

The truth about mists

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

Section: Product stories

What are skincare mists?

Mists are sprayable hydrators that give a burst of hydration that feels amazing. They can be made up of mineral-packed thermal source water or deep sea water and may have all kinds of enticing ingredients.

What makes mists more than a luxury?

Freshness in a can

Like dew on a flower, mists give skin added radiance simply by adding water. If you wear a full face of makeup daily, mists make it easy to stay fresh without moisturiser.

“A cooling mist is a summer thing”

Winter wonder

While they can help you stay as cool as a sea breeze in summer, mists are also perfect for beating the dry indoor microclimates that winter brings.

“Mists dry out skin”

Maybe sometimes

This may be true in a very dry place, like a plane or with a mist like hyaluronic acid, which can pull moisture from your skin if the air is extremely dry. You can prevent it by misting and then applying moisturiser or facial oil to seal in hydration.

“Mists don’t have any real skincare benefits”

Hydration is just the start

Face mists today have so many active ingredients they’re more like spray-on serums. Floral and spring water mists are excellent for calming and hydrating, and new products contain exciting ingredients like niacinamide and even probiotics.

How to incorporate mists into your routine

All day hydration

Versatile is the word for these pocket waterfalls. You can use them at any stage of your routine and all through the day. Read on for a few ways to make the most of mists.

Setting makeup: Lock in the look and add a dewy finish with a quick spritz. Midday refresh: Give

skin a pick-me-up at the half way mark.Quick drink: Spray when skin feels parched.Boost absorption: Prep skin for serums and moisturisers.