

The truth about sensitive skin

Understand what your skin type means, its misconceptions and the ingredients to look out for.

Section: Skin type stories

What is sensitive skin?

“Be comfortable in your own skin” is a common saying. But it’s difficult if you have sensitive skin. Although not a medical term, sensitive skin is used to describe skin that is easily irritated by external factors, such as environmental conditions, certain ingredients or substances.

“Sensitive skin and sensitised skin are the same”

Nope. They are different.

Sensitive and sensitised are similar in many ways. But they are not the same. Sensitive skin is a skin type. It’s part of who you are. While sensitised skin is a (temporary) skin condition that can happen to anyone due to certain external factors. Sensitive skin can’t be reversed, but it can be cared for.

“You cannot exfoliate sensitive skin”

Exfoliate. Just check the acid concentration.

You don’t necessarily need to avoid any specific exfoliating treatments. But you should focus on the concentration of the acid in the products you choose to use. Look for products with 10% or less. Remember to combine all the acids in the product to get the percentage.

“Regular use of cosmetic products causes sensitive skin”

Use the right products for you

Using makeup and skincare products that aren’t right for your skin can cause a reaction for people with sensitive skin. However, using the right products and cosmetics on a regular basis won’t cause any reactions if you have sensitive skin.

The ingredients you need for sensitive skin

Hyaluronic acid

Hyaluronic acid is good for sensitive skin. It is a substance that occurs naturally in our bodies, helping the skin maintain hydration and elasticity. It holds up to 1,000 times its weight in water, making it an excellent hydrator. Using products with hyaluronic acid increases skin’s moisture and reduces dryness, soothing sensitive skin.

Aloe Vera

Sensitive skin requires a soothing skincare routine. It is important to be able to tone, cleanse and

moisturise without causing skin irritation. A great choice is an aloe vera-infused skincare product that will help to keep your skin clean and hydrated and protected from external aggressors.