

BOS, Powered by Enthera Bio, Brings the Science Behind Korean Beauty to Seoul to Soho

Led by Sophia Baek, the Biotech Beauty Zone spotlights the intersection of science, biotechnology and the next generation of K-beauty.

NEW YORK, NY, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- As Korean beauty continues to evolve beyond trends and into increasingly sophisticated approaches to ingredients, formulation and product development, BOS (Beauty of Science), powered by Enthera Bio, is bringing that story to the forefront at Seoul to Soho, the immersive K-beauty experience currently taking place at 13 Crosby Street in New York City's SoHo neighborhood.



BOS - Beauty of Science

At the center of the experience is the Biotech Beauty Zone, presented by BOS and powered by Enthera Bio, a dedicated showcase exploring the convergence of biotechnology and skincare through advanced ingredients, scientific research and next-generation beauty formulations.

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Sophia Baek, Chief Business Officer of Enthera Bio

The zone brings together participating brands — The Medi Dr., Du2LAB, Justbeme, Dr. Graft, Organicity, Moh's Recipe and Snowtox — offering New York consumers, creators and beauty industry professionals an opportunity to discover a more science-driven dimension of Korea's rapidly evolving beauty industry.

BRINGING THE “BEAUTY OF SCIENCE” TO NEW YORK

BOS — short for Beauty of Science — was created around a simple but increasingly important

idea: some of the most compelling innovation in beauty is happening where science and skincare meet.

Through the Biotech Beauty Zone at Seoul to Soho, BOS and Enthera Bio are creating a platform to make that innovation more accessible and visible to the U.S. market. At the center of the experience, BOS uses AI-powered skin analysis technology to understand each consumer's individual skin needs and recommend a personalized mix of products across different brands, bringing a more intelligent and individualized approach to skincare discovery.

Rather than presenting biotechnology as something that exists only behind the scenes in laboratories and product development, the experience brings the science directly to consumers, creators and industry professionals, allowing visitors to engage with the brands and products emerging from this growing category.

The initiative is led in part by Sophia Baek, Chief Business Officer of Enthera Bio, whose work focuses on creating opportunities for science-driven Korean beauty companies to reach broader audiences and establish meaningful connections in global markets.

"Beauty innovation increasingly begins long before a product reaches the shelf — with research, ingredients, technology and a deeper understanding of how science can contribute to better beauty experiences," said Baek. "Through BOS and the Biotech Beauty Zone, we want to give people an opportunity to discover that side of Korean beauty and introduce innovative companies and ideas to the U.S. market."

A DEDICATED PLATFORM FOR BIOTECH BEAUTY

K-beauty's global influence has been shaped by its ability to continually rethink how consumers approach skincare — from new formats and routines to ingredients and formulation technologies.



Biotech Beauty Zone Team



Sophia Baek, Chief Business Officer of Enthera Bio

The Biotech Beauty Zone looks at what may come next.

Featuring The Medi Dr., Du2LAB, Justbeme, Dr. Graft, Organicity, Moh's Recipe and Snowtox, the BOS experience creates a dedicated environment within Seoul to Soho where visitors can explore emerging brands and products while learning more about the role that science and technology can play in modern beauty.

For BOS and Enthera Bio, the activation is also about creating connections.

Seoul to Soho brings together consumers, beauty creators, media, buyers, distributors and other industry professionals, giving participating companies an opportunity not only to showcase products but also to receive direct market feedback and build relationships that can support their growth in the United States.

"We believe there is tremendous innovation coming from Korea that deserves a larger global platform," Baek added. "Our role is not simply to introduce products. We want to help connect the science, the companies behind it and the people who can help bring those innovations to new markets."

SCIENCE AS PART OF THE NEXT CHAPTER OF K-BEAUTY

The emergence of biotech beauty reflects a broader evolution taking place across the Korean beauty industry.

While K-beauty has become globally recognized for product innovation, distinctive ingredients and rapidly evolving consumer trends, companies are increasingly drawing from biotechnology, scientific research and advanced formulation capabilities to develop the next generation of skincare.

BOS aims to help tell that story.

Its presence at Seoul to Soho provides a physical platform where scientific innovation can move beyond industry conversations and be experienced directly by consumers.

That mission also complements the larger purpose of Seoul to Soho: creating a bridge between Korea's evolving beauty ecosystem and the U.S. market.

"One of the reasons we created Seoul to Soho was to showcase the depth of innovation happening across Korean beauty," said Matt Elliott, Co-Founder and Chief Client Officer of Toilet Paper, the producer of Seoul to Soho. "The Biotech Beauty Zone brings an entirely different dimension to that story. Sophia and the Enthera Bio team have brought together a group of companies that demonstrate how science and beauty are increasingly intersecting, and BOS gives visitors a chance to experience that innovation firsthand."

EXPERIENCE THE BIOTECH BEAUTY ZONE AT SEOUL TO SOHO

The BOS Biotech Beauty Zone, powered by Enthera Bio, is open as part of Seoul to Soho through September 6, 2026, at 13 Crosby Street in SoHo, New York City.

Visitors can discover products and innovations from:

The Medi Dr.

Du2LAB

Justbeme

Dr. Graft

Organicity

Moh's Recipe

Snowtox

The broader Seoul to Soho experience brings together Korean beauty brands, emerging innovators, creators, consumers and industry professionals in a multi-week celebration of Korean beauty, culture and innovation.

ABOUT BOS (BEAUTY OF SCIENCE), POWERED BY ENTHERA BIO

BOS (Beauty of Science) is an initiative powered by Enthera Bio focused on highlighting the intersection of biotechnology, science and beauty and creating greater visibility for science-driven Korean beauty innovation. Through experiences such as the Biotech Beauty Zone at Seoul to Soho, BOS provides a platform for innovative companies to introduce their products, technologies and ideas to consumers and industry audiences in global markets.

ABOUT SEOUL TO SOHO

Seoul to Soho is an immersive Korean beauty experience taking place August 14 through September 6, 2026, at 13 Crosby Street in New York City's SoHo neighborhood. The multi-week activation brings together established K-beauty brands, emerging innovators, biotech beauty companies, creators, media, buyers and consumers through product discovery, retail, content and experiential programming.

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