



THE EUDAIMONIA GUIDE TO A *K-Beauty Ritual*

Hi, I'm Amy!

I created this guide for the souls who feel completely overwhelmed by their skincare routine. Maybe you've slowly accumulated random products from influencers and ads promising the "best" product. And now your skincare cabinet feels like a hoarder's house instead of an intentional routine.

What's right? What's wrong? Do I really need this? This person said I need it. This product is trending. This popular brand just came out with this...



With so much information (and misinformation) out there, it's easy to feel like you're doing your skincare routine all wrong.

But you're not alone. Not with me, at least.

Korean skincare isn't about having a 10-step routine just because it's fun for some people. A complete ritual is about giving your skin what it needs, consistently and intentionally. Every product and every layer has its own purpose. Above all, it's about protecting your skin and cultivating a healthy glow that will last a lifetime.

I believe knowledge is power. This guide breaks down the purpose behind each step of a K-Beauty inspired ritual, so you can understand not only what to use, but why you're using it. If your skin isn't where you want it to be, you have the power to make meaningful changes at home by understanding what you can add, remove, or adjust within your ritual.

Amy

A woman with long, dark, wavy hair is shown in profile, smiling. She is wearing a white lace-trimmed top. In her arms, she holds several white skincare bottles with black pump dispensers. A tattoo is visible on her left upper arm. The background is a soft, out-of-focus light color.

HEALTHY SKIN IS CREATED
WITH INTENTION.

Cleanse away the day. Prepare your skin for the rest of your ritual.

At night, it's important to **double cleanse** to thoroughly cleanse your skin from dirt, oil, makeup, sunscreen, and the day's buildup.

Think of your first cleanse like sweeping before mopping. Begin with an oil cleanser to break down oil-based products, makeup, sunscreen, and sebum—essentially sweeping away all the heavy stuff.

If you're oily or acne-prone, don't be afraid to double cleanse! It can actually be super beneficial. Oil loves oil, right? Exactly. An oil cleanser helps dissolve excess sebum without unnecessarily stripping your skin. Some clients even notice they feel less oily throughout the day after incorporating an oil cleanser into their routine.

Now it's time to mop. Follow up with a second cleanser. It doesn't necessarily need to be a gel cleanser, but gel cleansers are typically a great option when you want a thorough cleanse without the potentially drying feel of a foaming cleanser.

Your second cleanser should be chosen based on your skin type and current skin concerns. If your barrier is impaired, your skin is sensitive, or you're experiencing highly inflamed acne, you'll most likely want to stick with a gentle and hydrating cleanser.

In the morning, cleanse with a gentle cleanser to provide a clean palette for the rest of your skincare ritual and makeup.

Some people don't realize how much your skin can come into contact with while you sleep. I know you're thinking, "But I just washed it and went to bed!" Yes—but your skin is still coming into contact with your pillow, natural oils, sweat, saliva, hair products, and anything else that may be on your pillowcase. If you have pets or other people who come into contact with your pillow, that's even more reason to start your day with a fresh canvas.

And if you're using active ingredients at night, you don't want to layer your morning products on top of yesterday's skincare. A morning cleanse gives you a fresh starting point for what your skin needs that day.

The thinnest layer of hydration that makes a difference.

Cleansers tend to be more alkaline, while our skin's acid mantle is naturally slightly acidic. Traditionally, toners were used to help bring the skin back toward its natural pH after cleansing. Nowadays, toners have evolved and can do much more than that.

Think of toner as the thinnest layer of hydration that makes a difference. It creates the first layer of moisture and begins preparing your skin for everything that follows.

A toner is also typically water-based, meaning it has a lighter, thinner consistency with smaller molecules. This allows it to penetrate more readily into the upper layers of the skin, delivering an extra boost of hydration while allowing beneficial ingredients to reach where they can do their work.

And if you have oily skin, don't skip the hydration! You can find a toner that hydrates while helping to regulate excess sebum without stripping your skin. Make sure your skin isn't actually dehydrated. When your skin lacks water, it can produce more oil to compensate, which can leave you feeling even oilier. Instead of stripping away the oil, give your skin the hydration it's asking for.

Targeted nourishment for what your skin needs most.

Serums are usually the heavy hitters of your ritual. They're formulated with a higher concentration of targeted ingredients and can do much more than simply hydrate. Depending on the serum, they can brighten, protect, address pigmentation, support collagen, or encourage healthy cell turnover.

My two biggest recommendations for serums are:

1. Vitamin C Serum

Vitamin C is a powerful antioxidant that helps protect your skin from environmental stressors. It can also support collagen production, brighten the appearance of pigmentation, and give your skin that healthy, luminous glow we all love.

- Follow the product's instructions for how often to apply. I personally prefer using vitamin C in the morning so your skin has an extra layer of protection out in the elements.
- SPF is still essential. Vitamin C does not replace sunscreen, and certain formulations can cause irritation or sensitivity in some people.

2. Retinol Serum

Retinol is one of my favorite products for prevention and long-term skin health. Collagen production naturally begins to decline as we age, and retinoids can help support collagen, elastin, and healthy cell turnover.

You don't necessarily need retinol at a specific age, but your mid-to-late 20s can be a great time to start thinking about prevention as we begin to lose about 1% of collagen by age 25.

Prevention is easier than correction.

- Ease into it! Start with about once a week and give your skin a few weeks to adjust before gradually increasing frequency.
- If you're sensitive or new to retinol, try buffering it with a hydrating toner or moisturizer to help minimize irritation.
- Retinol can make your skin more sensitive to irritation, so daily SPF is especially important.

Remember: less is more when it comes to active ingredients. The goal is to give your skin what it needs consistently—not overwhelm it.

Look for a retinol-alternative from a plant-based line if your skin is sensitive or you're hesitant about a traditional retinol.

Seal in your ritual and protect your skin barrier.

Seal everything in with a moisturizer that supports your skin barrier and keeps your skin comfortable and hydrated. Just like your cleanser, your moisturizer should be chosen based on your skin type and current skin concerns.

If you're oily, choose a lightweight, water-based moisturizer. Even oily skin needs moisture! If you've been skipping moisturizer because you're afraid of making your skin oilier, you may actually be doing the opposite of what you intended. When your skin is lacking hydration, it can produce more oil to compensate. Your skin can be both oily and dehydrated.

For dry skin, look for something richer and more nourishing, like a cream, to help replenish moisture and support your skin barrier. If you're experiencing significant water loss in your skin, make sure you're using an occlusive moisturizer. Occlusives help seal in moisture and prevent water from escaping the skin. Or this is when a toner would be amazing if you don't like the heaviness of a thick moisturizer!

A true K-Beauty ritual leaves your skin with a hydrated, dewy glow. The goal is to find products that respect your skin's natural oils while giving it the hydration and nourishment it needs to feel comfortable, balanced, and healthy.

Protect your glow today, tomorrow, and for years to come.

Every morning, complete your ritual with SPF. This is one of the most important steps for maintaining healthy, glowing skin.

Unprotected sun exposure causes cumulative damage and is the top contributor to premature skin aging. The tricky part? It can take years before that damage becomes visible, so it's easy to think you're fine skipping SPF when you don't notice an immediate difference.

Reapply your SPF every 2–3 hours when you're exposed to the sun, and more frequently if you're sweating, swimming, or towel-drying. And don't assume you're completely protected just because you're indoors. Although windows protect from UVB rays, UVA rays can typically pass through glass.

My brutally honest words...

If you care about how your skin looks now—you're going to care about how it looks down the road. Your facials and other skincare products are pointless in the long run if SPF isn't part of your daily ritual. I want to reiterate the importance of prevention over correction. I'm not saying this to scare you or make you feel guilty. I'm saying it because *I care*.

Rain or shine, inside or outside—make SPF a daily ritual.

Skincare is soul-care. You are worth the ritual.

A simple breakdown of your ritual:

AM: Cleanse → Hydrate → Treat → Moisturize → SPF

PM: Double Cleanse → Hydrate → Treat → Moisturize

You've probably experienced spending hundreds of dollars on products you don't like, don't know the true purpose of, or aren't even sure are working. So, I hope this guide made your K-Beauty ritual feel a little less intimidating and a lot more approachable. When you understand your skin and have a routine tailored to your needs, you can stop chasing trends and start making intentional choices that support healthier, happier skin.

Remember, you don't need a 10-step routine or a skincare cabinet overflowing with products. You just need to understand what your skin needs and give it those things consistently and intentionally.

Skincare should never feel like another thing you have to do. I hope you can turn it into a ritual—a few intentional moments in your day to slow down, care for yourself, and reconnect with your skin.

Skincare is soul-care. You are worth the ritual.

Still don't know where to begin?

If you're unsure what your skin actually needs or want help creating a ritual that's truly personalized to you, I'm here for you.

At Eudaimonia, we can custom-curate a regimen around your skin, your goals, and your overall well-being. Stop guessing and start feeling confident in your skincare.

Come glow with me by scheduling:

- A Consultation

Perfect if you're looking for an at-home regimen, product guidance, or help figuring out your next steps.

- The Welcome Facial Ritual

Perfect if you're looking for hands-on guidance, a deeper understanding of your skin, and a Korean-inspired facial experience tailored specifically to you.