

The truth about exfoliators

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

Section: Product stories

What are exfoliators?

We'll start with scrubs. These products are like a tube full of tiny loofahs. They use crystals of sugar or salt or ground natural materials to help your fingers scrub away dead skin. Exfoliators are chemical agents. They usually have names like alpha-hydroxy acid (AHA) or beta-hydroxy acid (BHA).

What do scrubs and exfoliators do for skin?

Scrub up well

As we age, skin cells die and are replaced more quickly, leading to a build-up of dead cells that cause dry, dull and rough skin. Skin that's clear of dead cells is also more receptive to skincare products.

“Problematic skin needs frequent, harsh scrubbing “

Take it easy there

Scrub too hard or too often and you'll damage the skin barrier and cause irritation and dryness. Flaky or red skin is a red flag, so ease up if this happens. Read on to see how often to exfoliate according to your unique skin type.

“You can use a body scrub on your face”

You really can't

It's all skin right? Not so much. The skin on your face is much thinner than the rest of you, so body scrubs will be way too rough. A good face scrub will have a more finely ground texture.

How to incorporate exfoliators into your routine

Getting it right

Exfoliate your body a few times a week or when you feel you need it. For the face, we need to get personalised. Dry and sensitive skin types should exfoliate no more than twice a month. For oily or normal skins, 1-2 times a week is fine.