

Cleanse

Learn the importance of the routine step, more myths busted, when and how to tips.

Section: Routine step stories

What is cleansing?

Cleansing is the daily ritual of gently removing dirt, oil, and impurities from your skin using, water, soap, exfoliators and accessories. Why gently? Washing and scrubbing are great at breaking down oils, but we don't want to remove the natural oils that keep the skin protected, healthy and beautiful.

What kind of products do you need?

When do I need to cleanse?

Don't sleep on it

A morning cleanse is a great way to prep for the day, but you're not done. Cleansing at night is essential for removing grime and oil, even if you haven't used makeup. Go to sleep with un-cleansed skin - wake up with clogged pores.

“You can't ever be too clean”

This myth's clean wrong

As we're the only animals that do skincare, it's hard to say how much washing is 'natural'. Twice a day is probably enough. Overdo it and you'll likely start to damage the skin barrier, creating irritation and dryness. You might even trigger excessive oil production.

“Hot water is best for face washing”

Face facts

Really hot water will melt away your natural sebum, leaving the skin unprotected and probably a little annoyed too. While we're at it, cold water won't close pores.

“You don't have to moisturise after cleansing”

Stay hydrated

Even if your cleanser is formulated with hydrating ingredients, you'll need to add a cream or lotion as a next step. Applying moisturiser while skin is still wet or damp will lock in moisture.

“Never wash your face with bar soap”

Soap's not barred

So you heard there's a beauty ban on solid soap? Not quite. Just look for nourishing bar

formulations that won't strip the skin barrier and make sure to shop right for your skin type.

Check your cleansing technique

Wash your hands so you're not making bad bacteria part of the routine.

Now apply the cleanser using a gentle circular motion. Rubbing too hard will irritate your skin – if you're not getting enough cleaning results, try a different cleanser. Rinse with warm water and finish by patting skin dry with a soft towel. All done? It's time to move on.