

The truth about balanced skin

Understand what your skin type means, its misconceptions and the ingredients to look out for.

Section: Skin type stories

What is balanced skin?

Balanced skin is a term for skin that's neither too oily or too dry, with smaller pores and (generally) fewer skin issues. However, balanced skin does not mean "maintenance-free skin that always does what it's told."

"Balanced skin means no skincare"

It's not that simple. Is it ever?

Just because your skin doesn't have any major concerns, you don't get to throw caution (and sunscreen) to the wind. Good nutrition and a tailored, well-maintained skincare routine are important.

"Balanced skin is blemish-free"

Yes, but not always

All kinds of skin can get breakouts. You can blame hormones, stress, or using the wrong products. Be proactive and consistent with skincare and use gentle exfoliation.

"Balanced skin is less sensitive"

Yes, up to a point.

While balanced skin is usually calm, it can still be a diva at times. This is usually thanks to environmental factors or changes in routine. Choose gentle formulations like chamomile or aloe vera and always patch-test anything new.

The ingredients you need for balanced skin

Vitamin E

This enriching antioxidant helps protect the skin from environmental damage. It supports overall skin health and can contribute to a radiant complexion.

Niacinamide

Niacinamide regulates oil production, builds the skin barrier and eases inflammation. Find it in serums and moisturisers and other skincare products.