

EK The Emilia  
Kim

# The Emilia Kim GUIDE

a holistic approach to beauty  
that connects skincare,  
hydration, and everyday  
nourishment to help skin look  
and feel its best



# HI, I'M EMILIA



For most of my life, I didn't have a skincare routine at all. When I finally decided to take care of my skin in my 30s, I quickly realized there were countless products, steps, and opinions, and honestly, I had no idea where to begin.

This guide focuses primarily on learning how to properly navigate Korean skincare in a way that is structured and informational. Through my connection to Korean culture and with guidance from my husband, who is both Korean and a physician, we built this as a clear, realistic, informational roadmap.

We divided this guide into two essential sections.

The first section walks you step by step through Korean skincare routines and product categories and the second section moves beyond products and into hydration and nutrition.

I hope this guide serves you as much as it served me and that you are embarking the road to your best skin yet!

-Emilia Kim



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# skincare guide

01 Skincare Basics & Routine

02 Products and Treatments

03 Hydration & Nutrition

04 Sleep

05 Additional Details

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*morning routine*  
*(for when you do*  
*have time!)*



## MY MORNING ROUTINE



CLEANSER

1



TONER

2



SERUM

3



EYE CREAM

4



MOISTURIZER

5



SUNSCREEN

6



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But Emilia,

**I DON'T  
HAVE  
TIME!**



"I'm too busy in the morning. I have to go to work and I GENUINELY don't have time to go through the entire morning skincare routine..."

**That's okay!**

On rushed mornings, keep it simple. Wash your face and use a moisturizer that includes SPF. It's a quick way to protect your skin while staying consistent.

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WHAT ABOUT

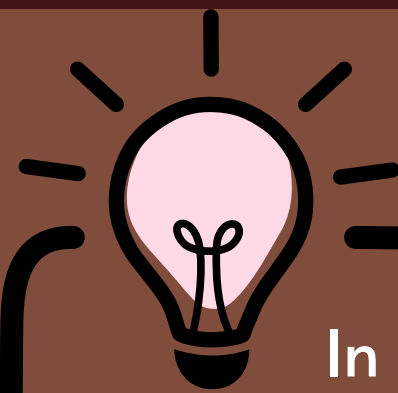
*my  
makeup?*

SHOULD I  
DO  
SKINCARE  
BEFORE  
MAKEUP?

Skipping moisturizer  
completely is not the  
solution!!!



- ✓ Use a lighter gel moisturizer in the morning
- ✓ Use less product
- ✓ Wait 3 min before applying foundation
- ✓ Gently blot excess shine before makeup
- ✓ Choose compatible formulas



In Korea, many people:

- Use lightweight gel creams in the morning
- Use richer creams at night

# My *NIGHT TIME* SKINCARE ROUTINE



Remove Makeup

1



Cleanser

2



Toner

3



Serum

4



Eye Cream

5



Eye lash serum

6



Moisturizer

7



Lip Mask

8

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# BEYOND DAILY ROUTINES

*Eye Mask*



*Collagen Mask*



*Scrub*



*Collagen Stick*



*Capsule Cream*



*Calming Pad*

These treatments are optional enhancements designed to support specific skin concerns. They are not used daily but can be added weekly or as needed to boost hydration, improve texture, or calm the skin.

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# WHAT'S THE DIFFERENCE?



## TONER

Toner is the first step after cleansing. It rebalances the skin, restores hydration, and prepares your skin to absorb the products that follow. Korean toners are usually hydrating rather than harsh or stripping.

DIFFERENCE?

WHAT'S THE DIFFERENCE?

WHAT'S THE DIFFERENCE?

## SERUM

Serum is a lightweight product with concentrated ingredients that target specific concerns such as dullness, fine lines, acne, or pigmentation. It is typically used daily.



WHAT'S THE DIFFERENCE?

WHAT'S THE DIFFERENCE?

WHAT'S THE



## AMPOULE

Ampoule is similar to a serum but usually more concentrated. It is often used as an intensive boost for a short period of time when the skin needs extra care, such as calming irritation or improving elasticity.

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**BUT EMILIA,  
THAT'S GREAT  
BUT, HOW DO I  
KNOW WHICH  
PRODUCTS TO  
BUY?**

**IT TRULY  
DEPENDS!**

Now we will  
navigate  
different skin  
types as well  
as different  
products!

SKINCARE AND WELLNESS  
NEEDS VARY: FOR  
PERSONALIZED MEDICAL  
ADVICE, PLEASE CONSULT YOUR  
DOCTOR OR HEALTHCARE  
PROVIDER.

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oily skin

# SKINCARE PRODUCTS

for Oily Skin

## Cleanser

Anua - Heartleaf Quercetinol  
Pore Deep Cleansing Foam



## Toner

Torriden DIVE-IN Toner



## Serum

JUMISO D-Panthenol  
Barrier Soothing Serum



## Moisturizer

Oil Free Ultra-Moisturizing  
Lotion COSRX



## Sunscreen

Purito Seoul: Wonder Relief Centella  
Daily Sun Lotion

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# SENSITIVE SKIN PRODUCTS

If you have sensitive skin  
these options are worth trying!

**Cleanser**



**Moisturizer**



**Serum**



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## Facial Wash

Start by washing your face with a gentle cleanser suitable for Dry Skin. This will help remove dirt, oil, and impurities from your skin. **Ma:nyo Pure Cleansing Oil** is my fave.



## Toner/essence

After cleansing, apply the toner to help balance your skin's pH levels and remove any remaining impurities. Use milk based toners if desired. **Laneige** has a great hydrating toner.



## Serum oil

Apply a serum targeting specific skin concerns, such as hydration, brightening, or anti-aging. Serums are typically penetrate deep into the skin. You can try **Snail 96 Mucin**.



## Moisturizer

Apply a moisturizer to hydrate and nourish your skin. Choose a moisturizer suitable for Dry Skin type and apply it evenly across your face and neck. Any **Dr.G products** are good imo!



# KOREAN SKINCARE DRY SKIN

## Eye cream

If you prefer to use an eye cream, gently apply a small amount around the delicate eye area using your ring finger. I like **Beauty of Joseon's Eye Cream**.



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VERY POPULAR

BRANDS

brands worth discovering



Anua



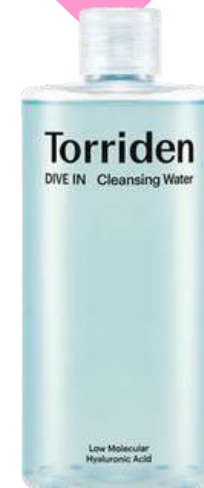
Roundlab



Medicube



Centella



Torriden



Beauty of Joseon



COSRX

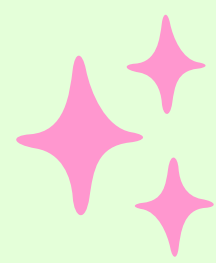


Dr.G

there are so many more!

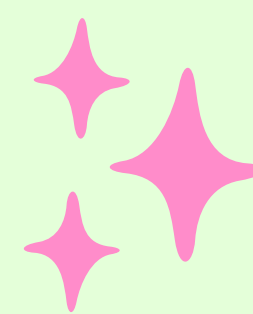
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**FAVES!**



I love these brands so much!



**Centella**



**Dr.G**



**IsnTree**



**Tirtir**



**Banila Co**



**haruharu**



**Abib**



**Illiyoona**

**Banila Co is my fave!**

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# WHAT IS RETINOL

## WHAT IT DOES

BOOSTS  
COLLAGEN,  
SMOOTHS FINE  
LINES, CLEARS  
PORES, FADES  
DARK SPOTS,  
IMPROVES  
TEXTURES

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## CLEAR INSTRUCTIONS

### HOW TO USE

apply pea-sized  
amount 2-3 nights  
per week and  
moisturize after

### RESULTS

Results typically  
visible in 8-12  
weeks

# OTHER ingredients EXPLAINED

## PDRN

Salmon-derived DNA fragments that support skin regeneration and elasticity.

## Centella Asiatica (Cica)

calming plant extract that reduces redness and strengthens the skin barrier.

## Hyaluronic Acid

humectant that attracts water to plump and deeply hydrate the skin.

## Snail Mucin

boosts hydration, glow, and skin recovery...  
derives from snail mucus

## Ceramides

Skin-identical lipids that repair and protect the moisture barrier.

## Niacinamide

A form of vitamin B3 that balances oil, refines pores, and brightens tone.

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### LED Mask

**Best for:** Acne, inflammation, anti-aging.

**How often:** 3–5 times /week.

**When to use:** On clean, dry skin before serums.

### Booster

**Best for:** Lifting, contouring

**How often:** 3–5 times a week.

**When to use:** On clean skin with conductive gel

### Jade Roller & Gua Sha

**Best for:** puffiness

**How often:** Daily if desired.

**When to use:** After serum or oil for glide.



### Radiofrequency Device

**Best for:** Skin tightening & anti-aging.

**How often:** 1–2 times per week.

**When to use:** After cleansing, before skincare

### Ice Globes

**Best for:** Redness and swelling.

**How often:** As needed.

**When to use:** After cleansing or over sheet mask.



### Dermaroller

**What it does:** Creates micro-injuries to stimulate collagen.

**Best for:** Texture and fine lines.

**How often:** Every 2–4 weeks depending on needle length.

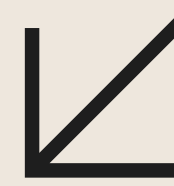
**When to use:** On clean skin at night only.

\*\*\*Not recommended for beginners without proper education.



# Common Tools

*Skincare tools can enhance your routine when used correctly. Some stimulate collagen, others improve product absorption, and some help with lymphatic drainage.*



# Beauty Care

When I first started learning about facial treatments, I found it overwhelming to understand the differences and what each one was actually meant to do. Here is a simple guide to help break them down clearly.

## Facial Services

- **Microdermabrasion**

A machine gently “sands” off the top layer of dead skin...helps with rough texture & dull skin

- **Chemical Peel**

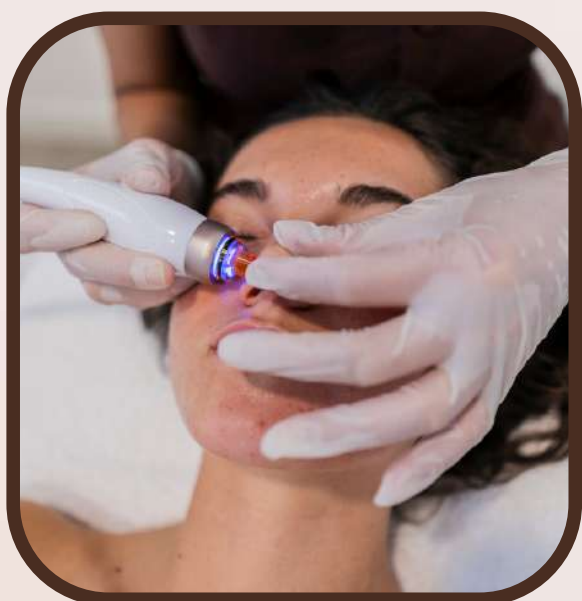
A liquid solution that removes the top layer of skin to reveal smoother skin underneath and helps with acne, pigmentation and fine lines

- **Lymphatic Drainage Facial**

A massage that reduces fluid buildup in the face. It makes the face look less puffy and more sculpted.

- **Hydra Facial/ Aqua Peel**

A machine that cleans pores, exfoliates, and infuses hydration at the same time (for blackheads, clogged pores, dull skin).



- **Salmon DNA / PDRN Injections**

It improves texture and gives “glass skin.”

- **HIFU & Non-Surgical Lifting**

High-Intensity Focused Ultrasound tighten and lift facial contours by stimulating collagen at deeper levels, without surgery.

- **RF Microneedling**

Combining tiny needles with radiofrequency energy, this treatment improves texture, firmness, and pore size while encouraging natural collagen production.

- **Laser Toning & Pico Laser**

targeted lasers (e.g., picosecond and Q-switched) to break up pigmentation, refine tone, minimize pores, and brighten the complexion.

# INTERNAL *Care*

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## PART TWO

*True skin health begins from within. Nutrition, hydration, and restorative sleep directly influence how your skin repairs and regenerates. This section was created with guidance from my husband, a physician, and is rooted in evidence-based science.*



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# HYDRATION



**2 to 2.5** liters of water per day to support skincare (more if living in **hot** climate, **exercise**, or drink **caffeine**)

NOTE: IF BLOOD PRESSURE OR KIDNEY/HEART PROBLEMS, TALK TO YOUR DOCTOR FIRST!

combine **4 cups of water** +  $\frac{1}{8}$  **tsp salt** and drink every morning! No table salt! Use **Celtic Sea Salt** or **Himalayan Pink Salt**

if you'd like, you can substitute salt water with 1 cup of **coconut water** (every day) OR **electrolytes 3-5x** a week **max!**

Vita Coco or Harmless Harvest are recommended

LMNT and Nuun are the electrolytes I use!

Drinking excessive water without minerals can dehydrate you! Urine should be **pale yellow**.

Your doctor should be the first contact!

Choose clean, **mineral rich water** such as **Mountain Valley** water or **filter tap water** through a **Brita** and add **salt**.

DRINK WATER!

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# HYDRATION

No skincare routine can replace proper hydration; the water your body absorbs is essential for healthy, glowing skin.

For skin to reflect hydration, the body must absorb the water you drink, which is why water quality matters as much as quantity.



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# The Collagen Edit:



Kimchi



Bone Broth



Tofu



Matcha



Black Sesame Seeds



Fatty Fish



Snow Fungus



Ginseng



Goji Berries

Collagen is the structural protein that keeps skin firm, smooth, and resilient. While topical skincare plays a role, true support begins from within. Nutrient-dense foods rich in amino acids, antioxidants, healthy fats, and vitamin C help stimulate collagen production and protect it from breakdown. Consistency is key. What you eat daily matters more than any single product.

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# *important* Get a Good Sleep



1

## Skin Renewal

Your skin renews its outer layer roughly every 35 days. Healthy sleep supports proper cell turnover and keeps your complexion smooth and balanced.

2

## Collagen

During deep sleep, growth hormone increases. This stimulates collagen synthesis, helping maintain firmness, elasticity, and a youthful glow.

3

## Repair From Daily Damage

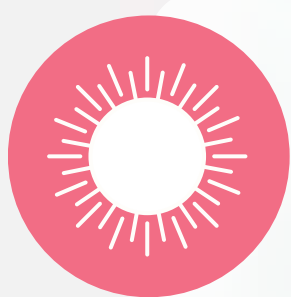
Throughout the day, UV rays and pollution create cellular stress. At night, your body activates repair systems that correct damage and reduce inflammation.



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# WHAT TO AVOID

Your skin is constantly rebuilding. What you expose it to daily determines how well it repairs, produces collagen, and maintains elasticity.



## Sun Exposure

Breaks down collagen and creates inflammation



## Excess Sugar

Glycation stiffens collagen and weakens skin elasticity



## Smoking & Vaping

Destroys collagen and causes dull, gray tone



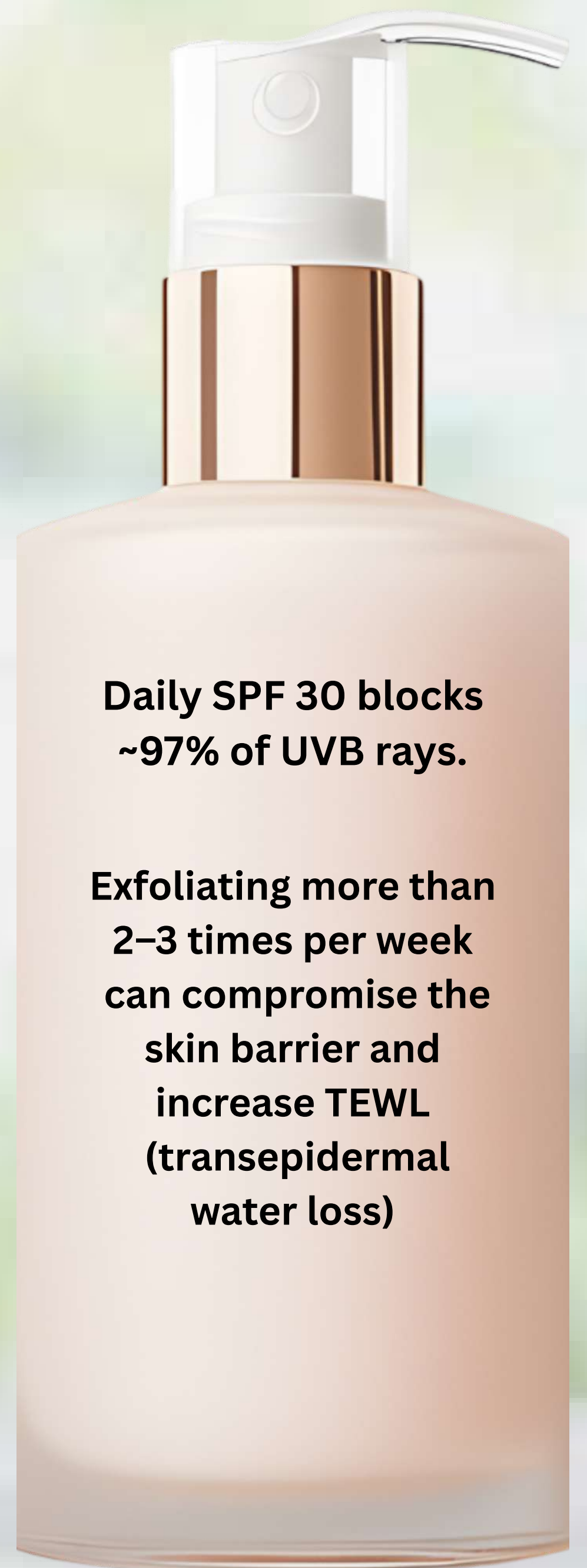
## Processed Foods

They spike insulin and increase systemic inflammation



## Over-exfoliating

Thins protective layer and causes redness



Daily SPF 30 blocks  
~97% of UVB rays.

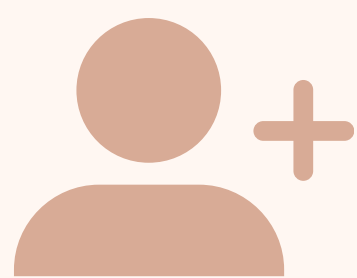
Exfoliating more than  
2–3 times per week  
can compromise the  
skin barrier and  
increase TEWL  
(transepidermal  
water loss)

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*Thank you for being here. Your commitment to  
learning and caring for your skin is the most  
powerful step of all.*

*Thank You*



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