

# The truth about toners

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

*Section: Product stories*

What are toners?

Toner is a liquid skincare product that's usually clear. Its traditional role is in cleansing as a final sweep for makeup and impurities. Modern toners can have hydrating, antioxidant or calming effects and may contain witch hazel, rose water or glycolic acid.

How can toners help your skin?

Supporting skin's needs

As well as removing impurities your cleansing step may have missed, toner can support your skin's unique needs. Dry skin types can choose a hydrating toner. If you're worried about texture or tone, choose an exfoliating or brightening toner. Those with dry and combination skin types should avoid alcohol toners.

“The only cleansing step you need”

Cleansing is essential

Toner has two main functions. The first is to remove excess oil or impurities that your cleanser missed, and the second is to restore your skin to a healthy pH. It's not a way to get rid of makeup and dirt when you're in a rush.

“There's only one way to use toner”

There are a few ways

You can spray, splash, dab or use a cotton wool pad to get toner onto your skin. If you're blemish-prone, you may want to avoid using your fingers to touch your face. Try a spray-on formula or soak a cotton pad.

“Toners are for oily skin”

They're for all skin types

While there are toners formulated with ingredients best suited for oily or blemish-prone skin, there are also plenty of options for combination, normal, dry and sensitive skin types too. Sensitive skin loves soothing ingredients like rosewater or chamomile.

How to incorporate toners into your routine

Morning and night

Use toner after cleansing and before serums and moisturisers. Saturate a pad and sweep across the

face or pour into clean hands and press it to the skin – this is great for keeping blemish-prone skin clean.