

# The truth about redness

## From debunking common myths to understanding causes and effective skincare ingredients.

*Section: Focus area stories*

What is redness?

Redness can be a source of anxiety and concern for lots of us. Short-term redness is caused by damage (sun, heat or chemicals) or emotions (blushing). Redness that sticks around is called ‘persistent’ and can be caused by something irritating the skin, a damaged moisture barrier or broken blood vessels.

What causes redness?

“Redness is part of blemish-prone skin”

Different causes, different fixes

There can be some overlap, but redness has different causes (and remedies) to blemish-prone skin. Some types might be best treated with anti-inflammatory treatments, for example, rather than the antibacterial approach used for breakouts. Use a mild, fragrance-free cleanser with soothing ingredients (chamomile, aloe vera) and be sure to keep skin hydrated.

“Conceal it, don’t deal with it”

You can treat the cause too

Redness-prone types always have concealer handy, but makeup isn’t your only friend. If redness comes with discomfort, try a calming toner. If skin also feels dry, use a hydrating moisturiser or face cream.

“Redness is mainly inherited”

It’s the environment

You might inherit red hair, but red skin is likely to be caused by environmental stressors, like pollution. Face washing removes irritating impurities, so don’t skip cleansing. Sun damage isn’t just about burning, so make sure a good, broad-spectrum SPF 30 goes on, rain or shine.

The ingredients you need for red skin

Azelaic acid

It has both anti-inflammatory and antioxidant effects and it exfoliates gently too. If redness is caused by inflammation, it helps even more.

Niacinamide

Niacinamide is an anti-inflammatory that strengthens the skin barrier, maintains hydration and acts as an antioxidant.