

# Prepare

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

*Section: Routine step stories*

What is preparing?

Once the skin is clean and exfoliated, the next step is to prepare it for treating and makeup. The preparing stage does three important things: gives skin one last cleaning sweep; adds a splash of hydration and finally, balances its pH.

What kind of products do you need?

Why you need to prepare skin

Prep talk

Preparing the skin is all about cleaning, balancing and moisturising it.

“Toner will close my pores”

Pores don't shrink

Some toners contain ingredients like AHAs or BHAs that refine the appearance of pores by giving them a good clear-out. Think of it as tidying the garden rather than paving it over.

“Skin should feel tight after toner”

Skin tight's not right

Tight-feeling skin is a red flag for dryness. The preparation step is about refreshing and balancing skin, not punishing it. Choose a gentle, alcohol-free toner with hydrating ingredients like hyaluronic acid and proven soothers like aloe and rose.

“Mists are just a can of water”

A dab of freshness

As well as mineral-rich thermal water or seawater, toners contain actives like hyaluronic acid and botanicals like aloe, green tea, herb and rose which act according to your skin's own needs.

“Skin needs to breathe”

Yes and no

While skin doesn't absorb significant oxygen from the air, it does need to be clean and clear. Clogging your pores with the wrong makeup or skincare products can trap dirt and oil and cause blemishes or irritation.

How to prepare your skin well

Soak a cotton pad in toner and sweep over the skin until the pad comes away without dirt and makeup. Now that your skin is ready for moisture, use a spritz of your favourite mist.