

Shelf space is the scarcest thing you own. Every month we name the exact products that have earned it — and the evidence that would take it back.

Four of five named heroes held or doubled their monthly sales tier into July. Only ARENCIA fell.

These five are the named products US e-commerce actually tracked from May to July. BIODANCE's mask never left the top tier. LANEIGE, medicube and COSRX each moved up a full band. ARENCIA moved down. Four of the month's six decision lanes are set here.



Protect all four risers at their current facing before adding anything new. Reverse any of them the month its sales tier steps down a full step.

DECISIVE — US E-COMMERCE, THREE OBSERVED MONTHS

BIODANCE's biggest social media moment is one video by one unverified account — 2.1 million views in 24 hours is a person, not a trend.

The recommendation on the next page does not rest on that video. It rests on a US e-commerce sales tier that held for three months and a search term that grew nine-fold. Social evidence can explain why something is moving. It can never be the reason to order it.

2,100,000

@alydoill · one video · 24 hours · account unverified

96.65% of the social media posts we track come from unverified accounts — verification status alone filters nothing.

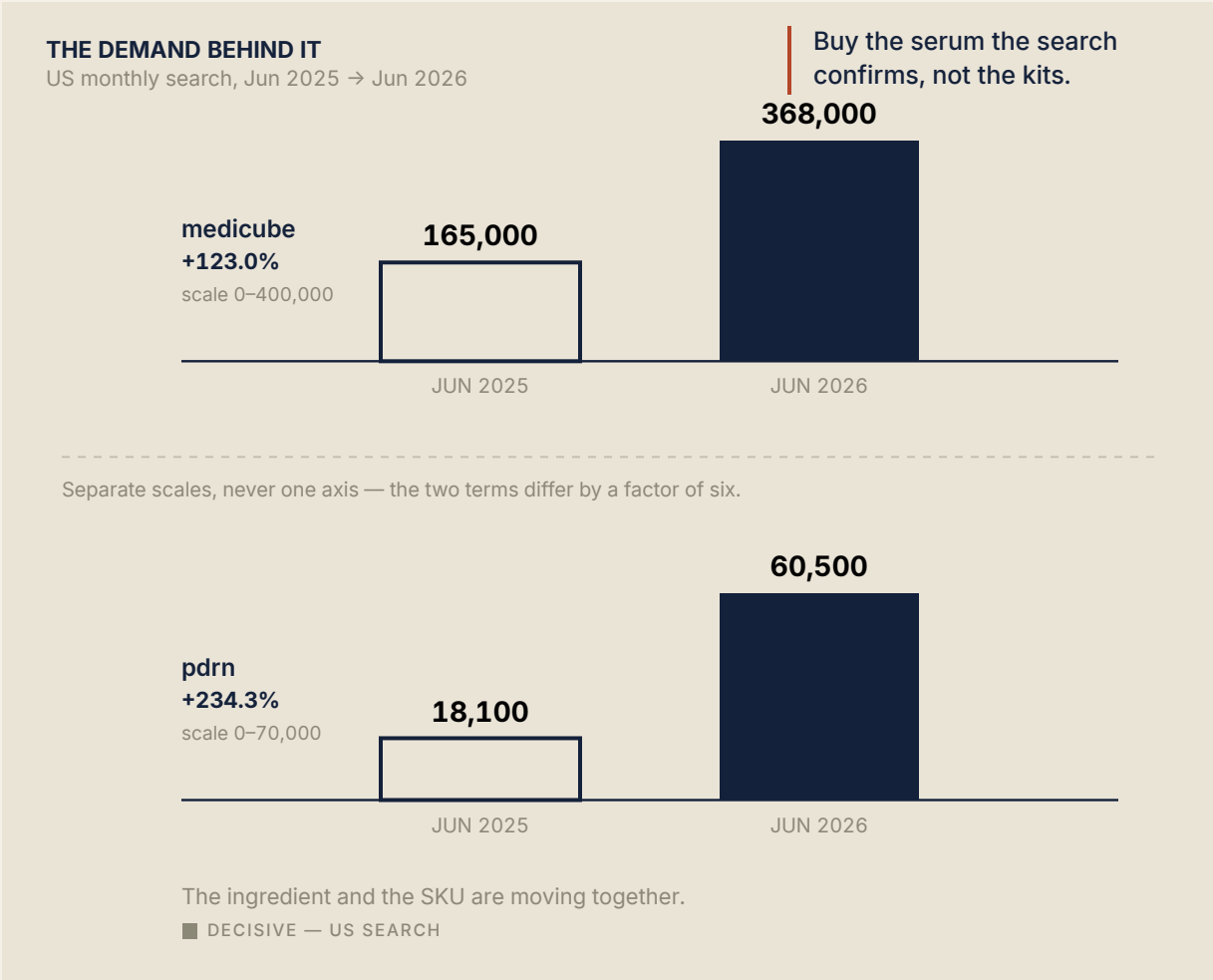
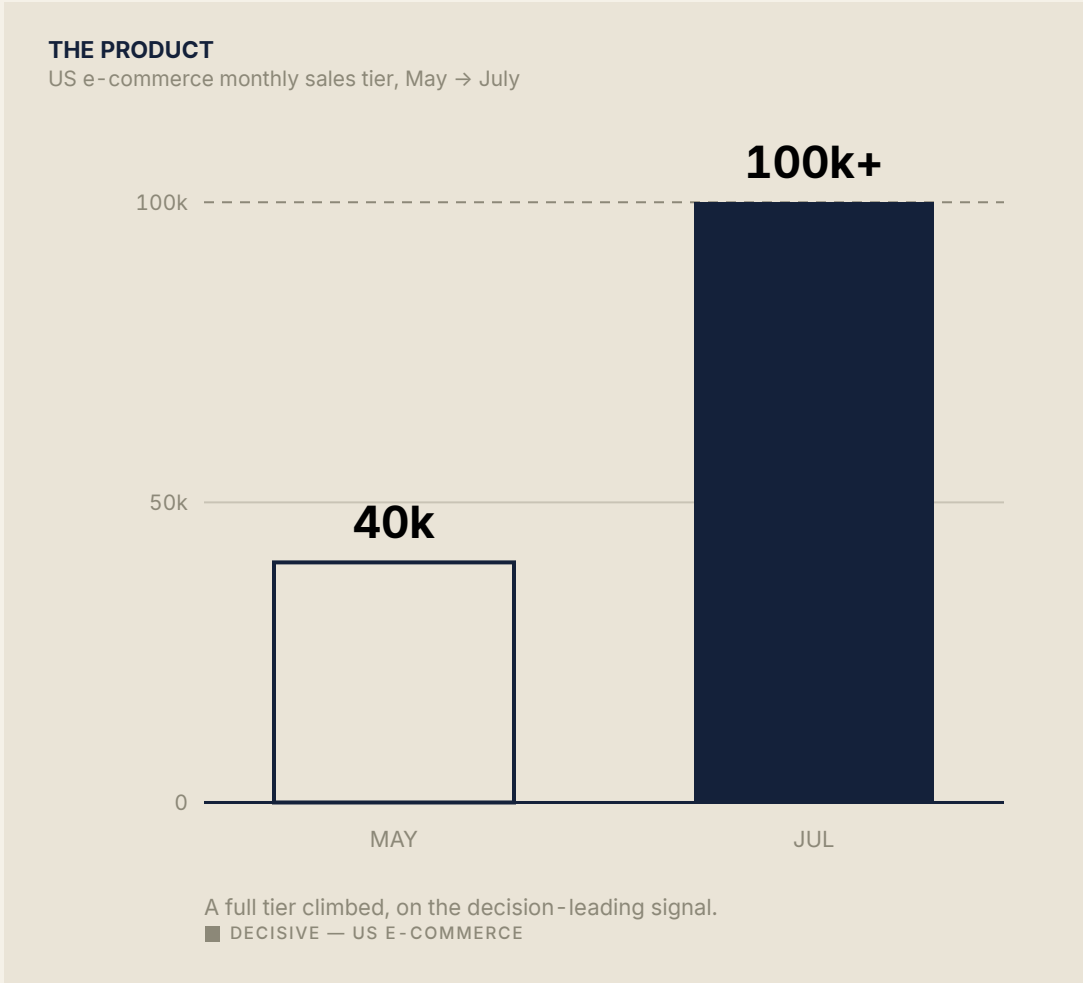
View counts above 500,000 are rounded, so precise-looking per-hour rates are approximations.

Community discussion is not US-specific. It is discussion, and it is not US sell-through.

Standing rule for every page that follows: a single creator, a single video, or a single week is a reason to look, never a reason to buy.

medicube's Ultra Light PDRN Pink Peptide Serum went 40k to 100k while US pdrn search tripled to 60,500.

This is the cleanest ingredient-plus-product agreement in the issue. **pdrn** search grew 234.3% to 60,500, **medicube** grew 123.0% to 368,000 — the largest search base that moved — and the named serum climbed a full tier. That agreement authorizes the serum. It does not authorize any PDRN kit.



medicube Ultra Light PDRN Pink Peptide Serum — official product photograph.

CROSS - CHECK

E-commerce brand movement **+43,200**

Social media **1.40×** · Community **1.12×**

■ SUPPORTIVE

Whitespace check: if you carry no PDRN serum, this is the proven one.

PRIORITIZE

The named serum.

Reverse if the serum's sales tier falls back below 100k, or if **pdrn** search stops growing for two consecutive months. The serum's proof does not transfer to any PDRN kit or set — those are on p16 at test size.