

MOISTURISERS — MORE THAN JUST HYDRATION

Most people think moisturisers are simply “the hydrating step.”

But a good moisturiser does far more than add moisture — it locks in everything you just applied, strengthens your barrier, prevents water loss, and protects your skin from environmental stress. It’s the final step that makes the rest of your routine work better. No matter how amazing your serums are, without sealing them in... you lose results.

What does a moisturiser ACTUALLY do?

- Locks in hydration — stops water from evaporating from your skin
- Seals in your serums — creating the ideal environment for actives to work
- Strengthens the barrier — crucial for sensitivity, aging, and breakouts
- Balances oil & water — reduces both dryness and excess shine
- Protects the skin — against weather, pollution, friction, makeup, etc.

Moisturisers vs Serums — Do I need both?

Yes... because they do different jobs.

SERUMS = Treatment & transformation

MOISTURISERS = Protection & longevity

Think of serum as the “nutrients”... and moisturiser as the “blanket that keeps them in.”



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Moisturiser ≠ 1-size-fits-all

Instead of asking “Which is the best moisturiser?” ask:

What is my skin’s priority right now?

- Dehydrated? → You need WATER-binding ingredients (hyaluronic acid, glycerin)
- Dry or flaky? → You need OILS + ceramides to repair your barrier
- Oily or shiny? → You still need moisture! Just in a light, oil-free texture
- Ageing or dull? → Look for peptides, antioxidants, firmness support
- Sensitive or reactive? → Calming + barrier-repair formulas are key

When (& how) to apply moisturiser

1. Cleanse
2. Tone / Mist
3. Serum(s)
4. Moisturiser
5. SPF (AM only)

- Apply to slightly damp skin
- Press in gently (don’t rub harshly)
- Adjust amount based on season or skin mood
- You can use different moisturisers AM vs PM



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Can I layer moisturisers?

Yes — pros do this all the time!

Example: Light gel moisturiser for hydration +

Rich cream over dry areas at night

This is great for combination, seasonal changes or barrier repair.

Skin Tips for Moisturisers

- No moisturiser = no results. Even oily skin needs it.
- Barrier health = skin health. Moisturiser protects it.
- Change it seasonally like your wardrobe.
- Match texture to preference — gel, lotion, or cream. (If you hate the feel, you won't use it!)
- If your skin feels tight mid-day, your moisturiser might not be enough — OR your barrier may be compromised and needs support.

Final thought

Moisturisers aren't the "basic" step. They are the anchor of your routine — holding everything together and protecting the investment you've made in the steps before.

Choose one that supports your current skin priority, and your entire skin journey becomes smoother, calmer, and more effective.

Not sure which moisturisers will target your skin priorities?

Ask us.

