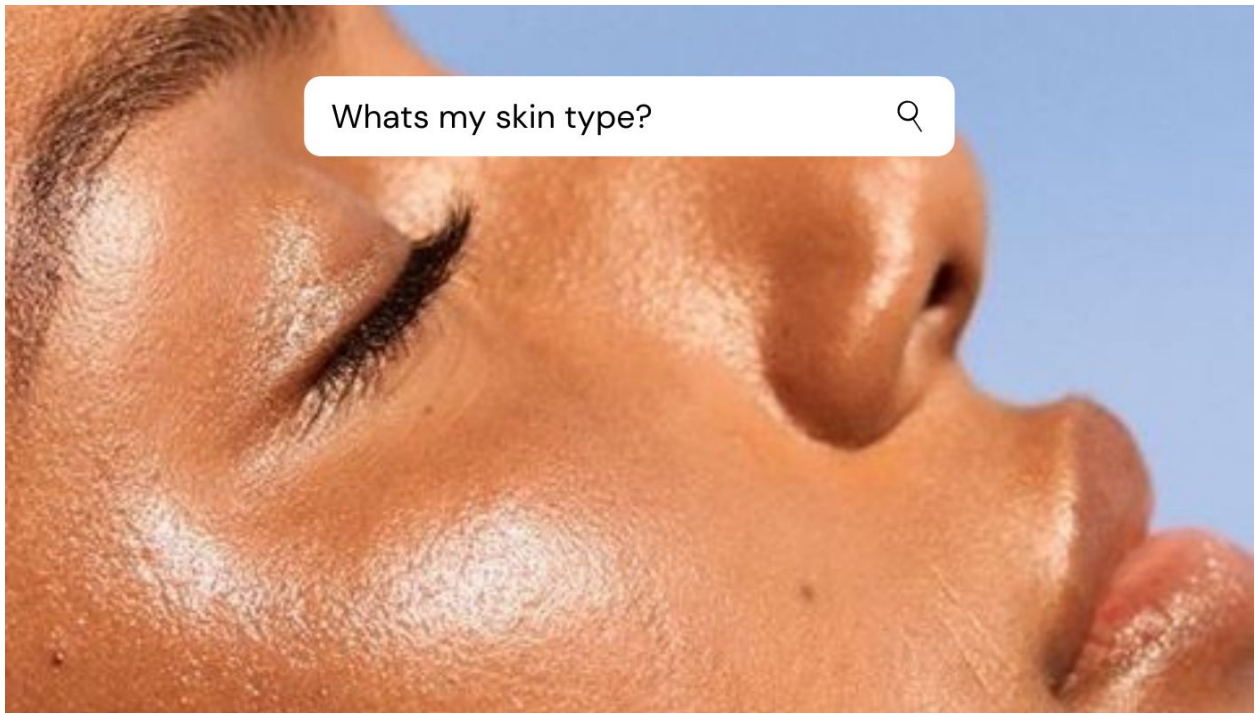


Skin Type : How to Find Yours?



For your skincare products to work they have to be used on the skin type that it has been created for and well suited to. Hence, before you start building your skincare routine, it's essential that you first try to understand your skin, its texture, its level of reactivity, analyze what is great about it and what are your problem areas, then learn how to enhance features of your face you love and invest time in finding solutions for your problem areas, read reviews by fellow customers, asks friends, investigate ingredients and most importantly commit and give time to your skin for changes to materialize.

You know the struggle is real when you see so many beauty products for different skin types but are actually unsure about your own skin type. Can you easily identify your skin type? It's okay if you can't, we're here to help!

First thing first, skin type is not made of one aspect. Below are the key factors that will help you determine your skin type correctly:

Skin Type = Texture + Reactivity + Concern



Texture/ Feel

This is how your skin usually feels and looks. Oily, Normal, Combination and Dry are not skin types, they are skin textures.

Using the '*Bare Face Method*' to determine your skin texture:

Cleanse your face thoroughly with a mild cleanser and gently pat dry. Leave skin bare (and do not apply any additional moisturizers, serums or treatments). After 30 minutes, examine your cheeks, chin, nose and forehead for any shine. After another 30 minutes, evaluate whether your skin feels parched or tight, especially if you smile or make any other facial expressions. If your skin feels tight, your skin is likely to be dry. If there is noticeable shine on your nose and forehead, your skin is most likely normal/combination. If

there is shine on your cheeks in addition to your forehead and nose, you most likely have oily skin.

Normal Skin – Normal skin means skin that is 'balanced' and is neither particularly greasy nor particularly dry. It's fresh, healthy-looking, free from excessive oil and dry patches. It has balanced sebum production.

Oily Skin – As the name suggests, this skin type appears to be shiny and oily not too long after cleansing. The oily or greasy appearance is because your skin has produced extra moisture that starts showing on the surface. While skin types are prone to breakouts and pimples, members of the oily skin seem to have them more than others along with larger pores around the nose and sometimes the cheek and forehead.

Dry Skin – If you're finding it hard to smile then, girl you have dry skin. The reason you might find it hard to smile could be because your skin feels tight and stretchy. Dry skin is determined by flaky and rough texture, and you might even experience itchiness and redness because of excessive dryness.

Combination Skin – If after a few hours of washing your face or applying makeup, your T-zone or your forehead along with your nose starts feeling like a pool of oil, it means you have combination skin. Combination skin is a mix of oily skin and dry skin. Usually, in combination skin types, the T-zone is oily and the cheeks are dry.

SKIN TEXTURE



Normal Skin



Dry Skin



Oily Skin



Combination Skin

Reactivity

This is how your skin acts when it interacts with other things like product, ingredients, environment etc. To keep things basic we categorized them as normal that is no reaction and sensitive, which means your skin is volatile and vulnerable and could be allergy-prone.

SKIN REACTIVITY



Problems

While the texture has a lot to do with the feel of your skin, skin concerns are primarily the pain point that your skin experiences. Acne, Dark Spots, Pigmentation, Hyperpigmentation, Fine Lines and Wrinkles are some of the most common skin problems we tend to experience at different points in our life. These are common problems that any skin texture can have. You can have dry skin and have acne, and you can also have normal skin and have fine lines. Your skin concerns ARE NOT your skin type, they are a part of it.



So what do we conclude?

The best way to determine your skin type is first determining its texture, followed by checking its level of reactivity, then identifying your key concerns and only then buying and using products for your specific skin type.