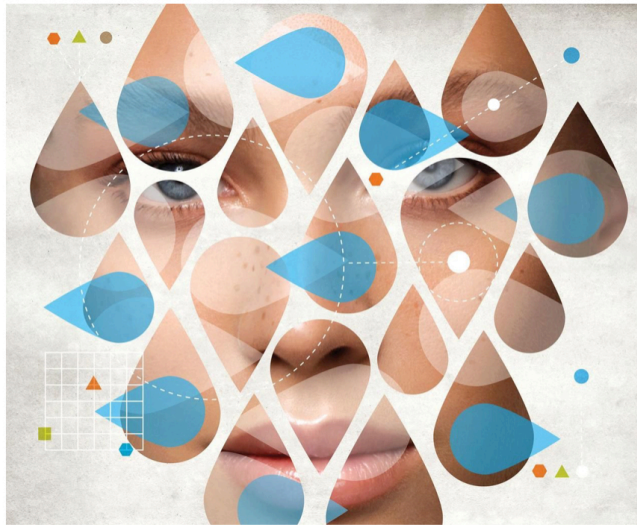


BEAUTYCOUNTER[®]

IN THE PRESS

LIFE & STYLE

You're Probably Washing Your Face Wrong



Cleansing is always the first skin care step, which underlines its importance. "It can set the tone for the rest of your routine," said Alicia Yoon, founder of skin care line Peach & Lily. "If skin isn't cleansed well...other products may not absorb as effectively, and if a cleanser is too harsh... skin faces an uphill battle." When considering cleansers, it helps to observe some parameters—choose a foaming product for oilier skin, a milky or gel-based one for dry skin, an oil or balm if you're a makeup lover. These are not, however, hard and fast rules; more crucial is how a product makes your skin feel. "When we cleanse, our skin should feel hydrated, smooth and nourished, not tight," said Dr. Bove.

Method also matters. Ms. Yoon advocates the double cleanse, a staple in Korean skin care: First use an oil-based cleanser to dissolve makeup and oily impurities; follow with a water-based cleanser to address sweat, dirt and water-based impurities. For her part, Dr. Bove isn't convinced that arduous and potentially drying double cleansing is for everyone. She thinks frequent users of heavy makeup could benefit from it, and she might urge women

Oil



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