



Suha Emaya

Pharmacist & Certified Skincare Expert

Syrian - United Arab Emirates

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Who is Suha Emaya

Suha Emaya is a Syrian skincare expert, pharmacist, and the founder of the educational platform "Beyond Pure Skin," currently based in the United Arab Emirates. Leveraging her academic background, which includes a Bachelor's degree in Pharmacy, Suha masterfully combines her deep scientific understanding of product formulations and their biological effects with her passion for skin health. She established Beyond Pure Skin in January 2021 with a mission to challenge and correct common misconceptions in the skincare world. Through her digital presence on platforms like Instagram and YouTube, Suha focuses on simplifying skin science for the public. She provides detailed educational content on diverse topics, including skin type analysis, treatments for common issues like acne and hyperpigmentation, and the science behind active ingredients in cosmetic products. Via her platform, she offers personalized online consultations and specialized training courses, building a community that trusts her evidence-based approach over fleeting marketing trends.

Achievements of Suha Emaya

In 2021, Suha Emaya founded "Beyond Pure Skin," an educational brand dedicated to skincare. The platform aims to provide science-backed consultations and training courses to educate the public on skin health and how to manage various skin conditions effectively. Drawing on her pharmaceutical background, Suha has successfully built a trusted personal brand in the Arab skincare community. She has cultivated a significant following that values her ability to bridge the gap between scientific knowledge and practical application, offering simplified explanations of active ingredients and their mechanisms to empower consumers to make informed decisions about their skincare.

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