



LUEA

WWW.LUEACARE.COM



ABOUT

Luea Care was founded with a philosophy inspired by nature and built on respect for the skin's natural balance. Each of our products is crafted with botanical extracts, natural oils, and carefully selected clean ingredients. Our goal is to transform your daily skincare routine into a simple, reliable, and effective experience.

Our handmade soaps and natural care products gently cleanse the skin, help maintain its natural moisture balance, and support a healthy appearance. By formulating products free from unnecessary chemical burden and designed to be kind to both skin and nature, we aim to deliver pure and authentic care with every use.

Luea Care is more than just a product brand; it represents a lifestyle rooted in natural living, compassion, and conscious production. At every stage of our process, we prioritize quality, sustainability, and ethical values. Because we believe that true beauty begins with nature.





Our Mission

Luea Care olarak misyonumuz; doğaya ve cilde saygılı, güvenilir ve temiz içerikli bakım ürünleri üretmektir. Bitkisel özler, doğal yağlar ve özenle seçilmiş hammaddelerle hazırlanan ürünlerimizle, kimyasal yükten uzak, sağlıklı ve sürdürülebilir bir cilt bakım deneyimi sunmayı hedefliyoruz. Her üretim sürecinde kaliteyi ve şeffaflığı ön planda tutarak, kullanıcılarımıza güven veren doğal çözümler geliştirmeyi amaçlıyoruz.



Our Vision

Doğal bakım alanında güvenilir ve öncü bir marka olarak, yerel değerleri global kalite anlayışıyla buluşturmak en büyük vizyonumuzdur. Luea Care'i yalnızca bir ürün markası değil; bilinçli tüketimi, sürdürülebilir üretimi ve doğaya saygıyı temsil eden bir yaşam kültürü haline getirmek istiyoruz. Uzun vadede ulusal ve uluslararası pazarda tercih edilen doğal bakım markalarından biri olmayı hedefliyoruz.



Our Ethical Values

- Doğaya Saygı: Üretim süreçlerimizde sürdürülebilirliği esas alır, çevreye duyarlı yaklaşımı benimseriz.
- Şeffaflık: İçeriklerimiz ve üretim süreçlerimiz konusunda açık ve dürüst davranırız.
- Kalite ve Güven: Her ürünümüzde yüksek kalite standartlarını gözetir, kullanıcı güvenini her şeyin üzerinde tutarız.
- Etik Üretim: İnsan sağlığına ve emeğe saygılı, sorumlu üretim anlayışıyla hareket ederiz.





GALLERY

You can explore our gallery here.

OUR NATURAL SOAPS

You can explore our natural soaps here.



ANCIENT AEGEAN



ARGAN



AVOCADO



ROSE OIL

OUR NATURAL SOAPS

You can explore our natural soaps here.



COCOA



LAVENDER



MANGO



CITRUS

OUR NATURAL SOAPS

You can explore our natural soaps here.



SAGE



RICE



CPOP

OUR PRODUCT

ANCIENT AEGEAN

- Soothers the Scalp: Laurel oil supports healthy circulation in the scalp, promoting stronger and healthier hair growth.
- Purifies and Revitalizes the Skin: With its antioxidant properties, it deeply cleanses the skin and helps restore a fresh, radiant appearance.
- Natural Antiseptic Effect: Provides protective properties against bacteria, helping to reduce the risk of acne and skin irritation.
- Moisturizing and Softening: Maintains the skin's natural moisture balance, leaving it smooth and soft without causing dryness.
- Herbal and Refreshing Aroma: Enriched with the natural scent of laurel, it delivers a soothing, refreshing, and long-lasting sensory experience.



NATURALNESS

FOAMING

SCENT

REAL BEAUTY BEGINS
WITH NATURALNESS

OUR PRODUCT

ARGAN

Deep Hydration: Enriched with pure argan oil, it helps combat dryness and provides long-lasting moisture to the skin.

Improves Skin Elasticity: With regular use, it supports a more supple, smooth, and radiant appearance.

Natural Restorative Effect: Helps support the repair of worn or stressed areas of the skin, promoting a healthier-looking complexion.

Rich in Vitamins and Minerals: Its formula, abundant in Vitamin E and essential fatty acids, nourishes and strengthens the skin.

Gentle Formula for Sensitive Skin: Cleanses delicately without irritation, leaving the skin soft, smooth, and refreshed.



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OUR PRODUCT

AVOCADO

1. Cleanses Without Drying

Thanks to the natural fatty acids of avocado oil and the sebum-like structure of jojoba oil, the skin's moisture balance is preserved while gently cleansing.

2. Provides a Silky, Smooth Touch

Jojoba oil softens the skin without weighing it down, helping to reduce the tight feeling often experienced after cleansing.

3. Supports a Healthy, Radiant Appearance

The natural vitamins found in avocado oil help revitalize dull and tired-looking skin, promoting a more refreshed complexion.

4. Suitable for Sensitive and Dry Skin

Its gentle cleansing formula makes it suitable for daily use, offering comfort especially for skin prone to dryness.

5. Balanced Foam, Lasting Softness

Its creamy, well-balanced lather rinses off easily without residue, leaving the skin feeling soft and smooth long after use.



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OUR PRODUCT

ROSE OIL

1. Gentle Yet Deep Cleansing

Natural clay helps remove excess sebum and impurities that clog pores while maintaining the skin's natural balance.

2. Helps Soothe and Balance the Skin

Rose oil provides a calming effect on sensitive and tired skin, promoting a more balanced and serene appearance.

3. Supports a Fresh and Radiant Look

With regular use, it helps the skin appear brighter, smoother, and more revitalized.

4. Helps Reduce Moisture Loss

Thanks to the nourishing properties of rose oil, it cleanses without leaving the skin feeling dry or tight.

5. Enriches Your Skincare Ritual with a Natural Aroma

The elegant and delicate scent of rose transforms your daily cleansing routine into a soothing sensory experience.



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OUR PRODUCT

COCOA

- 1. Gently Cleanses While Preserving the Skin's Natural Balance**
Its olive oil-based formula, combined with the cleansing power of coconut and babassu oils, purifies the skin without stripping or stressing it.
- 2. Provides an Invigorating and Stimulating Care Experience**
Enriched with coffee and cocoa, it delivers a refreshing sensation during cleansing and helps promote a more vibrant appearance for dull and tired-looking skin.
- 3. Balanced Oil Profile to Reduce Dryness**
Shea butter, sweet almond oil, and castor oil work together to leave the skin feeling soft, nourished, and comfortable after cleansing.
- 4. Enjoyable Use with a Creamy, Silky Lather**
Thanks to shea, cocoa, and rice content, it creates a rich, velvety foam that gently envelops the skin and rinses off easily.
- 5. Suitable for Daily Use with a Rich and Well-Structured Formula**
Its balanced blend of oils cleanses effectively without excessive tightness, helping maintain long-term skin comfort with regular use.



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OUR PRODUCT

LAVENDER

Relaxes the Mind and Body: Enriched with natural lavender oil, our soap provides a calming effect with every use, helping to ease stress and tension.

Soothes Sensitive and Irritated Skin: Thanks to lavender's natural soothing properties, it helps reduce redness and discomfort while supporting overall skin health.

Provides Strong Antibacterial Protection: Its natural antibacterial properties help protect the skin against harmful bacteria, promoting a clean and healthy-looking complexion.

Deeply Moisturizes the Skin: Our soap helps maintain the skin's natural moisture balance, preventing dryness and supporting softness and elasticity.

Leaves a Lasting Sense of Freshness and Cleanliness: The refreshing aroma of natural lavender offers a revitalizing experience, leaving the skin feeling clean and renewed throughout the day.



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OUR PRODUCT

MANGO

1. Deeply Nourishes and Softens the Skin

A balanced blend of olive oil, mango butter, and shea butter supports the skin's natural lipid barrier, helping to reduce the feeling of tightness after cleansing.

2. Provides Comfortable, Anti-Dryness Cleansing

The purifying effect of coconut and babassu oils is balanced with castor and almond oils, ensuring effective cleansing without stripping the skin of moisture.

3. Supports a Healthy, Radiant Appearance

Enriched with mango extract, the formula helps promote a brighter, refreshed look with regular use.

4. Gentle Care Suitable for Sensitive Skin

With its high olive oil content, it respects the skin barrier and is suitable for daily use.

5. Enjoyable Use with a Creamy Lather

The silky texture created by shea and mango oils forms a rich, creamy foam that gently envelops the skin and leaves a pleasant feeling after rinsing.



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OUR PRODUCT

CITRUS

Invigorating and Energizing Effect: Enriched with natural oils derived from bergamot, lemon, and orange peel, our soap refreshes the skin and delivers an instant boost of energy with every use.

Deep Cleansing Action: Citrus extracts gently remove impurities, excess oil, and dead skin cells, leaving the skin fresh, smooth, and revitalized.

Supports Skin Health with Antioxidant-Rich Formula: Natural citrus extracts help combat free radicals, promoting a healthier and more youthful-looking complexion.

Maintains Moisture Balance and Enhances Radiance: The hydrating properties of citrus oils help preserve the skin's natural moisture balance, keeping it soft and supple.

Refreshing Natural Aroma that Revitalizes the Senses: The bright, fresh scent of orange and lemon provides a long-lasting feeling of freshness and vitality throughout the day.



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OUR PRODUCT

SAGE

Crafted using the traditional cold process method, our Sage-Infused Olive Oil Soap combines the skin-loving properties of olive oil with carefully selected botanical extracts. Since no heat is applied during production, the natural integrity of the oils and plant components is preserved.

Our formula is designed to provide gentle yet effective cleansing without disturbing the skin's natural balance. The natural sage infusion gives the soap a refreshing and purifying character, leaving the skin feeling clean and revitalized.

With this unique blend, our soap:

- Gently cleanses the skin
- Promotes a more balanced and refreshed appearance
- Is suitable for daily use
- Is compatible with all skin types

During the cold process saponification, naturally occurring glycerin is preserved. This helps maintain moisture and ensures a soft, comfortable cleansing experience without dryness.

Key Features

Olive oil-based botanical formula
Cold process production method
Infused with natural sage extract
Moisture-retaining structure

Free from additives, artificial fragrance, and colorants

Sage-Infused Olive Oil Soap brings the harmony of nature into your daily skincare ritual.



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RICE

Inspired by the simplicity of nature, our Rice Soap is crafted entirely from plant-based ingredients using the traditional cold process method. The formula is specially developed to gently cleanse, nourish, and preserve the skin's natural balance without causing stress or dryness.

During production, only the essential components required for saponification and carefully selected botanical oils are used. No fillers, synthetic additives, or unnecessary ingredients are included. This ensures that the skin is cleansed effectively while retaining its natural moisture.

Enriched with rice-derived components and natural Vitamin E, our soap:

- Gently purifies the skin
- Helps promote a brighter and smoother appearance
- Supports the skin barrier
- Is suitable for all skin types

Its rich oil profile cleanses without stripping the skin, leaving a lasting feeling of softness and elasticity. Naturally occurring glycerin formed during the cold process is preserved, helping support the skin's moisture-retention capacity.



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OUR PRODUCT

CPOP

Produced using the CPOP (Cold Process Oven Process) technique, our Pure Olive Oil Soap is specially crafted to deliver the skin-loving benefits of olive oil in its most natural form. Through a carefully temperature-controlled process, saponification develops evenly while preserving the skin's natural moisture-retaining components within the structure.

Our formulation is built on a philosophy of simplicity with strength. Composed of carefully selected botanical oils, it gently cleanses without stressing the skin and leaves a soft, comfortable feel. By supporting the skin barrier, this formula is particularly ideal for dry and sensitive skin.

This olive oil-based formulation:

- Gently purifies the skin
- Helps reduce the feeling of dryness
- Leaves a soft, silky finish
- Is suitable for daily use

Naturally occurring glycerin formed during the production process remains within the soap, giving it a rich, moisture-supporting character.



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0555 678 38 82



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through this number.



info@lueacare.com



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