



# LaikaLuxe

July 2022

ISSUE 10

**HOW TO  
KEEP YOUR  
NATURAL HAIR  
HEALTHY AND  
HYDRATED**

**8 of The  
Biggest  
Skincare  
Myths,  
Debunked!**

***L'Oréal unveils the  
Future of Beauty***

*Powered by Tech*





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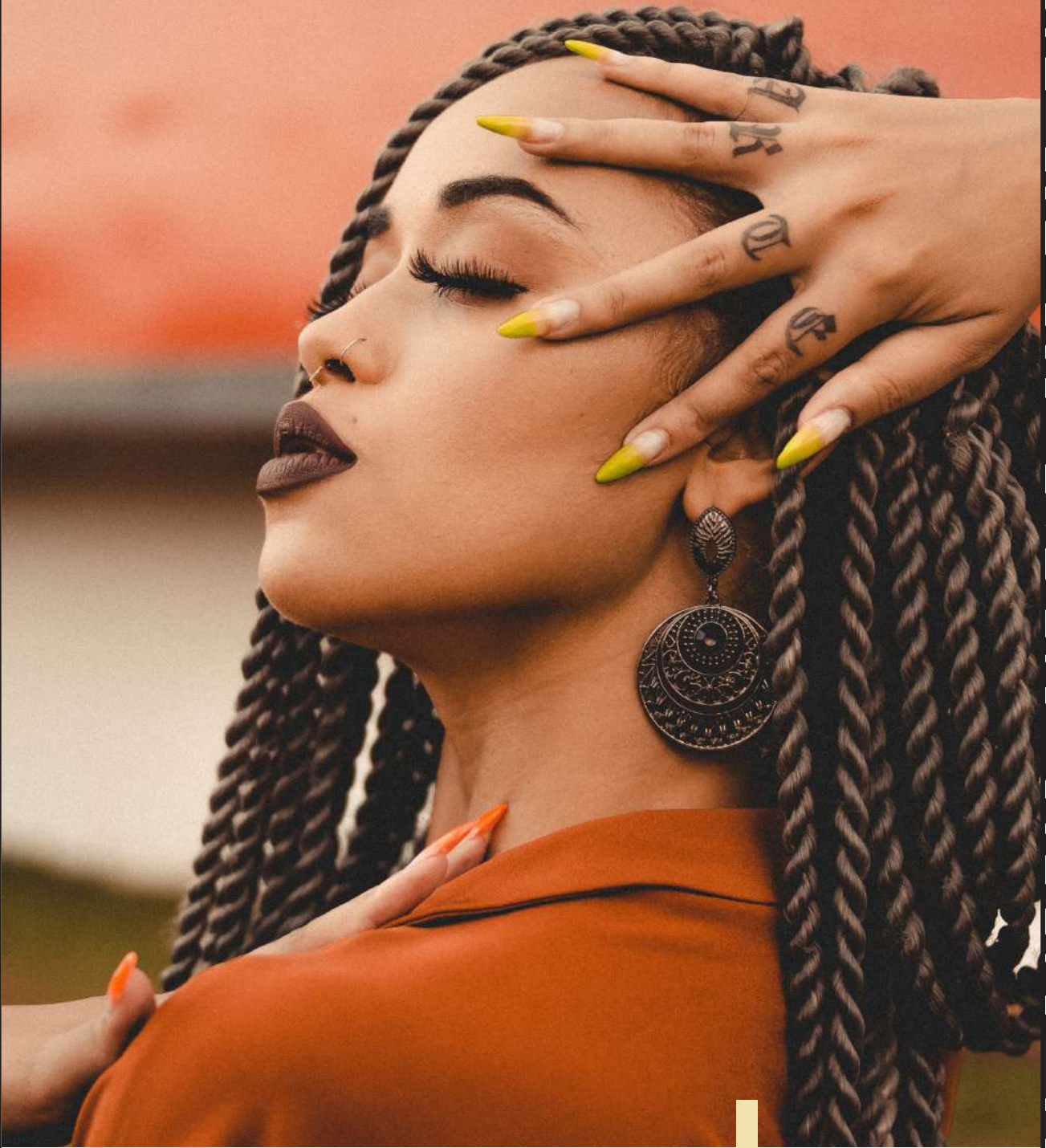
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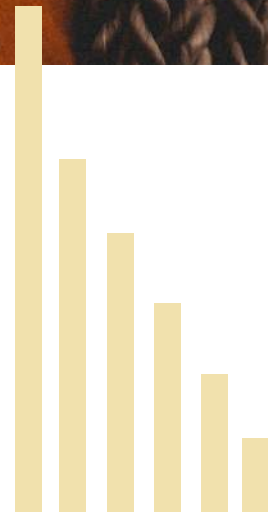
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# Quench thirsty strands

This hair moisturizer was made for every curl type. A weightless moisturizer for natural hair infused with uplifting, softening oils.

A whipped moisturizer for natural hair, this hairdress provides featherlight hydration and impeccable breakage protection, while simultaneously restoring hair's natural luster—sans buildup.

Hairdress  
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- **Mizani Coconut Souffle**

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# L'Oréal unveils the Future of Beauty powered by Tech at Viva Technology 2022

**L**'Oréal today announces that it will share its vision for the Future of Beauty at Viva Technology (Viva Tech) 2022, the largest European technology industry conference and exhibition, taking place 15-18 June in Paris. The beauty industry leader will guide visitors through an exploration of Web3 and the emerging beauty metaverse, alongside beauty innovations for the home, in-store and salons. L'Oréal returns to the sixth edition of Viva Tech with a state-of-the-art, 325m<sup>2</sup> stand featuring immersive beauty experiences from top brands across its luxury, mass consumer, professional haircare and active cosmetics portfolio.

"We are delighted to be back at Viva Tech, where L'Oréal has had a major presence since the show's inception in 2016. We have always taken bold steps to pioneer beauty tech innovations, and it's our mission to explore emerging technologies and channels to engage a new generation of beauty consumers," says Nicolas Hieronimus, L'Oréal's Chief Executive Officer. "L'Oréal's company purpose, which is to create the beauty that moves the world, embraces technology as a catalyst for transformation across our business."

L'Oréal continues to shape the Future of Beauty, leveraging over a century of industry expertise to create unique, multi-sensory beauty experiences. Having pioneered Web2-enabled advances in skin diagnostics, teleconsultation and virtual try-ons, L'Oréal is laying the foundations for Web3 beauty experiences, to reach a new generation of consumers. 'On-chain beauty' signifies where beauty consumers and creators will converge on emerging platforms to participate in the new beauty economy.

Visitors to the L'Oréal booth at Viva Tech will experience innovations in online, offline and on-chain beauty, including:



#### **L'Oréal has taken bold steps to pioneer beauty tech innovations**

##### **LUXE-TECH FRAGRANCE**

Yves Saint Laurent Beauté Scent-Sation is a first-of-its kind, in-store experience that uses a multi-sensor, EEG-based headset that tracks consumers' emotional responses to different scent families and analyzes these to make product recommendations. Created in partnership with leading neurotech company, EMOTIV, Scent-Sation helps people navigate the vast world of fragrance so they can identify and select their perfect scent.

##### **ON-CHAIN BEAUTY**

L'Oréal brands are exploring on-chain beauty on Web3 to deepen our connection and engagement with

communities, by offering unique beauty experiences, from ownership of collectibles to supporting the aspirations of up-and-coming creators:

NYX Professional Makeup empowers the next generation of 3D beauty creators by aiming to become the first-ever decentralized record label for creators in Web3, redefining beauty in the metaverse.

Yves Saint Laurent Beauté opens 10,000 Golden Block NFTs through YSL Beauty's Wallet to unlock experiences and utilities, such as social token drops from DJ-artists on Pools.

Mugler will celebrate the anniversary of its iconic 'Angel' fragrance with its very first NFT drop that will

***We have always taken bold steps to pioneer beauty tech innovations, and it's our mission to explore emerging technologies and channels to engage a new generation of beauty consumers,"***

**– Nicolas Hieronimus,  
L'Oréal's Chief Executive Officer.**



feature a crypto-art collection of 3D angels designed by a digital artist. True to its brand DNA, “The real world is not enough”, Mugler is elevating on-chain loyalty with these collectible NFTs.

L'Oréal is building a diverse ecosystem of Web3 partners that spans artists, communities, tech platforms such as Arianee, and People of Crypto, a creative lab which promotes diversity and representation in Web3.

L'Oréal has engaged in a first-in-beauty partnership with OpenSea, the world's leading peer-to-peer marketplace for NFTs that will allow unique, virtual beauty experiences and collectibles, in brand-led environments, on the platform.

#### RETAIL OF THE FUTURE BY LANCÔME

Lancôme reimagines the future of retail with products and services spanning physical, digital and virtual consumer touchpoints.

Absolue Dual-LED Youth Treatment is a new, in-store device that uses patented LED light therapy to dispense a luxury formula to treat skin and reduce the appearance of fine lines and wrinkles.

Lancôme Shade Finder provides precise foundation shade-matching, with the ability to detect up to 22,500 unique skin shades and is offered both in-store and online in more than 30 countries.

Lancôme Skin Screen provides an in-store skin diagnostic, scoring and aggregating over 13 different clinical signs, thanks to cutting-edge AI algorithms trained on more than 15,000 pictures.

#### SALON OF THE FUTURE POWERED BY TECH

L'Oréal Water Saver, named one of TIME magazine's 100 Best Inven-



tions of 2021, is a groundbreaking showerhead that uses rocket engine technology to create a luxurious and efficient hair washing experience, while reducing water consumption by 61% compared to standard methods. Designed for the professional salon industry, L'Oréal Water Saver has the potential to help save billions of liters of water annually.

#### LUXE-TECH COSMETICS

Yves Saint Laurent Beauté Rouge Sur Mesure, powered by our Perso technology, is an AI-enabled, at-home system offering the ultimate in lip color personalization. With just a touch, the device analyses thousands of customized lip color possibilities – to match the wearer's skin tone or outfit – and within seconds, produces a tailored shade that is stored in the detachable compartment for use on-the-go.

#### VIRTUAL DERMATOLOGICAL CARE

SkinCeuticals Pro 1:1 will offer consumers the ability to receive dermatological advice online via a private, one-on-one video consultation with a professional medical aesthetician. This complimentary service will assess the client's unique skin-care needs and propose a personalized regimen to help them put their best face forward.

#### THE L'ORÉAL PARTNER ECOSYSTEM

L'Oréal will unveil the results of its data science collaboration with one of the world's most innovative and accurate climate tech companies, BreezoMeter, as well as Sleepscore Labs, a global leader in sleep research and improvement.

Animaze, a Web3 start-up nurtured in L'Oréal's own Beauty Tech Atelier at Station F, will make its Viva Tech debut by demonstrating a new era of virtual influence through the use of avatars.

Impact+, another L'Oréal Beauty Tech Atelier startup, will discuss how to accurately measure and improve digital sustainability.

“At L'Oréal, we believe beauty lies at the intersection of science and technology, and that these powerful forces will shape the future of beauty,” says Barbara Lavernos, Deputy CEO, in charge of Research, Innovation, and Technology at L'Oréal. “By combining our century-long scientific knowledge and data expertise with cutting-edge physical and digital technology innovations, we are reinventing and augmenting beauty experiences to meet the unmet desires, dreams and aspirations of our consumers all around the world.”

“The future of beauty is physical, digital and virtual. Therefore, while keeping our feet firmly grounded in Web2 acceleration, we are exploring Web3 with a novel on-chain beauty approach,” says Asmita Dubey, Chief Digital & Marketing Officer at L'Oréal. “We have been digital-first in all our endeavors and our aim is to enrich the consumer journey, which continues to evolve from O+O (offline + online) to O+O+O (online + offline + on-chain).”






# FIND YOUR STYLE AT LAIKA BEAUTY



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- Skincare,
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A close-up photograph of Camille Kroely, a woman with long brown hair, wearing a white top and a gold ring, speaking into a black microphone. The background is dark and out of focus.

# Tomorrow's beauty will be physical, digital and virtual, says Camille Kroely of the L'Oréal Group

*L'Oréal was present at in the sixth edition of the Paris VivaTech show with a 325-square-meter booth showcasing the new immersive beauty experiences developed by its main brands. On this occasion, ETX Studio caught up with Camille Kroely, Director of Open Innovation and Digital Services, who explains what the beauty sector of the future will look like -- where science meets technology -- and lifts the lid on the innovations that are poised to revolutionize beauty routines.*



**Does L'Oréal's presence at VivaTech mean that beauty and technological innovation are now inseparable?**

Technological innovation is the ally of tomorrow's beauty. At L'Oréal, we believe that innovation is at the intersection of science and technology, and that's exactly what we're presenting at VivaTech. Innovation is at the heart of our DNA... At the beginning with science, and today by bringing science and technology together to offer an augmented beauty.

**How can technology shape the future of beauty?**

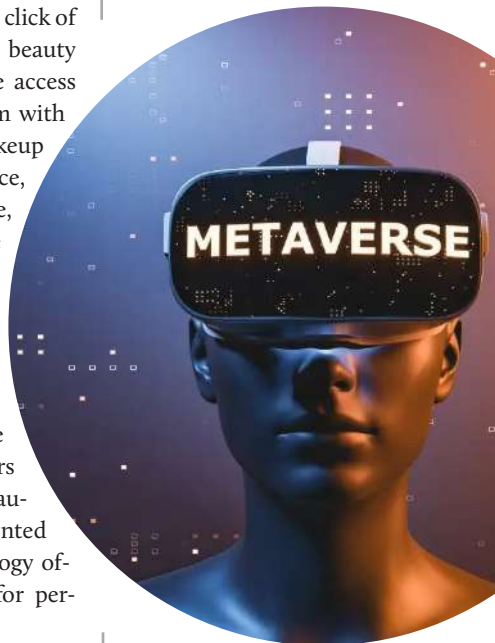
Today's technologies allow us to meet consumers' needs at the click of a button. Throughout their beauty journey, our customers have access to services that provide them with precision, such as virtual makeup testing via artificial intelligence, as well as customized advice, such as Lancôme's Shade Finder, which helps them find the right shade of foundation, or personalized skin diagnostics in store with Skin Screen and at home with E-youth Finder. These innovations allow customers to find their own tailored beauty routine with an unprecedented degree of precision. Technology offers unlimited possibilities for personalization.

**Among the innovations showcased at VivaTech is Yves Saint Laurent Beauty's "Scent-Sation" which lets users find the fragrance that best expresses their emotions. Has personalization become essential to winning over consumers?**

Scent-Sation is a unique immersive experience that, through a connected headset, can evaluate consumers' emotional responses to different families of scents in order to help them find the perfect fragrance. The need for personalization has always existed, and technology offers consumers a customized response, with an unprecedented level of precision.

**The group's brands are also making their first forays into the metaverse with NFTs and immersive experiences. Is this an inevitable next step?**

At L'Oréal, the metaverse is a unique field of exploration and innovation for fostering engagement with a new generation of consumers. The beauty of the future will be physical, digital and virtual. We are therefore approaching it with a 'test and learn' approach to identify possibilities to enrich the consumer journey, which is constantly evolving, moving from an 'Online to Offline' approach to an 'Online to Offline to On-Chain' approach.



**What possibilities could the metaverse hold for the group's luxury and consumer brands?**

The metaverse offers many opportunities. Among them is the possibility to engage communities and promote diversity. For example, the

NYX Professional Makeup brand is supporting the next generation of artists by launching the first 3D beauty designers label to shape the beauty codes of tomorrow. As part of this launch, NYX partnered with People of Crypto Lab (POC) on The Sandbox platform and made available 8,430 NFT avatars representing diversity in all its forms. For its part, Yves Saint-Laurent launched 10,000 NFTs to unlock unique and personalized experiences and services in the YSL Beauty ecosystem.

**With SkinCeuticals Pro 1:1, L'Oréal offers personalized -- and free -- skin diagnostics to build a customized routine. Is the future of skincare also virtual?**

Knowing your skin's needs and the most appropriate product routine is a very strong demand that has always existed. Today, thanks to new technologies, we allow consumers to access a certain level of advice and recommendations at the click of a button, wherever they are. At L'Oréal, we're seeing an exponential demand for skincare that's growing rapidly today. We must respond by combining beauty products and services to offer consumers the best possible experience.

**Will all these technological innovations also be deployed in physical stores?**

That's the strength of what we're presenting today: a fluid beauty journey that offers the best of our recommendations and diagnostics





through in-store devices. Lancôme is using artificial intelligence to offer Skin Screen, an advanced skin analysis service, provided free of charge in-store by a brand beauty consultant. The service uses an innovative device that takes pictures of the face using tripolar light technology to provide the best high-resolution analysis. Skin Screen uses artificial intelligence to compare images with our Skin Aging Atlas database of more than 15,000 images, and pools more than 20 years of data and expertise in clinical trial evaluations to analyze 13 skin health parameters, including hydration, texture, UV damage and dark circles.

**Is technology also being used to support a more environmentally responsible approach to beauty?**

At L'Oréal, we have identified many revolutionary technologies for making beauty more environmentally responsible. The L'Oréal Water Saver offers a hair-washing experience that reduces water consumption by 61% compared to standard methods; this will represent billions of liters of water each year. Virtual makeup testing is also proving to be very effective for preserving the environment. When a consumer uses it, we see up to -17% in the return rates of our products because the customer was able to try them beforehand;

which also allows us to reduce our carbon footprint.

**What beauty will look like at L'Oréal in 10 years' time?**

In 10 years, beauty at L'Oréal will be ever more responsible, more inclusive, and at the intersection of science and technology.



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# How to Keep Your Natural Hair Healthy and Hydrated

**A**s the summer months come around, those of us with curly, kinky, coily, and Afro hair — from a looser type 3A curl to a tighter 4C curl — are faced with the same conundrum: how to keep your hair healthy and hydrated when it's hot and humid out.

"Kinky hair is extremely sensitive to humidity and dry environments and with the summer months deals with issues such as falling flat, looking lackluster, and getting a bit frizzy," Sam McKnight, a hairstylist and the founder of Hair by Sam McKnight, told POPSUGAR.

The reason for this comes down to science, as warmer, muggier temperatures actually alter the hair follicles (as they do with any hair texture). "On a molecular level, the moisture in the air is swelling and disrupting the cuticle (the outer layer of a hair strand) that would usually result in smooth and shiny strands," McKnight said. "Dry heat, on the other hand, draws out moisture from the hair and reduces its capability to retain it, leading to dull, frizzy, and dry hair." This is also why you might notice your curls or coils become less springy during the summer months. "The reason we can experience a loss of definition is that the humidity is playing havoc with the hair texture by lifting the cuticle," said textured hair specialist Errol Douglas, MBE.

Without a strong and reinforced cuticle, hair is also less likely to stand up against the environmental stress and, therefore, becomes dry and brittle. "A lack of moisture can also be caused by the UV rays, which dry out the hair as well as strip the color; while lack of volume is down to the fact that as we sweat more, the sweat dampens the hair, causing it to

look greasy and flat," Douglas added. To ensure the moisture, strength, and vibrancy of natural hair textures during the summer months, we asked Douglas, McKnight, and other leading hair experts in the industry to share their tips and tricks.

## PROTECT YOUR KINKY, CURLY HAIR

"It's all about prevention and protection — just as you would with your skin, cover and protect your hair in the sun," McKnight said. "UV rays oxidize melanin particles in the cortex of the hair shaft, leading to color fading; it also damages the cuticle and cortex, leading to dry, brittle, dull hair and therefore encouraging breakage over time."

"The first way to keep your hair protected in the summer is by wearing protective styles like cornrows, braids, or double-stranded twists, which will help to minimize frizz and keep curly/coily hair nourished," recommended hairstylist Dionne Smith.

If you prefer to wear your curls and coils naturally, then it's important to have the right accessories and products on hand.

"On scorching days, cover your hair with a floppy sun hat or headscarf to minimize the damaging effects of the sun," Smith said, whilst Douglas recommended combining a leave-in conditioner with a heat protectant and spreading it through the hair. "It's a great way to deliver conditioning properties to replenish moisture to your hair while protecting it from heat," he said.

## KEEP YOUR NATURAL HAIR HYDRATED

Just because it feels hot and humid out doesn't mean you should stop giving your hair hydration. "Natural hair requires moisture at the best of times, and particularly during the warmer months, to protect it from the damaging effects of the sun," Smith said. Additionally, McKnight said, "Hair that is well moisturized will prevent excess moisture absorption whilst in humid climates



and vice versa — in dry climates, it will lose less moisture.” Every hairstylist we spoke with highlighted the importance of continuing to use products with a high level of moisture and de-frizzing properties, like hair butters and creams, throughout the summer, “to ensure your hair receives a healthy dose of moisture on a regular basis,” Smith said.

Leave-in conditioners are a particularly useful product to use and have handy during the summer months. “Protect your curls and coils by applying a lightweight leave-in conditioner that you can spritz directly to keep your parched hair nourished — Cantu Coil Calm Detangler (\$5) is a brilliant option for this,” Smith said; or, as Douglas mentioned above, you can mix it with a heat protecting product for when you’re outside under the hot sun.

#### PROTECT YOUR NATURAL HAIR WHEN SWIMMING

“Nowadays, you can buy products that you can apply prior to swimming to keep your hair protected from chlorine, such as the Philip Kingsley Swimcap Mask (\$30),” Smith said. “This product filters out sun rays and provides water resistance and protection against dryness caused by chlorine and saltwater. When you go for a swim this summer, do also ensure that you wear a swimming cap before diving in, and follow up with a postswim shampoo and conditioner to remove all chemicals from your hair and minimize the chance of damage.”

#### HOW TO MOISTURIZE KINKY HAIR

“If there are any ingredients you should avoid in products, avoid mineral oil and petroleum,” Charlotte Mensah, a hairstylist and the founder of Hair Lounge in London, told POPSUGAR. “These ingredients can cause an imbalance of oil levels, coating your hair and scalp so effectively that they suffocate them. Instead, look for products that are par-

aben-free and that also contain UV filters, vitamins, and antioxidants to protect your hair from the sun’s UV rays, which can damage the protein structure of your hair.”

The same goes for silicones, according to Douglas. “Most products use silicones to help smooth frizz by leaving a hydrophobic coating on the surface of the hair. But most silicones have a high molecular weight and can feel heavy,” he said. “That means it is going to feel dirty faster and lead you to wash and style more frequently, which in turn causes more damage and frizz to the hair.” Instead look for products that contain oils and butters, such as castor and jojoba oils and shea butter.

#### YOU CAN PREVENT HAIR SHRINKAGE

When trying to avoid shrinkage, Mensah recommends setting your hair. “Roller, straws, and perm rods are all methods you can use to stretch your kinks, and you can either air-dry or sit under a hooded dryer for straighter results,” she said.

#### HOW OFTEN SHOULD YOU WASH NATURAL HAIR IN THE SUMMER?

One of the best ways to keep your hair in good condition during the hot summer months is to refrain from washing it too much. “For those with curly hair, overwashing can cause dryness, friction, and damage, which leads to hair being even more fragile,” Mensah said. “Curly hair is naturally more delicate than straight hair, so you’ll also want to minimize constant brushing to avoid causing unnecessary damage.”

Smith suggests trying to wash your hair every seven to 10 days. “Your hair craves moisture and will benefit greatly from a deep cleanse followed up with a treatment to restore the natural balance of the hair. In fact, you can also keep a spritz water bottle at hand and spray it directly to your hair on a regular basis,” she said.

#### DETANGLE YOUR NATURAL HAIR WHILE IT’S DAMP

This is advice you should keep in mind all year round. “Textured hair is more prone to breakage due to its coils and curls, which tangle more easily resulting in breakage when combing and/or brushing,” McKnight said. “Internal fractures can occur when the hair is untwisted or stretched, leading to brittle strands. Try not to brush textured hair when dry, but comb/brush through whilst wet with a wide-tooth comb or a detangling brush and be gentle. Afro picks and combs with wide and long teeth work really well.”

#### TAKE CARE OF YOUR SCALP

“Healthy hair starts with a healthy scalp,” Douglas said. “A healthy scalp has clean, open pores with good blood flow. It’s essential that the hair follicles and scalp are clean and clear and the microbiome is in harmony with a good balance of bacteria.” Depending on the health of your scalp, introducing a scalp treatment to your wash routine every seven to 10 days will help to reduce product buildup.

#### MAKE TREATMENTS FOR YOUR NATURAL HAIR A PRIORITY

Whether you go to the salon for a treatment or prefer to DIY at home, hairstylist Luke Hersheson recommends getting deep hydrating or reparative hair treatments once a month. “You want to focus on hydrating the hair, so it’s important to use masks and oils, like coconut oil, that penetrate the hair shaft for long-lasting results,” he said. “Everyone has a different starting point when it comes to their hair, but a general rule of thumb in the salon is to opt for steam treatments and deep-conditioning treatments. You want to focus on moisture and hydration in order to improve its volume and definition.”

“Hair that is well moisturized will prevent excess moisture absorption whilst in humid climates and vice versa — in dry climates, it will lose less moisture.”



# 50 Skin Care Myths

## **#1 – Hot Water is Good for Your Skin – False**

Washing or showering in hot water actually removes oils and natural moisturizers from your skin. This can leave skin dry and itchy. Your face is particularly sensitive to hot water, so even if you enjoy a hot shower on your body, make sure to only use warm water when washing your face.

## **#2 – Only Teenagers Get Acne – False**

Acne occurs at all ages. While puberty often triggers acne in teens, there are many types of acne that can occur later in life, and the same conditions that exist in teen skin can continue well into adulthood.

## **#3 – Cucumbers Eliminate Bags Under Your Eyes – Kind of True**

Many people use cool cucumbers to reduce puffiness under their eyes. While there are some benefits from the moisture, generally speaking any cool compress will have the same effect.

## **#4 – Face Exercises Will Reduce Wrinkles – False**

The thought here is that using the muscles in the face more will strengthen, or tighten the face's appearance. This is not correct. The wrinkles you already have are for the most part permanent. Any repetitive stretching of the skin is likely to create new wrinkles.

## **CARROT JUICE WITH FRESH CARROTS ON TABLE**

### **#5 – Eating Carrots Can Make Your Skin Turn Orange – True**

Any foods high in beta-carotene can cause you skin to turn an orangish color. It would take eating about a dozen carrots a day for several weeks though, so it's fairly rare.

## **#6 – Pores Open and Close – False**

While certain conditions, steam for example, can loosen pores, they do not open and close.

## **#7 – Tanned Skin is Healthy – False**

Skin tans in order to protect itself from the sun. Tanned skin simply means your skin has been damaged.

## **#8 – Warts are Not Contagious – False**

The virus that causes many warts can be shed from the wart and transfer to someone else via a cut or opening on the body. Touching a wart or coming into contact with

objects material has been transferred to can cause a wart.

## **#9 – Chocolate Causes Acne – False**

This is not true, though too much sugar in your diet is not good for your skin and can perpetuate conditions such as acne.

## **#10 – Lips Do Not Sunburn – False**

Just like skin, lips can be damaged by UV rays. Always use a lip balm, or product that offers SPF protection.

## **MAN USING INDOOR TANNING BED**

### **#11 – Indoor Tanning is Safer Than Being in the Sun – False**

Just like outdoor tanning, indoor tanning beds expose your skin to UV rays. The UVA rays in most tanning beds is actually more intense than the sun.

## **#12 – Waterproof Sunscreen Lasts All Day – False**

Waterproof Sunscreen is not that different than the regular stuff. If you're going to be outside for several hours, you should plan on reapplying sunscreen, regardless of type, every 2-3 hours.

## **#13 – A Tight String Around a Growth Will Make it Fall Off – Mostly False**

Yes, it might work for some growths, but it's not a good idea. This "technique" can lead to blood loss, scars and infections. Plus this do-it-yourself method could cause you to miss something as serious as a cancer diagnosis.

#### #14 – Preparation H Cures Puffy Eyes – Kind of True

Phenylephrine, an ingredient in Preparation H, constricts blood vessels. Under the eyes, this means the fluid that creates the puffy appearance is reduced. So while it does work, it can also seriously irritate sensitive skin. It can also clog pores and create blemishes later on. Plus, Preparation H is not designed for use on the face, so it's not safe to have near your eyes.

#### #15 – Acne is Genetic – True

There are many ongoing studies to determine the impact of genetics on acne, but there does appear to be a connection. Inherited genes could mean you are likely to develop acne. There is not a single gene that determines this, but it is widely accepted that people with clogged pores and oily skin often pass these conditions on.

### TOOTHPASTE OOZING FROM OPEN TUBE

#### #16 – Toothpaste Will Kill a Zit – Mostly False

It might work, toothpaste does contain some of the same ingredients you'll see in over-the-counter acne products., but, it also contains other ingredients that aren't great for your skin. Some may actually cause unsightly inflammation and dryness. It may not be "dangerous" to use toothpaste on a zit, but it is not advisable.

#### #17 – A Base Tan Will Prevent A Sunburn – False

Any amount of tanning is actually damaging to your skin. More exposure to UV rays just means a higher risk of sun damage and skin cancer. Also, there is no evidence to prove a base tan does anything to help you avoid a sunburn.

#### #18 – "Dermatologist Tested" Makes a Product Trustworthy – False

"Dermatologist Tested" is not an official certification, it's just a marketing slogan. Legally, this should mean that at least one dermatologist did test the product, it doesn't mean the FDA, the American Academy of Dermatology, or any other organization endorses the product. Be wary of this claim if you can't identify the source of the endorsement.

#### #19 – SPF Protection is All the Same – False

Many products (not just sunscreen) have SPF protection. However, not all products protect for both UVA and UVB rays. Many make-up products for example, offer only protect for UVA. If you're going to be in the sun, make sure any exposed area is protected from both types of damaging rays.

#### #20 – Antioxidants Reverse Wrinkles – False

Antioxidants are an excellent tool for fighting the effects of aging. While they do help prevent skin damage and combat inflammation, they do not actually remove wrinkles or reverse the signs of aging.

#### #21 – Makeup Makes You Age Faster – Mostly False

It really depends on the products you're using. Some makeup is actually good for your skin. If you wear makeup as recommended, clean it off nightly, and follow a healthy skin care regimen, makeup won't damage your skin, or make you age faster.

#### #22 – Skin Tags Should be Removed – False

While they may be optionally removed, there is no

medical reason to do so. If skin tags are uncomfortable, unsightly or causing functional problems you can consider removal.

#### #23 – The Sun Can Treat Acne – Mostly False

In some cases the sun can reduce inflammation on skin, including acne breakouts. Sunlight suppresses the immune system, and the immune cells in acne. This short-term fix has many consequences and side effects, including increased risk of skin cancer.

#### #24 – Eating Junk Food Causes Zits – Kind of True

If you cut out all of the junk food in your diet, it's not likely that your acne would go away. A number of factors contribute to your skin's condition, and any one thing isn't likely to be a cure. Sugary food and carbohydrates can contribute to inflammation in the body, which helps fuel acne. Where as fruits and vegetables often contain antioxidants that are beneficial to the skin. If you have acne, improving your diet may help.

#### #25 – People With Oily Skin Don't Need to Moisturize – False

This is not true. Moisturizer still has many benefits for people with oily skin. If you don't moisturize, your skin will dry out, the skin's natural response is to create more oil. People with oily skin should look for a non-comedogenic moisturizer, which is a product that will not clog pores. Avoid products with cocoa butter and mineral oil.

#### #26 – It is Good for Skin to Feel Tight – False

Many people think "tight" means no wrinkles. Generally tight skin means the oily protective layer of the skin is too dry.

#### #27 – You Only Need to Wear Sunscreen on Sunny Days – False

As much as 80% of the sun's UV rays are able to go through clouds. It is important to wear sunscreen whenever you plan on being outside for an extended amount of time.

### MAN APPLYING MOISTURIZER

#### #28 – Men Don't Need to Moisturize – False

Skin is skin, and moisturizer is just as beneficial to men as women. Moisturizer helps prevent skin from getting too dry, which can lead to clogged pores and oily skin.

#### #29 – You Can Sweat Out Toxins – False

You can't really sweat out toxins. The body has other mechanisms for detoxifying, including the kidneys and liver. Sweat overwhelmingly consists of water, and its purpose is to help regulate body temperature.

#### #30 – You Shouldn't Exfoliate Sensitive Skin – Mostly False

Exfoliating clears clogged pores and helps the skin absorb moisture, which is great for sensitive skin. It is important to use a less abrasive product and a gentle technique so the skin doesn't get irritated or inflamed.

#### #31 – It's Okay to Pop Pimples – Mostly False

While there are some fairly safe at-home techniques to get rid of whiteheads, generally it's best to not pop pimples. Popping pimples damages the skin and can often leave behind a scar. Sometimes popping a pimple forces debris deeper into pores and into hair follicles, which can



cause other skin problems.

**#32 – There's No Need to Wear Sunscreen Indoors – False**

UV rays are all around us, even indoors. That's especially true if you're in a room with lots of windows, or if the windows offer no UV protection. Many experts suggest wearing sunscreen indoors also.

**WOMAN HOLDING MOISTURIZER TUB**

**#33 – Moisturizer Removes Wrinkles – False**

Moisturizer doesn't remove wrinkles, but it does help prevent future ones. As you get older, your body isn't a naturally moist, so existing wrinkles may seem less pronounced if you moisturize regularly.

**#34 – It's Normal for Moles to Grow in Size – Mostly False**

Sometimes moles grow and there is no harm, but a mole that is getting larger, or new moles could be a sign of skin cancer. You should have all moles checked by a dermatologist.

**#35 – Giving a Cut or Wound Air will Make it Heal Faster – False**

Uncovered cuts and wounds dry out, which is bad for the healing process, and the skin. A bandage keeps moisture in and allows skin cells and blood vessels to heal faster.

**#36 – Frogs Cause Warts – False**

Warts are caused by virus in the human body. They can be spread when people make contact, or when warts have spread debris to other surfaces, but frogs are not a source of warts.

**#37 – If Your Skin is Dark, You Need Less Sunscreen – False**

This is incorrect. The sun's UV rays interact with skin in essentially the same way. Dark skin may not sunburn as easily, but it is still at risk for skin cancer.

**#38 – Stress Causes Acne – Kind of True**

While it's not the only reason, and certainly not the main reason, stress does create a hormonal imbalance that can cause breakouts.

**MAN SHAVING WITH DISPOSABLE RAZOR**

**#39 – You Should Shave Against the Grain – False**

Always shave in the direction the hair grows. Going against the grain pulls hair away from the skin before it can be cut by the blade. This results in a shave that isn't as close, and you risk ingrown hairs and added skin irritation.

**#40 – Men Don't Need Body Lotion – False**

Men can benefit from body lotion just as much as women. Adding moisture keeps the skin healthy and youthful. While men may have more oil in their skin than

women, it is not significant enough to skip body lotion.

**#41 – Butter Heals Burns – False**

Butter may make things worse. The best thing for a burn is for the skin to be cooled, while remaining moist. Any greasy substance, like butter, may lock in the heat and cause more skin damage. Cool (not cold) water is a better choice.

**#42 – Wearing a Hat Causes Hair Loss – False**

Hair loss is largely genetic. Wearing a hat will not cause hair loss.

**#43 – Too Much Makeup Causes Acne – False**

Makeup doesn't cause acne, however not properly washing after wearing makeup, and using makeup products that have been contaminated with bacteria can cause skin problems, including acne breakouts.

**#44 – Shaving Makes Hair Grow Back Faster – False**

This is not true. Shaving does not impact the hair follicle or body conditions that make hair grow. While the direction you shave or the quality of your blade may make you think hair is growing faster, it is not.

**#45 – You Get Wrinkles Because of Genetics – Kind of True**

While genetics can impact your skin in general, wrinkles are more an effect of your lifestyle. Proper skin care can greatly reduce the risk of wrinkles.

**SKIN PEELING FROM DAMAGING SUNBURN**

**#46 – Only the Sun Causes Skin Cancer – False**

The sun is most often responsible for skin cancer, but any source of UV rays can also cause the disease. There are also genetic factors and other medical causes for skin cancer.

**#47 – Swimming in Chlorine Improves Acne – False**

Chlorine can dry out pimples, and in the short-term make it seem as though swimming in chlorine improves acne. Long-term though, the chemicals in swimming pools can irritate skin and cause more breakouts and irritation that could cause additional problems.

**#48 – No One is Born with Freckles – True**

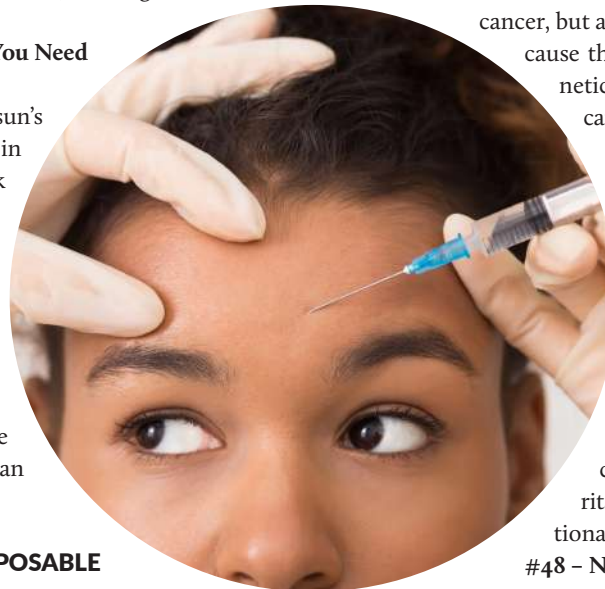
Genetically predisposed children develop freckles after being exposed to the sun's UV rays. No one has freckles when they are born.

**#49 – Face Masks Can Shrink Pores – False**

While a mask might remove debris that makes a pore more noticeable, it doesn't change the size.

**#50 – Botox is Permanent – False**

Botox injections block signals from nerves, relaxing muscles and making the skin appear less wrinkled. This state usually lasts 3-6 months.





# Look 10/10 This Summer

*When we envision summer, we think rich and bronzed skin, healthy and radiant complexions, bouncy and healthy hair. Yet, the reality can be the complete opposite—and for natural hair especially, it can mean dry, frizzy and lackluster locks. If you are trying to avoid the latter, then these six expert-approved tips will help keep your natural hair healthy and hydrated as we embrace summer.*

Unlike most fair and straight hairstyles, natural 3a to 4c hair benefits from a wealth of moisture and hydration. This type of hair flourishes when the more natural humectants are added to help the hair look and feel healthy and nourished. Before even getting into a routine, it is vitally important that you are obtaining a healthy diet and adequate water intake. “The best way to keep hair hydrated is with water, drinking it regularly throughout the day, applied to the hair on its own, or as one of the main ingredi-

ents in the products you’re using,” says celebrity hairstylist and educator, Vernon François. “Application is key and light non-aerosol spray formulas help to ensure an even distribution.”

It’s important to keep your hair moisturized and to invest in some intensely moisturizing products that will all culminate in keeping the hair healthy. At this stage adopting the LOC method (Liquid, Oil, and Cream) into your hair care routine will help to seal in the moisture. Applying a cream and oil product will also close the hair cuticle, as well

as prevent moisture loss while your hair faces the rising temps. I personally find Afroenchix’s Smooth Natural Moisturising Cream to be a great pick for hydrating dry and frizzy hair. Made with Shea butter, coconut oil, olive oil, lemon essential oils, orange essential oils, and lemon grass to name a few, the cream provides the perfect environment for hair growth while simultaneously nourishing, softening and hydrating the hair. To complete the full experience, I like to follow this up with the Seal-Moisture Locking Hair Oil to lock in the moisture.



### PROTECTIVE STYLING

For the days when baring all is too much to handle, placing your hair in protective styles such as braids, twists, cornrows or faux locs will help to keep the hair healthy while protecting it from damage. Ensure you regularly mist your hair with a braid sheen spray to keep it hydrated and looking polished. Francois, who works with clients such as Lupita Nyong'o and Serena Williams, recommends his namesake line's Scalp Nourishment Braids and Locs Spray (\$23). "It's a beautiful blend of moisturizing natural oils in a very light dry-finish spray to moisturize and protect the hair and scalp," he says. Another option to consider is Luxju's Nourishing Hair Mist (\$30), which is lightweight enough to not weigh down the hair, but will leave the hair feeling soft, healthy, and conditioned. All-natural, paraben-free, and containing zero mineral oils, the Nourishing Hair Mist will hydrate and add a sheen while you're wearing your hair in a protective style. To combat frizz due to humidity, sleeping on a silk pillowcase, or wrapping the hair in a silk scarf as much as possible will smooth your cuticle.

### EMBRACE THE SWEAT

As we sweat more in the summer, this can build up on our scalps and lead to issues down the line if not treated correctly. Implement a sulfate-free shampoo to help cleanse the scalp without stripping the hair of its much-needed natural oils (which, in turn, lead to overproduction of oil). Complement this with your moisturizing routine and keep the hair and scalp healthy, while your strands can be left feeling light and fresh.

### PROTECT YOUR HAIR WHILE OUTDOORS

Who doesn't remember a time when their parents prohibited them from swimming or being in water generally without wearing a swimming cap? While they aren't the

chicest of products, they do protect the hair from the dryness and damage that comes with being in contact with chlorine. If you have any water-based activities in the future, coat your hair in a protective layer of thick conditioner or coconut oil to prevent the chlorine from entering the hair shaft and damaging the strength of the hair. Afterwards, ensure you wash your hair as soon as possible before applying a moisturizing and conditioning oil for hydration and repair.



Similarly, if you are spending more time outdoors, supplementing an SPF into your hair care routine will help prevent the hair from becoming damaged from UV exposure. Consider Aveda's Sun Care Protective Hair Veil, which is a lightweight UV & water-resistant defense mist that will form an invisible veil around your hair to protect it from sun and UV damage, as well as eliminating dullness and dryness. Derived from wintergreen and cinnamon bark oils, the UVA/UVB filters help to shield, while the sunflower seed oil and vitamin E helps to protect against free radicals.

And if all else fails, consider a hat. "Avoid exposing unprotected hair to direct sunlight for a prolonged time, especially if you have dry or damaged hair in the first place," says Vernon. "Extreme dryness can lead to hair becoming brittle, which may lead to breakage. Before stepping out, think

about protecting your strands with a product that has sun protection properties, or something as simple as a hat, cap, or headscarf, ideally silk or silk lined to keep moisture within the strands." Finally, there is nothing natural hairstyles shy away from more than applied heat. Avoid using any hot tools and either air or towel dry before finishing off with your creams and oils to supplement the moisture and hydration back into the hair.

### INCORPORATE CO-WASHING

Curly and dryer hair types can benefit from co-washing. Conditioner-only washing (coined co-washing for short) means that by eliminating shampoo and traditional methods of cleansing, the hair can feel clean whilst still obtaining the natural oils it needs to stay hydrated, smooth and silky.

Start by saturating the hair with water, loosening the build-up and debris; this will make it easier to rinse out. Follow this with a healthy amount of conditioner that will be enough to coat the strands from root to tip and massage this into the scalp ensuring you cover the ends. Now as a mask, leave the conditioner on the hair for 5 to 10 minutes, until fully absorbed and then rinse and style as preferred. We recommend Shea Moisture's Manuka Honey & Mafura Oil Intensive Hydration Conditioner (\$12), which infuses the hair with nourishing agents that will moisturize the hair from root to tip, from Shea butter to manuka honey and baobab and coconut oils. The results? Softer, richer, shine-enhanced, and moisture-enriched hair.

If you're suffering from build-up, applying a clarifying shampoo in between washes to help to target and sweep away the excess debris. Mixed Chick's Clarifying Shampoo (\$10) removes build-up effectively without stripping the natural oils from the hair. Made with borage seeds and avocado oil, the combination infuses healing as well as clarification.

Whether we realise it or not, we have all been victims of these false myths that circulate around, and have made decisions without being 100% sure of the facts. These misconceptions can do severe damage to our skin, making it all the more essential to know the truth behind them.

### 1. CLEAN BEAUTY PRODUCTS ARE NOT AS EFFECTIVE AS REGULAR SKINCARE PRODUCT

Unfortunately, people believe products that contain harsh chemicals are more effective and work faster to resolve their skin concerns. This is far from the truth and is a complete myth. Clean Beauty products are simply free of toxins such as Parabens, Sulphates, etc that do more harm than good for your skin, as they can cause allergies, irritations, and lead to a host of skin problems in the long and short term. Therefore, Clean Beauty products are the better choice, as not only are they good for the environment, but for your skin too. They contain active, potent and powerful ingredients that deliver maximum efficacy and results. These high performance skincare products are not just skin loving, but are made without any nasties, which means the right product can go a long way

in achieving healthier, glowing skin. Once you find the right clean formulas, there is no looking back!

### 2. HIGHER THE SPF, BETTER THE SUN PROTECTION

Believe it or not, this is a myth that most of us have fallen for while shopping for sunscreen. Most people are under the impression that if the SPF is higher, the sunscreen will offer better protection from the sun and prevent them from tanning. However, SPF or the sun protection factor works a little differently - above a certain level, a higher SPF has barely any benefits over a lower SPF. An SPF of 30 blocks out 97% of UVB rays, whereas an SPF 50 blocks 98% UVB rays. An SPF 30 is more than enough for everyday use, and anything higher than that is just a marketing gimmick, and a way to feed unnecessary chemicals into your skin.

### 3. ONLY TEENAGERS CAN GET ACNE AND PIMPLES

As teenagers we are often told that we will eventually outgrow acne as we grow up. While it is true that teenagers get acne as they go through puberty and have fluctuating levels of hormones, they are not the only ones who can get it. Acne can occur at any point in our lives, including adulthood. While preg-

nancy and menopause are common culprits, poor lifestyle habits, irregular eating habits, inadequate water intake, pollution, etc can cause it too. Unfortunately acne triggers are not age dependent, but can be managed using the right remedies. Basic habits such as cleansing twice a day, always taking off your makeup at night, following a basic skincare routine, eating well can go a long way in achieving clearer and better nourished skin.

### 4. YOU MUST SCRUB HARD TO GET RID OF BLACKHEADS AND WHITEHEADS

While we all know that facial scrubs and exfoliants are great to slough away dead skin cells, dirt and grime that clogs your pores, scrubbing too hard can cause great damage to the skin's protective layer. Not only can it leave behind tiny cuts that lead to inflammation, but also makes the skin more vulnerable to infections and gives microorganisms a way to enter into your skin. This can cause great havoc, and lead to discolouration and scarring. It is best to exfoliate 2-3 times a week, in a kind and gentle manner.

### 5. YOU CAN SKIP MOISTURISER IF YOU HAVE OILY SKIN

A moisturiser is a holy grail skincare item that must be applied every single day of your life! It helps

# 8 of The Biggest Skincare Myths, Debunked!

*As we grow more aware and conscious as consumers, we also consume more knowledge and information. However, due to an overabundance of advice available on the internet, sometimes we tend to fall into the trap of misinformation.*



to add moisture to the skin as well as reduces oiliness by slowing down the body's natural oil or sebum protection. Sometimes, people are under the false impression that their moisturiser is making their skin feel greasy, so they avoid using one at all! Skipping out on a moisturiser can make your skin even oilier as it has a tendency to overcompensate for the lack of moisture. More often than not, cleansers strip your skin of its natural oils, making your skin lack sufficient hydration. If you have oily skin, opt for a light, mattifying or gel-based formula to replenish and hydrate your skin, such as the Sukin Oil Balancing Mattifying Facial Moisturiser.

**6. ANTI-AGEING PRODUCTS WILL MAKE YOUR WRINKLES AND FINE LINES COMPLETELY DISAPPEAR OVERNIGHT**

While most of us wish there was a quick and instant way to reverse the signs of ageing, anti-ageing products cannot do magic and make you look 20 years younger than you actually are! Products that claim to make your wrinkles disappear overnight are nothing more than a marketing gimmick. While anti-ageing products with power packed ingredi-

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*Your skin has different requirements through the year depending on the climate, environment, hormone levels, etc. This means that a product that worked well in the summer when your sweat levels were off the roof will not have the same effect in the winter when your skin is cracking.*

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ents such as Retinol, Rosehip Oil, etc definitely help in slowing down the signs of ageing, minimising the appearance of fine lines and wrinkles, and boosting collagen production to make the skin more elastic and firm, unfortunately, they cannot completely erase the signs of ageing, and take a at least a few weeks to work. They cannot dramatically overturn your skin concerns overnight. The

best way to avoid ageing is to wear sunscreen everyday, lead a healthy lifestyle, avoid smoking and follow a diligent skincare routine.

**7. IF A PRODUCT BURNS, IT MEANS THAT IT IS WORKING.**

While 'no pain, no gain' is a common phrase, this is a mantra best left behind in the gym. In skincare, burning sensations or even a little tingling can be very dangerous. If a product is stinging, it is definitely a cry for help! This either means that your skin is sensitive, or that the ingredients do not suit your skin. Any irritation or pain are a sign of an allergic reaction, and mean that you should discontinue using the product immediately. If the pain does not subside in a while, try applying some ice or Aloe Vera gel, or seek for professional help. In order to avoid this in the first place, always do a patch test before trying on a new product on your skin.

**8. MY PRODUCTS HAVE BECOME INEFFECTIVE IN THE WINTER EVEN THOUGH THEY WORKED FOR ME IN THE SUMMER.**

Your skin has different requirements through the year depending on the climate, environment, hormone levels, etc. This means that a product that worked well in the summer when your sweat levels were off the roof will not have the same effect in the winter when your skin is cracking. Based on the weather and climate, your skin routine needs must be modified. Lighter, matte formulas work well in the summer, but may not always provide an adequate amount of hydration in the winter. This does not mean that your products are not effective anymore, it simply means that your skin's requirements have changed. In the winter, the air becomes cold and dry, and the water in your skin evaporates more quickly, making it feel tight and dry. Which is why, you must switch to thicker, richer formulas that provide higher nourishment for best results.

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