

The truth about Niacinamide

Dive into what the ingredient is, how it works, and its myths we've busted.

Section: Ingredient stories

What is niacinamide?

Want to build skin up, lock in moisture and reduce damage? Niacinamide is the multitasker you need to call on. Dietary niacinamide can help, but since it's not well absorbed by the small intestine, application directly to the skin is recommended.

How does niacinamide work?

Efficient all-rounder

As a water-soluble, vitamin, niacinamide penetrates the skin easily to stop redness, fight breakouts, plump skin and brighten. It's gentle enough for sensitive skin and a sebum-balancing wonder for oily and combination types.

“Niacinamide causes purging”

Not true

Purging, or accelerated skin shedding, is a reaction to some skincare products. Niacinamide is non-irritating compared to topicals like retinol or salicylic acid, making it very suitable for dry, dehydrated, or sensitive skin.

“Niacinamide plus Vitamin C equals irritation”

This one doesn't add up

There's some evidence that these two can cause irritation when paired up, but leaving ten minutes between applications should prevent this. Splitting them into morning and night applications will be even more effective.

“Niacinamide darkens skin”

Au contraire

Niacinamide protects against oxidative stress from pollution, toxins and sun damage and there's proof that it treats hyperpigmentation after only four weeks of use.

How to integrate niacinamide into your routine

Gentle all rounder

Use it once or twice daily, depending on your skin and routine. It's gentle enough for morning or evening use.