

Moisturise

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

Section: Routine step stories

What is moisturising?

Moisturising the skin is the process of hydrating and replenishing your skin's natural moisture barrier to maintain softness, suppleness and overall good health.

What kind of products do you need?

Why is moisturising important?

Moisturising is maintenance

Moisturising is crucial for maintaining skin's firmness, radiance, and softness. It prevents moisture loss, a common but completely normal issue as we age.

“Skip moisturiser if you have oily skin”

Hydration is a skin essential

While dry skin needs extra attention, it's never a bad idea to add moisture to your skin and seal it in. Skipping this crucial step could even make skin more oily as your oil glands release more sebum to counter the dryness.

“Natural oils are the only moisturiser I need”

Your pores say nah

Nature is full of skin-boosting wonders but if you're blemish-prone, be wary of oils like coconut and wheat germ as they are comedogenic (pore-clogging). Using oils alone also means you're missing out on highly-hydrating added ingredients like ceramides and hyaluronic acid.

“You only need to moisturise at night”

Let's put this one to bed

Your skin loses moisture all day, not just at night. In the morning, a lightweight moisturise will absorb quickly, make a good base for makeup and send you out of the door with a dewy glow.

How to moisturise well

Start with clean skin that's still damp. Rub the moisturiser in your hands to warm it, then smooth over your face, neck and chest. Dab, pat or gently rub until it absorbs. Here's how much to use for hydrated but not greasy skin: -Oily skin: a pea-sized amount. -Dry skin: enough to cover a 20p coin. -Combination: a pea-sized amount for oily areas, a 20p-coin sized amount for dry patches.