

Curecode Lets New Yorkers See What's Inside Their Beauty Products

At Seoul to Soho in New York, Curecode turns formulation science into a visual experience, revealing skincare's hidden structure through polarized microscopy.

NEW YORK, NY, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Most consumers know what ingredients are in their skincare.

But what does a skincare product actually look like inside?

At Seoul to Soho, the immersive K-beauty experience currently taking place at 13 Crosby Street in New York, Curecode is giving visitors the opportunity to find out for themselves.

At the Curecode booth, selected skincare formulations are placed under a polarized microscope, allowing visitors to observe structural patterns that are normally invisible to the naked eye. A familiar cream, serum, or ampoule can reveal an entirely different visual world under magnification.

The experience is built around one simple idea:

Skincare is not only about what ingredients are inside. It is also about how those ingredients are organized.



Curecode encourages visitors to think about skincare beyond ingredients alone—and to consider how formulation design can be connected to the biology and organization of the skin barrier.



At the Curecode experience, visitors can see selected formulations through polarized microscopy and view the resulting images on a connected display.

BEYOND THE INGREDIENT LIST

Beauty consumers today are more ingredient-conscious than ever.

Ceramides, peptides, niacinamide, retinoids, and other actives have become part of everyday skincare conversations. Consumers read labels, compare concentrations, follow ingredient education on social media, and increasingly want to understand the science behind the products they use.

But an ingredient list tells only part of the story.

A skincare formulation is also a physical structure. Ingredients interact with one another and organize within a formulation in ways that cannot be seen simply by looking at the product in its package—or even by applying it to the skin.

Curecode is bringing that invisible part of skincare science into view.

WHAT DOES YOUR SKINCARE LOOK LIKE UNDER A MICROSCOPE?

At the Curecode experience, visitors can see selected formulations through polarized microscopy and view the resulting images on a connected display.

Under polarized light, organized structures within certain formulations can become visually identifiable, producing distinctive patterns that reveal a side of skincare most consumers have never seen before.

The experience transforms a laboratory technique into something immediate and intuitive.

A product that moments earlier looked like an ordinary skincare formula can suddenly reveal a complex internal architecture.

The question changes from:

“What ingredients are in this product?” to “How is this product actually structured?”

That shift is at the heart of Curecode’s Decode Your Skincare experience.

WHERE SKIN BARRIER SCIENCE MEETS FORMULATION SCIENCE

The microscopy experience also gives Curecode an opportunity to introduce visitors to one of the most fundamental concepts in healthy skin: the skin barrier.

The outermost layer of the skin is not simply a flat protective surface. Its barrier function depends in part on highly organized skin lipids arranged in layered, or lamellar, structures.

This organization plays an important role in helping the skin retain moisture and protect itself

from the external environment.

For Curecode, the relationship between skin-barrier structure and formulation structure offers an accessible way to explain why structure matters in skincare science.

Visitors are not simply shown a microscopic image. They are encouraged to think about skincare beyond ingredients alone—and to consider how formulation design can be connected to the biology and organization of the skin barrier.

The microscope becomes more than a demonstration tool.

It becomes a way to make invisible skin science visible.

MAKING SCIENCE SOMETHING CONSUMERS CAN SEE

Curecode's presence at Seoul to Soho is designed to move skincare education beyond charts, ingredient lists, and product claims.

Visitors can learn about the skin barrier, experience products directly on their skin, and look inside selected formulations through polarized microscopy.

The result is a different kind of beauty experience—one that connects what consumers feel on their skin with what they can see inside the formulation.

Curecode believes that scientific skincare should not remain something understood only inside laboratories.

It should be something consumers can see, experience, and understand for themselves.

FROM BIOTECHNOLOGY TO AN EVERYDAY BEAUTY EXPERIENCE

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

At the center of the brand's research is Neuromide®, CureCode's proprietary technology developed through research into skin lipids and barrier function.

The brand's formulation approach also reflects ongoing research into skin lipids and organized structures associated with barrier-focused skincare.

At Seoul to Soho, that science is being translated into a consumer experience that is visual, accessible, and engaging.

Rather than simply telling visitors that formulation science matters, Curecode is inviting them to look for themselves.

DECODE YOUR SKINCARE

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

CureCode's polarized microscopy experience extends that idea in a new direction.

Visitors can experience CureCode's Decode Your Skincare activation at Seoul to Soho through September 6, 2026.

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

[Seoul to Soho Instagram](#)

ABOUT CURECODE

Curecode is a biotechnology-driven skincare brand developed by Dr. Raymond Lab with a focus on skin-barrier science and advanced formulation 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, skin-barrier research, and formulation science, Curecode develops science-driven skincare designed to support healthier-looking, resilient skin while making complex skin science more accessible to consumers.

EDITOR'S NOTE

High-resolution photography and video from the Curecode Seoul to Soho experience—including polarized microscopy demonstrations, microscopic images of skincare formulations, Curecode product imagery, skin-barrier educational displays, and consumer experiences—are available upon request.

Media interested in visiting the Curecode booth, filming the Decode Your Skincare experience, or arranging interviews with Curecode representatives may contact the media relations team.

Matthew Elliott

Toilet Paper

+1 773-577-9450

matt@wearetoiletpaper.com

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