

SERUMS — YOUR SKIN'S SECRET WEAPON

Why serums deserve a spot in your routine

If you've ever wondered whether you really need a serum, the answer is almost always: yes. Serums are the workhorses of your skin routine — lightweight formulas packed with concentrated active ingredients that target your skin's top priorities. Think of them as the “personal trainers” of your skincare, working on specific results while your cleanser and moisturiser support them.

Unlike moisturisers, which focus on hydration and protection, serums are designed to deliver results at a deeper level — whether your priority is radiance, hydration, firming, or clearing breakouts.

What makes serums so powerful?

- High potency, light texture
 - Serums are formulated with a higher concentration of active ingredients than moisturisers. Their lightweight, fluid texture lets them sink deeper into your skin.
- Customisable to your skin priorities
 - You can layer different serums (with professional advice) to address multiple priorities at once — e.g. brightening + hydration, or calming + firming.
- Results you can see and feel
 - When used consistently, the right serum can transform the look and feel of your skin over weeks and months — smoothing fine lines, evening skin tone, and boosting resilience.



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How to use a serum effectively

- After toning, before moisturiser: Always apply serum to freshly cleansed and toned skin so the actives can penetrate best.
- Less is more: A pea-sized amount is plenty — serums are concentrated, so you don't need much.
- Layer mindfully: If you're using more than one, apply the thinnest-textured serum first, and give each a moment to absorb before the next step.
- Consistency is key: Results come from daily use, not just a quick fix.

Choosing your serum by skin priority

Instead of asking, "What's wrong with my skin?" — ask, "What's my #1 priority right now?"

- Brighter skin + less uneven tone? → A Vitamin C serum is your go-to.
- Plumper, more hydrated skin? → A Hyaluronic Acid serum helps restore bounce.
- Smoother lines + firmer feel? → A Peptide serum supports collagen and elasticity.
- Calmer, less reactive skin? → A soothing serum with oat or niacinamide helps.
- Clearer, refined skin? → A salicylic or niacinamide serum can target congestion.



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Tips for Incorporating Serums into your Routine

- Start with one serum that aligns with your main skin priority before layering.
- Apply to damp skin after misting or toning to lock in hydration and boost penetration.
- Seal it in with your moisturiser — serums need that final step to keep actives working.
- Morning vs Night: Vitamin C works best in the morning (antioxidant protection), while retinol or peptides shine in the evening.
- Check your progress: Take a quick photo at the start of your serum journey — you'll see subtle but powerful results over time.

Final thought

Serums aren't a luxury add-on — they're the targeted solution that helps you get to your best skin faster. By focusing on your current priority, you'll get real results that move you forward on your skin journey.

Not sure which serums will target your skin priorities? [Ask us.](#)

