

The Ordinary: Skincare with Integrity

Skincare should be effective, honest, and accessible to everyone. That's why The Ordinary exists—to bring integrity to the industry. Our focus isn't on fleeting trends or exaggerated claims. Instead, we remain committed to what genuinely works: formulations created in our lab, designed to give your skin precisely what it needs.



"Our approach was to cut out the superfluous and create high-quality products. Backed by scientific research, we embraced a no-nonsense aesthetic and simple product names that clearly identify the active ingredients." Nicola Kilner

How It All Started

Founded in 2016 by Brandon Truaxe, The Ordinary began with a simple yet powerful idea: to challenge the beauty industry by offering high-quality skincare at accessible prices. Several years later, from our home in Toronto, The Ordinary has redefined what skincare can be.

In a crowded industry, where complex and costly products dominated, The Ordinary's straightforward, high-performance solutions caught the attention of skincare users around the world. Serums like our Hyaluronic Acid 2% + B5 (Original Formulation) and Niacinamide 10% + Zinc 1%, quickly became your skincare favourites.

Our Commitment to You



With every new chapter, our global team remains devoted to the values that have defined us from the start.

Communicate with Transparency & Integrity

We believe transparency is the key to building trust. We're committed to sharing exactly what's in our formulations and how they support your skin.

Support Science

Every formulation we create is backed by research. We prioritize science over trends and aim to deliver clinically tested formulations without compromise.

Committed to High Quality

We formulate all our products in our lab to uphold the highest standards of quality and efficacy.

Appreciate Simplicity

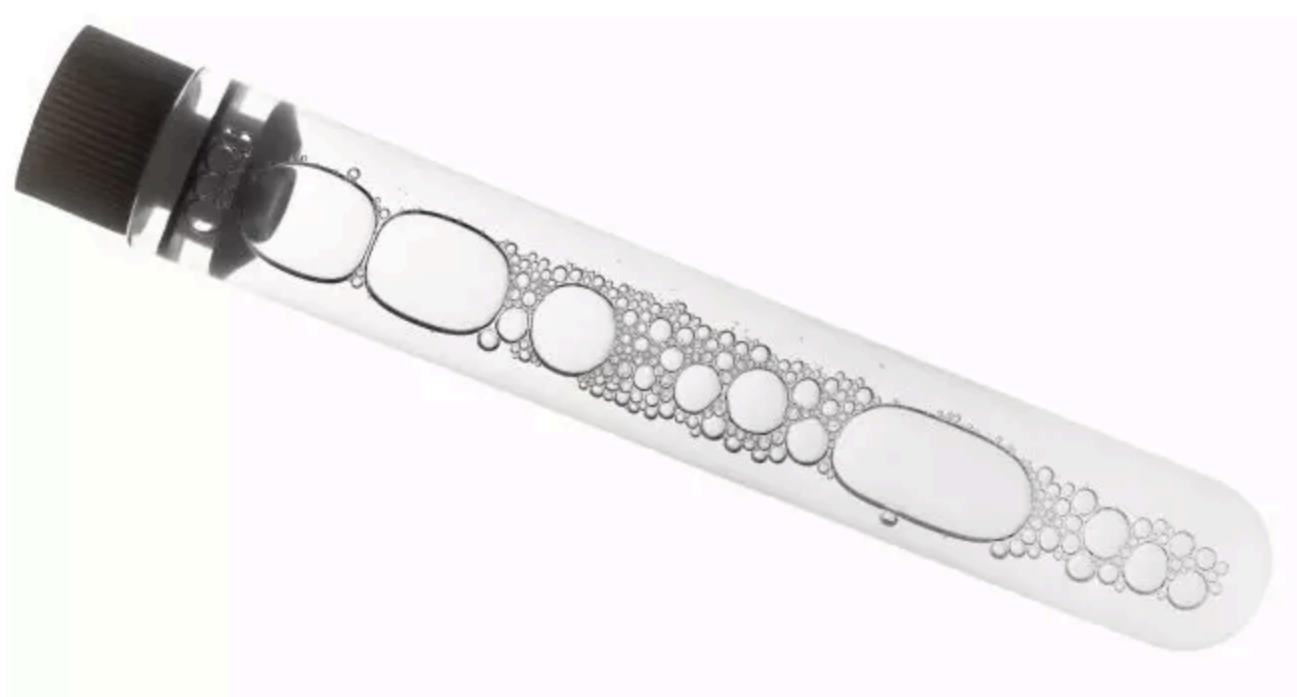
Skincare doesn't need to be complicated. Our results-driven formulations focus on what works, leaving out unnecessary ingredients, so you get only what your skin needs.

Formulate for Function

Each formulation serves a specific purpose. We design each product with functional ingredients that address your skin concerns.

Accessibility within Skincare

High-quality, effective skincare formulations should be accessible to everyone. We're here to prove that great skin doesn't have to come at a premium price.





Formulations Backed by Science

Every formulation developed by The Ordinary is science-backed and developed in our lab by our team of cosmetic chemists. Consider our hydration-boosting Hyaluronic Acid 2% + B5 (Original Formulation), or the blemish-targeting Niacinamide 10% + Zinc 1%. These award-winning heroes are loved for their effectiveness, research-driven ingredients, and the simplicity with which they deliver results.

Vegan, cruelty-free, not tested on animals, and recognized worldwide—our formulations reflect our ongoing commitment to high-quality skincare, rooted in integrity and accessibility.