

# The truth about serums

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

*Section: Product stories*

What are serums?

Imagine taking all the active ingredients out of a lotion and concentrating them into one tiny bottle. That's pretty much a serum. These little potions are packed with active ingredients. Think hyaluronic acid for hydration, Vitamin C for brightening, retinol for rejuvenating and so on. Serums are like little secret agents, slipping past the surface to deliver targeted boosts where other products can't go.

Why are serums important?

Flexible friend

Over time, your skin's needs change. A serum lets you flex your routine to address specific concerns, from dryness, and dullness, to dark spots and wrinkles. They can also help fight breakouts with antibacterial ingredients.

“Serums are too potent for sensitive skin”

The right formulation

Scan the aisle and you'll see plenty of serums that cater for skin on the sensitive side. Look for gentle formulas with calming ingredients like aloe vera or calendula and avoid anything fragranced.

“Serums are bad for blemish-prone skin”

A miniature marvel

Serums tend to be light on emollients. The right ones can help balance oil production and reduce the appearance of pores too. Add in antioxidant protection and spot-zapping salicylic acid and you'll soon see that serums as part of the solution, not the problem.

“You can use serums as eye creams”

Well, maybe...

You can eat frozen yoghurt and call it ice cream, but that doesn't make them the same. While serums are safe to use around eyes, the two have different uses. Eye serums are available as well.

How to incorporate serums into your routine

Lightly does it

Squeeze a few drops of serum onto your fingertips, smooth gently over the face and neck, then

lightly tap to spread and smooth it over the largest area.

You can also apply a few drops to your palms and gently rub them together to warm and activate the serum, before pressing your palms to your skin and patting upwards and outwards.