



CELIAUSA
BOTANICAL SKINCARE

The Celiausa Story

Curated skincare that actually works.

EST. 2012

Why we curate instead of create — and how seven honest
essentials earned their place on our shelf.

celiausa.com

We don't make skincare. We find it.

It started in 2012 with a notebook. Our founder Celia was a pharmacy assistant with famously reactive skin — the kind that punished every 'miracle' product the industry threw at her. So she started writing everything down: the real ingredients, the real percentages, the real price, and one blunt verdict — did it actually work?

Friends began borrowing the notebook before they went shopping. Then friends of friends. Then strangers, when the notebook became a small blog. The question was always the same: 'Just tell me what to buy.' Fourteen years, hundreds of tested products, and two sourcing trips to Seoul and Paris later — that notebook became this store.

Celiausa curates the skincare that actually works: vetted actives, real clinical percentages, sourced from trusted brands across Korea, France, and beyond. We don't make skincare. We find the formulas worth your money, so you don't have to dig through hundreds of options yourself. Every product we carry is chosen because it earned its place — not because it paid for shelf space.

This little book is our promise in writing: where we came from, how we choose, and a closer look at the seven essentials that made the cut.

*"Chosen because it earned its place —
not because it paid for shelf space."*

The Celiausa journey.

2012 ● The notebook

Celia starts rating every product she tries — ingredients, percentages, price, and one blunt verdict: did it actually work? The first entry is a \$58 cream that didn't.

2015 ● The shortlist

Three years and 200+ products in, the notebook shrinks to a shortlist: the rare few worth repurchasing. Friends photocopy it before shopping trips.

2018 ● The five rules

The vetting criteria are written down for the first time — proven actives, brands with receipts, skin-first formulas, tested on real skin, honest value. We still use them today.

2021 ● Seoul & Paris

Sourcing relationships are built directly with K-beauty labs in Seoul and French pharmacy brands — so every bottle arrives sealed, fresh, and 100% authentic.

2024 ● Celiausa opens

The shortlist becomes a store: seven essentials, free shipping on every order, and a 30-day money-back guarantee. No filler catalog — if it is on the shelf, it earned it.

2026 ● 12,000+ glowing customers

A 4.9-star average and thousands of repeat orders later, the promise has not changed: we read the labels so you do not have to.

THE VETTING PROCESS

How a product earns its place.

1 • Proven actives, real percentages

If a formula hides its concentrations, it does not make the shortlist. We look for hero ingredients at levels shown to work — like 2% salicylic acid or clinically dosed niacinamide, PDRN, and ceramides.

2 • Brands with receipts

We source from names dermatologists already trust — Dr.Althea, La Roche-Posay, Paula's Choice, Anua, JIYU and more — with published testing and years of real-world results.

3 • Skin-first formulation

Non-comedogenic, sensibly fragranced or fragrance-free, stable packaging that protects the actives. No irritant-heavy trend formulas that photograph well and perform poorly.

4 • Reviewed on real skin

Before anything reaches the shop, it goes on our own faces — oily, reactive, dry, and mature skin alike — for weeks. If we would not repurchase it, we do not sell it.

5 • Honest value

Every product must beat the alternatives at its price. If a \$12 formula outperforms a \$60 one, the \$12 formula wins the shelf.

THE COLLECTION

Seven essentials. One honest ritual.



THE HERO

Dr. Althea 345 Relief Cream

PDN · centella · niacinamide · 1.69 oz

Our hero product. A K-beauty cult classic that soothes redness, repairs post-blemish skin, and strengthens the barrier — with 3 soothing, 4 nourishing, and 5 relief-focused ingredient groups (hence the 345). If you buy one thing from us, buy this.

\$25



BESTSELLER

Paula's Choice 2% BHA Liquid Exfoliant

2% salicylic acid · leave-on · 4 oz

The most-reviewed exfoliant on the planet for a reason. Oil-soluble BHA slips into pores, dissolves congestion, and smooths texture without scrubbing. Start 2-3 nights a week.

\$33



DERM FAVORITE

La Roche-Posay Toleriane Double Repair

ceramide · niacinamide · all skin types

The French-pharmacy moisturizer dermatologists reach for first. Ceramides and niacinamide rebuild the skin barrier while prebiotic thermal water keeps even reactive skin calm.

\$23



TRENDING

JIYU Toner Pads (100 ct)

snail mucin · niacinamide · peptides

One swipe replaces three steps: gentle exfoliation, brightening, and hydration. Snail mucin and peptides fade dark spots while keeping the surface glassy-smooth.

\$38



HYDRATION

Hyalu B5 Hyaluronic Serum

hyaluronic acid · vitamin B5 · glycerin

Two weights of hyaluronic acid pull water into the skin while vitamin B5 repairs. Plumps fine lines fast and layers invisibly under makeup — no pilling, no stickiness.

\$36



K-BEAUTY

Anua PDRN Hyaluronic Cream

PDRN · hyaluronic acid · 2.02 oz

The glass-skin glow, minus the grease. PDRN supports skin regeneration while a hyaluronic complex keeps moisture locked in all day. Ideal for combination and oily skin.

\$22



ANTI-AGING

Vibriance Super C Serum

all-in-one vitamin C · 1 fl oz

An all-in-one vitamin C that targets age spots, dullness, and fine lines — formulated gentle enough for daily morning use under SPF. Brightening you can track week by week.

\$42

HOW TO USE

The three-step ritual.

Morning or night, the order never changes: thinnest to richest.



Cleanse & prep

60 SEC

Start with damp, freshly cleansed skin. Actives absorb up to twice as well when skin is still slightly humid.

Pro tip: pat — do not rub — your face with the towel to keep it damp.



Apply & press

30 SEC

A small amount of your treatment, warmed between fingertips, pressed — not rubbed — into the face and neck.

Pro tip: press upward and outward — it boosts absorption and circulation.



Seal it in

45 SEC

Finish with your moisturizer to lock actives in place. In the morning, always follow with SPF.

Pro tip: wait 60 seconds between treatment and moisturizer for best results.

Under 3 minutes a day · 30-day money-back guarantee · Free shipping on every order



Your glow, curated.

Thank you for reading our story. Whether you start with the Dr.Althea 345 Relief Cream or build the full seven-piece ritual, every order ships free, arrives sealed and authentic, and is backed by our 30-day money-back guarantee.

Use code GLOW20 for 20% off

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