

13 K-Beauty Products Bazaar Editors Are Obsessing Over

By [Tiffany Dodson Davis](#) Published: Jul 3, 2025

The best K-Beauty products have been held in high esteem for years, thanks to their streamlined and effective formulas and generally [accessible price points](#). Thanks to the power of TikTok and frequent innovation from beloved [Korean brands](#) like [Innisfree](#), [Belif](#), [CosRX](#), and more, adding a K-Beauty formula to your skincare rotation has practically become a rite of passage for devoted beauty enthusiasts—*Bazaar* editors included.

The Lightweight Moisturizer

Femmue Essential Moisture Daily Hydrating Water Serum

\$35 AT AMAZON

“So, although this is called a moisture lotion, the texture is more akin to a light and airy water-based serum that hydrates my skin with just a few pumps. I use it every morning after I wash my face, and I love how it feels on my skin. It instantly soothes and hydrates without leaving a sticky or thick residue I despise from other moisturizers. Everything Femmue makes smells amazing and is gentle enough for my sensitive skin. Needless to say, I’m obsessed with the entire line.” —*Julie Tong, senior commerce content lead*



A Cleansing Oil

Femmue Brilliant Cleansing Oil

\$54 AT AMAZON

“Like brushing without flossing, if I don’t double-cleanse at night, my face just doesn’t feel completely clean. I’ve been using Femmue’s cleansing oil for the last couple of months (the 4.23-ounce bottle lasts a surprisingly long time) and love how the delicate formula removes sunscreen, oil, and whatever pollution the city’s throwing my way these days with ease. Some cleansing oils leave a tacky residue post-rinse, but Femmue’s rinses clean, leaving my skin soft, not stripped, and primed for my gel wash.” —*Michella Oré, fashion commerce editor*

