

The truth about Vitamin C

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

Section: Ingredient stories

What is Vitamin C?

Vitamin C is an antioxidant found in citrus fruits and leafy greens. That means it's great at cleaning up free radicals. These damaging unstable molecules are impossible to avoid, and are triggered by pollution, smoke and sun. Vitamin C's connection to collagen production and sun damage repair has been known for centuries.

How does Vitamin C work?

Zesty antioxidant

Vitamin C fights free radicals to protect skin from pollution and sun damage. It boosts collagen for plumper skin and can help reduce wrinkles, fine lines and dark spots too.

“All Vitamin C is the same”

Pure doesn't mean better

There are different forms of Vitamin C. L-Ascorbic Acid is the purest form, but others are more stable or easier to absorb. Choose a form that works for your skin. Tried a Vitamin C product without results? Take a look at the pH level and percentage of Vitamin C.

“Sensitive skin? Avoid Vitamin C”

Just choose wisely

Even delicate complexions can benefit from this amazing ingredient. Choose L-ascorbic acid in lower pH formulas, or opt for gentler derivatives like THD ascorbate for less sting and more glow.

“The more Vitamin C, the better”

It's not that simple

Don't be impressed by big numbers. Vitamin C needs to be properly formulated to stay stable and lower concentrations may be more absorbable. Excessive levels can also be irritating to the skin.

“Vitamin C causes sun sensitivity”

‘Vitamin C causes sun sensitivity’

Allow us to shine sunlight on this one. Despite itself being sensitive to UV rays, Vitamin C actually protects against sun damage and fades dark spots. Team it with a good sunscreen for double protection against damage and dullness.

How to integrate Vitamin C into your routine

Bring your C game

When deciding which Vitamin C product to use, start with your skin type. Avoid the pure form (ascorbic acid) if you're dryness prone. THD ascorbic acid is fat-soluble and can be found in hydrating lotions.