


Cleansing Myths DEBUNKED


Want beautiful, glowing skin? We all know cleansing is the answer; it's the first step to every good skin care routine. While you might think you have your skin care routine locked down, you might be guilty of committing a few all-too-common face-washing mistakes. We've busted a few common cleansing myths below.



Myth: The more you wash, the better

Cleansing too often disturbs the skin's pH, which in turn affects the skin's immune system, resulting in ageing or other problems. Cleanse only once a day (in the evening) to avoid this.

The Truth:



Myth: All cleansers are the same

You should choose a cleanser based on your skin type and concerns. Annique has a cleanser for oily/acne, dry and normal skin. Go to Annique's website at www.annique.com to find out what skin type you have to find a cleanser suitable to your needs.

The Truth:



Myth: Your skin should feel tight after cleansing

Tight skin after cleansing is a definite no no, as it means your skin has been stripped of its natural essential oils and is dry or dehydrated as a result. Tight skin could be as a result of hot water, not using the right cleanser for your skin type or over-cleansing.

The Truth:



Myth: Washing with hot water is good

While steamy hot water might feel soothing on your face, it could actually damage your skin by stripping it of natural oils that keep the protective moisture barrier intact. As a result, water that is too hot could in fact dry out your skin.

The Truth:

Top Tip: If you feel you need to wash your face in the morning, rinse it with Rooibos-infused water after cleansing. Tap water contains harsh chemicals that can dry out, age and even irritate skin. Counter this by adding antioxidant and anti-ageing Rooibos and presto! You have a winning formula!



Hydrafine Cleanser 150ml & Freshener 100ml

For Normal/Combination Skin

Lucid Cleanser 150ml & Freshener 100ml

For Dry/Dehydrated Skin



Benefits of using a freshener

- Restores the pH balance of the skin
- Aids in the optimal absorption of products
- Refreshes and hydrates the skin
- Calms and soothes the skin
- Contains Green Rooibos extract to help soothe allergies and revitalise skin