SKIN FITNESS

Is it time to downsize your skincare?

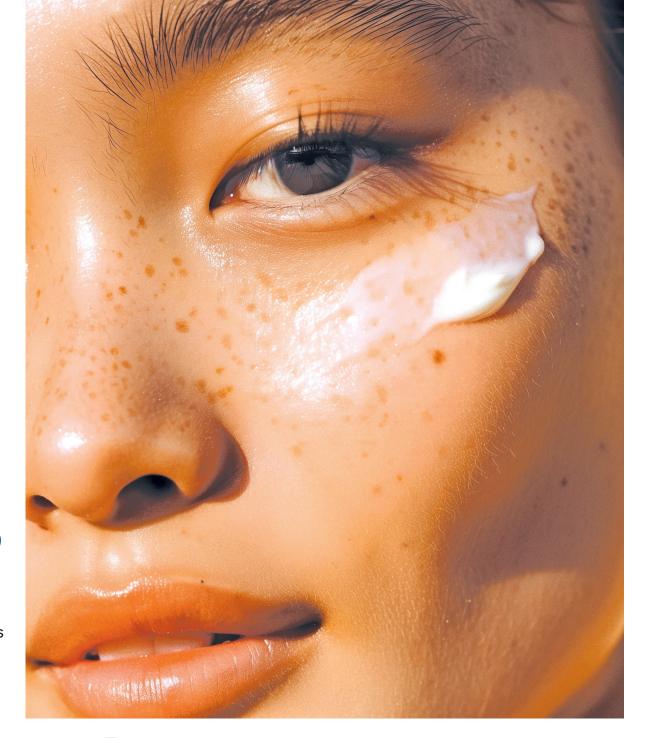
Leading dermatologists say, well, yes. Here's how embracing the new era of 'skinimalism' could save cash – and equal healthier skin

BY RACHEL SHARP

uick pop quiz: how many lotions and potions are currently hiding in your bathroom cabinet? And how many daily steps have you added to your skincare routine lately? Is it three? Possibly four if you include eye cream? Confession time: mine's blown out to seven steps - all with the requisite 60 seconds in between each layer of product to let it sink in. That's probably the only occupational hazard of beauty journalism - it's hard to unlearn the benefits of power products once you've done a deep dive.

Still, I'm a far cry from the 18-or-so steps we're now seeing as the aspirational norm on social media. Apparently, most beauty influencers in 2024 firmly subscribe to the notion you can't have too much of a good (and typically outrageously expensive) thing in the quest for what's now being referred to as 'baby dolphin' skin (yes, really). The problem, though, is that layer upon layer of even the most luxurious stuff can be uncomfortable if your face errs on the sensitive side.

In fact, experts say marathon skincare sessions don't do our complexion any favours. "The downside is that there's a point of saturation where the products can't perform their job anymore," explains dermal therapist Dr Giulia D'Anna, founder of Dermal Distinction in Melbourne. Anything bevond roughly step eight, she says, simply won't get to where it's needed in the skin. "The other concern I have is





Many skincare ingredients can't be layered - they jusť don't play nice together

- DR GIULIA D'ANNA

that many skincare ingredients can't be layered - they just don't play nice together at all. Some perform the same function and others [are even] counterproductive."

Instead, go for quality over quantity. That's according to industry-leading New York plastic surgeon, Dr Lara Devgan, whose own premium skincare line is now available in Australia via Mecca. "I think beauty consumers want to avoid what we're seeing in fast fashion, where you have a closet full of clothes that are really inexpensive, but you only want to wear them once," she reflects. "People want fewer, better, higher-quality products that deliver efficacy and give you a difference between the before and after."

Likewise, D'Anna's best advice, other than asking a dermal expert to make you a streamlined regime, is to invest in products that work. And the good news is that a hefty price tag doesn't always mean better. "What's more important is the quality of the ingredients," she says. "Look at the label. You want your actives listed close to the top of the list. If they're not... you're not getting a quality product." Her other hot tip? Skip vitamin C serum and abrasive exfoliation steps, which she says most of us probably don't need.

D'Anna recommends a simple four-step skincare routine at most, with an extra cleansing step added at night to wash away the day's dirt, pollution and make-up. In the morning, she suggests starting with a vitamin B serum for hydration

TOP MULTI-TASKERS FOR BETTER SKIN WITH ONE SWIPE

Meet the new hero beauty products experts want to see on your face



TO REFINE Bespoke Luminosit Revive and Refine Serum, \$149

Created by a top this is like nine active serums rolled into one, with high concentrations of niacinamide, lactic acid, hyaluronic acid and more. Consider it your new go-to.



TO REPAIR Bottao Evenina

Serum, \$148 Co-launched by - one a plastic surgeon, the other

a cult skincare clinic founder – this serum is packed with key actives (niacinamide retinal, peptides) that are formulated to enhance each other. ltimate multi-tasker.



TO ANTI-AGE AHC Age Defence

Real Eye Cream For Face, \$45 Don't let the price tag fool you. AHC isn't Korea's number-one skincare brand for nothing. Think: quality ingredients and plenty of science. This hero dual-use eve cream is the

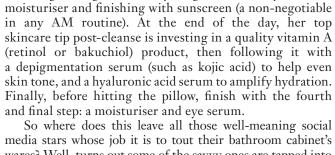


TO PLUMP Q+A Hyaluronic Acid

Ilies of Skin Peptides Daily Moisturiser, \$17 & Antioxidants Advanced Firming Daily Treatment, \$208 Light on the wallet with a hero ingredient Sure, there are some that's one of the hardest working research-heavy in the beauty biz. niche products in This ultra-hydratina this premium range and plumping cream also calms, firms But this do-it-all ticks every box from brightening to hydration – in and smooths fine lines, plus suits both day and night use. one silky formula.

PEPTIDES &
ANTIOXIDANT
ADVANCED
FIRMING DAIL
TREATMENT
STEP 04- TREATMENT
MOSTULUSSER
USE DAIL (MA/PM)
125 DAIL (MA/PM)
126 DAIL (MA/PM)
127 Firming Procides
5% Tegrenece &
5% Tegrenece &
5% Stableth digue
Complex
5% Substeh digue

TO FIRM



So where does this leave all those well-meaning social media stars whose job it is to tout their bathroom cabinet's wares? Well, turns out some of the savvy ones are tapped into the wisdom of skinimalism, too. Popular Aussie beauty content creator, Ali Whittle, for example, recently streamlined her regime to just one brand, using a plan tailored to her skin's needs. "I've long been a product junkie, but as I get older, I'm less captivated by brands just launching products for launching sake," she says. "I need research, innovative science, data and results to really woo me. It can be expensive and exhausting trying to keep up with skincare trends."

and brightening, before layering on some eye serum,

After all, who's got time to stand around waiting for 18 different layers of face serum to sink in? Luckily, science and common sense both say you really don't need to.



TRY FOR EXPERT-APPROVED WAYS TO SHRINK YOUR PORES, HEAD STRAIGHT TO BODYANDSOUL.COM.AU/BEAUTY

18