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Liah Yoo is a beauty influencer with an international social media reach of over 500,000 followers, and she's known for sharing skincare tips with the knowledge and experience she gained while working at Korea's largest beauty company, AmorePacific. She built her credibility by sharing tips based on her own skincare journey.

 [aboutliah_yoo](https://www.instagram.com/aboutliah_yoo)
 [/liah_yoo](https://www.youtube.com/channel/UC...)

How KraveBeauty got started.

The struggle is real. Since the start of my YouTube channel, I've realized so many of us had become so overwhelmed by all the noise in the beauty industry.

Do I really need a toner? What's the difference between a serum and an ampoule? When should I apply essence? Is dimethicone safe to use? How long should we wait after applying BHA? Can I apply both this and that? Should we pat or rub?

It didn't make sense. When did something that should be so simple become so stressful? And then I realized –there is just too much.

We're exposed to too much advice, too many products, and too many trends that are all taking away the joy of skincare. And all that has trained us to ignore what our skin is saying, what it is craving. We forget skincare is just a way to supplement our skin's natural functions.

Ultimately with KraveBeauty, I want to empower everyone to step back, press reset and just listen to their skin. Let's bring it back to why you're doing all of this in the first place – for you, for your best life. You got this.