

OUR STORY

MaskerAide is a proud Canadian-Korean company that believes in having fun! The company was created by skincare junkie, Michelle Lee, in 2012. Michelle started her beauty product hoarding after being taught many skincare rituals from her mother. She grew up in Korea, and eventually moved to Canada with her family. Michelle found herself missing home in Korea and going back to visit whenever she could. Between traveling to Canada and Korea, Michelle noticed that Canada was missing more than just her childhood surroundings - it was missing sheet masks! Michelle would always bring back souvenirs for her Canadian friends who were intrigued by this k-beauty invention. With Michelle's love of skincare, her extensive knowledge of K-Beauty, and the emerging trend of sheet masks, Michelle had the idea to start MaskerAide.

MaskerAide's products are designed with two mantras in mind: fun focused, skin serious. It is always fun to pamper yourself with a face mask and indulge in quality ingredients on a routine basis. Sheet masks are universally fun and beneficial for everyone. MaskerAide believes in keeping the intention of always being fun, real, relatable and positive - preaching the importance of caring for your skin instead of covering it up.

**STARTING
SKINCARE AT
A YOUNG AGE
AND HAVING
FUN WITH IT.**

