

The truth about creams and lotions

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

Section: Product stories

What are creams and lotions?

Also known as moisturisers, creams and lotions add hydration to the skin and seal it in to prevent it from evaporating. They also contain humectants, which act like tiny sponges pulling in moisture and plumping up skin.

Why are creams & lotions important?

A beautiful finish

If you looked at your skin under a microscope, you'd see it was full of gaps. Creams and lotions fill in these gaps, creating a smooth, sealed surface that stops water escaping.

“Moisturisers are one size fits all”

Find your hydrator

Moisturisers contain humectants, emollients and occlusives, three main ingredients with very different roles. The ratio between them is tailored for different skin types. Other ingredients boost their skin-personal power.

“Your skin will forget how to make its own moisture”

Trust your skin

Closely related to the ‘addicted skin’ myth, this one is easy to dispel. Building a healthy skin barrier gives the skin’s own moisture extra protection, but there’s no danger of skin getting lazy. It’s worth bearing in mind that skin loses its ability to retain moisture as we age.

“You don’t have to moisturise oily skin”

Facial oils cause breakouts

You can have oily skin and still damage your skin barrier from pollution, UV rays, and over cleansing. Try a lightweight, oil-free moisturiser with a mattifying finish to beat shininess.

How to incorporate moisturisers into your routine

It’s glow time

After applying serum, give it a minute to do its work. Now apply enough moisturiser to cover a 20 Euro cent coin and apply to the face. Follow with a 50 Euro cent amount and smooth over your neck and chest.