

The truth about masks

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

Section: Product stories

What are masks?

Forget the movie cliché of a green-faced mum in bathrobe and curlers. Masks now get their very own shelf in the beauty aisle. You can choose from clay, mud, gel, cream, peel or sheet masks, each with a special set of skills. Let's dive in and make sense of your mask choices.

Why do masks matter?

Hydration, hydration, hydration

Masks are simply brilliant at getting lots of moisture into the skin. That's great news if you live in a very dry place or just want a plump, stunning complexion. Added ingredients bring added benefits too...

"The longer you leave them the better"

Really bad idea

If you're leaving your mask on for hours, you could be reversing its effects as the moisture begins to move back into the skin. Active ingredients could also lead to sensitivity if left too long. Read the label so you don't end up chipping dried clay off by hand.

"Use your fav mask all year round"

Switch it up

You should switch up your mask game like your wardrobe, with autumn and winter being the perfect time for richly hydrating masks. In summer, it might be easier to tolerate masks with exfoliating effects like glycolic acid or drying effects like charcoal.

"A mask means you don't need to moisturise"

Not so fast

Masks are great for adding extra hydration to the skin but moisturising helps to keep it there. So don't skip this crucial step.

How to incorporate masks into your routine

How to mask up

For clay and bubble masks, scoop up about a quarter of the mask and spread gently over upper neck and face, avoiding the lips and eyes. If you're applying a peel-off mask, keep it nice and even for satisfying and easy removal.

For sheet masks, remove and gently unfold, then place over your face, following the contours.
For an overnight mask, simply apply it like a moisturiser.