

Curecode Introduces Personalized Skin Discovery Experience at Seoul to Soho in New York

At its New York SoHo experience, a biotech-driven K-beauty brand introduces a 4 step journey designed to help consumers make more informed skincare choices

NEW YORK, NY, UNITED STATES, August 23, 2026 /EINPresswire.com/ -- As consumers navigate an increasingly crowded skincare market, Curecode is bringing a simple message to New York: before choosing a skincare product, first understand your skin.



Currently featured at Seoul to Soho, the immersive K-beauty experience taking place at 13 Crosby Street in New York, Curecode has created an interactive consumer journey centered on objective skin assessment, personalized education, hands-on product experience, and informed product selection.

The experience follows four steps:

"Check Your Skin. Consult Your Skin. Try on Your Skin. Select Your Product."

Rather than beginning with a product recommendation, Curecode begins with the consumer's own skin.

The approach reflects the brand's belief that effective skincare selection should start with a better understanding of an individual's current skin condition—particularly hydration and skin-barrier-related needs—before deciding which products may be most appropriate.

WHY UNDERSTANDING THE SKIN SHOULD COME FIRST

Skincare consumers today are exposed to an unprecedented number of products, ingredients, routines, reviews, and social media recommendations.

But skin condition is highly individual and can change depending on environment, season, lifestyle, age, and skincare habits.

A product that works well for one consumer may not necessarily address the needs of another.

For Curecode, this makes understanding the skin an essential first step in skincare selection.

At Seoul to Soho, visitors are encouraged to move beyond generalized labels and assumptions about their skin and instead explore measurable aspects of their current skin condition.

The objective is not to tell consumers what their skin “should” be, but to help them better understand what their skin may need today.

A FOUR-STEP JOURNEY FROM SKIN ASSESSMENT TO PRODUCT SELECTION

1. "Check Your Skin"

The Curecode experience begins with an objective assessment of the visitor’s current skin condition.

Consumers can explore measurements related to hydration and skin-barrier condition, providing information that goes beyond visual appearance or subjective perception alone.

This first step establishes the foundation for the entire experience: understand the skin before selecting the skincare.

2. "Consult Your Skin"

After the assessment, Curecode representatives help visitors understand what the results may indicate about their current skin condition.

The consultation introduces the role of the skin barrier, hydration, and skin condition in everyday skincare and translates technical skin science into information consumers can more easily understand and apply.

Rather than simply recommending a product, the conversation begins with the consumer’s own skin.

3. "Try On Your Skin"

Visitors can then experience Curecode formulations directly on their skin.

Texture, absorption, hydration, comfort, and finish can be evaluated firsthand, allowing consumers to connect scientific information with their own sensory experience.

This step turns product discovery from a passive presentation into an individual experience.

4. "Select Your Product"

Only after skin assessment, consultation, and hands-on experience does Curecode move to product selection.

Visitors can then identify products that may better correspond with their current skin condition, concerns, and personal preferences.

The process represents a shift from traditional product-first beauty retail toward a more consumer-centered approach: Measure first. Understand second. Experience third. Choose last.

BRINGING SKIN-BARRIER SCIENCE INTO THE CONSUMER EXPERIENCE

The Curecode booth at Seoul to Soho also gives visitors an opportunity to explore the science behind skincare formulations.

Through educational displays and microscopy experiences, consumers can learn about the skin barrier and observe organized lamellar structures associated with Curecode's formulation approach.

This scientific component reflects Curecode's broader identity as a biotechnology-driven skincare brand developed by Dr. Raymond Lab.

At the center of the brand's research is Neuromide®, Curecode's proprietary technology developed to support and strengthen the skin barrier.

By bringing together skin assessment, consumer consultation, microscopy, product testing, and skincare education, Curecode aims to make skin science more tangible and accessible to everyday consumers.

FROM PRODUCT DISCOVERY TO SKIN DISCOVERY

Seoul to Soho was created as more than a traditional retail pop-up, bringing together Korean beauty brands, biotechnology innovators, creators, media, buyers, and consumers through immersive discovery and experiential retail.

Curecode's activation extends that philosophy by shifting the focus from simply discovering a new product to discovering more about one's own skin.

The experience reflects a broader evolution in beauty retail, where consumers increasingly seek not only new products, but also greater understanding, personalization, and evidence behind the products they choose.

For Curecode, the message is straightforward:
Better skincare choices begin with a better understanding of the skin.

"Check Your Skin.
Consult Your Skin.
Try on Your Skin.
Select Your Product."

EVENT INFORMATION:

Seoul to Soho: The K-Beauty Experience
Public Experience
August 16 – September 6, 2026

LOCATION:

13 Crosby Street
New York, NY 10013

ADMISSION:

Free and Open to the Public

ABOUT CURECODE

Curecode is a biotechnology-driven skincare brand developed by Dr. Raymond Lab, with a focus on skin-barrier science and advanced dermatological research.

At the center of Curecode's technology is Neuromide[®], a proprietary technology developed through research into skin lipids and barrier function.

By combining biotechnology, formulation science, and consumer-focused skincare, Curecode develops science-driven products designed to support healthier-looking, resilient skin while helping consumers better understand the relationship between their skin condition and their skincare choices.

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EDITOR'S NOTE:

High-resolution photography and video from the Curecode Seoul to Soho experience—including consumer skin assessments, consultations, product demonstrations, microscopy experiences,

Curecode product imagery, and brand assets—are available upon request.

Media interested in visiting the Curecode experience, filming the consumer journey, or arranging interviews with Curecode representatives may contact the media relations team.

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