

The truth about Hyaluronic Acid

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

Section: Ingredient stories

What is hyaluronic acid?

Hi-ah-lew-ron-ic acid. Whisper it with reverence, because this beauty heavyweight holds up to 1,000 times its weight in water. Naturally abundant in the dermal layers (especially in younger skin), it works in several ways to keep us looking amazing. Endogenous (body-made) hyaluronic acid declines naturally, starting in the mid 20s.

How does hyaluronic acid work?

Skincare superstar

Hyaluronic acid is a power plumper that boosts hydration and elasticity by attracting water. Deeper in the skin, it's more like a reservoir that supports collagen and elastin.

“Hyaluronic acid dries out the skin”

Don't fall for this dry myth

Research agrees hyaluronic acid products are effective non-invasive skin solutions. Any dryness that results is likely down to bad application. To avoid it, apply hyaluronic acid serum to damp skin after cleansing.

“Hyaluronic acid is an exfoliator”

Not this acid

Hyaluronic acid's natural pH is below 7, so it's technically an acid, but it's nothing like the strong acids used for exfoliation. Hyaluronic acid is a moisture enabler. Stick to glycolic, salicylic and lactic acids for cleaning and clearing up dead cells.

“There's only one hyaluronic acid”

It can be confusing

Hyaluronic acid is often used as an umbrella term. Your serum might have sodium hyaluronate, which has a lower molecular weight to easily penetrate the skin's surface. Check the ingredients to make sure that you're getting the right hyaluronic acid for you.

How to integrate hyaluronic acid into your routine

Apply to damp skin

Without drying your face, add a few drops of hyaluronic acid serum after washing and toning. You can then apply a hyaluronic acid moisturiser. Look out for it in moisture-building masks too.