

# The truth about Caffeine

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

*Section: Ingredient stories*

What is caffeine?

Caffeine needs to introduction. Humans have made good use of this plant-based alkaloid for thousands of years. Its ability to give skin a shot of beauty is down to its vasoconstrictive powers.

How does caffeine work?

Triple boost for skin

By putting the squeeze on blood vessels, caffeine reduces puffiness. As an antioxidant, it can stop free radical damage. It's also been shown to increase circulation.

“Caffeine can't help with redness”

Very vasoconstricting

Caffeine is effective at reducing the visibility of spider veins and calming redness thanks to its abilities as a vasoconstrictor. It also increases microcirculation, energising and brightening the skin.

“Caffeine can smooth out wrinkles”

But it can might them

Caffeine is unlikely to smooth out existing lines, but can play a part in prevention by helping to protect the skin against damage from UV radiation, slowing down the process of ageing caused by sun exposure.

“It's just for eye creams”

Spread the love

While caffeine is famous as a superhero eye cream ingredient, there are many ways for caffeine to wake your skin up and give you a great start to the day.

How to integrate caffeine into your routine

How do you take it?

You can get some caffeine into your routine with eye creams or serums, applying gently around the eye area. Cooling eye rollers are great for a quick fix too.