

HYDRATION — INSIDE & OUT

If there's one thing your skin craves all year round — especially as we move into the warmer months — it's hydration.

Hydration is more than drinking water or using a moisturiser. It's a full-body process that affects how your skin functions, feels, and glows.

And when it's lacking, no amount of product can fake that healthy, plump radiance.

Why Hydration Matters

Your skin is around 64% water — and every cell depends on it. When hydration levels drop, the skin's barrier weakens, lines look deeper, and your natural glow fades.

Dehydration can happen for so many reasons: heat, stress, caffeine, alcohol, medication, poor sleep, or even air conditioning.

That's why true hydration starts inside and is reinforced outside.

Internal Hydration — Feeding Your Skin from Within

Skin health begins beneath the surface. The more hydrated you are internally, the better your products will work.

- Drink water consistently throughout the day (not all at once).
- Eat water-rich foods — cucumber, berries, citrus, leafy greens.
- Support your barrier with EFAs (Essential Fatty Acids) — they help your skin hold moisture where it's needed most.
- Include collagen and antioxidant support — we love Bestow's Collagen Boost and Beauty Oils for luminous, supple skin.
- Keep caffeine and alcohol in check — they're dehydrators, and your skin will tell you.

Hydration isn't just about quantity — it's about absorption and balance.



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External Hydration — Locking It In

Once your inner hydration is sorted, your skincare keeps it there.

- Toners & Mists — mist before your serum to prep and soften skin.
- Hyaluronic Acid Serums — attract and bind water to keep skin plump.
- Barrier-Rich Moisturisers — seal hydration in and prevent transepidermal water loss (TEWL).
- SPF — helps prevent dehydration from UV exposure.

Pro tip: apply your skincare while your skin is still slightly damp to maximise absorption.

Lifestyle Hydration — The Calm Connection

Stress and dehydration are linked.

When your body is in fight-or-flight mode, circulation and nutrient delivery to the skin drop.

Restore balance by:

- Taking mindful breaks during the day
- Breathing fresh air
- Sleeping well

Creating daily rituals that support calm and consistency

Hydrated skin isn't just healthy — it's resilient.



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Tips for Hydration

- Apply your skincare on damp skin to “trap” water inside.
- Sip water consistently, don’t gulp occasionally.
- Include EFAs daily — your skin barrier will thank you.
- Mist mid-day if you’re in air-con or outdoors.
- Don’t forget that stress and dehydration go hand in hand — calm body, calm skin.

Final Thought

Hydrated skin maintains its natural cellular turnover cycle — replicating, shedding, and repairing efficiently — which minimises buildup, congestion, dullness, and the appearance of fine lines.

So, hydration is your skin’s love language.

It’s how your body communicates balance, care, and vitality — inside and out.

So this week, pay attention to what your skin’s saying:
Is it tight, tired, or thirsty?

A few mindful shifts in your routine, diet, and daily rhythm can make all the difference.

Because when you’re hydrated — you glow.

