

The truth about Vitamin E

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

Section: Ingredient stories

What is Vitamin E?

Found in nuts, seeds and fish, Vitamin E or tocopherol has a good claim on being the ultimate skin vitamin. Produced by the body as its own skincare oil, Vitamin E supports the skin barrier, fights free radicals, accelerates healing and protects against UV rays.

How does Vitamin E work?

E for effective

Vitamin E keeps skin hydrated by building the skin barrier. Its antioxidant power prevents ageing caused by pollution and sun and it soothes and heals by acting against inflammation.

“Vitamin E capsules are all you need”

Let's get topical

Vitamin E supplements may be useful, but skincare formulations are designed to be active in the skin. Look for a Vitamin E skincare product that's been researched and tested for efficacy.

“Vitamin C and E are the same”

Just good friends

While they are both antioxidants, they do different things in different ways, Vitamin C and Vitamin E are a powerful combination, supporting each other's skin-positive effects. Vitamin C brightens skin by targeting pigmentation and dark spots and Vitamin E is an excellent hydrator.

“Vitamin E is only for skin”

Good hair play

Skincare isn't enough for this overachiever - it's working on your hair too. Use it diluted in a carrier oil. 2 to 3 drops of Vitamin E in a coconut oil is a great way to boost the growth and strength of healthy hair. Apply to your scalp after showering.

How to integrate Vitamin E into your routine

E for easy

Since it's an oil itself, Vitamin E works well in oils and moisturisers. It can be a little greasy, so apply it in the evening. Look for products that combine Vitamin E with its perfect partner Vitamin C. Sensitive? Try it in a moisturiser before anything else.