

The truth about cleansers

The what, the why and the how about the product. With our most popular myths debunked.

Section: Product stories

What is cleanser?

If you're serious about skincare, you've probably moved on from soap and water. Cleansers come as powders, gels or oils, but the most popular ones are liquids. Cleansers are designed to remove dirt, oil and makeup without stripping the skin barrier.

Why do I need a cleanser?

A daily essential

Skin is a self-cleaning wonder, but makeup, pollution and modern life mean we need more than soap and water. Cleansing is essential to remove pore-clogging dirt (dead skin cells, impurities, makeup), helping you to maintain clear and healthy skin.

“All cleansers are created equal”

This one's clean wrong

One of the main reasons cleansers are better than a bar of soap and a splash of water is that they are formulated specifically to respect different skin types. Find your type-right cleanser and make it part of your routine.

“You should wash your face with hot water”

Hot water is drying

Excessively hot water dries the face by stripping away the skin barrier. Luke warm water is always best for skin.

“A good clean means a hard scrub”

Avoid elbow grease

We get it – you want deep-down, clean and fresh skin. When it comes to the face though, it's better to be kind. Use light, circular motions to spread the cleanser. Trust in the product and be gentle so you don't damage delicate facial skin.

How to incorporate cleanser into your routine

Three easy steps

Cleanser, check. Water, check. Technique? Dirty hands make a mockery of cleansing, so start by washing them. Ready? Let's get clean.

Apply the lather in a gentle circular motion. Don't rub – if you're not getting the clean you need, try a new cleanser. Finish by patting off with a towel. Hard rubbing with a towel can actually cause lines and wrinkles.