelf they barely moved from June to September.

SKIP LIST

SKIP

Skip this month

What you'll hear about this season that the US numbers don't back yet — and three products that are sliding. Each row names the one reading that would bring it back.

WHAT	WHY — THE NUMBER		REVISIT WHEN
PDRN by the word	0 of 322	Of 322 PDRN-named products we read in September, none held the top sales band; 12 held a steady middle band. US searches for PDRN were flat at 49,500–60,500 a month from March to July. Buy the named ones on the cards, not the word on the label.	☐ Any PDRN product holds the top band (100K+) all month.
medicube Collagen Overnight Wrapping Mask	101st	Outside the US top 50 every month since June; September's middle rank 101st.	☐ October's middle rank back inside 50.
Holiday depth on a second mask	1 of 251	Of 251 mask products we read in September, only BIODANCE Bio-Collagen held the top band all month. Its Caviar PDRN sister is a one-case test, not holiday depth.	☐ A second mask holds the top band all month.
ILLIYOON on the current buzz	31,950 vs 39,800	Its September US monthly-band total (31,950) sits below June (39,800); the rise you'll hear is August to September.	☐ October total above 39,800.
Barrier / ceramide as a category	16.8% vs 16.1%	Barrier-named products out-climbed the average by 3.6 points August→September, but not when the climb has to be 20% or more (16.8% vs 16.1%).	☐ Barrier and ceramide both beat the average measured from May, in October.
“Cream is replacing serum”	77%	Serum reviews didn't fall (26,623 → 26,603); 77% of cream's gain was one medicube vitamin C cream.	☐ Cream listings climb faster than average in October.

PRODUCTS SLIDING

KAHI Wrinkle Bounce Multi Balm Stick	70K+ → 20K+	Its typical reading fell from 70K+ in May–June to 20K+ in August–September.	☐ October's typical reading back at 70K+.
EQQUALBERRY Vitamin Illuminating Serum	90K+ → 40K+	Its typical reading fell from 90K+ in May–June to 40K+ in August–September. The same brand's NAD+ cream is a keep card.	☐ October's typical reading back at 90K+.
SUNGBOON EDITOR Glow Intensive Silk Peptide Ampoule	10K+ → 2K+	Its typical reading fell from 10K+ in May–June to 2K+ in August–September. The same brand's toner is a try card.	☐ October's typical reading back at 10K+.

“Typical reading” = the middle band of all readings in those months.

LAST MONTH, GRADED

We checked all 18 of September's calls

Each call came with a reading that would change it. Here is what those readings said, wrong calls first.

■ 8 held ■ 4 reversed ▨ 6 not yet readable

WE WERE WRONG

medicube Collagen Overnight Wrapping Mask — “test small”

We said to stop the test if it ever fell outside the US top 50. It already had: its June middle rank was past 50, then 85th, 110th and 101st in July–September.

→ Skip (p.16).

WE WERE WRONG

medicube Zero Pore Pads 2.0 — “brand lane, no order”

We counted it on the US best-seller list once last year. It was there all 12 months — the listing changed its name in December and we missed it. It held 100K+ in every reading in August and September.

→ Keep stocked (p.4).

OUR TEST WAS TOO LOOSE

PURITO cream — “a second soothing cream holds a band two months → widen the lane”

86 soothing or panthenol products passed it, almost all tiny sellers. At PURITO's level (10K+), still no other soothing cream.

→ PURITO stays a one-case test (p.11); the loose test is retired.

REVERSED

ANUA — “brand lane, no order until a named product holds a US position”

ANUA's PDRN cream sat between 13th and 26th in all 6 September readings — its first month inside the top 50 all month.

→ Keep stocked (p.7).

■ HELD

BIODANCE mask — prioritize

100K+ in all 9 September readings.

Sunscreen — hold the line

Sunscreen shelf share 2.48% in September, above the 2.40% line.

Sunscreen — no depth now

Search calendar still below normal until April.

Lip — replenish

Lip shelf share 2.02%, below the 3.0% line that would add depth.

PURITO cream — test small

10K+ in all 7 September readings.

Snail — replenish only

July searches 0.67× last July.

medicube PDRN serum — replenish

80K+–90K+ in September; PDRN searches did not fall.

Reorder continuity

Every brand we named was ordered on our platform in each of the 12 months to August. PURITO had no order September 1–28.

▨ CAN'T BE READ YET

BIODANCE — the 9→12 month search ramp

Needs November search data; ours ends in July.

Lip — December depth step

Needs a December US best-seller reading.

December body and gift — don't chase

Needs a December US best-seller reading.

December — season or one year?

Needs a December US best-seller reading.

Barrier and ceramide — don't chase

Needs a winter window; in the autumn window both stayed below average.

Is the long-run bestseller screen worth running?

Needs next year's 12 monthly readings.

What we changed: the monthly conditions on this issue's cards use readings we take every month, not a once-a-year list.