**YOUR NEW GUIDE TO SKIN TYPING**

It’s the latest buzz phrase in beauty. Pinpointing your ‘micro skin type’ is the only thing standing between you and a clear complexion. HFM beauty director Charlotte Jolly explains.

**1 INTOLERANT SKIN**

Sensitive, prone to redness, sometimes accompanied by tiny red pimples and a tight, tingly sensation. Ingredients in skincare and cosmetics trigger flare-ups, and reactions are aggravated by stress and changes in climate.

Sixty-two per cent of women say they have sensitive skin. Conditions like seborrhea are genetic, but allergies and reactions are not and can be caused by layering products. Cleansers and alpha hydroxy acids, for example, lach slough off dead cells so you’re exfoliating twice, which can strip skin and increase the potential for irritation.

**2 OILY SKIN**

Surface (creases at the corner of each eye, horizontal lines across the forehead and folds running between the nose and mouth), does not reflect light evenly, it lacks luminosity.

Ninety per cent of skin ageing is environmental, but 10 per cent is genetic (so even if you sleep in an oxygen tank you’d notice a loss of firmness by 35).

**3 DULL SKIN**

Surface (creates at the corner of each eye, horizontal lines across the forehead and folds running between the nose and mouth), does not reflect light evenly, it lacks luminosity.

Ninety per cent of skin ageing is environmental, but 10 per cent is genetic (so even if you sleep in an oxygen tank you’d notice a loss of firmness by 35).

**4 MOODY SKIN**

Characterised by fluctuating in tone and texture over a 28-day cycle. Common manifestations: acne-prone skin, dryness and sensitivity.

One in five women suffers from a mood disorder. During menstruation, skin can react extremely to your skin. Conditions like seborrhea can be exacerbated by stress and changes in climate.

**5 CITY SKIN**

Characterised by environmental factors, such as pollution, urban dust, and the effects of artificial light. Skin can be affected by exposure to smoke, pollution, and the effects of artificial light.

**6 SACRED SKIN**

Characterised by environmental factors, such as pollution, urban dust, and the effects of artificial light. Skin can be affected by exposure to smoke, pollution, and the effects of artificial light.

**GUIDE TO OVERHAUL YOUR SKIN CARE**

“A PRESCRIPTIVE REGIME CAN COMPLETELY OVERHAUL YOUR COMPLEXION”

Ghudi: “No one has straight oily or dry skin, it changes over time, and it reacts to your environment, hormone levels and lifestyle. Skin needs to be micromanaged. Skink to a regime with such a limited scope can exacerbate your existing issues, and create more mess.”

Dr Barbara Sturm, a molecular cosmetics specialist, and one of the most sought-after aesthetic doctors in Hollywood, says brands cling on to these antiquated skin subcategories as a marketing tool but the trend is towards “zonal application” when it comes to topicals. “People, for example, don’t necessarily differentiate between oily skin, plugged pores can occur in all skin types, triggered by overloading skin with too many products. Retinoids and alpha hydroxy acids, for example, both slough off dead cells so you’re exfoliating twice, which can strip skin and increase the potential for irritation.

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**PICK UP YOUR PRESCRIPTION**

We buy, on average, four moisturisers every year. Our annual skin spend also includes four cleansers, five packs of face wipes, two toners, two masques and two eye creams. But are you investing in the right stuff?

**INTOLERANT SKIN**

Organic Surge Extra Brightening

Hot Cloth Cleanser, £17.95, is effective at clearing through makeup as a weekly mask, without stripping skin.

Roseano Deluxe Perfection Toner

£29.99, a strengthening and builds up skin’s moisture barrier to help break the cycle of inflammation.

Dr Barbara Sturm Face Day Cream

£132, contains two selected ingredients to protect the sensitive skin cell membrane. The blend of souped-up peptides for bright, wide-awake eyes.

TIP
Sublime moisturisers such as alpha or beta hydroxy acids for hydrating, strengthening, and feed skin with strengthening ingredients (purslane is particularly hard-working and essential fatty acids beneficial).

**DULL SKIN**

Elastics Beauty

Pro-Collagen Cleansing Balm, £48-50, speeds up skin’s metabolism so it can hold on to moisture.

The blend of organic peat works, in Benefit Puff Off, £22.50, purifies skin, leaves skin glowing and smooth over fine lines.

TIP
You’re never too young for anti-aging products that maintain moisture. As well as products containing minerals, which dilates blood vessels to boost circulation and help with collagen production, pick out ingredients such as vitamin C to brighten.

**UNEVEN SKIN**

Ellephra Pure Balancing Cleanser

£39.99, contains prebiotics pre-treatment, biodegradable extract and alpha hydroxy acids to supercharge skin-cell renewal.

ToneBomb Dark Circle Rescue

£85, brightens brown or blue discolouration around the eyes for bright, under-eye looks.

Philosophy No Resin to Hide

Multi-Importation Transforming Serum

£127, delivers a powerful punch to stop dark spot forming.

SkinCeuticals Brightening UV Defense

SPF 20, £90, deliver efficiently ingredients to work on long and short ultraviolet rays.

TIP
SPF is a prerequisite, while everything else is damage limitation. As well as products containing minerals and light-diffusing concentrates and oils, look out for products labelled for ingredients that maximise cell turnover.

**SLUGGISH SKIN**

Aveda Botanical Kinetics

Purifying Crème Cleanser

£32, contains vitamin C to brighten and lift up skin. Use once a week after your regular cleanser.

Racinne Delicare Perfection Toner

£48, breaks up melanin to stop dark spots forming.

TIP
Look out for products containing vitamin C, which fights free radicals and increases the effectiveness of sun screen. An enzyme peel will give dead skin cells short shrift, too.

**CITY SKIN**

As well as targeting discoloration, Murad Instant Radiance Eye Cream, £67.50, balances collagen production.

La Roche-Posay Pigmentclar Day Care SPF 30, £26, has an under-eye leave to stop pigmentation particles sticking to skin.

**MOODY SKIN**

Antisolutions

Codage Masque Purificatif, £42, contains the appearance of pores. It contains a gloving peel to energise cells, too.

**TIP**
Moisture-loving balanced moisture is a prerequisite, while everything else is damage limitation. As well as products containing minerals and light-diffusing concentrates and oils, look out for products labelled for ingredients that maximise cell turnover.

**SLUGGISH SKIN**

The Body Shop Drops Of Youth

Bouncy Sleeping Mask, £22, removes the appearance of pores (don’t leave off by早晚 highlight).

**TIP**
To lubricate skin and balder the lipid barrier, apply products that are slightly sticky, and with higher-concentrate ingredients. You can cut it; tailor your topicals times of the month.

**UNEVEN SKIN**

Elephant Pure Balancing Cleanser

£39.99, contains prebiotics pre-treatment, biodegradable extract and alpha hydroxy acids to supercharge skin-cell renewal.
THE FIX-IT FACIALS

Take a hands-on approach to unsettled skin with one of these splurge-worthy treatments. Road-tested by Team HF...