

# The truth about balms

**The what, the why and the how about the product. With our most popular myths debunked.**

*Section: Product stories*

What are balms?

Skincare balms are buttery formulations that give intense nourishment while sealing in moisture. Other ingredients add to their soothing and protective power. A good skin balm will be easy to apply, won't leave a sticky residue and will help your skin feel comfortable and healthy.

Why are balms important?

Handy hydrator

Balms are highly versatile. Use them to replace moisturisers, lotions and oils, use in tandem with them, or keep on standby as a targeted treatment for dry areas like elbows and knees. If your skin is oily or acne-prone, you may find balms heavy. As always, consider your skin type and see what works best for you.

“Skincare balms are only for extremely dry skin”

There's a balm for you

While balms are a saviour for very dry skin, their soothing power is available in lightweight formulations too. Which means those with normal or combination skin can enjoy a good balm's soothing and softening benefits.

“Skincare balms cause breakouts”

Check the label, Mable

Not all balms are equal, so it's important to check the label for comedogenic criminals. Look for a cleansing balm that's formulated without mineral oils. Oils like geranium are good for blemish-prone skin.

“Skincare balms makes skin oily”

Not necessarily

Just choose a balm that is formulated for oily or combination skin and be wary of heavy oils like coconut or olive. Non-comedogenic balms will hydrate without clogging pores up.

How to incorporate balms into your routine

Balmy days and nights

Prep skin by cleansing. If toner is part of your routine, use it next. The same goes for serums. Now scoop a little balm with clean fingers or a spatula. Rub between the fingers to warm and

soften. Starting in dry areas, massage in with upward and outward motions. Allow to absorb before applying any additional products. For mornings, finish with sunscreen.